

Q4. What is the main objective of your online brokerage account(s)?

	TOTAL	GENDER		AGE				INVESTMENT STYLE			CHANGE IN INVESTMENT STYLE			AWARE OF PERFORMANCE	
		Male	Female	<35	35-54	55+	65+	Higher risk	Medium risk	Low risk	More risk	Less risk	Same risk	Very/somewhat	Not very/not at all
	x	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Valid respondents	631	435	196	176	230	225	125	224	332	75*	98*	230	303	604	27**
Short-term profit only	70 11.1%	45 10.3%	25 12.8%	26 14.8%	21 9.1%	23 10.2%	12 9.6%	36 16.1% H	24 7.2%	10 13.3%	21 21.4% KL	22 9.6%	27 8.9%	67 11.1%	3 11.1%
Short term goals (such as down payment for a car, vacation, house, etc.)	49 7.8%	35 8.0%	14 7.1%	27 15.3% DEF	20 8.7% EF	2 0.9%	2 1.6%	17 7.6%	28 8.4%	4 5.3%	12 12.2% L	23 10.0% L	14 4.6%	45 7.5%	4 14.8%
Long term goals (such as saving for retirement, saving for children's education, etc.)	177 28.1%	125 28.7%	52 26.5%	51 29.0%	83 36.1%	43 19.1%	23 18.4%	45 20.1%	108 32.5%	24 32.0%	23 23.5%	60 26.1%	94 31.0%	167 27.6%	10 37.0%
Both short term and long term goals	335 53.1%	230 52.9%	105 53.6%	72 40.9%	106 46.1%	157 69.8%	88 70.4%	126 56.3%	172 51.8%	37 49.3%	42 42.9%	125 54.3%	168 55.4%	325 53.8%	10 37.0%
						CD	CD						J		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I - J/K/L - M/N * small base; ** very small base (under 30) ineligible for sig testing

Q9. Are you on target to meet your goals?

	TOTAL	GENDER		AGE				INVESTMENT STYLE			CHANGE IN INVESTMENT STYLE			AWARE OF PERFORMANCE	
		Male	Female	<35	35-54	55+	65+	Higher risk	Medium risk	Low risk	More risk	Less risk	Same risk	Very/somew hat	Not very/not at all
	x	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Aware of performance	604	418	186	162	218	224	124	219	317	68*	97*	218	289	604	-**
Yes, definitely	128	89	39	46	37	45	25	64	54	10	36	39	53	128	0
	21.2%	21.3%	21.0%	28.4%	17.0%	20.1%	20.2%	29.2%	17.0%	14.7%	37.1%	17.9%	18.3%	21.2%	-
Yes, probably	294	201	93	81	104	109	62	92	168	34	40	114	140	294	0
	48.7%	48.1%	50.0%	50.0%	47.7%	48.7%	50.0%	42.0%	53.0%	50.0%	41.2%	52.3%	48.4%	48.7%	-
No, probably not	127	89	38	24	49	54	30	40	71	16	15	48	64	127	0
	21.0%	21.3%	20.4%	14.8%	22.5%	24.1%	24.2%	18.3%	22.4%	23.5%	15.5%	22.0%	22.1%	21.0%	-
No, definitely not	37	30	7	4	20	13	5	20	13	4	6	15	16	37	0
	6.1%	7.2%	3.8%	2.5%	9.2%	5.8%	4.0%	9.1%	4.1%	5.9%	6.2%	6.9%	5.5%	6.1%	-
I don't know if I am on target	18	9	9	7	8	3	2	3	11	4	0	2	16	18	0
	3.0%	2.2%	4.8%	4.3%	3.7%	1.3%	1.6%	1.4%	3.5%	5.9%	-	0.9%	5.5%	3.0%	-
Summary										G			JK		
Top 2 Box	422	290	132	127	141	154	87	156	222	44	76	153	193	422	0
	69.9%	69.4%	71.0%	78.4%	64.7%	68.8%	70.2%	71.2%	70.0%	64.7%	78.4%	70.2%	66.8%	69.9%	-
Bottom 2 Box	164	119	45	28	69	67	35	60	84	20	21	63	80	164	0
	27.2%	28.5%	24.2%	17.3%	31.7%	29.9%	28.2%	27.4%	26.5%	29.4%	21.6%	28.9%	27.7%	27.2%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I - J/K/L - M/N * small base; ** very small base (under 30) ineligible for sig testing

