

The CFP® Professionals Sentiment Indices—Fall 2025

CFP® professionals report that their clients’ financial outlook has remained steady over the past three months. There are some signs of cooling, however, with respect to CFP® professionals’ personal financial futures as well as future economic conditions more broadly.

Nearly half of CFP® professionals report that their clients have a positive financial outlook—about the same proportion as the Summer 2025 survey. A sizable 40% of CFP® professionals have difficulty deciding whether their clients hold a positive or negative outlook. Further, CFP® professionals are about equally likely (about one-third each) to report that their clients’ outlook is more positive, the same or negative *relative* to a year earlier. This is steady compared to three months ago.

Similarly, about half of CFP® professionals hold a positive personal financial outlook. This is somewhat lower than in the Summer 2025 survey and much lower than the two-thirds who described their personal financial outlook as positive in the Fall of 2024. Two in 5 CFP® professionals have a more positive personal financial assessment compared to a year earlier, while 1 in 5 are more pessimistic about their financial outlook than a year ago.

Overall, CFP® professionals’ broader economic expectations have cooled, with 37% believing that economic conditions will stay about the same 12 months from now and 36% anticipating worse economic conditions. One quarter of CFP® professionals expect an upturn over the next 12 months—this is the lowest proportion of CFP® professionals expressing a positive forward-looking economic outlook since the *CFP® Professionals Sentiment Indices* began surveying in the Fall of 2024.

Finally, 64% of CFP® professionals report that their client bases have expanded over the past year, and 72% expect to take on more clients over the next 12 months.

Results

1. *In your opinion, which of the following best summarizes your clients’ current financial outlook?*

(A higher index score indicates clients are more positive)

	Index	Positive	Neutral	Negative
Fall 2025	66	46%	40%	14%
Summer 2025	65	47%	37%	16%
Spring 2025	44	23%	41%	36%
Winter 2025	74	54%	39%	7%
Fall 2024	65	42%	45%	13%

Percentages may not add to 100% due to rounding.

2. Reflecting on the past, how would you evaluate your clients' current financial outlook compared to 12 months ago?

(A higher index score indicates clients' outlooks are more positive)

	Index	More Positive	Essentially the Same	More Negative
Fall 2025	53	35%	37%	29%
Summer 2025	53	36%	34%	30%
Spring 2025	26	14%	22%	63%
Winter 2025	68	50%	35%	15%
Fall 2024	58	34%	48%	18%

Percentages may not add to 100% due to rounding.

3. Which of the following best summarizes your own current financial outlook?

(A higher index score indicates CFP® Professionals' outlooks are more positive)

	Index	Positive	Neutral	Negative
Fall 2025	71	54%	35%	12%
Summer 2025	75	59%	32%	9%
Spring 2025	61	43%	36%	21%
Winter 2025	76	59%	35%	7%
Fall 2024	80	67%	27%	6%

Percentages may not add to 100% due to rounding.

4. Reflecting on the past, how would you evaluate your own financial outlook compared to 12 months ago?

(A higher index score indicates CFP® Professionals' outlooks are more positive)

	Index	More Positive	Essentially the Same	More Negative
Fall 2025	60	42%	35%	22%
Summer 2025	58	41%	35%	24%
Spring 2025	42	26%	32%	42%
Winter 2025	65	46%	39%	15%
Fall 2024	65	43%	44%	13%

Percentages may not add to 100% due to rounding.

5. In your opinion, do you think economic conditions 12 months from now will be better, about the same or worse than they are today?

(A higher index score indicates more CFP® Professionals expect economic conditions will be better)

	Index	Better	About the Same	Worse
Fall 2025	46	27%	37%	36%
Summer 2025	53	37%	33%	30%
Spring 2025	58	48%	20%	32%
Winter 2025	55	38%	35%	28%
Fall 2024	55	33%	43%	24%

Percentages may not add to 100% due to rounding.

6. Relative to 12 months ago, has the size of your client base expanded, stayed about the same, or shrunk?

(A higher index score indicates more CFP® Professionals report an expanding client base)

	Index	Expanded	About the Same	Shrunk
Fall 2025	81	64%	33%	3%
Summer 2025	80	63%	34%	3%
Spring 2025	74	52%	44%	4%
Winter 2025	82	67%	32%	2%
Fall 2024	84	69%	30%	1%

Percentages may not add to 100% due to rounding.

7. Over the next 12 months, do you anticipate the size of your client base will expand, stay the same, or shrink?

(A higher index score indicates more CFP® Professionals expect their client base will expand)

	Index	Expand	About the Same	Shrink
Fall 2025	85	72%	26%	2%
Summer 2025	86	73%	25%	2%
Spring 2025	81	63%	35%	2%
Winter 2025	86	74%	25%	1%
Fall 2024	87	75%	24%	1%

Percentages may not add to 100% due to rounding.

CPSI Research Objectives and Methodology

The CFP® Professionals Sentiment Indices (CPSI) measure the financial and economic outlooks of CFP® professionals and their clients. They provide investors, the media, and the public with a new set of data that will measure the strength of the economy, leveraging the trusted advisor-client relationship. The CPSI capitalize on the voices of more than 100,000 CFP® professionals to provide valuable information on economic performance and consumer/investor sentiment.

The CPSI:

- Track Americans' and financial planners' financial outlook, serving as a leading indicator of overall economic conditions
- Provide CFP® professionals with a snapshot of clients' and their peers' views of current conditions
- Measure Americans' interest in seeking the services of a financial planner
- Demonstrate the unique relationship between CFP® professionals and their clients built on trust and confidence

Each quarter, CFP Board's Research team sends an eight-question survey to 15,000 randomly selected CFP® professionals. The Fall 2025 CPSI results reflect the responses from 460 CFP® professionals collected October 14 – 27, 2025.

The CFP Board Research team develops the individual indices from data collected from questions 1-7 using the following formula:

- Answer A = 100 points
- Answer B = 50 points
- Answer C = 0 points

Example using hypothetical results for Question 1:

- 75% positive
- 15% neutral
- 10% negative

Leads to an index reading of: $(0.75 \times 100) + (0.15 \times 50) + (0.10 \times 0) = 82.5$