

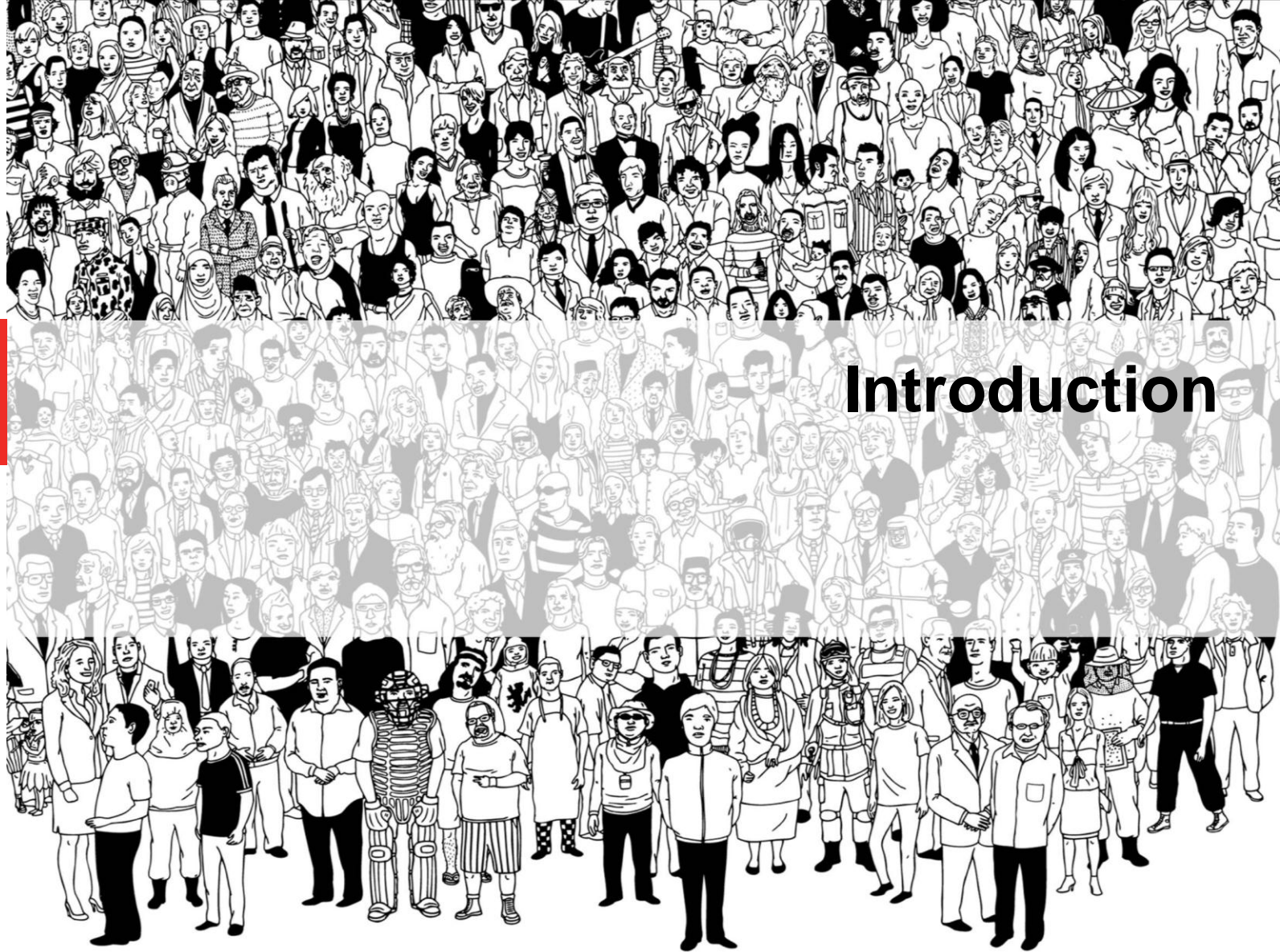


IFA Quarterly

August 2011


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Introduction





The IFA Omnibus



The IFA panel at YouGov was developed to assist the Financial Services community in working with and understanding the independent financial adviser market. The panel was recruited from the existing YouGov panel, currently 320,000 in the UK, and through the readership of Money Marketing.

A monthly omnibus survey of 200-250 Independent Financial Advisors. Our clients use the IFA Omnibus to ask questions on a variety of subjects including:

- Marcoms testing
- Reviewing issues surrounding RDR
- New product development/concept testing
- Reviewing turnaround times for new business writing
- Brand and product awareness testing

