

Investing and FOMO

February 2021 Omnibus Questions



British Columbia
Securities Commission

Objectives and Key Findings

In February 2021, BCSC commissioned INNOVATIVE Research Group to ask a series of questions on our Canada This Month omnibus survey about Fear of Missing Out (FOMO). Key findings from these questions are summarized below.

Fear of Missing Out

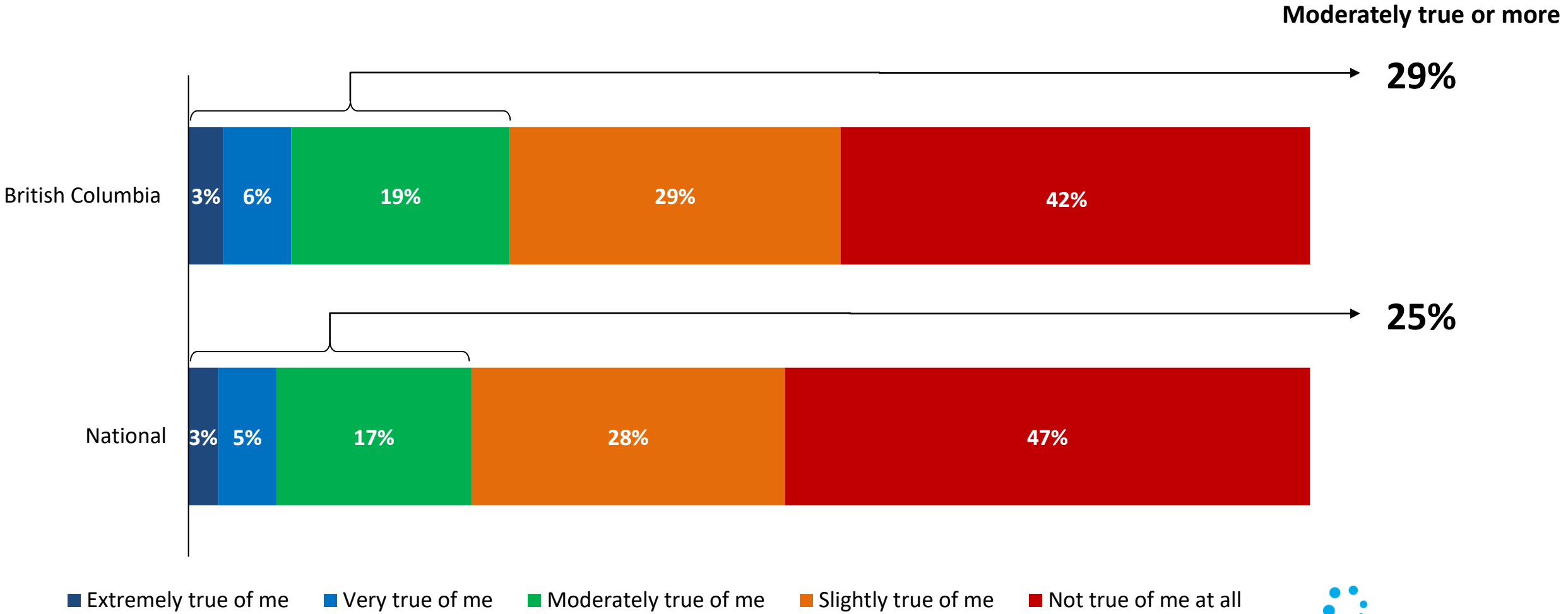
- 3-in-10 British Columbians (29%) say they experience FOMO.
- This rises to 50% among those under 35.
- 1-in-4 (25%) say that if you don't act immediately, you can miss good investment opportunities and 1-in-5 (18%) say social media is a good place to find opportunities.
- Among those who experience FOMO 1-in-3 agree with each statement.
- Among those who are under 35 and experience FOMO 38% agree that social media is a good place to find investment opportunities.