Q9. Are you on target to meet your goals? - Excluding 'I Don't Know'

	TOTAL	GENDER		AGE				INVESTMENT STYLE			CHANGE IN INVESTMENT STYLE			AWARE OF PERFORMANCE	
		Male	Female	<35	35-54	55+	65+	Higher risk	Medium risk	Low risk	More risk	Less risk	Same risk	Very/somew hat	Not very/not at all
	x	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Aware of performance - Excluding 'I Don't Know'	586	409	177	155	210	221	122	216	306	64*	97*	216	273	586	-**
Yes, definitely	128	89	39	46	37	45	25	64	54	10	36	39	53	128	0
	21.8%	21.8%	22.0%	29.7% DE	17.6%	20.4%	20.5%	29.6% HI	17.6%	15.6%	37.1% KL	18.1%	19.4%	21.8%	-
Yes, probably	294	201	93	81	104	109	62	92	168	34	40	114	140	294	0
	50.2%	49.1%	52.5%	52.3%	49.5%	49.3%	50.8%	42.6%	54.9% G	53.1%	41.2%	52.8%	51.3%	50.2%	-
No, probably not	127	89	38	24	49	54	30	40	71	16	15	48	64	127	0
	21.7%	21.8%	21.5%	15.5%	23.3%	24.4% C	24.6%	18.5%	23.2%	25.0%	15.5%	22.2%	23.4%	21.7%	-
No, definitely not	37	30	7	4	20	13	5	20	13	4	6	15	16	37	0
	6.3%	7.3%	4.0%	2.6%	9.5% C	5.9%	4.1%	9.3% H	4.2%	6.3%	6.2%	6.9%	5.9%	6.3%	-
Summary															
Top 2 Box	422	290	132	127	141	154	87	156	222	44	76	153	193	422	0
	72.0%	70.9%	74.6%	81.9% DEF	67.1%	69.7%	71.3%	72.2%	72.5%	68.8%	78.4%	70.8%	70.7%	72.0%	-
Bottom 2 Box	164	119	45	28	69	67	35	60	84	20	21	63	80	164	0
	28.0%	29.1%	25.4%	18.1%	32.9% C	30.3% C	28.7% C	27.8%	27.5%	31.3%	21.6%	29.2%	29.3%	28.0%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I - J/K/L - M/N * small base; ** very small base (under 30) ineligible for sig testing

Q10. How has the performance/rate of return of your online investment portfolio compared with your expectations?

	TOTAL	GENDER		AGE				INVESTMENT STYLE			CHANGE IN INVESTMENT STYLE			AWARE OF PERFORMANCE	
		Male	Female	<35	35-54	55+	65+	Higher risk	Medium risk	Low risk	More risk	Less risk	Same risk	Very/somew hat	Not very/not at all
	x	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Aware of performance and aware if on target	586	409	177	155	210	221	122	216	306	64*	97*	216	273	586	-**
Better than I expected	96	69	27	40	30	26	10	57	32	7	35	24	37	96	0
	16.4%	16.9%	15.3%	25.8% DEF	14.3%	11.8%	8.2%	26.4% HI	10.5%	10.9%	36.1% KL	11.1%	13.6%	16.4%	-
As well as I expected	349	231	118	91	119	139	85	103	202	44	46	132	171	349	0
	59.6%	56.5%	66.7%	58.7%	56.7%	62.9%	69.7%	47.7%	66.0%	68.8%	47.4%	61.1%	62.6%	59.6%	-
Worse than I expected	141	109	32	24	61	56	27	56	72	13	16	60	65	141	0
	24.1%	26.7%	18.1%	15.5%	29.0%	25.3%	22.1%	25.9%	23.5%	20.3%	16.5%	27.8%	23.8%	24.1%	-
		B			C	C						J			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I - J/K/L - M/N * small base; ** very small base (under 30) ineligible for sig testing

Q11. How diversified do you consider the asset mix in your online investment portfolio?

