


**FINANCIAL PLANNING STANDARDS BOARD**



**FINANCIAL PLANNING ASSOCIATION OF MALAYSIA**

# The Value of Financial Planning:

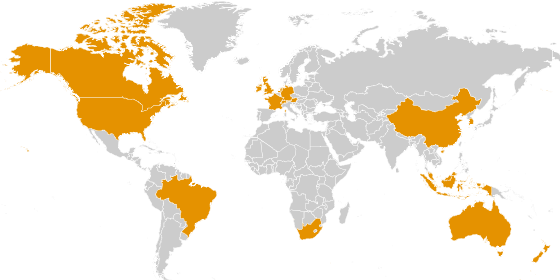
## A Global Consumer Financial Planning & Awareness of CFP Certification Survey




















**CFP Certification** *Global excellence in financial planning*


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## How was the global survey conducted?


- Duration: 22 June to 26 July, 2015,
- Respondents: 19,092 adults who have primary or shared responsibility for household financial decisions
- Online survey was fielded in 19 markets
- Final market-level data were weighted by age within gender and education, and—where available—to region & household income benchmarks within each market.
- A total weight was applied to give each market equal representation in the final global dataset



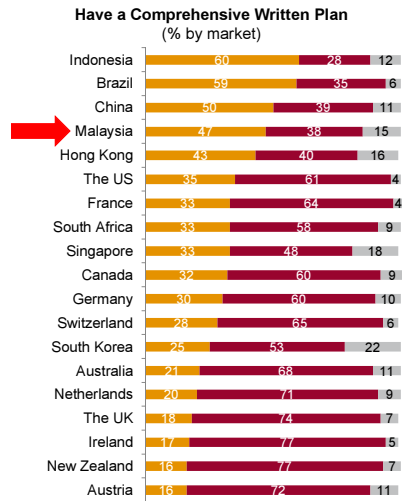
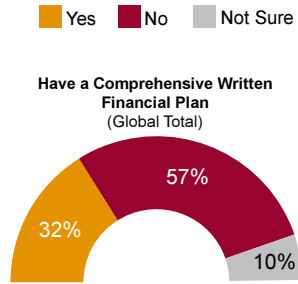
 Australia	 Malaysia
 Austria	 Netherlands
 Brazil	 New Zealand
 Canada	 Singapore
 China	 South Africa
 France	 South Korea
 Germany	 Switzerland
 Hong Kong	 United Kingdom
 Indonesia	 United States
 Ireland	



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## Majority of global consumers lack a comprehensive written financial plan



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## Friends and family rank in the top two in all but two markets

Information Sources Rely on for Financial Matters & Planning

%	Total	Australia	Austria	Brazil	Canada	China	France	Germany	Hong Kong	Indonesia	Ireland	Malaysia	Netherlands	New Zealand	Singapore	Switzerland	South Africa	South Korea	The UK	The US
Friends and family	44	41	30	38	40	53	34	35	54	61	47	59	34	43	53	37	47	45	47	40
Websites online	41	30	14	75	30	63	39	18	44	52	50	56	28	36	43	23	46	44	53	36
A financial planner	31	23	29	29	34	44	33	30	29	40	18	49	26	18	45	34	47	22	15	31
Other professionals (such as an accountant or personal banker)	30	24	53	37	27	28	41	41	20	42	16	40	31	29	21	42	33	12	12	25
Newspapers and magazines	26	23	9	45	16	35	19	12	43	34	27	36	13	24	32	16	37	33	27	22
TV programs	20	19	4	34	12	28	10	9	28	34	25	27	14	16	19	7	28	36	21	14
Social media sites	18	10	6	34	10	46	10	9	24	32	14	32	6	14	22	10	21	18	12	12

