

Q1005 We would now like to talk to you about your personal finances. Which of the following savings or investment products do you hold, if any?

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1010	498	512	140	237	183	236	214	261	267	284	198	379	631	239	141	181	282
Weighted Base	1010	493	517	184*	183	195*	249	199	232	230	335	213	419	592	255	124*	160*	298
Have Savings/Investments (NET)	733 73%	356 72%	378 73%	111 60%	136 74% D	133 68%	187 75% D	167 84% DF	178 77%	182 79% K	221 66%	152 71%	308 74%	425 72%	144 57%	89 72% O	121 76% O	263 89% OPQ
Bank savings account or CDs	621 61%	302 61%	319 62%	93 51%	125 68% D	116 59%	154 62%	133 67% D	158 68% K	158 69% K	175 52%	130 61%	258 62%	363 61%	124 49%	70 56%	97 61%	237 80% OPQ
Stocks, stock funds, bonds, bond funds	334 33%	180 36%	154 30%	22 12%	48 26% D	63 32% D	96 39% DE	105 53% DEFG	84 36%	78 34%	109 33%	62 29%	121 29%	212 36%	31 12%	29 23%	51 32% O	172 58% OPQ
Property other than primary residence (i.e. investment properties/2nd homes)	106 10%	50 10%	56 11%	2 1%	13 7% D	18 9% D	38 15% DE	35 17% DE	15 7%	27 12%	41 12%	23 11%	45 11%	61 10%	8 3%	3 2%	12 8% O	65 22% OPQ
Government bonds (e.g. , treasury or municipal bonds)	104 10%	48 10%	56 11%	20 11%	17 9%	10 5%	25 10%	33 17% F	32 14%	21 9%	35 11%	16 7%	55 13%	49 8%	10 4%	3 3%	14 9% O	51 17% OP
Offshore savings account	6 1%	5 1%	1 *	2 1%	3 2%	1 *	1 *	-	2 1%	3 1%	-	1 *	5 1%	2 *	-	-	-	6 2%
Other investments whose performance is linked to the stock market	168 17%	94 19%	73 14%	6 3%	25 14% D	35 18% D	43 17% D	58 29% DEG	38 16%	40 17%	51 15%	39 18%	62 15%	106 18%	14 5%	13 10%	32 20% O	84 28% OP
Other savings/investments	221 22%	109 22%	112 22%	22 12%	33 18%	44 22%	64 26% D	58 29% DE	48 21%	50 22%	80 24%	44 20%	84 20%	137 23%	28 11%	30 24% O	37 23% O	90 30% O
None of these	277 27%	137 28%	140 27%	73 40% EGH	47 26%	62 32% H	62 25%	32 16%	54 23%	48 21%	113 34% J	61 29%	111 26%	166 28%	110 43% PQR	35 28% R	39 24% R	34 11%
Sigma	1836 182%	926 188%	910 176%	240 131%	311 170%	348 178%	483 194%	454 229%	432 186%	425 184%	604 181%	376 176%	740 177%	1096 185%	325 128%	183 147%	283 177%	738 248%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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 cgerlotto@harrisinteractive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1010 And where do you currently have most of your savings/investments?

Base: All United States Adults 16-64 With Savings/Investments

This Question Was Weighted To The General Population

	Total	Gender		Age					Region				Presence of children in household		Income			
		Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	777	386	391	84	183	141	189	180	205	207	212	153	293	484	147	109	152	257
Weighted Base	733	356	378	111*	136*	133*	187*	167*	178	182	221	152*	308	425	144*	89*	121*	263
Bank savings account or CDs	308 42%	139 39%	169 45%	78 71% EFGH	69 50% GH	59 44% G	54 29%	49 29%	80 45% K	82 45% K	70 31%	77 50% K	132 43%	176 41%	95 66% QR	43 48% R	49 41% R	68 26%
Stocks, stock funds, bonds, bond funds	173 24%	110 31% C	63 17%	15 14%	29 21%	34 25%	49 26%	47 28%	46 26%	40 22%	62 28%	25 17%	54 18%	119 28% M	15 10%	13 15%	30 25% O	93 35% OP
Property other than primary residence (i.e. investment properties/2nd homes)	29 4%	21 6%	8 2%	- -	4 3%	3 3%	11 6%	11 6%	4 2%	4 2%	9 4%	12 8%	8 3%	21 5%	1 1%	2 3%	4 3%	17 6%
Government bonds (e.g. treasury or municipal bonds)	10 1%	7 2%	3 1%	3 2%	2 1%	1 1%	2 1%	3 2%	2 1%	3 2%	2 1%	3 2%	5 2%	5 1%	1 1%	2 2%	1 1%	4 2%
Offshore savings account	3 *	2 *	1 *	2 1%	1 1%	- -	- -	- -	- -	3 1%	- -	- -	2 1%	1 *	- -	- -	- -	3 1%
Other investments whose performance is linked to the stock market	86 12%	44 12%	42 11%	- -	12 9% D	21 15% D	23 13% D	29 18% D	15 9%	22 12%	25 11%	24 15%	39 13%	47 11%	8 5%	8 9%	15 13%	43 16% O
Other savings/investments	74 10%	23 6%	52 14% B	10 9%	6 5%	10 7%	32 17% E	17 10%	17 10%	16 9%	35 16% L	6 4%	36 12%	39 9%	15 10%	12 13%	10 8%	24 9%
Unsure	50 7%	9 3%	41 11% B	4 3%	14 10%	6 4%	16 9%	10 6%	13 7%	12 6%	19 9%	6 4%	33 11% N	18 4%	9 6%	8 10%	11 10%	13 5%
Sigma	733 100%	356 100%	378 100%	111 100%	136 100%	133 100%	187 100%	167 100%	178 100%	182 100%	221 100%	152 100%	308 100%	425 100%	144 100%	89 100%	121 100%	263 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1015 Thinking about the last two years, has the amount of risk you take with your investments increased, decreased or stayed the same?

