

Harris Interactive® Financial Advisor Intermediary Panel

Business Reasons for Needing an Intermediary Panel

Major companies are interested in conducting research across these audiences to get unbiased feedback on:

- Understand the impact of market forces
- New product ideas
- New delivery systems
- New online tools
- Attitudes toward their products and services
- Learn new ideas for the business
- Most companies have their own lists, but would prefer to:
 - Use a representative sample of the entire industry
 - Conduct surveys blind for competitive reasons
 - Have proprietary results that are not shared



Why Did Harris Interactive Build the Intermediary Panel?

- There is no definitive single source for these audiences
- MR and FS firms can purchase lists but:
 - They are for one time only use
 - Low response rates because audience is over sampled and studies are unbranded (i.e. blind)
 - Extremely expensive to conduct

Database Stored Characteristics

- Licenses held e.g. series 6, 7, 65, 66
- Financial services products sold past year (detailed list of 16 products)
- Percent of production fee-based or commission
- Brokerage or RIA registration
- Length of service
- Value of assets manage
- Value of commissions and fees earned past year
- Gender
- Age

Contact Us

For more information, please call **877.919.4765** or email info@harrisinteractive.com

Harris Interactive has developed a proprietary panel of financial advisors that is representative of the securities selling industry. The panel is comprised of FINRA (Financial Industry Regulatory Authority) licensed brokers who work at the following:

