The Investor Voice

Understanding investor sentiment in Q2 2026

Opinium

Key headlines

1 Investor outlook

The investor outlook has improved somewhat this quarter. Investor expectations for their personal finances and investment performance have improved since Q1 and more expect to buy new shares than in Q1. Concerns about the impact of the War in Iran remain high but they have fallen somewhat compared to Q1.

2 Best buying opportunities

The UK remains seen as the best place to invest but there has been a significant increase in those seeing the US and Europe (outside the UK) as best. Tech remain seen as the best sector to invest in, with a significant increase this quarter.

3 Keir Starmer's resignation – Investor impact

More investors think Kier Starmer's resignation will have a positive impact on their own investments than think it will have a negative impact. Overall, most are neutral. Views are split about the Prime Ministerial merry-go-round and the impact it has on investor confidence. Three in ten say it has a major to moderate impact.

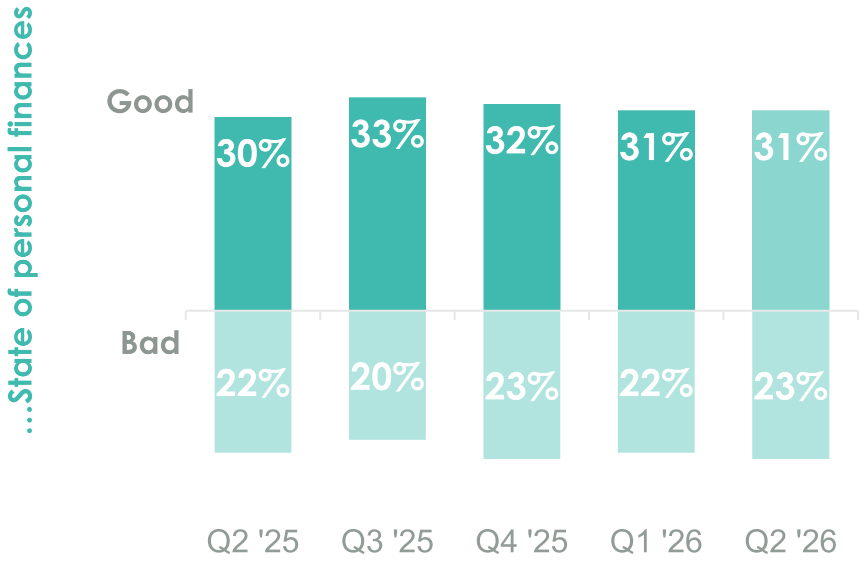
4 FCA targeted support

Seven in ten investors have not heard of 'targeted support.' Given an explanation, three in ten investors would be likely to take it to help make important financial decisions, rising to just over half of young investors (18-34 yos).

Investor Sentiment

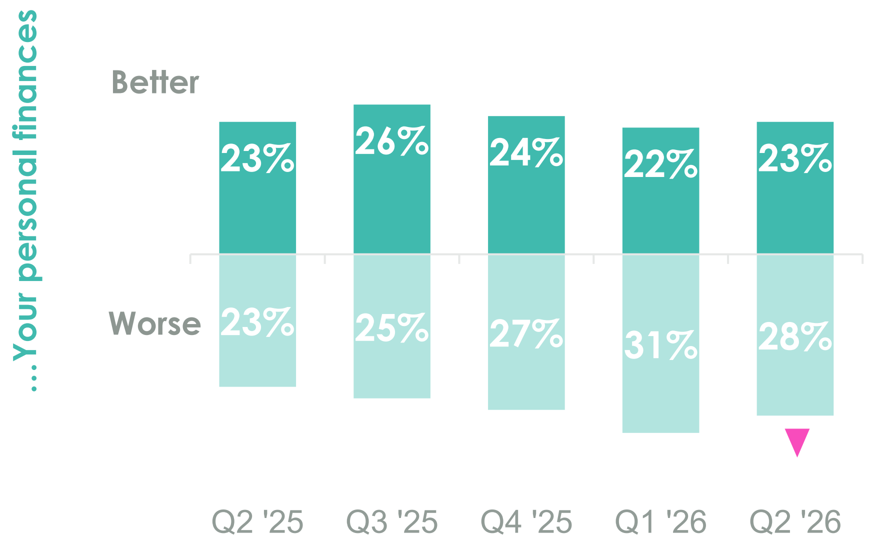
The proportion of UK adults who believe their finances are good remains steady, while the proportion who expect their finances to worsen in the next 12 months decreases somewhat

Personal Finances - UK adults



Q – How would you rate the following?...

