IR Society Membership Survey 2012

SurveyMonkey

1. Please tell us a little about you.

	Response Percent	Response Count
Name:	**100.0%**	**53**
Company:	**100.0%**	**53**
Job Title:	98.1%	52
Country:	**100.0%**	**53**
Email Address:	**100.0%**	**53**
	answered question	**53**
	skipped question	**2**

2. How long have you been working in investor relations?

	Response Percent	Response Count
Less than 1 year	3.7%	2
1 - 3 years	22.2%	12
4 - 6 years	13.0%	7
7 - 10 years	20.4%	11
More than 10 years	**40.7%**	**22**
	answered question	**54**
	skipped question	**1**

3. How long have you been a member of the IR Society?

	Response Percent	Response Count
Less than 1 year	23.1%	12
1 - 3 years	**34.6%**	**18**
4 - 6 years	25.0%	13
7 - 10 years	3.8%	2
More than 10 years	13.5%	7
	answered question	**52**
	skipped question	**3**

4. Do you belong to any other professional organisations?

	Response Percent	Response Count
Yes	23.1%	12
No	**76.9%**	**40**
	If Yes, please specify which	12
	answered question	**52**
	skipped question	**3**

5. What do you see as the major benefits of membership? (please select as many as applicable)

	Response Percent	Response Count
Professional development courses	42.3%	22
Updating knowledge and learning - events	71.2%	37
Networking	**78.8%**	**41**
Access to information	75.0%	39
Discounts on courses and events	23.1%	12
Enhanced career prospects	9.6%	5
Commercial opportunities	30.8%	16
IR Society lobbying	23.1%	12
Other (please specify)		0
answered question		**52**
skipped question		**3**

6. How would you rate the Society's performance in delivering on these benefits of membership?

	Excellent	Good	Average	Below average	Poor	N/A	Rating Average	Response Count
Professional development courses	10.2% (5)	**49.0% (24)**	18.4% (9)	4.1% (2)	0.0% (0)	18.4% (9)	2.90	49
Updating knowledge and learning - events	30.6% (15)	**49.0% (24)**	16.3% (8)	4.1% (2)	0.0% (0)	0.0% (0)	1.94	49
Networking	17.6% (9)	**56.9% (29)**	11.8% (6)	7.8% (4)	0.0% (0)	5.9% (3)	2.33	51
Access to information	9.8% (5)	**62.7% (32)**	21.6% (11)	3.9% (2)	0.0% (0)	2.0% (1)	2.27	51
Discounts on courses and events	6.1% (3)	**38.8% (19)**	32.7% (16)	6.1% (3)	0.0% (0)	16.3% (8)	3.04	49
Enhanced career prospects	0.0% (0)	25.0% (12)	**45.8% (22)**	2.1% (1)	2.1% (1)	25.0% (12)	3.56	48
IR Society lobbying	6.3% (3)	29.2% (14)	**37.5% (18)**	4.2% (2)	0.0% (0)	22.9% (11)	3.31	48
Commercial opportunities	0.0% (0)	32.7% (16)	**36.7% (18)**	6.1% (3)	2.0% (1)	22.4% (11)	3.45	49
						Other (please specify)		0
						answered question		**52**
						skipped question		**3**

7. Would you recommend IR Society membership to a friend or colleague?

		Response Percent	Response Count
Yes		**92.0%**	**46**
No		8.0%	4
		If No, please indicate why not	2
		answered question	**50**
		skipped question	**5**

