

Financial professionals Google+ Adoption

A study conducted by AdvisorWebsites.com

August 2011

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About this study

Audience

Financial advisors and members of the financial services industry in Canada and the USA:

23% from Canada

77% from the USA

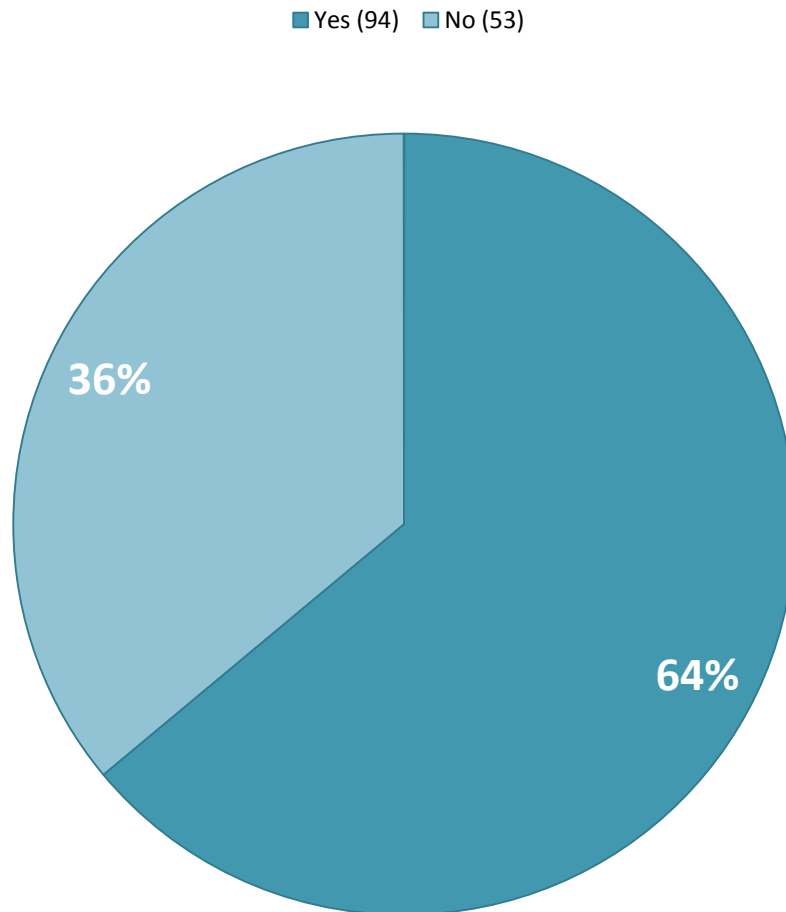
147 financial professionals completed the survey, all of which being either a financial advisor, broker or RIA

Timeframe

The study was conducted online between August 2nd and August 24th 2011

Note: 31% of the responses were submitted from mobile devices!!