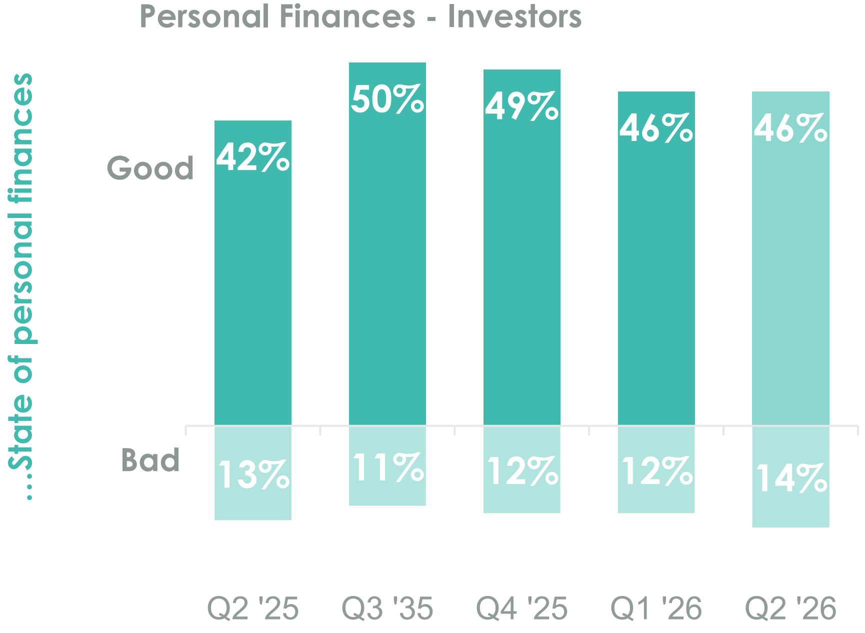
Personal Finances – UK adults



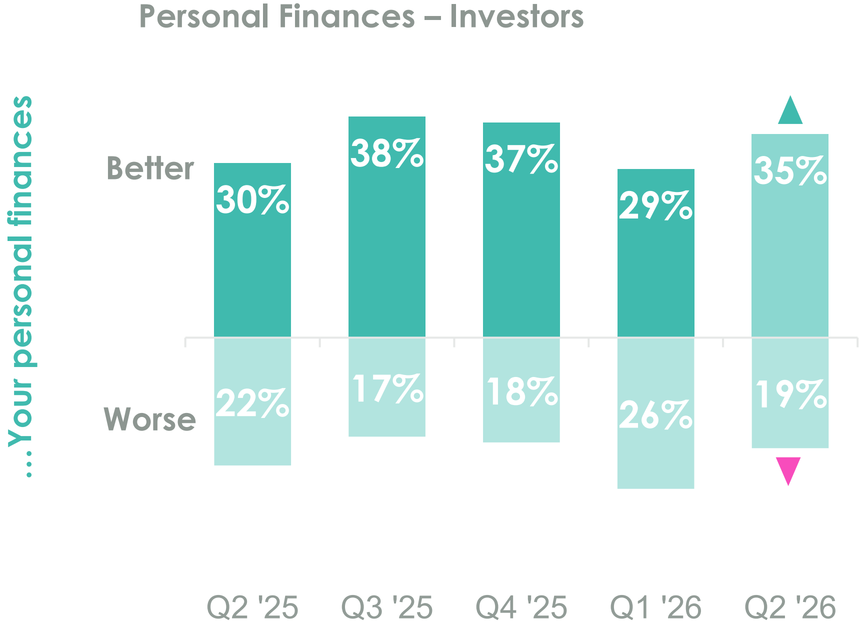
Q – Over the next 12 months, do you expect the following to get better or worse?...

Significant difference since Q1 '26

Similarly, the number of investors who believe their finances are good remains stable, while those who expect their finances to improve in the next 12 months rise to levels equivalent to 2025



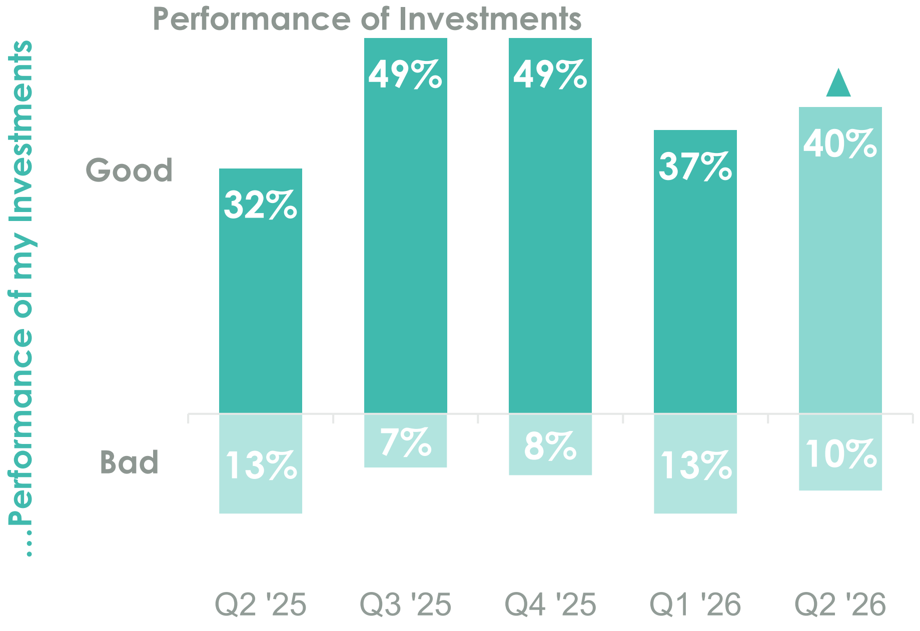
Q – How would you rate the following?...



