

2009 ETF Brandscape™

An industry-first study of mass affluent and high net-worth ETF investors providing critical insights into provider awareness and brand impression, usage, and loyalty to current major ETF providers. This report also measures growth in ETF ownership and allocation to ETFs over the past two years, contrasts ETF users vs. non-users, and examines the financial advisor's role in investor ETF consideration.

THIS REPORT WILL HELP EXECUTIVES:

- Understand competitive positioning
- Enhance segmentation strategy
- Improve marketing and communications
- Increase market share
- Boost revenue potential

DELIVERABLES:

Detailed report including a summary of findings and implications for investment providers.

RESEARCH INVESTMENT:

U.S. \$7,500

Subscription pricing available across all product categories

INSIDE THE REPORT:

OVERVIEW OF ETF USAGE AND INVESTOR PROFILE

- Demographic profile of which types of investors are most likely to own ETFs
- ETF ownership and average allocation growth rates compared to 2006
- Anticipated future ETF usage
- Consideration of ETFs by account type
- Role of the advisor in ETF usage and consideration
- Differences in ETF usage and consideration will be explored by generation, wealth, and distribution channel

SPECIFIC RATINGS FOR LEADING ETF PROVIDERS

- Brand awareness and impression scores by provider
- Market share and household penetration by provider
- Average number of ETF providers used
- Share of assets per household by provider
- Average AUM and profile of client affluence by provider
- Ratings on client experience attributes by provider:
 - Investment performance
 - Investor support
 - Financial stability
 - Fees and expenses
- Intent to make additional investments by provider
- Loyalty scores by provider
- Drivers of ETF loyalty

METHODOLOGY:

An online survey based on ETF usage across a representative cross section of 4,000 affluent and high net-worth U.S. households. Survey was conducted in Q4 2008.

To order this report, or for additional information, please contact:

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Custom Research

Our custom research produces "actionable insights" that inspire decisions and drive behavior. Solutions include customer loyalty, brand assessment and tracking, product development, and customer acquisition and retention modeling.

► SYNDICATED RESEARCH

The most up-to-date and comprehensive understanding of emerging issues and trends lets us continually generate insight and action strategies for clients. Products and services include research briefs, syndicated reports, and "sponsored" papers.

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