

2016

# CONNECTED INVESTOR REPORT

Insights into the Advisor-Investor  
Relationship





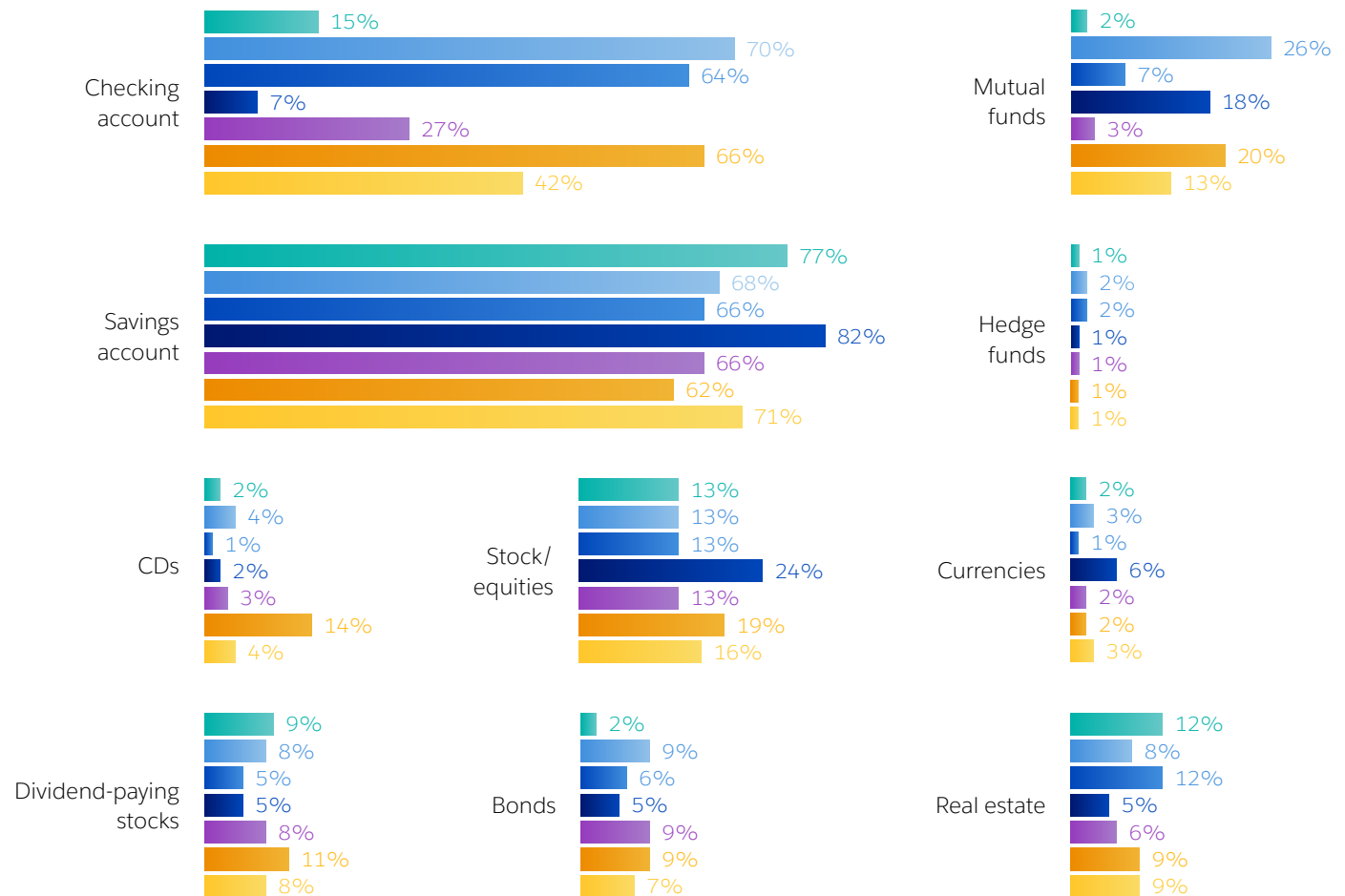
## Introduction

To explore how investors across six global markets (Australia, Canada, France, Japan, U.K., and U.S.) manage their money, choose financial advisors and communicate with them during potentially turbulent economic times, Salesforce conducted its “2016 Connected Investor Report.” Based on responses from more than 7,900 adults, among whom 4,944 currently have money invested, the research found that investors would like to manage their investments in collaboration with their financial advisors, ideally enabled through modern tools for financial planning and technology that gives them a holistic view of their financial life. The report also found that investors meet infrequently with their advisors, most often quarterly or annually, and through antiquated channels, such as phone, mail or in person. Finally, with global markets providing some volatility in the first few months of 2016, investors are understandably worried about their future financial well-being, requiring advisors to be more proactive in reaching out and actively managing their relationships with clients.

# I. Investing and Choosing an Advisor

An overwhelming majority of all respondents surveyed put their money in savings accounts (71%), while 13% are investing in mutual funds and 16% are investing in stocks/equities. Among investors who would like to change how they currently manage their investments, 63% would like to collaborate with their financial advisor – especially in Japan and the U.K. When citing key factors in choosing a financial advisor, many investors report technology-based reasons, such as the ability to get a holistic view of their accounts (76%) and modern tools for financial planning (67%). Yet, despite this desire to use technology in management of their financial accounts, only 11% of investors across all six countries use a digital advice platform (e.g., “robo-advisor”) to manage all or a portion of their investments.

In which of the following ways do you currently save and/or invest money?<sup>1</sup>

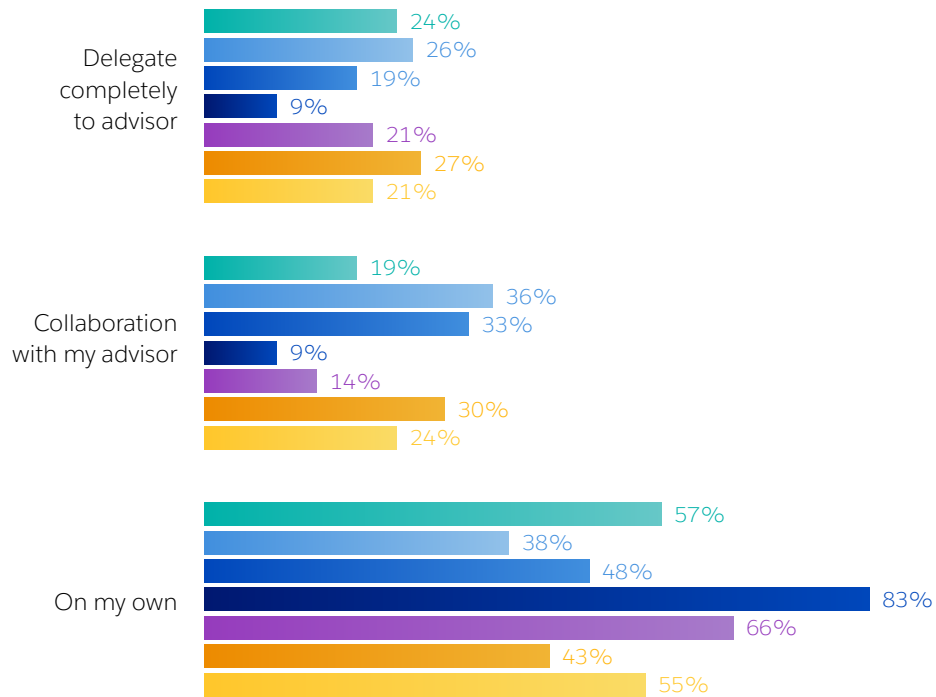


<sup>1</sup>Base: All respondents (n=7,922)

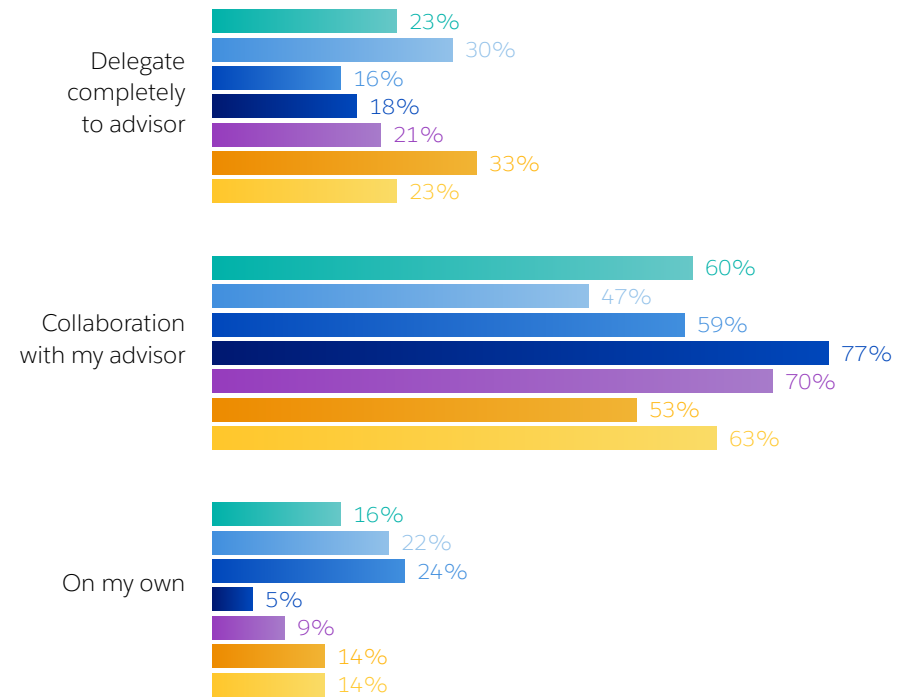
■ Australia
 ■ Canada
 ■ France
 ■ Japan
 ■ U.K.
 ■ U.S.
 ■ Total

# I. Investing and Choosing an Advisor

How do you currently manage your investments?<sup>1</sup>



How would you like to manage your investments?<sup>2</sup>



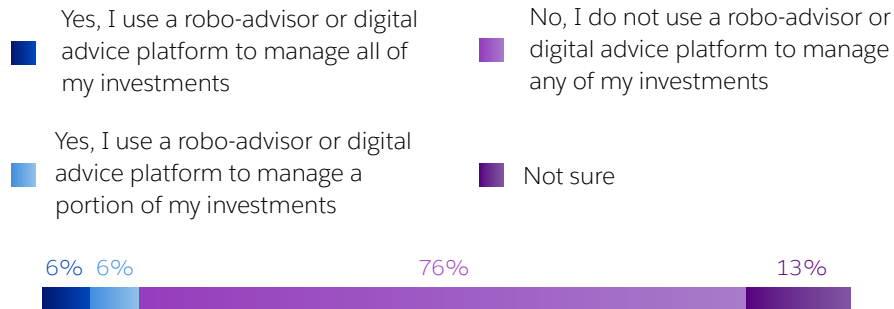
<sup>1</sup>Base: Have money invested (n=4,944)

<sup>2</sup>Base: Have money invested and would like to change how they manage their investments (n=1,169)

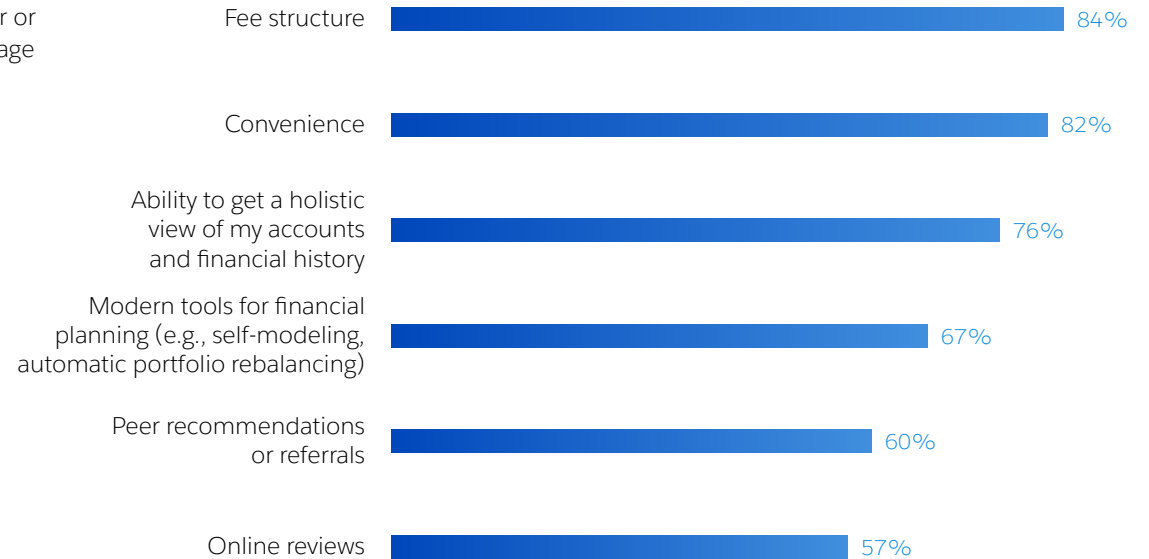
■ Australia 
 ■ Canada 
 ■ France 
 ■ Japan 
 ■ U.K. 
 ■ U.S. 
 ■ Total

# I. Investing and Choosing an Advisor

Do you use a robo-advisor or digital advice platform (e.g., Wealthfront, Betterment, etc.) to manage a portion or all of your investments?<sup>1</sup>



The following factors are important to me when selecting a financial advisor:<sup>1</sup>



<sup>1</sup>Base: Have money invested (n=4,944)

