

The role of behavioural biases – Availability and Recency

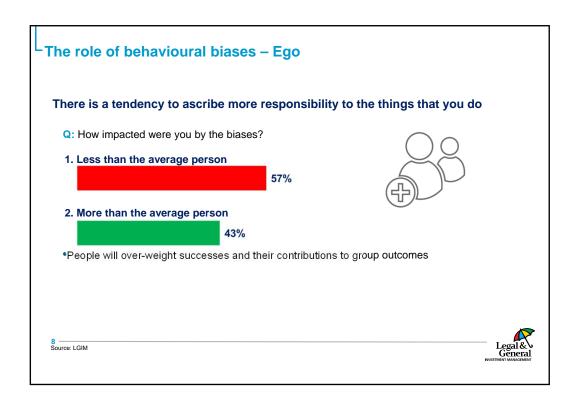
People extrapolate recent events into the future indefinitely

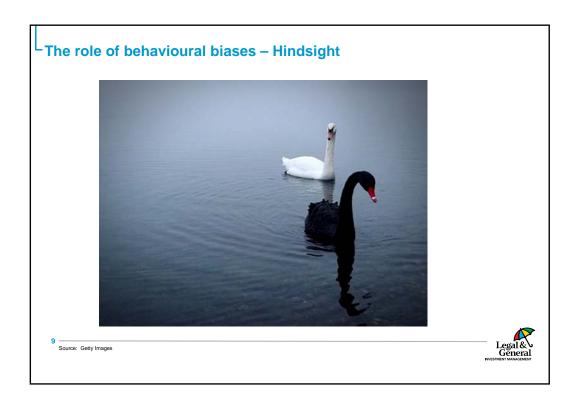
Survey Period	Net% FM OW Global Equities	Change From Previous Month	Performance of Global Equities Between Survey Periods
07/11/2014 13/11/2014	46%	12%	4%
05/12/2014 11/12/2014	52%	6%	2%
09/01/2015 15/01/2015	51%	-1%	1%
06/02/2015 12/02/2015	57%	6%	4%
06/03/2015 12/03/2015	58%	1%	1%
02/04/2015 09/04/2015	54%	-4%	1%
08/05/2015 14/05/2015	47%	-7%	0%
05/06/2015 11/06/2015	38%	-9%	-1%
02/07/2015 09/07/2015	42%	4%	-1%
07/08/2015 13/08/2015	41%	-1%	2%
04/09/2015 10/09/2015	17%	-24%	-8%
02/10/2015 08/10/2015	26%	9%	-1%

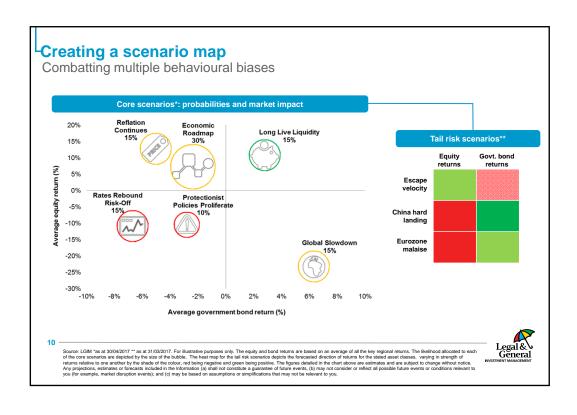
Source: Bank of America Merrill Lynch, LGIM

