

AXA Investment Managers
Funds Knowledge
Switzerland

Representative Study of the Swiss Population

May 2017

Research profile

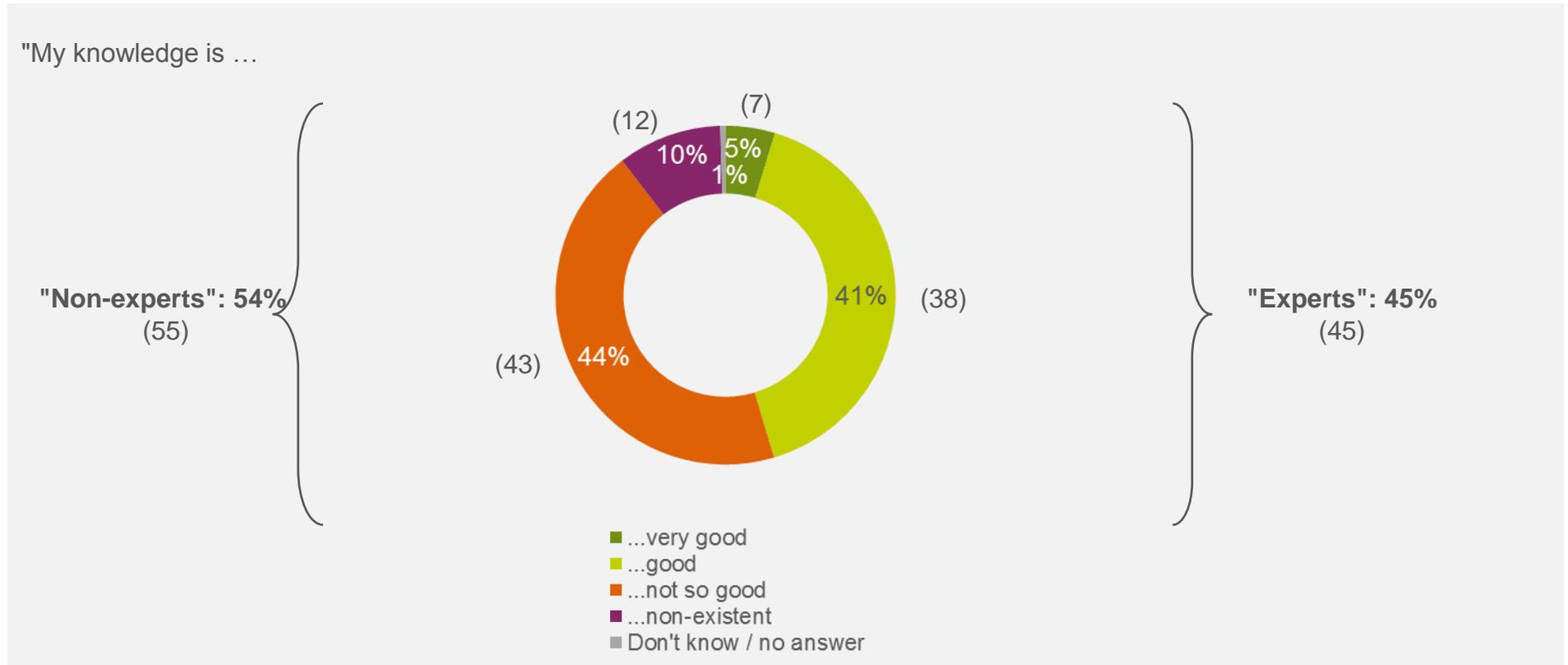
- ▶ **Objective:** The objective of this study is to examine the level of knowledge and attitude of the Swiss population towards the theme of investment funds.
- ▶ **Background:** The survey for Switzerland was carried out for the first time in 2007.
- ▶ **Data pool:** German/French-speaking resident population from the age of 18 in households with landline phone connections
- ▶ **Sample:** 1,000 interviews in January/February 2017
- ▶ **Selection procedure:** Based on a random quota
- ▶ **Method:** Computer-assisted telephone interviews (CATI)
- ▶ **Weighting:** Population-representative weighting according to language region, sex and age
- ▶ **Market research institute:** amPuls Market Research
- ▶ **Edition:** 9th study

Self-assessment and knowledge index

"As regards their understanding of finance, somewhat more than half of the Swiss population still classify themselves as non-experts. But the proportion of those classifying themselves as experts is steadily rising."

Self-assessment of your understanding of finance (1/2)

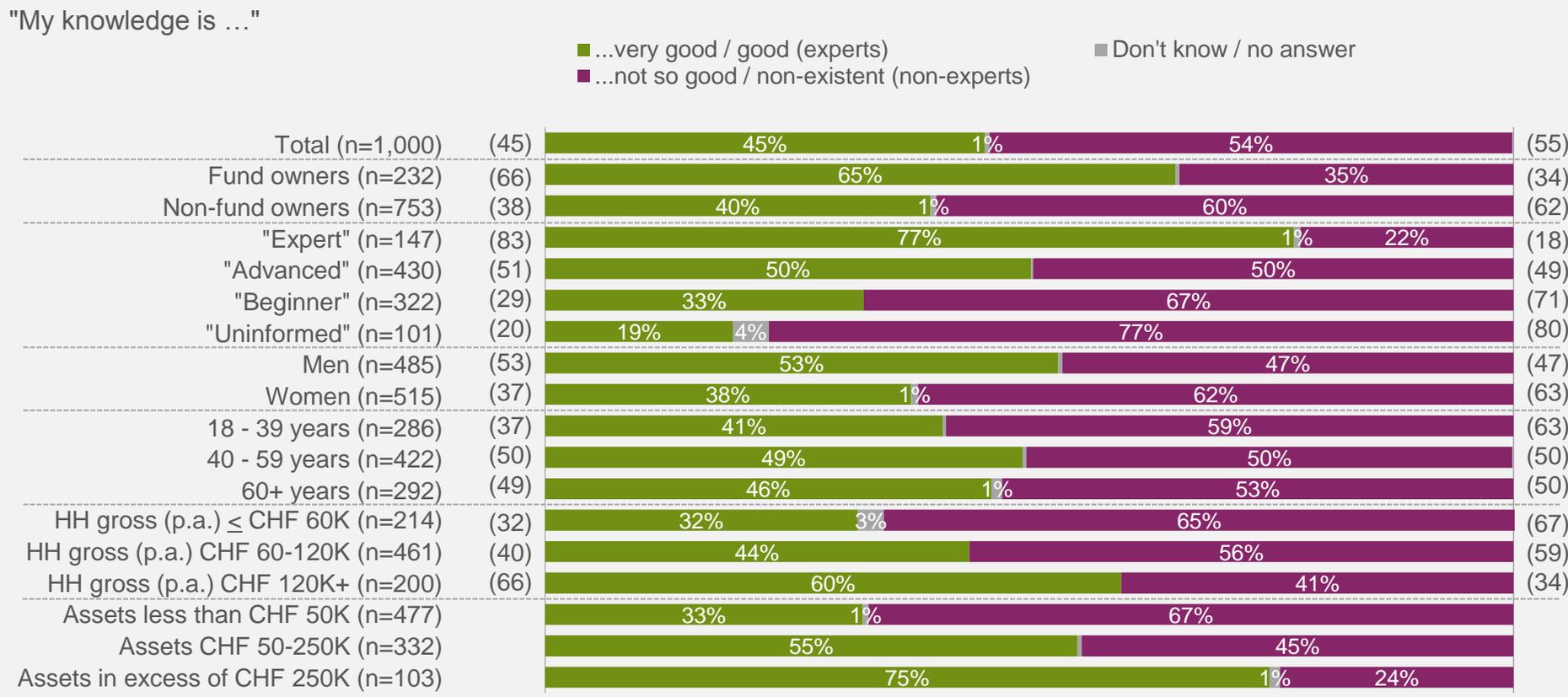
How would you generally classify your understanding of financial affairs, in particular your knowledge of the theme of money and capital investments?



Data pool: Swiss population from the age of 18 (n=1,000)
Methodological note: Single response
Values for 2015 in brackets

Self-assessment of your understanding of finance (2/2)

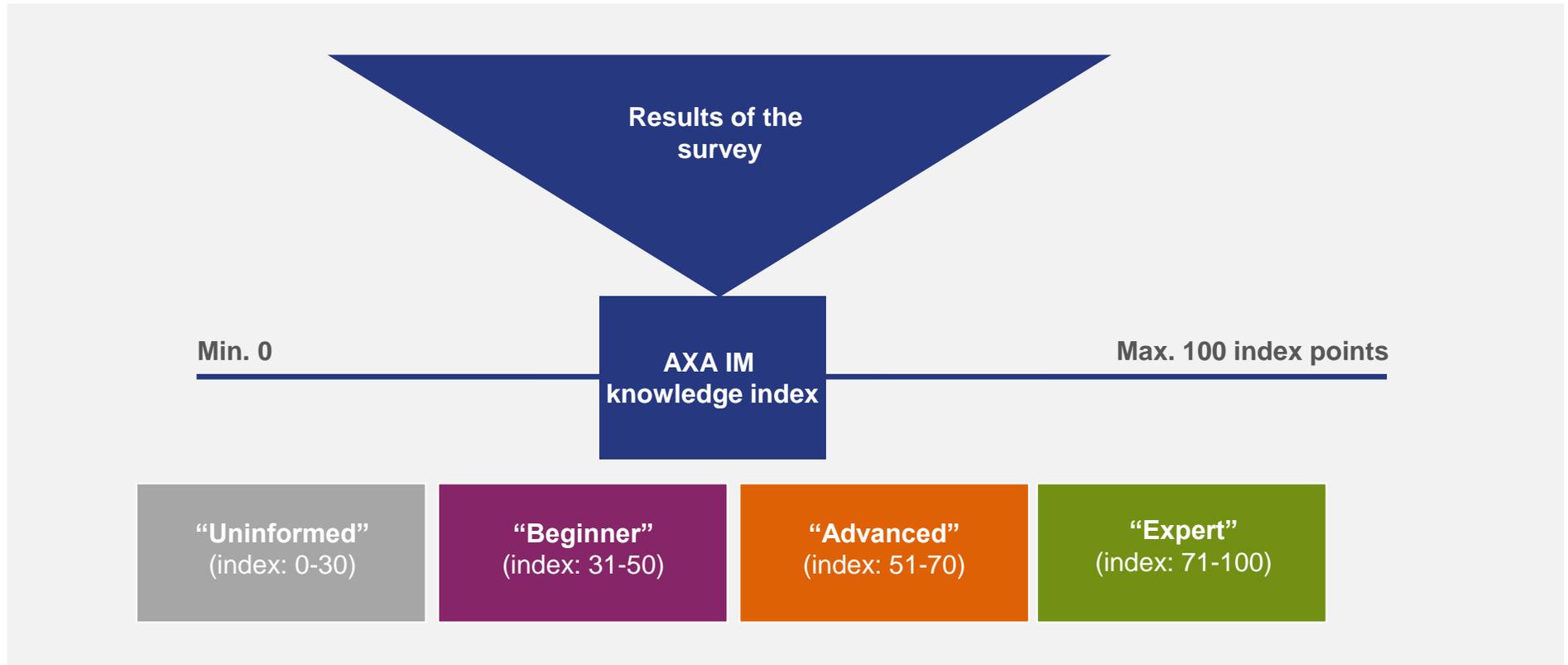
How would you generally classify your understanding of financial affairs, in particular your knowledge of the theme of money and capital investments?



Data pool: Swiss population from the age of 18 (n=1,000)
 Methodological note: Single response
 Values for 2015 in brackets

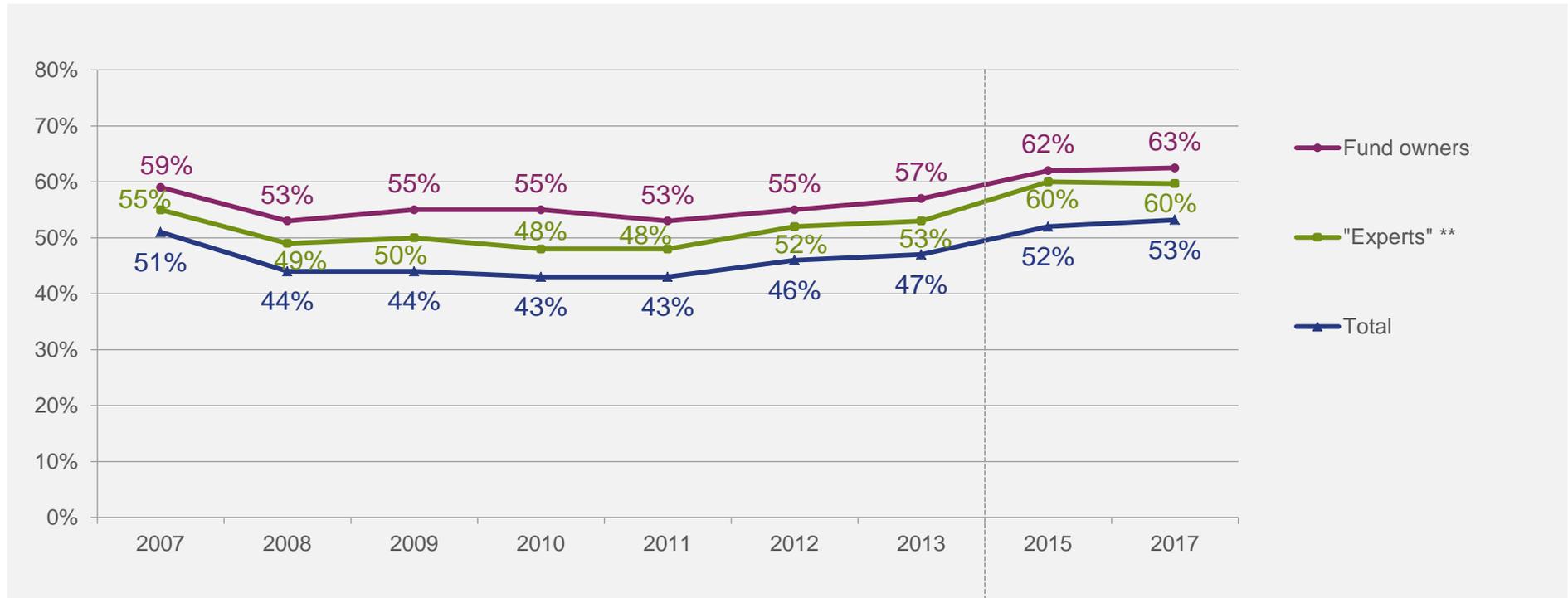
AXA IM knowledge index / knowledge types

The AXA IM knowledge index depicts 4 knowledge types on a scale of index points.



