



RESEARCH

in association with



AIFA Questions

**Treating Customers
Fairly (TCF)
initiative**

**Wave 34
October 2006**

The 'ifacensus' logo is centered on a large dark blue circle. The word 'ifa' is in a smaller, lowercase, sans-serif font, and 'census' is in a larger, lowercase, sans-serif font, both in white.

**The Definitive Source
of IFA Opinion**

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FSA's Treating Customers Fairly (TCF) initiative

- This month's AIFA questions focused on the FSA's Treating Customers Fairly (TCF) initiative
- Questions were placed on October's IFA Census and fieldwork was conducted during 12th to 23rd October 2006.
- **325** IFAs responded to the survey

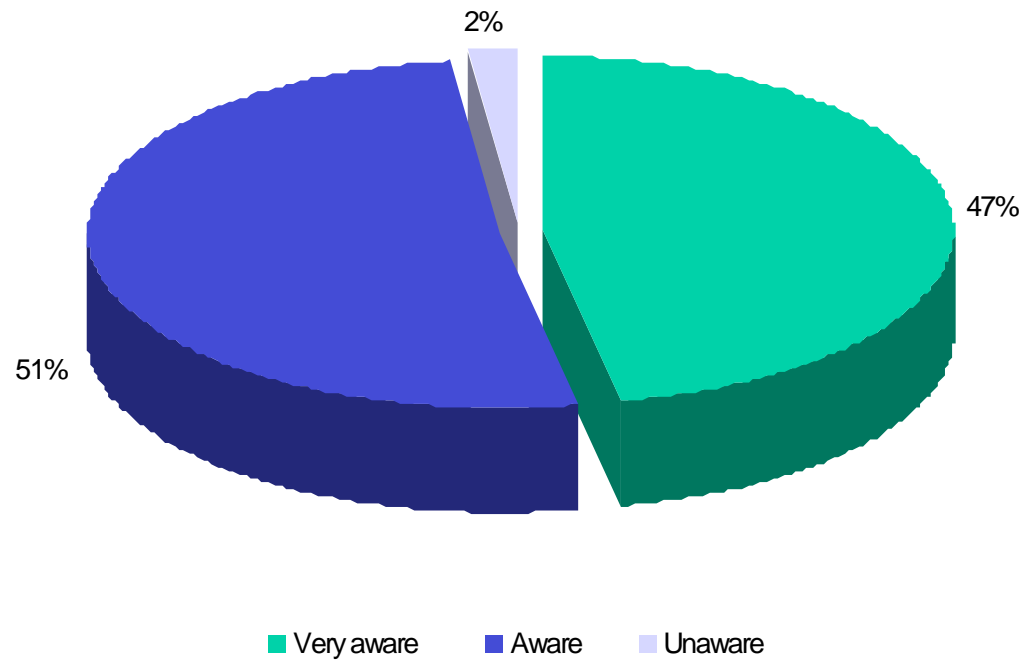
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TCF Initiative Awareness

The split of respondents who are aware of the FSA's TCF initiative and those who aren't is very even



Base: October 2006 – All Respondents (325)
Q1 - To what degree are you aware of the FSA's Treating Customers Fairly (TCF) initiative?



