

Wealth Management Report



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With increasing consumer interest in wealth management and particularly managed funds, ACNielsen's *Wealth Management Report* focuses on new account activity, investors' typical sources of information on providers and other segments of this market.

In ACNielsen's 2005 *Wealth Management Report*, the survey highlighted investors' declining use of financial planners for advice – just 40 percent of investors said they sought professional investment advice, down from 60 percent two years ago.

The 2006 survey contains further in-depth analysis on superannuation, brand equity, website effectiveness, and what investors are looking for online.

The report also provides market penetration monitoring, customer importance measures, customer satisfaction and comparative competitor customer satisfaction.

Do you know:

- Your current market share?
- What motivates your clients to switch to other providers?
- What key factors are driving investors' choice of managed fund providers?
- The best ways to communicate with your current or prospective clients?
- How investors are sourcing information on new providers?
- How satisfied your clients are and how efficient your account application process is?
- Which competitors are most active within your franchise?
- The brand equity of your fund manager?



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Questionnaire components

ACNielsen's *Wealth Management Report* delivers unique market intelligence on the wealth management sector, including:

- Competitive positioning versus major market participants for share of relationships, cross-sell effectiveness (funds management cross-sell amongst own banking customers), customer satisfaction (client evaluation of fees and services), intention to invest in products, channels used, and sources of investment advice
- Market dynamics, including profile of investors, financial advice and advisor relationships, use of the Internet as a distribution channel for investors, and use of and demand for online features amongst investors
- Brand equity focus and comparison of perceptions of clients and non clients
- Superannuation trends, including which financial institution clients are with, their likelihood to switch providers, the type of fund they're likely to switch to and which financial institution they're likely to switch to.

In addition, ACNielsen's database can be segmented according to numerous geographic, competitive or respondent profiles.

Methodology

The *Wealth Management Report* typically captures the views of approximately 3,000 people throughout Australia. The research is conducted every six months, and has been taking place since 1997.

To ensure data integrity, ACNielsen has a number of consistency checks built into the research design. In addition, ACNielsen's team of research experts works with clients to ensure questionnaire design reflects their needs and changing market dynamics.

Deliverables

All clients receive in-person presentations, and hard and soft copies of the reports.

Expertise

The core members of ACNielsen's analyst team have over 20 years' combined experience in financial services research, analysis, insights and business consultancy.

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