

Investment Platforms Market Study

Consumer Research for the Financial Conduct Authority

Technical Report

April 2018

1 Introduction

This technical report gives a description of the methodology employed for the primary consumer research study commissioned by the FCA as part of the Investment Platforms Market Study (IPMS), and undertaken by NMG Consulting in conjunction with boobook between October 2017 and April 2018.

It does not contain any research analysis or findings; please refer to the main report of findings for these.

2 Business and Research Objectives

2.1 Business objectives of the research

The primary purpose of the consumer research is to help the FCA assess whether consumers can make good choices in the platform market and whether there is effective competition between platforms. The FCA wants to understand the extent to which consumers are shopping around and choosing platforms that reflect their preferences and provide value for money. The specific purpose of the consumer research is to learn about:

- The profile of consumers who invest through platforms
- How consumers choose platforms and assess value for money of services, both initially and on an ongoing basis
- The role of platforms in informing consumer investment product choices

To help answer these questions NMG Consulting designed a programme of primary consumer research, working with over 3000 customers of platforms that represent around 90% of the UK platform market based on assets under administration.¹

The consumer research is not intended to provide conclusive answers to all issues and will be considered alongside other pieces of analysis the FCA is undertaking as part of the study.

2.2 Research objectives

Element 1: Understanding what type of consumers use investment platforms

The research aims to deliver a detailed description of the different types of consumer that use platforms to ensure the demand side of the market is fully understood in terms of its needs, attitudes, demographics and behaviours. This information is intended to be used for:

- Providing an overall description of users of online investment platforms
- Understanding whether different types of consumers respond to the research questions differently

Element 2: Choosing and using a platform

The consumer research explored the following topics below to help the FCA assess whether consumers are able to make effective choices:

- Assessing own needs when choosing and using platforms. Are behavioural biases leading consumers to misjudge their needs?

¹ This is based on information provided by firms to the FCA as part of the Investment Platform Market Study

- Accessing information about the platform and products available on the platform. Is appropriate information about products readily available to consumers, either directly from the platforms, or indirectly through various tools?
- Assessing platform and product information. Are consumers able to compare products and services, and assess their relative value for money?
- Taking action. Are consumers able to take action that is suitable for their needs? Are there specific barriers on the demand side that prevent effective consumer engagement with platforms?

Element 3: Choosing investment products on a platform

The consumer research aims to provide the FCA with insights on:

- Whether/how consumers use the tools and information provided by platforms, including how much weight consumers put on recommendations made by platforms vs. other sources of information. How do consumers decide on their investments and what information do they consider?
- Whether platforms' tools and investment solutions are meeting investors' expectations in terms of their function and the value they offer.

3 Methodological overview

A three-phase, qualitative and quantitative approach was used for this study.

Figure 1 below gives a summary overview of the composition of each of the three research phases. Further sample information is then provided.

Figure 1: Research design overview

PHASE 1	PHASE 2			PHASE 3
Exploratory	Cognitive pre-testing of questionnaire	Pilot survey	Full survey including conjoint exercise	Follow up interviews
12 x F2F interviews 2 workshops	10 x depth interviews	100 online responses	>3000 platform customers	36 depth interviews
26 th Oct–6 th Nov 2017	20 th Nov–31 st Dec 2017			25 th Jan–14 th Feb 2018

4 Population of interest

The population of interest for this study comprises UK customers of 20 of the largest firms operating in the UK online investment platform market. These firms represent around 90% of the market by assets under administration, based on information provided by firms to the FCA as part of the Investment Platform Market Study. The size of this population is 5.5 million customers.

Other platforms outside the 20 firms were covered in part through a) the initial exploratory qualitative research which included consumers using a broad array of platforms (e.g. including smaller share trading platforms) and b) through the additional platforms held by respondents with multiple relationships in the quantitative study.

5 Phase 1 Exploratory Qualitative

An initial wave of exploratory qualitative research was undertaken to inform the quantitative questionnaire design and gather early insights on the investor journey and decision-making process when using online investment platforms.

5.1 Sample source

26 consumers for this initial discovery qualitative phase were recruited, and feedback obtained via 12 depth interviews and two focus groups each comprising seven respondents. All were recruited by consumer recruitment specialists, Leftfield. These consumers were sourced on a free-find basis² using a detailed recruitment screener to ensure they matched the respondent profiles sought.

5.2 Recruitment process

Consumers were recruited to meet a number of interlocking quotas (see Figure 2 sample breakdown by life stage and investable assets).

NMG drafted a recruitment screener which was reviewed, iterated and signed off by the FCA on 7th October 2017.

Leftfield has specific experience of financial services research and of recruitment on a free-find basis and has worked numerous times on similar studies for NMG and the FCA. NMG conducted a detailed recruitment briefing on the 10th October 2017. Recruitment began on the 10th October 2017 and continued until 3rd November.

Once a potential respondent had been contacted, the recruiter completed a screening interview. The aim of the screening was principally to ensure that the consumer met the profile requirements.

Where consumers were willing to take part in the research and were eligible, an appointment was set and confirmed in writing. Incentives of £60 in cash to take part in the research were offered.

5.3 Sample profile and framework

Consumers were screened along the following criteria:

- All with assets held on a UK investment platform
- Channel: Mix of non-advised and advised; a mix was allowed to fall out naturally but was weighted slightly towards non-advised respondents given the greater depth of insight on the decision-making process they would be able to provide
- Investable assets: Four levels of total investable assets with at least £1,000 on platform
- Age / Lifestage: Three categories: Young Singles/Couples/Families; Older Families; Empty Nesters/Retired
- Investment experience: Mix of high, moderate and low comfort/confidence with Investing

² 'Free-find' recruitment is where respondents for a research study are recruited from the general population using a variety of techniques rather than from database lists

- Financial decision making: All were the main decision maker in the household for long term investing and savings
- Geographical spread: England (South and Midlands) only covered given the relatively focused nature of this phase
- Key behaviours: New platform users (first invested in a platform in the last 24 months); longer term users (have used same platform for more than two years – active with their platform); switchers (have changed or added another platform in the last 24 months)
- Brands: mix of platforms to cover the range of size and type in the UK was allowed to fall out naturally. This was monitored to ensure that no one platform was overrepresented

Figure 2 Sample breakdown by lifestyle and investable assets

Lifestage	Total Investable Assets			
	£1,000 - £29,999	£30,000 - £99,999	£100,000 - £249,999	£250,000+
Young Singles / Couples / Families	1 workshop – non-advised	-	-	-
Older Families	1 depth	2 depths	2 depths	1 depth
Empty Nesters / Retired	2 depths	2 depths	1 workshop – advised	2 depths

5.4 Fieldwork

Two focus groups (two hours in length) and 12 in-depth interviews (one hour in length) were conducted using semi-structured interview guides and supporting stimulus materials, developed and agreed in collaboration with the FCA (see Appendices A and B). All research was conducted by a small team of senior qualitative NMG researchers with experience of the UK platform market and consumer interaction with platforms. All fieldwork was completed between 26th October and 6th November 2017. FCA project staff attended one focus group in central London to hear first-hand the views of consumers.

5.5 Analysis

Analysis was carried out by working from interview transcripts and notes to identify common themes in line with the research questions (thematic analysis). Interviewers discussed and identified dominant themes and the relevant details to support the emerging framework. The platform journey and variations across advised and non-advised respondents provided the core basis for analysis.

The analysis combined various qualitative methods including analysis based on the evidence of what people said, together with interpretation of the underlying meaning and context. The approach combined the assessment of the frequency of particular responses with a more detailed analysis of individual situations and underlying motivations.

Using subgroup analysis, NMG examined whether responses varied according to a number of different variables; such as channel, age, gender and financial comfort with investing. This enabled an early view of a possible segmentation that was further developed in later stages of research.

5.6 Reporting

A report of key findings was presented to the FCA on 23rd November and discussion of the learnings and implications from this phase undertaken to ensure that the insight was fully leveraged for the subsequent quantitative phase. Given the focused nature and objective of this qualitative phase, its findings were only included in the final published report to a limited extent and where supported by other evidence.

6 Phase 2 Quantitative

6.1 Sampling

In order to collect a representative sample of the platform market, respondents were sampled from the customer bases of 20 of the largest firms in the market (5.5 million customers in total). To determine the number of respondents required from each firm, the total number of accounts was summed across those 20 firms. Each firm's number of accounts were then divided by the total number, giving the target percent that each platform should represent in the final sample.

An overall response rate of 2% was anticipated, and so, to achieve the required sample of 3,000 respondents, we requested a total of approximately 150,000 records ($= 3,000 \times 50$) from across the firms in scope.

Each firm's percentage share of accounts was then applied to the 150,000 to give an initial number of records to be requested from each firm in order to ensure a representative sample. However, for several firms, assuming a 2% response rate, this would result in fewer than 100 of their customers completing the study and, in some cases, significantly fewer than 100. We set a minimum target of 100 responses per platform to ensure that if a small platform had particularly different users to the rest, their results would have bearing on the analysis. Therefore the minimum number of records requested from any firm was 5,000 ($= 100 \times 50$).

An approach to randomised record sampling was developed by the FCA, informed by the ratio of customers to select provided by NMG, and implemented by the platform providers to produce a representative customer contact sample.

The FCA requested c. 176K customer records, of which c. 129K were delivered, and a final survey sample file of c. 90K was generated; below expected sample volume requirements. The reasons for file reduction were many and varied.

The reduction in sample was not consistent across platforms, resulting in some platforms having a very small set of records from which to sample and hence a likelihood to be underrepresented in survey results. To ensure a representative sample a weighting scheme was therefore applied (see next section for details).

Before the survey was fully launched, a pilot phase was undertaken to test the survey and the data it generated. Given the sample size for the full survey, the sample used for the pilot phase was limited to 2000 records.

The selection of these 2000 records was based on two principles:

- Firms with smaller amounts of sample were excluded from the pilot phase to retain as much sample from these firms for the main survey as possible
- For the remaining firms, pilot sample was selected proportionally to their size

Further details on the pilot are provided below.

6.2 Quotas and screening

Quotas were set for the total number of responses from each platform. These were set in proportion to each firm's share of accounts, with a minimum quota of 100 for the smallest platforms to ensure these were adequately represented. We then added a margin of +5% to allow for quality control removals.

Given the concerns with size of the overall sample available post cleaning (assuming a 2% response rate), we did not set a quota for the split between advised and non-advised. We instead monitored this split during fieldwork, based on the respondent's survey route i.e. their perceived channel being either advised or non-advised.

Given the systematic sampling approach used to extract a significant volume of customer records, it was decided not to set quotas for age and wealth profiles, and to let these and other factors fall out naturally.

Some potential respondents were screened out of the survey for several reasons. In particular, it was felt that those who claimed to no longer hold an investment on their sample platform or could not remember investing via their sample platform would not result in good quality responses.

To take into account that there may have been sample platform employees within the sample, the survey questions included a screening question to also remove current and recent employees, and those working in the provision of regulated financial advice. Respondents working in other areas of financial services were deemed suitable to complete the survey.

In total 524 respondents were screened out.

