

KRC RESEARCH

**CFP Board
Online Omnibus Survey**

1,030 interviews among adults age 18 and over

March 8, 2013

METHODOLOGICAL NOTES

Number of interviews: 1,030 men and women, age 18 and over living in the United States.

Weighting: The data were weighted by demographics such as age, sex, geographic region, race, and education to ensure reliable and accurate representation of the national population age 18 and over.

Dates of interviews: March 3-6, 2013

- The margin of error is ± 3.1 percentage points at the 95% confidence level.
- All numbers are given in percents. Percents may not total 100% due to rounding.
- An asterisk (*) indicates percents greater than 0% and less than 0.5%.
- A hyphen (-) indicates zero responses in that category.
- Respondents are also categorized based on the level of investible assets (Q4).
 - 27% had no investible assets (None; N=218)
 - 61% had less than \$250,000 in investible assets (Low; N=1,030)
 - 13% had over \$250,000 in investible assets (High; N=163)

SURVEY

To what extent do you agree or disagree with the following statements? **(SINGLE RESPONSE)**

Summary Table: Strongly Agree

	Total	Investible Assets		
		None	Low	High
When you receive investment advice from a financial adviser, the person providing the advice should put your interests ahead of theirs and should have to tell you up front about any conflicts of interest that could potentially influence that advice	67	53	70	87
Financial advisers should be regulated by the federal government to protect investors and build consumer confidence in financial services	41	37	42	45
Laws currently in place do not do enough to protect consumers from being taken advantage of by financial advisers	31	33	30	27

Summary Table: Total Agree (Somewhat + Strongly Agree)

	Total	Investible Assets		
		None	Low	High
When you receive investment advice from a financial adviser, the person providing the advice should put your interests ahead of theirs and should have to tell you up front about any conflicts of interest that could potentially influence that advice	93	85	96	98
Financial advisers should be regulated by the federal government to protect investors and build consumer confidence in financial services	84	80	86	80
Laws currently in place do not do enough to protect consumers from being taken advantage of by financial advisers	80	77	82	73

1. Laws currently in place do not do enough to protect consumers from being taken advantage of by financial advisers

	Investible Assets			
	Total	None	Low	High
Total: Agree	80	77	82	73
Total: Disagree	20	23	18	27
Strongly agree	31	33	30	27
Somewhat agree	49	44	52	45
Somewhat disagree	16	18	14	23
Strongly disagree	4	5	4	5

2. When you receive investment advice from a financial adviser, the person providing the advice should put your interests ahead of theirs and should have to tell you up front about any conflicts of interest that could potentially influence that advice

	Investible Assets			
	Total	None	Low	High
Total: Agree	93	85	96	98
Total: Disagree	7	15	4	2
Strongly agree	67	53	70	87
Somewhat agree	26	31	27	12
Somewhat disagree	4	9	3	1
Strongly disagree	2	6	1	1

3. Financial advisers should be regulated by the federal government to protect investors and build consumer confidence in financial services

	Investible Assets			
	Total	None	Low	High
Total: Agree	84	80	86	80
Total: Disagree	16	20	14	20
Strongly agree	41	37	42	45
Somewhat agree	43	43	44	35
Somewhat disagree	12	14	10	15
Strongly disagree	5	6	4	5

4. Which of the following best describes your level of investable assets? Please include stocks, retirement plans, employer retirement plans, mutual funds or other investments. Please do not include real estate?

	Investible Assets			
	Total	None	Low	High
\$0	27	100	-	-
\$1 to less than \$50,000	35	-	58	-
\$50,000 to less than \$100,000	13	-	21	-
\$100,000 to less than \$250,000	13	-	22	-
\$250,000 to less than \$1 million	10	-	-	78
\$1 million or more	3	-	-	22