## II. The Current Advisor Relationship

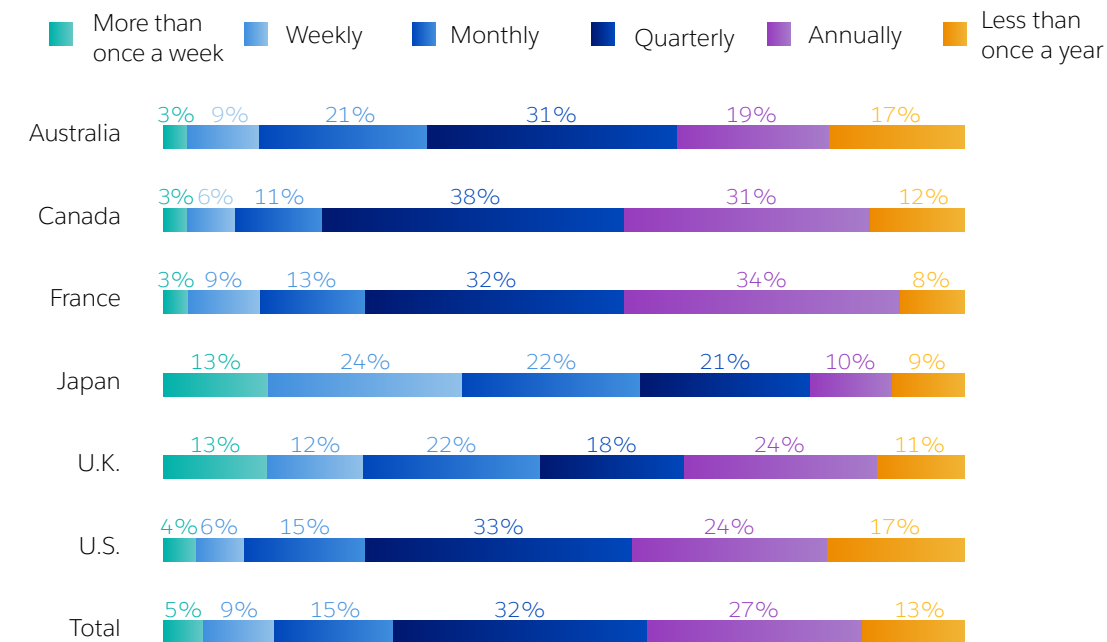
Global investors primarily communicate with their advisors – typically a man (63%) – quarterly (32%) or annually (27%), with less than 10% meeting or communicating on a weekly basis. The outlier was Japan, which had the highest frequency of advisors meeting with investors monthly (22%) or weekly (24%). Communication between investors and advisors is primarily done today via traditional channels, according to investors, with activities such as checking performance of their portfolio (37%), making investment decisions (50%) and sharing documents (39%) taking place in person. Even financial account information is stored in an old-fashioned manner, with the largest percentage (37%) of investors stating they hold these documents in a folder, shoebox or other home-based physical storage option. The methods by which advisors make decisions with investors’ money are also a “black box,” with investors who use financial advisors in the U.K. (51%), U.S. (43%), and Australia (43%) particularly unclear as to how recommendations are made.

<sup>1</sup>Base: Have financial advisor (n=2,242)

### Is your financial advisor a man or a woman?<sup>1</sup>



























































### Which of the following best describes how often you meet or communicate with your financial advisor?<sup>1</sup>



## II. The Current Advisor Relationship

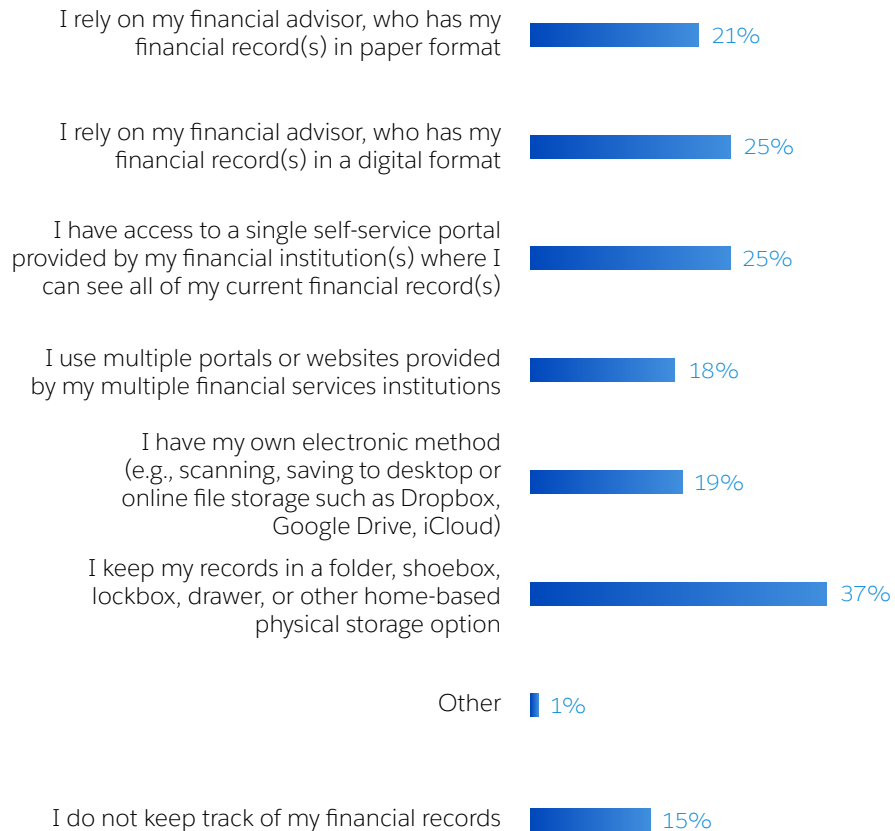
In which of the following ways do you communicate with your financial advisor for each of the following?<sup>1</sup>

	Set up a meeting	Check the performance of my investment portfolio	Communicate account changes	Share documents with my advisor	Make investment decisions	Get investment advice
 In person	 24%	 37%	 40%	 39%	 50%	 43%
 Mail	 7%	 16%	 12%	 19%	 7%	 10%
 Phone	 45%	 16%	 28%	 11%	 26%	 29%
 Text/SMS	 10%	 5%	 6%	 6%	 6%	 7%
 Email	 32%	 19%	 24%	 26%	 16%	 21%
 Website	 8%	 24%	 10%	 11%	 9%	 10%
 Chat/IM	 9%	 6%	 8%	 6%	 7%	 8%
Other	 3%	 3%	 5%	 5%	 4%	 4%
N/A	 16%	 15%	 17%	 21%	 17%	 19%

<sup>1</sup>Base: Have financial advisor (n=2,242)

## II. The Current Advisor Relationship

### How do you currently keep track of your financial record(s)?<sup>1</sup>



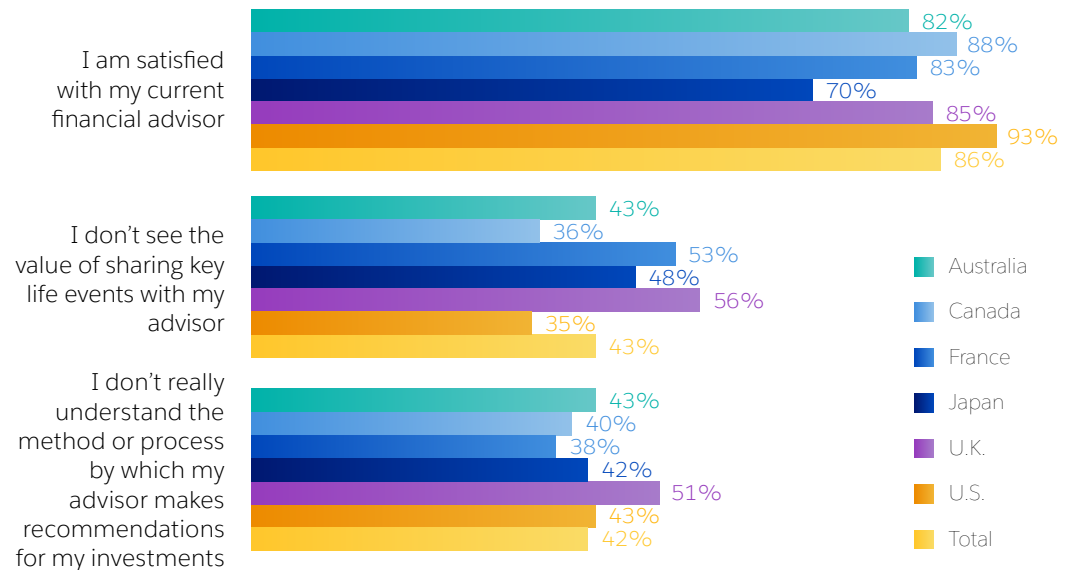
<sup>1</sup>Base: Have money invested (n=4,944)

<sup>2</sup>Base: Have financial advisor (n=2,242)

