**Abstract**

India needs very high rate of investments to make a bound forward in efforts of attaining high level of growth. Since the beginning of planning, the prominence was on investments the primary instruments of economic growth and increase in national income. This study attempts to premeditated the investment preference of salaried group of people using convenient sampling method. The outlook from the employees belong to salaried earners, and the population is fixed as 500. Instead of studying the complete range of investors, it is focusing only one segment called salaried Government employees. A variety of statistical tools are employed to analyze the data like Friedman Rank Test, Chi-square, etc to identify the right relationship among the factors related with investment. Finally it is concluded that salaried group nevertheless of age and annual Income, besides their occupation and marital status they used to prefer the investment option which will provide the long term benefit and highly secured cum profitable avenues. The present study is an empirical study to identify the extent, nature and preferences of the investors in Coimbatore district and to ascertain their investment habits. The study area is featured by a good number of salaried employees belonging to the Government employees who have the ability to save and invest