

# Consumer views of Chartered status

Report on survey conducted by YouGov

May - June 2009

## About the survey

The CII commissioned YouGov to undertake this survey in order to measure public views towards Chartered status and the value of the Chartered brand today.

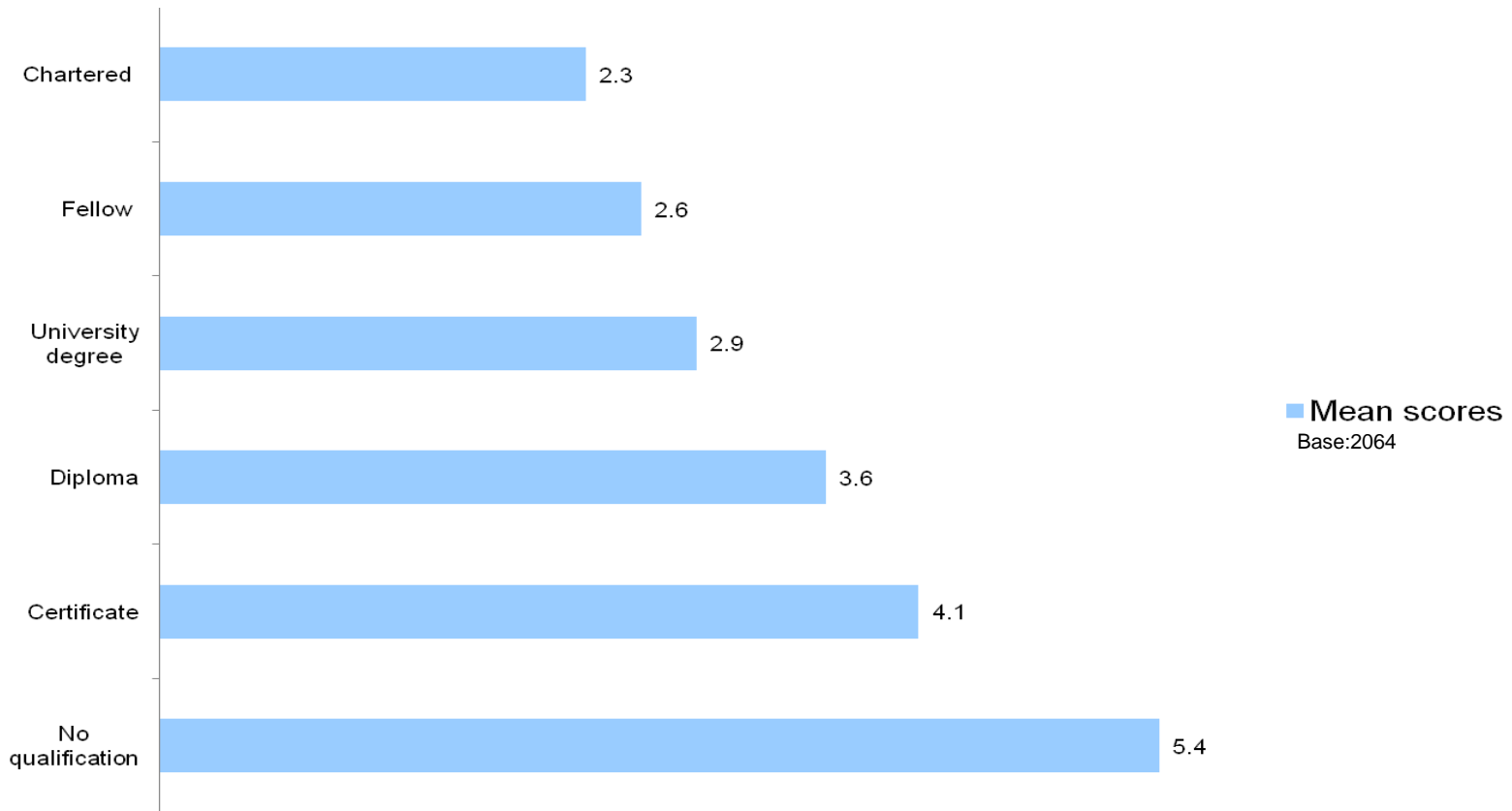
All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2064 adults. Fieldwork was undertaken between 29th May-01st June 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

Findings of this research were also published in the CII's fifth *Paper in Professionalism, The Stamp of Quality? The importance of being Chartered*, [www.cii.co.uk/insight](http://www.cii.co.uk/insight).