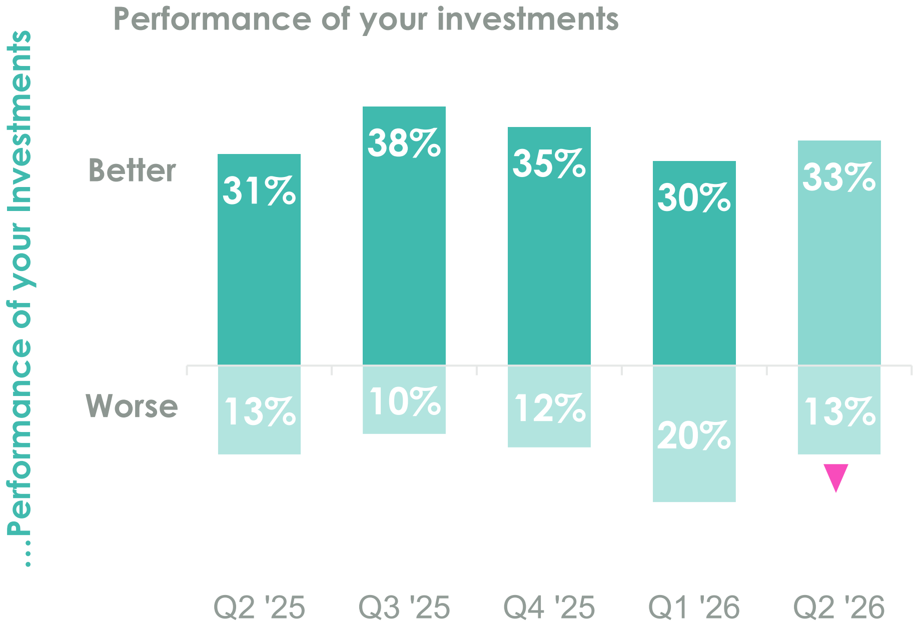
Q – Over the next 12 months, do you expect the following to get better or worse?...

Significant difference since Q1 '26

There has been a minor increase in the number of investors who rate their investment performance as good, while the number who expect it to worsen over the next year has decreased significantly. In fact, a third believe performance will get better



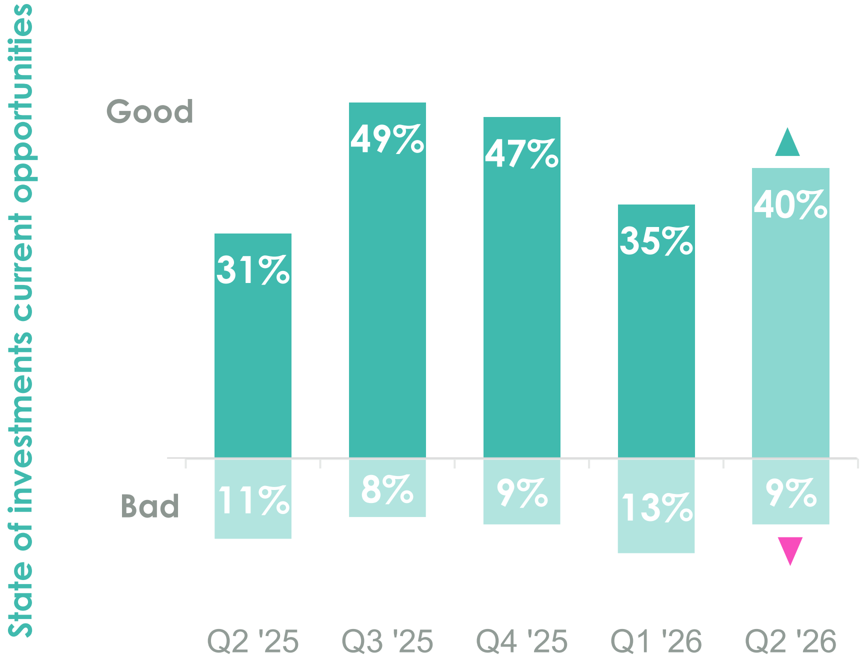
Q – How would you rate the following?...



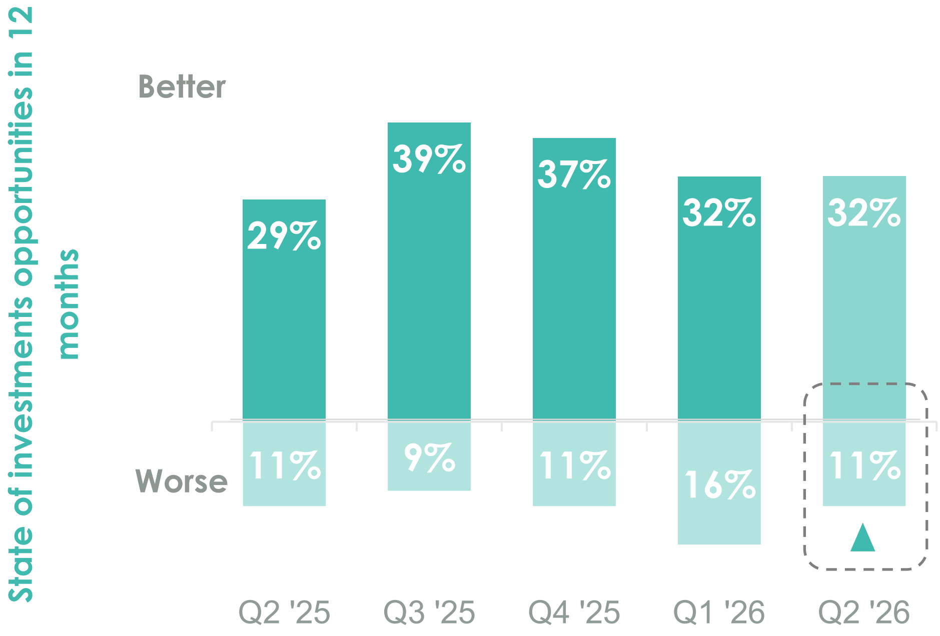
Q – Over the next 12 months, do you expect the following to get better or worse?...