8. How would you rate the following membership services?

	Excellent	Good	Average	Below average	Poor	N/A	Rating Average	Response Count
Annual conference	19.6% (10)	**41.2% (21)**	9.8% (5)	3.9% (2)	0.0% (0)	25.5% (13)	1.97	51
Awards dinner	14.6% (7)	**37.5% (18)**	14.6% (7)	2.1% (1)	0.0% (0)	31.3% (15)	2.06	48
Live events	10.4% (5)	**50.0% (24)**	14.6% (7)	0.0% (0)	0.0% (0)	25.0% (12)	2.06	48
Webinars	6.1% (3)	**46.9% (23)**	16.3% (8)	6.1% (3)	0.0% (0)	24.5% (12)	2.30	49
Professional development courses	8.0% (4)	**50.0% (25)**	12.0% (6)	0.0% (0)	0.0% (0)	30.0% (15)	2.06	50
Certificate in IR	8.3% (4)	31.3% (15)	14.6% (7)	0.0% (0)	0.0% (0)	**45.8% (22)**	2.12	48
Informed	8.2% (4)	**57.1% (28)**	22.4% (11)	0.0% (0)	0.0% (0)	12.2% (6)	2.16	49
The Bulletin	11.8% (6)	**52.9% (27)**	23.5% (12)	0.0% (0)	0.0% (0)	11.8% (6)	2.13	51
Website	10.0% (5)	**46.0% (23)**	28.0% (14)	8.0% (4)	4.0% (2)	4.0% (2)	2.48	50
						answered question		**51**
						skipped question		**4**

9. As a service provider, what can the Society do to increase the value of your membership?

	Response Count
	35
answered question	**35**
skipped question	**20**

10. Are there any changes you would like to see to the IR Society website?

	Response Count
	25
answered question	**25**
skipped question	**30**

11. Which of the following platforms do you use to access the IR Society website?

	Response Percent	Response Count
Desktop PC	**98.0%**	**50**
Tablet	19.6%	10
Mobile device / smartphone	9.8%	5
Other (please specify)		1
answered question		**51**
skipped question		**4**

12. Do you read Informed? Would you like to see Informed become an electronic only magazine?

	Response Percent	Response Count
Yes - prefer the print edition	**41.2%**	**21**
Yes - I would be happy with either	37.3%	19
Yes - prefer an electronic edition	17.6%	9
Don't read Informed	3.9%	2
Any other comments		5
answered question		**51**
skipped question		**4**

13. How many IR Society professional development courses have you attended?

	Response Percent	Response Count
None	**59.2%**	**29**
1	8.2%	4
2	16.3%	8
3	6.1%	3
4	0.0%	0
More than 4	10.2%	5
	answered question	**49**
	skipped question	**6**

14. Have you attended any IR Society courses in the last 12 months?

	Response Percent	Response Count
Yes	22.0%	11
No	**78.0%**	**39**
	answered question	**50**
	skipped question	**5**

15. If No, was this because: (please select any that apply)

	Response Percent	Response Count
No relevant courses for me	27.0%	10
Courses too expensive	27.0%	10
Too busy	27.0%	10
Courses not at convenient times for me	10.8%	4
No specific reason	**32.4%**	**12**
	Other (please specify)	6
	answered question	**37**
	skipped question	**18**

16. The IR Society is considering introducing some new courses for 2013. Which, if any, would be relevant to you and would you be interested in attending any of them?

	Interested in attending	Not relevant	Response Count
Understanding & communicating value creation (advanced level)	**63.9% (23)**	36.1% (13)	36
M&A and preparation for hostile activity (advanced level)	**57.9% (22)**	42.1% (16)	38
Best Practice IR for non-UK companies	**67.6% (25)**	32.4% (12)	37
Moving into IR: Essential skills for bankers and analysts	42.9% (15)	**60.0% (21)**	35
IR for Non-Executive Directors	32.4% (11)	**67.6% (23)**	34
Please let us know if there are any other courses you would like to the Society to run in 2013			4
		answered question	**48**
		skipped question	**7**

17. Do you have any suggestions on how we can improve our professional development courses?

	Response Count
	10
answered question	**10**
skipped question	**45**

18. Would you be interested in taking IR Society courses if they were available as online e-learning resources?

	Response Percent	Response Count
Yes	**78.3%**	**36**
No	21.7%	10
	Any other comments	6
	answered question	**46**
	skipped question	**9**

19. Have you attended any IR Society events in the last 12 months?

	Response Percent	Response Count
Yes	**80.0%**	**40**
No	20.0%	10
	answered question	**50**
	skipped question	**5**

20. If No, was this because: (please select any that apply)

	Response Percent	Response Count
No relevant events for me	0.0%	0
Events too expensive	10.0%	1
Too busy	**50.0%**	**5**
Events not at convenient times for me	10.0%	1
No specific reason	40.0%	4
	Other (please specify)	2
	answered question	**10**
	skipped question	**45**

