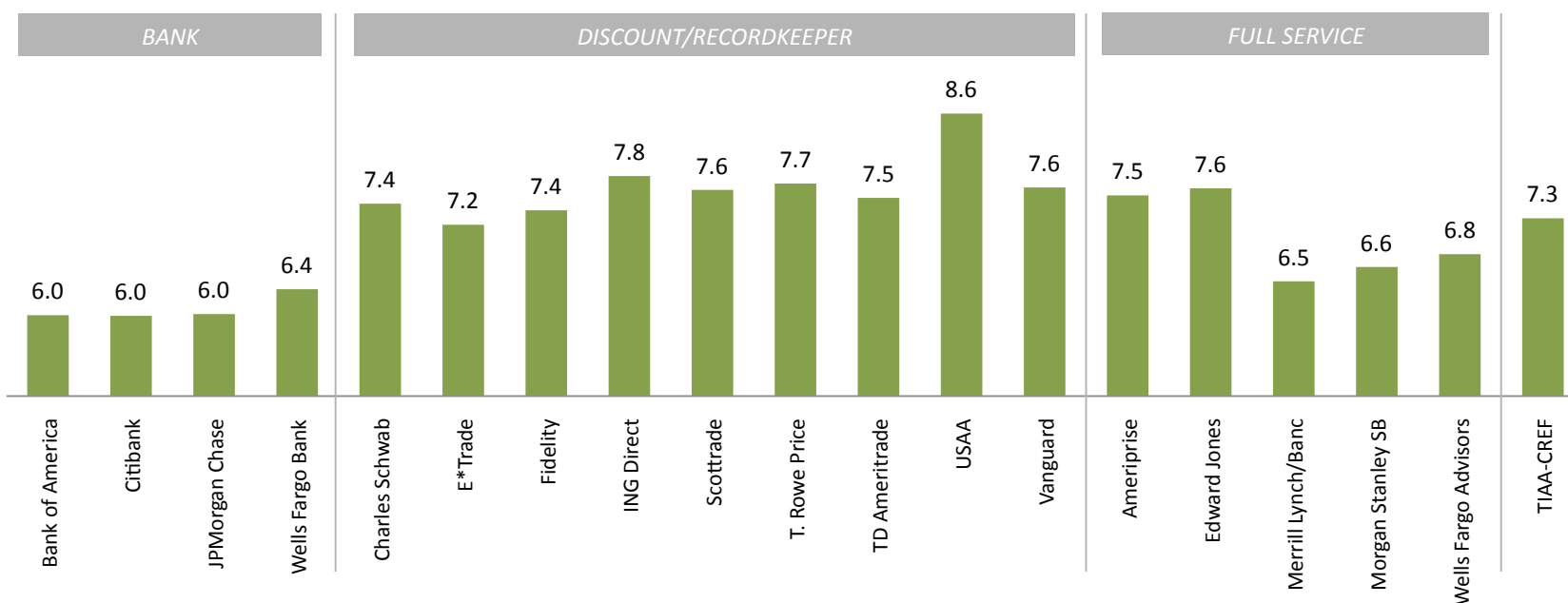


## USAA easily earns the highest Hearts & Wallets Score – a measure of intent to recommend and intent to invest more; leading banks earn the lowest scores

*Among Full Service firms, those associated with Wall Street and banking, earn considerably lower scores than Ameriprise and Edward Jones.*

### Hearts & Wallets Score



Source: Hearts & Wallets 2010 Quantitative Update