

**40**

**Total Individuals**

**27.80**

**Average age**

**37**

**Individuals with various investments**

**92.50%**

**% of individuals with various investments**



**3.58**

**avg Fixed deposits**

**5.75**

**avg Debentures**

**3.48**

**avg Equity market**

**5.98**

**avg Gold**

**2.55**

**avg Mutual funds**

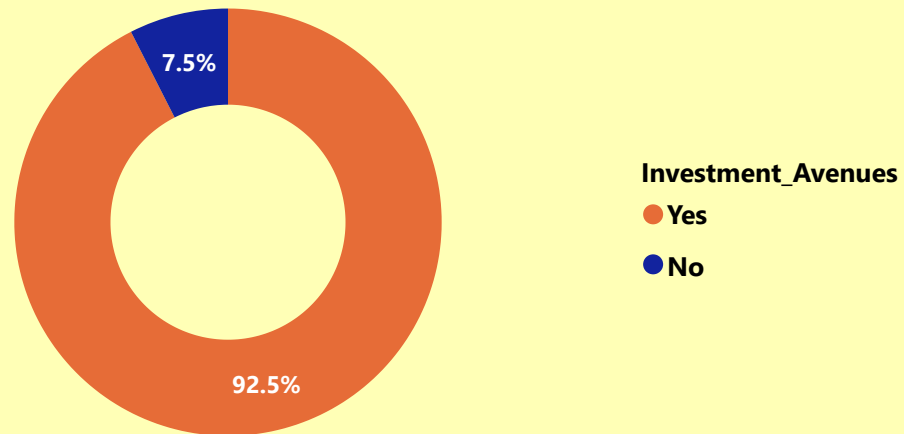
