

Election 2018

First View Post-Election Research

November 9, 2018

Prepared for:



PEOPLE THAT MATTER MOST TO YOUR SUCCESS WE
WE HELP YOU **MOTIVATE AND PERSUADE** THE
THE HEARTS AND MINDS OF THE PEOPLE THAT
MATTER MOST TO YOUR SUCCESS WE HELP YOU
MOTIVATE AND PERSUADE THE HEARTS AND M
OF THE PEOPLE THAT MATTER MOST TO YOUR

Methodology



AUDIENCE

n=1,058 Voters 18+ years old
All voted in 2018 Midterm Election



MODE

Online survey



LENGTH

28 minutes



DATES

November 6, 2018
Study fielded from 2pm EST to 3am EST



GEOGRAPHY

Nationally representative sample

KEY FINDINGS

SS WE HELP YOU **MOTIVATE AND PERSUADE** T
THE HEARTS AND MINDS OF THE PEOPLE THAT
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Key findings

- Impressively, a majority of voters (71%) “report” being at least somewhat confident in their ability to financially navigate through economic ups and downs.
 - confidence increases along with level of HH assets
- Equally impressive, a majority of voting workers (58%) “report” confidence they will be able to retire on time and have enough assets to last comfortably through retirement (55%).
 - confidence increases along with level of HH assets AND younger workers

Key Findings (continued)

- The large majority (61%) believe it is harder to retire now than it was just 5 years ago.
- The political climate and our country's current state of affairs is having an impact on the majority of voters:
 - 28% are more proactive about setting/following a financial plan
 - 22% are too afraid to invest in the volatile stock market
 - 11% are starting to work with a financial advisor now
- When asked specifically, Americans who do not currently have a financial advisor (74% of Americans say they do not), nearly half (40%) say they are likely to do so in the future.

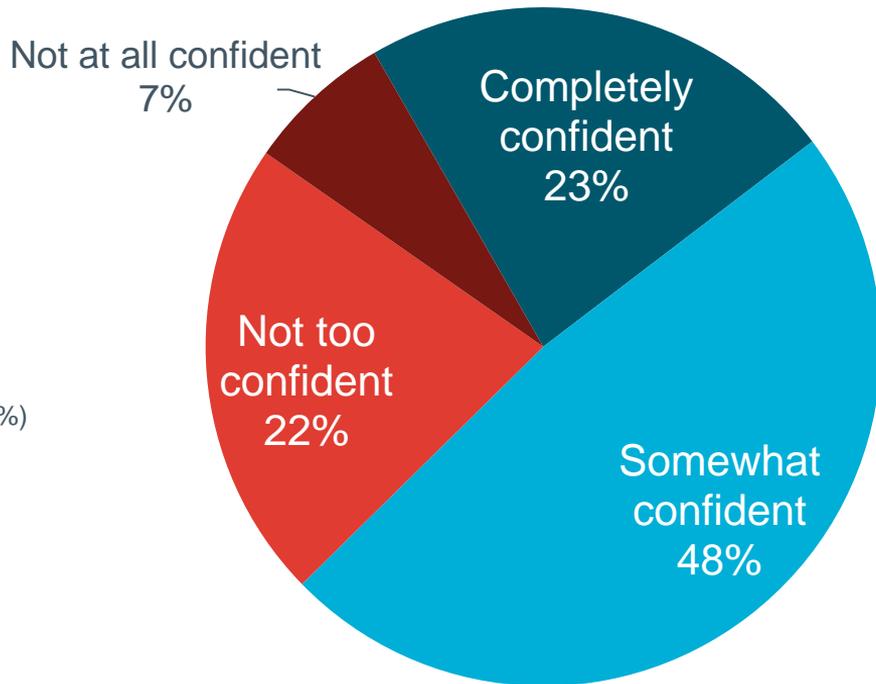
Key Findings (continued)

- When looking for financial advice, most (82%) are looking for help with their overall financial situation rather than a specialty area.
 - Key specialty areas among those looking for a specialist include:
 - 26% General investment advice/strategy
 - 10% General financial management and budgeting advice
 - 9% Getting ready for retirement
- More than half (59%) express interest in engaging with a financial planner to help them prepare for retirement.
- A super majority (78%) believe financial advisors “should be required to act as a fiduciary—in other words, in your best interest at all times when providing financial planning and advice”.



A majority of voters are at least somewhat confident in their ability to financially navigate through economic ups and downs.

Confidence in Ability to Manage Finances



29% Not Confident

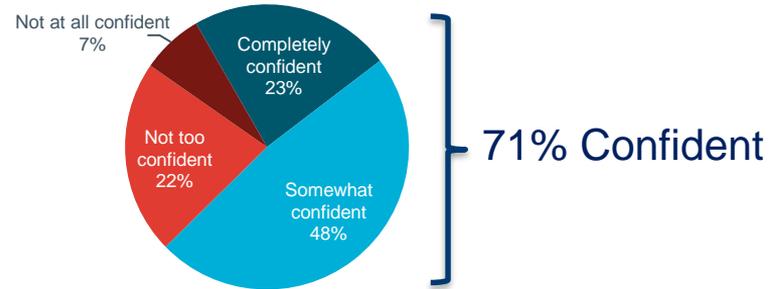
- Not employed (42%)
- West North Central (39%)
- HH income <\$49.9k (38%)
- Country off on wrong track (37%)
- Disapprove of Trump (36%)
- Silent gen (36%)
- Female (35%)
- Democrat (38%)
- 2016 Clinton voter (34%)

Confident 71%

- High trust in Washington (86%)
- HH income \$100k+ (84%)
- East South Central (80%)
- Country going in right direction (80%)
- Approve of Trump (79%)
- GOP (79%)
- Conservative (78%)
- 2016 Trump voter (78%)
- Male (77%)

Confidence in Ability to Manage Finances: Key Subgroup Differences

Confidence in Ability to Manage Finances



Confidence by...

Gender

Male	77%	←
Female	65%	

Generation

Gen Z*	68%	
Millennial	75%	←
Gen X	71%	
Baby Boomer	70%	
Silent Generation	64%	

*Caution: Small base

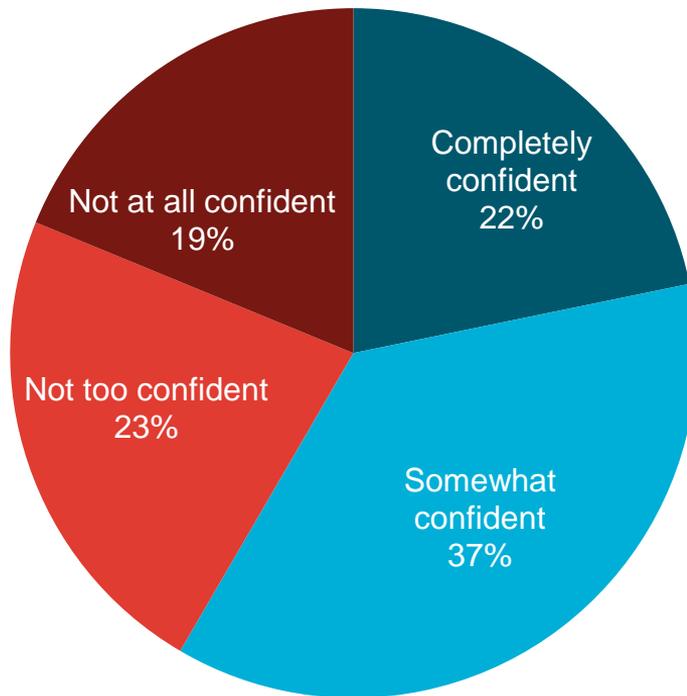
BASE: All Respondents (n=1,058); Male (n=480); Female (n=578)

Q5000. How confident are you in your ability to navigate your finances through the ups and downs of the economy (e.g., market volatility, rising interest rates, etc.)?



