

Eight-in-Ten (81%) Canadian Investors Use Online Brokerage Accounts for Long Term Investments

But Only One-in-Five (19%) Canadian Investors Believe they Have Diversified Portfolio

Public Release Date: Monday October 18, 2010



Ipsos Reid

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Toronto, ON – Eight-in-ten (81%) Canadian investors use their online brokerage account for long-term investment goals according to a new poll conducted by Ipsos Reid on behalf of RBC Direct Investing. Only one-in-ten (11%) use their online brokerage accounts just for short-term profits.

Choosing the right investments can be difficult and only one-in-five (19%) online investors feel that their portfolio is well diversified. Slightly more women (22%) feel their portfolio is diversified compared to men (17%). On the other hand, more than one-quarter (28%) of Canadian investors believe their portfolio is not very diversified, not at all diversified or they don't know. Interestingly, this survey found investors felt their portfolio was more likely to perform as well as (61%) or better than (19%) than expected when it was diversified.

When asked whether they were on target to meet their goals, seven-in-ten (70%) online investors said 'yes' (21% definitely/49% probably). On the other hand, over a quarter (27%) of online investors believed they were not on target to meet their goals (21% probably not/6% definitely not).

These are some of the findings of an Ipsos Reid poll conducted between August 11 and 17, 2010, on behalf of RBC. For this survey, a sample of 631 adults from Ipsos' Canadian online panel who personally traded in their online brokerage accounts and had been active in the preceding 6 months,



was interviewed online. No weighting of the final sample was done as it is assumed that the respondents are a random sample of Canadian online brokerage users. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.8 percentage points 19 times out of 20 of what the results would have been had the entire population of online brokerage users in Canada been polled.

-30-

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