WEALTH & AFFLUENT MONITOR

Q1 2017

PHOENIX

LEGACY

In 2003, we launched the Global Wealth Monitor: a new syndicated research tracking program among affluent and HNW investors.

Online Methodology

- Partnering with the best consumer panels

Continuous Tracking

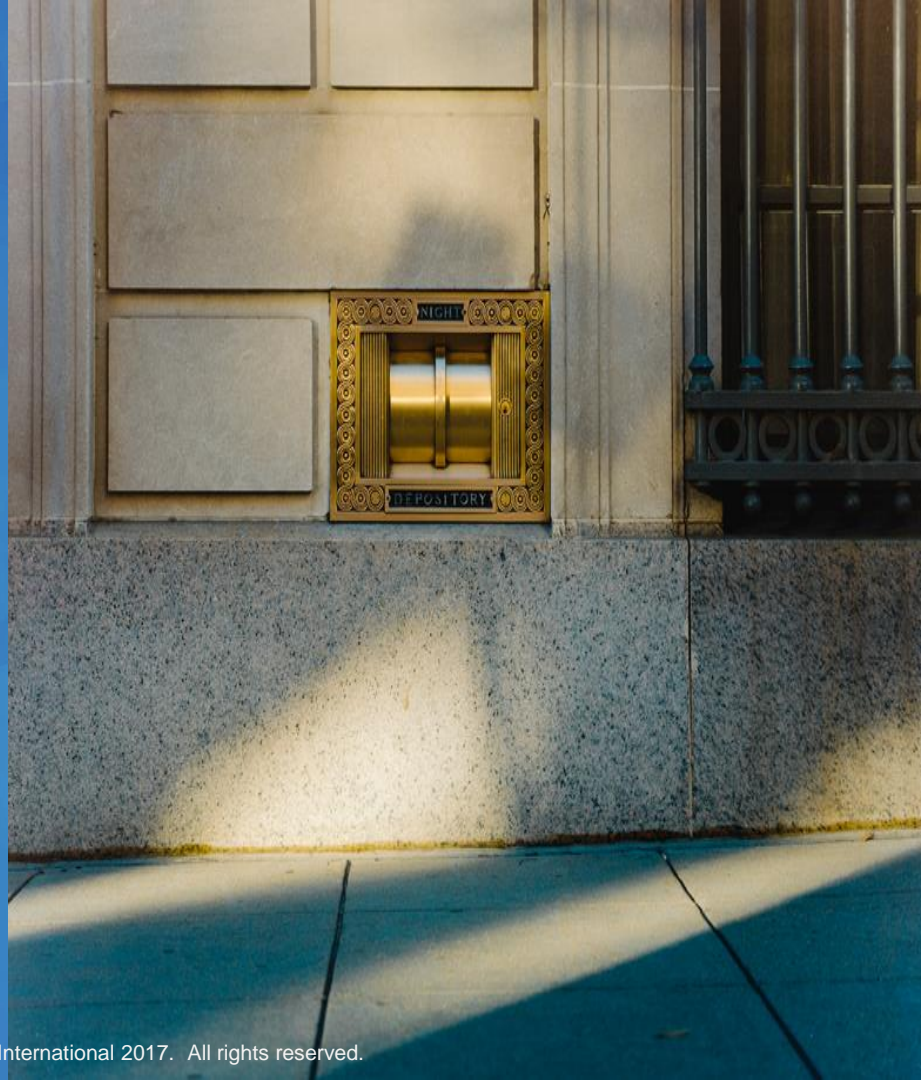- Investor attitudes, needs and behaviors

Representative

- Data are weighted to reflect actual distributions of affluent and HNW households nationally

Large Samples

- To facilitate robust segmentation

Sampling Using Investable Assets

- A better indicator of investment potential than net worth or income.

NEW PLATFORM

Starting in January 2017, GWM is now called the:

WEALTH & AFFLUENT | **MONITOR**

Continuous intelligence from retail investors.

U.S.

- Fields monthly
- 900 qualified interviews per month; nearly 11,000 yearly.

CANADA

- Fields semi-annually.
- About 1,500 qualified interviews per wave; 3,000 annually

RELEVANCE

Our goal is to provide you with relevant intelligence from affluent investors to support your business decision-making.

Strategic Relevance

The W&AM delivers trended intelligence and implications for your business via annual and quarterly reports. Your subscription also includes a fully customized report and onsite presentation.
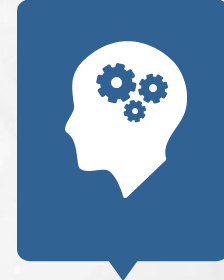
Tactical Relevance

Through your annual subscription, you can add proprietary questions to our tracking questionnaire that specifically address your current business issues.

