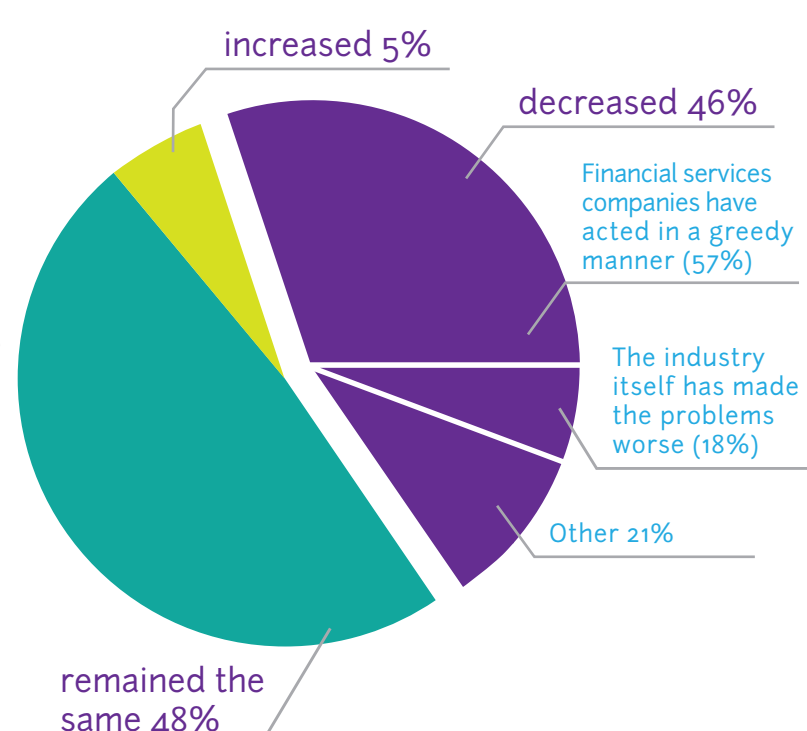


# TRUST IN U.S. FINANCIAL SERVICES

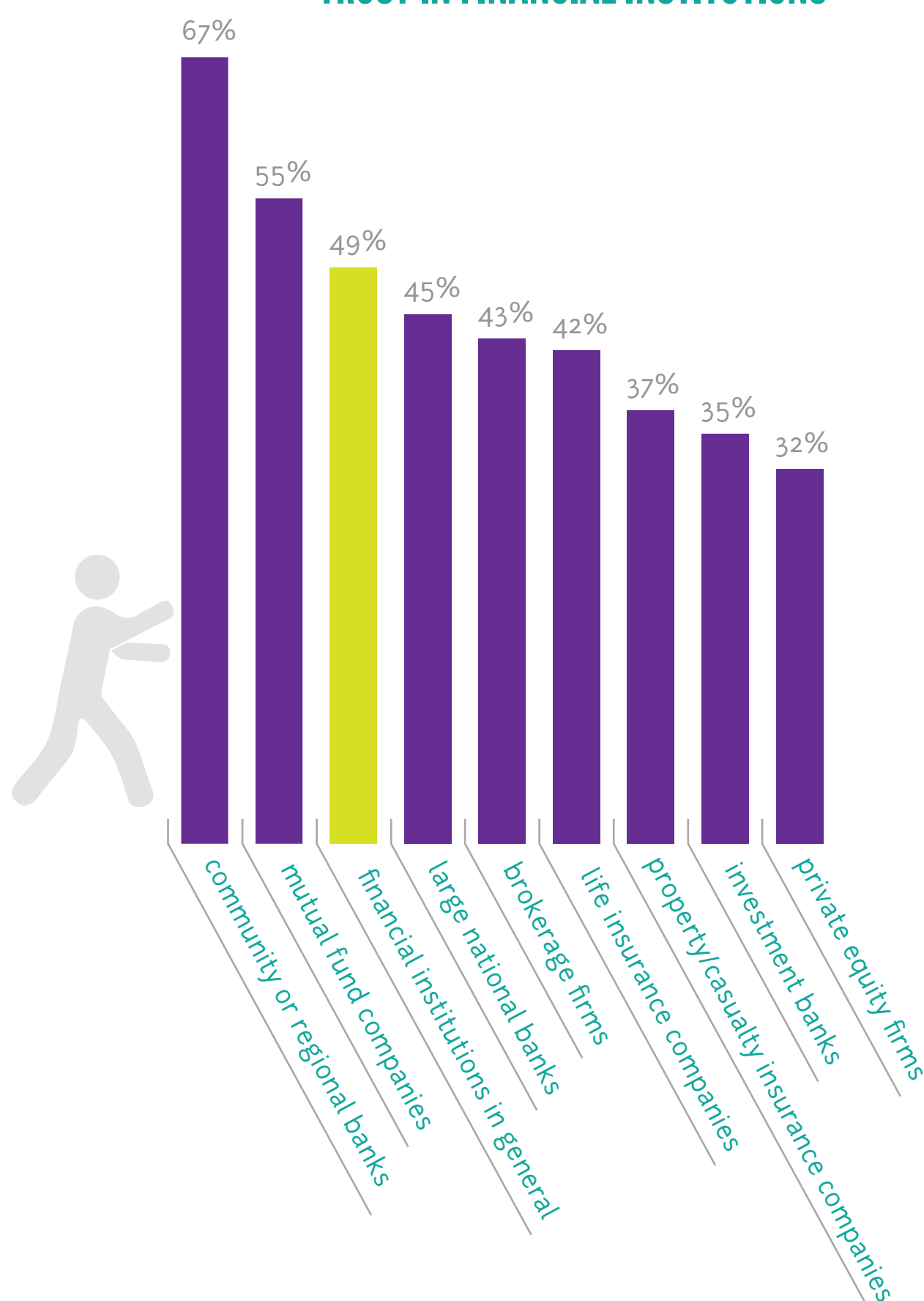
IN 2010, FOR NEARLY HALF OF INDIVIDUAL INVESTORS TRUST IN FINANCIAL SERVICES DECLINED

