



RESEARCH

in association with



AIFA Questions

IFA Clients

**Wave 35
November 2006**

The 'ifacensus' logo is centered on a large dark blue circle. The word 'ifa' is in a light blue, lowercase, sans-serif font, and 'census' is in a white, lowercase, sans-serif font.

ifa
census

**The Definitive Source
of IFA Opinion**

The logo for 'ifa census' is displayed within a dark blue circle. The word 'ifa' is in a smaller, lowercase font above the word 'census', which is in a larger, lowercase font.

The
Definitive Source
of IFA Opinion



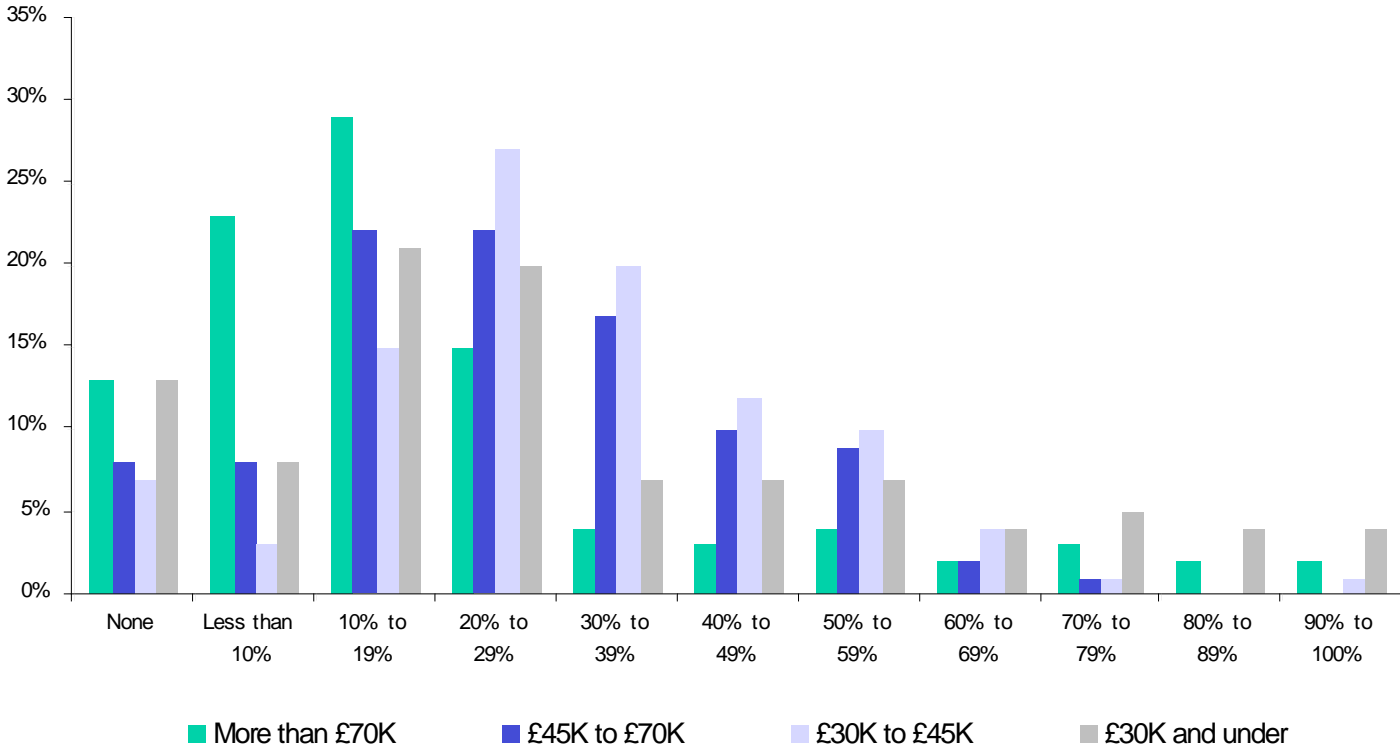
Introduction

- This month's AIFA questions focused on IFA clients and the advice provided to them.
- Questions were placed on November's IFA Census and fieldwork was conducted during 8th to 24th November 2006.
- **366** IFAs responded to the survey



Active Client Income

The category with the greatest response is £30k to £45k, where more than 6 in 10 respondents say at least a third of all their active clients fall into this category

