



PRNewswire: How are investors consuming your investor relations content?

IROs spend many hours and dollars on shareholder communications. Are those efforts meaningful to your investors? To answer this, PR Newswire and its regulatory filing division, Vintage, accumulated over 6,870 responses from a pool of 16,000 buy-side analysts & portfolio managers and from over 15,000 long-term holding retail investors.

The Shareholder Confidence 365 Study is a survey targeted at two key constituents with whom public companies communicate: institutional investors and individual investors. It was the first study of its kind -- directly asking investors how they consume investor relations content

There are 29 questions – reviewed in [this video link](#) and available as a [printed booklet here](#).

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In today's hyper-fragmented world, the challenge for corporate communicators, investor relations and public affairs officers, and marketers is to actively engage all your key audiences, across all channels, anywhere in the world, 24/7. By providing end-to-end solutions to produce, optimize and target your content – from rich media to online video to multimedia press releases – and then distribute it and measure results across traditional, digital, social and mobile channels, PR Newswire enables you to engage opportunity everywhere it exists.

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