

Financial Advisor Media Outlook and Usage Study FAMOUS



DEEP INSIGHTS INTO HOW PROFESSIONAL FINANCIAL ADVISORS VIEW FUND FAMILIES AND USE MEDIA

Random sample of 10,000 registered financial advisors drawn from our proprietary database and cross-referenced to the SEC. Use and view financial media across broadcast, print and digital platforms. Web-based methodology and minimum of 10% response rate.

WHERE DO ADVISORS GET THEIR INFORMATION?

WHICH MEDIA BRANDS ARE THEY RESOURCING, and ...

WHAT DO THEY THINK OF YOUR FINANCIAL PRODUCTS?



FAMOUS examines how advisors perceive and rely upon various media brands. Approximately:

- ❖ 30 different publications
- ❖ 50 different websites
- ❖ 10 different networks/40 individual programs
- ❖ 10 social media platforms (professional and personal)
- ❖ Mobile media and Apps
- ❖ Newsletters and podcasts



Profiles the financial advisor community like no other research report. Areas include:

- ❖ Type of firm (Wirehouse, RIA, Broker/Dealer)
- ❖ Size of firm – AUM, number of FAs employed
- ❖ Age, experience, certifications
- ❖ Assets under management – personally manage
- ❖ Type of clients – high net worth, individual, institutional – number of firms manage
- ❖ Types of ETFs recommended/used



SNAPSHOT OF FUNDS INCLUDED:

- | | | | |
|--------------------------------|----------------------|-----------------------------|----------------------|
| ❖ Alliance Bernstein | ❖ Dodge & Cox | ❖ The Hartford | ❖ OppenheimerFunds |
| ❖ Allianz Global Investors | ❖ Eaton Vance | ❖ Invesco | ❖ Pimco Funds |
| ❖ American Century Investments | ❖ Fidelity | ❖ JP Morgan | ❖ Putnam Investments |
| ❖ American Funds | ❖ Franklin Templeton | ❖ Nuveen | ❖ T. Rowe Price |
| ❖ BlackRock | ❖ Goldman Sachs | ❖ MFS Investment Management | ❖ Vanguard |

ERDOS MEDIA RESEARCH is a leader in media market research. Our Syndicated Studies – **Financial Advisor Media Outlook and Usage Study (FAMOUS)** and **Opinion Leaders** – have helped organizations make smart business choices and consistently to stay ahead of the curve. We also provide a full suite of custom market research solutions using both qualitative and quantitative methodologies.