

20 13

Survey Results



Introduction

Staying on top of ever-evolving technologies, news and conversations can be a challenge for financial advisors, particularly in today's fast-paced market. Plus, as social media becomes part of the picture for many advisors, it's more important than ever to stay connected. With that in mind, we created the **Top News and Blog Sites for Advisors Survey**, to assess your favorite sources of industry news, and perhaps introduce you to some you weren't aware of.

So check out the results, see where your favorites rate and make note of popular sources you may not be taking advantage of, to help you stay connected in your day-to-day business—and feed your social media strategy!

Table of Contents

Demographics3

Top online sources of industry news for financial advisors4

Top blogs for financial advisors5

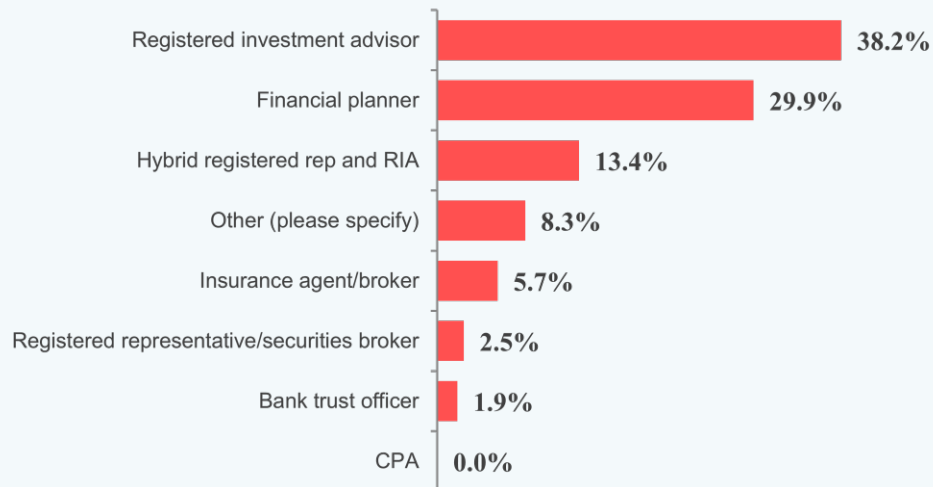
Top online sources of general finance/economic info6

Top blogs for consumers on personal finance7

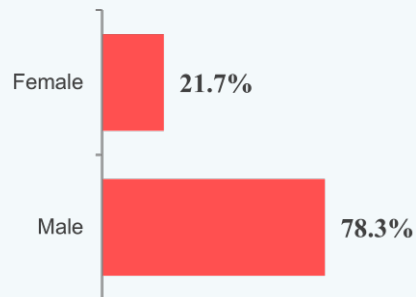
Social media8

Demographics

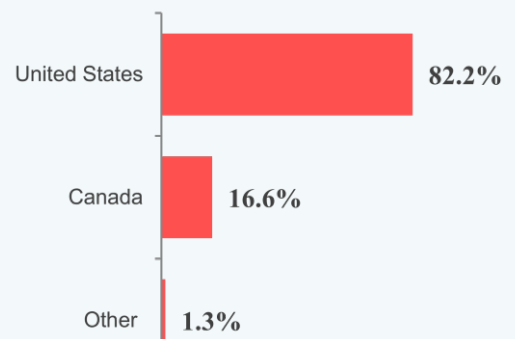
What best describes your practice?



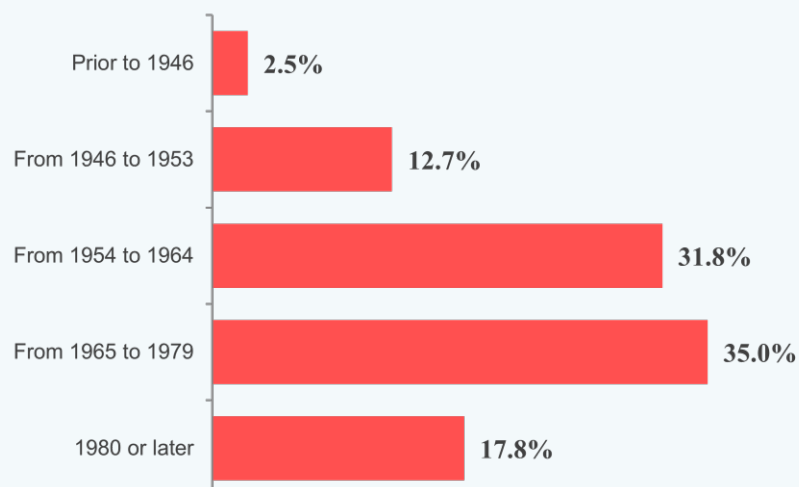
What is your gender?