# Confidence in professionalism

## Chartered provides consumers with the most confidence

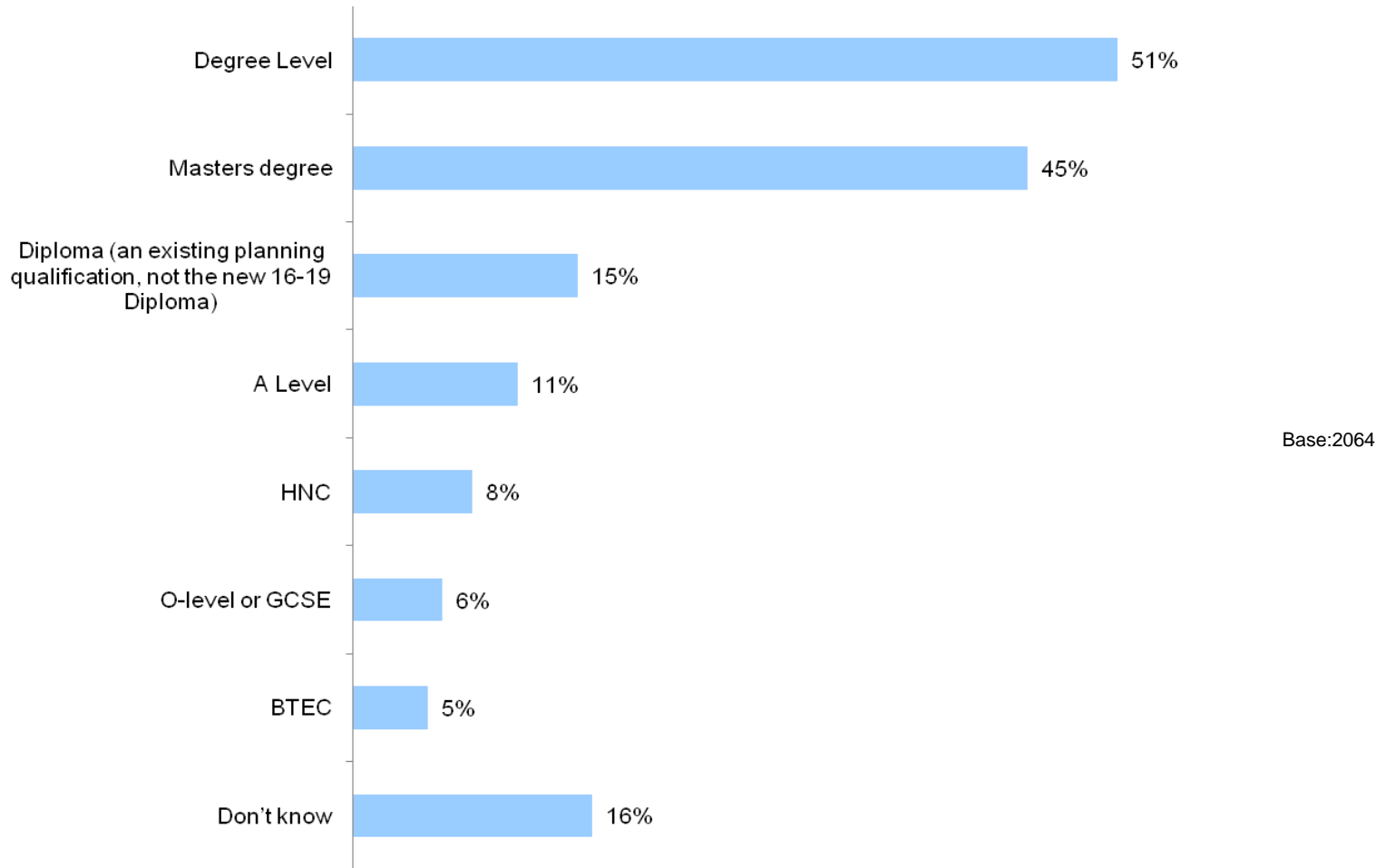


Please rank the following qualification levels in terms of which provides you with the most confidence that the person you are dealing with is a professional?