### Which of the following are true for you?<sup>1</sup>



### Please indicate how much you strongly agree or somewhat agree with each of these statements about your financial advisor:<sup>2</sup>

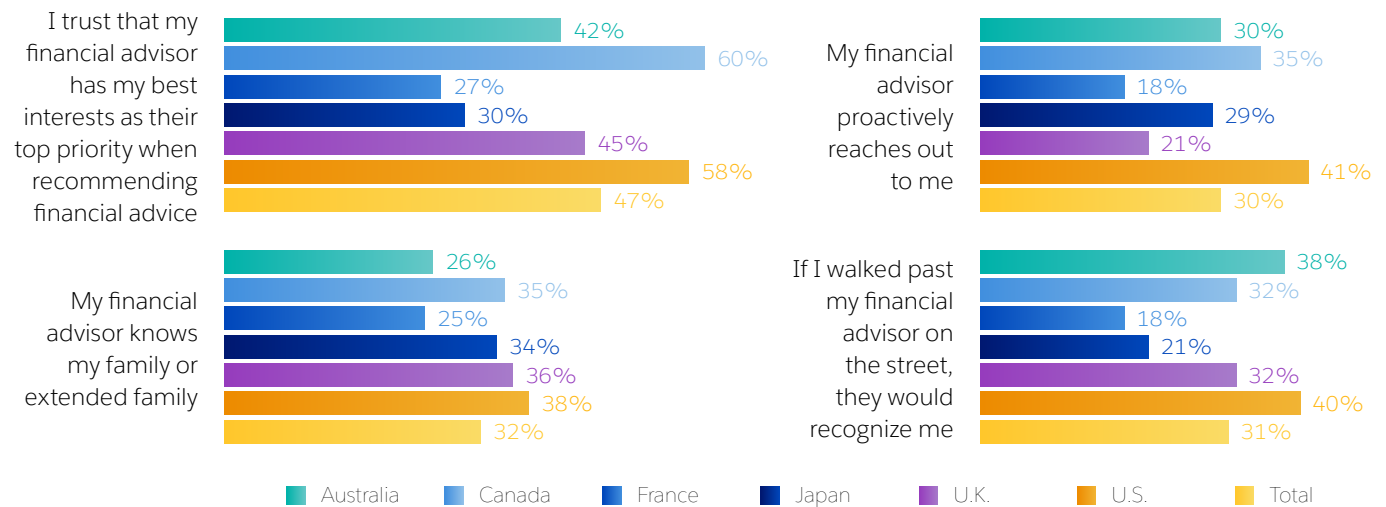




### III. Maintaining Trust During Volatile Times

With global markets in flux during the first few months of 2016, investors are understandably skittish about what the future holds. Sixty-one percent of those who have a financial advisor report being “scared” of their future financial well-being – with French (76%) and U.K. (70%) investors particularly concerned. Financial advisors’ ability to maintain trust with clients is paramount during market volatility, yet only 47% of global investors believe their financial advisor has their best interests as top priority when recommending financial advice. Perhaps even more telling, less than a third (31%) of investors who have a financial advisor believe their advisor would recognize them if they walked past them on the street. Still, a majority of investors believe their advisors would reach out to them if the stock market were to drop more than 5% in one day (53%), or if interest rates rose (65%).

#### Which of the following is true for you?<sup>1</sup>



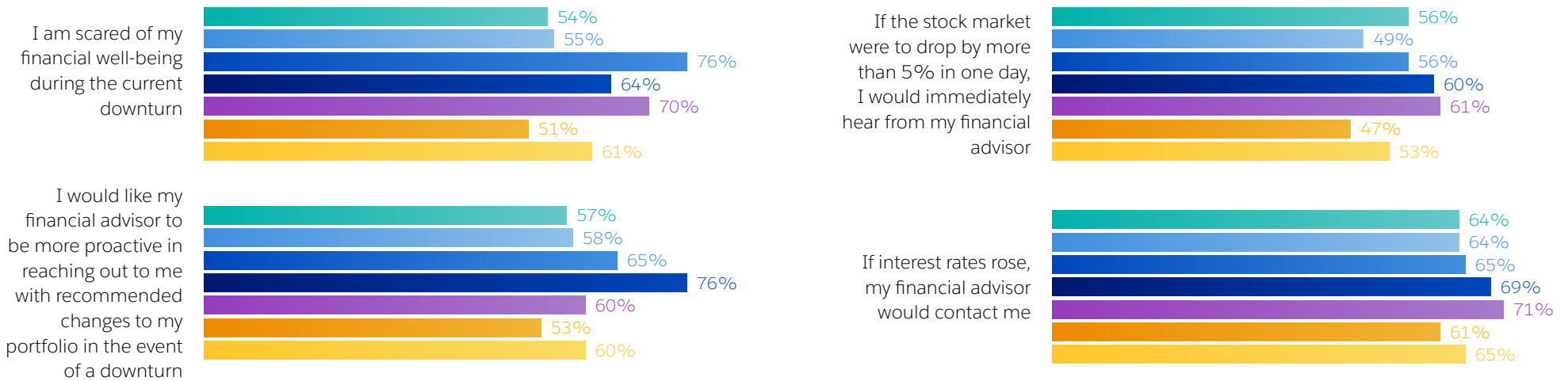
#### For which of the following reasons would you change from your current financial advisor?<sup>1</sup>



<sup>1</sup>Base: Have financial advisor (n=2,242)

### III. Maintaining Trust During Volatile Times

Please indicate how much you strongly agree or somewhat agree with each of these statements about your financial advisor:<sup>1</sup>



<sup>1</sup>Base: Have financial advisor (n=2,242)



## IV. Methodology

This survey was conducted online by Harris Poll on behalf of Salesforce between Feb. 24-29, among 7,922 adults ages 18+ in Australia (n=1,019), Canada (n=1,354), France (n=1,076), Japan (n=1,318), the U.K. (n=1,080) and the U.S. (n=2,075), including 4,944 “investors”: adults ages 18+ who currently have money invested (e.g., stock market, bonds, retirement accounts) – 606 in Australia, 884 in Canada, 792 in France, 757 in Japan, 672 in the U.K. and 1,233 in the U.S. Raw data were weighted by the following demographic variables where necessary to reflect the general adult (or online adult) population in each country as follows: Australia (age within gender, education, region, and income); Canada (age within gender, education, race/ethnicity, region, income, and language); France (age within gender, region, and education); Japan (age within gender, region, income, education, and marital status); U.K. (age within gender, education, region, and internet usage); U.S. (age within gender, education, race/ethnicity, region, and income). For the six-country total, an additional post-weight was applied to give each country equal weight within the total.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal. Respondents for this survey were selected among those who have agreed to participate in online surveys. The data have been weighted to reflect the composition of the adult population. No estimates of theoretical sampling error can be calculated.