**4.65**

**avg Government bonds**

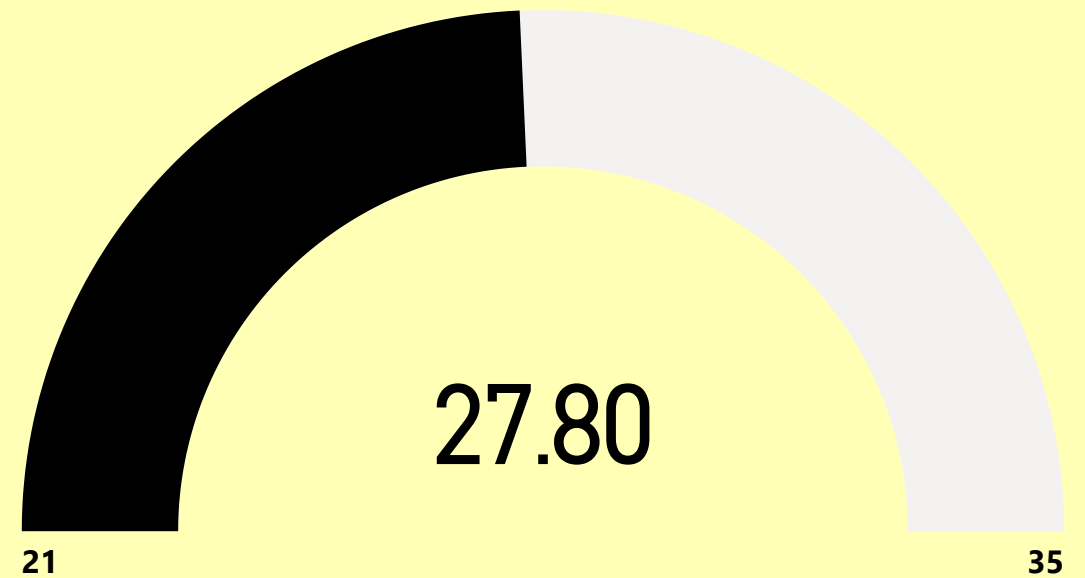
**2.03**

**avg PPF**

### People with different investment avenues



### Average age, Minimum and Maximum age



**25**

**# of Males**

**15**

**# of Females**

**62.5%**

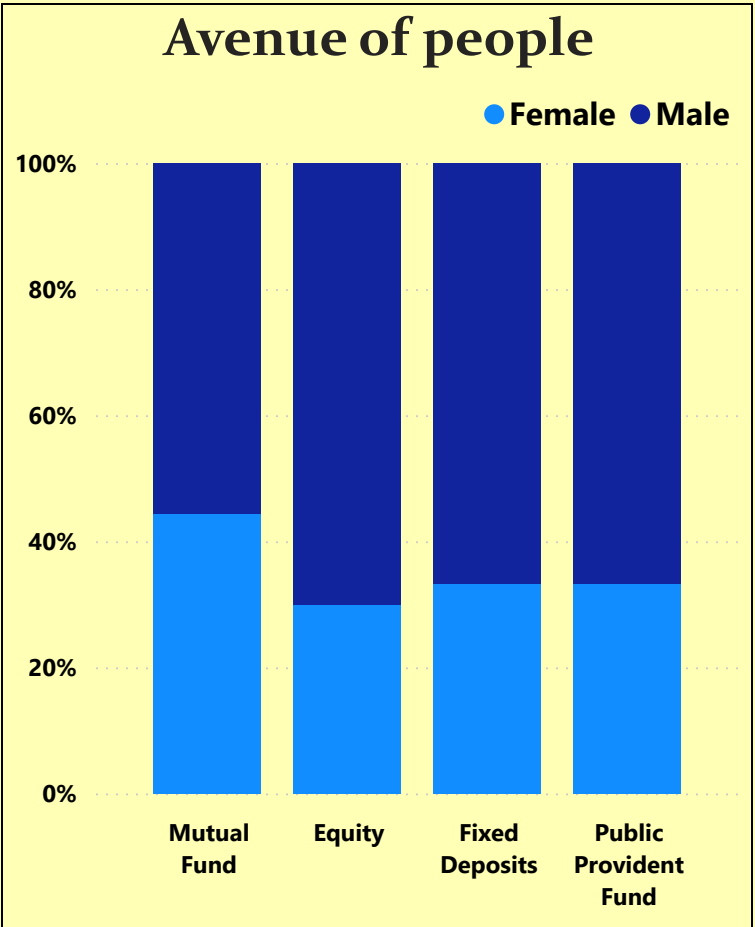
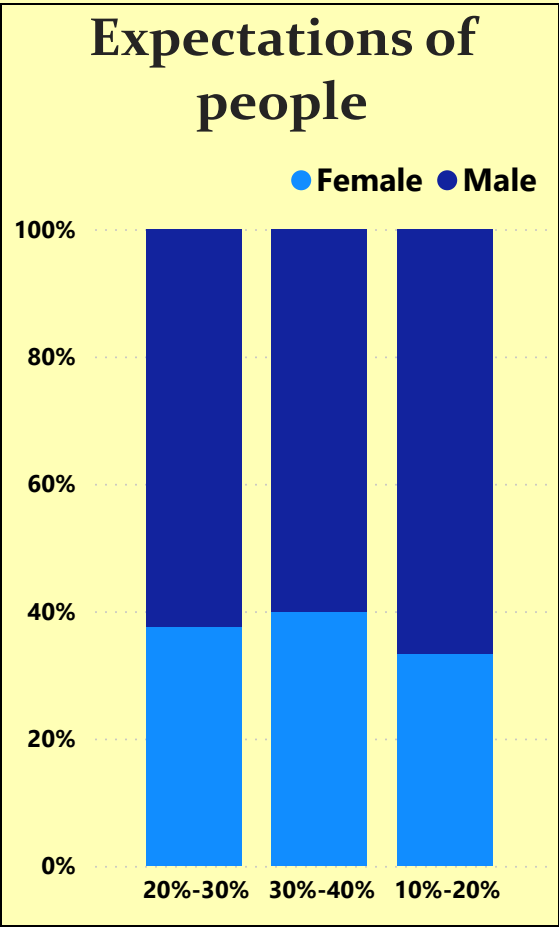
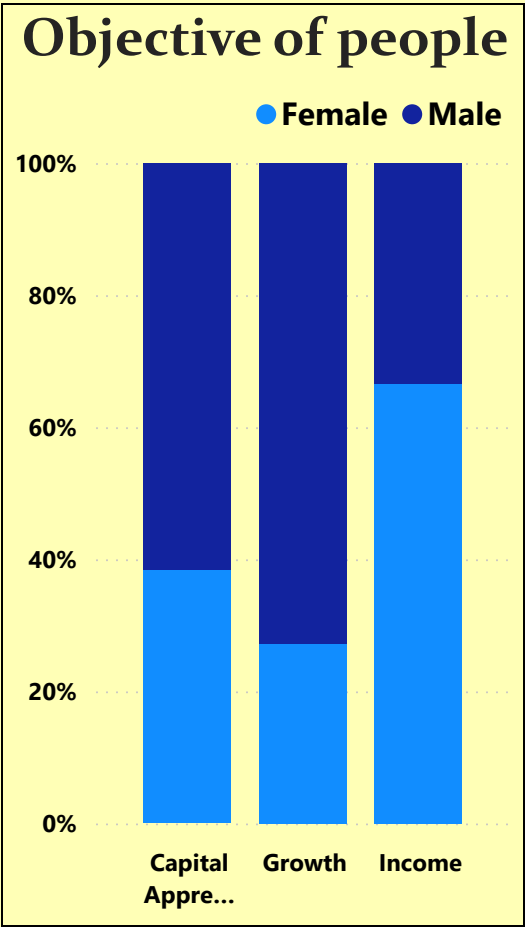
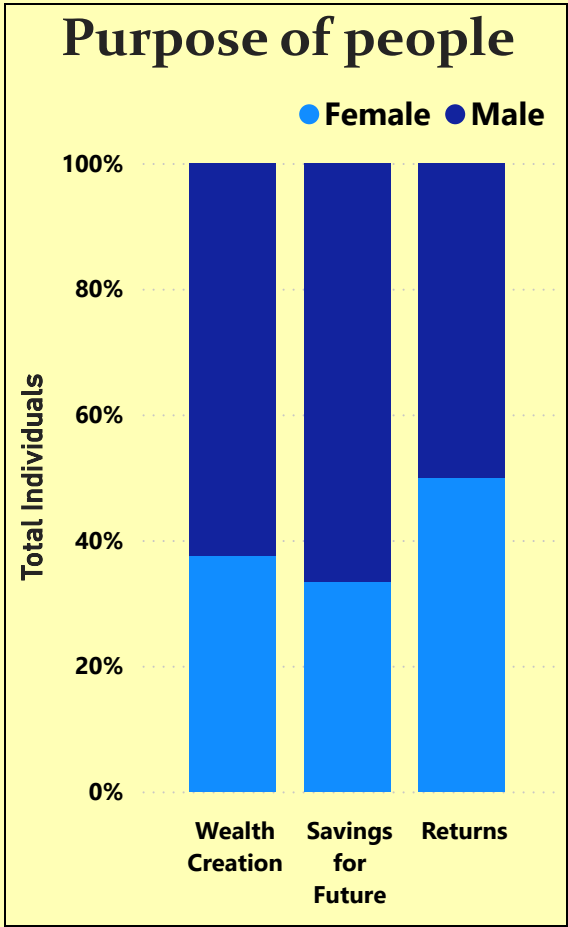
**% of Males**