(1 = most professional & 6 = least professional.)

## Appropriate qualification levels for financial planners

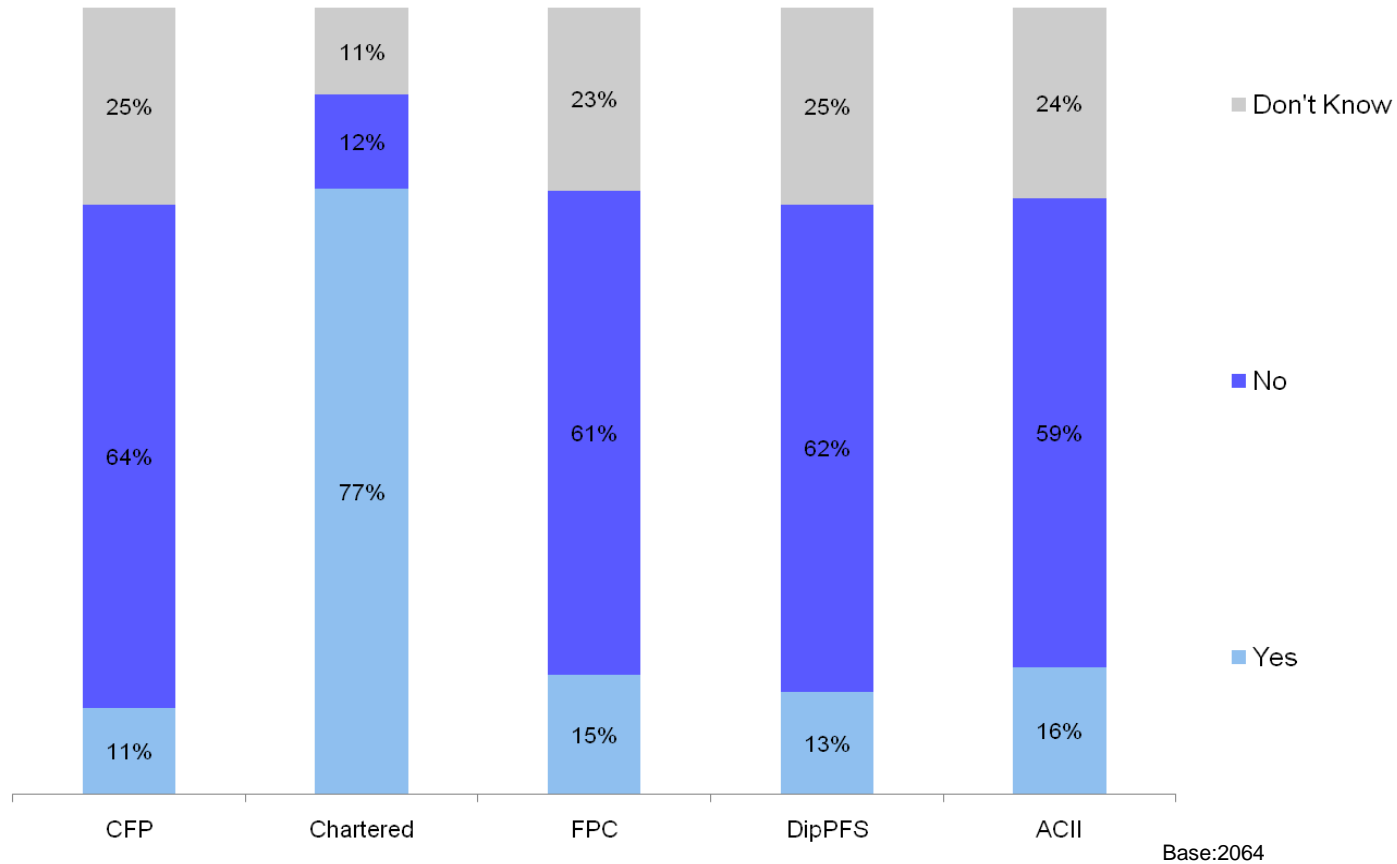
**Consumers believe those advising on complex financial matters should be qualified to degree level or higher**



What level of professional qualifications might be appropriate for someone advising on often complicated areas of financial planning such as trusts and taxation?