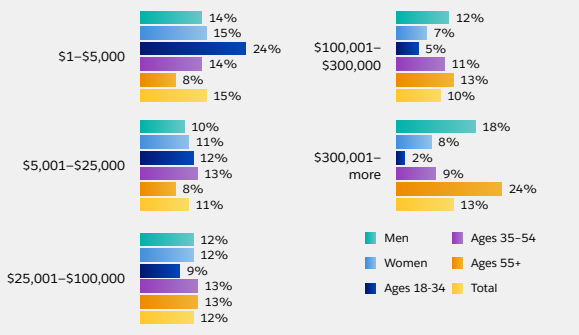




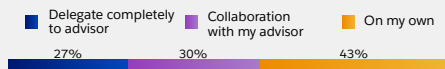
# Appendices

Individual data breakouts across six global markets (Australia, Canada, France, Japan, U.K., and U.S.) based on responses from more than 7,900 adults

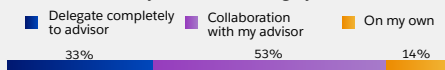
How much money, in total, do you currently have invested?\*



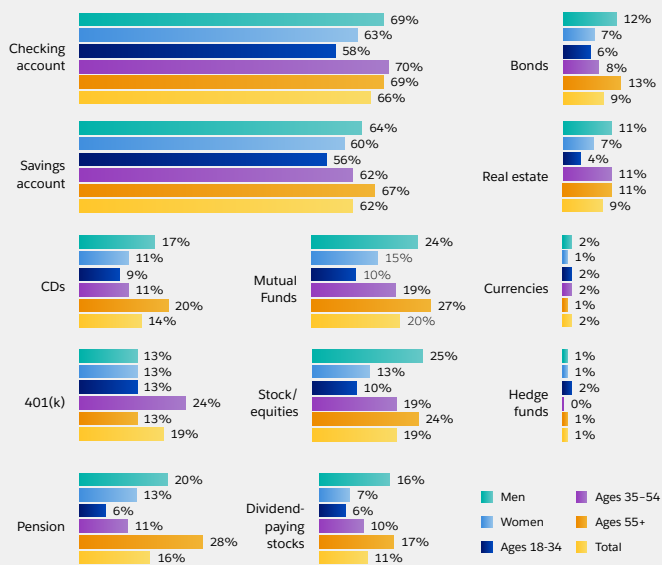
How do you currently manage your investments?†



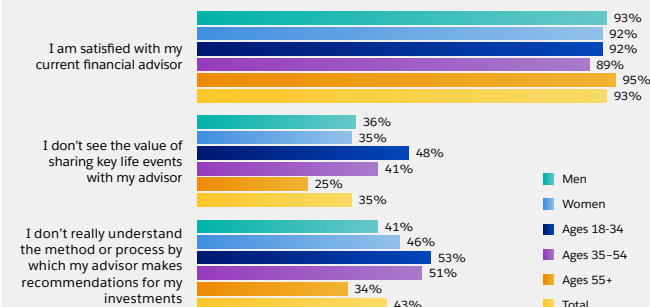
vs How would you like to manage your investments?†



In which of the following ways do you currently save and/or invest money?



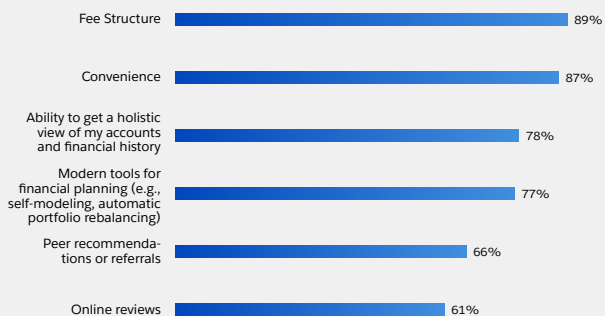
Indicate how much you strongly agree or somewhat agree with these statements:



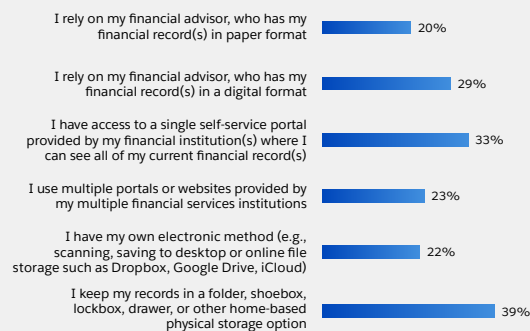
Which of the following is true for you?



The following factors are important to me when selecting a financial advisor:



How do you currently keep track of your financial record(s)?



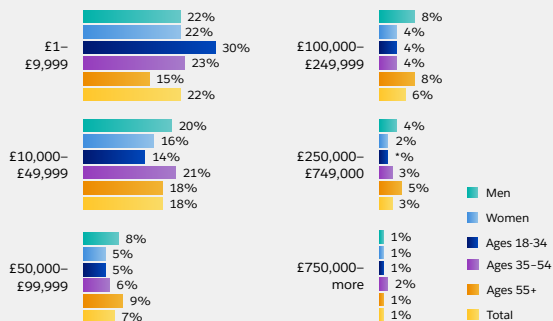
In which of the following ways do you communicate with your financial advisor for each of the following?

	Set up a meeting	Check the performance of my investment portfolio	Communicate account changes	Share documents with my advisor	Make investment decisions	Get investment advice
In person	22%	31%	33%	36%	42%	39%
Mail	6%	20%	15%	19%	8%	9%
Phone	46%	23%	40%	10%	34%	38%
Text/SMS	9%	3%	6%	3%	5%	3%
Email	23%	16%	24%	27%	16%	20%
Website	5%	34%	10%	8%	10%	8%
Chat/IM	6%	6%	8%	3%	6%	4%
Other	3%	3%	5%	6%	2%	3%
N/A	24%	14%	17%	28%	18%	20%

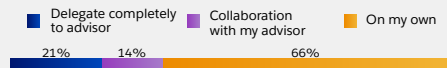
\*Of those surveyed who have money invested

† Of those investors who would like to change how they manage their investments

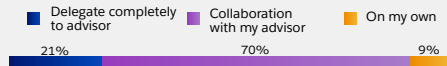
How much money, in total, do you currently have invested?\*



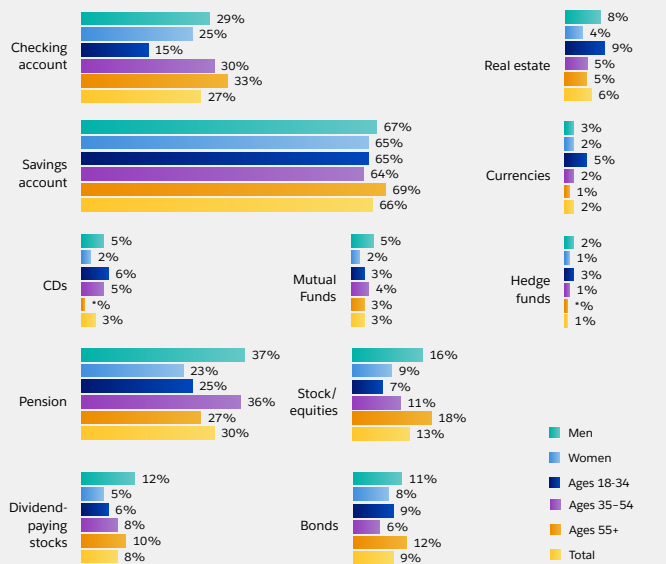
How do you currently manage your investments?†



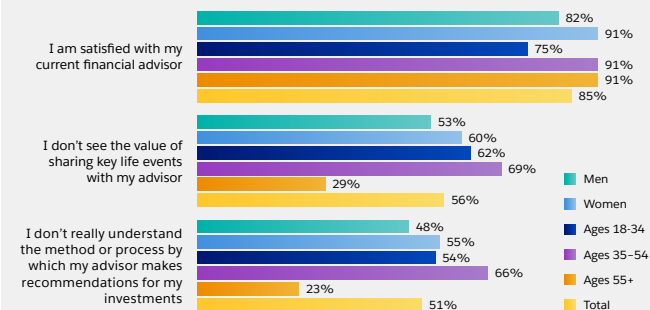
vs How would you like to manage your investments?†



In which of the following ways do you currently save and/or invest money?



