

Sitting on the Sidelines

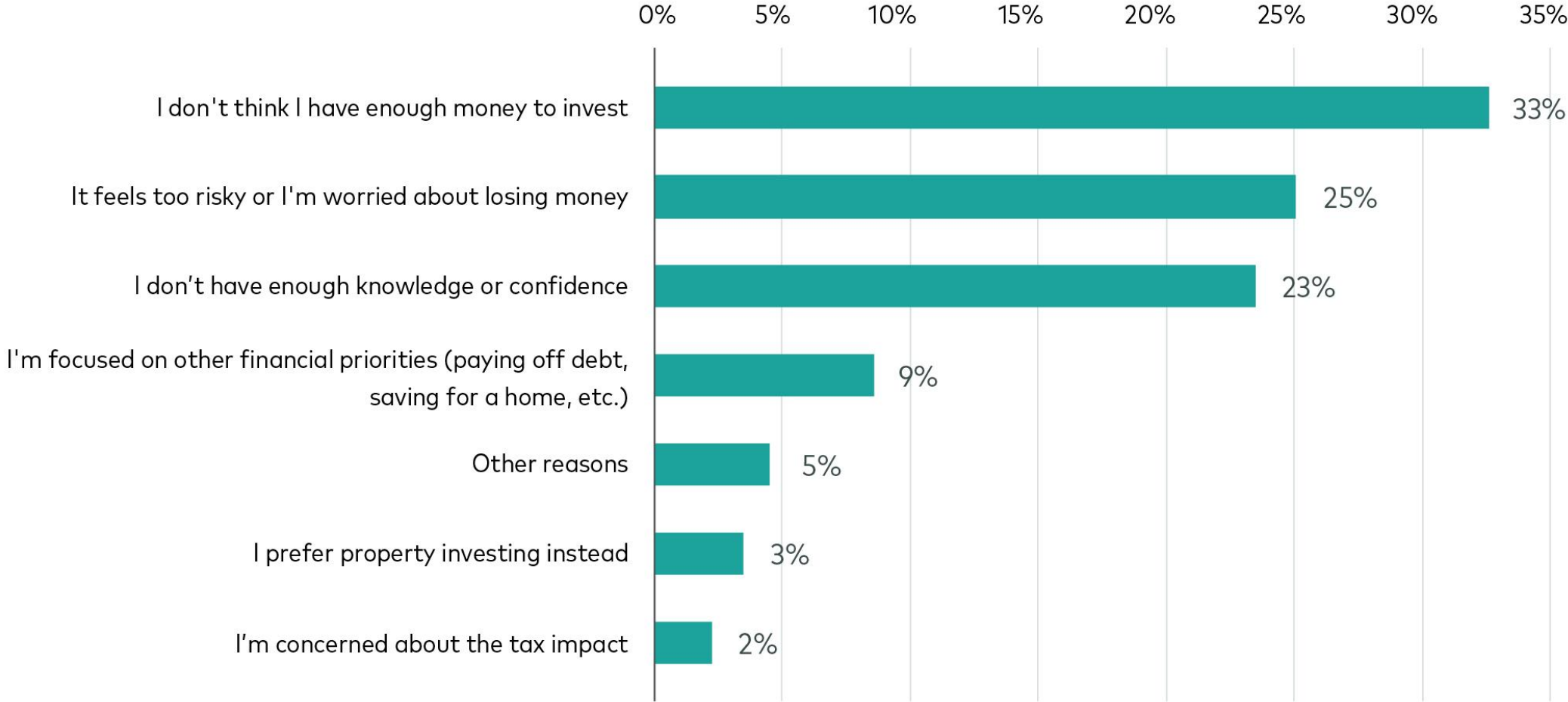
What's holding Australia
back from investing?

