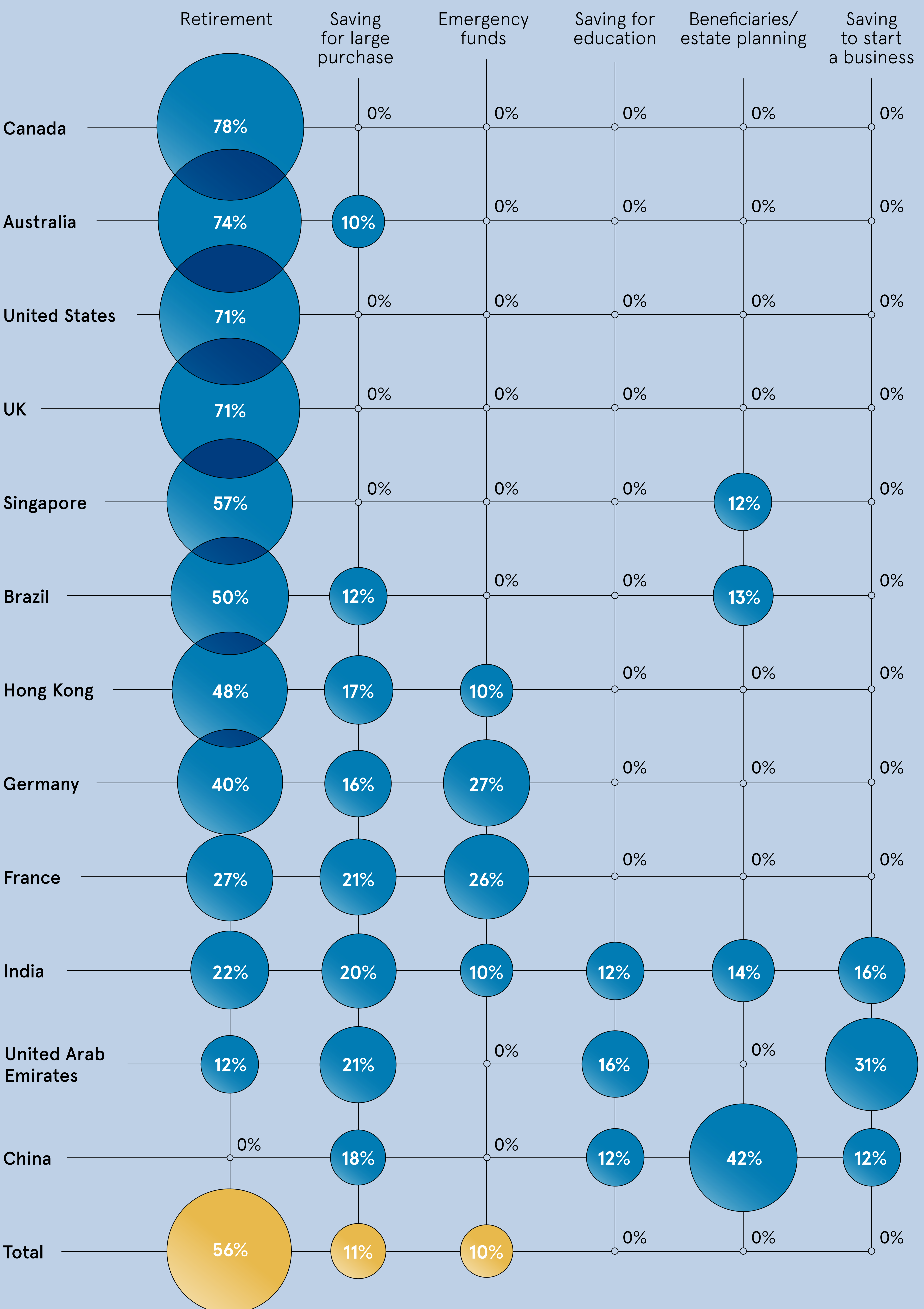


WHAT INVESTORS WANT

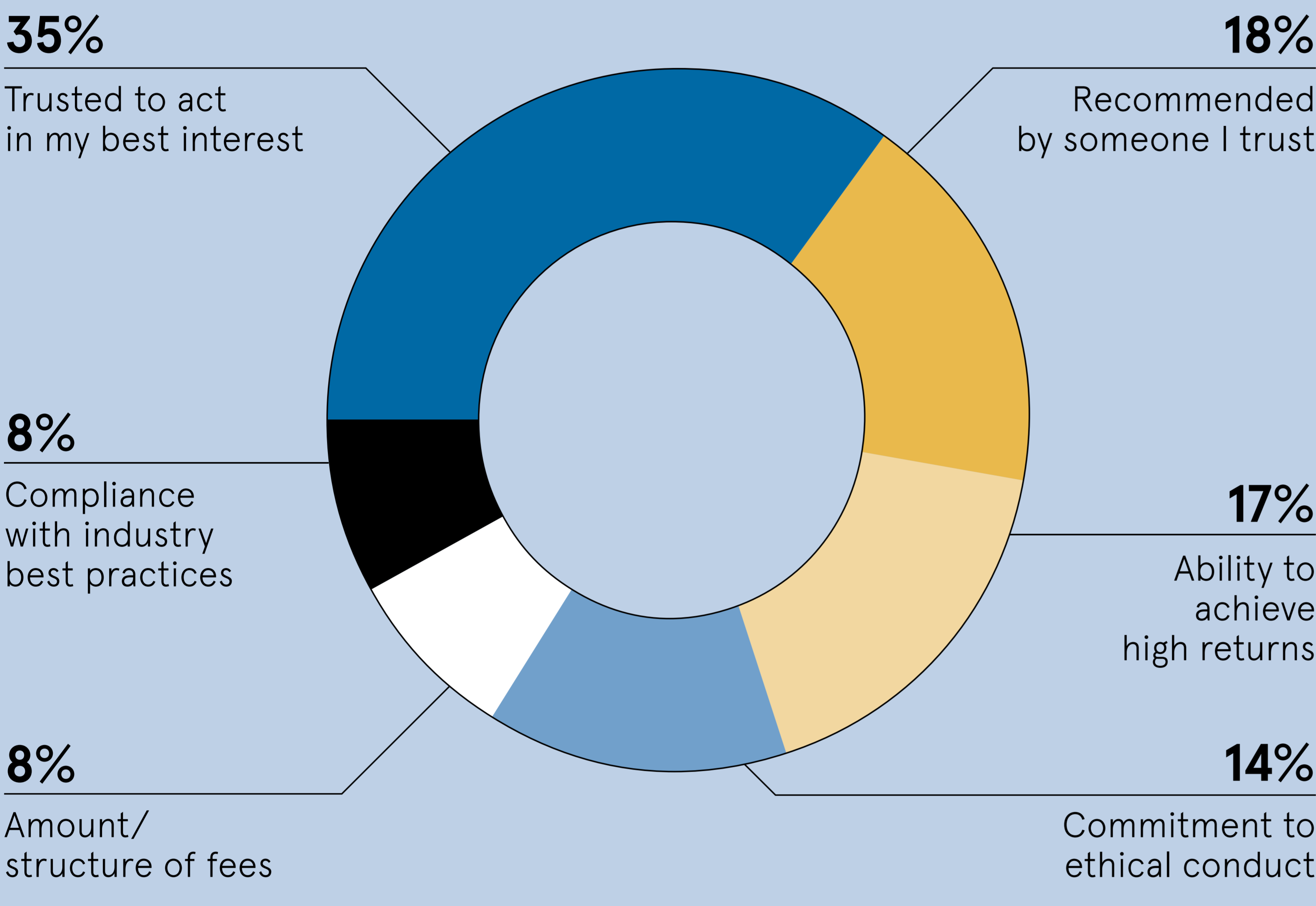
Attitudes and approaches to investing have changed dramatically over the years, and investment goals can vary wildly depending on age or geography. This infographic explores what investors want from their advisers and why they invest

