

# Survey of Retail Investment on *Alternative Asset Platforms*



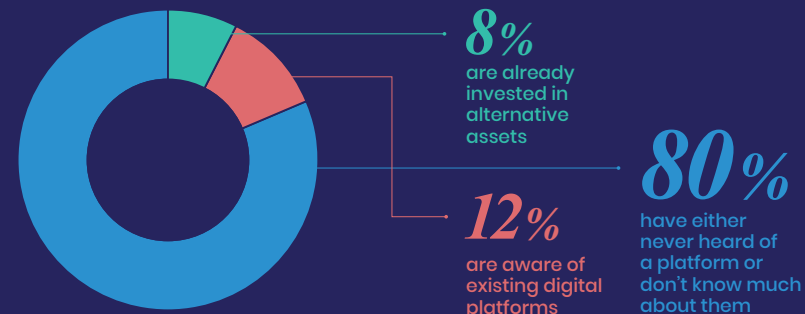
# New research explores Americans' attitudes around 'alts' and finds a \$1.3 trillion opportunity for potential investment in the near future.

Alternatives assets (alts), including art, wine, farmland, metals and collectibles, among others, have historically only been available to institutional and ultra-high net worth investors. However, the recent rise of digital platforms that enable retail investors to own stakes in these and other alts has largely democratized these asset classes, creating tremendous opportunities for retail investors.

A recent Lansons survey conducted by Opinium found the companies best positioned to take advantage of burgeoning interest in this category are those who are devising creative strategies to educate potential investors about the benefits of alts, alleviate their concerns and address their misperceptions.

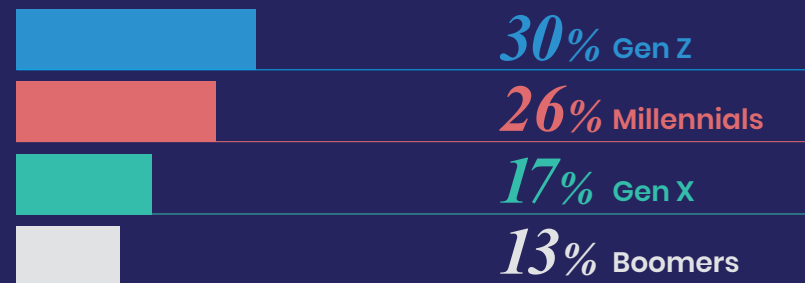
## Opportunity to *increase awareness*

Americans' awareness of alternative investment platforms



Four out of five (80%) Americans have either never heard of a platform that enables investment in alts or don't know much about them. Only 12% of Americans are aware of existing digital platforms in addition to the 8% of Americans that are already invested in alternative assets.

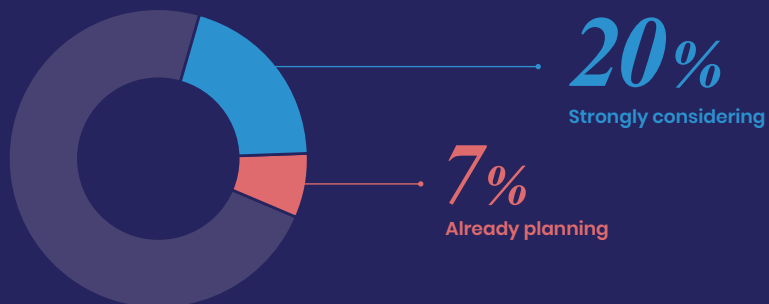
Knowledge of alternative investment platforms by generation



Meanwhile, younger generations have more knowledge of alternative investment platforms. Three in ten Gen Zers and one in four Millennials (30% and 26%, respectively) know of alternative investment platforms or already invest in alternative assets using one. Comparatively, only 17% of Gen Xers and 13% of Boomers have knowledge of alternative investment platforms or invest in alternative assets already.

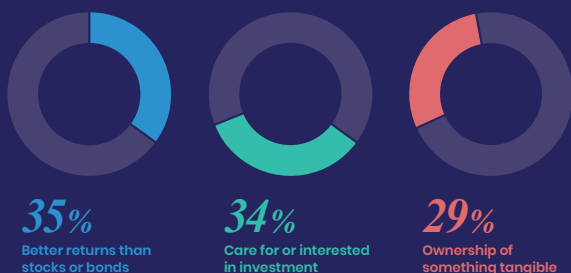
## Strong interest in *future investment*

Among those not who do not currently invest in alts...



Despite an overall lack of awareness, once Americans hear about platforms enabling alternative asset investing, they tend to be interested. Among those who do not currently invest in alternative assets, one fifth (20%) would strongly consider doing so in the near future, and 7% are already planning on it.

### The top reasons to hold or consider alternative assets



The top reasons individuals hold alternative assets or would consider investing in them are the opportunity for better returns than stocks or bonds (35%), the opportunity to invest in something they care about or find interesting (34%), and to feel like they have ownership of something tangible (29%).