Among working voters, confidence in the ability to retire on time is split, though leans toward confident.

Confidence in Ability to Retire on Time



42% Not Confident

- Feel economic situation is worse than 5 years ago (78%)
- Not employed (73%)
- HH income <\$49.9k (56%)
- Country off on wrong track (56%)
- Low trust in Washington (54%)
- Disapprove of Trump (52%)
- Female (52%)
- Independent (52%)
- Some college (52%)
- Associate's degree (51%)
- Gen X (49%)
- Liberal (48%)
- Democrat (47%)

Confident 58%

- High trust in Washington (90%)
- Feel economic situation is better than 5 years ago (79%)
- Right direction (73%)
- Gen Z (72%)
- Approve of Trump (70%)
- Conservative (68%)
- GOP (68%)
- Male (68%)
- Married (67%)
- 2016 Trump voter (67%)
- Millennial (66%)
- College Grad+ (65%)
- HH income \$50k-\$99.9k (64%)

*Caution: Small base

BASE: Working (n=648)

Q5010. Everyone has different goals and plans for their retirement. Given your own personal expectations, how confident are you that you will be able to retire on time?

Confidence in Ability to Retire on Time: Key Subgroup Differences

Confidence in Ability to Retire on Time



Confidence by...

	Age	HH Income	HH Assets
18-24	62%	<\$49.9k	44%
25-34	64%	\$50-99.9k	64%
35-44	68%	\$100-299.9k	80%
45-54	43%	\$300-499.9k	79%**
55-64	54%	\$500k+	89%**
65+	56%		\$1m+

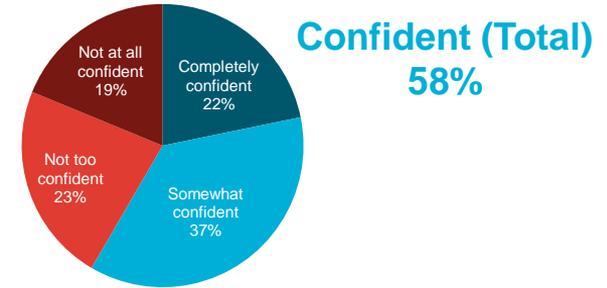
**Caution: Extremely small base

BASE: Working (n=648)

Q5010. Everyone has different goals and plans for their retirement. Given your own personal expectations, how confident are you that you will be able to retire on time?

Confidence in Ability to Retire on Time: Key Subgroup Differences

Confidence in Ability to Retire on Time



Confidence by...

Gender

Male	68%
Female	48%

Generation

Gen Z*	72%
Millennial	66%
Gen X	51%
Baby Boomer	54%
Silent Generation**	66%

*Caution: Small base; **Caution: Extremely small base

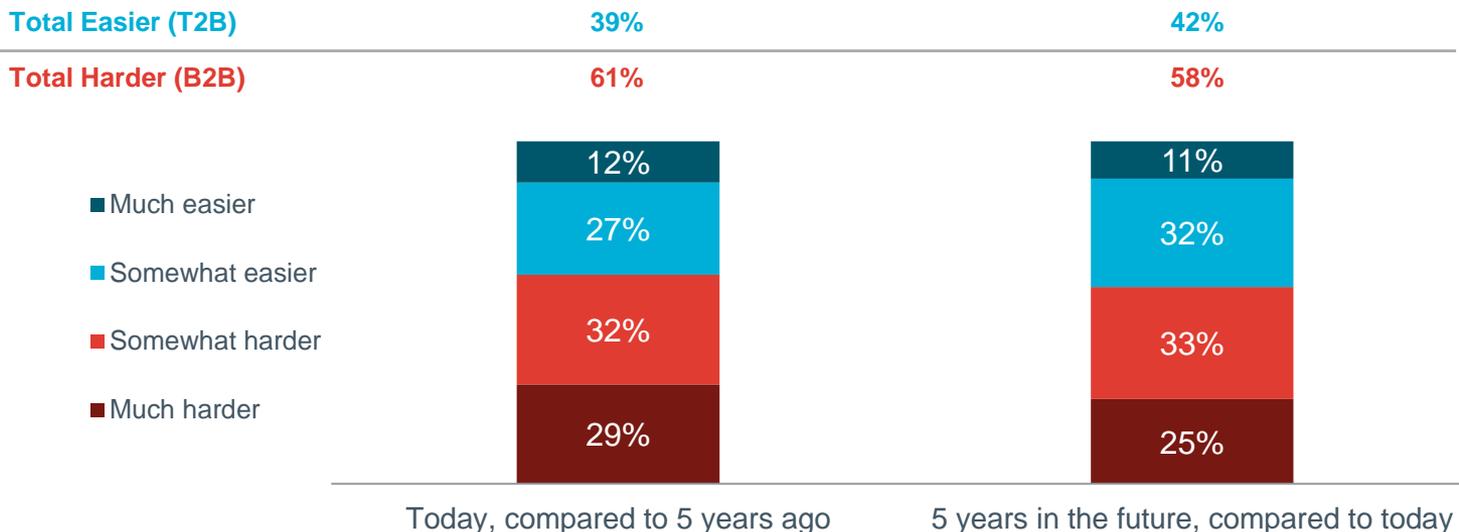
BASE: Working (n=648); Male (n=308); Female (n=340); Gen Z (n=32); Millennial (n=267); Gen X (n=196); Baby Boomer (n=147); Silent Generation (n=6)

Q5010. Everyone has different goals and plans for their retirement. Given your own personal expectations, how confident are you that you will be able to retire on time?



Many working voters find it more difficult to retire on time, as compared to five years ago, and they believe this difficulty will continue into the future.

Easier or Harder to Retire on Time



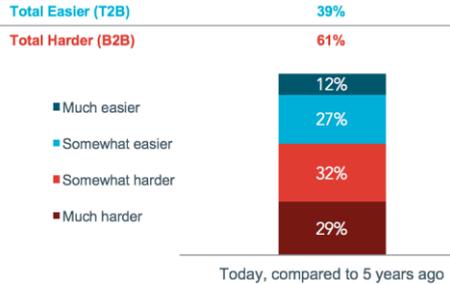
BASE: Working (n=648)

Q5015. Thinking back to how economic conditions were in our country 5 years ago, would you say that things today are making it easier or harder for you to be able to retire on time?

Q5020. Looking out into the future, do you think economic conditions 5 years from now will make it easier or harder for you to be able to retire on time?

