



Social Media Survey 2011_



The Use of Social Media by European Investment Professionals

DES
Deutsche EuroShop

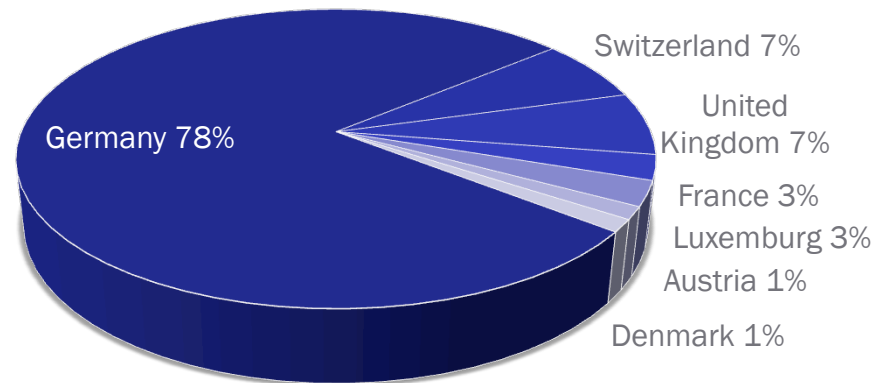
DVFA

Deutsche Vereinigung für Finanzanalyse und Asset Management

Survey Background

DVFA – Society of Investment Professionals in Germany and Deutsche EuroShop – The Shopping Center Company invited 1,587 European* investment professionals by email to take part in an online survey running from 9 March to 11 April 2011. 74 respondents finished the complete survey with 18 questions. This corresponds with a response rate of 4.7%.

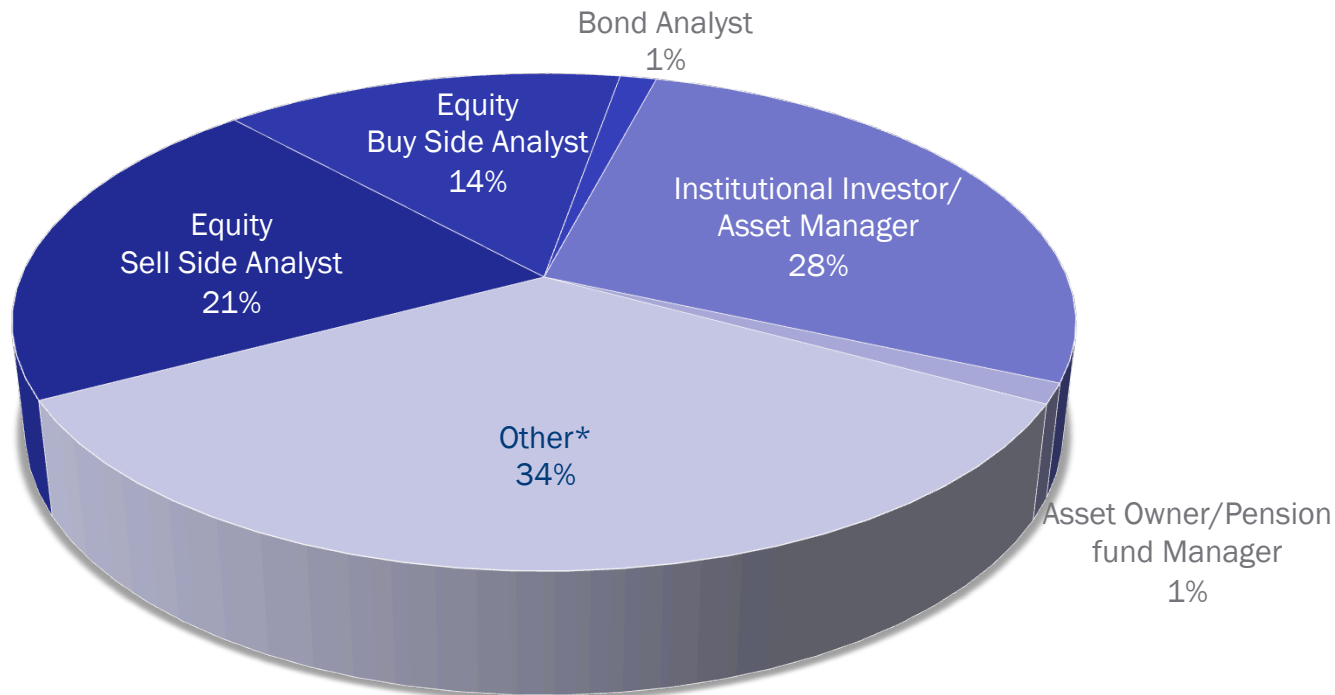
Country split of the respondents:



*= investment professionals in the following countries were invited: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Iceland, Italy, Liechtenstein, Luxembourg, The Netherlands, Sweden, Switzerland, Spain and the United Kingdom

1. Statistic Data: I am ...

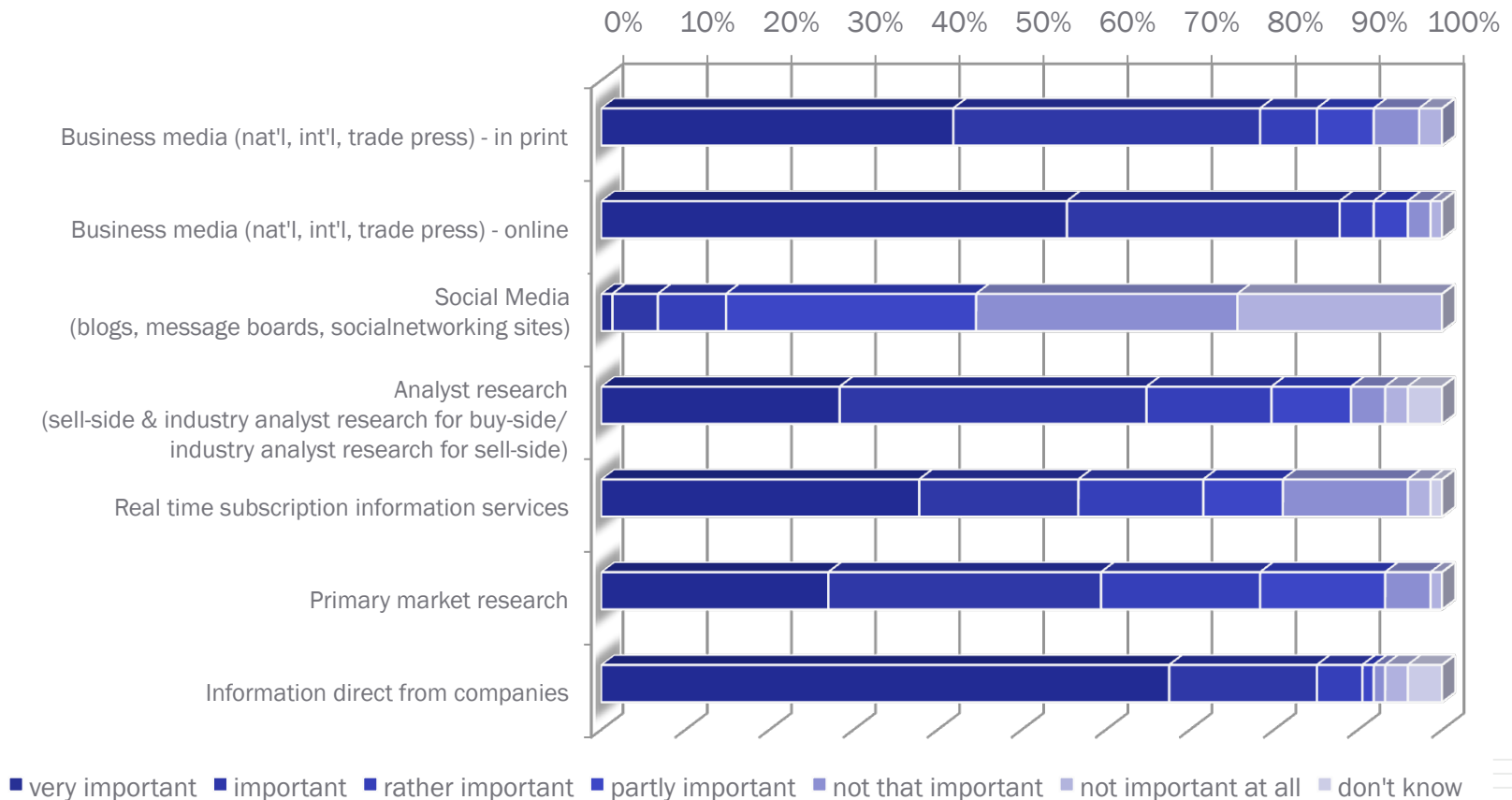
Most respondents are analysts (36%), followed by a group with mixed functions (34%) and investors (29%).



