



# What Type of *Investor* Are You?

Setting your investment goal is an important first step for new investors - it helps you stay motivated, influences your investment approach and ultimately your choice of stocks. In order for you to set an investment goal, it is important for you to understand why you are interested in investing - find out if you are an income or growth investor below!

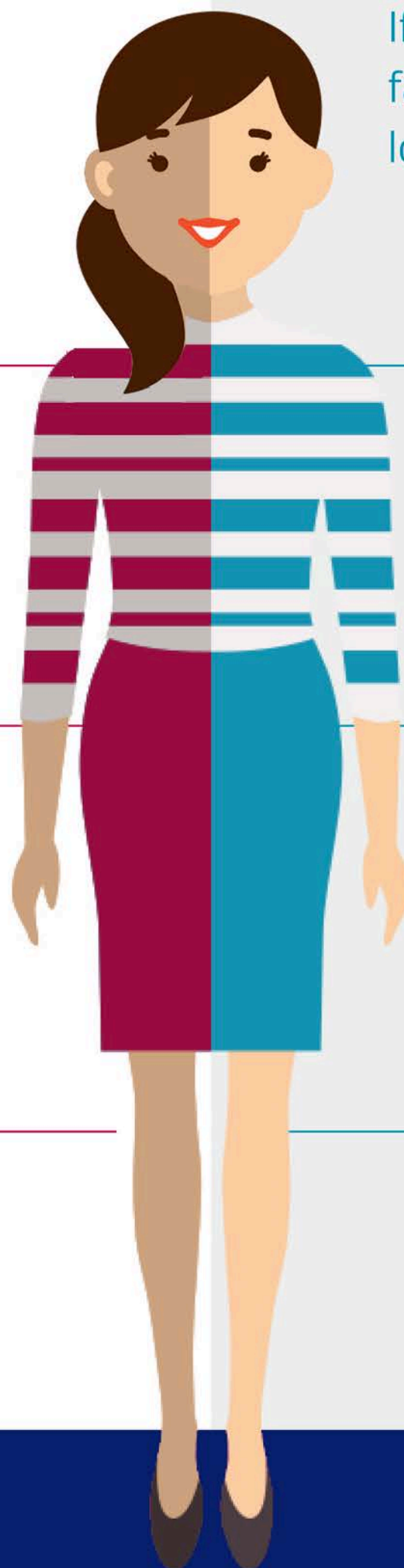
## INCOME INVESTOR



## GROWTH INVESTOR

If what you're looking for from your investments are regular and predictable monthly pay outs, you're likely an income investor.

If you're looking to invest in stocks that grow at a fairly rapid pace and give you larger returns in the long run, you're likely a growth investor.



**Goal**

A regular consistent income stream.

**Goal**

Watch your investment grow and mature.

**Prefer companies that pay dividends consistently**

Your investments are your active source of income.

**Prefer companies with the potential to grow**

You want to achieve an investment amount that is larger than accumulated savings.

**Important Financial Terms**

Dividend Yield, Earnings per Share, Pay out Ratio.

**Important Financial Terms**

Return on Equity, Net Profit Margin, Current Ratio.

Learn more about what type of *investor* you are >

Note: The 2 investment goals and styles are not mutually exclusive, and your preferences can change over time too. You may even have both goals, but perhaps for different reasons. All you have to do is to break up your investments into 2 portfolios for each goal, and invest accordingly.

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