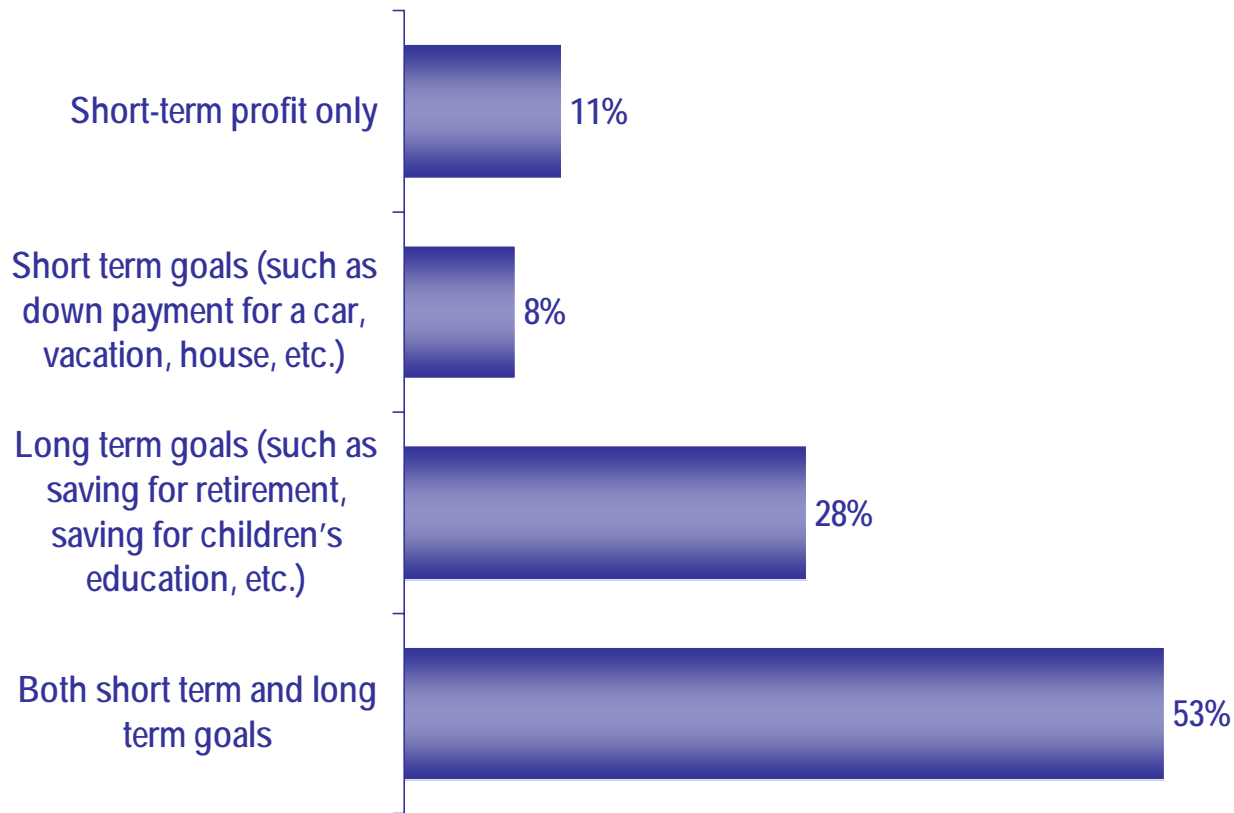




The majority of online brokerage users use these accounts for long and short term goals

