

Biggest motivator for investing is a 'flexible lifestyle'

- **A survey of UK equity investors reveals: 60% say the opportunity to generate a secondary income or to make money to give them a more flexible work life is their biggest motivator**
- **Research also found that the motivation for investing varies between men and women, with men almost twice as likely to be driven by the 'excitement' factor**
- **Women are more likely to be motivated by rational led factors such as supplementing income to a part-time job**

Singapore, 27 August 2018 – Chasing a flexible lifestyle is the number one reason for investing or trading in the stock markets according to research carried out for Financial Technology group, ayondo.

In a survey of UK equity investors, 60% claimed that the main reason for dipping their toes in the markets was the opportunity to generate a secondary source of income or to make money to allow for a more flexible working life. This chimes in with recent research which showed that 87% of the UK's full-time workforce either have a flexible work life or would like to have so.¹

The research also found that the motivation for investing varied between men and women. Whilst 35% of men gave the 'excitement' factor as their motivator to invest or trade, in comparison, only 18% of women cited the same motivation.

In fact, female investors and traders were more likely to be motivated by rational led reasons. For example, a quarter of women said they were driven by the idea that success in the stock markets feels like money for nothing, whilst only 19% of men were of the same view.

Participants in the study were also asked what they felt is the most important attribute to becoming a successful market investor or trader. The most popular answer, at 30%, was 'having a cool head', followed by good timing (28%) and commitment (13%).

Mita Natarajan, Chief Business Development Officer ayondo says: "We are seeing an increasing number of people look for ways in which they can supplement their income to allow for more flexible working hours and a greater amount of leisure time. One way of making this transition easier is through Social Trading. This allows retail investors to follow Top Traders' investment moves or signal providers to earn additional income in publishing their trading strategies."

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About the research

The survey, commissioned by ayondo, was carried out by research house OnePoll in February 2018, amongst 500 UK adults who have invested or traded in stocks and shares. The aim of the survey was to learn about their investment habits, get a sense for their interest in Social Trading along with what these investors felt were their motivator for investing. Founded in 2005, OnePoll surveys are compliant with the MRS code of conduct and their researchers are members of the Market Research Society.

About ayondo

ayondo is a global Financial Technology group with subsidiaries authorised and regulated in the UK (FCA) and Germany (BaFin). Besides offering a sophisticated online trading platform, ayondo specialises in Social Trading and is the first company to offer Social Trading services under a portfolio management licence issued by the German regulator, BaFin. In recent years ayondo has won several accolades including Europe's leading Financial Technology providers ("FinTech 50"). Other honours include the International Financial Award Best Social Trading Platform and Broker of the Year.

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¹ Timewise study on flexible working [https://timewise.co.uk/what-we-do/research/timewise-flexible-jobs-index-2018/]