Figure 3 Screen out results

Reason for screen out	Number screened	% of screen outs
No longer hold an investment with sample platform	159	30%
Don't remember ever investing with the sample platform	220	42%
Worked for a platform or in the provision of regulated financial advice within the past 3 years	145	28%

6.3 Questionnaire design

A collaborative approach to questionnaire design was employed with NMG and FCA working together to develop the survey structure and content. Amongst other information, the results from the first qualitative phase were used to help prioritise content in the quantitative survey and create the pre-defined answer options. Question areas which were better suited to a qualitative approach and/or required more detailed exploration to understand underlying issues and motivations were moved to the qualitative phase 3. This also helped to keep the survey length manageable and acceptable to respondents. It was necessary to strike a balance between gathering all of the data requirements, whilst minimising complexity and repetition in respondents' eyes. The cognitive tests and pilot (see 6.5 and 6.6) both revealed areas in which the questions appeared repetitive to respondents (who are unlikely/unable to see the nuanced differences between the different aspects of the purchase journey). Wherever possible the amount of perceived repetition was reduced.

Many of the questions in the main questionnaire looked in detail at the purchase journey and the way in which platforms are used. To generate good quality responses, it was necessary to focus on just one platform for these questions. Rather than asking respondents to identify

their 'key' platform or most recently/frequently used platform, which could have introduced bias to the results, the platform in scope was selected based purely on the sample file. i.e. respondents were asked questions about the platform from whose customer base they were selected during the sample selection. This is referred to as the 'sample platform' in the reporting and may not be the respondent's main or most recently used platform.

Since the purchase journey and usage pattern for an advised platform customer is very different to that of a non-advised customer, at times respondents were routed to separate question sets, based on their perception of their purchase channel. When asked whether a professional financial adviser assisted with the selection and set up of their sample platform, 4% of respondents were unable to answer. For this small group we referred to the customer information provided by the firm to the FCA and those marked as 'advised' customers were asked the questions about an *advised* purchase experience whilst those marked as 'non-advised' were asked about their *non-advised* purchase experience.

Questions on switching platforms focussed only on self-directed switching (i.e. where the customer moved their assets from a platform without the help of an adviser). The exploratory qualitative phase revealed that respondents that had been switched by their adviser had little involvement in the decision-making process. It was therefore decided not to include detailed questions about adviser-led switching in the quantitative phase as it is unlikely respondents would be able to give any meaningful information on the motivations, process or experience of switching. Where the first step of withdrawing assets from the platform was undertaken by the customer themselves, rather than an adviser doing this for them, this was also included within the switching questions – even if an adviser then went on to reinvest the assets elsewhere on the customer's behalf.

The attitudinal questions included in section 7 of the questionnaire were drafted with the objective of being used to explore attitudinal differences between segments and supporting analysis into whether particular customer types were more or less likely to achieve better outcomes. For this reason, an 11 point scale was selected as the basis for each attitude, to increase variance within the responses. Each question was also drafted with polarised ends to the scale, such that respondents needed to place themselves onto the scale to indicate with which end of the scale they most associated. This approach was chosen to remove the possibility of respondents simply agreeing with most attitudes and to encourage a more varied response.

A copy of the quantitative questionnaire can be found in the appendix to this report.

6.4 Development of the Choice Based Conjoint exercise

In addition to direct questioning around reasons for choosing their platforms, respondents in the quantitative survey undertook a choice based conjoint (CBC) exercise to determine the priority of various platform features when placed in competition with each other.

A CBC exercise presents respondents with a number of hypothetical options (in this case three platforms), from which they choose their most preferred. The platforms are constructed using a series of attributes that represent different potential features. Within each attribute are several levels that represent specific options for each feature.

From this set of attributes and levels, hypothetical platforms are constructed by "randomly" choosing a level from each attribute. Within the CBC exercise a respondent saw several potential platforms on each screen and chose the one that most suited their needs. Because each platform is made up of levels from each attribute they must be considered as a whole, and compared with other potential platforms. This results in relatively few choices where a

participant is able to choose a clear winner in terms of attributes (e.g. always the cheapest platform) and instead they must trade-off the specific features of each platform against each other.

Respondents repeat this task several times, over the course of which we learn about the specific attributes and levels within those attributes that most drive their choices.

These choices are then modelled to give a “utility” for each level. This utility represents the importance of that level in determining a respondent’s choice. These utilities are then aggregated to give an overall understanding of what is most important in determining platform choice.


Conjoint design

The specific attributes and levels to be tested within the CBC exercise were determined based on feedback from the initial qualitative research phase and the FCA’s emerging findings on how platforms differ. In selecting the final set of attributes for inclusion into the conjoint exercise it was important to strike a balance between including aspects of platforms that were of potential importance to respondents, and overwhelming respondents with so much information they would not be able to make a considered choice.

Figure 4 Conjoint attributes and levels

Attributes	Levels				
Brand	Well known financial organisation	Established specialist in investment platforms	New brand in the market, specialist in online investment services	A brand unknown to you and new to market	
Ease of use	Simple design showing just what you need to know, quick to learn, reduced choice of options	Standard design, some learning involved to use the various options, some choice of options	Sophisticated design, many options, ability to customise, takes some time to learn		
Range of investment options available	Choose from a small selection of pre-set portfolios, graded on risk	Choose from a shortlist of funds platform presents as best in class	Build your own portfolio from a wide range of funds and / or shares	Choose from a broad range of investment options including pre-set portfolios, a wide range of funds/shares and best in class lists of funds	
Reporting	View investment holdings and transactions	Compare performance of investments [Compare your investments’ performance over time to that of other funds or benchmarks]	Access a range of online financial planning tools [e.g. to calculate retirement income requirements]		

Research	-	Quarterly investments magazine [Featuring news stories and articles on topical issues to do with investments]	Regular market news updates [Updates on new fund launches, market commentary and the most popular funds]	Online library of investment content [e.g. Educational material on the theory of investing, library of investment terminology]	On-line videos with opinions of leading fund managers
Annual Platform Charge (% of amount invested)	0.30%	0.35%	0.40%	0.45%	0.50%

Text shown in [square brackets] was available to respondents if they hovered their mouse cursor over a relevant  icon on each screen.

Specific considerations for each attribute

Brand

Evidence from the initial qualitative phase suggested that there was potentially strong value associated with a platform's brand in consumer decision making, therefore it was important to incorporate some measure of it into the CBC exercise. Several options were considered as to how to include it.

1. Inclusion of actual platform names

This option was rejected as ultimately it depended on a respondent's individual knowledge of different platform brands. An objective of the conjoint was to explore how consumers choices are impacted by knowing or not knowing the platform brand. For a knowledgeable respondent many brands might be familiar and hence be strong options, while a less experienced respondent may not recognise most brands presented.

In addition, the number of platforms involved was too great if all were to be included. If only a selection were to be included (e.g. the largest six brands by customer base) this would exacerbate the above issue in that some respondents would potentially not even have their platform brand to recognise within the CBC exercise.

2. Compare respondents' sample platform and a fictional brand

This option was suggested to give a level which was specifically not a real platform in order to understand how much importance respondents associate with their pre-existing awareness and knowledge of a platform brand. However, as each respondent would be considering their sample platform brand, there would be no consistent benchmark for their willingness to try a new brand.

3. Descriptive information on brand familiarity

Instead brand levels were chosen that reflected a level of familiarity with the hypothetical platform brand. This allows us to estimate the importance associated with knowing the brand and how willing respondents are to try a brand with which they are unfamiliar. A level which represents a completely new brand to market that respondents have not heard of was included in order to provide a base level where respondents have no knowledge of the brand.

Ease of use

Feedback from the initial qualitative stage of research showed there was some value placed in how easy it is to use a platform. Therefore, this was deemed an important attribute to test against other aspects of platforms' offerings. However, ease of use is a subjective measure with different benchmarks for different respondents based on their experience. The wording of levels within this attribute were therefore chosen to reflect a measure of how complicated the platform interface would be, and also the length of time expected to be required to learn how to use that interface.

Range of investment options available

The breadth of funds / products available from a platform was raised as a key feature to many respondents in the initial qualitative research. Several stated examples of using a particular platform in order to access a specific fund. An attribute concerning the range of investment choices provided by a platform was therefore essential for inclusion into the CBC exercise.

The wording of levels was designed to portray the degree of control over their investments that respondents could expect from their platform provider, ranging from the ability to choose from a small selection of pre-set portfolios, to the option to build their own portfolio from a wide range of funds and / or shares. An additional level that offered the option to do both was included in recognition that platforms potentially can offer both the simpler and more bespoke options.

Reporting

In the initial qualitative research, respondents cited the importance of being able to track performance over time as well as use other analytical tools to help inform their investment choices as key needs.

The levels shown in the CBC tasks were designed to be cumulative such that each level was offered in addition to the previous.

Research

The research attribute reflects additional value that platforms could provide to consumers via supporting tools and information. Levels are presented as cumulative options, so each level incorporates the ones below it. The base level ("") is effectively no additional tools or information offered.

Annual Charge

Annual charges were chosen as an attribute as these are typically the most salient of charges imposed by platforms. There were several options considered as to how annual platform charges should be displayed to respondents:

1. As a percentage of assets on platform
2. As an absolute charge in pounds and pence, calculated from a percentage annual charge and the approximate value of the respondent's assets on platform
3. As both the percentage and absolute charge in pounds and pence

Of these options the first was determined to be the most realistic as a respondent researching platform charges would most often be presented with percentages and not absolute amounts, which they would need to calculate themselves.

The actual price levels used were selected to represent the broad range of annual platform charges existing in the market.

Other attributes considered but not included in final design

Several additional attributes were considered for inclusion into the CBC exercise, but were ultimately excluded on the basis of there being insufficient evidence of their importance to justify inclusion and offset the additional complication and cognitive burden placed onto respondents within the tasks.

Other attributes considered include:

- Support options – levels to include telephone, online and live online chat support regarding platform usage. Removed to instead focus on ease of use as an attribute and reduce the number of attributes respondents needed to consider.
- Speed of transaction – considered to be a niche requirement for share traders and not applicable to the majority of respondents likely in the quantitative research
- Transaction charges – further granularity on charges potentially confuses the role of charges within the CBC
- Platform access – levels to include website only, mobile only, website and mobile options. Determined to be less important than other attributes and removed to reduce the number of attributes respondents needed to consider.
- Consumer reviews – levels to include: 3 stars, 4 stars, 5 stars. Reviews ultimately reflect a level of trust that consumers would place into a particular platform. This trust attribute potentially overlapped with the brand attribute and customer ratings of platforms are not widespread, hence it was dropped to reduce the number of attributes respondents needed to consider.

Figure 5 Conjoint task

Investment Study

Thinking specifically about your reasons for using , if the following investment platforms were available to you today, which would be your preferred platform?

For more detail on features, hover your mouse over the ⓘ icon.

(1 of 8)

	Platform 1	Platform 2	Platform 3
Brand	Established specialist in investment platforms	Well known financial organisation	New brand in the market, specialist in online investment services
Range of investment options available			
Small selection of pre-set portfolios, graded on risk	✓	✓	-
Shortlist of funds platform believes are best in class	-	-	✓
Wide range of funds and / or shares	-	✓	-
Ease of use	Sophisticated design, many options, ability to customise, takes some time to learn	Simple design showing just what you need to know, quick to learn, reduced choice of options	Standard design, some learning involved to use the various options, some choice of options
Reporting			
View investment holdings and transactions	✓	✓	✓
Compare performance of investments ⓘ	-	✓	✓
Access a range of online financial planning tools ⓘ	-	✓	-
Research			
Quarterly investments magazine ⓘ	✓	✓	✓
Regular market news updates ⓘ	✓	✓	✓
Online library of investment content ⓘ	✓	-	✓
On-line videos with opinions of leading fund managers	-	-	✓
Annual Charges ⓘ	0.35%	0.45%	0.5%
	○	○	○

And, if your preferred platform were available to you today, would you consider switching to it?

