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ACCESS TO ADVICE

Key Findings
December 2019

Investors value **access**, flexibility and personalization in the advice they receive.

Access means getting advice when and how investors want it, through a single point of contact, and through a human being.

Current Investors	Aspiring Investors	
90%	71%	Important I can access the financial advice I need and want, <u>when I need and want it</u>
86%	68%	Important I can access a range of financial products & services <u>without going to different providers or opening new accounts</u>
74%	62%	Say they need their advice to come from a <u>human</u>

Q. For each of the following, please indicate how important it is to you personally.

Base: Total Sample (n=2008), Investors (n=1507), Aspiring Investors (n=501)

Q. Thinking about the financial information and advice available through an online investment service, please indicate whether you agree or disagree with each of the following statements.

Base: Total Sample (n=2008), Investors (n=1507), Aspiring Investors (n=501)

Investors value access, **flexibility** and personalization in the advice they receive.

Flexibility is key both in terms of service levels and payment options.



Q. For each of the following, please indicate how important it is to you personally.
Base: Total Sample (n=2008), Investors (n=1507), Aspiring Investors (n=501)

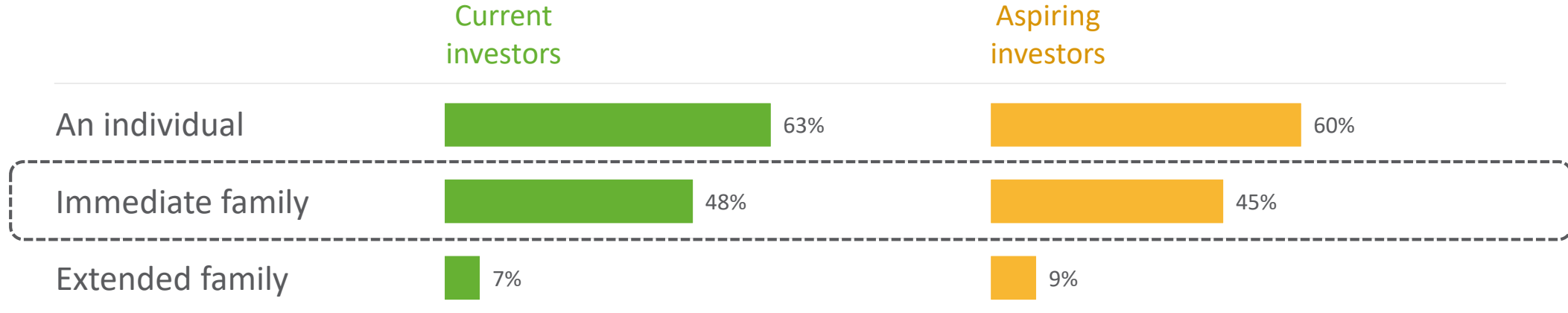
Investors value access, flexibility and **personalization** in the advice they receive.



Q. For each of the following, please indicate how important it is to you personally.
Base: Total Sample (n=2008), Investors (n=1507), Aspiring Investors (n=501)

Nearly half of investors want professional advice that considers their immediate family in the planning process.

For those with children under the age of 21, 70% want the advice to consider their immediate family.

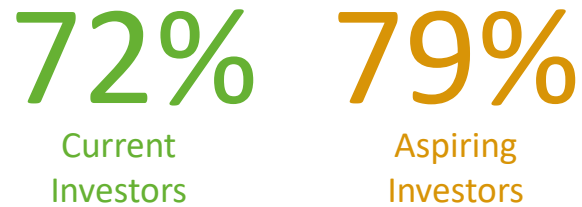


Q. When planning your finances, do you want to receive professional advice that pertains to you as an individual, to your immediate family (eg. your partner/spouse, children, others who may be living with you), or to your extended family (your parents, adult children, or other family members who are not living with you)? (check all that apply)

Base: Total Sample (n=2008), Investors (n=1507), Aspiring Investors (n=501)

Digital comfort isn't translating into widespread uptake of online investment services ... yet.

Most seem comfortable doing financial business online ...