AXA IM knowledge index (year-on-year comparison)

AXA IM knowledge index* total year-on-year



*AXA IM knowledge index: Shows the actually measured level of knowledge of the respondents on funds; calculated on the basis of the «knowledge questions»

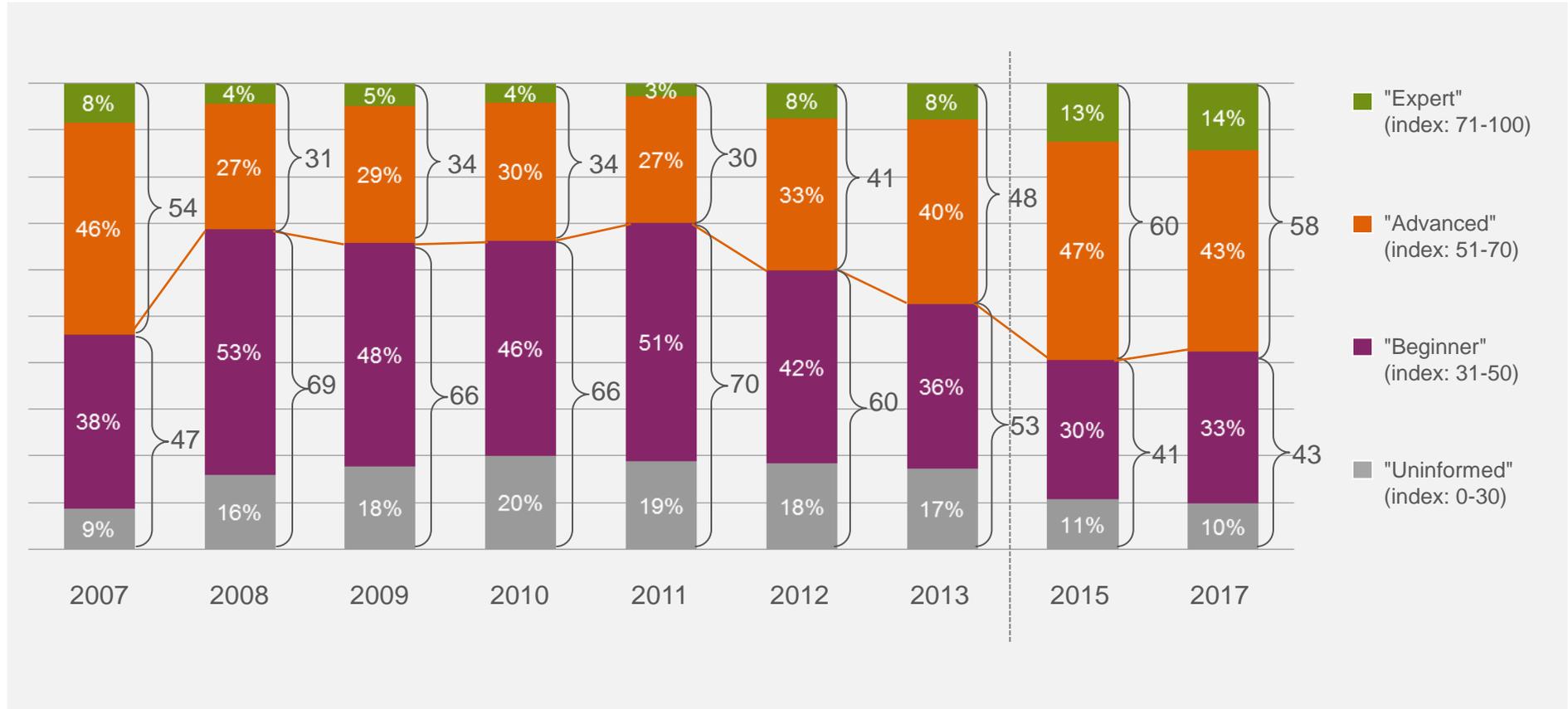
**«Experts»: Share of those who in their self-assessment claimed that their knowledge of finance was «good» and «very good»

Data pool: Swiss population from the age of 18 (total: n=1,000; «experts»: n=458; fund owners: n=232)

From 2013 the survey is only held every two years

AXA IM knowledge index (year-on-year comparison)

AXA IM knowledge index (year-on-year comparison)



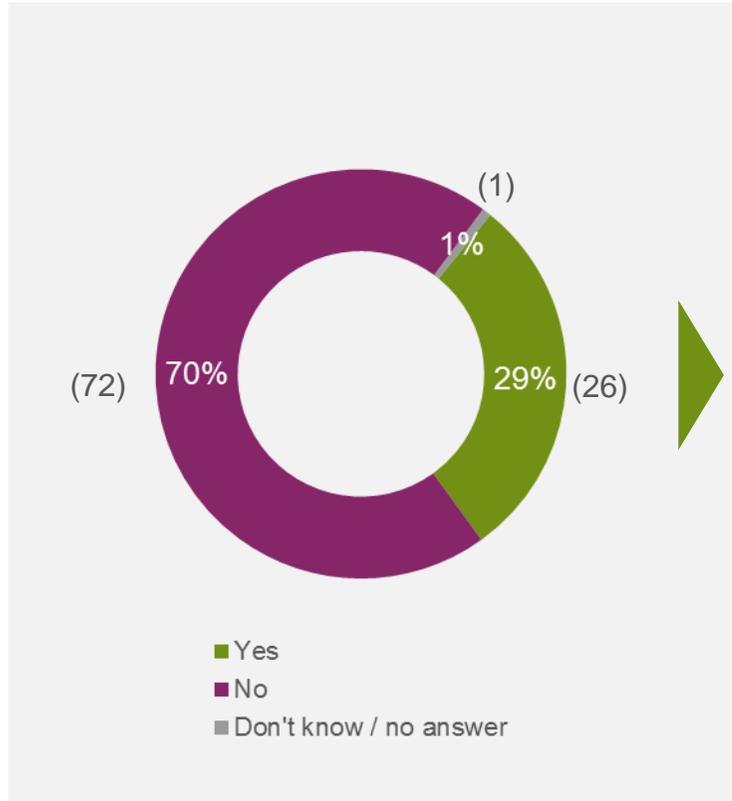
*AXA IM knowledge types: Sub-groups divided up according to knowledge level/knowledge index points
 Data pool: Swiss population from the age of 18 (n=1,000)
 As of 2013 the survey is only held every two years)

Interest in fund investments and fund ownership

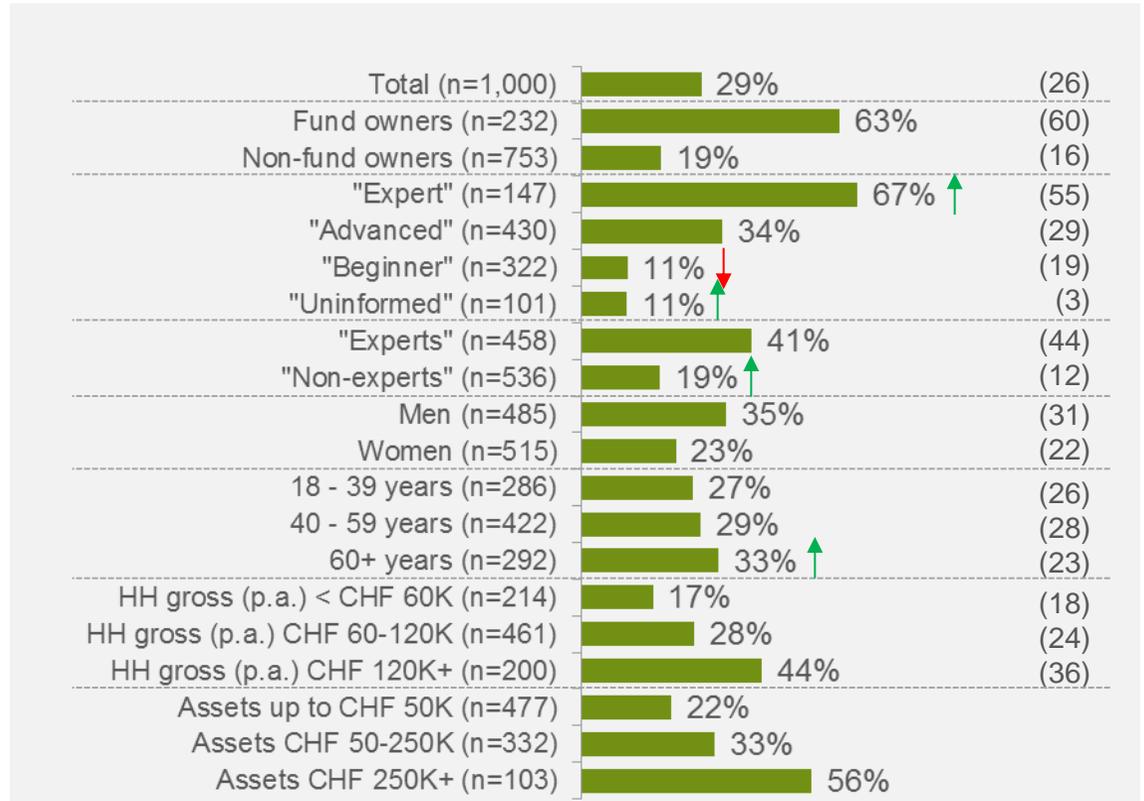
"The population's interest in fund investments is rising. Need for advice and explanatory support is particularly great among those who believe they do not have enough money to invest in a fund."

Interest in the theme of "fund investments" (1/2)

Are you interested in the theme of "fund investments"?



Interested in the theme of "fund investments"



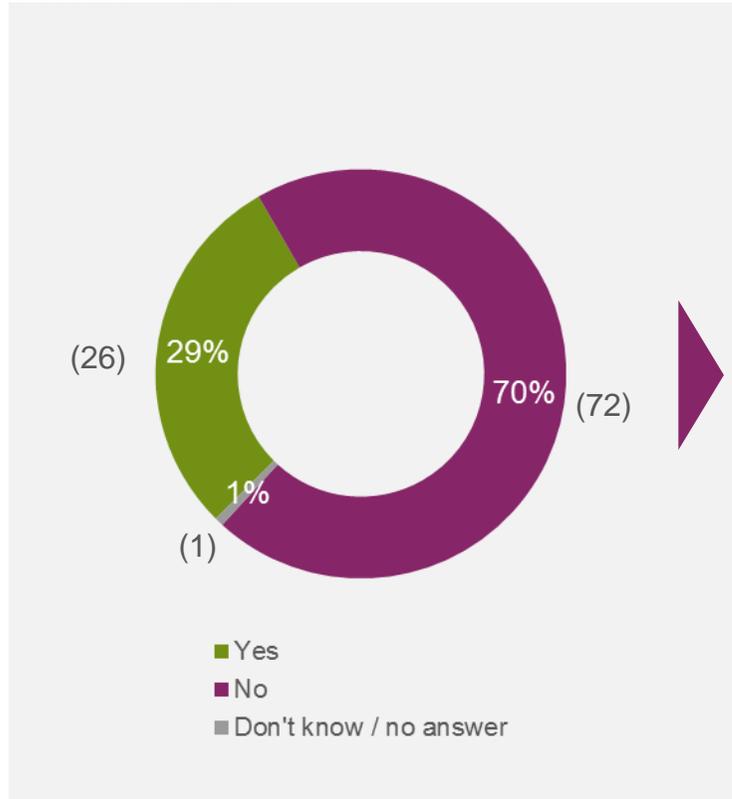
Data pool: Swiss population from the age of 18 (total: n=1,000); respondents interested in fund investing (n=295)

Methodological note: Interest in fund investments: single response; no interest in fund investments: multiple response possible

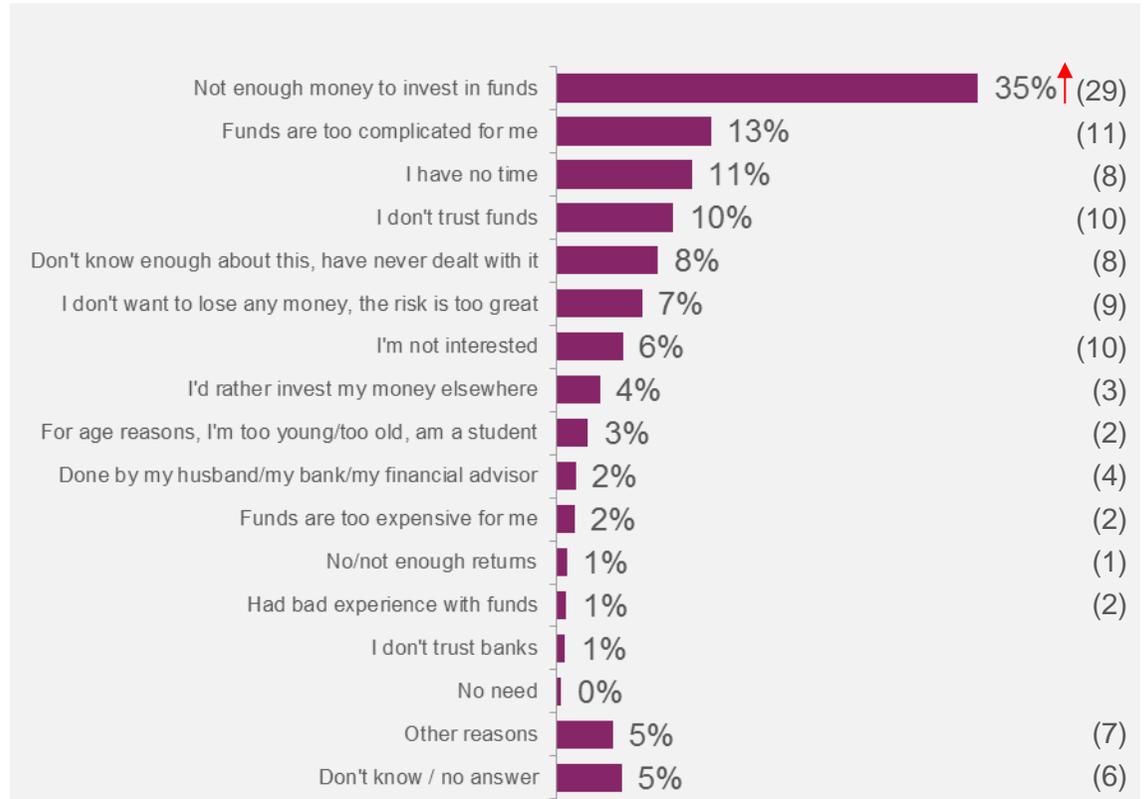
Values for 2015 in brackets

Interest in the theme of "fund investments" (1/2)

Are you interested in the theme of "fund investments"?