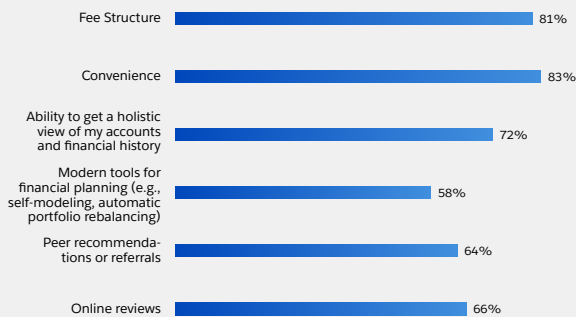
Indicate how much you strongly agree or somewhat agree with these statements:



Which of the following is true for you?



The following factors are important to me when selecting a financial advisor:



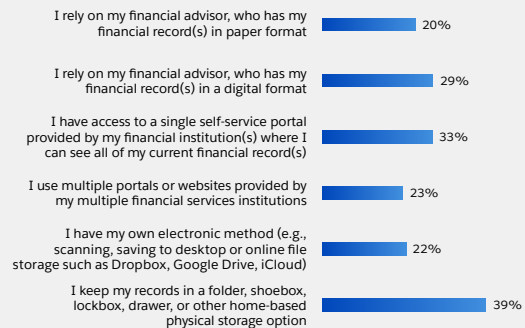
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U.K. DATASHEET



In which of the following ways do you communicate with your financial advisor for each of the following?

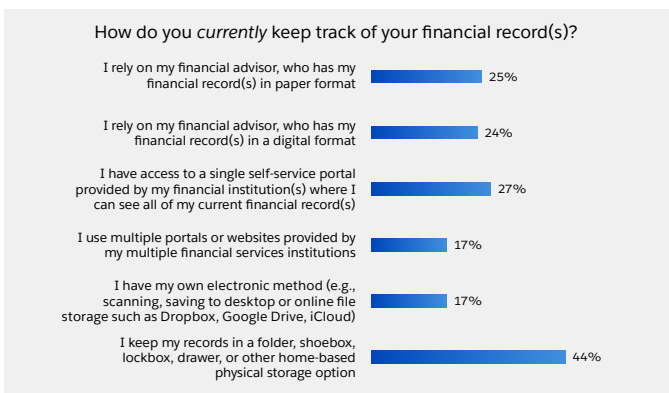
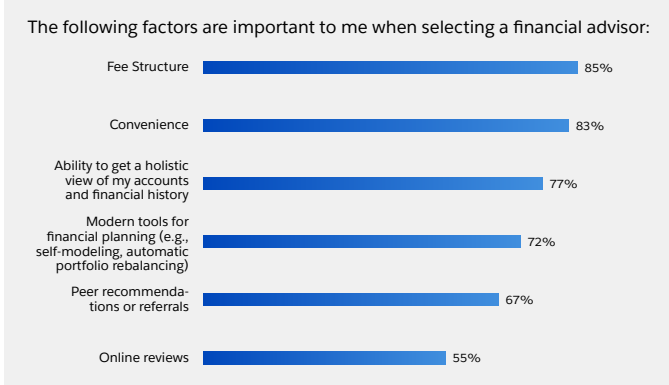
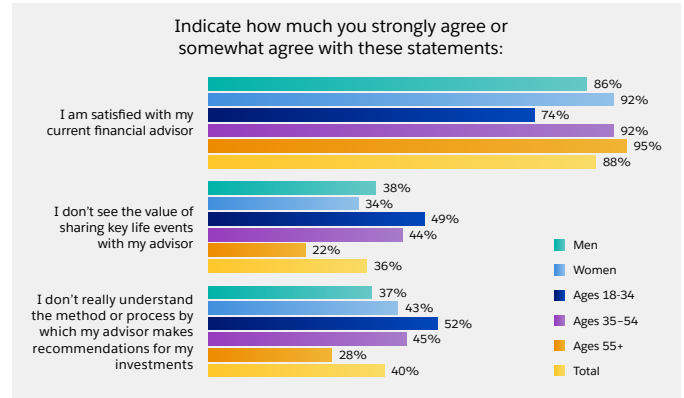
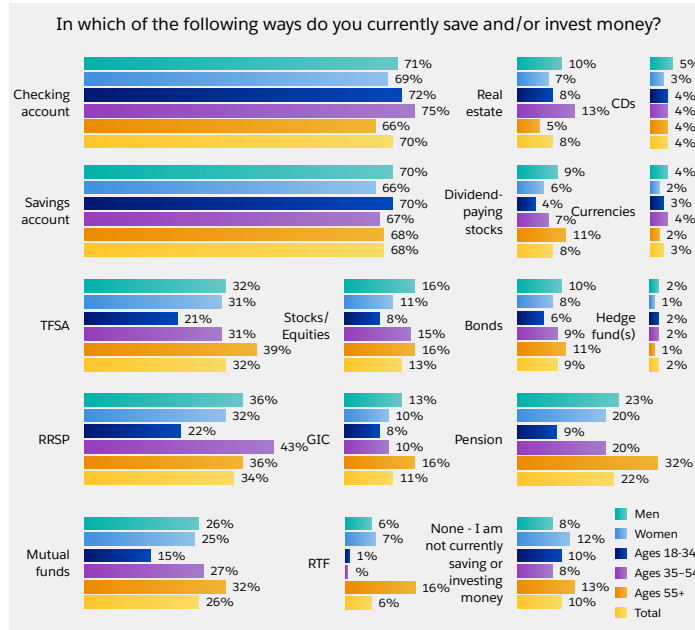
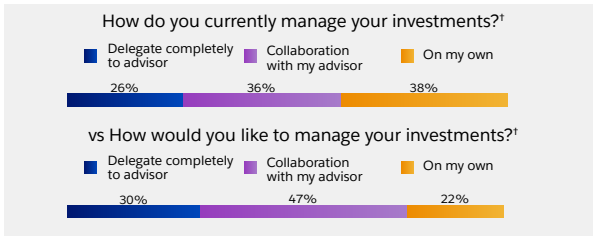
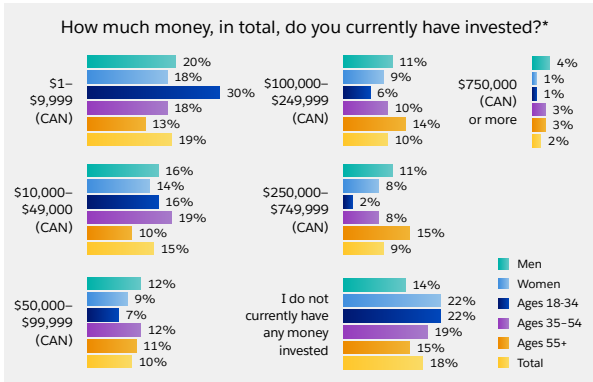
	Set up a meeting	Check the performance of my investment portfolio	Communicate account changes	Share documents with my advisor	Make investment decisions	Get investment advice
In person	20%	30%	27%	26%	38%	33%
Mail	12%	20%	20%	28%	12%	26%
Phone	32%	13%	17%	10%	22%	27%
Text/SMS	10%	7%	8%	14%	4%	7%
Email	31%	23%	22%	22%	17%	23%
Website	11%	24%	15%	16%	13%	13%
Chat/IM	11%	9%	14%	9%	8%	12%
Other	2%	7%	9%	2%	7%	3%
N/A	18%	15%	21%	18%	17%	16%

How do you currently keep track of your financial record(s)?