Significant difference since Q1 '26

The last quarter has seen an increase in the number of investors who say investment opportunities are good, with significantly fewer investors feeling opportunities will get worse in the next 12 months



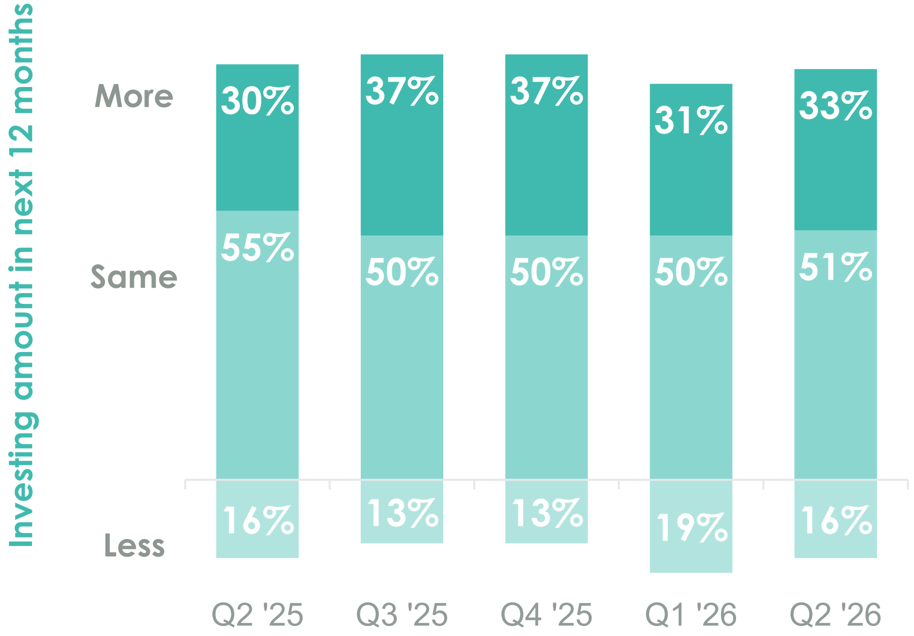
Q - How would you rate current investment opportunities?



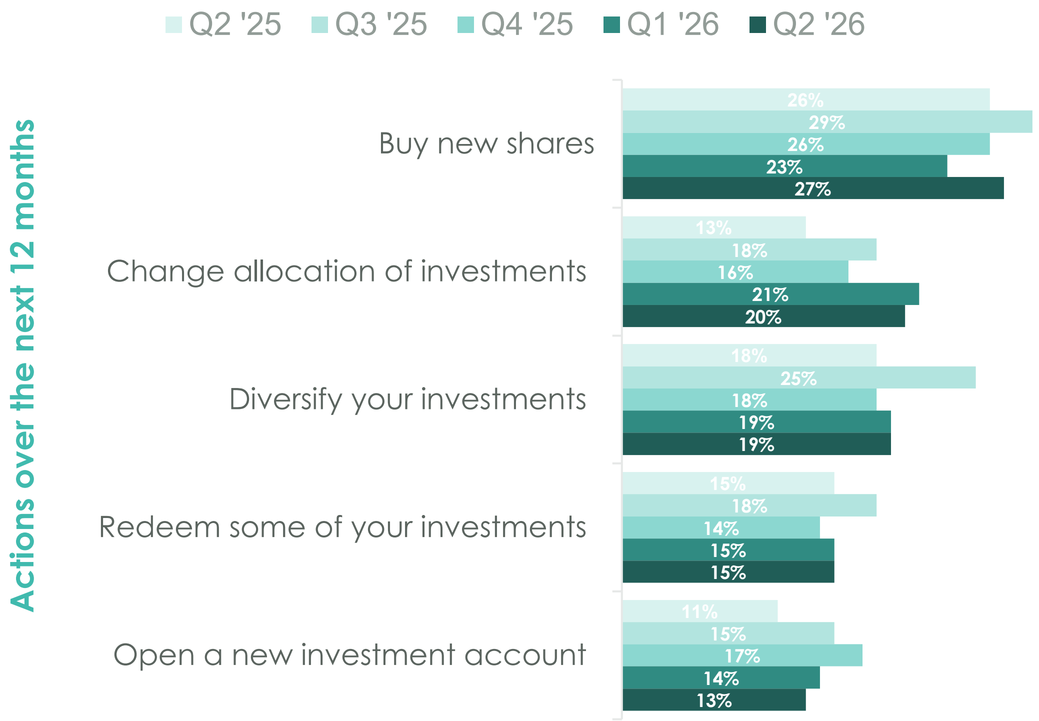
Q - How would you rate investment opportunitiesis to be in next 12 months?

Significant difference since Q1 '26

There has been an increase in investors expecting to buy new shares. Investors are also looking to invest slightly more when compared to the first quarter



Q - Do you expect to invest more or less over the next 12 months?