PRESENTED BY: 

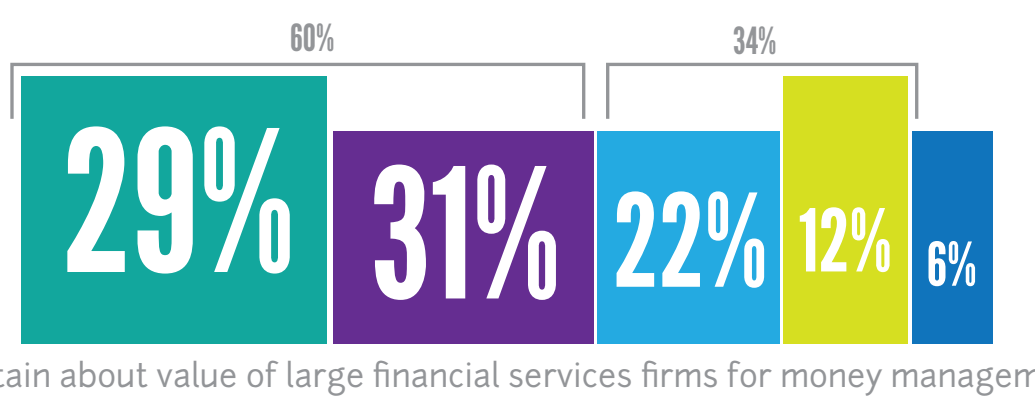
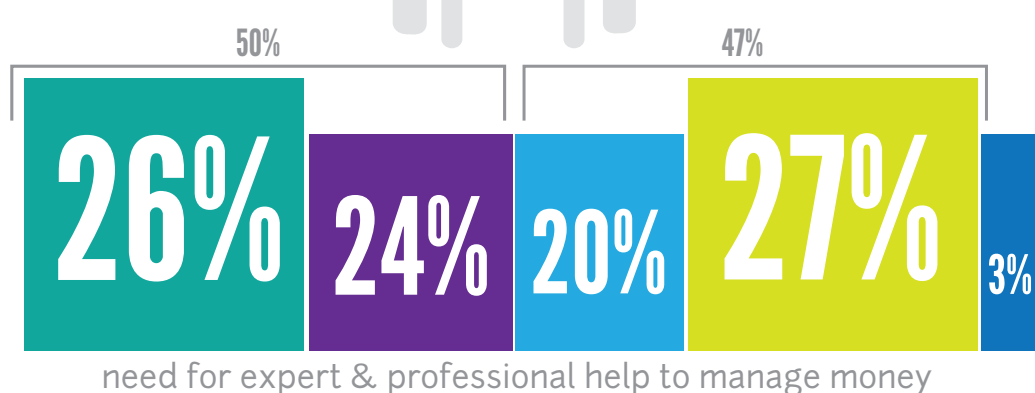