INSIGHTS

Clients use our data and intelligence in numerous ways.

IDENTIFY WHERE SMART MONEY IS MOVING NEXT

Tracking financial product and asset class purchase / sell intentions

TARGET PRODUCTS WITH GREATER ACCURACY

Identify emerging or changing needs / owner profiles; new product awareness and usage

IMPROVE CLIENT RETENTION AND ACQUIRE NEW CLIENTS

Gap or attrition analyses of advisor / client relationships and loyalty indicators

STRENGTHEN MARKET POSITIONING & COMMUNICATIONS

Attitudinal profiles, affluent consumer hot-buttons

KNOW WHAT KEEPS CLIENTS AWAKE AT NIGHT

CONTENT

Affluent & HNW Client Engagement

Portfolios & Asset Allocations

- Primary provider and advisor institutions and channels
  - ◆ Brokerage
  - ◆ RIA
  - ◆ Online
  - ◆ Bank
  - ◆ Private Bank
  - ◆ Accountant
  - ◆ Insurance agent
  - ◆ Mutual Fund
  - ◆ Robo

- AUM with primary provider
- Switching intentions
- Reasons for selection
- Communication behaviors and preferences

- Strength of relationship
  - ➤ Overall satisfaction and reasons
  - ➤ NPS
  - ➤ Loyalty indicators
  - ➤ Depth of services used
  - ➤ Importance and ratings of 17 elements of advisor-client relationship
- Use of social media

- Use of advisors for life events

- Ownership, Balances, 6 month outlook: purchase, add to or divest
  - Investment products within 9 asset classes (60 in total)
  - Brokerage accounts
  - Online trading accounts
  - Life insurance and annuities
  - Credit and Debit Cards
  - Mortgages and Loans
- Asset allocations – 8 categories

- Insurable assets:
  - Collectibles
  - Primary residence
  - Other homes / Vacation homes
  - Undeveloped land
  - Commercial properties under their name
  - Other investment real estate

CONTENT (continued)

Credit & Debit Cards (Expanded)

- Ownership and usage of consumer credit cards – with issuer and card brand detail
- Metrics on transactions, spending, balances, credit line size, annual fees and APR
- Wallet profiles – primary wallet card and share of wallet measurements
- Reasons for selecting a card as the primary card
- Card-related behaviors in past year
- Attitudes towards cards and credit
- Rewards cards – broken out by type of rewards

- New vs. established card accounts
- Overall card satisfaction and satisfaction with rewards programs
- Net Promoter
- Future usage intent
- Credit risk segments: new to credit; rebuilding credit; good credit; excellent credit
- Card security
- Debit card ownership, spend
- Primary debit card; rewards
- Debit card usage

CONTENT (continued)

Technology & Social Media

- Online and mobile tools and applications used
- Use of social media

Retirement & Financial Events

- Status
- Planning
- Needs
- Time horizon
- Retirement income sources

Investing Sentiment & Attitudes

- Economy
- Investments
- Goals & Concerns
- Advice
- Current market events

Demographics

- Wealth
- Debt
- Income
- Age / Generation
- Business ownership
- Ethnicity
- Zip
- Education
- Sources of wealth

WEALTH & AFFLUENT MONITOR - U.S.

NEW RESEARCH DESIGN

Modular Approach & Expanded Topical Content

Our new modular questionnaire design will facilitate new content and enhance the respondent experience.