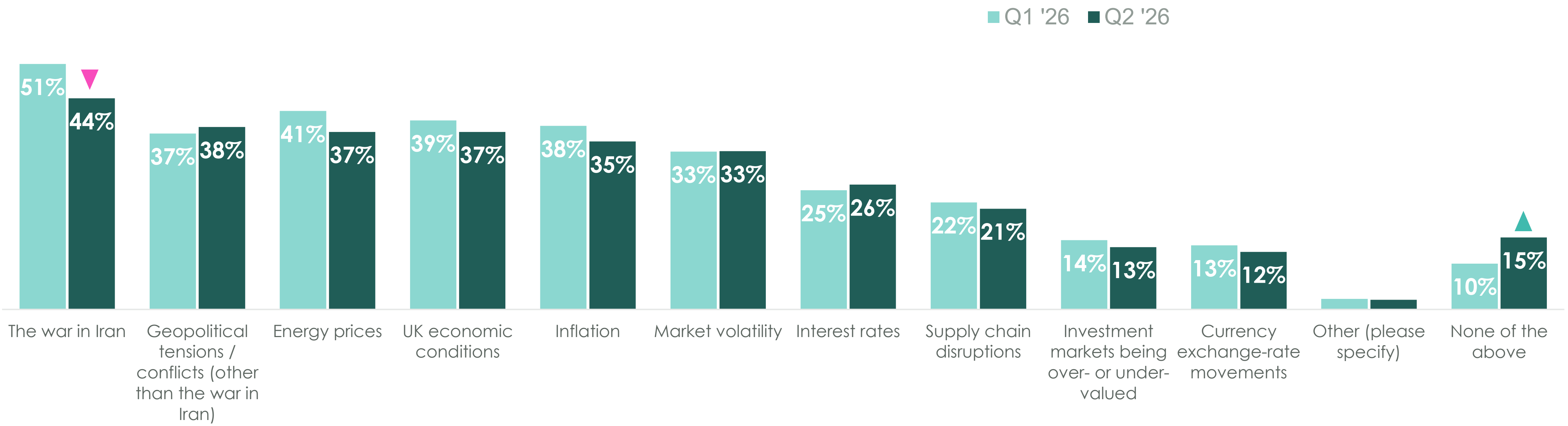


Q - Do you expect to do any of the following over the next 12 months?

Significant difference since Q1 '26

The War in Iran remains the leading concern investors think will impact the value of their investments, however concern has fallen since Q1. Concern about geopolitical tensions generally and interest rates are the only concerns to have increased, albeit very slightly

Investment concerns



Q - Are you concerned about any of the following having an impact on the value of your investments?

▲▼ *Significant difference since Q1 '26*

Best Buying Opportunities

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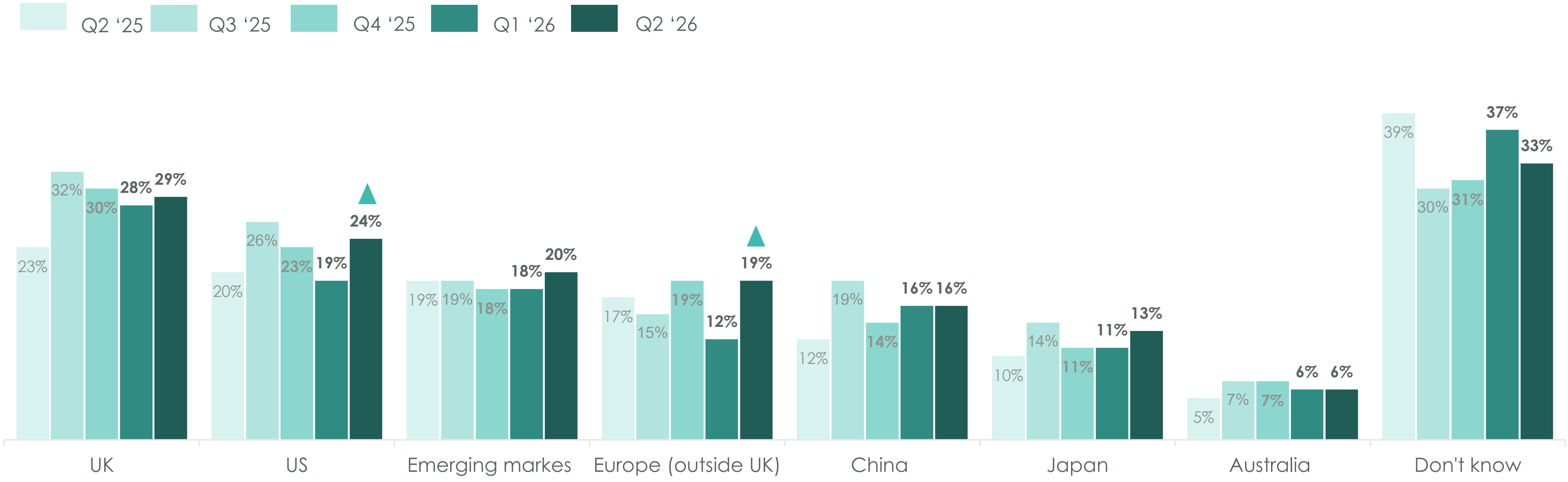
Opinium

The UK continues to be perceived as the best place to invest. The US maintains the 2nd spot, rising to 24%. Europe (outside of UK) climbs back to 4th place, followed by China in 5th