NEARLY HALF TRUST FINANCIAL INSTITUTIONS IN GENERAL

## TRUST IN FINANCIAL INSTITUTIONS

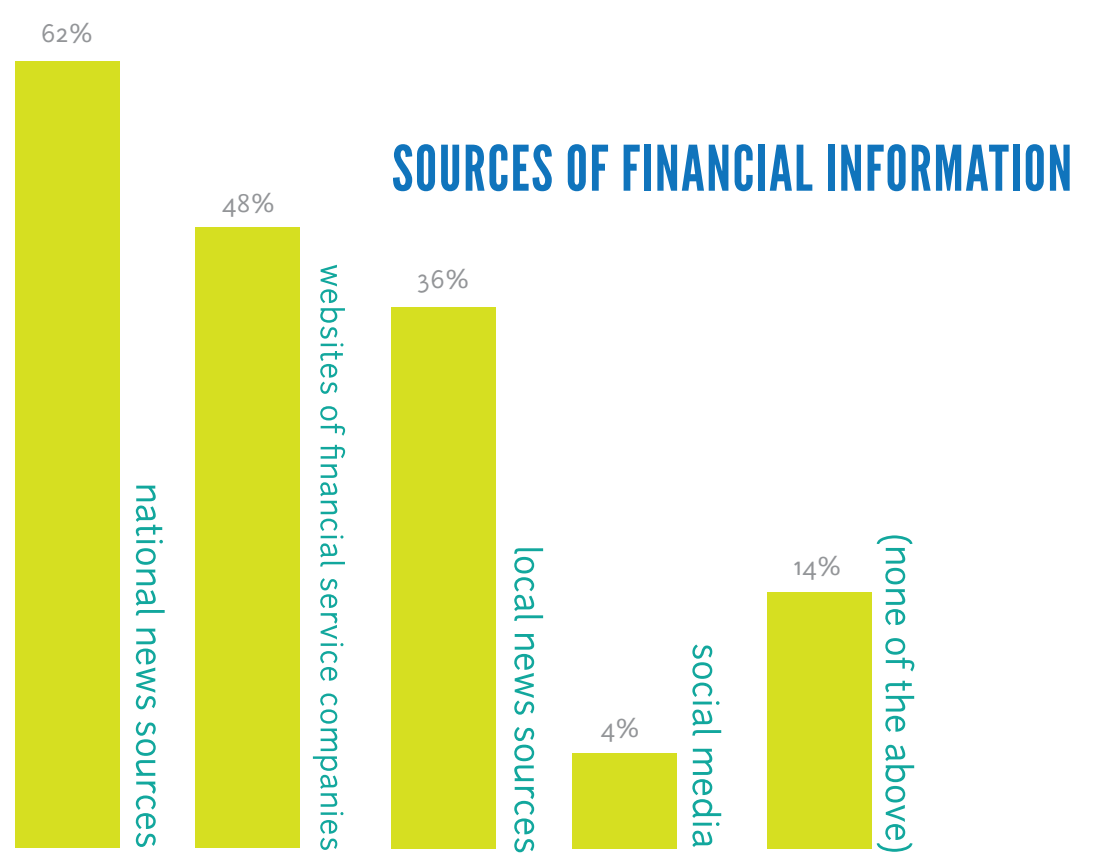


HALF OF INDIVIDUAL INVESTORS NEED HELP MANAGING THEIR MONEY, BUT SIX IN 10 ARE UNCERTAIN OF THE VALUE OF LARGE FINANCIAL SERVICES FIRMS

