

Personal Financial Planning Client Needs Survey Results
 Survey conducted from December 5-23, 2007

Question 1) On average, what are your clients top three personal finance concerns?

Retirement -	91%
Healthcare -	59%
Education -	47%
Aged Parents -	30%
Emergency Savings -	12%
Affording a Home -	11%
Estate Planning -	9%
Energy Costs -	8%
Credit Card Debt -	8%
Investments -	7%
Taxes -	3%
Other -	3%
Marriage -	2%
Having Children -	1%

2) Has the sub-prime mortgage issue affected your clients?

Yes -	27%
No-	64%
Don't Know -	9%

3) If "yes" to question 2: How has the sub-prime mortgage issue affected your clients?

Rethinking Buying a Home -	55%
Difficulty Obtaining Credit -	35%
Investments -	29%
Facing Foreclosure -	20%
Lost Jobs/Business Slowdown -	10%
Other -	3%
Little or no Impact -	2%

4) What is your personal view of the effects of the sub-prime mortgage issue?

Worst Coming -	48%
Worst Over -	30%
Other -	13%
No Opinion -	10%

5) Are your clients carrying more credit card debt than they did five years ago?

No -	50%
Yes -	30%
Unknown -	21%

6) If “yes” to question 5: What are the primary reasons your clients are carrying more credit card debt than they did five years ago? (Check all that apply)

Excessive Discretionary Spending -	81%
Basic Living Expenses -	40%
Healthcare Emergency -	14%
Job Loss -	12%
Other -	7%

7) If “yes” to question 5: On average, how much more debt are they carrying?

\$10,000 or more -	35%
\$5,000 – to under \$10,000 -	28%
\$2,500 – to under \$5,000 -	19%
Under \$2,500 -	2%
Unknown -	17%

8) How are your clients with children in college paying the cost of education? (check all that apply)

Clients Paying Directly -	83%
Children Applying for Financial Aid -	64%
Client’s Tapping Their Investments -	64%
Children Obtaining Financial Aid -	56%
Client’s Obtaining Private Loans -	47%
Children Working During College -	45%
Children Contributing to Cost -	41%
Other -	6%
No Clients Have Children -	3%

9) What will be the average post-graduation debt burden for those children who have taken out student loans to pay for their education?

\$100,000 or more -	5%
\$50,000 –to under \$100,000 -	19%
\$20,000 –to under \$50,000 -	37%
\$10,000 –to under \$20,000 -	12%
Under \$10,000 -	6%
Unknown -	21%

10) Are your younger clients (age 25 to 34) postponing any of the following activities because of financial considerations? (check all that apply)

Home Purchase -	35%
Not Postponing Anything -	28%
Retirement -	24%
Having Children -	24%
No Clients in this Age Group -	17%
Marriage -	11%
Higher Education -	5%
Medical Procedure -	3%
Other -	2%

11) On average are your clients who are approaching retirement age:

On-track -	61%
Postponing for Financial Reasons-	32%
Other -	7%

12) What is your personal outlook for the US economy over the next 12 months?

Very Optimistic -	1%
Optimistic -	30%
Neutral -	37%
Pessimistic -	29%
Very Pessimistic -	3%

13) Do you believe we are headed for a recession?

No -	52%
Yes -	37%
Unknown -	11%

14) What is the average amount of assets you currently have under management?

\$10 Million or more -	44%
\$5 Million – to under \$10 million –	10%
\$1 Million – to under \$5 Million–	21%
\$500,000 – to under \$1 Million–	8%
Under \$500,000 –	17%