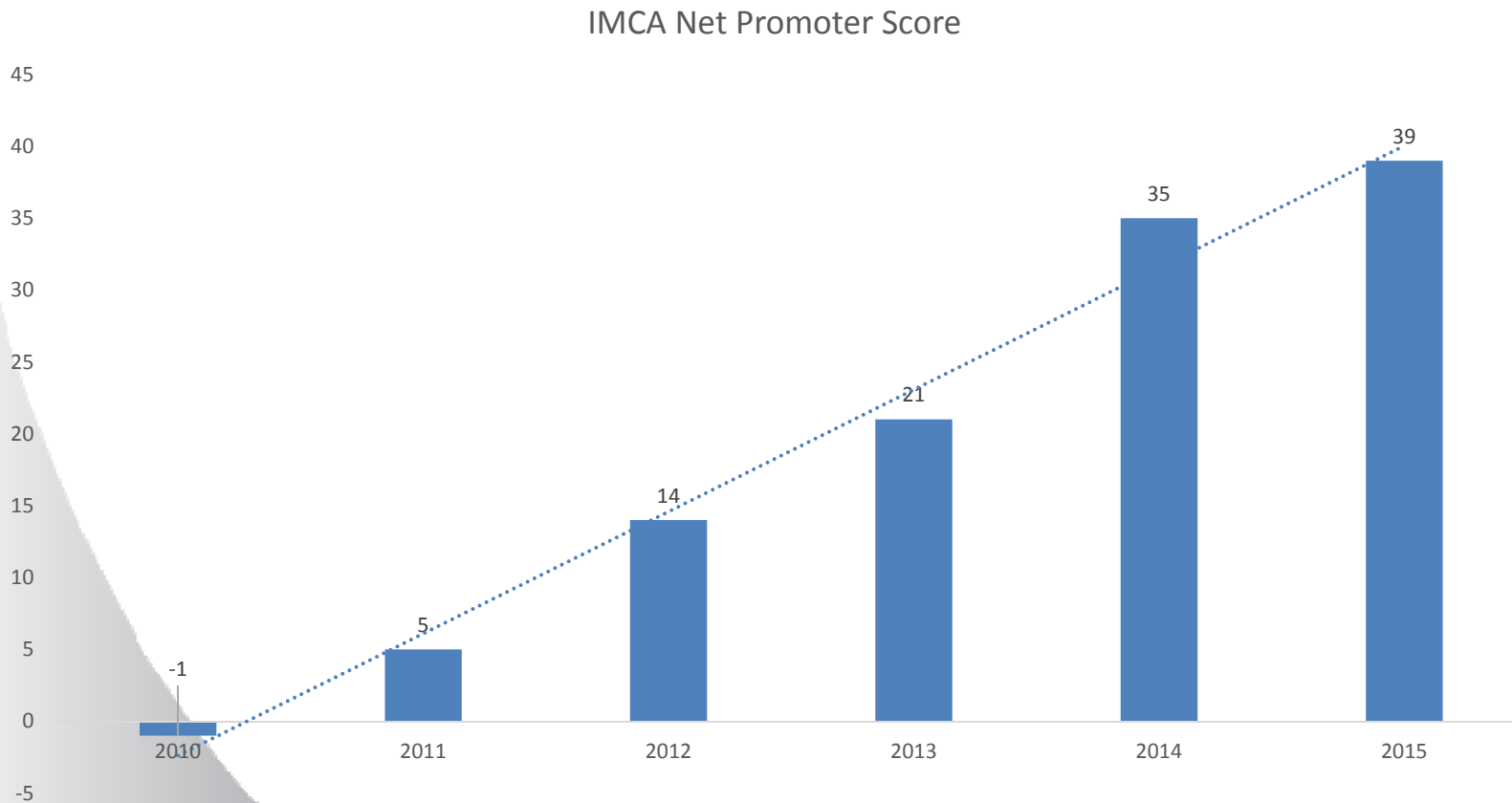


2015 IMCA Market Research

- Annual Membership Survey (conducted January 2015)
502 Responses
- 
- A large, light gray decorative shape is positioned on the left side of the slide. It has a curved, organic form that tapers towards the bottom right, resembling a stylized wave or a modern architectural element.