# Awareness of Chartered: financial advice

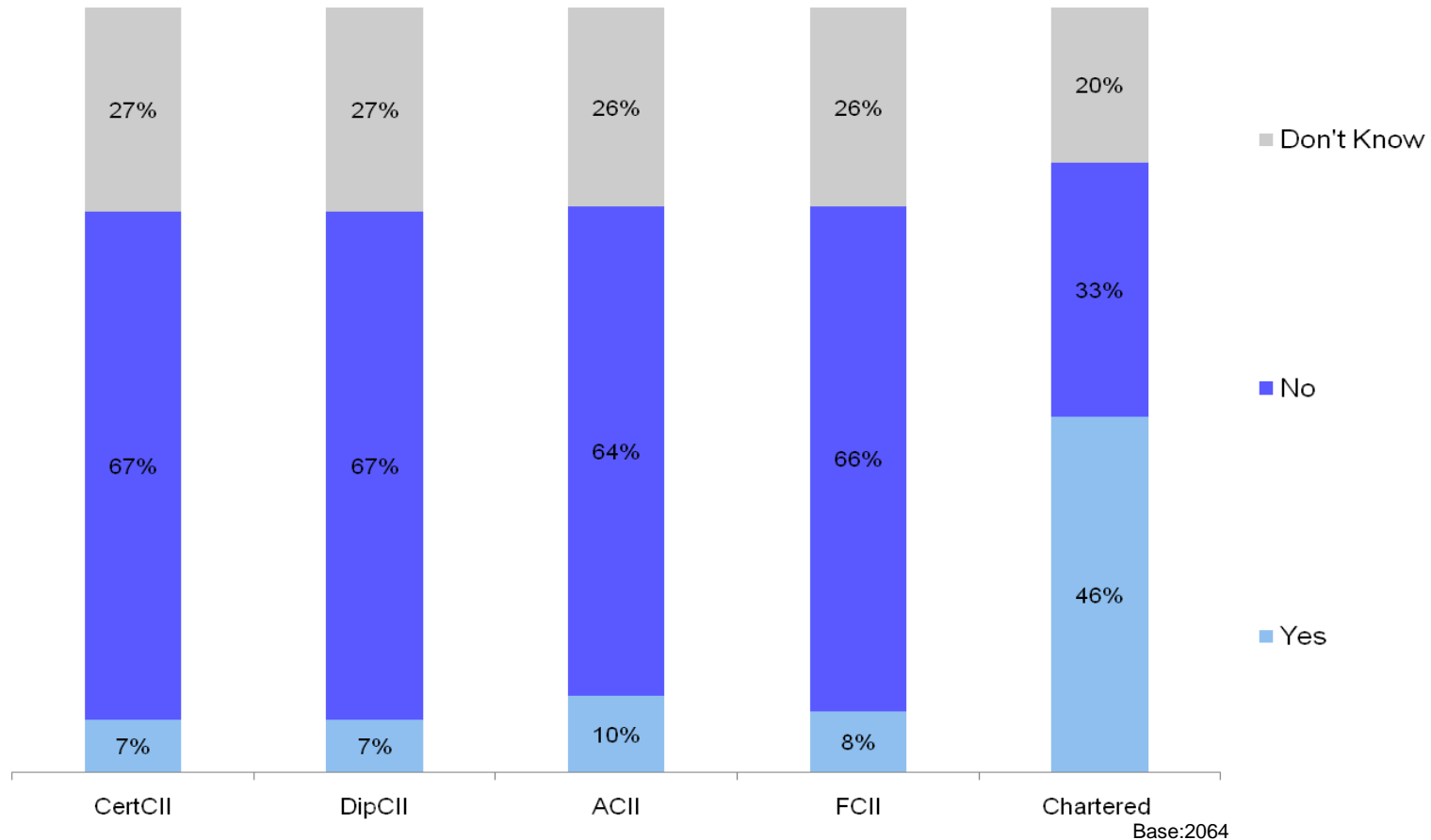
## Chartered status is by far the most recognised designation in financial advice



Have you heard of or seen any of the following qualifications / logos associated with people who give financial advice?