### Potential retail investment

**\$1.3 trillion**

Active investors – those who currently have investment accounts for stocks, bonds or cryptocurrencies – would be willing to allocate 25% of their portfolios, on average, to alts. This represents more than **\$1.3 trillion dollars in potential retail investment**.\*

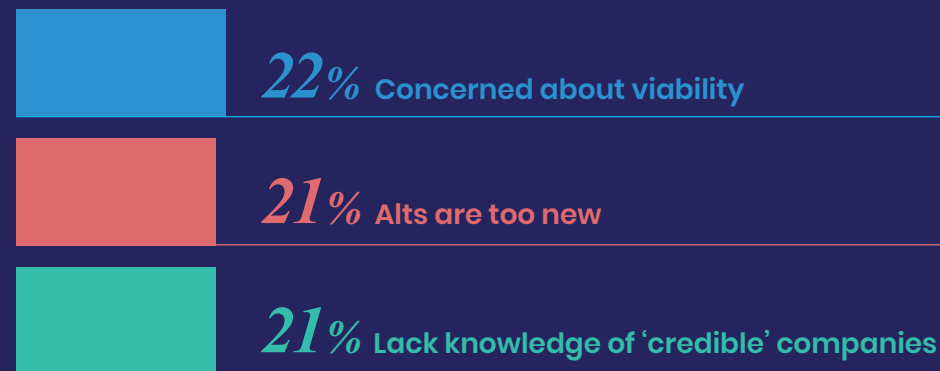
## There are some barriers to investing in *alternative assets*...

The biggest barriers to investing in alternative assets through digital platforms



According to the survey, the biggest barriers to investing in alternative assets are concerns about fraud and scams (42%). Closely following is the belief that they don't have enough money to do so (37%), despite a broad range of existing platforms offering minimum investments below \$100.

### Secondary barriers to investing in alternative assets through digital platforms



Around one in five are concerned about the viability of the investment (22%), that alternative investments are too new to the market, and not knowing any 'credible' companies to invest in alternative assets (both 21%).

## ... And steps companies can take to build trust among *potential investors*

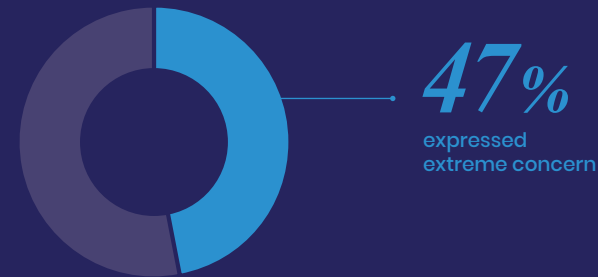
Digital investment platforms have a real opportunity to narrow the trust gap among investors and earn greater market share as a result. The survey found that providing a secure and consistent platform experience, and sharing details about the people behind the platforms are among the steps that can be taken to gain trust.

Providing greater details on the investments and amplifying third-party endorsements including positive media coverage are among the tools available to build trust with current and potential investors.

In addition, the survey found marked demographic differences in perceptions and awareness, indicating a targeted messaging approach across generations and income levels would better resonate with specific subsets of retail investors.

## A perfect moment for *outreach and education*

### The impact of inflation



Given the non-stop drumbeat of news about rising costs, nearly half (47%) of those surveyed expressed extreme concern about the impact of inflation on their investments. The current market conditions, in part driven by the Fed's efforts to curb inflation, provide a timely opportunity for the industry to educate Americans about the investment case for alts.

"Alternative assets, including wine, gold and real estate have long been regarded as strong hedges against inflation. As many retail investors have felt like they have nowhere to turn for positive returns this year, it's the perfect time to educate the public about the benefits of alts as part of a diversified investment portfolio," said Josh Passman, CEO of Lansons New York.

## For more information

For more information about the Alternative Asset Platform Survey, including opportunities to address misperceptions, strengthen customer relationships and target the most likely potential investors, please contact [altasset@lansons.com](mailto:altasset@lansons.com).

### Methodology

Lansons partnered with strategic insights agency Opinium to conduct a nationally representative survey of 1,832 Americans. The survey was weighted using the latest figures from the U.S. Census Bureau. "Active Investors" is defined as anyone who has an individual investment account, including in stocks, bonds, crypto, etc. The study was conducted between September 6 – September 12, 2022.

*\*Of the 1,832 adults surveyed, 25% were active investors, which is equivalent to 64,585,820 Americans (258,343,281 (U.S. Adult population) x 25% (active investors)). The median amount held in investments among active investors was \$82,013.27. On average, active investors were willing to allocate 25% of their portfolio toward alternative investments. This equates to a median of*

*\$20,175.27 to be potentially invested in alternative assets per the average active investor (\$82,013.27 \* 25%). The median potential investment in alternative assets (\$20,175.27) x the number of active investors in the U.S. (64,585,820) is equal to 1.303 trillion.*

### About Lansons

With offices in in London and New York, Lansons is a leading independent reputation management consultancy, 100% owned by people working in the business. It has been voted agency of the year 30 times since it was established in 1989. Lansons has over 90 people, has won over 100 major awards, and works for more than 150 national and international clients. Through its membership of the international networks PROI Worldwide and Global Communication Partners (GCP), Lansons delivers global expertise and strategic advice.