Best buying opportunities: Markets

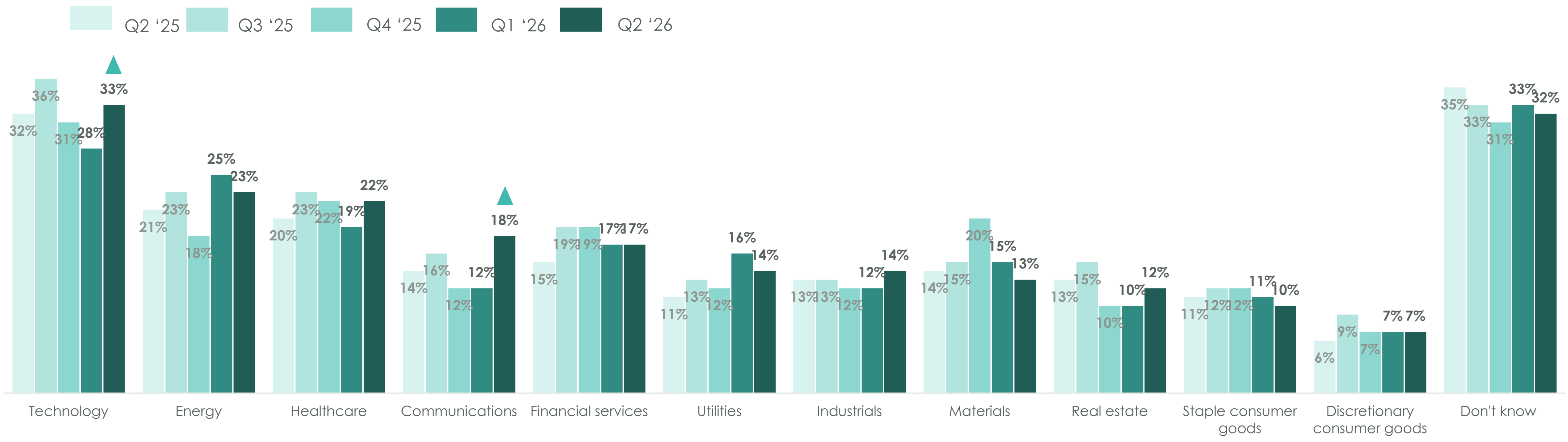


Q - Which markets do you think present the best buying opportunities for the next 12 months?

Significant difference since Q1 '26

Tech continues to be viewed as the best sector opportunity, with a notable spike from last quarter. Energy comes in 2nd, followed by Healthcare in 3rd. Communications also see a spike in perceived opportunity. Note uncertainty continues in similar figures

Best buying opportunities: Sectors



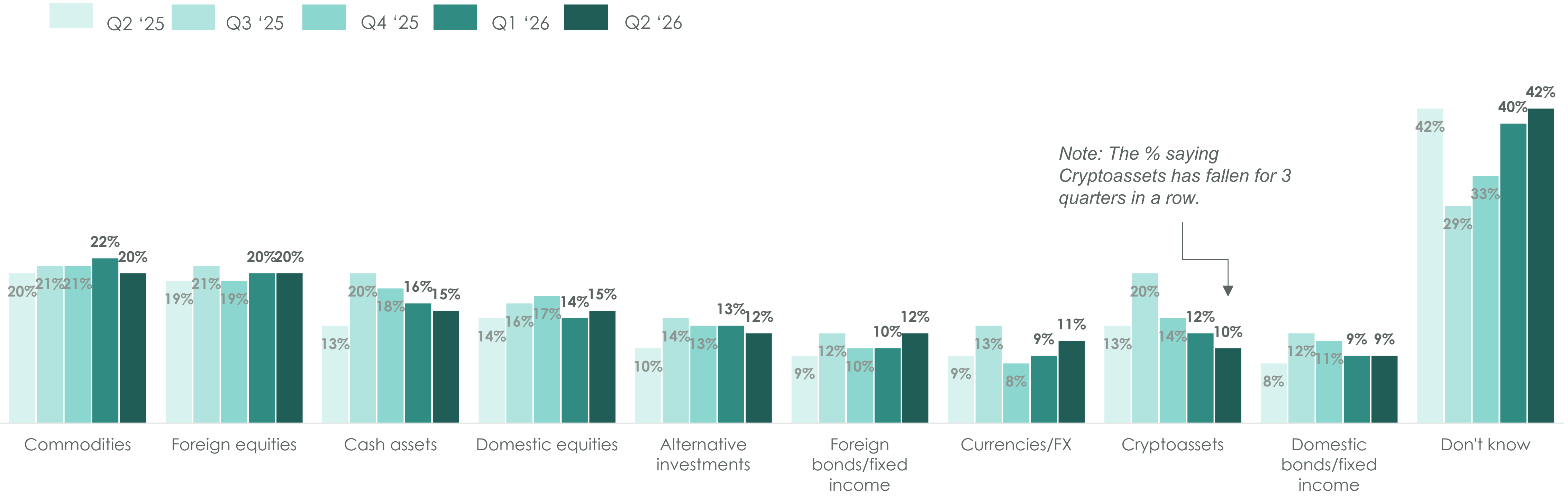
Q - Which sectors do you think present the best buying opportunities for the next 12 months?

