

Monthly Survey 13

10 IABD INTRO

This questionnaire begins with questions about your experience with financial investing. We will then ask you some questions about financial service providers.

11 CURRENTLY HAVE ANY INVESTMENTS

Do you currently have any investments in stocks or mutual funds? Please include any stocks or mutual funds held in dedicated retirement accounts, such as an IRA or 401(k) plan.

- 1 Yes
- 2 No

IF I1 = 1 THEN

12 ARE INVESTMENTS STOCKS AND OR MUTUAL FUNDS

Are all of these stock and/or mutual fund investments held in dedicated retirement accounts, such as an IRA or 401(k) plan, or are some of them held outside of retirement accounts?

- 1 Yes, all stocks and/or mutual funds are held in retirement accounts.
- 2 No, some stocks and/or mutual funds are held outside of retirement accounts.
- 3 No, all stocks and/or mutual funds are held outside of retirement accounts.

AD1 UNDERSTAND NATURE OF INCREASES IN MY INVESTMENTS

Next are some statements that people sometimes make when they talk about their investments, including retirement savings. Please tell me how much you agree or disagree with each statement as it applies to you personally. I understand the nature and causes of increases in my investments.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

AD2 SEEK OUT INFORMATION WHEN NECESSARY

I seek out information about my investments when necessary.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

AD3 KNOW DIFFERENT INVESTMENT OPTIONS AVAILABLE TO ME

I know the different investment options available to me.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

ENDIF

E1 ANY FORMER FINANCE OR INVESTING TRAINING

Have you had any formal training in finance or investing, such as business school classes, college finance classes, or external investment classes given through your bank or other institutions?

- 1 Yes
- 2 No

K_Intro K KNOWLEDGE INTRO

We are interested in your perceptions of financial service professionals. The next set of questions will ask you about the types of services that these professionals may offer. We will focus on four types of financial service professionals: Brokers, Investment Advisers, Financial Advisors or Consultants, and Financial Planners. If you are not familiar with these professionals, please answer as best you can.

K1 ADVICE ABOUT SECURITIES

What types of financial service professionals provide advice about securities (e.g., shares of stocks or mutual funds) as part of their regular business?

Please check all that apply:

- 1 ^FLBrokerAdviser1
- 2 ^FLBrokerAdviser2
- 3 Financial Advisors or Financial Consultants
- 4 Financial Planners
- 5 None of the above

K2 EXECUTES STOCK OR MUTUAL FUND TRANSACTIONS

What types of financial service professionals execute stock or mutual fund transactions on the client's behalf? Please check all that apply:

- 1 ^FLBrokerAdviser1
- 2 ^FLBrokerAdviser2
- 3 Financial Advisors or Financial Consultants
- 4 Financial Planners
- 5 None of the above

IF 5 IN K2 AND CARDINAL(K2) > 1 THEN

|

| **KCheck** ADVICE CHECK

| You checked 'none of the above' together with one or more other options.

| Please go back and change your answer.

|

ENDIF

K3 RECOMMENDS SPECIFIC INVESTMENTS

What types of financial service professionals recommend specific investments?

Please check all that apply:

- 1 ^FLBrokerAdviser1
- 2 ^FLBrokerAdviser2
- 3 Financial Advisors or Financial Consultants
- 4 Financial Planners
- 5 None of the above

K4 RETIREMENT PLANNING

What types of financial service professionals provide retirement planning?

Please check all that apply:

- 1 ^FLBrokerAdviser1
- 2 ^FLBrokerAdviser2
- 3 Financial Advisors or Financial Consultants
- 4 Financial Planners
- 5 None of the above

K5 GENERAL FINANCIAL PLANNING

What types of financial service professionals provide general financial planning? Please check all that apply:

- 1 ^FLBrokerAdviser1
- 2 ^FLBrokerAdviser2
- 3 Financial Advisors or Financial Consultants
- 4 Financial Planners
- 5 None of the above

K6 RECEIVES COMMISSIONS ON PURCHASES

What types of financial service professionals typically receive commissions on purchases or trades that the client makes? Please check all that apply:

- 1 ^FLBrokerAdviser1
- 2 ^FLBrokerAdviser2
- 3 Financial Advisors or Financial Consultants
- 4 Financial Planners
- 5 None of the above

K7 PAID BASED ON THE AMOUNT OF ASSETS

What types of financial service professionals are typically paid based on the amount of assets that the client holds? Please check all that apply:

- 1 ^FLBrokerAdviser1
- 2 ^FLBrokerAdviser2
- 3 Financial Advisors or Financial Consultants
- 4 Financial Planners
- 5 None of the above

K8 REQUIRED BY LAW TO ACT IN CLIENTS BEST INTEREST

What types of financial service professionals are required by law to act in the client's best interest? Please check all that apply:

- 1 ^FLBrokerAdviser1
- 2 ^FLBrokerAdviser2
- 3 Financial Advisors or Financial Consultants
- 4 Financial Planners
- 5 None of the above

K9 REQUIRED BY LAW TO DISCLOSE ANY CONFLICTS OF INTER

What types of financial service professionals are required by law to disclose to clients any conflicts of interest? Please check all that apply:

- 1 ^FLBrokerAdviser1
- 2 ^FLBrokerAdviser2
- 3 Financial Advisors or Financial Consultants
- 4 Financial Planners
- 5 None of the above

FS1 CURRENTLY USE FINANCIAL SERVICE PROVIDER

Do you currently use any professional financial service providers—include individual professionals and/or firms—for: Conducting stock market and/or mutual fund transactions: (e.g., purchases and sales of stocks, shares in mutual funds, options contracts, short selling, etc.) Please exclude transactions that involve an employer sponsored retirement account. Advising, management, and/or planning: (e.g., financial advising, investment advising, financial planning, money management, retirement planning, estate planning, etc.) Check all that apply:

- 1 ^FLF1a
- 2 ^FLF1b

3 None of the above

IF !(3 IN FS1) THEN

IF 1 IN CURRENTLY USE FINANCIAL SERVICE PROVIDER OR ^FLF1b IN CURRENTLY USE FINANCIAL SERVICE PROVIDER THEN

FS2 PERSONALLY INTERACT WITH INDIVIDUAL PROFESSIONAL
First we would like to ask you about [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning]. Is there an individual professional with whom you personally interact regarding [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

- 1 No
- 2 Yes, one individual.
- 3 Yes, more than one individual.

IF PERSONALLY INTERACT WITH INDIVIDUAL PROFESSIONAL = No THEN

FS3c1 HOW MANY FIRMS
How many firms do you use for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

IF HOW MANY FIRMS = 0 OR HOW MANY FIRMS = EMPTY THEN

[Questions FS3c1a to FS3c1a_other are displayed as a table]

FS3c1a WHAT KIND OF PROFESSIONAL SERVICE PROVIDER
You previously said that you currently use professional financial service providers for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services, but then you said that you use neither an individual professional nor a firm. What kind of professional financial service provider(s) do you use: (check all that apply)

- 1 Individual professional(s)
- 2 Firm(s)
- 3 Other

FS3c1a_other WHAT KIND OF PROFESSIONAL SERVICE PROVIDER

Other
String

IF 1 IN WHAT KIND OF PROFESSIONAL SERVICE PROVIDER THEN

FS3c1a1 HOW MANY INDIVIDUAL PROFESSIONALS
How many individual professionals do you personally interact with regarding [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

IF HOW MANY INDIVIDUAL PROFESSIONALS = 1 THEN

FS3a1 PROFESSIONAL SERVICES JOB TITLE
For the individual professional who provides [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services, what is the job title for this person (or what brief phrase would you use to describe this individual's job if you

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| | | | do not know the job title)?
| | | | String
| | | |
| | | | IF PROFESSIONAL SERVICES JOB TITLE = EMPTY THEN
| | | |
| | | | enterTitle PLEASE ENTER JOB TITLE
| | | | Please go back to enter the job title(s) or some description for
| | | | the individual(s). Otherwise, blanks will appear in later
| | | | questions.
| | | |
| | | | ENDIF
| | | |
| | | | FS3a2a PROFESSIONAL SERVICES FIRM NAME
| | | | What is the name of the firm where this individual professional
| | | | works?
| | | | String
| | | |
| | | | IF PROFESSIONAL SERVICES FIRM NAME = EMPTY THEN
| | | |
| | | | enterFirm PLEASE ENTER JOB FIRM
| | | | Please go back to enter the name(s) or some description for the
| | | | firm(s). Otherwise, blanks will appear in later questions.
| | | |
| | | | ENDIF
| | | |
| | | | [Questions FS3a2b to FS3a2b_other are displayed as a table]
| | | |
| | | | FS3a2b WHAT KIND OF FIRM
| | | | What kind of firm is [Firm 1]? (check all that apply)
| | | | 1 ^FLFS3a2b_1
| | | | 2 ^FLFS3a2b_2
| | | | 3 Bank
| | | | 4 Other
| | | |
| | | | FS3a2b_other WHAT KIND OF FIRM OTHER
| | | | Other
| | | | String
| | | |
| | | | FS3a3 USE ANY OTHER FIRMS
| | | | Do you use any other firms for [Conducting stock market and/or
| | | | mutual fund transactions/Advising, management, and/or planning]
| | | | services?
| | | | 1 Yes, 1 other firm
| | | | 2 Yes, 2 or more other firms
| | | | 3 No other firms
| | | |
| | | | IF USE ANY OTHER FIRMS = Yes, 1 other firm THEN
| | | |
| | | | FS3a4a WHAT IS THE NAME OF FIRM
| | | | What is the name of this firm?
| | | | String
| | | |
| | | | IF WHAT IS THE NAME OF FIRM = EMPTY THEN
| | | |
| | | | enterFirm PLEASE ENTER JOB FIRM
| | | | Please go back to enter the name(s) or some description for the

