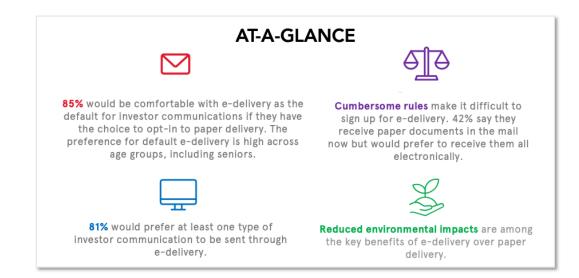


A survey of U.S. individual investors was commissioned by SIFMA to gauge their interest in edelivery as a delivery method for receiving investor communications.



₩ *fgs* global

Key Findings

A large majority (81%) would prefer that at least one type of investor communication be sent via e-delivery than having them physically mailed:

- For all types of communications, only half of investors prefer paper delivery: Annual privacy policy (23%); Trade confirmations (28%); Notice, amendments, and other important account updates (29%); Research and planning education materials (24%); Reports, prospectuses, and other proxy materials (28%); Monthly or quarterly account statements (35%); Legal notices (37%); Tax forms (44%).
- Only 8% say they would prefer to receive <u>all</u> individual investor communications through physical mail.

The majority (79%) of investors have already opted in to receive investor communications electronically, either through email, a financial institution's website, or a mobile app.

- Regardless of age, a majority receive investor communications electronically (82% of 18-34, 83% of 35-54, and 75% of 55+).
- Broken down by e-delivery method, 47% of investors already access to their documents through email, 46% through their account provider's website, and 21% through a financial institution's mobile app.



KEY MOTIVATORS

79% of individual investors say edelivery is an easy way to cut their carbon footprint.

7 in 10 (70%) agree COVID-19 related mail disruptions showed the importance of e-delivery.

Roughly half see speed (50%) and convenience (49%) as top benefits of e-delivery.

Comfort with e-delivery as the default is high regardless of age, education level, income level, and amount of assets held.

- Three in four individual investors (75%) would be comfortable with e-delivery as the default method for individual investor communications going forward.
- 7 in 10 (71%) agree that the benefits of e-delivery becoming the default outweigh any concerns they would have.

Comfort with e-delivery as the default method is high even among older individual investors.

- Over two-thirds of those aged 55-64 and those aged 65-74 are comfortable with e-delivery as the default (68% for both age segments).
- 50% of those aged 75+ are also comfortable, with 42% uncomfortable.

While 22% are initially uncomfortable with e-delivery becoming the default, this drops to only 15% when individual investors learn they could still opt-in to paper delivery.

Individual investors get caught up in cumbersome rules and interfaces for signing up for e-delivery. Over a quarter (27%) who do not receive e-delivery currently say they've signed up but still receive paper documents.

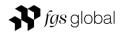
 42% of all investors say they receive paper documents in the mail now but would prefer to receive them all electronically.

Individual investors who have already signed up for edelivery are satisfied.

 88% who have opted in say they are satisfied with their e-delivery statements.

About this survey

YouGov conducted an online survey of 1,300 individual investors nationwide between May 16th and May 19th, 2022. The individual investors surveyed hold at least \$5,000 across retirement accounts, college-savings investments, stocks, bonds, mutual funds, or a brokerage account, excluding property and cryptocurrency investments.



Topline: Full Survey Results

How do you typically receive communications about your investments (i.e., account statements, trade confirmations, prospectuses, and other mandatory disclosures)? Please select all that apply.

	Total
<u>Any</u> electronic investor communications (combined)	79%
Documents delivered to you electronically by email (also	47%
known as e-delivery)	
Documents that you access online on an account provider's website (not via email)	46%
Through a financial institution's mobile app	21%
Paper documents physically mailed to you	40%
In-person meetings with a broker or advisor	19%
Some other way	7%
Not sure	1%

If given the choice between having paper documents physically mailed to you and documents sent via e-delivery over email, how would you prefer to receive each of the following types of communications about your investments?

	Through e-delivery	Through the mail	No preference
Annual privacy policy	59%	23%	18%
Trade confirmations	58%	28%	13%
Notice, amendments, and other important account updates	57%	29%	14%
Research and planning education materials	55%	24%	21%
Reports, prospectuses, and other proxy materials	54%	28%	18%
Monthly or quarterly account statements	53%	35%	12%
Legal notices	48%	37%	15%
Tax forms	44%	44%	11%
Prefer at least one type of communication via e-delivery	81%		
Prefer <u>all</u> types of investor communications via mail	8%		



Some say that e-delivery should be the default delivery method for communications about your investments, while providing the choice to opt-in to paper delivery through mail for those who prefer to receive documents that way.

Going forward, how comfortable would you be having e-delivery as the default method for all investor communications (i.e., trade confirmations, account statements, prospectuses, etc.)?

	Total
Very comfortable	47%
Somewhat comfortable	28%
Somewhat uncomfortable	12%
Very uncomfortable	10%
Not sure	4%
Total comfortable	75%
Total uncomfortable	22%

If e-delivery became the default method for investor communications, anyone could still opt-in to receive paper copies of investor communications if they chose to do so. Knowing this, how comfortable would you be having e-delivery as the default method for all investor communications?

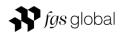
(Asked only among those who said they were "somewhat uncomfortable" or "very uncomfortable" in previous question)

	Total
	N=287
Very comfortable	8%
Somewhat comfortable	22%
Somewhat uncomfortable	34%
Very uncomfortable	35%
Not sure	2%
Total comfortable	29%
Total uncomfortable	69%
% "uncomfortable" among <u>all</u> investors surveyed	15%



Which, if any, of the following would you say are benefits of e-delivery over receiving paper documents through the mail? Please select all that apply.

	Total
Saves paper given the length of some investor documents	51%
Let's me check my accounts wherever and whenever I want	50%
Speed	50%
Convenience	49%
More environmentally friendly	48%
Easier to keep track of my statements if I need to change my address	34%
Helps me stay more organized	30%
More user-friendly	23%
Reliability	22%
Safer to use during the COVID-19 pandemic	21%
Keeps my personal information more secure	20%
There are no benefits	6%
Other	1%



To what extent do you agree or disagree with each of the following statements about investor communications?

	Total agree (somewhat +strongly)	Total disagree (somewhat + strongly)
I'm satisfied with the e-delivery statements I receive now	88%	12%
Making the switch to e-delivery is an easy way to cut our carbon footprint	79%	21%
Other industries, including the Social Security Administration, have already moved away from paper delivery being the standard, and the financial sector should follow suit	72%	28%
The benefits of e-delivery becoming the default for investor communications outweigh any concerns I have about it	71%	29%
COVID-19 related mail disruptions have shown how important e-delivery is for financial communications	70%	30%
I still receive financial statements through the mail, but I would prefer to receive them all electronically	42%	58%

Why do you currently not receive financial communications electronically by email? *(Asked only among those who do not receive e-delivery currently)*

	Total
I prefer hard copies of important documents	45%
I have signed up for e-delivery but still receive paper documents	27%
It's hard for me to keep track of electronic documents	23%
I don't feel comfortable with technology	13%
Signing up for e-delivery is too time consuming	11%
My devices are not equipped to receive electronic documents	10%
I don't have regular internet access	7%
Other	12%



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This survey was commissioned by SIFMA.