

WAVE 5 | 2023

Bloomberg Financial Advisor Study

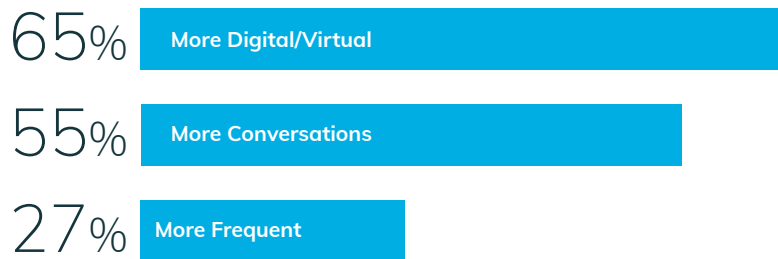
Our latest wave checks in with U.S. Financial Advisors as remote work, technological change and continuing economic uncertainty upend how they work — and what their clients expect.

First fielded in 2017, the Bloomberg Financial Advisor Study is an ongoing resource for financial services marketers, providing deep understanding of intermediaries. Encompassing both independent research and digital technologies, the Bloomberg Financial Advisor Study offers a wealth of information on a valuable, elusive audience – allowing a comprehensive view of distinguishing attitudes, motivations and behaviors as well as a conduit to activation.

Bloomberg Financial Advisor Study Wave 5 Highlights

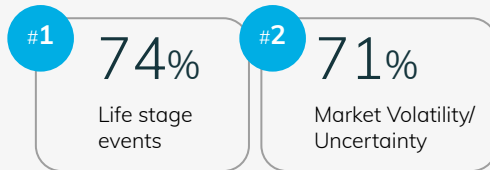
For FAs, the pandemic accelerated adoption and client experience modernization

Q: How have your client interactions changed as a result of the Covid-19 pandemic?

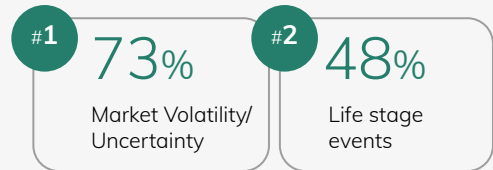


Market volatility and uncertainty is the most common reason for communication.

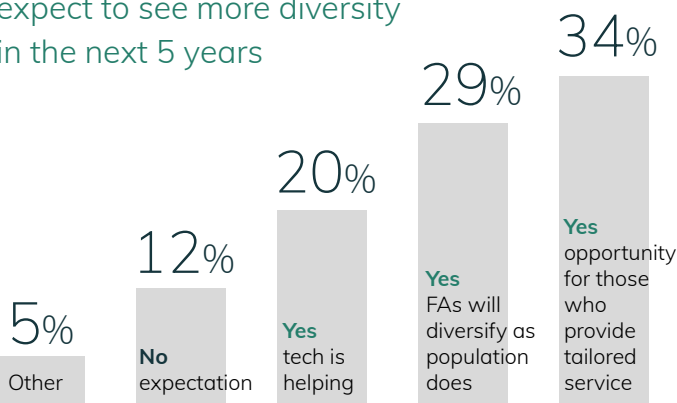
TOP 2 REASONS CLIENTS CONTACT ADVISORS



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Overall, Financial Advisors expect to see more diversity in the next 5 years



Media plays an increasingly critical role in influencing the behaviors of advisors



Millennial advisors over-index for consuming financial news via apps and social media

BLOOMBERG FINANCIAL ADVISOR STUDY WAVE 5 DETAILS

Universe

Actively practicing, front office/client facing, financial professionals in the US

Sample

1,506 Financial Advisors, representative of the active US advisor population (220,000)

Content Areas

Demographics

Market Segmentation

Media Receptivity

Pandemic Impact

Advisory & Client Diversity

FA Motivations & Mindsets

ETFs

ESG

Crypto

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