

CFP BOARD CONSUMER SENTIMENT SURVEY: TRUST, BUT VERIFY

AUGUST 2023

- Conducted on July 11, 2023
- Online survey
- 1,153 adults
- Weighted based on age, gender and region
- Margin of error of +/- 3 percentage points

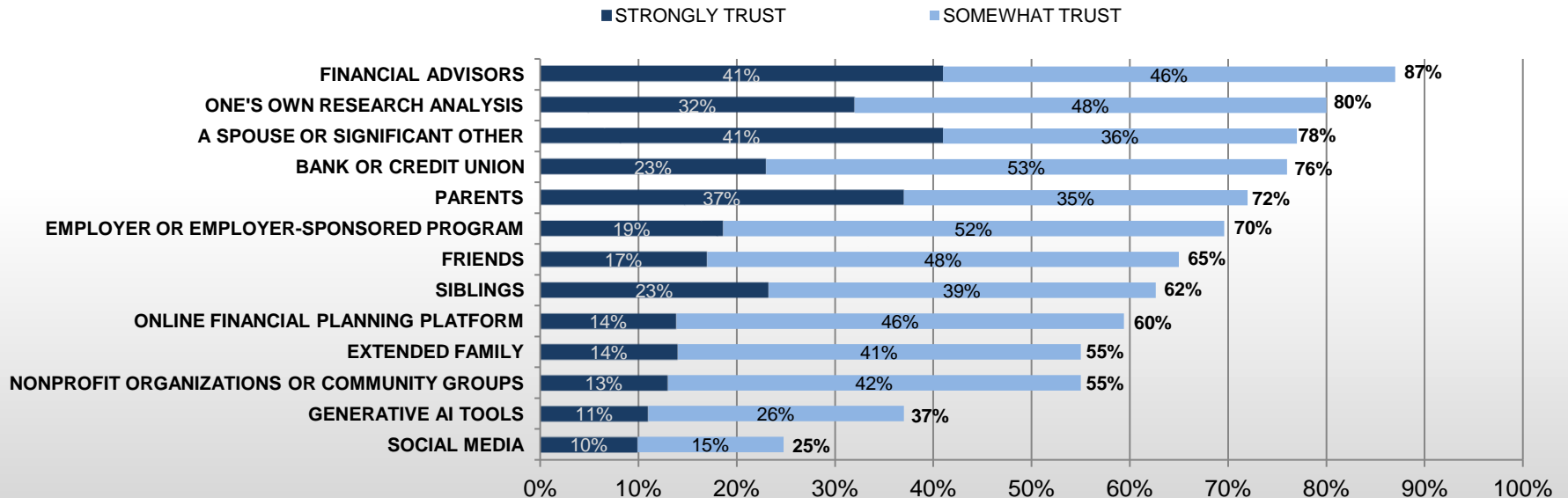
TRUSTING THE SOURCE

TOP TRUSTED SOURCE FOR FINANCIAL PLANNING ADVICE IS THE FINANCIAL ADVISOR

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Trust regarding financial planning advice

Consumers trust all kinds of people to provide financial planning advice — the key word being *people*. The top three trusted sources are all people.



Q4. To what extent would you trust each of the following sources to provide financial planning advice?