**37.5%**

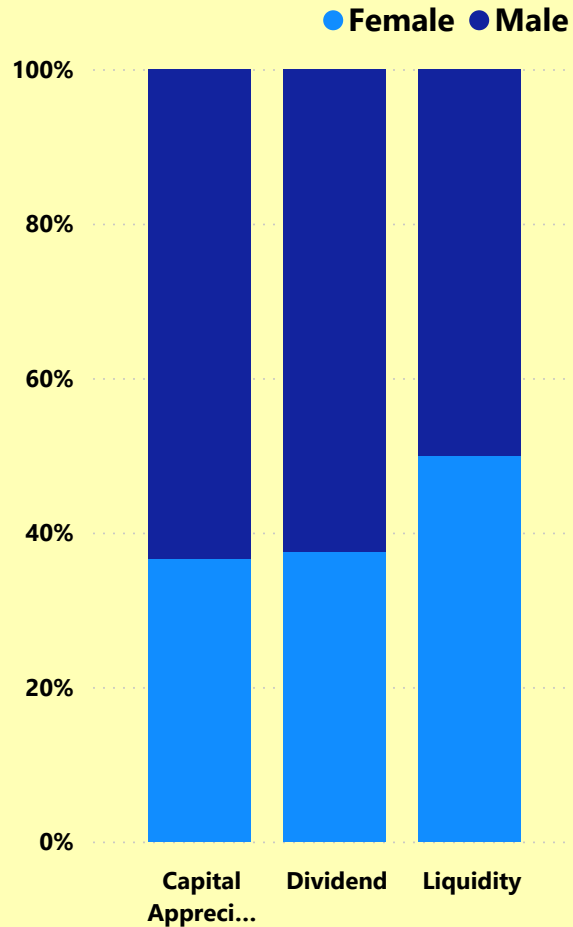
**% of Females**

# Gender-wise average preference levels

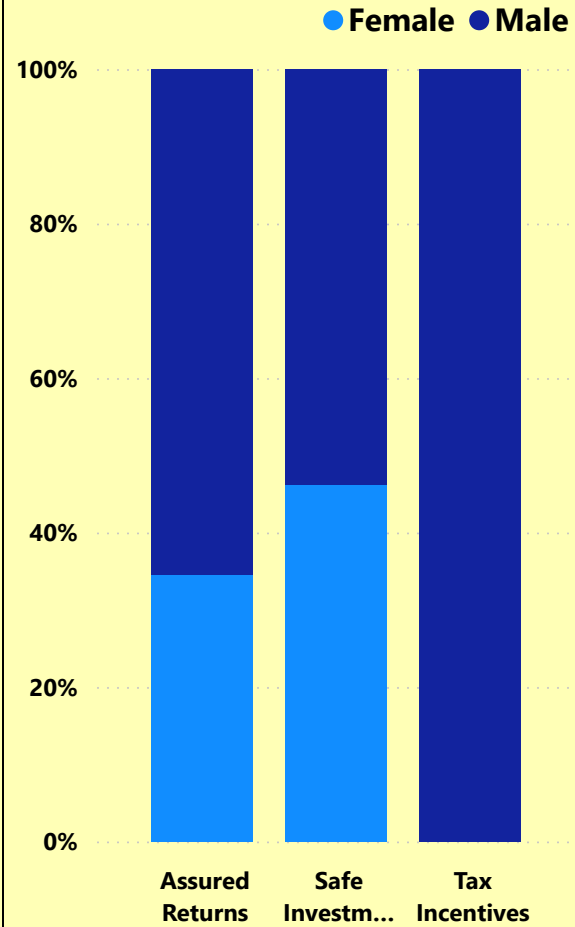
gender	Government bonds	Gold	Fixed deposits	Equity market	Debentures	Mutual funds	PPF
Female	4.33	5.87	4.20	3.33	5.20	2.73	2.33
Male	4.84	6.04	3.20	3.56	6.08	2.44	1.84