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| | | | | String
| | | | |
| | | | | [Questions FS3a7 to FS3a7_other are displayed as a table]
| | | | |
| | | | | FS3a7 WHAT KIND OF FIRM IS FIRM 2
| | | | | What kind of firm is [Firm 3]? (check all that apply)
| | | | | 1 ^FLFS3a7_1
| | | | | 2 ^FLFS3a7_2
| | | | | 3 Bank
| | | | | 4 Other
| | | | |
| | | | | FS3a7_other WHAT KIND OF FIRM IS FIRM 2 OTHER
| | | | | Other
| | | | | String
| | | | |
| | | | | ENDIF
| | | | |
| | | | | ENDIF
| | | | |
| | | | | IF HOW MANY INDIVIDUAL PROFESSIONALS > 1 THEN
| | | | |
| | | | | [Questions FS3b1_prof1 to FS3b1_prof2 are displayed as a table]
| | | | |
| | | | | FS3b1_prof1 TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 1
| | | | | Please think about the two individual professionals with whom you
| | | | | interact the most for [Conducting stock market and/or mutual fund
| | | | | transactions/Advising, management, and/or planning] services. What
| | | | | are the job titles for these professionals (or what brief phrase
| | | | | would you use to describe each individual's job if you do not know
| | | | | the title)? For the remainder of the questions, we will refer to the
| | | | | first as Individual Professional 1 and we will refer to the second
| | | | | as Individual Professional 2.
| | | | | String
| | | | |
| | | | | FS3b1_prof2 TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 2
| | | | | Please think about the two individual professionals with whom you
| | | | | interact the most for [Conducting stock market and/or mutual fund
| | | | | transactions/Advising, management, and/or planning] services. What
| | | | | are the job titles for these professionals (or what brief phrase
| | | | | would you use to describe each individual's job if you do not know
| | | | | the title)? For the remainder of the questions, we will refer to the
| | | | | first as Individual Professional 1 and we will refer to the second
| | | | | as Individual Professional 2.
| | | | | String
| | | | |
| | | | | IF TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 1 = EMPTY
| | | | | OR TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 2 = EMPTY
| | | | | THEN
| | | | |
| | | | | enterTitle PLEASE ENTER JOB TITLE
| | | | | Please go back to enter the job title(s) or some description for
| | | | | the individual(s). Otherwise, blanks will appear in later
| | | | | questions.
| | | | |
| | | | | ENDIF

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IF TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 1 = EMPTY
AND TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 2 =
EMPTY THEN

[Questions FS3b1a_prof1 to FS3b1a_prof5 are displayed as a table]

FS3b1a_prof1 JOB TITLE PROFESSIONAL 1
Please list up to 5 job titles/job descriptions for the individual
professionals with whom you interact the most
String

FS3b1a_prof2 JOB TITLE PROFESSIONAL 2
Please list up to 5 job titles/job descriptions for the individual
professionals with whom you interact the most
String

FS3b1a_prof3 JOB TITLE PROFESSIONAL 3
Please list up to 5 job titles/job descriptions for the individual
professionals with whom you interact the most
String

FS3b1a_prof4 JOB TITLE PROFESSIONAL 4
Please list up to 5 job titles/job descriptions for the individual
professionals with whom you interact the most
String

FS3b1a_prof5 JOB TITLE PROFESSIONAL 5
Please list up to 5 job titles/job descriptions for the individual
professionals with whom you interact the most
String

ENDIF

FS3b2a NAME OF FIRM PROFESSIONAL 1
What is the name of the firm where Individual Professional 1 works?
(you described this person's job as follows: [Job title 1])
String

IF NAME OF FIRM PROFESSIONAL 1 = EMPTY THEN

enterFirm PLEASE ENTER JOB FIRM
Please go back to enter the name(s) or some description for the
firm(s). Otherwise, blanks will appear in later questions.

ENDIF

[Questions FS3b2b to FS3b2b_other are displayed as a table]

FS3b2b WHAT KIND OF FIRM IS FIRM 1
What kind of firm is [Firm 1]? (check all that apply)
1 ^FLFS3b2b_1
2 ^FLFS3b2b_2
3 Bank
4 Other


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||||| FS3b2b_other WHAT KIND OF FIRM IS FIRM 1 OTHER
||||| Other
||||| String
|||||
||||| FS3b3a WHAT IS THE NAME OF FIRM PROF 2
||||| What is the name of the firm where Individual Professional 2 works?
||||| (you described this person's job as follows: [Job title 2])
||||| String
|||||
||||| IF WHAT IS THE NAME OF FIRM PROF 2 = EMPTY THEN
|||||
||||| enterFirm PLEASE ENTER JOB FIRM
||||| Please go back to enter the name(s) or some description for the
||||| firm(s). Otherwise, blanks will appear in later questions.
|||||
||||| ENDIF
|||||
||||| [Questions FS3b3b to FS3b3b_other are displayed as a table]
|||||
||||| FS3b3b WHAT KIND OF FIRM IS FIRM 2
||||| What kind of firm is [Firm 2]? (check all that apply)
||||| 1 ^FLFS3b3b_1
||||| 2 ^FLFS3b3b_2
||||| 3 Bank
||||| 4 Other
|||||
||||| FS3b3b_other WHAT KIND OF FIRM IS FIRM 2 OTHER
||||| Other
||||| String
|||||
||||| FS3b4 USE ANY OTHER FIRMS
||||| Do you use any other firms for [Conducting stock market and/or
||||| mutual fund transactions/Advising, management, and/or planning]
||||| services?
||||| 1 Yes, 1 other firm
||||| 2 Yes, 2 or more other firms
||||| 3 No other firms
|||||
||||| IF USE ANY OTHER FIRMS = Yes, 1 other firm THEN
|||||
||||| FS3b5a NAME OF FIRM
||||| What is the name of this firm?
||||| String
|||||
||||| IF NAME OF FIRM = EMPTY THEN
|||||
||||| enterFirm PLEASE ENTER JOB FIRM
||||| Please go back to enter the name(s) or some description for the
||||| firm(s). Otherwise, blanks will appear in later questions.
|||||
||||| ENDIF
|||||
||||| [Questions FS3b5b to FS3b5b_other are displayed as a table]
|||||
||||| FS3b5b WHAT KIND OF FIRM IS FIRM 3
||||| What kind of firm is [Firm 3]? (check all that apply)

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||||| 1 ^FLFS3b5b_1
||||| 2 ^FLFS3b5b_2
||||| 3 Bank
||||| 4 Other

||||| FS3b5b_other WHAT KIND OF FIRM IS FIRM 3 OTHER
||||| Other
||||| String

||||| ENDIF

||||| IF USE ANY OTHER FIRMS = Yes, 2 or more other firms THEN
||||| [Questions FS3b6_firm3 to FS3b6_firm4 are displayed as a table]
||||| FS3b6_firm3 NAME OF FIRM 3
||||| Please think about the two additional firms with whom you interact
||||| the most for [Conducting stock market and/or mutual fund
||||| transactions/Advising, management, and/or planning] services.
||||| What are the names of these firms?
||||| String

||||| FS3b6_firm4 NAME OF FIRM 4
||||| Please think about the two additional firms with whom you interact
||||| the most for [Conducting stock market and/or mutual fund
||||| transactions/Advising, management, and/or planning] services.
||||| What are the names of these firms?
||||| String

||||| IF NAME OF FIRM 3 = EMPTY OR NAME OF FIRM 4 = EMPTY THEN
||||| enterFirm PLEASE ENTER JOB FIRM
||||| Please go back to enter the name(s) or some description for the
||||| firm(s). Otherwise, blanks will appear in later questions.

||||| ENDIF

||||| [Questions FS3b7 to FS3b7_other are displayed as a table]
||||| FS3b7 WHAT KIND OF FIRM IS FIRM 3
||||| What kind of firm is [Firm 3]? (check all that apply)
||||| 1 ^FLFS3b7_1
||||| 2 ^FLFS3b7_2
||||| 3 Bank
||||| 4 Other

||||| FS3b7_other WHAT KIND OF FIRM IS FIRM 3 OTHER
||||| Other
||||| String

||||| [Questions FS3b8 to FS3b8_other are displayed as a table]
||||| FS3b8 WHAT KIND OF FIRM IS FIRM 4
||||| What kind of firm is [Firm 4]? (check all that apply)
||||| 1 ^FLFS3b8_1
||||| 2 ^FLFS3b8_2

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||||| 3 Bank
||||| 4 Other
|||||
||||| FS3b8_other WHAT KIND OF FIRM IS FIRM 4 OTHER
||||| Other
||||| String
|||||
||||| ENDIF
|||||
||||| ENDIF
|||||
||||| ENDIF
|||||
||||| IF 2 IN WHAT KIND OF PROFESSIONAL SERVICE PROVIDER AND !(1 IN
||||| FS3C1A) THEN
|||||
||||| FS3c1a2 HOW MANY FIRMS
||||| How many firms do you use for [Conducting stock market and/or mutual
||||| fund transactions/Advising, management, and/or planning] services?
|||||
||||| IF HOW MANY FIRMS = 1 THEN
|||||
||||| FS3c2a WHAT IS THE NAME OF FIRM
||||| What is the name of this firm?
||||| String
|||||
||||| IF WHAT IS THE NAME OF FIRM = EMPTY THEN
|||||
||||| enterFirm PLEASE ENTER JOB FIRM
||||| Please go back to enter the name(s) or some description for the
||||| firm(s). Otherwise, blanks will appear in later questions.
|||||
||||| ENDIF
|||||
||||| [Questions FS3c2b to FS3c2b_other are displayed as a table]
|||||
||||| FS3c2b WHAT KIND OF FIRM
||||| What kind of firm is [Firm 1]? (check all that apply)
||||| 1 ^FLFS3c2b_1
||||| 2 ^FLFS3c2b_2
||||| 3 Bank
||||| 4 Other
|||||
||||| FS3c2b_other WHAT KIND OF FIRM OTHER
||||| Other
||||| String
|||||
||||| ENDIF
|||||
||||| IF HOW MANY FIRMS > 1 THEN
|||||
||||| [Questions FS3c3_firm1 to FS3c3_firm2 are displayed as a table]
|||||
||||| FS3c3_firm1 NAMES OF FIRM 1
||||| Please think about the two firms that are most important to you for
||||| [Conducting stock market and/or mutual fund transactions/Advising,

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management, and/or planning] services. What are the names of these firms? (Note: In the forthcoming questions, we will refer to these firms by the names you provide).
String

FS3c3_firm2 NAMES OF FIRM 2
Please think about the two firms that are most important to you for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services. What are the names of these firms? (Note: In the forthcoming questions, we will refer to these firms by the names you provide).
String

IF NAMES OF FIRM 1 = EMPTY OR FS3C3_FIRM2= EMPTY THEN
enterFirm PLEASE ENTER JOB FIRM
Please go back to enter the name(s) or some description for the firm(s). Otherwise, blanks will appear in later questions.