☐ Yes
☐ No

CBC experimental design

The above set of attributes and levels provides too many individual combinations to test for each respondent. Therefore, a CBC experimental design was generated to cover all combinations across all respondents. The CBC design includes different versions of the CBC exercise in which different combinations of levels from each attribute are used to generate the platforms for each CBC task. Each respondent answers CBC tasks from one specific version, while across all respondents the combinations of levels are covered.

In total 50 versions of the CBC exercise were generated and used to field the CBC exercise within the survey. Each CBC version included 7 random tasks and 1 fixed task. Each task contained 3 hypothetical platforms for respondents to choose between.

The CBC exercise used a “dual-response none” option instead of a traditional “none of these” option. A traditional “none of these” option would have been a fourth option on each task for respondents to say that none of the 3 presented platforms was suitable. Instead, respondents were initially presented with only the 3 platforms to choose between (i.e. no option to say that they would not choose one of these platforms). After choosing their preferred platform in each task, respondents were then asked whether they could consider switching to their chosen platform if it were available to them.

The dual-response none set up places a slight additional burden on the respondent for each CBC task, as they are required to answer two questions per task. However, in this instance we consider this additional burden was worthwhile to protect against a situation where a traditional none option was routinely selected by respondents.

6.5 Cognitive testing

Cognitive testing seeks to understand the thought processes a respondent uses in trying to answer a survey question. The aim is to see whether the respondent understands the question as a whole and the key words within it. Cognitive testing of an entire questionnaire is a highly time-consuming process and as such, priorities were made to focus on understanding of key words, comprehensiveness of question options, clarity of key routing questions and usability of the conjoint section of the questionnaire.

Cognitive interviews were carried out by telephone and internet shared screens, using the online survey website with a fully scripted questionnaire, to present a realistic user scenario. The interview was highly respondent led, with the researcher probing to establish understanding of specific questions/parts of questions. Respondents were encouraged to use the 'thinking aloud' technique to cognitively assess perceived clarity and understanding of language. Another technique used was to ask respondents to paraphrase a concept to ensure that the language used matched that of the target respondent. The pre-test also informed the design of the pre-coded questions to ensure they were not missing any key responses, and that the questionnaire flow made sense. The researcher had a list of probes that were developed beforehand, although further probing was also undertaken. The cognitive test also provided the opportunity to undertake some light touch usability testing of the survey, capturing feedback relating to look, ease of reading scales or other techniques used, duration and overall ease of survey completion.

10 cognitive interviews were conducted on the 20th – 23rd November 2017. Interviews lasted 45 - 60 minutes and were conducted with appropriately profiled consumers, using a similar recruitment screener to that used in the phase 1 qualitative research. Respondents were once again recruited by consumer recruitment specialists Leftfield Recruitment. Respondents were given £60 as a thank you for taking part.

Following the cognitive interviews a number of recommendations were made by NMG. Some of these were incorporated, although given the demands of the market study and the specific requirements of the FCA, some recommendations were not able to be incorporated, for example, further simplification of the conjoint exercise.

6.6 Pilot

Before launching the survey in full, a pilot phase was carried out to test the questionnaire in the following ways:

- Check the questions are being understood and are collecting accurate information
- Ensure the time required to complete the questionnaire is in line with expectations
- Check that there are no points where respondents are dropping out of the survey (choosing not to continue), due to particular questions
- Check that questions are not receiving a high proportion of non-response ('Don't know' / 'prefer not to state') answers

- Check that the response rate and screen out rate are in line with expectations (i.e. the proportion of people choosing to take part and the proportion being screened because they do not recall the relationship with the platform)
- Confirm that subgroups within the sample will be of sufficient size. For example, the proportion, and therefore number, of respondents who have switched platforms and will answer the questions about switching
- Review the responses collected in 'Other (please specify)' and add additional options to the list of predefined answer options, where necessary
- Review general feedback on the survey experience and approach to questioning, collected via an open response question at the end

A sample of 112 responses was gathered from a range of platforms. The data was reviewed in detail by both NMG and FCA and adjustments made to the questionnaire where necessary. This included removing some questions to reduce the length and repetition within the survey. Other areas were clarified where respondents were finding it difficult to identify the correct answer option.

The survey was then re-opened to collect a minimum of 3,000 new responses. The responses from the pilot were excluded from the final analysis.

6.7 Fieldwork

The main fieldwork for the quantitative phase was undertaken between the 11th and the 31st December 2017. The online survey was built and hosted in house by NMG Consulting. The survey was branded NMG Consulting but respondents were informed that the research was being conducted for the FCA.

All invitations and reminders for the survey were managed by NMG Consulting, and contained an assurance of the validity of the research and contact details for the FCA for any queries in this regard.

Some firms elected to issue 'warm up' correspondence to customers – survey invitation emails were tailored depending on whether or not prior mention of the research had been made.

Respondents were incentivised to take part via a free prize draw including 15 prizes: one top cash prize of £1,000, four prizes of £250 and 10 prizes of £100.

6.8 Response rate

For the main fieldwork we emailed a total of 72,836 individuals and completed 3,183 surveys giving an overall response rate of 4.4%. The response rate for individual platforms varied from 2% to 15% meaning that we were able to fill some platform quotas early on in fieldwork and did not need to use all of the sample provided. Once a platform quota was filled access to the survey was closed to additional responses for that platform.

Respondents were sent an initial invitation email plus up to two reminders to take part over the course of the fieldwork period. Four platforms did not require any reminder emails as their quota was reached early on. Only eight platforms required a second reminder.

For six of the platforms we were unable to achieve the quota due to the low amount of sample available. However, the response rate for these still exceeded expectations, ranging from 3% to 15%.

6.9 Quality control

The median time spent answering the survey was 22 minutes and 59 seconds.

In line with NMG's standard quality control approach, the following were identified as 'speeders' and removed from the analysis:

- Any respondent who completed the full survey in less than 30% of the median time taken to complete
- Advised route respondents who completed section 3 (advised purchase journey) in less than 30% of the median time taken by advised respondents to complete section 3
- Non-advised route respondents who completed section 3 (non-advised purchase journey) in less than 30% of the median time taken by non-advised respondents to complete section 3

We also removed:

- Those not resident in the UK
- Those not answering on behalf of an individual, adult investor who is responsible for decisions relating to the investment (for example where power of attorney is assigned)
- Those who believed their purchase was advised but whose platform did not provide sample for advised customers. These are considered outliers.

Figure 6 Summary of quality control removals:

	Threshold	Number removed
Overall speeder	00:06:54	20
Advised section 3 speeder	00:00:54	31
Non-advised section 3 speeder	00:01:42	29
Non-UK resident		48
Others removed		12
Incorrect channel stated		30
Total		170

In total 170 completed responses were removed from the data set leaving 3013 as the final survey base. Whilst this equates to a 5% removal rate, the 170 were not evenly spread across the platforms and consequently post-quality control an additional 5 platforms fell slightly below the quota (by a maximum of 12 responses in the worst case).

6.10 Statistical robustness

The margin of error at 95% confidence level on a sample size of 3013 with a population of 5.5 million is approximately 1.8ppts. Therefore, for any proportion cited in this report which is based on all respondents, 19 times out of 20 the true population value will be no more than 1.8ppts higher or lower than the value measured from the sample. The error margin is greatest for proportions which are around 50% and decreases to, for example +/-1.1ppts for proportions around 10% or 90%.

6.11 Data cleaning and backcoding

The switching and multi-homing questions covered the 20 platforms within the sample frame plus an 'other (specify)' option which captured numerous responses. In our approach to validating these responses we wanted to maintain a data set which is led by respondent perception and minimise the amount of data editing. Therefore, where a respondent believes they have a relationship with a 'platform' but mentions organisations that sit outside the definition of platforms for this study we did not remove or correct these responses but grouped them together in order to report on them separately.

The treatment of the 'other (specify)' responses was determined by the FCA who reviewed the organisations mentioned against the full list of platforms and sub-brands which meet the definition of platforms for this study. This resulted in the following groupings

- Sub-brands of the 20 platforms were backcoded to the main platform
- 'Smaller platforms' (by assets under administration), including sub-brands
- 'Comparable firms' such as life company providers (with access to multiple funds via their proposition) and other banks
- 'Other providers' such as discretionary wealth managers, fund managers and financial advice firms
- 'Not stated' where the respondent was unable or unwilling to disclose the name of the platform

The types of product held by multi-homers were also validated and in two cases the respondent was thinking only about a cash savings account and/or a protection product, so this data was cleaned.

In addition to the above data cleaning performed on the survey responses, respondents were removed from the CBC analysis (and only the CBC analysis) if they met either of these two conditions:

- A. Completed the conjoint task in a time that suggests insufficient consideration of each task
- B. Given the same response to every task (e.g. chosen platform 1 at every task)

The cut off time for determining whether a respondent had completed the exercise too quickly was set in the same way as the main survey, i.e. if a respondent completed the conjoint in less than 30% of the median time taken by all respondents to complete the conjoint, then they were excluded from the conjoint analysis. In effect this removed respondents who had completed the conjoint at a rate of less than 11 seconds per screen.

The combination of these two criteria resulted in a further 119 respondents being removed from the conjoint analysis. These respondents were not excluded from any other analysis.

6.12 Weighting

In order to produce results that are representative for the total platform population, it was necessary to weight the survey data as the sample proportions were not fully in line with the proportions in the population.

It was decided to weight on three interlocking criteria:

- Total value of assets held on sample platform, within
- Advised vs. non-advised, within

- Platform

FCA provided data on the estimated distribution of the total population across these three factors, such that we could calculate the weighting factor for each respondent.

A weighting factor is calculated as follows:

$$\text{percentage in population} / \text{percentage in the sample.}$$

In order to do this correctly, a number of extra steps were required:

1. The asset bands were regrouped to avoid too small sample in certain groups, which would result in too large weights. The following regrouping was used

<£20,000
 £20,000 - £49,999
 £50,000 - £99,999
 £100,000 - £249,999
 £250,000 - £499,999
 £500,000 - £999,999
 £1million and above

Note that for certain platform/channel combinations we further collapsed the lower asset bands, again to avoid too large weights (defined as weights larger than 3; an accepted approach in market research)³.

2. Certain respondents did not know the value of their assets on the platform and gave a don't know answer. Therefore, we could not calculate a weighting factor for these respondents in the traditional way. The following extra steps were taken:
 - The weights were calculated for the respondents for whom we knew the asset value
 - Within each platform/channel combination, we calculated an average weight, using the proportion of the asset bands (i.e. a weighted average)
 - This weighted average was assigned to the respondents with undisclosed asset values
 - If the average weight was equal or larger than 3, we brought it down to 2.95. The rationale behind this was to not artificially create large weights. 2.95 was used instead of 3 so that when the weights were reportioned (see next step) they did not exceed 3.
 - As a last step, all weights were very slightly adjusted (in a proportionate way) to make sure that the total weighted sample size was the same as the unweighted sample size

As an end result, an acceptable 2.6% of respondents received a weight larger than 3.0; with a maximum weight of 4.90.