Easier or Harder to Retire on Time (Today): Key Subgroup Differences

Easier or Harder to Retire on Time (Today)



Age	Total	18-24	25-34	35-44	45-54	55-64	65+
Total Easier (T2B)	39%	41%	40%	42%	31%	35%	58%
Total Harder (B2B)	61%	59%	60%	58%	69%	65%	42%

HH Income	Total	<\$49.9k	\$50-99.9k	\$100-299.9k	\$300-\$499.9k*	\$500k+*
Total Easier (T2B)	39%	28%	47%	49%	61%	64%
Total Harder (B2B)	61%	72%	53%	51%	39%	36%

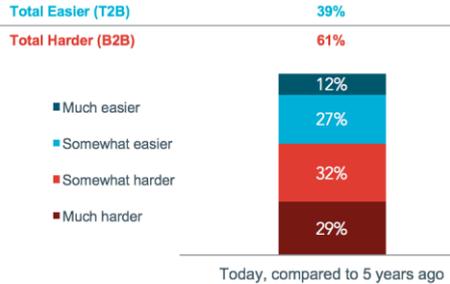
HH Assets	Total	<\$49.9k	\$50-99.9k	\$100-299.9k	\$300-\$499.9k	\$500-999.9k*	\$1m+*
Total Easier (T2B)	39%	25%	43%	53%	63%	57%	66%
Total Harder (B2B)	61%	75%	57%	47%	37%	43%	34%

*Caution: Extremely small base
BASE: Working (n=648)

Q5015. Thinking back to how economic conditions were in our country 5 years ago, would you say that things today are making it easier or harder for you to be able to retire on time?

Easier or Harder to Retire on Time (Today): Key Subgroup Differences

Easier or Harder to Retire on Time (Today)



Gender	Total	Male	Female
Total Easier (T2B)	39%	47%	31%
Total Harder (B2B)	61%	53%	69%

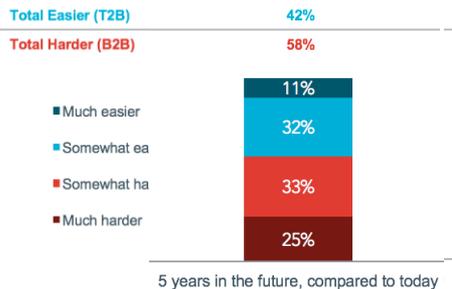
Generation	Total	Gen Z*	Millennial	Gen X	Baby Boomer	Silent Generation**
Total Easier (T2B)	39%	50%	42%	33%	41%	14%
Total Harder (B2B)	61%	50%	58%	67%	59%	86%

*Caution: Small base; **Caution: Extremely small base

BASE: Working (n=648); Male (n=308); Female (n=340); Gen Z (n=32); Millennial (n=267); Gen X (n=196); Baby Boomer (n=147); Silent Generation (n=6)

Q5015. Thinking back to how economic conditions were in our country 5 years ago, would you say that things today are making it easier or harder for you to be able to retire on time?

Easier or Harder to Retire on Time (Future): Key Subgroup Differences



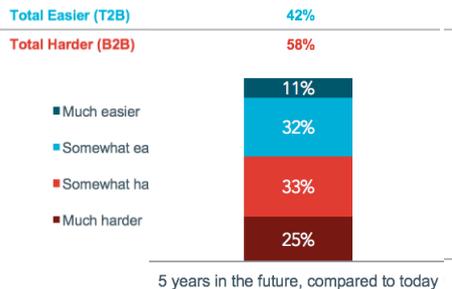
Easier or Harder to Retire on Time (Future)

Age	Total	18-24	25-34	35-44	45-54	55-64	65+
Total Easier (T2B)	42%	48%	44%	39%	40%	38%	52%
Total Harder (B2B)	58%	52%	56%	61%	60%	62%	48%
HH Income	Total	<\$49.9k	\$50-99.9k	\$100-299.9k	\$300-499.9k*	\$500k+*	
Total Easier (T2B)	42%	30%	51%	54%	28%	31%	
Total Harder (B2B)	58%	70%	49%	46%	72%	69%	
HH Assets	Total	<\$49.9k	\$50-99.9k	\$100-299.9k	\$300-499.9k	\$500-999.9k*	\$1m+*
Total Easier (T2B)	42%	32%	46%	56%	55%	54%	49%
Total Harder (B2B)	58%	68%	54%	44%	45%	46%	51%

*Caution: Extremely small base
BASE: Working (n=648)

Q5020. Looking out into the future, do you think economic conditions 5 years from now will make it easier or harder for you to be able to retire on time?

Easier or Harder to Retire on Time (Future): Key Subgroup Differences



Easier or Harder to Retire on Time (Future)

Gender	Total	Male	Female
Total Easier (T2B)	42%	52%	32%
Total Harder (B2B)	58%	48%	68%

Generation	Total	Gen Z*	Millennial	Gen X	Baby Boomer	Silent Generation**
Total Easier (T2B)	42%	53%	44%	38%	43%	35%
Total Harder (B2B)	58%	47%	56%	62%	57%	65%

*Caution: Small base; **Caution: Extremely small base

BASE: Working (n=648); Male (n=308); Female (n=340); Gen Z (n=32); Millennial (n=267); Gen X (n=196); Baby Boomer (n=147); Silent Generation (n=6)
 Q5020. Looking out into the future, do you think economic conditions 5 years from now will make it easier or harder for you to be able to retire on time?



Confidence in retirement savings protection is high, however confidence in solvency weakens.

Confidence in Retirement Savings

Total Confident (T2B)

62%

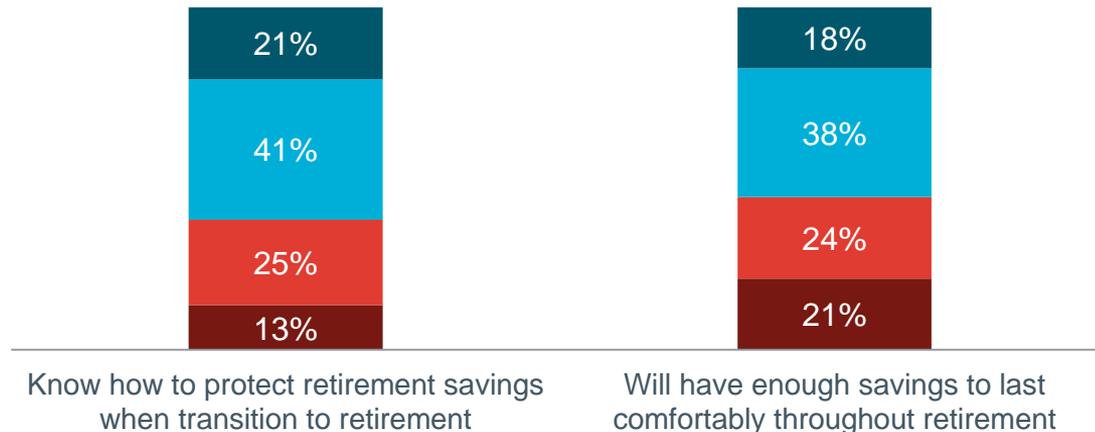
55%

Total Not Confident (B2B)

38%

45%

- Completely confident
- Somewhat confident
- Not too confident
- Not at all confident



BASE: Working (n=648)

Q5025. How confident are you that you know how to protect your accumulated retirement savings when you transition to retirement?

BASE: All Respondents (n=1,058)

Q5030. Overall, how confident are you that you will have enough income and assets to last comfortably throughout your retirement years?

