

# Do you know what your investor base is really thinking?

S&P Global's Perception Analytics helps corporate issuers understand how investors and analysts perceive their company, how effectively their corporate messaging strategy is resonating with the Street, and what the market expects going forward. **Our research shows that the most effective way for corporate issuers to gather candid and verbatim feedback is by conducting Perception Studies with the option of anonymity.**

Over the last decade, the team has conducted studies for over 800 companies across 36 sectors and recorded the number of investors who opt to have their feedback anonymized versus those who choose to be attributed. **Almost half of the investors we interview opt to have their feedback anonymized**, citing the ability to provide candid, sensitive, and constructive feedback without the fear of tarnishing existing relationships with Investor Relations, C-suite executives, and Board members.

## What is your preferred approach to providing feedback to issuers?



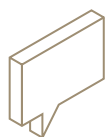
"I always want to give candid feedback and I do not want any consequences from that. I am a very fair and honest person, but you just never know how a company will respond. When we do give companies feedback directly, it is always a question in the back of my mind about whether or not we will get the same level of attention or responsiveness because we might offend a company or the person we are giving feedback on."

**Investment Manager - Mutual Fund (>\$3B EAUM)**



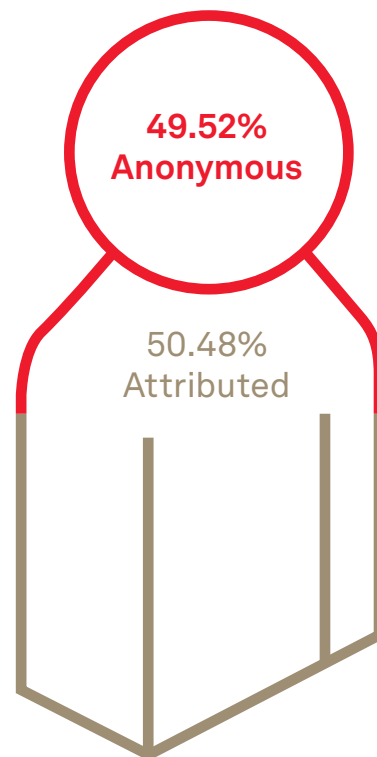
"I don't need companies specifically looking at my feedback. If I'm scheduled to have lunch with an issuer next month, I'd prefer not to have them say, 'We saw you gave us great scores!' I also wouldn't want to have to explain low scores to them either. I have to meet with management folks over time and don't want to have to explain anything or justify my comments, so I always choose to be anonymous."

**Investment Manager - Mutual Fund (>\$220B EAUM)**



"When I give feedback to a company, they can know that I am an investor, but I don't see why they need to know who exactly the feedback came from. I don't want companies to misconstrue anything I say or have my feedback affect my relationship with them one way or another. We know the management teams of our companies and we feel that we can be more open and honest if we maintain anonymity."

**Investment Manager - Mutual Fund (>\$10B EAUM)**



**Leave the guess work behind. Leverage a Perception Study to fill you in on what the other half of your investor base is really thinking.**

For more information on the products and services at S&P Global, please contact us at [market.intelligence@spglobal.com](mailto:market.intelligence@spglobal.com)