³A limit must be put in place to avoid small numbers of respondents having too great an impact on the overall results of the sample. The value of 3 is widely used within market research as an acceptable limit where a single respondent can have the effective impact of up to 3 respondents in reported results.

6.13 Analysis

During the initial analysis we considered various ways of reporting the data, including the following:

1. By purchase channel for the sample platform (advised vs non-advised)
2. By purchase channel across all platforms that a respondent uses (including a third, 'multi-channel' group)
3. By current level of adviser usage for wider investment needs (significant, occasional or none)

We concluded that option 1 provided the best fit, as it mirrors the questionnaire design, is specific to platform channel, and relates to channel usage at the point of purchase – given that we know channel usage varies over time. The third, 'multi-channel' group are a subset of the 'multi-homer' group who have been analysed as a separate group within the reporting.

Therefore, the main body of analysis looks at the findings for these two groups (advised and non-advised) and, where questions were relevant to both channels, at the overall results for the full sample. Differences between advised and non-advised are commented upon where statistically significant, based on a student-t test at 95% confidence level using weighted data. Findings from across the survey are linked together and cross referenced, to build up a narrative and provide context to the customer behaviour evidenced. The results were also reviewed in the context of NMG's background knowledge of the investment sector and consumer behaviour.

Several subgroups were examined in further detail to gain insight into their profile and behaviour as compared with the rest of the sample. In addition to the 'multi-homing' group mentioned above we also looked at:

- Those who are dissatisfied with their platform
- Those who are able to estimate their platform charges
- Those who are most active
- Preferred fund selection approach (fund selectors, filtered list users and model portfolio users)
- Those currently contributing new money to the platform

Other significant areas of the analysis comprised the segmentation work and the conjoint analysis which are described below.

Segmentation

The quantitative sample comprised respondents with a range of different backgrounds, experiences and needs. These differences between consumers influence their usage and needs from platform providers. For this reason, a segmentation of the sample was undertaken to determine the main differentiating areas between groups and how this impacts their platform use. The aim was to identify several groups that are very similar within the group (homogenous) but very different between groups (heterogenous). Dimensions driving the segmentation were:

- A. Financial engagement
- B. Financial attitude
- C. Investments
- D. Switching
- E. Reasons for platform use

The initial qualitative phase highlighted potential links between some dimensions. Analysis of the quantitative data compared these and a number of other potential dimensions to identify those with most distinctive characteristics. Within these dimensions specific questions were used in a clustering process (see explanation below) to generate six consumer segments based on the quantitative data. Each segment was then profiled on the survey responses to understand the characteristics that define them and separate them from the others.

The questions used within each dimension were:

Financial engagement	
s5dgq5/s5agq5	How often (if at all) do you undertake each of the following activities on ...?
Financial attitude	
s7q1	How knowledgeable would you say you are about investments?
s7q4	Using the following scale, how would you rate your appetite for taking risks with your investments?
s7q5	Thinking about how you manage your finances (e.g. paying bills, checking balances, moving money, making investments), where would you place yourself on the following scale?
Investments	
s6aq1	Total number of platforms used
s6aq2	Type of products held
s3dgq22/s3agq12	Which of the following best describes your approach to investing via the ... platform?
Switching	
s6bq4	Which of these have you done most recently?
Reasons for platform use	
s2q1	What are your main reasons for using an online investment platform?

The segments were generated using a latent class clustering analysis. Latent class is a model-based technique based on the underlying probability distributions within the input questions. Within the modelling, a probability of membership to each segment was calculated for each respondent, and the model is iterated based on maximising the probability of membership for a single segment. At the end of the process, respondents can be allocated to the segment for which they have the highest probability of membership.

Several alternative segment solutions were created and profiled on the questions in the quantitative survey. The final set of segments was decided based on some key considerations.

A. Segment sizes

No individual segment is too large (greater than 30% of the sample) or too small (less than 10%) of the sample.

B. Integrity of solution

Segments are strongly differentiated from each other and the profiles generated are sensible and intuitive

C. Stability of solution

Small changes to the inputs of the solution do not create large differences in the segment profiling

After reviewing the alternate segment solutions against these criteria, the six segment solution referenced in figure 7 was selected as the best option.

Data from the main study were then analysed by segment, where relevant and possible. As some parts of the quantitative questionnaire⁴ were tailored specifically to one channel only (advised or non-advised) it was not always possible to comment on the entire segment – for example 58% of Optimisers answered the advised questions; 63% of Delegators, and 71% of Abdicators, meaning a proportion of each segment answered a different question set (namely the non-advised questions). Therefore, we have not included analysis by segment for the channel-specific question areas – see footnote 5.

Amongst Controllers, Loyalists and Hesitants there is a larger majority who answered the non-advised questions, and therefore we have commented on differences between these three segments when discussing channel-specific sections of the questionnaire.

The below table shows the channel split within each segment and only the highlighted cells have been analysed whenever this restriction applies.

Figure 7 Segment split by channel

	Controllers	Loyalists	Hesitants	Optimisers	Delegators	Abdicators	TOTAL
Non-advised	91%	90%	77%	42%	37%	29%	58%
Advised	9%	10%	23%	58%	63%	71%	42%
Base size	386	573	411	345	555	743	3013

The conjoint questions were answered by all respondents so are not affected by this restriction.

CBC modelling and calculation of importance

The raw responses to the CBC exercise are converted into a set of utilities for each respondent using a Hierarchical Bayes regression model. This gives a set of “raw utilities” which indicate the importance of each level in a respondent’s decision making. A high utility for a particular level means that for that respondent, if that level appears in a platform, it will make the platform relatively more attractive than alternatives without that level. Negative utilities imply

⁴ Section 3 – choosing the platform and investments, including detailed questions around charges, Section 5 – using the platform, including questions around satisfaction

that a particular level detracts from the attractiveness of a particular platform when that level is included. A utility equal to 0 means that the level had precisely no impact on that respondent's choices.

From the initial qualitative research phase and the segmentation of respondents we observed strong differences in preference for the different aspects of platform services. The modelling of utilities was therefore run for each segment individually, allowing specific models to be fitted to the potentially different preferences of each segment.

These raw utilities are then transformed and aggregated in the following way to give overall measures of importance.

At a respondent level:

1. Calculate the range of raw utilities for each attribute. A large range indicates a strong preference for one or more levels within that attribute, and hence that the attribute overall is important.
2. Calculate the range of attribute ranges (i.e. the difference between the most important and least important attribute).
3. Divide each attribute's range by the range of attribute ranges. This gives a proportional measure of importance for each attribute for each respondent.
4. Calculate the sample average of the proportional importance for the specific sample of interest and applying the respondent weights.

6.14 Reporting

A summary report of the initial findings from the quantitative phase was presented to the FCA on 29th January. Implications for the design of the final qualitative phase were discussed and detailed findings were compiled in the final written report, also taking into account the findings from phase 3.

7 Phase 3 Qualitative

At the end of the quantitative survey respondents were given the opportunity to participate in a follow-up interview. A final wave of qualitative research was undertaken to probe into individual experiences, choices and outcomes, following respondents' participation in the quantitative phase. This stage used a one-to-one approach to interview a total of 36 respondents.

7.1 Recruitment process

Participants were recruited to meet a number of interlocking quotas (see sample structure below). NMG drafted a recruitment screener which was reviewed, iterated and signed off by the FCA on 17th January 2018. NMG managed the recruitment process in-house using our team of experienced list recruiters.

At the end of the quantitative phase, respondents were given the opportunity to agree to be re-contacted to take part in the qualitative research and 1,048 respondents expressed interest in this. In order to adhere to strict protocols around usage of personal data, the sample of respondents that agreed to further contact was securely managed via two files to ensure personal information and survey responses were never contained within the same file.

The email invitation to take part in the qualitative stage requested individuals to reply to NMG with their consent to be contacted for further screening (an option to opt-out from any further contact was also given). Respondents were asked to supply their telephone number and first four digits of their postcode to assist us with the screening process.

Individuals were contacted by telephone and taken through the screener to confirm their relevance for the research and allocation to a segment and behavioural type (see below). Interviews were diarised to take place across the UK over a three-week period. Respondents were offered incentives of £60 in cash to take part in the research.

7.2 Sample profile and framework

Participants were screened to meet the following criteria:

- All with assets within a retail investment structure on a UK investment platform
- All main financial decision maker in the household for long term investing and savings
- Age, gender, invested assets – mixed, although weighted towards older, male, assets >£100,000 given quantitative respondent profile
- Investment choices – mix across fund picking, use of filtered lists and model portfolios
- Geographical spread: North, Midlands and South of England
- Brands: mix of platforms from the phase 2 quantitative survey
- Gender, region and assets on platform were allowed to fall out naturally

Figure 8: Achieved sample structure phase 3 qualitative

Age band	Channel	Segment	Financial Confidence / Capability
50 and under - 10 51-65 - 14 Over 65 - 12	Non advised - 24 Advised - 12	1. Controllers - 9 2. Loyalists - 7 3. Hesitants - 7 4. Optimisers - 5 5. Delegators - 4 6. Abdicators - 4	Split of high, moderate and low – slightly greater number of higher than lower confidence given higher proportion of non-advised platform users

Type	Behaviour	Target	Achieved*
1	Multi-homers (more than 1 platform)	6	19
2a	Switchers (moved all or most of investments from one platform to another)	6	11
2b	'Withdrawers' (withdrawn all or most of investments from one platform and invested elsewhere off platform or for a financial adviser to invest)	6	7
2c	Non switchers (stay with platform, never tried to move)	6	12
2d	Failed to switch	6	8

*Respondents could fill more than one type

7.3 Fieldwork

36 in-depth interviews (one hour in length, mostly in-home) were conducted between 25th January and 14th February using semi-structured interview guides and supporting stimulus materials, developed and agreed in collaboration with the FCA.

Respondents were not asked to review their platform websites or paperwork prior to the interview so that the interviewers would hear a true and unbiased account of spontaneous awareness and understanding of their platform features (in so far as was possible having already completed the quantitative questionnaire).

The questions focused on choices made and outcomes but were flexible to allow probing further on some of the issues raised by the individual in the qualitative phase; for example, drivers of switching behaviours. Summaries of their quantitative responses were provided to the interviewers to use as 'crib sheets' during interviewing to validate and build upon. Some of the question areas were more relevant to non-advised rather than advised consumers, given the adviser role in product and platform selection.

This element of the study probed into more detail around:

- Validation of key product / platform ownership from the quantitative phase
- Validation of choices made: drivers for selection and ongoing usage; probing to understand behavioural influences on decision making vs functional attributes of platform such as fund solutions or charges
- Drivers of choice of investment product; probing into role of platform owned solutions such as model portfolios and understanding of relationships; extent of shopping around
- How product decisions were made - usage of platform-owned assets vs other third parties (tools, calculators) and their influence on decision making
- Awareness and understanding of charges
- Satisfaction with decision making – what they want from their platform vs their experience; any gap and extent of gap
- Value for money considerations – what they use from their platform vs what they were looking for; cost/benefit assessment
- Switching – consideration; experience; drivers and barriers

All research was conducted by a small team of senior qualitative NMG researchers with experience of the UK platform market and consumer interaction with it. All interviews were recorded.