FOMO: The Fear of Missing Out

FOMO: 3-in-10 (29%) BCers report experiencing FOMO 'moderately' or more; on par with the National average (25%)



Do you experience FOMO (the fear of missing out)?
[asked of all respondents; BC n=1,000; National n=1,000]



■ Extremely true of me ■ Very true of me ■ Moderately true of me ■ Slightly true of me ■ Not true of me at all

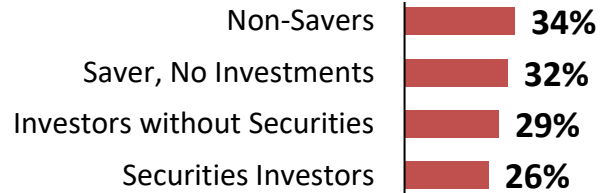


FOMO | Segmentation: Young respondents are most likely to feel FOMO and young British Columbians are higher than the rest of the country

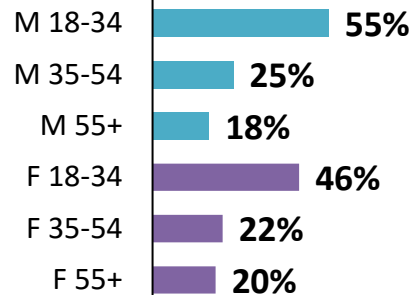
British Columbia

Respondents who say
"moderately" or more

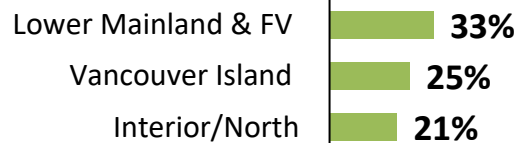
Investor Type



Age-Gender



