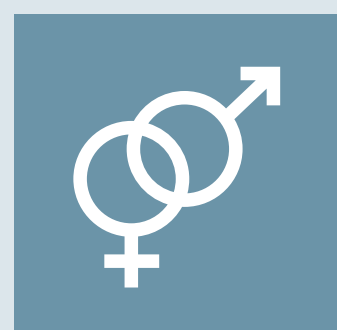


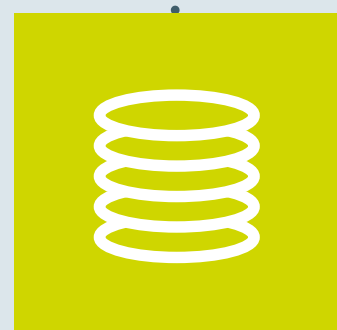
# Four factors influence familiarity with digital investing solutions

Older people living in German-speaking Switzerland feel the most informed.



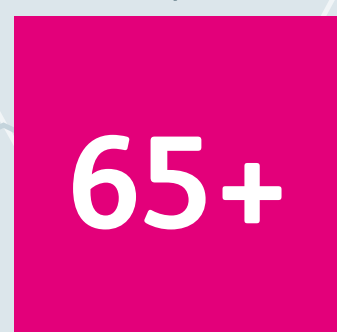
## Gender

Women feel less informed than men



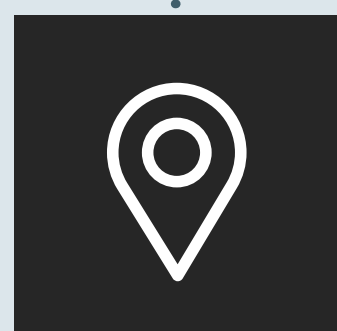
## Wealth

Especially wealthy people do well in this area



## Age

People aged 65 and above are better informed than younger generations



## Place of residence

People from German-speaking Switzerland and Ticino have better knowledge than people from French-speaking Switzerland

Lucerne University of Applied Sciences and Arts

**HOCHSCHULE  
LUZERN**

Wirtschaft  
Institut für Finanzdienstleistungen Zug  
IFZ

**RAIFFEISEN**

**Vontobel**

## Information about the study

- Conducted from: May 20 to June 3, 2020
- Data collected by the LINK Institute
- Methodology: survey of over 1,200 Swiss citizens
- Analysis conducted by the Institute of Financial Services IFZ of the Lucerne University of Applied Sciences and Arts