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Online Investing Communities (*Investing 2.0*)

Will social networking revolutionize saving & investing?

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Report cost: Individual report: \$795 single-user; \$1495 enterprise-wide license or get this report now for no charge with your [annual subscription](#)

Size: 56 pages; 18,000 words; 20 tables; in printed, PDF, and Word formats

Complete dataset: The original dataset, along with access to online research tools to run your own cross tabs, create charts, and download to Excel, is available to report buyers for an extra \$795 for a single-user (call for enterprise pricing)

Size: 15-question survey of 400 online users age 21+ fielded April 19, 2008; can be downloaded in Word, or Excel, or HTML.

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Abstract: In this report, we look at how investment companies and financial institutions can use social media tools to create "online investment communities" where users interact with each other and/or professional investment advisors in a web-based community.

In our research we identified 54 North American companies involved in this space. In addition, we surveyed 400 online consumers age 21 or over about their interest in online investing communities or "social investing." Using this data we developed a 10-year forecast for household usage of social investing features.

Here are some of the significant areas covered:

- How any financial institution can add social features to their investment area and make recommendations by budget size.
- Ideas from the startups in social investing
- Themes for financial institution investment areas

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Companies Mentioned: Bank of America, Boulevard R., Cake Financial, Co-operative Bank (UK), Covestor, Facebook, Fantasy Stock Exchange, Gather.com, H&R Block, Ideablob (Advanta), Motley Fool CAPS, NetWorthIQ, OptionsXpress, Scottrade, Sharebuilder (ING Direct), Schwab, SmartyPig, SocialPicks, Vestopia, TradeKing, Zecco, StockPickr (TheStreet.com), Twitter, Wall Street Survivor, Wells Fargo, Yodlee

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