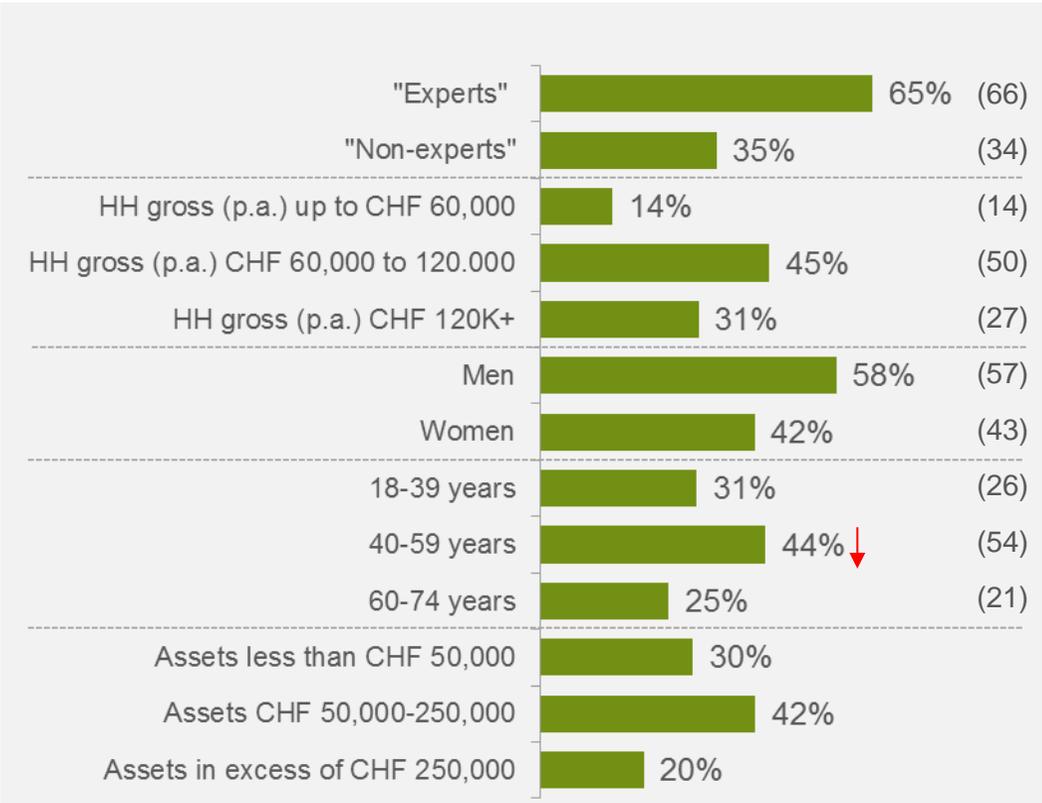
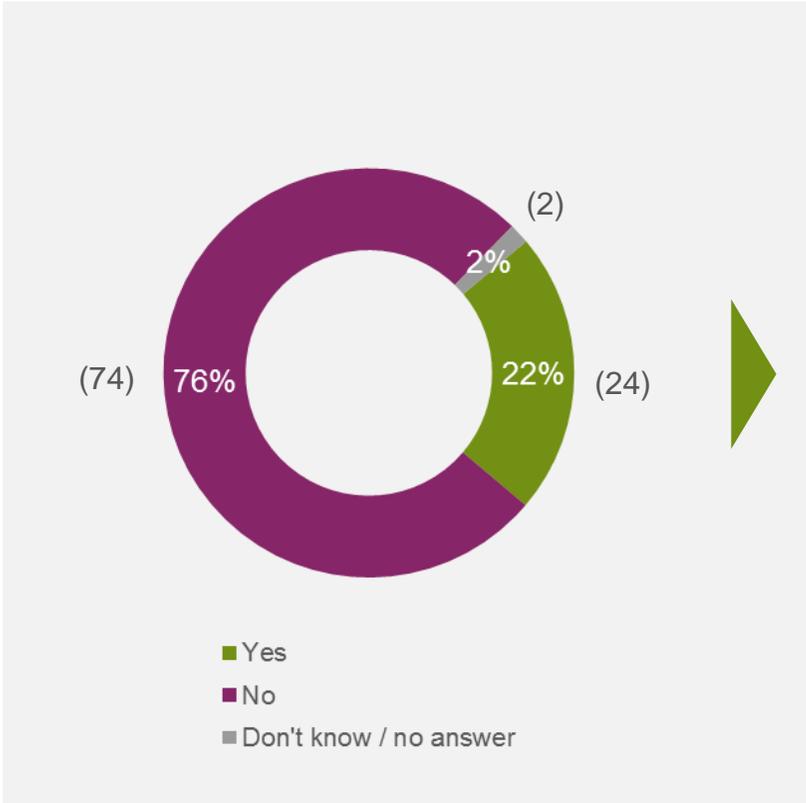
Why not?



Data pool: Swiss population from the age of 18 (total: n=1,000; respondents not interested in fund investing (n=698))
 Methodological note: Interest in fund investments: single response; no interest in fund investments: multiple response possible
 Percentage values for 2015 in brackets

Fund ownership (2/2)

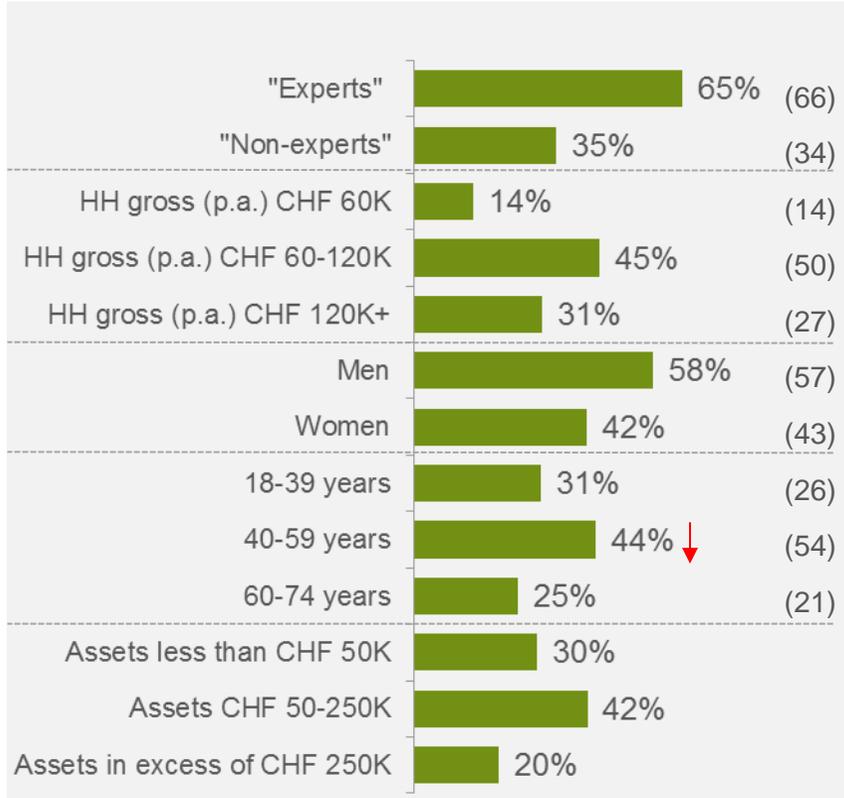
Do you yourself currently own shares in investment funds? Fund owner:



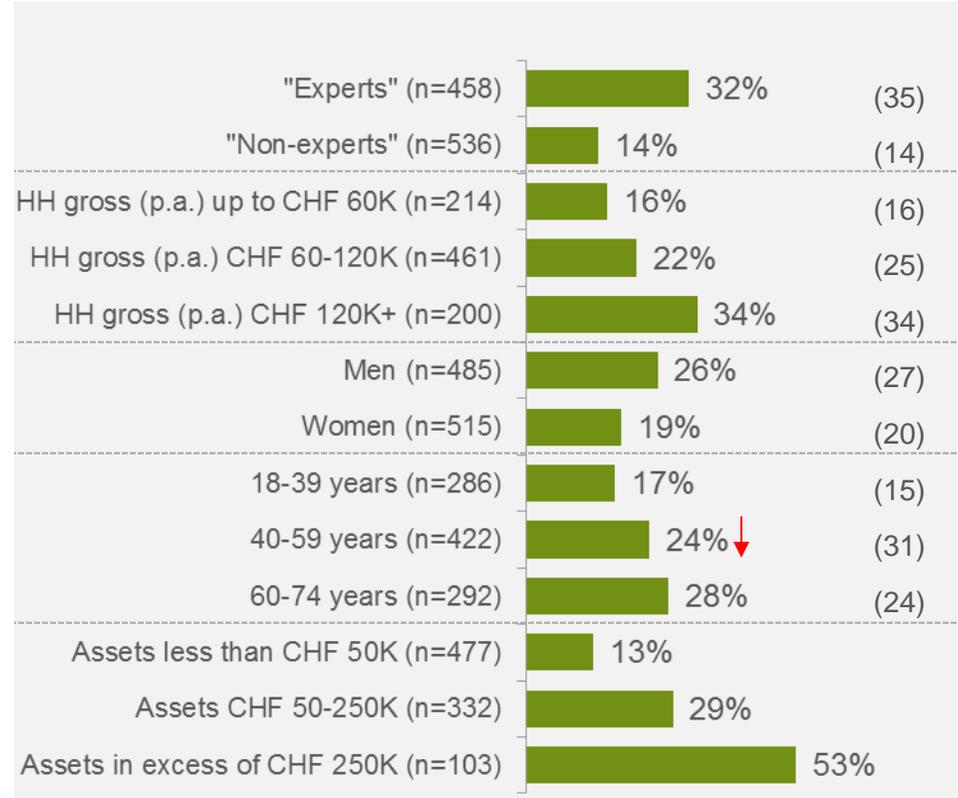
Data pool: Swiss population from the age of 18 (n=1,000); fund owners (n=232)
 Methodological note: Ownership of shares in investment funds: single response
 Values for 2015 in brackets

Fund ownership (2/2)

Structure of fund owners:



Proportion of fund owners ("fund penetration"):



Interpretation aid: The "fund owner structure" shows the distribution of fund ownership by analysis group; the fund owners make up the statistical base. 20% of fund owners have assets in excess of CHF 250K / the "fund owner shares" show the penetration of the funds by analysis group; all the respondents in the individual analysis groups make up the statistical base. 53% of respondents with assets in excess of CHF 250K own funds.