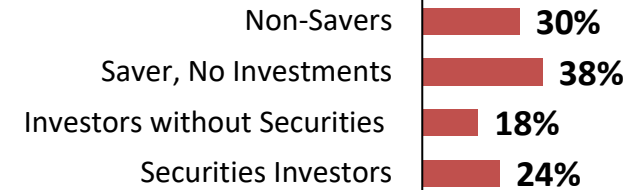
Region



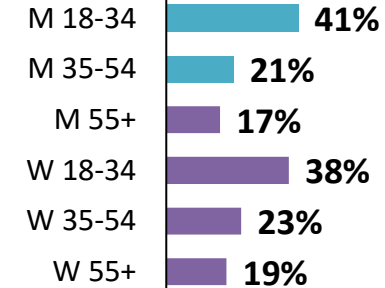
National

Respondents who say
"moderately" or more

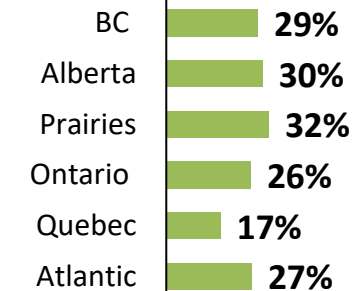
Investor Type



Age-Gender



Region

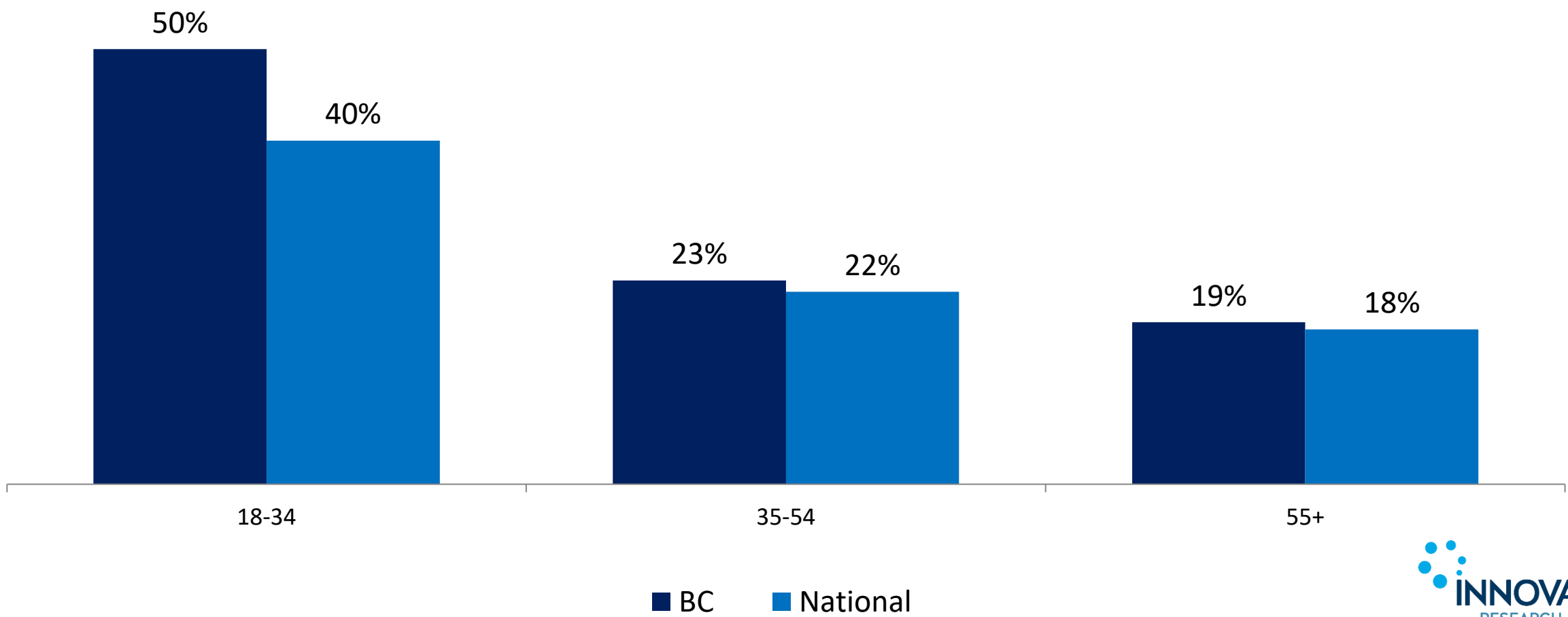


FOMO | Age: The majority (50%) aged 18-34 in BC experience FOMO, higher than in the rest of the country (40%)



Do you experience FOMO (the fear of missing out)?
[asked of all respondents; BC n=1,000; National n=1,000]

Those who experience FOMO 'Moderately' or more

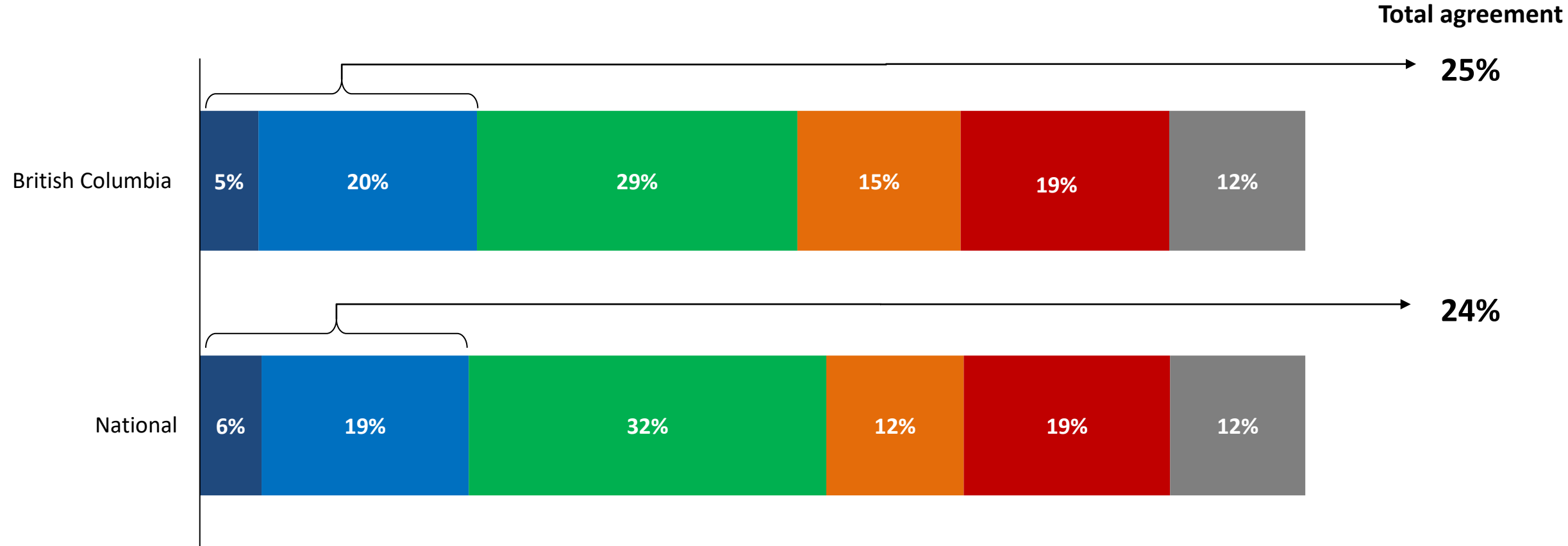


Investment Attitudes: A quarter (25%) of BCers and Canadians (24%) say that if you do not act immediately you may miss a good opportunity

