

Investor emotions

S&P/TSX Composite Index (price return)



	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Net sales	17.4	22.0	37.5	0.2	4.3	10.9	20.4	30.5	41.4	56.5	55.7	29.2	44.0	-0.1	17.7	29.5

— S&P/TSX Composite Index (total return) All values are in (\$billions)

Source: SimFund & Morningstar Direct, January 2021. Simfund data is used for industry mutual fund flows data.