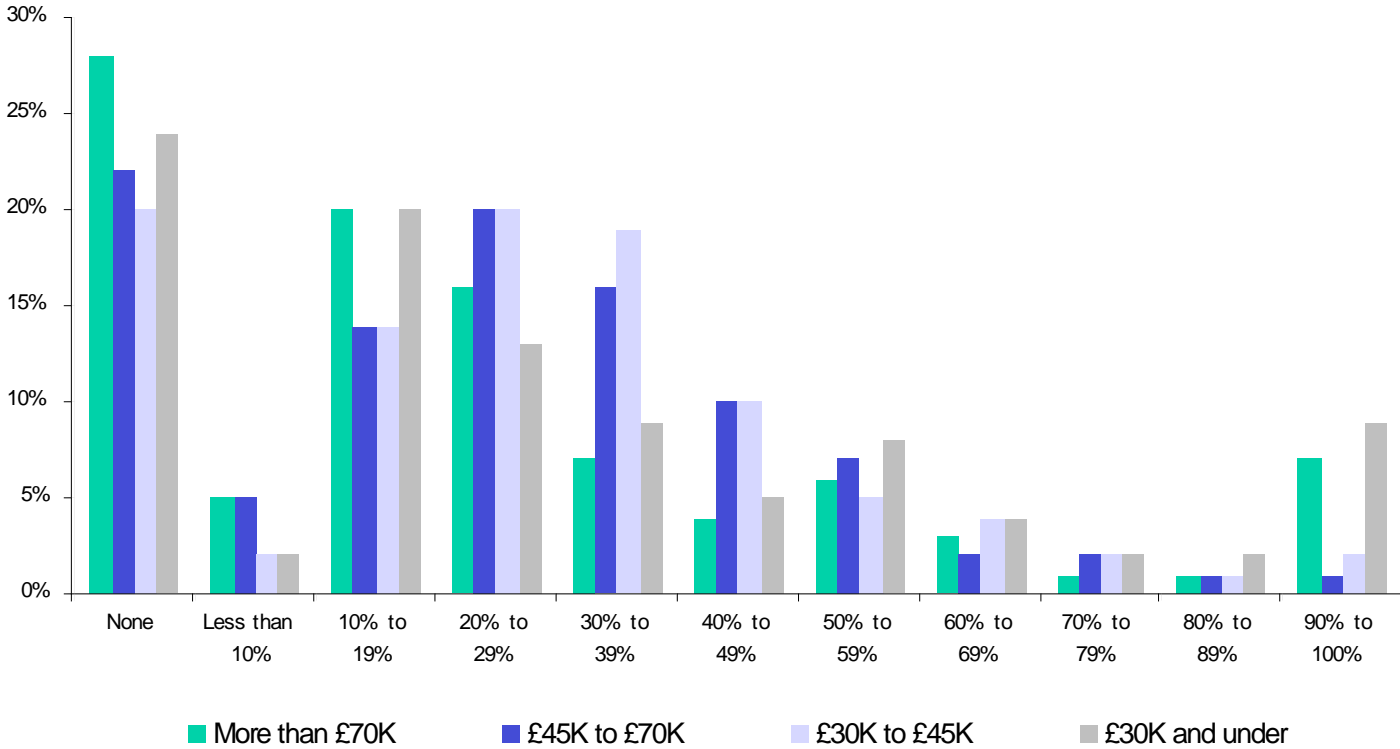


Base: October 2006 – All Respondents (366)
 Q1 - Approximately what percentage of your active clients fall into these income categories?



Recent Client Income

When looking at respondents' 10 most recent clients, the pattern is similar, however there are a number of respondents who cite £30k and under accounting for 90%+ of their recent business