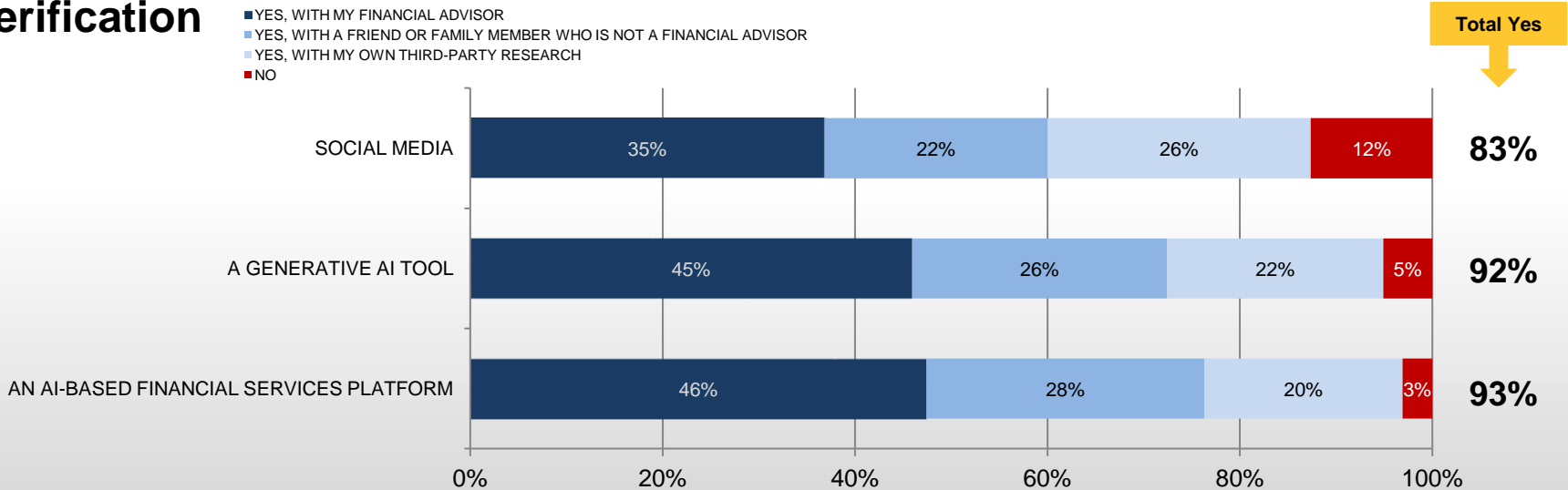
VERIFICATION IS KEY FOR NEARLY ALL WHO INTERACT WITH SOCIAL MEDIA OR AI TOOLS



Of those who have received financial planning advice from social media or generative AI tools, nearly all verified that advice. Pluralities verified that advice with financial advisors.

Verification

- YES, WITH MY FINANCIAL ADVISOR
- YES, WITH A FRIEND OR FAMILY MEMBER WHO IS NOT A FINANCIAL ADVISOR
- YES, WITH MY OWN THIRD-PARTY RESEARCH
- NO

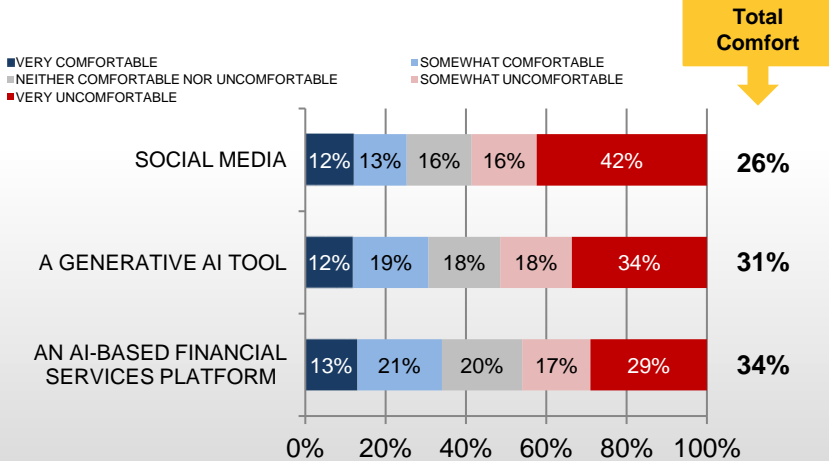


Q9. Did you verify the financial planning advice received solely from the following sources before implementing it?

