

YouGov Survey Results

Sample Size: 2140
Fieldwork: 30th May - 1st June 2012

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about your current working status...Which ONE of the following BEST applies to you?

	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Working full time (30 or more hours per week)	46%	56%	38%	33%	74%	61%	62%	23%	54%	38%	46%	46%	44%	55%	40%	47%	51%
Working full time (8 to 29 hours per week)	12%	7%	17%	11%	10%	17%	14%	11%	10%	15%	11%	14%	15%	7%	14%	12%	15%
Working part time (less than 8 hours a week)	2%	2%	3%	4%	1%	4%	2%	2%	2%	3%	2%	5%	2%	3%	2%	1%	-
Full time student	6%	6%	6%	43%	3%	1%	1%	0%	2%	11%	5%	5%	6%	6%	8%	6%	4%
Retired	20%	20%	20%	0%	0%	-	3%	55%	24%	16%	19%	20%	21%	17%	22%	22%	24%
Unemployed	5%	5%	4%	7%	6%	4%	6%	3%	3%	7%	4%	4%	5%	7%	6%	7%	1%
Other not working	8%	5%	11%	4%	6%	13%	13%	6%	6%	11%	14%	6%	7%	5%	8%	6%	5%

Including yourself, approximately how many full-time employees work for your organisation in the UK? Please choose one from below. (If retired/unemployed) please base this on your last main employer)

	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 (just me)	7%	7%	7%	4%	4%	6%	10%	9%	6%	9%	6%	8%	7%	6%	9%	8%	5%
2	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%
3 to 5	4%	4%	4%	5%	3%	5%	6%	3%	4%	3%	5%	4%	2%	3%	2%	3%	8%
6 to 9	3%	3%	2%	1%	1%	3%	3%	3%	3%	2%	4%	2%	2%	4%	2%	0%	1%
10 to 29	7%	6%	8%	10%	5%	5%	5%	8%	7%	7%	7%	6%	7%	10%	7%	4%	4%
30 to 49	4%	5%	4%	5%	6%	4%	6%	2%	4%	4%	3%	4%	3%	4%	6%	4%	4%
50 to 99	5%	6%	5%	2%	8%	5%	5%	6%	7%	4%	5%	4%	7%	5%	6%	4%	8%
100 to 249	6%	7%	5%	6%	7%	8%	5%	5%	8%	4%	6%	6%	9%	7%	5%	6%	5%
250 to 499	5%	5%	4%	1%	5%	6%	4%	6%	5%	4%	4%	6%	3%	5%	4%	5%	6%
500 to 999	5%	5%	5%	2%	7%	6%	4%	6%	6%	4%	6%	4%	4%	7%	4%	2%	6%
1,000 to 4,999	10%	11%	9%	7%	8%	11%	12%	10%	11%	9%	8%	7%	12%	12%	10%	9%	13%
5,000 to 9,999	5%	5%	5%	3%	6%	6%	5%	5%	5%	5%	5%	6%	5%	4%	6%	5%	3%
10,000 or more	16%	18%	15%	10%	20%	18%	20%	14%	18%	14%	17%	18%	15%	13%	15%	18%	17%
Don't know	13%	10%	15%	17%	15%	11%	10%	13%	10%	17%	12%	15%	12%	10%	13%	19%	13%
Not applicable - I have never worked	8%	7%	9%	23%	4%	6%	5%	7%	3%	14%	9%	7%	9%	8%	7%	9%	5%

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Which ONE of the following BEST applies to you?

Unweighted Base	1294	651	643	95	296	297	336	270	803	491	307	226	127	185	281	75	60
All Working UK Adults	1311	667	645	121	315	302	298	276	775	536	302	224	123	174	265	63	120
Employee	90%	89%	92%	91%	95%	92%	89%	84%	92%	87%	93%	89%	90%	89%	88%	92%	91%
Self-employed	10%	11%	8%	9%	5%	8%	11%	16%	8%	13%	7%	11%	10%	11%	12%	8%	9%

Not including any retirement savings...

Which, if any, of the following savings, life insurance and investment products do you currently hold (these could be held either solely or jointly)?(Please tick all that apply)

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
A basic savings account	65%	66%	65%	60%	64%	64%	68%	67%	71%	59%	64%	72%	66%	64%	68%	63%	60%
Cash-only ISA	49%	50%	47%	46%	51%	41%	45%	55%	54%	42%	46%	51%	50%	46%	50%	52%	50%
Stocks and shares (maxi) ISA	12%	13%	11%	1%	9%	8%	16%	18%	16%	8%	9%	12%	8%	13%	16%	16%	12%
Individual stocks and shares investments (other than ISA)	13%	17%	10%	2%	7%	9%	17%	20%	17%	9%	11%	12%	14%	15%	15%	16%	11%
Structured /capital guaranteed products	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%
Unit trust, OEIC, Investment trusts and Investment bonds (government or corporate bonds)	4%	6%	3%	1%	2%	1%	5%	8%	6%	2%	3%	4%	3%	4%	6%	2%	7%
Endowment policy (with or without a mortgage) or with profits policy.	8%	10%	5%	0%	1%	7%	21%	6%	8%	7%	7%	8%	4%	7%	8%	5%	11%
Term-life insurance - (savings-based insurance policy over specified term)	5%	5%	5%	2%	1%	6%	7%	6%	5%	4%	4%	5%	4%	4%	5%	8%	7%
NS&I products (e.g. premium bonds, savings certificates from government)	18%	20%	16%	10%	14%	13%	20%	24%	22%	13%	17%	17%	17%	16%	24%	19%	11%
Equity release	1%	2%	1%	0%	1%	1%	0%	2%	2%	1%	0%	1%	0%	2%	2%	1%	5%
Life insurance purchased by you (that pays out on your death)	25%	26%	24%	2%	19%	33%	28%	30%	30%	20%	26%	28%	24%	15%	23%	26%	32%
Life assurance arranged by your employer (e.g. death in service)	10%	10%	9%	2%	13%	16%	15%	5%	13%	5%	7%	8%	13%	11%	8%	15%	16%
Critical illness (CI) cover	6%	8%	5%	1%	8%	12%	11%	3%	8%	4%	7%	7%	3%	5%	6%	10%	8%
Payment Protection Insurance (PPI)	2%	3%	2%	-	4%	3%	3%	2%	3%	2%	2%	3%	1%	2%	2%	3%	3%
Income protection or private unemployment insurance	2%	4%	1%	1%	2%	4%	6%	1%	3%	2%	1%	4%	2%	1%	2%	4%	3%
Other	2%	3%	2%	2%	3%	2%	1%	3%	2%	2%	2%	1%	5%	2%	2%	5%	2%
Not applicable – I do not currently hold any savings, life insurance or investment products (not including retirement savings)	14%	12%	15%	22%	15%	15%	12%	10%	8%	21%	15%	13%	13%	16%	12%	13%	14%

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

And thinking about these savings, life insurance and investment products that you currently hold...

Which, if any, have you have arranged within the past three years?(Please tick all that apply)

	Unweighted Base	1850	921	929	181	294	302	384	689	1121	729	453	321	182	239	427	106	78
All UK Adults with savings, life insurance or investment products		1848	909	939	201	315	314	335	684	1086	763	437	297	174	223	417	91	156
A basic savings account	23%	23%	23%	36%	31%	19%	21%	19%	21%	26%	23%	25%	19%	31%	27%	21%	10%	
Cash-only ISA	32%	33%	31%	39%	37%	22%	27%	35%	33%	30%	32%	34%	33%	34%	33%	39%	23%	
Stocks and shares (maxi) ISA	5%	5%	5%	1%	8%	6%	7%	5%	6%	4%	4%	5%	3%	7%	7%	4%	3%	
Individual stocks and shares investments (other than ISA)	2%	3%	2%	1%	3%	1%	2%	3%	3%	2%	2%	2%	1%	6%	2%	2%	2%	
Structured /capital guaranteed products	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	
Unit trust, OEIC, Investment trusts and Investment bonds (government or corporate bonds)	1%	2%	1%	1%	1%	0%	2%	2%	2%	1%	1%	1%	1%	2%	2%	1%	-	
Endowment policy (with or without a mortgage) or with profits policy.	0%	0%	0%	1%	-	0%	-	0%	0%	0%	-	0%	-	-	0%	-	-	
Term-life insurance - (savings-based insurance policy over specified term)	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	-	
NS&I products (e.g. premium bonds, savings certificates from government)	5%	6%	5%	3%	4%	5%	5%	7%	7%	4%	5%	6%	5%	4%	7%	4%	4%	
Equity release	0%	0%	0%	1%	-	-	-	1%	0%	0%	-	-	0%	0%	1%	1%	-	
Life insurance purchased by you (that pays out on your death)	7%	7%	7%	0%	10%	11%	3%	8%	8%	7%	7%	12%	7%	5%	4%	6%	12%	
Life assurance arranged by your employer (e.g. death in service)	2%	2%	2%	1%	4%	3%	2%	0%	2%	1%	1%	2%	2%	2%	1%	5%	4%	
Critical illness (CI) cover	2%	2%	2%	1%	5%	2%	2%	0%	2%	1%	2%	2%	0%	1%	2%	3%	3%	
Payment Protection Insurance (PPI)	1%	1%	1%	-	2%	2%	0%	0%	1%	0%	0%	2%	-	1%	0%	1%	3%	
Income protection or private unemployment insurance	1%	1%	1%	-	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	2%	1%	
Other	1%	2%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	5%	1%	
Not applicable – I have not arranged any of these savings, life insurance and investment products in the past three years	43%	43%	43%	37%	30%	50%	48%	45%	42%	44%	46%	37%	47%	35%	41%	36%	59%	

TOTAL	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Now thinking about ONLY your retirement-related savings (i.e. pensions or other savings and investments solely reserved for retirement)... Which, if any, of the following life insurance, savings and investment arrangements do you currently have in place(these could be held either solely or jointly)? (Please tick all that apply)

	Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
	All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
A basic savings account	24%	26%	23%	7%	19%	19%	26%	34%	24%	24%	26%	26%	23%	24%	22%	22%	25%	25%
Cash-only ISA	19%	21%	18%	4%	14%	11%	19%	31%	21%	17%	21%	19%	19%	16%	19%	20%	17%	17%
Stocks and shares (maxi) ISA	6%	7%	5%	0%	5%	5%	5%	9%	8%	4%	5%	5%	3%	8%	6%	6%	9%	9%
Stocks and shares outside of an ISA	6%	6%	5%	1%	2%	4%	6%	10%	7%	4%	5%	5%	8%	6%	6%	7%	3%	3%
Structured /capital guaranteed products or investment bonds	2%	3%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%	1%	3%	2%	-	1%	1%
Group ISA (typically offered by employer)	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	-	1%	-	1%	1%	-	-	-
Company pension (defined benefit/ final salary pension or a defined contribution/ money purchase pension)	34%	38%	30%	9%	32%	45%	37%	37%	40%	27%	32%	36%	32%	32%	37%	35%	35%	35%
GPP (group personal pension) or EPP (executive personal pension) (often organised through an employer)	3%	3%	3%	2%	5%	3%	5%	2%	5%	1%	1%	5%	5%	5%	3%	2%	3%	3%
Personal/stakeholder pension (a pension managed and purchased by you)	12%	14%	9%	2%	10%	16%	18%	11%	14%	8%	11%	12%	10%	12%	12%	16%	12%	12%
SIPP (self invested personal pension/ SSAS (small self administered scheme)) (personal pension managed by you)	2%	3%	1%	0%	1%	2%	2%	3%	3%	1%	1%	3%	1%	2%	3%	3%	1%	1%
Annuity (including variable) or other income drawdown product.	2%	3%	2%	0%	1%	0%	1%	6%	3%	1%	2%	3%	2%	3%	2%	2%	2%	2%
Equity release product as a retirement solution	1%	1%	1%	2%	-	0%	0%	1%	1%	1%	1%	0%	-	0%	2%	-	-	-
Other	2%	2%	2%	1%	1%	2%	3%	3%	2%	1%	1%	3%	3%	2%	2%	2%	2%	2%
Not applicable – I do not currently hold any retirement-related savings or investments	36%	31%	41%	78%	38%	31%	27%	29%	28%	47%	36%	33%	39%	37%	36%	37%	38%	38%

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Still thinking about ONLY your retirement-related savings (i.e. pensions or other savings and investments solely reserved for retirement)... Which, if any, have you have arranged over the past three years?(Please tick all that apply)