Q How much do you agree or disagree with the following statements?

If you don't act immediately on a new investment opportunity you have recently heard about, you may miss a good opportunity.

[asked of all respondents; n=1,000]



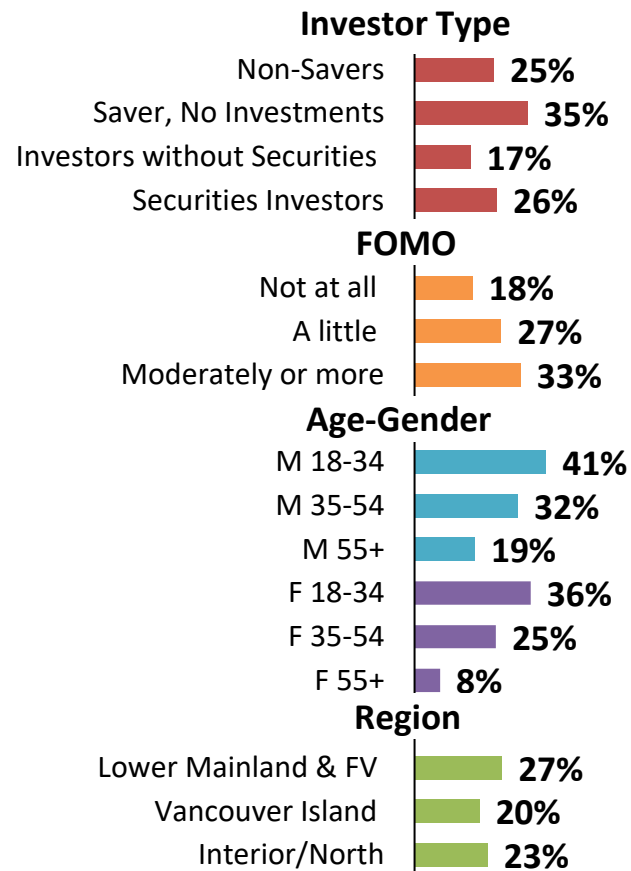
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know



Investment Attitudes | Segmentation: Younger respondents are most likely to agree; particularly younger men both in BC and Nationally

