

Online investing rises faster in Australia

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Investment Trends' latest survey found the number of online investors in Australia grew by 21.6% in the second half of 2021.

Findings show that the growth in Australia was materially higher than rates observed globally, with the likes of the US seeing just 16% growth.

"It is encouraging to see online investor numbers continue to

climb in the second half of the year, even as social restrictions began to ease," says Investment Trends head of research Irene Guimatsia.

Millennials and gen Z continue to dominate the new investor

cohort, motivated by lower costs, access to offshore markets, and a mobile-first digital offering.

"Features like fractional shares look set to receive a response similar to what we've witnessed in the US, being welcomed by three

in five Australian online investors aged under 25," says Guimatsia.

When it came to overall user satisfaction with trading platforms, Superhero took out the top spot, with six of the 16 key service areas measured by Investment Trends.

Bell Direct and CommSec round out the top three for overall satisfaction.

Superhero also took out the title for value for money, customer service and mobile platform/app. CHLOE WALKER