	Unweighted Base	1360	722	638	45	200	248	316	551	885	475	334	239	131	179	310	79	57
All UK Adults with savings, life insurance or investment products for retirement		1362	709	653	56	231	255	279	541	850	512	326	230	121	167	302	66	113
A basic savings account	11%	11%	10%	11%	13%	15%	8%	9%	11%	9%	13%	10%	13%	8%	14%	10%	7%	14%
Cash-only ISA	17%	16%	17%	14%	15%	6%	13%	24%	16%	18%	19%	17%	18%	14%	15%	22%	13%	13%
Stocks and shares (maxi) ISA	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	1%	5%	2%	1%	3%
Stocks and shares outside of an ISA	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	5%	2%	2%	-	-
Structured /capital guaranteed products or investment bond	1%	1%	1%	2%	0%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	-	-
Group ISA (typically offered by employer)	0%	1%	0%	3%	1%	1%	-	-	0%	1%	1%	-	0%	-	1%	1%	-	-
Company pension (defined benefit/final salary pension or a defined contribution/ money purchase pension)	10%	11%	8%	27%	23%	11%	5%	4%	4%	11%	8%	7%	10%	12%	12%	9%	7%	14%
GPP (group personal pension) or EPP (executive personal pension) (often organised through an employer)	1%	1%	1%	3%	2%	0%	2%	0%	0%	1%	1%	1%	1%	1%	2%	1%	-	-
Personal/stakeholder pension (a pension managed and purchased by you)	3%	3%	2%	6%	5%	2%	3%	1%	1%	3%	2%	3%	3%	1%	4%	2%	5%	2%
SIIPP (self invested personal pension/ SSAS (small self administered scheme)) (personal pension managed by you)	1%	2%	1%	-	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	-	1%
Annuity (including variable) or other income drawdown product.	1%	1%	1%	2%	-	-	-	2%	2%	1%	1%	1%	2%	1%	1%	1%	-	-
Equity release product as a retirement solution	0%	0%	0%	5%	-	-	-	0%	0%	0%	1%	-	-	-	0%	1%	-	-
Other	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	-
Not applicable – I have not arranged any of these retirement-related savings or investment products in the past three years	60%	58%	62%	41%	46%	69%	66%	61%	61%	60%	59%	59%	57%	56%	52%	65%	66%	64%

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Not including the purchase of mortgages...
Which, if any, of the following types of advisor have you used in the purchase of savings, investments and pensions products in the last three years? (Please tick all that apply)

Unweighted Base	1139	571	568	116	221	171	215	416	710	429	270	212	103	167	265	66	34
All UK Adults who have arranged a savings, life insurance or investment product in the last 3 years	1131	559	572	131	241	175	186	398	671	459	254	203	100	158	263	61	68
Insurance company - a financial advisor employed directly by an insurance company or other financial service product provider other than a bank	2%	3%	1%	2%	0%	4%	1%	2%	2%	2%	0%	-	3%	1%	3%	-	8%
Bank – a financial advisor employed directly by a bank, private bank or building society	17%	15%	20%	22%	12%	13%	20%	20%	18%	17%	18%	14%	21%	14%	19%	18%	21%
Independent financial adviser (IFA) – advising on products from the 'whole of the market' - a large range of different product providers	13%	13%	13%	4%	10%	11%	15%	18%	18%	6%	13%	16%	7%	12%	13%	9%	22%
An accountant or solicitor – advising directly on the product choice/ sale of a financial product)	2%	3%	2%	4%	4%	-	3%	2%	2%	2%	1%	1%	2%	6%	2%	2%	4%
Employer/ previous employer (where the employer sources a pension, life cover or other financial products as part of a benefits, reward or options package)	7%	9%	4%	4%	12%	7%	7%	4%	8%	5%	5%	5%	10%	12%	5%	5%	14%
A website/ internet platform - which offers investment products and services from a large range of product providers	11%	14%	9%	12%	9%	13%	15%	10%	13%	10%	12%	10%	9%	12%	12%	11%	16%
Other (e.g. family and friends)	6%	5%	8%	12%	7%	5%	8%	4%	6%	7%	6%	5%	7%	11%	6%	3%	4%
None – I have not used any advisors in the purchase of savings, investments or pensions products in the past three years.	54%	54%	55%	57%	56%	60%	48%	53%	49%	61%	55%	57%	54%	48%	58%	55%	39%

Thinking about all of the times you received financial advice over the past 3 years on the purchase of savings, investments and pensions products...

How did you typically pay for this advice? (If you are unsure, please think about last time you used a financial advisor)

Insurance company - a financial advisor employed directly by an insurance company or other financial service product provider other than a bank

Unweighted Base	15	12	3	2	1	3	3	6	8	7	2	-	3	3	5	-	2
All UK Adults who have arranged savings, life insurance or investment products in the last 3 years and used an insurance company advisor	21	16	5	2	1	8	2	8	10	10	1	-	3	2	8	-	6
Typically free of charge	46%	38%	73%	-	-	68%	-	57%	58%	34%	48%	-	-	64%	35%	-	80%
Typically free but advisor given a commission	45%	51%	27%	54%	100%	32%	72%	43%	25%	66%	52%	-	68%	36%	56%	-	20%
Advisor generally charged a fee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It was not clear how/ if the advice was paid for	5%	7%	-	46%	-	-	-	-	10%	-	-	-	32%	-	-	-	-
Can't recall	3%	4%	-	-	-	-	28%	-	7%	-	-	-	-	-	9%	-	-

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Bank – a financial advisor employed directly by a bank, private bank or building society'

Unweighted Base	200	91	109	23	29	25	42	81	130	70	50	32	22	23	48	12	10
All UK Adults who have arranged savings, life insurance or investment products in the last 3 years and used a bank advisor																	
	197	86	112	29	29	22	37	79	121	76	46	29	21	23	50	11	14
Typically free of charge	87%	84%	89%	97%	100%	88%	74%	83%	84%	91%	78%	88%	86%	90%	91%	95%	80%
Typically free but advisor given a commission	6%	4%	8%	-	-	-	10%	11%	8%	4%	10%	10%	11%	-	1%	5%	8%
Advisor generally charged a fee	3%	5%	2%	-	-	3%	9%	3%	5%	-	7%	-	3%	-	1%	-	12%
It was not clear how/ if the advice was paid for	1%	2%	1%	-	-	-	3%	2%	2%	-	-	-	-	3%	3%	-	-
Can't recall	3%	5%	1%	3%	-	9%	4%	2%	2%	5%	4%	2%	-	7%	3%	-	-

Independent financial adviser (IFA) – advising on products from the 'whole of the market'- a large range of different product providers

Unweighted Base	156	82	74	3	19	22	35	77	127	29	38	34	8	21	38	8	7
All UK Adults who have arranged savings, life insurance or investment products in the last 3 years and used a bank advisor																	
	148	71	77	6	25	19	28	71	119	29	32	33	7	19	35	6	15
Typically free of charge	22%	24%	21%	43%	32%	23%	24%	16%	22%	21%	21%	32%	34%	22%	19%	18%	8%
Typically free but advisor given a commission	58%	61%	55%	46%	54%	71%	53%	59%	59%	52%	52%	54%	51%	56%	58%	72%	83%
Advisor generally charged a fee	16%	13%	19%	11%	9%	3%	23%	20%	15%	19%	19%	12%	15%	16%	20%	10%	9%
It was not clear how/ if the advice was paid for	2%	2%	2%	-	-	3%	-	3%	1%	5%	3%	3%	-	-	3%	-	-
Can't recall	2%	1%	3%	-	5%	-	-	2%	2%	3%	5%	-	-	6%	-	-	-

An accountant or solicitor – advising directly on the product choice / sale of a financial product)

Unweighted Base	23	13	10	4	6	-	6	7	15	8	3	4	3	6	4	1	2
All UK Adults who have arranged savings, life insurance or investment products in the last 3 years and used an accountant or solicitor																	
	26	16	10	5	9	-	5	7	16	10	3	3	2	9	5	1	3
Typically free of charge	35%	29%	45%	34%	26%	-	12%	65%	27%	47%	64%	22%	73%	34%	38%	-	-
Typically free but advisor given a commission	35%	34%	36%	66%	32%	-	51%	-	35%	35%	-	23%	27%	34%	44%	100%	49%
Advisor generally charged a fee	27%	37%	10%	-	42%	-	36%	21%	38%	9%	36%	55%	-	32%	-	-	51%
It was not clear how/ if the advice was paid for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't recall	4%	-	9%	-	-	-	-	14%	-	9%	-	-	-	-	18%	-	-

Employer/previous employer (where the employer sources a pension, life cover or other financial products as part of a benefits, reward or options package)

Unweighted Base	79	46	33	5	29	15	13	17	61	18	16	11	9	17	17	4	5
All UK Adults who have arranged savings, life insurance or investment products in the last 3 years and used an employer/ previous employer																	
	77	51	26	6	29	13	13	15	55	22	12	11	10	19	13	3	9
Typically free of charge	64%	61%	71%	68%	58%	45%	85%	73%	62%	69%	60%	54%	89%	54%	72%	100%	50%
Typically free but advisor given a commission	27%	34%	14%	32%	37%	50%	-	13%	26%	31%	31%	27%	-	39%	20%	-	50%
Advisor generally charged a fee	1%	2%	-	-	4%	-	-	-	2%	-	-	-	-	-	9%	-	-
It was not clear how/ if the advice was paid for	2%	1%	4%	-	-	-	-	11%	3%	-	5%	-	11%	-	-	-	-
Can't recall	5%	2%	10%	-	2%	5%	15%	3%	7%	-	4%	19%	-	6%	-	-	-

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

A website/internet platform - which offers investment products and services from a large range of product providers

	Unweighted Base	141	80	61	11	20	29	37	44	98	43	34	25	9	23	33	6	6
All UK Adults who have arranged savings, life insurance or investment products in the last 3 years and used a website/ internet platform		129	76	53	16	22	23	29	40	86	44	30	20	9	18	30	6	11
Typically free of charge	90%	85%	97%	100%	88%	89%	86%	89%	88%	92%	91%	88%	74%	93%	84%	100%	100%	
Typically free but advisor given a commission	7%	11%	1%	-	9%	9%	8%	7%	8%	5%	5%	9%	26%	3%	9%	-	-	
Advisor generally charged a fee	1%	1%	1%	-	-	-	-	4%	1%	2%	2%	-	-	-	3%	-	-	
It was not clear how/ if the advice was paid for	1%	2%	-	-	-	3%	2%	-	1%	-	-	-	-	-	4%	-	-	
Can't recall	1%	2%	1%	-	3%	-	4%	-	1%	1%	2%	3%	-	3%	-	-	-	

Other (e.g. family and friends)

	Unweighted Base	80	32	48	17	20	9	16	18	49	31	17	13	7	20	16	3	2
All UK Adults who have arranged savings, life insurance or investment products in the last 3 years and used another advisor		72	28	44	16	16	9	15	15	39	33	15	11	6	17	15	2	3
Typically free of charge	86%	83%	89%	100%	82%	70%	81%	92%	86%	87%	82%	83%	100%	83%	100%	71%	43%	
Typically free but advisor given a commission	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Advisor generally charged a fee	2%	-	4%	-	7%	7%	-	-	5%	-	4%	-	-	3%	-	29%	-	
It was not clear how/ if the advice was paid for	2%	-	3%	-	-	-	10%	-	-	4%	-	-	-	-	-	-	-	57%
Can't recall	9%	17%	4%	-	11%	24%	9%	8%	10%	9%	15%	17%	-	14%	-	-	-	

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Thinking about any financial advice that you have received that has not been part of a sale of a financial product (e.g. a review of your pension arrangements, tax planning, advice on what to do with your pension fund at retirement or other lump sum)...