Survey overview

- Nationally representative online survey of 1,002 Australians aged 18+, conducted in February 2026 covering:
- **Investment participation** and product ownership
- **Barriers to investing**
- **Understanding of ETFs**
- **Attitudes to international investing** and home bias

Barriers to investing

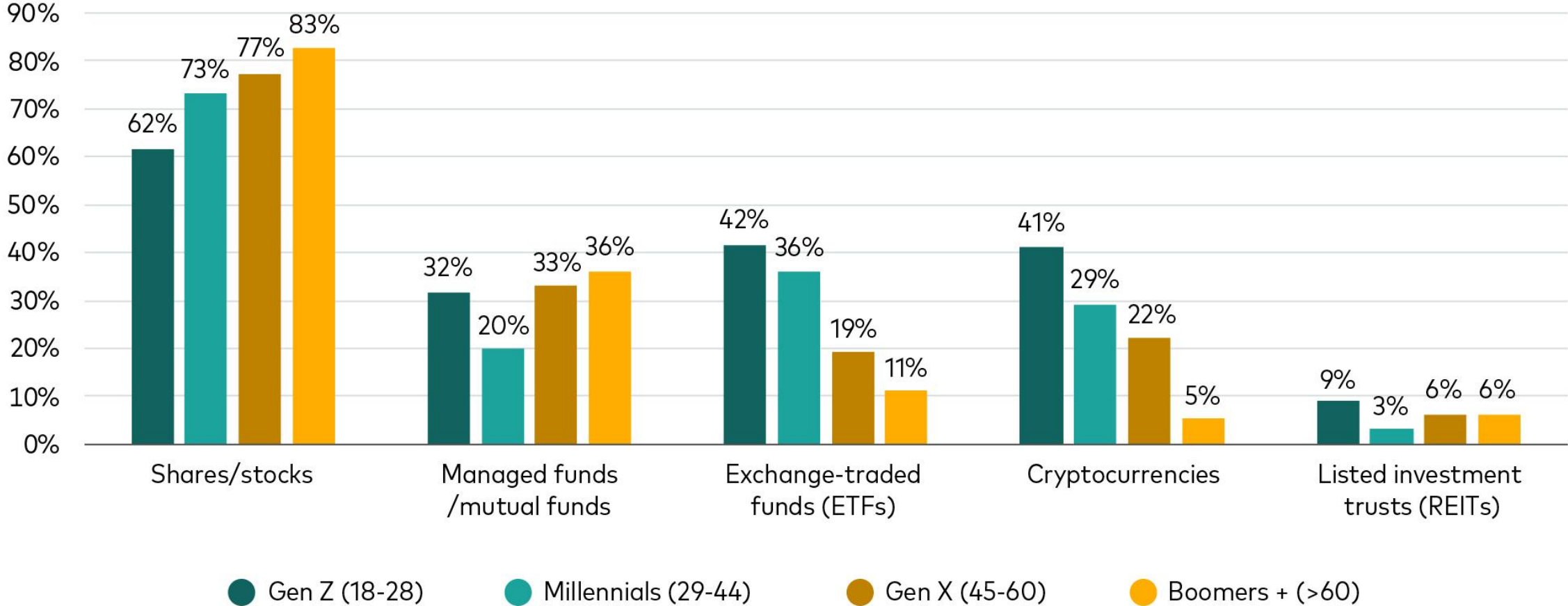
Key barriers to investing among Australian non-investors



Base: Australian non investors (n = 571). Respondents were asked to select the single main reason they do not currently invest.

How do Australians invest?