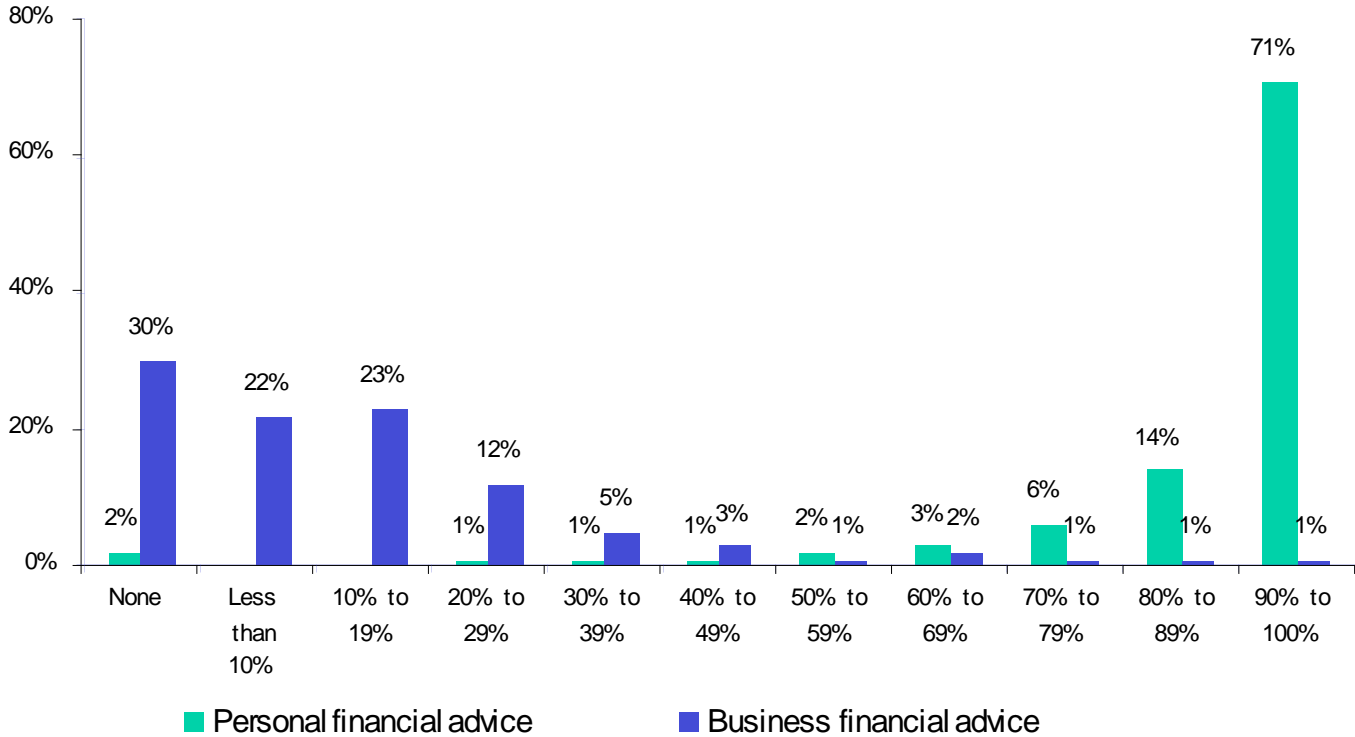


Base: October 2006 – All Respondents (366)
 Q2 - Which income categories do the last 10 clients you advised fall into?



Type of advice provided

Personal financial advice is by far the most common given, with 7 out of 10 respondents stating that more than 90% of their business in Personal financial advice

