



Study Reveals Most Favored DC Investment Managers

Cambridge, Mass., (July 20, 2011) – According to a new report released by [Cogent Research](#), ING, Principal, and John Hancock lead the field of defined contribution investment managers in garnering favorable ratings from their clients. Favorable impression scores from clients of the 36 largest DC investment managers ranged from a high of 84% for ING to a low of 16% for Davis Funds, according to the Cogent Research Retirement Planscape™ 2011 Study. The study is based upon a representative survey of 1,600 DC Plan Sponsors across all plan sizes and industries.

With 84% of clients giving them a favorable rating, ING leads the group by a wide margin. The range of favorability scores, even among the top 10 DCIO providers, spans 30 percentage points, with only two other brands scoring 80% or more (Principal and John Hancock), and Franklin Templeton placing tenth at 54%.

“While we expected to see the providers who are managing the largest share of DC assets at the top of the list, there appears to be some hidden gems in the DCIO space, namely, ING, John Hancock, and Principal,” says Linda York, Senior Product Director at Cogent Research.

ING is not only the leader in overall client favorability, but also performs exceptionally well on a battery of 12 product and service-related brand attributes included in the Retirement Planscape study. In fact, ING bests all other providers on eight of those attributes, including the coveted area of strong, consistent investment performance.

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Although John Hancock and Principal tied for second place in overall client favorability, John Hancock scored higher than Principal on all of the specific brand attributes measured in the study.

“ING is firing on all cylinders, keeping plan sponsors happy in all of the areas that matter to them when it comes to assessing the investment providers they choose to have on their platforms,” says Christy White, Cogent Principal.

Top DC Investment Mangers by Favorable Impression Among Users of the Brand

1. ING
2. Principal Global Investors; John Hancock Funds (tie)
3. Vanguard; BlackRock (tie)
4. Wells Fargo
5. T. Rowe Price
6. American Century
7. American Funds
8. Fidelity Investments
9. PIMCO, OppenheimerFunds (tie)
10. Franklin Templeton Investments

Source: Cogent Research Retirement Planscape™ 2011

About Cogent Research

[Cogent Research](#) helps clients gain clarity, obtain perspective, and formulate direction on critical business issues. Founded in 1996, Cogent provides custom research, syndicated research products, and evidence-based consulting to leading organizations in the financial services, life sciences, and consumer goods industries. Through quality research, advanced analytics, and deep industry knowledge, Cogent Research delivers data-driven solutions and strategies that enable clients to better understand customers, define products, and shape market opportunities in order to increase revenues and grow the value of their products and brands.

Media Contact: Anne Fallon, (617) 715-7611, afallon@cogentresearch.com
Cogent Research, 125 CambridgePark Drive, Cambridge, MA 02140 www.cogentresearch.com

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