

## Financial DIY 2010/11

### 4th Annual *Financial DIY* report from ComPeer – JGFR

This years 2010/11 Financial DIY report examines the changing demand for financial advice on the back of a slowly recovering economy with a new coalition government in office. The tough regulatory environment is little changed, with continued industry debate surrounding the introduction of the Retail Distribution Review (RDR) in 2013.

Specially commissioned research from GfK NOP by ComPeer / JGFR examines consumers attitudes to various issues surrounding the supply of financial advice and to the use and adoption of search and social media in the purchase of financial services and financial products.

The report also considers how the market and demand for financial advice has changed in the past year and the consumer segments where demand is greatest and weakest. It assesses how the success of the RDR might be measured in terms of the demand for financial advice.

***Financial DIY 2010/11*** does this through:

- Determining current levels of financial engagement among consumers and their demand for financial advice.
- Sizing and profiling the advised and unadvised market segments and which advisers are regarded as 'main'.
- Examining attitudes towards financial advice and to product buying intentions across channels
- Reviewing the degree of switching between the advised and unadvised segments and between different types of adviser.
- Tracking the usage of search engines, online research, fund supermarkets, social media and mobile financial services.
- Considering the activity levels of the advised and unadvised segments and on marketing techniques to capture these segments effectively in a changing regulatory environment.

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