The CFP® Professionals Sentiment Indices — Summer 2026

CERTIFIED FINANCIAL PLANNER® professionals report that their clients are more optimistic about their financial outlook this summer than they were three months ago. The improvement in sentiment comes despite increased concerns about affordability and greater market volatility resulting from the conflict in the Middle East. Client confidence rebounded from its past spring dip and was slightly higher than this time last year.

Two in 5 CFP® professionals describe their clients' financial outlook as neutral, while 8% report a negative outlook among clients. This summer also recorded the lowest share of clients with negative views since Winter 2025. Further, about half of CFP® professionals (51%) indicate that their clients' sentiment has held steady over the past year, with similar proportions assessing their clients' financial outlooks as having improved or worsened over the past 12 months.

CFP® professionals themselves are also more optimistic, with 61% reporting a positive financial outlook. Nearly half of CFP® professionals report that their personal financial outlook has been stable over the past year, and one-third have grown more optimistic since Spring 2025. CFP® professionals are undecided about the economy's future. Two in 5 predict that economic conditions will be about the same, while about one-third each anticipate that conditions will improve or worsen from their current position in the coming year.

Finally, over two-thirds of CFP® professionals report that their client bases have grown over the past year, and a similar share expects further growth over the next 12 months.

CFP® professionals note that their clients' comments follow four major themes:

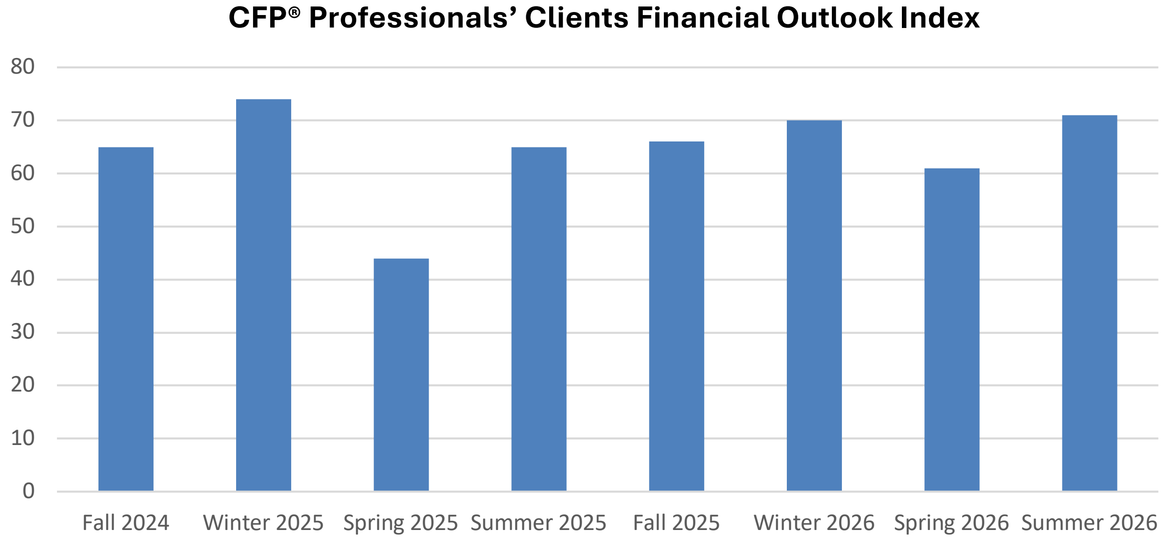
1) **Long-term optimism despite short-term uncertainty**
    - Importance of staying focused on long-term goals.
    - Aiming to avoid emotional investment decisions.
    - Trusting diversified portfolios and financial plans.
    - Confidence that markets recover over time.

2) **Market volatility is creating anxiety**
    - Clients are concerned about market corrections and timing the market.
    - Fear around market uncertainty is driving investing.
    - Clients are holding more cash.

3) **Inflation and affordability, including the impact of higher energy costs**
    - Focus on gas prices, housing costs and food prices.
    - Cost of living is impacting client outlook regarding life goals, particularly those close to retirement.

4) **Politics and the media influencing client sentiment**
    - Clients are reacting emotionally to headlines.
    - Political beliefs are affecting client thinking regarding investments.
    - The news is causing anxiety even when portfolios remain healthy.
    - Advisors are helping separate emotions from financial decisions.

Summer 2026 CPSI 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
Summer 2026	**71**	**50%**	**42%**	**8%**
Spring 2026	61	36%	49%	15%
Winter 2026	70	50%	41%	9%
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 <u>your clients'</u> 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
Summer 2026	**51**	**26%**	**51%**	**23%**
Spring 2026	37	17%	41%	43%
Winter 2026	58	36%	44%	20%
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 <u>your own</u> current financial outlook?

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

	Index	Positive	Neutral	Negative
Summer 2026	**76**	**61%**	**31%**	**8%**
Spring 2026	72	54%	35%	11%
Winter 2026	78	64%	29%	7%
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 <u>your own</u> 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
Summer 2026	**56**	**33%**	**46%**	**21%**
Spring 2026	50	25%	49%	26%
Winter 2026	62	40%	44%	16%
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 <u>economic</u> 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 to be better.)

	Index	Better	About the Same	Worse
Summer 2026	**51**	**31%**	**39%**	**30%**
Spring 2026	57	40%	34%	27%
Winter 2026	51	31%	40%	28%
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 that more CFP® professionals report an expanding client base.)

	Index	Expanded	About the Same	Shrunk
Summer 2026	**84**	**70%**	**29%**	**1%**
Spring 2026	82	67%	31%	2%
Winter 2026	84	69%	29%	2%
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
Summer 2026	**83**	**69%**	**28%**	**3%**
Spring 2026	85	74%	23%	3%
Winter 2026	86	73%	26%	2%
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. The CPSI tracks Americans' and CERTIFIED FINANCIAL PLANNER® professionals' financial outlook, serving as a leading indicator of overall economic conditions. The quarterly survey provides investors, the media and the public with data to evaluate the strength of the economy through the lens of the trusted advisor-client relationship, leveraging the insights and views of CFP® professionals, who guide and advise millions of Americans at every phase of their financial lives.

The CPSI:

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

Each quarter, CFP Board sends an eight-question survey to 15,000 randomly selected CFP® professionals. The Summer 2026 CPSI results reflect the responses from 423 CFP® professionals collected July 7-19, 2026.

CFP Board 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*100) + (0.15*50) + (0.10 * 0) = 82.5*