21. Which topics / themes would you like to see covered by IR Society events in 2013? (please tick any that apply)

	Response Percent	Response Count
Personal development skills	27.7%	13
Career advice	23.4%	11
Legal issues	31.9%	15
Media training	19.1%	9
Meetings with fund managers	51.1%	24
Meetings with financial journalists	29.8%	14
Managing consensus and earnings guidance	38.3%	18
Broader macroeconomic discussions	36.2%	17
Developments in financial markets (new trading platforms, shareholder ID, etc)	**66.0%**	**31**
Information on EU institutions and processes	38.3%	18
CSR reporting	38.3%	18
Carbon reporting	17.0%	8
IR for private equity	38.3%	18
	Other (please specify)	4
	answered question	**47**
	skipped question	**8**

22. What types of event are most convenient for you to attend? (please select any that apply)

	Response Percent	Response Count
Breakfast	**70.2%**	**33**
Lunch	31.9%	15
Early evening	29.8%	14
Half-day seminars	25.5%	12
Webinars	57.4%	27
Other (please specify)		4
answered question		**47**
skipped question		**8**

23. Do you have any suggestions on how we can improve our events?

	Response Count
	13
answered question	**13**
skipped question	**42**

24. The Society operates a Fellowship programme to encourage experienced IR practitioners to continue their professional development and publish a short paper on a topic of interest. Would you be interested in taking part in this programme?

	Response Percent	Response Count
Yes	17.4%	8
No	**52.2%**	**24**
I would like more information on this	30.4%	14
Please enter your email address		19
answered question		**46**
skipped question		**9**

25. In order to prioritise the Society's work in 2013 please rank the following issues in orde importance (where 1 is the most important and 9 the least important).

	1	2	3	4	5	6	7	8	9	Ra Av
Corporate governance ('comply or explain' principle, role of Board)	12.8% (6)	**29.8% (14)**	17.0% (8)	12.8% (6)	10.6% (5)	6.4% (3)	4.3% (2)	4.3% (2)	2.1% (1)	
Stewardship / role of investors	**25.5% (12)**	12.8% (6)	14.9% (7)	21.3% (10)	8.5% (4)	10.6% (5)	2.1% (1)	4.3% (2)	0.0% (0)	
Narrative reporting	8.5% (4)	4.3% (2)	**17.0% (8)**	12.8% (6)	0.0% (0)	14.9% (7)	14.9% (7)	**17.0% (8)**	10.6% (5)	
Capital markets (new trading platforms, market transparency)	10.6% (5)	**14.9% (7)**	**14.9% (7)**	8.5% (4)	12.8% (6)	6.4% (3)	12.8% (6)	8.5% (4)	10.6% (5)	
Quality of shareholder ID	**19.1% (9)**	6.4% (3)	10.6% (5)	10.6% (5)	**19.1% (9)**	6.4% (3)	12.8% (6)	6.4% (3)	8.5% (4)	
International Financial Reporting Standards (IFRS)	4.3% (2)	4.3% (2)	8.5% (4)	8.5% (4)	8.5% (4)	14.9% (7)	**21.3% (10)**	14.9% (7)	14.9% (7)	
Corporate Social Responsibility (CSR) reporting	2.1% (1)	8.5% (4)	8.5% (4)	8.5% (4)	19.1% (9)	**21.3% (10)**	12.8% (6)	10.6% (5)	8.5% (4)	
Role of auditors (in narrative reporting)	4.3% (2)	0.0% (0)	4.3% (2)	6.4% (3)	4.3% (2)	4.3% (2)	14.9% (7)	25.5% (12)	**36.2% (17)**	
Remuneration and pensions	12.8% (6)	**19.1% (9)**	4.3% (2)	10.6% (5)	17.0% (8)	14.9% (7)	4.3% (2)	8.5% (4)	8.5% (4)	
										answered que
										skipped que

