



## 2012 ANALYST AND INVESTOR SURVEY:

*Trends in the use of Digital & Social Media by the investment community*



## 1 Investors' interaction with digital & social media is INCREASING substantially

52%  +5

Read Blogs

30%  +19

Use Twitter

24%  +7

Use Social Networks

## 2 Deeper online engagement is increasingly driving investment ACTION

28%  +17

Investigated an issue based on something seen on Twitter

24%  +6

Made an investment decision after reading a blog

12%  +8

Made an investment decision after reading Twitter

## 3 Digital and social media REPLACING traditional media sources

As fewer investors rely primarily on traditional media outlets ( e.g. importance of company news releases ▼ -13, traditional business media online ▼ -14), use of social media is rapidly expanding to fill the void

## 4 Investors in ASIA are leading the charge on digital & social media engagement

**2x** as likely to take action based on digital info

Most likely to believe role of digital information is **increasing**

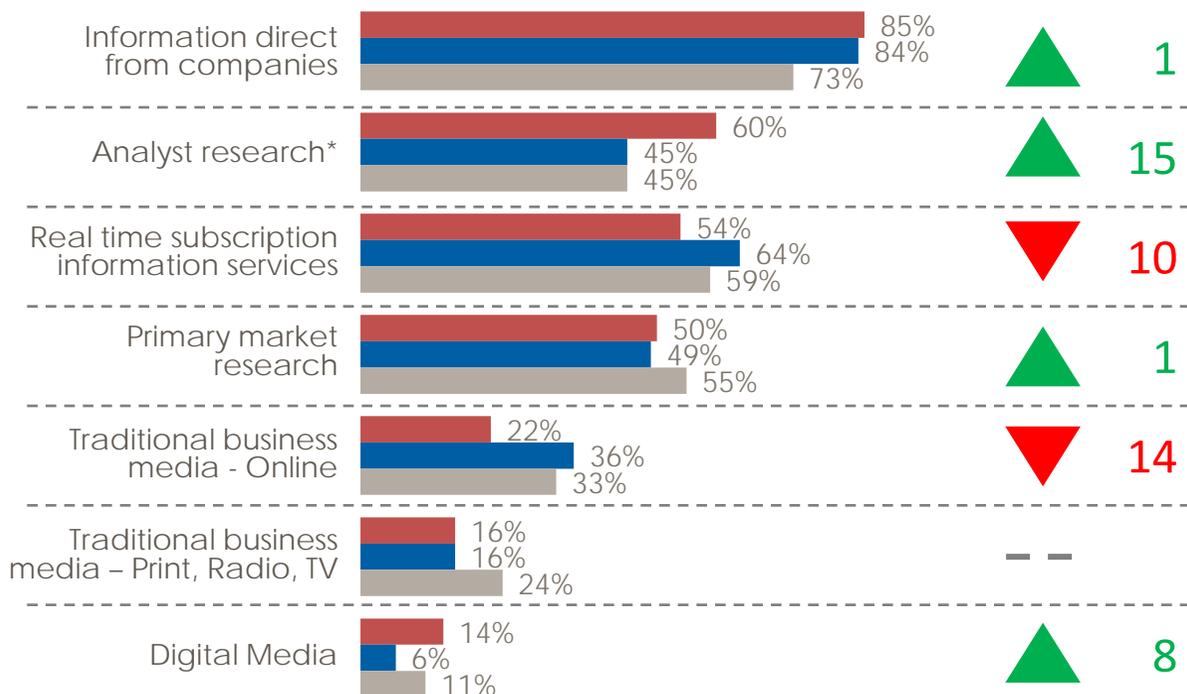
**2x** as likely to rely on direct interaction with companies through digital channels