*= Advisor, Auditor, Broker, Consultant, Corporate Finance Key Account Manager, ECM expert, Economist, Equity research, Equity Sales, ESG Analyst, Investmentbanker, Market Maker, Portfoliomanager, Relationship Management, Retired, Sales Asset Management, Syndicate + Portfolio Management, TA Controlling, Trader

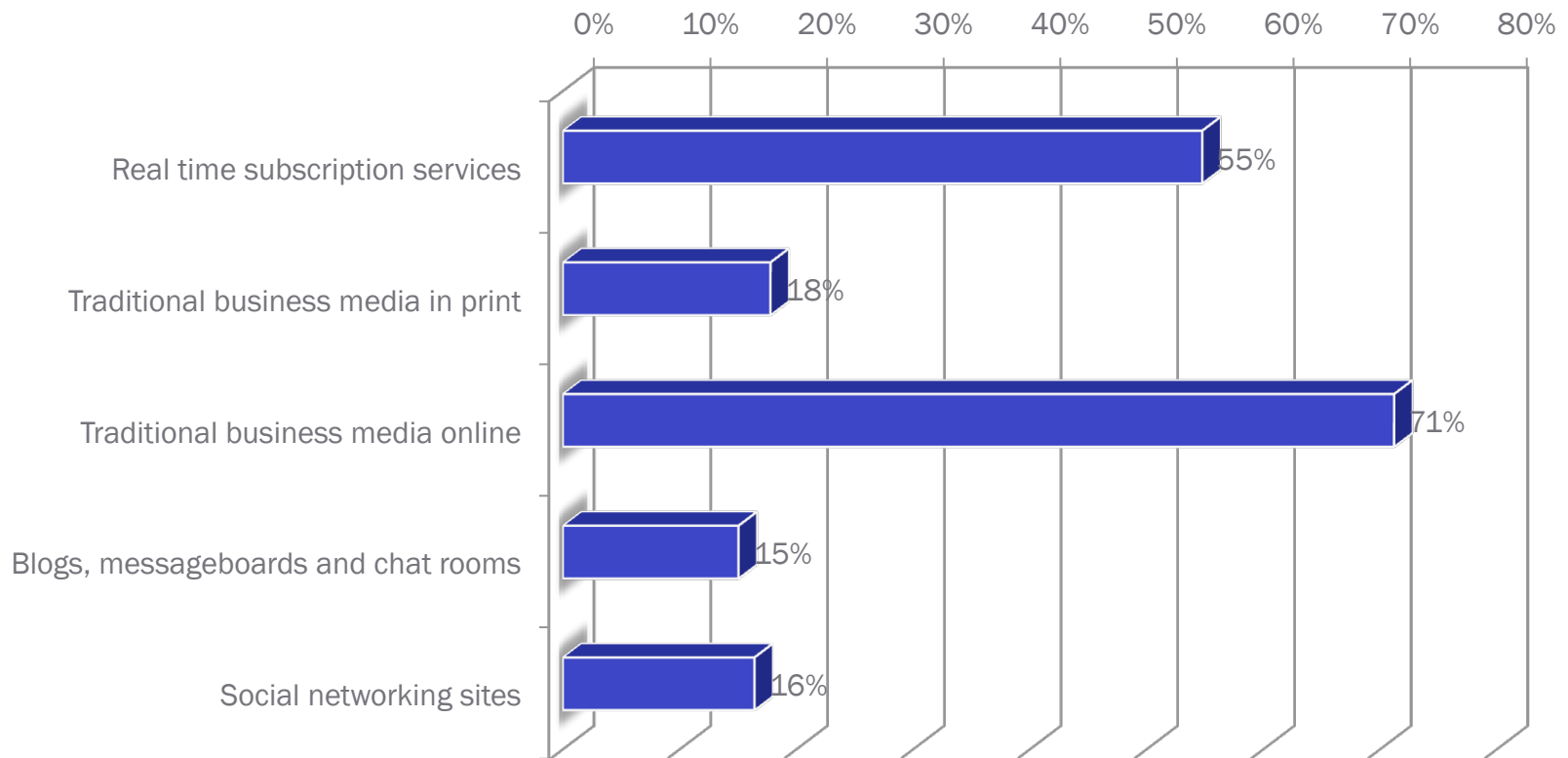
2. Do you read postings on the following for company or business information?

45% see Social Media as at least partly important, all other sources are seen as more important.



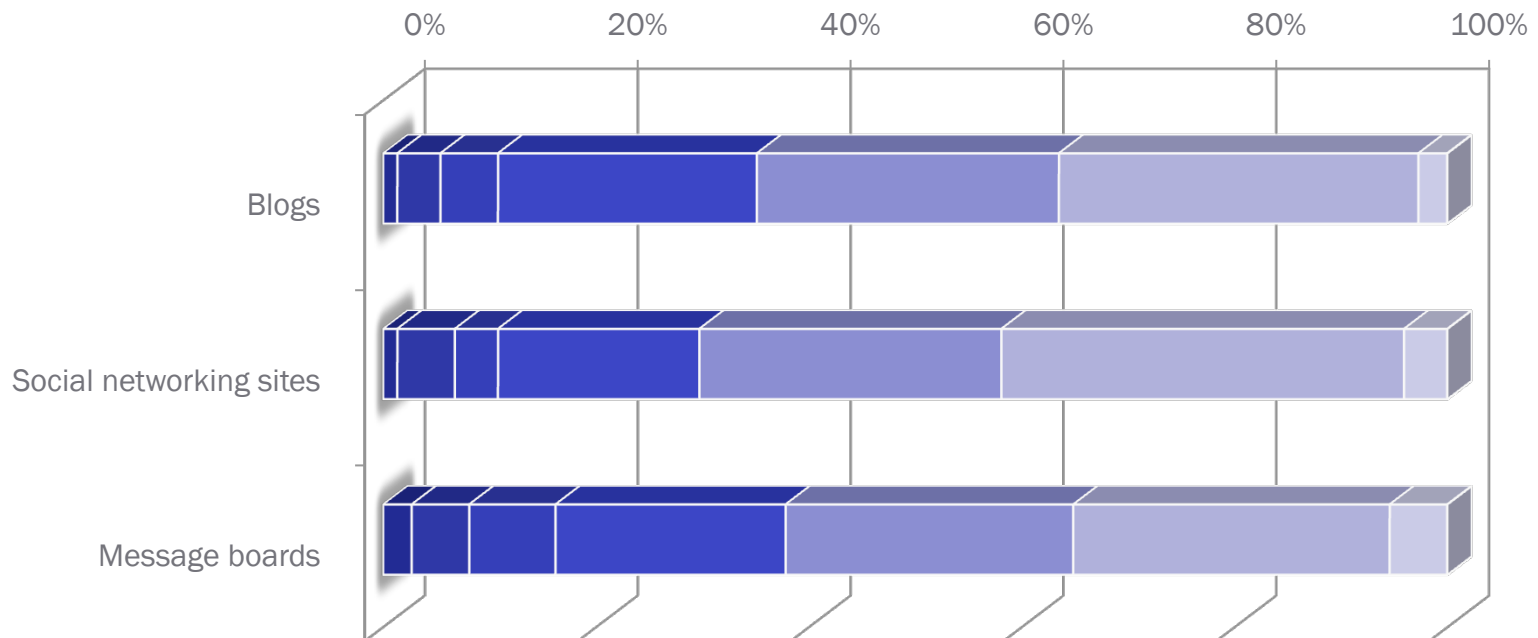
3. Which information sources have become more important to you in your job over the past years?

For 71% websites of business media became more important information sources, social media for 16%.



4. Please rate the following information sources according to whether they provide information which is useful for your investment decisions or recommendations.