Which, if any, of the following types of advisor have you used for this in the last three years?(Please tick all those that apply)

	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Insurance company - a financial advisor employed directly by an insurance company	1%	1%	1%	0%	1%	-	1%	1%	0%	1%	0%	0%	0%	2%	1%	-	1%
Bank – a financial advisor employed directly by a bank, private bank or building society.	9%	8%	10%	7%	6%	5%	10%	12%	10%	8%	7%	9%	12%	7%	8%	12%	13%
Independent financial adviser (IFA) - Financial planning advice (not part of a sale of a financial product) e.g. a tax or pension review, advice of how to invest lump sum/pension.	8%	10%	7%	5%	6%	8%	9%	10%	11%	5%	7%	9%	7%	8%	9%	10%	7%
An accountant or solicitor - Financial planning advice (not part of a sale of a financial product) e.g. a tax or pension review, advice of how to invest lump sum/pension.	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	3%
Employer/ previous employer (where the employer sources a pension, life cover or other financial products as part of a benefits, reward or options package)	3%	3%	3%	1%	4%	4%	2%	3%	4%	2%	1%	3%	6%	3%	4%	2%	5%
A website/ internet platform - which offers investment products and services from a large range of product providers.	6%	8%	4%	7%	9%	6%	6%	4%	7%	4%	5%	5%	2%	11%	5%	3%	11%
Other (e.g. family and friends)	6%	4%	7%	10%	6%	6%	5%	4%	6%	6%	4%	5%	5%	9%	6%	3%	6%
Not applicable – I have not received any financial advice that has <u>not been part of a sale</u> of a financial product in the past three years	74%	73%	75%	77%	71%	76%	74%	73%	70%	79%	78%	74%	76%	69%	74%	74%	73%

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Thinking about all of the times you received financial advice over the past 3 years that has not been part of a sale of a financial product...
How did you typically pay for this advice? (If you are unsure, please think about the last time you used a financial advisor)

Insurance company - a financial advisor employed directly by an insurance company

Unweighted Base	10	5	5	1	3	-	2	4	5	5	1	1	1	4	2	-	1
All UK Adults who have used an advisor for financial advice that has not be part of the sale of a product in the last 3 years and used an insurance company																	
	13	7	6	1	5	-	2	5	4	9	1	1	1	6	3	-	1
Typically free of charge	83%	82%	84%	100%	100%	-	32%	82%	47%	100%	-	100%	100%	100%	100%	-	-
Typically free but advisor given a commission	10%	18%	-	-	-	-	68%	-	31%	-	-	-	-	-	-	-	100%
Advisor generally charged a fee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It was not clear how/ if the advice was paid for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't recall	7%	-	16%	-	-	-	-	18%	22%	-	100%	-	-	-	-	-	-

Bank – a financial advisor employed directly by a bank, private bank or building society.*

Unweighted Base	176	79	97	13	25	19	39	80	111	65	33	35	23	20	37	12	12
All UK Adults who have used an advisor for financial advice that has not be part of the sale of a product in the last 3 years and used a bank																	
	187	78	109	18	23	20	39	88	114	73	34	31	23	20	36	12	24
Typically free of charge	81%	82%	80%	96%	83%	54%	78%	84%	79%	84%	78%	79%	81%	87%	81%	87%	73%
Typically free but advisor given a commission	13%	14%	12%	4%	13%	41%	12%	8%	14%	11%	10%	14%	19%	10%	12%	5%	19%
Advisor generally charged a fee	3%	2%	3%	-	-	-	7%	3%	3%	2%	10%	2%	-	-	3%	-	-
It was not clear how/ if the advice was paid for	1%	-	1%	-	5%	-	-	-	1%	-	-	2%	-	3%	-	-	-
Can't recall	3%	3%	4%	-	-	5%	2%	5%	4%	2%	2%	3%	-	-	4%	8%	8%

Independent financial adviser (IFA) - Financial planning advice (not part of a sale of a financial product) e.g. a tax or pension review, advice of how to invest lump sum/pension.*

Unweighted Base	177	102	75	8	21	25	40	83	128	49	41	34	12	20	44	12	7
All UK Adults who have used an advisor for financial advice that has not be part of the sale of a product in the last 3 years and used an IFA																	
	177	99	77	13	21	29	35	79	126	51	38	32	13	22	42	10	13
Typically free of charge	38%	34%	44%	48%	27%	54%	46%	31%	39%	36%	31%	47%	69%	35%	24%	45%	35%
Typically free but advisor given a commission	40%	50%	27%	17%	61%	37%	30%	44%	38%	45%	42%	41%	17%	50%	46%	35%	43%
Advisor generally charged a fee	14%	9%	20%	35%	10%	5%	14%	14%	18%	2%	18%	10%	14%	6%	19%	11%	9%
It was not clear how/ if the advice was paid for	5%	5%	6%	-	-	3%	9%	7%	3%	12%	5%	3%	-	4%	9%	-	14%
Can't recall	3%	2%	3%	-	3%	2%	-	4%	2%	5%	5%	-	-	5%	2%	10%	-

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

An accountant or solicitor - Financial planning advice (not part of a sale of a financial product) e.g. a tax or pension review, advice of how to invest lump sum/pension.'

Unweighted Base	34	23	11	2	7	5	7	13	25	9	6	8	5	4	5	1	4
All UK Adults who have used an advisor for financial advice that has not been part of the sale of a product in the last 3 years and used an accountant or solicitor	33	21	12	2	6	4	7	13	22	11	8	6	4	3	5	1	6
Typically free of charge	35%	44%	20%	-	19%	-	70%	40%	37%	31%	38%	48%	15%	30%	21%	100%	47%
Typically free but advisor given a commission	17%	11%	28%	52%	43%	-	-	13%	3%	47%	28%	-	40%	22%	25%	-	-
Advisor generally charged a fee	42%	42%	43%	48%	38%	85%	30%	37%	52%	23%	26%	52%	45%	48%	54%	-	53%
It was not clear how/ if the advice was paid for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't recall	5%	3%	10%	-	-	15%	-	9%	8%	-	8%	-	-	-	-	-	-

Employer/previous employer (where the employer sources a pension, life cover or other financial products as part of a benefits, reward or options package)'

Unweighted Base	64	31	33	3	16	15	10	20	47	17	8	11	12	10	15	4	4
All UK Adults who have used an advisor for financial advice that has not been part of the sale of a product in the last 3 years and used an employer/previous employer	66	34	32	3	15	17	8	23	49	17	5	10	12	9	19	2	9
Typically free of charge	55%	47%	64%	29%	37%	33%	85%	76%	51%	65%	76%	49%	59%	64%	49%	100%	37%
Typically free but advisor given a commission	22%	27%	16%	47%	41%	23%	-	12%	18%	31%	-	39%	11%	7%	39%	-	12%
Advisor generally charged a fee	17%	15%	18%	24%	22%	28%	-	10%	21%	4%	11%	7%	20%	7%	12%	-	51%
It was not clear how/ if the advice was paid for	1%	2%	-	-	-	-	-	3%	1%	-	12%	-	-	-	-	-	-
Can't recall	6%	9%	2%	-	-	16%	15%	-	8%	-	-	6%	11%	22%	-	-	-

A website/internet platform - which offers investment products and services from a large range of product providers.

Unweighted Base	117	71	46	12	25	20	26	34	84	33	25	20	6	27	22	4	9
All UK Adults who have used an advisor for financial advice that has not been part of the sale of a product in the last 3 years and used a website/internet platform	124	81	43	18	34	21	21	30	85	39	23	16	4	28	24	3	19
Typically free of charge	87%	89%	84%	86%	79%	94%	88%	93%	91%	79%	86%	89%	84%	89%	78%	83%	94%
Typically free but advisor given a commission	9%	8%	10%	14%	17%	3%	3%	4%	5%	17%	5%	7%	-	11%	22%	-	-
Advisor generally charged a fee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It was not clear how/ if the advice was paid for	2%	2%	3%	-	2%	3%	5%	-	1%	3%	2%	3%	16%	-	-	17%	-
Can't recall	2%	1%	3%	-	2%	-	3%	4%	3%	-	6%	-	-	-	-	-	6%

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Other (e.g. family and friends)

Unweighted Base	129	50	79	28	27	18	21	35	78	51	25	19	8	28	32	5	6
All UK Adults who have used an advisor for financial advice that has not been part of the sale of a product in the last 3 years and used another advisor																	
	124	41	82	27	23	21	20	32	70	54	23	17	10	23	29	3	11
Typically free of charge	93%	84%	98%	98%	90%	89%	90%	96%	94%	92%	84%	91%	100%	87%	98%	100%	100%
Typically free but advisor given a commission	1%	2%	-	-	-	-	-	3%	1%	-	-	-	-	4%	-	-	-
Advisor generally charged a fee	1%	-	1%	-	-	-	4%	-	1%	-	-	5%	-	-	-	-	-
It was not clear how/ if the advice was paid for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't recall	6%	14%	2%	2%	10%	11%	6%	2%	4%	8%	16%	4%	-	9%	2%	-	-

Thinking about how you have typically used financial advisors in the last three years...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I use advisors primarily to help me decide on the type of product I need (e.g an investment product, or an insurance bond rather than a choice of insurance bond).

Unweighted Base	772	386	386	72	133	120	164	283	519	253	178	135	69	115	173	43	38
All UK Adults who have used an advisor for financial advice in the last 3 years																	
	760	367	393	83	143	119	142	274	491	269	163	124	64	111	165	37	70
Strongly agree	12%	9%	15%	27%	7%	6%	11%	13%	12%	13%	15%	5%	13%	13%	13%	19%	11%
Agree	35%	38%	32%	30%	33%	39%	38%	34%	38%	29%	37%	32%	38%	34%	34%	40%	32%
Neither agree nor disagree	23%	23%	24%	9%	24%	29%	26%	24%	21%	28%	23%	27%	22%	18%	26%	15%	23%
Disagree	11%	10%	12%	11%	12%	11%	7%	12%	12%	10%	8%	13%	8%	15%	13%	9%	9%
Strongly disagree	9%	9%	8%	5%	9%	9%	10%	9%	10%	7%	7%	9%	7%	12%	8%	8%	10%
Don't know	10%	11%	9%	18%	15%	6%	9%	8%	8%	14%	10%	15%	12%	8%	6%	9%	15%

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I use advisors primarily to help me choose between products once I have chosen the type of product I need. (e.g. between products)

Unweighted Base	772	386	386	72	133	120	164	283	519	253	178	135	69	115	173	43	38
All UK Adults who have used an advisor for financial advice in the last 3 years	760	367	393	83	143	119	142	274	491	269	163	124	64	111	165	37	70
Strongly agree	10%	9%	11%	22%	9%	2%	7%	13%	9%	13%	10%	9%	12%	10%	15%	17%	2%
Agree	35%	37%	34%	41%	36%	40%	36%	31%	37%	32%	30%	33%	36%	39%	32%	43%	41%
Neither agree nor disagree	24%	22%	26%	9%	18%	34%	28%	25%	22%	28%	29%	28%	28%	15%	27%	8%	20%
Disagree	12%	13%	11%	5%	16%	10%	9%	14%	14%	8%	11%	7%	8%	15%	14%	14%	16%
Strongly disagree	8%	7%	8%	5%	6%	7%	10%	8%	8%	6%	8%	8%	4%	10%	7%	9%	8%
Don't know	11%	11%	10%	18%	15%	7%	9%	8%	9%	13%	12%	14%	12%	10%	6%	9%	14%

I use advisors primarily to complete the administration and execution (i.e. arrangement) of my financial products (e.g. to complete forms, liaise with the product provider, etc).

Unweighted Base	772	386	386	72	133	120	164	283	519	253	178	135	69	115	173	43	38
All UK Adults who have used an advisor for financial advice in the last 3 years	760	367	393	83	143	119	142	274	491	269	163	124	64	111	165	37	70
Strongly agree	10%	11%	9%	16%	6%	6%	9%	13%	9%	12%	9%	8%	13%	9%	14%	16%	4%
Agree	33%	33%	33%	39%	32%	37%	34%	30%	34%	31%	36%	24%	40%	35%	31%	45%	27%
Neither agree nor disagree	20%	21%	20%	7%	21%	28%	20%	21%	19%	24%	22%	25%	21%	20%	23%	3%	15%
Disagree	15%	14%	15%	12%	16%	12%	14%	16%	18%	9%	10%	18%	8%	12%	17%	17%	26%
Strongly disagree	11%	9%	12%	6%	9%	10%	12%	12%	11%	10%	12%	10%	5%	14%	9%	10%	10%
Don't know	11%	12%	11%	20%	15%	7%	10%	9%	10%	14%	12%	15%	12%	11%	6%	9%	18%

Thinking about your general attitudes to financial advisors...

To what extent do you agree or disagree with each of the following statements?

