STRATEGIC BUSINESS INSIGHTS

A Taste of Presentation Topics

The 2012–13 MacroMonitor

When Will Investors Return?

CFD

www.strategicbusinessinsights.com
www.strategicbusinessinsights.com/cfd
lcohen@sbi-i.com

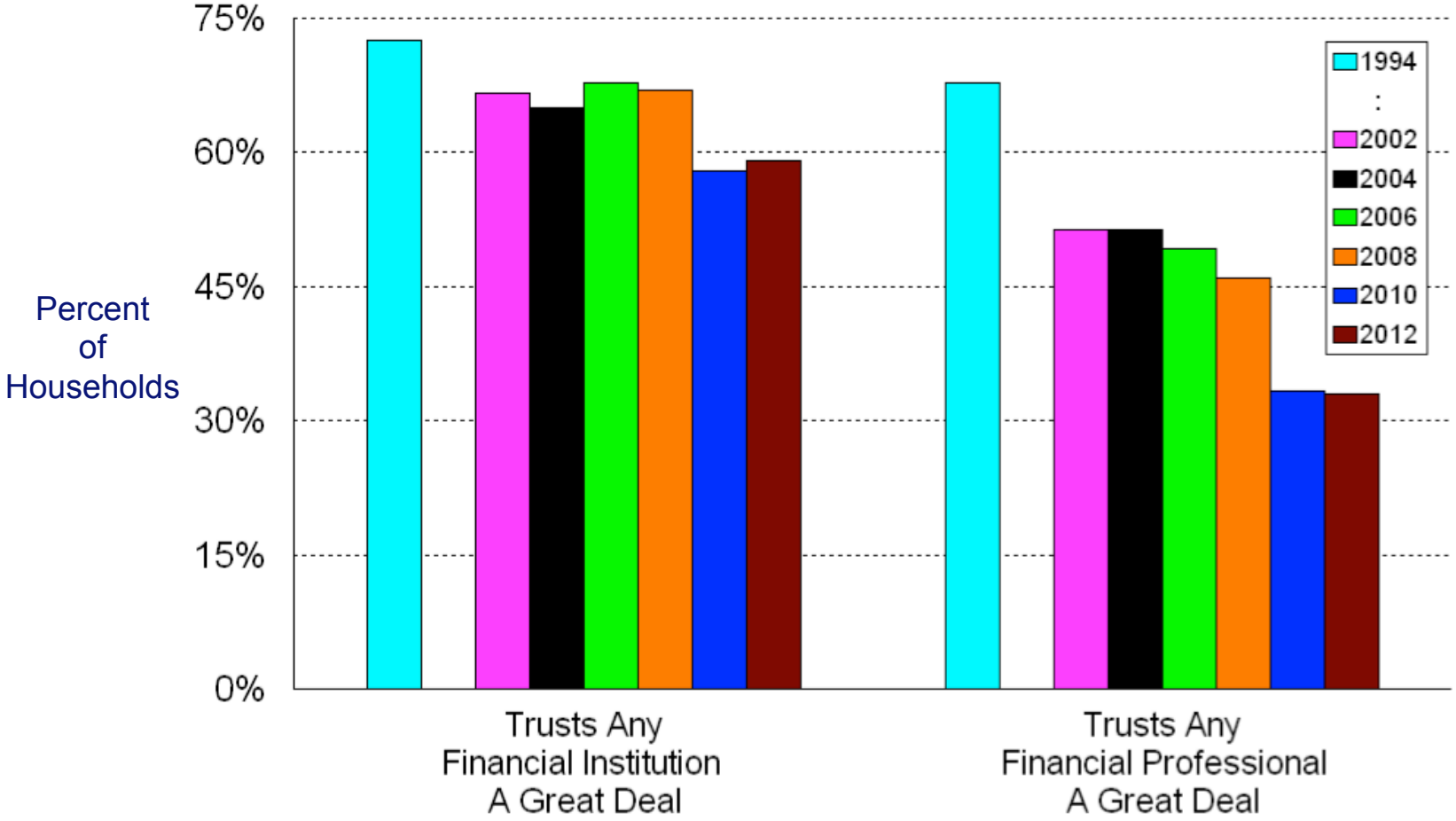
© 2013 by Strategic Business Insights. All rights reserved.

Summary: When will Investors Return?

- Retail investment ownership
- Consumer sentiment
- Trust in financial institutions
- Trading securities
- Attitudes about investing, risk, and advisors
- Establishing a new foundation
- Implications

© 2013 by Strategic Business Insights. All rights reserved.