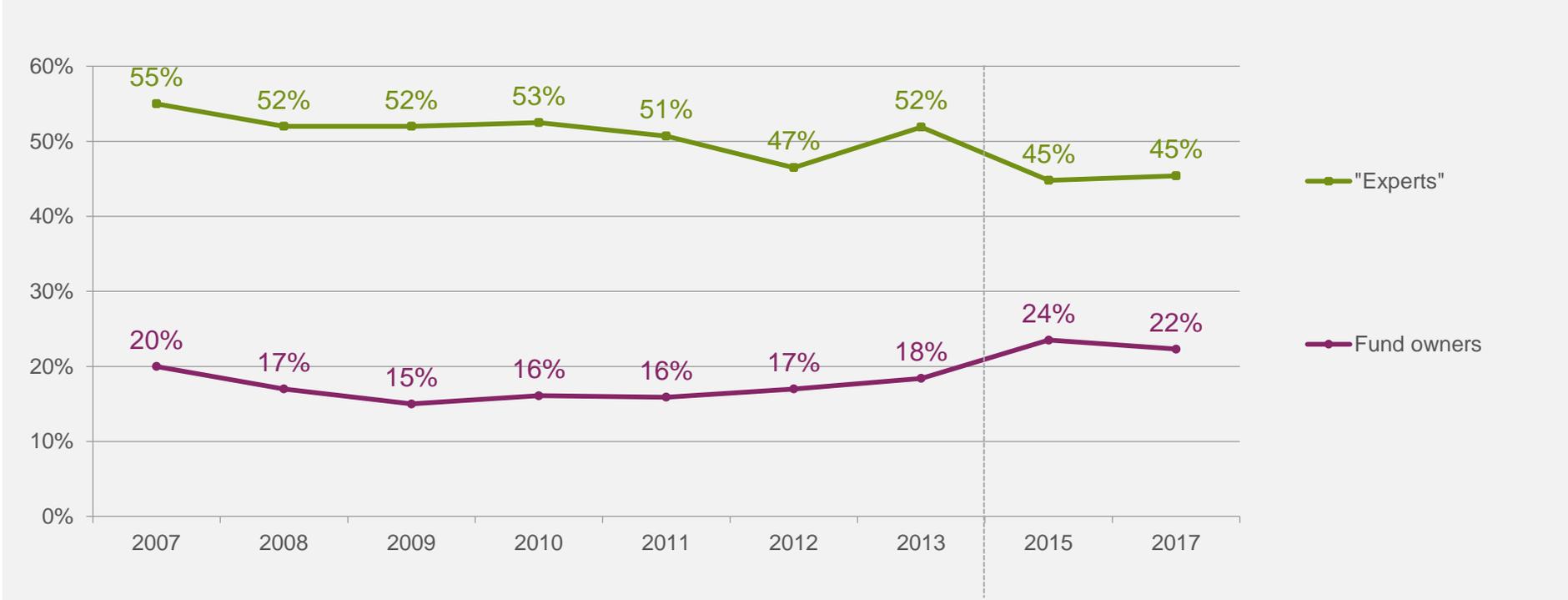
Data pool: Swiss population from the age of 18 (n=1,000); fund owners (n=232)

Methodological note: Ownership of shares in investment funds: single response; values for 2015 in brackets

Fund ownership / self-assessment of your understanding of finance (year-on-year comparison)

How would you generally classify your understanding of financial affairs, in particular your knowledge of the theme of money and capital investments?

Please tell me whether you yourself currently own or have access to shares in investment funds (i.e. equity funds, balanced funds, bond funds or real estate funds).



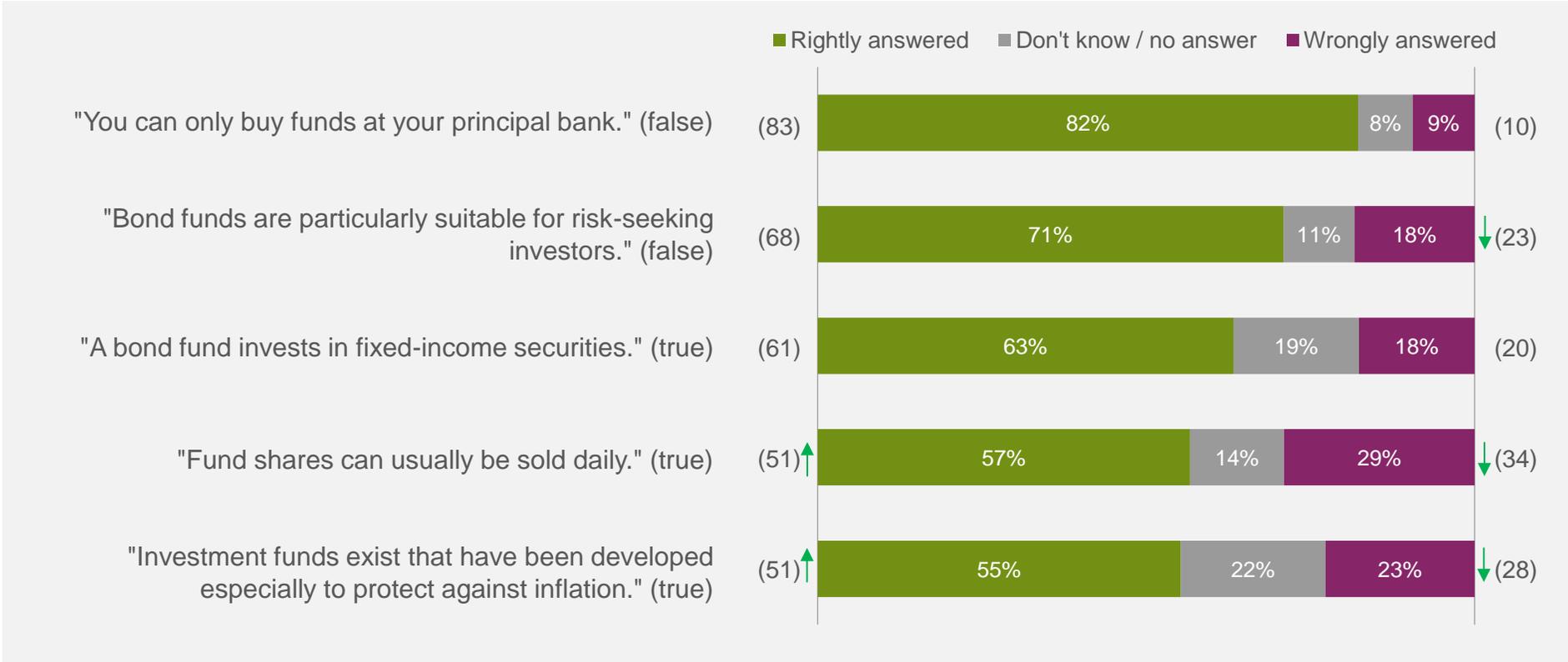
Data pool: Swiss population from the age of 18 (n=1,000)
Methodological note: in each case single response
As of 2013 the survey is only held every two years

Funds knowledge

"The Swiss population is familiar with the open fund architecture. But greater awareness of the diversity aspect and inflation protection offered by funds is needed, particularly in the current market climate."

Knowledge test: Investment funds (1/2)

Let me now read you some statements on funds. After each statement, please let me know whether you think they are true or false.

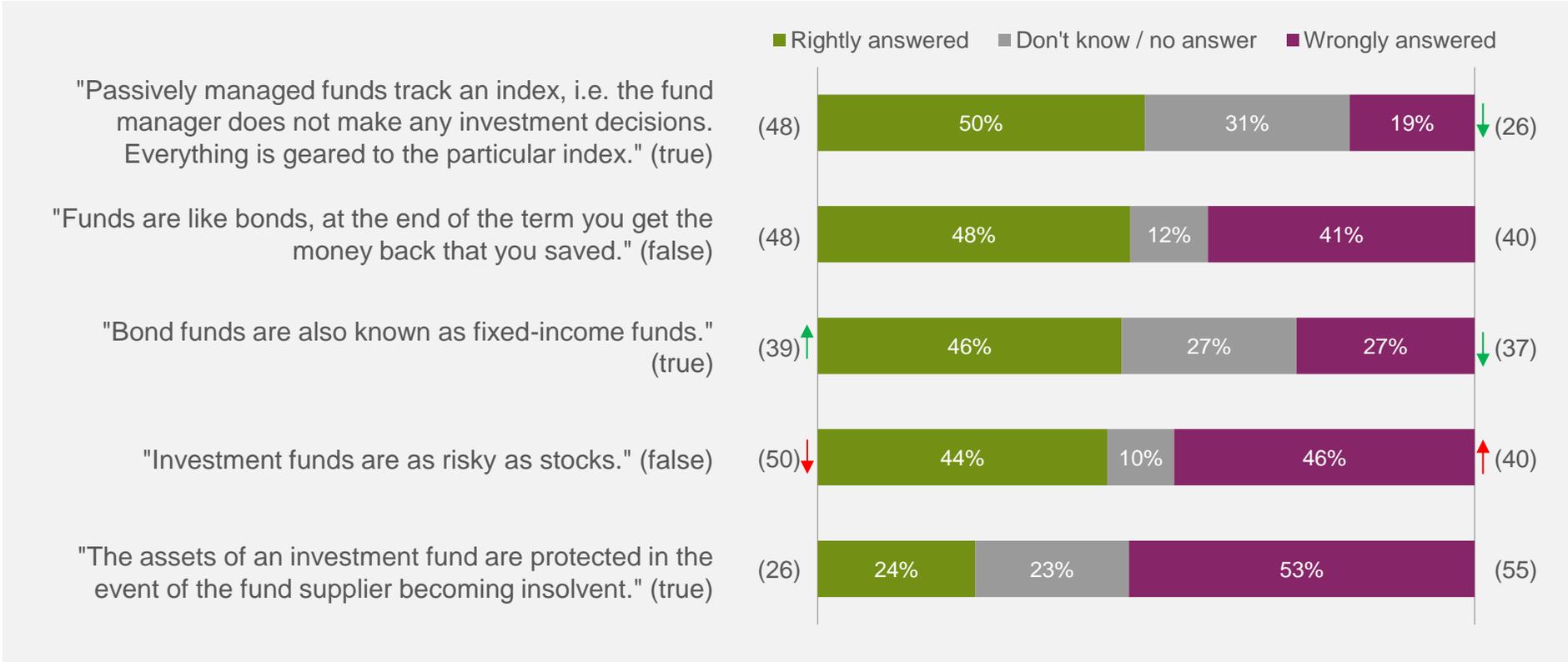


Index question

Data pool: Swiss population from the age of 18 (n=1,000)
 Methodological note: Single response
 Values for 2015 in brackets

Knowledge test: Investment funds (2/2)

Let me now read you some statements on funds. After each statement, please let me know whether you think they are true or false.

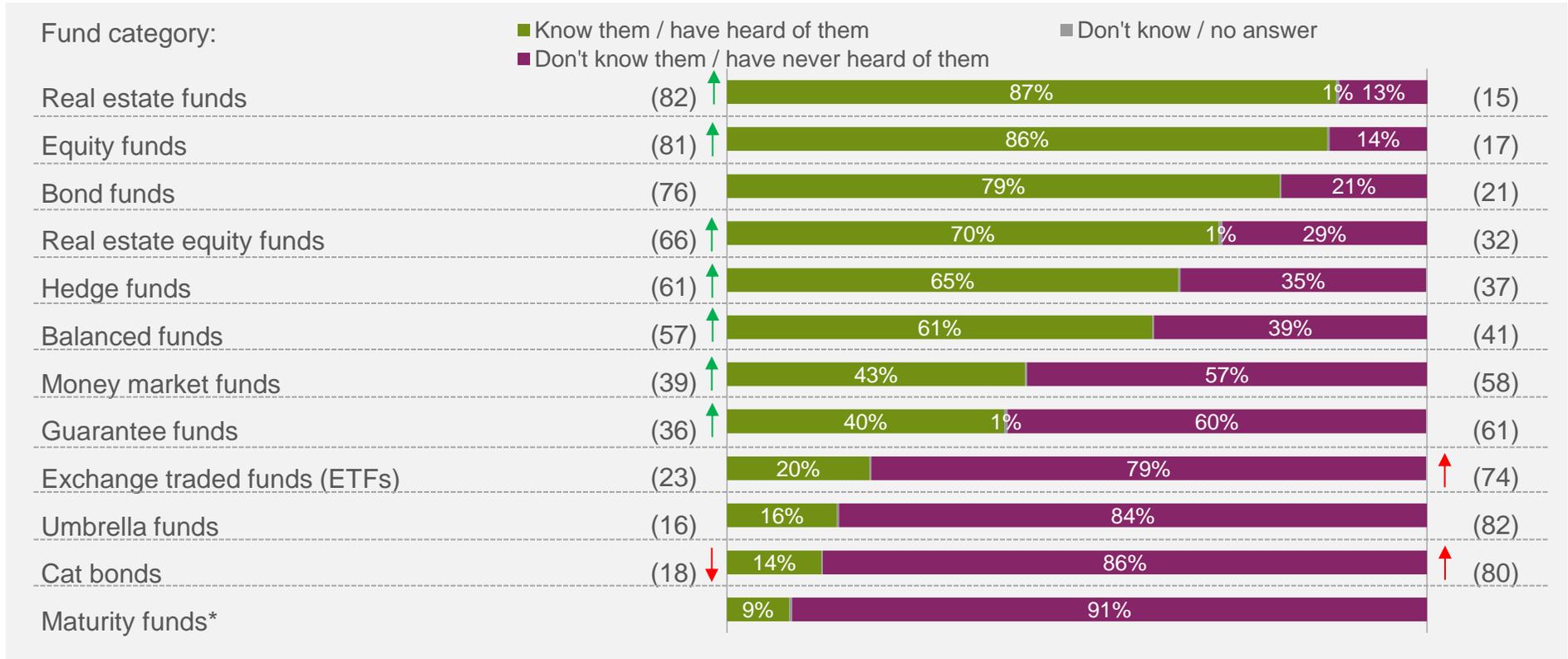


Index question

Data pool: Swiss population from the age of 18 (n=1,000)
 Methodological note: Single response
 Values for 2015 in brackets

Knowledge test: Fund categories

Let me now read you a number of fund categories. Please let me know whether you have already heard of this fund category, even if only by name.