8 Sep 2009
 Table 3

Base: All United States Adults 16-64 With Savings/Investments

This Question Was Weighted To The General Population

	Gender		Age					Region				Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	777	386	391	84	183	141	189	180	205	207	212	153	293	484	147	109	152	257
Weighted Base	733	356	378	111*	136*	133*	187*	167*	178	182	221	152*	308	425	144*	89*	121*	263
(3) Increased (Willing to take more risk)	72 10%	52 14% C	21 6%	18 16% F	17 12%	6 5%	14 7%	17 10%	13 7%	21 11%	20 9%	19 12%	31 10%	42 10%	13 9%	8 9%	12 10%	26 10%
(2) Stayed the same	450 61%	217 61%	232 62%	69 63%	80 58%	96 72% H	117 62%	88 53%	124 70% L	105 57%	138 63%	83 54%	186 61%	263 62%	93 65%	54 61%	77 64%	158 60%
(1) Decreased (I am taking less risk)	211 29%	87 24%	125 33%	23 21%	40 29%	31 24%	56 30%	61 37%	40 23%	57 31%	63 28%	51 34%	91 29%	121 28%	38 26%	26 30%	32 26%	80 30%
Mean	1.81	1.90 C	1.73	1.95	1.83	1.81	1.77	1.74	1.85	1.80	1.81	1.79	1.81	1.81	1.83	1.80	1.83	1.79
Std. Dev.	0.59	0.62	0.56	0.61	0.62	0.50	0.57	0.63	0.53	0.62	0.58	0.64	0.60	0.59	0.57	0.59	0.58	0.60
Std. Err.	0.02	0.03	0.03	0.07	0.05	0.04	0.04	0.05	0.04	0.04	0.04	0.05	0.03	0.03	0.05	0.06	0.05	0.04
Sigma	733 100%	356 100%	378 100%	111 100%	136 100%	133 100%	187 100%	167 100%	178 100%	182 100%	221 100%	152 100%	308 100%	425 100%	144 100%	89 100%	121 100%	263 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1020 Compared with two years ago how has your attitude to investing on the stock market changed, if at all?

Base: All United States Adults 16-64 With Savings/Investments

This Question Was Weighted To The General Population

	Total	Gender		Age					Region				Presence of children in household		Income			
		Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	777	386	391	84	183	141	189	180	205	207	212	153	293	484	147	109	152	257
Weighted Base	733	356	378	111*	136*	133*	187*	167*	178	182	221	152*	308	425	144*	89*	121*	263
(3) More likely to invest in stocks and stock funds	64 9%	52 15% C	12 3%	8 7%	19 14% G	16 12%	11 6%	11 7%	14 8%	15 8%	27 12%	8 5%	28 9%	37 9%	16 11%	2 2%	12 10%	23 9%
(2) My attitude has stayed the same	334 46%	169 47%	166 44%	62 56% F	73 54% F	48 36%	86 46%	66 40%	88 50%	75 41%	108 49%	63 41%	136 44%	198 47%	62 43%	35 39%	51 42%	132 50%
(1) Less likely to invest in stock and stock funds	335 46%	135 38%	200 53% B	41 37%	44 32%	70 52% E	90 48% E	90 54% E	76 43%	92 50%	86 39%	81 53%	144 47%	191 45%	66 46%	52 59% R	58 48%	109 41%
Mean	1.63	1.77 C	1.50	1.70	1.82 FGH	1.60	1.57	1.53	1.65	1.58	1.74 L	1.52	1.62	1.64	1.65	1.44	1.62	1.67 P
Std. Dev.	0.64	0.69	0.56	0.60	0.66	0.69	0.60	0.62	0.62	0.64	0.66	0.60	0.65	0.64	0.67	0.55	0.66	0.63
Std. Err.	0.02	0.04	0.03	0.07	0.05	0.06	0.04	0.05	0.04	0.04	0.05	0.05	0.04	0.03	0.06	0.05	0.05	0.04
Sigma	733 100%	356 100%	378 100%	111 100%	136 100%	133 100%	187 100%	167 100%	178 100%	182 100%	221 100%	152 100%	308 100%	425 100%	144 100%	89 100%	121 100%	263 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1025 Have you changed your investment choices in the last two years?