# Awareness of Chartered: general insurance

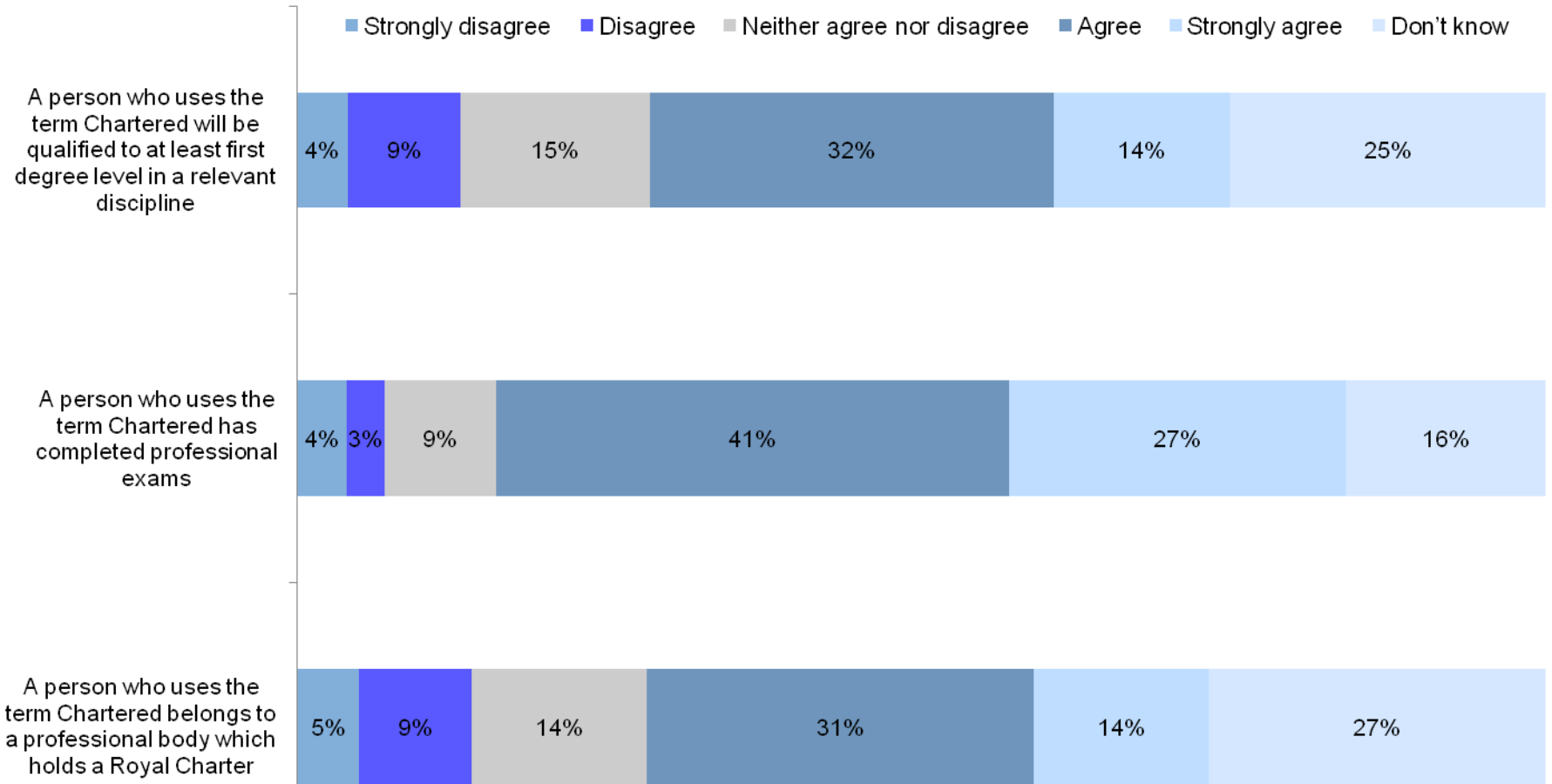
...Chartered is also the most recognised designation in general insurance



Have you heard of or seen any of the following qualifications / logos associated with general insurance practitioners?

