



# American Financial Experience Survey

November 2020

**Has the global pandemic impacted  
how people feel about investing?**

**Our new American Financial Experience  
Survey says yes, and in a big way.**

# 46% of Non-Investors Need Help Starting their Investing Journey

Top 3 reasons Americans don't invest

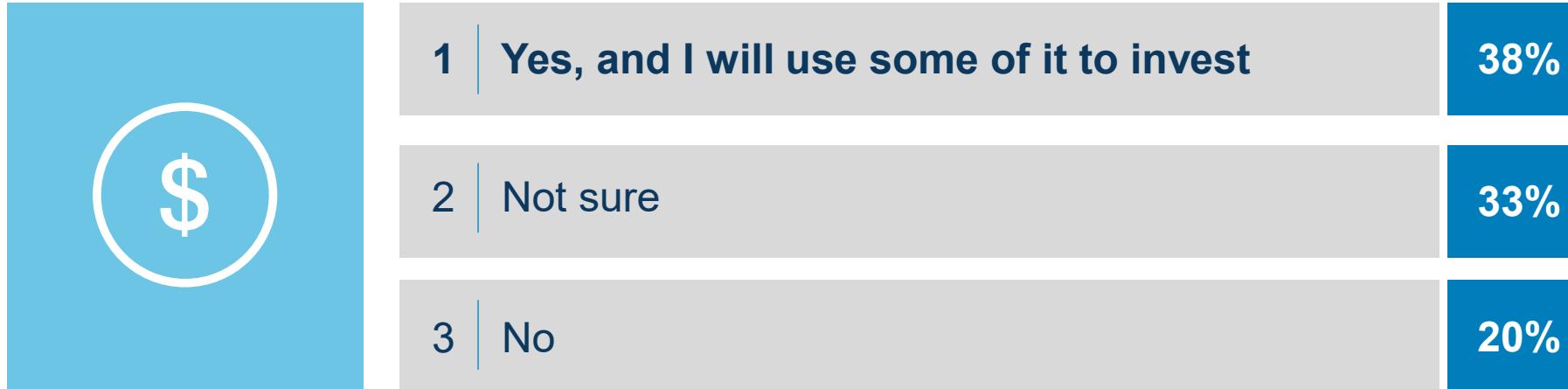


While the majority of non-investors say it's their financial situation that prevents them from investing, **46% report it's also a matter of simply not knowing where to start.**

When asked: Why don't you invest? (459 responses)

# A Majority of Non-Investors Plan to Invest in the Future

When non-investors have enough money, will they invest?



When asked: Do you think you'll ever have enough money to invest? (459 responses)

# 42% of Investors Are Willing to Meet with an Advisor



The good news is that a **third of those who don't currently invest are willing to meet with an advisor** to discuss their investment potential.

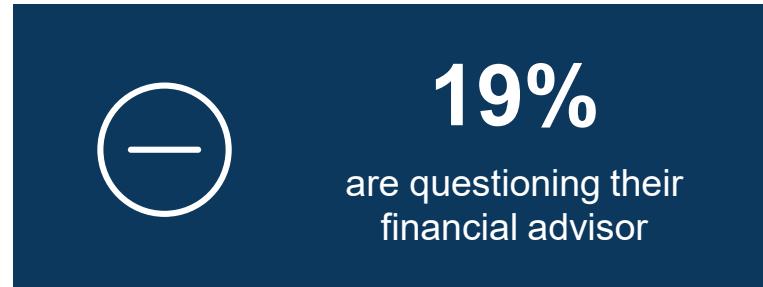
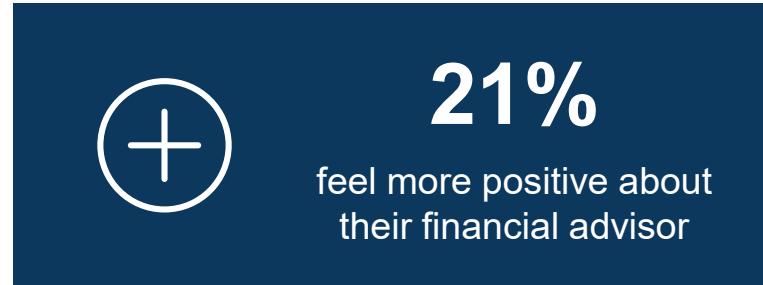
The *great* news is even more investors-**42% to be precise**-are willing to meet with an advisor if they don't already have one. These are people who already have investable assets. What they don't have is a fiduciary looking out for them.