8 Sep 2009
 Table 5

Base: All United States Adults 16-64 With Savings/Investments

This Question Was Weighted To The General Population

	Gender		Age					Region				Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	777	386	391	84	183	141	189	180	205	207	212	153	293	484	147	109	152	257
Weighted Base	733	356	378	111*	136*	133*	187*	167*	178	182	221	152*	308	425	144*	89*	121*	263
Yes	281 38%	147 41%	134 35%	22 20%	54 39% D	44 33%	82 44% D	78 47% D	64 36%	78 43%	76 34%	63 41%	115 37%	166 39%	44 31%	26 29%	42 35%	132 50% OPQ
No	453 62%	209 59%	244 65%	88 80% EGH	83 61%	89 67%	105 56%	89 53%	114 64%	104 57%	145 66%	90 59%	193 63%	260 61%	100 69% R	63 71% R	78 65% R	132 50%
Sigma	733 100%	356 100%	378 100%	111 100%	136 100%	133 100%	187 100%	167 100%	178 100%	182 100%	221 100%	152 100%	308 100%	425 100%	144 100%	89 100%	121 100%	263 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1030 Which of the following do you trust to look after your savings/investments?

Base: All United States Adults 16-64 With Savings/Investments

This Question Was Weighted To The General Population

	Total	Gender		Age					Region				Presence of children in household		Income			
		Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	777	386	391	84	183	141	189	180	205	207	212	153	293	484	147	109	152	257
Weighted Base	733	356	378	111*	136*	133*	187*	167*	178	182	221	152*	308	425	144*	89*	121*	263
Yourself	465 63%	247 69% C	217 58%	67 61%	96 70%	87 65%	118 63%	98 59%	114 64%	112 62%	126 57%	112 74% K	181 59%	283 67%	98 68%	64 72%	70 58%	167 63%
Friends/Family	140 19%	74 21%	66 17%	43 39% FGH	33 24% GH	24 18%	25 13%	15 9%	32 18%	37 20%	39 18%	32 21%	77 25% N	64 15%	22 15%	12 13%	19 16%	55 21%
Independent financial advisor or financial planner	133 18%	63 18%	70 19%	7 6%	26 19% D	27 20% D	34 18%	39 23% D	32 18%	32 17%	30 14%	39 25% K	46 15%	87 20%	14 9%	18 20%	18 15%	70 27% O
Investment Company Advisor	117 16%	57 16%	60 16%	4 4%	28 20% D	30 22% D	25 13%	30 18% D	35 20%	27 15%	33 15%	22 15%	48 16%	69 16%	6 4%	20 23% O	21 17% O	55 21% O
Bank Advisor	53 7%	22 6%	32 8%	6 5%	14 10%	4 3%	14 8%	15 9%	8 4%	16 9%	18 8%	12 8%	30 10%	23 5%	11 7%	7 8%	4 4%	20 7%
Stockbroker	45 6%	28 8%	17 4%	8 7%	10 7%	2 2%	11 6%	14 8%	12 6%	12 7%	17 8%	5 3%	25 8%	20 5%	9 7%	3 4%	1 1%	24 9% Q
Accountant	31 4%	21 6%	10 3%	7 7%	5 4%	2 2%	12 7%	4 3%	8 4%	13 7%	6 3%	4 3%	18 6%	13 3%	3 2%	*	5 4%	16 6%
Lawyer	9 1%	3 1%	6 1%	2 2%	3 2%	3 2%	1 *	1 1%	2 1%	6 3%	1 1%	*	6 2%	3 1%	4 2%	-	1 1%	2 1%
Other	27 4%	10 3%	17 5%	3 3%	4 3%	4 3%	10 5%	6 4%	4 2%	10 5%	10 4%	3 2%	14 4%	14 3%	3 2%	2 2%	7 6%	13 5%
None of the above	41 6%	20 6%	21 6%	3 3%	4 3%	9 7%	14 8%	11 7%	12 7%	4 2%	18 8%	6 4%	14 4%	28 7%	9 6%	*	17 14% PR	12 4%
Unsure	40 5%	19 5%	21 6%	15 13% FH	6 4%	4 3%	10 5%	6 3%	12 7%	7 4%	14 6%	7 5%	22 7%	18 4%	11 8% R	4 4%	4 3%	5 2%
Sigma	1101 150%	564 159%	537 142%	166 150%	228 167%	196 147%	273 146%	239 143%	271 152%	275 151%	313 141%	243 160%	480 156%	621 146%	190 131%	130 147%	167 138%	438 166%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1035 Which of the following do you trust most to look after your savings/investments?