Investment goals vary with geography

Percentage of goals ranked first by 10 per cent or more of investors



Most important attribute when hiring an adviser/asset manager



Top reasons to leave an investment manager

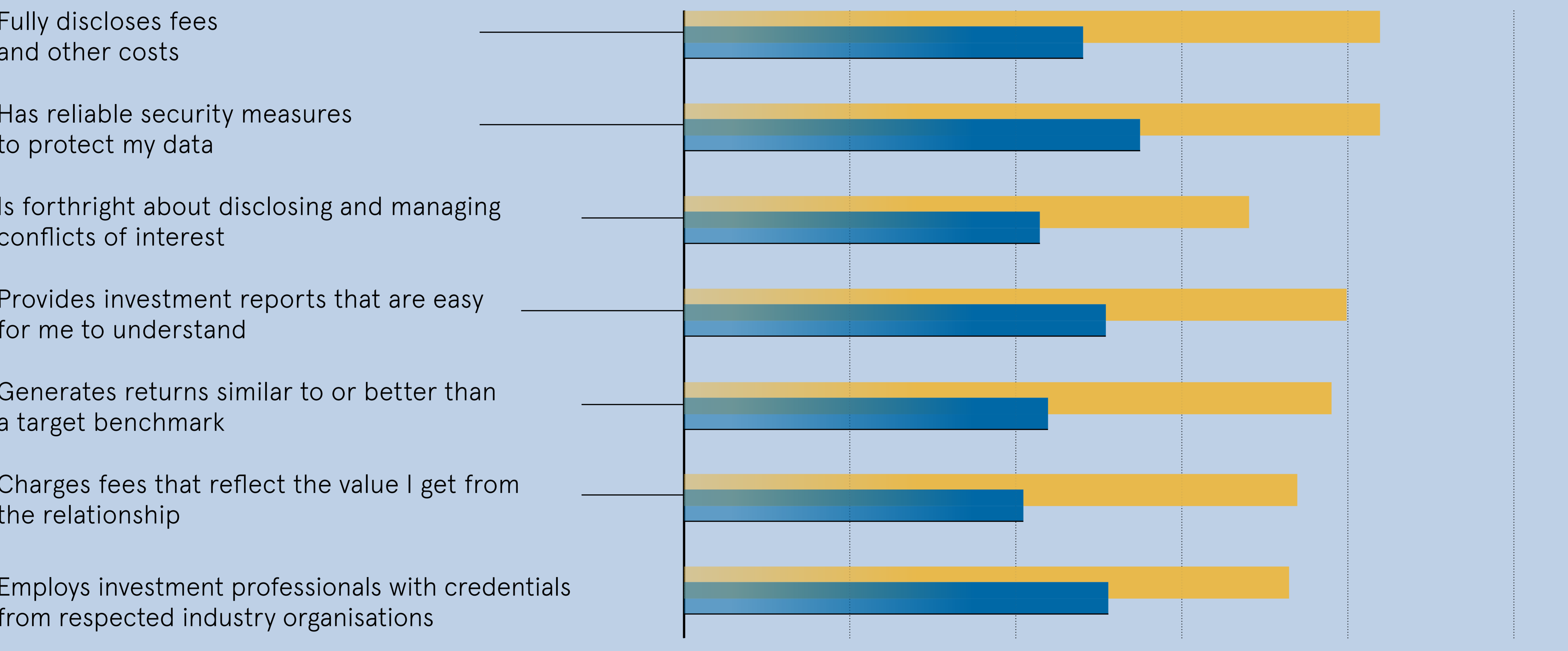
47% Underperformance