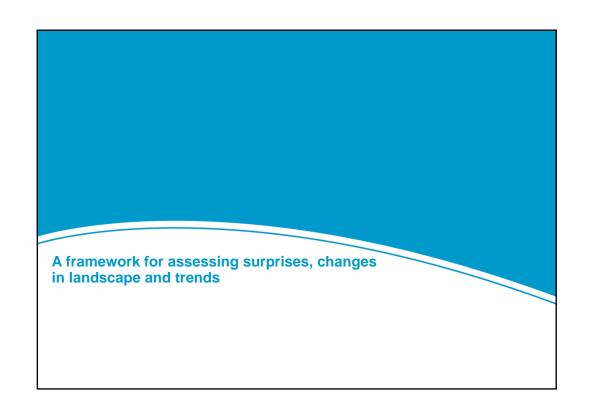


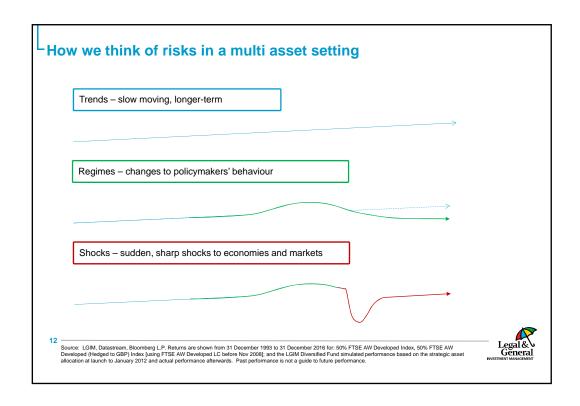
The role of behavioural biases – Anchoring Q1: Are more or less than 10% of African countries members of the United Nations? Q2: What percentage of African countries are members of the United Nations? 1 = 10% 24% 2 = 25% 3 = 40% 4 = 65% 27%