Base: All United States Adults 16-64 With Savings/Investments Who Trust Anyone To Look After Their Savings/Investments

This Question Was Weighted To The General Population

	Total	Gender		Age					Region				Presence of children in household		Income			
		Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	705	356	349	73	169	129	168	166	178	191	195	141	259	446	128	102	136	244
Weighted Base	652	317	336	93*	127*	120*	163*	150*	153*	171*	189*	139*	272	380	124*	85*	100*	247
Yourself	398 61%	212 67% C	186 55%	54 59%	79 62%	79 66%	104 64%	82 55%	92 60%	94 55%	115 61%	96 69%	159 58%	239 63%	92 74% R	49 58%	63 63%	144 58%
Independent financial advisor or financial planner	59 9%	21 7%	38 11%	2 2%	8 6%	10 8%	16 10%	23 16% DE	12 8%	16 10%	14 8%	16 12%	19 7%	40 10%	7 5%	9 10%	8 8%	31 13%
Investment Company Advisor	56 9%	28 9%	29 9%	1 1%	13 11% D	15 12% D	12 8%	16 10% D	18 11%	13 8%	16 8%	10 7%	21 8%	35 9%	2 2%	11 13% O	11 11% O	24 10%
Friends/Family	54 8%	18 6%	36 11% EFGH	25 27%	8 7%	5 4%	7 4%	8 5%	17 11%	19 11%	13 7%	6 4%	34 12% N	20 5%	9 7%	2 3%	8 8%	17 7%
Bank Advisor	18 3%	5 2%	13 4%	1 1%	6 5%	*	5 3%	5 4%	2 1%	8 5%	6 3%	1 1%	8 3%	10 3%	4 3%	2 2%	3 3%	8 3%
Stockbroker	8 1%	6 2%	2 1%	-	3 2%	-	3 2%	2 1%	3 2%	1 1%	3 2%	-	2 1%	5 1%	3 2%	*	-	4 2%
Accountant	4 1%	3 1%	1 *	2 3%	* *	-	* *	1 *	* *	3 2%	1 *	-	3 1%	1 *	-	* *	1 1%	2 1%
Lawyer	* *	- *	* *	- -	- -	* *	- -	- -	- -	* *	- -	- -	* *	- -	* *	- -	- -	- -
Other	16 2%	6 2%	9 3%	1 2%	1 1%	-	9 6%	4 3%	3 2%	6 4%	5 3%	1 1%	7 2%	9 2%	2 2%	1 1%	3 3%	9 4%
Unsure	40 6%	19 6%	21 6%	5 5%	8 7%	11 9%	6 4%	9 6%	7 5%	10 6%	14 8%	8 6%	18 7%	22 6%	5 4%	10 12% QR	2 2%	7 3%
Sigma	652 100%	317 100%	336 100%	93 100%	127 100%	120 100%	163 100%	150 100%	153 100%	171 100%	189 100%	139 100%	272 100%	380 100%	124 100%	85 100%	100 100%	247 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1040 Given the current financial crisis, which of the following, if any, do you trust less?

Base: All United States Adults 16-64 With Savings/Investments

This Question Was Weighted To The General Population

	Total	Gender		Age					Region				Presence of children in household		Income			
		Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	777	386	391	84	183	141	189	180	205	207	212	153	293	484	147	109	152	257
Weighted Base	733	356	378	111*	136*	133*	187*	167*	178	182	221	152*	308	425	144*	89*	121*	263
Stockbroker	148 20%	77 22%	71 19%	24 22%	24 18%	23 17%	43 23%	34 20%	35 20%	36 20%	54 24%	22 14%	59 19%	89 21%	33 23%	23 26%	27 22%	50 19%
Investment Company Advisor	91 12%	46 13%	44 12%	12 11%	8 6%	18 14%	31 17%	22 13%	25 14%	23 13%	20 9%	23 15%	44 14%	47 11%	28 19%	5 6%	13 11%	29 11%
Bank Advisor	70 10%	42 12%	28 7%	9 8%	12 9%	7 5%	20 11%	22 13%	7 4%	11 6%	21 10%	31 20%	16 5%	54 13%	4 3%	9 10%	14 11%	34 13%
Lawyer	43 6%	32 9%	11 3%	6 5%	5 3%	8 6%	17 9%	8 5%	13 7%	14 8%	7 3%	10 6%	17 6%	26 6%	5 3%	5 6%	9 8%	15 6%
Independent financial advisor or financial planner	41 6%	20 6%	22 6%	4 4%	4 3%	4 3%	11 6%	18 11%	10 5%	6 3%	13 6%	12 8%	10 3%	31 7%	12 9%	6 7%	3 3%	15 6%
Friends/Family	28 4%	13 4%	14 4%	2 1%	8 6%	6 5%	2 1%	9 5%	5 3%	8 5%	7 3%	7 4%	12 4%	15 4%	6 4%	8 9%	2 2%	7 3%
Yourself	26 4%	18 5%	9 2%	3 3%	7 5%	4 3%	2 1%	10 6%	10 5%	7 4%	8 3%	2 1%	15 5%	12 3%	3 2%	1 1%	9 8%	8 3%
Accountant	11 2%	1 *	10 3%	1 1%	1 1%	4 3%	-	5 3%	4 2%	1 *	6 3%	1 1%	8 3%	4 1%	1 *	-	1 1%	4 1%
None	113 15%	50 14%	64 17%	14 12%	26 19%	28 21%	24 13%	22 13%	29 16%	30 17%	35 16%	19 13%	46 15%	67 16%	26 18%	7 7%	20 17%	56 21%
Unsure	162 22%	57 16%	105 28%	36 33%	41 30%	32 24%	37 20%	16 10%	40 23%	46 25%	50 23%	25 16%	82 27%	80 19%	26 18%	24 28%	22 19%	45 17%
Sigma	733 100%	356 100%	378 100%	111 100%	136 100%	133 100%	187 100%	167 100%	178 100%	182 100%	221 100%	152 100%	308 100%	425 100%	144 100%	89 100%	121 100%	263 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1045 If you were making an investment decision tomorrow, would the amount of professional advice you seek increase, decrease or stay the same?

