CFP® Certification Continues to Gain Awareness, Marking 4 Consecutive Years of Gains

DATE: Monday, August 24, 2015,

New York, NY – US investors with $100,000 of investible assets ("Mass Affluent") are increasingly likely to be aware of the Certified Financial Planner™ designation, and they are increasingly likely to consider CFP® designated professionals and see them as beneficial. CFP® certification is the best-known financial planning certification, and these consumers are more likely to insist their financial planner has CFP® certification than other designations. These improvements for the CFP® designation been observed consistently year-over-year since the CFP® Board's Public Awareness Campaign began in 2011.

Awareness Questions:

Q1. Unaided awareness top of mind: Thinking about professionals who offer personal financial planning services, which one specific professional comes to mind first? (Please enter one professional.)

Table 1 : Mass Affluent Top of Mind Awareness

	CFP		CPA		CFA		CLU		ChFc		PFS	
	MA	MAI	MA	MAI	MA	MAI	MA	MAI	MA	MAI	MA	MAI
Awareness	Top of Mind	Top of Mind	Top of Mind	Top of Mind	Top of Mind	Top of Mind	Top of Mind	Top of Mind	Top of Mind	Top of Mind	Top of Mind	Top of Mind
2011 (A)	15	13	8	8	4	4	-	-	0	0	0	0
2012 (B)	18	20	9	9	4	4	0	0	0	0	0	0
2013 (C)	22 AB	22 a	10	10	4	4	-	-	0	0	0	0
2014 (D)	24 AB	26 A	11 f	11 f	4	4	0	0	0	0	0	0
2015 (D)	25 AB	29 AB	11 F	11 F	5	5	0	0	-	-	0	0

Q2. Other unaided awareness: Which other professionals who offer personal financial planning services come to mind? (Please enter as many professionals as you can think of.)

Q3. Unaided awareness top of mind: Thinking about professionals who offer personal financial planning services, which one specific designation comes to mind first? (Please enter one designation.)

Q4. Other unaided awareness: Which other designations come to mind? (Please enter as many designations as you can think of.)

Q5. Aided awareness: You may have already mentioned this, but before today, had you ever heard of the following designations for personal financial planning services professionals, or not? (Please select one answer.)

Table 2 : Mass Affluent - Awareness Total Unaided and Aided

Mass Affluent	CFP		CPA		CFA		CLU		ChFc		PFS	
Awareness	Unaided	Aided	Unaided	Aided	Unaided	Aided	Unaided	Aided	Unaided	Aided	Unaided	Aided
2011 (A)	19	75	21	95	6	27	1	26	1	12		22
2012 (B)	23	75	25 A	94	6	26	1	24	1	13		20
2013 (C)	26 A	76	27 A	93	7	25	2	29 b	1	15		19
2014 (D)	28 AB	77	28 A	93	6	25	4 ABCe	25	1	14	1	19
2015 (D)	28 AB	81 ABC	32 Abc	95 c	8	29 c	2	29 Bd		15 a	1	22

Table 3: Mass Affluent Initiator – Awareness Total Unaided and Aided

MA Initiator	CFP		CPA		CFA		CLU		ChFc		PFS	
Awareness	Unaided	Aided	Unaided	Aided	Unaided	Aided	Unaided	Aided	Unaided	Aided	Unaided	Aided
2011 (A)	17	75	17	95	5	25	1	25	1	16		32 c
2012 (B)	24 a	72	27 A	95	3	23	2	25	1	15		24
2013 (C)	24	75	32 A	92	6	20	3	33	2	17	1	24
2014 (D)	28 AB	77	28 A	93	6	25	4 ABCe	25	1	14	1	19
2015 (D)	28 AB	81 ABC	32 Abc	95 c	8	29 c	2	29 Bd		15 a	1	22

Benefit and Intent Questions:

Q6. Using a scale from 1 to 10, please indicate how much you agree or disagree with each of the following statements. For each statement please give a score from 1 to 10 for each personal financial services professional... the more you agree, score closer to 10 . . . the less you agree, score closer to 1. Please give a score for each personal financial services professional based on your impressions, even if you are not very familiar with it.

