#### **SUMMARY**



	Oct 2020	Sep 2020	Oct 2019
UK Investors			
Funds under management			
All funds <sup>2</sup>	£ 1,299.8 bn	£ 1,325.2 bn	£ 1,276.3 bn
Funds of funds Tracker funds Responsible Investments	£ 165.0 bn £ 229.3 bn £ 38.4 bn	£ 166.9 bn £ 240.4 bn £ 37.6 bn	£ 163.0 bn £ 218.3 bn £ 24.8 bn
ISAs	£ 158.5 bn	£ 161.8 bn	£ 164.4 bn
Net retail sales			
All funds	£ 2,537 m	£ 1,596 m	-£ 22 m
Equity funds Fixed income funds Mixed asset funds	£ 456 m £ 698 m £ 1,156 m	-£ 111 m £ 1,147 m £ 423 m	£ 602 m £ 946 m £ 544 m
Funds of funds Tracker funds Responsible Investments	£ 330 m £ 1,685 m £ 1,055 m	£ 185 m £ 1,224 m £ 902 m	£ 502 m £ 1,845 m £ 463 m
ISAs	<i>-£</i> 169 m	-£ 305 m	-£ 387 m

Notes:

(1) Each month small revisions to figures may have been made since the previous press release. This reflects additional information received.

(2) Industry funds under management includes money invested in the underlying funds in which funds of funds invest, but excludes money invested in funds of funds themselves (other than funds of overseas funds) to avoid double-counting.

(3) ISA figures are based on information from fund managers and five fund platforms that provide data to the Investment Association. These are AEGON, Fidelity, Hargreaves Lansdown, Quilter and Transact. The figures do not include business through other ISA providers such as wealth managers.

## **TABLE 2: FUNDS UNDER MANAGEMENT BY DOMICILE**



			UK Investors			<b>UK Domiciled Funds</b>	
		Total FUM	<i>of which</i> held in UK domiciled funds	<i>of which</i> held in overseas domiciled funds	Total FUM	of which held by UK investors	of which held by overseas investors
2012		703,630	650,747	52,882	680,358	650,747	29,611
2013		820,475	753,727	66,748	799,349	753,727	45,622
2014		892,533	817,617	74,916	843,231	817,617	25,614
2015		929,943	839,960	89,983	901,964	839,960	62,005
2016		1,062,452	954,490	107,962	1,021,601	954,490	67,111
2017		1,235,108	1,073,603	161,505	1,160,357	1,073,603	86,754
2018		1,154,334	1,001,155	153,179	1,046,820	1,001,155	45,664
2019		1,319,041	1,119,117	199,925	1,163,528	1,119,117	44,411
2018	Q4	1,154,334	1,001,155	153,179	1,046,820	1,001,155	45,664
2010	Q1	1,224,787	1,040,370	133,179	1,040,615	1,040,370	40,245
2019	Q2	1,263,125	1,078,504	184,621	1,122,444	1,078,504	43,940
	Q3	1,290,820	1,092,908	197,912	1,136,769	1,092,908	43,861
	Q4	1,319,041	1,119,117	199,925	1,163,528	1,119,117	44,411
2020	Q1	1,135,517	956,321	179,196	992,433	956,321	36,112
2020	Q2	1,294,448	1,087,607	206,841	1,128,285	1,087,607	40,677
	Q3	1,325,214	1,108,492	216,721	1,150,823	1,108,492	42,331
				101.017		1 001 075	
2019	Oct	1,276,293	1,081,375	194,917	1,124,468	1,081,375	43,092
04	Nov	1,292,617	1,101,420	191,197	1,145,089	1,101,420	43,669
Q4 2020	Dec Jan	1,319,041	1,119,117	199,925 204,057	1,163,528 1,175,405	1,119,117 1,132,121	44,411
2020	Feb	1,336,178 1,271,782	1,132,121 1,073,591	198,191	1,175,405	1,132,121 1,073,591	43,284 40,658
Q1	Mar	1,135,517	956,321	179,191	992,433	956,321	36,112
Q.	Apr	1,221,162	1,029,226	191,936	1,067,340	1,029,226	38,114
	May	1,267,921	1,065,440	202,482	1,104,971	1,029,220	39,531
02	Jun	1,294,448	1,087,607	206,841	1,128,285	1,087,607	40,677
-	Jul	1,300,809	1,089,382	211,428	1,130,047	1,089,382	40,665
	Aug	1,324,553	1,110,582	213,971	1,152,724	1,110,582	42,142
03	Sep	1,325,214	1,108,492	216,721	1,150,823	1,108,492	42,331
-	Oct	1,299,822	1,084,599	215,223	1,126,140	1,084,599	41,541

Notes:

(1) Each month small revisions to figures may have been made since previous the press release. This reflects additional information received.

(2) Industry funds under management includes money invested in the underlying funds in which funds of funds invest, but excludes money invested in funds of funds themselves (other than funds of overseas funds) to avoid doublecounting.

### **TABLE 3: FUNDS UNDER MANAGEMENT BY ASSET CLASS**

							А	ll Funds	Including Fund	ls of Fun	ds <sup>3</sup>				
		Industry Total <sup>2</sup> £m	Equity £m	y % of	Fixed Inco £m	me % of	Money Mai £m	rket % of	Mixed Ass £m	set % of	Property £m	/ % of	Other £m	% of	Total £m
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019		587,998 578,646 703,630 820,475 892,533 929,943 1,062,452 1,235,108 1,154,334 1,319,041	362,407 337,626 397,660 492,725 527,336 561,650 633,614 722,094 656,087 757,760	56.7% 53.2% 51.6% 54.8% 53.8% 54.6% 53.7% 52.5% 50.8% 51.4%	127,033 133,843 166,770 169,980 195,903 185,984 215,456 257,916 250,591 277,220	19.9% 21.1% 21.6% 18.9% 20.0% 18.1% 18.3% 18.7% 19.4% 18.8%	4,119 4,580 6,916 9,273 10,660 11,501 19,850 25,115 21,710 44,505	0.6% 0.7% 0.9% 1.0% 1.1% 1.7% 1.8% 1.7% 3.0%	106,885 112,888 130,132 152,031 157,352 165,229 198,399 221,040 210,724 245,731	16.7% 17.8% 16.9% 16.0% 16.1% 16.8% 16.1% 16.3% 16.7%	13,195 13,681 14,487 17,212 24,062 31,993 28,603 30,721 31,449 28,453	2.1% 2.2% 1.9% 1.9% 2.5% 3.1% 2.4% 2.2% 2.4% 1.9%	26,063 32,239 55,406 58,725 65,117 71,852 83,382 119,344 119,848 120,955	4.1% 5.1% 7.2% 6.5% 6.6% 7.0% 7.1% 8.7% 9.3% 8.2%	639,702 634,856 771,370 980,429 1,028,208 1,179,304 1,376,228 1,290,409 1,474,624
2018 2019 2020	Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3	1,154,334 1,224,787 1,263,125 1,290,820 1,319,041 1,135,517 1,294,448 1,325,214	656,087 695,805 723,085 728,126 757,760 618,230 730,112 744,282	50.8% 50.9% 51.2% 50.5% 51.4% 48.6% 50.5% 50.3%	250,591 253,302 261,638 275,066 277,220 258,660 285,619 296,891	19.4% 18.5% 19.1% 18.8% 20.3% 19.8% 20.1%	21,710 45,547 44,032 48,467 44,505 47,091 47,811 46,990	1.7% 3.3% 3.1% 3.4% 3.0% 3.7% 3.3% 3.2%	210,724 220,862 230,796 238,073 245,731 214,238 240,769 248,361	16.3% 16.1% 16.3% 16.5% 16.7% 16.8% 16.7% 16.8%	31,449 30,702 30,590 29,787 28,453 26,114 26,341 26,694	2.4% 2.2% 2.1% 1.9% 2.1% 1.8% 1.8%	119,848 122,097 121,827 122,062 120,955 107,184 114,629 115,259	9.3% 8.9% 8.6% 8.5% 8.2% 8.4% 7.9% 7.8%	1,290,409 1,368,316 1,411,967 1,441,581 1,474,624 1,271,516 1,445,281 1,478,476
2019 Q4 2020 Q1 Q2	Oct Nov Dec Jan Feb Mar Apr May Jun Jun Jul Aug Ser	1,276,293 1,292,617 1,319,041 1,336,178 1,271,782 1,135,517 1,221,162 1,267,921 1,294,448 1,300,809 1,324,553	718,533 734,394 757,760 765,922 709,140 618,230 680,068 711,209 730,112 724,505 747,741 744,292	50.4% 50.8% 51.4% 51.3% 49.8% 48.6% 49.8% 50.2% 50.5% 49.9% 50.6%	273,181 275,040 277,220 283,868 286,216 258,660 271,411 279,988 285,619 293,928 292,987 292,987	19.2% 19.0% 18.8% 19.0% 20.1% 20.3% 19.9% 19.8% 19.8% 20.2% 19.8%	47,040 45,814 44,505 46,861 44,486 47,091 48,879 49,093 47,811 48,578 45,758 45,758	3.3% 3.2% 3.0% 3.1% 3.7% 3.6% 3.5% 3.3% 3.3% 3.3% 3.1%	237,195 241,932 245,731 246,096 237,459 214,238 228,174 236,030 240,769 243,229 248,526 249,261	16.6% 16.7% 16.5% 16.7% 16.8% 16.7% 16.7% 16.7% 16.8% 16.8%	29,304 29,084 28,453 28,577 28,006 26,114 26,406 26,401 26,341 26,195 26,588 26,601	2.1% 2.0% 1.9% 2.0% 2.1% 1.9% 1.9% 1.8% 1.8%	120,746 119,246 120,955 120,956 118,155 107,184 110,838 114,482 114,629 115,280 116,540	8.5% 8.2% 8.1% 8.3% 8.4% 8.1% 8.1% 7.9% 7.9% 7.9%	1,426,000 1,445,509 1,474,624 1,492,281 1,423,462 1,271,516 1,365,776 1,417,202 1,445,281 1,451,716 1,478,140
Q3	Sep Oct	1,325,214 1,299,822	744,282 720,256	50.3% 49.6%	296,891 297,274	20.1% 20.5%	46,990 46,424	3.2% 3.2%	248,361 246,300	16.8% 17.0%	26,694 26,572	1.8% 1.8%	115,259 114,471	7.8% 7.9%	1,478,476 1,451,297