Percentage of Financial Professionals who have heard about Google +

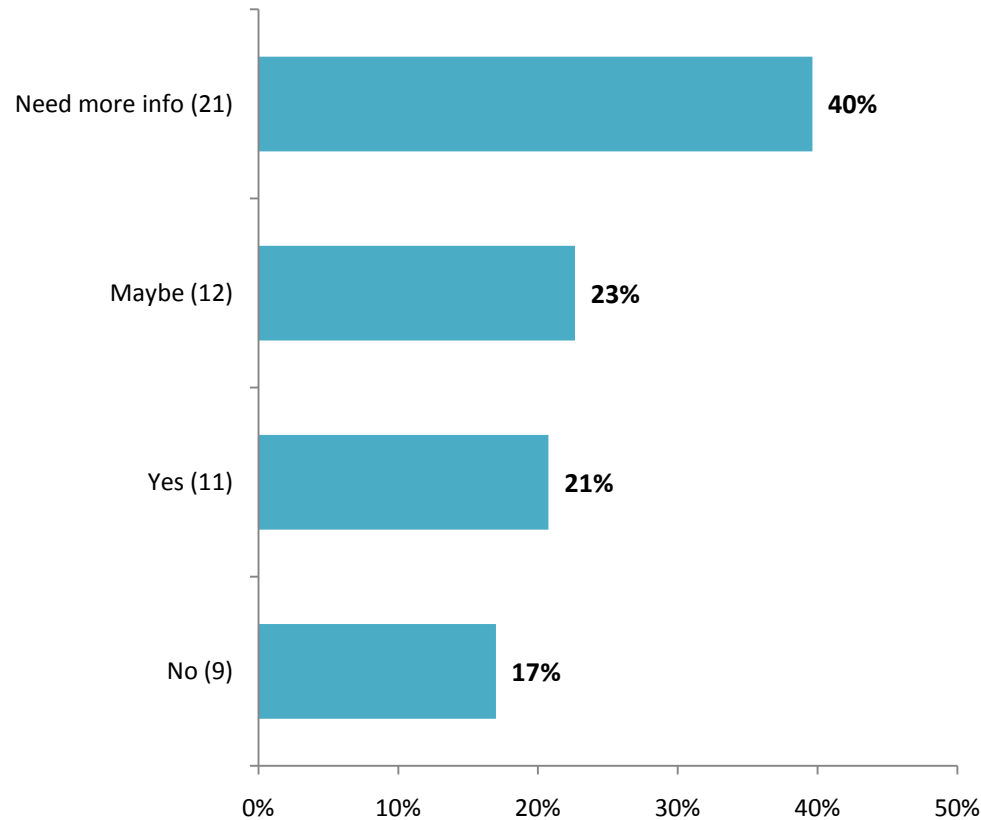


94 financial professionals reported they heard about Google+. This represents 64% of the participants to this August 2011 study.

53 didn't hear about the new social network launched by Google 6 weeks ago. This is interesting given the amount of press & media coverage received by G+

n= 147/147 | Q1: Have you heard about Google+?

Financial Professionals' interest in creating a Google + profile



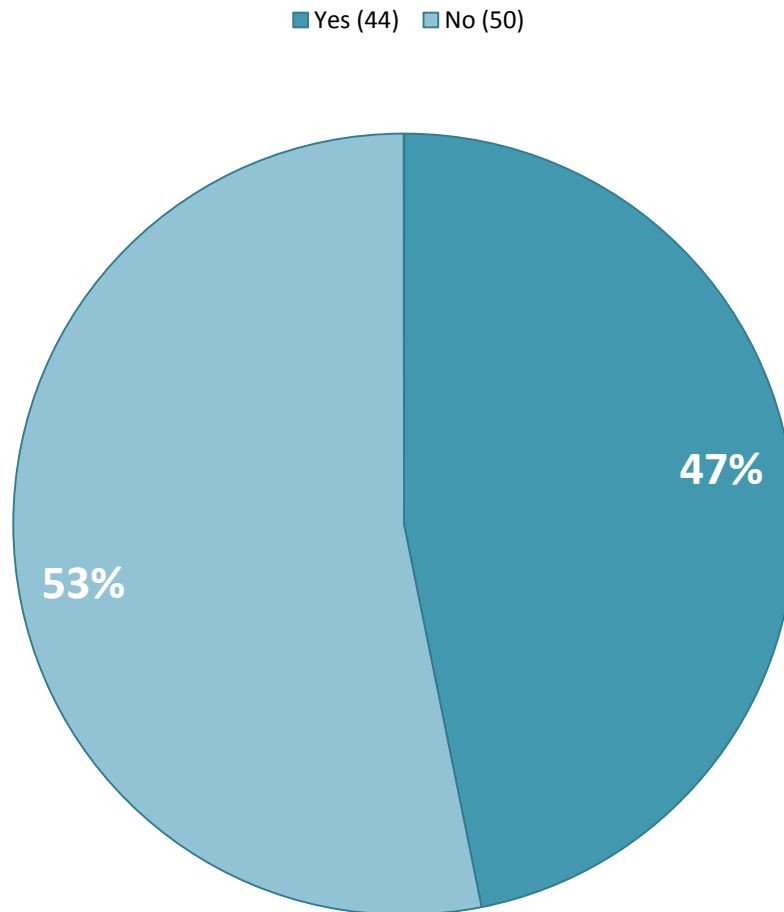
This question was asked to those who hadn't heard about Google +

We provided the respondents with basic information about G+ before asking them if they would be interested in creating a profile.

Surprisingly, only 17% said they would not be setting up a profile which indicates high curiosity and interest.

n= 53/147 | Q2a: Would you be interested in creating a profile?