ENDIF

IF NAMES OF FIRM 1 = EMPTY AND FS3C3_FIRM2= EMPTY THEN
[Questions FS3c3a_firm1 to FS3c3a_firm5 are displayed as a table]

FS3c3a_firm1 USE FOR SERVICES FIRM 1
Please list up to 5 firms that you use for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services.
String

FS3c3a_firm2 USE FOR SERVICES FIRM 2
Please list up to 5 firms that you use for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services.
String

FS3c3a_firm3 USE FOR SERVICES FIRM 3
Please list up to 5 firms that you use for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services.
String

FS3c3a_firm4 USE FOR SERVICES FIRM 4
Please list up to 5 firms that you use for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services.
String

FS3c3a_firm5 USE FOR SERVICES FIRM 5
Please list up to 5 firms that you use for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services.
String

ENDIF

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| | | | |
| | | | | IF FIRM 1 EMPTY THEN
| | | | |
| | | | | [Questions FS3c4 to FS3c4_other are displayed as a table]
| | | | |
| | | | | FS3c4 WHAT KIND OF FIRM IS FIRM 1
| | | | | What kind of firm is [Firm 1]? (check all that apply)
| | | | | 1 ^FLFS3c4_1
| | | | | 2 ^FLFS3c4_2
| | | | | 3 Bank
| | | | | 4 Other
| | | | |
| | | | | FS3c4_other WHAT KIND OF FIRM IS FIRM 1 OTHER
| | | | | Other
| | | | | String
| | | | |
| | | | | [Questions FS3c5 to FS3c5_other are displayed as a table]
| | | | |
| | | | | FS3c5 WHAT KIND OF FIRM IS FIRM 2
| | | | | What kind of firm is [Firm 2]? (check all that apply)
| | | | | 1 ^FLFS3c5_1
| | | | | 2 ^FLFS3c5_2
| | | | | 3 Bank
| | | | | 4 Other
| | | | |
| | | | | FS3c5_other WHAT KIND OF FIRM IS FIRM 2 OTHER
| | | | | Other
| | | | | String
| | | | |
| | | | | ENDIF
| | | | |
| | | | | ENDIF
| | | | |
| | | | | ENDIF
| | | | |
| | | | | ENDIF
| | | | |
| | | | | IF HOW MANY FIRMS = 1 THEN
| | | | |
| | | | | FS3c2a WHAT IS THE NAME OF FIRM
| | | | | What is the name of this firm?
| | | | | String
| | | | |
| | | | | IF WHAT IS THE NAME OF FIRM = EMPTY THEN
| | | | |
| | | | | enterFirm PLEASE ENTER JOB FIRM
| | | | | Please go back to enter the name(s) or some description for the
| | | | | firm(s). Otherwise, blanks will appear in later questions.
| | | | |
| | | | | ENDIF
| | | | |
| | | | | [Questions FS3c2b to FS3c2b_other are displayed as a table]
| | | | |
| | | | | FS3c2b WHAT KIND OF FIRM
| | | | | What kind of firm is [Firm 1]? (check all that apply)
| | | | | 1 ^FLFS3c2b_1

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||| 2 ^FLFS3c2b_2
||| 3 Bank
||| 4 Other
|||
||| FS3c2b_other WHAT KIND OF FIRM OTHER
||| Other
||| String
|||
||| ENDIF
|||
||| IF HOW MANY FIRMS > 1 THEN
|||
||| [Questions FS3c3_firm1 to FS3c3_firm2 are displayed as a table]
|||
||| FS3c3_firm1 NAMES OF FIRM 1
||| Please think about the two firms that are most important to you for
||| [Conducting stock market and/or mutual fund transactions/Advising,
||| management, and/or planning] services. What are the names of these
||| firms? (Note: In the forthcoming questions, we will refer to these firms
||| by the names you provide).
||| String
|||
||| FS3c3_firm2 NAMES OF FIRM 2
||| Please think about the two firms that are most important to you for
||| [Conducting stock market and/or mutual fund transactions/Advising,
||| management, and/or planning] services. What are the names of these
||| firms? (Note: In the forthcoming questions, we will refer to these firms
||| by the names you provide).
||| String
|||
||| IF NAMES OF FIRM 1 = EMPTY OR FS3C3_FIRM2= EMPTY THEN
|||
||| enterFirm PLEASE ENTER JOB FIRM
||| Please go back to enter the name(s) or some description for the
||| firm(s). Otherwise, blanks will appear in later questions.
|||
||| ENDIF
|||
||| IF NAMES OF FIRM 1 = EMPTY AND FS3C3_FIRM2= EMPTY THEN
|||
||| [Questions FS3c3a_firm1 to FS3c3a_firm5 are displayed as a table]
|||
||| FS3c3a_firm1 USE FOR SERVICES FIRM 1
||| Please list up to 5 firms that you use for [Conducting stock market
||| and/or mutual fund transactions/Advising, management, and/or planning]
||| services.
||| String
|||
||| FS3c3a_firm2 USE FOR SERVICES FIRM 2
||| Please list up to 5 firms that you use for [Conducting stock market
||| and/or mutual fund transactions/Advising, management, and/or planning]
||| services.
||| String
|||
||| FS3c3a_firm3 USE FOR SERVICES FIRM 3
||| Please list up to 5 firms that you use for [Conducting stock market

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| | | | and/or mutual fund transactions/Advising, management, and/or planning]
| | | | services.
| | | | String
| | | |
| | | | FS3c3a_firm4 USE FOR SERVICES FIRM 4
| | | | Please list up to 5 firms that you use for [Conducting stock market
| | | | and/or mutual fund transactions/Advising, management, and/or planning]
| | | | services.
| | | | String
| | | |
| | | | FS3c3a_firm5 USE FOR SERVICES FIRM 5
| | | | Please list up to 5 firms that you use for [Conducting stock market
| | | | and/or mutual fund transactions/Advising, management, and/or planning]
| | | | services.
| | | | String
| | | |
| | | | ENDIF
| | | |
| | | | IF FIRM 1 EMPTY THEN
| | | |
| | | | [Questions FS3c4 to FS3c4_other are displayed as a table]
| | | |
| | | | FS3c4 WHAT KIND OF FIRM IS FIRM 1
| | | | What kind of firm is [Firm 1]? (check all that apply)
| | | | 1 ^FLFS3c4_1
| | | | 2 ^FLFS3c4_2
| | | | 3 Bank
| | | | 4 Other
| | | |
| | | | FS3c4_other WHAT KIND OF FIRM IS FIRM 1 OTHER
| | | | Other
| | | | String
| | | |
| | | | [Questions FS3c5 to FS3c5_other are displayed as a table]
| | | |
| | | | FS3c5 WHAT KIND OF FIRM IS FIRM 2
| | | | What kind of firm is [Firm 2]? (check all that apply)
| | | | 1 ^FLFS3c5_1
| | | | 2 ^FLFS3c5_2
| | | | 3 Bank
| | | | 4 Other
| | | |
| | | | FS3c5_other WHAT KIND OF FIRM IS FIRM 2 OTHER
| | | | Other
| | | | String
| | | |
| | | | ENDIF
| | | |
| | | | ENDIF
| | | |
| | | | ENDIF
| | | |
| | | | IF PERSONALLY INTERACT WITH INDIVIDUAL PROFESSIONAL = Yes, one
| | | | individual. THEN
| | | |
| | | | FS3a1 PROFESSIONAL SERVICES JOB TITLE

```

For the individual professional who provides [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services, what is the job title for this person (or what brief phrase would you use to describe this individual's job if you do not know the job title)?

String

IF PROFESSIONAL SERVICES JOB TITLE = EMPTY THEN

enterTitle PLEASE ENTER JOB TITLE

Please go back to enter the job title(s) or some description for the individual(s). Otherwise, blanks will appear in later questions.

ENDIF

FS3a2a PROFESSIONAL SERVICES FIRM NAME

What is the name of the firm where this individual professional works?

String

IF PROFESSIONAL SERVICES FIRM NAME = EMPTY THEN

enterFirm PLEASE ENTER JOB FIRM

Please go back to enter the name(s) or some description for the firm(s). Otherwise, blanks will appear in later questions.

ENDIF

[Questions FS3a2b to FS3a2b_other are displayed as a table]

FS3a2b WHAT KIND OF FIRM

What kind of firm is [Firm 1]? (check all that apply)

1 ^FLFS3a2b_1

2 ^FLFS3a2b_2

3 Bank

4 Other

FS3a2b_other WHAT KIND OF FIRM OTHER

Other

String

FS3a3 USE ANY OTHER FIRMS

Do you use any other firms for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

1 Yes, 1 other firm

2 Yes, 2 or more other firms

3 No other firms

IF USE ANY OTHER FIRMS = Yes, 1 other firm THEN

FS3a4a WHAT IS THE NAME OF FIRM

What is the name of this firm?

String

IF WHAT IS THE NAME OF FIRM = EMPTY THEN


```
||| | enterFirm PLEASE ENTER JOB FIRM
||| | Please go back to enter the name(s) or some description for the
||| | firm(s). Otherwise, blanks will appear in later questions.
||| |
||| | ENDIF
||| |
||| | [Questions FS3a4b to FS3a4b_other are displayed as a table]
||| |
||| | FS3a4b WHAT KIND OF FIRM
||| | What kind of firm is [Firm 2]? (check all that apply)
||| | 1 ^FLFS3a4b_1
||| | 2 ^FLFS3a4b_2
||| | 3 Bank
||| | 4 Other
||| |
||| | FS3a4b_other WHAT KIND OF FIRM OTHER
||| | other
||| | String
||| |
||| | ENDIF
||| |
||| | IF USE ANY OTHER FIRMS = Yes, 2 or more other firms THEN
||| |
||| | [Questions FS3a5_firm1 to FS3a5_firm2 are displayed as a table]
||| |
||| | FS3a5_firm1 FIRM 1
||| | Please think about the two additional firms with whom you interact the
||| | most for [Conducting stock market and/or mutual fund
||| | transactions/Advising, management, and/or planning] services. What are
||| | the names of these firms??
||| | String
||| |
||| | FS3a5_firm2 FIRM 2
||| | Please think about the two additional firms with whom you interact the
||| | most for [Conducting stock market and/or mutual fund
||| | transactions/Advising, management, and/or planning] services. What are
||| | the names of these firms?
||| | String
||| |
||| | IF FIRM 1 = EMPTY OR FIRM 2 = EMPTY THEN
||| |
||| | enterFirm PLEASE ENTER JOB FIRM
||| | Please go back to enter the name(s) or some description for the
||| | firm(s). Otherwise, blanks will appear in later questions.
||| |
||| | ENDIF
||| |
||| | [Questions FS3a6 to FS3a6_other are displayed as a table]
||| |
||| | FS3a6 WHAT KIND OF FIRM IS FIRM 1
||| | What kind of firm is [Firm 2]? (check all that apply)
||| | 1 ^FLFS3a6_1
||| | 2 ^FLFS3a6_2
||| | 3 Bank
||| | 4 Other
```

