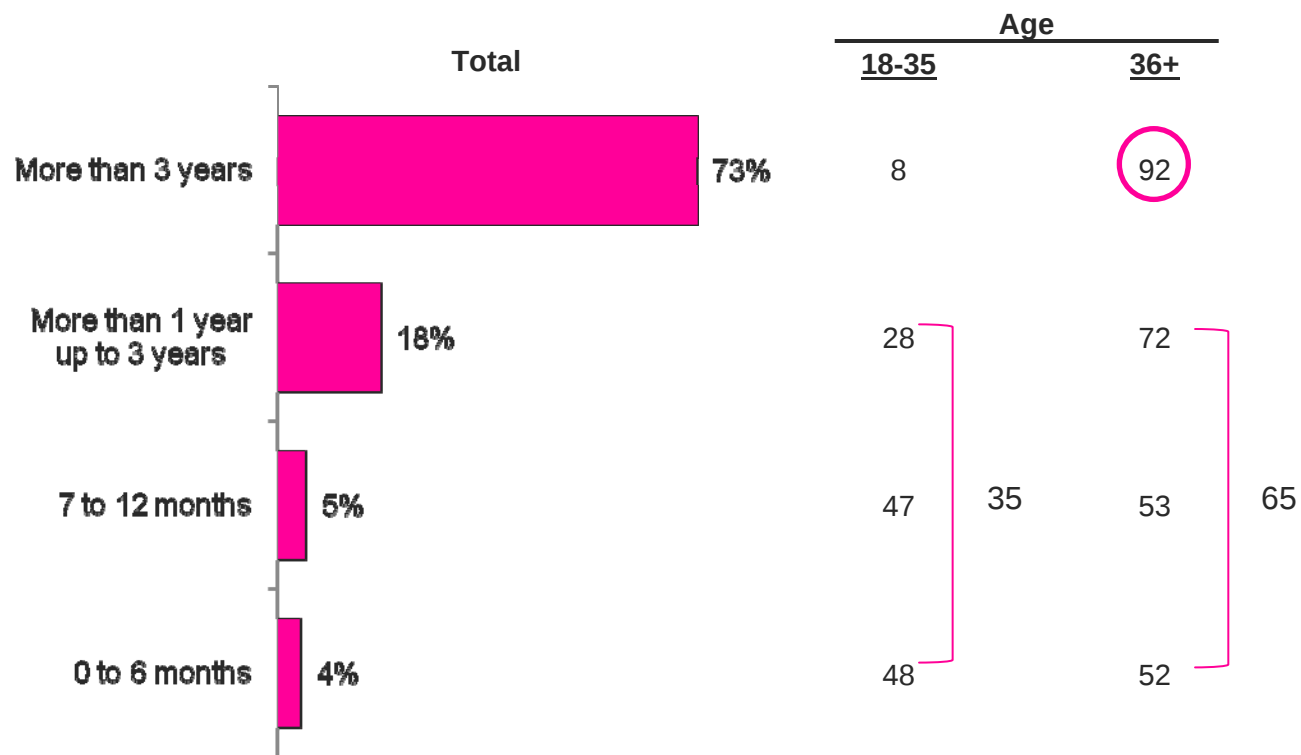


Length of Time Investing Online

- More seasoned online investors who have been investing online for more than 3 years are almost all 36 years of age and older.
- Online investing is drawing younger investors; roughly half of newer investors (12 months or less) are under age 35.