43% Lack of communication/responsiveness

40% Data breach

What investors look for in their advisers

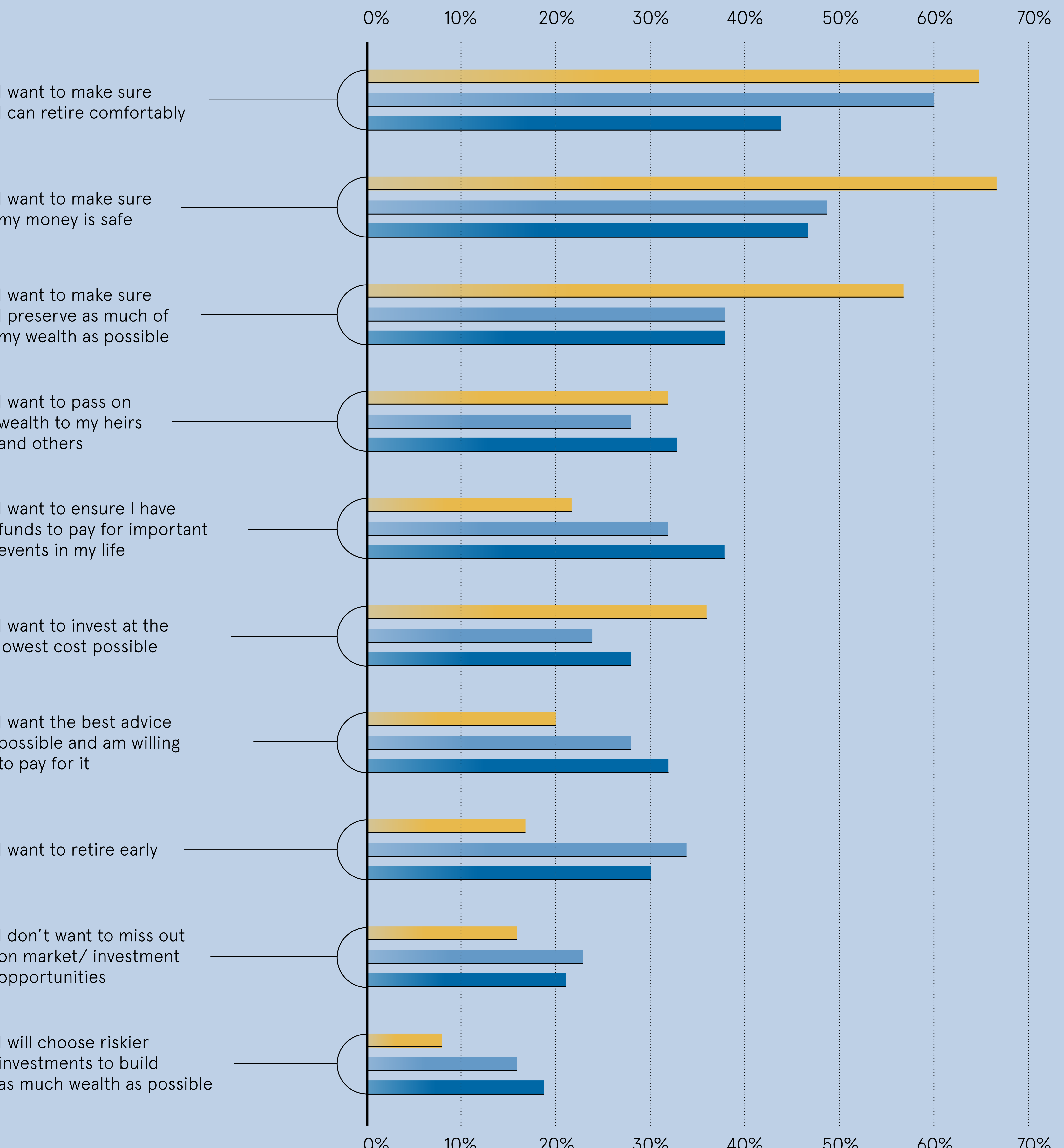
Importance and satisfaction of the following factors



CFA Institute 2018

Investment goals change with age

Reasons why different age groups invest



Accenture 2017