Orange numbers represent one of the top-two selections per market

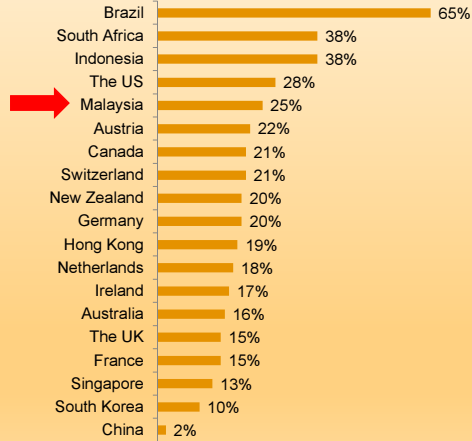


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## Just one in five are very confident that they will reach their financial life goals



**I am confident that I will achieve my financial life goals**  
(% Strongly agree - by market)

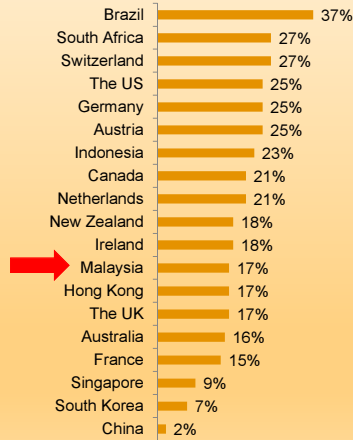


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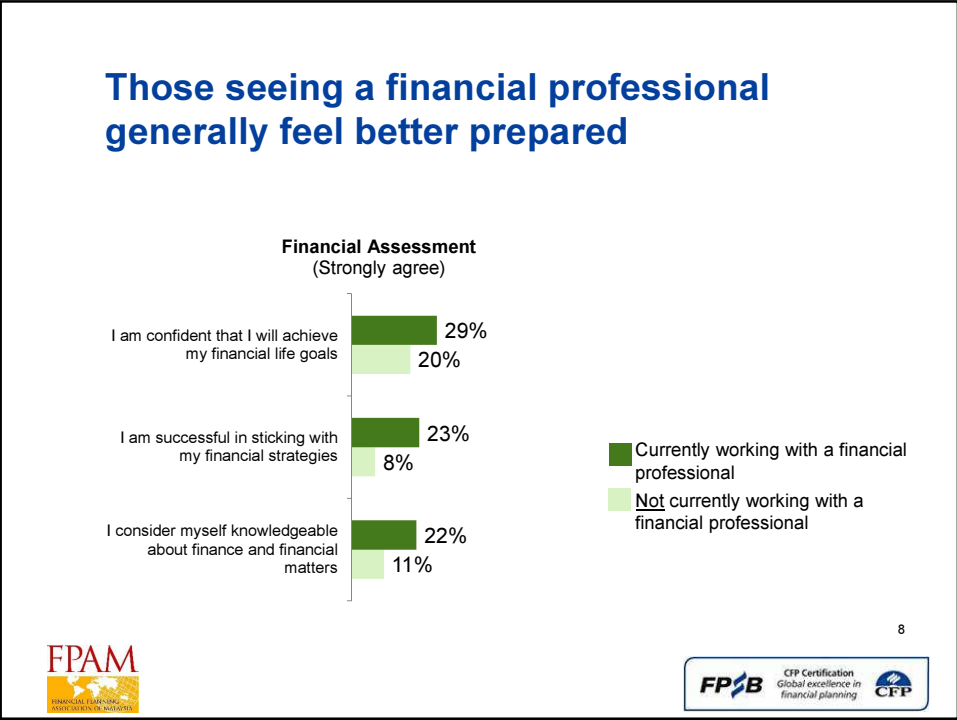
## One in five feel very successful in sticking to financial strategies