Yet few say they have tested automated investment services so far

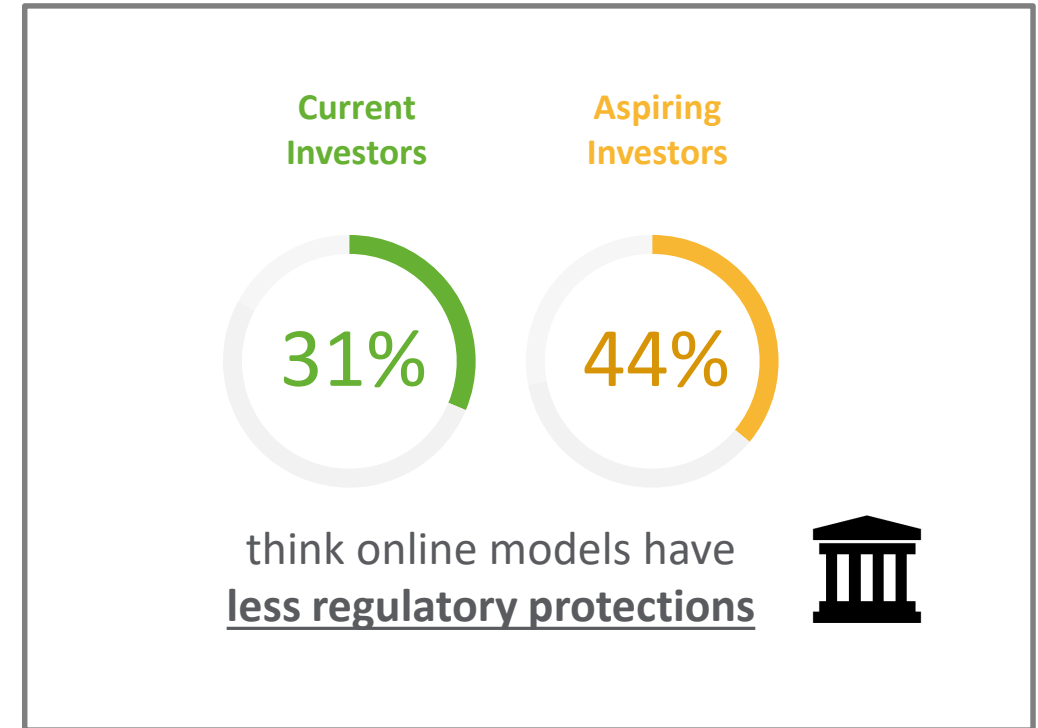
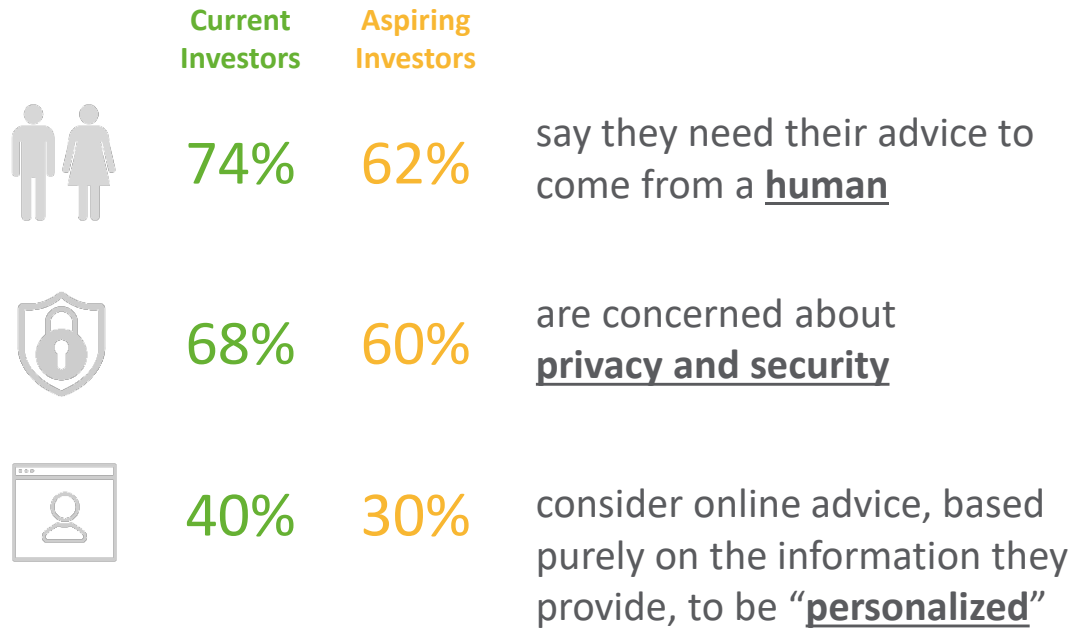


Q. Which of the following, if any, do you consider barriers to receiving the financial advice you need and want? (please check all that apply): I'm not comfortable with doing financial business online (such as banking or making purchases online)
base: Total Sample (n=2008), Investors (n=1507), Aspiring Investors (n=501)

Q. Which, if any, of these options have you accessed for financial information and/or advice? (please check all that apply) Base: Total Sample (n=2008), Investors (n=1507), Aspiring Investors (n=501)

Q. Which of the following topics, if any, have you used an online investment service to explore? Base: Online investment service at Q22 (n=301), Investors (n=255), Aspiring Investors (n=46)

Investor openness to digital models of advice is balanced by a strong desire for human contact, security of information, and personalization of advice.



Q. Thinking about the financial information and advice available through an online investment service, please indicate whether you agree or disagree with each of the following statements.

Q. Would you expect that advice that is generated through an online tool to have more, the same, or less regulatory protections than advice that comes from a human being such as an investment advisor?

Base: Investors (n=1507), Aspiring Investors (n=501)