

1\_2. To what extent do you agree or disagree with the following statements: - I feel knowledgeable about investing

	Total
<b>Base: All Respondents (unwtd)</b>	<b>1001</b>
<b>Base: All Respondents (wtd)</b>	<b>1001</b>
Top 2 Box (Net)	506
	51%
Strongly agree	113
	11%
Somewhat agree	393
	39%
Bottom 2 Box (Net)	495
	49%
Somewhat disagree	342
	34%
Strongly disagree	152
	15%
Sigma	1001
	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

1\_3. To what extent do you agree or disagree with the following statements: - I feel comfortable investing my own money

	Total
<b>Base: All Respondents (unwtd)</b>	<b>1001</b>
<b>Base: All Respondents (wtd)</b>	<b>1001</b>
Top 2 Box (Net)	565
	56%
Strongly agree	169
	17%
Somewhat agree	396
	40%
Bottom 2 Box (Net)	436
	44%
Somewhat disagree	305
	31%
Strongly disagree	131
	13%
Sigma	1001
	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

1\_4. To what extent do you agree or disagree with the following statements: - I'd like to learn more about investing

	Total
<b>Base: All Respondents (unwtd)</b>	<b>1001</b>
<b>Base: All Respondents (wtd)</b>	<b>1001</b>
Top 2 Box (Net)	731
	73%
Strongly agree	265
	26%
Somewhat agree	466
	47%
Bottom 2 Box (Net)	270
	27%
Somewhat disagree	205
	20%
Strongly disagree	65
	7%
Sigma	1001
	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

1\_5. To what extent do you agree or disagree with the following statements: - More info or advice around investment trends would

	Total
<b>Base: All Respondents (unwtd)</b>	<b>1001</b>
<b>Base: All Respondents (wtd)</b>	<b>1001</b>
Top 2 Box (Net)	794
	79%
Strongly agree	253
	25%
Somewhat agree	542
	54%
Bottom 2 Box (Net)	207
	21%
Somewhat disagree	167
	17%
Strongly disagree	40
	4%
Sigma	1001
	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

1\_6. To what extent do you agree or disagree with the following statements: - Knowing how to invest given my current goals is

	Total
<b>Base: All Respondents (unwtd)</b>	<b>1001</b>
<b>Base: All Respondents (wtd)</b>	<b>1001</b>
Top 2 Box (Net)	795
	79%
Strongly agree	279
	28%
Somewhat agree	516
	52%
Bottom 2 Box (Net)	206
	21%
Somewhat disagree	147
	15%
Strongly disagree	59
	6%
Sigma	1001
	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

6. How much money do you put into investments in a typical year?

	Total
<b>Base: All Respondents (unwtd)</b>	<b>1500</b>
<b>Base: All Respondents (wtd)</b>	<b>1500</b>
0-5000	444
	30%
5001-10000	151
	10%
10001-15000	38
	3%
15001-20000	39
	3%
20001-25000	15
	1%
25001-30000	10
	1%
30001-35000	10
	1%
35001-40000	5
	*
45001-50000	22
	1%
55001-60000	4
	*
60001-65000	1
	*
65001-70000	2
	*

70001-75000	1
	*
75001-80000	2
	*
95001-100000	12
	1%
None - I don't invest anything	746
	50%
Sigma	1500
	100%
Summary	
0\$	28
	2%
0\$ + I don't invest anything (Net)	774
	52%
Mean	10260.8
STD. DEV.	16764.18
STD. ERR.	578.76
Median	5000
Base: All Answering (Excluding 0)	726
Mean (Excluding 0)	10657
STD. DEV.	16961.05
STD. ERR.	594.85
Median	5000

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



11\_1. To what extent do you agree or disagree with the following statements: - I know what ETF stands for

	Total
<b>Base: All Answering (unwtd)</b>	<b>813</b>
<b>Base: All Answering (wtd)</b>	<b>726</b>
Top 2 Box (Net)	447
	62%
Strongly agree	183
	25%
Somewhat agree	264
	36%
Bottom 2 Box (Net)	279
	38%
Somewhat disagree	175
	24%
Strongly disagree	104
	14%
Sigma	726
	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

11\_3. To what extent do you agree or disagree with the following statements: - I know what dollar cost averaging is

	Total
<b>Base: All Answering (unwtd)</b>	<b>813</b>
<b>Base: All Answering (wtd)</b>	<b>726</b>
Top 2 Box (Net)	423
	58%
Strongly agree	163
	22%
Somewhat agree	261
	36%
Bottom 2 Box (Net)	303
	42%
Somewhat disagree	202
	28%
Strongly disagree	101
	14%
Sigma	726
	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

11\_6. To what extent do you agree or disagree with the following statements: - I feel knowledgeable about investing

	Total
<b>Base: All Answering (unwtd)</b>	<b>813</b>
<b>Base: All Answering (wtd)</b>	<b>726</b>
Top 2 Box (Net)	494
	68%
Strongly agree	112
	15%
Somewhat agree	382
	53%
Bottom 2 Box (Net)	232
	32%
Somewhat disagree	182
	25%
Strongly disagree	50
	7%
Sigma	726
	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

11\_7. To what extent do you agree or disagree with the following statements: - I feel comfortable investing my own money

	Total
<b>Base: All Answering (unwtd)</b>	<b>813</b>
<b>Base: All Answering (wtd)</b>	<b>726</b>
Top 2 Box (Net)	548
	75%
Strongly agree	197
	27%
Somewhat agree	351
	48%
Bottom 2 Box (Net)	179
	25%
Somewhat disagree	151
	21%
Strongly disagree	28
	4%
Sigma	726
	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

13. Why don't you feel comfortable investing your own money?

	Total
<b>Base: All Answering (unwtd)</b>	<b>206</b>
<b>Base: All Answering (wtd)</b>	<b>179</b>
Lack of knowledge	115
	65%
No access to research	5
	3%
No time to research	42
	24%
It's too complex	57
	32%
I'm afraid of losing money	101
	57%
I have not been successful managing my own investments in the past	22
	13%
Some other reason	8
	4%
Sigma	351
	197%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)