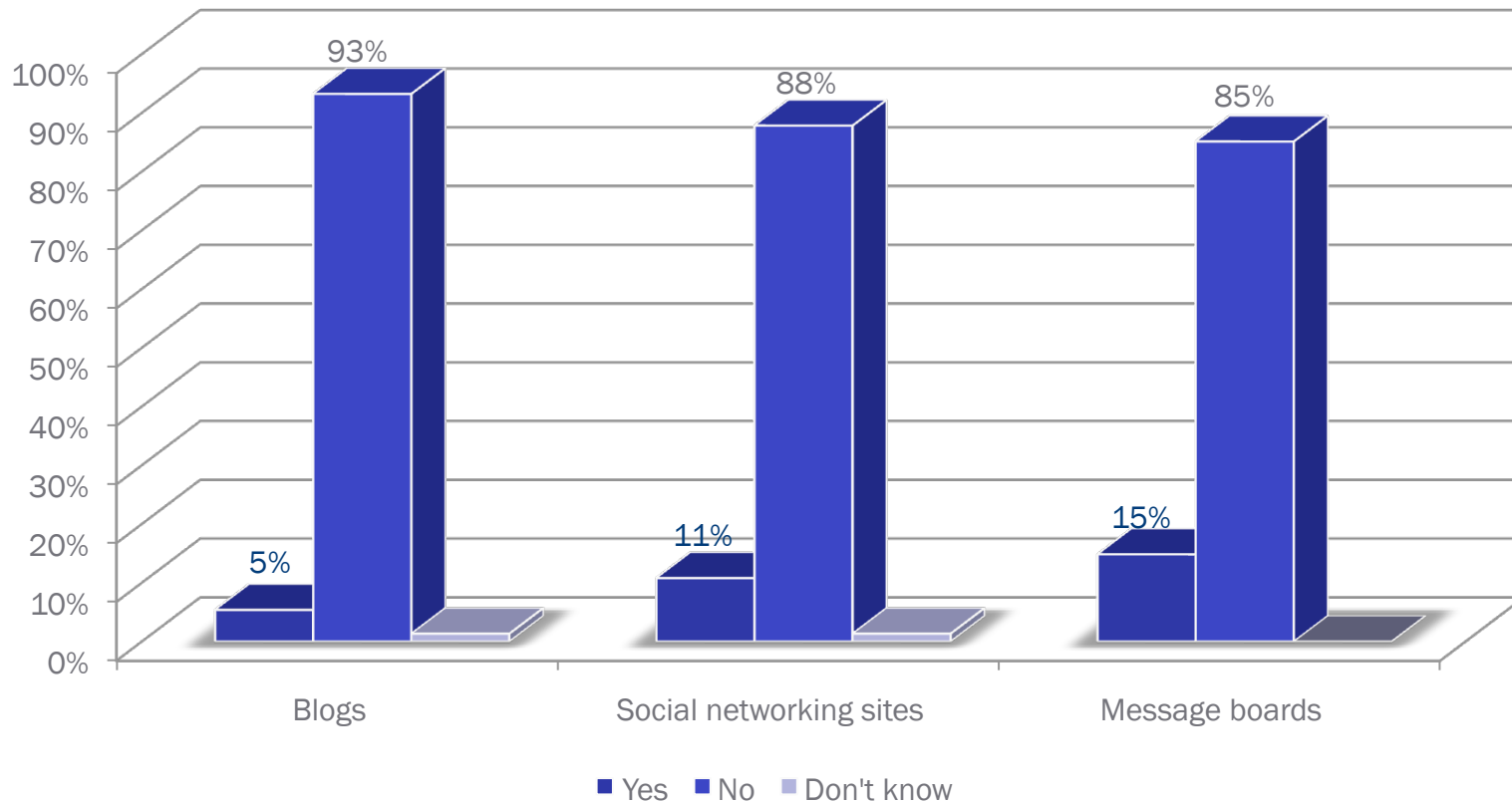
38% see message boards as at least partly important, blogs and social media are seen as less important.



■ very important ■ important ■ rather important ■ partly important ■ not that important ■ not important at all ■ don't know

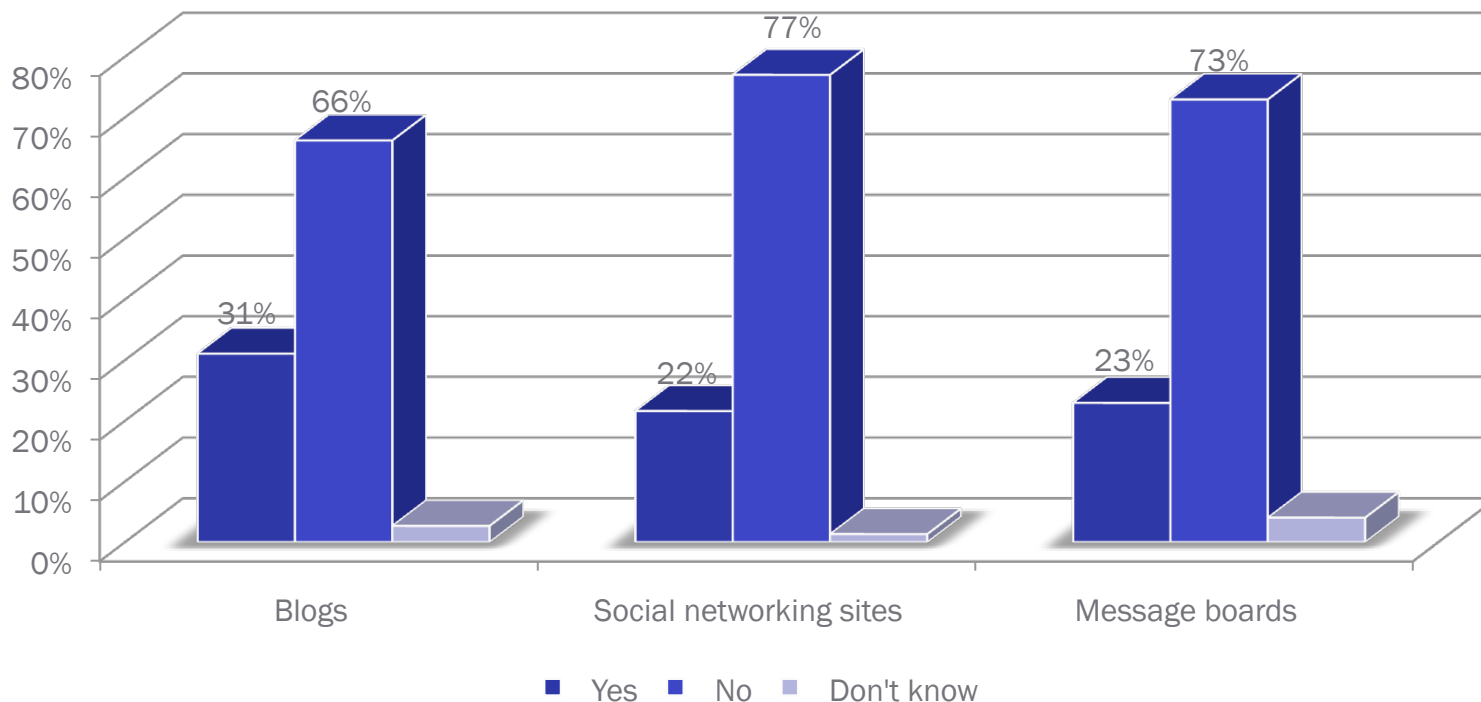
5. Do you post business or investment information in any of the following ways?

If investment professionals write posts they prefer message boards to social media and blogs.



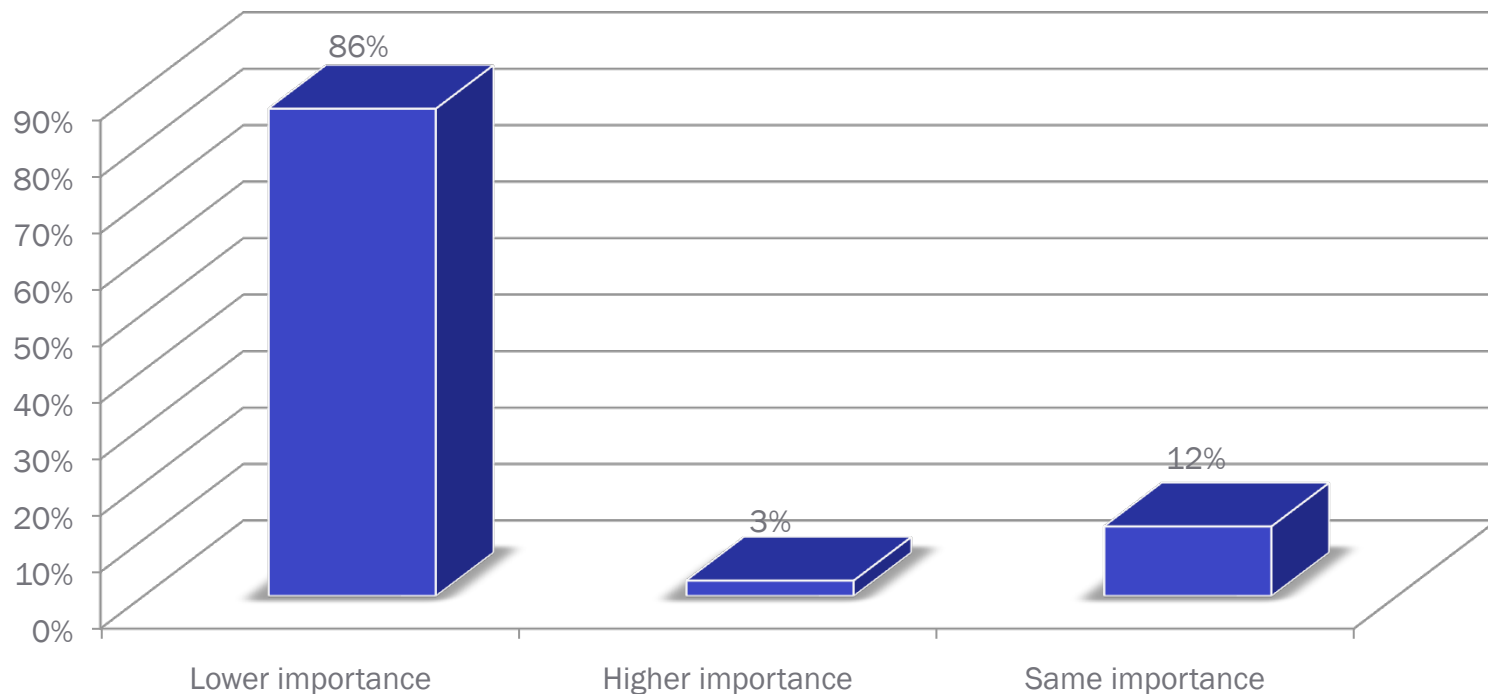
6. Have you ever read any information posted on a blog or social networking site that has prompted you to investigate an issue further for your work?