```
||| FS3a6_other WHAT KIND OF FIRM IS FIRM 1 OTHER
||| Other
||| String
|||
||| [Questions FS3a7 to FS3a7_other are displayed as a table]
|||
||| FS3a7 WHAT KIND OF FIRM IS FIRM 2
||| What kind of firm is [Firm 3]? (check all that apply)
||| 1 ^FLFS3a7_1
||| 2 ^FLFS3a7_2
||| 3 Bank
||| 4 Other
|||
||| FS3a7_other WHAT KIND OF FIRM IS FIRM 2 OTHER
||| Other
||| String
|||
||| ENDIF
|||
||| ENDIF
|||
||| IF PERSONALLY INTERACT WITH INDIVIDUAL PROFESSIONAL = Yes, more
||| than one individual. THEN
|||
||| [Questions FS3b1_prof1 to FS3b1_prof2 are displayed as a table]
|||
||| FS3b1_prof1 TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 1
||| Please think about the two individual professionals with whom you interact
||| the most for [Conducting stock market and/or mutual fund
||| transactions/Advising, management, and/or planning] services. What are the
||| job titles for these professionals (or what brief phrase would you use to
||| describe each individual's job if you do not know the title)? For the
||| remainder of the questions, we will refer to the first as Individual
||| Professional 1 and we will refer to the second as Individual Professional
||| 2.
||| String
|||
||| FS3b1_prof2 TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 2
||| Please think about the two individual professionals with whom you interact
||| the most for [Conducting stock market and/or mutual fund
||| transactions/Advising, management, and/or planning] services. What are the
||| job titles for these professionals (or what brief phrase would you use to
||| describe each individual's job if you do not know the title)? For the
||| remainder of the questions, we will refer to the first as Individual
||| Professional 1 and we will refer to the second as Individual Professional
||| 2.
||| String
|||
||| IF TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 1 = EMPTY OR
||| TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 2 = EMPTY THEN
|||
||| enterTitle PLEASE ENTER JOB TITLE
||| Please go back to enter the job title(s) or some description for the
||| individual(s). Otherwise, blanks will appear in later questions.
|||
||| ENDIF
```

IF TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 1 = EMPTY
AND TWO INDIVIDUALS WITH WHOM YOU INTERACT MOST 2 = EMPTY
THEN

[Questions FS3b1a_prof1 to FS3b1a_prof5 are displayed as a table]

FS3b1a_prof1 JOB TITLE PROFESSIONAL 1

Please list up to 5 job titles/job descriptions for the individual
professionals with whom you interact the most
String

FS3b1a_prof2 JOB TITLE PROFESSIONAL 2

Please list up to 5 job titles/job descriptions for the individual
professionals with whom you interact the most
String

FS3b1a_prof3 JOB TITLE PROFESSIONAL 3

Please list up to 5 job titles/job descriptions for the individual
professionals with whom you interact the most
String

FS3b1a_prof4 JOB TITLE PROFESSIONAL 4

Please list up to 5 job titles/job descriptions for the individual
professionals with whom you interact the most
String

FS3b1a_prof5 JOB TITLE PROFESSIONAL 5

Please list up to 5 job titles/job descriptions for the individual
professionals with whom you interact the most
String

ENDIF

FS3b2a NAME OF FIRM PROFESSIONAL 1

What is the name of the firm where Individual Professional 1 works? (you
described this person's job as follows: [Job title 1])
String

IF NAME OF FIRM PROFESSIONAL 1 = EMPTY THEN

enterFirm PLEASE ENTER JOB FIRM

Please go back to enter the name(s) or some description for the firm(s).
Otherwise, blanks will appear in later questions.

ENDIF

[Questions FS3b2b to FS3b2b_other are displayed as a table]

FS3b2b WHAT KIND OF FIRM IS FIRM 1

What kind of firm is [Firm 1]? (check all that apply)

1 ^FLFS3b2b_1

2 ^FLFS3b2b_2

3 Bank

4 Other

||| **FS3b2b_other** WHAT KIND OF FIRM IS FIRM 1 OTHER
||| Other
||| String

||| **FS3b3a** WHAT IS THE NAME OF FIRM PROF 2
||| What is the name of the firm where Individual Professional 2 works? (you
||| described this person's job as follows: [Job title 2])
||| String

||| IF WHAT IS THE NAME OF FIRM PROF 2 = EMPTY THEN

||| **enterFirm** PLEASE ENTER JOB FIRM
||| Please go back to enter the name(s) or some description for the firm(s).
||| Otherwise, blanks will appear in later questions.

||| ENDIF

||| [Questions FS3b3b to FS3b3b_other are displayed as a table]

||| **FS3b3b** WHAT KIND OF FIRM IS FIRM 2
||| What kind of firm is [Firm 2]? (check all that apply)
||| 1 ^FLFS3b3b_1
||| 2 ^FLFS3b3b_2
||| 3 Bank
||| 4 Other

||| **FS3b3b_other** WHAT KIND OF FIRM IS FIRM 2 OTHER
||| Other
||| String

||| **FS3b4** USE ANY OTHER FIRMS
||| Do you use any other firms for [Conducting stock market and/or mutual fund
||| transactions/Advising, management, and/or planning] services?
||| 1 Yes, 1 other firm
||| 2 Yes, 2 or more other firms
||| 3 No other firms

||| IF USE ANY OTHER FIRMS = Yes, 1 other firm THEN

||| **FS3b5a** NAME OF FIRM
||| What is the name of this firm?
||| String

||| IF NAME OF FIRM = EMPTY THEN

||| **enterFirm** PLEASE ENTER JOB FIRM
||| Please go back to enter the name(s) or some description for the
||| firm(s). Otherwise, blanks will appear in later questions.

||| ENDIF

||| [Questions FS3b5b to FS3b5b_other are displayed as a table]

||| **FS3b5b** WHAT KIND OF FIRM IS FIRM 3
||| What kind of firm is [Firm 3]? (check all that apply)
||| 1 ^FLFS3b5b_1

```

||| 2 ^FLFS3b5b_2
||| 3 Bank
||| 4 Other
|||
||| FS3b5b_other WHAT KIND OF FIRM IS FIRM 3 OTHER
||| Other
||| String
|||
||| ENDIF
|||
||| IF USE ANY OTHER FIRMS = Yes, 2 or more other firms THEN
|||
||| [Questions FS3b6_firm3 to FS3b6_firm4 are displayed as a table]
|||
||| FS3b6_firm3 NAME OF FIRM 3
||| Please think about the two additional firms with whom you interact the
||| most for [Conducting stock market and/or mutual fund
||| transactions/Advising, management, and/or planning] services. What are
||| the names of these firms?
||| String
|||
||| FS3b6_firm4 NAME OF FIRM 4
||| Please think about the two additional firms with whom you interact the
||| most for [Conducting stock market and/or mutual fund
||| transactions/Advising, management, and/or planning] services. What are
||| the names of these firms?
||| String
|||
||| IF NAME OF FIRM 3 = EMPTY OR NAME OF FIRM 4 = EMPTY THEN
|||
||| enterFirm PLEASE ENTER JOB FIRM
||| Please go back to enter the name(s) or some description for the
||| firm(s). Otherwise, blanks will appear in later questions.
|||
||| ENDIF
|||
||| [Questions FS3b7 to FS3b7_other are displayed as a table]
|||
||| FS3b7 WHAT KIND OF FIRM IS FIRM 3
||| What kind of firm is [Firm 3]? (check all that apply)
||| 1 ^FLFS3b7_1
||| 2 ^FLFS3b7_2
||| 3 Bank
||| 4 Other
|||
||| FS3b7_other WHAT KIND OF FIRM IS FIRM 3 OTHER
||| Other
||| String
|||
||| [Questions FS3b8 to FS3b8_other are displayed as a table]
|||
||| FS3b8 WHAT KIND OF FIRM IS FIRM 4
||| What kind of firm is [Firm 4]? (check all that apply)
||| 1 ^FLFS3b8_1
||| 2 ^FLFS3b8_2
||| 3 Bank

```

4 Other

FS3b8_other WHAT KIND OF FIRM IS FIRM 4 OTHER

Other

String

ENDIF

ENDIF

ENDIF

IF PERSONALLY INTERACT WITH INDIVIDUAL PROFESSIONAL = Yes, one individual. OR HOW MANY INDIVIDUAL PROFESSIONALS = 1 OR PERSONALLY INTERACT WITH INDIVIDUAL PROFESSIONAL = Yes, more than one individual. OR HOW MANY INDIVIDUAL PROFESSIONALS > 1 OR HOW MANY FIRMS = 1 OR HOW MANY FIRMS > 1 OR HOW MANY FIRMS = 1 OR HOW MANY FIRMS > 1 THEN

FS4 DOES INDIVIDUAL FIRM ALSO PROVIDE SERVICES 2

Now we will ask you some more questions about the [first] [individual professional/firm] you use for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services -- that is, [individual professional/firm]¹ who you described as follows: [fill with job title &/or name of firm]. Does this [individual professional/firm] also provide you with [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

1 Yes

2 No

FS5 HOW DO YOU PAY INDIVIDUAL FIRM

How do you pay this [individual professional/firm] for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services? Please check all that apply

1 Commission (e.g., per transaction)

2 Hourly, monthly, or annual rate

3 Flat fee

4 Percentage fee (e.g., % of my account balance)

5 Other

IF 1 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

[Questions FS5a to FS5a_per are displayed as a table]

FS5a PAY IN COMMISSION

How much do you pay in commission for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

Integer

FS5a_per PAY IN COMMISSION PER

per

String

ENDIF

IF 2 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

```
||
|| [Questions FS5b to FS5b_per are displayed as a table]
||
|| FS5b WHAT RATE PAY FOR SERVICES
|| What is the rate that you pay for [Conducting stock market and/or mutual
|| fund transactions/Advising, management, and/or planning] services?
|| Integer
||
|| FS5b_per WHAT RATE PAY FOR SERVICES PER
|| per
|| 1 Hour
|| 2 Month
|| 3 Year
||
|| ENDIF
||
|| IF 3 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
||
|| FS5c WHAT IS THE FLAT FEE
|| What is the flat fee that you pay for [Conducting stock market and/or
|| mutual fund transactions/Advising, management, and/or planning] services?
|| Integer
||
|| ENDIF
||
|| IF 4 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
||
|| [Questions FS5d to FS5d_of are displayed as a table]
||
|| FS5d PERCENTAGE FEE PAY FOR SERVICES
|| What is the percentage fee that you pay for [Conducting stock market
|| and/or mutual fund transactions/Advising, management, and/or planning]
|| services?
||
|| FS5d_of PERCENTAGE FEE PAY FOR SERVICES OF
|| of
|| String
||
|| ENDIF
||
|| IF 5 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
||
|| FS5e WHAT OTHER TYPES OF FEES DO YOU PAY
|| What other types of fees do you pay and how much are they for [Conducting
|| stock market and/or mutual fund transactions/Advising, management, and/or
|| planning] services?
|| Memo
||
|| ENDIF
||
|| FS5f AVERAGE PAY PER YEAR
|| Taking all these fees together, about how much do you pay per year, on
|| average, to this [individual professional/firm] for [Conducting stock market
|| and/or mutual fund transactions/Advising, management, and/or planning]
|| services per year?
|| Integer
```

```
IF DOES INDIVIDUAL FIRM ALSO PROVIDE SERVICES 2 = Yes THEN
FS6 HOW DO YOU PAY INDIVIDUAL FIRM
How do you pay this [individual professional/firm] for [Conducting stock
market and/or mutual fund transactions/Advising, management, and/or
planning] services?
1 Commission (e.g., per transaction)
2 Hourly, monthly, or annual rate
3 Flat fee
4 Percentage fee (e.g., % of my account balance)
5 Other

IF 1 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
[Questions FS6a to FS6a_per are displayed as a table]

FS6a PAY IN COMMISSION
How much do you pay in commission for [Conducting stock market and/or
mutual fund transactions/Advising, management, and/or planning]
services?
Integer

FS6a_per PAY IN COMMISSION PER
per
String

ENDIF

IF 2 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
[Questions FS6b to FS6b_per are displayed as a table]

FS6b WHAT RATE PAY FOR SERVICES
What is the rate that you pay for [Conducting stock market and/or mutual
fund transactions/Advising, management, and/or planning] services?
Integer

FS6b_per WHAT RATE PAY FOR SERVICES PER
per
1 Hour
2 Month
3 Year

ENDIF

IF 3 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

FS6c WHAT IS THE FLAT FEE
What is the flat fee that you pay for [Conducting stock market and/or
mutual fund transactions/Advising, management, and/or planning] services?
Integer

ENDIF

IF 4 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
```


[Questions FS6d to FS6d_of are displayed as a table]

FS6d PERCENTAGE FEE PAY FOR SERVICES

What is the percentage fee that you pay for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

FS6d_of PERCENTAGE FEE PAY FOR SERVICES OF

of
String

ENDIF

IF 5 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

FS6e WHAT OTHER TYPES OF FEES DO YOU PAY

What other types of fees do you pay and how much are they for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

Memo

ENDIF

FS6f AVERAGE PAY PER YEAR

Taking all these fees together, about how much do you pay per year, on average, to this [individual professional/firm] for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services per year?

Integer

ENDIF

FS7 HOW LONG HAVE BEEN DOING BUSINESS

About how long have you been doing business with this [individual professional/firm]?

- 1 Less than 1 year
- 2 1-5 years
- 3 5-10 years
- 4 More than 10 years

[Questions FS8 to FS8_other are displayed as a table]

FS8 HOW DID YOU FIND THIS INDIVIDUAL FIRM

How did you find this [individual professional/firm]? Please check all that apply:

- 1 Professional referral
- 2 Referral from friend or family
- 3 Mailing
- 4 Print ad
- 5 Television ad
- 6 Internet
- 7 Other

FS8_other OTHER

Other

String

[Questions FS9 to FS9c are displayed as a table]

FS9 RATE FOLLOWING STATEMENTS INTRO

Please rate the degree to which you agree with the following statements:

FS9a VERY SATISFIED WITH THE SERVICE

I am very satisfied with the service that I receive from this [individual professional/firm].

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

FS9b ACTS IN MY BEST INTEREST

I trust that this [individual professional/firm] acts in my best interest.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

FS9c PROVIDES ME WITH VALUABLE SERVICE

I believe that this [individual professional/firm] provides me with a valuable service.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

FS9d WHAT DO YOU LIKE ABOUT THE SERVICE

What do you like about the service that you receive from this [individual professional/firm]?

Memo

FS9e WHAT DO YOU DISLIKE ABOUT THE SERVICE

What do you dislike about the service that you receive from this [individual professional/firm]?

Memo

ENDIF

ENDIF

IF (FS2 = 2 AND USE ANY OTHER FIRMS = 1) OR (FS2 = Yes, 2 or more other firms AND USE ANY OTHER FIRMS = 2) OR (FS3C1A1 = Yes, 1 other firm AND USE ANY OTHER FIRMS = 1) OR (FS3C1A1 = Yes, 1 other firm AND USE ANY OTHER FIRMS = 2) OR PERSONALLY INTERACT WITH INDIVIDUAL PROFESSIONAL = Yes, more than one individual. OR HOW MANY INDIVIDUAL PROFESSIONALS > 1 OR HOW MANY FIRMS > 1 OR HOW MANY FIRMS > 1 THEN

IF USE ANY OTHER FIRMS = Yes, 1 other firm OR USE ANY OTHER FIRMS =

| Yes, 2 or more other firms THEN

| **FS14 DOES INDIVIDUAL FIRM ALSO PROVIDE SERVICES 2**

| Now we will ask you some more questions about the [second] [individual
| professional/firm] you use for [Conducting stock market and/or mutual fund
| transactions/Advising, management, and/or planning] services -- that is,
| [individual professional/firm]1 who you described as follows: [fill with job
| title &/or name of firm]. Does this [individual professional/firm] also
| provide you with [Conducting stock market and/or mutual fund
| transactions/Advising, management, and/or planning] services?

- | 1 Yes
- | 2 No

| **FS15 HOW DO YOU PAY INDIVIDUAL FIRM**

| How do you pay this [individual professional/firm] for [Conducting stock
| market and/or mutual fund transactions/Advising, management, and/or
| planning] services? Please check all that apply

- | 1 Commission (e.g., per transaction)
- | 2 Hourly, monthly, or annual rate
- | 3 Flat fee
- | 4 Percentage fee (e.g., % of my account balance)
- | 5 Other

| IF 1 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

| [Questions FS15a to FS15a_per are displayed as a table]

| **FS15a PAY IN COMMISSION**

| How much do you pay in commission for [Conducting stock market and/or
| mutual fund transactions/Advising, management, and/or planning] services?
| Integer

| **FS15a_per PAY IN COMMISSION PER**

| per
| String

| ENDIF

| IF 2 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

| [Questions FS15b to FS15b_per are displayed as a table]

| **FS15b WHAT RATE PAY FOR SERVICES**

| What is the rate that you pay for [Conducting stock market and/or mutual
| fund transactions/Advising, management, and/or planning] services?
| Integer

| **FS15b_per WHAT RATE PAY FOR SERVICES PER**

| per
| 1 Hour
| 2 Month
| 3 Year

| ENDIF

| IF 3 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

||
||
|| **FS15c** WHAT IS THE FLAT FEE
|| What is the flat fee that you pay for [Conducting stock market and/or
|| mutual fund transactions/Advising, management, and/or planning] services?
|| Integer
||
|| ENDIF
||
|| IF 4 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
||
|| [Questions FS15d to FS15d_of are displayed as a table]
||
|| **FS15d** PERCENTAGE FEE PAY FOR SERVICES
|| What is the percentage fee that you pay for [Conducting stock market
|| and/or mutual fund transactions/Advising, management, and/or planning]
|| services?
||
|| **FS15d_of** PERCENTAGE FEE PAY FOR SERVICES OF
|| of
|| String
||
|| ENDIF
||
|| IF 5 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
||
|| **FS15e** WHAT OTHER TYPES OF FEES DO YOU PAY
|| What other types of fees do you pay and how much are they for [Conducting
|| stock market and/or mutual fund transactions/Advising, management, and/or
|| planning] services?
|| Memo
||
|| ENDIF
||
|| **FS15f** AVERAGE PAY PER YEAR
|| Taking all these fees together, about how much do you pay per year, on
|| average, to this [individual professional/firm] for [Conducting stock market
|| and/or mutual fund transactions/Advising, management, and/or planning]
|| services per year?
|| Integer
||
|| IF DOES INDIVIDUAL FIRM ALSO PROVIDE SERVICES 2 = Yes THEN
||
|| **FS16** HOW DO YOU PAY INDIVIDUAL FIRM
|| How do you pay this [individual professional/firm] for [Conducting stock
|| market and/or mutual fund transactions/Advising, management, and/or
|| planning] services?
|| 1 Commission (e.g., per transaction)
|| 2 Hourly, monthly, or annual rate
|| 3 Flat fee
|| 4 Percentage fee (e.g., % of my account balance)
|| 5 Other
||
|| IF 1 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
||
|| [Questions FS16a to FS16a_per are displayed as a table]
||
||

```
||| FS16a PAY IN COMMISSION
||| How much do you pay in commission for [Conducting stock market and/or
||| mutual fund transactions/Advising, management, and/or planning]
||| services?
||| Integer

||| FS16a_per PAY IN COMMISSION PER
||| per
||| String

||| ENDIF

||| IF 2 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
|||
||| [Questions FS16b to FS16b_per are displayed as a table]
|||
||| FS16b WHAT RATE PAY FOR SERVICES
||| What is the rate that you pay for [Conducting stock market and/or mutual
||| fund transactions/Advising, management, and/or planning] services?
||| Integer

||| FS16b_per WHAT RATE PAY FOR SERVICES PER
||| per
||| 1 Hour
||| 2 Month
||| 3 Year

||| ENDIF

||| IF 3 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
|||
||| FS16c WHAT IS THE FLAT FEE
||| What is the flat fee that you pay for [Conducting stock market and/or
||| mutual fund transactions/Advising, management, and/or planning] services?
||| Integer

||| ENDIF

||| IF 4 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
|||
||| [Questions FS16d to FS16d_of are displayed as a table]
|||
||| FS16d PERCENTAGE FEE PAY FOR SERVICES
||| What is the percentage fee that you pay for [Conducting stock market
||| and/or mutual fund transactions/Advising, management, and/or planning]
||| services?

