PRESS RELEASE

Fortune tellers: DIY investors predict best buys following market dip

- DIY investors see crypto and gold as the most significant buying opportunities following tariff-induced market dip
- This is followed by one in five (19%) DIY investors seeing FTSE 100 stocks as the biggest buying opportunity
- DIY investors also see potential in property (18%), while UK AIM stocks, Asian equities and broader global equities are less favourable among the cohort

Nearly three in 10 (28%) DIY investors see the most significant buying potential in crypto following the tariff-induced market dip, new research from Charles Stanley Direct finds. The same number (28%) also see gold as the biggest buying opportunity.

Of those who see the buying opportunity in crypto, Millennials lead the way in seeing the potential for their portfolios (35%), closely followed by Gen Z (31%). Gen X are less focused on the asset class (21%), while Baby Boomers are wary, with only 8% seeing crypto as a buying opportunity. While crypto has grown in popularity as an investment, it remains unregulated with no protection. As such, it can be a risky place for investors to put their money.

Alongside crypto, DIY investors also singled out gold as the biggest buying opportunity. The price of the metal propelled to new all-time highs of around $3,500/oz in April, and the heightened global uncertainty increased its allure as an alternative investment to stocks and bonds. Indeed, one in five (21%) DIY investors revealed they bought alternative assets like gold in the market dip, laying a clear pathway for its potential as the market recovers.

Other stocks and shares DIY investors highlighted as having the most significant buying opportunities include UK FTSE 100 stocks (19%), property (18%), US equities (15%), and UK government bonds/gilts (15%).

Most significant buying opportunities DIY investors see following the market dip from Donald Trump's tariffs:

Crypto	28%
Gold	28%
UK FTSE 100 stocks	19%
Property	18%
US equities	15%
UK government bonds/gilts	15%
UK corporate bonds	15%
UK FTSE 250 stocks	14%
Cash (investments, not savings)	13%
Global bonds	12%
European equities	11%
UK AIM stocks	8%
Asian equities	8%
Other global equities	7%
N-A / Unsure	7%

Rob Morgan, Chief Investment Analyst at Charles Stanely Direct, comments: "Market falls can be fast and brutal, as demonstrated by the crash induced by Trump's tariffs. However, with each fall, markets do eventually recover their losses - it's just a question of how long it will take. Despite the heightened volatility in the market, DIY investors have been quick to look forward and place their bets on where the best buying opportunities are.

"That said, DIY investors should remember the bigger picture when thinking about their portfolios. It's time in the market, not timing the market that is key. While they've forecasted the best buy opportunities, investors must make sure investments are diversified across different asset types, geographies and sectors. This way, they are not reliant on one or a few areas or individual companies to perform well and it can help to provide some protection from losses during a market downturn."

ENDS

Notes to Editors

Methodology
The research was conducted by Censuswide, among a sample of 1,000 DIY Investors in the UK, aged 18+. The data was collected between 30.05.25 - 08.05.25. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

For further information please contact:
Olivia Nelson / Sam Peploe / Elisha Wijesekera
Teamspirit
charlesstanley@teamspirit.co.uk
07392 106925 / 07810 512006

Joanne Higginson / Francesca Hart
Charles Stanley
media@charles-stanley.co.uk

About Charles Stanley
Charles Stanley is a leading UK Investment Management Company. Its origins trace back to 1792. It provides services direct to private clients, charities, trusts and professional institutions. It also works with financial advisers, legal, accountancy and other professional services firms, supporting them with their client objectives.

It is dedicated to providing clients with the highest standard of service and peace of mind at every step of their financial journey, delivered by over 800 staff located in 26 offices across the UK. Its services comprise:

- **Investment Management Services**, offering personal discretionary, advisory and execution-only services.
- **Asset Management,** providing investment solutions serving retail, institutional and intermediary clients, such as our model portfolio service (MPS), mutual funds and fiduciary management.
- **Financial Planning**, advising clients on how to plan their finances to meet current and future lifestyles.
- **Charles Stanley Direct**, an award-winning digital execution-only platform that makes investing in a portfolio of funds and shares simple and cost-effective.

Charles Stanley & Co. Limited is authorised and regulated by the Financial Conduct Authority and is part of the Raymond James Financial, Inc. group of companies.

www.charles-stanley.co.uk