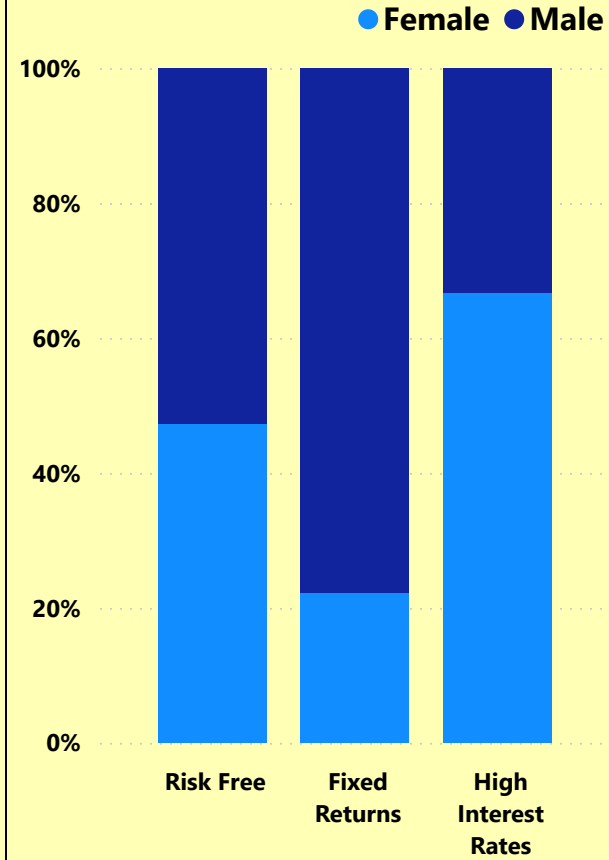
## Reason for Equity



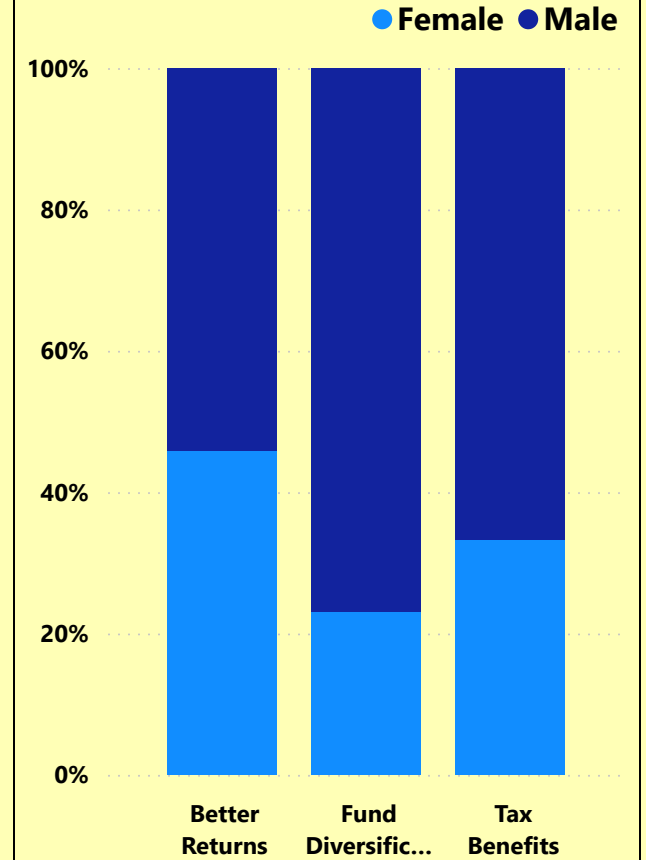
## Reason for Bonds



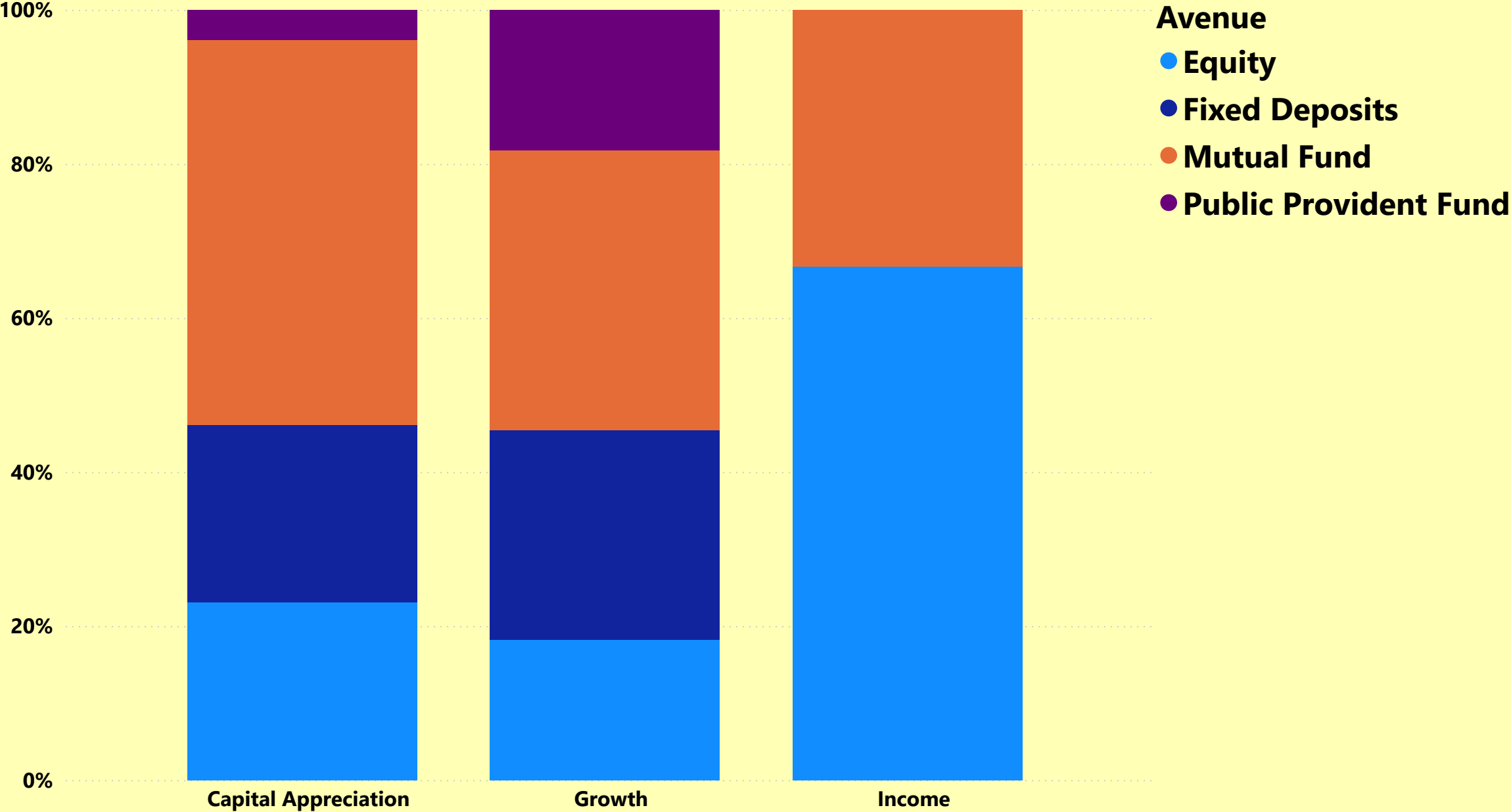
## Reason for Fixed Deposits



## Reason for Mutual Funds



# Total Individuals by Objective and Avenue

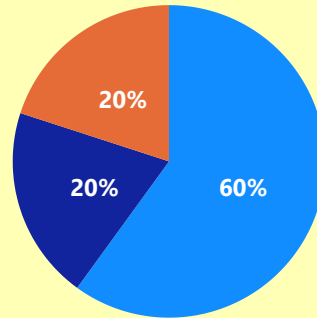