||| FS16d_of PERCENTAGE FEE PAY FOR SERVICES OF
||| of
||| String

||| ENDIF

||| IF 5 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN
|||
||| FS16e WHAT OTHER TYPES OF FEES DO YOU PAY
```

What other types of fees do you pay and how much are they for
[Conducting stock market and/or mutual fund transactions/Advising,
management, and/or planning] services?

Memo

ENDIF

FS16f AVERAGE PAY PER YEAR

Taking all these fees together, about how much do you pay per year, on
average, to this [individual professional/firm] for [Conducting stock
market and/or mutual fund transactions/Advising, management, and/or
planning] services per year?

Integer

ENDIF

FS17 HOW LONG HAVE BEEN DOING BUSINESS

About how long have you been doing business with this [individual
professional/firm]?

- 1 Less than 1 year
- 2 1-5 years
- 3 5-10 years
- 4 More than 10 years

[Questions FS18 to FS18_other are displayed as a table]

FS18 HOW DID YOU FIND THIS INDIVIDUAL FIRM

How did you find this [individual professional/firm]?

- 1 Professional referral
- 2 Referral from friend or family
- 3 Mailing
- 4 Print ad
- 5 Television ad
- 6 Internet
- 7 Other

FS18_other OTHER

Other

String

[Questions FS19 to FS19c are displayed as a table]

FS19 RATE FOLLOWING STATEMENTS INTRO

Please rate the degree to which you agree with the following statements:

FS19a VERY SATISFIED WITH THE SERVICE

I am very satisfied with the service that I receive from this [individual
professional/firm].

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

FS19b ACTS IN MY BEST INTEREST

I trust that this [individual professional/firm] acts in my best interest.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

FS19c PROVIDES ME WITH VALUABLE SERVICE

I believe that this [individual professional/firm] provides me with a valuable service.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

FS19d WHAT DO YOU LIKE ABOUT THE SERVICE

What do you like about the service that you receive from this [individual professional/firm]?

Memo

FS19e WHAT DO YOU DISLIKE ABOUT THE SERVICE

What do you dislike about the service that you receive from this [individual professional/firm]?

Memo

ENDIF

ENDIF

IF CARDINAL(FS1) = 2 THEN

FS21 INDIVIDUAL PROFESSIONAL WITH WHON YOU INTERACT

Earlier, you reported that you use professional financial service providers for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services. Other than any individuals that you have already been questioned about, is there an individual professional with whom you personally interact regarding [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

- 1 No
- 2 Yes, one individual
- 3 Yes, more than one individual

IF INDIVIDUAL PROFESSIONAL WITH WHON YOU INTERACT = No THEN

FS22a ALREADY DISCUSSED FIRM THAT PROVIDE SERVICES

Have we already discussed all of the firms that provide [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

- 1 Yes
- 2 No

IF ALREADY DISCUSSED FIRM THAT PROVIDE SERVICES = No THEN

FS23c1 HOW MANY FIRMS DO YOU USE NOT DISCUSSED

How many firms do you use for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services, other than

```
||| those we have already discussed?
||| Integer
|||
||| IF HOW MANY FIRMS DO YOU USE NOT DISCUSSED = 1 THEN
|||
||| FS23c2a NAME OF FIRM
||| What is the name of this firm?
||| String
|||
||| IF NAME OF FIRM = EMPTY THEN
|||
||| enterFirm PLEASE ENTER JOB FIRM
||| Please go back to enter the name(s) or some description for the
||| firm(s). Otherwise, blanks will appear in later questions.
|||
||| ENDIF
|||
||| [Questions FS23c2b to FS23c2b_other are displayed as a table]
|||
||| FS23c2b WHAT KIND OF FIRM
||| What kind of firm is [Firm 1]? (check all that apply)
||| 1 ^FLFS23c2b_1
||| 2 ^FLFS23c2b_2 Investment Advising firm
||| 3 Bank
||| 4 Other
|||
||| FS23c2b_other WHAT KIND OF FIRM OTHER
||| What kind of firm is [Firm 1]? (check all that apply)
||| String
|||
||| ENDIF
|||
||| IF HOW MANY FIRMS DO YOU USE NOT DISCUSSED > 1 THEN
|||
||| [Questions FS23c3_firmA to FS23c3_firmB are displayed as a table]
|||
||| FS23c3_firmA NAMES OF FIRM A
||| Please think about the two firms that are most important to you for
||| [Conducting stock market and/or mutual fund transactions/Advising,
||| management, and/or planning] services. What are the names of these
||| firms? (Note: In the forthcoming questions, we will refer to these firms
||| by the names you provide).
||| String
|||
||| FS23c3_firmB NAMES OF FIRM B
||| Please think about the two firms that are most important to you for
||| [Conducting stock market and/or mutual fund transactions/Advising,
||| management, and/or planning] services. What are the names of these
||| firms? (Note: In the forthcoming questions, we will refer to these firms
||| by the names you provide).
||| String
|||
||| IF NAMES OF FIRM A = EMPTY OR NAMES OF FIRM B = EMPTY THEN
|||
||| enterFirm PLEASE ENTER JOB FIRM
||| Please go back to enter the name(s) or some description for the
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firm(s). Otherwise, blanks will appear in later questions.
ENDIF
IF NAMES OF FIRM A = EMPTY AND NAMES OF FIRM B = EMPTY THEN
[Questions FS23c3a_firmA to FS23c3a_firmE are displayed as a table]
FS23c3a_firmA FIRMS YOU USE FOR SERVICES A
Please list up to 5 firms that you use for [Conducting stock market
and/or mutual fund transactions/Advising, management, and/or planning]
services.
String
FS23c3a_firmB FIRMS YOU USE FOR SERVICES B
Please list up to 5 firms that you use for [Conducting stock market
and/or mutual fund transactions/Advising, management, and/or planning]
services.
String
FS23c3a_firmC FIRMS YOU USE FOR SERVICES C
Please list up to 5 firms that you use for [Conducting stock market
and/or mutual fund transactions/Advising, management, and/or planning]
services.
String
FS23c3a_firmD FIRMS YOU USE FOR SERVICES D
Please list up to 5 firms that you use for [Conducting stock market
and/or mutual fund transactions/Advising, management, and/or planning]
services.
String
FS23c3a_firmE FIRMS YOU USE FOR SERVICES E
Please list up to 5 firms that you use for [Conducting stock market
and/or mutual fund transactions/Advising, management, and/or planning]
services.
String
ENDIF
[Questions FS23c4 to FS23c4_other are displayed as a table]
FS23c4 WHAT KIND OF FIRM
What kind of firm is [Firm 1]? (check all that apply)
1 ^FLFS23c4_1
2 ^FLFS23c4_2
3 Bank
4 Other
FS23c4_other WHAT KIND OF FIRM OTHER
Other
String
[Questions FS23c5 to FS23c5_other are displayed as a table]
FS23c5 WHAT KIND OF FIRM
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| | | What kind of firm is [Firm 2]? (check all that apply)
| | | 1 ^FLFS23c5_1
| | | 2 ^FLFS23c5_2
| | | 3 Bank
| | | 4 Other
| | |
| | | FS23c5_other WHAT KIND OF FIRM OTHER
| | | Other
| | | String
| | |
| | | ENDIF
| | |
| | | ENDIF
| | |
| | | ENDIF
| | |
| | | IF INDIVIDUAL PROFESSIONAL WITH WHON YOU INTERACT = Yes, one
| | | individual THEN
| | |
| | | FS23a1 JOB TITLE PROFESSIONAL
| | | For the individual professional who provides [Conducting stock market and/or
| | | mutual fund transactions/Advising, management, and/or planning] services and
| | | has not yet been discussed, what is the job title for this person (or what
| | | brief phrase would you use to describe this individual's job if you do not
| | | know the job title)?
| | | String
| | |
| | | IF JOB TITLE PROFESSIONAL = EMPTY THEN
| | |
| | | enterTitle PLEASE ENTER JOB TITLE
| | | Please go back to enter the job title(s) or some description for the
| | | individual(s). Otherwise, blanks will appear in later questions.
| | |
| | | ENDIF
| | |
| | | FS23a2a WHAT IS THE NAME OF THE FIRM
| | | What is the name of the firm where this individual professional works?
| | | String
| | |
| | | IF WHAT IS THE NAME OF THE FIRM = EMPTY THEN
| | |
| | | enterFirm PLEASE ENTER JOB FIRM
| | | Please go back to enter the name(s) or some description for the firm(s).
| | | Otherwise, blanks will appear in later questions.
| | |
| | | ENDIF
| | |
| | | [Questions FS23a2b to FS23a2b_other are displayed as a table]
| | |
| | | FS23a2b WHAT KIND OF FIRM
| | | What kind of firm is [Firm 1]? (check all that apply)
| | | 1 ^FLFS23a2b_1
| | | 2 ^FLFS23a2b_2
| | | 3 Bank
| | | 4 Other
| | |

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| FS23a2b_other WHAT KIND OF FIRM OTHER
| Other
| String
|
| FS23a3 USE ANY OTHER FIRMS
| Do you use any other firms for [Conducting stock market and/or mutual fund
| transactions/Advising, management, and/or planning] services that we have
| not already discussed?
| 1 Yes, 1 other firm
| 2 Yes, 2 or more other firms
| 3 No other firms.
|
| IF USE ANY OTHER FIRMS = Yes, 1 other firm THEN
|
| FS23a4a WHAT IS THE NAME OF FIRM
| What is the name of this firm?
| String
|
| IF WHAT IS THE NAME OF FIRM = EMPTY THEN
|
| enterFirm PLEASE ENTER JOB FIRM
| Please go back to enter the name(s) or some description for the firm(s).
| Otherwise, blanks will appear in later questions.
|
| ENDIF
|
| [Questions FS23a4b to FS23a4b_other are displayed as a table]
|
| FS23a4b WHAT KIND OF FIRM
| What kind of firm is [Firm 2]? (check all that apply)
| 1 ^FLFS23a4b_1
| 2 ^FLFS23a4b_2
| 3 Bank
| 4 Other
|
| FS23a4b_other WHAT KIND OF FIRM OTHER
| Other
| String
|
| ENDIF
|
| IF USE ANY OTHER FIRMS = Yes, 2 or more other firms THEN
|
| [Questions FS23a5_firm1 to FS23a5_firm2 are displayed as a table]
|
| FS23a5_firm1 NAME OF FIRM 1
| Please think about the two firms you use the most for [Conducting stock
| market and/or mutual fund transactions/Advising, management, and/or
| planning] services and have not yet been discussed. What are the names of
| these firms?
| String
|
| FS23a5_firm2 NAME OF FIRM 2
| Please think about the two firms you use the most for [Conducting stock
| market and/or mutual fund transactions/Advising, management, and/or
| planning] services and have not yet been discussed. What are the names of