8 Sep 2009
 Table 9

Base: All United States Adults 16-64 With Savings/Investments

This Question Was Weighted To The General Population

	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	777	386	391	84	183	141	189	180	205	207	212	153	293	484	147	109	152	257
Weighted Base	733	356	378	111*	136*	133*	187*	167*	178	182	221	152*	308	425	144*	89*	121*	263
(3) Increase	202 28%	97 27%	105 28%	35 31%	34 25%	43 33%	47 25%	42 25%	44 25%	47 26%	71 32%	40 26%	90 29%	112 26%	34 24%	32 36%	27 23%	77 29%
(2) Stay the same	451 61%	220 62%	230 61%	58 53%	91 67%	78 59%	121 65%	102 61%	125 70% L	113 62%	129 59%	83 54%	182 59%	269 63%	84 58%	42 48%	81 67% P	171 65% P
(1) Decrease	81 11%	38 11%	43 11%	18 16%	11 8%	11 9%	18 10%	23 14%	9 5%	22 12%	21 9%	29 19% I	36 12%	45 11%	26 18% R	15 16% R	13 11%	15 6%
Mean	2.16	2.16	2.17	2.15	2.17	2.24	2.16	2.12	2.19	2.14	2.23	2.07	2.18	2.16	2.06	2.20	2.12	2.24 O
Std. Dev.	0.60	0.60	0.60	0.67	0.56	0.60	0.57	0.61	0.51	0.60	0.60	0.67	0.62	0.59	0.64	0.70	0.57	0.54
Std. Err.	0.02	0.03	0.03	0.07	0.04	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.03	0.05	0.07	0.05	0.03
Sigma	733 100%	356 100%	378 100%	111 100%	136 100%	133 100%	187 100%	167 100%	178 100%	182 100%	221 100%	152 100%	308 100%	425 100%	144 100%	89 100%	121 100%	263 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1050 Taking everything into account, which of the following do you think will be the best place to invest money over the next two years?

8 Sep 2009
 Table 10

Base: All United States Adults 16-64 With Savings/Investments

This Question Was Weighted To The General Population

	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	777	386	391	84	183	141	189	180	205	207	212	153	293	484	147	109	152	257
Weighted Base	733	356	378	111*	136*	133*	187*	167*	178	182	221	152*	308	425	144*	89*	121*	263
Bank savings account or CDs	189 26%	68 19%	120 32% B	50 45% FGH	41 30% G	32 24%	30 16%	36 21%	60 34%	46 25%	49 22%	34 22%	102 33% N	87 20%	49 34% R	22 25%	28 23%	53 20%
Stocks, stock funds, bonds, bond funds	186 25%	119 33% C	67 18%	16 14%	52 38% DF	26 19%	48 26%	45 27%	31 18%	49 27%	65 29% I	41 27%	61 20%	126 30% M	19 13%	17 19%	27 22%	102 39% OPQ
Property other than primary residence (i.e. investment properties/2nd homes)	127 17%	63 18%	64 17%	15 14%	28 20%	32 24%	32 17%	20 12%	20 11%	28 15%	39 18%	40 26% I	51 17%	76 18%	20 14%	18 20%	13 11%	61 23% Q
Government bonds (e.g. treasury or municipal bonds)	90 12%	52 15%	38 10%	11 10%	18 13%	14 10%	19 10%	28 17%	25 14%	23 13%	21 9%	21 14%	42 14%	47 11%	20 14%	11 12%	16 13%	33 12%
Offshore savings account	25 3%	8 2%	16 4%	8 7% GH	7 5% GH	8 6% GH	1 1%	-	5 3%	4 2%	3 1%	12 8% K	11 4%	13 3%	1 *	*	6 5%	15 6%
Other investments whose performance is linked to the stock market	60 8%	33 9%	27 7%	3 3%	17 13% D	12 9%	11 6%	18 11%	14 8%	13 7%	14 6%	19 13%	21 7%	39 9%	7 5%	5 5%	7 5%	34 13%
Other savings/investments	90 12%	43 12%	47 12%	4 3%	12 8%	13 10%	36 19% DE	26 15% D	14 8%	30 17%	29 13%	16 11%	46 15%	45 10%	19 13%	13 15%	9 8%	29 11%
Unsure	166 23%	51 14%	115 30% B	32 29%	22 16%	30 23%	50 27%	32 19%	53 30% L	42 23%	49 22%	23 15%	61 20%	105 25%	39 27% R	27 30% R	32 26% R	33 12%
Sigma	932 127%	438 123%	495 131%	139 125%	196 144%	166 125%	228 122%	203 122%	223 125%	235 129%	269 122%	206 135%	395 128%	537 126%	174 120%	113 127%	138 114%	359 136%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1055 Do you think the government protects investors adequately?