I need some hand holding and guidance through my choices of financial plans and products

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	4%	4%	4%	6%	4%	5%	4%	3%	4%	4%	4%	2%	6%	5%	4%	1%	6%
Agree	23%	21%	25%	22%	29%	21%	20%	23%	25%	21%	24%	21%	23%	22%	24%	25%	19%
Neither agree nor disagree	30%	30%	30%	25%	31%	32%	30%	29%	29%	31%	25%	34%	32%	32%	31%	33%	27%
Disagree	23%	24%	22%	22%	19%	23%	25%	25%	26%	20%	26%	23%	18%	23%	20%	22%	26%
Strongly disagree	11%	12%	10%	7%	7%	9%	12%	14%	11%	10%	9%	12%	14%	7%	15%	9%	7%
Don't know	9%	9%	9%	19%	10%	9%	9%	6%	6%	13%	11%	7%	8%	10%	7%	9%	15%

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I don't feel I have enough knowledge about financial planning / financial products and services to really know what I am doing

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	6%	5%	6%	9%	4%	6%	5%	5%	4%	7%	7%	5%	6%	7%	5%	6%	6%
Agree	25%	19%	30%	25%	33%	26%	22%	22%	26%	23%	25%	25%	25%	26%	24%	36%	20%
Neither agree nor disagree	30%	32%	28%	23%	30%	30%	32%	32%	28%	33%	31%	33%	26%	28%	28%	28%	34%
Disagree	23%	25%	20%	17%	20%	25%	23%	25%	26%	18%	20%	22%	26%	23%	24%	22%	25%
Strongly disagree	8%	10%	7%	5%	5%	7%	10%	11%	9%	7%	7%	10%	7%	6%	11%	4%	8%
Don't know	8%	8%	8%	21%	8%	7%	8%	4%	5%	11%	11%	6%	11%	9%	7%	6%	7%

Advisors can get me a better deal on a product than I could get if I was shopping around for myself

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	3%	3%	3%	6%	3%	1%	3%	4%	3%	3%	3%	2%	7%	5%	2%	4%	5%
Agree	23%	23%	24%	20%	28%	25%	24%	21%	24%	22%	26%	21%	20%	23%	23%	22%	24%
Neither agree nor disagree	35%	35%	36%	31%	33%	38%	36%	37%	37%	34%	36%	36%	35%	35%	34%	37%	33%
Disagree	17%	17%	17%	14%	15%	16%	17%	19%	17%	16%	16%	19%	15%	15%	19%	20%	14%
Strongly disagree	6%	8%	5%	4%	6%	7%	6%	8%	6%	6%	4%	8%	6%	7%	8%	7%	7%
Don't know	15%	14%	15%	25%	16%	14%	14%	11%	12%	18%	16%	14%	16%	15%	14%	11%	18%

Advisors can be valuable in pushing me to take action - they get me to act, not just think about what I should do financially'

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	3%	4%	2%	7%	3%	3%	2%	2%	3%	3%	2%	3%	6%	4%	3%	4%	3%
Agree	22%	22%	22%	22%	29%	22%	20%	19%	25%	18%	18%	22%	19%	24%	22%	22%	24%
Neither agree nor disagree	35%	34%	35%	28%	31%	37%	37%	37%	33%	37%	36%	35%	37%	33%	31%	41%	38%
Disagree	20%	19%	21%	13%	18%	21%	21%	23%	21%	18%	22%	22%	15%	18%	22%	16%	20%
Strongly disagree	8%	10%	7%	4%	5%	6%	10%	12%	9%	8%	7%	10%	11%	7%	10%	7%	4%
Don't know	12%	11%	12%	24%	15%	10%	10%	8%	9%	15%	14%	9%	13%	14%	12%	10%	10%

I don't mind if advisers are not completely objective or independent – as long as they give me a certain amount of choice between financial products and product types

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	2%	3%	1%	5%	2%	1%	1%	2%	2%	2%	2%	2%	3%	2%	3%	1%	-
Agree	19%	19%	19%	21%	18%	21%	20%	18%	19%	19%	18%	18%	24%	21%	19%	19%	15%
Neither agree nor disagree	29%	30%	29%	26%	29%	27%	27%	32%	28%	31%	30%	29%	28%	25%	25%	38%	37%
Disagree	25%	23%	26%	16%	26%	27%	23%	27%	27%	22%	26%	28%	17%	24%	23%	21%	27%
Strongly disagree	14%	15%	13%	10%	12%	15%	19%	14%	16%	12%	12%	15%	17%	14%	18%	14%	9%
Don't know	11%	10%	11%	21%	13%	9%	9%	7%	8%	14%	11%	8%	10%	13%	11%	8%	12%

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I pay fees to an IFA so that the advice they give is chosen from as many financial products as possible

Unweighted Base	252	137	115	9	33	37	57	116	191	61	64	47	14	30	62	16	12
All UK adults who have visited an IFA for advice in the last 3 years	251	130	122	13	40	38	48	112	188	63	58	46	14	31	58	13	24
Strongly agree	7%	6%	8%	11%	6%	5%	8%	6%	8%	3%	3%	5%	19%	11%	9%	5%	-
Agree	28%	28%	27%	30%	34%	20%	30%	27%	30%	22%	38%	15%	43%	26%	29%	24%	17%
Neither agree nor disagree	28%	29%	28%	40%	25%	40%	25%	25%	27%	33%	39%	24%	8%	24%	26%	26%	35%
Disagree	25%	25%	26%	19%	27%	43%	13%	25%	23%	34%	10%	40%	30%	32%	21%	26%	32%
Strongly disagree	7%	9%	5%	-	4%	6%	7%	9%	8%	3%	6%	8%	-	7%	6%	4%	16%
Don't know	5%	4%	6%	-	5%	1%	2%	8%	5%	5%	3%	8%	-	-	8%	15%	-

I only seek financial advice when I already know what type of product I need. (I just need some guidance to the right product in that category)

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	5%	5%	5%	8%	4%	4%	6%	5%	5%	5%	7%	4%	9%	6%	4%	4%	2%
Agree	34%	33%	36%	31%	35%	40%	36%	31%	35%	34%	32%	34%	29%	34%	35%	41%	35%
Neither agree nor disagree	33%	35%	31%	25%	36%	32%	28%	37%	33%	33%	33%	36%	34%	29%	30%	38%	36%
Disagree	13%	12%	14%	11%	13%	9%	14%	15%	16%	10%	13%	11%	11%	14%	15%	7%	15%
Strongly disagree	5%	5%	4%	2%	3%	6%	6%	6%	5%	5%	3%	6%	7%	5%	7%	2%	3%
Don't know	10%	10%	10%	24%	10%	9%	10%	6%	7%	13%	13%	8%	11%	11%	9%	7%	9%

I seek financial advice where someone assesses my financial needs and tells me what types of product I need

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	3%	3%	3%	5%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	4%	2%	3%
Agree	19%	18%	20%	14%	22%	18%	21%	19%	22%	15%	17%	19%	16%	21%	20%	22%	15%
Neither agree nor disagree	32%	33%	31%	27%	33%	35%	31%	32%	30%	35%	35%	34%	31%	33%	26%	36%	32%
Disagree	24%	23%	24%	22%	18%	26%	27%	25%	25%	23%	23%	24%	20%	23%	28%	26%	22%
Strongly disagree	12%	12%	12%	7%	11%	10%	11%	16%	12%	12%	10%	13%	16%	10%	13%	9%	13%
Don't know	10%	10%	10%	25%	13%	8%	9%	5%	8%	13%	12%	7%	14%	10%	9%	6%	14%

I need someone qualified to help me make sense of my day to day and long term finances

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	3%	3%	3%	6%	1%	4%	3%	3%	3%	4%	3%	2%	6%	4%	3%	1%	1%
Agree	19%	18%	20%	18%	22%	18%	19%	18%	20%	17%	19%	15%	16%	23%	18%	28%	23%
Neither agree nor disagree	28%	29%	28%	24%	28%	32%	28%	28%	26%	31%	29%	31%	27%	22%	29%	26%	26%
Disagree	27%	27%	28%	25%	25%	27%	30%	28%	31%	23%	27%	29%	22%	31%	26%	24%	31%
Strongly disagree	14%	15%	13%	9%	13%	10%	12%	19%	14%	13%	12%	15%	19%	11%	18%	15%	8%
Don't know	8%	9%	8%	19%	10%	8%	8%	5%	6%	12%	11%	7%	10%	8%	7%	6%	11%

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

I am fairly confident of my knowledge in financial matters but take advice to understand differences between products

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	6%	7%	4%	7%	6%	7%	5%	5%	6%	5%	5%	5%	6%	5%	5%	10%	5%
Agree	34%	34%	34%	27%	34%	35%	34%	36%	37%	30%	32%	36%	32%	33%	35%	33%	32%
Neither agree nor disagree	31%	33%	30%	30%	28%	31%	36%	31%	30%	33%	32%	32%	34%	31%	30%	33%	31%
Disagree	16%	14%	18%	14%	19%	14%	13%	17%	17%	14%	16%	16%	15%	14%	17%	15%	20%
Strongly disagree	4%	3%	5%	2%	3%	5%	4%	5%	3%	5%	4%	4%	4%	6%	5%	1%	2%
Don't know	9%	9%	9%	20%	9%	8%	9%	6%	6%	12%	11%	7%	10%	11%	8%	8%	11%

If I had to pay directly for advisors I would expect a much better service than I currently get from them

Unweighted Base	688	356	332	51	112	108	153	264	472	216	158	120	63	100	155	39	36
Base	681	343	338	66	124	102	133	256	449	232	144	111	59	100	145	34	67
Strongly agree	16%	20%	12%	23%	18%	15%	18%	13%	15%	18%	18%	12%	11%	16%	17%	14%	22%
Agree	34%	32%	36%	34%	44%	37%	35%	27%	35%	31%	35%	34%	33%	39%	34%	37%	27%
Neither agree nor disagree	29%	28%	31%	21%	22%	35%	27%	33%	30%	27%	28%	34%	37%	21%	28%	26%	30%
Disagree	11%	11%	11%	7%	5%	8%	9%	16%	11%	10%	6%	11%	8%	12%	14%	13%	12%
Strongly disagree	2%	3%	1%	4%	1%	1%	4%	2%	2%	2%	3%	-	-	2%	2%	2%	6%
Don't know	8%	7%	9%	11%	10%	5%	6%	9%	6%	12%	10%	10%	11%	9%	5%	8%	4%

Before now, were you aware that the financial advice system, especially the way consumers pay for financial advice, is due to change in 2013?

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Yes, I was	16%	20%	12%	7%	17%	18%	18%	16%	19%	12%	15%	17%	16%	16%	15%	19%	20%
No, I was not	84%	80%	88%	93%	83%	82%	82%	84%	81%	88%	85%	83%	84%	84%	85%	81%	80%

TOTAL	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Often, financial advisors are paid by commissions on their sales of products to customers (resulting from the advice). New government rules mean that advisors will soon have to set a cash price (i.e. a tariff) to charge customers directly for the advisor's time.

If you had to pay a one off fee for the financial advisors you have used over the past three years, in general what would be the MAXIMUM amount you would have been willing to pay to each of the following types of advisor? (Please tick one option on each row)

Insurance company - a financial advisor employed directly by an insurance company or other financial service product provider other than a bank.

	23	16	7	3	4	3	5	8	12	11	3	1	4	6	6	-	3
Unweighted Base	23	16	7	3	4	3	5	8	12	11	3	1	4	6	6	-	3
All UK adults who have used an Insurance company for advice in the last 3 years	30	23	8	3	6	8	4	9	14	16	2	1	4	8	9	-	7
Nothing	25%	17%	46%	-	12%	-	56%	46%	23%	26%	-	-	-	9%	49%	-	35%
Up to £25	23%	25%	16%	78%	48%	-	-	19%	8%	36%	-	-	84%	30%	14%	-	-
£26 to £50	12%	10%	17%	22%	39%	-	14%	-	4%	18%	-	100%	16%	30%	-	-	-
£51 to £100	15%	20%	-	-	-	32%	15%	16%	15%	15%	30%	-	-	20%	29%	-	-
£101 to £200	18%	24%	-	-	-	60%	-	9%	38%	-	-	-	-	11%	-	-	65%
£201 to £300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£301 to £500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£501 to £750	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£751 to £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7%	3%	20%	-	-	8%	16%	10%	12%	4%	70%	-	-	-	8%	-	-

Bank – a financial advisor employed directly by a bank, private bank or building society.