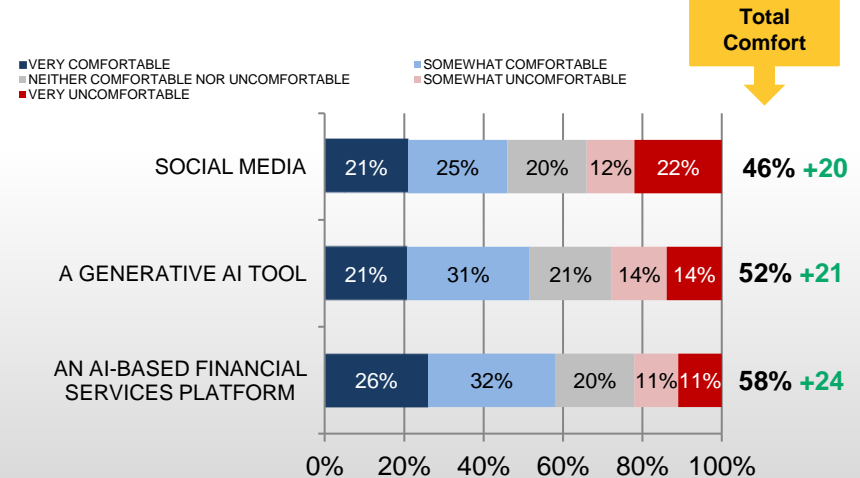
VERIFYING ADVICE WITH FINANCIAL ADVISOR RELIEVES SOME DISCOMFORT

Few express being comfortable with implementing financial planning advice received from social media (26%) or a generative AI tool (31%) without verifying it. Comfort rises if the advice is verified with a financial advisor (46% for social and 52% for AI).

Overall comfort *without* verifying



Overall comfort *with* verifying



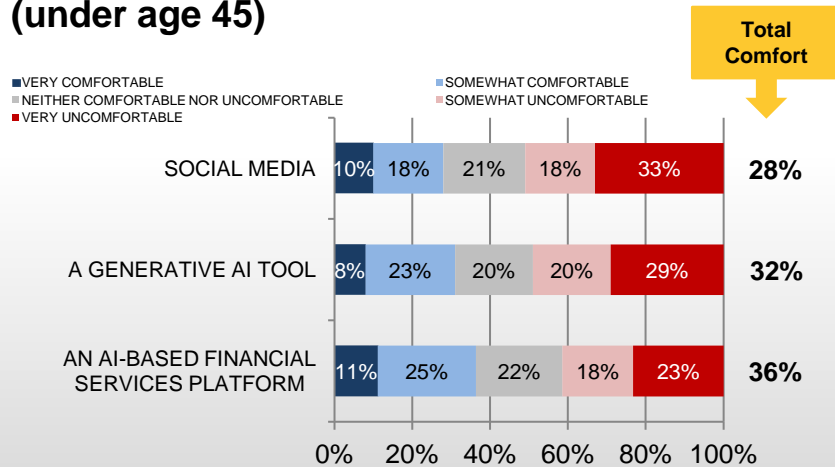
Q12. To what extent would you be comfortable or uncomfortable implementing financial planning advice received solely from each of the following without verifying it?

Q14. To what extent would you be comfortable or uncomfortable implementing financial planning advice received solely from each of the following if you verified it with a financial advisor?

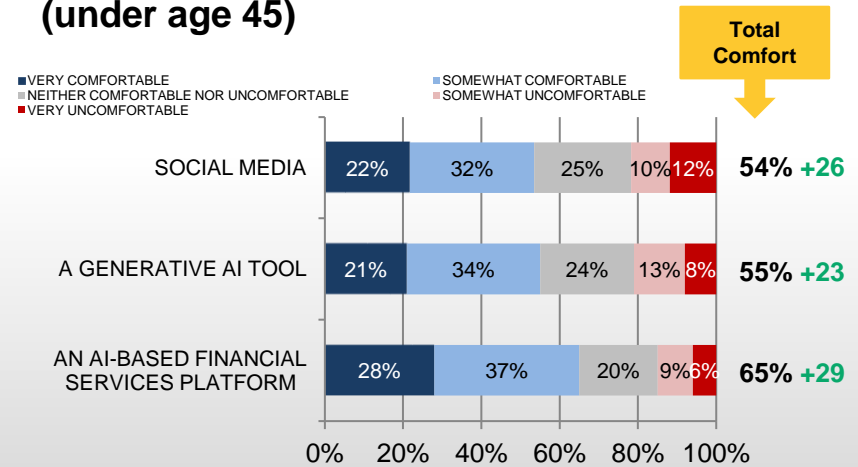
YOUNGER CONSUMERS' BASELINE COMFORT WITH AI/SOCIAL IS HIGHER AND HAS HIGHER POTENTIAL

While younger folks' baseline comfort implementing advice is slightly higher, it also rises to higher levels (54% for social and 55% for AI) than older folks (38% for social and 49% for AI) when they can verify it with a financial advisor, suggesting more openness to trusting these tools.