What country do you primarily serve?



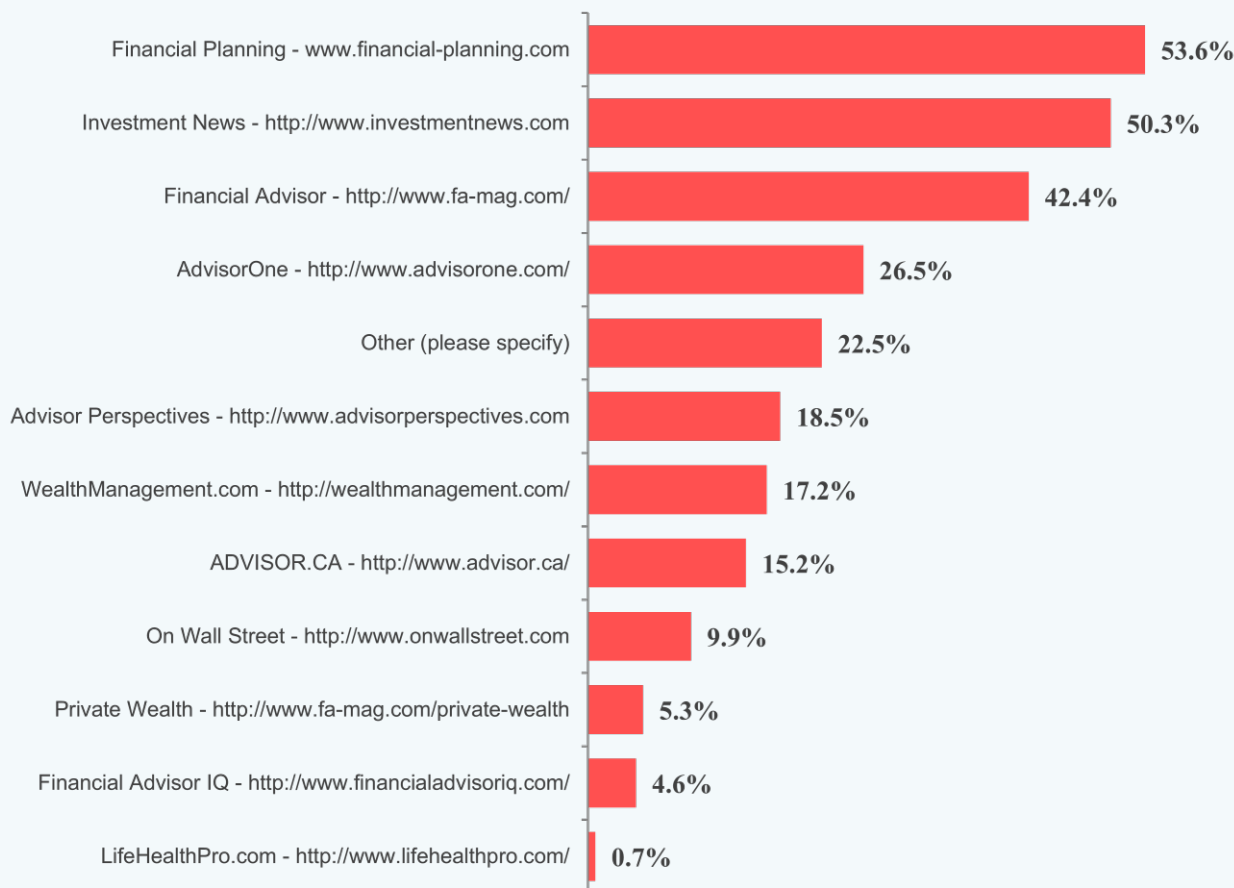
When were you born (these dates were set up for generational analysis)?