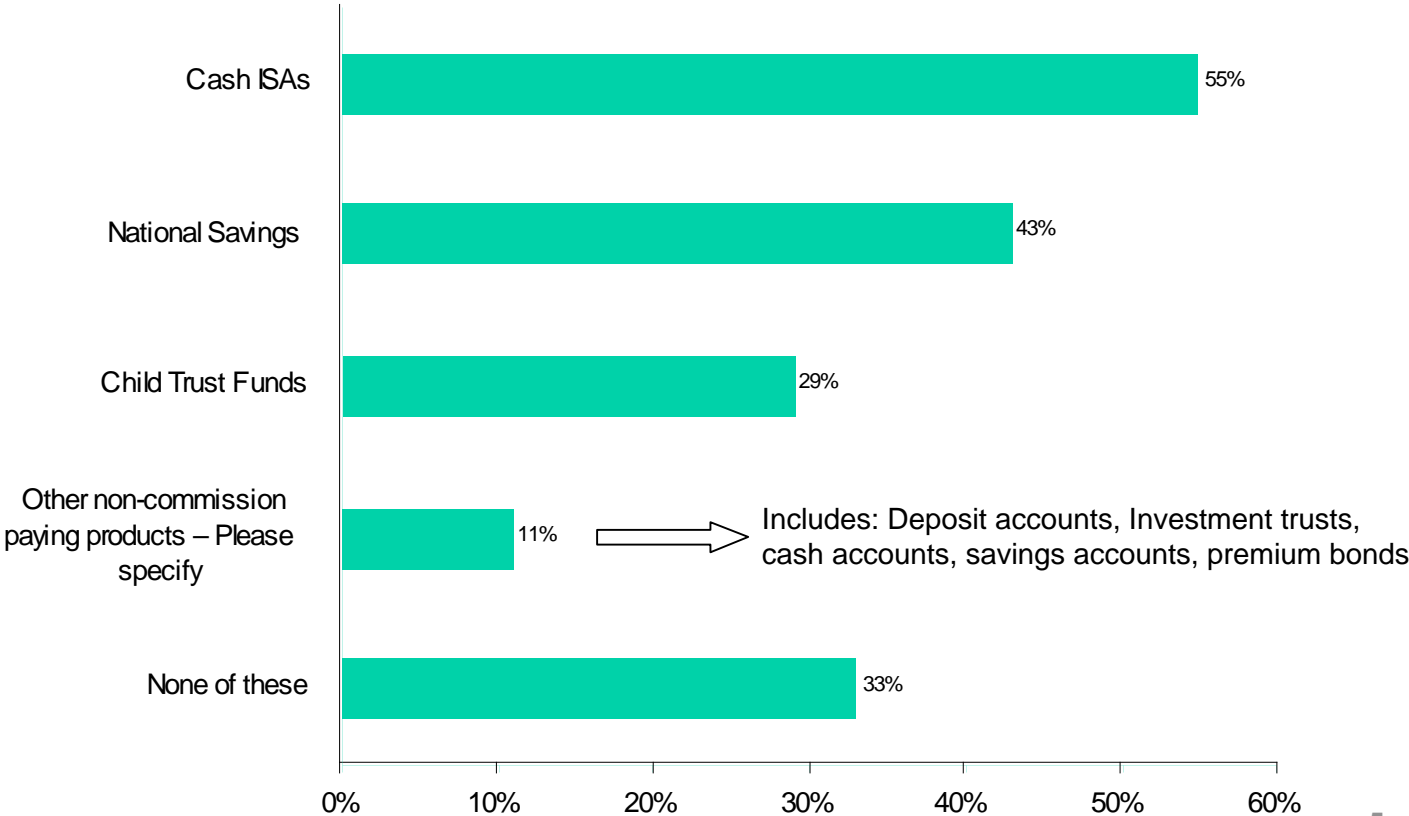


Base: October 2006 – All Respondents (366)
 Q3 - For what percentage of your clients do you provide



Type of products provided

Cash ISAs are the most regular product that respondents give advice on, followed by National Savings

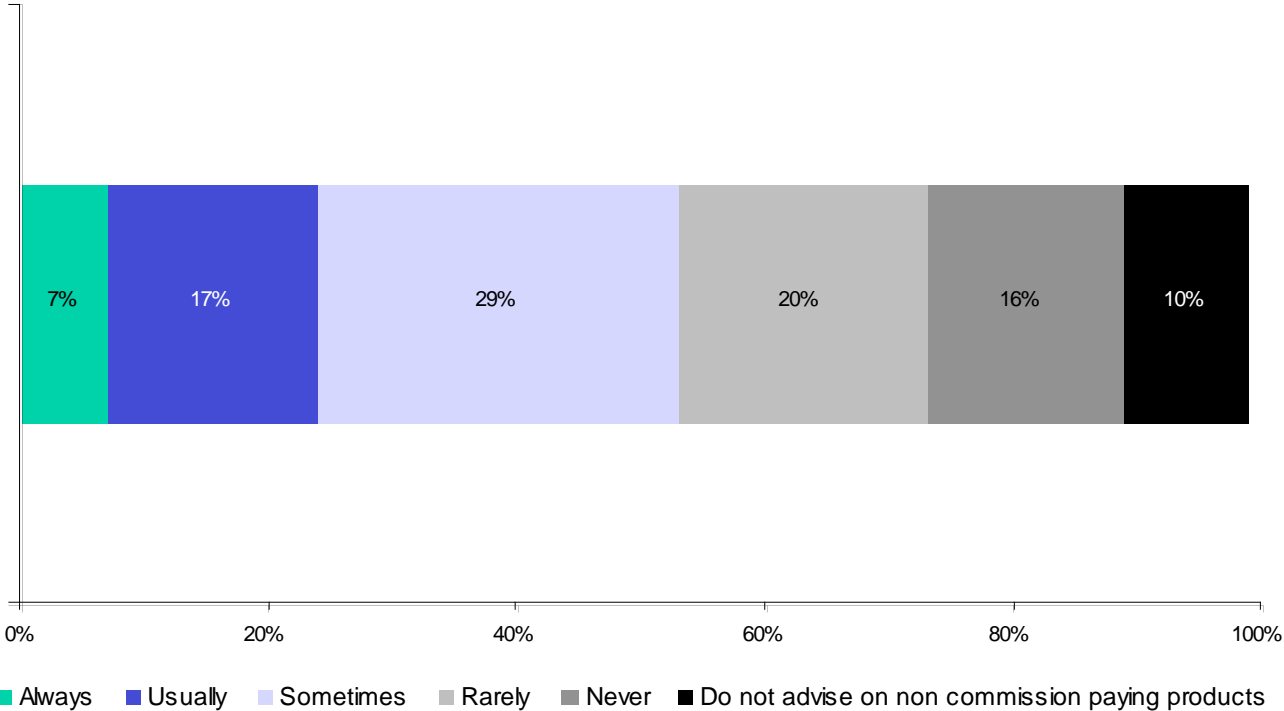


Base: October 2006 – All Respondents (366)
Q4 - Which of the following products do you regularly provide advice on?



Non-commission paying products

53% of all respondents will occasionally charge a fee when advising non-commission paying products. 1 in 4 will do so on a regular basis



Base: October 2006 – All Respondents (366)
Q5 - When advising non-commission paying products do you charge a fee?