# SOURCES OF INFORMATION



# INFORMATION SOURCES

## Top three information sources



■ 2012  
■ 2010  
■ 2009

Percent saying each is among their top three influential media sources

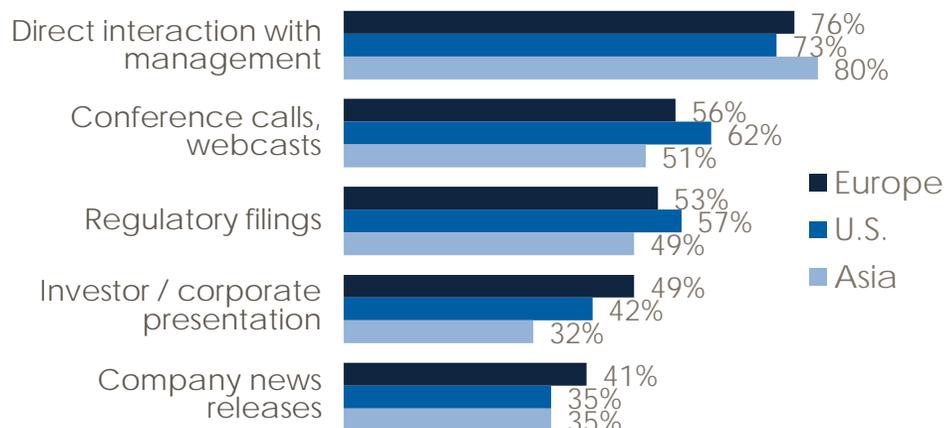
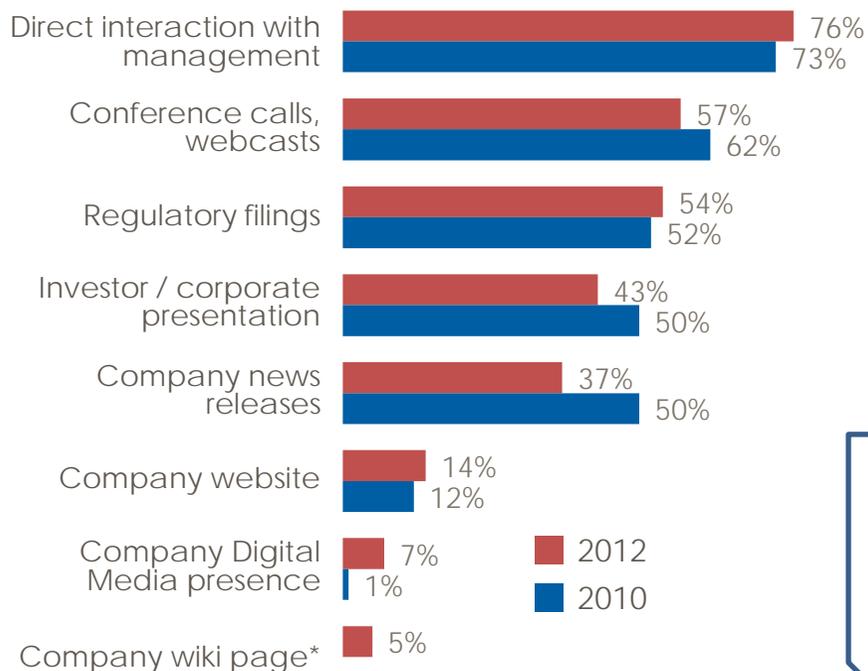
Analyst research saw the largest gains in 2012 jumping 15 points and rising to the #2 spot

Reliance on digital media doubled since 2010

# INFORMATION FROM COMPANIES

Within this category, *face time with management* is by far the most important factor.

Percent ranking each source among the most influential



Source	Europe (%)	U.S. (%)	Asia (%)
Company website	9%	11%	29%
Company Digital Media presence	6%	8%	10%
Company wiki page*	4%	5%	8%

Direct digital channels are more important in Asia

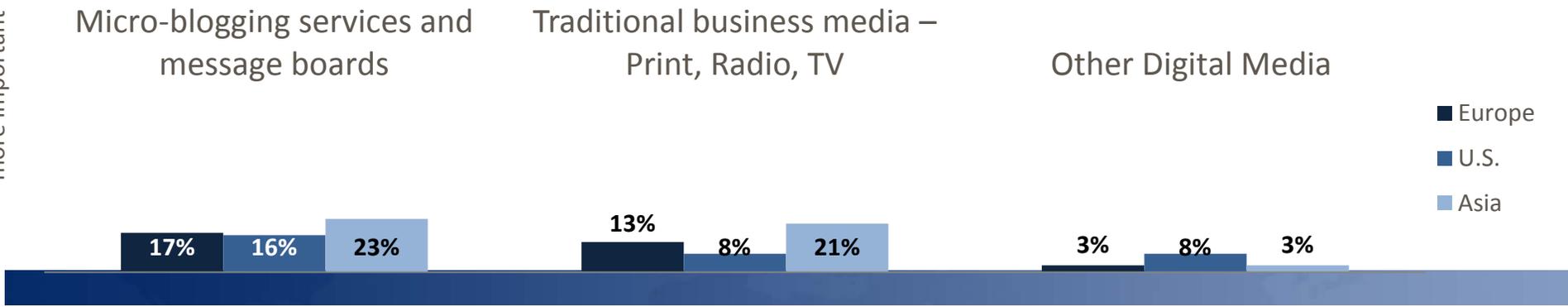
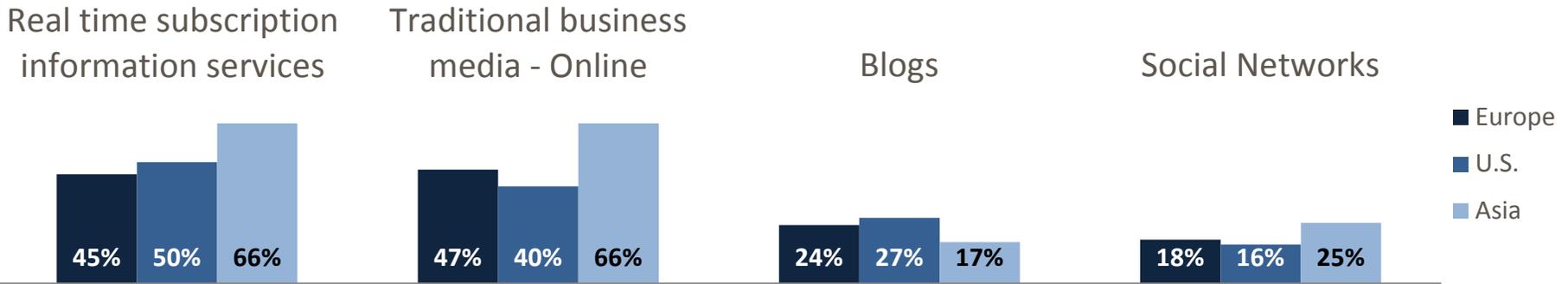
\* Not asked in 2010



