

## press release

22 March 2010

### Investors turn to the stock market for better ISA returns

- 44% of ISA investors think the stock market will prove more lucrative than cash
- 75% feel the stock market offered good opportunities over the last six months
- 40% of investors predict the FTSE 100 will finish 2010 between 5,500 and 6,500

**New research from retail stockbroker The Share Centre reveals investors are feeling positive about investing in the stock market during 2010, with many believing it will produce more lucrative returns than cash.**

The survey\* of 845 private investors showed that 44% are unhappy with the interest rates offered on cash ISAs, and that they believe the stock market will prove more profitable than cash investments in 2010.

A further 20% said they plan to invest in both cash and stocks during this year. Only 1 in 10 said they plan to stick to cash only investments, and a mere 3% said they could not afford to invest in the stock market at this point in time.

When asked how they felt about the stock market since September 2009, an incredible 75% said it had provided good opportunities for those that knew what they were doing, and that it had been a good time to pick up bargain stocks.

Positivity towards investing in the stock market continued, as 40% predict the FTSE 100 will close between 5,500 and 6,500 at the end of 2010.

With the end of the 2009/10 tax year just around the corner, Nick Raynor, investment adviser at The Share Centre, is advising investors to make the most of their ISA.

“Record levels of government spending and borrowing as a result of the financial crisis, means that over time higher personal taxation is inevitable. As such, it is imperative that investors make the most of the tax breaks available to them. One of the most accessible is an ISA,” said Raynor.

Raynor adds: “With just over a week left to top up a 2009/10 ISA, investors should act fast or they risk losing their allowance for ever. Customers of The Share Centre can add to their ISA online right up to 12 noon on 5 April 2010. However, those wanting to top up in the traditional way will have to get their instructions to us before the close of play Thursday 1 April.”

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#### **Note to editors:**

\*Investor survey

The Share Centre surveyed 845 investors about their attitudes towards stock market investing and their ISA investments during February 2010.

ISA Video cast

The Share Centre has recorded a video cast explaining the benefits of investing in an ISA, ISA allowances and suitable funds to put in an ISA. You can view the video on our YouTube Channel [www.youtube.com/thesharecentre](http://www.youtube.com/thesharecentre). If you would like to display the video on your website please contact Neil Gregory at Lansons Communications on 0207 294 3611 or email him at [neilg@lansons.com](mailto:neilg@lansons.com).

About The Share Centre's ISAs

The Share Centre offers two types of Stocks and Shares ISA, giving investors the freedom to pick the investments they want: DIY ISA and Funds ISA.

DIY ISA

For investors who like to have complete control over their investments, The Share Centre's DIY Stocks and Shares ISA offers a great solution. Unlike other brokers, The Share Centre does not insist upon minimum investment or trading volumes. Trades start from just £7.50 online. The Share Centre charges a 0.125% (£5 minimum) + VAT quarterly administration fee on its DIY Stocks and Shares ISA.

Funds ISA

The Share Centre's Funds ISA has no administration fee and has been specially developed for those who wish to only invest in Funds (Unit Trusts and OEICs) within their ISA. Customers who purchase one of the discounted Platinum 120 funds through the stockbroker's Funds ISA will *only* have to pay for the amount they wish to invest in the fund. Funds will still be subject to an annual management charge, renewal commission, and dealing commission will be charged on sales.

Switching broker

The Share Centre will cover up to £300 in switching costs for investors wishing to transfer an existing ISA to The Share Centre.

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**Risk Warnings:**

Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

**About The Share Centre:**

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on [www.share.com](http://www.share.com). Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#)

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

The Share Centre Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority under reference 146768.

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