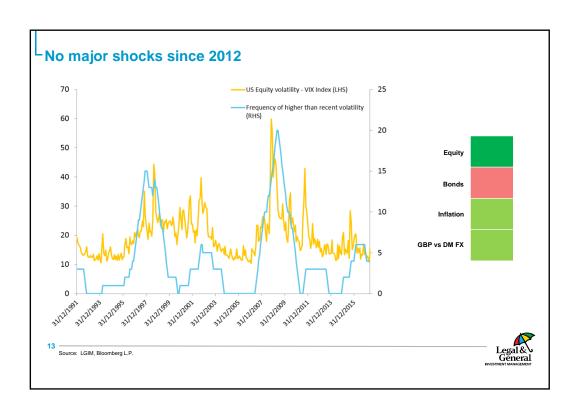


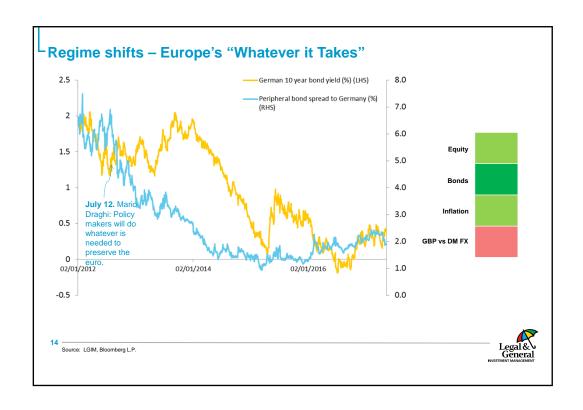


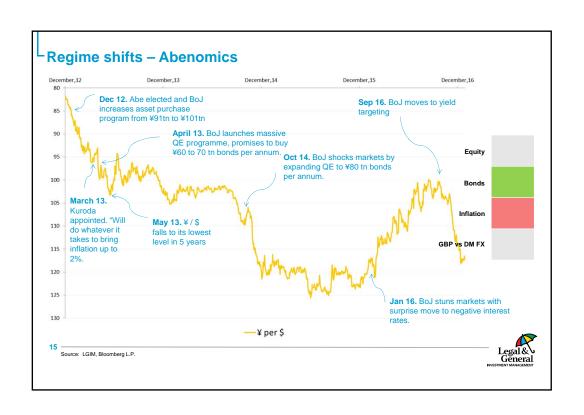


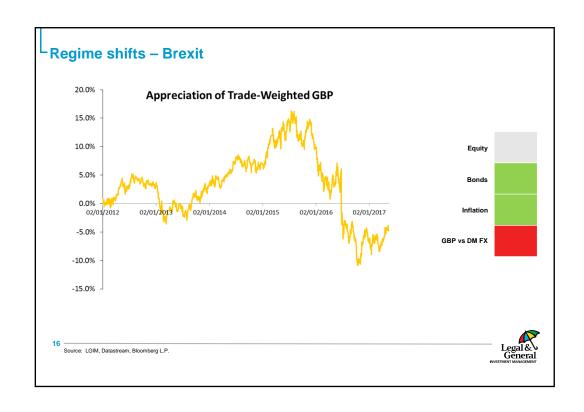


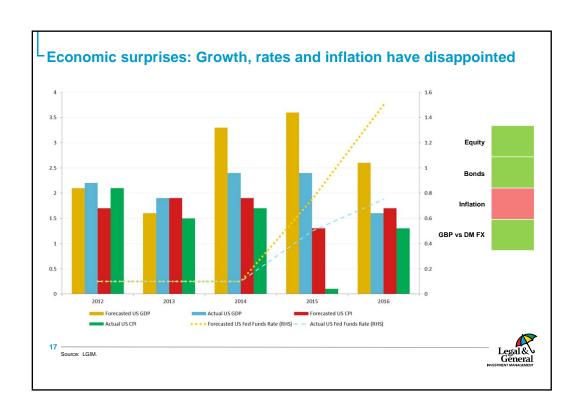


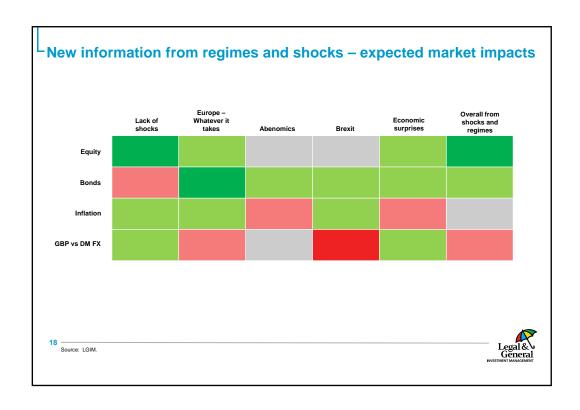


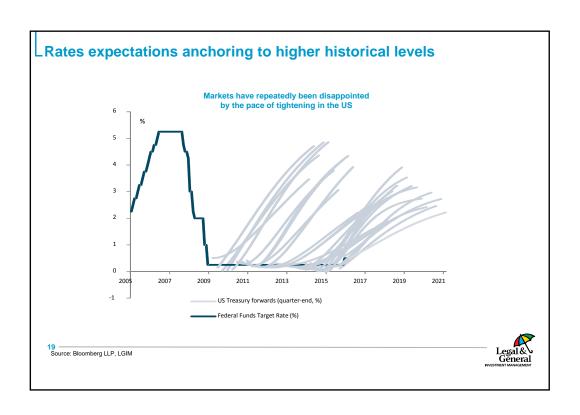


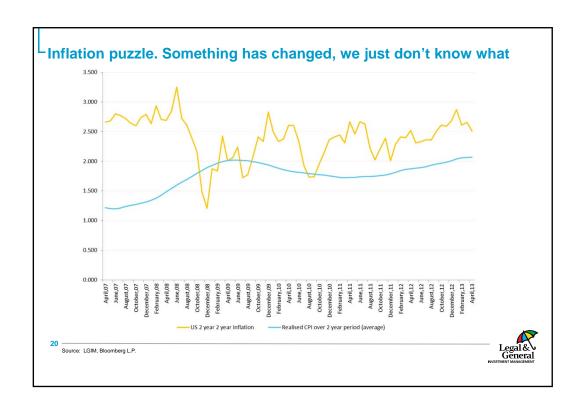