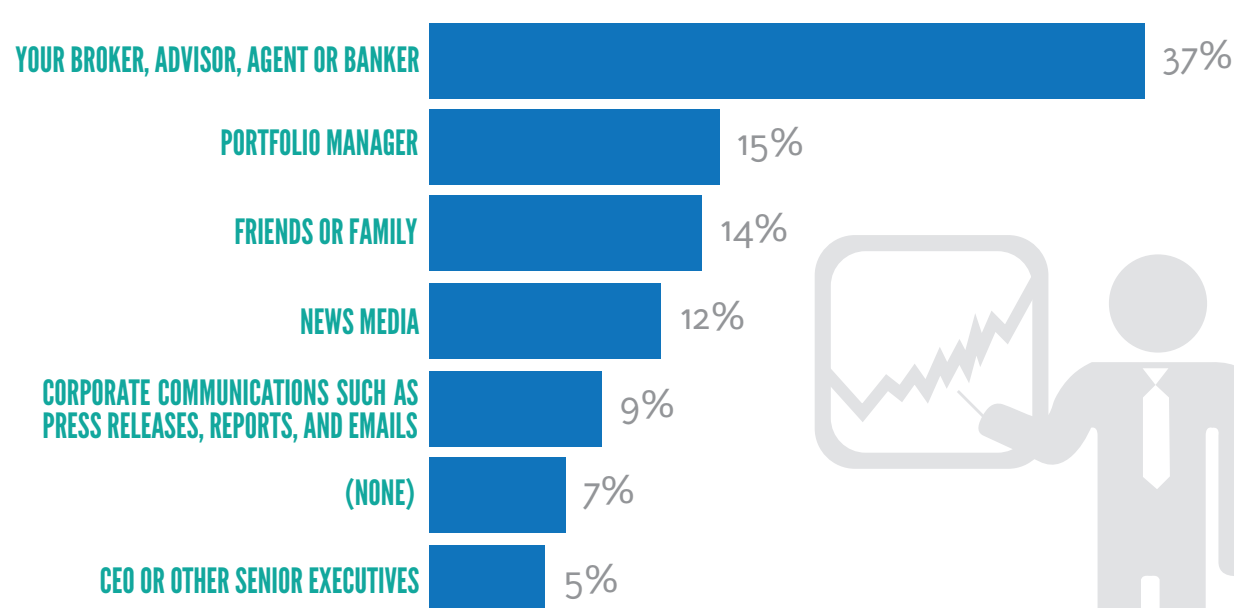


BROKERS, ADVISORS, AGENTS AND BANKERS ARE SEEN AS THE MOST CREDIBLE SOURCES OF FINANCIAL INFORMATION

## SOURCES OF FINANCIAL INFORMATION



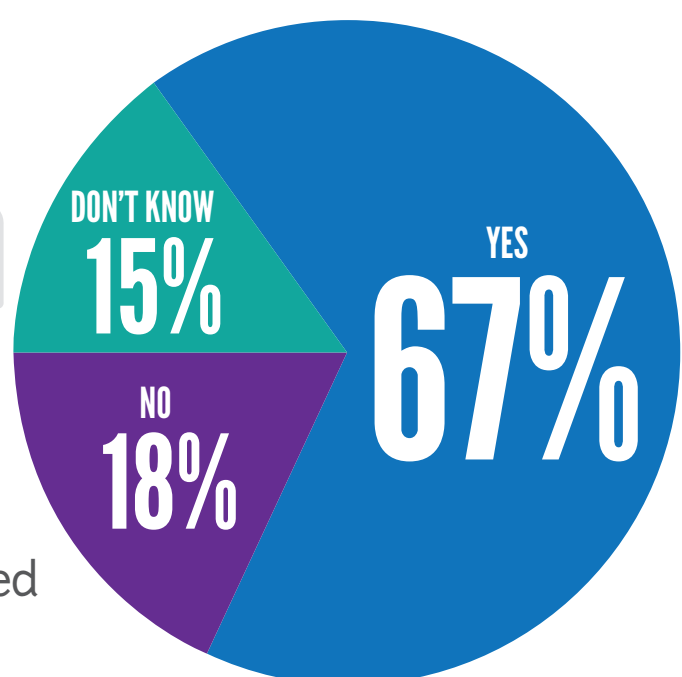
## CREDIBLE SOURCES OF INFORMATION



SIX IN TEN INDIVIDUAL INVESTORS USE NATIONAL NEWS SOURCES MOST REGULARLY



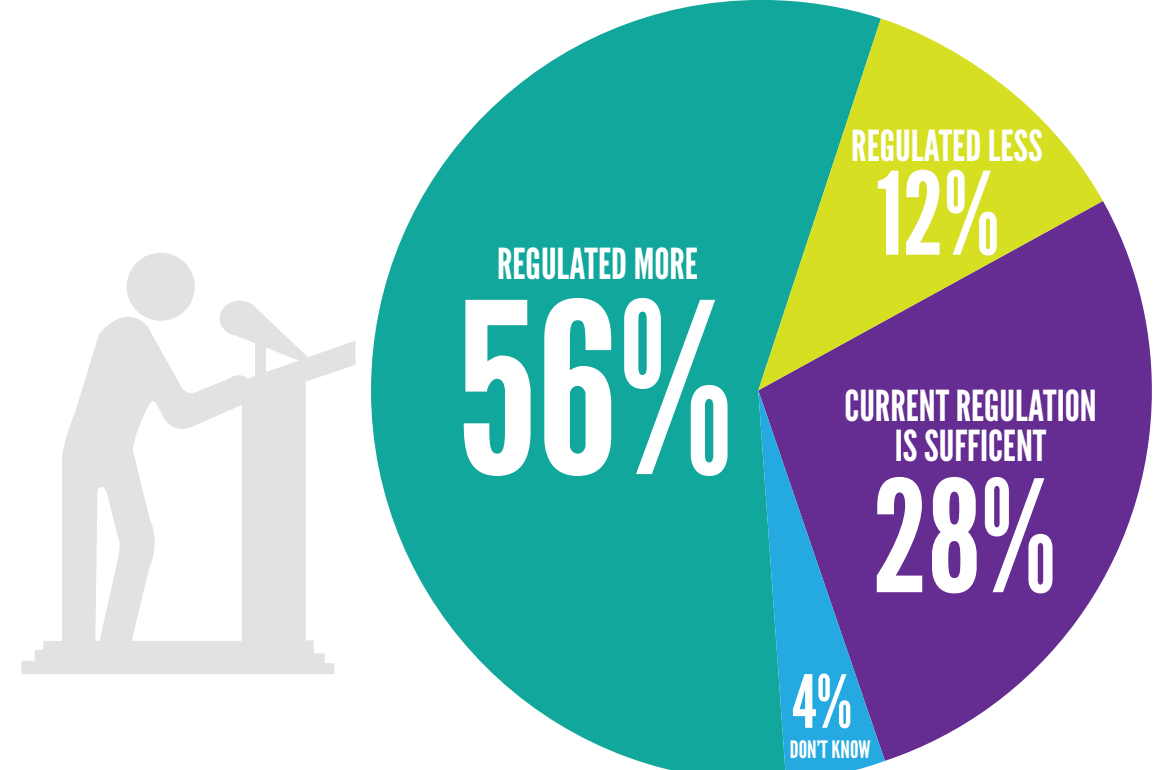
2/3 BELIEVE THERE ARE PROBLEMS NOT COVERED IN DODD-FRANK AND THAT ENTITIES SHOULD WORK TOGETHER TO ADDRESS PROBLEMS



Are there problems beyond those addressed in Dodd-Frank?



OVER HALF OF ALL INDIVIDUAL INVESTORS FEEL MORE REGULATION IS NECESSARY



SO WHAT?



FINANCIAL SERVICES FIRMS ARE SUFFERING FROM AN ENORMOUS TRUST DEFICIT  
 MORE THAN HALF OF INDIVIDUAL INVESTORS SHARE INFORMATION ABOUT FINANCIAL SERVICES COMPANIES AT LEAST MONTHLY  
 CLIENT-FACING PROFESSIONALS ARE MOST CREDIBLE BRAND AMBASSADORS  
 TRANSPARENCY AND HONEST COMMUNICATION DRIVE CORPORATE REPUTATION