**I am successful in sticking with my financial strategies**  
(% Strongly agree - by market)



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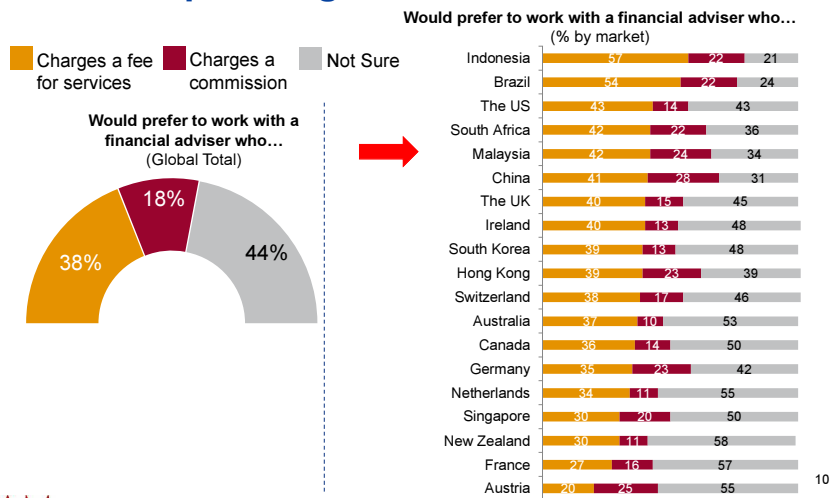
## Top 5 Financial Planning Priorities

		Vs. global results
Owning your own home	71%	19
Building savings or an "emergency" fund	68%	17
Being free of major financial debt	66%	11
Being free of common consumer debt	65%	11
Being prepared for an unexpected financial emergency	65%	13



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## More than four in 10 do not understand the financial planning fee structure



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## Financial Planning

			Vs. global results
<b>Barriers to pursuing</b> (Top 5 selected)	I don't know whom to trust	66%	0
	I don't know where to start	61%	4
	It's just too complicated	58%	1
	Too much work/paperwork	57%	1
	Fees/costs are not worth it	57%	-2
<b>Services of interest</b> (Top selected)	Planning for retirement	60%	10
	Investment planning	60%	22
	Budgeting / cash flow / debt management	58%	22
	Insurance services and planning	45%	18
<b>Financial Professionals (%)</b>	Have considered using / Have used (net)	91%	19
	Currently use	59%	14
	Very satisfied with this professional	27%	-15
	Currently use <u>CFP</u> professional	7%	-2
	Very satisfied with their <u>CFP</u> professional	53%	-4

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## CFP Awareness & Messaging

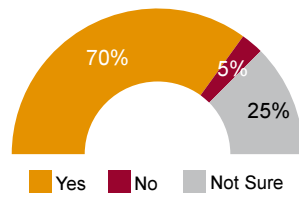
			Vs. global results
<b>CFP Designation (%)</b>	Awareness of Certified Financial Planner designation	55%	23
	Help to simplify and explain financial matters	65%	9
<b>Messaging</b> (Top 5, "Major reason")	Come up with a long-term plan	64%	8
	Research the entire market	63%	9
	Help save you money	62%	4
	Help establish financial goals	61%	7

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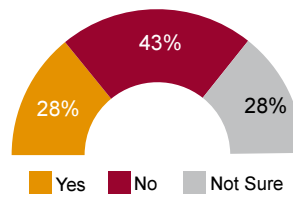


## Malaysia: Most believe financial planners must be licensed; far fewer know how to check

Do financial planners have to be licensed by the Securities Commission for financial planning?



Do you know how to check if your financial planner is licensed?



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## Malaysia Demographic Profile

	Unweighted Count	Weighted Percentage
Total	n=1001	100%
<b>Age</b>		
18-34	484	43%
35-49	397	37%
50+	120	20%
<b>Gender</b>		
Male	531	53%
Female	470	47%
<b>Education</b>		
Some college or more	821	50%
Secondary or less	180	50%
<b>Income</b>		
High	359	28%
Middle	284	28%
Low	358	42%
<b>Investable Assets</b>		
Top 40% (approx.)	439	39%
Bottom 60% (approx.)	562	60%



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