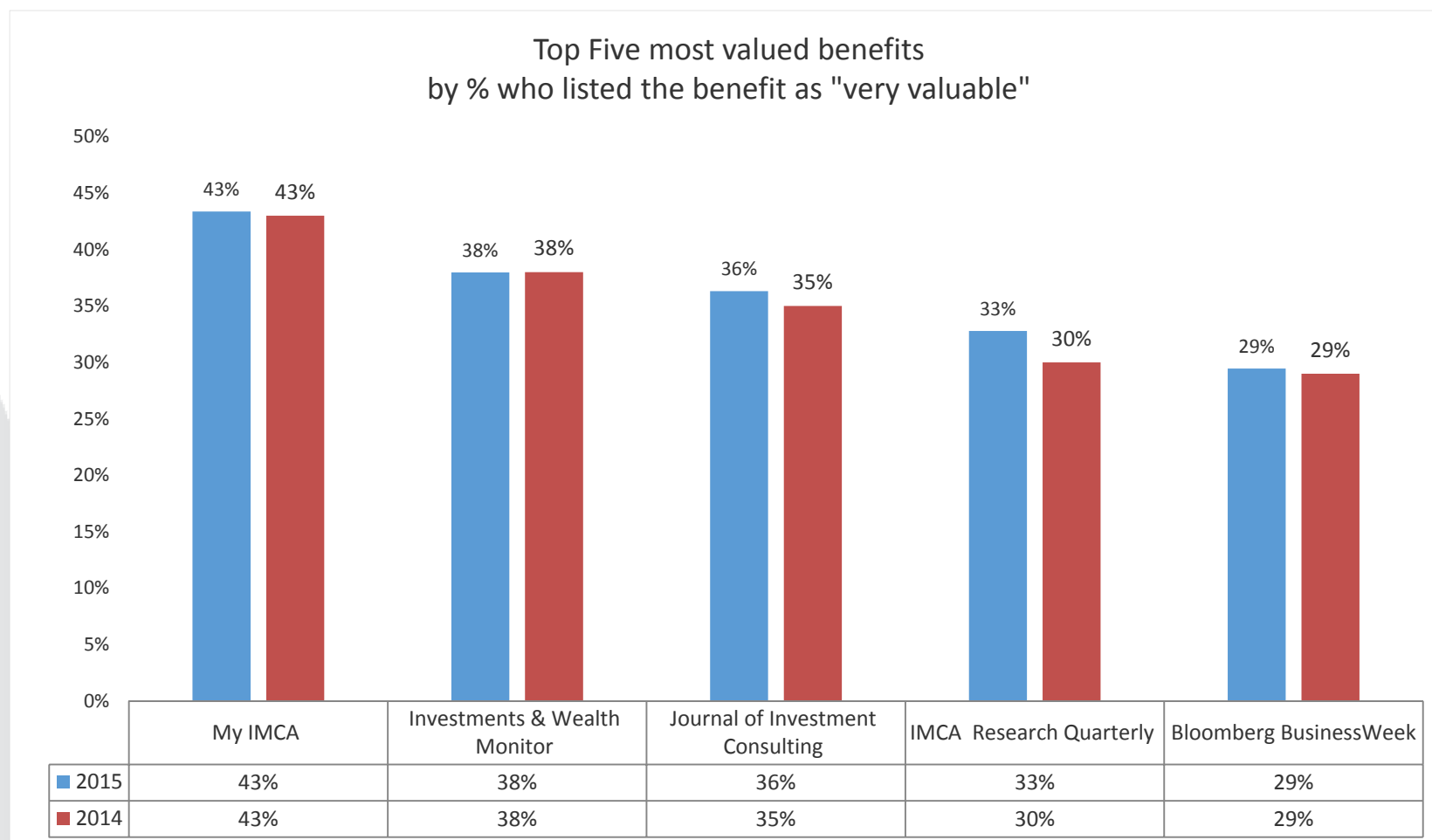
Membership

Net Promoter Score is a measure of how much customers value a product or service based on their likelihood of promoting it to their peers.

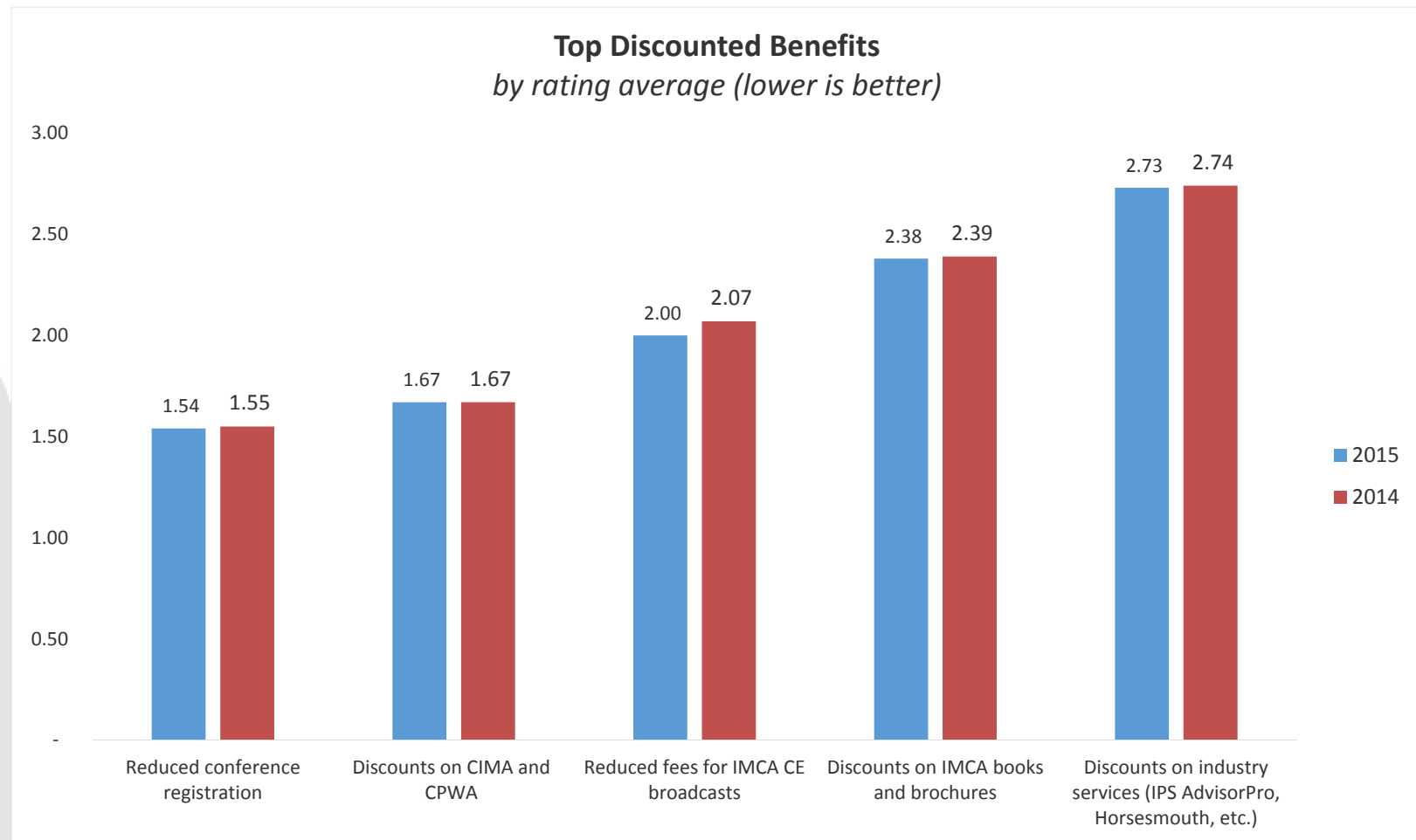


Q4: How likely is it that you would recommend IMCA to a friend or colleague? (Scale 1-10)

*“MyIMCA” is still most valuable member benefit in 2015
--edging out the Monitor and the Journal in top five*