Significant difference since Q1 '26

Opinium

Due to instability and market volatility, commodities are still viewed as the safest investment option. Steady increase in the number of people who are now uncertain, back to Q2 '25 levels

Best opportunities: Asset Class

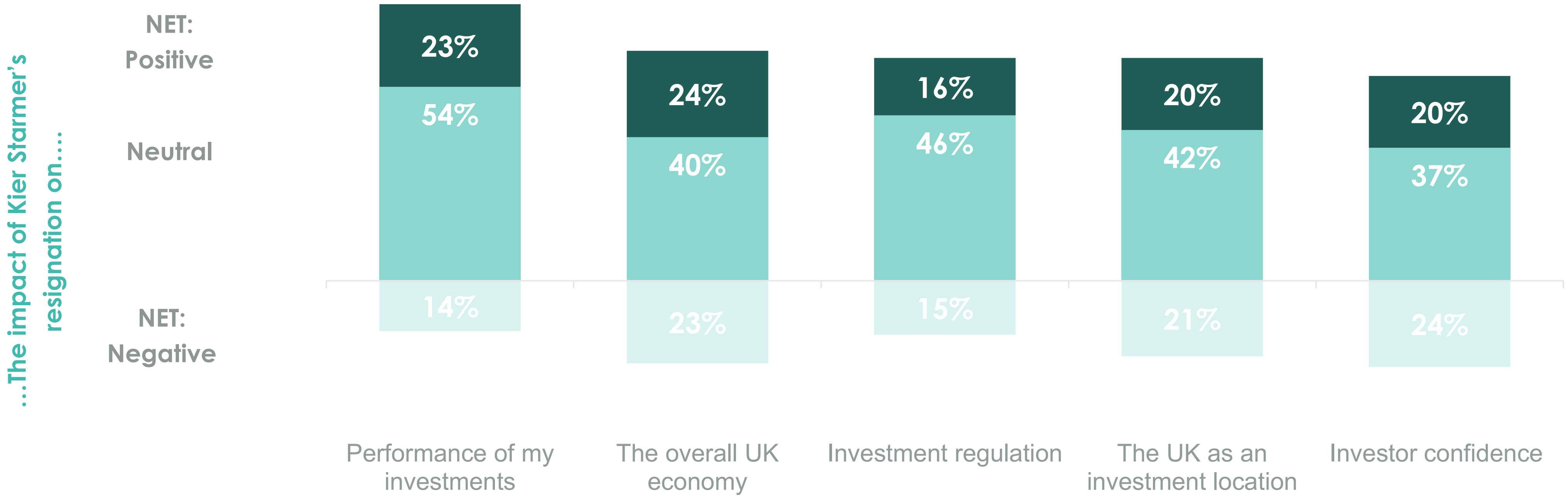


Q - Which asset classes do you think present the best buying opportunities for the next 12 months?

Significant difference since Q1 '26

Keir Starmer's Resignation

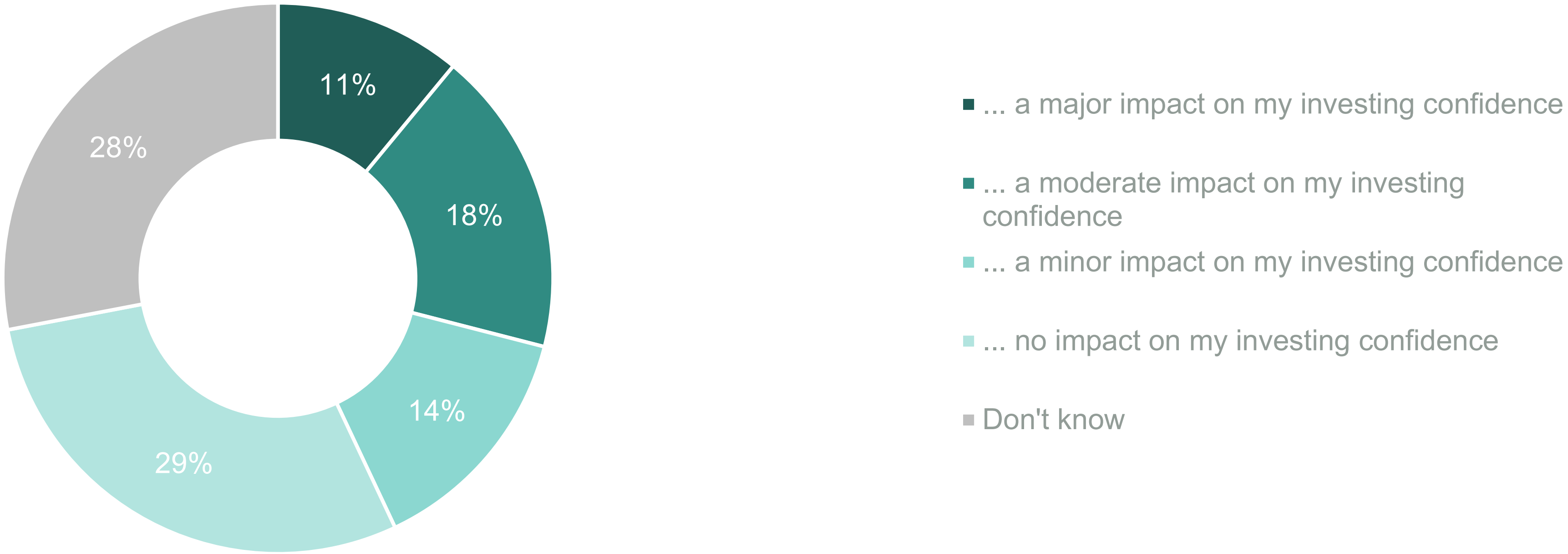
More investors think Kier Starmer's resignation will have a positive impact on their investments than think it will have a negative impact, although overall, most are neutral and positive sentiment is generally balanced by negative



Q - Do you think the resignation of Sir Keir Starmer is positive, negative or neutral when thinking about the following?

