

The Equity Sectors Retail Investors Have Favored In The Bull Market Are...

ICI Sector Mutual Fund Annual Net Inflows (2009-2014)

<i>In Millions \$</i>	2009	2010	2011	2012	2013	2014	Total
Consumer	82	101	262	544	794	47	1,830
Financial	-457	-626	-885	56	859	-256	-1,309
Health	-3,163	-2,407	478	1,385	8,582	7,645	12,520
Natural Resources	1,767	1,470	1,193	564	5,411	5,823	16,228
Precious Metals	2,249	2,353	-1,336	152	-1,425	-165	1,828
Real Estate	492	1,695	916	4,307	241	5,186	12,837
Technology/Telcomm	1,768	-1,391	-2,346	-1,515	1,972	85	-1,427
Utilities	254	-848	701	-1,994	-1,409	3,783	487

Source: Investment Company Institute (ICI)

View from the Observation Deck

1. From 2009-2014, retail investors funneled far more money into mutual funds investing in Natural Resources, including energy stocks, Real Estate and Health Care than in any of the other major sector categories tracked by the ICI.
2. Natural Resources, Real Estate and Consumer were the only three categories to register positive net inflows in each of the six calendar years.
3. Precious Metals posted the strongest start (2009-2010), but then fell out of favor after the price of gold bullion peaked at \$1,888.70 per ounce (closing price) on 8/22/11. It closed 12/31/14 at \$1,184.10 per ounce, according to Bloomberg.
4. A recent survey of investors by Bankrate.com found that 27% of respondents said real estate would be the best investment for money they would not need for at least 10 years, according to its own release.

This chart is for illustrative purposes only and not indicative of any actual investment.