[Familiar] I am familiar with and understand what this type of personal financial services professional is all about

[Unique] This type of personal financial services professional has unique or different features, or a distinct image others don't have

[Popular] This type of personal financial services professional is a popular one

[Recommend] Is the type of personal financial services professional I would recommend to a friend

[Quality] This type of personal financial services professional consistently offers high quality service

[Trust] Is the type of personal financial services professional I trust

[Relevance] This type of personal financial services professional is appropriate and beneficial for people like me

[Purchase Intent] I would consider working with this type of personal financial services professional in the next two years

Q7. Using a scale from 1 to 10, please indicate how much you agree or disagree with each of the following statements. For each statement please give a score from 1 to 10 for each personal financial services professional . . . the more you agree, score closer to 10 . . . the less you agree, score closer to 1. Please give a score for each personal financial services professional based on your impressions, even if you are not very familiar with it.

[Non-Substitutable] Another personal financial services professional is similar to this professional"

Table 4: Mass Affluent - Equity

Equity	Mass Affluent				
(Top 3 box %)	2011 (A)	2012 (B)	2013 (C)	2014 (D)	2015 (D)
Familiarity	35	34	37	40 AB	43 ABC
Relevance	17	21 a	26 AB	33 ABC	36 ABC
Uniqueness	24	24	26	30 AB	33 ABC
Popularity	25	28	32 A	39 ABC	39 ABC
Recommend	20	22	31 AB	33 AB	36 ABc
Quality	19	20	25 Ab	32 ABC	32 ABC
Trust	19	19	25 AB	33 ABC	34 ABC
Consideration (Purchase Intent)	22	20	29 AB	37 ABC	39 ABC

Table 5: Mass Affluent Initiator - Equity

Equity	Mass Affluent Initiator				
(Top 3 box %)	2011 (A)	2012 (B)	2013 (C)	2014 (D)	2015 (D)
Familiarity	43	41	44	47	55 ABC
Relevance	22	30 a	35 A	47 ABC	52 ABC
Uniqueness	25	30	35 a	37 A	43 AB
Popularity	28	37	37	49 ABC	47 Abc
Recommend	25	30	39 Ab	44 AB	49 ABC
Quality	25	27	33	44 ABC	44 ABC
Trust	23	26	31	46 ABC	49 ABC
Consideration (Purchase	30	29	38 b	46 AB	52 ABC

Intent)					
(Non) Substitutable	38	32	35	43 B	42 b

Q8. We would like your opinion of several types of personal financial services professionals. Do not worry if you are not familiar with all of these professionals, it is your impressions we are interested in. For each service below, please select the professional(s) you think it applies to. (Please select all that apply.)

Table 6: Mass Affluent - Service Association - 2015

	CFP						
% associated with designation or professional	CFP	CPA	CFA	ChFC	Investment Advisor	Financial Planner	Insurance Agent
	A	B	C	D	E	F	G
Retirement planning	68 BCDEfG	30 G	29 G	33 CG	50 BCDG	63 BCDEG	19
A written financial plan	65 BCDEG	20 G	25 BG	30 BCG	28 BG	65 BCDEG	4
Investment advice	58 BCDG	20 G	33 BG	35 BG	75 ABCDFG	56 BCDG	12
Estate planning	54 BCDEFG	40 CDEG	21 G	23 cG	24 cG	49 BCDEG	12
Education planning	40 BCDEG	17 G	17 G	18 G	23 BCDG	40 BCDEG	7
Help with household budgeting	32 bCDEG	27 CDEG	15 EG	14 EG	10 G	49 ABCDEG	2
Tax planning	32 CDEG	83 ACDEFG	17 G	15 G	17 G	30 CDEG	4
Advice on my employee benefits	32 BCDEG	23 CDeG	12	14	19 CDG	30 BCDEG	11
Mortgage advice	31 CDEG	33 CDEG	14 G	15 G	19 CDG	33 CDEG	8
Real estate investment advice	28 BCDG	21 CDG	15 G	14 G	39 ABCDFG	30 BCDG	5
Selling products	31 BCD	6	15 B	16 B	42 ABCDF	31 BCD	69 ABCDEF
Insurance advice and recommendations	21 BCDEf	6	8 b	9 B	11 Bc	17 BCDE	87 ABCDEF