Index question

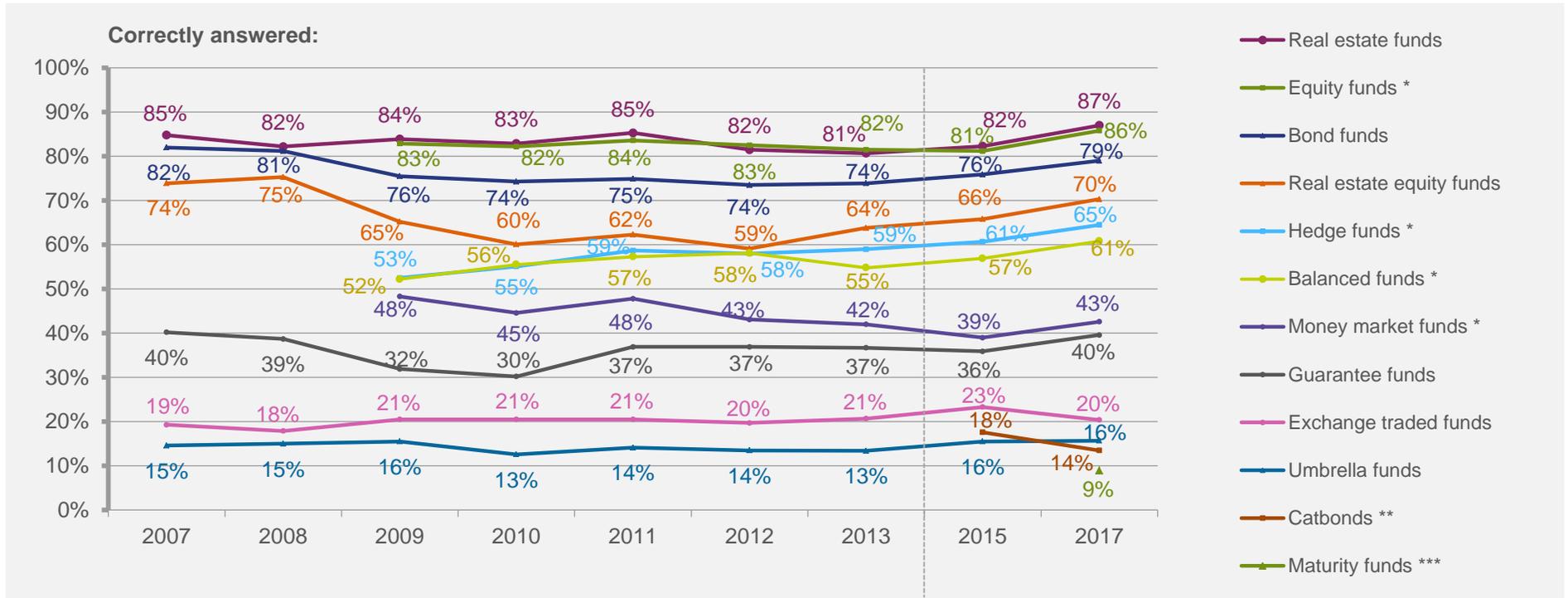
Data pool: Swiss population from the age of 18 (n=1,000)

Methodological note: Single response

Values for 2015 in brackets; *Fund category added in 2017

Knowledge test: Fund categories (year-on-year comparison)

Let me now read you a number of fund categories. Please let me know whether you have already heard of this fund category, even if only by name.



Index question

Data pool: Swiss population from the age of 18 (n=1,000)

Methodological note: Single response

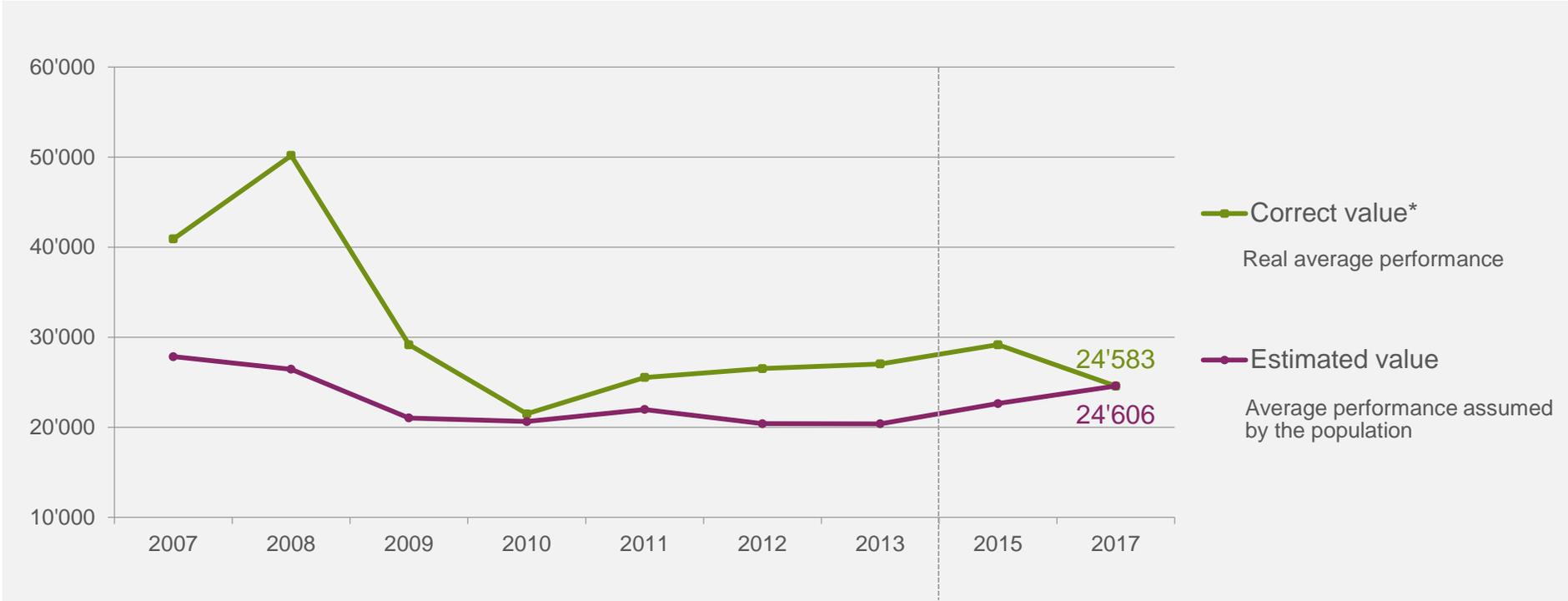
*Fund category added in 2009; ** Fund category added in 2015; *** fund category added in 2017; as of 2013 survey only conducted every 2 years

Assessment of market development

"The Swiss population realistically assesses the market development. They would respond to negative interest rates by withdrawing their money – not, however, to consume more but to invest or keep in store."

Estimated return on an equity fund (year-on-year comparison)

Imagine that twenty years ago you'd invested an equivalent amount of CHF 10,000 in a European equity fund with average performance. How much money do you think you would have today?



*Source Performance of European equity funds: BVI

Index question

Data pool: Swiss population from the age of 18 (n=1,000)

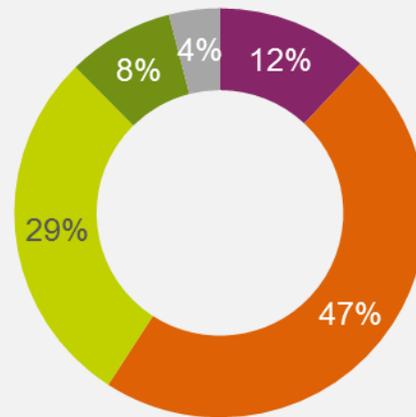
Methodological note: Single response

Data: Average value after 20 years in CHF, no allowance made for currency fluctuations; As of 2013, survey conducted only every 2 years

Hot Topic 2017: Performance expectations (1/2)

The current interest rate situation represents a challenge for savers and investors. What is your personal expectation regarding the performance of your investments and savings this year?

“You expect ...”



- ...that you'll incur some loss, i.e. that you'll lose some money
- ...that the value will remain unchanged, i.e. that you'll make neither a gain nor a loss
- ...that you'll make a gain of 1-2%
- ...that you'll make a gain of more than 2%
- Don't know / no answer

Data pool: Swiss population from the age of 18 (n=1,000)

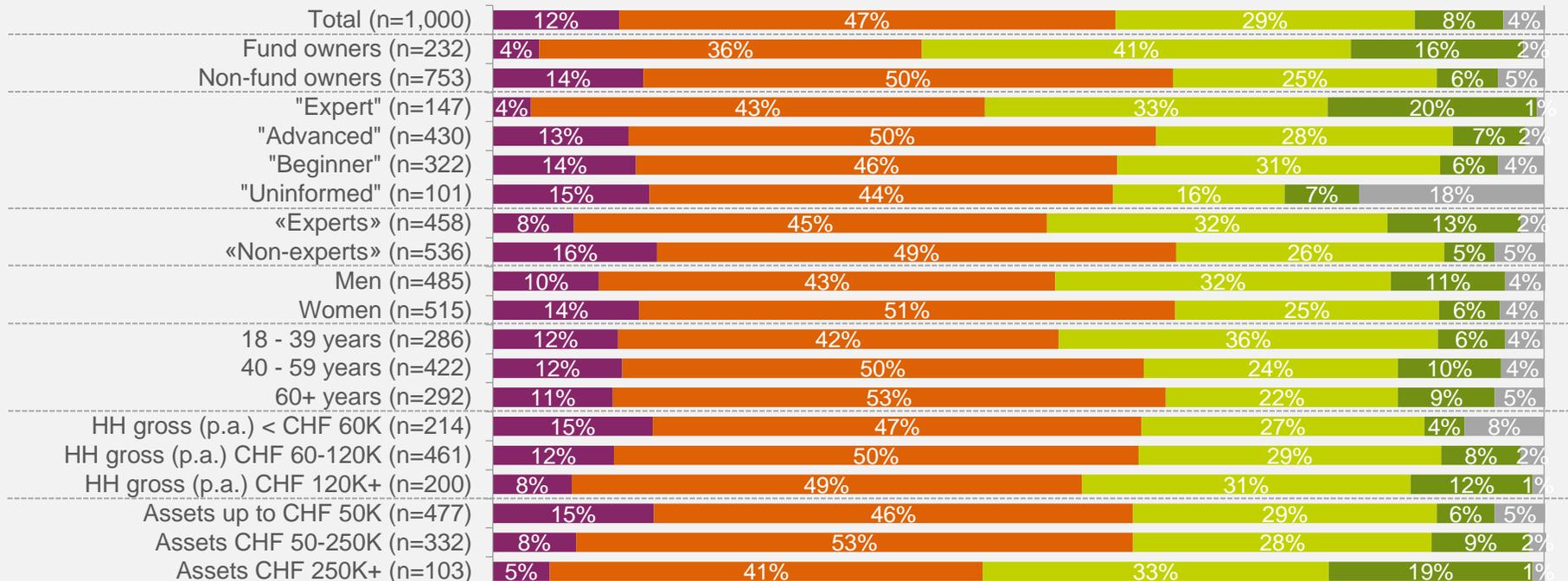
Methodological note: Single response

Hot Topic 2017: Performance expectations (2/2)

The current interest rate situation represents a challenge for savers and investors. What is your personal expectation regarding the performance of your investments and savings this year?

“You expect ...”

- ...that you'll incur some loss, i.e. that you'll lose some money
- ...that the value will remain unchanged, i.e. that you'll make neither a gain nor a loss
- ...that you'll make a gain of 1-2%
- ...that you'll make a gain of more than 2%
- Don't know / no answer



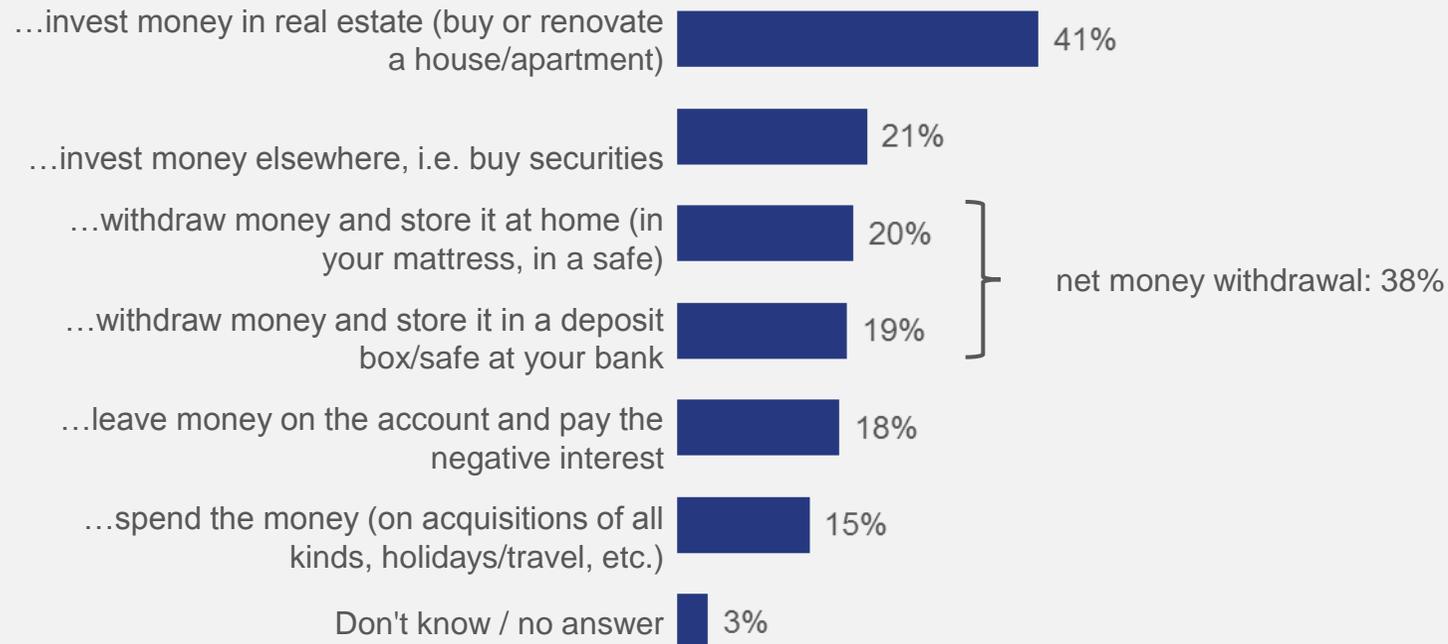
Data pool: Swiss population from the age of 18 (n=1,000)

Methodological note: Single response

Hot Topic 2017: Behaviour in the event of negative interest rates on your private bank account

If you had to pay negative interest rates on your private bank account, what would you be more likely to do?