26. Are there any other areas you feel the Society should be focusing on in 2013?

	Response Count
	8
answered question	**8**
skipped question	**47**

27. How important do you think the following challenges will be for IR professionals over th months?

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Rating Average
Convincing management of the importance of IR	**51.1% (24)**	40.4% (19)	4.3% (2)	2.1% (1)	2.1% (1)	1.64
Accessing institutional investors	42.6% (20)	**53.2% (25)**	4.3% (2)	0.0% (0)	0.0% (0)	1.62
Securing adequate budget for IR activities	38.3% (18)	**55.3% (26)**	4.3% (2)	2.1% (1)	0.0% (0)	1.70
Obtaining share trading data and market volumes (due to fragmentation)	4.3% (2)	**63.8% (30)**	21.3% (10)	10.6% (5)	0.0% (0)	2.38
Multiplicity of questionnaires regarding data on CSR	8.5% (4)	38.3% (18)	**46.8% (22)**	6.4% (3)	0.0% (0)	2.51
Prioritising management time with institutional investors	44.7% (21)	**48.9% (23)**	4.3% (2)	2.1% (1)	0.0% (0)	1.64
Allocating resources to social media	6.4% (3)	**44.7% (21)**	40.4% (19)	6.4% (3)	2.1% (1)	2.53
Changes to the regulatory environment	23.4% (11)	**66.0% (31)**	10.6% (5)	0.0% (0)	0.0% (0)	1.87
Increased activities of proxy organisations	12.8% (6)	**48.9% (23)**	31.9% (15)	6.4% (3)	0.0% (0)	2.32
Getting into the right index	6.4% (3)	38.3% (18)	**44.7% (21)**	10.6% (5)	0.0% (0)	2.60
Dealing with issues relating to stewardship	17.8% (8)	**60.0% (27)**	20.0% (9)	2.2% (1)	0.0% (0)	2.07
Explaining issues relating to remuneration	40.4% (19)	**42.6% (20)**	17.0% (8)	0.0% (0)	0.0% (0)	1.77
Understanding changes to narrative reporting and drafting the annual report	27.7% (13)	**53.2% (25)**	17.0% (8)	2.1% (1)	0.0% (0)	1.94

Other (please specify)

answered question

skipped question	

28. With regards to regulation which body do you consider to be the most significant for investor relations practice? (please rank from 1 to 7, with 1 being the most important)

	1	2	3	4	5	6	7	Rating Average	Respons Count
EU Commission	6.7% (3)	13.3% (6)	6.7% (3)	15.6% (7)	**24.4% (11)**	22.2% (10)	11.1% (5)	4.49	4
European Securities & Markets Authority (ESMA)	6.7% (3)	11.1% (5)	15.6% (7)	15.6% (7)	17.8% (8)	**22.2% (10)**	11.1% (5)	4.38	4
Financial Services Authority / UK Listing Authority (FSA / UKLA)	**62.2% (28)**	11.1% (5)	13.3% (6)	2.2% (1)	4.4% (2)	2.2% (1)	4.4% (2)	2.00	4
Financial Reporting Council (FRC)	8.9% (4)	24.4% (11)	**26.7% (12)**	15.6% (7)	8.9% (4)	13.3% (6)	2.2% (1)	3.40	4
Takeover Panel	4.4% (2)	20.0% (9)	17.8% (8)	**26.7% (12)**	17.8% (8)	8.9% (4)	4.4% (2)	3.78	4
Department for Business Innovation & Skills (BIS)	0.0% (0)	6.7% (3)	11.1% (5)	13.3% (6)	8.9% (4)	20.0% (9)	**40.0% (18)**	5.44	4
Securities & Exchange Commission (SEC)	11.1% (5)	13.3% (6)	8.9% (4)	11.1% (5)	17.8% (8)	11.1% (5)	**26.7% (12)**	4.51	4
								answered question	**4**
								skipped question	**1**

29. Which three of the following areas are most important to you with regards to policy and regulation?

	Response Percent	Response Count
Narrative reporting	30.4%	14
Stewardship	39.1%	18
Votes, AGMs and proxy	34.8%	16
Disclosure	41.3%	19
Regulatory structure	13.0%	6
Executive remuneration	32.6%	15
Shareholder ID	32.6%	15
Sustainability and CSR	28.3%	13
Guidance and consensus	26.1%	12
Wider economic developments	15.2%	7
Capital markets (new trading platforms, market transparency)	15.2%	7
Corporate governance ('comply or explain' principle, role of Board)	**45.7%**	**21**
	Other (please specify)	1
	answered question	**46**
	skipped question	**9**