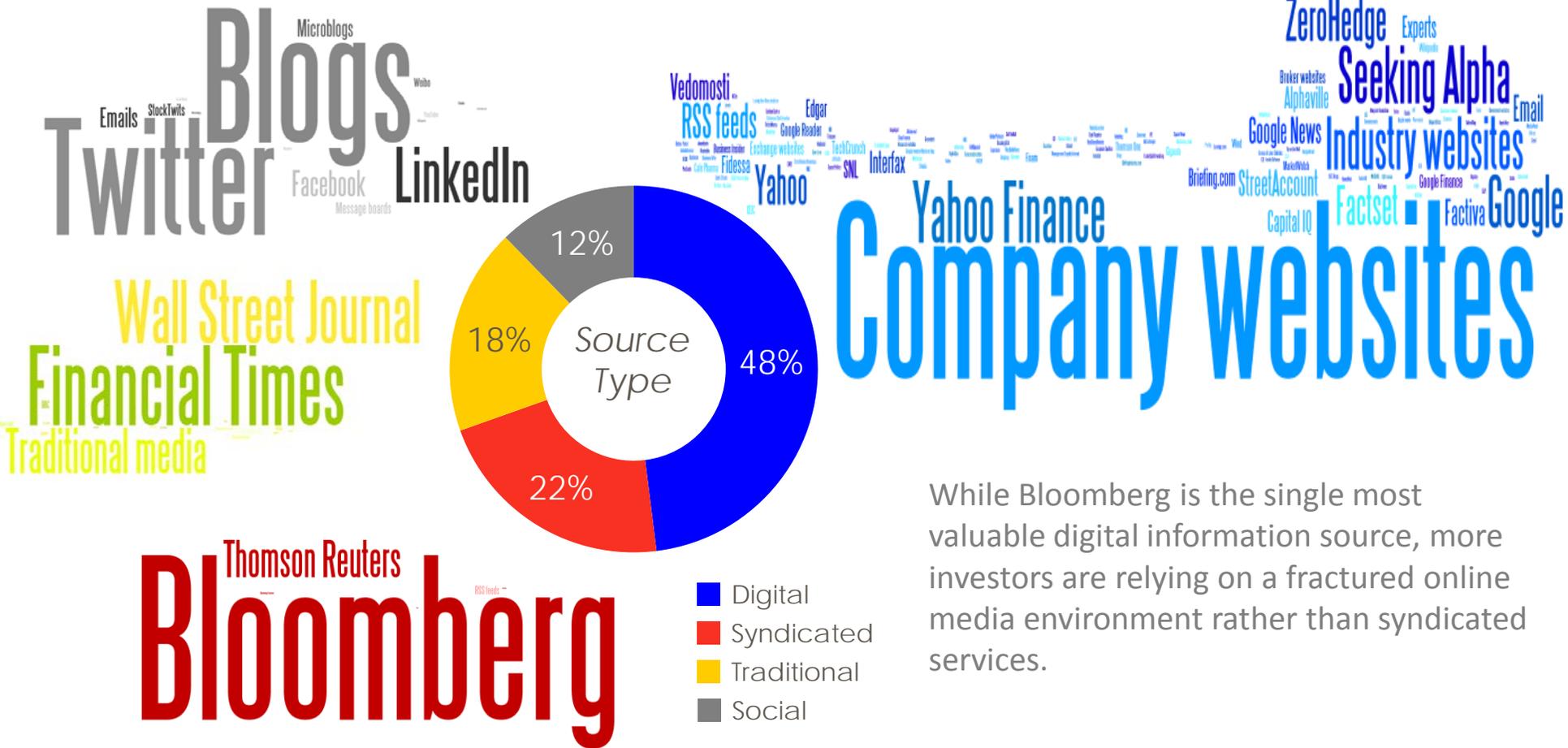
# CHANGING IMPORTANCE OF INFORMATION SOURCES

**86** percent of investors say online sources have become *more important* this year, with investors in Asia leading the charge.