"You would ..."



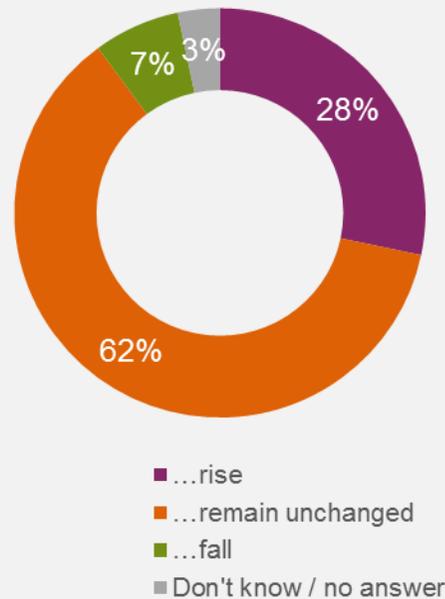
Data pool: Swiss population from the age of 18 (n=1,000)

Methodological note: max. 2 responses possible

Hot Topic 2017: Assessment of currency development

How do you personally expect the Swiss franc to develop against the euro?

“In the next 12 months, the value of the Swiss franc against the euro will ...”



Data pool: Swiss population from the age of 18 (n=1,000)

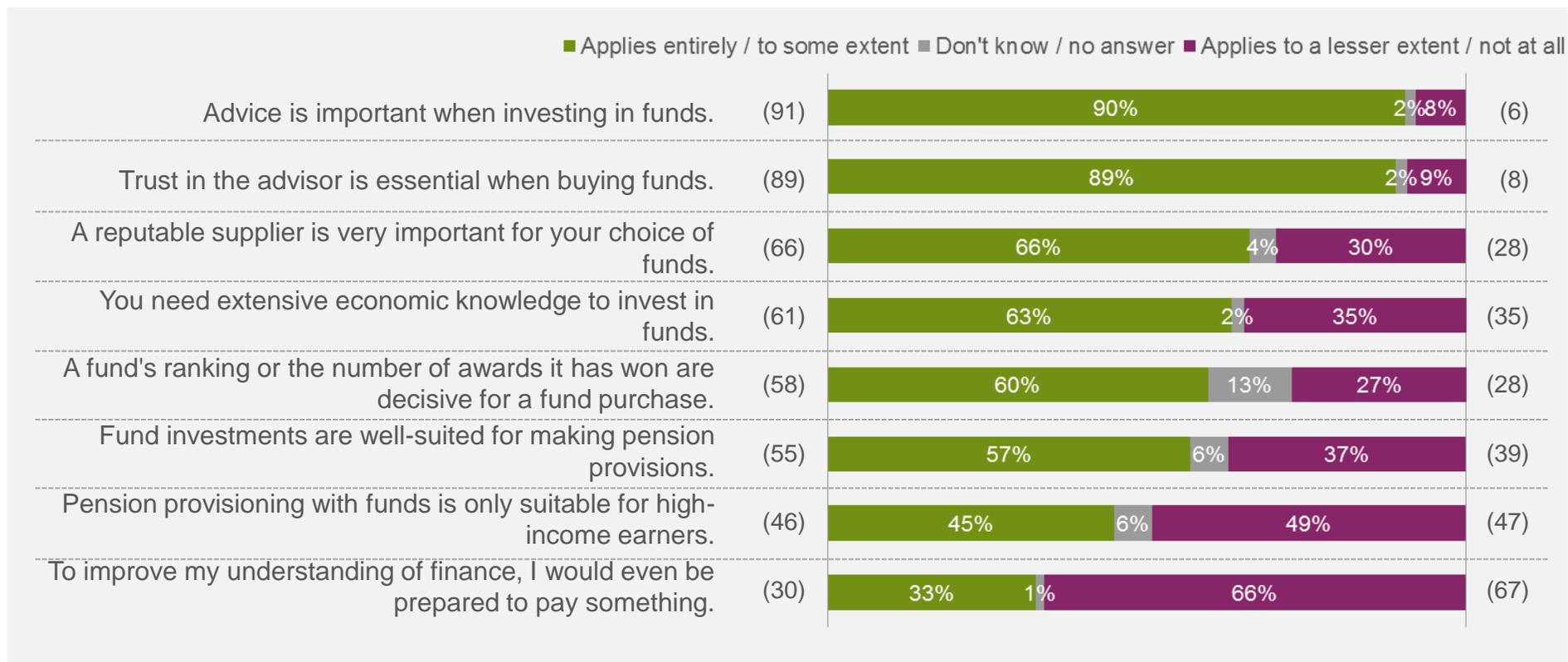
Methodological note: Single response

Attitude towards investment funds and sustainable investments

"Although funds are based on a simple concept, the Swiss population still considers advice to be of importance and believes it to be a matter of trust. The significance of investments based on sustainable criteria is on the rise."

Attitude towards investment funds (1/2)

Let me read to you once again a number of statements on investment funds. Please let me know whether each statement applies to you "entirely", "to some extent", "to a lesser extent" or "not at all".



Data pool: Swiss population from the age of 18 (n=1,000)

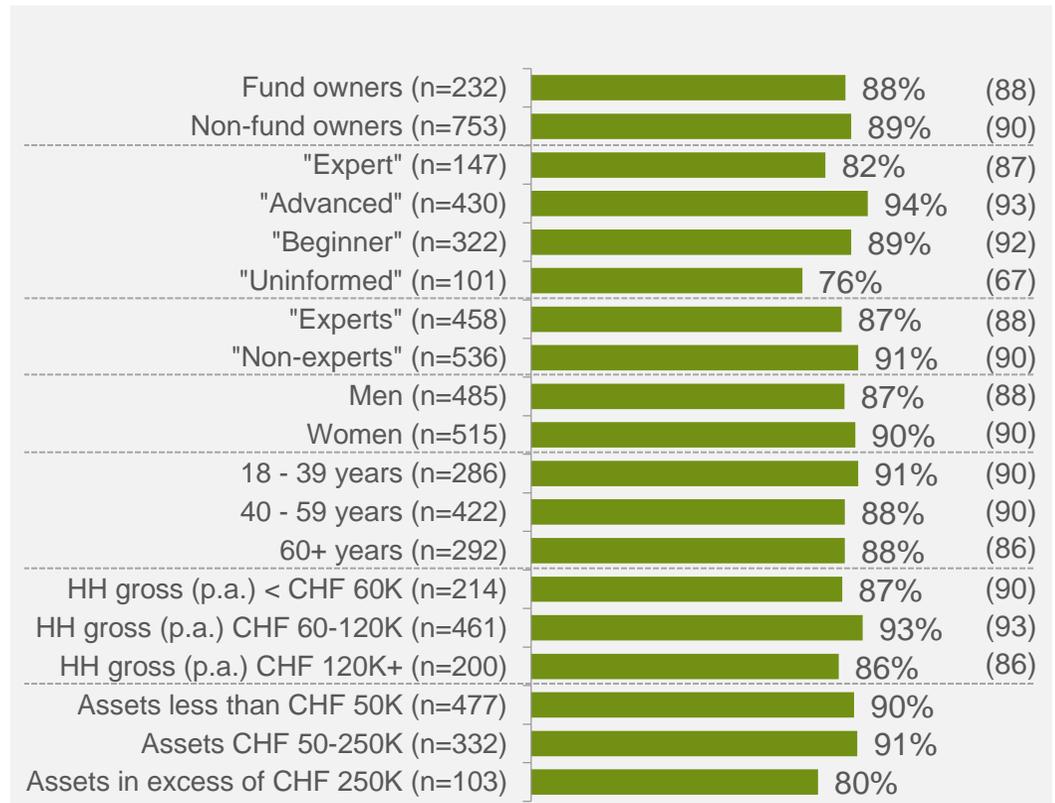
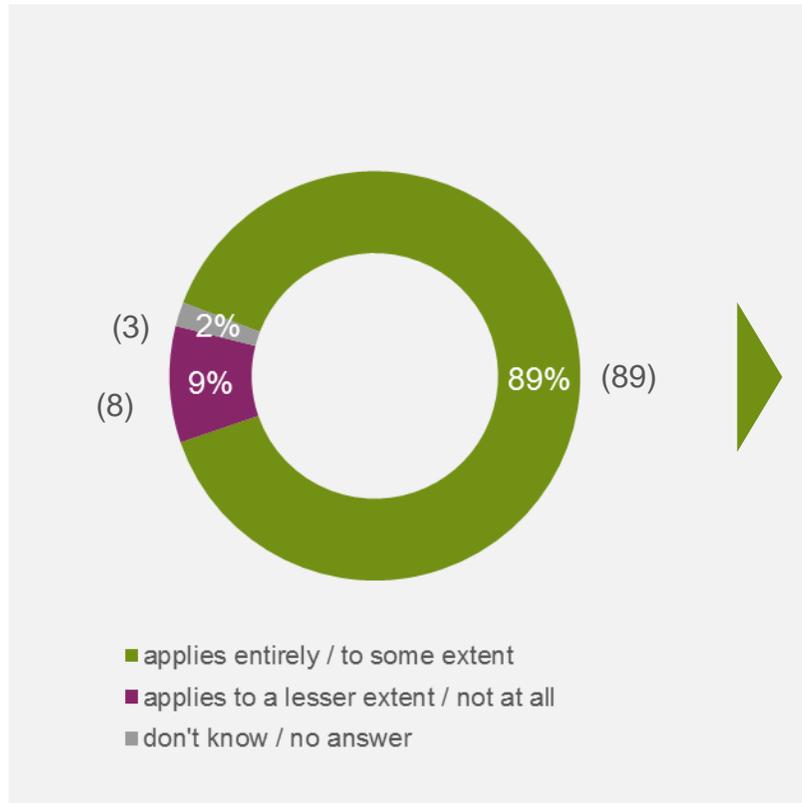
Methodological note: Single response

Values for 2015 in brackets

Attitude towards investment funds

Trust in the advisor (1.1)

"Trust in the advisor is essential when buying funds."

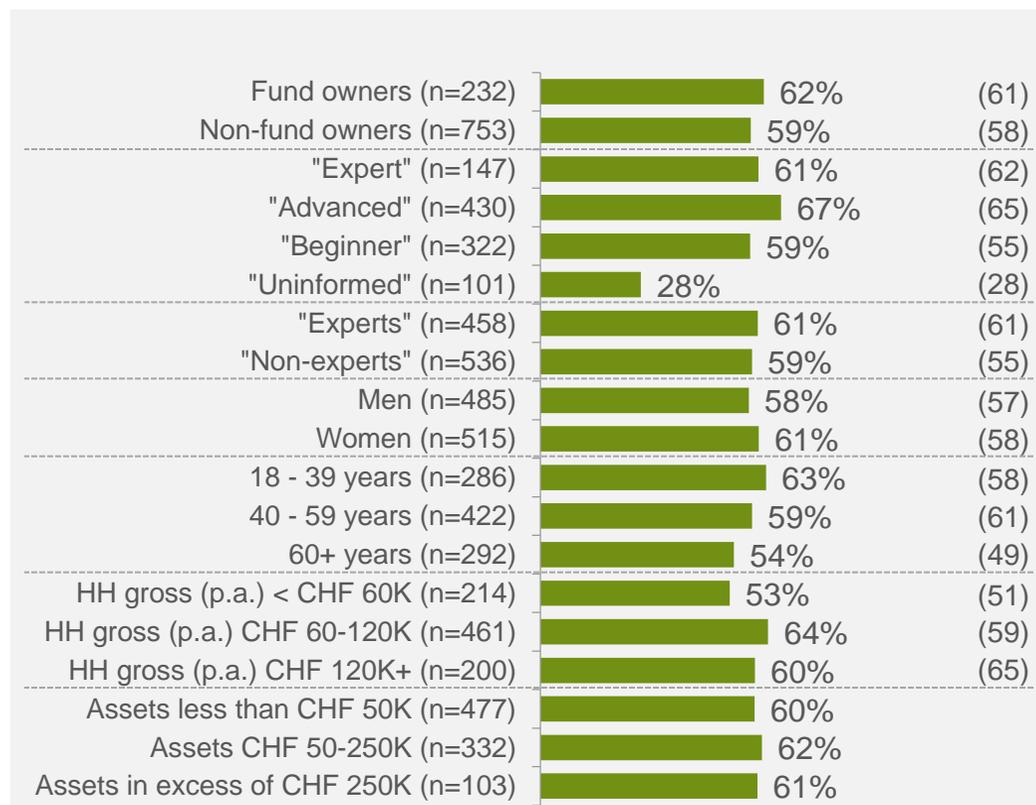
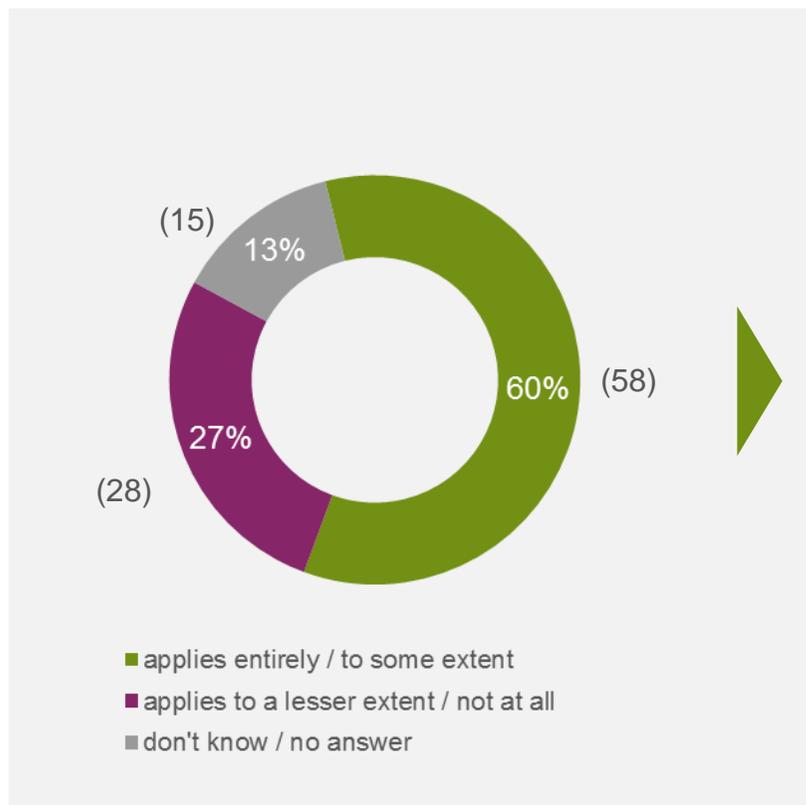


Data pool: Swiss population from the age of 18 (n=1,000)
 Methodological note: Single response
 Values for 2015 in brackets

Attitude towards investment funds

Ranking / awards (1.2)

"A fund's ranking or the number of awards it has won are decisive when purchasing funds."

