

DECODING

Investor Advice & Influences



Today, investors are blending professional advice, AI tools, influencer content and digital platforms in parallel. With information now widely available the true benefits of advice are providing interpretation, helping investors feel confident in their decisions and ensuring alignment with interests.

Against a backdrop of market volatility and growing financial complexity, professional advice has never been more sought after. Nearly two-thirds of investors say that they have access to some form of professional advice.



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Financial information, advice and guidance from a professional builds confidence that financial knowledge alone cannot.



5%
in 2025

19%
in 2026



% of investors citing (AI assistant) when answering the sources of information, advice and guidance they have used to inform their thinking and decision making

In the space of a single year, AI use for investment information and guidance has increased four-fold.

Influencer content is also on the rise, with many happy once they've acted on the investment information.*

46% globally say they use influencers for investment information.

56% of those have acted on it.

88% agree it was a good decision.



Stated reasons for those accessing the services of a financial adviser



*Influencer is NET expert opinion, podcasts, video content, social media or online forums / communities.

IMPORTANT INFORMATION

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