Table 7: Mass Affluent - Service Association – CFP Trending

	Mass Affluent – CFP Trending				
% associated with designation or professional	2011 (A)	2012 (B)	2013 (C)	2014 (D)	2015 (D)
	A	B	C	D	E
Retirement planning	60	58	60	63	68 ABCd
A written financial plan	59	58	60	61	65 ABC
Investment advice	48	46	48	53 Bc	58 ABCd
Estate planning	46	45	49	50	54 AB

Education planning	37	38	37	36	40
Help with household budgeting	32	28	33 b	32	32
Tax planning	28	29	30	34 ab	32
Advice on my employee benefits	25	23	27 b	25	32 ABcD
Mortgage advice	25	28	28	26	31 Ad
Real estate investment advice	25	27	31 A	28	29
Selling products	21	21	25 ab	29 AB	31 ABC
Insurance advice and recommendations	16	18	18	20 A	21 A

Table 8: Mass Affluent - Service Association – CPA Trending

Mass Affluent – CPA Trending					
% associated with designation or professional	2011 (A)	2012 (B)	2013 (C)	2014 (D)	2015 (D)
	A	B	C	D	E
Retirement planning	34	31	33	31	30
A written financial plan	20	19	21	20	20
Investment advice	18	19	21	21	20
Estate planning	46 CDE	42	40	39	40
Education planning	19	16	18	18	17
Help with household budgeting	25	22	25	27 b	27 B
Tax planning	86 bCd	82	81	82	83
Advice on my employee benefits	22	22	24	24	23
Mortgage advice	34	30	31	35 b	33
Real estate investment advice	27 BE	20	24	24	21
Selling products	8	7	8	8	6
Insurance advice and recommendations	9	8	9 e	9	6

Table 9: Mass Affluent - Service Association – CFA Trending

Mass Affluent – CFA Trending					
% associated with designation or professional	2011 (A)	2012 (B)	2013 (C)	2014 (D)	2015 (D)
	A	B	C	D	E
Retirement planning	28	26	25	32 BC	29 c

A written financial plan	29 C	26	23	29 C	25
Investment advice	33 BC	28	26	33 BC	33 BC
Estate planning	22 BC	17	17	21 b	21 b
Education planning	13	13	14	16	17 b
Help with household budgeting	13	12	12	13	15 c
Tax planning	15	15	12	16 c	17 C
Advice on my employee benefits	14	13	12	14	12
Mortgage advice	13	13	14	14	14
Real estate investment advice	14	14	14	15	15
Selling products	15 B	11	14	15 b	15 B
Insurance advice and recommendations	8	7	7	8	9

Q9. Below is a series of statements. For each, please select which of these personal financial services professionals you think the statement applies to. You may select as many or as few of these as you want. (Please select all that apply.)

Table 10: Mass Affluent - Brand Image Association –CFP Trending

Mass Affluent : Brand Imagery - CPA Trending					
% associated with designation or professional	2011 (A)	2012 (B)	2013 (C)	2014 (D)	2015 (D)
	A	B	C	D	E
Demonstrated competence through a professional examination	54	53	53	61 ABC	63 ABC
Accountable to a professional association	52	49	53	57 aB	60 ABC
Committed to the profession	43	40	45 b	51 ABC	55 ABC
Helps me achieve my overall goals	34	35	43 AB	46 AB	50 ABC
Committed to high ethical standards	34	32	38 B	43 ABc	49 ABCd
Provides a complete range of products and services	31	29	32	41 ABC	41 ABC
Acts in their own firm or company's best interest	30	29	27	29	28
Acts in your best interest	27	26	33 AB	38 ABc	43 ABCd
The best in the field	24	24	26	36 ABC	37 ABC
Displays good salesmanship	18	16	18	21 B	22 aBc
Worth the money	18	20	27 AB	35 ABC	37 ABC
Develops long-lasting relationships with clients		36	40	46 BC	52 BCD