8 Sep 2009
 Table 11

Base: All United States Adults 16-64 With Savings/Investments

This Question Was Weighted To The General Population

	Gender		Age					Region				Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	777	386	391	84	183	141	189	180	205	207	212	153	293	484	147	109	152	257
Weighted Base	733	356	378	111*	136*	133*	187*	167*	178	182	221	152*	308	425	144*	89*	121*	263
Yes	175 24%	104 29% C	71 19%	28 25%	32 23%	26 19%	41 22%	49 29%	55 31% K	45 25%	40 18%	35 23%	64 21%	112 26%	29 20%	19 21%	31 26%	68 26%
No	316 43%	159 45%	157 42%	16 14%	56 41% D	65 49% D	92 49% D	88 53% D	69 39%	77 42%	105 47%	65 43%	146 48%	170 40%	61 42%	41 46%	63 52%	103 39%
Unsure	242 33%	92 26%	149 40% B	67 61% EFGH	49 36% H	42 32% H	54 29%	30 18%	54 30%	60 33%	76 34%	52 34%	98 32%	144 34%	54 38% Q	29 33%	27 22%	92 35%
Sigma	733 100%	356 100%	378 100%	111 100%	136 100%	133 100%	187 100%	167 100%	178 100%	182 100%	221 100%	152 100%	308 100%	425 100%	144 100%	89 100%	121 100%	263 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Base: All United States Adults 16-64
 Q1060 Which one, if any, of the following countries do you think is the greatest threat to global stability?
 This Question Was Weighted To The General Population

	Total	Gender		Age					Region				Presence of children in household		Income			
		Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1010	498	512	140	237	183	236	214	261	267	284	198	379	631	239	141	181	282
Weighted Base	1010	493	517	184*	183	195*	249	199	232	230	335	213	419	592	255	124*	160*	298
North Korea	296 29%	144 29%	152 29%	50 27%	35 19%	58 30%	94 38%	59 30%	71 31%	88 38%	79 24%	57 27%	138 33%	157 27%	72 28%	31 25%	40 25%	98 33%
China	183 18%	98 20%	86 17%	36 19%	33 18%	28 14%	41 17%	46 23%	31 13%	41 18%	68 20%	44 21%	74 18%	110 19%	40 16%	30 24%	34 21%	54 18%
US	169 17%	86 17%	82 16%	51 28% FGH	53 29% FGH	29 15%	21 8%	15 7%	42 18%	30 13%	62 18%	34 16%	70 17%	99 17%	52 20%	18 14%	24 15%	45 15%
Iran	161 16%	94 19%	67 13%	7 4%	16 9%	40 21% DE	46 18% DE	51 26% DE	55 24% JK	27 12%	44 13%	34 16%	51 12%	110 19%	34 13%	16 13%	25 16%	61 20%
Iraq	56 6%	16 3%	40 8% B	14 7%	7 4%	9 5%	15 6%	11 5%	11 5%	15 6%	20 6%	10 5%	18 4%	38 6%	19 7%	7 6%	9 5%	16 5%
Russia	20 2%	15 3%	6 1%	3 2%	4 2%	3 2%	6 2%	4 2%	1 *	2 1%	12 4%	5 2%	9 2%	11 2%	5 2%	3 3%	3 2%	5 2%
Pakistan	2 *	1 *	1 *	- -	2 1%	- -	* *	* *	* *	1 1%	- -	1 *	* *	2 *	1 *	- -	1 *	1 *
India	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -
Afganistan	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -
Israel	1 *	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -
No one county - all are a threat	* *	* *	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	* *	* *	- -	- -	- -
No country - religious fundamentalists are the biggest threat	* *	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	- -	* *	- -	- -	- -	* *
Other	8 1%	5 1%	3 1%	- -	5 3%	- -	3 1%	- -	- -	3 1%	1 *	4 2%	3 1%	5 1%	3 1%	- -	3 2%	1 *
None	106 10%	32 6%	74 14% B	23 13%	23 12%	27 14%	21 8%	12 6%	19 8%	16 7%	46 14%	24 11%	55 13%	51 9%	28 11%	14 11%	20 12%	16 5%
Not sure	6 1%	* *	6 1%	- -	5 3%	* *	1 *	- -	- -	5 2%	1 *	- -	1 *	5 1%	1 1%	4 3%	- -	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

Q1060 Which one, if any, of the following countries do you think is the greatest threat to global stability?