Notes:

(1) Each month small revisions to figures may have been made since the previous press release. This reflects additional information received.

(2) Industry funds under management includes money invested in the underlying funds in which funds of funds invest, but excludes money invested in funds of funds themselves (other then funds of overseas funds) to avoid double-counting.

(3) These figures include double-counting of investments through FOFs - assets are counted first when invested in a FOF and then when FOF invests in other funds. This gives the best indicator available of the asset breakdown of investors' choices since the Investment Association cannot identify FOFs holdings of funds. Asset types (Equity, Fixed Income, etc) are defined in terms of the Investment Association sectors included. See Table 6 for a listing of the Investment Association sectors allocated to each asset class.

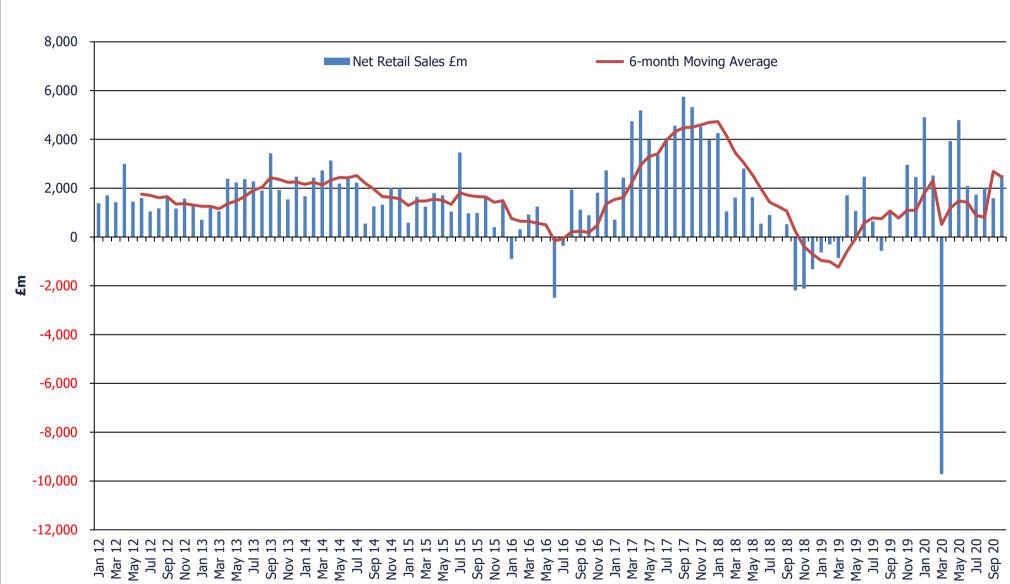
(4) From March 2014, the FUM of mixed asset funds is reduced and the FUM of other funds is increased due to funds re-classified from the Investment Association Mixed Asset sectors to the Investment Association (5) Prior to January 2012 data is presented according to FUM in UK Domiciled funds.

## **TABLE 4: NET SALES**

			Net Sales £m		
		Total	Retail	Institutional	
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019		52,387 23,545 29,408 25,919 37,186 22,596 15,950 66,695 -5,077 7,535	30,141 17,949 18,437 23,507 23,966 16,930 7,208 48,604 7,697 10,014	22,246 5,596 10,970 2,412 13,220 5,665 8,742 18,091 -12,774 -2,478	
2019 Q Q 2020 Q	Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3	-8,679 -791 2,210 -2,211 8,327 -4,170 15,050 7,563	-5,628 -1,791 5,253 1,154 5,398 -2,293 10,814 5,334	-3,051 1,000 -3,043 -3,364 2,929 -1,878 4,236 2,229	
Q4 D 2020 J F Q1 M A Q2 J	Oct Nov Dec Jan Feb Mar Apr May Jun Jun	-511 5,754 3,084 7,628 -410 -11,389 7,480 5,587 1,983 7,417	-22 2,962 2,459 4,908 2,522 -9,723 3,932 4,792 2,090 1,733	-489 2,792 626 2,720 -2,932 -1,666 3,549 795 -107 5,683	
Q3 S	Aug Sep Oct	-178 324 -5,874	2,005 1,596 2,537	-2,183 -1,271 -8,411	

Notes:

(1) Each month small revisions to figures may have been made since the previous press release. This reflects additional information received.
 (2) All sales and repurchases of funds of funds are included. To avoid double counting, transactions between funds of funds and their underlying funds are excluded from January 2010.
 (3) Prior to January 2012 data is presented according to Net Sales for UK Domiciled funds.