Questions on the monthly Omnibus: £400/question unit

Quarterly tracker subscription: £7,000/year

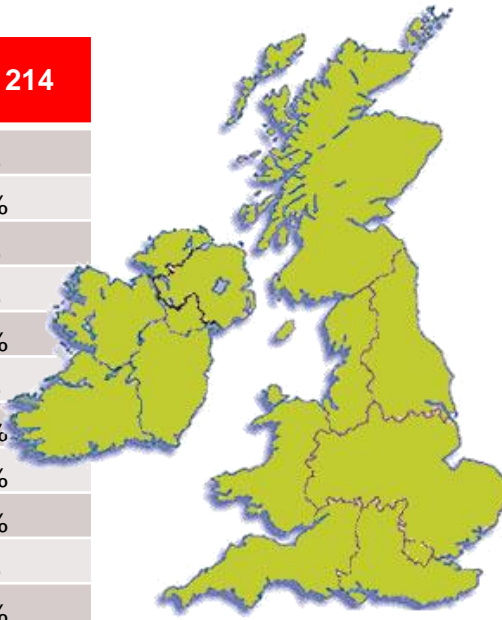
Additional/bespoke question formats are available on request

Print and video adverts can be displayed in surveys to test marketing communications

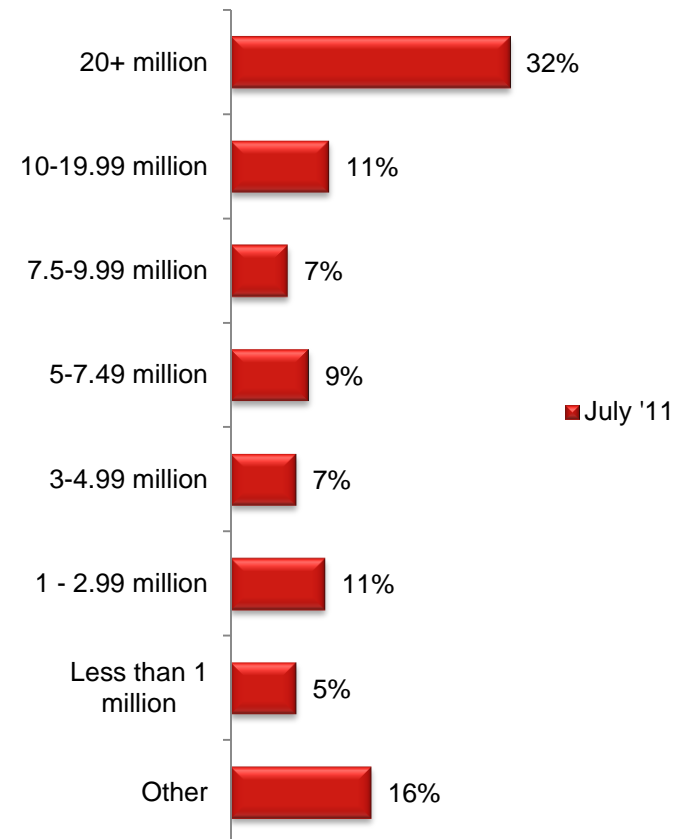


Location & Portfolio Value...

Region:	IFAs – 214
North East	2%
North West	12%
Yorkshire and the Humber	8%
East Midlands	3%
West Midlands	10%
East of England	5%
London	11%
South East	21%
South West	13%
Wales	3%
Scotland	13%



Total value of clients' investment portfolio (book size):



- The YouGov IFA panel represents a good cross-section of the IFA community
- Approximately 57% of IFAs are Directly Authorised and another 37% reported that they operate as an Appointed Representative

Question: What region do you operate in? AND What is the total value of your clients' investment portfolios (what is the size of your book)?
Base: 214 IFAs **Fieldwork:** 15th – 26th of July 2011

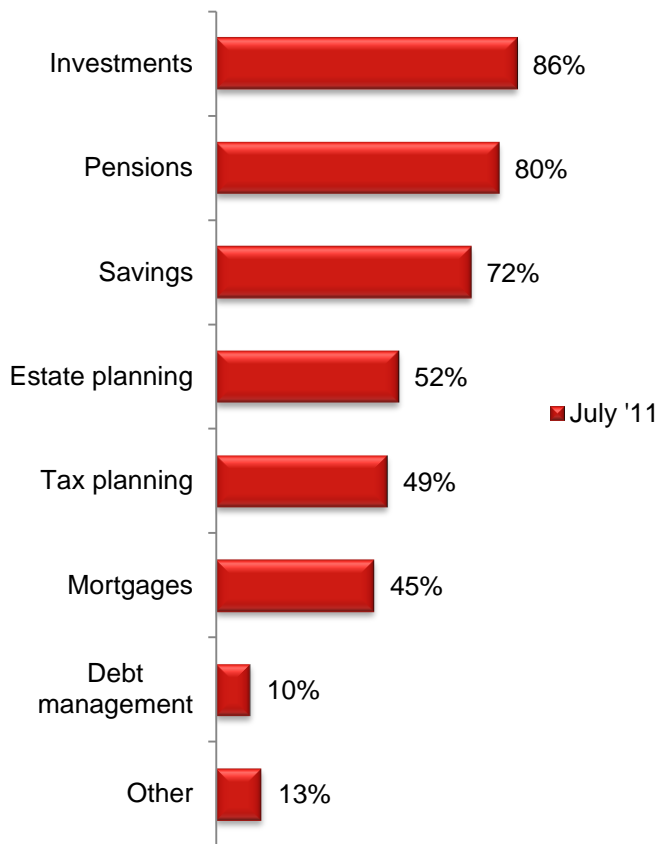


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Products & Businesses

What products do you advise on?