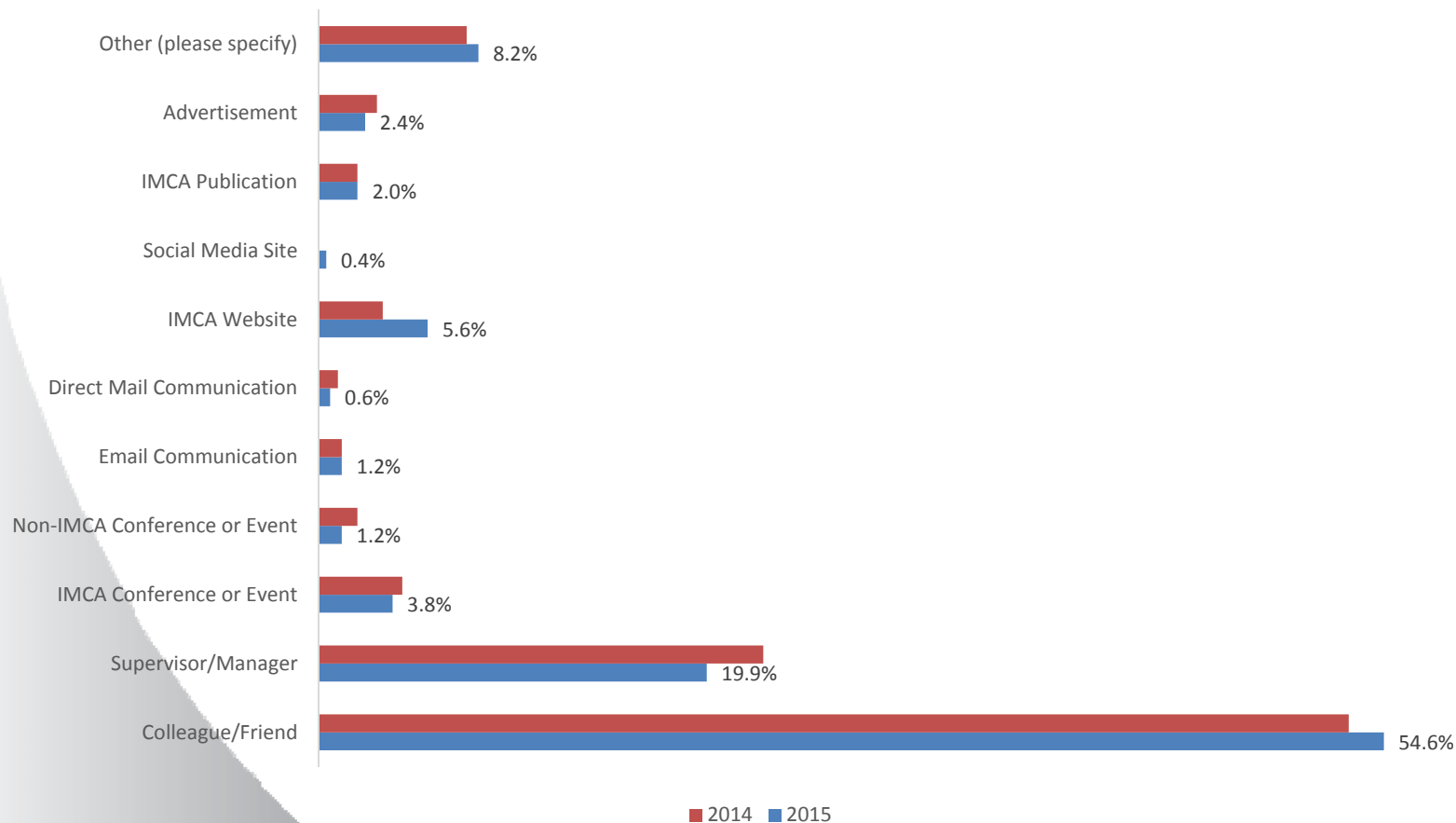
Discounts on conferences and certification fees are valued even more than complimentary benefits like the Monitor and Journal





How members learned about IMCA has not changed substantially, though the number who find us through the website grew last year.

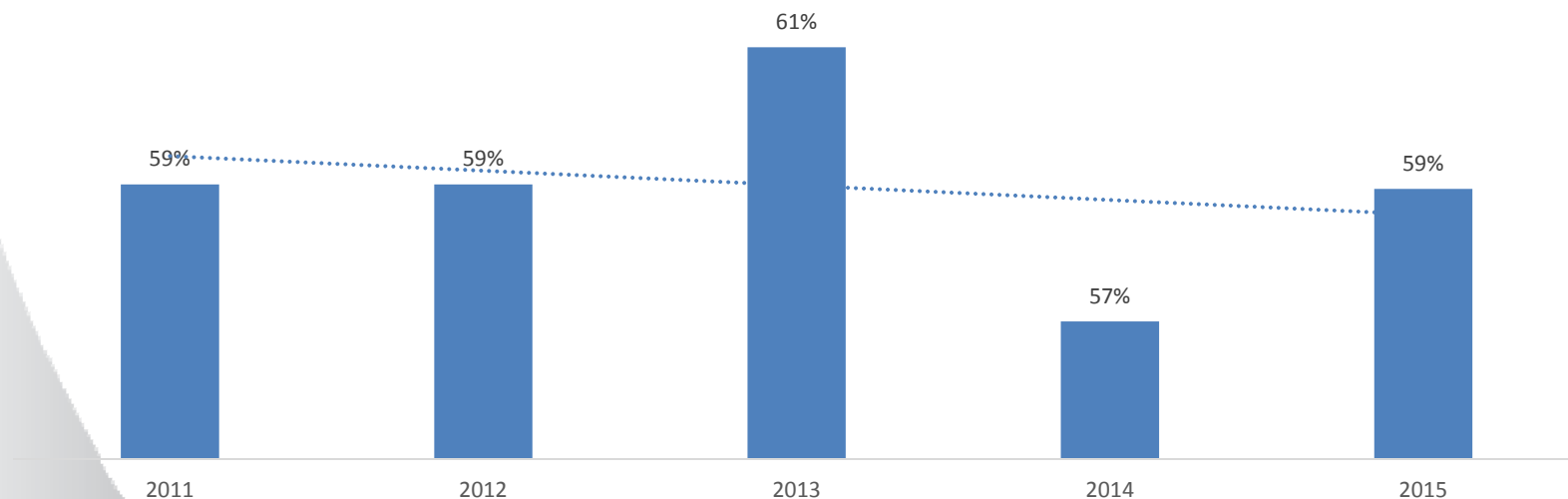
How did you first learn about IMCA?



Conferences

A high percentage of members consistently find IMCA conferences superior to other conferences they attend.

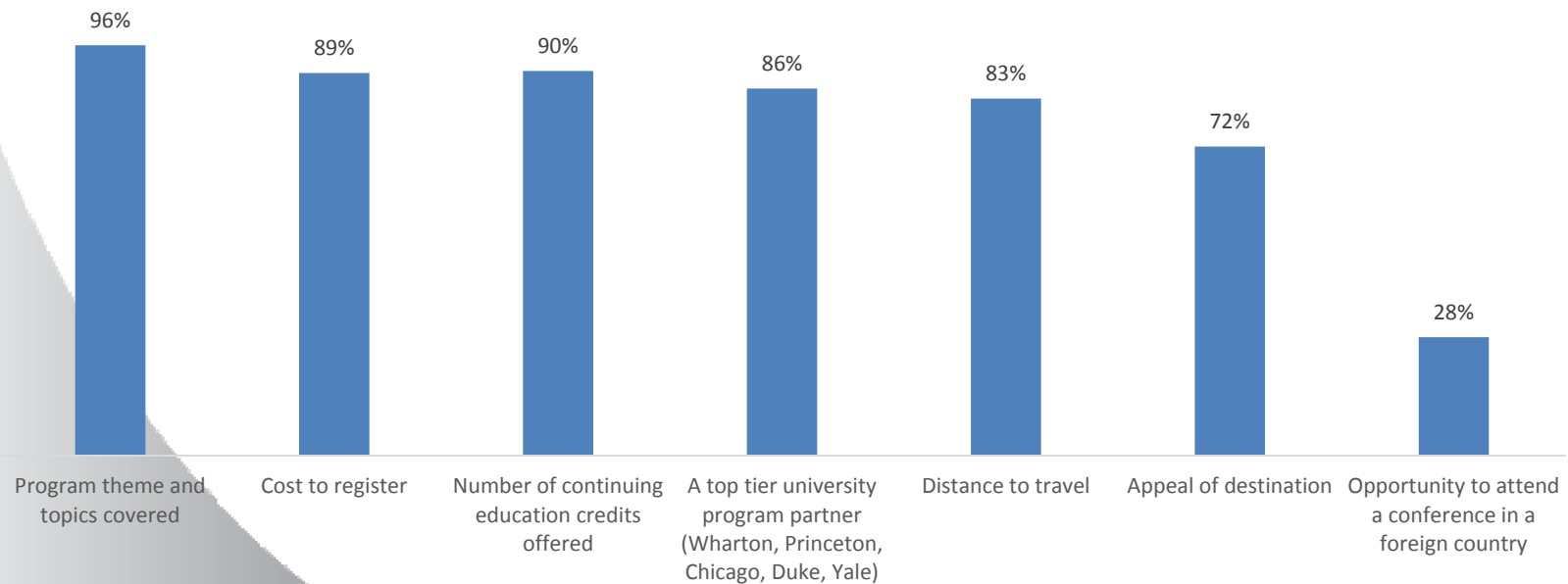
Percent of Members who rate IMCA conferences "Better" or "Much Better" than other conferences they've attended



Q14: How would you compare IMCA conferences, overall, to other conferences you have attended?