\*Of those surveyed who have money invested

† Of those investors who would like to change how they manage their investments



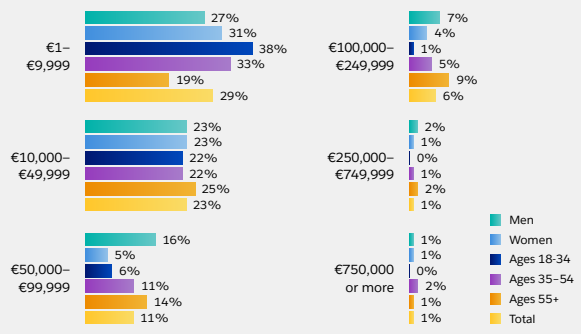
### In which of the following ways do you communicate with your financial advisor for each of the following?

	Set up a meeting	Check the performance of my investment portfolio	Communicate account changes	Share documents with my advisor	Make investment decisions	Get investment advice
<b>In person</b>	25%	47%	45%	45%	57%	48%
<b>Mail</b>	5%	17%	12%	16%	6%	7%
<b>Phone</b>	52%	18%	32%	13%	30%	31%
<b>Text/SMS</b>	9%	4%	4%	4%	5%	5%
<b>Email</b>	32%	18%	22%	27%	15%	19%
<b>Website</b>	6%	23%	7%	8%	9%	7%
<b>Chat/IM</b>	8%	5%	6%	4%	7%	4%
<b>Other</b>	3%	1%	4%	5%	2%	4%
<b>N/A</b>	13%	11%	15%	21%	16%	18%

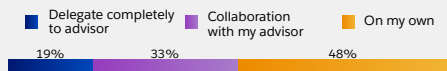
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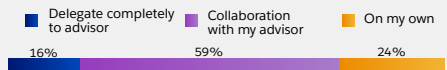
How much money, in total, do you currently have invested?\*



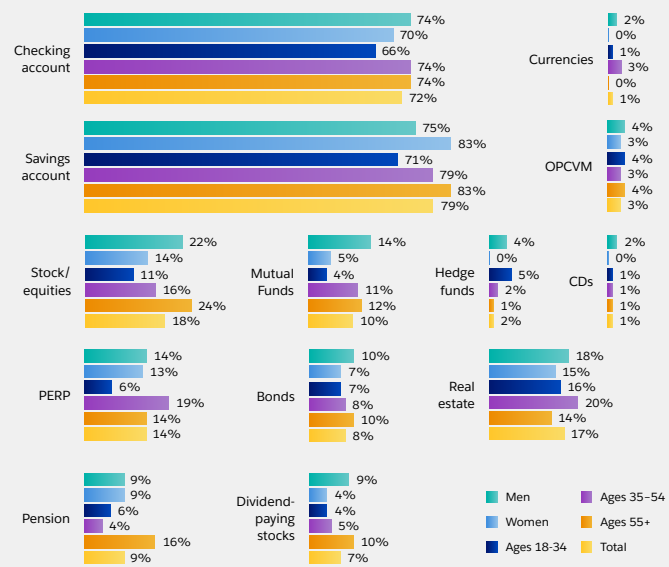
How do you currently manage your investments?†



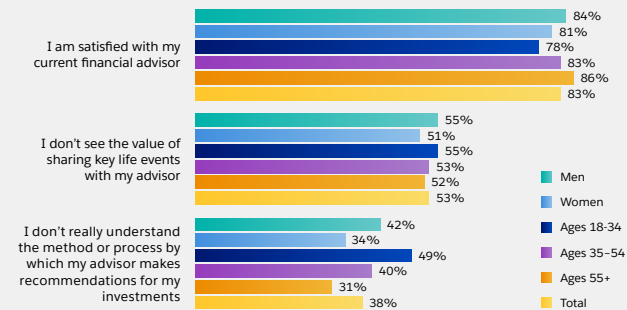
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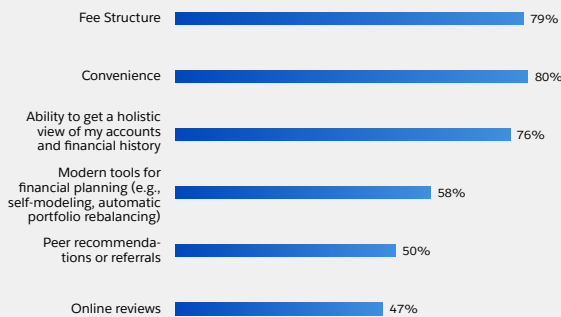
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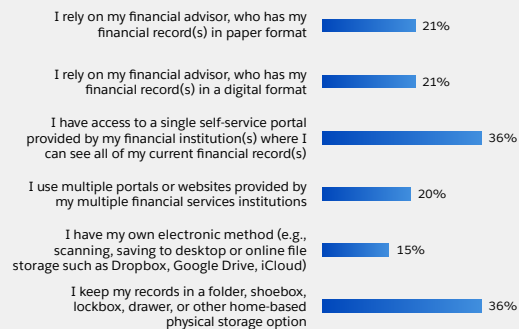
Which of the following is true for you?



The following factors are important to me when selecting a financial advisor:



How do you currently keep track of your financial record(s)?



In which of the following ways do you communicate with your financial advisor for each of the following?

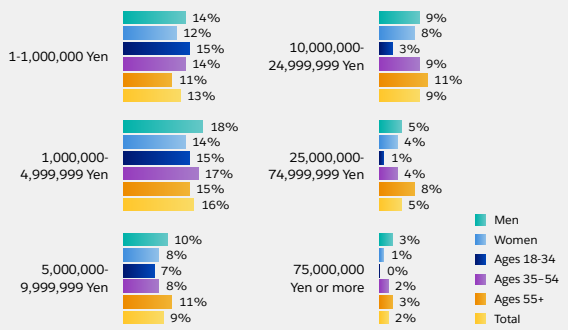
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Phone	47%	9%	23%	8%	15%	18%
Text/SMS	12%	5%	4%	8%	7%	9%
Email	38%	14%	17%	26%	11%	19%
Website	11%	22%	9%	15%	8%	12%
Chat/IM	11%	7%	9%	9%	5%	11%
Other	3%	4%	4%	4%	4%	4%
N/A	8%	19%	13%	15%	16%	19%