31% of the respondents were prompted by blogs to make further investigations on an issue.



7. How do you consider the importance of information posted on social media in relation to other information sources (e.g. press releases, presentations etc.)?

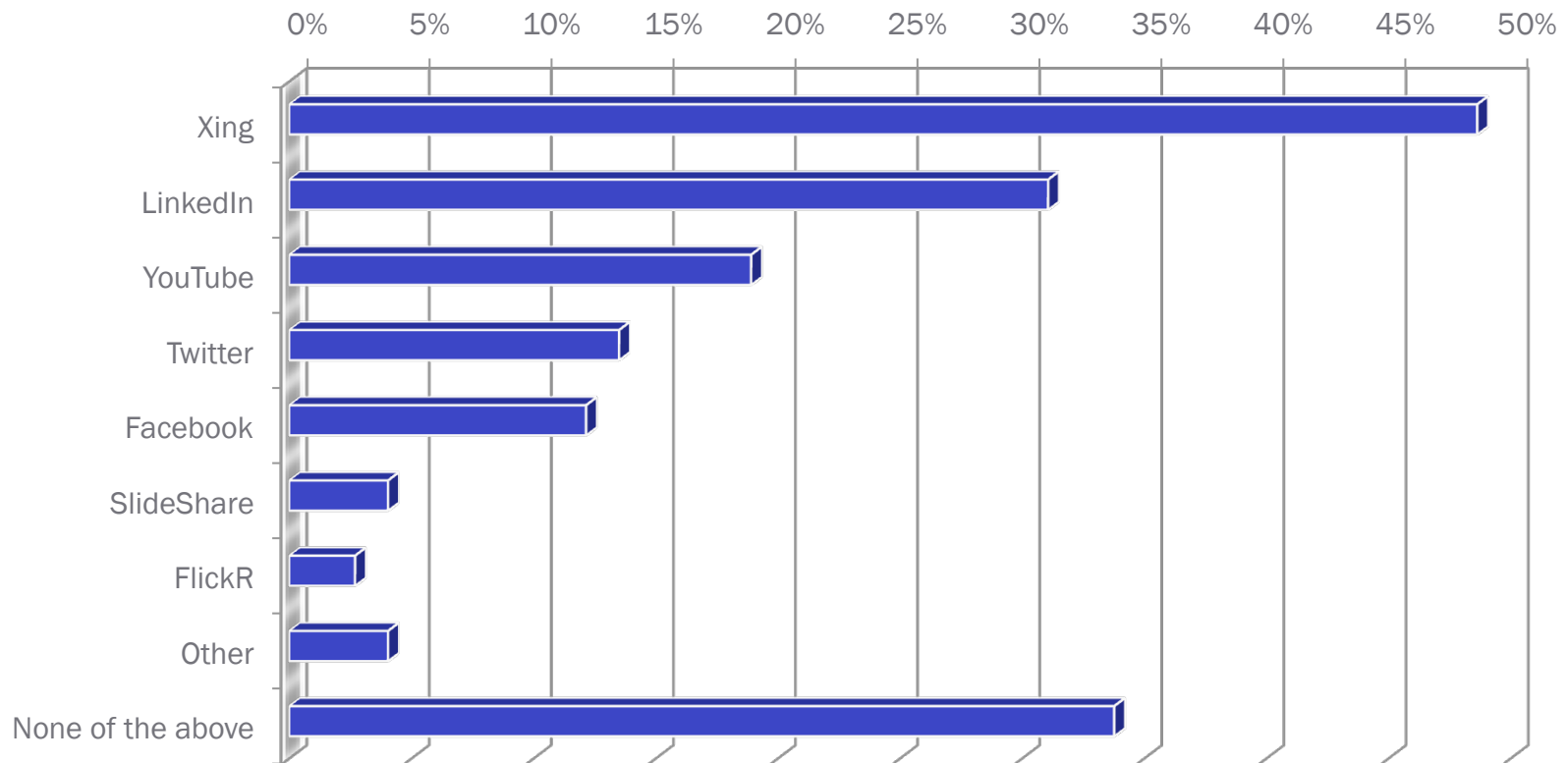
86% consider the importance of traditional sources higher than the importance of social media.



rounding differences may occur

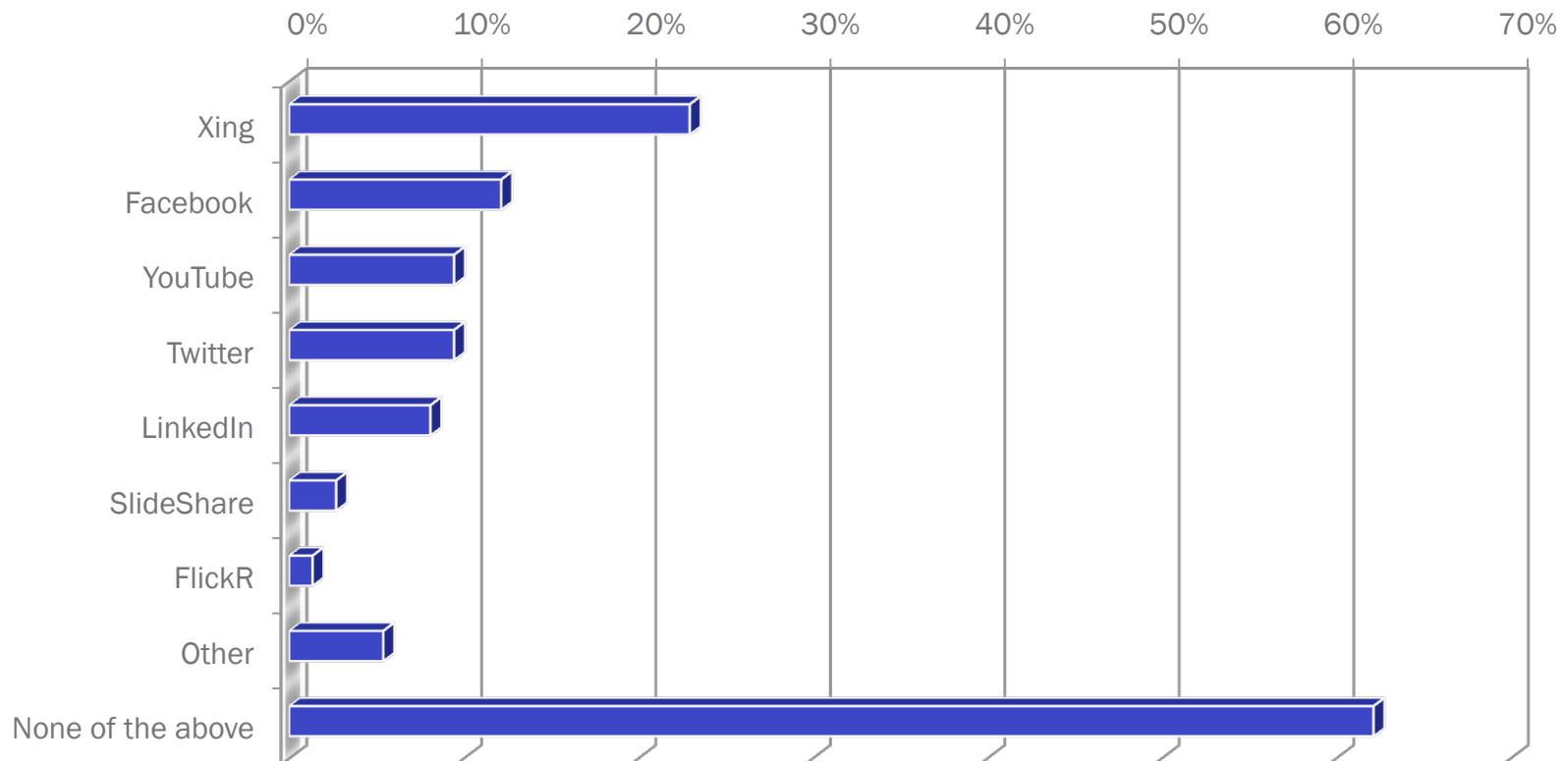
8. Which of the following social media platforms do you use (for professional reasons)?