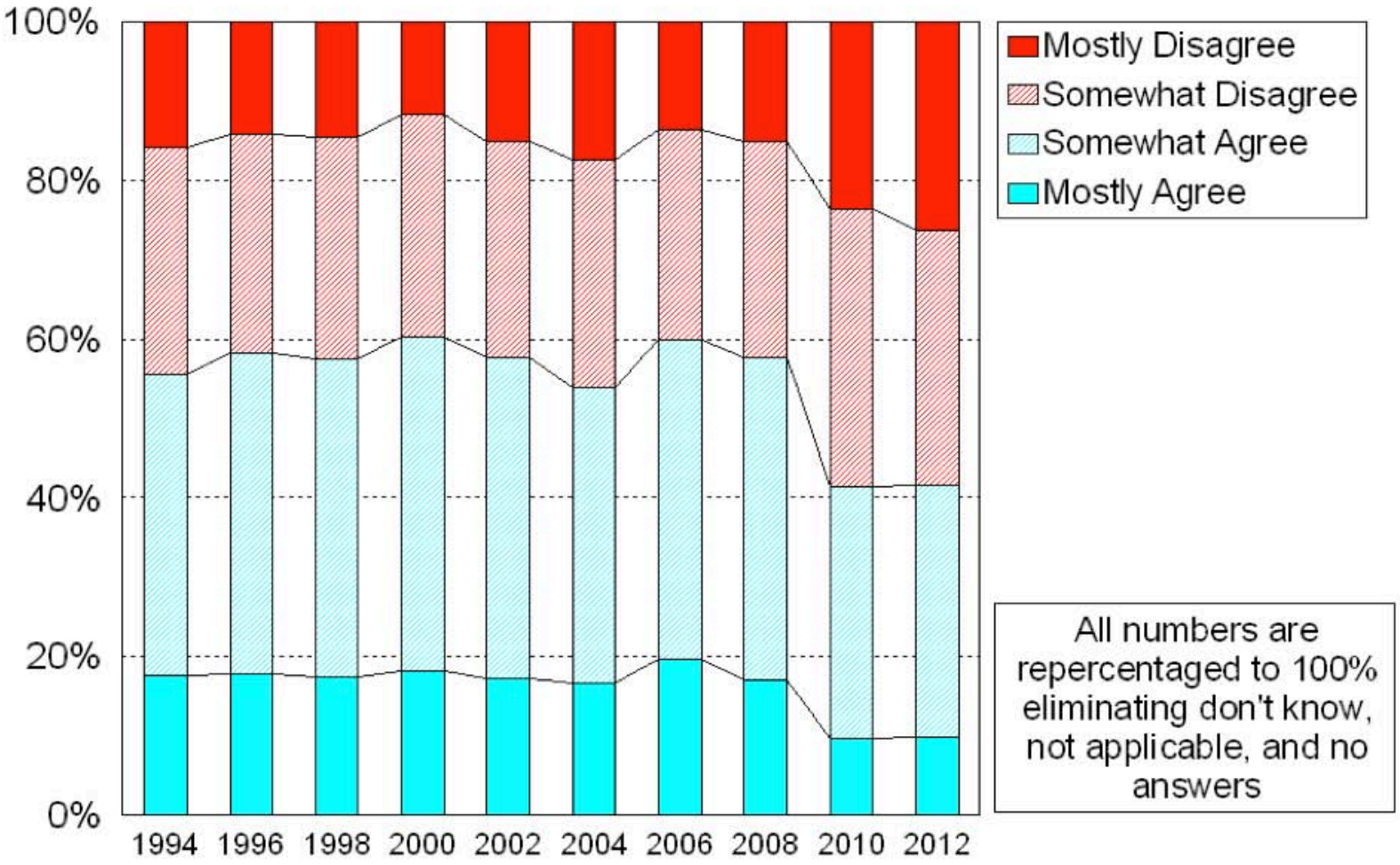
Trend: Trust of Financial Institutions and Professionals



Source: The MacroMonitor

© 2013 by Strategic Business Insights. All rights reserved.