Confidence in Retirement Savings (Protection): Key Subgroup Differences

Confidence in Retirement Savings: Protection

Age	Total	18-24	25-34	35-44	45-54	55-64	65+
Total Confident (T2B)	62%	71%	60%	68%	57%	55%	67%
Total Not Confident (B2B)	38%	29%	40%	32%	43%	45%	33%

HH Income	Total	<\$49.9k	\$50-99.9k	\$100-299.9k	\$300-\$499.9k*	\$500k+*
Total Confident (T2B)	62%	48%	71%	77%	79%	89%
Total Not Confident (B2B)	38%	52%	29%	23%	21%	11%

HH Assets	Total	<\$49.9k	\$50-99.9k	\$100-299.9k	\$300-\$499.9k	\$500-999.9k*	\$1m+*
Total Confident (T2B)	62%	42%	75%	81%	86%	94%	87%
Total Not Confident (B2B)	38%	58%	25%	19%	14%	6%	13%

*Caution: Extremely small base

BASE: Working (n=648)

Q5025. How confident are you that you know how to protect your accumulated retirement savings when you transition to retirement?



Confidence in Retirement Savings (Protection): Key Subgroup Differences

Confidence in Retirement Savings: Protection

Gender	Total	Male	Female
Total Confident (T2B)	62%	71%	52%
Total Not Confident (B2B)	38%	29%	48%

Generation	Total	Gen Z*	Millennial	Gen X	Baby Boomer	Silent Generation**
Total Confident (T2B)	62%	77%	65%	58%	60%	79%
Total Not Confident (B2B)	38%	23%	35%	42%	40%	21%

*Caution: Small base; **Caution: Extremely small base

BASE: Working (n=648); Male (n=308); Female (n=340); Gen Z (n=32); Millennial (n=267); Gen X (n=196); Baby Boomer (n=147); Silent Generation (n=6)
 Q5025. How confident are you that you know how to protect your accumulated retirement savings when you transition to retirement?

Confidence in Retirement Savings (Savings): Key Subgroup Differences

Confidence in Retirement Savings: Having Enough Savings

Age	Total	18-24	25-34	35-44	45-54	55-64	65+
Total Confident (T2B)	55%	57%	63%	60%	51%	46%	58%
Total Not Confident (B2B)	45%	43%	37%	40%	49%	54%	42%

HH Income	Total	<\$49.9k	\$50-99.9k	\$100-299.9k	\$300-\$499.9k*	\$500k+*
Total Confident (T2B)	55%	39%	68%	79%	79%	81%
Total Not Confident (B2B)	45%	61%	32%	21%	21%	19%

HH Assets	Total	<\$49.9k	\$50-99.9k	\$100-299.9k	\$300-\$499.9k	\$500-999.9k*	\$1m+*
Total Confident (T2B)	55%	35%	68%	76%	85%	91%	92%
Total Not Confident (B2B)	45%	65%	32%	24%	15%	9%	8%

*Caution: Extremely small base

BASE: Working (n=1058)

Q5030. Overall, how confident are you that you will have enough income and assets to last comfortably throughout your retirement years?

Confidence in Retirement Savings (Savings): Key Subgroup Differences

Confidence in Retirement Savings: Having Enough Savings

Gender	Total	Male	Female
Total Confident (T2B)	55%	65%	46%
Total Not Confident (B2B)	45%	35%	54%

Generation	Total	Gen Z*	Millennial	Gen X	Baby Boomer	Silent Generation
Total Confident (T2B)	55%	56%	64%	50%	52%	63%
Total Not Confident (B2B)	45%	44%	36%	50%	48%	37%

*Caution: Small base

BASE: Working (n=1058); Male (n=480); Female (n=578); Gen Z (n=33); Millennial (n=280); Gen X (n=231); Baby Boomer (n=435); Silent Generation (n=79)
Q5030. Overall, how confident are you that you will have enough income and assets to last comfortably throughout your retirement years?

Although many have not altered their financial habits in the current political climate, setting and following a financial plan is a key adjustment for those who have.

Ways Political Climate/Current State of Affairs has Influenced Personal Money Management



Ways Political Climate has Influenced Personal Money Management: Key Subgroup Differences

Ways Political Climate/Current State of Affairs has Influenced Personal Money Management

Gender	Total	Male	Female
I am much more proactive about setting and following a financial plan	28%	29%	28%
I am too afraid to invest my money in the stock market because it can turn at any time	22%	21%	23%
I have factored charitable giving into my budget to support causes I believe in	15%	17%	13%
I started working with a financial advisor this year	11%	13%	8%
I am making riskier investments since the stock market is booming	9%	14%	5%
Hasn't changed my financial habits at all	40%	38%	42%

Ways Political Climate has Influenced Personal Money Management: Key Subgroup Differences

Ways Political Climate/Current State of Affairs has Influenced Personal Money Management

Generation	Total	Gen Z*	Millennial	Gen X	Baby Boomer	Silent Generation
I am much more proactive about setting and following a financial plan	28%	37%	37%	32%	24%	18%
I am too afraid to invest my money in the stock market because it can turn at any time	22%	43%	24%	19%	22%	16%
I have factored charitable giving into my budget to support causes I believe in	15%	29%	19%	17%	12%	7%
I started working with a financial advisor this year	11%	32%	19%	12%	6%	3%
I am making riskier investments since the stock market is booming	9%	20%	18%	11%	5%	-
Hasn't changed my financial habits at all	40%	17%	24%	34%	49%	65%

*Caution: Small base

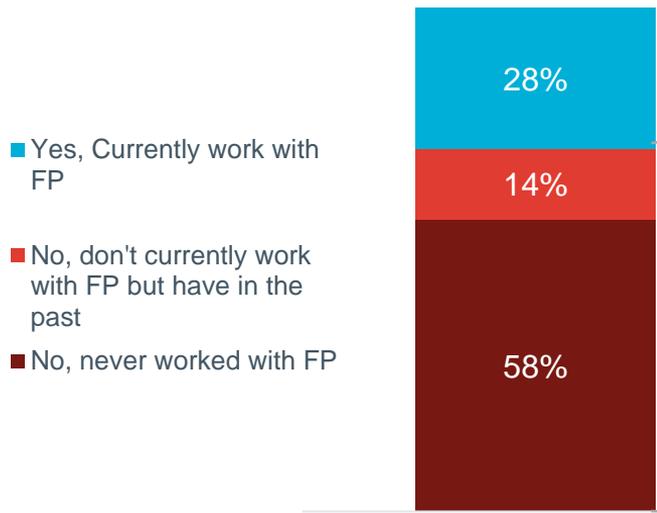
BASE: All Respondents (n=1,058); Gen Z (n=33); Millennial (n=280); Gen X (n=231); Baby Boomer (n=435); Silent Generation (n=79)

Q5035. How has today's political climate and our country's current state of affairs influenced the way you manage your money? Check all that apply.

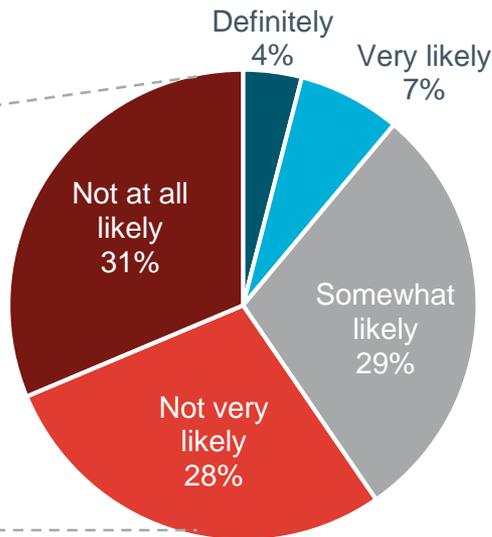


A majority of voters have not worked with a financial planner and generally do not plan to in future.