Of the options given, members decide to attend an IMCA conference primarily based on the content, cost, and CE offered.

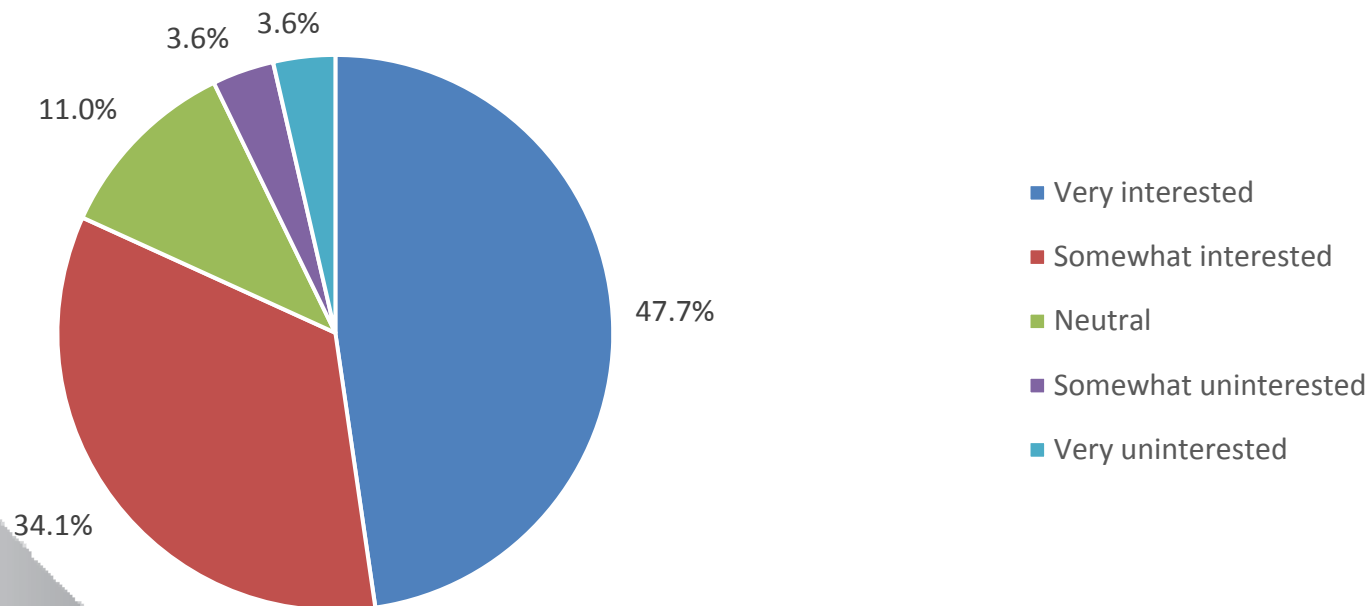
**In deciding which educational conferences to attend,
how influential do you find the following factors?**
% who answered "very" or "somewhat" influential



Education and Content

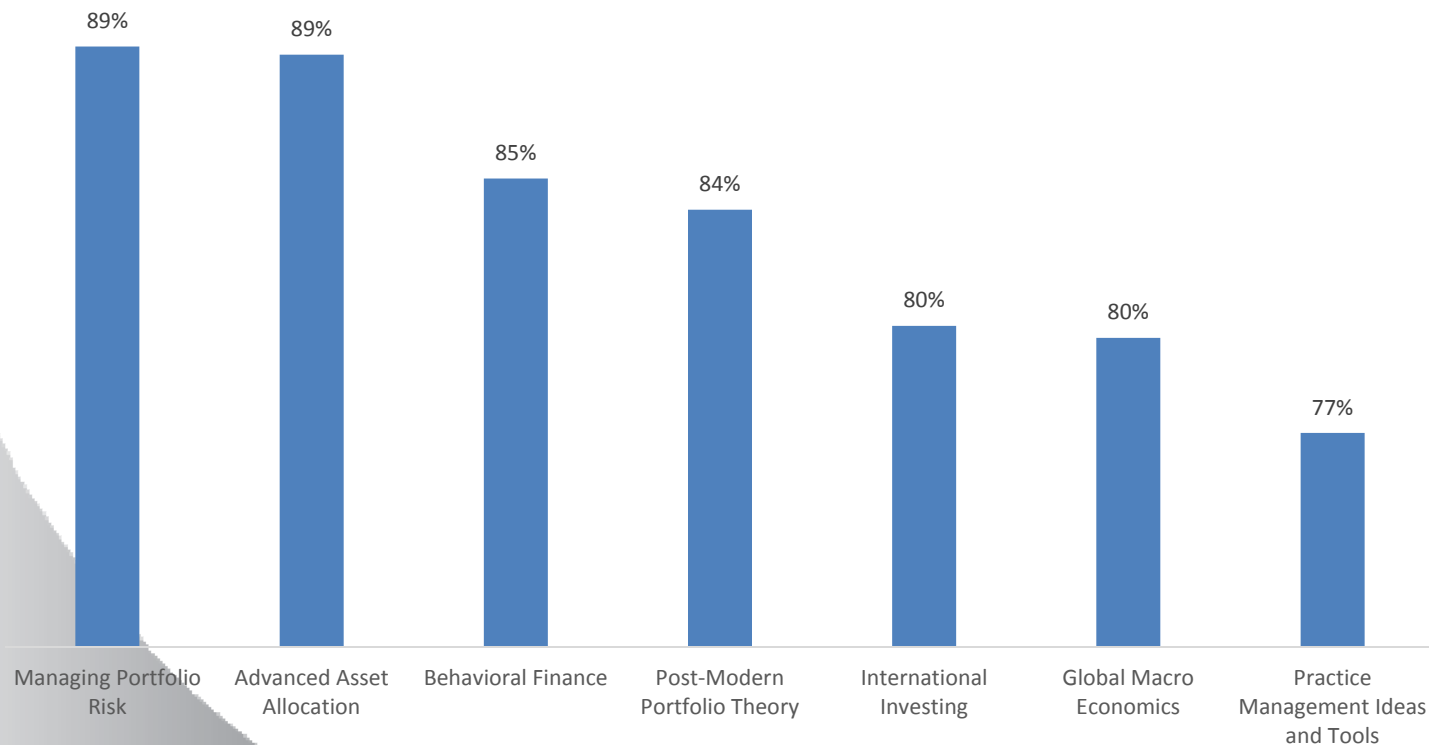
Eight out of 10 members would be interested in purchasing online CE courses from IMCA .