# **CHART A: NET RETAIL SALES (UK INVESTORS)**

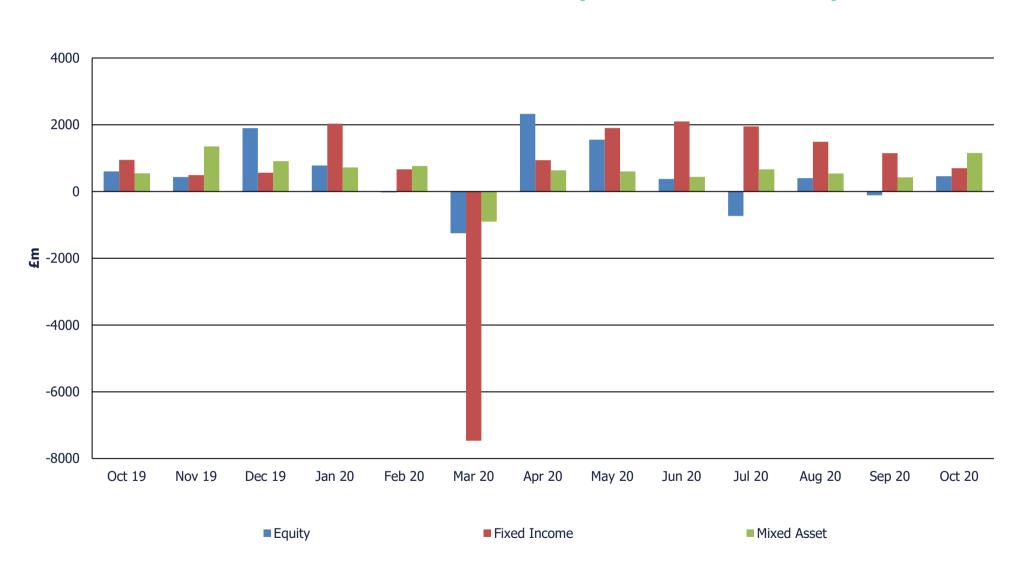
## TABLE 5: NET RETAIL SALES OF FUNDS BY ASSET CLASS



				Net R	etail Sales	£m				Net Re	etail Sales of	f Equity Funds	by Region	£m	
		Total	Equit	Fixed Income	Money Market	Mixed Asset	Propert	Othe	Total	Asia	Europe	Glob	Japa	North Americ	UK
2010		30,141	6,592	7,130	1	11,173	1,781	3,464	7,030	1,104	-391	5,387	179	868	-118
2011		17,949	2,204	4,620	22	9,184	530	1,390	2,720	-457	-1,050	3,306	737	2	182
2012		18,437	2,483	7,195	-644	5,277	368	3,758	3,249	665	-662	3,766	17	293	-830
2013		23,507	12,769	991	-320	6,824	1,668	1,575	12,076	908	1,585	2,960	1,079	1,272	4,271
2014 2015		23,966	10,613	3,001	552 422	4,994 4,707	3,117	1,689 4,204	9,752 7,638	56	1,013 3,839	2,764 940	581	1,232 603	4,106 2,047
2015		16,930 7,208	7,196 -8,824	-1,462 4,408	2,857	6,083	1,864 -1,820	4,204 4,502	-7,711	-1,038 -953	-3,546	2,908	1,247 -907	-350	-4,863
2010		48,604	9,596	16,113	3,345	14,063	-1,820	5,617	8,290	-955	2,899	4,910	1,791	1,329	-2,634
2018		7,697	796	-2,030	5,545	8,098	247	73	157	1,374	-1,313	2,510	1,224	1,224	-4,862
2019		10,014	-2,888	6,705	1,220	7,297	-1,185	-1,135	-2,403	143	-3,797	1,785	-640	1,341	-1,235
				-							-			-	
2018	Q4	-5,628	-1,497	-3,511	22	1,456	-183	-1,914	-1,212	137	-1,046	198	136	-45	-592
2019	Q1	-1,791	-1,473	-387	149	650	-149	-581	-970	19	-1,288	672	81	140	-594
	Q2	5,253	293	3,012	1,297	1,496	-429	-417	835	61	-891	1,517	-296	249	195
	Q3	1,154	-4,643	2,075	1,519	2,344	-326	185	-4,682	-101	-1,193	-594	-530	-23	-2,240
	Q4	5,398	2,934	2,004	-1,745	2,807	-281	-321	2,415	165	-424	190	104	976	1,404
2020	Q1	-2,293	-497	-4,770	2,814	582	158	-580	-996	-182	-380	-991	-354	100	811
	Q2	10,814	4,258	4,937	214	1,675	-83	-187	3,306	247	-607	2,327	-102	1,025	417
	Q3	5,334	-445	4,584	-877	1,631	17	424	-414	476	392	796	-209	94	-1,963
	<u> </u>	22	602	0.46	4 755	544	400	227	204	120	242	220	47	200	
2019	Oct	-22	602	946	-1,755	544	-133	-227	304	139	-312	220	-47	308	-4
	Nov	2,962	434	492	894	1,352	-13	-197	356	-20	-135	-66	144	299	134
Q4	Dec	2,459	1,899	566	-884	911	-135	103	1,754	46	23	36	7	369	1,274
2020	Jan	4,908	779	2,032	990	721	59	328	775	58	-86	105	63	272	363
	Feb	2,522	-28	663	542	763	96	486	-157	-61	-54	230	-46	83	-309
Q1	Mar	-9,723	-1,248	-7,464	1,282	-902	3	-1,394	-1,613	-178	-240	-1,325	-371	-256	757
	Apr	3,932	2,326	937	154	634	53	-172	2,069	221	-195	1,125	-77	-20	1,015
0.2	May	4,792	1,555	1,901	578	603	-21	176	1,270	-110	-500	738	-25	718	449
Q2	Jun	2,090	377	2,098	-518	439	-114	-192	-33	136	88	465	-1	327	-1,047
	Jul	1,733	-734	1,949	-415	667	11	255	-524	253	47	78	-53	44	-893
	Aug	2,005	400	1,488	-743	541	23	296	293	231	305	535	-11	-19	-748
Q3	Sep	1,596	-111	1,147	281	423	-18	-127	-183	-8	40	184	-145	69	-321
	Oct	2,537	456	698	262	1,156	-163	129	97	202	-186	755	-19	127	-782

Notes:

(1) Each month small revisions to figures may have been made since the previous press release. This reflects additional information received.
 (2) All sales and repurchases of funds of funds are included. To avoid double counting, transactions between funds of funds and their underlying funds are excluded from January 2010.
 (3) The 'Other' Asset Class includes funds from the 'Targeted Absolute Return' and 'Volatility Managed' Sectors which, together, contribute to the overwhelming majority of the Net Retail Sales within the asset class.
 (4) Regional Equities total does not match the Equity NRS total as Unclassified and Unallocated equity funds are not allocated a region.



# CHART B: NET RETAIL SALES BY ASSET CLASSES (UK DOMICILED FUNDS)

## **TABLE 6: THE INVESTMENT ASSOCIATION SECTOR RANKINGS FOR OCTOBER 2020**



Funds Under Management		Net Retail Sales	Net Retail Sales Net ISA Sales on				
IA Sector	£bn	IA Sector	£m	IA Sector	£m		
Global	137.6	Global	869.1	Volatility Managed	83.7		
UK All Companies	134.9	Global Bonds	793.2	Mixed Investment 0-35% Shares	60.3		
£ Corporate Bond	76.6	Mixed Investment 40-85% Shares	568.8	Global	56.2		
North America	69.6	UK Gilts	365.5	Mixed Investment 40-85% Shares	41.0		
Mixed Investment 40-85% Shares	64.9	Volatility Managed	251.3	China/Greater China	21.4		
Global Bonds	54.0	Mixed Investment 0-35% Shares	206.9	UK Gilts	11.7		
Europe Excluding UK	53.6	China/Greater China	158.9	£ Corporate Bond	8.9		
Targeted Absolute Return	51.9	North American Smaller Companies	113.0	Global Bonds	0.: 7.9		
Mixed Investment 20-60% Shares	50.4	£ Corporate Bond	84.1	Asia Pacific Excluding Japan	7.		
£ Strategic Bond	48.1	UK Smaller Companies	76.1	Global Emerging Markets Bond - Blended	7.		
Specialist	43.5	Specialist	60.6	North America	7.		
Specialist					7 5.0		
volatility Managed	39.3 37.1	Asia Pacific Excluding Japan	46.2	Japanese Smaller Companies	5.0		
UK Equity Income		Global Emerging Markets Bond - Hard Currency	23.7	North American Smaller Companies			
Asia Pacific Excluding Japan	30.5	Technology and Telecommunications	20.6	Technology and Telecommunications	3.		
Short Term Money Market	29.3	Japanese Smaller Companies	19.6	Standard Money Market	3.		
Global Emerging Markets	29.1	North America	13.9	Asia Pacific Including Japan	0.		
UK Gilts	28.1	Global Emerging Markets Bond - Blended	11.4	Short Term Money Market	0.		
Flexible Investment	28.1	UK Index Linked Gilts	8.6	Global Emerging Markets	0.		
Japan	22.1	Flexible Investment	7.3	Global Emerging Markets Bond - Local Currency	-0.3		
£ High Yield	14.7	Standard Money Market	6.7	Europe Including UK	-0.2		
UK Smaller Companies	14.0	Mixed Investment 20-60% Shares	-1.7	Global Emerging Markets Bond - Hard Currency	-0.		
Global Equity Income	13.8	Asia Pacific Including Japan	-3.4	European Smaller Companies	-1.0		
UK Direct Property	13.0	UK Equity and Bond Income	-5.0	UK Equity and Bond Income	-1.		
Mixed Investment 0-35% Shares	12.0	Property Other	-8.5	Targeted Absolute Return	-3.		
Property Other	8.7	Europe Excluding UK	-10.2	Japan	-4		
UK Index Linked Gilts	7.4	Europe Including UK	-10.7	UK Index Linked Gilts	-5.		
Technology and Telecommunications	7.1	Japan	-38.2	Europe Excluding UK	-6.		
Global Emerging Markets Bond - Local Currency	4.2	Global Equity Income	-39.7	Property Other	-6.		
China/Greater China	3.5	Global Emerging Markets Bond - Local Currency	-66.9	£ High Yield	-6.		
North American Smaller Companies	3.0	Global Emerging Markets	-80.8	£ Strategic Bond	-9.		
Global Emerging Markets Bond - Hard Currency	2.6	Targeted Absolute Return	-150.2	Global Equity Income	-11.		
European Smaller Companies	2.2	UK Direct Property	-154.1	UK Smaller Companies	-12.		
Europe Including UK	1.5	European Smaller Companies	-165.1	Flexible Investment	-12.		
Standard Money Market	1.5	£ Strategic Bond	-179.1	Specialist	-15.		
Global Emerging Markets Bond - Blended	1.4	UK All Companies	-213.6	UK All Companies	-43.3		
Japanese Smaller Companies	1.3	Short Term Money Market	-347.0	UK Direct Property	-59.0		
UK Equity and Bond Income	1.2	£ High Yield	-481.3	UK Equity Income	-76.4		
Asia Pacific Including Japan	1.1	UK Equity Income	-644.4	Mixed Investment 20-60% Shares	-119.0		
Total	1,142.7	Total	1,105.4	Total	-63.0		

Notes:

(1) All sales and repurchases of funds of funds are included. To avoid double counting, transactions between funds of funds and their underlying funds are excluded.

 (2) Net ISA sales on five platforms relate to the five fund platforms that provide data to the Investment Association. These are AEGON, Fidelity, Hargreaves Lansdown, Quilter and Transact.
 (3) The sector rankings do not include the Investment Association Unclassified Sector, Unallocated funds (that have not chosen to be allocated to a sector) or funds held on fund platforms but not allocated to an Investment Association sector.