Currently Work with Financial Advisor



Likely to Work with Financial Advisor in Future



Total

BASE: All Respondents (n=1,058)

Q5040. Do you currently work with a financial advisor?

BASE: Do not work with FP (n=750)

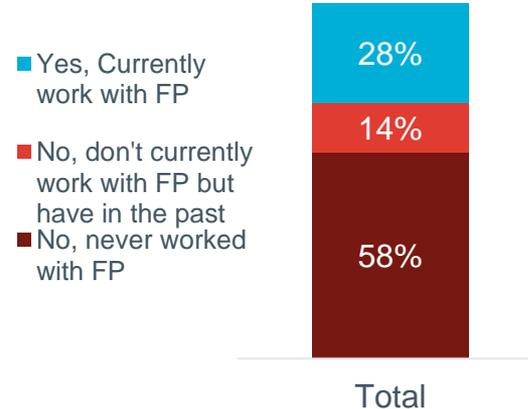
Q5045. Generally speaking, looking into the future, how likely is it that you will work with a financial advisor?

Currently Work with Financial Advisor: Key Subgroup Differences

Currently work with a financial advisor

Gender	Total	Male	Female
Yes, Currently work with FP	28%	32%	24%
No, don't currently work with FP but have in the past	14%	14%	14%
No, never worked with FP	58%	55%	61%

Currently Work with Financial Advisor



Gender	Total	Gen Z*	Millennial	Gen X	Baby Boomer	Silent Generation
Yes, Currently work with FP	28%	35%	31%	23%	28%	35%
No, don't currently work with FP but have in the past	14%	14%	20%	14%	12%	9%
No, never worked with FP	58%	51%	50%	63%	61%	56%

*Caution: Small base

BASE: All Respondents (n=1,058); Male (n=480); Female (n=578); Gen Z (n=33); Millennial (n=280); Gen X (n=231); Baby Boomer (n=435); Silent Generation (n=79) Q5040. Do you currently work with a financial advisor?

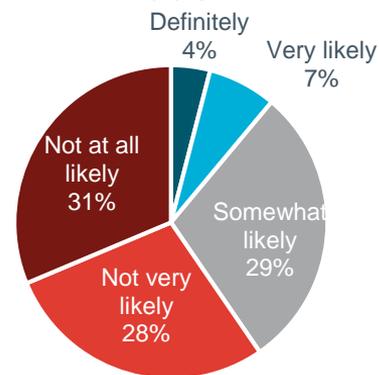


Likely to Work with Financial Advisor in Future: Key Subgroup Differences

Likely to Work with Financial Advisor in Future

Gender	Total	Male	Female
Definitely	4%	4%	4%
Very likely	7%	9%	6%
Somewhat likely	29%	27%	31%
Not very likely	28%	32%	25%
Not at all likely	31%	28%	33%

Likely to Work with Financial Advisor in Future



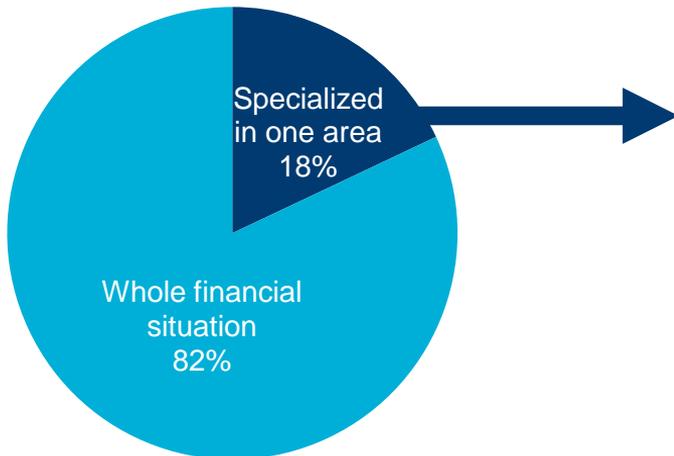
Generation	Total	Gen Z**	Millennial	Gen X	Baby Boomer	Silent Generation
Definitely	4%	6%	8%	6%	2%	-
Very likely	7%	19%	10%	10%	5%	-
Somewhat likely	29%	50%	45%	34%	20%	11%
Not very likely	28%	20%	22%	25%	33%	37%
Not at all likely	31%	5%	15%	25%	40%	53%

**Caution: Extremely small base

BASE: Do not work with FP (n=750); Male (n=321); Female (n=429); Gen Z (n=21); Millennial (n=194); Gen X (n=177); Boomer (n=308); Silent Generation (n=50) Q5045. Generally speaking, looking into the future, how likely is it that you will work with a financial advisor?

Many would look to a financial advisor for a comprehensive financial plan.

Prefer “whole financial situation”
vs. “specialize in one area”



Specialty Area Where Want
Financial Advice*

- 26% General investment advice/strategy
- 10% General financial management and budgeting advice
- 9% Getting ready for retirement
- 2% Save for major purchases
- 2% Tax strategies
- 2% Everything

All ages, income levels and asset brackets have a preference for a comprehensive financial plan

BASE: All Respondents (n=1,058)

Q5050. When you look for financial advice, would you want an advisor who has the ability to look at your whole financial situation or one who specializes in one area of your finances?

BASE: Want Specialist (n=187)

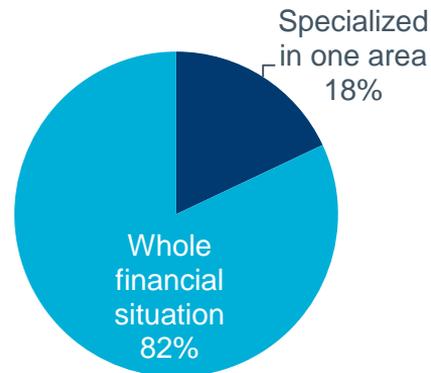
Q5055. In a short sentence, please describe the specialty area where you would want some financial advice.

*Note: Only mentions of 2% or greater shown

Preference for Financial Advice: Key Subgroup Differences

Prefer “whole financial situation”
vs. “specialize in one area”

Gender	Total	Male	Female
Whole financial situation	82%	82%	82%
Specialized in one area	18%	18%	18%



Generation	Total	Gen Z*	Millennial	Gen X	Baby Boomer	Silent Generation
Whole financial situation	82%	79%	75%	80%	87%	84%
Specialized in one area	18%	21%	25%	20%	13%	16%

*Caution: Small base

BASE: All Respondents (n=1,058); Male (n=480); Female (n=578); Gen Z (n=33); Millennial (n=280); Gen X (n=231); Baby Boomer (n=435); Silent Generation (n=79)

Q5050. When you look for financial advice, would you want an advisor who has the ability to look at your whole financial situation or one who specializes in one area of your finances?

