This report looks at the following areas:

- Around one in four has mutual funds, one in ten ETFs
- Lack of knowledge is the biggest purchase barrier for ETFs
- More than a third prefer buying through a financial adviser
- More than half confident of saving enough for retirement

“ETFs continue to grow in popularity as more investors buy into the concept of low cost, passive investing. While the affluent have embraced ETFs, the mass affluent segment is still relatively untapped.”

– Sanjay Sharma, Senior Financial Services Analyst
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