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### **Morpace Reports: Minority Making Changes to 401(k)**

**Farmington Hills, MI**, April 7, 2009 – A new Morpace poll reveals that 33 percent of 401(k) plan participants have changed the way assets are allocated in their employer sponsored plan, or intend to make changes yet this year, due to the current economic climate.

“That’s a significant share of 401(k) participants making allocation changes,” said Tim Taylor, Vice President of the Financial Services Practice at Morpace. “Still, it leaves a much larger 66 percent proportion which has not made any changes and doesn’t expect to.”

Comfort with their current asset mix, as well as a hope that the market will rebound, are the top reasons cited for not making changes to 401(k) allocation. Other factors including investor inertia, uncertainty about how to best allocate funds and a desire not to turn paper losses into real losses also contribute to the lack of action – but to a lesser extent, according to Taylor.

The pattern is similar in terms of the amount being contributed to 401(k) plans. The survey reveals that 24 percent of 401(k) participants have either already decreased their contribution or are intending to do so yet in 2009, due to current economic conditions. “Like the pattern of asset allocation,” Taylor said, “the flip side of this is a much larger proportion of people who have not changed their contribution amount and are not intending to.”

Findings are based on 361 interviews with 401(k) plan participants gathered from the March Morpace Omnibus Study among 1,015 consumers selected from an Internet panel of adults aged 18 and over. The overall sample’s demographic profile reflects the U.S. population.

#### **About Morpace Inc.**

Morpace is a full-service survey research and consulting organization specializing in automotive, financial services, health care, retail and technology. Morpace has global expertise in providing innovative proprietary solutions to clients in four core areas: brand and communications; consumer choice; market and product development; and satisfaction and loyalty. Morpace serves national and regional banks and other financial institutions.

Established in 1941, Morpace Inc., an ISO 9001:2000 certified organization, is one of the largest privately held marketing research firms in the United States. Headquartered in Farmington Hills, Michigan the company has offices in Irvine, California; New York City; and London, England.