When asked: (Non-Investors) Would you meet with a financial advisor to talk about your investment potential? (459 responses)  
When asked: (Investors) Would you meet with a financial advisor to talk about your investment potential? (444 responses)

# 21% of Investors Feel More Positive About Their Financial Advisor

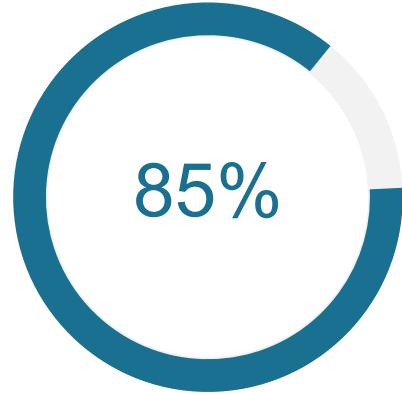
Since the start of the pandemic, **almost a quarter of investors feel more positive about their advisor** while virtually the same number of investors are also now questioning who they're with.

For advisors dealing with the latter, there's only one way to answer a question, and that is to provide information, which brings us back to the investor's desire to be educated.

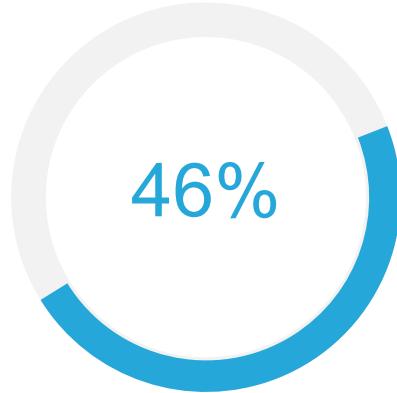


When asked: Has the pandemic changed how you feel about your financial advisor(s)? (1,639 responses)

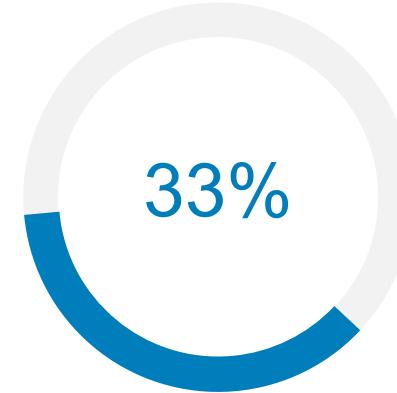
# How Has the Pandemic Changed Investor and Non-Investor Opinions?



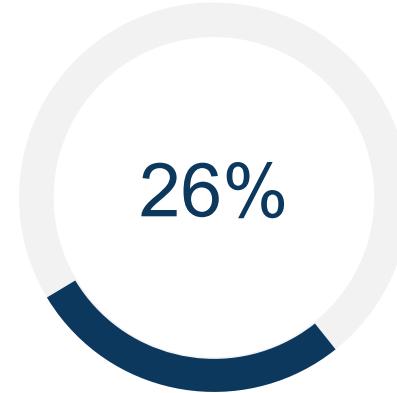
Say they intend to  
be **better about**  
**spending less and**  
**saving more**



Say it has made  
them **more**  
**interested to learn**  
about investing



Say it has made  
them **nervous**  
about investing



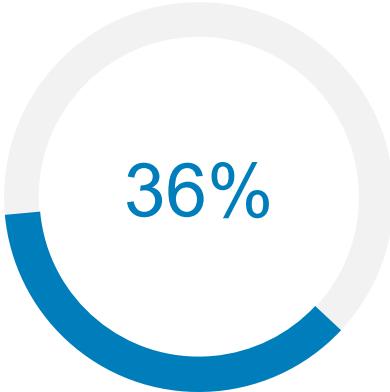
Say it has made them  
**more enthusiastic**  
about investing

When asked: After the pandemic, do you intend to be better about spending less and saving more? (2,096 responses)

When asked: How has the pandemic changed your interest in learning about investing? (2,097 responses)

When asked: How has the pandemic changed your opinion about investing? (2,097 responses)

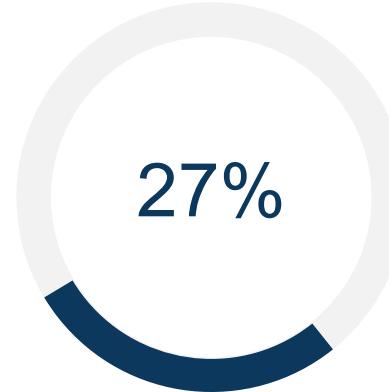
# Work/Life Balance is an Important Factor Post-Pandemic



**Say the pandemic has not impacted their approach to career or work/life balance**



**Say they want their job to give them greater financial stability**



**Say they want their job to give them **more time for family, friends, relationships, hobbies, etc.****

When asked: Has the pandemic changed how you will approach your career and work/life balance after the lockdown? (2,097 responses)

# Steps to Take Now to Engage Prospects and Clients

---

Check out our ready-to-share client-facing webcasts and ready-to-use resources on our [Fall Focus](#) page. Our lineup offers a broad range of educational topics covering retirement planning, elections and the markets, and a quarterly market review, all designed to help advisors deepen client engagement, demonstrate value to leads and contacts, and grow their businesses.

**Because the more you remind clients and prospects to reach out to you for guidance and education, the more they will.**

# Survey Methodology

- The American Financial Attitudes Survey is an online study conducted for AssetMark, Inc.
- The study was conducted anonymously in October 2020 and received 2,100 unique responses
- About the respondents:

AGE	RESPONSES
18-29	25%
30-44	21%
45-60	41%
>60	12%

GENDER	RESPONSES
Male	46%
Female	54%

REGION	RESPONSES
New England	4%
Middle Atlantic	12%
East North Central	14%
West North Central	7%
South Atlantic	16%
East South Central	7%
West South Central	12%
Mountain	8%
Pacific	21%

HOUSEHOLD INCOME	RESPONSES
\$0-\$9,999	7%
\$10,000-\$24,999	12%
\$25,000-\$49,999	21%
\$50,000-\$74,999	18%
\$75,000-\$99,999	15%
\$100,000-\$124,999	9%
\$125,000-\$149,999	4%
\$150,000-\$174,999	2%
\$175,000-\$199,999	2%
\$200,000+	4%
Prefer not to answer	7%

# Important Information

---

AssetMark, Inc. is an investment management and consulting firm serving independent, financial advisors to help them build great businesses. This report is for informational purposes only, is not a solicitation, and should not be considered investment, legal or tax advice. The information has been drawn from sources believed to be reliable, but its accuracy is not guaranteed, and is subject to change.

**Investing involves risk, including the possible loss of principal. Past performance does not guarantee future results.** Asset allocation cannot eliminate the risk of fluctuating prices and uncertain returns. There is no guarantee that a diversified portfolio will outperform a non-diversified portfolio. No investment strategy, such as asset allocation, can guarantee a profit or protect against loss. It is not possible to invest directly in an index.

**For more complete information about the various investment solutions available, including the investment objectives, risks and fees, please refer to the Disclosure Brochure and applicable Fund Prospectus. Please read them carefully before investing. For a copy, please contact your AssetMark Consultant.**

AssetMark, Inc. is an investment adviser registered with the U.S. Securities and Exchange Commission.

©2020 AssetMark, Inc. All rights reserved.

101271 | C20-16706 | 11/2020 | EXP 11/30/2021