Percentage of Financial Professionals already using Google +



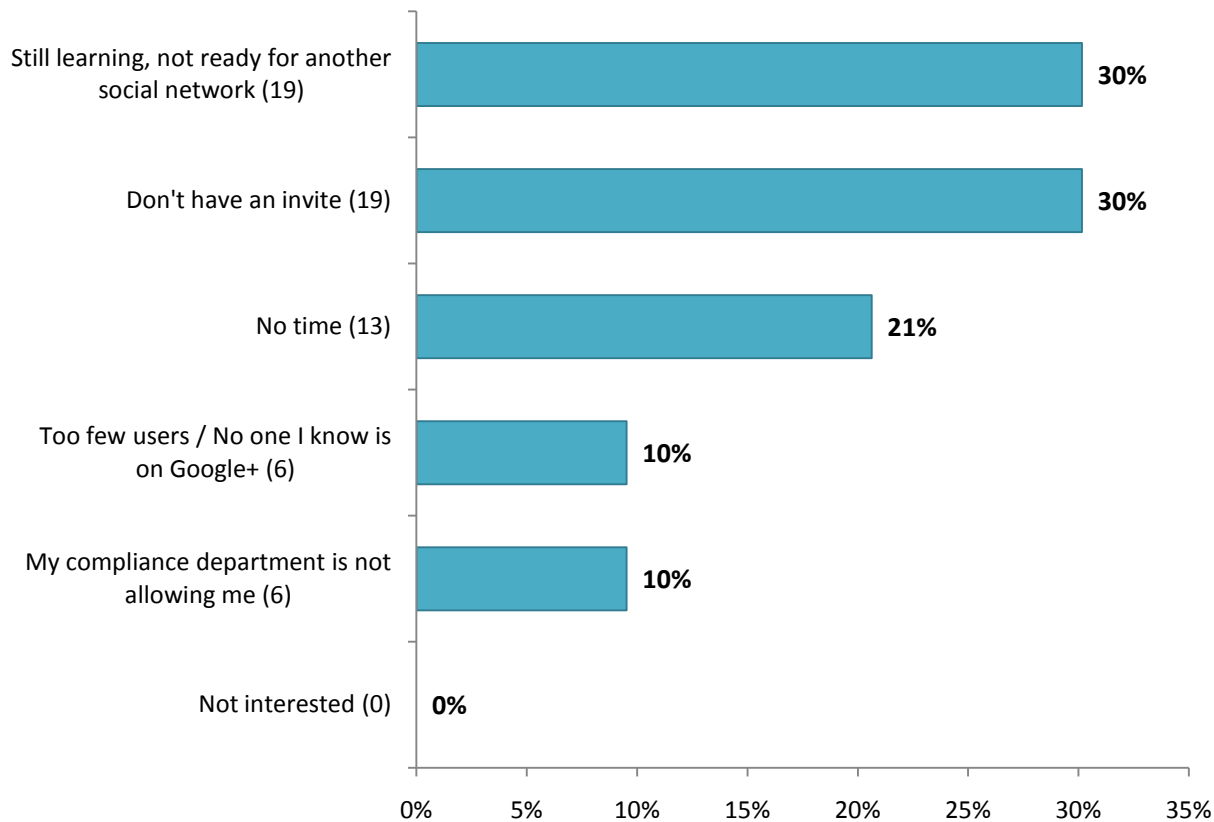
This question was asked to those who had heard about Google +

The results were pretty even, with 44 out of 94 financial professionals reporting they had created a profile and were using Google's new social networking site.

On the flip side, 50 respondents hadn't setup a profile and were asked why (see next slide).

n= 94/147 | Q2b: Do you have a profile on Google+ ?