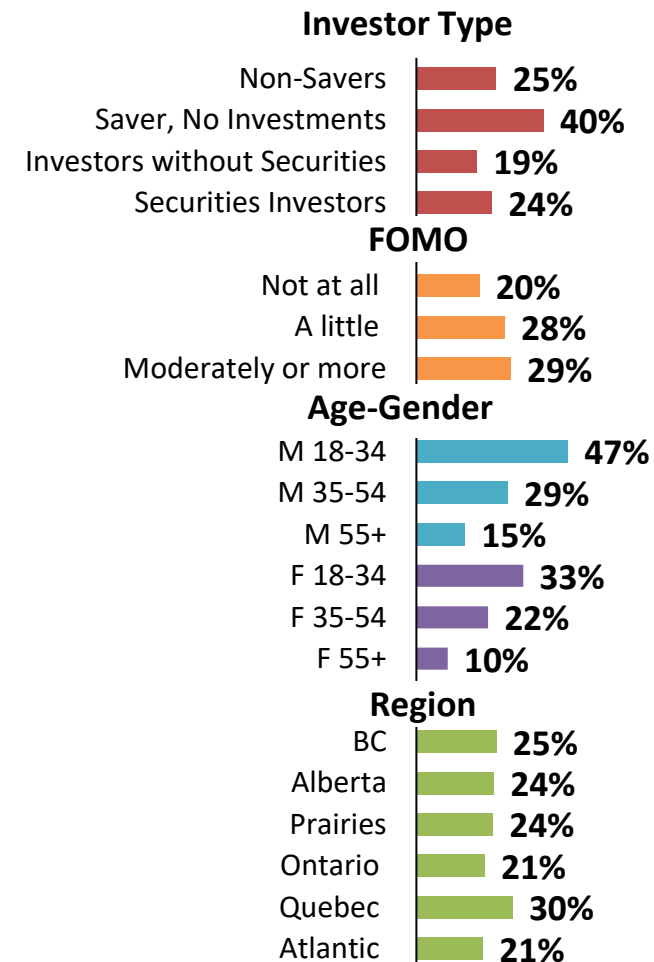
British Columbia

Respondents who agree



National

Respondents who agree



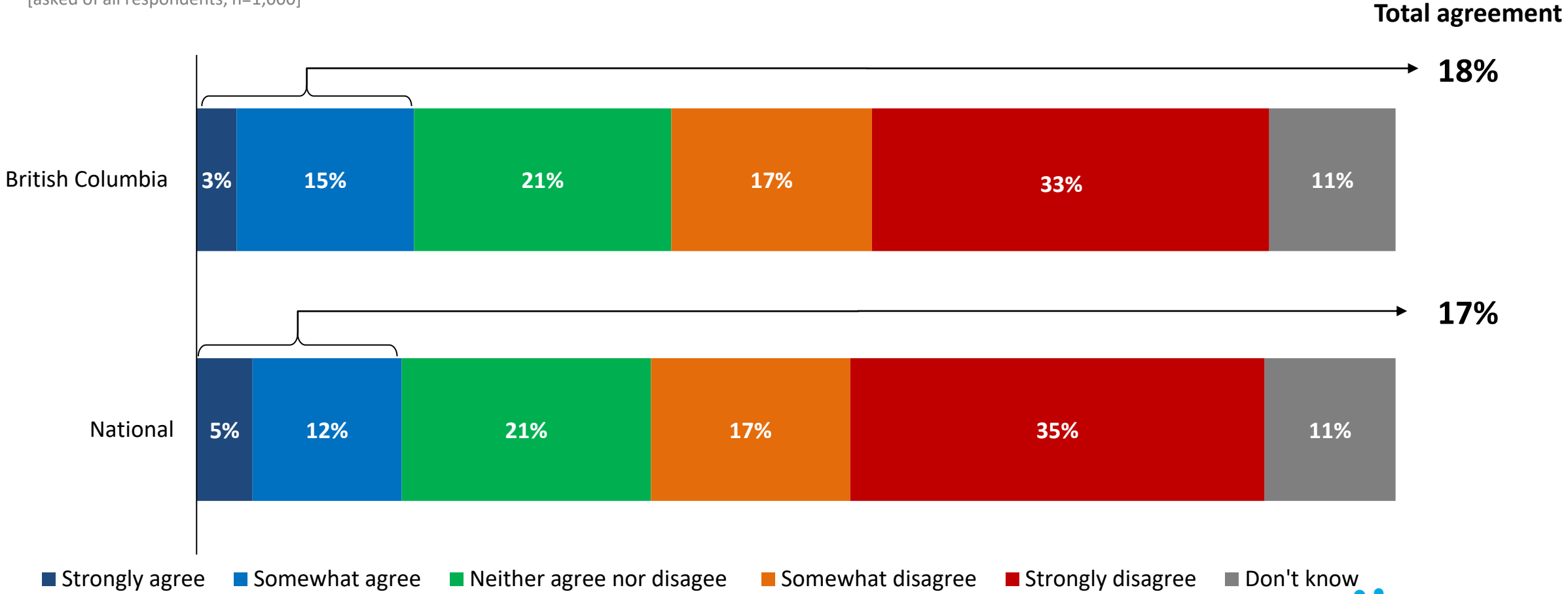
Investment Attitudes: 1-in-5 both Nationally and in BC agree social media is a good place to find info; however, more disagree than agree