Percent saying each technology has become "more important" this year



# FRACTURED DIGITAL SOURCES



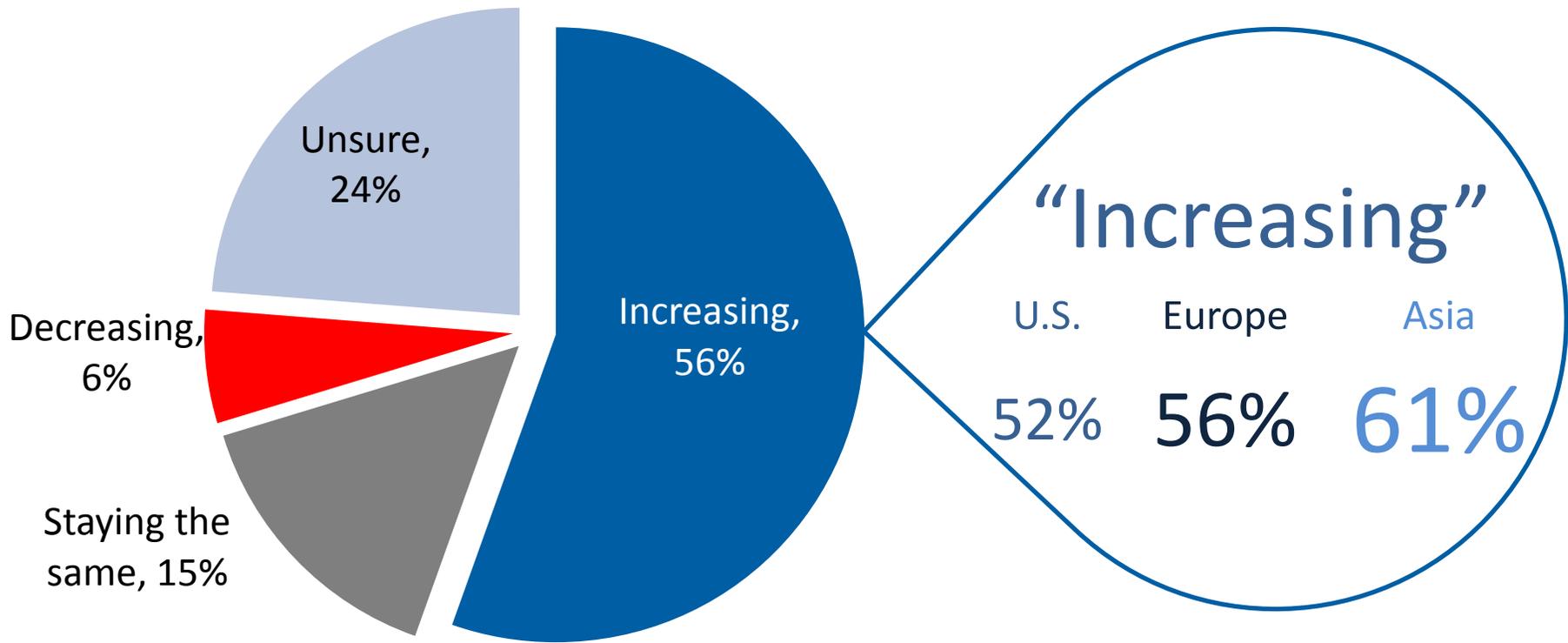
While Bloomberg is the single most valuable digital information source, more investors are relying on a fractured online media environment rather than syndicated services.

# IMPACT OF DIGITAL & SOCIAL MEDIA

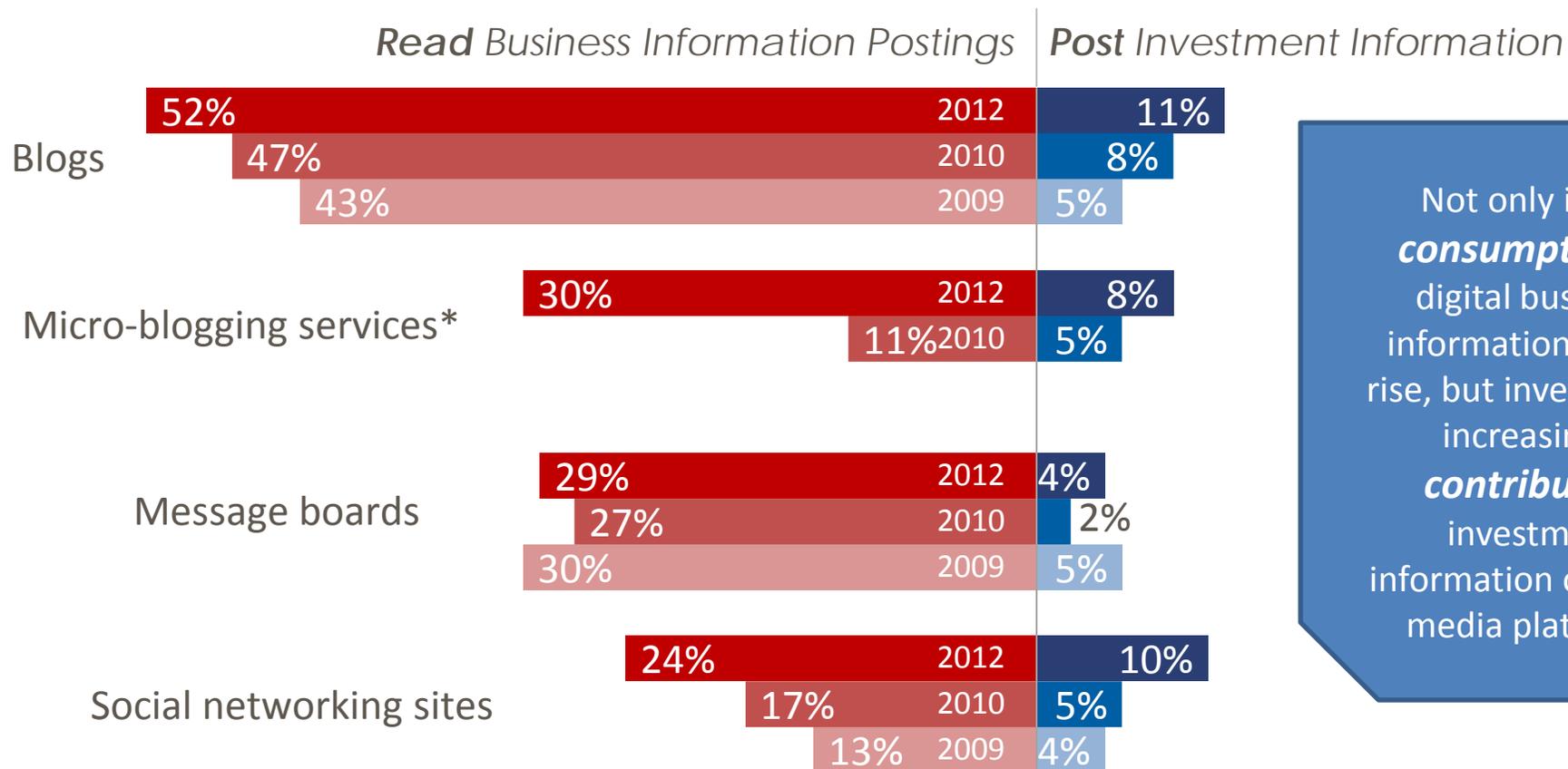


# MOST INVESTORS SEE THE ROLE OF DIGITAL INCREASING

*The role of Digital & Social Media such as blogs, micro-blogging services or social networking sites in the investment decision process is:*



