



Report Overview

Wants & Pricing: Helping Consumers Purchase What They Want in Saving and Investing delivers the data and insights you need on what investors say they want and are willing to pay for in saving and investment. Learn the level of importance consumers place on 25 service dimension attributes and three pricing dimensions, plus how the top 23 firms most often cited perform. The report draws upon data from the latest fielding of the Hearts & Wallets Investor Quantitative™ Database (IQ™ Database), recognized as the largest single dataset on U.S. retail consumer attitudes, behaviors and buying patterns, with over 40,000 U.S. households.

Select Key Findings

- **Understandability** is the new No. 1 consumer want among service dimensions, tied with perennial top want low fees.
- **Dramatic shifts in consumer perception around pricing** are taking place. Even if only consumer perception, this data reveals important, actionable consumer insights for firms and advisors.
- For those who say they are paying to use the services of a firm, consumers cite a **significant drop in paying through assets under management** year over year.

“Rarely does any content that I’ve read over the years reach the level of sophistication and credibility that Hearts & Wallets produces.”

– Consumer Insights Professional, major diversified firm

How This Report Helps

Marketing, product and advice/digital design professionals will benefit from the actionable data and insights in this report to:

- Understand changing consumer wants to develop products and services to **satisfy specific combinations of wants at specific prices.**
- Satisfy **must-haves** that consumers **want from financial professionals**, and then price accordingly.
- In response to **dramatic shifts** in consumer beliefs and real changes in **pricing**, and confusion around communications about regulatory changes, improve consumer **understanding of value propositions and price.**

About Hearts & Wallets

Hearts & Wallets is the resource for retail investor data and insights, combining a consumer marketing framework with financial services operating experience. The company is a catalyst for consumer-driven innovation in retail investing and saving. Hearts & Wallets data and insights are used by leading financial services firms to improve the effectiveness of their marketing communications, solution design and service delivery for retail investors.

Each report is created by subject matter experts with exceptional academic credentials and years of experience in retail finance, consumer packaged goods and technology who provide insights into the marketplace and the competition that you won't find anywhere else.

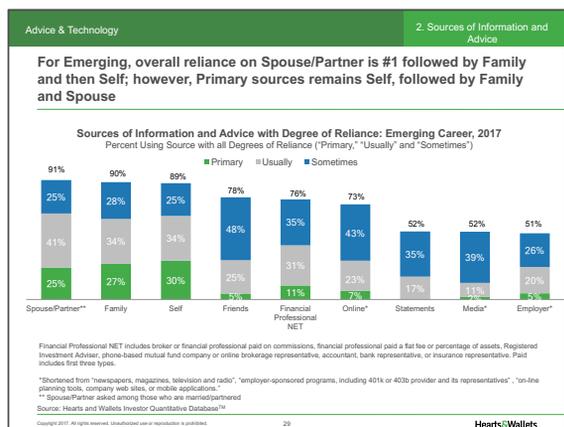
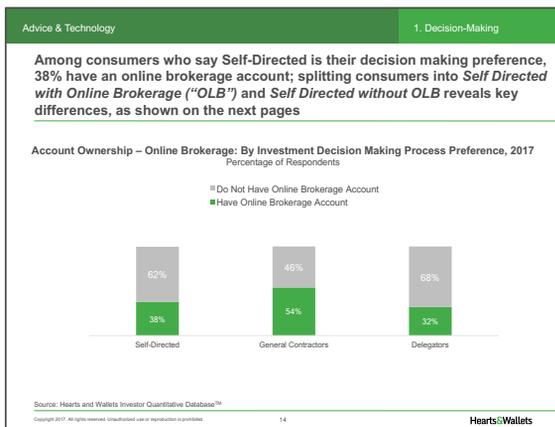


