

MONEY MARKET FUNDS IN 2012

Investors Value Money Market Funds: By the Numbers

Investors Are Sticking with Money Market Funds...

Assets of all money market funds:

- June 2007: \$2.5 trillion
- January 2009 (peak): \$3.9 trillion
- February 1, 2012: \$2.6 trillion

... Despite Historically Low Yields

Yields of prime money market funds:

- June 2007: 4.7 percent (470 basis points)
- January 2009 (corresponds to peak assets): 0.48 percent (48 basis points)
- December 2011 (latest): 0.02 percent (2 basis points)

Money market funds have more assets today than they held before the financial crisis—even after more than 30 months of near-zero yields.

Ownership: Millions of Americans Own Money Market Funds

- 63% of America's 52.3 million shareholding households own money market funds
- That's almost 33 million households that own money market funds
- That translates into 56.9 million individual money market fund shareholders

For more information on money market funds, their role in the economy, ICI's efforts to make these funds more resilient in the face of adverse market conditions, and the significant risk of undermining money market funds' value to investors and the economy, please see www.ici.org/mmf or www.PreserveMoneyMarketFunds.org.