Specialty Area for Financial Advice: Key Subgroup Differences

Specialty Area Where Want Financial Advice

Gender	Male	Female
	30% General investment advice / strategy	22% General investment advice / strategy
	11% General financial management and budgeting advice	10% Getting ready for retirement
	8% Getting ready for retirement	9% General financial management and budgeting advice
	2% Tax Strategies	4% Save for major purchases
	2% Everything	2% Tax Strategies
		2% Preserve income through retirement



Specialty Area for Financial Advice: Key Subgroup Differences

Specialty Area Where Want Financial Advice

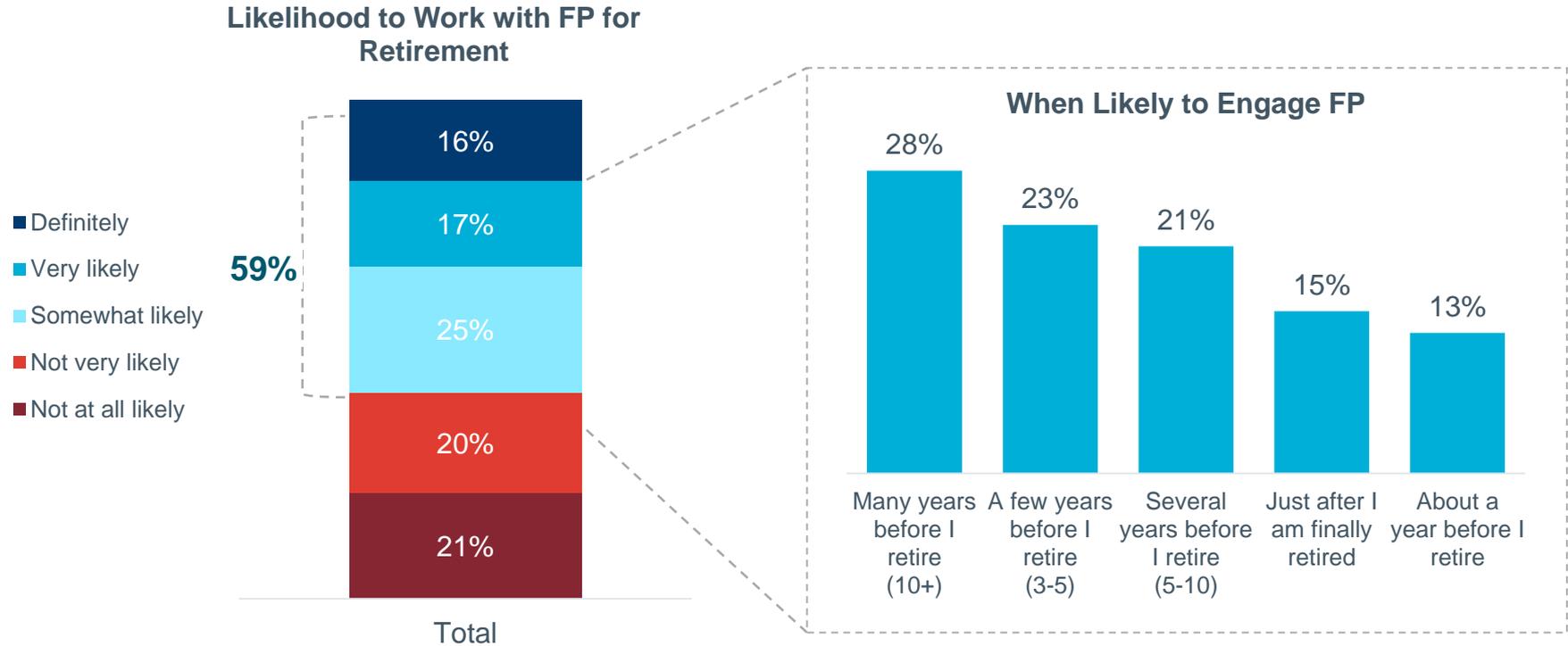
Generation	Gen Z**	Millennial	Gen X*	Baby Boomer	Silent Generation**
	25% General financial management and budgeting advice	21% General investment advice / strategy	20% General investment advice / strategy	35% General investment advice / strategy	34% General investment advice / strategy
	15% General investment advice / strategy	14% Getting ready for retirement	16% Getting ready for retirement	11% General financial management and budgeting advice	14% General financial management and budgeting advice
		13% General financial management budgeting advice	4% General financial management budgeting advice	4% Preserve income through retirement	
		3% Save for major purchases	2% Save for major purchases	2% Save for major purchases	
		3% Tax strategies	2% Tax strategies	2% Help with Health / Medicare decisions	
		3% Everything	2% Everything		

*Caution: Small base **Caution: Extremely small base Note: Only mentions of 2% or greater shown

BASE: Gen Z (n=7); Millennial (n=68); Gen X (n=46); Baby Boomer (n=53); Silent Generation (n=13)

Q5055. In a short sentence, please describe the specialty area where you would want some financial advice.

When it comes to retirement, nearly 3 in 5 voters are likely to work with a financial advisor, with early engagement being of most interest.



BASE: All Respondents (n=1,058)

Q5060. In thinking specifically about retirement, how likely is it that you will work with a financial advisor?

BASE: Likely to work with FP for retirement (n=633)

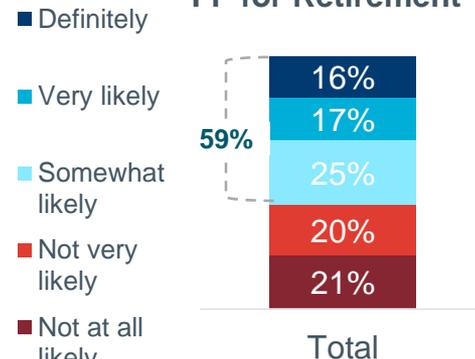
Q5065. Which of the following best describes when you would likely engage a financial advisor to help you with financial planning and retirement?

Likelihood to Work With FA: Key Subgroup Differences

Gender	Total	Male	Female
Total Likely	59%	60%	58%
Definitely	16%	16%	16%
Very likely	17%	20%	15%
Somewhat likely	25%	24%	27%
Not very likely	20%	22%	18%
Not at all likely	21%	19%	24%

Generation	Total	Gen Z*	Millennial	Gen X	Baby Boomer	Silent Generation
Total Likely	59%	91%	77%	66%	46%	39%
Definitely	16%	26%	19%	14%	15%	15%
Very likely	17%	19%	24%	21%	12%	14%
Somewhat likely	25%	46%	34%	31%	19%	10%
Not very likely	20%	9%	16%	18%	23%	23%
Not at all likely	21%	-	7%	16%	31%	37%

Likelihood to Work with FP for Retirement

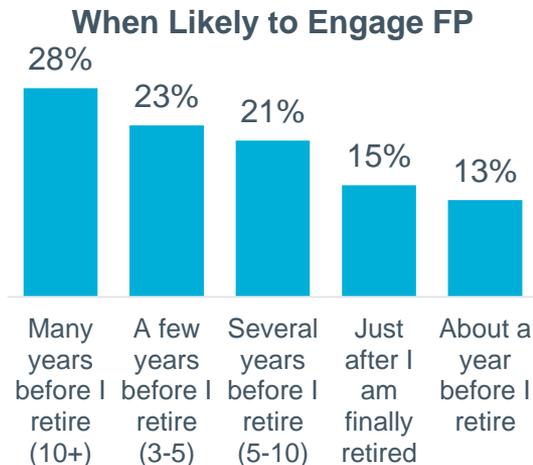


*Caution: Small base

BASE: All Respondents (n=1,058); Male (n=480); Female (n=578); Gen Z (n=33); Millennial (n=280); Gen X (n=231); Baby Boomer (n=435); Silent Generation (n=79) Q5060. In thinking specifically about retirement, how likely is it that you will work with a financial advisor?