49% of the respondents use the business network platform Xing, 31% LinkedIn, 34% none of the mentioned.



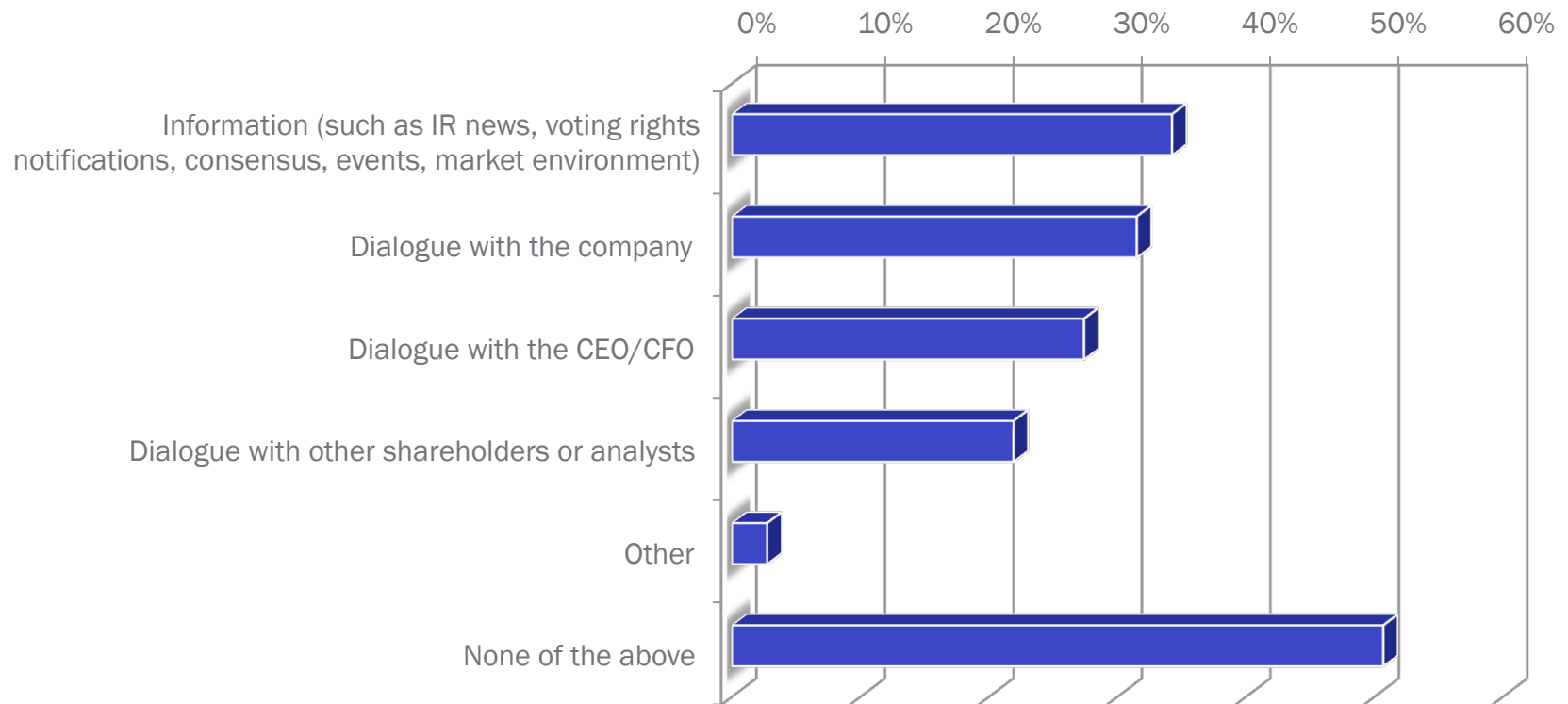
9. On which of the following social media platforms would you like companies to communicate through?

Most of the respondents (62%) do not expect companies to communicate through social media.



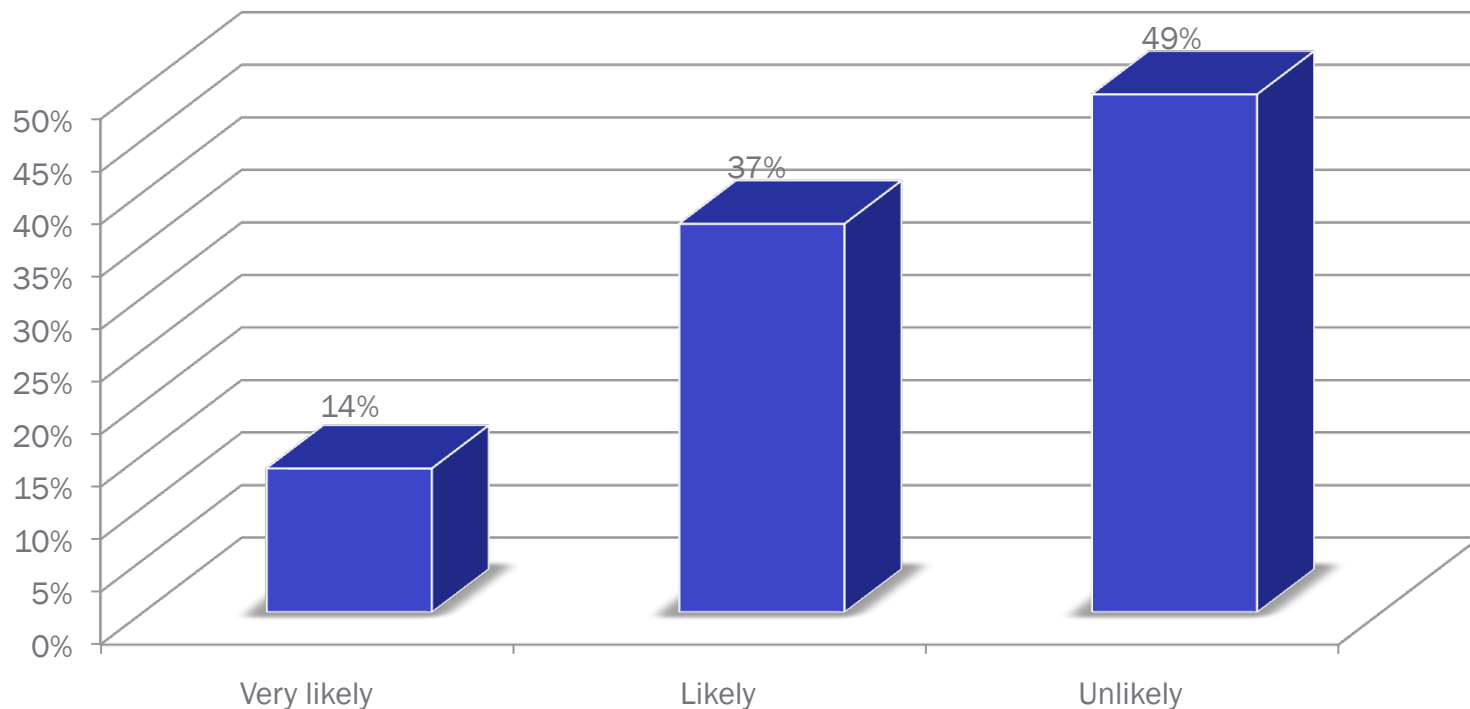
10. What types or items of company communication should be offered on social media platforms?

49% of the respondents see social media as channels for information distribution and dialogue.