	291	130	161	31	42	36	63	119	185	106	68	51	32	37	66	14	18
Unweighted Base	291	130	161	31	42	36	63	119	185	106	68	51	32	37	66	14	18
All UK adults who have used a bank for advice in the last 3 years	300	127	173	39	43	37	59	123	181	119	65	46	31	37	68	13	32
Nothing	60%	56%	62%	62%	49%	49%	53%	70%	59%	61%	58%	65%	41%	68%	61%	70%	49%
Up to £25	14%	11%	17%	29%	24%	15%	17%	5%	14%	15%	6%	15%	19%	11%	17%	9%	28%
£26 to £50	7%	9%	6%	6%	12%	2%	12%	5%	7%	8%	4%	13%	13%	6%	7%	12%	-
£51 to £100	5%	4%	5%	-	2%	9%	9%	4%	6%	3%	11%	-	12%	-	5%	-	-
£101 to £200	3%	1%	3%	2%	2%	-	5%	3%	3%	1%	5%	2%	-	9%	-	-	-
£201 to £300	2%	4%	-	-	-	13%	-	-	3%	-	-	-	-	-	-	-	14%
£301 to £500	0%	1%	-	-	1%	-	-	-	0%	-	1%	-	-	-	-	-	-
£501 to £750	1%	1%	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	5%
£751 to £1,000	0%	-	0%	-	-	-	1%	-	0%	-	-	1%	-	-	-	-	-
More than £1,000	0%	1%	-	-	-	2%	-	-	0%	-	-	-	-	-	1%	-	-
Don't know	9%	12%	7%	2%	10%	11%	4%	12%	6%	12%	15%	3%	15%	6%	9%	9%	3%

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Independent financial adviser (IFA) – advising on products from the 'whole of the market'- a large range of different product providers.

Unweighted Base	252	137	115	9	33	37	57	116	191	61	64	47	14	30	62	16	12
All UK adults who have used an IFA for advice in the last 3 years	251	130	122	13	40	38	48	112	188	63	58	46	14	31	58	13	24
Nothing	12%	11%	13%	25%	2%	18%	13%	11%	10%	18%	13%	18%	13%	18%	6%	4%	10%
Up to £25	12%	12%	12%	9%	12%	6%	22%	10%	10%	16%	13%	15%	17%	13%	6%	23%	10%
£26 to £50	17%	12%	23%	4%	28%	22%	7%	18%	18%	14%	17%	12%	26%	14%	26%	5%	13%
£51 to £100	19%	19%	19%	20%	21%	19%	21%	18%	20%	18%	13%	19%	15%	13%	27%	32%	13%
£101 to £200	8%	4%	13%	9%	3%	2%	8%	13%	9%	5%	12%	7%	8%	11%	7%	4%	-
£201 to £300	5%	6%	5%	-	3%	8%	13%	2%	6%	3%	2%	9%	8%	5%	7%	-	6%
£301 to £500	3%	2%	4%	-	7%	-	4%	2%	3%	3%	4%	2%	-	7%	3%	-	-
£501 to £750	1%	2%	0%	-	-	1%	1%	2%	2%	-	2%	1%	-	-	-	-	7%
£751 to £1,000	1%	1%	1%	-	-	-	-	2%	1%	-	-	2%	-	3%	1%	-	-
More than £1,000	4%	7%	-	-	-	3%	5%	6%	5%	-	3%	3%	-	-	-	13%	21%
Don't know	17%	24%	11%	32%	25%	21%	7%	16%	16%	23%	22%	11%	14%	18%	17%	20%	19%

An accountant or solicitor - Financial planning advice (not part of a sale of a financial product) e.g. a tax or pension review, advice of how to invest lump sum/pension.'

Unweighted Base	47	29	18	5	11	5	10	16	33	14	8	9	7	8	7	2	5
All UK adults who have used an accountant or solicitor for advice in the last 3 years	50	31	19	7	14	4	10	16	32	18	9	6	6	11	8	2	7
Nothing	7%	6%	10%	-	9%	-	13%	7%	12%	-	-	19%	-	-	-	-	18%
Up to £25	15%	12%	19%	17%	-	-	36%	16%	9%	24%	43%	-	39%	-	13%	-	-
£26 to £50	22%	16%	32%	58%	39%	-	21%	-	17%	32%	22%	-	11%	24%	57%	-	20%
£51 to £100	23%	33%	7%	-	52%	37%	6%	14%	24%	21%	9%	32%	21%	62%	11%	-	-
£101 to £200	5%	2%	10%	-	-	-	9%	10%	5%	5%	10%	-	-	-	19%	-	-
£201 to £300	3%	5%	-	-	-	-	9%	4%	2%	5%	-	14%	-	-	-	37%	-
£301 to £500	7%	9%	4%	-	-	-	7%	19%	11%	-	-	24%	-	6%	-	-	19%
£501 to £750	4%	4%	3%	10%	-	32%	-	-	4%	4%	-	10%	-	-	-	-	17%
£751 to £1,000	2%	3%	-	-	-	-	-	5%	3%	-	-	-	-	8%	-	-	-
More than £1,000	1%	2%	-	-	-	16%	-	-	-	4%	-	-	11%	-	-	-	-
Don't know	11%	8%	16%	15%	-	15%	-	25%	14%	5%	16%	-	18%	-	-	63%	26%

TOTAL	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

An advisor provided through an arrangement with your employer/previous employer (e.g. advice on a pension, life cover or other financial products as part of a benefits, reward or options package)

Unweighted Base	121	66	55	5	38	24	20	34	92	29	21	17	17	23	28	7	8
All UK adults who have used a advisor arranged through their employer/previous employer for advice in the last 3 years	118	68	50	6	37	22	18	35	86	32	15	15	17	24	28	5	14
Nothing	51%	45%	60%	56%	40%	32%	63%	68%	55%	42%	46%	58%	45%	37%	72%	45%	44%
Up to £25	9%	5%	15%	-	10%	8%	11%	9%	8%	12%	9%	4%	25%	11%	2%	21%	-
£26 to £50	10%	14%	5%	-	10%	21%	7%	7%	8%	15%	11%	11%	7%	12%	-	-	34%
£51 to £100	13%	18%	5%	21%	14%	27%	16%	-	11%	17%	4%	19%	8%	21%	13%	34%	-
£101 to £200	5%	7%	1%	11%	11%	-	-	2%	5%	2%	-	4%	4%	9%	6%	-	-
£201 to £300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£301 to £500	1%	1%	-	-	2%	-	-	-	1%	-	4%	-	-	-	-	-	-
£501 to £750	1%	1%	-	-	2%	-	-	-	1%	-	-	-	-	3%	-	-	-
£751 to £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	11%	9%	14%	12%	12%	12%	3%	14%	11%	11%	26%	4%	11%	8%	7%	-	22%

A website/internet platform - which offers investment products and services from a large range of product providers.

Unweighted Base	207	120	87	19	35	39	52	62	146	61	46	36	13	36	47	9	12
All UK adults who have used a website/internet platform for advice in the last 3 years	202	124	78	27	41	37	42	56	136	66	41	30	12	35	44	9	23
Nothing	60%	57%	64%	60%	50%	48%	69%	68%	62%	55%	58%	57%	76%	63%	69%	57%	35%
Up to £25	16%	18%	14%	12%	29%	17%	8%	15%	18%	13%	18%	20%	9%	14%	14%	11%	26%
£26 to £50	9%	10%	7%	10%	9%	19%	6%	2%	7%	12%	10%	4%	5%	17%	3%	-	20%
£51 to £100	4%	4%	4%	14%	2%	4%	5%	-	2%	9%	-	3%	-	2%	10%	-	-
£101 to £200	1%	1%	1%	-	-	-	3%	-	0%	1%	3%	-	-	-	-	-	-
£201 to £300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£301 to £500	0%	1%	-	-	-	2%	-	-	-	1%	-	3%	-	-	-	-	-
£501 to £750	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£751 to £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	10%	10%	11%	5%	10%	9%	9%	15%	11%	9%	12%	13%	10%	5%	4%	31%	19%

TOTAL	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Often, financial advisors are paid by commissions on their sales of products to customers (resulting from the advice). New government rules mean that advisors will soon have to set a cash price (i.e. a tariff) to charge customers directly for the advisor's time.

If you had to pay a one off fee for the following types of financial advisors, in general what would be the MAXIMUM amount you would be willing to pay to each of the following types of advisor? (Please tick one option on each row)

Insurance company - a financial advisor employed directly by an insurance company or other financial service product provider other than a bank.

	Unweighted Base	2117	1032	1085	235	348	355	422	757	1213	904	521	367	201	281	480	126	90
All UK adults who haven't used an Insurance company for advice in the last 3 years		2110	1007	1103	254	364	362	377	753	1163	947	509	342	195	258	466	105	175
Nothing	58%	58%	59%	38%	48%	60%	65%	65%	62%	54%	60%	61%	57%	52%	61%	56%	53%	
Up to £25	10%	9%	10%	10%	12%	12%	9%	7%	10%	10%	10%	13%	11%	7%	7%	9%	12%	
£26 to £50	5%	5%	5%	7%	6%	2%	3%	5%	5%	5%	5%	3%	4%	6%	5%	2%	4%	
£51 to £100	3%	4%	2%	4%	6%	3%	2%	2%	4%	2%	2%	4%	1%	5%	4%	4%	1%	
£101 to £200	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	-	2%	0%	-	-	
£201 to £300	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	-	0%	-	1%	0%	1%	1%	
£301 to £500	0%	0%	-	-	0%	-	0%	-	0%	-	0%	-	-	-	0%	-	-	
£501 to £750	0%	-	0%	-	-	-	0%	-	0%	-	-	0%	-	-	-	-	-	
£751 to £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
More than £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	23%	23%	23%	40%	27%	22%	17%	19%	18%	28%	21%	19%	27%	28%	21%	29%	28%	

Bank – a financial advisor employed directly by a bank, private bank or building society.'

	Unweighted Base	1849	918	931	207	310	322	364	646	1040	809	456	317	173	250	420	112	75
All UK adults who haven't used a bank for advice in the last 3 years		1840	903	938	218	328	333	323	639	996	844	446	296	168	228	407	91	150
Nothing	61%	61%	62%	37%	53%	63%	69%	69%	66%	56%	63%	64%	60%	54%	63%	60%	57%	
Up to £25	9%	8%	9%	11%	10%	9%	7%	7%	7%	10%	9%	9%	9%	9%	9%	6%	8%	
£26 to £50	4%	4%	4%	6%	4%	2%	3%	5%	4%	3%	4%	2%	2%	5%	4%	3%	6%	
£51 to £100	3%	3%	2%	3%	5%	2%	2%	2%	3%	3%	2%	2%	2%	4%	4%	2%	1%	
£101 to £200	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	-	-	
£201 to £300	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	-	-	0%	-	1%	
£301 to £500	0%	-	0%	-	0%	-	-	-	0%	-	-	0%	-	-	-	-	-	
£501 to £750	0%	0%	-	-	0%	-	-	-	0%	-	-	0%	-	-	-	-	-	
£751 to £1,000	0%	0%	-	-	0%	-	-	-	0%	-	-	-	-	0%	-	-	-	
More than £1,000	0%	0%	-	-	-	0%	-	-	-	0%	-	-	-	-	-	-	-	
Don't know	22%	23%	22%	42%	27%	22%	17%	16%	18%	27%	21%	19%	26%	26%	20%	29%	27%	

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Independent financial adviser (IFA) – advising on products from the 'whole of the market'- a large range of different product providers.

Unweighted Base	1888	911	977	229	319	321	370	649	1034	854	460	321	191	257	424	110	81
All UK adults who haven't used an IFA for advice in the last 3 years	1889	900	989	244	330	332	333	650	989	900	453	296	185	234	417	92	158
Nothing	32%	33%	31%	22%	25%	25%	40%	37%	32%	31%	32%	34%	27%	24%	36%	39%	27%
Up to £25	18%	15%	21%	15%	18%	21%	16%	19%	18%	18%	20%	20%	18%	17%	14%	16%	24%
£26 to £50	12%	12%	13%	12%	16%	13%	14%	10%	14%	11%	11%	14%	11%	14%	11%	9%	17%
£51 to £100	9%	11%	8%	9%	10%	13%	8%	7%	11%	7%	9%	8%	11%	8%	12%	5%	5%
£101 to £200	3%	3%	3%	2%	5%	4%	3%	2%	4%	2%	3%	2%	4%	5%	3%	2%	4%
£201 to £300	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
£301 to £500	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	1%	1%	-	0%	-	-	1%
£501 to £750	0%	-	0%	-	-	-	-	0%	0%	-	-	-	-	0%	-	-	-
£751 to £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £1,000	0%	0%	-	-	-	-	0%	-	0%	-	0%	-	-	-	-	-	-
Don't know	25%	25%	24%	39%	25%	23%	18%	23%	20%	30%	25%	20%	29%	30%	24%	28%	22%

An accountant or solicitor - Financial planning advice (not part of a sale of a financial product) e.g. a tax or pension review, advice of how to invest lump sum/pension.'