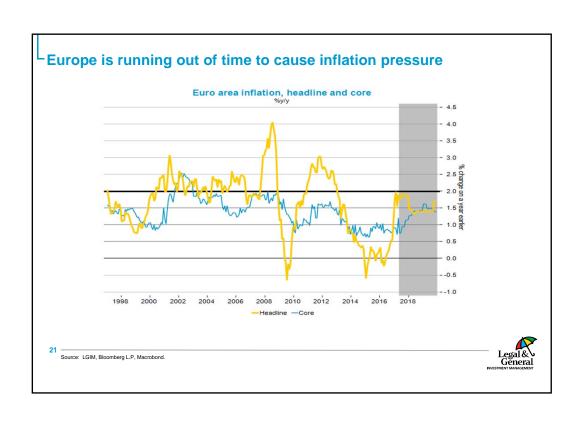


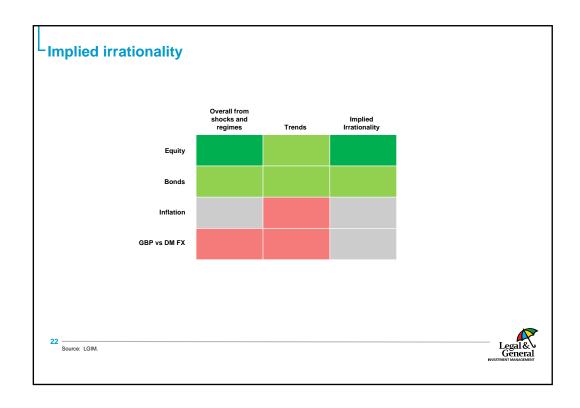


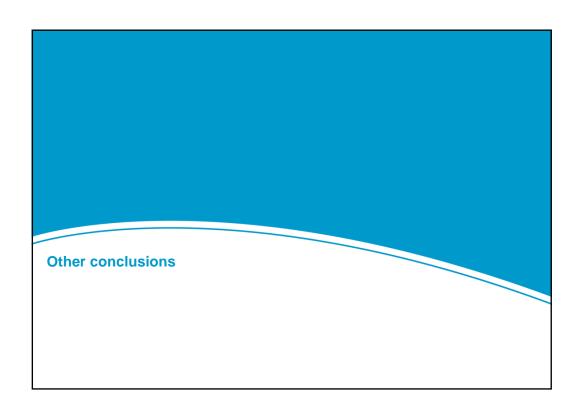


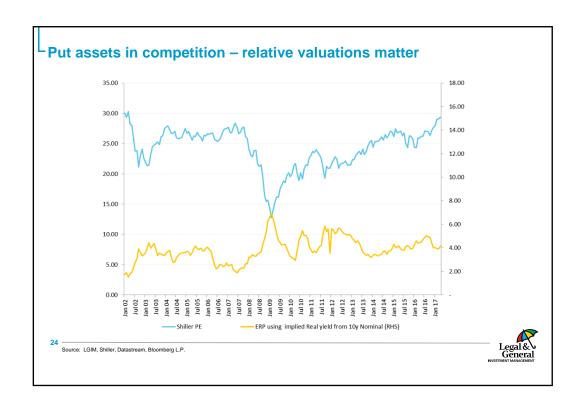


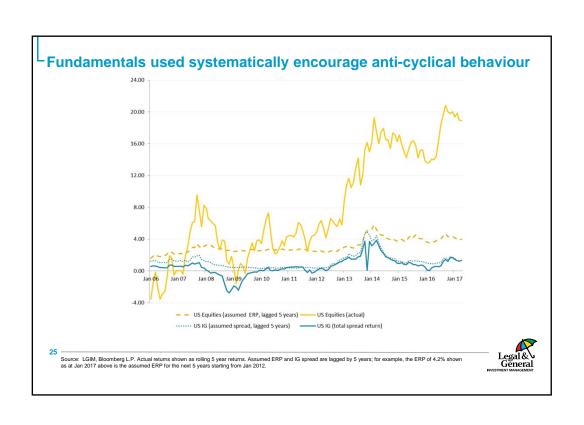


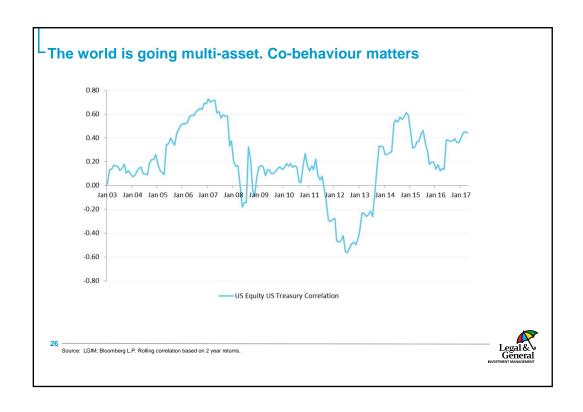


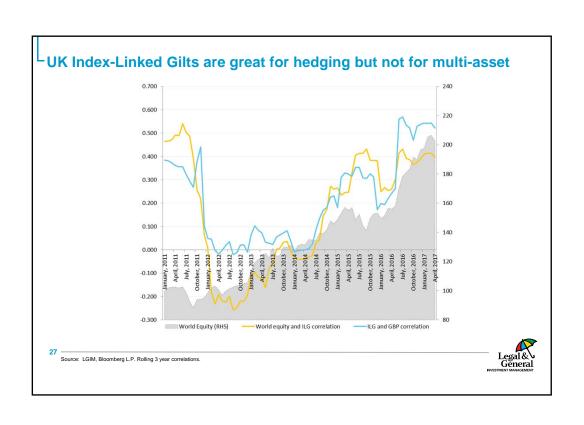












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