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Short Interests

TIPS, TRENDS & OBSERVATIONS

Flush with success

As financial advisers tell clients to hold on to their portfolios through the market downturn, they might be forced to hold something in as well.

An oddball and highly unscientific survey of individuals in various walks of life conducted by **DiMassimo Brand Advertising** found that financial advisers go the bathroom 3.2 times during the workday — not as bladder splitting as the routine of Wall Street traders, who make the trip an average of 1.2 times a day.

The leakiest category, not surprisingly, is lawyers. They go to the john more than anyone else, averaging 10.4 visits per day.

New York-based DiMassimo's survey, conducted while researching a client's pitch, found out other tidbits

such as the top five phone calls a person would interrupt their day to answer (financial advisers listed **Alan Greenspan** as second, even ahead of their moms) and the amount of minutes people spend in the sun on a typical workday. Football coaches topped that list at 180 minutes, financial advisers were at 60 minutes, and traders were dead last at 16 minutes.