#### TABLE 7: NET RETAIL SALES BY THE INVESTMENT ASSOCIATION SECTORS



						Net F	Retail Sales	£m					
IA Sector	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20
Asia Pacific Excluding Japan	154	70	55	70	4	-141	166	-92	159	168	161	-26	46
Asia Pacific Including Japan	-3	3	-5	-11	-13	-141	100	-17	-7	-3	-4	-20	-3
China/Greater China	-12	-93	-4	-1	-53	-33	55	0	-17	88	74	18	159
Europe Excluding UK	-226	-130	27	-38	-103	-164	-160	-451	41	40	296	39	-10
Europe Including UK European Smaller Companies	-10 -77	6 -11	-9 5	43 -91	71 -23	-4 -73	0 -35	-20 -29	65 -18	22 -14	14 -5	12 -11	-11 -165
Global	223	122	393	248	206	-679	1,168	871	890	594	706	474	869
Global Emerging Markets	68	233	-154	125	150	5	38	-125	-104	-159	-126	48	-81
Global Equity Income	13	-128	-98	-42	3	-299	-149	-30	-158	-133	-62	-27	-40
Japan Japanese Smaller Companies	-41 -5	109 35	19 -13	70 -7	-32 -14	-331 -40	-63 -14	-10 -15	13 -14	-24 -29	4 -15	-153 8	-38 20
North America	317	292	331	246	92	-163	-24	732	348	84	-37	62	14
North American Smaller Companies	-9	7	38	27	-9	-93	4	-14	-21	-39	18	6	113
Specialist	-105	-333	-157	-289	-193	-291	-106	-138	-238	-335	-91	-287	-14
Technology and Telecommunications UK All Companies	22 96	39 140	52 767	63 293	64 -358	-62 982	173 882	160 271	76 -655	111 -352	109 -421	-25 15	21 -214
UK Equity Income	-55	-54	228	-38	40	-81	99	223	-325	-428	-275	-215	-644
UK Smaller Companies	-44	48	279	108	10	-144	33	-45	-68	-113	-53	-121	76
Unallocated	328 -30	102	226	70	140	396	354 -97	273 11	441	-31	132 -25	95 -24	401 -42
Unclassified Sector Equity	-30 602	-24 434	-82 1,899	-65 779	-12 -28	-31 -1,248	2,326	1,555	-32 377	-180 -734	400	-24	456
£ Corporate Bond	-11	1	171	217	187	-1,194	535	687	732	691	200	11	84
£ High Yield	-35	87	-17	191	21	-609	312	110	177	126	-20	-114	-481
£ Strategic Bond	164	20	177	316	192	-1,944	197	330	34	140	316	64	-179
Global Bonds	213	-4	156	332	1	-1,459	235	573	866	709	625	937	793
Global Emerging Markets Bond	25	-43	52	0	0	0	0	0	0	0	0	0	0
Global Emerging Markets Bond - Blended	0	0	0	80	4	-57	-8	-16	3	-44	10	8	11
Global Emerging Markets Bond - Hard Current	0	0	0	83	29	-250	40	17	-1	9	58	-34	24
Global Emerging Markets Bond - Local Curren	0	0	0	266	67	-191	-175	-85	-187	73	35	-45	-67
Specialist	122	-18	24	263	26	-427	59	-7	17	-128	-221	99	85
UK Gilts	103	146	98	57	247	-470	-237	-153	117	149	144	94	365
UK Index Linked Gilts	-12	112	20	-161	-121	-252	33	20	74	34	97	21	9
Unallocated	380	221	197	426	218	-502	-66	395	218	154	229	119	50
Unclassified Sector	-2	-30	-312	-37	-208	-108	12	30	48	36	15	-14	4
Fixed Income	946	492	566	2,032	663	-7,464	937	1,901	2,098	1,949	1,488	1,147	698
Short Term Money Market	-1,652	835	-843	625	208	1,688	153	829	-413	-395	-557	-40	-347
Standard Money Market	13	20	-55	-10	-12	164	-5	-20	-2	-5	-32	-24	7
Unallocated	-179	59	-33	-69	10	-116	66	-143	-22	-63	-60	110	519
Unclassified Sector	64	-20	48	444	335	-453	-60	-88	-81	48	-95	235	83
Money Markets	-1,755	894	-884	990	542	1,282	154	578	-518	-415	-743	281	262
Flexible Investment	-27	60	41	32	-11	-78	68	69	-22	68	-13	-38	7
Mixed Investment 0-35% Shares	70	71	93	44	88	-111	20	79	19	69	49	76	207
Mixed Investment 20-60% Shares	-53	-3	75	-39	23	-425	81	-129	-85	55	0	-148	-2
Mixed Investment 20-00% Shares	311	300	385	370	358	-48	530	350	288	515	428	390	569
Specialist	13	6	5	55	18	-7	-7	-3	-1	-40	-6	-7	-18
UK Equity and Bond Income	-10	-29	-8	-8	-15	-22	Ó	-3	-19	-4	-3	-5	-5
Unallocated	220	803	258	240	238	54	226	237	282	242	227	232	430
Unclassified Sector	18	144	62	210	63	-266	-282	3	-22	-238	-141	-77	-32
Mixed Asset	544	1,352	911	721	763	-902	634	603	439	667	541	423	1,156
Deeports Other		107	100		100	00	-			13	-	25	~
Property Other	17	137	128	60	122	93	54	-16	-114	12	-2	25	-8
UK Direct Property	-148 -2	-149 -1	-263 -1	-1 -1	-25 -1	-89	-1 0	-4 -1	-1 0	-1 1	-3 29	-69	-154 -1
Unallocated Property	-2	-1 -13	-1 -135	-1 59	-1 96	-1 3	53	-1 -21	- <b>114</b>	11	29 23	26 -18	-1 -163
Specialist	45	30	40	16	61	-99	-29	61	-10	27	19	2	8
Targeted Absolute Return	-562	-656	-413	-120	-606	-1,532	-491	-139	-315	-5	74	-266	-150
Unallocated	-1	10	76	167	115	-16	47	55	-159	72	30	-61	6
Unclassified Sector	5	8	-10	11	29	-3	-6	-46	84	-60	-6	13	14
Volatility Managed Others	286 -227	411 -197	410 103	253 328	887 486	256 -1,394	306 -172	245 176	207 -192	222 255	180 296	185 -127	251 129

Notes: (1) All sales and repurchases of funds of funds are included. To avoid double counting, transactions between funds of funds and their underlying funds are excluded. (2) The Specialist and Unclassified Sectors are split across asset classes and so have multiple entries in the above table. (3) Unallocated funds have been grouped by asset class and included in the above table to provide a complete breakdown by asset class.

