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Coalition Government welcomed but advisers remain cautious

The majority of IFAs (61%) are confident the coalition Government is good news for the adviser market but acknowledge there are some issues to be resolved, according to new research from Sun Life Financial of Canada.

Only a quarter (25%) of IFAs feel the parties' policies differ too much to be positive for the industry, with just 5% viewing the coalition Government as 'very bad news'.

On a broad level, confidence is high that the coalition will **guide the country through the recovery**, with 49% of IFAs slightly optimistic and 14% very optimistic. However, when measuring IFA optimism on specific policy areas, views become more mixed:

- **Regulation and enforcement** - 39% are optimistic that the coalition will serve the industry well
- **Taxation** - 38% of IFAs feel pessimistic that the Con-Lib partnership will deliver what the industry needs
- **Assisting the IFA & broker community** – despite an overall sense of optimism that the coalition is good for the adviser market, 32% of IFAs remain ambivalent towards it assisting them as a community

Mark Stopard, Head of Marketing at Sun Life Financial of Canada said: "This barometer of IFA views shows that at first glance, the coalition Government appears to have been broadly welcomed with optimism by the IFA market, which is perhaps surprising given the initial concern that such an arrangement would bring.

"But when we drilled down to measure how the coalition would deliver on specific areas, views were more divided. To see such support on regulation

and enforcement at this early stage is particularly pleasing, and arguably taxation will always be a hot topic for any new government.

“The general level of optimism is encouraging although a third of IFAs remain ambivalence regarding assistance specific to the IFA and broker community. Already we have seen a number of proposed changes that will have a significant impact to advisers and their clients and I’m sure they will be staying close to the events of the next few weeks as policies are developed in more detail.

“With the outdated compulsory annuitisation age already under review, and plans to restore the earnings link to state pensions, steps are already being taken in the right direction. It will be interesting to measure if and how views change after the Emergency Budget is delivered in June.”

For more information visit www.sloc.co.uk or speak to your local independent financial adviser.

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Notes to editors:

*All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 245 IFAs. Fieldwork was undertaken by YouGov in May 2010. The survey was carried out online. The figures have not been weighted.

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