### Equity avenue

25%

### Objective for Equity avenue

● Capital Appreciation ● Growth ● Income

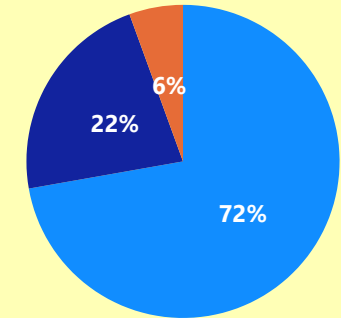


### Mutual Fund avenue

45%

### Objective for Mutual Fund avenue

● Capital Appreciation ● Growth ● Income

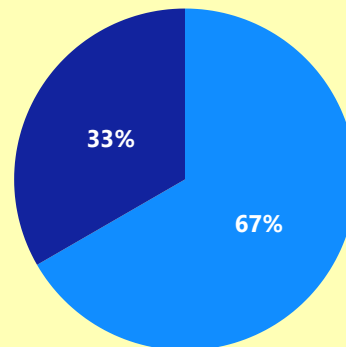


### Fixed Deposits avenue

23%

### Objective for Fixed Deposits avenue

● Capital Appreciation ● Growth

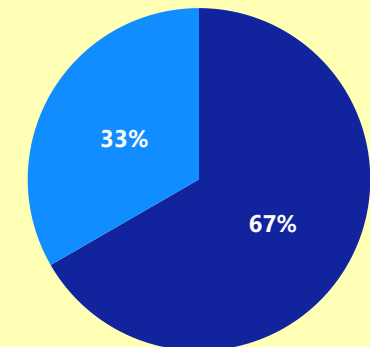


### Public Provident Fund avenue

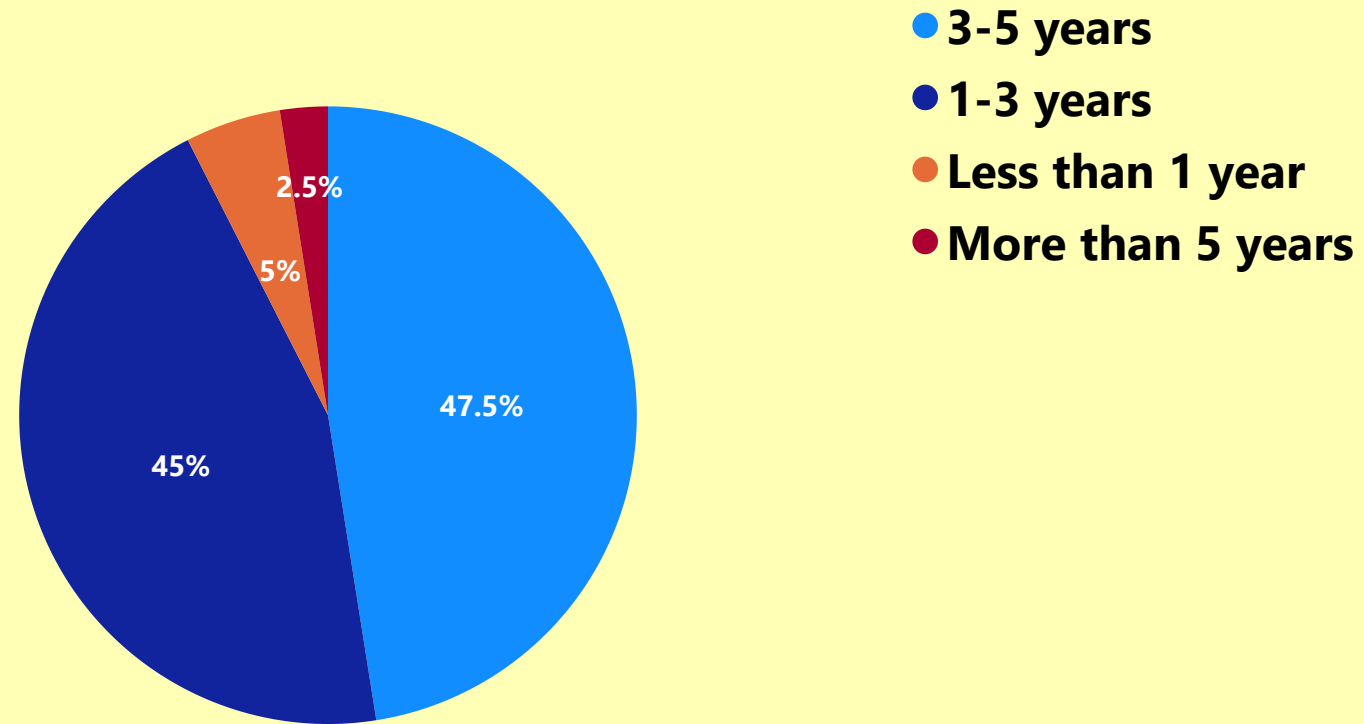
8%