Comfort *without* verifying (under age 45)



Comfort *with* verifying (under age 45)



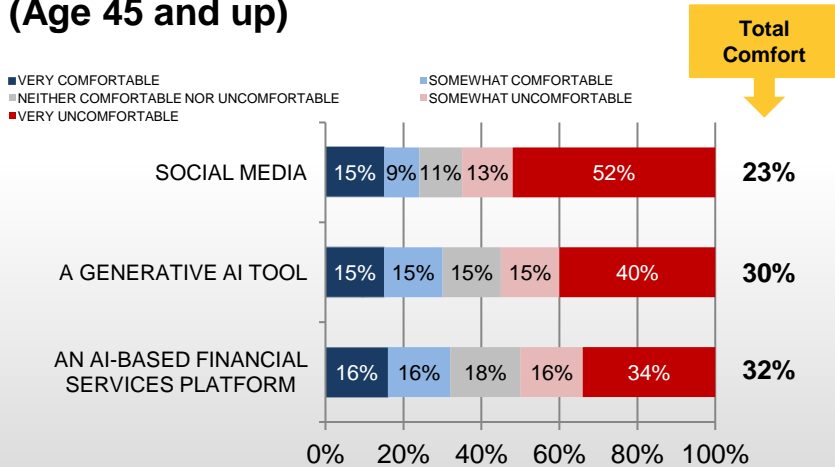
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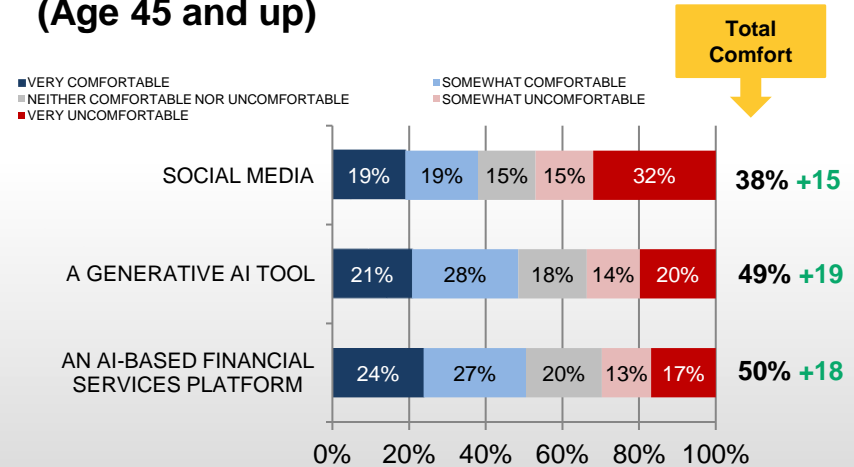
OLDER CONSUMERS' COMFORT INCREASES WITH VERIFICATION

Younger consumers' comfort with implementing financial planning advice without verifying it is 28% for social and 32% for AI, while older consumers express initial comfort at lower rates of 23% and 30%, respectively.

Comfort *without* verifying (Age 45 and up)



Comfort *with* verifying (Age 45 and up)



Q12. To what extent would you be comfortable or uncomfortable implementing financial planning advice received solely from each of the following without verifying it?

Q14. To what extent would you be comfortable or uncomfortable implementing financial planning advice received solely from each of the following if you verified it with a financial advisor?

