The Cerulli **Report**

U.S. Retail Investor Products and Platforms 2022

Creating an Omnichannel Experience

OVERVIEW & METHODOLOGY

This annual report is designed to help product manufacturers and distributors understand retail investors' product preferences, product use, and product needs to better inform product development and distribution initiatives. The report leverages Cerulli's expertise in retail distribution and overlays Phoenix's end-investor data. Information includes product market sizing, distribution market sizing, investor profiles, and investor product use.

This year's report explores how firms need to implement and maintain platforms that seamlessly offer support across a broad spectrum of client-facing options so that they may optimize their competitive position in the wealth management market. While each firm needs to decide how to best allocate their assets to highlight their own strengths, each platform will need to offer viable mobile, desktop, and virtual engagement tools in addition to phone and in-person options as applicable. By better understanding both the capabilities of each method and the preferences and use cases of their clients and prospects, providers can customize their platforms to provide a preferred path of least resistance to advice and product solutions.

USE THIS REPORT TO

- Understand the need for firms to implement and maintain platforms that seamlessly offer support across a broad spectrum of client-facing options
- Gain detailed insight into investor preferences and how firms can continuously monitor them to assure their platform maintain relevance in the long term
- Review annually updated investor market sizing, with age and wealth tier segmentations
- Analyze Cerulli's proprietary sizing of direct-to-investor platforms, including an updated leaderboard and underlying product sizing

QUESTIONS ANSWERED

- What is the addressable market of U.S. retail investors?
- What products and services are investors seeking to help them reach their financial goals?
- What percentage of investors have individual accounts separate from their advised accounts?
- How would investors prefer to engage with their platforms?
- What specific aspects of ESG investing are investors seeking out?

PRODUCT DETAILS

Included with Purchase

- Digital report in PDF format
- Unlimited online firm-wide access
- Exhibits in Excel
- Key findings
- Analyst support
- Interactive Report Dashboards

Interactive Report Dashboards

Interact and explore select report data with Cerulli's visualization tool.

- **Household Balance Sheet:** Starting with wealth tier descriptions and sizing, this set of dashboards allows users to assess average investor age, number of households, and amount in various financial asset categories broken out by wealth tier (*e.g.,* mass market, affluent market, high-wealth market). Includes option to customize sizing figures based on user inputted wealth tier and age ranges.
- **Investors' Attitudes:** Gain insight into investors' assessments of various financial decisions (*e.g.,* need to take more control over my investment decisions, importance of a written financial plan) across provider channels, age groups, investable assets, and advice orientation. Analyze investor risk tolerance and household economic outlook and expected changes to financial investments in the next three months.
- **Investors' Products and Resources:** Understand current investor product use trends with customizable filters by year, product type, primary provider, age group, investable assets, and advice orientation.
- **Firm Profiles:** Assess investors' satisfaction with their various primary providers, as well as their primary reason for choosing the provider and their percentage of total investments with the institution.
- **ESG Preferences:** Learn investors' level of agreement with various environmental, social, and governance (ESG) investment types with filters by advice orientation, head of household age, and household investable assets.

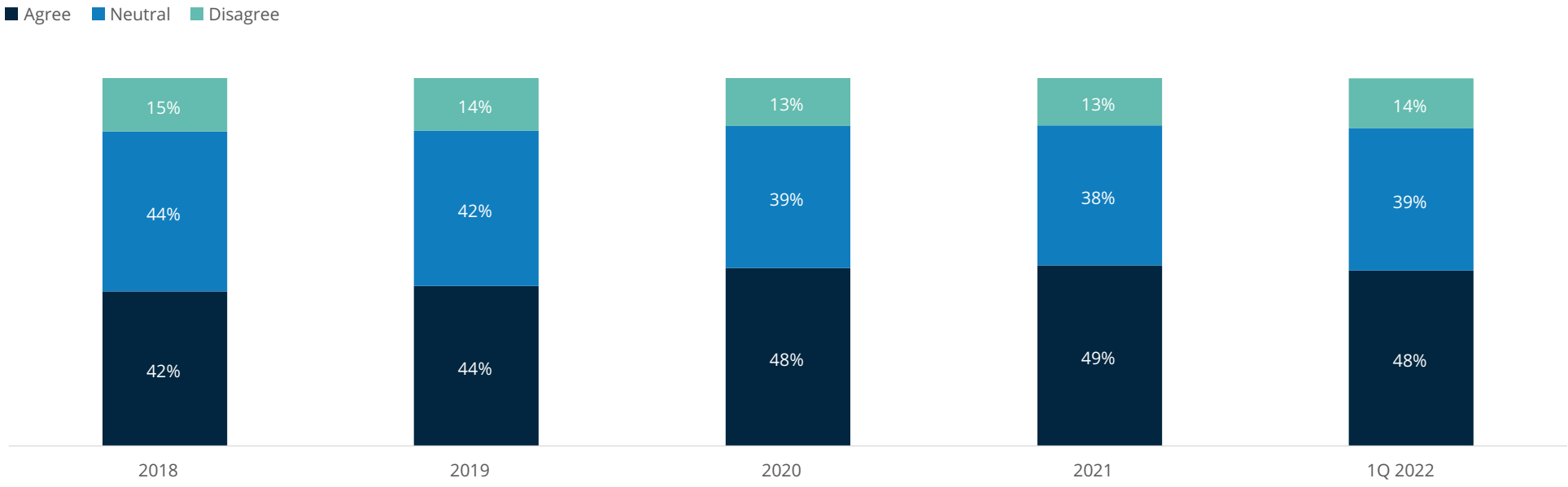
CERULLI ASSOCIATES

Research | Analytics | Consulting

Exhibit 6.02

Preference for ESG Investing, 2018–1Q 2022

Sources: Phoenix Marketing International, Cerulli Associates



- Preference for ESG investing dipped slightly to 48%, but is still six percentage points higher than in 2018.
- Interest in ESG investing has held steady for the last three years as climate change, racial equity, and fair labor practices remain on the minds of investors. Particularly among younger investors, providers will need to be able to provide investment services that have these specific screens to attract an increasingly wealthy segment of the population.

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