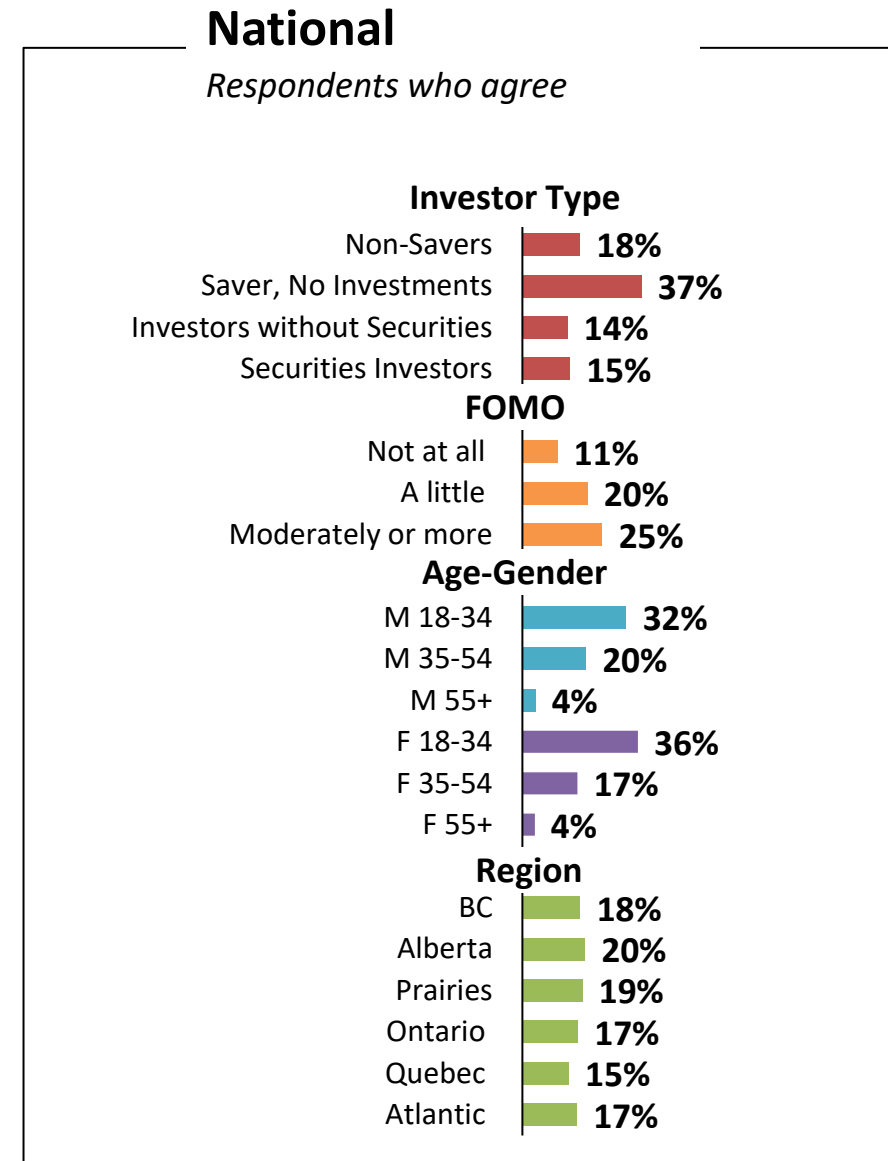
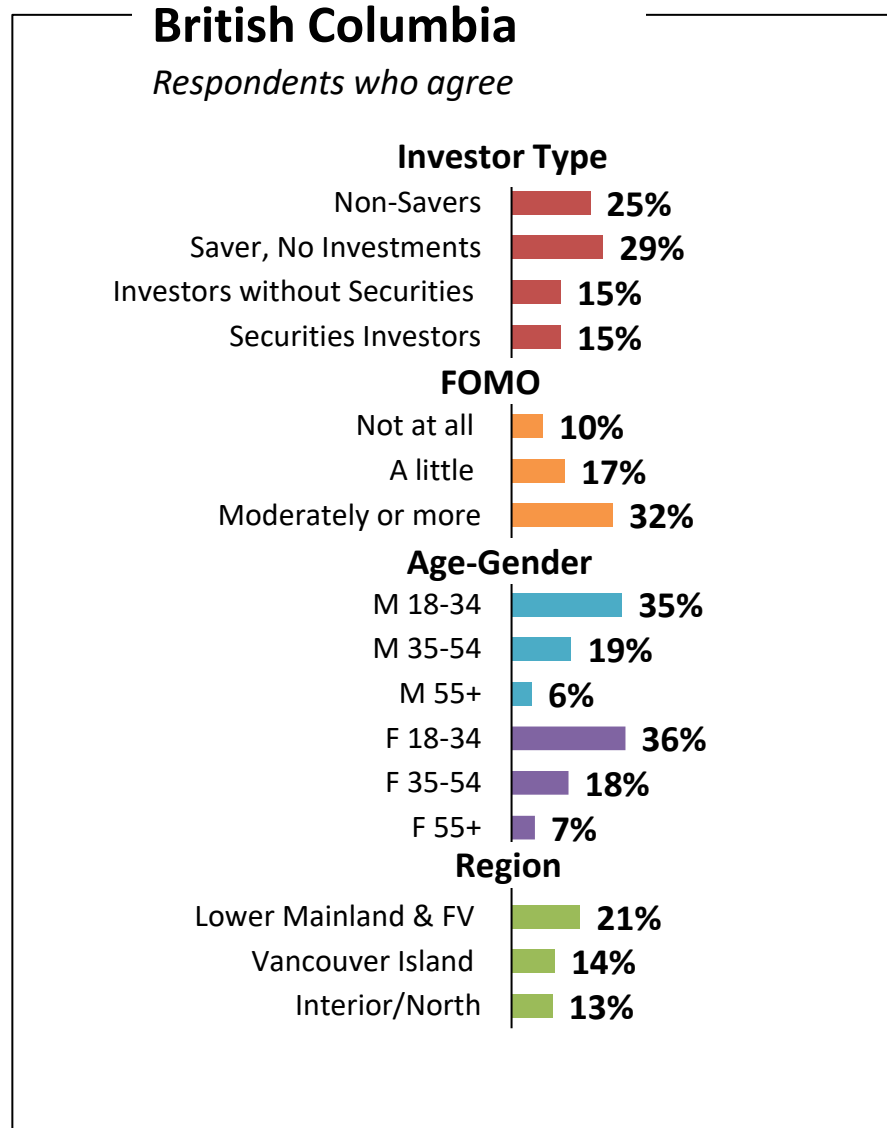
How much do you agree or disagree with the following statements?