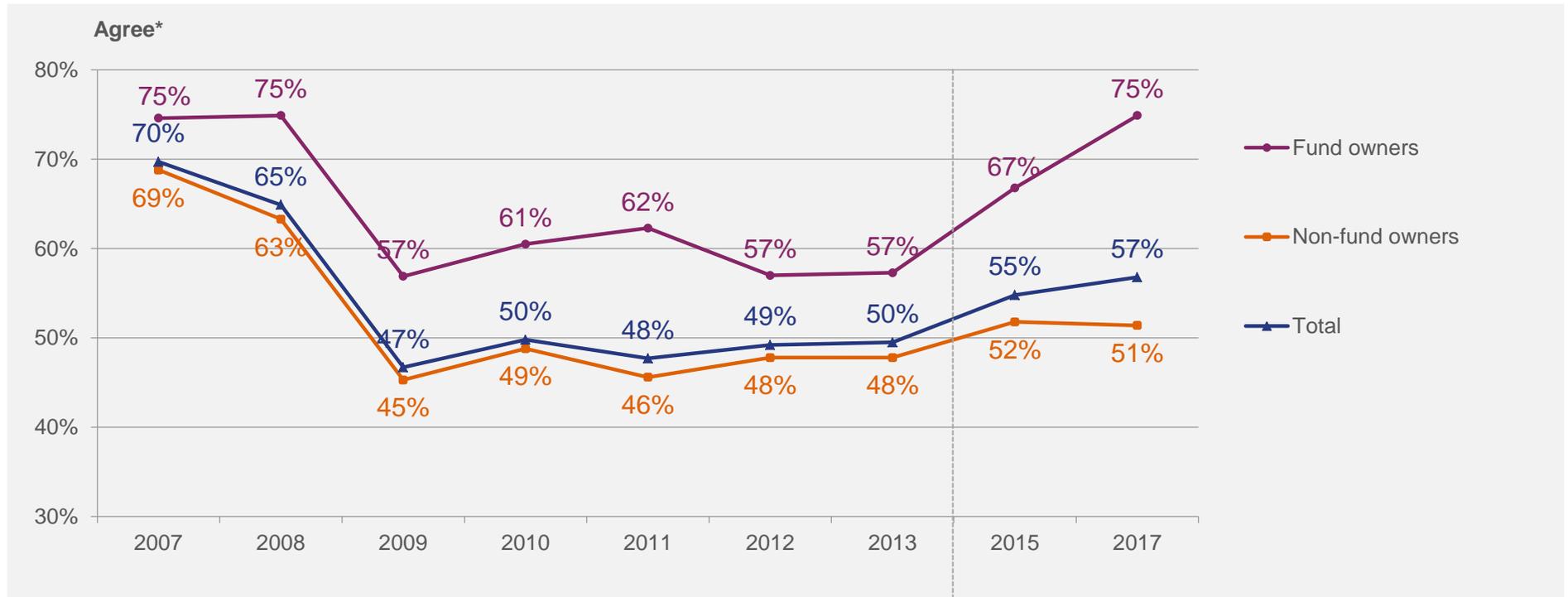


Data pool: Swiss population from the age of 18 (n=1,000)
 Methodological note: Single response
 Values for 2015 in brackets

Attitude towards investment funds

Suitability of funds as pension provision (1.3.1)

"Fund investments are suitable as pension provision."



Data pool: Swiss population from the age of 18 (n=1,000; fund owners: n=232; non-fund owners: n=753)

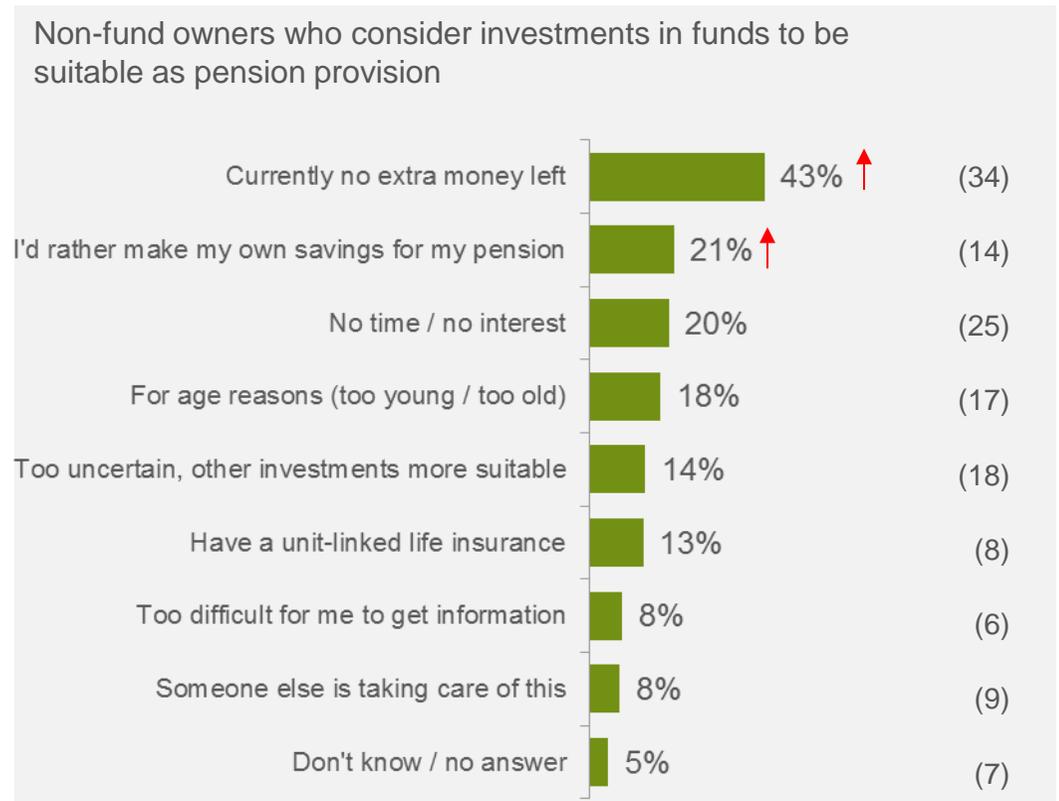
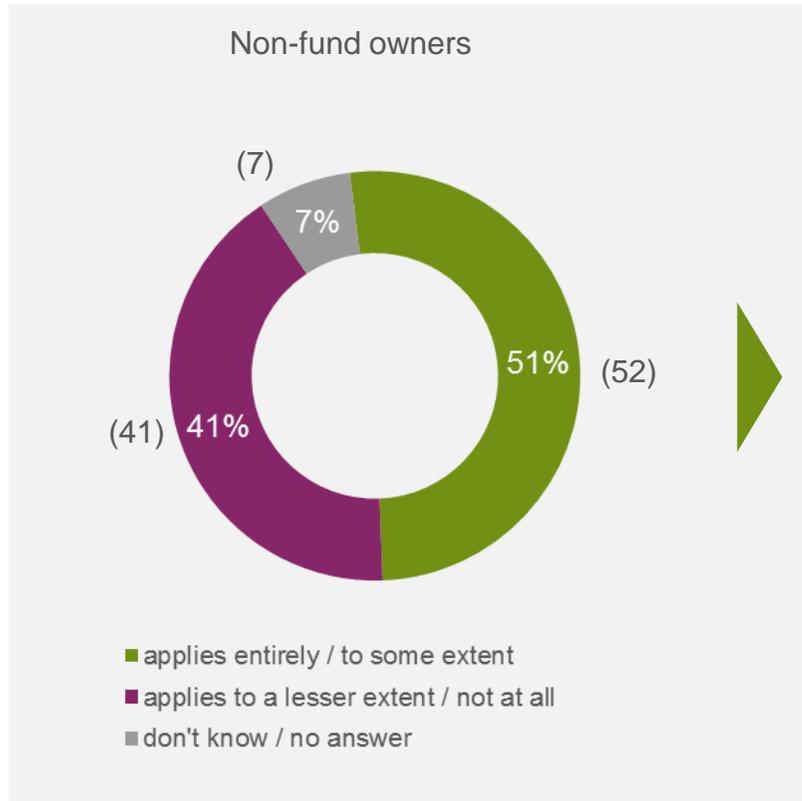
Methodological note: Single response; *Answer possibilities "entirely correct" and "correct to some degree" have been grouped together

As of 2013 the survey is conducted only every two years

Attitude towards investment funds

Reasons for not investing in funds as pension provision (1.3.2)

"Fund investments are suitable as pension provision."



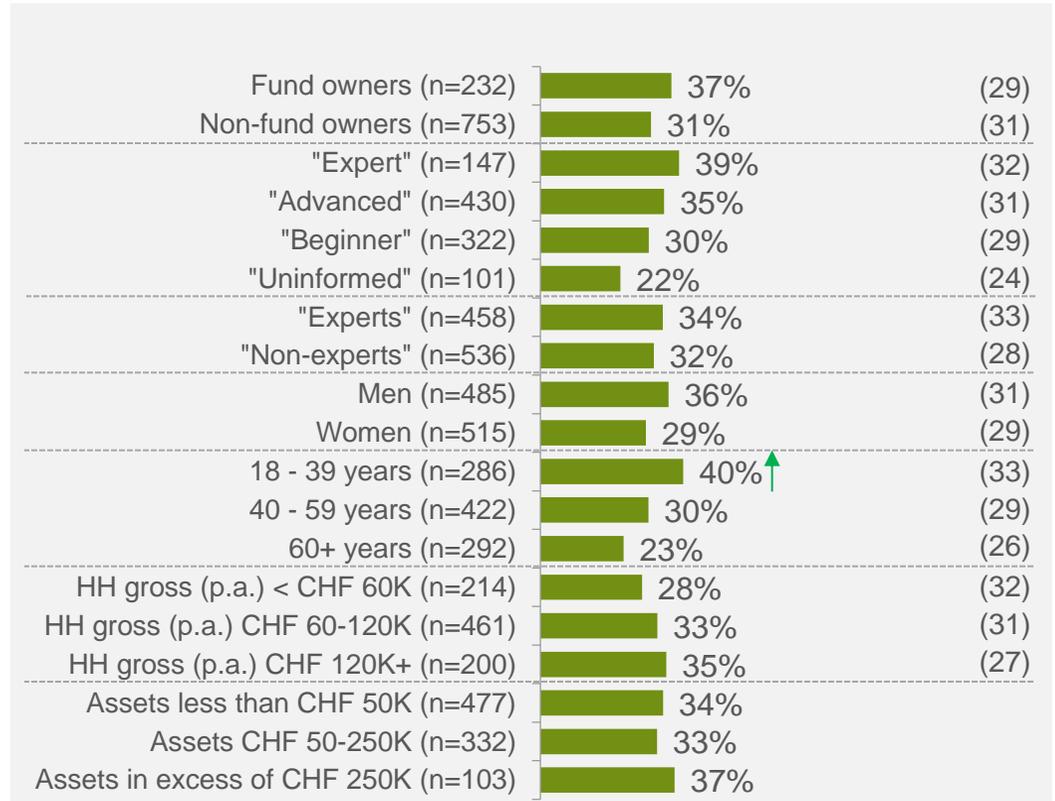
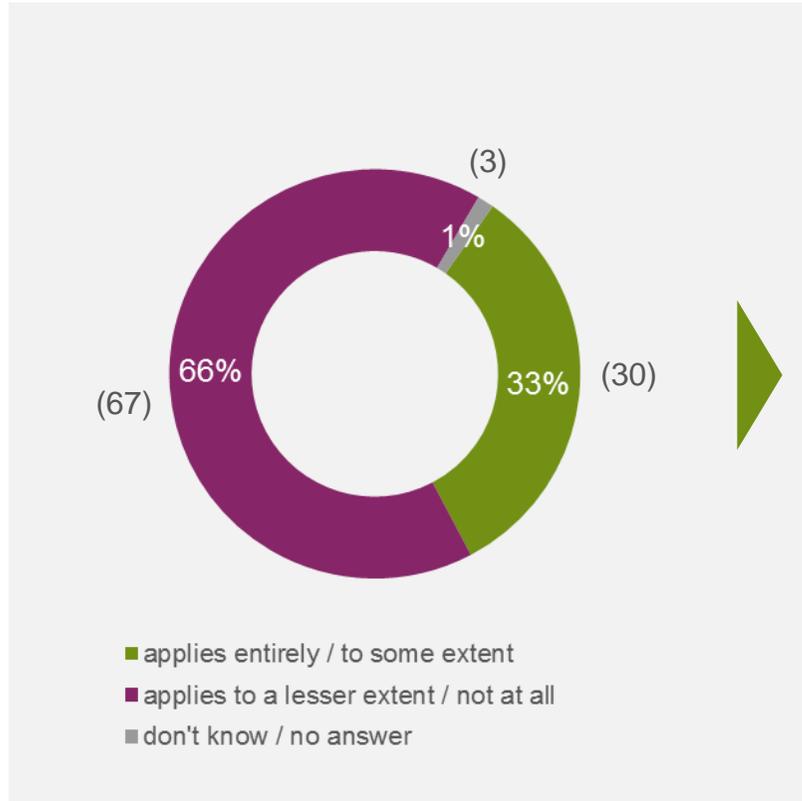
Data pool: Swiss population from the age of 18 who do not own funds (n=753) and who consider investments in funds to be suitable as pension provision (n=381)