### Objective for Public Provident Fund avenue

● Growth ● Capital Appreciation

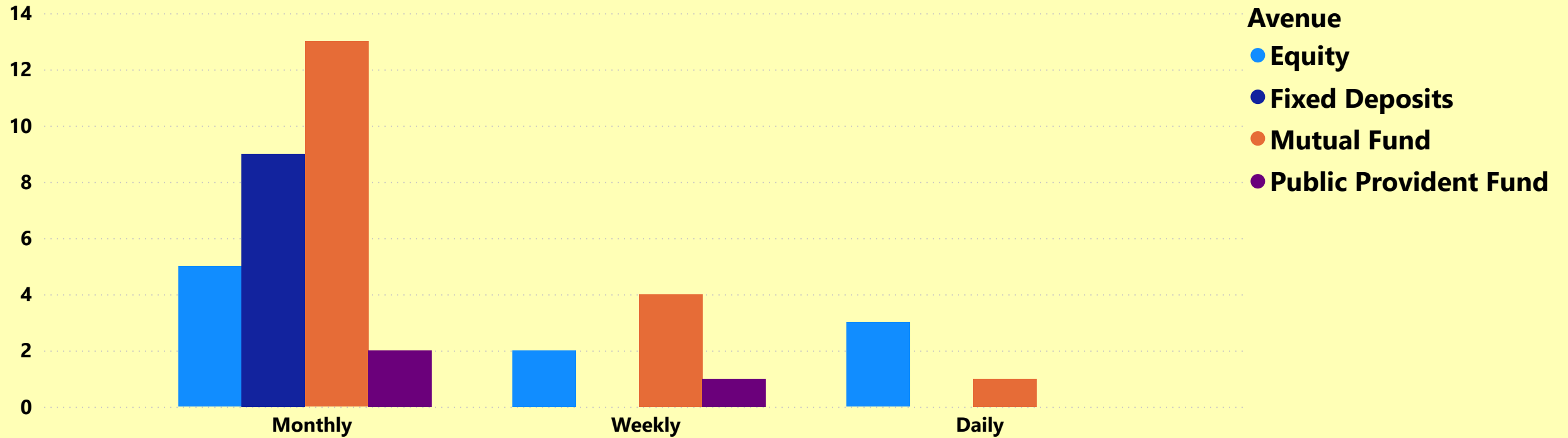


## Total Individuals by Duration

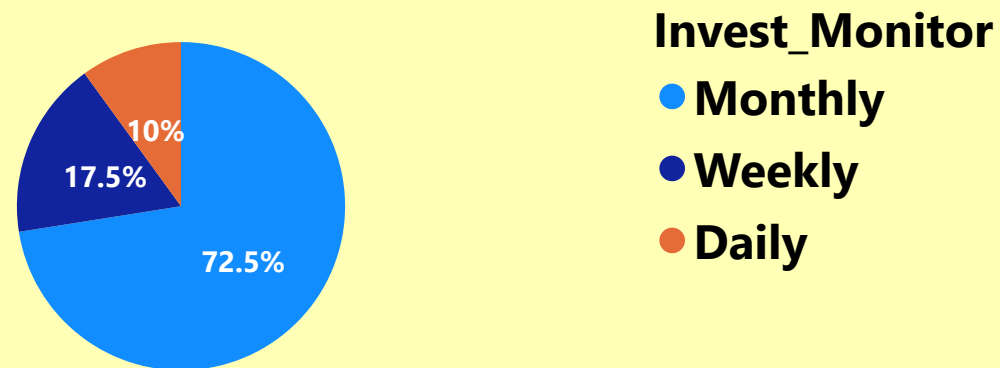




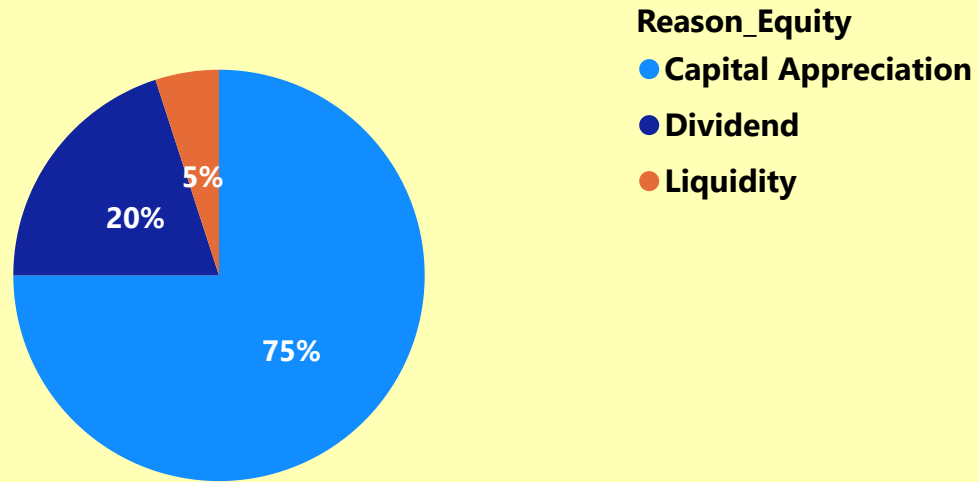
## Total Individuals by Invest\_Monitor and Avenue