## TABLE 8: BEST AND WORST SELLING THE INVESTMENT ASSOCIATION SECTORS



2019GlobalTargeted Åbsolute ReturnShort Term Money MarketTargeted Å2018Q4Mixed Investment 40-85% SharesTargeted Åbsolute ReturnUK All CompaniesTargeted Å2019Q1GlobalTargeted Åbsolute ReturnShort Term Money MarketTargeted Åbsolute ReturnQ2GlobalTargeted Åbsolute ReturnVolatility ManagedShort Term Money MarketTargeted Åbsolute ReturnQ3Short Term Money MarketUK All CompaniesShort Term Money MarketTargeted Åbsolute ReturnQ4Volatility ManagedShort Term Money MarketGlobal BondsTargeted Åbsolute ReturnQ2GlobalShort Term Money MarketTargeted Åbsolute ReturnUK All CompaniesTargeted Åbsolute ReturnQ3Global BondsShort Term Money MarketTargeted Åbsolute ReturnUK All CompaniesTargeted Åbsolute ReturnQ3Global BondsShort Term Money MarketGlobal BondsTargeted Åbsolute ReturnUK All CompaniesTargeted Åbsolute ReturnQ3Global BondsShort Term Money MarketTargeted Åbsolute ReturnUK All CompaniesTargeted Åbsolute ReturnQ4DoctNork AmericaShort Term Money MarketGlobal BondsTargeted Åbsolute ReturnQ4DoctNork All CompaniesShort Term Money MarketTargeted Åbsolute ReturnGlobal BondsTargeted Åbsolute ReturnQ4DoctNort AmericaShort Term Money MarketTargeted Åbsolute ReturnGlobal BondsTargeted Åbsolute ReturnQ4Doct<	
2011     Mixed Investment 20-60% Shares     UK All Companies     Global     UK Gilts       2013     Mixed Investment 20-60% Shares     £ Corporate Bond     Targeted Absolute Return     UK All Companies     Global       2014     UK Equity Income     UK All Companies     Targeted Absolute Return     UK All Companies     Targeted Absolute Return     UK All Companies       2015     Targeted Absolute Return     UK All Companies     Targeted Absolute Return     UK All Companies       2016     Targeted Absolute Return     UK All Companies     Targeted Absolute Return     UK All Companies       2017     £ Strategic Bond     UK All Companies     Targeted Absolute Return     Global       2019     Global     UK All Companies     Targeted Absolute Return     Global       2019     Q1     Global     Targeted Absolute Return     Short Term Money Market     Targeted Absolute Return       2020     Q1     Global     Targeted Absolute Return     Viciality Managed     Short Term Money Market     Targeted Absolute Return       2020     Q1     Global     Targeted Absolute Return     Viciality Managed     Targeted Absolute Return       2020     Q1     Short Term Money Market     Targeted Absolute Return     Viciality Managed     Targeted Absolute Return       2020     Q1     Global Bonds     Ta	
2011     Mixed Investment 20-60% Shares     UK All Companies     Global     UK Gilts       2012     E Corporate Bond     UK All Companies     UK All Companies     Global       2013     Mixed Investment 20-60% Shares     E Corporate Bond     Targeted Absolute Return     UK All Companies       2014     UK Equity Income     UK All Companies     Targeted Absolute Return     UK All Companies       2015     Targeted Absolute Return     UK All Companies     Targeted Absolute Return     UK All Companies       2016     Fargeted Absolute Return     UK All Companies     Targeted Absolute Return     Global       2018     Gdbal     UK All Companies     Targeted Absolute Return     Global       2019     Global     UK All Companies     Targeted Absolute Return     Global       2019     Q1     Global     Targeted Absolute Return     Valitity Managed     Short Term Money Market     Targeted Absolute Return       2020     Q1     Global     Targeted Absolute Return     Valitity Managed     Short Term Money Market     Targeted Absolute Return       203     Global     Targeted Absolute Return     UK All Companies     Short Term Money Market     Targeted Absolute Return       204     Q1     Global Bonds     Targeted Absolute Return     Valitity Managed     Short Term Money Market     Targeted	
2013       Mixed Investment 20-60% Shares       £ Corporate Bond       Targeted Åbsolute Return       UK All Companies         2014       Targeted Åbsolute Return       UK All Companies       Targeted Åbsolute Return       UK All Companies         2015       Targeted Åbsolute Return       UK All Companies       Targeted Åbsolute Return       UK All Companies         2017       £ Strategic Bond       UK All Companies       Targeted Åbsolute Return       UK All Companies         2018       Global       UK All Companies       Targeted Åbsolute Return       UK All Companies         2019       Global       Targeted Åbsolute Return       Volatility Managed       Mixed Investment 40-85% Shares         2019       Q1       Global       Targeted Åbsolute Return       Short Term Money Market       Targeted Åbsolute Return         2020       Q2       Global       Targeted Åbsolute Return       Volatility Managed       Short Term Money Market       Targeted Åbsolute Return         2020       Q3       Short Term Money Market       Targeted Åbsolute Return       Volatility Managed       Short Term Money Market       Targeted Åbsolute Return         2020       Q4       Volatility Managed       Short Term Money Market       Targeted Åbsolute Return       UK All Companies       Targeted Åbsolute Return       Volatility Managed       Sho	
2014       UK All Companies       Targeted Absolute Return       £ Companies         2015       Targeted Absolute Return       UK All Companies       Targeted Absolute Return       UK All Companies         2016       Targeted Absolute Return       UK All Companies       Targeted Absolute Return       UK All Companies         2017       £ Strategic Bond       UK All Companies       Targeted Absolute Return       UK All Companies         2018       Global       UK All Companies       Volatility Managed       Mixed Investment 40-85% Shares       Targeted Absolute Return       Short Term Money Market       Targeted Absolute Return         2018       Q4       Mixed Investment 40-85% Shares       Targeted Absolute Return       UK All Companies       Targeted Absolute Return       Short Term Money Market       Targeted Absolute Return         2019       Q1       Global       Targeted Absolute Return       Short Term Money Market       Targeted Absolute Return         2020       Q1       Global       Targeted Absolute Return       UK All Companies       Short Term Money Market       Targeted Absolute Return         2020       Q1       Short Term Money Market       Targeted Absolute Return       UK All Companies       Targeted Absolute Return         2020       Q1       Short Term Money Market       Global Bonds       Targeted	
2015 2016Targeted Absolute ReturnUK All CompaniesTargeted Absolute ReturnUK All Companies2017 2018F Strategic BondUK All CompaniesTargeted Absolute ReturnUK All Companies2018 2019GlobalUK All CompaniesTargeted Absolute ReturnUK All Companies2019 2019GlobalUK All CompaniesVolatility ManagedMixed Inve Short Term Money MarketTargeted Absolute Return2018 2019Q4Mixed Investment 40-85% SharesTargeted Absolute ReturnUK All CompaniesTargeted Absolute Return2019 2020Q1GlobalGlobalTargeted Absolute ReturnShort Term Money MarketTargeted Absolute Return2020 2019Q1GlobalTargeted Absolute ReturnVolatility ManagedShort Term2020 2020Q1Short Term Money MarketTargeted Absolute ReturnUK All CompaniesTargeted Absolute Return2030GlobalShort Term Money MarketTargeted Absolute ReturnUK All CompaniesTargeted Absolute Return2040 2020Q1Short Term Money MarketTargeted Absolute ReturnUK All CompaniesTargeted Absolute Return2031GlobalShort Term Money MarketTargeted Absolute ReturnUK All CompaniesTargeted Absolute Return2040 2020Q1Short Term Money MarketTargeted Absolute ReturnUK All CompaniesTargeted Absolute Return2041 2020GlobalShort Term Money MarketTargeted Absolute ReturnUK All CompaniesTargeted Absolute	
2016       Targeted Absolute Return       UK AII Companies       Targeted Absolute Return       UK AII Companies         2017       £ Strategic Bond       UK AII Companies       Targeted Absolute Return       Global         2018       Global       UK AII Companies       Targeted Absolute Return       Global         2019       Global       Targeted Absolute Return       Volatility Managed       Mixed Investment 40-85% Shares         2019       Q1       Global       Targeted Absolute Return       Short Term Money Market       Targeted Absolute Return         2019       Q1       Global       Targeted Absolute Return       Short Term Money Market       Targeted Absolute Return         2020       Q1       Global       Targeted Absolute Return       Volatility Managed       Short Term Money Market       Targeted Absolute Return         2020       Q1       Short Term Money Market       UK AII Companies       Targeted Absolute Return       UK AII Companies       Targeted Absolute Return         2020       Q1       Short Term Money Market       Targeted Absolute Return       UK AII Companies       Targeted Absolute Return         203       Global Bonds       Short Term Money Market       Targeted Absolute Return       UK AII Companies       Targeted Absolute Return         204       Q2       G	ate Bond
2017     £ Strategic Bond     UK All Companies     Targeted Absolute Return     Global       2018     Global     UK All Companies     Volatility Managed     Mixed Inveged       2019     Global     Targeted Absolute Return     Volatility Managed     Mixed Inveged       2019     Global     Targeted Absolute Return     UK All Companies     Targeted Absolute Return       2019     Global     Targeted Absolute Return     Short Term Money Market     Targeted Absolute Return       Q2     Global     Targeted Absolute Return     Volatility Managed     Short Term Money Market     Targeted Absolute Return       Q3     Short Term Money Market     UK All Companies     Short Term Money Market     Targeted Absolute Return       Q4     Volatility Managed     Short Term Money Market     Targeted Absolute Return     Volatility Managed     Short Term Money Market     Targeted Absolute Return       Q3     Global     Global     Targeted Absolute Return     UK All Companies     Targeted Absolute Return       Q4     Volatility Managed     Short Term Money Market     Targeted Absolute Return     UK All Companies     Targeted Absolute Return       Q3     Global     Global     Targeted Absolute Return     UK All Companies     Targeted Absolute Return       Q4     Volatility Managed     Short Term Money Market     Ta	
2018 2019GlobalUK All Companies Targeted Absolute ReturnVolatility Managed Short Term Money MarketMixed Inve Targeted /2018 2019Q4Mixed Investment 40-85% Shares GlobalTargeted Absolute ReturnUK All CompaniesTargeted /2019 Q1GlobalGlobalTargeted Absolute ReturnShort Term Money MarketTargeted /Q2 Q1GlobalTargeted Absolute ReturnShort Term Money MarketTargeted /Q3 Q4Short Term Money MarketUK All CompaniesShort Term Money MarketTargeted /Q4 Q2 Q1Short Term Money MarketTargeted Absolute ReturnUK All CompaniesTargeted /Q4 Q2 Q1Short Term Money MarketTargeted Absolute ReturnUK All CompaniesTargeted /Q4 Q3Volatility ManagedShort Term Money MarketGlobal BondsTargeted /Q4 Q3GlobalShort Term Money MarketGlobal BondsTargeted /Q4 Q3Global BondsShort Term Money MarketGlobal BondsTargeted /Q4 Q4Dec UK All CompaniesShort Term Money MarketGlobal BondsTargeted /Q4 Q3Oct Short Term Money MarketTargeted Absolute ReturnUK All CompaniesTargeted /Q4 Q4Dec Q4Nory Short Term Money MarketTargeted Absolute ReturnUK All CompaniesTargeted /2019 Q4 Q4Dec UK All CompaniesShort Term Money MarketTargeted Absolute ReturnGlobal BondsTargeted /Q4 Q	mpanies
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2018     Q4     Mixed Investment 40-85% Shares     Targeted Absolute Return     UK All Companies     Targeted Absolute Return       2019     Q1     Global     Targeted Absolute Return     Short Term Money Market     Targeted Absolute Return       Q3     Short Term Money Market     UK All Companies     Short Term Money Market     Targeted Absolute Return       Q4     Volatility Managed     Short Term Money Market     Targeted Absolute Return     UK All Companies       Q2     Q1     Short Term Money Market     Targeted Absolute Return     UK All Companies     Targeted Absolute Return       Q2     Q1     Short Term Money Market     Targeted Absolute Return     UK All Companies     Targeted Absolute Return       Q2     Global     Targeted Absolute Return     UK All Companies     Targeted Absolute Return       Q3     Global Bonds     Short Term Money Market     Targeted Absolute Return     UK All Companies     Targeted Absolute Return       Q3     Global Bonds     Short Term Money Market     Targeted Absolute Return     UK All Companies     Targeted Absolute Return       Q4     Dec     North America     Short Term Money Market     Global Bonds     Targeted Absolute Return       Nov     Short Term Money Market     Targeted Absolute Return     Global Bonds     Targeted Absolute Return       Q4     Dec <td>/estment 40-85% Shares</td>	/estment 40-85% Shares
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Q1     Mar     Short Term Money Market     £ Strategic Bond     UK All Companies     Targeted A       Apr     Global     Targeted Absolute Return     Short Term Money Market     Targeted A       May     Global     Europe Excluding UK     Global Bonds     Short Term       Q2     Jun     Global Bonds     Specialist     Global     Targeted A       Aug     Global Bonds     Specialist     Short Term Money Market     Global Em	Absolute Return
Q1       Mar       Short Term Money Market       £ Strategic Bond       UK All Companies       Targeted A         Apr       Global       Targeted Absolute Return       Short Term Money Market       Targeted A         May       Global       Europe Excluding UK       Global Bonds       Short Term         Q2       Jun       Global Bonds       Specialist       Short Term Money Market       Global Enn         Aug       Global       Short Term Money Market       £ Strategic Bond       Short Term	m Money Market
May     Global     Europe Excluding UK     Global Bonds     Short Term       Q2     Jun     Global     Global     UK All Companies     Global     Targeted A       Jul     Global Bonds     Specialist     Short Term Money Market     Global Emm       Aug     Global     Short Term Money Market     £ Strategic Bond     Short Term	Absolute Return
May     Global     Europe Excluding UK     Global Bonds     Short Term       Q2     Jun     Global     Global     UK All Companies     Global     Targeted A       Jul     Global Bonds     Specialist     Short Term Money Market     Global Em       Aug     Global     Short Term Money Market     £ Strategic Bond     Short Term	Absolute Return
Q2     Jun Jul     Global     UK All Companies     Global     Targeted A       Jul     Global Bonds     Specialist     Short Term Money Market     Global Em       Aug     Global     Short Term Money Market     £ Strategic Bond     Short Term	m Money Market
Jul         Global Bonds         Specialist         Short Term Money Market         Global Em           Aug         Global         Short Term Money Market         £ Strategic Bond         Short Term	Absolute Return
Aug         Global         Short Term Money Market         £ Strategic Bond         Short Term	nerging Markets
	m Money Market
	Absolute Return
Oct Global UK Equity Income £ High Yield UK All Con	