8 Sep 2009
 Table 12

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1010	493	517	184*	183	195*	249	199	232	230	335	213	419	592	255	124*	160*	298
Not stated / not answered / refused	1*	1*	-	-	-	-	-	1*	-	-	-	1*	1*	-	-	-	1*	-
Sigma	1010 100%	493 100%	517 100%	184 100%	183 100%	195 100%	249 100%	199 100%	232 100%	230 100%	335 100%	213 100%	419 100%	592 100%	255 100%	124 100%	160 100%	298 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Analysis of Sample - United States

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region				Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1010	498	512	140	237	183	236	214	261	267	284	198	379	631	239	141	181	282
Weighted Base	1010	493	517	184*	183	195*	249	199	232	230	335	213	419	592	255	124*	160*	298
Gender																		
Male	493 49%	493 100%	- -	95 52%	93 51%	89 46%	113 45%	103 52%	102 44%	95 41%	163 49%	132 62% IJK	194 46%	299 50%	115 45%	58 47%	71 44%	162 54%
Female	517 51%	- -	517 100%	89 48%	91 49%	106 54%	136 55%	96 48%	129 56% L	135 59% L	171 51% L	82 38%	224 54%	293 50%	139 55%	66 53%	89 56%	136 46%
Age																		
16-24	184 18%	95 19%	89 17%	184 100% EFGH	- -	- -	- -	- -	42 18%	27 12%	64 19%	51 24% J	112 27% N	72 12%	45 18% Q	17 13%	9 6%	33 11%
25-34	183 18%	93 19%	91 17%	- -	183 100% DFGH	- -	- -	- -	41 18%	45 19%	58 17%	39 18%	75 18%	108 18%	53 21%	30 24%	33 21%	47 16%
35-44	195 19%	89 18%	106 20%	- -	- -	195 100% DEGH	- -	- -	50 22%	45 19%	64 19%	37 17%	107 26% N	88 15%	47 18%	25 20%	43 27%	69 23%
45-54	249 25%	113 23%	136 26%	- -	- -	- -	249 100% DEFH	- -	54 23%	64 28%	83 25%	48 22%	95 23%	154 26%	72 28%	26 21%	47 30%	80 27%
55-64	199 20%	103 21%	96 19%	- -	- -	- -	- -	199 100% DEFG	45 19%	50 22%	65 19%	39 18%	30 7%	169 29% M	38 15%	27 21%	28 17%	68 23%
Region																		
Northeast	232 23%	102 21%	129 25%	42 23%	41 22%	50 26%	54 22%	45 22%	232 100% JKL	- -	- -	- -	78 19%	153 26%	53 21%	23 18%	42 26%	69 23%
Midwest	230 23%	95 19%	135 26%	27 14%	45 24%	45 23%	64 26%	50 25%	- -	230 100% IKL	- -	- -	105 25%	125 21%	65 25%	26 21%	41 26%	68 23%
South	335 33%	163 33%	171 33%	64 35%	58 32%	64 33%	83 33%	65 33%	- -	- -	335 100% IJKL	- -	147 35%	187 32%	94 37%	42 34%	56 35%	83 28%
West	213 21%	132 27% C	82 16%	51 28%	39 21%	37 19%	48 19%	39 20%	- -	- -	- -	213 100% IJK	88 21%	126 21%	42 17%	33 26% Q	21 13%	79 26% Q
Presence of children in household																		
Yes	419 41%	194 39%	224 43%	112 61% EGH	75 41% H	107 55% EGH	95 38% H	30 15%	78 34%	105 46% I	147 44%	88 41%	419 100% N	- -	82 32%	44 35%	72 45%	120 40%
No	592 59%	299 61%	293 57%	72 39%	108 59% DF	88 45%	154 62% DF	169 85% DEFG	153 66% J	125 54%	187 56%	126 59%	- -	592 100% M	172 68%	80 65%	88 55%	178 60%
Income																		
<\$35K	255 25%	115 23%	139 27%	45 24%	53 29%	47 24%	72 29%	38 19%	53 23%	65 28%	94 28%	42 20%	82 20%	172 29% M	255 100% PQR	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Analysis of Sample - United States

8 Sep 2009
 Table 13

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	Total	Gender		Age					Region				Presence of children in household		Income			
		Male	Female	16-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1010	493	517	184*	183	195*	249	199	232	230	335	213	419	592	255	124*	160*	298
\$35K-\$49.9K	124 12%	58 12%	66 13%	17 9%	30 16%	25 13%	26 10%	27 13%	23 10%	26 11%	42 13%	33 15%	44 11%	80 14%	-	124 100% OQR	-	-
\$50K-\$74.9K	160 16%	71 14%	89 17%	9 5%	33 18% D	43 22% D	47 19% D	28 14% D	42 18%	41 18%	56 17%	21 10%	72 17%	88 15%	-	-	160 100% OPR	-
\$75K+	298 29%	162 33%	136 26%	33 18%	47 26%	69 35% D	80 32% D	68 34% D	69 30%	68 29%	83 25%	79 37% K	120 29%	178 30%	-	-	-	298 100% OPQ

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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 cgerlotto@harrisinteractive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

www.harrisinteractive.com/europe

Base: All United States Adults 16-64

CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)

8 Sep 2009
 Table 14

	Unweighted	Weighted
Unweighted Base	1010	1010
Weighted Base	1010	1010
<u>GENDER</u>		
Male	498 49%	493 49%
Female	512 51%	517 51%
<u>AGE</u>		
16-24	140 14%	184 18%
25-34	237 23%	183 18%
35-44	183 18%	195 19%
45-54	236 23%	249 25%
55-64	214 21%	199 20%
<u>REGION</u>		
Northeast	261 26%	232 23%
Midwest	267 26%	230 23%
South	284 28%	335 33%
West	198 20%	213 21%