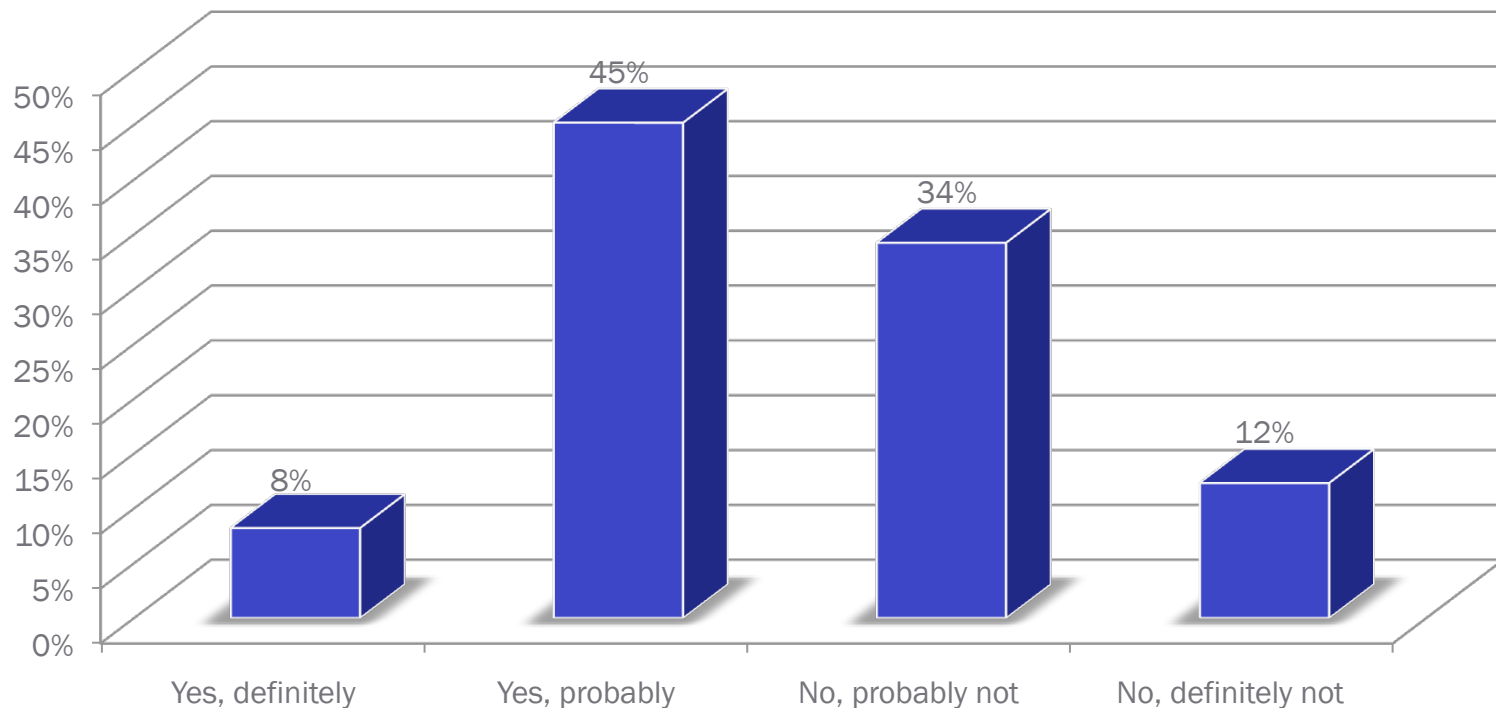
11. If companies (CEOs, CFOs, IROs) were to use social media platforms to engage with the investment community, how likely would you use these channels?

For a slim majority (51%) the use of social media could be triggered if companies use it to engage.



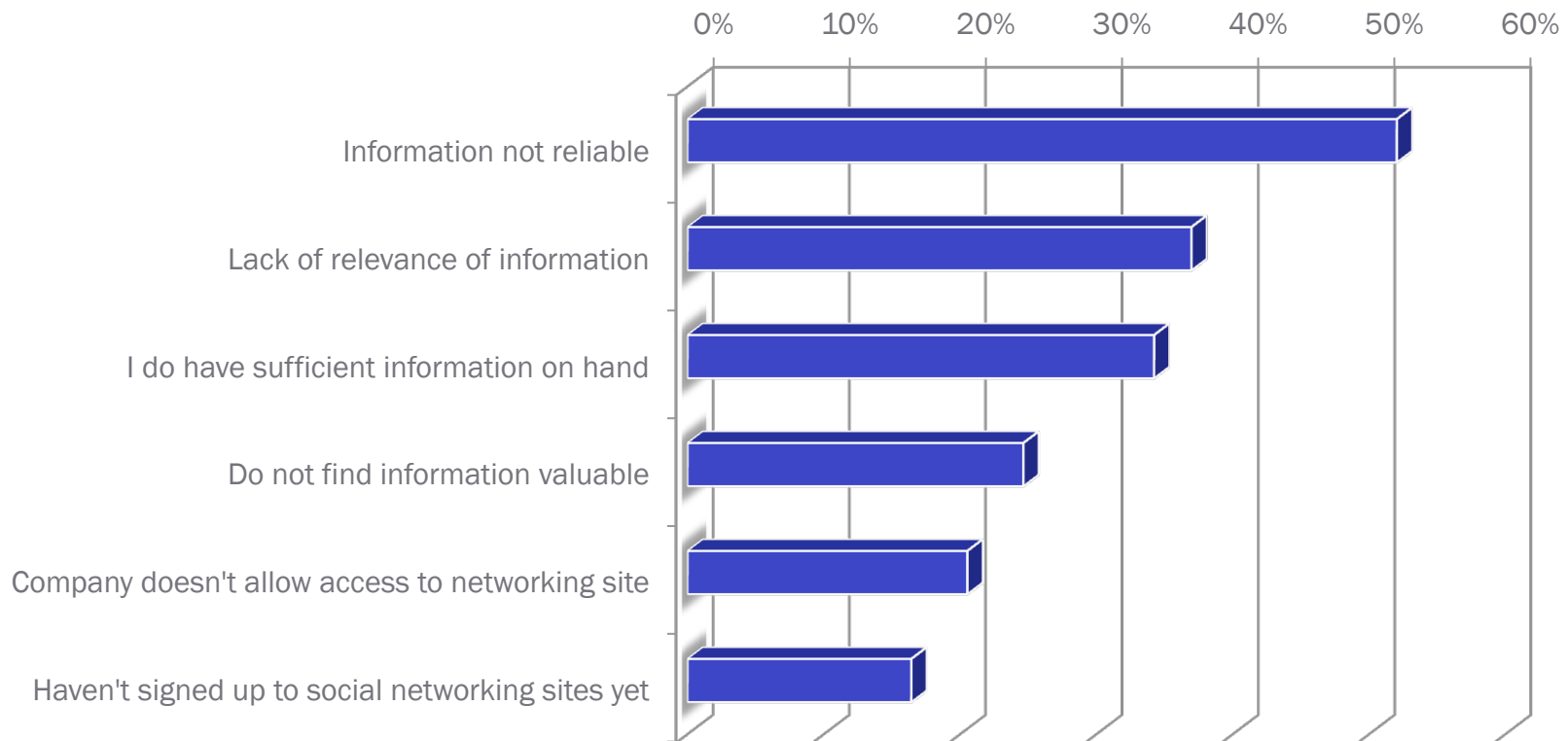
12. Do you think that New Media such as blogs and social networking sites will play an increasingly important role in investment decisions in the future?

53% of the respondents see the importance of social media for investment decisions to increase.



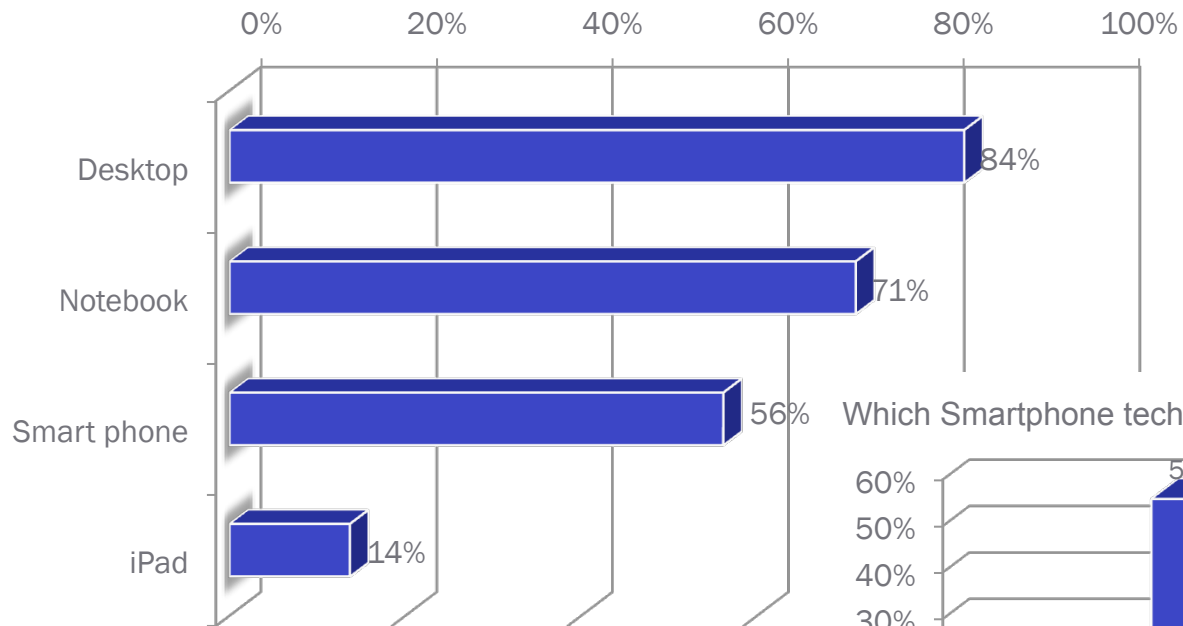
13. What are reasons why you have not used information from a social networking site in your job in the past year or so?

52% of the respondents are sceptical about the reliability of the information on social media platforms.