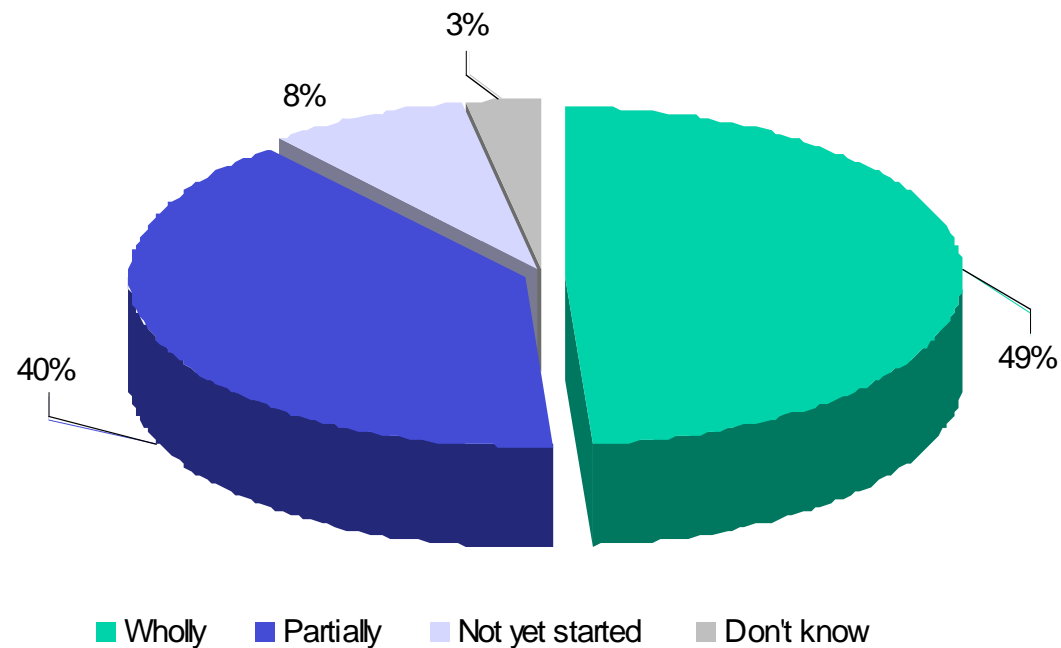
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TCF Integration

Almost half of the respondents' firms have fully integrated TCF into its operations, a further 40% have partially done so. Less than a tenth of the firms have not started yet



Base: October 2006 – All Respondents (325)
Q2 - To what degree has your firm built TCF into its operations?

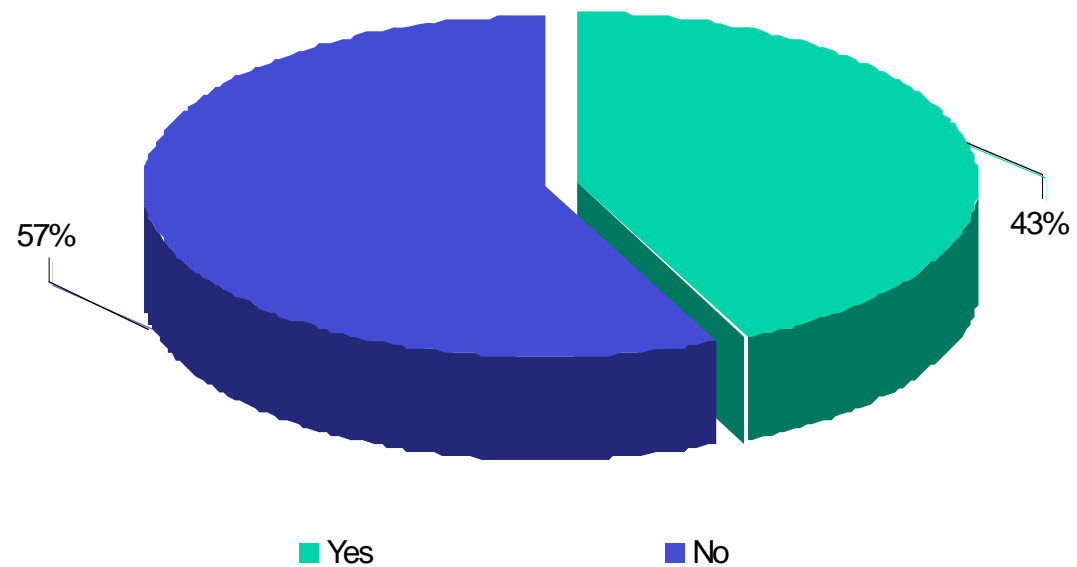
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Use of 'A Guide to Treating Customers Fairly'

43% have used the AIFA fact sheet to help their firms with TCF responsibilities



Base: October 2006 – All Respondents (325)
Q3a - Have you used the AIFA fact sheet 'A Guide to Treating Customers Fairly' to help your firm with its TCF responsibilities?