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CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)

8 Sep 2009
 Table 14

	Unweighted	Weighted
Weighted Base	1010	1010
<u>PRESENCE OF CHILDREN IN HOUSEHOLD</u>		
Yes	379 38%	419 41%
No	631 62%	592 59%
<u>INCOME</u>		
<\$35K	239 24%	255 25%
\$35K-\$49.9K	141 14%	124 12%
\$50K-\$74.9K	181 18%	160 16%
\$75K+	282 28%	298 29%
Decline to Answer/Not Answered	167 17%	174 17%

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Base: All United States Adults 16-64

WEIGHTING VARIABLES - UNITED STATES

8 Sep 2009
 Table 15

	Unweighted	Weighted
Unweighted Base	1010	1010
Weighted Base	1010	1010
<u>AGE CATEGORIES</u>		
16-29	273 27%	260 26%
30-39	192 19%	213 21%
40-49	255 25%	248 25%
50-64	290 29%	290 29%
<u>GENDER</u>		
Male	498 49%	493 49%
Female	512 51%	517 51%
<u>EDUCATION</u>		
High School or Less	209 21%	447 44%
Some College	238 24%	205 20%
Associates Degree	104 10%	87 9%
4 Year College Degree	224 22%	179 18%
Post-Graduate Schooling	235 23%	93 9%
<u>RACE/ETHNICITY</u>		
Hispanic	33 3%	98 10%
Black/African American But Not Hispanic	51 5%	111 11%
All Others	926 92%	801 79%

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Base: All United States Adults 16-64

WEIGHTING VARIABLES - UNITED STATES

8 Sep 2009
 Table 15

	Unweighted	Weighted
Weighted Base	1010	1010
<u>REGION</u>		
North-East 1	56 6%	48 5%
North-East 2	205 20%	184 18%
South 1	197 20%	239 24%
South 2	87 9%	96 9%
Midwest 1	186 18%	152 15%
Midwest 2	81 8%	79 8%
West 1	71 7%	79 8%
West 2	127 13%	134 13%
<u>YEARLY HOUSEHOLD INCOME</u>		
Less than \$15,000	70 7%	78 8%
\$15,000 - \$24,999	74 7%	88 9%
\$25,000 - \$34,999	95 9%	88 9%
\$35,000 - \$49,999	141 14%	124 12%
\$50,000 - \$74,999	181 18%	160 16%
\$75,000 - \$99,999	127 13%	107 11%
\$100,000 or More	155 15%	191 19%
Decline to Answer/Not Answered	167 17%	174 17%

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Base: All United States Adults 16-64

WEIGHTING VARIABLES - UNITED STATES

8 Sep 2009
 Table 15

	Unweighted	Weighted
Weighted Base	1010	1010
<u>PROPENSITY QUINTILE</u>		
Quintile 1	427 42%	226 22%
Quintile 2	222 22%	206 20%
Quintile 3	138 14%	198 20%
Quintile 4	98 10%	173 17%
Quintile 5	68 7%	149 15%
Missing	57 6%	59 6%

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8 September 2009
 THE HARRIS POLL GLOBAL OMNIBUS
 J7460S1 SEPTEMBER PAN EURO 2009
 HARRIS INTERACTIVE
 A592 FT - PERSONAL FINANCES
 FIELD PERIOD: 26th AUGUST - 1st SEPTEMBER 2009

Page	Table	Title
1	1	Q1005 We would now like to talk to you about your personal finances. Which of the following savings or investment products do you hold, if any? This Question Was Weighted To The General Population
2	2	Q1010 And where do you currently have most of your savings/investments? This Question Was Weighted To The General Population
3	3	Q1015 Thinking about the last two years, has the amount of risk you take with your investments increased, decreased or stayed the same? This Question Was Weighted To The General Population
4	4	Q1020 Compared with two years ago how has your attitude to investing on the stock market changed, if at all? This Question Was Weighted To The General Population
5	5	Q1025 Have you changed your investment choices in the last two years? This Question Was Weighted To The General Population
6	6	Q1030 Which of the following do you trust to look after your savings/investments? This Question Was Weighted To The General Population
7	7	Q1035 Which of the following do you trust most to look after your savings/investments? This Question Was Weighted To The General Population
8	8	Q1040 Given the current financial crisis, which of the following, if any, do you trust less? This Question Was Weighted To The General Population
9	9	Q1045 If you were making an investment decision tomorrow, would the amount of professional advice you seek increase, decrease or stay the same? This Question Was Weighted To The General Population
10	10	Q1050 Taking everything into account, which of the following do you think will be the best place to invest money over the next two years? This Question Was Weighted To The General Population
11	11	Q1055 Do you think the government protects investors adequately? This Question Was Weighted To The General Population
12	12	Q1060 Which one, if any, of the following countries do you think is the greatest threat to global stability? This Question Was Weighted To The General Population
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