30. What do you see as the greatest potential threat to UK economic recovery?

	Response Percent	Response Count
Government debt reduction measures	8.5%	4
Inflation	2.1%	1
Currency uncertainty	0.0%	0
Low consumer spending	12.8%	6
Withdrawing of fiscal stimulus	6.4%	3
Commodity price fluctuations	0.0%	0
Unemployment	10.6%	5
Contamination from Eurozone turbulence - sovereign debt crisis	**53.2%**	**25**
Slowing US growth	6.4%	3
	Other (please specify)	1
	answered question	**47**
	skipped question	**8**

31. Which of the following services does your company provide?

	Response Percent	Response Count
ADR depositary services	4.7%	2
Annual reports	25.6%	11
Board advisory	37.2%	16
CRM databases	25.6%	11
CSR/Sustainability	25.6%	11
Executive search	7.0%	3
Fund management	4.7%	2
Internet services	16.3%	7
Investor presentations	48.8%	21
Investor relations	**53.5%**	**23**
Investor roadshows	41.9%	18
IR for small caps	44.2%	19
News providers	11.6%	5
Opinion research	25.6%	11
Proxy and corporate support	23.3%	10
Public relations	32.6%	14
Publications	14.0%	6
Registrars	9.3%	4
Shareholder research	48.8%	21
Shareholder targeting	48.8%	21
Webcasting	14.0%	6
Website development	30.2%	13
Perception studies	51.2%	22
Other (please specify)		7

answered question	**43**
skipped question	**12**

32. How many employees are there in your company?

	Response Percent	Response Count
1 - 3	10.9%	5
4 - 6	4.3%	2
7 - 10	6.5%	3
10+	**78.3%**	**36**
answered question		**46**
skipped question		**9**

33. In the last 12 months have your personnel numbers

	Response Percent	Response Count
Increased	**47.8%**	**22**
Decreased	4.3%	2
Stayed the same	**47.8%**	**22**
answered question		**46**
skipped question		**9**

34. In the last 12 months has your marketing budget

	Response Percent	Response Count
Increased	28.3%	13
Stayed the same	**58.7%**	**27**
Decreased	13.0%	6
	answered question	**46**
	skipped question	**9**

35. In the last 12 months have you noticed an increase in the IR support budgets amongst listed companies?

	Response Percent	Response Count
Yes	11.1%	5
No	**88.9%**	**40**
	answered question	**45**
	skipped question	**10**

36. What is the greatest challenge facing your clients at the moment?

	Response Percent	Response Count
Regulatory burden	16.7%	7
Difficulty in getting in front of key shareholders	9.5%	4
Budget constraints	**61.9%**	**26**
Inaccurate analyst / broker coverage	11.9%	5
	Other (please specify)	4
	answered question	**42**
	skipped question	**13**

37. Which of the following social media platforms do you use?

	Personal	Corporate	Response Count
Twitter	**70.8% (17)**	58.3% (14)	24
Facebook	**96.6% (28)**	13.8% (4)	29
LinkedIn	**81.8% (36)**	52.3% (23)	44
YouTube	**86.4% (19)**	31.8% (7)	22
Corporate blog	28.6% (4)	**78.6% (11)**	14
Other	**80.0% (4)**	60.0% (3)	5
None of the above	**50.0% (1)**	**50.0% (1)**	2
		answered question	**47**
		skipped question	**8**

38. How often do you use social media?

	Personal	Corporate	Response Count
Every day	**93.8% (30)**	43.8% (14)	32
Once a week	**66.7% (10)**	**66.7% (10)**	15
Once a month	**100.0% (2)**	0.0% (0)	2
Less than once a month	**75.0% (3)**	25.0% (1)	4
I don't use social media	0.0% (0)	0.0% (0)	0
		Any other comments	1
		answered question	**47**
		skipped question	**8**

39. Do you have any other comments or questions?

	Response Count
	5
answered question	**5**
skipped question	**50**