Products IFAs regularly advise clients on:



Businesses written – Protection:

Protection:	IFAs – 214
Life Assurance	86%
Critical Illness	79%
Income Protection	72%
Mortgage Protection	63%
Other	6%

Businesses written – Individual:

Individual:	IFAs – 214
Stakeholder	64%
SIPP (Self invested pension plan)	63%
IPP (Individual invested pension plan)	61%
Other	9%

- Investments, pensions and savings are consistently the products IFAs regularly advise their clients on.

Businesses written – Corporate Pensions:

Corporate Pensions:	IFAs – 214
GPP	46%
None of these	38%
Group Stakeholder	30%
Defined Contribution	19%
Group AVCs	3%
Other	3%

Businesses written – Investments:

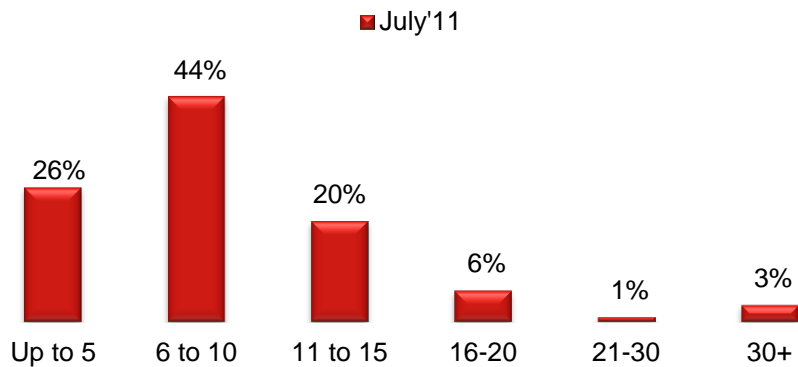
Investments:	IFAs – 214
Unit Trusts	83%
Onshore Bonds	73%
Mutual Funds	55%
Offshore Bonds	51%
Other	7%

Question: Which of the following products do you regularly advise your clients on? AND What kind of business do you write? (Protection, Individual, Corporate Pensions, Investments). **Base:** 214 IFAs **Fieldwork:** 15th – 26th of July 2011

Product Providers & Number of Advisers

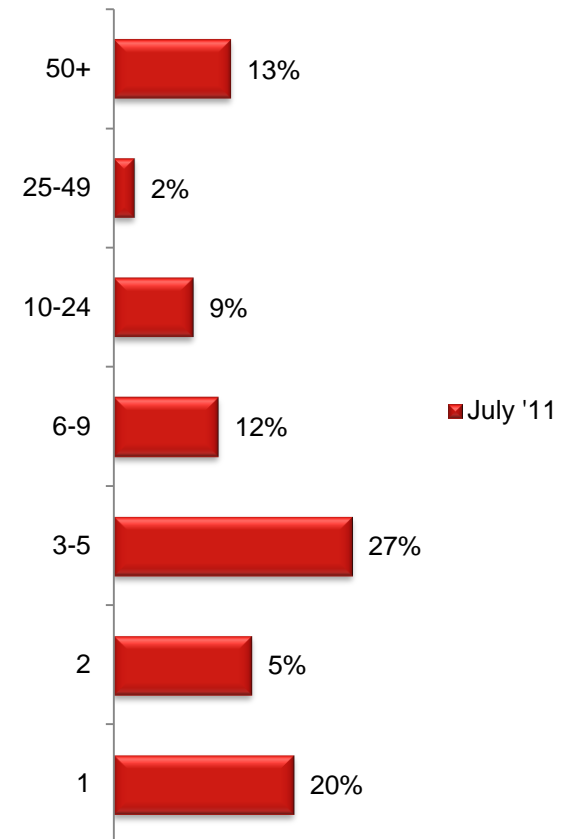


Number of product providers used regularly:



- The panel represents both large and small advisory groups

Numbers of advisers within the organisation:



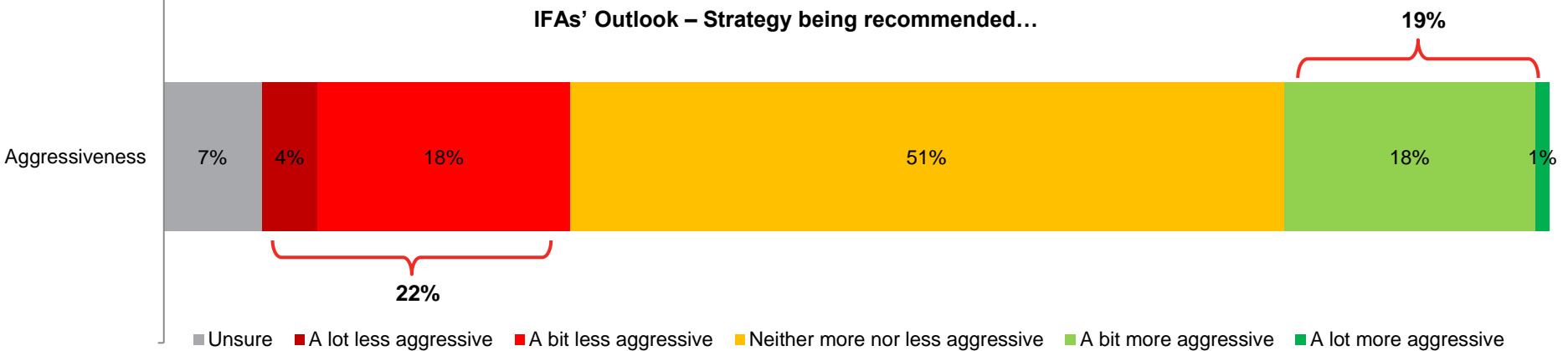
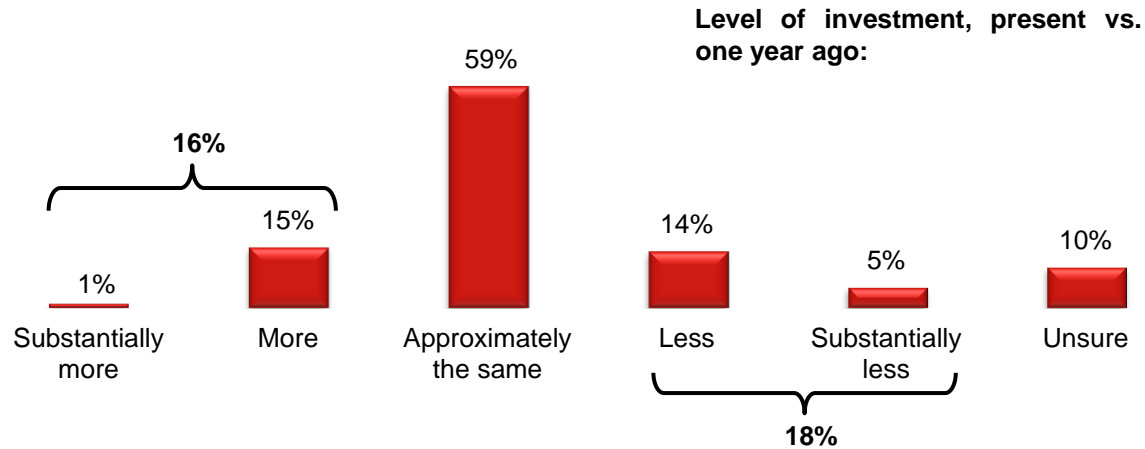
Question: How many product providers do you use on regular basis? AND Approximately, how many advisers are there in your organisation?
Base: 214 IFAs **Fieldwork:** 15th – 26th of July 2011



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Investment, Strategy and Allocation

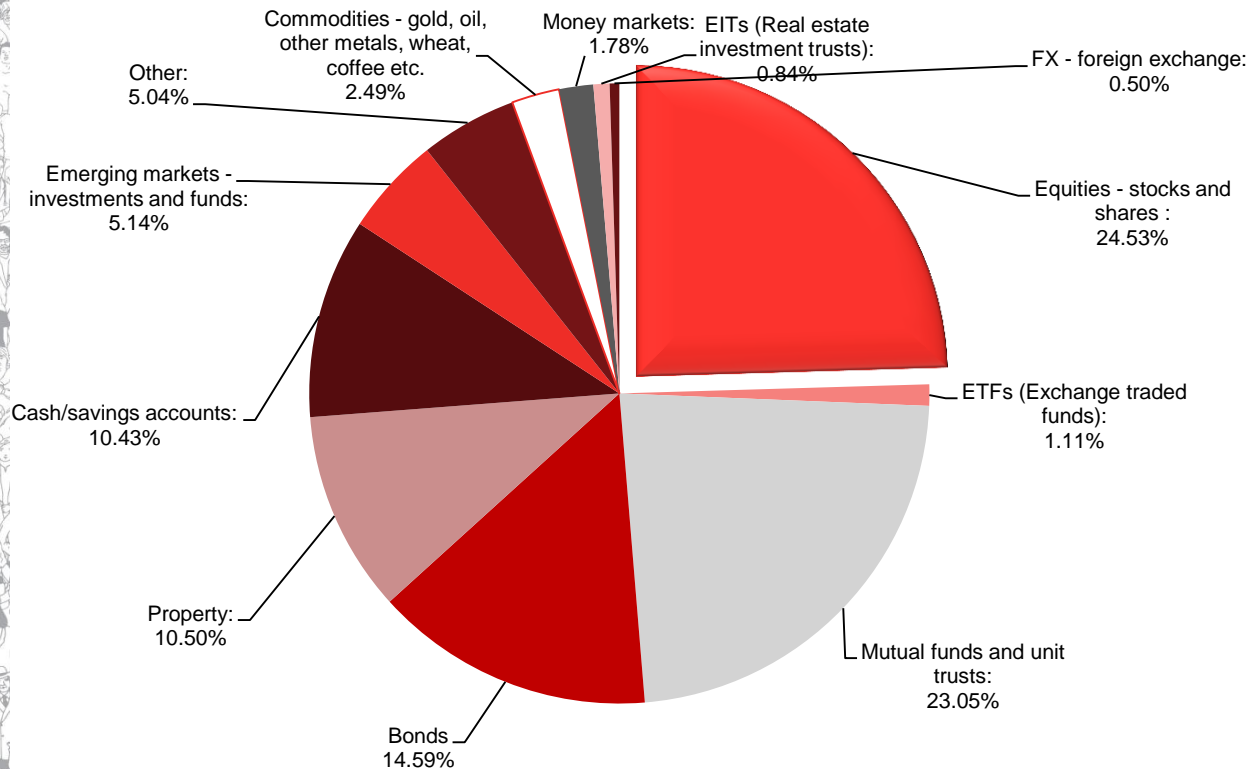
Level of Investment & Strategy Recommended v one year ago



