HOW GENERATIVE AI FITS WITH FINANCIAL SERVICES

AWARENESS OF GENERATIVE AI

Most American advisors are familiar with the use of generative AI in financial advising practices.



of financial services professionals have some or a lot of knowledge of the use of generative AI in financial advising practices



Advisors

63.1%

57.1%

AGES 45+

FEMALE

GENERATIVE AI IN THE WORKPLACE

MALE

The majority of American advisors leverage generative Al for at least one professional purpose, but male advisors and younger advisors are more likely to leverage generative Al than other advisors.



of American financial services professionals say they leverage generative Al in their practice

ADVISORS SAY THEY USE GENERATIVE AI FOR

40.4%

Client communications

Employee onboarding processes

Processing employee and/or client data



17% of American advisors said they do not leverage generative Al for any professional purposes in their practice

24.9%

say they have used generative Al in their practice for 3–6 months

23.6%

say they have used generative Al in their practice for six months to a year or more than one year



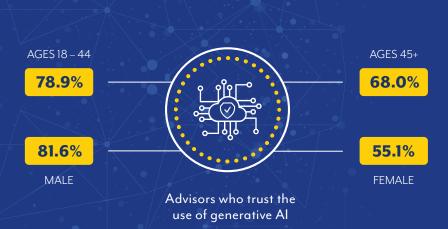
of advisors who do leverage generative Al have been using it for less than three months



50% of advisors who *do not* leverage generative Al in their practice are somewhat or very likely to learn about using generative Al for professional use

TRUST IN GENERATIVE AI

American advisors are generally trusting of generative Al in the workplace. Older advisors and female advisors are less likely to trust using generative AI for financial advising practices.





of American advisors have some or a lot of trust in the use of generative Al in financial advising practices