

The Brunswick Digital Investor Survey is a comprehensive review that explores how institutional investors gain information, how they evaluate company communications, and the impact those insights have on their investment. [Read the full report](#)

**Key Findings**

WHO WE SURVEYED

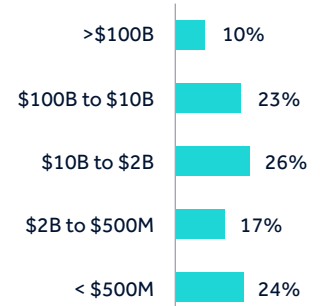
We surveyed 250 Institutional Investors managing over \$7 trillion globally. The sample includes active-only money managers at major institutions.



**100% Buy-Side-Active-Only**

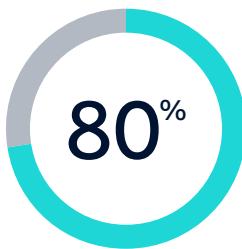


**Large and Small Investment Firms**



TOOLS

Investors are daily users of digital channels—and their use of digital channels as a daily tool continues to increase.



of investors use digital channels daily.

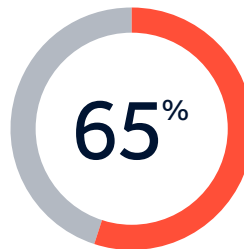


In addition to traditional channels, use of Twitter, Reddit, and TikTok continue to grow rapidly. As investors diversify the digital platforms they use, communicators should familiarize themselves with these new platforms to understand their nuances.



MEDIA

As scepticism of media intensifies, investors are leaning on company IR websites more than ever.



of investors believe information from IR websites is more accurate than that from traditional media.

This is great news for companies hoping to tell their stories directly to investors - having a strong website is a must.



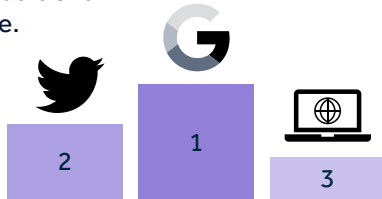
**Key Findings**

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DIGITAL

Investors want to hear from companies across a variety of digital touchpoints—and the more curated the communication, the better.

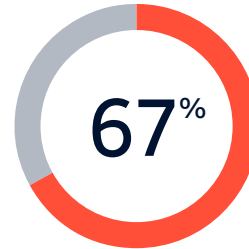
Sources investors use to get information that traditional media can't provide.



Investors leverage a combination of the Company's IR website, Google, and Twitter – but not always in that order. Platform preferences reflect content needs.

COMMUNICATION

Effective digital communication is especially key in moments of crisis.



of investors believe it is important for companies to communicate digitally before and after a crisis.

Establishing a digital voice before a crisis can help a company control the narrative and build credibility. Following a crisis, transparent, truthful messaging and downside risk management can help retain investor trust.



INVESTMENT NARRATIVE

Crafting an investor narrative is particularly important at key moments—and we found consensus among investors on what they don't want to hear in those narratives.

Communicators should replace overly optimistic, unclear messaging with transparent, direct, and articulated statements, which will stand out from competitors and move the needle on investor sentiment.

**What investors want in investment narratives:** ✓

- Address risks head-on with simplicity and transparency
- Demonstrate an understanding of, and response to, industry trends
- Articulate measurable and actionable goals

**They do not want narratives to:** ✗

- Over generalize or over complicate the issue
- Use industry buzzwords ("the Uber of \_\_\_\_\_," "shares are undervalued, etc.")
- Lack support from data and fundamentals