



## Markets polarise investors: report

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The shift in financial markets has divided Australian investors over their choice to remain focused on an existing long-term strategy or take advantage of investment opportunities, new research has found.

According to Investment Trends and endgame communications' Investor Communications and Retention Report, investors were more likely to snap up undervalued stocks than stick with their long-term investment strategies.

"The worrying thing is that whilst they [investors] recognise the importance of it [long-term strategies], there is a declining proportion who say they are just sticking to their long-term strategy," Investment Trends principal Mark Johnston said.

There were more investors looking to buy undervalued assets, because they saw them as cheap,

Johnston said. "There are more of them also saying at the other end that 'look, I'm just going to accumulate cash and wait for things to settle down before I'm game to invest again,'" he said.

The report also found three in 10 investors said their own Internet research had the most significant influence on their investment decisions, with daily newspapers being the second most significant influence.

Friends and family continue to be the primary influence on investors, with 74 per cent talking to friends/family about the crisis and only 29 per cent speaking to a financial planner.

However, Johnston said while the number of investors seeking financial advice from a professional was low, it had risen slightly. "There's a slight elevation in the numbers talking to planners at the moment," he said. □