

How are advisers embracing the communication revolution?



Smartphones



81.4%

advisers own a smartphone



50.3%
advisers own an iPhone



14.1%
advisers own an android phone



17%
advisers own some other type of smartphone

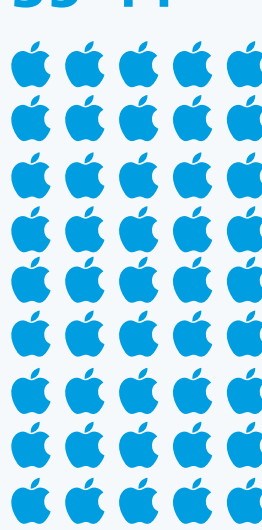
The iPhone is dominant across all adviser age groups ⁽¹⁾

Under 35s



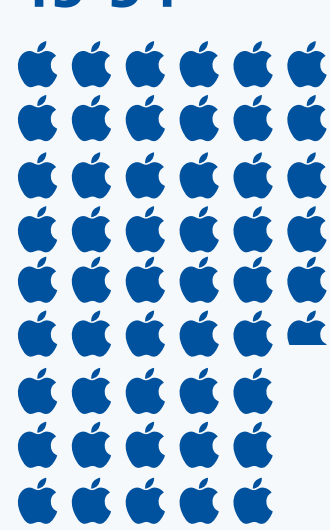
75.9%

35-44



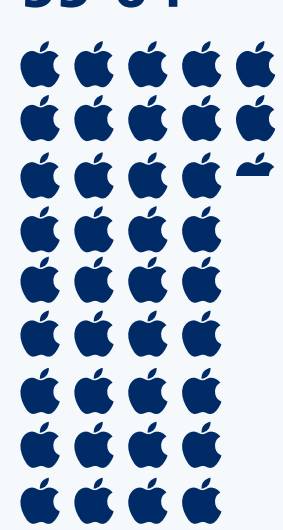
50%

45-54



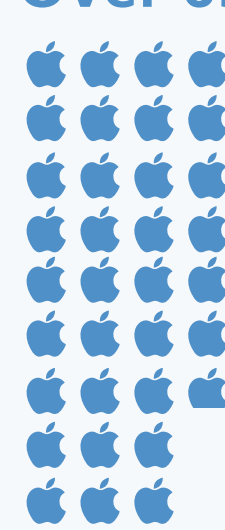
55.8%

55-64



42.3%

Over 65s



36.9%

Most love for Android comes from 35-44 age group, where 18.6% own an android phone.

Tablets



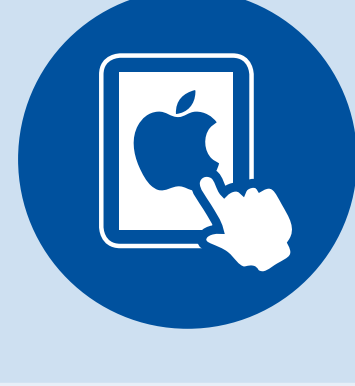
2011

At start of 2011, just 9.4% of advisers owned a tablet. ⁽²⁾



2012

By start of 2012, 34% owned a tablet. ⁽³⁾
21% of advisers owning a tablet used it with clients.



iPad=79%
other brands = 21%

iPad dominates the tablet market

69% of adviser iPad owners bought their device in 2011.

67% who own other tablets purchased in 2011.



Social Media

Estimated adviser use of social media ⁽¹⁾

48.5% advisers use facebook

39.9% advisers use linkedin

27.8% advisers use youtube

10.3% advisers use twitter
64% of these started using twitter in 2011.

33.9% advisers use skype



19.3%
business use



11.5%
use video and audio

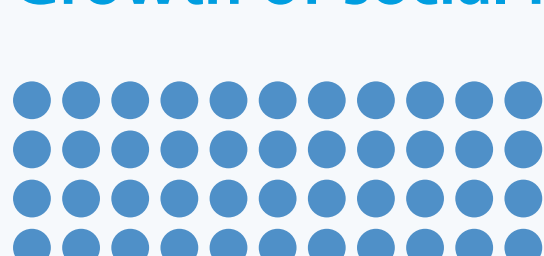


4.9%
use video only

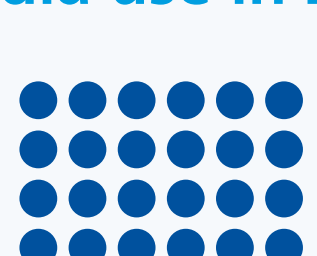


2.9%
use audio only

Growth of social media use in 2012



60%
of advisers surveyed said they would increase their use of linkedin during 2012



36%
said they would increase their use of facebook



20%
increase twitter



18%
increase youtube



12%
said none

Advisers who don't use social media... ⁽⁴⁾

- 64%** had no need or no time
- 18%** prefer face to face or phone
- 16%** were worried about security/privacy
- 2%** don't know what social media is

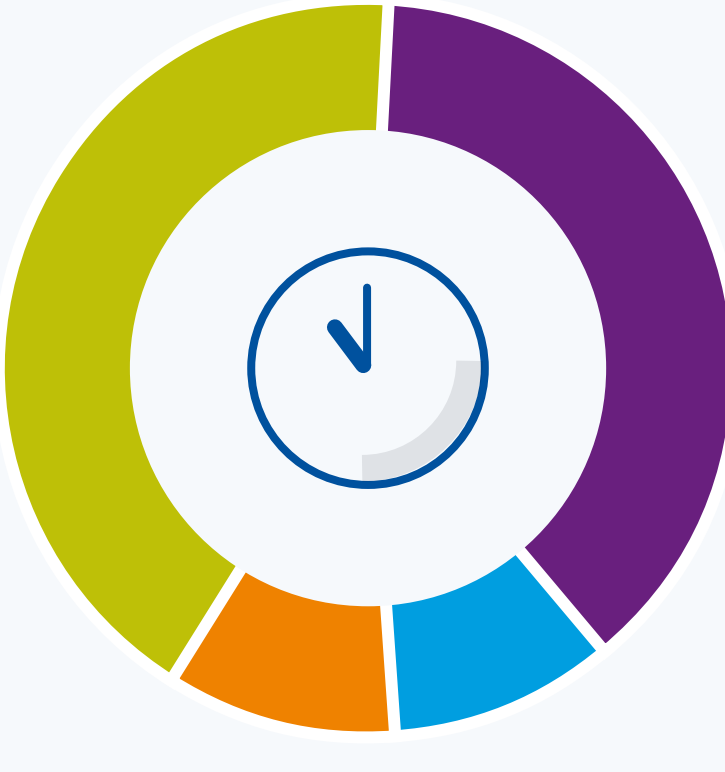


Advisers who use social media... ⁽⁴⁾

- 40%** use it for communication
- 40%** use it for advertising/promotion
- 20%** use it for networking

How often do advisers use social media? ⁽⁴⁾

- 42%** use daily
- 38%** use weekly
- 10%** use monthly
- 10%** use hourly



Data sources:

1. Beaton IFA Market Pulse (Zurich), December 2011 2. Zurich survey of 646 advisers in February 2011

3. Zurich survey of 666 advisers in February 2012 4. Loyalty Zone survey of 200 advisers, December 2010.

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