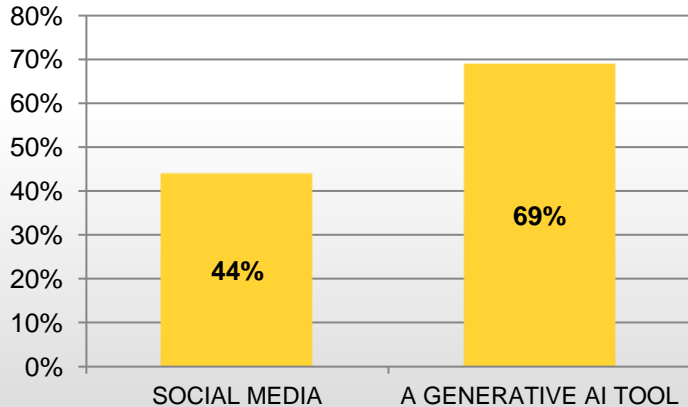
AI IN FINANCIAL PLANNING: PRESENT AND FUTURE

EXPERIENCE AND INTEREST IN FINANCIAL ADVICE FROM AI IS LOW



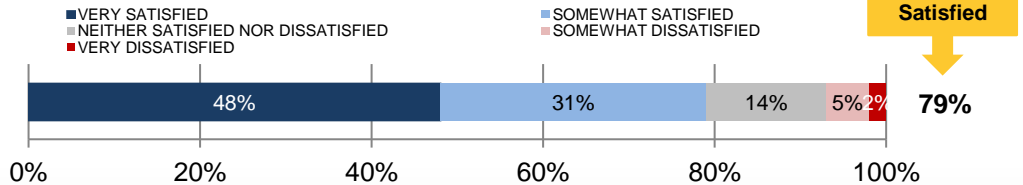
More consumers have not received financial planning advice from AI (69%) compared to social media (44%). Satisfaction with the experience is high from those who have tried it (79%), but interest overall is lukewarm (52%).

Have not received financial planning advice from these sources:



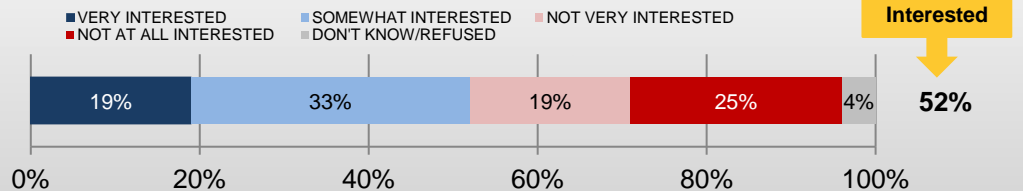
Q5. Which of the following social media platforms have you received financial planning advice from?
 Q6. Have you ever received financial planning advice from a generative AI tool, such as ChatGPT or Bard?

Satisfaction with experience of financial planning advice from AI:



Q8. To what extent were you satisfied or dissatisfied with your experience using generative AI to receive financial planning advice? (N=286)

Interest in financial planning advice from AI:

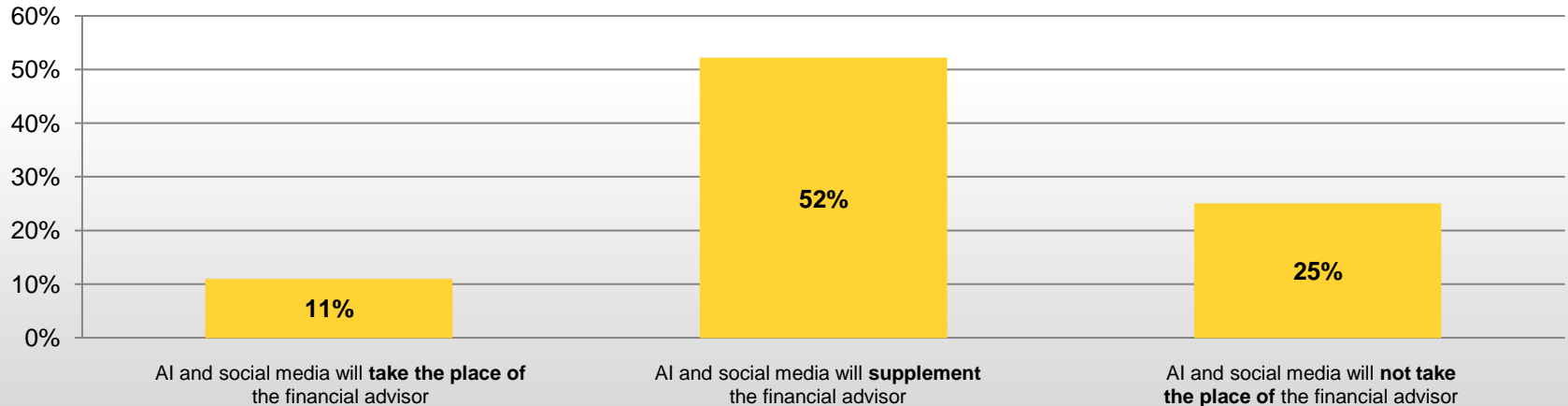


Q11. To what extent are you interested in receiving financial planning advice from a generative AI tool? (N=1116)

AI SEEN AS SUPPLEMENTAL RATHER THAN POTENTIALLY REPLACING

Most consumers believe generative AI tools and social media will ultimately *supplement* (52%) the financial planning advice from a financial advisor in the coming years.

AI and social media impact on the financial advisor:

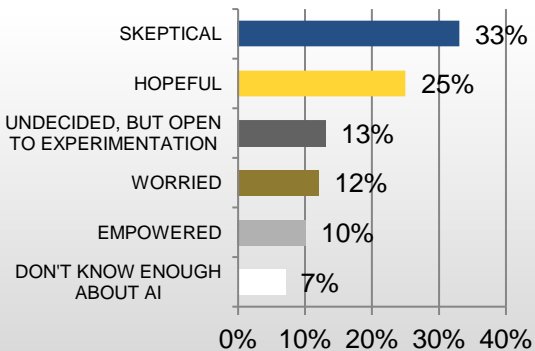


Q18. Which of the below statements do you believe to be the most accurate? (in 3-5 years)

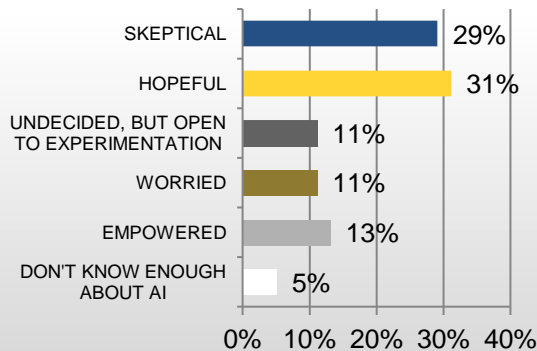
WOMEN MORE HESITANT ABOUT THE IMPACT OF AI ON FINANCIAL PLANNING

A plurality of all consumers (45%) selected negative descriptors like 'worried' and 'skeptical' to define their feelings about the impact AI could have on their financial planning. Women express more feelings of doubt than men (49% vs. 40%). Only about a quarter of women (27%) express positive feelings of being 'hopeful' or 'empowered' compared to 44% of men.

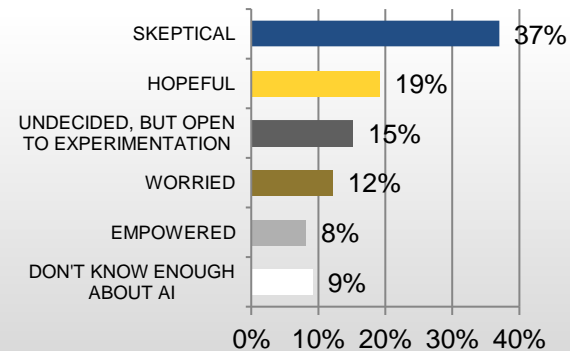
Feelings about AI's impact on your financial planning (overall)



Feelings about AI's impact on your financial planning (male)



Feelings about AI's impact on your financial planning (female)