Likelihood to Engage FP: Key Subgroup Differences

Gender	Total	Male	Female
Many years before I retire (10+)	28%	28%	28%
A few years before I retire (3-5)	23%	21%	25%
Several years before I retire (5-10)	21%	21%	21%
Just after I am finally retired	15%	16%	14%
About a year before I retire	13%	14%	13%



Generation	Total	Gen Z**	Millennial	Gen X	Baby Boomer	Silent Generation*
Many years before I retire (10+)	28%	24%	30%	31%	22%	37%
A few years before I retire (3-5)	23%	30%	26%	21%	23%	11%
Several years before I retire (5-10)	21%	29%	18%	32%	16%	16%
Just after I am finally retired	15%	3%	10%	10%	23%	20%
About a year before I retire	13%	14%	14%	7%	16%	17%

*Caution: Small base **Caution: Extremely small base

BASE: Likely to work with FP for retirement (n=633); Male (n=292); Female (n=341); Gen Z (n=30); Millennial (n=215); Gen X (n=150); Baby Boomer (n=205); Silent Generation (n=33) Q5065. Which of the following best describes when you would likely engage a financial advisor to help you with financial planning and retirement?

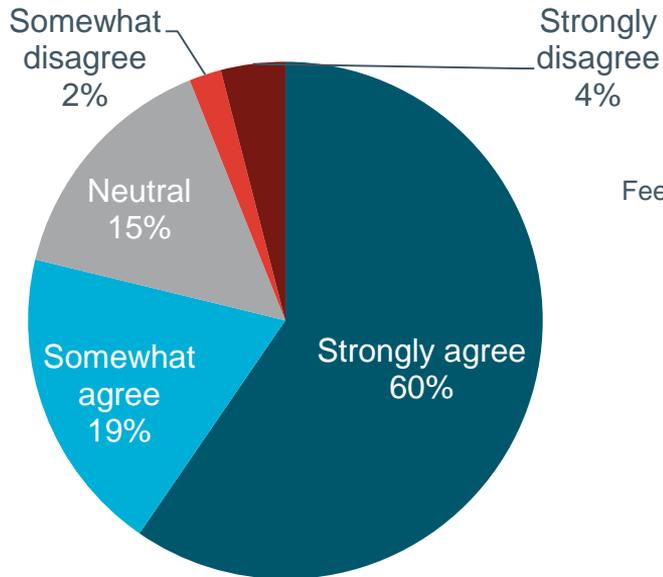


Nearly 4 in 5 voters agree that financial advisors should always work in their best interest.

Financial advisors should be required to act as a fiduciary—in other words, in your best interest at all times when providing financial planning and advice.

6% Total Disagree

- 18-24 (11%)
- 18-29 (11%)
- New England (11%)



Total Agree 78%

- High trust in Washington (88%)
- HH income \$100k+ (87%)
- Silent gen (85%)
- Boomer (84%)
- Feel economic situation is better than 5 years ago (84%)
- Retired (84%)
- HH income \$50k-\$99.9k (83%)
- College grad+ (83%)
- GOP (83%)
- Liberal (83%)

BASE: All Respondents (n=1,058)

Q5070. Do you agree or disagree with the following statement? Financial advisors should be required to act as a fiduciary—in other words, in your best interest at all times when providing financial planning and advice.

Agreement that FAs Should Act as Fiduciary: Key Subgroup Differences

Financial advisors should be required to act as a fiduciary—in other words, in your best interest at all times when providing financial planning and advice.

Agree (Total) 78%

Agreement by...

Age		HH Income		HH Assets	
18-24	57%	<\$49.9k	72%	<\$49.9k	74%
25-34	69%	\$50-99.9k	83%	\$50-99.9k	72%
35-44	79%	\$100-299.9k	87%	\$100-299.9k	87%
45-54	79%	\$300-499.9k	100%**	\$300-499.9k	87%
55-64	80%	\$500k+	89%**	\$500-999.9k	94%
65+	87%			\$1m+	93%**

BASE: All Respondents (n=1,058) **Caution: Extremely small base

Q5070. Do you agree or disagree with the following statement? Financial advisors should be required to act as a fiduciary—in other words, in your best interest at all times when providing financial planning and advice.

Agreement that FAs Should Act as Fiduciary: Key Subgroup Differences

Financial advisors should be required to act as a fiduciary—in other words, in your best interest at all times when providing financial planning and advice.

Agree (Total) 78%

Agreement by...

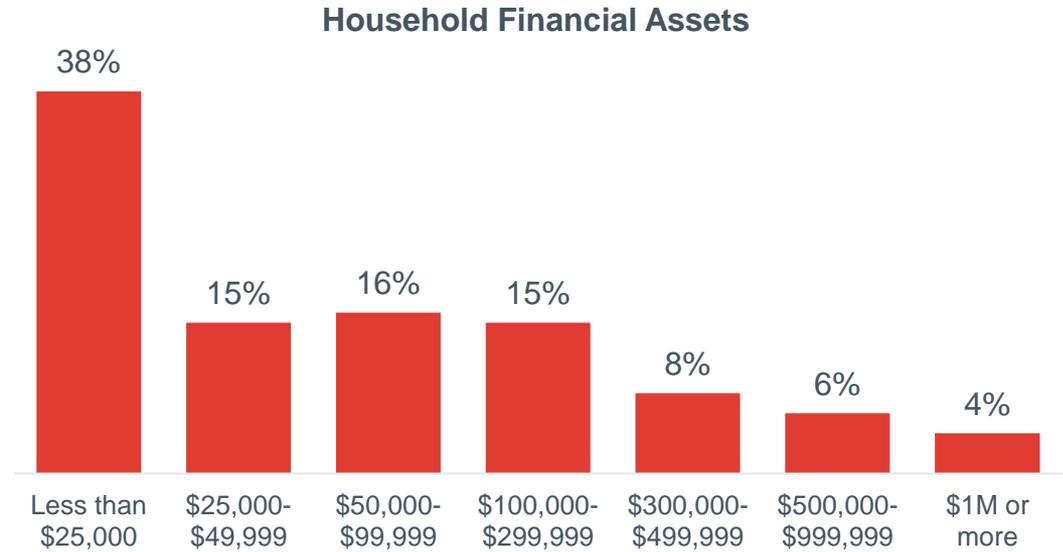
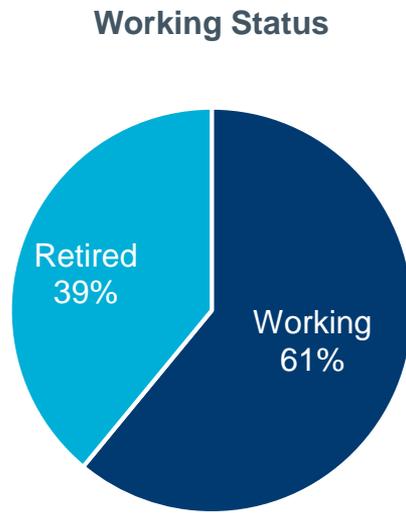
Gender		Generation	
Male	78%	Gen Z*	58%
Female	78%	Millennial	68%
		Gen X	79% ←
		Baby Boomer	84% ←
		Silent Generation	85%

*Caution: Small base

BASE: All Respondents (n=1,058); Male (n=480); Female (n=578); Gen Z (n=33); Millennial (n=280); Gen X (n=231); Baby Boomer (n=435); Silent Generation (n=79)

Q5070. Do you agree or disagree with the following statement? Financial advisors should be required to act as a fiduciary—in other words, in your best interest at all times when providing financial planning and advice.

