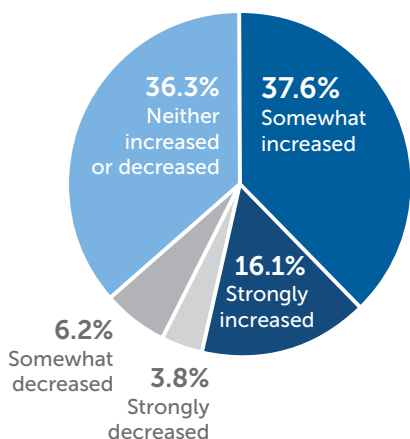


# Investors expressed significant interest in working with financial advisors who utilize assessment tools

## Interest in cognitive assessment tools

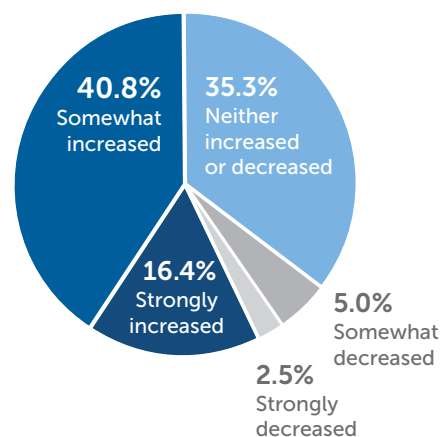
53.7%



There is significant interest among investors in employing financial advisors (FAs) who utilize tools to help them better understand the cognitive, psychological and emotional characteristics of their clients. Majorities of investors indicated that their interest in working with an FA would be somewhat or strongly increased if that FA administered cognitive or behavioral assessments. This interest is very broad-based, with significant support across age, gender, net worth, and education levels. Men, younger, and high net worth investors showed slightly more interest than women and older investors.

## Interest in behavioral assessment tools

57.2%



## Very few investors expressed concerns about taking these types of assessments

9 to 1  
for cognitive assessments

The ratio of investors who said their interest would be either increased or not decreased to those who said their interest would be decreased.

12 to 1  
for behavioral assessments

71.8%

of those surveyed said they were somewhat or strongly interested in working with FAs who demonstrated an expertise in meeting the needs of elderly investors and developing strategies for addressing cognitive impairment, where necessary

## Assessments can help FAs protect seniors and set more appropriate financial goals

Investors expressed significant interest in working with FAs who can devise investment portfolios that meet their objectives based on psychological, cognitive, and emotional characteristics.

50.6%

of those surveyed said they were somewhat or strongly interested in working with FAs who demonstrated an expertise in devising investment portfolios that reflect the client's emotional and psychological attitudes towards money

Source: Cogniscent market research survey of 1,000 investors who currently employ a financial advisor, April 2014