# A NEW TWO-WAY DIALOGUE EMERGING

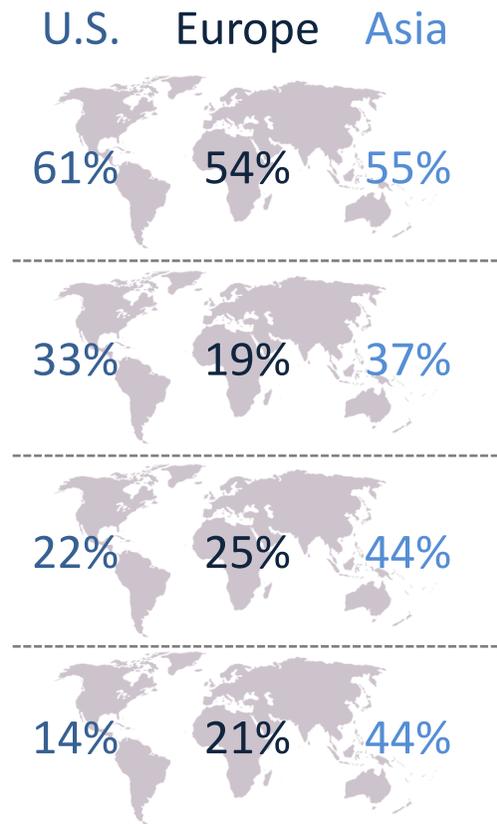
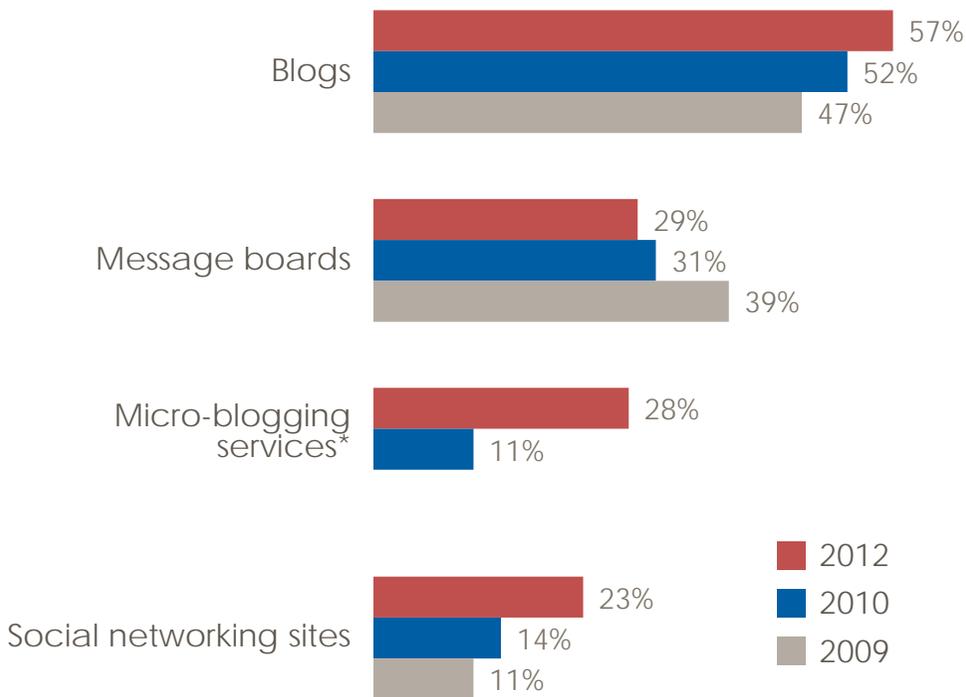


Not only is the **consumption** of digital business information on the rise, but investors are increasingly **contributing** investment information on social media platforms

