

A recent Investor Education Fund survey* explored behavioural and economic factors that affect Canadians' risk-taking when investing.

The Canadian Money
State of Mind
RISK SURVEY 2014

Canadians invest based on:



- Careful analysis **60%**
- Analysis and gut feelings **23%**
- Gut feelings **17%**



- 1 in 10** consider themselves high-risk investors
- 6 in 10** consider themselves medium-risk investors
- 3 in 10** consider themselves low-risk investors



Canadians who invested based on emotion and then regretted their decision:

- Once or twice **40%**
- Once or twice every few years **12%**
- Many times **4%**



1 in 3 Canadian investors have lost at least 20% in one year



If given a choice between stocks and GICs, during times of greater uncertainty, Canadian investors:

- Balance stocks and GICs **39%**
- Prefer stocks **29%**
- Prefer GICs **32%**




51% of Canadian investors took no action after losing at least 20% in one year

Some of the actions Canadian investors took:



- Fled to safety **36%**
- Cut spending **15%**
- Invested more **13%**
- Fired and/or hired advisers **22%**

Top 5 worries of Canadian investors

 TWX (THE WORRY INDEX)	
1. INFLATION	▲ 62%
2. LOW EARNINGS FOR RETIREMENT	▼ 57%
3. LOSS	▼ 56%
4. GLOBAL EVENTS	▲ 54%
5. STOCK MARKET DOWNTURN	▼ 53%

* Investor Education Fund. "Investor Risk, Behaviour & Beliefs." January 2014.