Question: Thinking of your client base, is the amount they are regularly investing (i.e. monthly contributions) more or less than one year ago? **AND** Overall, would you say that the strategy you typically recommend to your clients is more aggressive or less aggressive now compared with a year ago? **Base:** 214 IFAs **Fieldwork:** 15th – 26th of July 2011

Current Portfolio Composition & Future Allocation

Current client portfolio (averages):



Future allocation – IFAs will be advising clients to invest more into the below asset classes:

Asset Classes:	IFAs – 214
Equities - stocks and shares	50%
Mutual funds and unit trusts	41%
Emerging markets - investments and funds	33%
Bonds - corporate and sovereign	31%
Property	24%
Cash/savings accounts	21%
Commodities - gold, oil, other metals, wheat, coffee etc.	19%
Unsure	16%
Money markets	6%
ETFs (Exchange traded funds)	5%
REITs (Real estate investment trusts)	4%
FX - foreign exchange	2%
Other	2%

Question: Could you please approximate what your average client portfolio is comprised of? AND Which, if any, of the following investments and asset classes will you advise your clients to invest more capital into over the next 12 months? **Base:** 214 IFAs **Fieldwork:** 15th – 26th of July 2011

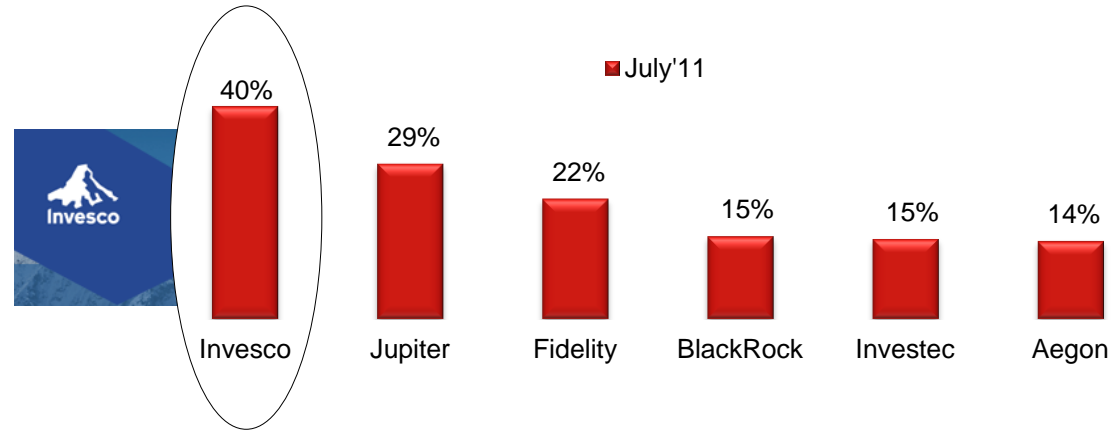
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Selecting a Provider

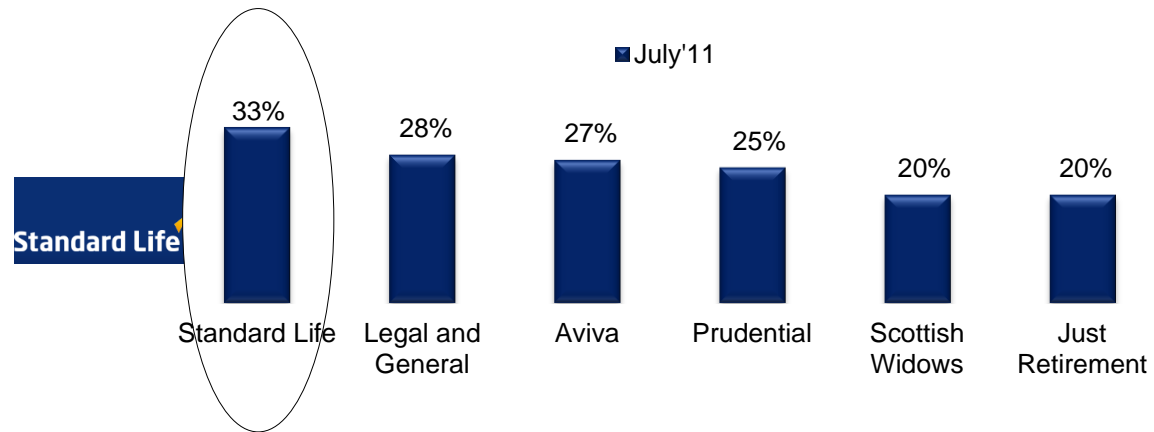
Brands and/or Providers IFAs are most willing to recommend...