Three in ten (29%) UK investors think that the 7th Prime Ministerial change in 10 years will have a major or moderate impact on investor confidence, the same proportion (29%) think it will have no impact and again, 29% say they don't know

Impact of the 7th Prime Ministerial change in 10 years on investor confidence

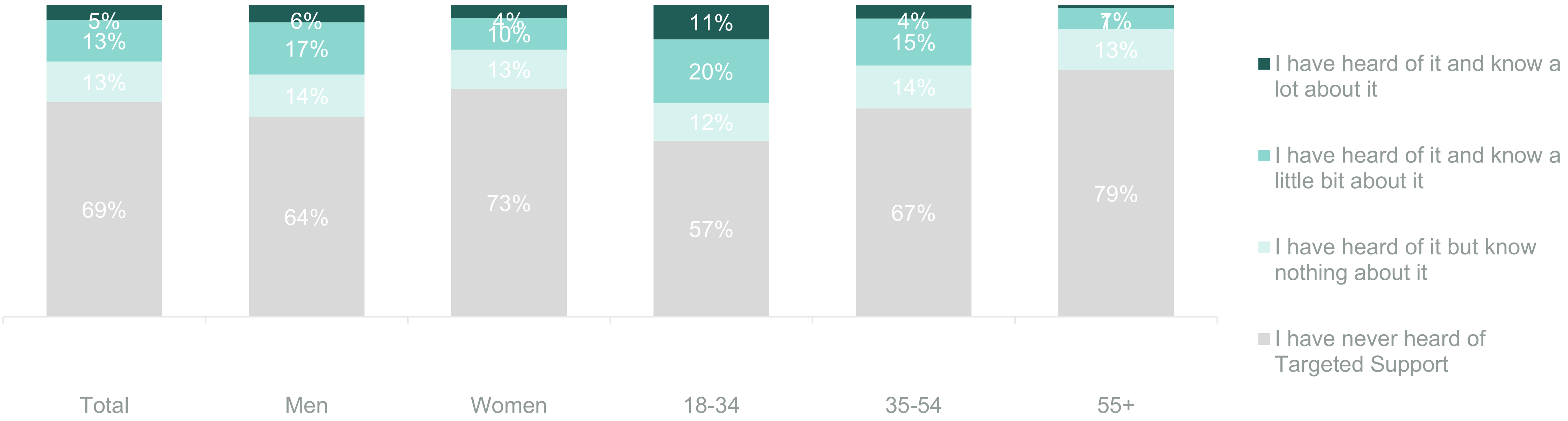


Q - The resignation of Sir Keir Starmer as Prime Minister means that that the next Prime Minister will be the seventh person to have held the role since 2016. Do you think that the frequency of Prime Ministerial change in this time has had...

FCA Targeted Support

Most UK investors have never heard of ‘Targeted Support.’ Men and younger investors claim to have more understanding

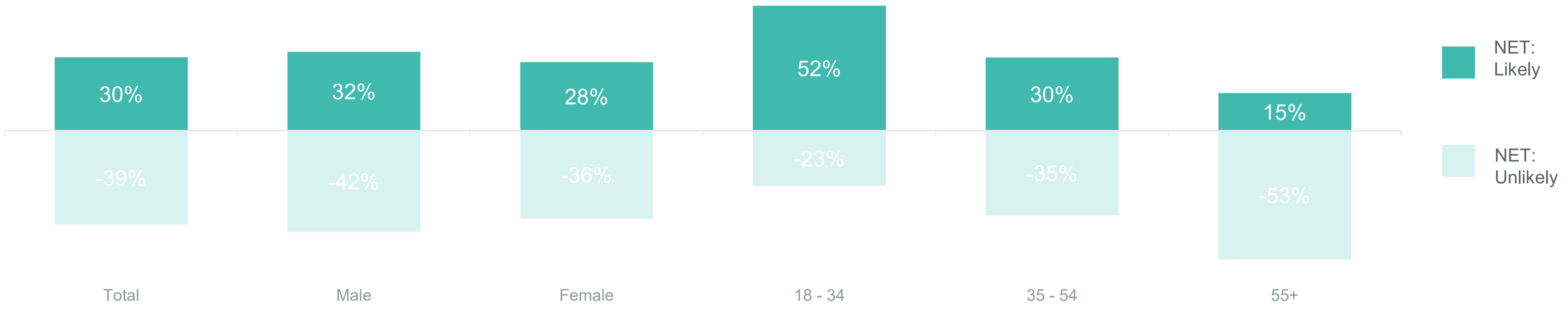
Understanding of FCA Targeted Support



Q - On the 6th April 2026 the Financial Conduct Authority (FCA) launched “Targeted Support” to help UK consumers navigate their financial lives. How would you rate your understanding of Targeted Support?

Three in ten investors say they would be likely to take targeted support to help them make important financial decisions, while two in five say they are unlikely. 18-34 yos are far more likely, while 55+ yos are far more unlikely

Likelihood of taking targeted support to help make important financiall decisions



Q - According to the Financial Conduct Authority (FCA) "consumers don't have access to the help they need to make these important decisions… around 23 million consumers are currently underserved by the markets for advice and guidance." So in April 2026 the FCA launched "Targeted support" to "help fill the gap between generic guidance and individualised advice and help consumers access the support they need, at a cost they can afford, when they need it, so that they can make informed financial decisions." Allowing "people's banks, pension providers, or other financial firms that are authorised for targeted support can provide suggestions designed for groups of consumers with common characteristics. To "help them make important decisions across their pensions and investments."

How likely or unlikely would you be to take targeted support to help you make important financial decisions?

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