How interested would you be in purchasing online continuing education courses from IMCA if the courses could be completed entirely from your home or office and earned up to 20 hours of continuing education credits?

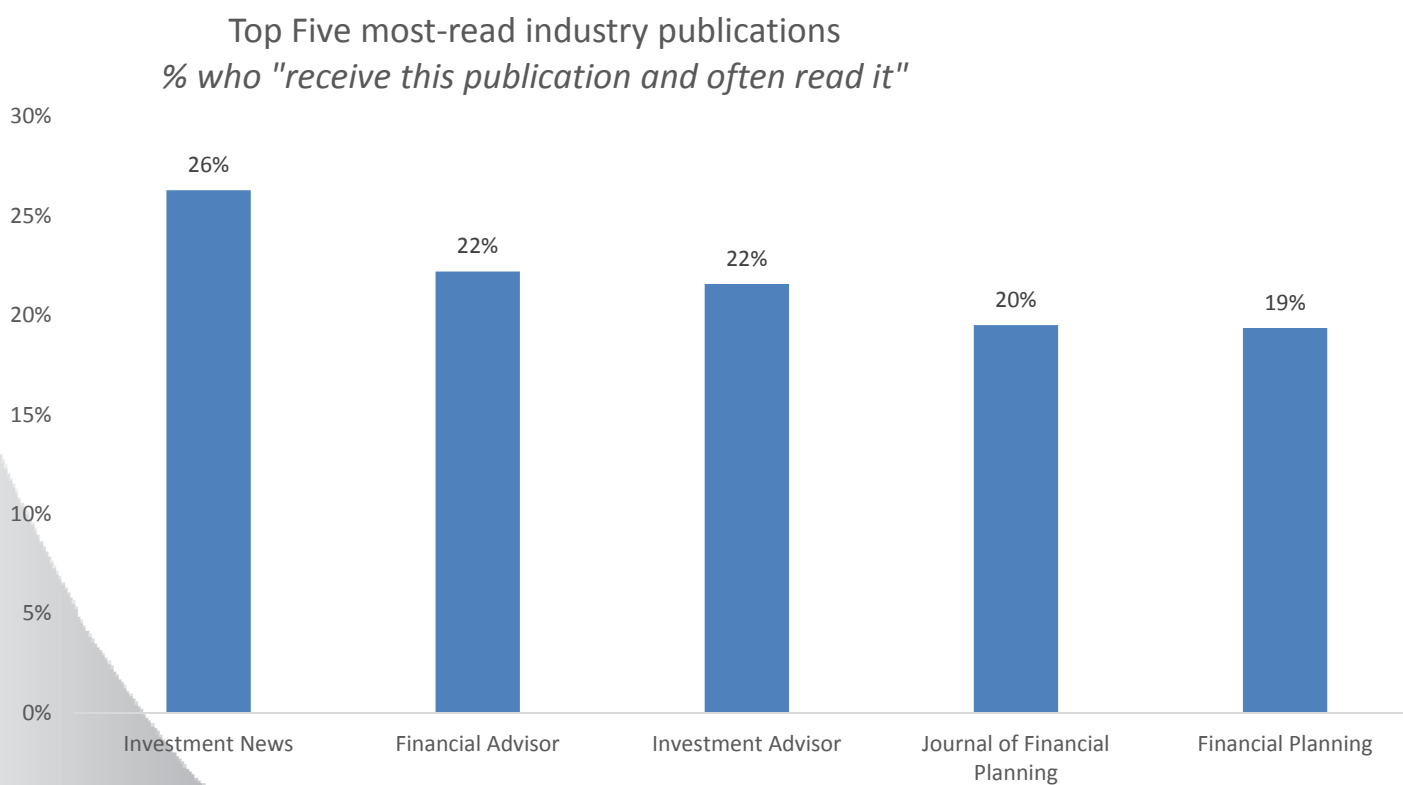


IMCA's offerings in 2015 seem to be on target with member interests: Advanced Investment Strategist curriculum, Summer Institute, and new online applied behavioral finance course meet the top three topics of interest.

Top Seven Topics of interest to IMCA members
% who are "very" or "somewhat" interested