\* Not asked in 2009

# DIGITAL MEDIA DRIVING INVESTMENT DECISIONS

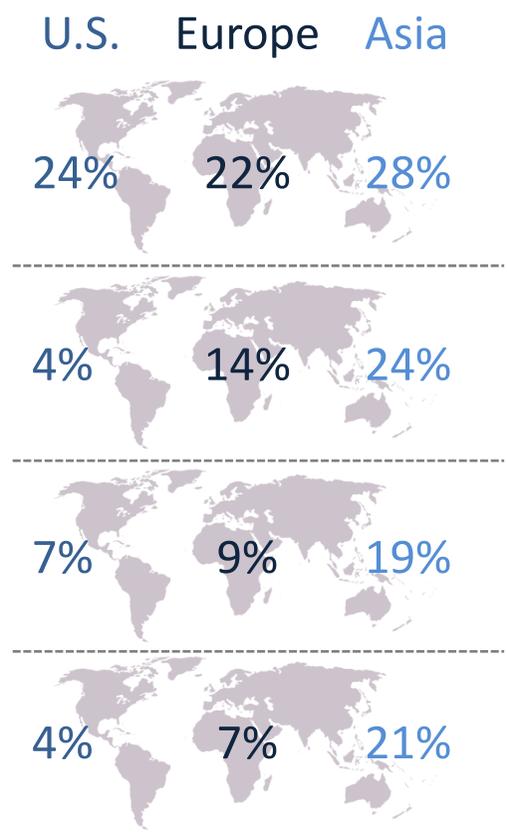
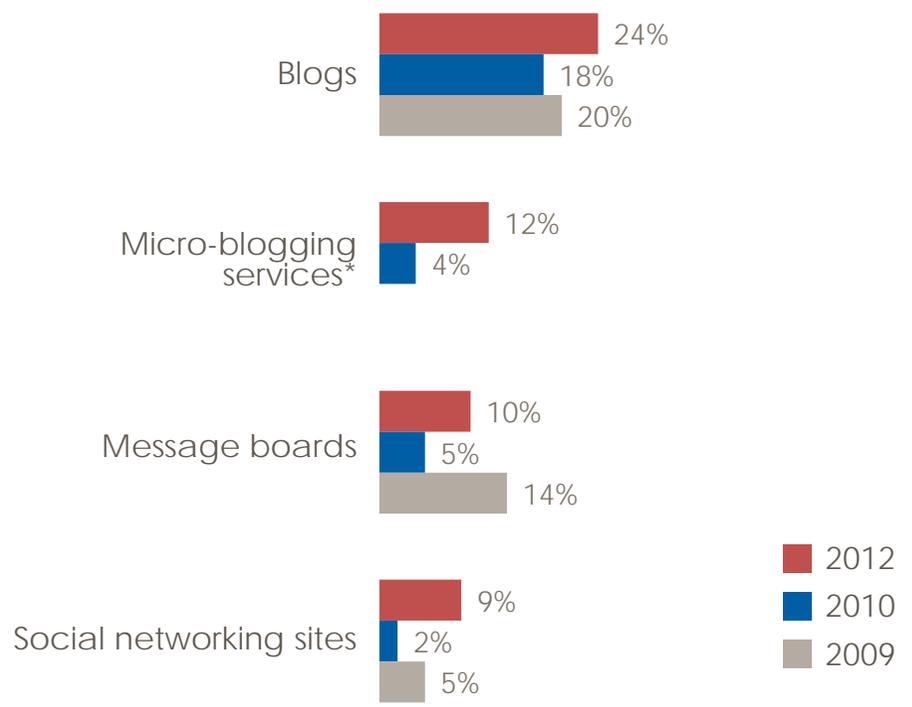
Have you ever read any information posted on \_\_\_ that has **prompted you to investigate an issue** further for your work?



Investors in Asia are much more likely to be prompted by online information to further investigate investment-related information

# DIGITAL MEDIA DRIVING INVESTMENT DECISIONS

Have you ever *made an investment decision* or a recommendation after initially sourcing information from \_\_\_\_\_ ?

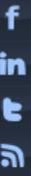


Investors in Asia are much more likely to take action based on information they have encountered through digital channels

# APPENDIX: APPROACH AND PARTICIPANTS' PROFILES



# SURVEY METHODOLOGY OVERVIEW



## Who

- 2012: 476 investment professionals (230 buy-side investors and 246 sell-side analysts)
- 2010: 401 investment professionals
- 2009: 448 investment professionals



## Where

- 2012: United States, Europe, and Asia
- 2010: United States, and Europe
- 2009: United States, and Europe



