Discovery Series
SYNDICATED RESEARCH

Emerging Investor™ 2011

Behaviors, Attitudes, and Perceptions of the Affluent Generation X Investor

Cogent Research's Emerging Investor™ report provides an in-depth look at affluent Generation X investors by examining their behaviors, attitudes, and perceptions related to various investment products, such as employer-sponsored retirement plans, equities, bonds, mutual funds, annuities, and exchange-traded funds. The report also explores the role of the financial advisor and related investment strategies employed by both advised and un-advised Generation X investors. Additional comparisons are drawn across older generations to point out significant trends in investment strategy, product ownership, and investment performance.

The Generation X Mindset

- Risk aversion pre- and post-financial crisis
- Level of involvement in retirement planning activities

The Role of the Financial Advisor

- Advisor usage and asset allocation
- Advisor satisfaction, confidence, and recommendation likelihood
- Advisor channel affiliation
- Expected future advisor usage

Asset Allocation and Product Mix

- Trends in account ownership and allocation (e.g., ESRPs, bank accounts, IRAs, taxable accounts, etc.)
- Trends in product ownership and allocation (e.g., cash, mutual funds, stocks, bonds, annuities, ETFs, etc.)

Brand Equity and Momentum

- Unaided and aided brand awareness
- Brand consideration set
- Generation X share of wallet
- Brand satisfaction and loyalty

How has the recent financial crisis impacted the average Generation X investor in terms of investment behavior?

Value The objective of this report is to help asset managers, product manufacturers, financial intermediaries and other financial service professionals maximize share of younger, affluent investors by:

- **Profiling** the affluent and high net-worth Generation X investor in terms of investing behavior, product ownership and allocation, and risk aversion
- **Identifying** channels for reaching Generation X investors and understanding which brands are winning share of mind
- **Providing** an in-depth understanding of key brand perceptions and preferences

Methodology Data was collected via a web-based survey of a representative sample of more than 700 affluent Generation X investors, ages 29 to 44, with a minimum of $100,000 in investable assets (excluding real estate). Data was collected in October 2010.

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

Additional snapshot of the demographic & investment profile of affluent Generation X investors

Research Investment: $7,500

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