# Understanding of what 'Chartered' means

## Most consumers know that 'Chartered' means professional qualifications and membership of a professional body

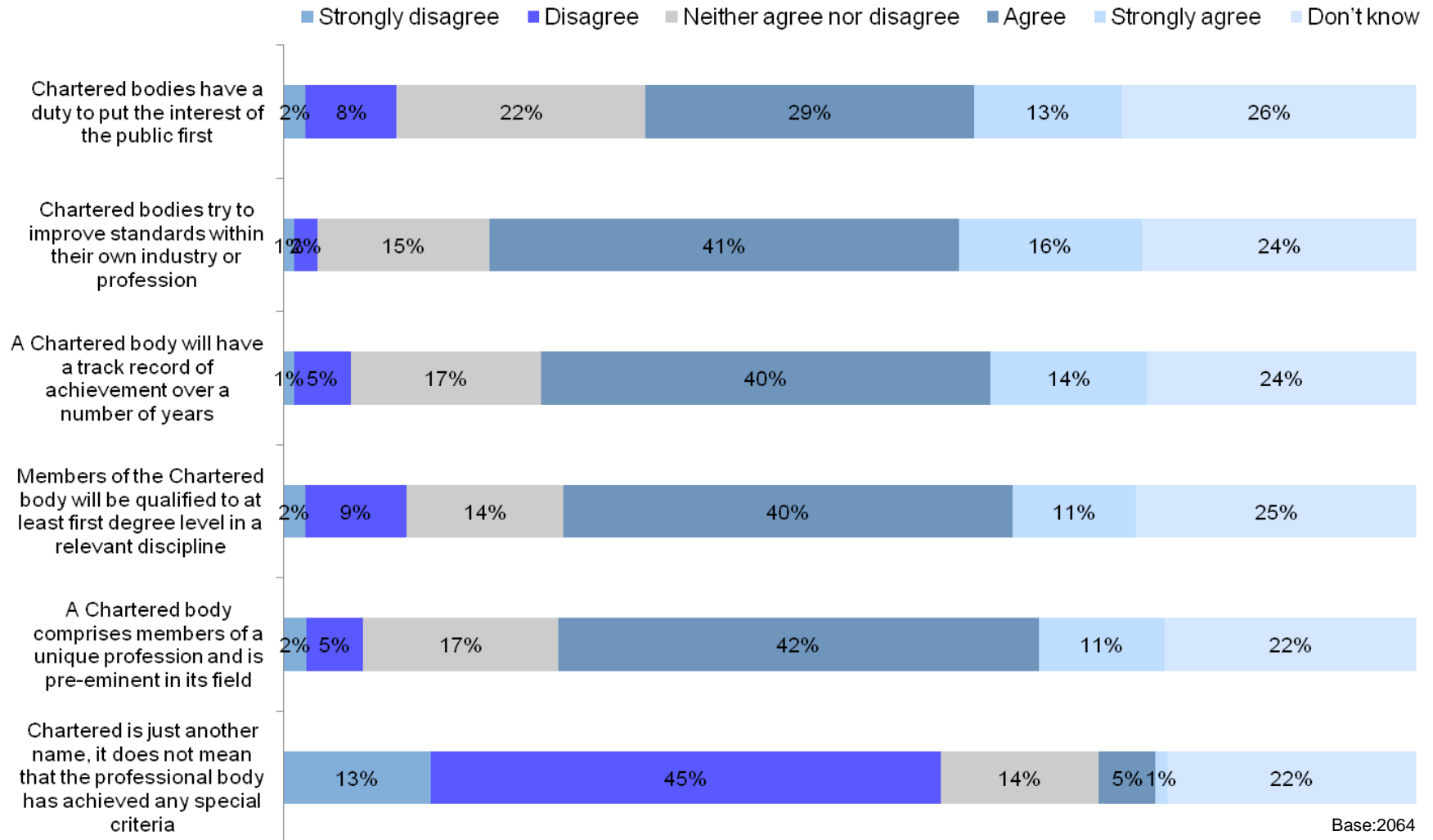


Base:2064

The following statements relate to the term 'Chartered' which is applied to some professions, e.g. Chartered Accountant. Please indicate which of the following you agree with.