Investment/fund managers:



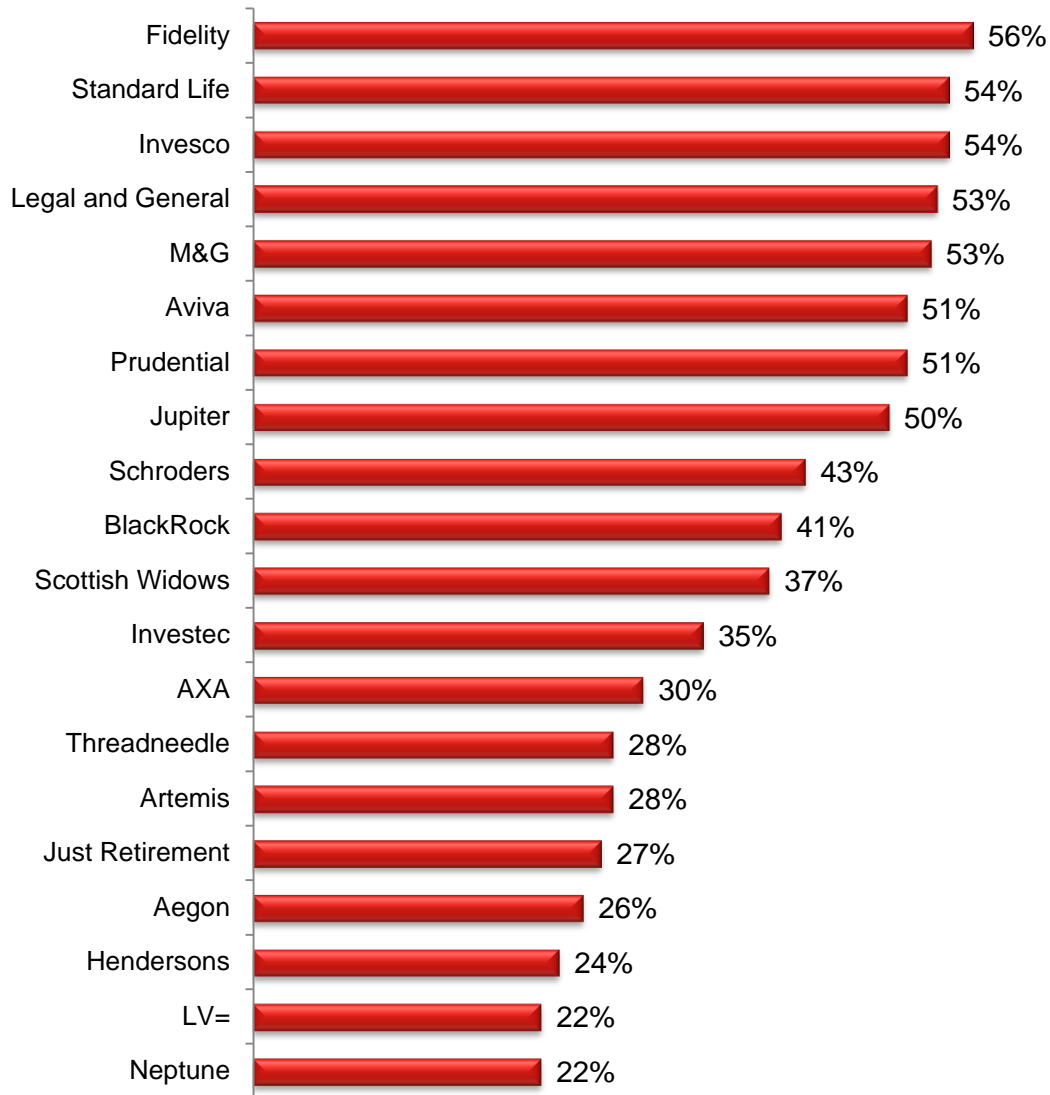
Life and pensions:



Question: Please select up to five brands that you are most willing to recommend and/or promote to your clients? (Note – 45 providers overall.)