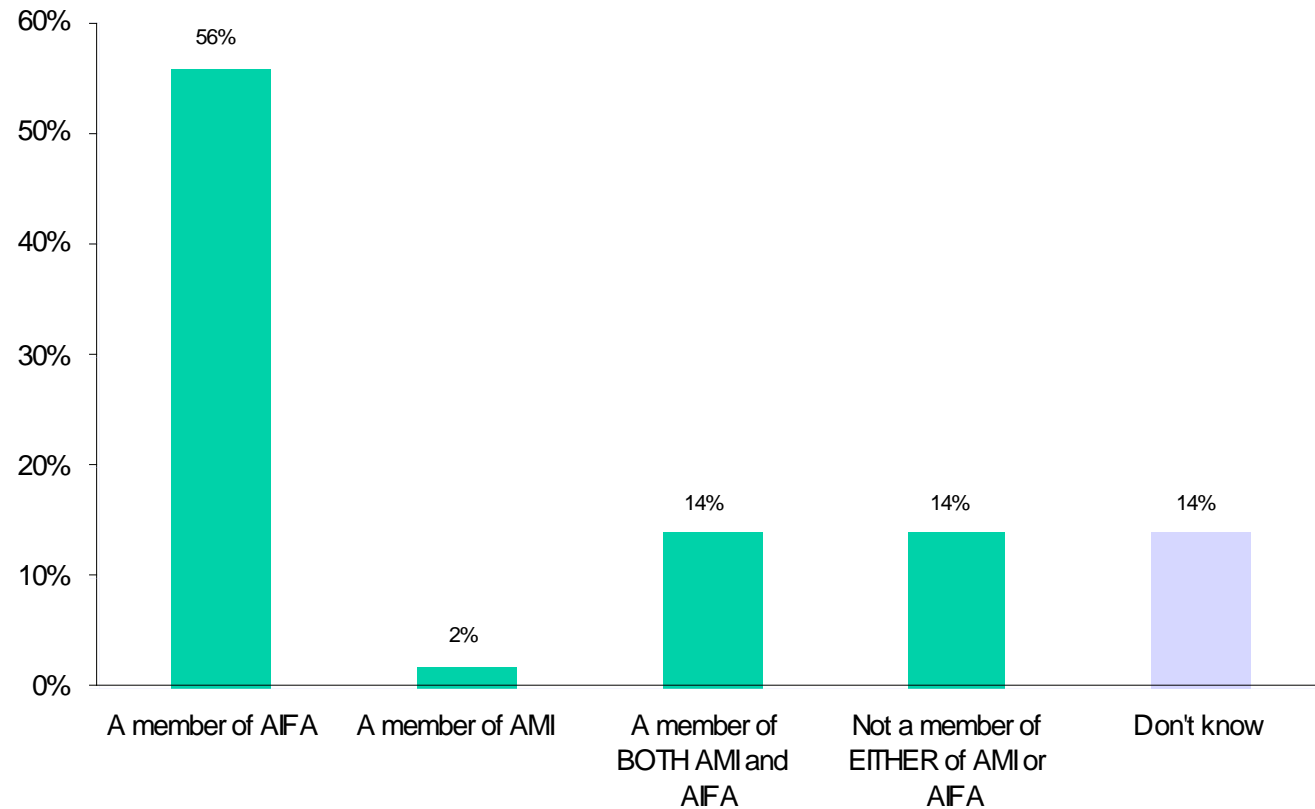
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AIFA / AMI Membership