Unweighted Base	2093	1019	1074	233	341	353	417	749	1192	901	516	359	198	279	479	124	88
All UK adults who haven't used an accountant or solicitor for advice in the last 3 years	2090	998	1092	250	356	366	371	746	1145	945	502	336	193	255	467	103	174
Nothing	29%	31%	28%	21%	22%	22%	33%	36%	29%	30%	30%	31%	28%	21%	32%	32%	26%
Up to £25	14%	12%	16%	11%	15%	15%	14%	15%	13%	15%	17%	15%	13%	10%	12%	14%	18%
£26 to £50	11%	10%	12%	7%	15%	13%	11%	10%	13%	9%	11%	14%	8%	10%	9%	11%	18%
£51 to £100	12%	12%	12%	9%	13%	15%	11%	11%	14%	9%	10%	12%	13%	16%	13%	13%	5%
£101 to £200	5%	5%	5%	7%	6%	7%	6%	3%	6%	4%	5%	4%	8%	6%	6%	0%	6%
£201 to £300	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%	1%	2%	2%	4%	2%	2%	2%
£301 to £500	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	-
£501 to £750	0%	0%	-	-	-	-	0%	0%	0%	0%	-	-	-	-	0%	-	1%
£751 to £1,000	0%	0%	0%	0%	-	0%	-	0%	0%	0%	0%	0%	-	-	0%	-	-
More than £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	25%	26%	25%	42%	26%	24%	19%	22%	21%	30%	24%	21%	30%	31%	25%	28%	24%

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

An advisor provided through an arrangement with your employer/previous employer (e.g. advice on a pension, life cover or other financial products as part of a benefits, reward or options package)

Unweighted Base	2019	982	1037	233	314	334	407	731	1133	886	503	351	188	264	458	119	85
All UK adults who haven't used a advisor arranged through their employer/previous employer for advice in the last 3 years	2022	961	1061	251	333	348	364	726	1091	931	496	327	182	241	447	100	168
Nothing	56%	55%	58%	39%	51%	59%	62%	61%	60%	52%	56%	59%	54%	48%	61%	60%	50%
Up to £25	10%	10%	10%	10%	13%	10%	10%	9%	11%	9%	10%	11%	12%	9%	8%	5%	16%
£26 to £50	5%	5%	5%	5%	5%	6%	5%	5%	5%	5%	7%	3%	5%	6%	2%	5%	5%
£51 to £100	3%	4%	3%	4%	3%	3%	3%	3%	4%	3%	3%	3%	3%	6%	4%	1%	2%
£101 to £200	1%	1%	1%	3%	1%	0%	1%	1%	1%	1%	0%	1%	1%	3%	2%	-	1%
£201 to £300	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	-	0%	0%	-	1%
£301 to £500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£501 to £750	0%	-	0%	0%	-	-	-	-	-	0%	0%	-	-	-	-	-	-
£751 to £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	24%	25%	22%	39%	26%	22%	19%	20%	19%	29%	22%	21%	25%	28%	24%	29%	25%

A website/internet platform - which offers investment products and services from a large range of product providers.

Unweighted Base	1933	928	1005	219	317	319	375	703	1079	854	478	332	192	251	439	117	81
All UK adults who haven't used a website/internet platform for advice in the last 3 years	1938	905	1032	230	329	333	340	706	1041	897	471	313	187	230	431	96	159
Nothing	61%	58%	63%	46%	54%	61%	63%	67%	66%	55%	61%	62%	62%	53%	64%	60%	58%
Up to £25	9%	10%	7%	7%	10%	9%	11%	7%	9%	9%	9%	10%	8%	6%	7%	6%	12%
£26 to £50	4%	3%	4%	2%	4%	3%	4%	4%	4%	3%	4%	3%	2%	6%	3%	7%	5%
£51 to £100	2%	2%	2%	1%	4%	2%	2%	1%	2%	2%	1%	2%	2%	2%	3%	1%	1%
£101 to £200	1%	1%	1%	2%	2%	-	1%	1%	1%	1%	1%	1%	-	3%	1%	-	-
£201 to £300	0%	0%	0%	1%	0%	-	0%	0%	0%	0%	0%	0%	-	0%	0%	-	1%
£301 to £500	0%	0%	0%	1%	0%	-	0%	-	0%	0%	0%	0%	-	-	-	-	-
£501 to £750	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£751 to £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	24%	25%	23%	40%	26%	25%	18%	20%	18%	30%	23%	20%	27%	29%	23%	27%	24%

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

As an example, a fee for a review of your pension arrangements might cost you between £400 and £600, or advice on where to put your savings might attract a fee equivalent to 3% of the sum you invest.

In general do you think this level of fee would affect the number of times you use financial advisors if it was charged directly to you?

	Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults		2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Yes, I would be very likely to INCREASE the number of times I use financial advisors	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	3%	1%	2%	3%	2%	
Yes, I would probably INCREASE the number of times I use financial advisors	2%	2%	2%	3%	5%	1%	2%	0%	2%	2%	2%	2%	1%	3%	2%	2%	-	
No, it would make no difference	25%	26%	24%	21%	22%	28%	24%	26%	25%	25%	24%	28%	20%	27%	27%	20%	28%	
Yes, I would probably DECREASE the number of times I use financial advisors	9%	9%	8%	10%	11%	8%	7%	8%	11%	6%	7%	8%	9%	10%	8%	9%	13%	
Yes, I would be very likely to DECREASE the number of times I use financial advisors	47%	45%	48%	31%	42%	47%	53%	51%	49%	45%	48%	48%	50%	44%	48%	48%	33%	
Don't know	17%	17%	16%	34%	19%	14%	13%	13%	13%	21%	19%	14%	18%	16%	13%	17%	24%	

If you were charged directly for an advisor's time, do you think you would cease to use financial advisors?

	Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults		2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Yes, for all financial products	32%	30%	34%	21%	26%	32%	36%	36%	30%	33%	32%	32%	31%	27%	35%	29%	30%	
Yes, for some financial products	22%	22%	22%	23%	22%	23%	24%	21%	26%	17%	21%	24%	25%	20%	21%	24%	22%	
No, I wouldn't (I would continue using financial advisors)	6%	8%	5%	5%	9%	5%	8%	6%	7%	5%	5%	6%	6%	11%	6%	3%	8%	
Don't know	11%	11%	10%	10%	13%	10%	9%	10%	11%	11%	10%	11%	11%	12%	9%	13%	12%	
Not applicable - I never use financial advisors	29%	29%	30%	41%	29%	30%	24%	28%	26%	33%	32%	28%	27%	29%	28%	31%	29%	

If you were allowed to pay for initial advice over time (e.g. in regular payments/installments), rather than as a lump sum, would this change your view?

	Unweighted Base	1511	747	764	135	243	261	330	542	902	609	367	258	151	195	348	86	69
All UK Adults who ever use financial advisors		1514	731	782	152	261	259	289	552	873	641	347	246	145	187	340	73	129
Yes, it would	12%	15%	10%	14%	21%	15%	11%	7%	12%	13%	14%	10%	7%	19%	10%	14%	11%	
No, it wouldn't	68%	66%	70%	55%	55%	65%	70%	78%	70%	65%	69%	72%	67%	57%	69%	63%	80%	
Don't know	20%	19%	21%	31%	24%	21%	19%	15%	19%	22%	18%	18%	26%	24%	21%	23%	9%	

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

If you were charged directly for an advisor's time, which, if any, of the following actions would you be likely to take? (Please tick all that apply)

	Unweighted Base	1511	747	764	135	243	261	330	542	902	609	367	258	151	195	348	86	69
All UK Adults who ever use financial advisors		1514	731	782	152	261	259	289	552	873	641	347	246	145	187	340	73	129
I would still use an advisor to help me make financial decisions and choose a product		6%	8%	5%	5%	7%	6%	8%	6%	7%	6%	5%	6%	6%	9%	5%	7%	10%
I would still use an advisor but only to complete the purchase/transaction (e.g. to do the paperwork and administration, liaise with the product provider, etc)		10%	11%	9%	12%	15%	10%	11%	7%	11%	8%	9%	9%	11%	11%	9%	18%	14%
I would reduce the number of times I use a financial advisor, only paying for advice/service on my most important financial product purchases/deals		24%	23%	24%	24%	27%	27%	19%	23%	27%	19%	22%	24%	28%	26%	24%	23%	15%
I would do my own financial planning, product research and administration so that I did not need an advisor		32%	30%	34%	32%	34%	33%	29%	32%	32%	31%	29%	36%	35%	26%	36%	32%	27%
I would go direct to the product provider (e.g. a bank or insurance company) having made my own product choices and complete the administration myself. (so that I do not incur an advisor fee)		27%	25%	30%	29%	25%	33%	27%	25%	30%	23%	27%	29%	27%	19%	29%	40%	23%
I would stop taking financial advice		27%	30%	25%	28%	22%	26%	30%	30%	23%	33%	34%	26%	20%	24%	29%	20%	26%
Other		1%	1%	0%	-	2%	1%	0%	1%	1%	0%	2%	-	-	1%	0%	1%	1%
Don't know		12%	14%	11%	28%	15%	12%	9%	8%	10%	15%	11%	15%	13%	18%	11%	10%	8%

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

If you were charged directly for an advisors time, how likely, if at all would you be to use each of the following options to decide which financial product was right for you? Please rate the following options 1-5 based on how likely you are to use it, with 1 being 'very likely to use' and 5 being 'very unlikely to use'

I would search a handful of online product providers (such as a well known insurance company) and find out about their products through their internet sites

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 - Very likely to use	21%	19%	22%	20%	20%	18%	23%	21%	23%	18%	21%	17%	22%	21%	20%	27%	23%
2	27%	28%	27%	26%	27%	31%	31%	24%	30%	23%	24%	32%	26%	30%	29%	24%	26%
3	19%	19%	19%	13%	19%	22%	19%	20%	19%	19%	20%	22%	15%	18%	18%	16%	21%
4	5%	5%	5%	4%	6%	3%	6%	6%	6%	5%	7%	6%	4%	6%	5%	6%	4%
5 - Very unlikely to use	11%	11%	11%	5%	7%	7%	9%	17%	11%	11%	10%	10%	14%	10%	12%	11%	12%
Don't know	16%	18%	15%	32%	20%	18%	11%	11%	11%	24%	20%	14%	19%	15%	16%	17%	14%

I would look in a telephone directory for product providers (such as a well known insurance company) and call them to find out about their products

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 - Very likely to use	4%	4%	5%	4%	4%	4%	4%	5%	4%	4%	4%	2%	3%	4%	4%	10%	8%
2	7%	7%	7%	8%	8%	8%	6%	6%	7%	7%	7%	6%	6%	8%	9%	3%	4%
3	15%	15%	15%	18%	15%	18%	17%	12%	14%	17%	15%	17%	11%	17%	13%	14%	19%
4	16%	17%	15%	16%	21%	15%	19%	13%	16%	16%	15%	20%	14%	16%	15%	15%	16%
5 - Very unlikely to use	41%	40%	41%	23%	32%	38%	41%	52%	47%	32%	38%	42%	45%	39%	42%	38%	39%
Don't know	17%	18%	17%	31%	20%	18%	13%	13%	11%	24%	20%	13%	21%	16%	18%	19%	14%

I would go into a branch of a well known insurance company to find out about their products

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 - Very likely to use	7%	7%	8%	7%	4%	7%	9%	8%	7%	8%	6%	6%	9%	7%	9%	16%	6%
2	18%	17%	19%	23%	21%	20%	17%	14%	18%	18%	16%	17%	15%	15%	22%	19%	16%
3	22%	22%	22%	19%	25%	26%	21%	20%	23%	21%	26%	24%	15%	26%	18%	17%	22%
4	11%	13%	9%	11%	12%	10%	11%	11%	13%	9%	10%	13%	11%	11%	10%	10%	14%
5 - Very unlikely to use	24%	24%	24%	9%	15%	18%	28%	34%	28%	19%	21%	27%	26%	26%	25%	19%	24%
Don't know	18%	17%	18%	31%	23%	18%	13%	13%	12%	24%	21%	13%	23%	15%	17%	20%	18%

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I would find out what my local supermarket chain (e.g. Sainsbury, Tesco etc.) had to offer'

