

Representative website survey 2018

www.swissfunddata.ch is used extensively as a basis for investment decisions

What types of investor use the platform www.swissfunddata.ch? What are users' main interests and what is the value of their assets under management? Our representative website survey, which was carried out between the start of February and the start of April 2018 by blue eyes marketing, focused on these and other questions.**

The study shows that investors are based predominantly in Switzerland (more than 70 %), followed by Germany, Luxembourg and the United States. 52 % of our visitors were professional investors (asset managers 24 %, banks 11 %, pension funds 2 %, insurers 2 % and others, e.g. family offices 13 %).

Around half of these professional investors manage assets worth more than CHF 20 million, and 21.8 % say that they visit the platform several

times a week or every day. In addition, they are also open to new, alternative investment opportunities, with 27% of all users expressing an interest in cryptocurrencies.

The remaining 48 % of visitors to our website were private investors. Almost all of these private investors (96.4 %) invest their assets directly through a bank or asset manager, with around one third managing private assets in excess of CHF 250'000.

The interest in the corresponding investment instruments is just as great among professional investors as private investors: alongside equities, investment funds (61.7 %) and ETFs (47.7 %) are particularly popular.

** blue eyes marketing gmbh, based in Lucerne, is a member of the VSMS (Verband Schweizer Markt- und Sozialforschung).