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|| these firms?
|| String
||
|| IF NAME OF FIRM 1 = EMPTY OR NAME OF FIRM 2 = EMPTY THEN
||
|| enterFirm PLEASE ENTER JOB FIRM
|| Please go back to enter the name(s) or some description for the firm(s).
|| Otherwise, blanks will appear in later questions.
||
|| ENDIF
||
|| [Questions FS23a6 to FS23a6_other are displayed as a table]
||
|| FS23a6 WHAT KIND OF FIRM
|| What kind of firm is [Firm 2]? (check all that apply)
|| 1 ^FLFS23a6_1
|| 2 ^FLFS23a6_2
|| 3 Bank
|| 4 Other
||
|| FS23a6_other WHAT KIND OF FIRM OTHER
|| Other
|| String
||
|| [Questions FS23a7 to FS23a7_other are displayed as a table]
||
|| FS23a7 WHAT KIND OF FIRM
|| What kind of firm is [Firm 3]? (check all that apply)
|| 1 ^FLFS23a7_1
|| 2 ^FLFS23a7_2
|| 3 Bank
|| 4 Other
||
|| FS23a7_other WHAT KIND OF FIRM OTHER
|| Other
|| String
||
|| ENDIF
||
|| ENDIF
||
|| IF INDIVIDUAL PROFESSIONAL WITH WHON YOU INTERACT = Yes, more
|| than one individual THEN
||
|| [Questions FS23b1_profA to FS23b1_profB are displayed as a table]
||
|| FS23b1_profA JOB TITLE PROFESSIONAL A
|| Please think about the two individual professionals with whom you interact
|| the most for [Conducting stock market and/or mutual fund
|| transactions/Advising, management, and/or planning] services and have not
|| yet been discussed. What are the job titles for these professionals (or what
|| brief phrase would you use to describe each individual's job if you do not
|| know the title)? For the remainder of the questions, we will refer to the
|| first as Individual Professional A and we will refer to the second as
|| Individual Professional B.
|| String
```

FS23b1_profB JOB TITLE PROFESSIONAL B

Please think about the two individual professionals with whom you interact the most for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services and have not yet been discussed. What are the job titles for these professionals (or what brief phrase would you use to describe each individual's job if you do not know the title)? For the remainder of the questions, we will refer to the first as Individual Professional A and we will refer to the second as Individual Professional B.

String

IF JOB TITLE PROFESSIONAL A = EMPTY OR JOB TITLE PROFESSIONAL B = EMPTY THEN

enterTitle PLEASE ENTER JOB TITLE

Please go back to enter the job title(s) or some description for the individual(s). Otherwise, blanks will appear in later questions.

ENDIF

IF JOB TITLE PROFESSIONAL A = EMPTY AND JOB TITLE PROFESSIONAL B = EMPTY THEN

[Questions FS23b1a_profA to FS23b1a_profE are displayed as a table]

FS23b1a_profA JOB TITLE PROFESSIONAL A

Please list up to 5 job titles/job descriptions for the individual professionals with whom you interact the most for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services.

String

FS23b1a_profB JOB TITLE PROFESSIONAL

Please list up to 5 job titles/job descriptions for the individual professionals with whom you interact the most for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services.

String

FS23b1a_profC JOB TITLE PROFESSIONAL C

Please list up to 5 job titles/job descriptions for the individual professionals with whom you interact the most for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services.

String

FS23b1a_profD JOB TITLE PROFESSIONAL D

Please list up to 5 job titles/job descriptions for the individual professionals with whom you interact the most for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services.

String

FS23b1a_profE JOB TITLE PROFESSIONAL E

Please list up to 5 job titles/job descriptions for the individual

professionals with whom you interact the most for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services.
String

IF JOB TITLE PROFESSIONAL A = EMPTY OR JOB TITLE PROFESSIONAL = EMPTY THEN

enterTitle PLEASE ENTER JOB TITLE
Please go back to enter the job title(s) or some description for the individual(s). Otherwise, blanks will appear in later questions.

ENDIF

ENDIF

IF JOB TITLE 1 EMPTY THEN

FS23b2a WHAT IS THE NAME OF INDIVIDUAL
What is the name of the firm where Individual Professional A works? (you described this person's job as follows: [Job title 1]
String

IF WHAT IS THE NAME OF INDIVIDUAL = EMPTY THEN

enterFirm PLEASE ENTER JOB FIRM
Please go back to enter the name(s) or some description for the firm(s). Otherwise, blanks will appear in later questions.

ENDIF

[Questions FS23b2b to FS23b2b_other are displayed as a table]

FS23b2b WHAT KIND OF FIRM
What kind of firm is [Firm 1]? (check all that apply)
1 ^FLFS23b2b_1
2 ^FLFS23b2b_2
3 Bank
4 Other

FS23b2b_other WHAT KIND OF FIRM OTHER
Other
String

FS23b3a WHAT IS THE NAME OF INDIVIDUAL
What is the name of the firm where Individual Professional B works? (you described this person's job as follows: [Job title 2]
String

IF WHAT IS THE NAME OF INDIVIDUAL = EMPTY THEN

enterFirm PLEASE ENTER JOB FIRM
Please go back to enter the name(s) or some description for the firm(s). Otherwise, blanks will appear in later questions.

ENDIF

|||
||| [Questions FS23b3b to FS23b3b_other are displayed as a table]

||| **FS23b3b** WHAT KIND OF FIRM

||| What kind of firm is [Firm 2]? (check all that apply)

- ||| 1 ^FLFS23b3b_1
- ||| 2 ^FLFS23b3b_2
- ||| 3 Bank
- ||| 4 Other

||| **FS23b3b_other** WHAT KIND OF FIRM OTHER

||| Other
||| String

||| **FS23b4** ANY OTHER FIRMS

||| Do you use any other firms for [Conducting stock market and/or mutual fund
||| transactions/Advising, management, and/or planning] services that we have
||| not yet discussed?

- ||| 1 Yes, 1 other firm
- ||| 2 Yes, 2 or more other firms
- ||| 3 No other firms

||| IF ANY OTHER FIRMS = Yes, 1 other firm THEN

||| **FS23b5a** NAME OF FIRM

||| What is the name of this firm?
||| String

||| IF NAME OF FIRM = EMPTY THEN

||| **enterFirm** PLEASE ENTER JOB FIRM

||| Please go back to enter the name(s) or some description for the
||| firm(s). Otherwise, blanks will appear in later questions.

||| ENDIF

||| [Questions FS23b5b to FS23b5b_other are displayed as a table]

||| **FS23b5b** WHAT KIND OF FIRM

||| What kind of firm is [Firm 3]? (check all that apply)

- ||| 1 ^FLFS23b5b_1
- ||| 2 ^FLFS23b5b_2
- ||| 3 Bank
- ||| 4 Other

||| **FS23b5b_other** WHAT KIND OF FIRM OTHER

||| Other
||| String

||| ENDIF

||| IF ANY OTHER FIRMS = Yes, 2 or more other firms THEN

||| [Questions FS23b6_firmA to FS23b6_firmB are displayed as a table]

||| **FS23b6_firmA** WHAT ARE THE NAMES OF THESE FIRMS

||| Please think about the two firms you use the most for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services and have not yet been discussed. What are the names of these firms?

||| String

||| **FS23b6_firmB** WHAT ARE THE NAMES OF THESE FIRMS

||| Please think about the two firms you use the most for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services and have not yet been discussed. What are the names of these firms?

||| String

||| IF WHAT ARE THE NAMES OF THESE FIRMS = EMPTY OR WHAT ARE THE NAMES OF THESE FIRMS = EMPTY THEN

||| **enterFirm** PLEASE ENTER JOB FIRM

||| Please go back to enter the name(s) or some description for the firm(s). Otherwise, blanks will appear in later questions.

||| ENDIF

||| [Questions FS23b7 to FS23b7_other are displayed as a table]

||| **FS23b7** WHAT KIND OF FIRM

||| What kind of firm is [Firm 3]? (check all that apply)

||| 1 ^FLFS23b7_1

||| 2 ^FLFS23b7_2

||| 3 Bank

||| 4 Other

||| **FS23b7_other** WHAT KIND OF FIRM OTHER

||| Other

||| String

||| [Questions FS23b8 to FS23b8_other are displayed as a table]

||| **FS23b8** WHAT KIND OF FIRM

||| What kind of firm is [Firm 4]? (check all that apply)

||| 1 ^FLFS23b8_1

||| 2 ^FLFS23b8_2

||| 3 Bank

||| 4 Other

||| **FS23b8_other** WHAT KIND OF FIRM OTHER

||| Other

||| String

||| ENDIF

||| ENDIF

||| ENDIF

||| IF HOW MANY FIRMS DO YOU USE NOT DISCUSSED = 1 OR HOW MANY FIRMS DO YOU USE NOT DISCUSSED > 1 OR INDIVIDUAL PROFESSIONAL

WITH WHON YOU INTERACT = Yes, one individual OR INDIVIDUAL
PROFESSIONAL WITH WHON YOU INTERACT = Yes, more than one individual
THEN

FS25 HOW DO YOU PAY INDIVIDUAL FIRM

Now we will ask you some more questions about the [first] [individual professional/firm] you use for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services -- that is, [individual professional/firm] who you described as follows: [fill with job title &/or name of firm]. How do you pay this [individual professional/firm] for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services? Please check all that apply

- 1 Commission (e.g., per transaction)
- 2 Hourly, monthly, or annual rate
- 3 Flat fee
- 4 Percentage fee (e.g., % of my account balance)
- 5 Other

IF 1 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

[Questions FS25a to FS25a_per are displayed as a table]

FS25a PAY IN COMMISSION

How much do you pay in commission for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?
Integer

FS25a_per PAY IN COMMISSION PER

per
String

ENDIF

IF 2 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

[Questions FS25b to FS25b_per are displayed as a table]

FS25b WHAT RATE PAY FOR SERVICES

What is the rate that you pay for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?
Integer

FS25b_per WHAT RATE PAY FOR SERVICES PER

per
1 Hour
2 Month
3 Year

ENDIF

IF 3 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

FS25c WHAT IS THE FLAT FEE

What is the flat fee that you pay for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

Integer

ENDIF

IF 4 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

[Questions FS25d to FS25d_of are displayed as a table]

FS25d PERCENTAGE FEE PAY FOR SERVICES

What is the percentage fee that you pay for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

FS25d_of PERCENTAGE FEE PAY FOR SERVICES OF

of
String

ENDIF

IF 5 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

FS25e WHAT OTHER TYPES OF FEES DO YOU PAY

What other types of fees do you pay and how much are they for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

Memo

ENDIF

FS25f AVERAGE PAY PER YEAR

Taking all these fees together, about how much do you pay per year, on average, to this [individual professional/firm] for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services per year?

Integer

FS27 HOW LONG HAVE BEEN DOING BUSINESS

