

# ELECTION HAS UK INVESTORS FEELING CONFIDENT - NEW RESEARCH

Tuesday 18 June, 2024

**65% of all UK investors believe that a change in power will have a positive impact on their investments**, with that figure rising to 85% amongst younger investors aged 18-44 - according to the **Investor Index 2024**, an annual in-depth study of UK investor behaviours, published today.

Now in its 5<sup>th</sup> year, the study, conducted jointly by London-based communications agency **AML Group** and the research and planning experts **The Nursery**, polled 1100 UK adults (18+) with a minimum of £10,000 invested to gather new and robust investor insights and to track overall confidence levels.

And whilst the pending election has investors feeling optimistic, there are a number of factors that are contributing to an over-arching feeling of confidence - the highest in 5 years.

**AI continues to gain traction** as a go-to source for financial advice with 1:6 investors (45-54) stating that they have used ChatGPT for advice in the past year with three-quarters (75%) of all UK investors believing that ChatGPT could provide reliable financial advice in the future.

And **'home-grown' products have also landed well**. The new British ISA announced by Jeremy Hunt as part of the 2024 Spring Budget has been embraced by UK investors. 66% of all investors polled stated that they would use the new British ISA with that figure rising to 79% among the UK's youngest investors (18-34).

**Confidence among UK investors is the highest it's been since the study launched in 2020**. The Index, based on a pre-pandemic confidence benchmark number of 100, currently sits at 105 - 17 points up from last year and 43 points up from the 2020 study that was carried out during the pandemic.

40% of UK investors have increased the amount they invested in the past 12 months with 66% looking to long term opportunities (up 10% from 2023) - with only 15% indicating that they are seeking short term investment opportunities.

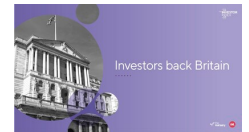
*"Investors have retained the self-reliance they gained navigating the past few years" says Sarah Nunneley, Senior Strategist at AML Group "with this confidence also emboldened by external market uplifts, creating not just a return in confidence, but a true revival. A new, more robust type of investor."*

## OTHER KEY FINDINGS:

- Political instability across the global landscape is a concern for a third of investors (32%).
- Perceived impact of current events on returns is much lower. The impact of inflation is down to 40% (25.9% decrease vs 2022), increased cost of living 39% (20.4% decrease vs 2022), Russia / Ukraine war 30% (45.5% decrease vs 2022).
- Influence of influencers on investment decisions falls (55% to 43%) and trust in influencers falling among young people (18-34, 33% - 22%; 35-44, 32% - 22%), as the FCA crackdown on unregulated advice.
- Those investing to purchase a property have a wider product portfolio, and have increased holdings in 2023 in commodities, crypto, collectibles, infrastructure, and NFTs.

Ends/.

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## Company Contact:

[Tank Top PR](#)

T. 07775945913

E. [chris@tank-top.co.uk](mailto:chris@tank-top.co.uk)

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