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

Demographics .................................................................3
Top online sources of industry news for financial advisors ........4
Top blogs for financial advisors ...........................................5
Top online sources of general finance/economic info .................6
Top blogs for consumers on personal finance .........................7
Social media ........................................................................8
Demographics

What best describes your practice?

- Registered investment advisor: 38.2%
- Financial planner: 29.9%
- Hybrid registered rep and RIA: 13.4%
- Other (please specify): 8.3%
- Insurance agent/broker: 5.7%
- Registered representative/securities broker: 2.5%
- Bank trust officer: 1.9%
- CPA: 0.0%

What is your gender?

- Female: 21.7%
- Male: 78.3%

What country do you primarily serve?

- United States: 82.2%
- Canada: 16.6%
- Other: 1.3%

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

- Prior to 1946: 2.5%
- From 1946 to 1953: 12.7%
- From 1954 to 1964: 31.8%
- From 1965 to 1979: 35.0%
- 1980 or later: 17.8%
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.

- Financial Planning - www.financial-planning.com (53.6%)
- Investment News - http://www.investmentnews.com (50.3%)
- Financial Advisor - http://www.fa-mag.com/ (42.4%)
- AdvisorOne - http://www.advisorone.com/ (26.5%)
- Other (please specify) (22.5%)
- Advisor Perspectives - http://www.advisorperspectives.com (18.5%)
- WealthManagement.com - http://wealthmanagement.com/ (17.2%)
- ADVISOR.CA - http://www.advisor.ca/ (15.2%)
- On Wall Street - http://www.onwallstreet.com (9.9%)
- Private Wealth - http://www.fa-mag.com/private-wealth (5.3%)
- Financial Advisor IQ - http://www.financialadvisoriq.com/ (4.6%)
- LifeHealthPro.com - http://www.lifehealthpro.com/ (0.7%)

“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.

- Nerd’s Eye View by Michael Kitces - http://www.kitces.com/blog/ (53.8%)
- Other (please specify) (28.8%)
- FPA’s Practice Management Center Blog - http://practicemanagementblog.fpanet.org/ (28.8%)
- FPPad by Bill Winterberg - http://fppad.com/blog/ (21.2%)
- The Reformed Broker by Josh Brown - http://www.thereformedbroker.com/ (18.9%)
- The Big Picture by Barry Ritholtz - http://www.ritholtz.com/blog/ (17.4%)
- Retirement Researcher Blog by Wade Pfau - http://wpfau.blogspot.com/ (12.1%)
- Investment Writing by Susan Weiner - http://investmentwriting.com/blog/ (9.1%)
- The Client Driven Practice by Stephen Wershing - http://www.theclientdrivenpractice.com/ (8.3%)
- Above the Market by Bob Seawright - http://rpseawright.wordpress.com/ (8.3%)
- Scholarly Financial Planner by Ron Rhoades - http://www.scholarfp.blogspot.com/ (7.6%)
- Pragmatic Capitalism by Cullen Roche - http://pragcap.com/ (5.3%)

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

- Morningstar - http://www.morningstar.com/ 49.4%
- Wall Street Journal - http://online.wsj.com 43.5%
- Bloomberg - http://www.bloomberg.com/ 35.1%
- MarketWatch from Wall Street Journal - http://www.marketwatch.com/ 26.0%
- Other (please specify) 18.2%
- CNN Money - http://money.cnn.com/ 16.2%
- Investopedia - http://www.investopedia.com/ 13.6%
- Financial Times - http://www.ft.com 11.7%
- Barron’s - http://online.barrons.com/home-page 9.7%
- Fidelity Viewpoints - https://www.fidelity.com/viewpoints/overview 8.4%
- Forbes Investing - http://www.forbes.com/investing/ 5.2%
- Planet Money from NPR - http://www.npr.org/blogs/money/ 4.5%
- USA Today Money - http://www.usatoday.com/money/ 2.6%

“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.

**Top Blogs**

- Get Rich Slowly - http://www.getrichslowly.org/blog/ (31.9%)
- The Simple Dollar - http://www.thesimpledollar.com/ (18.1%)
- Wise Bread - http://www.wisebread.com/ (13.8%)
- Money Girl - http://moneygirl.quickanddirtytips.com/ (12.8%)
- Money Crashers - http://www.moneycrashers.com/ (10.6%)
- Get Out of Debt Guy - http://getoutofdebt.org/ (10.6%)
- Modest Money - http://www.modestmoney.com/ (9.6%)
- Financial Highway - http://financialhighway.com/ (9.6%)
- Canadian Finance Blog - http://canadianfinanceblog.com/ (8.5%)
- Consumerist - http://consumerist.com/ (7.4%)
- MoneyNing - http://moneyning.com/ (6.4%)
- PTMoney - http://ptmoney.com/ (4.3%)

**Other (please specify)**

- Financial Planning Blog by Paul Jarvis
- www.bankrate.com
- Market Ticker
- Zero Hedge
- Mish Globaleconomics
- Morningstar
- Schwab

**“Other” included:**

- MSN Money
- Daily Worth
- www.retirehappyblog.com
- www.fool.com
- Mint.com
- Christine Benz
- MoneyOver55
How would you describe your current social media use for business?

- Power user - using social media daily for my business: 9.6%
- Using social media frequently for business: 17.2%
- Using social media a little for business: 29.9%
- Not yet using social media but interested in starting: 22.3%
- Not using social media in my practice and have no interest: 21.0%

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."