7.4 Analysis

Using the same approach described in phase 1, analysis and interpretation was carried out by working from interview transcripts and notes to identify common themes in line with the research questions. Variations across advised, non-advised, behavioural types and segments provided the core basis for analysis. Contrast and comparison against the quantitative findings enabled us to build upon or challenge previous learnings. NMG's understanding of the platform market was used to add further interpretation and context to the outputs from the analysis process, where appropriate.

7.5 Reporting

A summary report of key findings was presented to the FCA on 6th March and discussion of the learnings and implications from this phase undertaken prior to NMG completing work on the detailed written report for publication.

8 Final report

The final report combined findings from the phase 2 quantitative and phase 3 qualitative, led by the quantitative findings, with significant depth and richness added by a qualitative overlay.

The report was drafted by NMG following completion of all phases of research, and thereafter reviewed by the core project team at the FCA. A number of iterations were made by NMG and the FCA before final FCA sign-off prior to publication.

It should be noted that whilst the quantitative findings provide statistical robustness, qualitative findings are indicative of views within the cohort and should not be relied on for statistical robustness.

Any limitations of the research that may impact the findings are described in the main report.

Appendix – Quantitative questionnaire

SECTION 1 - SCREENING

Intro: The first few questions gather some basic information about you and your investments to confirm you are eligible for the survey.

S1Q1

What is your age?

RECORD ACTUAL AGE AND
CODE IN BANDS AS FOLLOWS:

18-24

25-34

35-44

45-54

55-64

65-74

75+

S1Q2

[S]

Which part of the UK do you live in?

North East

North West

Yorkshire and Humberside

East Midlands

West Midlands

East of England

London

South East

South West

Wales

Scotland

Northern Ireland

Channel Islands

Non UK (please specify)

[S1Q3 & S1Q4 moved to follow S8Q6]

S1Q5

[S]

Can you confirm you hold an investment via the [SAMPLE PLATFORM NAME] online investment platform?

Online investment platforms allow investors to hold, buy and sell investments through their websites.

Yes

No, I don't have this investment anymore

No, I don't remember ever investing via the [SAMPLE PLATFORM NAME] online investment platform
SCREEN OUT UNLESS 'YES'

S1Q6

[S]

In the past 3 years, have you worked in the investment or pensions industry?

Yes

No

S1Q7

[S]

In the past 3 years, have you worked for an online investment platform like [SAMPLE PLATFORM NAME] or in the provision of regulated financial advice?

Yes

No

SCREEN OUT IF YES

S1Q8

[S]

Which of the following best describes the type of relationship you currently have, if any, with a professional financial adviser in relation to your investments?

By 'professional financial adviser' we mean a qualified individual who will give you a specific recommendation after due consideration of your personal circumstances and objectives. They are likely to charge for their advice.

I have an **ongoing relationship** with a financial adviser who I rely on for advice across my investment needs and for which I pay a regular fee e.g. monthly / annually

I deal with a financial adviser **only when I have something** that I don't feel I can do myself, otherwise I make my own investment decisions

I usually make my own decisions but will sometimes use the services of a financial adviser for a **second opinion**

I **do not have any** relationship with a financial adviser and make my own investment decisions

SECTION 2 – PLATFORM USAGE

Intro: In this survey, we'll be focussing on **online investment platforms** like [SAMPLE PLATFORM NAME] and the range of **products** and **investment choices** they offer through their websites. Please familiarise yourself with the below explanations of these terms.

- **Online investment platforms** – allow investors to hold, buy and sell investments through their websites. They provide access to a range of product and investment choices.

Platforms also allow you (or your adviser) to access information and online tools to inform your product and investment choices, and monitor the performance of existing investments.

You can access platforms either directly – where you are solely responsible for your activities – or through a financial adviser.

Throughout the survey when we refer to platforms, this is what we mean.

- **Products** – e.g. an ISA or Personal Pension
- **Investment choices** – e.g. funds, shares, fund portfolios

S2Q1

[M]

What are your main reasons for using an online investment platform?

Please select all that apply.

ROTATE ORDER

Control over my investments (e.g. monitoring my investments, managing my stock trading and investment selection)

Convenience of having my investments in one place

24/7 access to my investments

Access to the range of investment products that I need (e.g. ISAs, Personal Pension)

Access to the breadth of underlying investments that I need (e.g. funds, shares, fund portfolios)

Access to information and tools to learn about investing and inform my choices

Saves money (lowers the costs of my investing)

My financial adviser uses a platform for my investments

Other (please specify)

ASK IF MORE THAN ONE SELECTED – OTHERWISE DO NOT ASK AND PREFILL ANSWER WITH '1'

S2Q2

Please place these reasons in order of importance, where 1 is your main reason for using a platform.

You can either drag and drop the items into order, or select an item and use the arrows to move into position.

SHOW REASONS CHOSEN ABOVE – RANK UP TO 3

S2Q3

[S]

Did a professional financial adviser assist you with the **selection and set-up** of the [SAMPLE PLATFORM NAME] platform?

No - I selected this platform myself without receiving advice [ROUTE AS **DIRECT GROUP**]

Yes - A professional financial adviser was primarily responsible for selecting this platform [ROUTE AS **ADVISED GROUP**]

Don't know [ROUTE AS PER CLASSIFICATION FROM SAMPLE]

SECTION 3 - CHOOSING THIS PLATFORM

Intro: In the next part of the survey we would like to focus firstly on how you chose [sample platform name] as your online investment **platform**, and then afterwards there will be a few questions about how you chose the **investments** (e.g. Funds, Shares, fund portfolios) you have on the [SAMPLE PLATFORM NAME] platform

DIRECT GROUP – Questions exploring platform selection

S3DGQ1

[M]

How did you first hear about the [SAMPLE PLATFORM NAME] online investment platform?

Please select all that apply.

ROTATE ORDER

On the internet, when I was searching for investments and providers

A financial adviser

A family member, friend or colleague

Financial commentators (e.g. Which? MoneySavingExpert)

Direct mail

Articles or adverts in magazines or newspapers (including online)

Adverts on social media

Radio or TV

Outdoor posters (including bus, tube etc)

I was already a customer of theirs for something else (e.g. Personal Pension)

Other (please specify)

I was moved to [SAMPLE PLATFORM NAME] and I first heard about them when they got in touch

I don't remember

ASK UNLESS 'I WAS MOVED' AT S3DGQ1

S3DGQ2

[M]

Which of the following did you do before choosing to invest through the [SAMPLE PLATFORM NAME] online investment platform?

Please select all that apply.

ROTATE ORDER

I used a comparison site to compare various platforms

I compared several platforms including [INSERT SAMPLE PLATFORM] by reading about them on providers' own websites

I researched platforms online by reading about them in online financial magazines and newspapers

I researched platforms by reading about them in hard copy (paper) financial magazines and newspapers

Other (please specify)

I researched [SAMPLE PLATFORM] but no other platforms

I didn't do any of my own research

I don't remember

ASK WHERE 'I DIDN'T DO ANY OF MY OWN RESEARCH' OR I RESEARCHED [SAMPLE PLATFORM] BUT NO OTHER PLATFORMS AT S3DGQ2

S3DGQ2a

[M]

What are the reasons you didn't do any research?

ROTATE ORDER

I was already comfortable with the brand of this investment platform

I trusted the recommendation I received from a family member, friend or colleague

I was moved on to the platform by my existing provider (e.g. my bank)

I didn't have the time to research several platforms

I was happy with the first platform I found

Other (please specify)

I don't remember

ASK UNLESS 'I DIDN'T DO ANY OF MY OWN RESEARCH' OR I RESEARCHED [SAMPLE PLATFORM] BUT NO OTHER PLATFORMS OR 'DON'T REMEMBER' AT S3DGQ2

S3DGQ3

[S]

How many platforms did you research as part of this decision?

1 – I only carried out research on [SAMPLE PLATFORM NAME]

2 or 3

More than 3

I don't remember

ASK UNLESS 'I WAS MOVED' AT S3DGQ1 OR S3DGQ2a

S3DGQ4

[M – first and last options are exclusive i.e. middle two can both be ticked]

And what other options for investing did you consider at the time you chose to invest through the [SAMPLE PLATFORM NAME] online investment platform?

I only considered [SAMPLE PLATFORM NAME]

I also considered other platforms

I also considered other options like investing directly with a pension provider or a fund manager

I don't remember

[S3DGQ5 deleted]

ASK UNLESS 'I WAS MOVED' AT S3DGQ1 OR S3DGQ2a

S3DGQ6

[M]

From the list below which features most influenced your decision to invest through the [SAMPLE PLATFORM NAME] platform?

Please select all that apply.

ROTATE ORDER

The range of products on the platform (e.g. ISA, Personal Pension)

The breadth of investment choices (e.g. large number of funds, access to shares)

Ready-made fund portfolios or lists of suggested funds that simplified my investment decisions

Ability to access a specific fund or investment option that I wanted to invest in

The look and feel of the online system

The range and/or relevance of information provided on different investments, including blogs

Availability of online tools to guide my investment decisions

Availability of telephone support

Availability of online support

Availability of a mobile app

Brand of the platform

Charges for using and investing via the platform

Discounts or special offers on fund charges

Tools to manage existing investments (e.g. investment performance reports, alerts, tax calculators)

Speed of turnaround of fund or share trades

Other (please specify)

I don't remember

ASK UNLESS DON'T REMEMBER

S3DGQ9

[Re-present all selected at S3DGQ6]

Please rank these in order of importance, where 1 is the most important influence in your decision to invest through the [SAMPLE PLATFORM NAME] platform.

You can either drag and drop the items into order, or select an item and use the arrows to move into position.

RANK UP TO 3.

ASK UNLESS DON'T REMEMBER OR BRAND IS ONLY FACTOR SELECTED

S3DGQ7a

[S per feature] [Re-present all ranked in top 3 at S3DGQ9 EXCLUDING BRAND]

Did you have enough information about these features to select the best platform for you?

Yes I had enough information

I had some information

No I didn't have enough information

I don't remember

[S3DGQ8 deleted]

[S3DGQ9 moved to follow S3DGQ6]

S3DGQ9a

[S]

Do you pay any charges for investing through the [SAMPLE PLATFORM NAME] platform?

Yes

No

Don't know

S3DGQ10

[S]

How much research did you do into any charges that might be incurred in investing through the [SAMPLE PLATFORM NAME] platform?

I researched the charges and it was easy to find the information

I researched the charges but it was difficult to find the information

I didn't do any research into what the charges might be

There are no charges for investing via a platform

I don't remember

ONLY ASK WHERE 'YES' AT S3DGQ9a. DO NOT ASK WHERE 'NO' OR 'DON'T KNOW'

S3DGQ11

[M]

Which, if any of the following charges applied at the time you chose to invest through the [SAMPLE PLATFORM NAME] platform?

Please select all that apply.