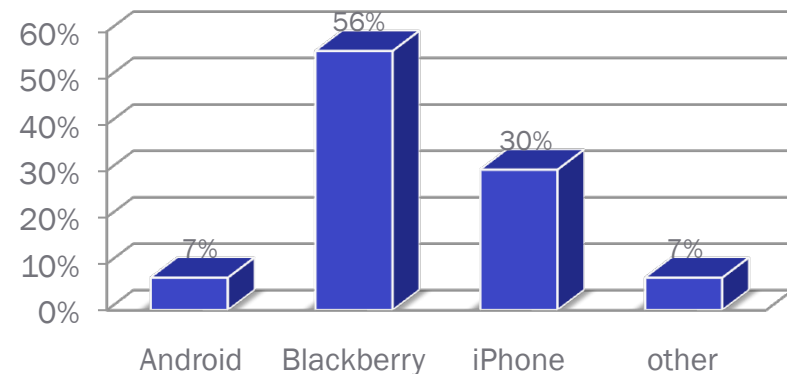


14. What hardware do you use?

Desktops are the preferred hardware solutions (84%), 56% use Blackberry as smartphone.

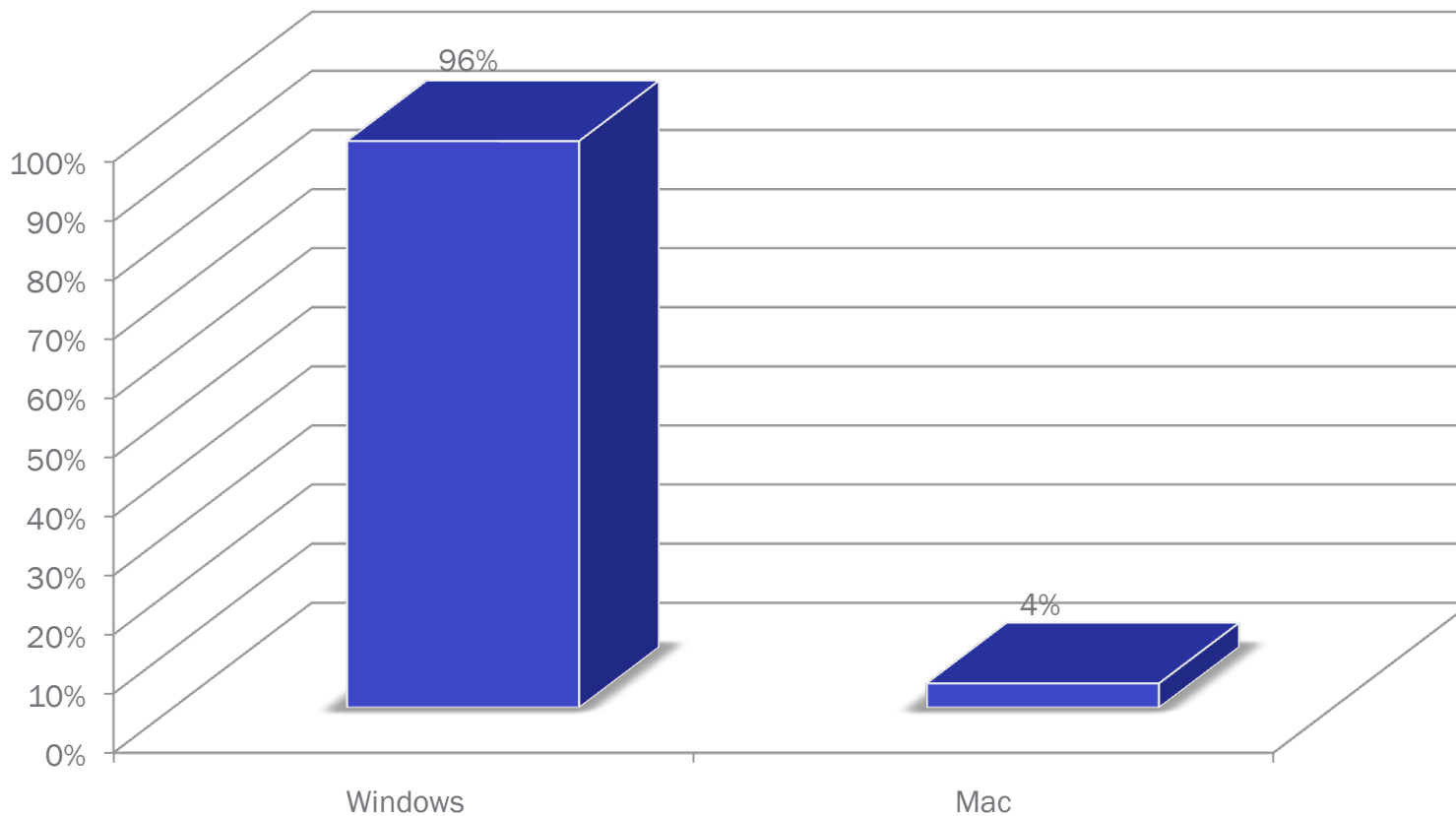


Which Smartphone technology?



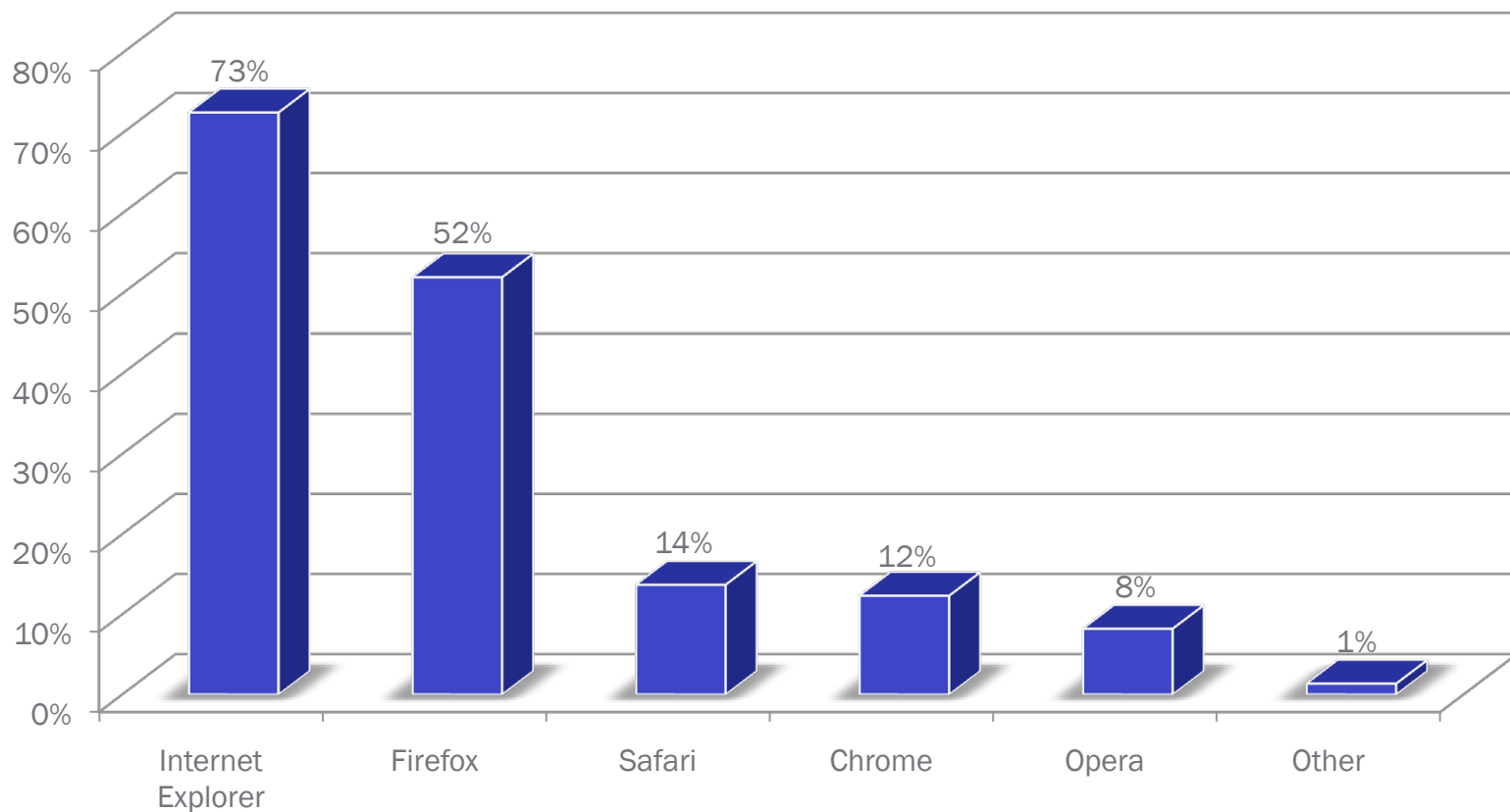
15. What operating systems and software do you use?