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 - Very likely to use	9%	8%	10%	6%	6%	7%	13%	11%	9%	10%	7%	6%	14%	12%	7%	14%	11%
2	15%	13%	17%	18%	17%	19%	13%	12%	15%	15%	15%	16%	14%	13%	13%	13%	22%
3	23%	23%	23%	20%	28%	25%	28%	19%	25%	21%	22%	28%	15%	24%	26%	25%	15%
4	13%	15%	11%	13%	15%	14%	11%	13%	15%	11%	13%	14%	12%	15%	12%	11%	15%
5 - Very unlikely to use	23%	23%	23%	11%	15%	17%	23%	34%	26%	20%	23%	21%	26%	20%	26%	20%	24%
Don't know	17%	17%	16%	32%	20%	18%	12%	11%	10%	24%	20%	15%	19%	16%	15%	17%	13%

I would go to a branch of a high street bank to find out what their deals were

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 - Very likely to use	14%	12%	16%	12%	9%	10%	16%	18%	14%	14%	10%	9%	19%	16%	17%	24%	12%
2	24%	22%	25%	25%	27%	25%	27%	20%	25%	22%	24%	24%	18%	24%	23%	16%	32%
3	22%	22%	21%	19%	25%	22%	24%	20%	22%	21%	23%	25%	19%	21%	21%	23%	16%
4	8%	9%	7%	9%	9%	11%	7%	8%	9%	7%	8%	7%	7%	8%	9%	5%	13%
5 - Very unlikely to use	17%	17%	16%	5%	12%	15%	16%	24%	20%	13%	17%	21%	18%	17%	16%	14%	13%
Don't know	15%	17%	14%	30%	19%	17%	11%	10%	10%	22%	18%	14%	20%	14%	14%	18%	14%

I would refer to newspapers or a consumer magazine with relevant 'best buy' tables

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 - Very likely to use	15%	12%	18%	8%	13%	13%	17%	18%	16%	14%	13%	12%	16%	16%	18%	20%	10%
2	22%	21%	22%	17%	20%	24%	21%	23%	25%	18%	19%	22%	19%	24%	23%	20%	21%
3	22%	23%	20%	21%	28%	20%	21%	20%	24%	19%	20%	25%	26%	26%	18%	16%	23%
4	11%	11%	10%	13%	13%	10%	12%	8%	11%	10%	13%	12%	8%	6%	9%	12%	14%
5 - Very unlikely to use	15%	15%	15%	8%	7%	14%	19%	20%	15%	15%	15%	16%	14%	13%	16%	13%	17%
Don't know	16%	17%	15%	33%	18%	18%	11%	11%	10%	23%	20%	13%	18%	16%	16%	19%	14%

I would search an online supermarket which presents a series of financial products for comparison or other website that compares products in the market

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 - Very likely to use	23%	22%	24%	18%	23%	23%	27%	23%	25%	20%	24%	22%	26%	25%	22%	26%	17%
2	22%	23%	21%	23%	22%	25%	23%	19%	24%	19%	22%	23%	18%	19%	23%	25%	23%
3	19%	20%	18%	15%	23%	21%	19%	17%	19%	18%	16%	22%	12%	23%	20%	18%	18%
4	7%	7%	7%	8%	6%	4%	8%	8%	7%	6%	7%	7%	6%	8%	6%	5%	10%
5 - Very unlikely to use	14%	11%	16%	5%	9%	10%	12%	22%	14%	14%	13%	14%	20%	11%	14%	10%	18%
Don't know	15%	17%	14%	31%	18%	17%	11%	11%	10%	22%	19%	12%	18%	14%	15%	16%	14%

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I would pay a subscription to an online supermarket or other website that allows me to compare products in the market

	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 - Very likely to use	2%	3%	2%	4%	4%	1%	3%	1%	1%	3%	2%	1%	2%	4%	2%	3%	2%
2	5%	6%	4%	5%	6%	6%	7%	3%	5%	5%	4%	4%	4%	7%	5%	2%	8%
3	12%	12%	12%	12%	16%	13%	10%	10%	12%	12%	11%	14%	10%	12%	10%	10%	14%
4	14%	14%	14%	16%	19%	16%	13%	10%	16%	11%	14%	15%	12%	17%	12%	16%	13%
5 - Very unlikely to use	51%	48%	54%	29%	34%	48%	54%	66%	55%	45%	49%	51%	51%	45%	56%	49%	53%
Don't know	17%	18%	16%	33%	21%	16%	14%	11%	11%	24%	20%	15%	20%	15%	16%	19%	11%

I would base my product decisions on recommendations from family and friends

	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 - Very likely to use	11%	9%	13%	13%	13%	9%	12%	10%	10%	13%	11%	10%	11%	14%	12%	8%	9%
2	22%	20%	24%	30%	26%	22%	21%	19%	24%	20%	23%	21%	19%	25%	22%	23%	19%
3	27%	28%	27%	16%	28%	36%	29%	26%	28%	26%	26%	29%	30%	26%	25%	32%	31%
4	11%	12%	10%	6%	12%	7%	12%	14%	13%	8%	11%	10%	9%	8%	13%	11%	13%
5 - Very unlikely to use	13%	14%	12%	6%	4%	8%	14%	20%	14%	11%	11%	15%	13%	11%	14%	11%	12%
Don't know	16%	17%	15%	30%	17%	18%	12%	12%	11%	22%	19%	14%	18%	16%	15%	16%	17%

I would base my product decisions on online customer reviews

	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
1 - Very likely to use	12%	11%	12%	10%	12%	10%	15%	11%	11%	12%	14%	7%	14%	12%	12%	12%	14%
2	20%	19%	21%	23%	23%	21%	19%	18%	23%	17%	17%	23%	19%	21%	24%	21%	12%
3	27%	28%	26%	27%	27%	31%	28%	25%	29%	24%	26%	32%	26%	26%	23%	25%	33%
4	10%	11%	10%	5%	12%	8%	13%	10%	11%	9%	9%	11%	5%	12%	12%	13%	10%
5 - Very unlikely to use	14%	14%	15%	4%	7%	12%	13%	24%	15%	14%	15%	14%	17%	12%	14%	9%	18%
Don't know	17%	17%	16%	30%	19%	18%	12%	12%	11%	23%	20%	14%	19%	16%	17%	21%	12%

Thinking ONLY about product and financial advice from high street banks and building societies...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I would be willing to pay for financial advice from my main high street bank if they guaranteed they were unbiased towards their own products

	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	4%	4%	3%	4%	5%	4%	3%	3%	3%	4%	5%	3%	4%	6%	2%	6%	2%
Agree	19%	20%	18%	16%	18%	21%	21%	18%	21%	17%	18%	14%	14%	24%	20%	16%	22%
Neither agree nor disagree	26%	26%	26%	28%	26%	24%	26%	27%	26%	26%	25%	28%	25%	22%	30%	23%	27%
Disagree	19%	19%	20%	13%	23%	17%	20%	20%	21%	17%	18%	27%	15%	15%	19%	19%	19%
Strongly disagree	16%	14%	17%	7%	9%	17%	18%	20%	17%	14%	15%	13%	21%	14%	18%	18%	14%
Don't know	17%	17%	16%	32%	19%	17%	12%	12%	11%	23%	20%	16%	21%	18%	12%	17%	16%

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Financial advisors in high street banks and building societies are just as skilled as other financial advisors

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	4%	4%	5%	5%	2%	5%	5%	5%	5%	4%	5%	4%	5%	3%	5%	8%	3%
Agree	24%	23%	25%	22%	24%	23%	22%	25%	24%	23%	22%	22%	24%	22%	25%	29%	26%
Neither agree nor disagree	35%	34%	36%	22%	31%	35%	40%	38%	36%	33%	33%	38%	32%	34%	35%	26%	38%
Disagree	11%	12%	10%	10%	10%	11%	11%	11%	13%	8%	11%	12%	9%	14%	10%	11%	7%
Strongly disagree	4%	4%	4%	3%	4%	5%	5%	3%	5%	3%	4%	4%	5%	3%	4%	2%	4%
Don't know	23%	24%	21%	38%	30%	21%	17%	18%	17%	30%	26%	21%	25%	25%	20%	24%	22%

Financial advisors in high street banks and building societies are too sales-orientated to advise me properly

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	21%	23%	19%	14%	14%	22%	23%	24%	23%	18%	19%	20%	22%	20%	22%	20%	20%
Agree	32%	30%	34%	25%	32%	31%	32%	36%	35%	29%	32%	33%	25%	36%	37%	27%	30%
Neither agree nor disagree	24%	23%	25%	24%	25%	23%	26%	23%	24%	24%	22%	26%	23%	21%	22%	27%	27%
Disagree	4%	4%	4%	4%	3%	3%	5%	4%	4%	4%	5%	3%	6%	3%	4%	7%	3%
Strongly disagree	1%	1%	1%	0%	0%	1%	1%	2%	2%	1%	2%	2%	1%	2%	0%	1%	1%
Don't know	18%	19%	17%	33%	25%	20%	13%	11%	12%	25%	20%	17%	22%	18%	15%	19%	18%

I do not trust financial advisors in high street banks and building societies

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	13%	14%	12%	3%	11%	14%	15%	16%	15%	10%	11%	12%	14%	15%	12%	10%	15%
Agree	21%	23%	20%	19%	22%	21%	22%	22%	23%	19%	21%	24%	15%	24%	26%	16%	16%
Neither agree nor disagree	36%	34%	38%	27%	31%	40%	36%	39%	36%	36%	35%	39%	35%	31%	34%	34%	42%
Disagree	12%	11%	12%	15%	15%	6%	12%	11%	13%	10%	13%	11%	12%	11%	11%	19%	7%
Strongly disagree	3%	3%	3%	3%	2%	2%	3%	3%	3%	2%	2%	2%	3%	2%	3%	4%	2%
Don't know	16%	16%	15%	33%	20%	16%	12%	9%	11%	22%	18%	12%	21%	17%	13%	16%	18%

If I had to pay for a financial advisor within a bank, I may as well see an IFA or accountant instead'

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	18%	18%	18%	12%	18%	19%	19%	20%	21%	15%	18%	18%	21%	21%	17%	19%	19%
Agree	34%	34%	34%	28%	32%	37%	36%	35%	38%	29%	33%	34%	29%	35%	35%	34%	39%
Neither agree nor disagree	21%	20%	23%	19%	21%	19%	21%	24%	22%	21%	22%	23%	17%	17%	25%	18%	20%
Disagree	4%	5%	3%	4%	6%	3%	5%	3%	4%	4%	4%	5%	5%	4%	4%	3%	3%
Strongly disagree	3%	3%	3%	-	1%	2%	5%	4%	3%	3%	2%	3%	2%	3%	2%	4%	4%
Don't know	19%	20%	19%	37%	22%	20%	14%	14%	13%	27%	23%	17%	25%	19%	17%	21%	16%

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

I would only pay for financial advice from a high street bank if it were substantial cheaper than other advisors

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	9%	11%	7%	6%	10%	7%	11%	10%	10%	8%	9%	6%	7%	11%	9%	14%	11%
Agree	27%	27%	27%	27%	29%	28%	27%	25%	28%	26%	27%	27%	28%	28%	24%	23%	27%
Neither agree nor disagree	27%	25%	29%	22%	26%	28%	27%	29%	29%	25%	27%	32%	21%	28%	28%	23%	24%
Disagree	9%	9%	10%	5%	7%	9%	12%	11%	11%	8%	7%	11%	8%	7%	12%	10%	8%
Strongly disagree	8%	7%	8%	5%	4%	8%	8%	11%	8%	7%	7%	6%	10%	7%	9%	11%	8%
Don't know	20%	20%	19%	35%	24%	21%	15%	14%	14%	26%	22%	17%	26%	18%	18%	19%	22%

I would search for cheaper options for the advice (e.g. use an online advice-based service) if I had to pay for a financial advisor in a high street bank

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	21%	20%	21%	17%	22%	18%	22%	21%	22%	19%	20%	19%	26%	22%	19%	22%	21%
Agree	36%	35%	37%	30%	32%	38%	39%	37%	41%	30%	33%	37%	31%	38%	38%	41%	36%
Neither agree nor disagree	20%	20%	20%	16%	23%	19%	18%	21%	19%	21%	22%	23%	15%	17%	19%	16%	19%
Disagree	3%	4%	3%	3%	2%	2%	4%	4%	3%	3%	2%	3%	3%	4%	4%	4%	5%
Strongly disagree	3%	3%	2%	1%	1%	3%	3%	4%	3%	2%	1%	4%	3%	2%	4%	1%	2%
Don't know	18%	19%	17%	33%	20%	19%	14%	13%	13%	24%	23%	15%	22%	18%	16%	16%	17%