Top News and Blog Sites

For the next few questions, which advisors were asked about their favorite online sources for news and information about their industry, one notable finding was a small but vocal group who indicated that they did not utilize online sources for business-related information. However, you'll also see that the majority of advisors surveyed did indicate that they rely at least partially on online sources for reading about their industry. Find favorites below, including what advisors wrote in under "other."

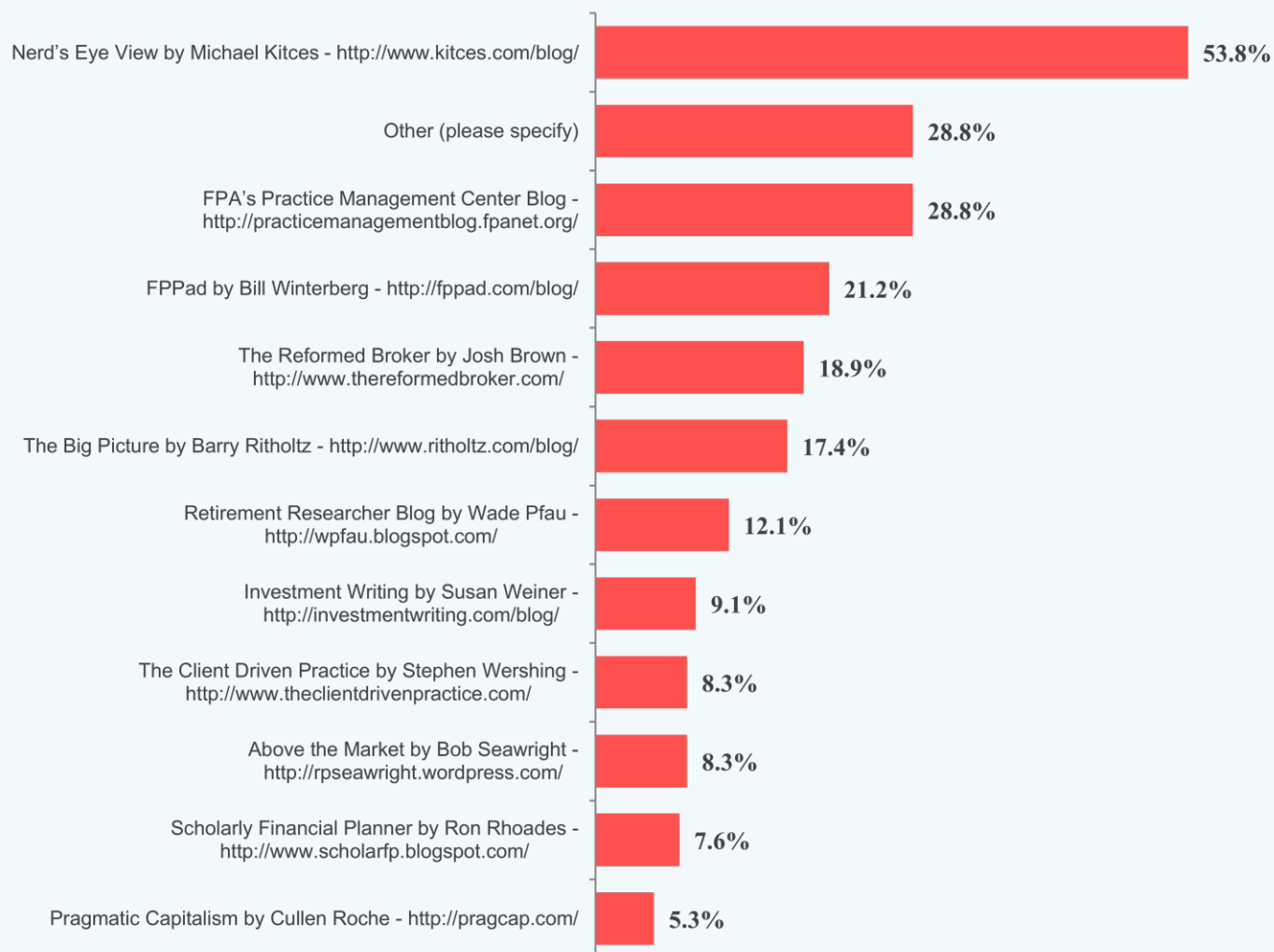
Indicate your top 3 favorite online sources of industry news for financial advisors.



