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Bespoke Opinion Research Services

Supporting your opinion research needs
from inception to reporting



You'll know Defaqto as an independent financial research company that has been providing comprehensive, market-leading retail financial product data, insight and analysis since 1994.

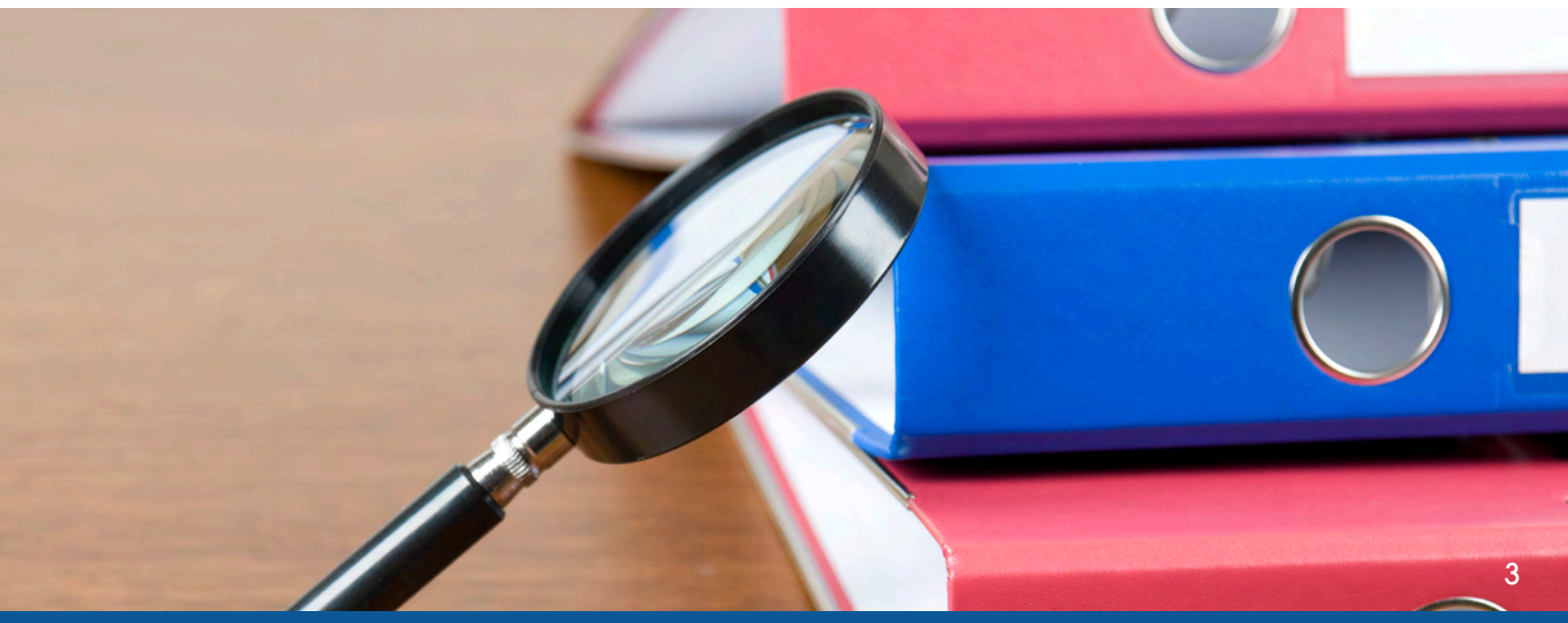
We are now in a position to serve your opinion research needs as well.

Whatever your objectives we have the capability to provide full service research solutions through our:

- Market-leading knowledge and expertise on financial products and their distribution
- Extensive reach into the adviser community
- Expert in-house opinion research function

The key business benefits of our opinion research services

- ✓ Support for product development - test your product proposition with our extensive database of advisory contacts
- ✓ Credible external messaging - explore your clients' or wider adviser attitudes and behaviour to inform your communications activity and create copy that resonates
- ✓ Gain an independent view - as we are 100% independent, you can have confidence in our research findings when utilising them to inform key business decisions
- ✓ Access expert industry knowledge - benefit from Defaqto's market-leading knowledge of financial products and their distribution
- ✓ A one-stop shop for research - we have a unique combination of market research resource, market-leading data and expert analysis in-house



Why use Defaqto's opinion research services?

We are market-leading experts on financial products and their distribution

We have the industry expertise and knowledge to provide actionable insight informed by a detailed understanding of both the advice sector and the issues you face.

Our data covers the whole retail financial product universe, including the life, pensions and investments sector.

In addition, we have extensive knowledge of the intermediary channel - gained through working directly with many of the largest advisory networks and national businesses in the UK - and the issues and challenges facing advisers.

Our insight covers the full breadth of the wealth sector:

- Funds
- Platforms
- Pensions / Retirement
- Life and Protection
- Investment outsourcing, including multi-manager funds and DFMs

We are well known among the financial adviser community

- 93% of advisers are aware of Defaqto
- We have a database of over 15,000 advisory contacts
- Our publications and events are well read and attended by intermediaries
- We have a strong presence in the trade press and on adviser-facing social media channels



We have an expert opinion research unit in-house to manage projects from inception to reporting

We have the capability to provide a wide range of solutions to meet your research requirements.

Examples of the topics and themes we can assist with include (but are not limited to):

- Brand awareness and perception studies
- Communications concept testing and development
- Product / service proposition concept testing, development and / or evaluation
- Usage and attitude surveys
- Assessing market appetite for products and services
- Client / member satisfaction measurement

We can employ a wide range of quantitative and qualitative research methods to ensure your research objectives are answered as effectively as possible, including:

- ✓ Surveys - online, telephone and face-to-face
- ✓ Focus groups
- ✓ Workshops
- ✓ In-depth interviews

About Defaqto

Defaqto is an independent financial research company focused on supporting better financial decision making.

At our heart is the UK's largest financial product database, which we maintain by collecting the whole universe of product and fund data and using our industry expertise and insight to make it comparable.

Ultimately, this data underpins our product ratings, web and software solutions, publications, events and consultancy services.

In the complex world of financial services, our products and services help providers develop and promote their products, and intermediaries advise their clients and distribute products appropriately - and support consumers' purchasing decisions.

Whether you are in the early stages of considering commissioning research or you have a research brief ready to go, we're happy to help.

For a no obligation discussion about how our market research solutions can support your business, contact your Account Manager or Defaqto's Research Manager, Gareth Barton, directly on 01844 295 457 or gbaron@defaqto.com.

Get in touch

Please contact your Defaqto Account Manager
or call us on [01844 295 457](tel:01844295457)

www.defaqto.com/provider