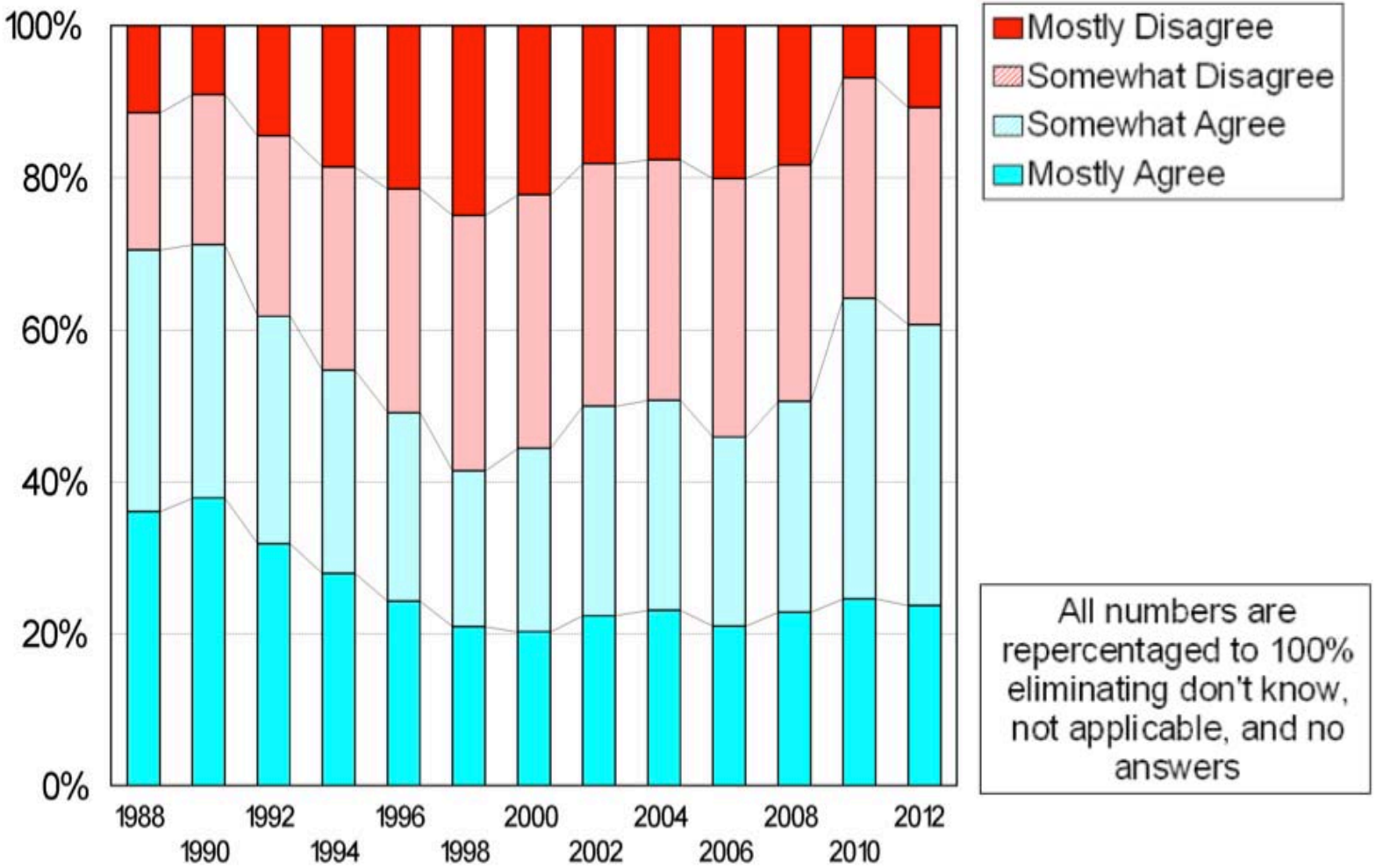
Trend: "I prefer to consult a specialist when making financial decisions."



Source: The MacroMonitor

© 2013 by Strategic Business Insights. All rights reserved.

Trend: "The stock market is too risky for me."



Source: The MacroMonitor

© 2013 by Strategic Business Insights. All rights reserved.

Schedule Your Presentation

Prior to scheduling a presentation, the following steps will be helpful:

1. Review the list of topics to determine which are of the greatest interest.
2. If a topic of critical importance to your organization is not on our list, please let us know. A presentation about your custom topic can be developed.
3. When selecting the number of topics to be presented, consider that each topic will take about one-half hour to cover.
4. If you would like a Q&A session to be included at the conclusion of the presentation, please allow an additional one-half hour.
5. To schedule a presentation, date, and time please contact us.

© 2013 by Strategic Business Insights. All rights reserved.

MacroMonitor Methodology

In anticipation of impending industry convergence, several major financial institutions approached SRI (Stanford Research Institute) in 1978 to create an independent measure of US economic households to augment their proprietary research; the result is the MacroMonitor. MacroMonitor is designed to cover all financial products, services, channels, institutions, attitudes, preferences, and goals.

- The MacroMonitor employs a probability-based online panel—GFK's KnowledgePanel®—to survey household decision makers. RDD and ABS are used to select panelists that include non-internet households, unlisted phone numbers, and cell-phone only households.
- The online survey is comparable to a 100+ page paper survey. Incentives are offered when participants are invited; multiple email reminders are sent.
- There is a 54% completion rate for both the general sample and affluent oversample.
- 4,261 respondents represent 130 million US economic households; 2,218 respondents are those with $100K in total annual household income or assets of $500K excluding the home.
- Results are weighted to age, income, education, sex, family composition, and primary-home value using the most recent US Census Population Study.
- All numeric measures, such as number of products, services, and account balances, are collected using continuous variables—not ranges. This collection practice enables more accurate means, medians, and calculated variables such as net worth, investable assets, and total debt.

© 2013 by Strategic Business Insights. All rights reserved.