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The Internet Is Named Most Important Source of Investing Information by Individual Investors and Financial Advisors in New Survey

65% of Individual Investors and 68% of Financial Advisors Concur, According to Forbes.com/FD Affluent Dynamics Online Panel

New York, NY (January 26, 2009) – The Internet continues to grow its dominant position as the “go to” source for investors and financial advisors, according to a new online survey by leading business news Web site Forbes.com (www.forbes.com), together with business communications firm FD. The surveys, commissioned by Forbes.com and conducted by FD’s Affluent Dynamics Panel in November 2008, confirm the steady rise of the Internet as the number one source for investing information.

The survey of individual investors revealed that:

- 65% of respondents consider the Internet their most important source of investing information. This number has increased from 52% in 2005.
- 47% of these investors spend 20 or more hours per week on the Internet, excluding e-mail (both at work and non-work sessions).
- Over half (54%) reported spending more time on the Web (not including e-mail) in 2008.
- 29% spent less time reading daily newspapers, 37% spent less time watching television, and 32% spent less time listening to the radio, as compared to only 3% who spent less time on the Internet.
- Newspapers were cited by 17% of respondents as the most important source of investing information, down from 20% in 2005.

The financial advisor survey showed that:

- 68% of respondents consider the Internet as their most important source of investing information.
- 50% reported spending more time on the Internet (not including e-mail) this year.
- 39% of these advisors spend 20 or more hours per week on the Internet excluding e-mail, (both at work and non-work sessions).
- Only 1% spent less time on the Internet compared to 39% who spent less time reading daily newspapers, 28% who spent less time watching television and 24% who spent less time listening to the radio.

“In these turbulent times, the need for up-to-date business information is more critical than ever. These two studies further underscore the trend where more affluent investors and business decision makers are looking to the Web as their primary source of business information,” said Jim Spanfeller, President and CEO of Forbes.com.

For the Individual Investor study, FD conducted an online survey by sending an e-mail invitation to 750 of its 6,500-plus member Affluent Dynamics panel of individuals who hold more than \$1 million or more in investable assets. A total of 204 members completed the survey, which was conducted November 25-26, 2008.

For the Financial Advisor study, FD sent an e-mail invitation to 750 of its 2,200 member Affluent-Dynamics Financial Advisor Panel. A total of 201 members completed the survey, which was conducted November 25-26, 2008.

To view both surveys online, please visit: www.forbes.com/adinfo/research.html.

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