

## Investors Intelligence Sentiment Poll

### 1. What is the Sentiment Index

*The Sentiment Index is a reflection of the recommendations of over 130 independent stock market newsletter editors. It originated in 1963, and includes only newsletters not affiliated with brokerage houses or mutual funds. We must receive the same product as the paid subscribers, either a printed newsletter, or more frequently via Email or from their Website.*

### 2. How frequently do you review each one?

*We ask the newsletters be provided as often as they delivery to their subscribers, including special bulletins. Most are composed weekly, with some also Emailing intra-week update. A few are bi-weekly or monthly.*

### 3. Is there a time lag between collecting and reporting results.

*The survey results are released to subscribers Wednesday morning 5:30am EST. Opinions received through the prior afternoon are included, but we find most are written using the prior Friday's market close, and that is the corresponding market average close we use for the historical data.*

### 4. Can you describe your methodology?

*This can turn into a somewhat subjective exercise, but there have been only two editors [Mike Burke & John Gray] over the past 28 years for continuity. We aim to follow the advice the newsletter is providing their subscribers when we read them. What are they telling reading to do? If they have a list of stocks to buy now they are bullish, if they say sell everything and raise cash they are bearish. Correction is shown by a list of stocks to buy, but at lower prices. Our judgement comes in if they are trying to be ambiguous, with quotes that could support either direction. Here we compare their current position with what they said previously, looking for changes. After this, if we still cannot figure what their advice is, we rate them neutral. This is different from correction.*

### 5. Is there a questionnaire for advisor opinions?

*These advisors make their living selling their investment advice, and the format for the information they provide is exactly what we use.*

### 6. What is the criteria for a newsletter to be included?

*While some editors have long term records, over 15 years, others come and go. We are always looking for more opinions, from Barron's or web searches, but we want a years of continuous publication before any newsletter is included.*