

Question Number	Risk Questions	Strongly Disagree	Disagree	No Strong Opinion	Agree	Strongly Agree	Total
1	I feel comfortable about investing in the stock market.	0	1	2	3	4	
2	I generally look for safer investments, even if that means lower returns.	4	3	2	1	0	
3	Usually it takes me a long time to make up my mind on investment decisions.	4	3	2	1	0	
4	A stable income is more important to me than high returns.	4	3	2	1	0	
5	I find investment matters easy to understand.	0	1	2	3	4	
6	I've little or no experience of investing in stocks, shares, or investment funds.	4	3	2	1	0	
7	I don't tend to worry if my investments go down in value.	0	1	2	3	4	
8	I generally look for higher investment return investments, even if that means chance of loss.	0	1	2	3	4	
9	I'm not comfortable with the ups and downs of stock market investments.	4	3	2	1	0	
10	I associate the word "risk" with the idea of "loss".	4	3	2	1	0	
11	I tend to be anxious about the investment decisions I've made.	4	3	2	1	0	
12	People who know me would describe me as a cautious person.	4	3	2	1	0	

ATR Level	Score Range
Very Cautious	0 to 8
Cautious	9 to 12
Moderately Cautious (Low End)	13 to 13
Moderately Cautious (High End)	14 to 15
Balanced (Low End)	16 to 18
Balanced (High End)	19 to 24
Moderately Adventurous (Low End)	25 to 28
Moderately Adventurous (High End)	29 to 31
Adventurous	32 to 35
Very Adventurous	36 to 48

ATR Level	Description
Very Cautious	Very Cautious Investors are distinctly risk averse, typically have little or no experience of investment and do not find investment matters easy to understand. They will usually take a long time to make investment decisions and tend to be anxious about any investment decisions they have made. They typically look for safer alternatives (such as bank accounts) rather than taking investment risk to target higher returns. Some very cautious investors will be unwilling to take any investment risk at all. Very cautious investors are more risk averse than about 95% of the investing population (i.e. compared to 95 people out of 100).
Cautious	Cautious Investors are risk averse and typically have very limited experience and understanding of investments. They often take a long time to make investment decisions and tend to be anxious about any investment decisions they have made. They tend to associate risk with potential loss rather than opportunity. They typically look for investments with lower investment risk rather than seeking higher returns. They generally prefer bank accounts and are less willing to invest in stocks, shares and investment funds. Some cautious investors will be unwilling to take any investment risk at all. Cautious investors are more risk averse than about 90% of the investing population (i.e. compared to 9 people out of 10).
Moderately Cautious (Low End)	Moderately Cautious Investors have fairly limited experience and understanding of investments. They often take a long time to make investment decisions and tend to be anxious about any investment decisions they have made. They are inclined to associate risk with potential loss rather than opportunity. They may prefer bank accounts or lower risk investments to higher returning but riskier investments (such as stocks, shares and investment funds). However, they may be willing to take some risk, once the relationship between risk and higher returns has been explained to them. Moderately Cautious Investors are more risk averse than about 70% of the investing population (i.e. compared to 7 people out of 10).
Moderately Cautious (High End)	Moderately Cautious Investors have fairly limited experience and understanding of investments. They often take a long time to make investment decisions and tend to be anxious about any investment decisions they have made. They are inclined to associate risk with potential loss rather than opportunity. They may prefer bank accounts or lower risk investments to higher returning but riskier investments (such as stocks, shares and investment funds). However, they may be willing to take some risk, once the relationship between risk and higher returns has been explained to them. Moderately Cautious Investors are more risk averse than about 70% of the investing population (i.e. compared to 7 people out of 10).
Balanced (Low End)	Balanced Investors have an attitude to risk in the middle 50% of the investing population and are neither very risk averse nor inclined to seek riskier investments. They often have some experience and understanding of investments. They can usually make investment decisions without too much hesitation or anxiety. They may find more comfort in banks accounts and lower risk investments than stocks, shares and investment funds, but understand that investment risk may be required to meet their investment goals.

Balanced (High End)	Balanced Investors have an attitude to risk in the middle 50% of the investing population and are neither very risk averse nor inclined to seek riskier investments. They often have some experience and understanding of investments. They can usually make investment decisions without too much hesitation or anxiety. They may find more comfort in banks accounts and lower risk investments than stocks, shares and investment funds, but understand that investment risk may be required to meet their investment goals.
Moderately Adventurous (Low End)	Moderately Adventurous Investors usually have some experience and understanding of investments. They tend to make investment decisions fairly quickly and are not generally anxious about the investment decisions they have made. They normally view risk as a source of opportunity rather than a threat and will understand how taking investment risk can help meet their investment goals. The potentially higher returns from higher investment risk will make investing in stocks, shares and investment funds more appealing than lower risk investments and bank deposits. Moderately adventurous investors are more tolerant of risk than about 80% of the investing population (i.e. compared to 8 people in 10).
Moderately Adventurous (High End)	Moderately Adventurous Investors usually have some experience and understanding of investments. They tend to make investment decisions fairly quickly and are not generally anxious about the investment decisions they have made. They normally view risk as a source of opportunity rather than a threat and will understand how taking investment risk can help meet their investment goals. The potentially higher returns from higher investment risk will make investing in stocks, shares and investment funds more appealing than lower risk investments and bank deposits. Moderately adventurous investors are more tolerant of risk than about 80% of the investing population (i.e. compared to 8 people in 10).
Adventurous	Adventurous Investors often have substantial experience and understanding of investments. They usually make investment decisions quickly and are not likely to be anxious about the investment decisions they have made. They typically view risk as a source of opportunity rather than a threat and will understand how taking investment risk can help meet their investment goals. They are comfortable investing in stocks, shares and investment funds and prefer riskier, but potentially higher returning, investments to keeping money in bank deposits. Adventurous Investors are more risk tolerant than about 95% of the investing population (i.e. compared to 95 people out of 100).
Very Adventurous	Very Adventurous Investors often have substantial experience and understanding of investments. They usually make investment decisions quickly and are not likely to be anxious about the investment decisions they have made. They view risk as a source of opportunity and will understand how taking investment risk can help meet their investment goals. They are comfortable investing in stocks, shares and investment funds and prefer riskier, but potentially higher returning, investments to keeping money in bank deposits. Adventurous Investors are more risk tolerant than about 98% of the investing population (i.e. compared to 98 people out of 100).