Initial charges for setting up an account with [SAMPLE PLATFORM NAME]

Product specific charges (e.g. for administering a Personal Pension)

Ongoing (e.g. annual) charges for investing with [SAMPLE PLATFORM NAME]

Ongoing (e.g. annual) fund management charges

Trading charges on buying or selling funds

Trading charges when buying and selling shares

Exit fees for transferring your investments or cash away from [SAMPLE PLATFORM NAME], or for closing the account with [SAMPLE PLATFORM NAME]

Other charges (please specify)

Don't know

ASK UNLESS DON'T KNOW

S3DGQ12

[S per type of charge] [Re-present all selected at S3DGQ11]

And how easy or difficult was it to understand the information about each of these charges?

Very easy

Quite easy

Neither easy nor difficult

Quite difficult

Very difficult

I don't remember

ONLY ASK WHERE 'YES' AT S3DGQ9a. DO NOT ASK WHERE 'NO' OR 'DON'T KNOW'

S3DGQ12b

How much, approximately in pounds, have you paid in platform charges over the last year (12 months)?

RECALL AMOUNT IN POUNDS. ALLOW DK CODE

[S3DGQ13 & S3DGQ14 deleted]

DIRECT GROUP – Questions exploring investment selection

[S3DGQ15 deleted]

ASK ALL DIRECT GROUP

S3DG16

[S]

Thinking about how you chose to invest on the [SAMPLE PLATFORM NAME] platform, which of the following best describes your choices?

ROTATE ORDER

Investments that independent, professional third parties have recommended (e.g. journalists, market observers, analysts)

Investments recommended by [SAMPLE PLATFORM NAME] (e.g. via their best buy or most popular lists)

Investments recommended to me by my family or friends

Investments recommended to me by a professional financial adviser

Investments based on my own research

Investments created and managed by [SAMPLE PLATFORM NAME]'s own investment specialists including ready-made investment portfolios

Investments from well-known fund management brands

Other (please specify)

Don't know

S3DGQ17

[M]

Thinking about the actual **investments** you have on the [SAMPLE PLATFORM NAME] platform, which of the following did you do before choosing these **investments**?

Please select all that apply.

ROTATE ORDER

I used a comparison site to compare various investments

I researched these investments on providers' (e.g. fund manager's) own websites

I researched these investments online e.g. financial magazines, newspapers, blogs

I researched these investments by reading about them in hard copy (paper) financial magazines and newspapers

I used the information available via [SAMPLE PLATFORM NAME]

I read the official documentation for the investments such as fund fact sheets or Key Investor Information Documents (KIIDs)

Other (please specify)

I was already comfortable with making this investment so I didn't do much research

I trusted the recommendation I received from a family member, friend or colleague so I didn't do much research

I trusted the recommendation I received from a professional financial adviser so I didn't do much research

I don't remember

ASK IF 'I USED THE INFORMATION AVAILABLE VIA [SAMPLE PLATFORM NAME]' AT S3DGQ17

S3DGQ18

[M]

And what information from the [SAMPLE PLATFORM NAME] platform did you use to make the **investment** choices?

Please select all that apply.

ROTATE ORDER

Fund Fact Sheets such as KIIDs (Key Investor Information Documents)

Fund Managers' reports

Fund or share past performance tables

Fund reviews or 'tips'

Market news or economic data

Online tools that help guide my investment decisions

Independent fund ratings (such as Morningstar ratings)

Other (Please specify)

None of these

[S3DGQ19 and S3DGQ20 deleted]

S3DGQ21

[M]

Thinking about choosing your **investments** on the [SAMPLE PLATFORM NAME] platform, did you:

Please select all that apply.

ROTATE ORDER

Build your own portfolio from a wide range of funds and / or shares

Choose from a shortlist of funds the platform presents as best in class

Choose from a small selection of pre-set portfolios, graded on risk

Don't know

S3DGQ22

[M]

Which of the following best describes your approach to investing via the [SAMPLE PLATFORM NAME] platform?

Please select all that apply.

I make lump-sum contributions from time to time

I make regular automated contributions (i.e. via direct debit or standing order)

I am not currently contributing further money to the investments on this platform

I am receiving a regular income from the investments on this platform

I am moving money off this platform into other investments

Other (please specify)

Don't know

ADVISED GROUP – Questions exploring platform selection

[S3AGQ1 deleted]

S3AGQ2

[S]

What best describes the extent of your involvement in the actual decision to invest through the [SAMPLE PLATFORM NAME] online investment platform?

No involvement as my financial adviser recommended this platform and we did not discuss any others

Some involvement as my financial adviser discussed several platform options with me and I went with the adviser's recommendation

I made the final decision on the platform from a range of options presented to me by my financial adviser

Other (please specify)

DO NOT ASK IF 'NO INVOLVEMENT' AT S3AGQ2

S3AGQ3

[M]

From the list below which features most influenced your decision to invest through the [SAMPLE PLATFORM NAME] online investment platform? These may have been things that your financial adviser discussed with you at the time.

Please select all that apply.

ROTATE ORDER

The range of products on the platform (e.g. ISA, Personal Pension)

The breadth of investment choices (e.g. large number of funds, access to shares)

Ready-made fund portfolios or lists of suggested funds that simplified my investment decisions

Ability to access a specific fund or investment option that I wanted to invest in

Tools and support available to my adviser for choosing and managing my investments

Access and tools available to me for viewing or managing my investments

Brand of the platform

Charges for using and investing via the platform

Discounts or special offers on fund charges

Speed of turnaround of fund or share trades

Other (please specify)

None of these, I relied solely on the recommendation of my financial adviser

I don't remember

ASK UNLESS NONE OR DON'T REMEMBER

S3AGQ4

[Re-present all selected at S3AGQ3]

Please rank these in order of importance, where 1 is the most important influence in your decision to invest through the [SAMPLE PLATFORM NAME] platform.

You can either drag and drop the items into order, or select an item and use the arrows to move into position.

RANK UP TO 3.

S3AGQ4a

Do you pay any charges for investing through the [SAMPLE PLATFORM NAME] platform?

Yes

No

Don't know

ONLY ASK WHERE 'YES' AT S3AG4a DO NOT ASK WHERE 'NO' OR 'DON'T KNOW'

S3AGQ5

[M]

Which, if any of the following charges applied at the time you chose to invest through the [SAMPLE PLATFORM NAME] platform?

Please select all that apply.

Initial charges for setting up an account with [SAMPLE PLATFORM NAME]

Product specific charges (e.g. for administering a Personal Pension)

Ongoing (e.g. annual) charges for investing with [SAMPLE PLATFORM NAME]

Ongoing (e.g. annual) fund management charges

Trading charges on buying or selling funds

Trading charges when buying and selling shares

Exit fees for transferring your investments or cash away from [SAMPLE PLATFORM NAME], or for closing the account with [SAMPLE PLATFORM NAME]

Advice fees paid to my financial adviser

Other charges (please specify)

Don't know

ASK UNLESS DON'T KNOW

S3AGQ6

[S per type of charge]

[Re-present all selected at S3AGQ5]

And how easy or difficult was it to understand the information about each of these charges?

Very easy

Quite easy

Neither easy nor difficult

Quite difficult

Very difficult

I don't remember

[S3AGQ6a has been deleted]

ONLY ASK WHERE 'YES' AT S3AG4a DO NOT ASK WHERE 'NO' OR 'DON'T KNOW'

S3aGQ6b

How much, approximately in pounds, have you paid in platform charges over the last year (12 months)?

RECALL AMOUNT. NOT RANGED. ALLOW DK CODE

ADVISED GROUP – Questions exploring investment selection

S3AGQ7

[M]

Now thinking about the **investments** you have on the [SAMPLE PLATFORM NAME] platform, to what extent was a professional financial adviser involved in the **selection of investments** (e.g. Funds, Shares, fund portfolios)?

By ‘professional financial adviser’ we mean a qualified individual who gave you a specific recommendation after due consideration of your personal circumstances and objectives. You are likely to have been charged for their advice.

You can select more than one option if you have several investments which were taken out in different ways.

I paid a fee to a professional financial adviser to choose the investments for me on [SAMPLE PLATFORM NAME]

I spoke to a professional financial adviser but then decided to arrange the investments myself

I chose the investments myself without any input from a professional financial adviser at any stage

I don’t remember

S3AGQ8

[M]

What information, if any, from the [SAMPLE PLATFORM NAME] platform have you used to monitor your investments or make investment choices?

Please select all that apply.

ROTATE ORDER

Fund Fact Sheets such as KIIDs (Key Investor Information Documents)

Fund Managers’ reports

Fund or share past performance tables

Fund reviews or ‘tips’

Market news or economic data

Online tools that help guide my investment decisions

Independent fund ratings (such as Morningstar ratings)

Other (Please specify)

None of these/ I leave this to my financial adviser

[S3AGQ9, S3AGQ10 and S3AGQ11 have been deleted]

S3AGQ12

[M]

Which of the following best describes your approach to investing via the [SAMPLE PLATFORM NAME] platform?

Please select all that apply.

- I make lump-sum contributions from time to time
- I make regular automated contributions (i.e. via direct debit or standing order)
- I am not currently contributing further money to the investments on this platform
- I am receiving a regular income from the investments on this platform
- I am moving money off this platform into other investments
- Other (please specify)
- Don't know

NB SECTION 4, CONJOINT APPEARS AFTER SECTION 6

SECTION 5 - HOW THEY ARE CURRENTLY USING THE PLATFORM

Intro: Now, we'd like to ask a few questions about how you **currently use** the [SAMPLE PLATFORM NAME] platform.

DIRECT GROUP

S5DGQ1

[M]

Which of the following features are **most important to you now**, based on the way you use the [SAMPLE PLATFORM] platform?

Please select all that apply.

ROTATE ORDER

- The range of products on the platform (e.g. ISA, Personal Pension)
- The breadth of investment choices (e.g. large number of funds, access to shares)
- Ready-made fund portfolios or lists of suggested funds that simplify my investment decisions
- Ability to access specific fund or investment options that I want to invest in
- The look and feel of the online system
- The range and/or relevance of information provided on different investments, including blogs
- Availability of online tools to guide my investment decisions
- Availability of telephone support
- Availability of online support
- Availability of a mobile app
- Brand of the platform
- Charges for using and investing via the platform
- Discounts or special offers on fund charges
- Tools to manage existing investments (e.g. investment performance reports, alerts, tax calculators)
- Speed of turnaround of fund or share trades
- Other (please specify)
- None of these

ASK UNLESS NONE

S5DGQ2

Please rank these in order of importance, where 1 is the most important feature of [SAMPLE PLATFORM].

You can either drag and drop the items into order, or select an item and use the arrows to move into position.

SHOW FACTORS CHOSEN ABOVE – RANK UP TO 3

ASK UNLESS NONE OR BRAND IS ONLY FACTOR SELECTED

S5DGQ3

[GRID]

Thinking about your experience using [SAMPLE PLATFORM], how satisfied or dissatisfied are you with the way it is delivering on each of these?

[Show factors ranked in top 3 at S5DGQ2 EXCLUDING BRAND]

COLUMNS

Very satisfied

Quite satisfied

Neither satisfied nor dissatisfied

Quite dissatisfied

Very dissatisfied

[S5DGQ4 has been deleted]

S5DGQ5

[GRID – SINGLE SELECTION FOR ALL ROWS]

How often (if at all) do you undertake each of the following activities on [SAMPLE PLATFORM NAME]?