Table of Contents/Directory of Exhibits

Section	Exhibit	Page
Executive Summary	Key Findings & Implications, Favorite Statistics, Related Research	8-11
	Select Firms Customer Satisfaction Matrices and Brand Perceptual Mapping	12-14
	Summary of "Top Performer" Stores on Pricing	15-16
	Appendix: Terminology & Definition, Sample Sizes	71-77
INVESTOR MODE		
1. Firm Service Dimensions	Top Two-Box Importance: National, by Year	17
	Top Two-Box Importance: by Assets, Lifestages, Consumers rating "Personal Financial Advice" 8-10	18-21
2. Fin Pro Service Dimensions	Top Two-Box Importance: National, by Year	22
	Top Two-Box Importance: by Investable Assets, Lifestages	23-25
3. Pricing	Pricing Mechanism: by Year	26
	Product Pricing Mechanism: by Investable Assets, by Amount	27-28
	Store Pricing Mechanism: by Year, by Investable Assets, by Lifestage, by Amount	29-32
	Understanding of How Firm Earns Money: by Year, by Investable Assets, by Lifestage	33-35
STORE MODE		
4. Firm Service Dimensions	Top Two-Box Importance and Satisfaction Rating, All Primary and Secondary Customers	36-52
5. Fin Pro Service Dimensions	Top Two-Box Importance, All Primary and Secondary Customers	53-58
6. Pricing	Perception of Value	59-60
	Pricing Mechanism: Store and Product	61-67
	Understanding of How Firm Earns Money	68-69

Sample Report Pages

Publication date February 6, 2018. This 77-page report features 61 data-intensive exhibits.



About the Hearts & Wallets Investor Quantitative™ Database

The Hearts & Wallets Investor Quantitative™ Database (IQDB) is the comprehensive resource for understanding and analyzing behaviors and attitudes of retail savers and investors. With over 1,000 fields and derived variables, the breadth and depth of topics covered is designed with decades of hands-on experience in the marketing, product, service and research functions it serves. It covers consumers of all age and wealth segments, with over 5,000 annual responses to an online survey fielded mid-year since 2010. Consequently, its large sample size of 40,000 U.S. households permits sizing and profiling of virtually any demographic, behavioral or attitudinal definition for consumer groups. Its national weighting methodology allows for comparisons across years and customer/shareholder bases of leading firms.



Select the desired report(s) and send a signed copy of this form to info@heartsandwallets.com or fax to 800-930-0966. We will prepare a separate invoice for payment. The standard investment for each Insight Module is \$20,000. Explore™ Quantitative reports are \$30,000 each. Packages are available; ask your Account Executive or Relationship Manager.

Investor Quantitative™ Database

- Wants & Pricing: Helping Consumers Purchase What They Want in Saving and Investing – published February 13, 2018*
- Advice & Technology: Rise of Mobile and New Thinking on the “Hybrid Investor” – published December 14, 2017*
- Timely Topic: From Retirement Income Planning to Goals-Based Wealth Management – published December 5, 2017*
- Pain Points & Actions: Inspirations for Helping Younger Savers and Consumer in Phases of Retirement – published November 7, 2017*

Explore™ Qualitative

- Pre-/Post Retirees, The “Experience Divide:” How Beliefs and Truths About Investing Experience Affect Loyalty and Attitudes to Active-Passive, HSAs and Descriptions of Advice – published January, 2018*

Consider a 12-month Hearts & Wallets Trends subscription to get the most out of our annual research cycle. With a steady flow of incisive consumer, market and competitive trend data and insights, Trends immerses your whole organization in consumer-centric and competitive-savvy thinking, delivering the information and ideas you need to make business decisions.

As a subscriber, you'll receive advance access to all reports published, plus hands-on support through Monthly Subscriber Briefings from Hearts & Wallets experts and content licensing for courtesy external use. You'll also enjoy input to qualitative Hearts & Wallets Explore™ research, discounts to Inside Advice™ advice and guidance consultative benchmarking, options for Custom Analysis Service Hours custom briefings, and access to powerful, easy-to-use interactive software.

Name: _____

Email: _____

Company: _____

Phone: _____

Signature: _____

Date: _____

By signing above, I certify that I am authorized to make this purchase on behalf of my company (“Customer”) and that Customer agrees to the following terms. Hearts & Wallets grants Customer a limited, non-exclusive, non-assignable license to use the Hearts & Wallets’ report for Customer’s private, internal use only. Customer shall not use any portion of the report for external use. Customer shall not share the report with any third-party, shall not permit other persons to use the report, shall not create derivative works based upon the report, and shall not sell, lease, or otherwise transfer rights to the report. Any such forbidden use shall immediately terminate Customer’s license to the report. All title, ownership, rights, and intellectual property rights in the report shall at all times remain vested in Hearts & Wallets. Customer does not receive any ownership rights or intellectual property rights in the report. Upon receipt of this report, Customer accepts the report and agrees to pay the amount specified.