Windows is installed on 96% of the systems the respondents use.



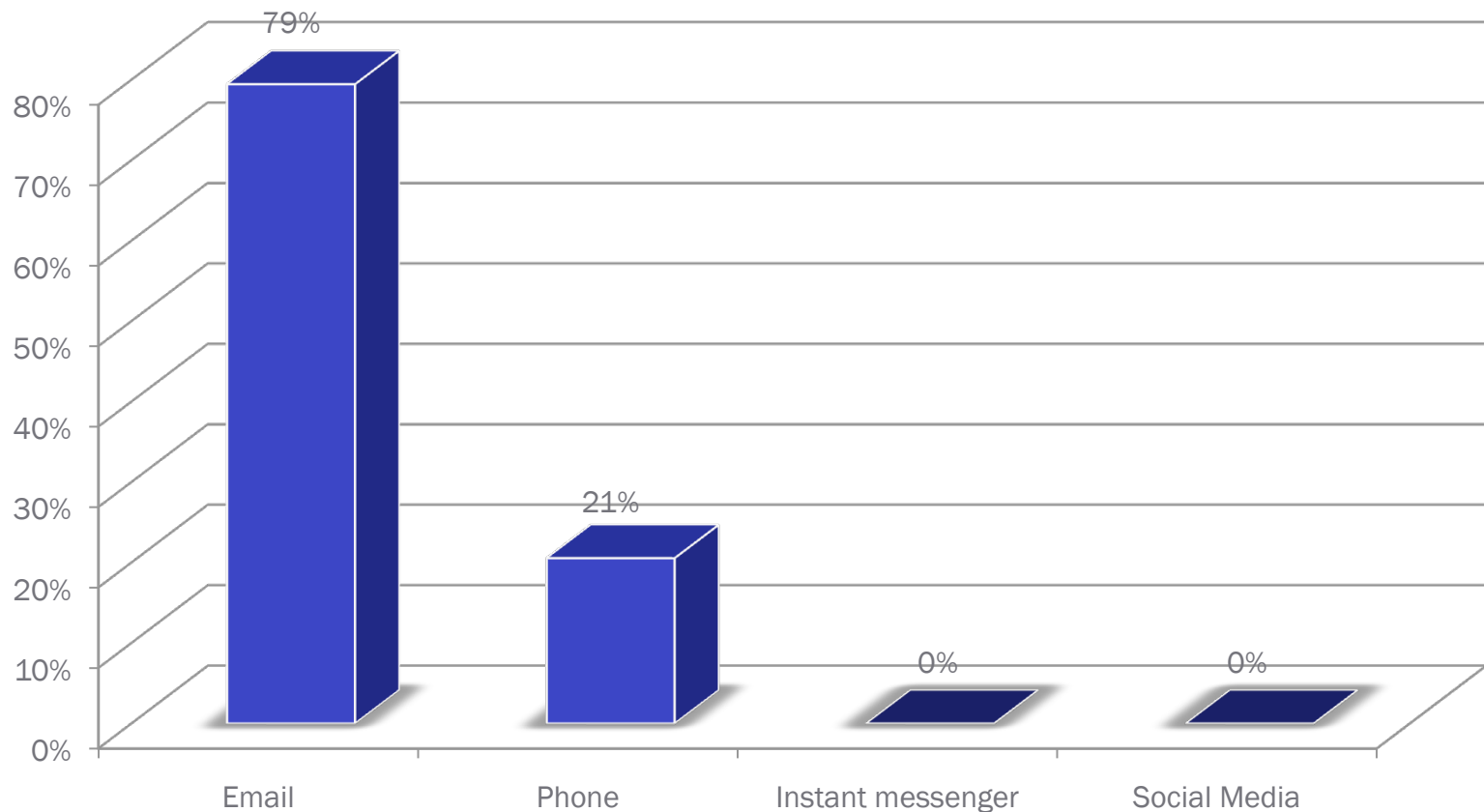
16. Which browser do you use?

Most of the respondents use the Internet Explorer (73%) and/or Firefox (52%) as browser.



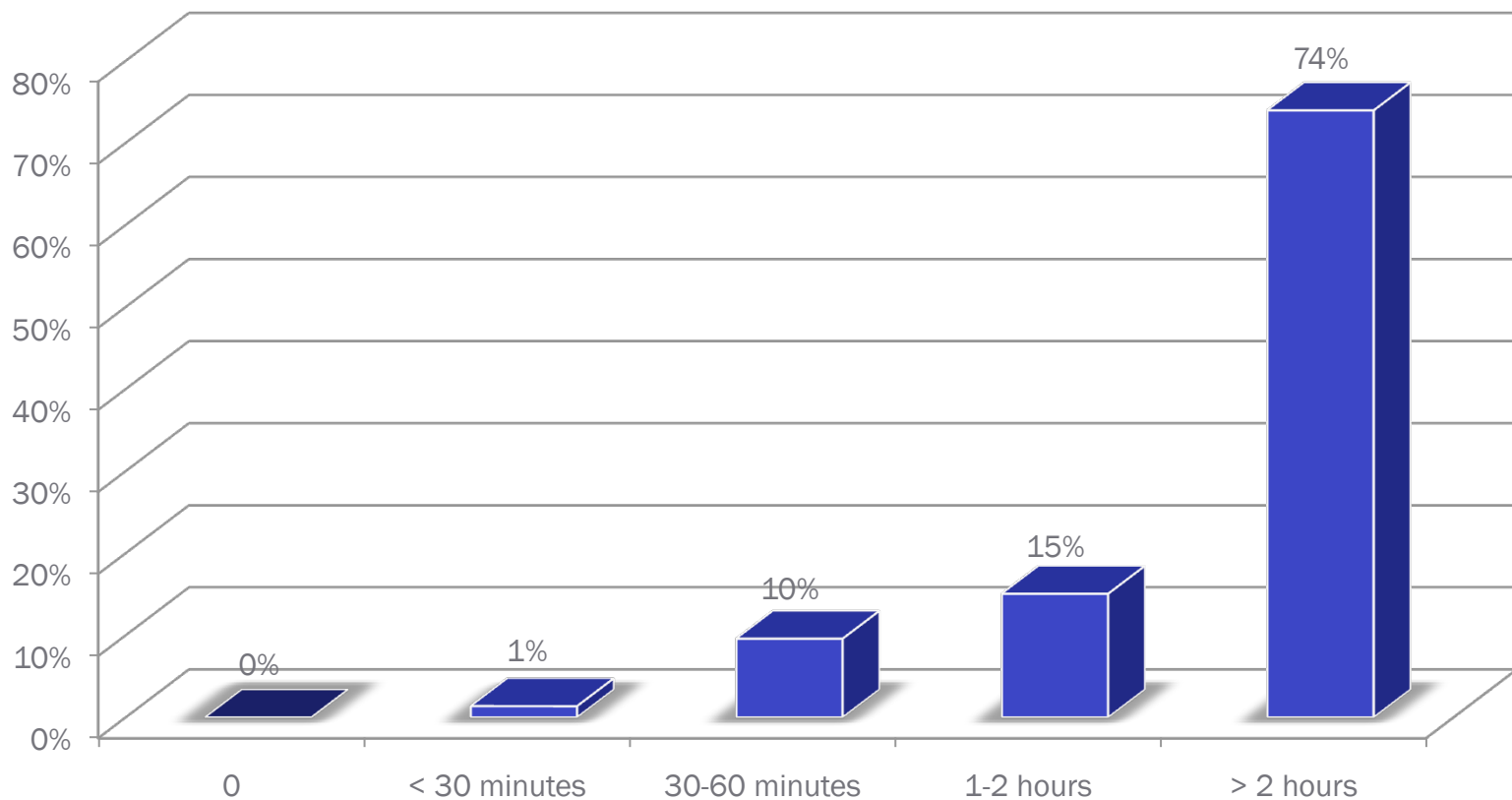
17. What is your most frequently used communications medium?

If the respondents don't meet in person, they prefer the dialogue via email (79%) and phone (21%).



18. How much time do you spend online per day?

74% of the respondents spend more than 2 hours online per day.



Executive Summary

- ▶ The majority of the respondents is sceptical about the importance and reliability of the information on social media platforms, but nevertheless they expect the importance of social media for information distribution and dialogue to increase.
- ▶ Surprisingly message boards still play an important role.
- ▶ Xing and LinkedIn are the favoured social networking sites, especially for the maintenance of contacts.
- ▶ Only a slim majority (51%) would follow if companies start to use social media to engage with the investment community, even if 62% don't expect companies to do so.
- ▶ For mobile purposes Blackberry and iPhone dominate over Android, others meaningless.
- ▶ If the respondents don't meet in person, they prefer the dialogue via email (79%) and they spend more than 2 hours online per day.

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