Investor Satisfaction Survey Results
Introduction

As part of Bahrain Bourse’s continuous strive for excellence and communication with various market participants including investors, and in an effort to promote greater “transparency” and “efficiency”, an Investor Satisfaction Survey was launched in line with the Board of Directors recommendation, during the period from 17th November to 17th December 2020, targeting a pool of 3000 investors.

Objective

This initiative aims to support Bahrain Bourse’s stakeholder engagement efforts and contribute in building open communication platforms to identify strengths and gap areas based on the evaluation of investors and the wider stakeholder group.
Executive Summary

The majority of respondents were retail investors who have been investing in Bahrain Bourse for less than 5 years.

Bahrian Bourse website was the most preferred channel of communication for obtaining updates on BHB's news.

Shares, followed by Bonds and Sukuk were the most commonly known among Bahrain Bourse products.

The trading frequency of the majority of participants ranged between infrequent to twice a year.

The risk appetite of the majority of participants was moderate.

The dividends distribution process was rated ‘Excellent’.

IBAN transfers was the most preferred method for receiving cash dividends by the participants.

More than half of the participants have an active eServices account.

Bahrain Trade online trading experience was rated ‘Good’.
Respondents Demographics

- **64%** Male Respondents
- **41%** Of respondents were Bachelors Degree Holders
- **56%** Of respondents aged between 30-50 Years
- **71%** Of respondents are retail investors who have been investing in Bahrain Bourse for the past 5 years or less

Level of Awareness of BHB Products

Shares followed by Bonds & Sukuk are the most commonly known among BHB’s products

Preferred Channel of Communication

- **Overall**
  - **39%** Mobile App
  - **46%** Email
  - **39%** Phone

- **71%** Website
  - For obtaining updates on BHB’s news
- **50%** Mobile App and Website
  - For queries

Investors’ Trading Frequency

- **34%** Infrequently
- **25%** Yearly
- **20%** Twice a year

Limited returns
Illiquid market
Lack of knowledge
were among the top reasons impacting investors’ investment decisions
Brokrage Services

Reasons for selecting the preferred authorized broker by investors:

- Image/Reputation
- Online Trading Solution
- Quality of Services

Investor Behavior

- 56% of respondents have a moderate appetite towards risk

The main objectives for investors' investment rationale decisions:

- Capital Gains: 30%
- Diversify Liquidity: 26%
- Savings: 21%

Dividends Processing

- 96% excellent dividend processing experience in terms of efficiency of payment process and accuracy of amount received
- IBAN Transfers is the most preferred method for receiving Cash Dividends

66% of investors do not trade online via their brokers
The remaining investors who were aware of Bahrain Trade solution came to know about it through Participating Bank and News & Social Media.

Bahrain Trade experience was rated Good.

59% of the respondents have an active eServices account.

81% are unaware of Bahrain Trade online trading solution.

Satisfaction level:
- Excellent
- Very Good
- Good

Evaluation:
- Quality of provided information
- Accuracy of Information
- Ease of Access
- Functionality of the Services
- Availability of information required

Products & Services
Trading Floor & Investor Services
BHB Website
Overall Satisfaction Level
Communication with BHB Team
Quality of Workshops & Seminars
Social Media
THANK YOU

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