Reasons why Financial Professionals haven't setup a Google + profile



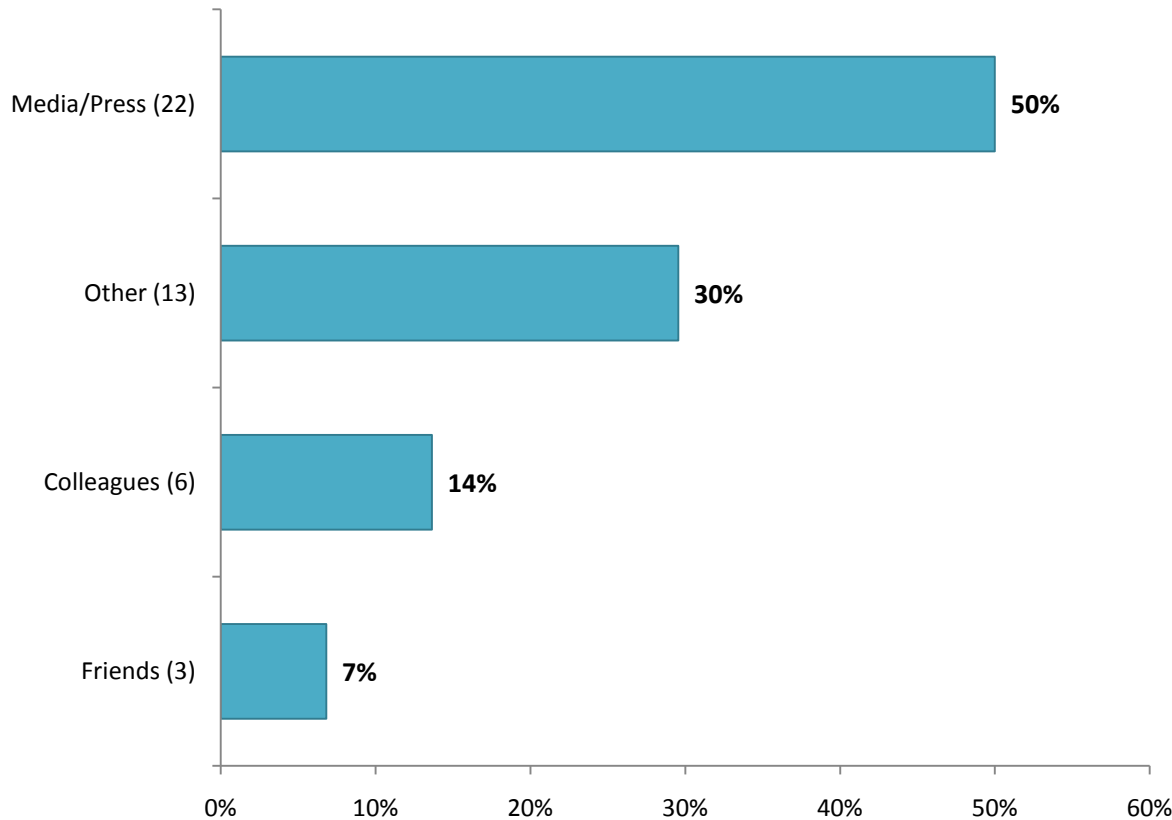
This question was asked to those who had heard about Google + but hadn't created a profile.

Lack of invite was the top reason, tied with the professionals not ready to take on a new social network just yet. Only 10% mentioned compliance as their main reason, which was a surprise.

Note: respondents were allowed to select more than one answer

n= 50/147 | Q3: Why haven't you created a profile already?

How Financial Professionals with a Google+ profile first heard about this new social network



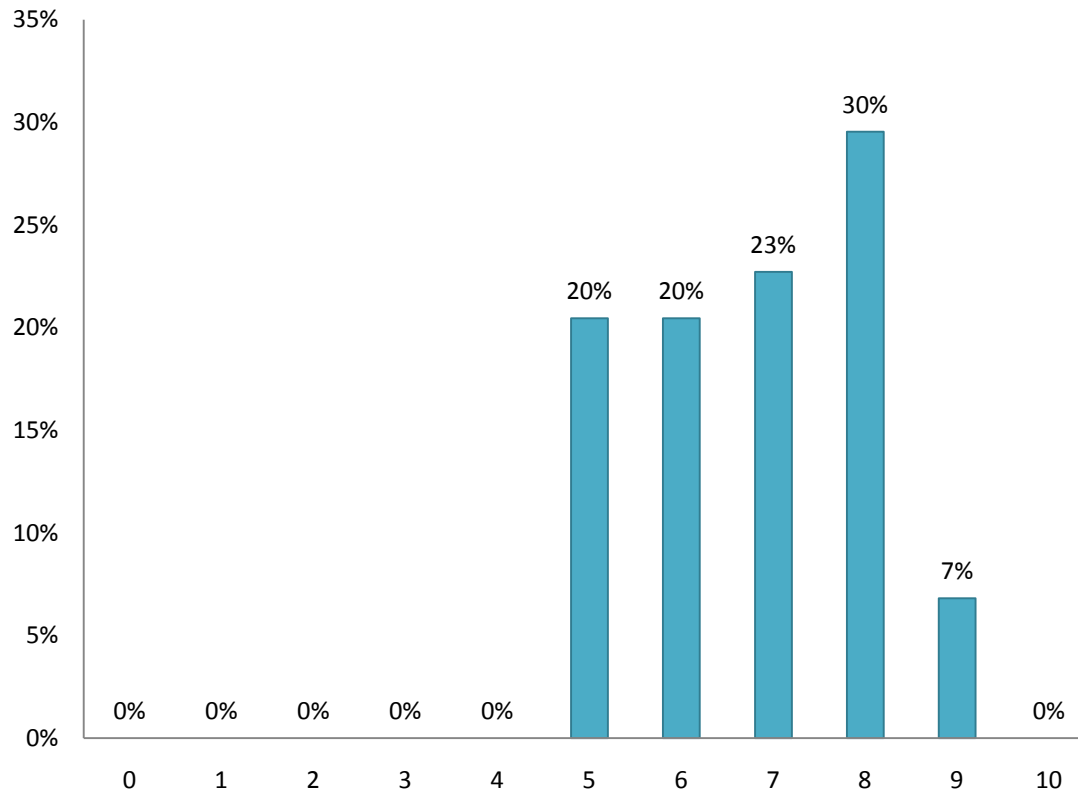
n= 44/147 | Q4: How did you hear about Google+?