Notes:

(1) All sales and repurchases of funds of funds are included. To avoid double counting, transactions between funds of funds and their underlying funds are excluded. (2) The sector rankings do not include the 'Unclassified sector'. These are funds which have chosen not to be classified.

## **TABLE 9: GROSS RETAIL SALES BY DISTRIBUTION CHANNEL**

THE	
INVESTMENT	
ASSOCIATION	

							(	Gross R	etail Sales £m				<b>0</b> .1			
		Total	Direct	% of Total	Execution only Intermediaries	% of Total	Trustees and Custodians	% of Total	Discretionary Manager	% of Total	UK fund platforms	% of Total	Other UK Intermediaries including IFAs	% of Total	Non-UK Intermediaries	% of Total
2010		123,592	25,812	20.9	-	0.0	-	0.0	-	0.0	40,338	32.6	44,632	36.1	12,809	10.4
2011		128,094	24,425	19.1	-	0.0	-	0.0	-	0.0	43,786	34.2	47,881	37.4	12,003	9.4
2012		124,756	22,090	17.7	438	0.4	3,695	3.0	15,452	12.4	48,028	38.5	27,729	22.2	7,324	5.9
2013		155,804	21,545	13.8	552	0.4	4,391	2.8	22,461	14.4	67,492	43.3	30,084	19.3	9,278	6.0
2014		171,128	19,489	11.4	839	0.5	4,632	2.7	19,500	11.4	85,811	50.1	31,628	18.5	9,228	5.4
2015		180,397	20,699	11.5	1,085	0.6	3,899	2.2	19,357	10.7	81,671	45.3	43,558	24.1	10,128	5.6
2016		188,053	17,991	9.6	1,080	0.6	3,897	2.1	23,417	12.5	87,286	46.4	44,266	23.5	10,118	5.4
2017		246,761	18,017	7.3	1,058	0.4	6,022	2.4	30,777	12.5	107,744	43.7	66,522	27.0	16,621	6.7
2018		242,339	20,090	8.3	1,316	0.5	6,734	2.8	28,029	11.6	107,989	44.6	60,328	24.9	17,852	7.4
2019		257,405	18,481	7.2	964	0.4	-	0.0	23,010	8.9	126,625	49.2	68,591	26.6	19,735	7.7
2018	Q4	58,580	5,058	8.6	320	0.5	2,004	3.4	5,883	10.0	26,532	45.3	13,751	23.5	5,031	8.6
2019	Q1	53,870	5,149	9.6	214	0.4		0.0	5,212	9.7	28,508	52.9	10,916	20.3	3,872	7.2
	Q2	65,360	4,660	7.1	233	0.4	-	0.0	5,870	9.0	32,678	50.0	16,777	25.7	5,141	7.9
	Q3	64,826	4,088	6.3	252	0.4	-	0.0	6,789	10.5	32,025	49.4	16,948	26.1	4,724	7.3
	Q4	73,349	4,584	6.2	266	0.4	-	0.0	5,138	7.0	33,413	45.6	23,950	32.7	5,998	8.2
2020	Q1	83,505	6,315	7.6	348	0.4	-	0.0	6,212	7.4	38,638	46.3	24,220	29.0	7,772	9.3
	Q2	77,279	5,107	6.6	356	0.5	-	0.0	7,376	9.5	37,242	48.2	19,888	25.7	7,310	9.5
	Q3	68,029	3,771	5.5	251	0.4	-	0.0	6,262	9.2	32,794	48.2	17,621	25.9	7,330	10.8
2019	Oct	24,781	1,527	6.2	57	0.2	-	0.0	1,692	6.8	11,305	45.6	8,174	33.0	2,028	8.2
2019	Nov	24,496	1,527	6.3	58	0.2		0.0	1,627	6.6	10,764	43.9	8,827	36.0	1,682	6.9
Q4	Dec	24,072	1,520	6.3	151	0.6	-	0.0	1,819	7.6	11,344	47.1	6,949	28.9	2,289	9.5
2020	Jan	26,169	1,695	6.5	82	0.3	-	0.0	2,155	8.2	10,749	41.1	8,973	34.3	2,513	9.6
	Feb	25,335	2,326	9.2	129	0.5	-	0.0	1,915	7.6	12,066	47.6	6,484	25.6	2,414	9.5
Q1	Mar	32,002	2,294	7.2	136	0.4	-	0.0	2,142	6.7	15,823	49.4	8,763	27.4	2,844	8.9
	Apr	25,478	1,943	7.6	139	0.5	-	0.0	2,397	9.4	12,255	48.1	6,646	26.1	2,098	8.2
	May	25,251	1,786	7.1	132	0.5	-	0.0	2,133	8.4	12,172	48.2	6,748	26.7	2,280	9.0
Q2	Jun	26,550	1,378	5.2	84	0.3	-	0.0	2,845	10.7	12,815	48.3	6,494	24.5	2,933	11.0
	Jul	24,843	1,211	4.9	98	0.4	-	0.0	2,339	9.4	12,192	49.1	6,212	25.0	2,791	11.2
	Aug	19,724	1,281	6.5	73	0.4	-	0.0	2,061	10.4	9,486	48.1	4,683	23.7	2,140	10.8
Q3	Sep	23,462	1,279	5.4	79	0.3	-	0.0	1,862	7.9	11,116	47.4	6,727	28.7	2,399	10.2
	Oct	26,069	1,281	4.9	82	0.3	-	0.0	2,247	8.6	13,488	51.7	6,353	24.4	2,619	10.0

Notes:

 (1) Direct includes sales through a sales force or tied agents and private client sales of own funds.
 (2) Transactions made through insurance companies (whether in-house or third party) are not included here as they are counted as institutional.
 (3) All sales and repurchases of funds of funds are included. To avoid double counting, transactions between funds of funds and their underlying funds are excluded.
 (4) Sales and re-purchases reported here differ from those in Table 11 as the figures in Table 11 cover five of the largest platforms whereas the figures in this table cover all platforms. There are also differences in reporting between platforms and fund companies.

