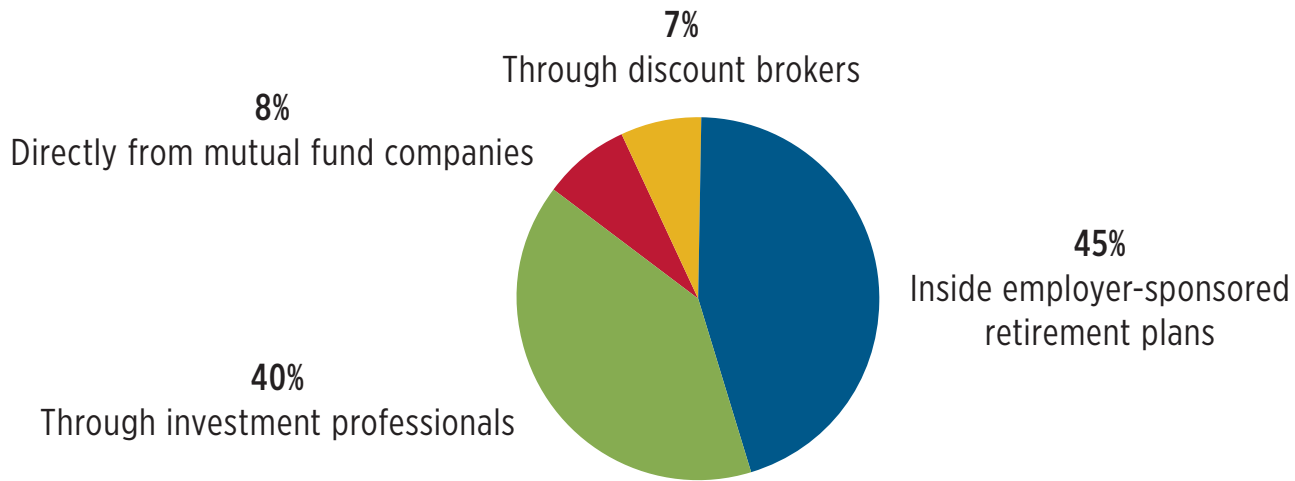


Mutual Fund–Owning Households by Primary Source for Purchasing Funds

Percentage of U.S. households owning mutual funds, 2013



Source: Investment Company Institute Annual Mutual Fund Shareholder Tracking Survey