I would not use high street bank advisers if I had to pay for advice

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	30%	29%	31%	22%	20%	28%	35%	35%	32%	27%	29%	27%	32%	29%	32%	31%	30%
Agree	32%	31%	33%	27%	33%	34%	31%	33%	35%	29%	32%	31%	26%	33%	33%	37%	32%
Neither agree nor disagree	19%	20%	18%	17%	24%	20%	16%	17%	19%	19%	17%	22%	15%	19%	18%	14%	21%
Disagree	3%	4%	3%	2%	4%	3%	4%	3%	4%	3%	3%	4%	3%	4%	3%	3%	3%
Strongly disagree	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%
Don't know	15%	16%	14%	31%	18%	15%	12%	10%	9%	22%	17%	14%	21%	16%	12%	14%	14%

I would only use a high street bank's advisor if it was significantly cheaper than other alternatives

Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
Strongly agree	9%	10%	8%	9%	9%	6%	9%	11%	9%	9%	8%	9%	7%	10%	9%	12%	12%
Agree	29%	30%	27%	24%	32%	32%	31%	26%	31%	26%	30%	28%	29%	31%	28%	28%	23%
Neither agree nor disagree	30%	28%	32%	27%	28%	30%	30%	32%	32%	28%	29%	34%	25%	28%	30%	27%	36%
Disagree	7%	7%	8%	3%	6%	7%	9%	9%	9%	6%	7%	8%	7%	9%	9%	6%	4%
Strongly disagree	6%	6%	6%	2%	4%	5%	7%	7%	7%	4%	6%	5%	7%	4%	6%	6%	7%
Don't know	19%	19%	19%	34%	21%	21%	14%	14%	13%	26%	21%	17%	24%	19%	17%	22%	18%

TOTAL	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Approximately how much is the MAXIMUM amount you would pay, per hour, for financial planning advice from a high street bank adviser?

	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
None - I would take advice from a high street bank but I am not willing to pay for it	47%	45%	49%	41%	48%	49%	52%	45%	48%	47%	47%	51%	41%	39%	55%	46%	37%
Up to £25	13%	15%	12%	13%	15%	15%	14%	11%	13%	14%	14%	11%	17%	14%	9%	9%	20%
£26 to £50	6%	6%	6%	6%	8%	5%	7%	5%	6%	5%	5%	5%	7%	10%	5%	6%	3%
£51 to £100	2%	2%	2%	1%	4%	3%	2%	1%	3%	1%	1%	4%	-	4%	3%	1%	-
£101 to £200	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	2%	-	1%
£201 to £300	1%	1%	1%	-	2%	-	1%	0%	1%	0%	0%	0%	0%	3%	0%	-	1%
£301 to £500	0%	0%	0%	-	0%	-	-	-	0%	-	0%	-	-	0%	-	-	-
£501 to £750	0%	1%	-	0%	0%	1%	-	-	0%	0%	-	-	0%	0%	-	-	3%
£751 to £1,000	0%	0%	0%	-	-	1%	0%	-	0%	0%	-	0%	-	-	1%	-	-
More than £1,000	0%	0%	0%	1%	-	-	1%	0%	0%	0%	0%	-	0%	1%	-	-	-
Don't know	9%	9%	8%	14%	7%	7%	5%	11%	8%	9%	8%	10%	9%	9%	8%	12%	11%
Not applicable – I would never take financial planning advice from a high street bank adviser	20%	20%	21%	21%	13%	17%	18%	26%	19%	22%	22%	18%	25%	17%	18%	26%	24%

TOTAL	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

We would like understand the extent to which employers might be able to provide more financial advice and financial products in the future. Which, if any, of the following statements apply to you? (Please tick all that apply)

	Unweighted Base	1149	567	582	89	278	266	295	221	726	423	279	197	113	166	244	66	53
All UK Working Adults who are employees	1184	592	592	110	299	277	266	231	715	469	279	200	111	155	233	58	110	
I have fairly simple financial arrangements (I only save in cash/savings accounts) so don't need advice	26%	22%	31%	30%	25%	25%	21%	34%	26%	27%	30%	27%	21%	23%	32%	23%	20%	
My employer offers a pension and other life insurance arrangements – so I don't need much advice or other financial products	24%	26%	22%	14%	29%	24%	22%	25%	27%	20%	23%	24%	29%	21%	23%	18%	39%	
Most of my savings are run by a scheme at my work place (my employer)	4%	5%	3%	5%	4%	4%	4%	3%	3%	5%	4%	5%	3%	6%	5%	-	1%	
I do not receive any financial product or financial planning advice through my employer (e.g. pension, life insurance, health and dental benefits, etc.)	23%	22%	24%	26%	19%	19%	27%	29%	22%	26%	26%	23%	20%	23%	22%	19%	17%	
Rather than finding a financial advisor myself, I would trust my (previous) employer to find one or offer a selection/panel	5%	5%	4%	3%	4%	5%	5%	5%	5%	4%	5%	4%	2%	7%	5%	4%	1%	
If my (previous) employers offered discounted or cheaper financial planning services and other financial advice I'd pay for this and chose this option	7%	6%	8%	9%	9%	6%	6%	6%	7%	6%	7%	6%	10%	7%	8%	5%	3%	
I don't trust my company pensions team/office (or rewards and benefits/HR team) to source other financial products for me	8%	9%	6%	5%	6%	5%	11%	10%	7%	9%	8%	7%	7%	7%	9%	11%	6%	
I would use more financial planning services through my workplace if it was offered by my employer (or a third party acting on behalf of the company).	18%	19%	16%	11%	15%	19%	22%	16%	20%	14%	19%	13%	19%	23%	18%	16%	13%	
I would be uncomfortable if my employer knew more about my financial arrangements	26%	28%	25%	30%	20%	25%	32%	28%	26%	28%	22%	25%	25%	25%	29%	21%	40%	
None of these	21%	21%	21%	37%	22%	20%	18%	18%	19%	24%	18%	23%	21%	23%	22%	26%	20%	

TOTAL	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

And which, if any, of these statements apply to you? (Please tick all that apply)

	Unweighted Base	1149	567	582	89	278	266	295	221	726	423	279	197	113	166	244	66	53
All UK Working Adults who are employees		1184	592	592	110	299	277	266	231	715	469	279	200	111	155	233	58	110
I do not trust my employers to provide me with financial advice or planning	19%	18%	19%	15%	13%	18%	21%	26%	18%	20%	19%	16%	17%	26%	16%	20%	17%	
If I could split the cost of advisers through my employer this would encourage me to use financial advisers	14%	16%	11%	12%	17%	13%	11%	13%	17%	8%	12%	15%	17%	13%	14%	15%	11%	
If my employer provided a shortlist of financial planners and advisers I may trust these advisers more than going to the open market and picking my own	12%	10%	14%	8%	13%	10%	9%	18%	14%	10%	10%	12%	12%	16%	16%	15%	2%	
If my employer had an in house paid financial adviser I would use them	33%	34%	33%	31%	36%	32%	33%	33%	36%	29%	34%	31%	20%	38%	36%	29%	35%	
None of these	39%	38%	41%	50%	39%	40%	38%	35%	36%	44%	39%	42%	49%	28%	40%	37%	44%	

We would like to know a little about your savings and investment habits. Please indicate the total level of cash savings you PERSONALLY currently have (i.e. that are not tied up with retirement-based products)? (If you have a joint account, please divide the total amount of savings by the number of people who hold the account)

	Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults		2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
£0 - nothing	17%	15%	18%	18%	17%	25%	16%	13%	20%	18%	21%	20%	18%	11%	18%	14%	19%	15%
Up to £2,000	16%	15%	16%	19%	23%	19%	16%	10%	15%	17%	17%	17%	17%	10%	17%	15%	17%	
£2,001 to £5,000	9%	8%	10%	14%	13%	11%	7%	6%	10%	8%	8%	11%	7%	9%	8%	10%	9%	
£5,001 to £10,000	8%	9%	7%	11%	13%	8%	8%	6%	9%	7%	8%	9%	9%	7%	8%	4%	12%	
£10,001 to £20,000	7%	8%	7%	6%	7%	6%	7%	8%	8%	6%	7%	6%	9%	7%	9%	3%	4%	
£20,001 to £30,000	5%	5%	5%	1%	4%	5%	5%	7%	7%	3%	5%	4%	5%	7%	5%	6%	5%	
£30,001 to £40,000	3%	2%	3%	2%	2%	2%	3%	4%	4%	1%	1%	3%	4%	2%	4%	-	2%	
£40,001 to £50,000	2%	4%	1%	1%	0%	2%	3%	3%	3%	2%	2%	2%	1%	3%	3%	4%	3%	
£50,001 to £100,000	4%	5%	3%	0%	1%	3%	4%	7%	5%	2%	5%	2%	4%	3%	5%	3%	3%	
More than £100,000	3%	4%	2%	-	0%	0%	4%	6%	4%	1%	2%	4%	2%	2%	4%	4%	2%	
Don't know/ prefer not to say	26%	25%	27%	28%	20%	19%	27%	31%	23%	30%	25%	23%	30%	31%	24%	32%	27%	

TOTAL	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Approximately how much do you save regularly per month (not including for retirement), in cash or through purchases of stocks/shares/equities?

	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
£0 - nothing	29%	28%	29%	29%	21%	31%	29%	31%	25%	33%	31%	28%	26%	28%	30%	28%	24%
£1 to £24	5%	5%	6%	8%	5%	5%	5%	5%	4%	7%	5%	7%	6%	3%	6%	9%	2%
£25 to £49	6%	5%	7%	4%	7%	7%	8%	4%	5%	6%	6%	4%	5%	7%	5%	7%	4%
£50 to £99	8%	7%	8%	8%	8%	7%	6%	8%	7%	8%	6%	10%	9%	6%	8%	6%	8%
£100 to £199	9%	10%	8%	5%	10%	12%	10%	9%	11%	7%	12%	9%	8%	8%	7%	8%	12%
£200 to £299	5%	5%	4%	3%	9%	3%	4%	5%	7%	3%	4%	5%	8%	5%	4%	5%	6%
£300 or more	9%	10%	7%	8%	13%	8%	11%	6%	13%	3%	7%	8%	6%	12%	10%	6%	13%
Don't know/ prefer not to say	19%	19%	19%	23%	16%	16%	18%	20%	17%	21%	18%	18%	26%	23%	14%	21%	21%
I make lump sum transfers when appropriate (i.e. not regular payments/purchases)	11%	11%	12%	13%	10%	10%	9%	13%	11%	12%	11%	11%	7%	9%	16%	10%	10%

And approximately how much do you put aside for your pension/ retirement savings (not including your employers contributions to an occupational or NEST pension)?

	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
Unweighted Base	2140	1048	1092	238	352	358	427	765	1225	915	524	368	205	287	486	126	93
All UK adults	2140	1029	1111	257	370	370	381	762	1177	963	511	342	199	265	475	105	182
£0 - nothing	45%	41%	49%	54%	38%	41%	43%	48%	41%	51%	49%	45%	40%	44%	47%	45%	39%
£1 to £24	2%	3%	2%	2%	2%	4%	2%	1%	1%	3%	3%	3%	1%	0%	2%	2%	1%
£25 to £49	4%	3%	4%	2%	6%	7%	4%	1%	4%	4%	3%	4%	6%	4%	3%	4%	3%
£50 to £99	6%	6%	6%	5%	11%	6%	7%	3%	7%	5%	3%	7%	7%	5%	8%	9%	4%
£100 to £199	6%	6%	5%	1%	11%	7%	5%	4%	7%	4%	7%	5%	3%	6%	4%	4%	10%
£200 to £299	3%	3%	2%	-	3%	4%	4%	2%	4%	1%	2%	2%	4%	4%	3%	3%	1%
£300 or more	3%	5%	2%	2%	3%	6%	6%	2%	5%	2%	3%	3%	1%	5%	4%	5%	5%
Don't know/ prefer not to say	26%	27%	25%	29%	23%	17%	25%	30%	25%	26%	26%	22%	31%	29%	21%	23%	33%
I make lump sum transfers when appropriate (i.e. not regular payments/purchases)	6%	6%	6%	5%	3%	8%	4%	8%	7%	5%	5%	9%	7%	3%	8%	5%	4%

All figures, unless otherwise stated, are from YouGov Plc.