

YouGov Survey Results

Sample Size: 2024

Fieldwork: 30th of August - 01st of September

Total	Social Grade		Region							Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male

If your IFA began charging you an hourly rate for their advice, would you stop using them when making an investment decision?

Base	2024	1618	406	427	269	204	247	597	93	167	20	9	111	177	335	1392	1425	599
Yes	65%	64%	71%	70%	61%	65%	63%	65%	80%	57%	70%	56%	63%	64%	61%	67%	66%	64%
No	35%	36%	29%	30%	39%	35%	37%	35%	20%	43%	30%	44%	37%	36%	39%	33%	34%	36%

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