

Investment Literacy Survey

2016-2017



About the Survey

Objective

- ✓ Understanding public's investment knowledge
- ✓ Investment preferences
- ✓ Number of persons who invest

Contents



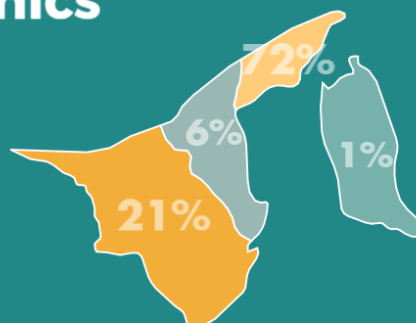
Target



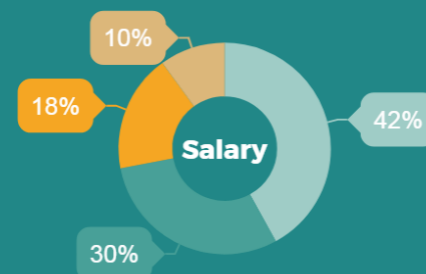
Customers of the securities firms and relevant banks in Brunei Darussalam

Survey Demographics

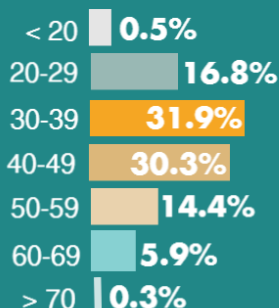
Of the 376 Respondents...



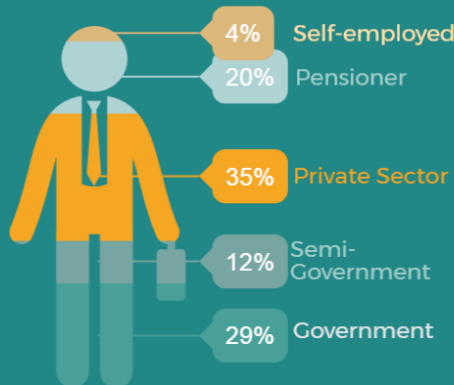
\$3,000 - \$5,000
 \$5,000 - \$10,000
 < \$3,000
 > \$10,000



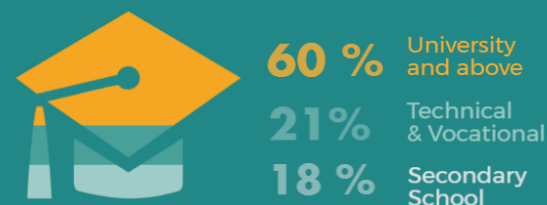
Age



Employment Status



Education level



Findings

Investment Distribution

36% have investments

only **20%** very familiar

55% a bit and slightly familiar

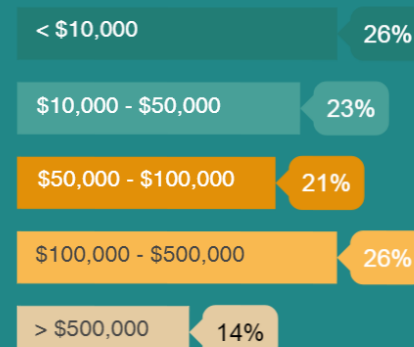
Top Asset Classes



Why I don't invest?

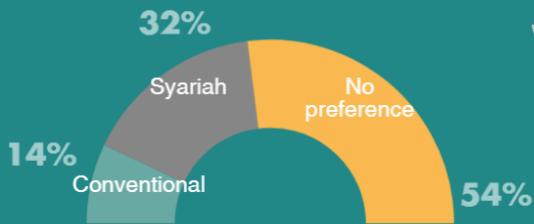


Investment Size



Note: Investment size of more than BND 100,000 mostly invest in Shares and Property.

Investment preferences



I want to invest in Brunei if...

"Investment are safe and stable"

"High expectation of return"

Place of Investment

53% invest domestically

36% invest domestically and abroad

Sources of Information



For product specific information, most relies on Sales Staff



For best buy guidance, most relies on recommendation from Financial Advisers



For general advice, most relies on family advice



For media coverage, most relies on newspaper

Literacy quiz

B⁺

I. Product Understanding

More than 50% respondents are literate.

(a) Unit Trust

- ✓ Prospectus definition
- ✓ Payout
- ✓ Protection

(b) Shares

- ✓ Buying effect
- ✓ Dividend

(c) Bonds

- ✓ Buying effect
- ✗ Price-Interest Rate relationship
- ✗ Bond structure

Less than 50% answered correctly on price-interest relationship and bond structure.

II. Risk Understanding

Majority have good understanding of risk concept. But 13% do not associate return with risk.

Conclusion

More than half are investment literate and perceive that they are familiar with investment



AMBD together with other agencies to continue efforts in promoting financial education



Industry to create more investment avenue e.g. other products



Industry to continue raising their financial advisers and brokers' standards through professional development



AMBD together with securities industry and other agencies to continue raising awareness on investment to the public



AMBD to continue and improve its regulatory role in ensuring investor protection and fostering market confidence



BCMA
BRUNEI DARUSSALAM
CAPITAL MARKET ASSOCIATION

This survey was conducted by the Autoriti Monetari Brunei Darussalam in collaboration with the Brunei Darussalam Capital Market Association.

For more information, please refer to or contact: www.ambd.gov.bn info@ambd.gov.bn