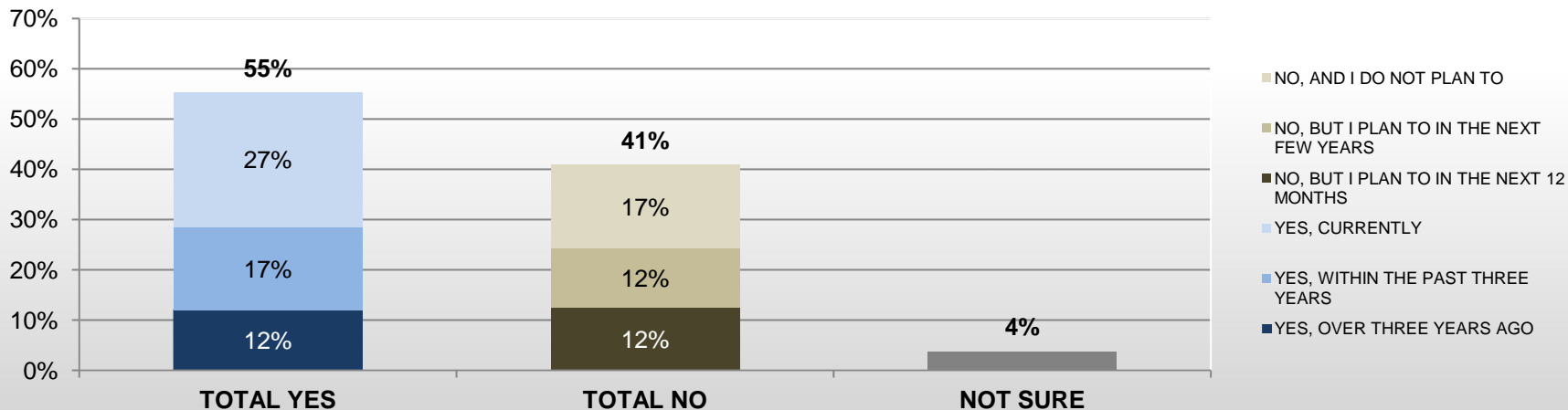
FINANCIAL PLANNING

MAJORITY HAVE WORKED WITH A FINANCIAL PLANNER



Working with a financial planner:

Total Yes	Overall	Men	Women	Age 45 and over	Under age 45
Worked with a Financial Planner	55%	64%	48%	61%	51%



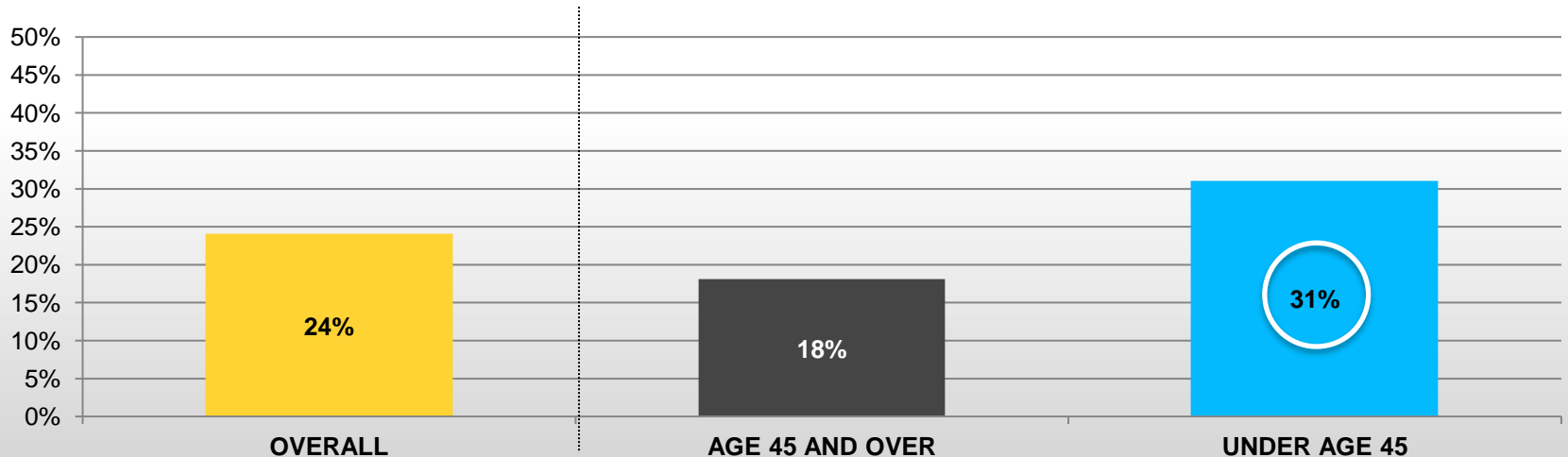
Q1: Have you worked with a financial planner, or do you plan to?