## **TABLE 10: NET RETAIL SALES BY DISTRIBUTION CHANNEL**

THE
INVESTMENT
ASSOCIATION

					Net	t Retail Sales £m			
		Total	Direct	Execution only intermediaries	Trustees and Custodians	Discretionary Manager	UK fund platforms	Other UK Intermediaries including IFAs	Non-UK Intermediaries
2010 2011 2012		32,205 21,078 18,437	7,288 3,307 273	- - 199	921	3,742	13,317 11,541 11,528	9,072 6,954 707	2,528 -724 1,066
2013 2014 2015 2016 2017		23,507 23,966 16,930 7,208 48,604	598 -625 -2,146 -3,108 -687	79 107 274 -74 29	558 -366 180 -580 1,228	3,597 2,017 2,844 692 4,871	15,992 18,770 14,825 7,561 23,746	1,529 3,370 -752 3,373 15,693	1,154 693 1,704 -656 3,724
2018 2019		7,697 10,014	-2,573 -3,280	-120 119	-896	-581 -1,124	12,889 10,870	241 2,969	-1,263 462
2018 2019 2020	Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3	-5,628 -1,791 5,253 1,154 5,398 -2,293 10,814 5,334	-1,143 -1,440 -719 -1,083 -38 -1,602 417 -110	-58 58 26 -28 63 82 61 71	-741 - - - - - - -	-1,739 -953 503 -71 -604 -2,509 596 36	1,085 1,962 3,316 1,928 3,663 40 5,567 3,176	-1,337 -879 1,427 1,498 923 2,275 3,211 2,075	-1,696 -539 701 -1,091 1,390 -579 960 85
2019	Oct	-22	-119	-54		-103	754	-871	371
Q4 2020	Nov Dec Jan	2,962 2,459 4,908	-4 85 5 73	9 108 15	- -	-514 13 339 -472	846 2,063 1,662 744	2,283 -489 2,552	340 679 335 219
Q1	Feb Mar Apr May	2,522 -9,723 3,932 4,792	-1,680 232 240	68 -0 19 38	-	-472 -2,376 -61 171	-2,366 2,428 2,226	1,891 -2,167 1,443 1,910	-1,134 -129 208
Q2	Jun Jul Aug	2,090 1,733 2,005	-54 -311 226	5 61 -12	- -	486 -241 219	913 1,124 980	-141 992 339	881 109 252
Q3	Sep Oct	1,596 2,537	-25 -178	22 8	-	58 0	1,073 1,443	745 860	-276 404

Notes:

 (1) Direct includes sales through a sales force or tied agents. Also private client sales of own funds.
 (2) Transactions made through insurance companies (whether in-house or third party) are not included here as they are counted as institutional.
 (3) All sales and repurchases of funds of funds are included. To avoid double counting, transactions between funds of funds and their underlying funds are excluded.
 (4) Sales and re-purchases reported here differ from those in Table 11 as the figures in Table 11 cover five of the largest platforms whereas the figures in this table cover all platforms. There are also differences in reporting between platforms and fund companies.



## TABLE 11: FIVE FUND PLATFORMS<sup>1</sup> - FUNDS UNDER MANAGEMENT AND NET SALES BY PRODUCT (UK INVESTORS)

		Funds Under Management by Product £m					Net Sales by Product £m				
		Total	ISAs	Insurance Bonds	Personal Pensions	Unwrapped	Total	ISAs	Insurance Bonds	Personal Pensions	Unwrapped
2010		107,010	42,494	8,901	22,857	32,759	9,364	2,872	432	2,182	3,877
2011		109,041	42,256	8,396	23,246	35,143	7,974	2,757	196	1,789	3,231
2012		131,746	49,135	8,623	27,260	46,728	7,754	2,194	15	2,405	3,141
2013		163,614	58,713	9,241	33,495	62,164	10,893	3,315	-137	2,408	5,307
2014		182,752	64,555	9,348	39,188	69,661	12,283	3,904	-60	3,951	4,488
2015		200,151	69,778	9,226	45,549	75,599	12,872	3,563	-15	5,593	3,731
2016		226,466	78,008	9,759	55,639	83,059	4,281	1,356	-236	4,351	-1,190
2017 2018		260,855	88,165	10,344	70,799	91,547	15,318	3,466	-115 -62	8,863	3,104 789
2018		255,499 297,545	82,289 93,485	8,155 10,189	79,733 99,208	85,322 94,663	9,040 797	1,568 14	-62 366	6,746 4,574	-4,157
2019		297,545	93,403	10,169	99,200	94,003	/9/	14	200	4,3/4	-4,157
2018	Q4	255,499	82,289	8,155	79,733	85,322	107	-469	-44	1,046	-426
2019	Q1	274,577	87,176	8,350	85,993	93,058	511	25	-95	1,503	-922
2015	Q2	285,100	91,726	8,585	91,448	93,341	351	617	22	1,163	-1,450
	Q3	289,564	89,506	12,960	91,819	95,280	330	-303	227	777	-371
	Q4	297,545	93,485	10,189	99,208	94,663	-395	-324	211	1,131	-1,413
2020	Q1	243,650	76,724	7,518	79,736	79,671	-1,546	-522	-353	378	-1,049
2020	Q2	284,072	88,336	8,399	94,725	92,613	3,406	1,250	354	1,715	88
	Q3	291,743	92,356	8,712	96,501	94,174	796	-44	2	1,007	-170
	25	251,715	52,550	0,712	50,501	51,171	,,,,,		2	1,007	1/0
2019	Oct	286,472	91,225	8,559	94,024	92,664	-368	-152	-9	362	-568
	Nov	291,547	89,733	12,978	92,757	96,079	-395	-67	18	256	-602
Q4	Dec	297,545	93,485	10,189	99,208	94,663	368	-105	203	513	-243
2020	Jan	291,082	92,891	8,835	93,878	95,478	-595	-23	-6	-65	-500
	Feb	275,581	87,493	8,486	89,150	90,452	80	-8	-19	78	29
01	Mar	243,650	76,724	7,518	79,736	79,671	-1,031	-490	-328	365	-578
	Apr	263,920	83,423	8,041	86,381	86,076	1,651	650	182	681	138
	May	277,311	86,584	8,283	92,719	89,725	1,408	356	254	608	191
Q2	Jun	284,072	88,336	8,399	94,725	92,613	347	244	-81	425	-240
	Jul	283,393	90,891	8,604	90,553	93,344	423	56	13	435	-81
	Aug	292,387	92,727	8,743	96,500	94,418	444	29	-4	460	-42
Q3	Sep	291,743	92,356	8,712	96,501	94,174	-70	-129	-7	112	-47
25	Oct	286,797	90,614	8,603	95,119	92,462	435	-10	34	374	37

Notes:

(1) Figures are based on information provided to the Investment Association by five fund platforms - AEGON, Fidelity, Hargreaves Lansdown, Quilter and Transact. These five platforms accounted for 72% of fund manager gross sales through all fund platforms in 2014. See Table 10, note 2 for full list of all fund platforms. Figures for Hargreaves Lansdown for July to October 2020 are the Investment Association estimates.

(2) Figures are for Authorised Investment Funds including include Funds of Funds. Investment trusts and ETFs are not included.

(3) Figures in this table include a small number of funds - estimated at 6.4% of platform funds under administration at end October 2020 - not included in IA fund statistics because no data is received from fund companies.

(4) Figures for 2008 and 2009 include some Investment Association estimates where full figures were not available for all participating platforms. (5) Data is presented on a UK domicile basis.