## How

- Online survey



## When

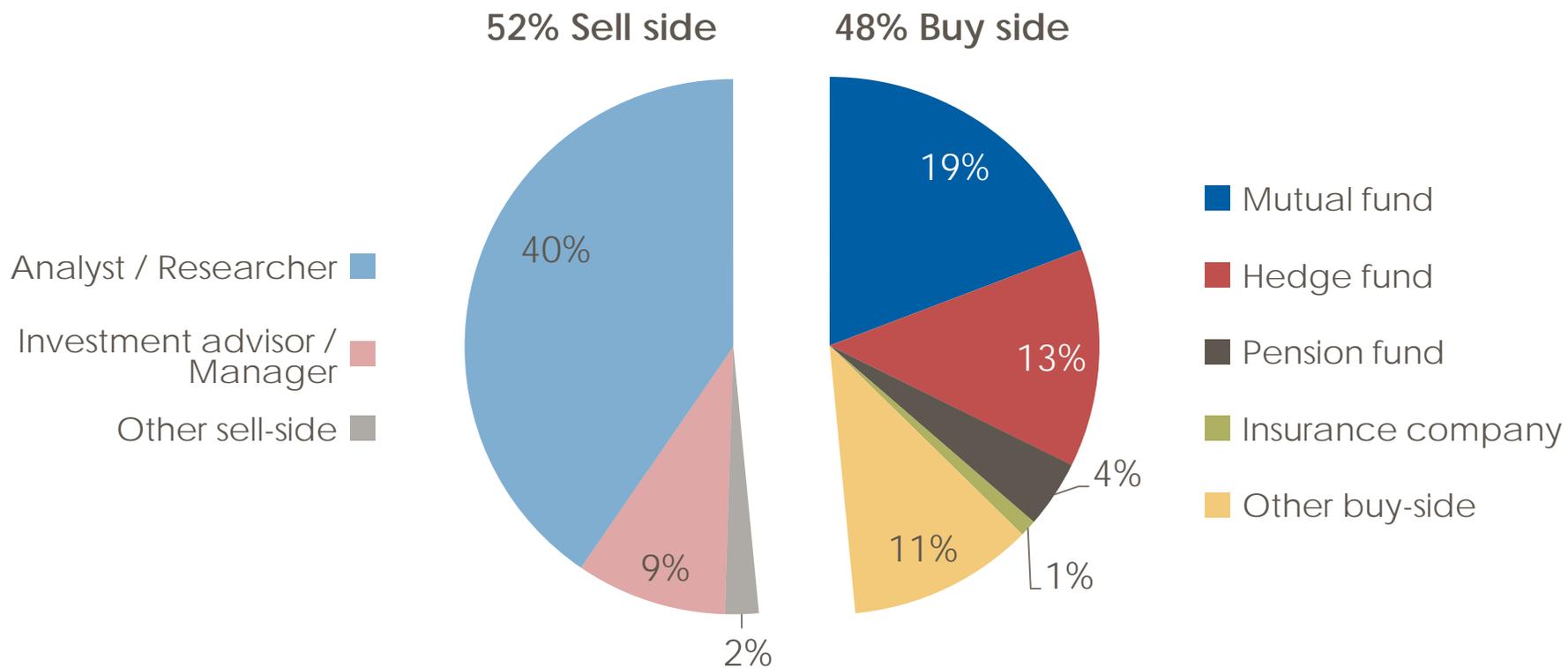
- Data collected between October 10<sup>th</sup> and November 4<sup>th</sup>, 2012