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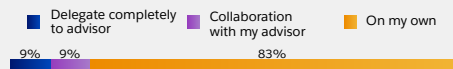
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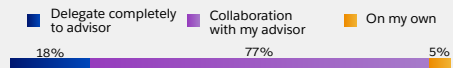
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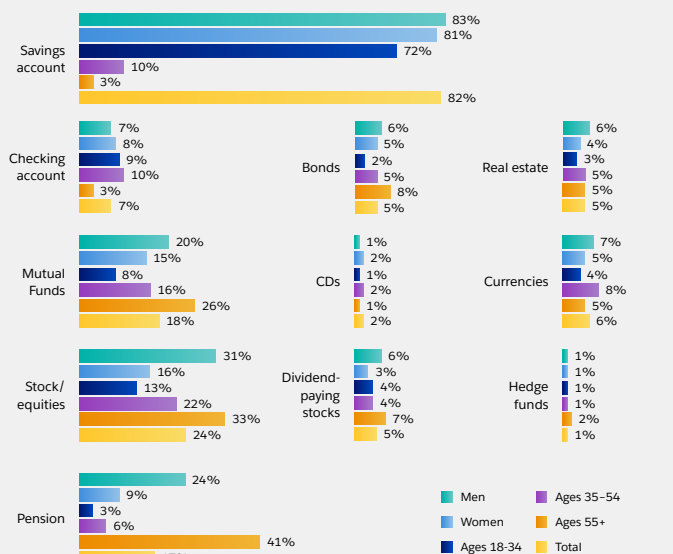
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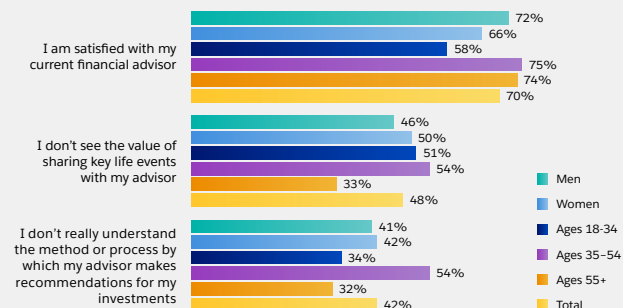
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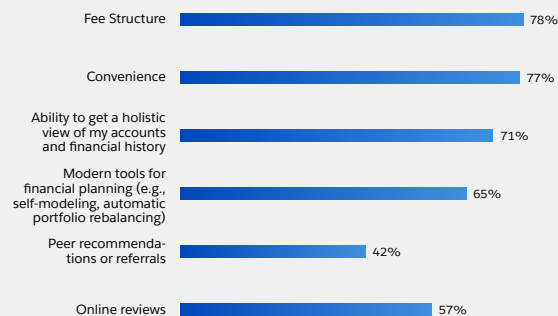
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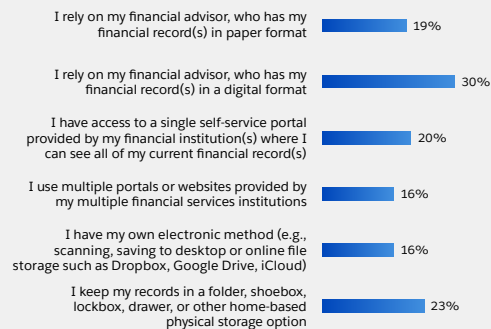
2016 CONNECTED INVESTOR REPORT JAPAN DATASHEET



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Mail	3%	17%	5%	25%	11%	10%
Phone	39%	20%	21%	19%	27%	32%
Text/SMS	10%	11%	8%	12%	6%	12%
Email	29%	23%	18%	17%	18%	22%
Website	8%	14%	9%	15%	8%	11%
Chat/IM	8%	6%	6%	14%	8%	14%
Other	5%	1%	6%	7%	4%	6%
N/A	18%	15%	31%	26%	18%	30%

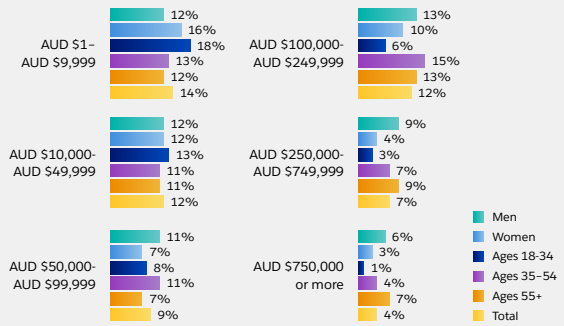
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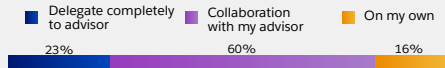
How much money, in total, do you currently have invested?\*



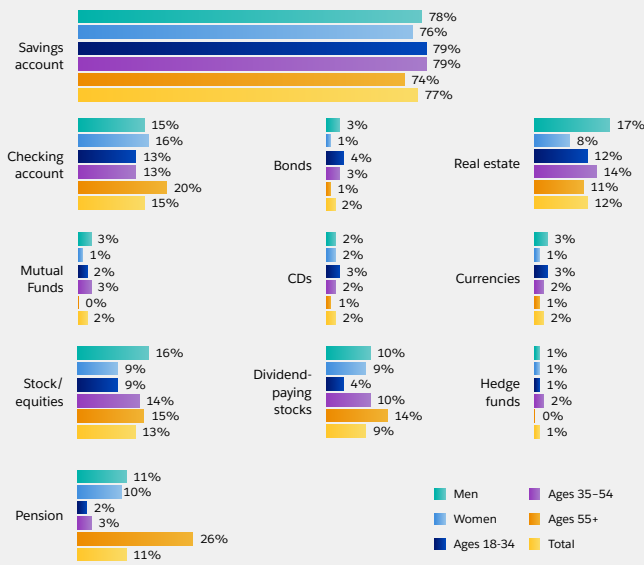
How do you currently manage your investments?†



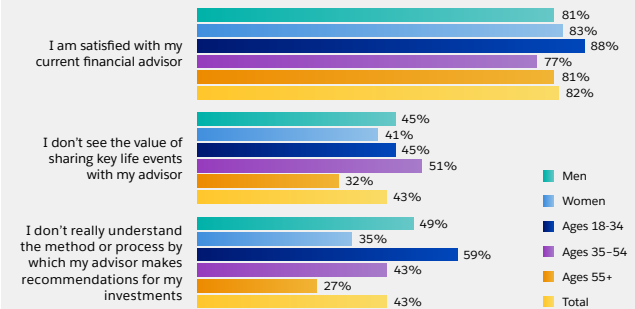
vs How would you like to manage your investments?†



In which of the following ways do you currently save and/or invest money?



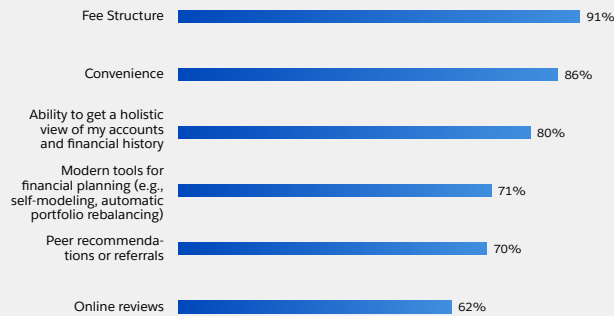
Indicate how much you strongly agree or somewhat agree with these statements:



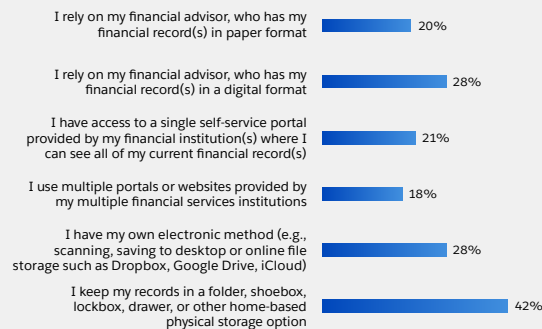
Which of the following is true for you?



The following factors are important to me when selecting a financial advisor:



How do you currently keep track of your financial record(s)?



2016 CONNECTED INVESTOR REPORT AUSTRALIA DATASHEET



In which of the following ways do you communicate with your financial advisor for each of the following?

	Set up a meeting	Check the performance of my investment portfolio	Communicate account changes	Share documents with my advisor	Make investment decisions	Get investment advice
<b>In person</b>	19%	30%	33%	35%	47%	42%
<b>Mail</b>	10%	15%	11%	19%	7%	10%
<b>Phone</b>	41%	16%	25%	8%	23%	33%
<b>Text/SMS</b>	13%	5%	9%	6%	7%	12%
<b>Email</b>	33%	24%	33%	31%	23%	26%
<b>Website</b>	9%	23%	12%	9%	10%	10%
<b>Chat/IM</b>	10%	6%	8%	6%	7%	11%
<b>Other</b>	1%	2%	6%	7%	5%	2%
<b>N/A</b>	18%	16%	18%	22%	19%	18%

\*Of those surveyed who have money invested

† Of those investors who would like to change how they manage their investments