About how long have you been doing business with this [individual professional/firm]?

1 Less than 1 year

2 1-5 years

3 5-10 years

4 More than 10 years

[Questions FS28 to FS28_other are displayed as a table]

FS28 HOW DID YOU FIND THIS INDIVIDUAL FIRM

How did you find this [individual professional/firm]?

1 Professional referral

2 Referral from friend or family

3 Mailing

4 Print ad

5 Television ad

6 Internet

7 Other

FS28_other OTHER

Other

String

[Questions FS29 to FS29c are displayed as a table]

FS29 RATE FOLLOWING STATEMENTS INTRO

Please rate the degree to which you agree with the following statements:

FS29a VERY SATISFIED WITH THE SERVICE

I am very satisfied with the service that I receive from this [individual professional/firm].

1 Strongly disagree

2 Disagree

3 Neither agree nor disagree

4 Agree

5 Strongly agree

FS29b ACTS IN MY BEST INTEREST

I trust that this [individual professional/firm] acts in my best interest.

1 Strongly disagree

2 Disagree

3 Neither agree nor disagree

4 Agree

5 Strongly agree

FS29c PROVIDES ME WITH VALUABLE SERVICE

I believe that this [individual professional/firm] provides me with a valuable service.

1 Strongly disagree

2 Disagree

3 Neither agree nor disagree

4 Agree

5 Strongly agree

FS29d WHAT DO YOU LIKE ABOUT THE SERVICE

What do you like about the service that you receive from this [individual professional/firm]?

Memo

FS29e WHAT DO YOU DISLIKE ABOUT THE SERVICE

What do you dislike about the service that you receive from this [individual professional/firm]?

Memo

IF HOW MANY FIRMS DO YOU USE NOT DISCUSSED > 1 OR INDIVIDUAL PROFESSIONAL WITH WHOM YOU INTERACT = Yes, more than one individual OR (FS21 = 2 AND USE ANY OTHER FIRMS = 1) OR (FS21 = Yes, 2 or more other firms AND USE ANY OTHER FIRMS = 2) THEN

FS35 HOW DO YOU PAY INDIVIDUAL FIRM

Now we will ask you some more questions about the [second] [individual professional/firm] you use for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services -- that is, [individual professional/firm]¹ who you described as follows: [fill with job title &/or name of firm]. How do you pay this [individual

professional/firm] for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services? Please check all that apply

- 1 Commission (e.g., per transaction)
- 2 Hourly, monthly, or annual rate
- 3 Flat fee
- 4 Percentage fee (e.g., % of my account balance)
- 5 Other

IF 1 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

[Questions FS35a to FS35a_per are displayed as a table]

FS35a PAY IN COMMISSION

How much do you pay in commission for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

Integer

FS35a_per PAY IN COMMISSION PER

per
String

ENDIF

IF 2 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

[Questions FS35b to FS35b_per are displayed as a table]

FS35b WHAT RATE PAY FOR SERVICES

What is the rate that you pay for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

Integer

FS35b_per WHAT RATE PAY FOR SERVICES PER

per
1 Hour
2 Month
3 Year

ENDIF

IF 3 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

FS35c WHAT IS THE FLAT FEE

What is the flat fee that you pay for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

Integer

ENDIF

IF 4 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

[Questions FS35d to FS35d_of are displayed as a table]

FS35d PERCENTAGE FEE PAY FOR SERVICES

What is the percentage fee that you pay for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

FS35d_of PERCENTAGE FEE PAY FOR SERVICES OF

of
String

ENDIF

IF 5 IN HOW DO YOU PAY INDIVIDUAL FIRM THEN

FS35e WHAT OTHER TYPES OF FEES DO YOU PAY

What other types of fees do you pay and how much are they for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services?

Memo

ENDIF

FS35f AVERAGE PAY PER YEAR

Taking all these fees together, about how much do you pay per year, on average, to this [individual professional/firm] for [Conducting stock market and/or mutual fund transactions/Advising, management, and/or planning] services per year?

Integer

FS37 HOW LONG HAVE BEEN DOING BUSINESS

About how long have you been doing business with this [individual professional/firm]?

1 Less than 1 year

2 1-5 years

3 5-10 years

4 More than 10 years

[Questions FS38 to FS38_other are displayed as a table]

FS38 HOW DID YOU FIND THIS INDIVIDUAL FIRM

How did you find this [individual professional/firm]?

1 Professional referral

2 Referral from friend or family

3 Mailing

4 Print ad

5 Television ad

6 Internet

7 Other

FS38_other OTHER

Other

String

[Questions FS39 to FS39c are displayed as a table]

FS39 RATE FOLLOWING STATEMENTS INTRO

Please rate the degree to which you agree with the following statements:

|| **FS39a** VERY SATISFIED WITH THE SERVICE
|| I am very satisfied with the service that I receive from this [individual
|| professional/firm].
|| 1 Strongly disagree
|| 2 Disagree
|| 3 Neither agree nor disagree
|| 4 Agree
|| 5 Strongly agree

|| **FS39b** ACTS IN MY BEST INTEREST
|| I trust that this [individual professional/firm] acts in my best interest.
|| 1 Strongly disagree
|| 2 Disagree
|| 3 Neither agree nor disagree
|| 4 Agree
|| 5 Strongly agree

|| **FS39c** PROVIDES ME WITH VALUABLE SERVICE
|| I believe that this [individual professional/firm] provides me with a
|| valuable service.
|| 1 Strongly disagree
|| 2 Disagree
|| 3 Neither agree nor disagree
|| 4 Agree
|| 5 Strongly agree

|| **FS39d** WHAT DO YOU LIKE ABOUT THE SERVICE
|| What do you like about the service that you receive from this [individual
|| professional/firm]?
|| Memo

|| **FS39e** WHAT DO YOU DISLIKE ABOUT THE SERVICE
|| What do you dislike about the service that you receive from this
|| [individual professional/firm]?
|| Memo

|| ENDIF

| ENDIF

| ENDIF

IF CARDINAL(FS1) <= 1 AND FS4 <> 1 AND FS14 <> 1 THEN

| **FS50** WHY DONT CURRENTLY USE PROVIDER
| Earlier, you reported that you don't currently use a financial services
| provider for [Conducting stock market and/or mutual fund transactions [e.g.,
| purchases and sales of stocks, shares in mutual funds, options contracts,
| short selling, etc.]. Please exclude transactions that involve an employer
| sponsored retirement account./Advising, management, and/or planning [e.g,
| financial advising, investment advising, financial planning, money management,
| retirement planning, estate planning, etc.]] . Why is that?
| 1 No money for investments
| 2 Too expensive
| 3 Too hard to choose one
| 4 I don't need assistance with my financial decisions

FS53a TRUST INVESTMENT ADVICE BROKER

Please rate the degree to which you agree with the following statement: I would trust investment advice from a broker.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

FS54 INVESTMENT ADVISER

The term investment adviser is a legal term that describes a broad range of people who are in the business of giving advice about securities (the term "securities" includes stocks, bonds, mutual funds, and annuities). They may use a variety of titles in addition to investment adviser, such as investment manager, investment counsel, asset manager, wealth manager, or portfolio manager. Investment advisers provide ongoing management of investments based on the client's objectives. There are no official certification or licensing requirements for investment advisers. Investment advisers are subject to a fiduciary duty. That means they have to provide advice and recommend investments that they view as being the best for you. Investment advisers also are required to provide up-front disclosures about their qualifications, what services they provide, how they are compensated, possible conflicts of interest, and whether they have any record of disciplinary actions against them. They are regulated directly by either the U.S. Securities and Exchange Commission (SEC) or by state securities regulators, depending on the amount of assets they have under management. Many investment advisers charge a fee based on a percentage of the assets in the client's account. The percentages charged can vary significantly from provider to provider. Also, providers typically charge larger accounts based on lower percentage rates. Some investment advisers may charge hourly fees, an annual fee, a flat fee, or retainer fee for a particular service or range of services. On a scale from 0 to 100, what do you think is the percent chance that you will seek (or continue to seek) services from an investment adviser in the next 5 years?

IF INVESTMENT ADVISER > 0 THEN

|

| **FS54a**

| On a scale from 0 to 100, what do you think is the percent chance that you will seek (or continue to seek) investment advice from an investment adviser in the next 5 years?

|

| **FS55 WHAT TYPES OF SERVICES INVESTMENT ADVISER**

| What types of services do you think you might seek from an investment adviser in the next five years?

| Memo

|

ENDIF

FS55a TRUST INVESTMENT ADVICE IA

Please rate the degree to which you agree with the following statement: I would trust investment advice from an investment adviser.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree

5. Strongly agree

[Questions FS56 to FS56_other are displayed as a table]

FS56

What kinds of professional assistance with financial matters would you find most helpful at this point in your life? Please check all that apply.

1. Asset management
2. College savings planning
3. Debt consolidation and/or management
4. Developing a budget and savings plan
5. Estate planning
6. Executing stock or mutual fund transactions
7. General financial planning
8. Investment advising
9. Retirement planning
10. Other

FS56_other OTHER

Other
String

FS60

Do you currently work in the financial services industry? For example, do you work for a company such as an investment advisory firm, an investment management firm, a brokerage firm, or a financial planning firm?

1. Yes
2. No

CS_001 HOW PLEASANT INTERVIEW

Could you tell us how interesting or uninteresting you found the questions in this interview?

1. Very interesting
2. Interesting
3. Neither interesting nor uninteresting
4. Uninteresting
5. Very uninteresting

CS_002 COMPLETED ON PHONE

Would you have completed this interview if it had been conducted on the phone?

- 1 Yes
- 2 No

CS_003 COMMENTS

Do you have any other comments on the interview? Please type these in the box below.

Memo