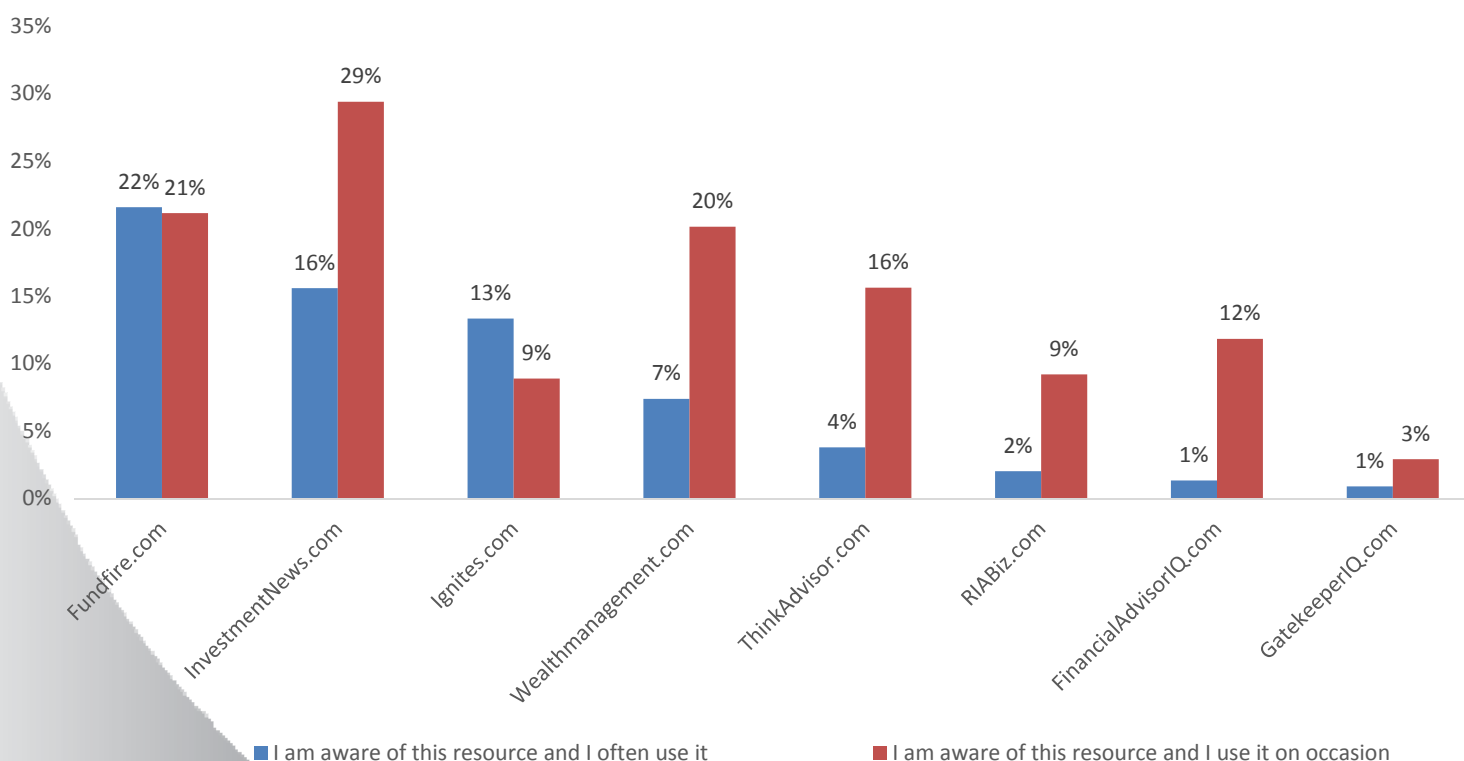


Investment News is still the most-read trade magazine by members



FundFire is still the most used online news source, followed by InvestmentNews.com, which is predominantly used “on occasion”

Top Must utilized online trade industry news resources
 % who are "aware of this resource and often use it"



Outside of LinkedIn, social media use by members is largely restricted.

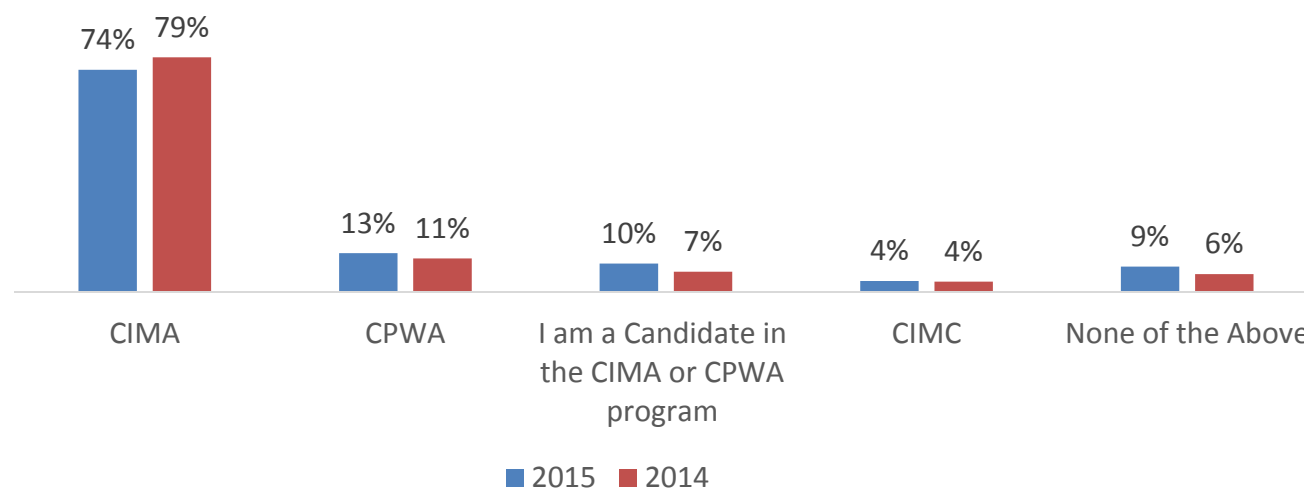
Please tell us about your use of various social media tools. <i>Percentage who Answered:</i>	I read postings and sometimes participate	I read postings but never participate	I use it to research clients and prospects	I do not look at or participate	My company does not allow me to use these tools
LinkedIn	33%	32%	16%	14%	4%
Facebook	24%	10%	3%	39%	24%
Twitter	13%	16%	2%	46%	22%
Expert Blogs	4%	30%	4%	45%	17%

Online investment advice tools, algorithms and platforms (also known as "robo-advisors") are proliferating. Which of the following statements do you agree with (choose as many as you wish)?

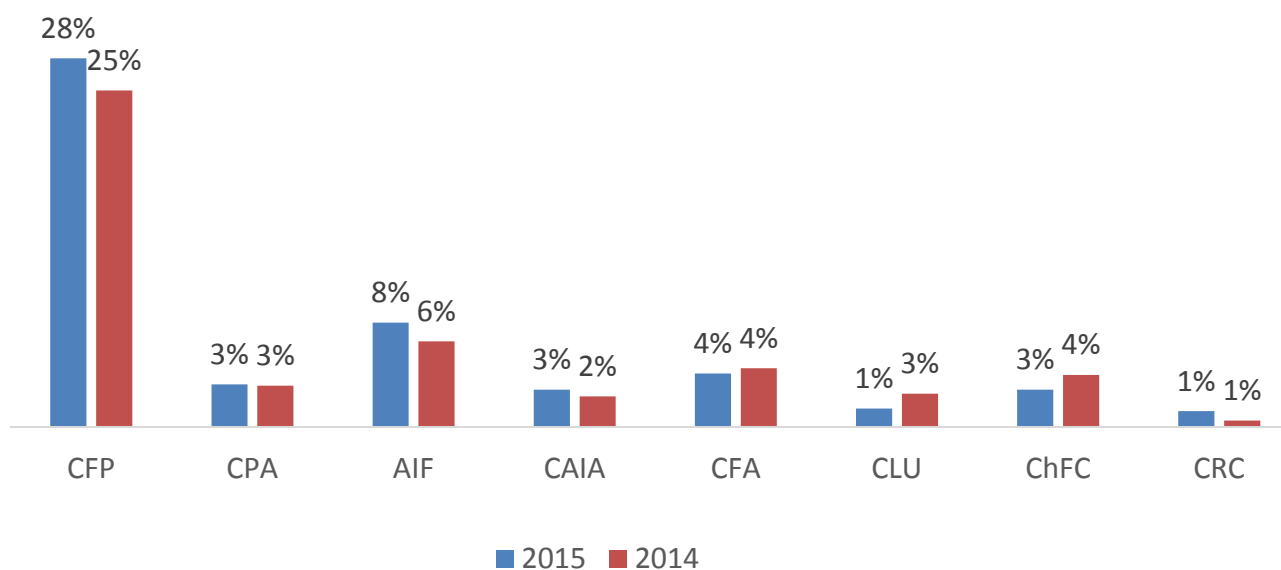
Answer Options	Response Percent
Online investment tools are no threat to my personal business	36.9%
Online investment tools are a complement to personal investment advisors and will help the business serve more people	41.8%
Online investment tools will displace unproductive, low-end advisors but will not impact the best advisors	51.7%
Online investment tools are only suited to low-net-worth clients	13.7%
Younger clients are likely to use them in the future, but my current clients will not	29.2%
They are a flash in the pan and will not last	3.6%

