



THE INVESTMENT FUNDS INSTITUTE OF CANADA  
L'INSTITUT DES FONDS D'INVESTISSEMENT DU CANADA

11 KING ST. WEST, 4<sup>TH</sup> FLOOR, TORONTO, ONTARIO, M5H 4C7 TEL 416 363-2158 FAX 416 861-9937 WEBSITE [www.ific.ca](http://www.ific.ca)

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**

**CANADIAN INVESTORS CONFIDENT ABOUT MUTUAL FUNDS: IFIC POLL**

TORONTO (September 29, 2006) -- Mutual fund investors in Canada are confident in mutual funds' ability to meet their household's financial goals and are comfortable with their understanding of their investment, according to a new national poll conducted for The Investment Funds Institute of Canada (IFIC).

IFIC's first Annual Investor Survey, released today during IFIC's Annual Conference, asked mutual fund investors how confident they were in a number of investment products in meeting their goals: 88 per cent said real estate, including their primary residence, with mutual funds following closely at 85 per cent; GICs came in at 71 per cent, bonds at 63 per cent and stocks 54 per cent.

"The numbers confirm our belief that confidence and knowledge levels among mutual fund investors are strong," said Joanne De Laurentiis, IFIC's President and Chief Executive Officer.

The telephone survey of perceptions of Canadian mutual fund investors was conducted by POLLARA Inc. with input from regulators. The survey among 1,865 mutual fund holders took place between June 15 and July 11, 2006. Overall results are accurate to within 2.2 percentage points, 19 times out of 20. This poll forms the benchmark for ongoing IFIC surveys and the direction the industry should take to ensure the ongoing confidence of investors.

According to the survey, investors are attracted to mutual funds for a variety of reasons, including professional management, diversification and risk management, access to a wide range of investments, ease of moving within fund families and the ability to buy funds in small amounts.

As well, an overwhelming number (91 per cent) said they had the right information to make an informed decision prior to investing. Almost all (94 per cent) the mutual fund investors who used advisors said they discussed risk tolerance and overall investment objectives and goals. And, 90 per cent said the last time they invested in a mutual fund their advisor talked to them about the fund's suitability.

In addition, the survey noted:

- The majority of investors (85%) buy mutual funds through an advisor
- The most commonly used method of staying informed about mutual funds is through the account statement with 95 per cent saying they read their quarterly or monthly account statement
- The vast majority of mutual fund investors would prefer to receive a brief summary annual report, rather than a detailed one, and
- Other than normal market fluctuations, only eight per cent of mutual fund investors in Canada ever experienced problems with their investments.

The report can be found on the media section of the IFIC website at [www.ific.ca](http://www.ific.ca).

*The Investment Funds Institute of Canada is the national association of the Canadian investment fund industry. Membership comprises mutual fund management companies, retail distributors and affiliates from the legal, accounting and other professions.*

-30-

For more information, please contact:

Pat Dunwoody,  
Vice President, Member Services & Communications  
The Investment Funds Institute of Canada  
416 363-2150 ext. 264  
[pdunwoody@ific.ca](mailto:pdunwoody@ific.ca)