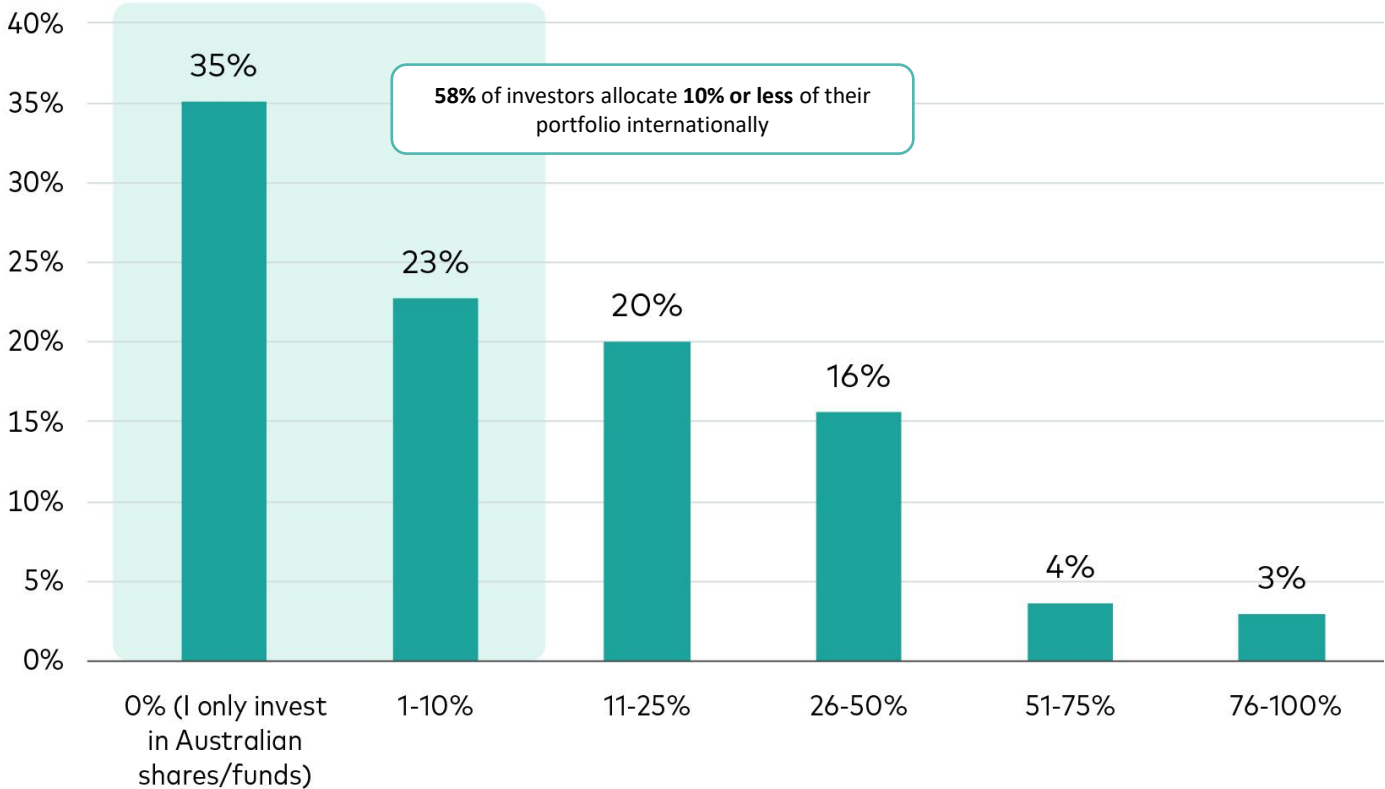
Investment product ownership among Australian investors, by generation



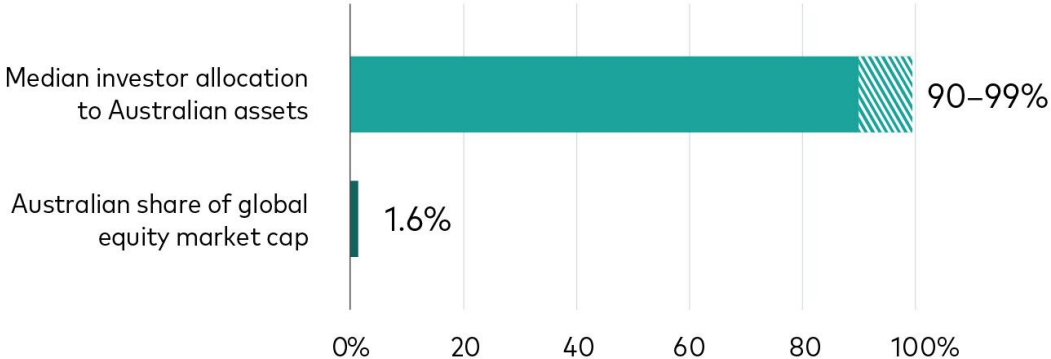
Ownership rates of Australian investors (n = 431). Respondents could select multiple products, so allocations do not sum to 100%.

Home bias

International allocation among Australian investors



Home bias: Portfolio concentration vs global market size



Base: investors only (n = 431). Question: "Approximately what percentage of your investment portfolio is currently invested in international (non-Australian) investments?" International investments include "direct shares of overseas companies, as well as ASX listed or overseas listed ETFs, managed funds or other investment vehicles that invest in non-Australian assets."

Levels of home bias reported by Australian investors (n = 431). Respondents could select from pre-defined percentage ranges (0%, 1-10%, 11-25%, 26-50%, 51-75%, 76-100%). The shaded area shows the median investor, who reported allocating 1-10% of their portfolio to international assets.

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