- **Monthly Module:** core demos, sentiment, brands used, Robo Advisors

- **Bi-Monthly Module:** advisors and providers

- **Quarterly Modules:** products and portfolios; cards; client topics

- **Semi-Annual Modules:** life events; insurance

NEW RESEARCH DESIGN

Web-Based Reporting & Client Collaboration

Using the Phoenix SIGMA Web interface, clients will be able to quickly receive the latest intelligence from W&AM, including analysis and perspective from our analysts and interactive dashboards.
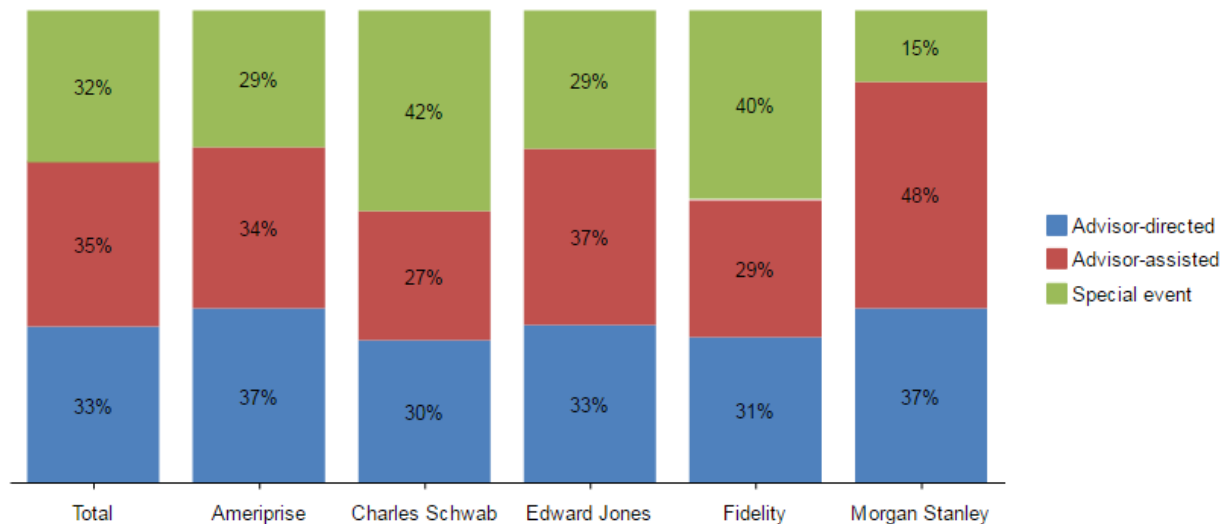
WEB-BASED REPORTING

We can also custom-design dashboards that, for example, show competitor-based charts or tables.

- Affluent Segments
  - ☐ **Select All**
  - ☐ Emerging Affluent
  - ☐ Mass Affluent
  - ☑ HNW
  - ☐ Uncategorized

Investment advice by Primary Advisor's Institutional Affiliation

Base: Total (n=719), Ameriprise (n=115), Charles Schwab (n=121), Edward Jones (n=109), Fidelity (n=206), Morgan Stanley (n=168)

Respondents Included = 36%, Filter Applied, (Affluent Segments = HNW)

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SAMPLES

Our core affluent segments cover the broad range of affluent investors.

Our large annual samples facilitate a broad range of segmentation.

High Net Worth
- Investable Assets: $1mm+
- 2017 sample: ~ 3,800

Mass Affluent
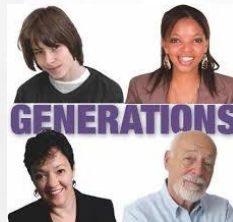- Investable Assets: $250k-$999k
- 2017 sample: ~ 5,200

Emerging Affluent
- Age: < 45
- HH Income: $125k+
- Investable Assets: < $250k
- 2017 sample: ~ 1,800

Affluent Boomers, GenX, Millennials

Affluent Business Owners

Affluent Women

Self-Directed Vs. Advised

DELIVERABLES

INTELLIGENCE

Monthly

- Investor sentiment & events

Bi-monthly

- Client proprietary questions
  - ~ 3 minutes in length

Quarterly

- Key trends and tracking updates

Annual

- Wealth Management Key Findings Report
- Wealth Management Charts & Tables
- Market Sizing
- Card Market Reports

SUPPORT

Ad-Hoc Analysis

- Up to 24 hrs/ yr

Collaboration

- Team discussions and 'what-if' scenario development

Proprietary Question Development

- Assistance in crafting your proprietary questions

Data

- Raw datafiles available

WEALTH & AFFLUENT MONITOR - CANADA

RESEARCH DESIGN

W&AM-Canada fields twice yearly. Clients have the opportunity to shape content for each wave.

Fall / Winter

Spring / Summer

- Fields late November

- Fields late May

SAMPLES

Our core affluent segments in Canada cover the full range of affluent investors.

We can also segment the affluent market in a variety of ways to meet your business needs.

High Net Worth
- Investable Assets: $1mm+
- 2017 sample: ~ 1,000

Upper Mass Affluent
- Investable Assets: $500k-$999k
- 2017 sample: ~ 850

Lower Mass Affluent
- Investable Assets: $100k-$499k
- 2017 sample: ~ 1,000

Affluent Boomers, GenX, Millennials

Affluent Women

Affluent Business Owners

Self-Directed Vs. Advised

DELIVERABLES.

Semi-Annual trended reports

Spring / Summer

- Reports in August

Fall / Winter

- Reports in March

Two volumes in each period

- Charts & Tables: Contains charts and tables for all survey questions with quarterly trends

- Key Findings Report – narrative summary of key trends in wealth management and implications.

Custom report

Fully customized report / presentation based on client needs; data drawn from W&AM databases.

Support services

Insert your own proprietary questions in each survey wave; Excel delivery.

Ad-hoc analyses- up to 20 hours per yhear

Raw datafiles available

CONTACT US.

David M. Thompson

Managing Director, Phoenix Affluent Market

203-273-1026

David.Thompson@Phoenixmi.com

Mark Sutin

Vice President Business Development

609-261-6332

Mark.Sutin@Phoenixmi.com