COLUMNS

Weekly or more often

Monthly

Every few months

Annually

Less often than annually

Never

ROWS

Check the current value of your investments

Check the performance of your investments

Check the platform or investment charges you've paid

Make a new investment

Switch from one fund or share to another

Look at information, blogs or research for ideas on where and how to invest

Sell an investment and withdraw the money

Seek assistance from the platform by web chat, email or telephone

FOR EACH OF THE TASKS USED:

S5DGQ6

[GRID – SINGLE SELECTION FOR ALL ROWS]

How satisfied or dissatisfied are you with your experience of these activities on [SAMPLE PLATFORM NAME]?

[Show factors used S5DGQ3]

COLUMNS

Very satisfied

Quite satisfied

Neither satisfied nor dissatisfied

Quite dissatisfied

Very dissatisfied

[S5DGQ7 has been deleted]

S5DGQ8

[S]

Thinking about your expectations and experience of using [SAMPLE PLATFORM] how likely would you be to recommend it to a friend, relative or colleague?

SHOW 0 – 10 SCALE:

0 - Would definitely **not** recommend

10 - Would definitely recommend

S5DGQ9

[S]

Which of the following statements best describes your approach to your investments on [SAMPLE PLATFORM NAME]?

I leave my investments in the same funds or shares for many years

I leave most of my investments in the same funds or shares but I switch a small proportion at least once a year

I switch the majority of my funds or shares at least once a year

In most years I expect to trade all of my funds or shares at least once

I tend to leave my investments in the same funds for many years but I am quite active in trading my shares

Other (please specify)

Don't know

ADVISED GROUP

S5AGQ1

[M]

Which of the following features are **most important to you now**, based on the way you use the [SAMPLE PLATFORM] platform?

Please select all that apply.

ROTATE ORDER

The range of products on the platform (e.g. ISA, Personal Pension)

The breadth of investment choices (e.g. large number of funds, access to shares)

Ready-made fund portfolios or lists of suggested funds that simplify my investment decisions

Ability to access specific fund or investment options that I want to invest in

Tools and support available to my adviser for choosing and managing my investments

Access and tools available to me for viewing or managing my investments

Brand of the platform

Charges for using and investing via the platform

Discounts or special offers on fund charges

Speed of turnaround of fund or share trades

Other (please specify)

None of these – I leave it to my financial adviser

ASK UNLESS NONE

S5AGQ2

Please rank these in order of importance, where 1 is the most important feature of [SAMPLE PLATFORM].

You can either drag and drop the items into order, or select an item and use the arrows to move into position.

SHOW FACTORS CHOSEN ABOVE – RANK UP TO 3

ASK UNLESS NONE OR BRAND AND OR TOOLS FOR MY ADVISER ARE THE ONLY FACTORS SELECTED

S5AGQ3

[GRID]

Thinking about your experience using [SAMPLE PLATFORM], how satisfied or dissatisfied are you with the way it is delivering on each of these?

[Show factors ranked in top 3 at S5AGQ2 EXCLUDING BRAND and tools for my adviser]

COLUMNS

Very satisfied

Quite satisfied

Neither satisfied nor dissatisfied

Quite dissatisfied

Very dissatisfied

[S5AGQ4 has been deleted]

S5AGQ5

[GRID – AT LEAST ONE SELECTION FOR ALL ROWS]

In the past 12 months have you completed any of the following activities on [SAMPLE PLATFORM NAME] either by yourself or with your financial adviser (you can tick both columns if necessary)?

COLUMNS

By myself

With my adviser

Have not done this

ROWS

Check the current value of your investments

Check the performance of your investments

Check the platform or investment charges you've paid

Make a new investment

Switch from one fund or share to another

Look at information, blogs or research for ideas on where and how to invest

Sell an investment and withdraw the money

Seek assistance from the platform by web chat, email or telephone

FOR EACH OF THE TASKS PERSONALLY USED:**S5AGQ6**

[GRID – SINGLE SELECTION FOR ALL ROWS]

How satisfied or dissatisfied are you with your experience of these tasks on [SAMPLE PLATFORM NAME]?

[Show factors used 'by myself' at S5AGQ5]

COLUMNS

Very satisfied

Quite satisfied

Neither satisfied nor dissatisfied

Quite dissatisfied

Very dissatisfied

[S5AGQ7 has been deleted]

S5AGQ8

[S]

Thinking about your expectations and experience of using [SAMPLE PLATFORM] how likely would you be to recommend it to a friend, relative or colleague?

SHOW 0 – 10 SCALE:

0 - Would definitely not recommend

10 - Would definitely recommend

SECTION 6 – MULTI-HOMING AND SWITCHING

Multi-Homing

Intro: Some questions now about other online investment platforms you may currently use.

Just as a reminder, by ‘online investment platforms’, we mean online-based services that allow investors (or their advisers) to hold, buy, sell and monitor investments online, providing access to a range of product and investment choices.

ASK ALL

S6aQ1

[M]

In addition to [SAMPLE PLATFORM NAME], do you currently have investments with any other **online investment platforms** from the list below, either where you set up an investment yourself, or an adviser arranged this for you?

Please answer in relation to products and investments that you have access to (e.g. Stocks and Shares ISAs, funds or shares etc.) including any Personal Pensions where you or your adviser decide which funds to invest in. You should **exclude** any pension arranged via your **current employer**.

EXCLUDE SAMPLE PLATFORM NAME FROM LIST

Please select any other platforms you use. If [SAMPLE PLATFORM NAME] is your only platform please just select the last option.

[SHOW LIST OF 20 SAMPLE PLATFORMS]

Other(s) (please specify) [DO NOT USE IN SUBSEQUENT QUESTIONS UNLESS STATED]

I don't have any other online investment platform arrangements

S6aQ2

[GRID QUESTION – AT LEAST ONE SELECTION PER PLATFORM]

Please select the types of products and investment choices you hold on the platforms you use.

SHOW SAMPLE PLATFORM NAME PLUS ANY PLATFORMS CHOSEN AT S6aQ1 EXCLUDING ‘OTHER’

Stocks & shares ISA (includes investments in funds and/or shares)

Personal Pension e.g. a pension held in your own name, including SIPP (Self Invested Personal Pension)

Funds e.g. Unit Trusts (directly held)

Stocks & shares (directly held)

Income drawdown plan

Lump sum life insurance investment e.g. with-profits bond or offshore bond

Option Trading and Spread Betting

Other (please specify)

Don't know

ASK UNLESS NONE AT S6aQ1

S6aQ3

[M]

What are your reasons for using more than one online investment platform?

Please select all that apply.

ROTATE ORDER – DO NOT ALLOW FIRST TWO OPTIONS TO BE SELECTED TOGETHER

I am in the process of moving my investments across so they are consolidated / on one platform

I started investing new money into a different platform but have decided to leave my existing investments where they are

I started using a different platform in order to access specific products or investments

I started using a different platform in order to access a specific service (e.g. investment information and analysis on one, trading on another)

I use more than one platform because I don't want all my money in one place

Different people were involved in setting up different investment platforms (e.g. a financial adviser, a family member, me)

I have a separate platform for my current or previous workplace pension

Other (please specify)

No real reason – it's just how things worked out

ASK UNLESS NONE OR JUST OTHER AT S6aQ1

S6aQ4

GRID QUESTION – SINGLE SELECTION PER PLATFORM

Did a financial adviser assist you with the **selection and set-up** of the other investment platforms you use?

SHOW PLATFORMS CHOSEN AT S6aQ1 – EXCLUDING 'Other'

No - I selected this investment platform myself without receiving advice

Yes - A professional financial adviser was primarily responsible for selecting this platform

Don't know

DUMMY QUESTION TO BE CREATED FROM S2Q8 AND S6Q4 TO CATEGORISE OVERALL CHANNEL AND MULTI CHANNEL USAGE

Switching

Intro: We would now like to ask about moving your investments away from one online investment **platform** to somewhere else – i.e. when you might have stopped using an online investment platform all together in favour of another investment option.

ASK ALL

S6bQ1

[M]

In the past 3 years, have you personally done any of the following (without the help of a financial adviser)?

Please select all that apply.

NMG SUGGEST UPDATING THE EXISTING LIST TO ALIGN WITH REQUESTED UPDATES BUT AVOID RE-WRITING WHOLE SECTION

1. Moved all or most of your investments **from one platform to another platform**
2. Started using an additional platform **whilst continuing to invest** with your existing platform
3. Started using an additional platform and **not making further contributions** to your existing platform
4. Withdrawn all or most of your investments from a platform and then invested these elsewhere - **not on another platform** e.g. investing directly with a pension provider or a fund manager
5. Withdrawn all or most of your investments from a platform, for a **financial adviser** to then invest elsewhere for you
6. None of these

[S6bQ2-3 have been deleted]

ASK IF MORE THAN ONE OF 1-5 AT S6bQ1 OTHERWISE PREFILL ANSWER

S6bQ4

[S]

Which of these have you done most recently?

1. Moved all or most of your investments **from one platform to another platform**
2. Started using an additional platform **whilst continuing to invest** with your existing platform
3. Started using an additional platform and **not making further contributions** to your existing platform
4. Withdrawn all or most of your investments from a platform and then invested these elsewhere - **not on another platform** e.g. investing directly with a pension provider or a fund manager
5. Withdrawn all or most of your investments from a platform, for a **financial adviser** to then invest elsewhere for you

IF 1 OR 2 OR 3 AT S6bQ4

S6bQ5

[M]

Thinking about the most recent time you moved from one platform to another, what were the main reasons you wanted to move?

Please select all that apply.

ROTATE ORDER

The overall charges were cheaper

To access an investment not available on my current platform

To access tools or features not available on my current platform

To consolidate my investments into one place

Poor support (eg telephone or on-line)

Poor user experience on the website

Poor investment performance

Recommendation from a financial adviser

Recommendation from a friend, relative, colleague

Special offer/ discount available

Advertisement from new platform

Other (please specify)

I don't remember

IF 4 AT S6bQ4

S6bQ6

[M]

Thinking about the most recent time you withdrew investments from a platform and invested them elsewhere - not on another platform, what were the main reasons you wanted to move?

Please select all that apply.

ROTATE ORDER

To access an investment not available on my current platform

To consolidate my investments into one place

Poor support (eg telephone or on-line)

Poor user experience on the website

Poor investment performance

The platform was too expensive

Found it too difficult to manage the investment online

Found it too time-consuming to manage the investment online

Recommendation from a financial adviser

Recommendation from a friend, relative, colleague

Special offer/ discount available

Advertisement from new investment provider

Other (please specify)

I don't remember

IF 5 AT S6bQ4

S6bQ7

[M]

Thinking about the most recent time you withdrew investments from a platform for a financial adviser to then invest elsewhere for you, what were the main reasons you wanted to move?

Please select all that apply.

ROTATE ORDER

Poor support (eg telephone or online)

Poor user experience on the website

Poor investment performance

The platform was too expensive

Found it too difficult to manage the investment myself

Found it too time-consuming to manage the investment myself

A financial adviser can access more/better options than I can

Felt safer going through an adviser

I went to the adviser for another reason, and he/she suggested it

Recommendation from a friend, relative, colleague

Other (please specify)

I don't remember

IF 1-5 AT S6bQ1

S6bQ8

[S]

Which platform was this, that you moved away from or decided not to use in favour of another option?