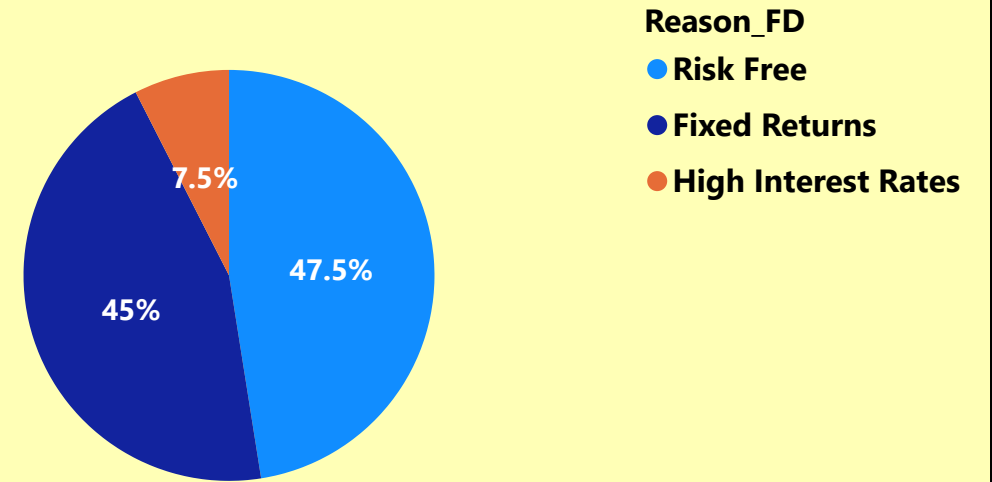
## Total Individuals by Invest\_Monitor



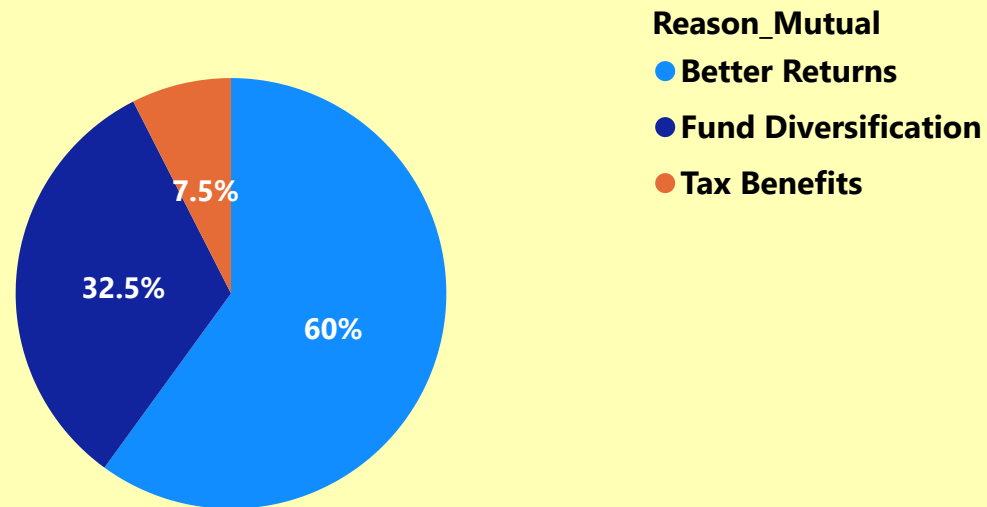
## Reasons for Equity



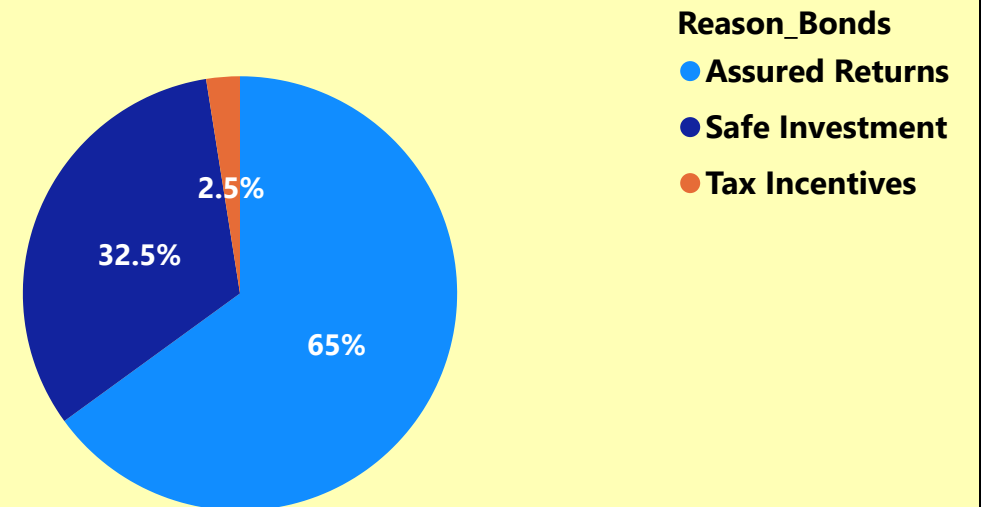
## Reasons for Fixed Deposits



## Reasons for Mutual Funds



## Reasons for Bonds



## Percentage of individuals getting information from different sources