Social media is a good place to find out about new investment opportunities.

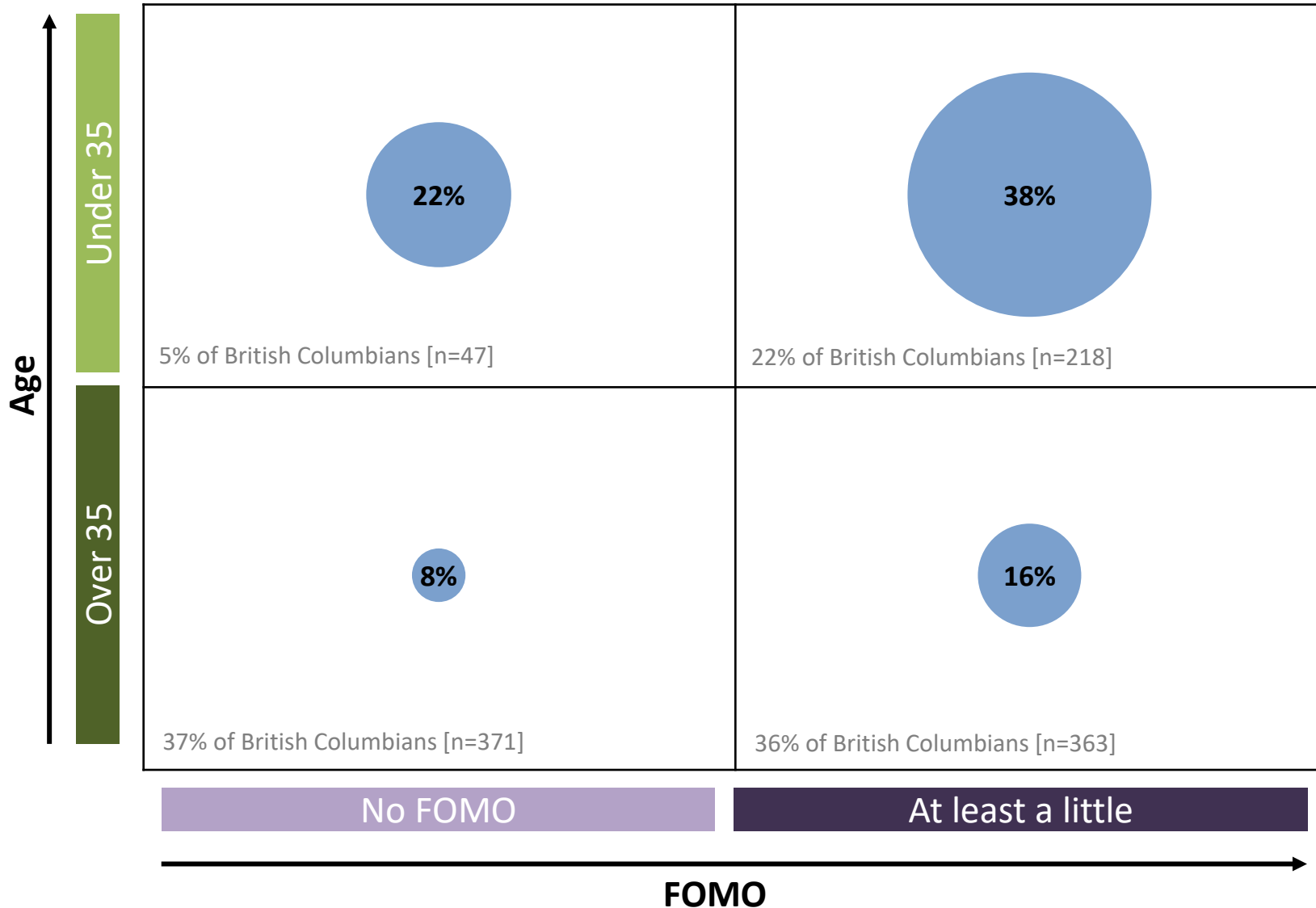
[asked of all respondents; n=1,000]



Investment Attitudes | Segmentation: Younger respondents most likely to agree; followed by those who feel FOMO moderately or more



Investments on Social Media: Among young BCers who experience FOMO, 38% say social media is a good place to find investments



% who agree that:

Social media is a good place to find out about new investment opportunities

Age and Fear of Missing Out both have an impact on this perception. However, most young people experience FOMO while those over 35 are more evenly split.

Appendix: Methods and Sample Profile

Methodology



These are the results of an online survey conducted between February 11, 2021 and February 23rd, 2021.

This online survey of 1,013 adults from BC and 2,104 adults from across Canada was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online sample. The results are weighted to n=1,000 in BC and n=1,000 in Canada based on Census data from Statistics Canada.

Respondents from the Canada 20/20 Panel and Dynata are recruited from a wide variety of sources to reflect the age, gender, and region characteristics of the province as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual BC and Canadian populations according to Census data to provide results that are intended to approximate a probability sample.

INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire region.

Confidence: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Weighting: Results for Canada and BC are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table to the right.

Sample Distributions

British Columbia

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	80	7.9%	134	13.4%
Men 35-54	134	13.3%	162	16.2%
Men 55+	223	22.1%	189	18.9%
Women 18-34	143	14.1%	131	13.1%
Women 35-54	172	17.0%	171	17.2%
Women 55+	259	25.6%	211	21.2%
Geography				
Lower Mainland & Fraser Valley	626	62.0%	591	59.2%
Vancouver Island & Sunshine Coast	200	19.8%	191	19.1%
Interior and North	184	18.2%	216	21.7%

Canada

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	192	9.1%	133	13.3%
Men 35-54	302	14.4%	168	16.8%
Men 55+	514	24.5%	181	18.1%
Women 18-34	276	13.1%	137	13.7%
Women 35-54	331	15.7%	175	17.5%
Women 55+	487	23.2%	206	20.6%
Province				
BC	1015	48.2%	137	13.7%
Alberta	176	8.4%	110	11.0%
Prairies	82	3.9%	66	6.6%
Ontario	494	23.5%	386	38.6%
Quebec	262	12.5%	234	23.4%
Atlantic	75	3.6%	67	6.7%



Building Understanding.

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