### TABLE 12: ISA FUNDS UNDER MANAGEMENT AND NET SALES

		Funds Ur	nder Management at End of Pe		Net Sales During Period £m			
		Fund Companies <sup>1</sup>	Five Fund Platforms <sup>2</sup>	Total market based on HMRC data <sup>3</sup>	Fund Companies <sup>1</sup>	Five Fund Platforms <sup>2</sup>	Total of Fund Companies and Five Fund Platforms	
201	10	63,612	43,744	138,262	1,105	3,121	4,226	
2011/12 T		63,879	45,224	142,359	-4	2,366	2,362	
2012/13 T		69,462	53,181	168,228	-1,080	2,335	1,255	
2013/14 T		72,818	60,452	180,698	-1,317	3,490	2,173	
2014/15 T		75,319	69,062	179,575	-1,221	3,779	2,558	
2015/16 T		67,626	69,388	200,237	-1,576	3,099	1,522	
2016/17 T		69,229	81,086	237,718	-3,157	1,827	-1,330	
2017/18 T		70,645	85,195	252,350	-2,142	3,458	1,316	
2018/19 T		71,907	89,879	221,550	-2,748	806	-1,942	
2019/20 T	ax Year	59,855	77,823		-2,460	-953	-3,412	
2018	Q4	67,682	82,289		-924	-469	-1,393	
2019	Q1	71,706	87,176		-643	25	-618	
2015	Q2	74,144	91,726		-531	617	86	
	Q3	74,211	89,506		-723	-303	-1,025	
	Q4	75,684	93,485		-567	-324	-892	
2020	Q1	61,376	76,724		-662	-522	-1,184	
2020	Q2	69,707	88,336		-38	1,250	1,212	
	Q3	69,474	92,356		-447	-44	-490	
2019	Oct	73,161	91,225		-235	-152	-387	
	Nov	74,251	89,733		-210	-67	-276	
Q4	Dec	75,684	93,485		-123	-105	-228	
2020	Jan	74,757	92,891		-215	-23	-238	
	Feb	78,407	87,493		-223	-8	-232	
Q1	Mar	61,376	76,724		-224	-490	-713	
	Apr	66,518	83,423		75	650	725	
	May	68,494	86,584		-14	356	342	
Q2	Jun	69,707	88,336		-99	244	145	
	Jul	68,281	90,891		-134	56	-78	
	Aug	70,023	92,727		-136	29	-107	
Q3	Sep	69,474	92,356		-177	-129	-305	
	Oct	67,922	90,614		-159	-10	-169	

Notes:

(1) Funds under management figures for fund companies and fund platforms for the end of the tax year include a market value adjustment from 31st March to 5th April.

(2) Figures are based on information the five fund platforms that provide data to the Investment Association. These are AEGON, Fidelity, Hargreaves Lansdown, Quilter and Transact. These five platforms accounted for 72% of gross sales through all fund platforms in 2014. See Table 10, note 2 for full list of all fund platforms. Figures for Hargreaves Lansdown for July to October 2020 are IA estimates.

(3) Figures are HMRC statistics for stock and share ISAs invested in funds at the end of each tax year.

## TABLE 13: FUND OF FUNDS - FUNDS UNDER MANAGEMENT AND NET RETAIL SALES



			Funds Under Management at End of Period £m						Net Retail Sales During Period £m		
		Total FOFs	% of Industry Total	Invested Internally	% of Total FOFs	Invested Externally	% of Total FOFs	Total FOFs	Invested Internally	Invested Externally	
2010		58,337	9.9	28,724	49.2	29,613	50.8	7,120	2,881	4,239	
2011		62,848	10.9	31,382	49.9	31,466	50.1	6,129	2,812	3,317	
2012		74,895	10.6	38,519	51.4	36,376	48.6	4,311	2,441	1,870	
2013		87,952	10.7	45,091	51.3	42,861	48.7	4,243	1,417	2,826	
2014		97,788	11.0	50,180	51.3	47,608	48.7	2,938	724	2,214	
2015		107,683	11.6	54,503	50.6	53,180	49.4	4,935	1,994	2,941	
2016		126,863	11.9	65,999	52.0	60,864	48.0	2,993	2,426	567	
2017		152,591	12.4	79,898	52.4	72,693	47.6	9,838	5,217	4,622	
2018		147,701	12.8	74,774	50.6	72,927	49.4	5,918	3,040	2,878	
2019		169,219	12.8	85,307	50.4	83,912	49.6	6,299	5,673	625	
2010	~ 1	1 47 701	12.0	74 774	50.0	72 027	40.4		122	140	
	Q4	147,701	12.8	74,774	50.6	72,927	49.4	571	423	148	
	Q1	156,023	12.7	77,161	49.5	78,862	50.5	501	434	68	
	Q2	161,876	12.8	79,634	49.2	82,242	50.8	1,545	1,321	224	
	Q3	164,065	12.7	82,063	50.0	82,002	50.0	1,646	1,483	163	
	Q4	169,219	12.8	85,307	50.4	83,912	49.6	2,607	2,436	171	
	Q1	148,067	13.0	76,627	51.8	71,440	48.2	1,063	1,068	-5	
	Q2	164,474	12.7	84,915	51.6	79,559	48.4	1,554	1,466	88	
	Q3	166,928	12.6	87,475	52.4	79,453	47.6	828	1,452	-624	
		1 62 020	12.0	01.004	50.4	01.007	10.0			50	
	Oct	163,030	12.8	81,694	50.1	81,337	49.9	502	555	-53	
	Nov	166,434	12.9	83,809	50.4	82,625	49.6	1,178	1,117	61	
-	Dec	169,219	12.8	85,307	50.4	83,912	49.6	927	764	163	
	Jan	169,888	12.7	85,989	50.6	83,899	49.4	546	459	86	
	Feb	164,872	13.0	83,440	50.6	81,432	49.4	1,110	558	551	
Q1	Mar	148,067	13.0	76,627	51.8	71,440	48.2	-592	50	-642	
	Apr	157,463	12.9	81,165	51.5	76,298	48.5	756	593	163	
	Мау	162,603	12.8	83,892	51.6	78,712	48.4	523	480	43	
Q2 .	Jun	164,474	12.7	84,915	51.6	79,559	48.4	275	392	-118	
	Jul	164,706	12.7	85,655	52.0	79,051	48.0	362	580	-218	
	Aug	167,472	12.6	87,363	52.2	80,108	47.8	281	483	-201	
	Sep	166,928	12.6	87,475	52.4	79,453	47.6	185	389	-204	
	Oct	165,001	12.7	86,885	52.7	78,117	47.3	330	603	-273	

Notes:

(1) Each month small revisions to figures may have been made since the previous press release. This reflects additional information received. (2) Invested internally and invested externally distinguishes between funds of funds mainly invested in fund group's own funds and funds of funds mainly invested in other groups' funds.

## **TABLE 14: TRACKER AND RI FUNDS - FUNDS UNDER MANAGEMENT AND NET RETAIL SALES**

					<u>.</u>		ACCOUNTION
			Funds Under Mar	nagement £m		Net Retail Sale	es £m
							Responsible
		Tracker Funds	% of Industry Total	Responsible Investments	% of Industry Total	Tracker Funds	Investments
2010		41,017	6.6	1 -	- 1	2,342	
2010		43,005	6.9	_	-	2,497	_
2012		59,241	8.4	_	-	3,454	-
2013		74,988	9.1	-	-	6,788	-
2014		93,886	10.5	-	-	5,723	-
2015		105,215	11.3	-	-	6,709	-
2016		139,712	13.1	-	-	4,708	-
2017		181,195	14.7	-	-	10,789	-
2018		182,192	15.8	-	-	8,990	-
2019		230,102	17.4	27,344	2.1	18,118	3,208
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2018	Q4	182,192	15.8	-	-	2,073	-
2019	Q1	193,788	15.8	18,185	1.5	1,925	201
	Q2	208,229	16.5	23,067	1.8	5,574	797
	Q3	220,530	17.1	24,599	1.9	4,560	936
	Q4	230,102	17.4	27,344	2.1	6,059	1,274
2020	Q1	198,594	17.5	25,651	2.3	4,108	1,408
	Q2	237,346	18.3	32,923	2.5	4,823	2,551
	Q3	240,366	18.1	37,616	2.8	3,906	2,771
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2019	Oct	218,318	17.1	24,842	1.9	1,845	463
	Nov	224,563	17.4	25,964	2.0	2,247	359
Q4	Dec	230,102	17.4	27,344	2.1	1,967	451
2020	Jan	231,848	17.4	27,984	2.1	2,064	539
	Feb	220,257	17.3	27,809	2.2	1,577	745
Q1	Mar	198,594	17.5	25,651	2.3	468	123
	Apr	214,689	17.6	28,969	2.4	1,448	971
	May	225,041	17.7	31,260	2.5	1,243	911
Q2	Jun	237,346	18.3	32,923	2.5	2,131	669
-	Jul	235,953	18.1	34,374	2.6	1,409	971
	Aug	240,325	18.1	36,117	2.7	1,273	897
Q3	Sep	240,366	18.1	37,616	2.8	1,224	902
-	Oct	229,315	17.6	38,354	3.0	1,685	1,055

Notes:

(1) Each month small revisions to figures may have been made since the previous press release. This reflects additional information received.

(2) IA data on responsible investments has been collected using the Global Sustainable Investment Alliance (GSIA) definitions. Responsible investment incorporates firm-level and fund-level components. The data presented here is at the fund level where funds are pursuing one or more of the following responsible investment: negative screening; positive screening; norms-based screening; sustainability themed investing and impact/ community investing.

(3) Tracker funds aim to mirror the progress of stock market index, e.g. the FTSE 100, by buying and selling shares in the same productions are represented on the index. These are also sometimes called index (tracker) funds or passive managed funds.

(4) Funds under management in tracker and responsible investment funds include money invested in tracker and responsible investment by funds of funds that are themselves tracker and responsible investment funds, but exclude money invested in these funds of funds themselves (other than funds of overseas funds) to avoid double-counting. Retail sales figures include sales of tracker and responsible investment funds of funds.