"Other" included:

- Advocis
- Knowledge Bureau
- Journal of Financial Planning
- Oxford
- Investment Executive
- Bloomberg
- Globe and Mail
- Google Finance
- Morningstar
- WSJ
- Leconseiller.com
- RIA Biz
- Market Watch
- MoneyTrax
- Michael Kitces

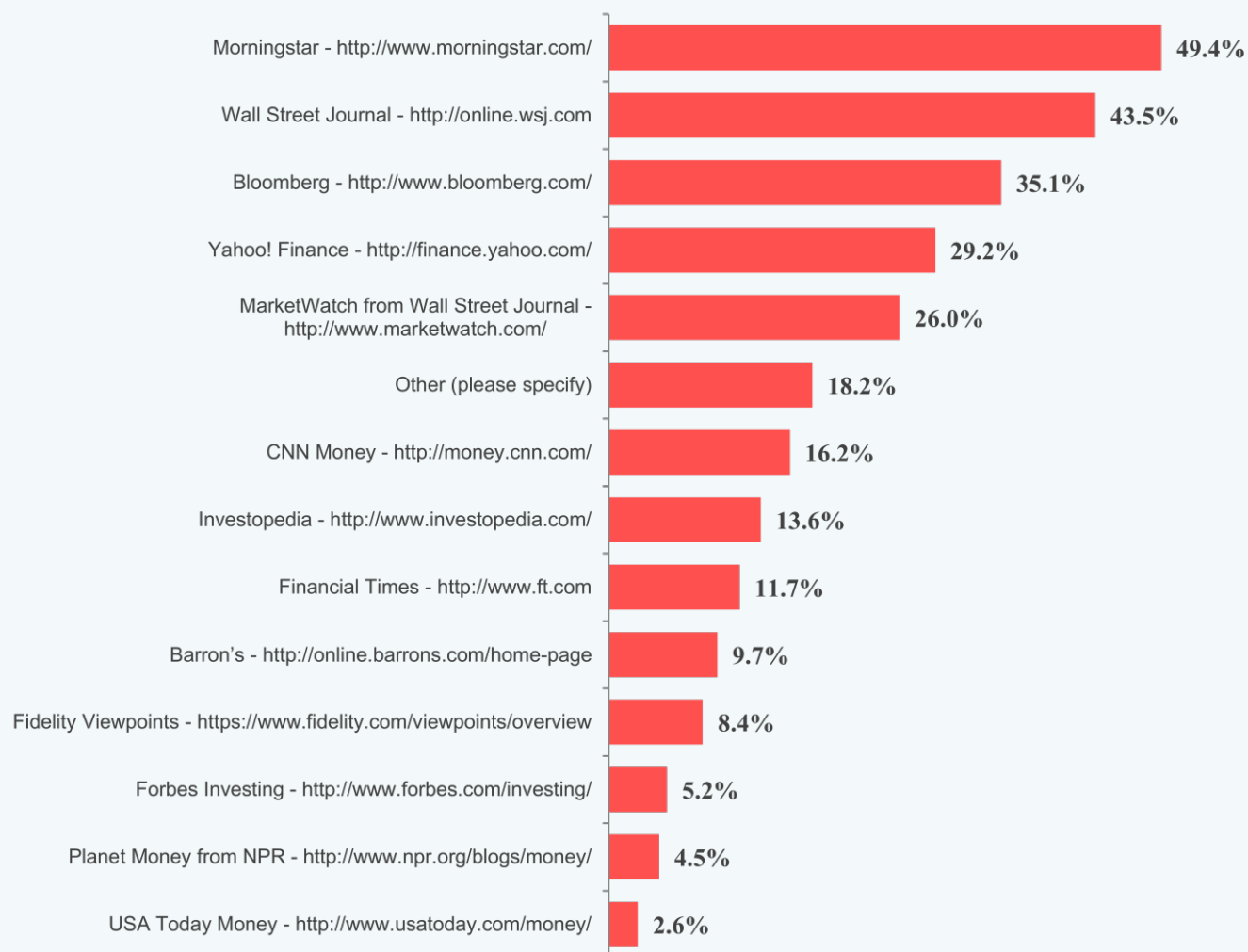
Indicate your top 3 favorite blogs for financial advisors.