Methodological note: Non-fund owners: single response, non-fund owners who consider investments in funds to be suitable as pension provision: maximum of 3 responses possible
 Values for 2015 in brackets

Attitude towards investment funds

Willingness to pay to improve understanding of finance (1.4)

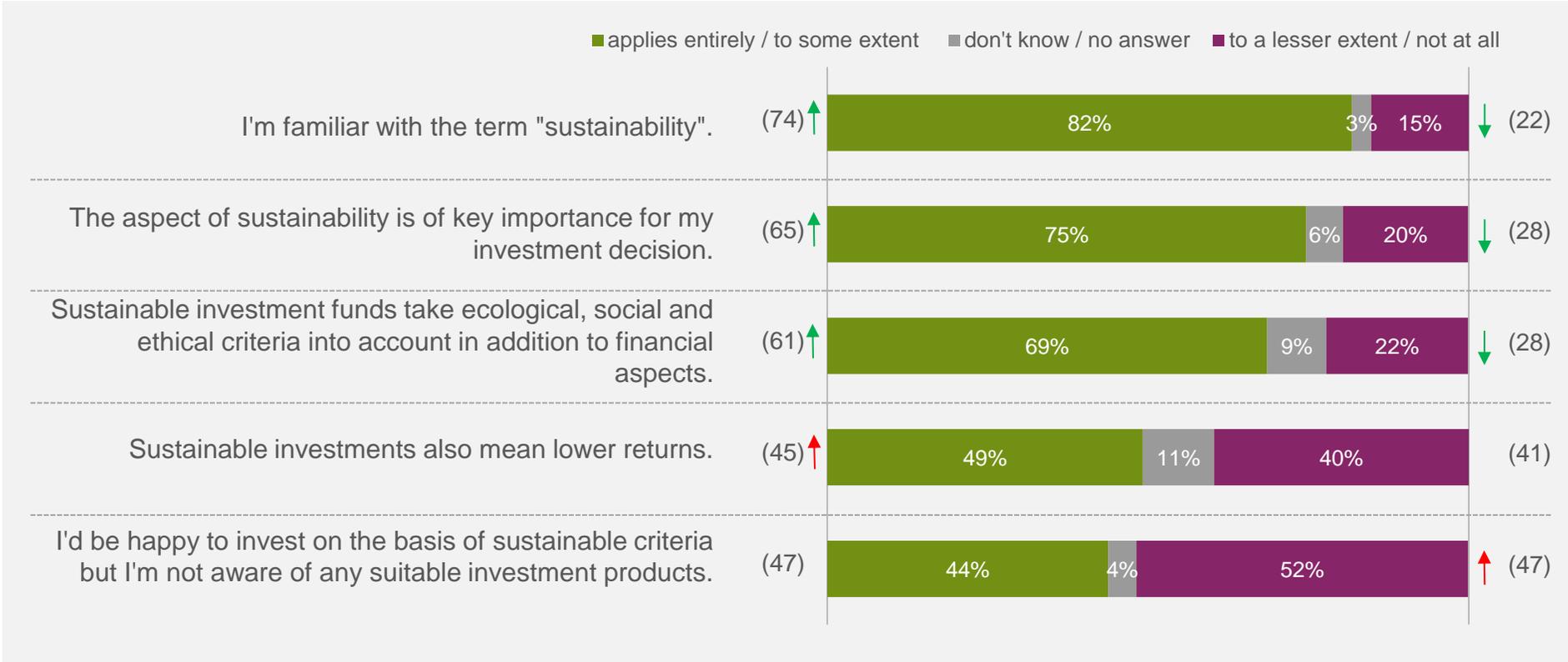
"To improve my understanding of finance, I would even be prepared to pay something."



Data pool: Swiss population from the age of 18 (n=1,000)
 Methodological note: Single response
 Values for 2015 in brackets

Hot Topic 2017: Assessment of statements on sustainability (2/2)

Let me now read to you a number of statements on sustainable investments. Please let me know whether each statement applies to you "entirely", "to some degree", "to a lesser degree" or "not at all".



Data pool: Swiss population from the age of 18 (n=1,000)
 Methodological note: Single response
 Values for 2013 in brackets

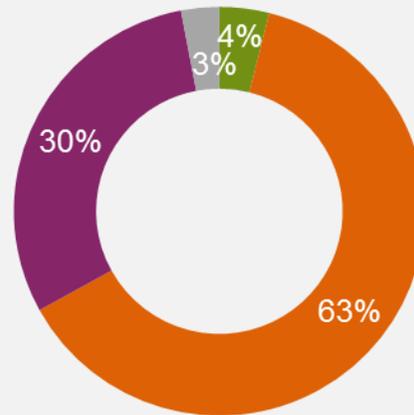
Advice and manner of purchasing

"The majority of the Swiss population would like to make their investment decisions together with an advisor. Particularly experts and higher-income earners prefer to make their decisions themselves. But the advisor is still the most important source of information for them."

Hot Topic 2017: Making investment decisions (1/2)

Which of the following three statements is more applicable to you as investor?

“I'd rather ...”



- ... have my advisor make the investment decisions.
- ... make the investment decisions together with my advisor.
- ... make my investment decisions myself.
- don't know / no answer

Data pool: Swiss population from the age of 18 (n=1,000)

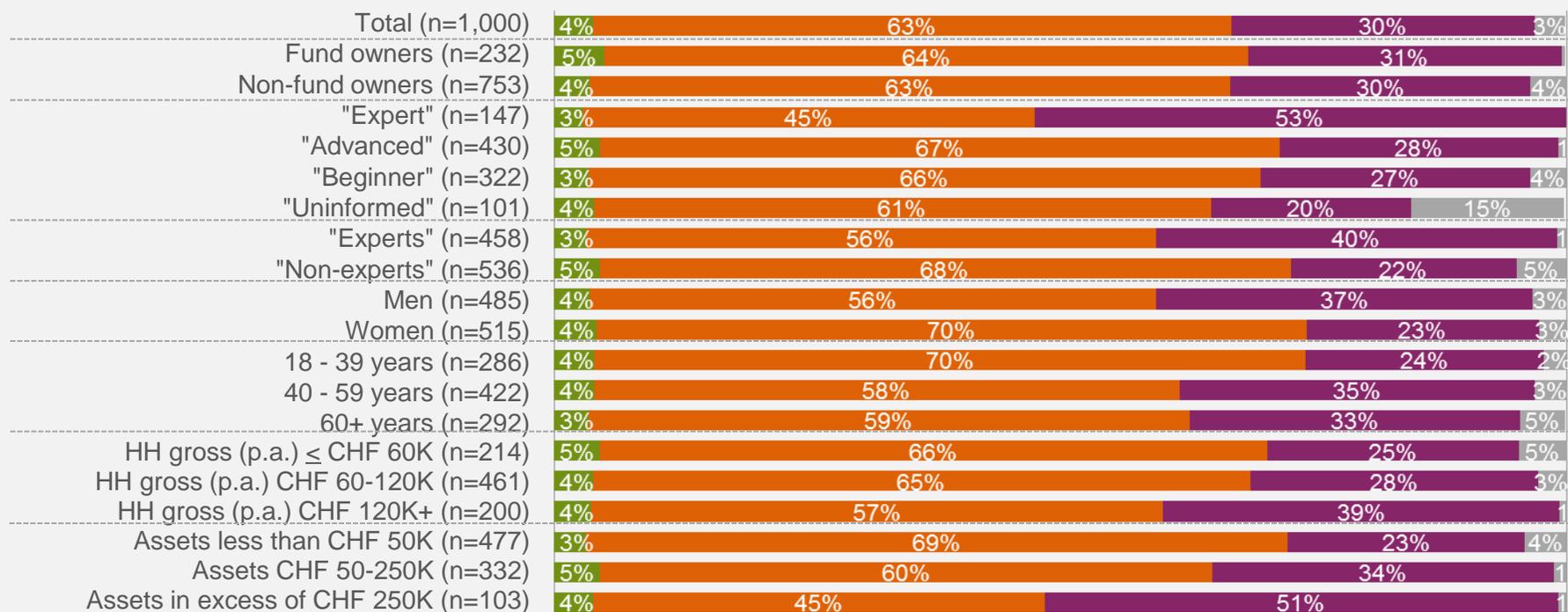
Methodological note: Single response

Hot Topic 2017: Making investment decisions (2/2)

Which of the following three statement is more applicable to you as investor?

“I'd rather ...”

- ... have my advisor make the investment decisions.
- ... make the investment decisions together with my advisor.
- ... make my investment decisions myself
- don't know / no answer

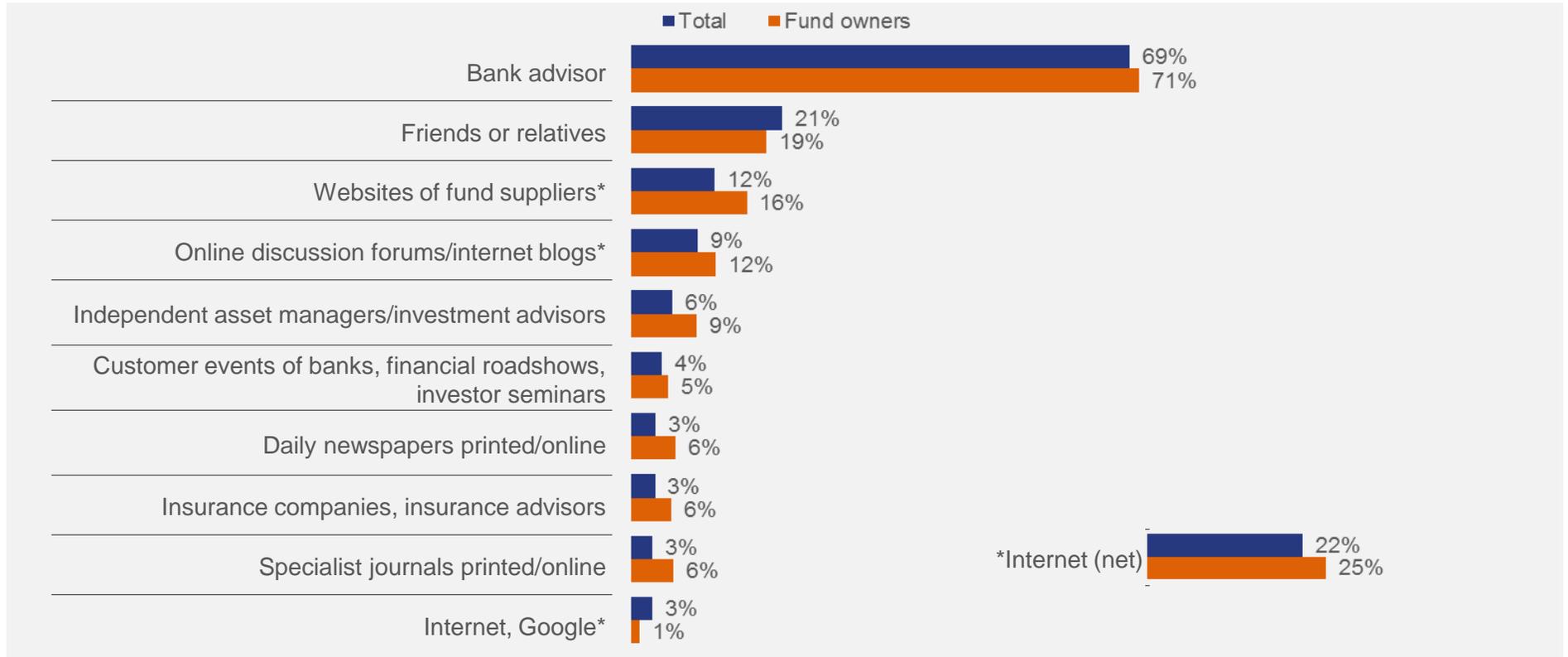


Data pool: Swiss population from the age of 18 (n=1,000)

Methodological note: Single response

Top 10 means of advice used and preferred / sources of information

Imagine you'd like to buy shares in investment funds in the future. From whom would you like to receive advice or from where would you want to obtain your information.



Data pool: Swiss population from the age of 18 (n=1,000); fund owners (n=232)

Methodological note: Multiple responses possible

New list of advisory possibilities and information sources was drawn up in 2017 so that the results are no longer comparable with 2015

Your contact at AXA IM Switzerland Ltd.



André Thali

Head Client Group Switzerland

Tel.: +41 (0)58 360 78 08

Mobile: +41 (0)79 250 19 21

Email: andre.thali@axa-im.com



Elke Schaller

Senior Marketing & Communications Manager

Tel.: +41 (0)58 360 78 78

Mobile: +41 (0)79 768 81 77

Email: elke.schaller@axa-im.com

Contact address:

AXA Investment Managers Switzerland Ltd.

Affolternstrasse 42

Case Postale 6949

CH-8050 Zurich

www.axa-im.ch