70% of respondents say that their firm is a member of AIFA, while a further 16% a member of AMI



Base: October 2006 – All Respondents (325)
Q3b - Please state whether your firm is:



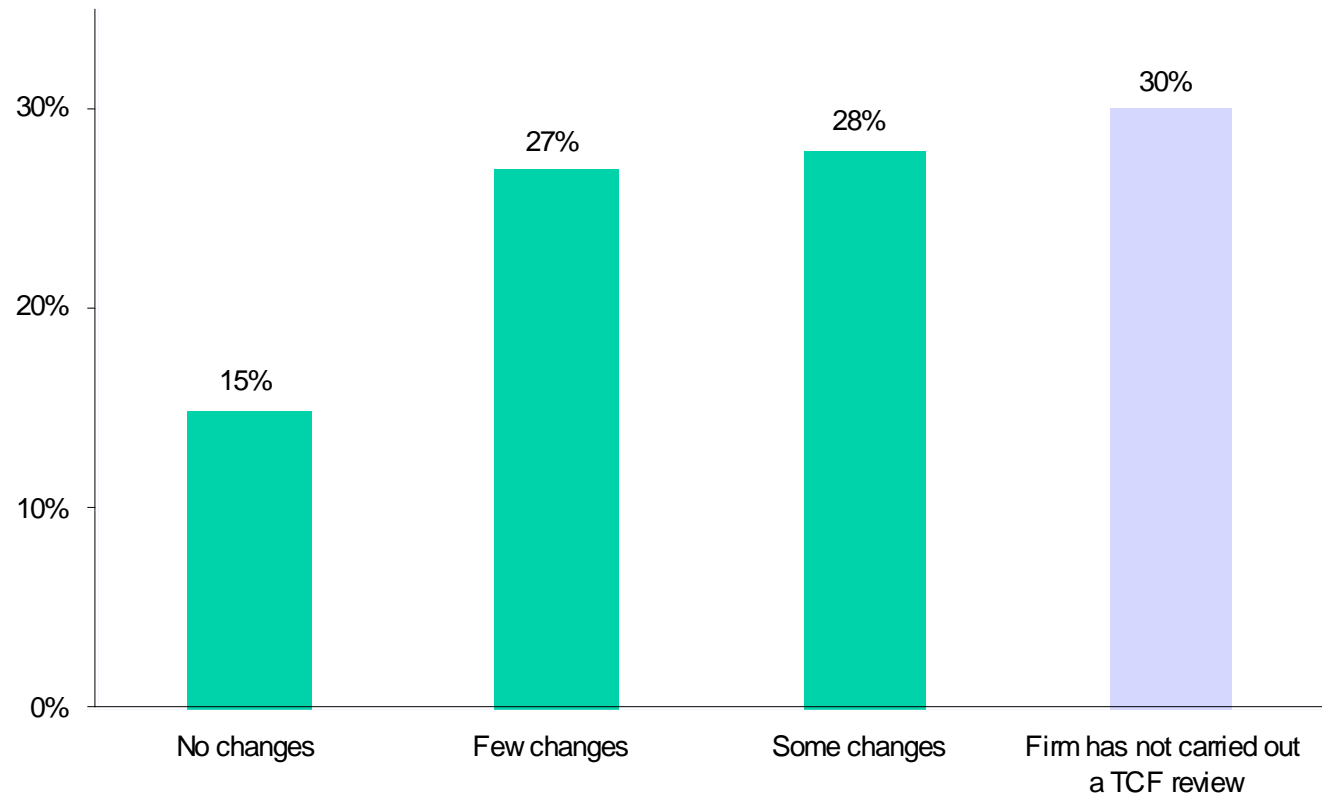
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Firms Already Carried Out A TCF Review

Of those firms who have carried out a TCF review, over three quarters have made changes as a result



Base: October 2006 – All Respondents (325)
Q4 - If your firm has already carried out a TCF review, did you make...?