	TOTAL	GENDER		AGE				INVESTMENT STYLE			CHANGE IN INVESTMENT STYLE			AWARE OF PERFORMANCE	
		Male	Female	<35	35-54	55+	65+	Higher risk	Medium risk	Low risk	More risk	Less risk	Same risk	Very/somew hat	Not very/not at all
	x	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Valid respondents	631	435	196	176	230	225	125	224	332	75*	98*	230	303	604	27**
Well diversified	119	75	44	32	42	45	27	49	66	4	32	40	47	117	2
	18.9%	17.2%	22.4%	18.2%	18.3%	20.0%	21.6%	21.9%	19.9%	5.3%	32.7%	17.4%	15.5%	19.4%	7.4%
Somewhat diversified	335	228	107	97	118	120	72	I	I	33	KL	141	148	325	10
	53.1%	52.4%	54.6%	55.1%	51.3%	53.3%	57.6%	112	190	44.0%	46.9%	61.3%	48.8%	53.8%	37.0%
Not very diversified	126	92	34	33	47	46	21	I	62	21	13	37	76	116	10
	20.0%	21.1%	17.3%	18.8%	20.4%	20.4%	16.8%	19.2%	18.7%	28.0%	13.3%	16.1%	25.1%	19.2%	37.0%
Not at all diversified	43	36	7	13	18	12	4	17	13	13	5	9	29	42	1
	6.8%	8.3%	3.6%	7.4%	7.8%	5.3%	3.2%	7.6%	3.9%	17.3%	5.1%	3.9%	9.6%	7.0%	3.7%
I don't know	8	B	4	1	5	2	1	3	1	GH	2	3	K	4	4
	1.3%	0.9%	2.0%	0.6%	2.2%	0.9%	0.8%	1.3%	0.3%	5.3%	2.0%	1.3%	3	0.7%	14.8%
Summary										GH			JK		
Top 2 Box	454	303	151	129	160	165	99	161	256	37	78	181	195	442	12
	71.9%	69.7%	77.0%	73.3%	69.6%	73.3%	79.2%	71.9%	77.1%	49.3%	79.6%	78.7%	64.4%	73.2%	44.4%
Bottom 2 Box	169	128	41	46	65	58	25	I	I	34	L	L	105	158	11
	26.8%	29.4%	20.9%	26.1%	28.3%	25.8%	20.0%	60	75	45.3%	18.4%	20.0%	34.7%	26.2%	40.7%
		B								GH			JK		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I - J/K/L - M/N * small base; ** very small base (under 30) ineligible for sig testing

Q11. How diversified do you consider the asset mix in your online investment portfolio? - Excluding 'I Don't Know'

	TOTAL	GENDER		AGE				INVESTMENT STYLE			CHANGE IN INVESTMENT STYLE			AWARE OF PERFORMANCE	
		Male	Female	<35	35-54	55+	65+	Higher risk	Medium risk	Low risk	More risk	Less risk	Same risk	Very/somew hat	Not very/not at all
	x	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Valid respondents - Excluding 'I Don't Know'	623	431	192	175	225	223	124	221	331	71*	96*	227	300	600	23**
Well diversified	119	75	44	32	42	45	27	49	66	4	32	40	47	117	2
	19.1%	17.4%	22.9%	18.3%	18.7%	20.2%	21.8%	22.2%	19.9%	5.6%	33.3%	17.6%	15.7%	19.5%	8.7%
Somewhat diversified	335	228	107	97	118	120	72	112	190	33	46	141	148	325	10
	53.8%	52.9%	55.7%	55.4%	52.4%	53.8%	58.1%	50.7%	57.4%	46.5%	47.9%	62.1%	49.3%	54.2%	43.5%
Not very diversified	126	92	34	33	47	46	21	43	62	21	13	37	76	116	10
	20.2%	21.3%	17.7%	18.9%	20.9%	20.6%	16.9%	19.5%	18.7%	29.6%	13.5%	16.3%	25.3%	19.3%	43.5%
Not at all diversified	43	36	7	13	18	12	4	17	13	13	5	9	29	42	1
	6.9%	8.4%	3.6%	7.4%	8.0%	5.4%	3.2%	7.7%	3.9%	18.3%	5.2%	4.0%	9.7%	7.0%	4.3%
		B								GH			K		
Summary															
Top 2 Box	454	303	151	129	160	165	99	161	256	37	78	181	195	442	12
	72.9%	70.3%	78.6%	73.7%	71.1%	74.0%	79.8%	72.9%	77.3%	52.1%	81.3%	79.7%	65.0%	73.7%	52.2%
Bottom 2 Box	169	128	41	46	65	58	25	60	75	34	18	46	105	158	11
	27.1%	29.7%	21.4%	26.3%	28.9%	26.0%	20.2%	27.1%	22.7%	47.9%	18.8%	20.3%	35.0%	26.3%	47.8%
		B								GH			JK		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I - J/K/L - M/N * small base; ** very small base (under 30) ineligible for sig testing