Table 11: Mass Affluent Initiator - Brand Image Association –CFP Trending

Mass Affluent Initiator : Brand Imagery - CPA Trending					
% associated with designation or professional	2011 (A)	2012 (B)	2013 (C)	2014 (D)	2015 (D)
	A	B	C	D	E
Demonstrated competence through a professional examination	56	51	54	62 B	71 ABCd
Accountable to a professional association	56	51	57	59	67 ABc
Committed to the profession	48	42	50	55 B	62 ABC
Helps me achieve my overall goals	34	35	48 AB	50 AB	58 ABc
Committed to high ethical standards	40	34	46 B	49 B	53 AB
Provides a complete range of products and services	34	31	32	45 ABC	52 ABC
Acts in their own firm or company's best interest	34	27	27	30	31
Acts in your best interest	28	27	34	43 ABc	49 ABC
The best in the field	24	26	30	41 ABC	41 ABC
Displays good salesmanship	21	14	19	23 B	29 aBC
Worth the money	20	24	30 A	39 ABc	48 ABC
Develops long-lasting relationships with clients		40	41	49 b	57 BC

Q10. Below is a series of characteristics. For each, please select which of these personal financial services professionals you think the characteristic applies to. You may select as many or as few of these as you want. (Please select all that apply.)

Table 12: Mass Affluent -Personality Association –CFP Trending

Mass Affluent : Personality - CPA Trending					
% associated with designation or professional	2011 (A)	2012 (B)	2013 (C)	2014 (D)	2015 (D)
	A	B	C	D	E
Professional	47	46	51	58 ABC	60 ABC
Knowledgeable	46	47	49	58 ABC	62 ABC
Competent	45	42	48 b	54 ABC	57 ABC
Experienced	44	43	45	53 ABC	54 ABC
Hard-working	34	34	37	46 ABC	45 ABC
Ethical	34	32	39 aB	44 ABc	48 ABC
Approachable	29	28	36 AB	43 ABC	42 ABC
Optimistic	22	23	27 A	34 ABC	32 ABC
Greedy*	17 DE	18 CDE	14 DE	10	10
Arrogant*	14 CDE	13 CDE	9	9	8

Deceitful*	9 E	10 dE	8 e	7	6
Professional	47	46	51	58 ABC	60 ABC

Table 13: Mass Affluent Initiator -Personality Association –CFP Trending

Mass Affluent Initiator : Personality - CPA Trending					
% associated with designation or professional	2011 (A)	2012 (B)	2013 (C)	2014 (D)	2015 (D)
	A	B	C	D	E
Professional	52	48	58 b	60 B	61 aB
Knowledgeable	53	49	55	61 B	65 ABc
Competent	47	43	53 b	58 aB	61 AB
Experienced	49	47	53	60 AB	58 B
Hard-working	42	38	43	49 b	52 aBc
Ethical	36	35	45 b	49 AB	50 AB
Approachable	34	29	41 B	48 AB	47 AB
Optimistic	29	27	33	39 aB	37 B
Greedy*	12	17 De	13	9	10
Arrogant*	11	14 de	9	7	8
Deceitful*	9 E	10 dE	8 e	7	6
Professional	47	46	51	58 ABC	60 ABC

Importance of Designation Question:

Q11. Below is a list of designations that financial planners or advisors may hold. Using a scale from 1 to 5, please indicate how much you agree or disagree with the following statement.

People should insist that their financial planner hold this designation.

Please give a score from 1 to 5 for each designation . . . the more you agree, score closer to 5 . . . the less you agree, score closer to 1. Please give a score for each designation based on your impressions, even if you are not very familiar with it.

Table 14: Importance of Certification

Designation	Mass Affluent	Mass Affluent Initiator
CFP	61 BCDEFG	69 BCDEFG
CPA	42 CDEFG	49 CDEFG

CFA	27 DG	34 DG
CLU	18 G	25 G
ChFc	25 DG	32 G
PFS	26 DG	31 G
Other	7	10