Demographics

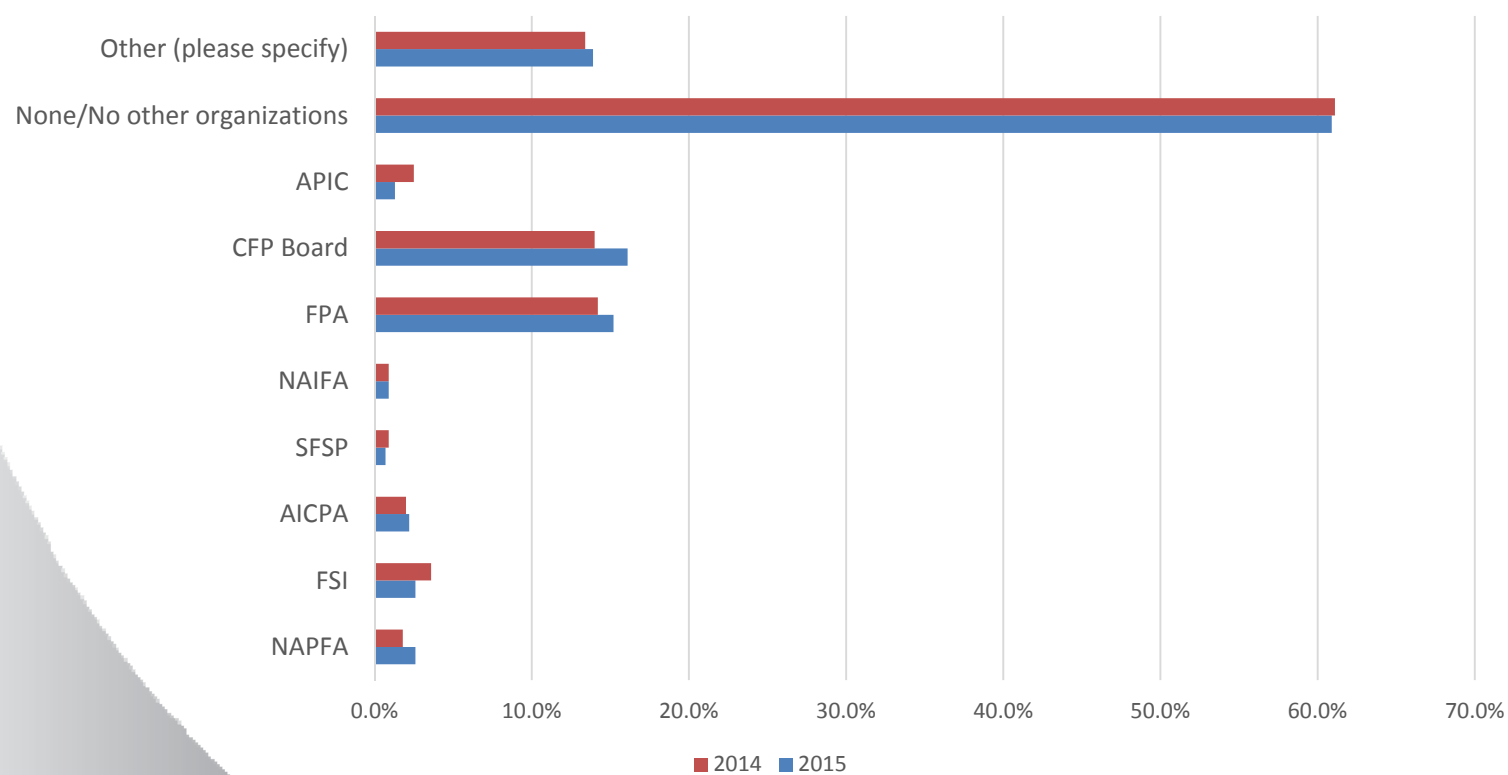
Do you currently hold any of the following IMCA credentials
(check all that apply)



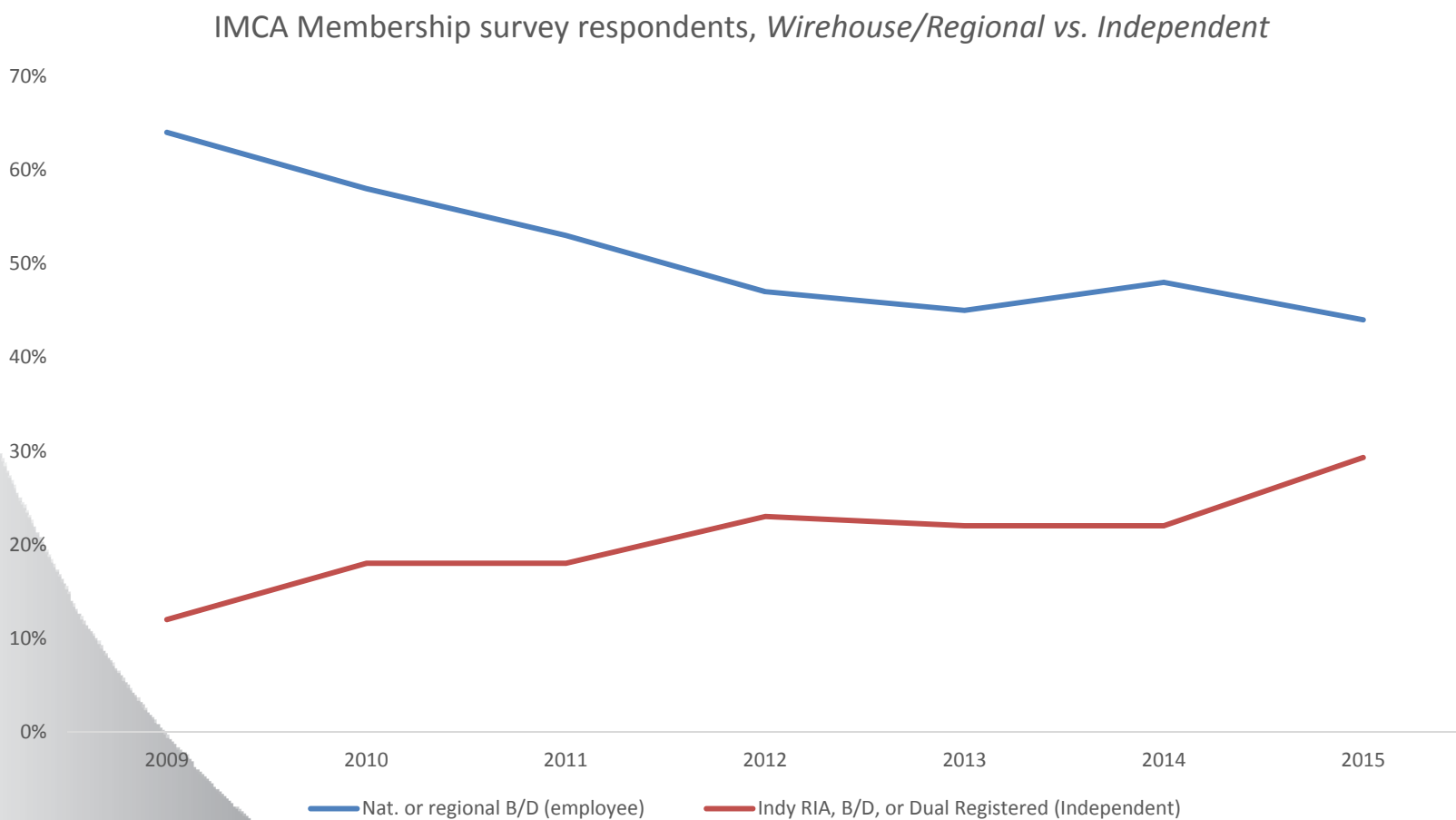
Do you currently hold any of the following non-IMCA credentials (check all that apply)