- Just 1-in-10 say they use their account for short term profit only

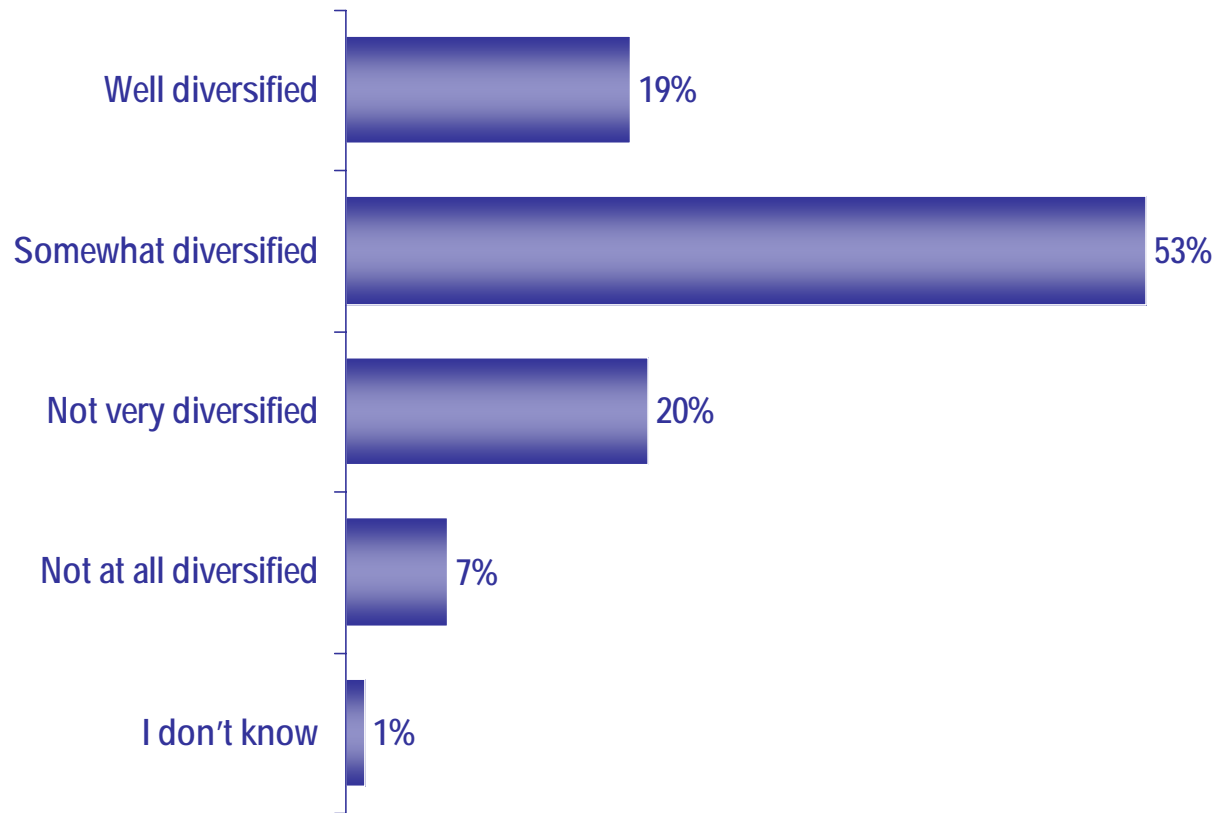


Q4. What is the main objective of your online brokerage account(s)?
Base: All Respondents (n=631)



About one-in-five online brokerage users feel their portfolios are well diversified

- 3-in-10 do not feel they are well diversified or don't know



Q11. How diversified do you consider the asset mix in your online investment portfolio?
Base: All respondents (n=631)



The more diversified the portfolio, the more likely investors say it has performed better than expected

- Those investors who increased their risk in the past two years are also more likely to say their portfolios performed better than expected

	Change in Investment Style			Diversified Asset Mix	
	More risk (n=97)	Less risk (n=216)	Same risk (n=273)	Very / somewhat diversified (n=432)	Not very/ not at all diversified (n=150)
Better than I expected	36%	11%	14%	19%	11%
As well as I expected	47%	61%	63%	61%	56%
Worse than I expected	17%	28%	24%	20%	33%

Q10. How has the performance/rate of return of your online investment portfolio compared with your expectations?
Base: Respondents who are aware of performance and know if they are on target (n=586)