This question was asked to those who have heard about Google + and had created a profile.

Most of the financial professionals currently using G+ (50%) learnt about it through media and press coverage.

The study also shows that colleagues and friends' recommendations were the driver for just over 20% of the respondents. Quite low given the nature of social media

Most Financial Professionals rate their experience as medium to high



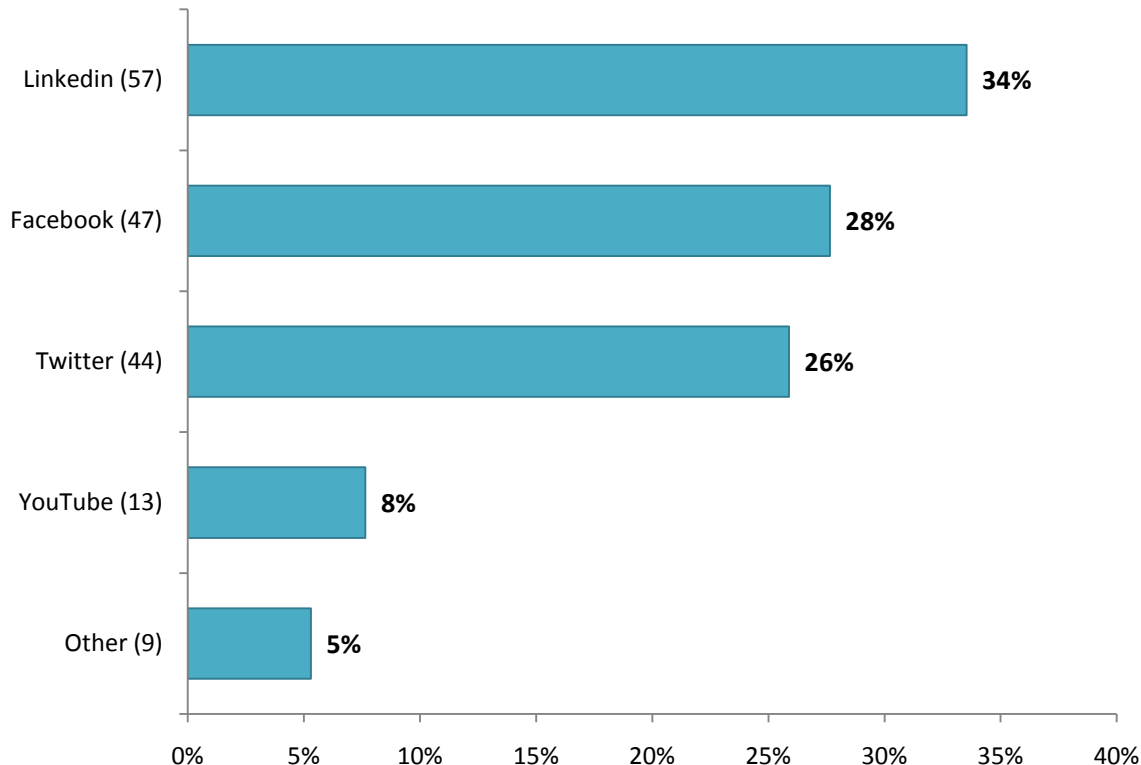
This question was asked to those who have heard about Google + and had created a profile.

Every financial professional currently using G+ rate their experience from medium to high, with 37% giving it a note of 8 and more.

This is a huge accomplishment for a social network that was launched 6 weeks ago.

n= 44/147 | Q5: How would you rate your experience with Google+?

Other social networks used by Financial Professionals



It is interesting to see LinkedIn dominating the results here, taking over Facebook as the most used social media site in the financial services industry.

Also worth noticing is the rise of Twitter, quickly closing the gap with Facebook.

Note: 50 respondents indicated that they were not using social media.

n= 97/147 | Q6: Which other social networks are you using?

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