

FUSING EMOTIONAL INTELLIGENCE WITH FINANCIAL SERVICES

CONFIDENCE IN PROFESSIONAL ADVICE

The majority of U.S. consumers trust financial advisors when it comes to receiving financial advice.

68.6%

of Americans agree that qualified financial advisors are trustworthy

DEMOGRAPHIC BREAKDOWN

MEN

74.2%

63.3%

WOMEN

AGES 18 - 49

68.7%

68.3%

AGES 50+

A majority of Americans consider financial advisors a more reliable source of financial advice than friends or family.

60.7%

of U.S. consumers say that they would trust a financial advisor over their friends, family or colleagues

DEMOGRAPHIC BREAKDOWN

MEN

65.6%

56.2%

WOMEN

AGES 18 - 49

61.1%

60.2%

AGES 50+

EMOTIONAL INTELLIGENCE DRIVES TRUST IN FINANCIAL ADVISORS

Advisors' ability to demonstrate emotional intelligence can strengthen their relationships with American clients.

74.7%

of U.S. consumers agree that it's important for financial advisors to demonstrate emotional intelligence

DEMOGRAPHIC BREAKDOWN

WITH AT-HOME DEPENDENTS

77.1%

73.6%

WITHOUT AT-HOME DEPENDENTS

AGES 18 - 49

75.1%

74.1%

AGES 50+

U.S. consumers value an advisor that hears and supports their needs.

45.6%

say an advisor who listens to and acknowledges their needs is likely to increase their trust in the advisor

44.4%

say an advisor following through on their word increases their trust

44.4%

say an advisor communicating in a way that is easy to understand increases their trust

U.S. consumers are more likely to trust an advisor who they can connect with and relate to.

31.4%

of U.S. consumers say offering in-person appointments increases their trust in an advisor

29.1%

say an advisor who primarily works with people at similar income levels increases their trust

26.6%

say an advisor tailoring their financial plan based on economic cycles and trends increases their trust

24.9%

say knowing someone else who works with the advisor increases their trust

AREAS FOR ADVISOR DEVELOPMENT

Of the 20.3% of U.S. consumers who have a financial advisor, many see opportunities for their advisors to improve.

41.3% of Americans with an advisor think their advisor can resolve conflicts and communicate well

DEMOGRAPHIC BREAKDOWN

AGES 18 - 49

30.8%

36.5%

AGES 50+

of Americans with an advisor think their advisor is disciplined in managing their emotional reactions during discussions

27.5%

of Americans with advisors think their advisor is aware of their own emotions and how they affect others

DEMOGRAPHIC BREAKDOWN

WITH AT-HOME DEPENDENTS

32.5%

24.3%

WITHOUT AT-HOME DEPENDENTS

AGES 18 - 49

30.3%

24.6%

AGES 50+

EXPECTATIONS VS. EXPERIENCES WITH FINANCIAL ADVISORS

Of the 79.7% of U.S. consumers without a financial advisor, most expect advisors to help their clients manage stress surrounding their finances.

42.1%

of Americans without an advisor expect advisors to help their clients feel less stressed

DEMOGRAPHIC BREAKDOWN

WITH AT-HOME DEPENDENTS

47.5%

39.8%

WITHOUT AT-HOME DEPENDENTS

AGES 18 - 49

46.3%

36.4%

AGES 50+

54.8%

of Americans with a financial advisor say their advisor helps them feel less stressed

DEMOGRAPHIC BREAKDOWN

MEN

51.3%

58.9%

WOMEN

AGES 18 - 49

50.8%

58.3%

AGES 50+