"Other" included:

- Strategic coach
- Elliot Wave
- Mark Silver
- Dan Richards
- Nick Murray
- Wired Advisor
- Financialplanet.org
- Seebeyondnumbers.com by Ronald Sier
- Blogs.cfainstitute.org
- Wade Pfau
- www.thesocialadvisor.com
- Rick Ferri
- lheartwallstreet.com

Indicate your top 3 favorite online sources for general finance, investment and economic information.

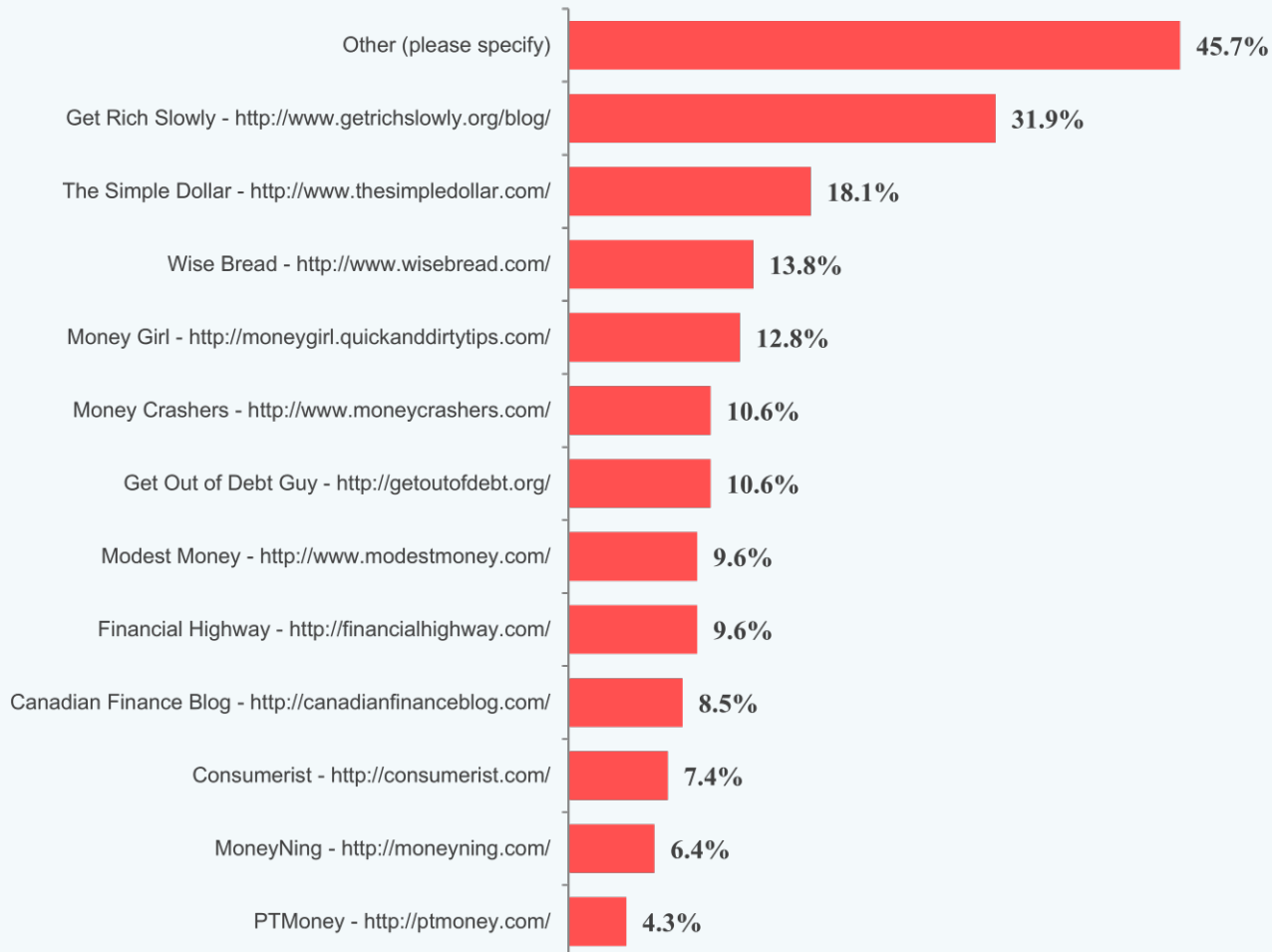


“Other” included:

- Fund MOJO
- PIMCO
- MSN Money
- Financial Post
- Globe and Mail
- Sprott.com

- CNBC
- DFA
- New York Times
- FT Alphaville
- Business Insider
- Financialpost.com

Indicate your top 3 favorite blogs for consumers on personal finance.