[SHOW LIST OF 20 SAMPLE PLATFORMS]

Other (please specify)

IF 1-5 AT S6bQ1

S6bQ9

[S]

How long were you with this platform for, before you decided to move away or decided not to use in favour of another option?

Less than 6 months

6-11 months

1-2 years

3-4 years

5-6 years

7-8 years

9-10 years

11 years or more

I don't remember

IF YES 1-5 AT S6bQ1

S6bQ10

[S]

And how easy or difficult did you find it to move your investments away from the platform to somewhere else?

Very easy

Quite easy

Neither easy nor difficult

Quite difficult

Very difficult

I don't remember

ASK ALL

S6bQ11

[S]

Have you ever wanted to move your investments away from a platform (without the help of a financial adviser) but **couldn't do so in the end** for some reason?

Yes

No

Don't know

IF YES AT S6bQ11

S6bQ12

[M]

What were the issues which prevented you from moving your investments away?

Please select all that apply.

ROTATE ORDER

Would have had to pay exit fees

Would have lost time out of the market while my investments were moved across

Would have had to get used to a new website

Process was too complex e.g. providing IDs, passing checks

Process was too time consuming e.g. filling in the forms, reading the paperwork

Couldn't find a suitable alternative

Couldn't find the right information in order to compare platforms

Service issues improved so I decided to stay

Investment performance improved so I decided to stay

Other (please specify)

I don't remember

ASK IF MORE THAN ONE SELECTED – OTHERWISE DO NOT ASK AND PREFILL ANSWER WITH ‘1’
S6bQ13

Please place the issues in order, where 1 was the biggest issue preventing you from moving.

You can either drag and drop the items into order, or select an item and use the arrows to move into position.

SHOW ISSUES CHOSEN ABOVE – RANK UP TO 3

ASK IF NONE AT S6BQ1 AND NO OR DK AT S6bQ11 (haven’t ever switched or tried and failed to switch)
S6bQ14

[M]

Are there any particular reasons why you haven’t considered moving your investments away from a platform (without the help of a financial adviser)?

Please select all that apply.

ROTATE ORDER – BUT FIX FINANCIAL ADVISER AT TOP OF LIST [exclusive option]

I leave this to my financial adviser

My investments are long term so I want to leave them where they are

It would not be possible to move my investments

I wouldn’t know how to switch

I’ve only just started investing

I’m happy with the way things are

I’d never get around to it

I think it would cost more

It would take too much time and effort

I wouldn’t want to have to get used to a new website

I’d find it hard to compare platforms

I wouldn’t be able to find another platform that meets my needs

Other (please specify)

No particular reason

ASK IF MORE THAN ONE SELECTED – OTHERWISE DO NOT ASK AND PREFILL ANSWER WITH ‘1’
S6bQ15

Please place the reasons in order, where 1 was the main reason you haven’t considered moving.

You can either drag and drop the items into order, or select an item and use the arrows to move into position.

SHOW ISSUES CHOSEN ABOVE – RANK UP TO 3

ASK UNLESS ‘I LEAVE THIS TO MY ADVISER’ AT S6bQ14
S6bQ16

[M]

Which, if any, of the following reasons would prompt you to move your investments away from a platform (without the help of a financial adviser)?

Please select all that apply.

ROTATE ORDER

To get away from a platform providing poor support (eg telephone or online)

To access an investment not available on my current platform

To access tools or features not available on my current platform

To consolidate my investments into one place

If I had a poor experience using their website

If a special offer or discount on investments was available elsewhere

If the charges were lower on a different platform

If my investments performed badly

Recommendation from a financial adviser

Recommendation from a friend, relative, colleague

Other (please specify)

I wouldn’t move my investments away/ wouldn’t move without help from a financial adviser

ASK IF MORE THAN ONE SELECTED – OTHERWISE DO NOT ASK AND PREFILL ANSWER WITH ‘1’
S6bQ17

Please place the reasons in order, where 1 would be most likely to cause you to move your investments away.

You can either drag and drop the items into order, or select an item and use the arrows to move into position.

SHOW ISSUES CHOSEN ABOVE – RANK UP TO 3

SECTION 4 - CONJOINT

Intro and screen shot example:

Thank you for your responses so far. We are now going to show you **some hypothetical investment platforms**. Each platform will be **made up of features and functionality** similar to those available today. Below is a **screen shot of an example question** so you can familiarise yourself with the features and functionality we will be including.

There will be 3 platforms on each screen and 8 screens in total.

Note that each of the 8 screens will show a different set of 3 platforms, i.e. with a different set of features and functionalities.

On each screen we would like you to think about your reasons for using [sample platform], and then choose the platform that would best suit your investment needs. Once you have chosen one platform we would then like to know whether you would actually consider that platform if it were available to you today.

Thinking specifically about your reasons for using , if the following investment platforms were available to you today, which would be your preferred platform?

For more detail on features, hover your mouse over the ⓘ icon.

(1 of 8)

	Platform 1	Platform 2	Platform 3
Brand	Established specialist in investment platforms	Well known financial organisation	New brand in the market, specialist in online investment services
Range of investment options available			
Small selection of pre-set portfolios, graded on risk	✓	✓	-
Shortlist of funds platform believes are best in class	-	-	✓
Wide range of funds and / or shares	-	✓	-
Ease of use	Sophisticated design, many options, ability to customise, takes some time to learn	Simple design showing just what you need to know, quick to learn, reduced choice of options	Standard design, some learning involved to use the various options, some choice of options
Reporting			
View investment holdings and transactions	✓	✓	✓
Compare performance of investments ⓘ	-	✓	✓
Access a range of online financial planning tools ⓘ	-	✓	-
Research			
Quarterly investments magazine ⓘ	✓	✓	✓
Regular market news updates ⓘ	✓	✓	✓
Online library of investment content ⓘ	✓	-	✓
On-line videos with opinions of leading fund managers	-	-	✓
Annual Charges ⓘ	0.35%	0.45%	0.5%
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And, if your preferred platform were available to you today, would you consider switching to it?

☐ Yes

☐ No

The conjoint question:

Thinking specifically about your reasons for using [SAMPLE PLATFORM NAME], if the following investment platforms were available to you today, which would be your preferred platform?

For more detail on features, hover your mouse over the i icon.

And, if your preferred platform were available to you today, would you consider switching to it?

Yes

No

[ATTRIBUTES AND VARIATIONS DEVELOPED IN SEPARATE DOCUMENT]

SECTION 7 - ATTITUDINAL

Intro: Next we have some questions about your overall views on investing in general and your finances as a whole. We will show you a series of questions which will ask you to place yourself on a scale. **For each question please tell us where you feel you belong.**

S7Q1

[S]

How knowledgeable would you say you are about investments?

0 – Not at all knowledgeable

1

2

3

4

5

6

7

8

9

10 – Very knowledgeable

S7Q2

[S]

Where would you place yourself on the following scale?

0 – I have no interest in financial news

1

2

3

4

5

6

7

8

9

10 – I keep up to date with financial news

S7Q3

[S]

Thinking about managing your investments **online, without** help from a financial adviser, where would you place yourself on the following scale?

0 – I feel out of my comfort zone managing my investments online without a financial adviser

1

2

3

4

5

6

7

8

9

10 – I'm very confident managing my investments online without a financial adviser

S7Q4

[S]

Using the following scale, how would you rate your appetite for taking risks with your investments?

0 – Lower risk, typically lower rewards

1

2

3

4

5

6

7

8

9

10 – Higher risk, typically higher rewards

S7Q5

[S]

Thinking about how you manage your finances (e.g. paying bills, checking balances, moving money, making investments), where would you place yourself on the following scale?

0 – I would rather not use the internet for financial transactions

1

2

3

4

5

6

7

8

9

10 – If I could, I would do all my financial transactions online

S7Q6

[S]

Thinking about other contracted services you might have such as your current account, car or home insurance, internet provider, mobile network, gas/electricity suppliers - where would you place yourself on the following scale?

0 – I'm very unlikely to change services, so long as they work

1

2

3

4

5

6

7

8

9

10 – I would switch as soon as possible if I could get a better deal elsewhere

SECTION 8 - CLASSIFICATION

Intro: Finally, we'd just like to ask you a few questions to help with our analysis. Please remember all the answers you provide are confidential.

S8Q1

[S]

Which of the following bands do your total investable assets fall into?

By investable assets we mean **all savings and investments** (e.g. cash, ISAs, funds, shares, Unit Trusts/OEICs, Bonds etc.) that you have access to, including any personal pensions where you or your adviser decide which funds to invest in. You should **exclude** your home, second property or buy-to-let property and any pension arranged via your **current employer**.

Under £5000

£5,000 - £9,999

£10,000 - £19,999

£20,000 - £29,999

£30,000 - £49,999

£50,000 - £99,999

£100,000 - £249,999

£250,000 - £499,999

£500,000 - £999,999

£1,000,000 or more

Would rather not state

S8Q2

GRID QUESTION – SINGLE PER PLATFORM

How much in total do you have invested with each of these investment platforms?

SHOW PLATFORMS CHOSEN AT S6Q1 [EXCLUDING OTHER] PLUS SAMPLE PLATFORM NAME

Less than £1,000

£1,000 - £4,999

£5,000 - £9,999

£10,000 - £19,999

£20,000 - £29,999

£30,000 - £49,999

£50,000 - £99,999

£100,000 - £249,999

£250,000 - £499,999

£500,000 - £999,999

£1,000,000 or more

Don't know / would rather not state

S8Q3

[S]

Which of these applies to your home?

Owned with a mortgage

Owned outright by household

Rented from local authority/ housing association

Rented from a private landlord

Other (please specify)

Prefer not to state

S8Q4

[S]

What is your marital status?

Single

Married / civil partnership

Co-habiting / living as married

Widowed

Divorced/ separated

S8Q5

[S]

How many children live in your household (those aged under 18)?

None

1

2

3

More than 3

S8Q6

[S]

Which one of these applies to you?

Self-employed

Have paid job - full time (30+ hours per week)

Have paid job - part time (up to 29 hours per week)

Full time student/still at school

Unemployed and seeking work

Semi-retired (i.e. you are drawing some income from money you have accumulated during your working life but also working part time in some earning capacity)

Retired (i.e. you are drawing an income from the money you have accumulated during your working life and not carrying out paid work)

Not in paid work due to other reason

S1Q3

[S]

At birth, were you described as...

Male

Female

Intersex

I prefer not to say

S1Q4

[S]

Which of the following describes how you think of yourself?

Male

Female

I prefer not to say

S8Q7

[S]

In which of the following income bands would you place your total, gross annual **personal** income?

Please remember all the answers you provide are confidential.

Under £10,000

£10,000 - £14,999

£15,000 - £19,999

£20,000 - £29,999

£30,000 - £39,999

£40,000 - £49,999

£50,000 - £74,999

£75,000 - £99,999

£100,000 - £149,999

£150,000 or more

Would rather not state

S8Q8

[S]

In which of the following income bands would you place your total, gross annual **household** income?

Please remember all the answers you provide are confidential.

Under £10,000

£10,000 - £14,999

£15,000 - £19,999

£20,000 - £29,999

£30,000 - £39,999

£40,000 - £49,999

£50,000 - £74,999

£75,000 - £99,999

£100,000 - £149,999

£150,000 or more

Would rather not state