# Understanding of Chartered professional bodies

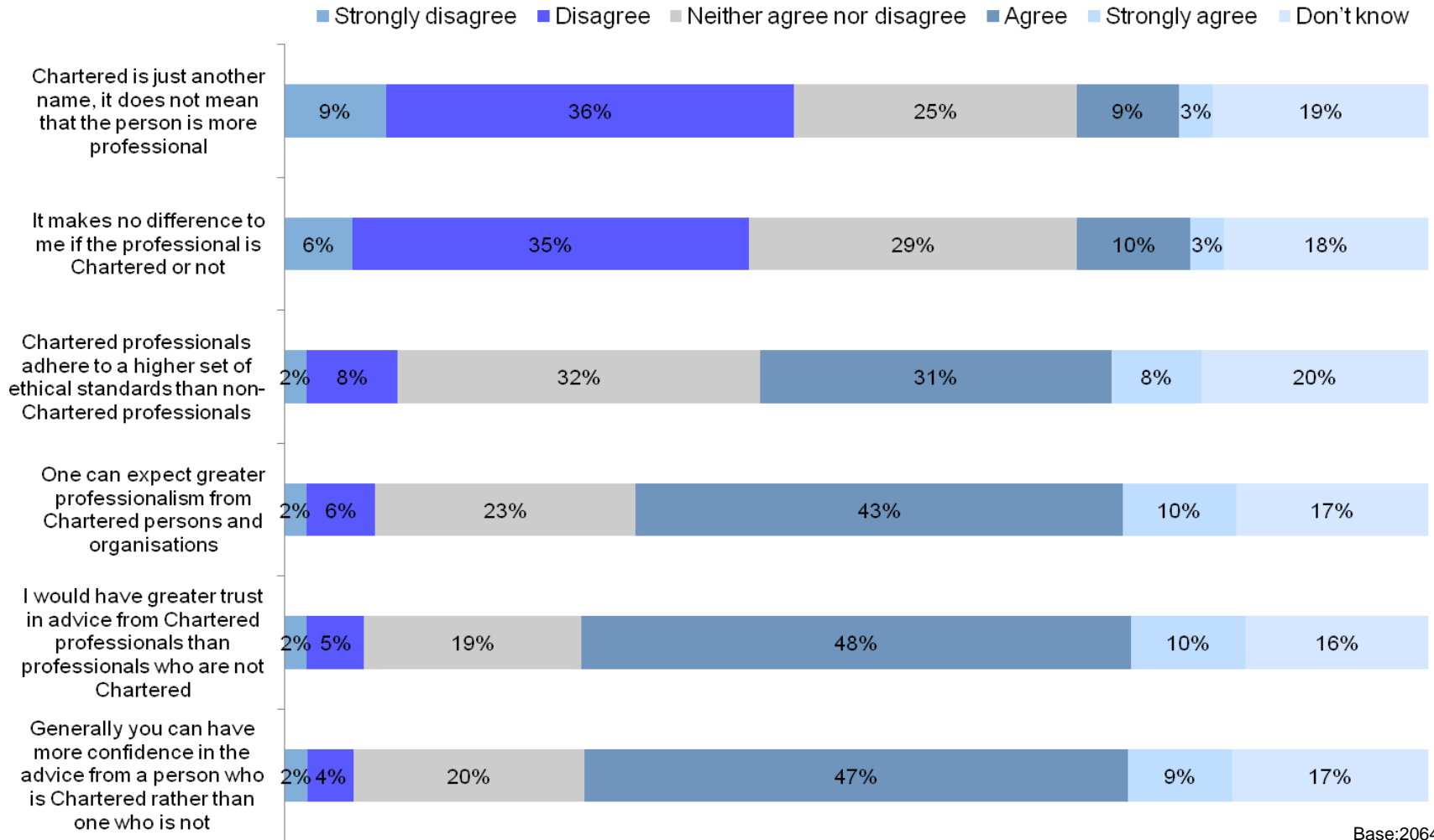
**There is less understanding about Chartered professional bodies, but consumers do know that it means achieving some special criteria**



The following statements relate to Chartered professional bodies. Please indicate which of the following you agree with.