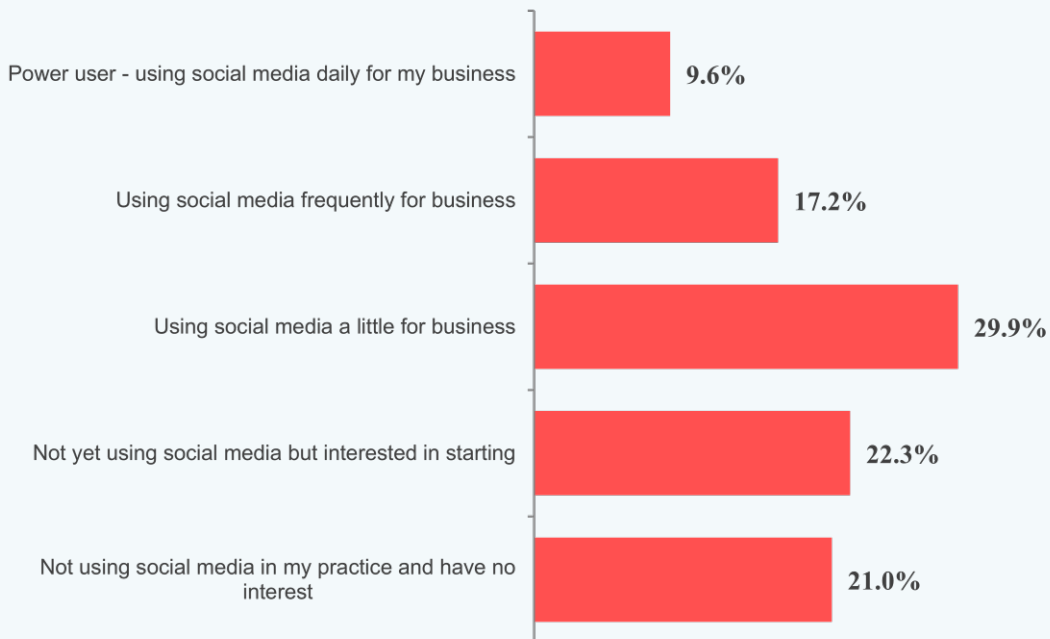


“Other” included:

- Financial Planning Blog by Paul Jarvis
- www.bankrate.com
- Market Ticker
- Zero Hedge
- Mish Globaleconomics
- Morningstar
- Schwab
- MSN Money
- Daily Worth
- www.retirehappyblog.com
- www.fool.com
- Mint.com
- Christine Benz
- MoneyOver55

Social Media

How would you describe your current social media use for business?



Participant comment:

“

I have a great desire to use social media as a means to reach out to the middle market segment and the younger generation, both of which are underserved by our industry. We are in danger of not connecting with these groups and losing them as potential clients forever.

”