A large portion of voters are working and have lower asset levels.



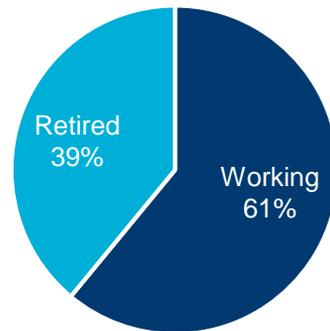
BASE: All Respondents (n=1,058)

Q5005. Are you working or are you retired?

Q5075. What is the value of your household's total financial assets NOT including your primary residence, real estate, car, boat, other physical assets and business holdings? Please include any cash you have in checking or savings accounts, stocks, bonds, mutual funds, variable annuities, and any money you have in IRAs or 401k, 403b with your current or former employers.

Employment Status: Key Subgroup Differences

Working Status



Gender	Total	Male	Female
Working	61%	64%	58%
Retired	39%	36%	42%

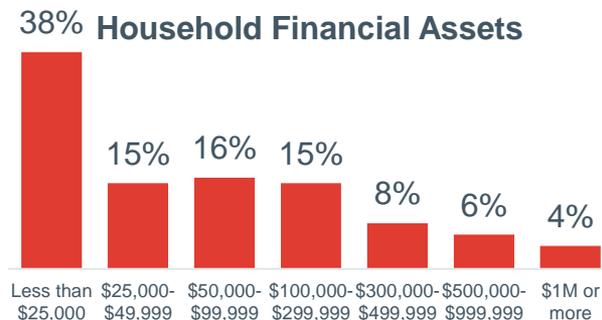
Generation	Total	Gen Z*	Millennial	Gen X	Baby Boomer	Silent Generation
Working	61%	95%	96%	85%	36%	8%
Retired	39%	5%	4%	15%	64%	92%

*Caution: Small base

BASE: All Respondents (n=1,058); Male (n=480); Female (n=578); Gen Z (n=33); Millennial (n=280); Gen X (n=231); Baby Boomer (n=435); Silent Generation (n=79)
Q5005. Are you working or are you retired?

Asset Level: Key Subgroup Differences

Gender	Total	Male	Female
Less than \$25,000	38%	31%	44%
\$25,000-\$49,999	15%	14%	15%
\$50,000-\$99,999	16%	18%	14%
\$100,000-\$299,999	15%	17%	13%
\$300,000-\$499,999	8%	8%	8%
\$500,000-\$999,999	6%	8%	4%
\$1M or more	4%	5%	3%



Generation	Total	Gen Z*	Millennial	Gen X	Baby Boomer	Silent Generation
Less than \$25,000	38%	42%	31%	34%	43%	35%
\$25,000-\$49,999	15%	13%	20%	17%	11%	13%
\$50,000-\$99,999	16%	12%	24%	19%	10%	15%
\$100,000-\$299,999	15%	16%	15%	15%	14%	16%
\$300,000-\$499,999	8%	14%	5%	7%	10%	6%
\$500,000-\$999,999	6%	3%	3%	4%	8%	8%
\$1M or more	4%	-	1%	4%	4%	9%

*Caution: Small base

BASE: All Respondents (n=1,058); Male (n=480); Female (n=578); Gen Z (n=33); Millennial (n=280); Gen X (n=231); Baby Boomer (n=435); Silent Generation (n=79)

Q5075. What is the value of your household's total financial assets NOT including your primary residence, real estate, car, boat, other physical assets and business holdings? Please include any cash you have in checking or savings accounts, stocks, bonds, mutual funds, variable annuities, and any money you have in IRAs or 401k, 403b with your current or former employers.

DEMOGRAPHIC DATA

SS WE HELP YOU **MOTIVATE AND PERSUADE** T
THE HEARTS AND MINDS OF THE PEOPLE THAT
MATTER MOST TO YOUR SUCCESS WE HELP YO

Demographic Data

		TOTAL
Gender	Male	48%
	Female	52%
Age	18-34	22%
	35-54	28%
	55+	50%
Region	New England	6%
	Mid Atlantic	12%
	East North Central	16%
	West North Central	7%
	South Atlantic	19%
	East South Central	6%
	West South Central	10%
	Pacific	17%
Ethnicity	White	73%
	Hispanic	9%
	Black	12%
	Asian	3%
	Hawaiian/Pacific Islander	1%
	Native American/ Alaskan native	<1%
	Multi-race	1%
	Other	1%
	Decline	1%

		TOTAL
Education	HS or less	22%
	Associate's/Vocational/Tech	15%
	Some College	23%
	Bachelor's Degree	26%
	Post-Graduate Degree	15%
	Decline	<1%
Employment	Full-time	35%
	Part-time	10%
	Self-employed	6%
	Not employed, looking	5%
	Not employed, not looking	1%
	Not employed, unable	5%
	Retired	29%
	Student	2%
	Stay home spouse/partner	5%
	Not sure	<1%
Decline	1%	
Household Income	<\$35,000	34%
	\$35,000-\$50,000	16%
	\$50,000-\$75,000	21%
	\$75,000-\$99,999	12%
	\$100,000-\$150,000	9%
	\$150,000-\$200,000	3%
\$200,000+	3%	
Decline	2%	

		TOTAL
Marital	Married/Civil Union	45%
	Single	28%
	Divorced	12%
	Separated	1%
	Widowed	6%
	Decline	<1%
Child Status	Children living at home	33%
	Have children, none living at home	29%
	Do not have any children	37%
	Decline	1%
Primary Residence	Urban	32%
	Suburban	44%
	Rural	24%
Phone Status	Cell phone only, no landline	48%
	Cell phone & landline	49%
	Landline only, no cell phone	4%
Union Member In HH	Yes	11%
	No	89%

Demographic Data

Political Party	TOTAL
TOTAL GOP	43%
Strong GOP	23%
Not-so-strong GOP	10%
Lean GOP	10%
INDEPENDENT	7%
TOTAL DEM	44%
Strong DEM	26%
Not-so-strong DEM	11%
Lean DEM	7%
Some other party	2%
Not Sure	2%
Decline	2%

Political Ideology	TOTAL
TOTAL CONS	47%
Very CONS	19%
Somewhat CONS	14%
Lean CONS	13%
MODERATE	11%
TOTAL LIB	37%
Very LIB	15%
Somewhat LIB	12%
Lean LIB	10%
Not sure	3%
Decline	2%

2016 Vote	TOTAL
I voted for GOP candidates Trump & Pence	44%
I voted for DEM candidates Clinton & Kaine	42%
I voted for someone else	8%
I did not vote in that election	5%

Demographic Data

		TOTAL
Church Member	Yes	46%
	No	54%
Church Attendance	At least 1X per week	19%
	Almost every week	10%
	2-3X per month	9%
	1X per month	7%
	Seldom	27%
	Never	28%
Religious Affiliation	Protestant	28%
	Evangelical	4%
	Mainline	1%
	Catholic	24%
	Mormon	2%
	Jehovah's Witness	<1%
	Orthodox	1%
	Other Christian	12%
	Jewish	2%
	Muslim	1%
	Buddhist	1%
	Hindu	<1%
	Atheist	4%
	Agnostic	9%
Other	9%	