# Trust in Chartered professionals

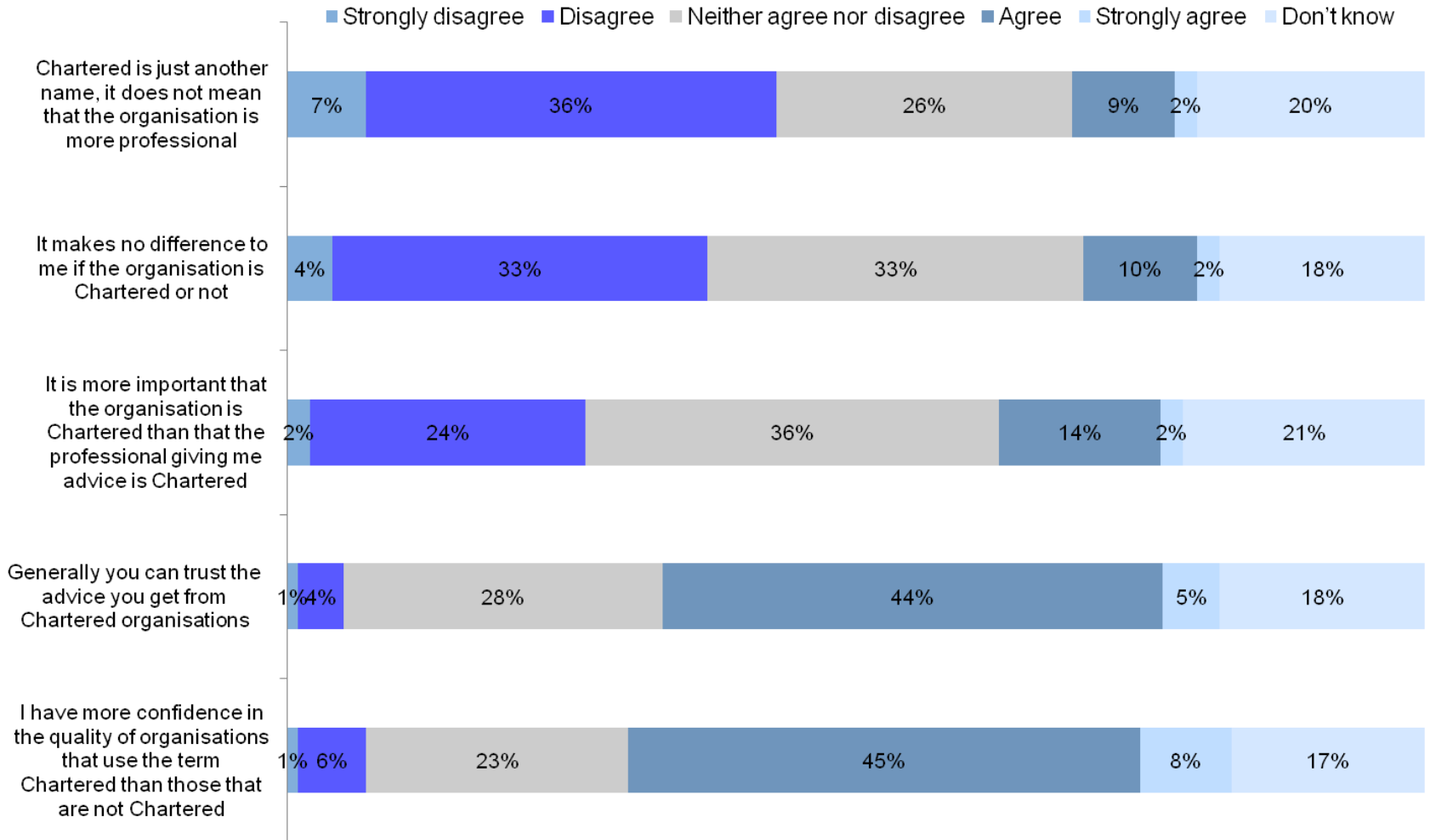
**Consumers believe Chartered professionals adhere to higher standards, and have greater trust and confidence in their professionalism and advice**



The following statements relate to confidence and trust in professionals. Please indicate which of the following you agree with.

# Trust in Chartered organisations

## Consumers also have more trust and confidence in Chartered organisations



Base:2064

The following statements relate to confidence and trust in professional organisations, such as companies offering financial advice. Please indicate which of the following you agree with.