Other Organizations IMCA members "belong" to

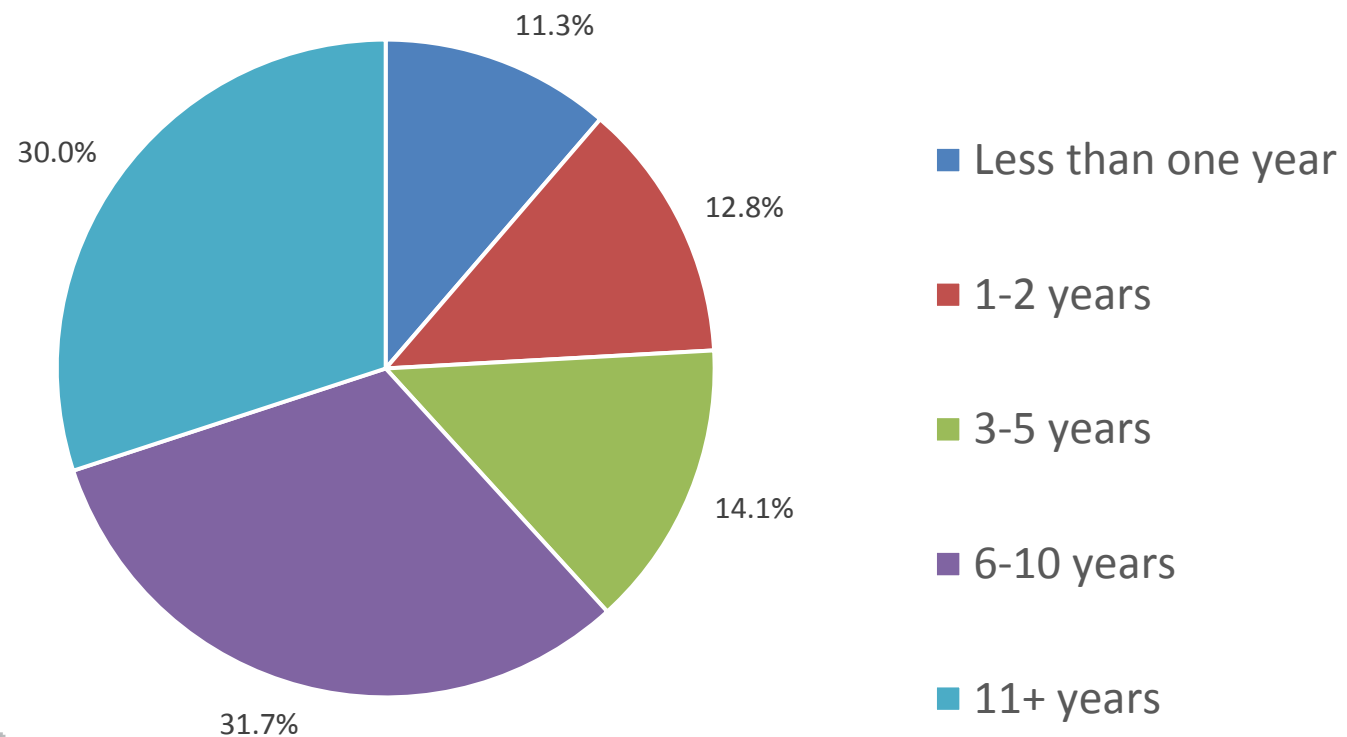


Firm Type



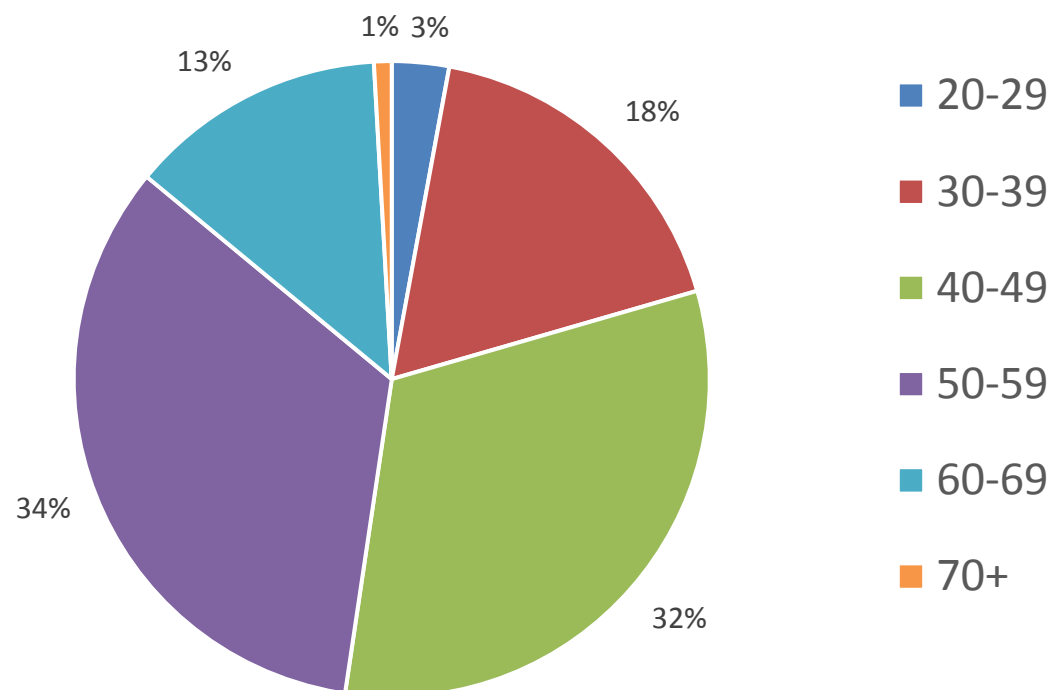
Membership Tenure

Please tell us how long you have been a member of IMCA.



Membership age

Please tell us your age range.



Members by Responsibility

Due to multiple responsibilities, total exceeds 100%



50% of IMCA members have at least some institutional clients

Please tell us what type of client you serve

