

Harris Interactive® Financial Advisor Intermediary Panel

Answers to Frequently Asked Questions



**Easy and fast market research
access to a targeted sample
within the Financial Advisor
community**

What is The Intermediary Panel?

The intermediary panel is comprised of FINRA licensed financial advisors who work at wirehouses, regional brokerages, RIA's, banks and insurance companies. The panel is representative of the advisor universe. The proportion is as follows:

- A wirehouse or regional brokerage firm (22%)
- An insurance agency (13%)
- An independent broker/dealer (29%)
- An independent wealth management firm, not a brokerage (10%)
- An independent asset management firm, not a brokerage (8%)
- A bank (19%)

How many completes can you expect to receive?

Quotas can be set to determine the number of completes you will get. Most studies have base sizes of 200 to 250, but we can complete studies with as many as 500 advisors.

How long is the typical survey?

Surveys run on average 10 minutes, but we have completed surveys as long as 15 minutes.

What if I have only a few questions I need to ask?

If you have only a few questions (three to five), we can design a scaled back study to meet your needs.

Can open-ends be included?

Yes, we can include open-ends as well as questions with skip patterns. The surveys have the full functionality that you would expect from Harris Interactive.

What information do you know about the panelists?

We can segment the panel by a number of variables related to the type of advisor they are and the type of products they sell. We maintain the following information:

- Type of advisor
- Assets under management
- Licenses held e.g. series 6, 7, 65, 66
- Financial services products sold past year (detailed list of 16 products)
- Last year commission
- How paid (fee-based, % of assets, commission)
- Team or solo practitioner
- Length of time being an advisor
- Age
- Gender

Can I target who the survey goes to?

We can define the sample by any variable we have in the database, and if we don't have the particular variable you need, we can always do a custom screening.

How long does it take to get results?

Studies are typically in the field for one week, and tabs are available one-week after field-end (if there are no open-ends).

What are typical deliverables?

Clients can choose the deliverables that they need. Typically we deliver:

- A report in PowerPoint format
- Computer tabulations
- ASCII or SPSS file

How often do you contact panelists?

To ensure a robust participation in the panel, surveys are typically spaced three weeks a part.

Do you have plans to grow the panel?

Yes, we are continuously recruiting and are looking to grow the panel.