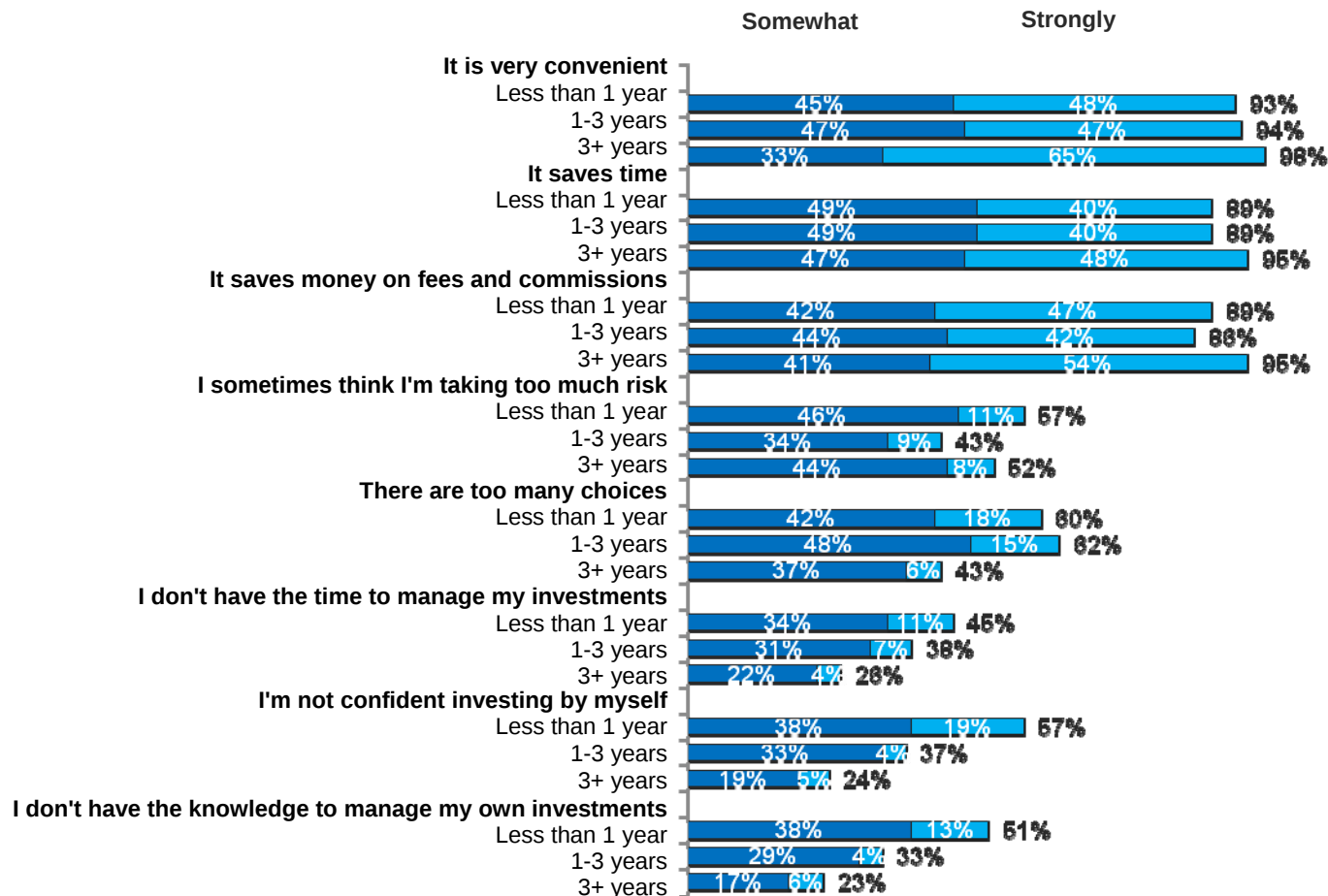


Q1. How long have you been investing online? Base (n=630)

Opinions about Online Investing

by Length of Experience

- New discount brokerage users indicate a considerable level of uncertainty about their own investment skills. Well over half of new users (< 1 year) agree at least somewhat that they are not confident investing by themselves, and fully half that they don't have the knowledge to manage their own investments.



Q7. How much do you agree with each of the following statements about online investing? Base (n=630)

Main Objective of Online Brokerage Account

- Nearly half (46%) of discount brokerage users indicate that they are using their online brokerage account(s) only for long term goals.
- And almost as many, (39%), have both specific short and long term goals in mind.
- Only 15% of discount brokerage users report using their account only for short term profit or goals.