YOUNGER FOLKS ARE INTERESTED IN WORKING WITH A FINANCIAL PLANNER



While younger consumers tend to not *currently* work with a financial planner, they express a higher interest in doing so in the future compared to older folks.

Currently do not work with a financial planner, but plan to in the future:



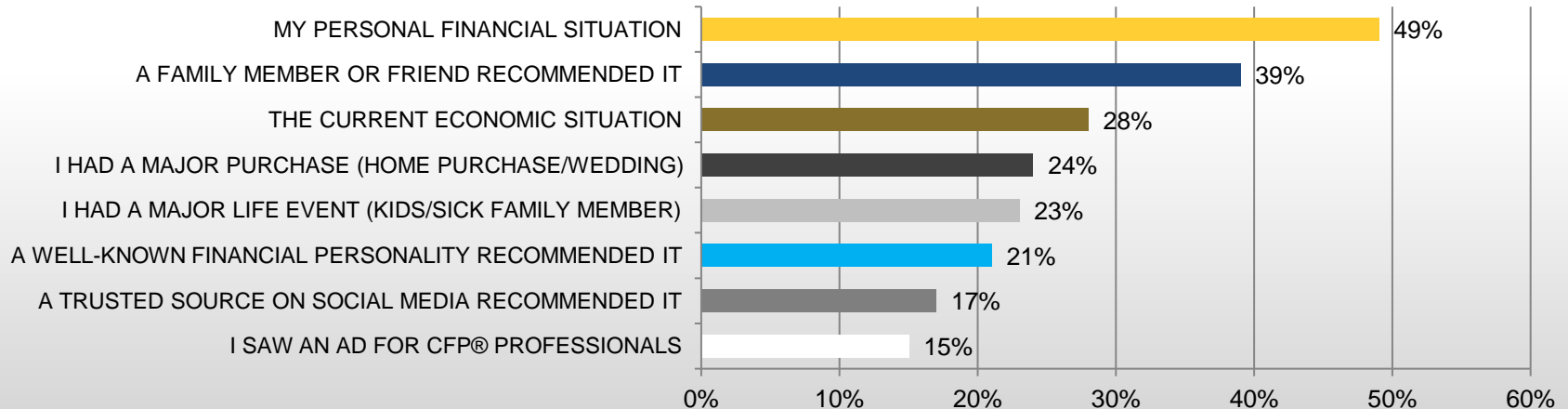
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PERSONAL FINANCIAL SITUATION TOP REASON TO WORK WITH A FINANCIAL PLANNER



The top reasons for seeking a financial planner continue to be regarding one's personal financial situation and in direct response to a recommendation from a friend or family member.

Reasons for working with a Financial Planner



Q2: Why did you originally decide to work with a financial planner? Please select all that apply.

- Nearly three-quarters (71%) of investors have little to no level of trust in the financial planning advice received from social media.
- Consumers trust all kinds of people to provide financial planning advice—the key word being *people*.
 - Of the choices provided, the most trusted sources of financial planning advice are financial advisors (87%), one’s own research analysis (80%), and a spouse or significant other (78%).
 - Generative AI tools and social media are underwater when it comes to trust—receiving only 37% and 25% total trust, respectively.
- Consumers are cautious about the financial planning advice they receive from generative AI tools. Only about 1 in 3 investors (31%) report feeling comfortable implementing financial planning advice from a generative AI powered tool without verifying it with another source.
- Verification is key. Once verified by a financial advisor, consumers are more comfortable with implementing financial planning advice from generative AI (52%).
- Looking ahead, men are more optimistic about the potential impact new technologies will have on the financial planning profession. Nearly one-third of men (31%) describe themselves as “hopeful” about the impact AI could have on financial planning, compared to just 19% of women.
 - Women are more likely to describe themselves as “skeptical” than men (37% vs. 29%).

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THANK YOU