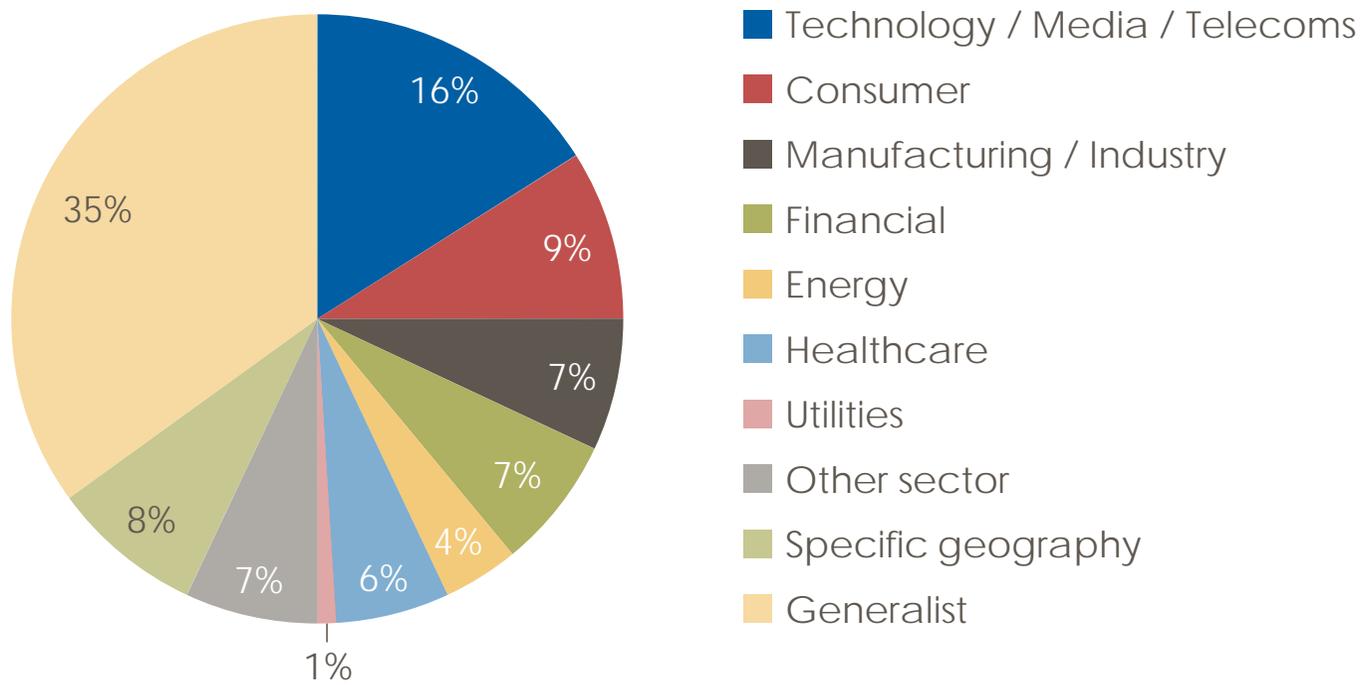
## Margin of error

- $\pm 4.5\%$  at the 95% confidence interval

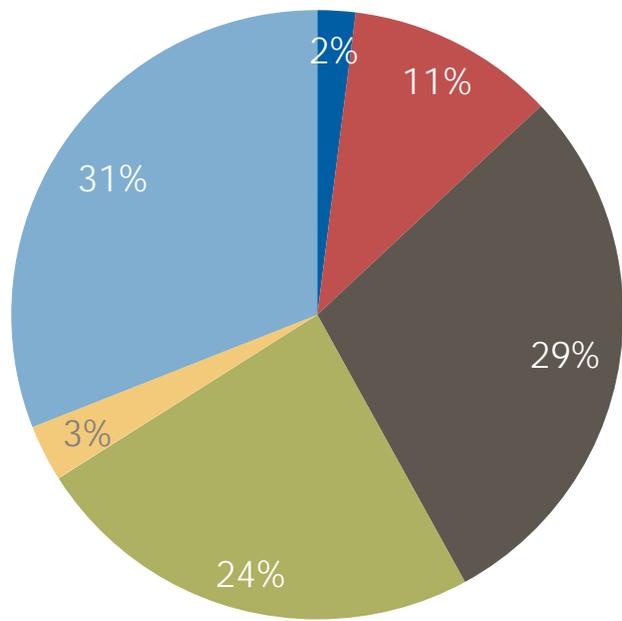
# JOB ROLE AND TYPE OF INVESTMENTS



# INDUSTRY SECTOR

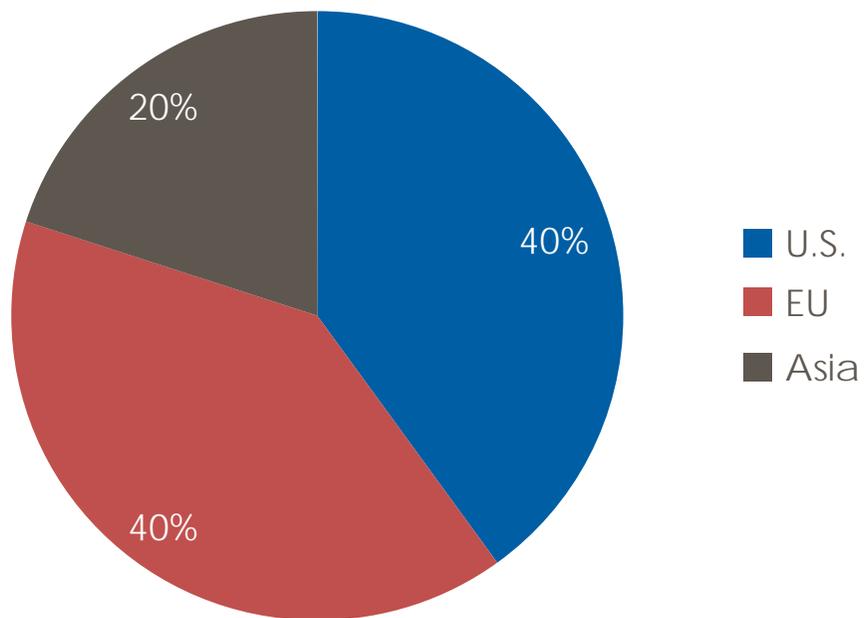
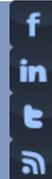


# VALUE OF ASSETS

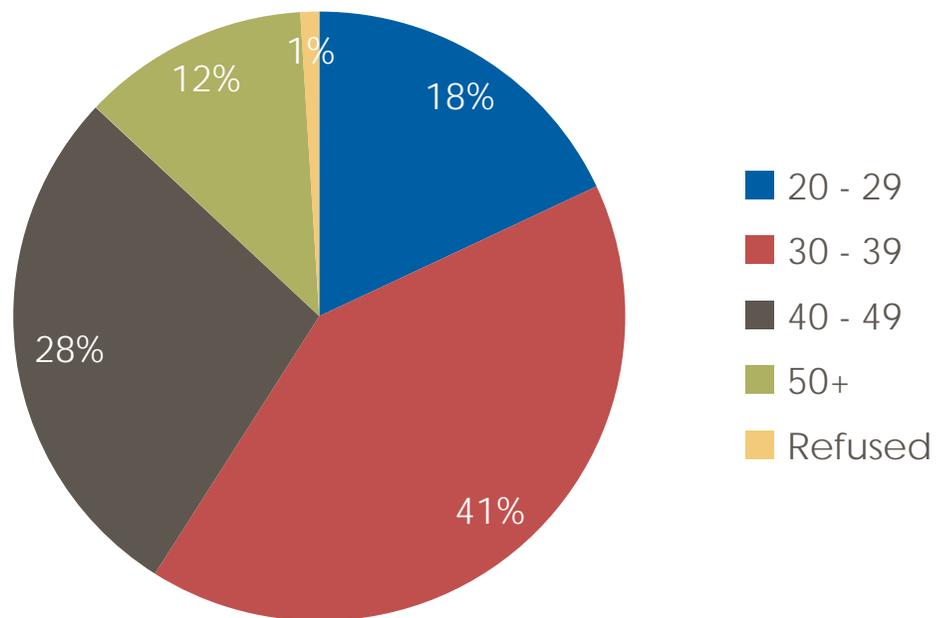


- Micro Cap - Up to \$250m
- Small Cap - \$250m up to \$2bn
- Mid Cap - \$2bn up to \$10bn
- Large Cap - \$10bn up to \$100bn
- Mega Cap - Over \$100bn
- Not specified

# REGION



# AGE



FOR MORE INFORMATION PLEASE CONTACT:

Jason Golz, *Director*  
jgolz@brunswickgroup.com  
+1 415 671 7676

Sparky Zivin, *Director*  
szivin@brunswickgroup.com  
+1 202 393 7337

Rachelle Spero, *Partner*  
rspero@brunswickgroup.com  
+1 212 333 3810