Base: 214 IFAs **Fieldwork:** 15th – 26th of July 2011

Strong Reputation... (Top 20)



Investment/fund managers:

Brand/Provider:	IFAs – 214
Fidelity	56%
Invesco	54%
M&G	53%
Jupiter	50%
Schroders	43%



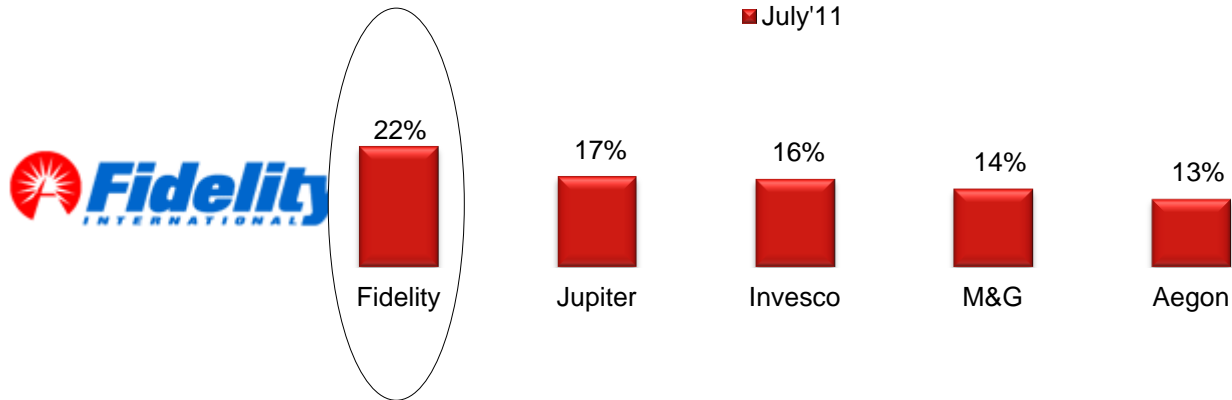
Life and pensions:

Brand/Provider:	IFAs – 214
Standard Life	54%
Legal and General	53%
Prudential	51%
Aviva	51%
Scottish Widows	40%

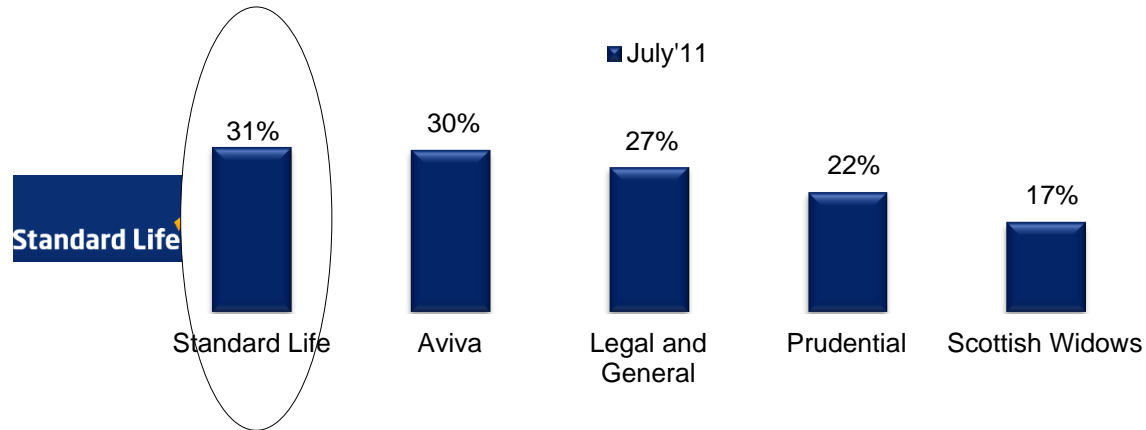
Question: Which, if any, of the following do you consider to have a strong reputation? (Please select all that apply.) (Note – 45 providers overall.) **Base:** 214 IFAs **Fieldwork:** 15th – 26th of July 2011

Strong Suite of Products... (Top 5)

Investment/fund managers:



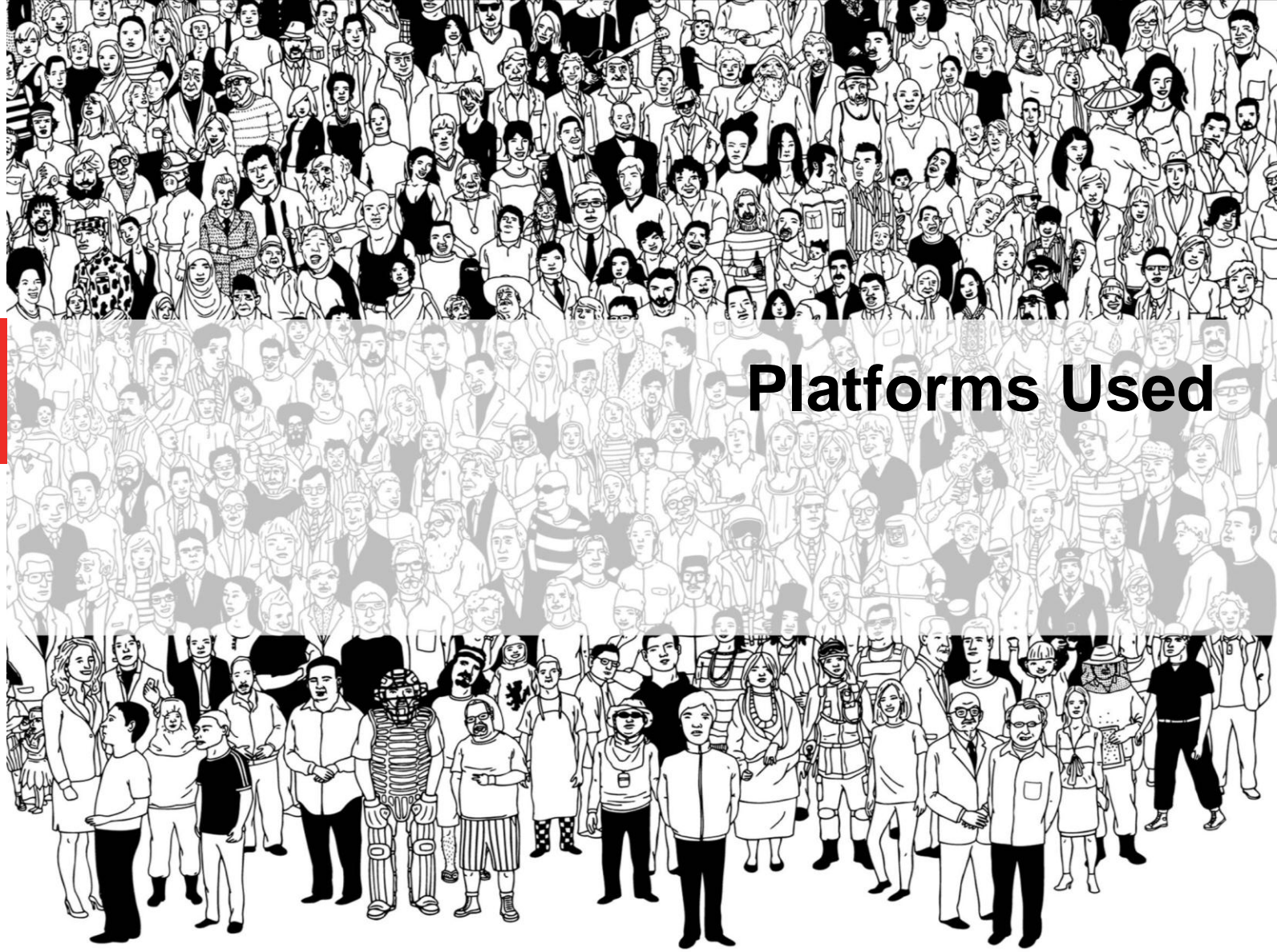
Life and pensions:



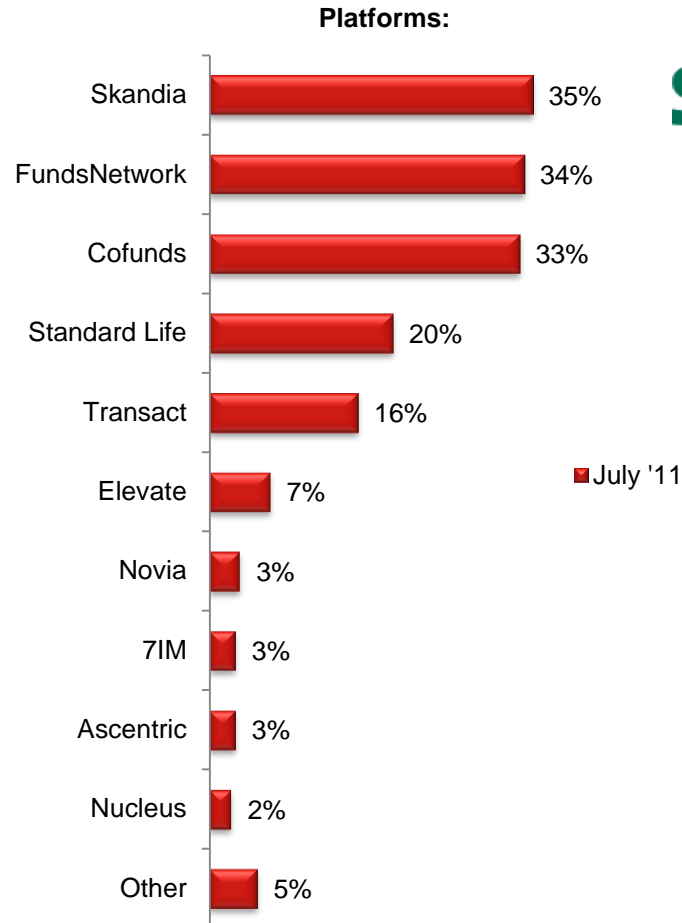
Question: Please select the following providers in terms of who you consider to have a strong suite of products. (Please select a maximum of five providers.) (Note – 45 providers overall.) **Base:** 214 IFAs **Fieldwork:** 15th – 26th of July 2011

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Platforms Used



Platforms Utilised by IFAs...



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Question: Which, if any, of the following platforms do you use on a regular basis? (Please select all that apply.) **Base:** 214 IFAs **Fieldwork:** 15th – 26th of July 2011



Contact



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