

# How your personality affects the investment decisions you make

The BC Securities Commission surveyed 2,407 Canadians to assess what we know, feel, and do when it comes to investing. The Smarter Investor Study also introduced a new way of understanding investing behaviour—Personality.

## 30% of Canadians 35+ invest with an advisor & personality matters when it comes to investing

The new Smarter Investor Study introduces five personality types. Each has a unique approach to investing and working with an investment advisor.

### THE FIVE PERSONALITY TYPES ARE



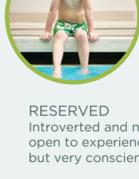
**CONFIDENT**  
Score above the average on all personality traits



**DILIGENT**  
Introverted, but score above the average on the four other traits



**IMPULSIVE**  
Not conscientious or emotionally stable, but more agreeable than average



**RESERVED**  
Introverted and not open to experience, but very conscientious



**TUMULTUOUS**  
Less agreeable, conscientious, and emotionally stable than average

## The Smarter Investor Quiz

tells you how your personality can affect your investment decisions

### The Smarter Investor Index

The Smarter Investor Index sets a baseline for how investors feel about their investment outcomes today.

#### THE INDEX COMPRISES 4 QUESTIONS

- 1 GOALS**  
I know what my investment goals are and I am on track to meet them
- 2 SUITABILITY**  
I am confident that my investments are well matched to my risk tolerance
- 3 KNOWLEDGE**  
I understand all of my current investments and what risks and benefits they entail
- 4 CONFIDENCE**  
How confident are you when it comes to making investment decisions?

#### HOW DO CANADIANS INDEX?



#### INDEX BY AGE & GENDER



## Working with an advisor has benefits

Canadians overall index at 62/100.  
Canadians who work with an advisor at 70/100.

### BUT ARE CANADIANS DOING THE RIGHT THINGS ?

Surprising findings

WE ASKED CANADIANS ABOUT KEY THINGS ALL INVESTORS SHOULD DO WHEN WORKING WITH AN ADVISOR



## Investors agree they have responsibilities

Investors agreed most (76%) with asking questions and least (40%) with doing their own research.



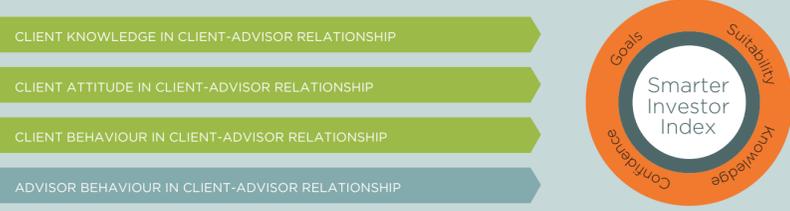
As a client, which of the following things do you believe are either wholly or partially your responsibility when working with an advisor?



Canadians who currently or usually work with an advisor were asked to respond to eight different responsibilities. Those who said "all of the above" are counted as selecting each possible response. Please see full report.

## What investors know, feel, and do matters

What clients say about what their advisors do also matters.



Investors who know the most, have the right attitudes, do the right things, and whose advisors do the right things all score above average on the Smarter Investor Index.



## What do Canadians know about advisor fees and compensation?

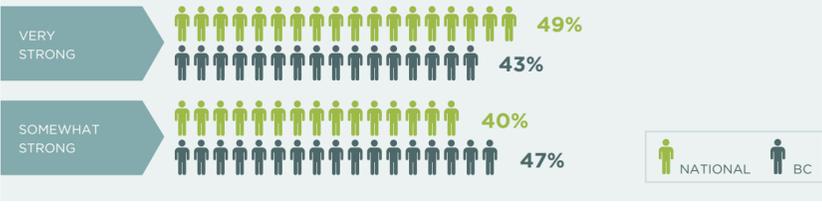


## Trust is a double-edge sword

Canadian investors trust their investment advisors.



In general, how would you describe the level of trust you have in your investment advisor?



### BUT

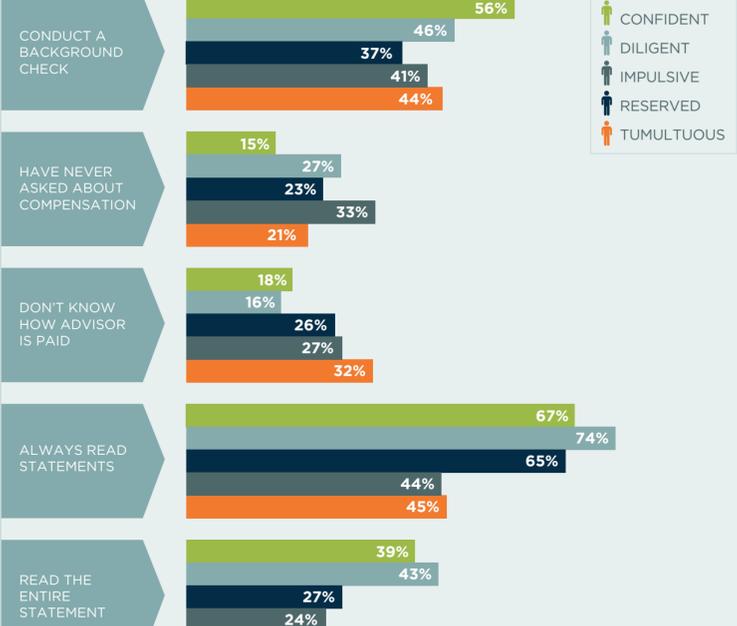


Trust is essential in a client-advisor relationship. But misplaced trust can be dangerous to one's investment health.

## Personality impact on client-advisor relationship



When we group Canadians into our 5 personality types, important differences emerge in how they behave in a client-advisor relationship.



The Smarter Investor Study was conducted for the BC Securities Commission by Innovative Research Group in August 2015. We surveyed 2,407 Canadians aged 35+, including an over-sample of 1,011 British Columbians. Estimated margin of error +/-2.8% national, +/-3.1% BC, 19 /20. Margins of error larger within each sub-group. We use the term "advisor" to refer to the full range of market participants investors may have in mind when they consider and make their investment decisions.