

RASMUSSEN™ R E P O R T S

National Opinion Survey of 1,000 Investors

*1*Have you ever made investment decisions based on the advice of family, friends or co-workers?*

- 47% yes
- 49% no
- 4% not sure

*2*Who do you rely on more for financial advice?*

- 15% family, friends and neighbors
- 45% professional financial advisors
- 38% yourself
- 2% not sure

*3*Financial advisors are often paid a fee or commission by the investment funds they sell. Do you believe this creates a conflict of interest?*

- 56% yes
- 31% no
- 12% not sure

*4*Last year, did your investments do better than, worse than, or the same as the previous year?*

- 58% better
- 15% worse
- 25% about the same
- 2% not sure

*5*How long are you willing to wait before moving your money from a poorly performing investment?*

- 24% less than 6 months
- 38% 6-12 months
- 21% 1-2 years
- 6% 2-5 years
- 4% more than 5 years
- 8% not sure

6**When changing investment funds, what factor makes it hardest?*

- 20% confusing array of options
- 33% not enough time to do the research
- 16% afraid of making the wrong decision
- 7% too costly
- 24% not sure

7**In thinking about professional investment advisors, do you believe they are truly independent or just selling the products that pay the highest commissions?*

- 34% independent
- 51% selling the products with the highest commissions
- 15% not sure

8**How closely do you pay attention to the financial performance of your investment funds?*

- 47% very closely
- 35% somewhat closely
- 17% not very closely
- 1% not at all
- 1% not sure

9**How confident are you that your investments are earning a good financial return?*

- 34% very confident
- 49% somewhat confident
- 13% not very confident
- 2% not at all confident
- 1% not sure

10**In thinking about people who have the same amount of money to invest as you, do you think all financial advisors are pretty much the same?*

- 26% yes
- 60% no
- 14% not sure

11**Generally speaking, is it true that investors with more money are able to get better financial advice than investors with less money?*

65% yes
23% no
11% not sure

12**How much money do you think you need to invest, in order to receive truly independent, top quality financial advice?*

27% any amount
13% \$10,000
12% \$25,000
13% \$50,000
12% \$100,000
14% \$250,000 or more
9% not sure

NOTE: Margin of sampling error: +/- 3 percentage points with a 95% level of confidence