

# NIRI RESEARCH

## 2015 HIGHLIGHTS

**Non-Deal Roadshow Survey – 2015.** “Non-deal roadshow”: an event where the executive team travels to meet with current & potential investors.

National Investor Relations Institute’s highly valued research studies are delivered through *niri Analytics*, comprehensive reports on investor relations (IR) best practices.

More NIRI research summaries and infographics can be found here: <http://niri.org/executivealert>

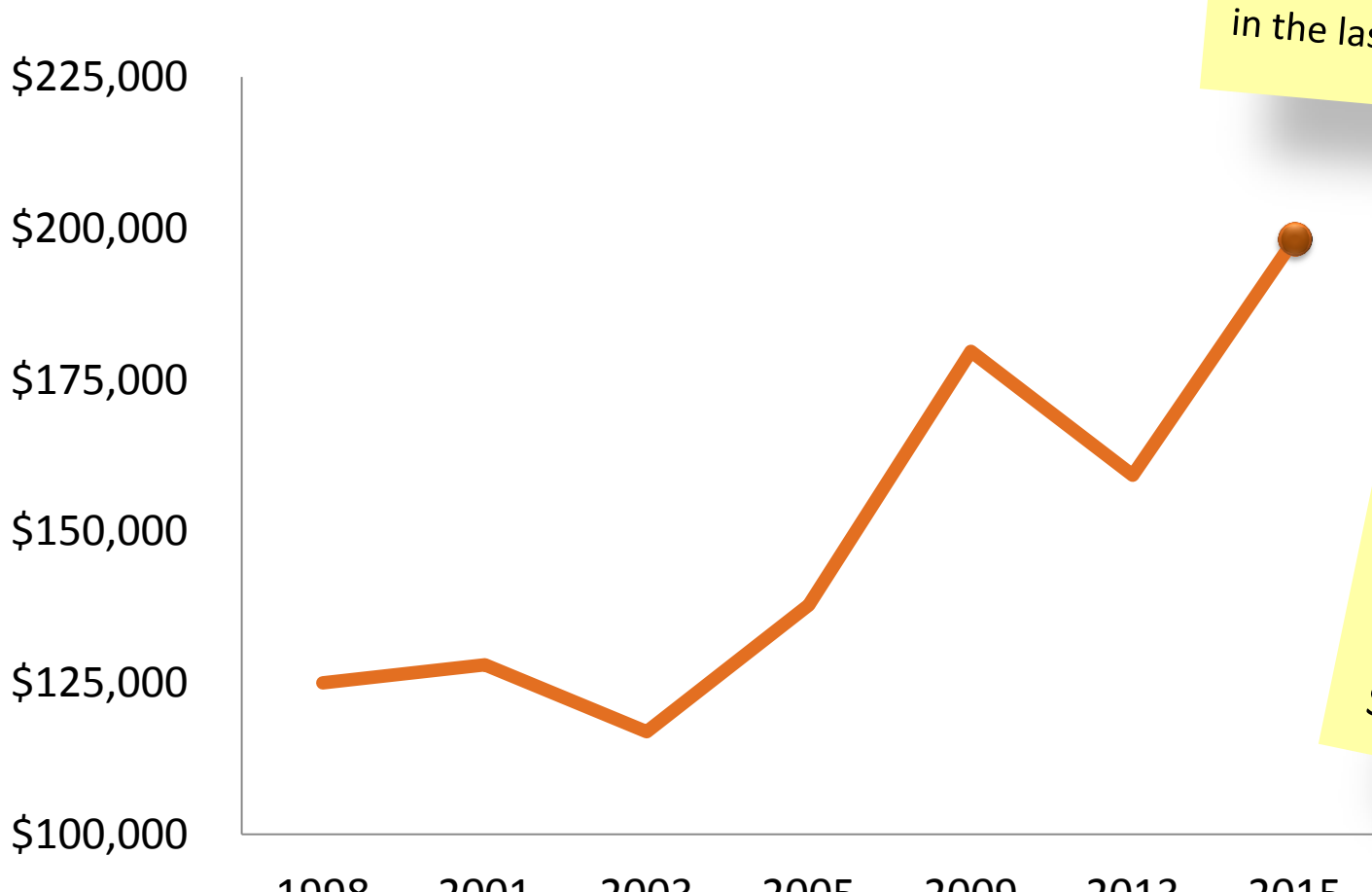
# 7.58

**The number of non-deal roadshows conducted in 2015.**

NYC was #1 most visited city, and #2 for length of stay.

## IR COUNSELOR SALARIES

Average base salary by year



After a brief dip, IR Counselor salaries are on the rise again, experiencing a 24% increase in the last 2 years.

NIRI IR Counselor Profession and Compensation Study- 2015.

## TRADING BLACKOUTS AND QUIET PERIOD PRACTICES

# 99%

of NIRI companies report having a trading blackout period, a slight increase since 2010.

A “trading blackout” is a specific period of time when certain company employees are prohibited from trading company stock.

# 85%

have a quiet period, also a slight increase since 2010.

A “quiet period” is defined as a specific period of time during which officers of a company will not talk about company financials.

# 50%

have their quiet period codified in a formal policy.

**Length of company quiet period is decreasing.** The percentage with a quiet period lasting 31 days or more decreased 10% in the last 5 years.

NIRI Trading Blackouts and Quiet Periods Survey – 2015.

## CORPORATE SOCIAL RESPONSIBILITY (CSR) COMMUNICATIONS PRACTICES

# 50%

**The percent of U.S. IROs reporting their company has a sustainability policy.**

This jumps to 75% for non-U.S. IROs.

NIRI-MIT SMR Survey on Corporate Social Responsibility Communications Practices - 2015. “CSR”: Corporate initiatives to own responsibility for the company’s effects on the environment, and social welfare.

## ACTIVIST INVESTORS

# 59%

Public threat

# 44%

Proxy fight

# 16%

Takeover bid

# 6%

Private threat

# 5%

Lawsuit

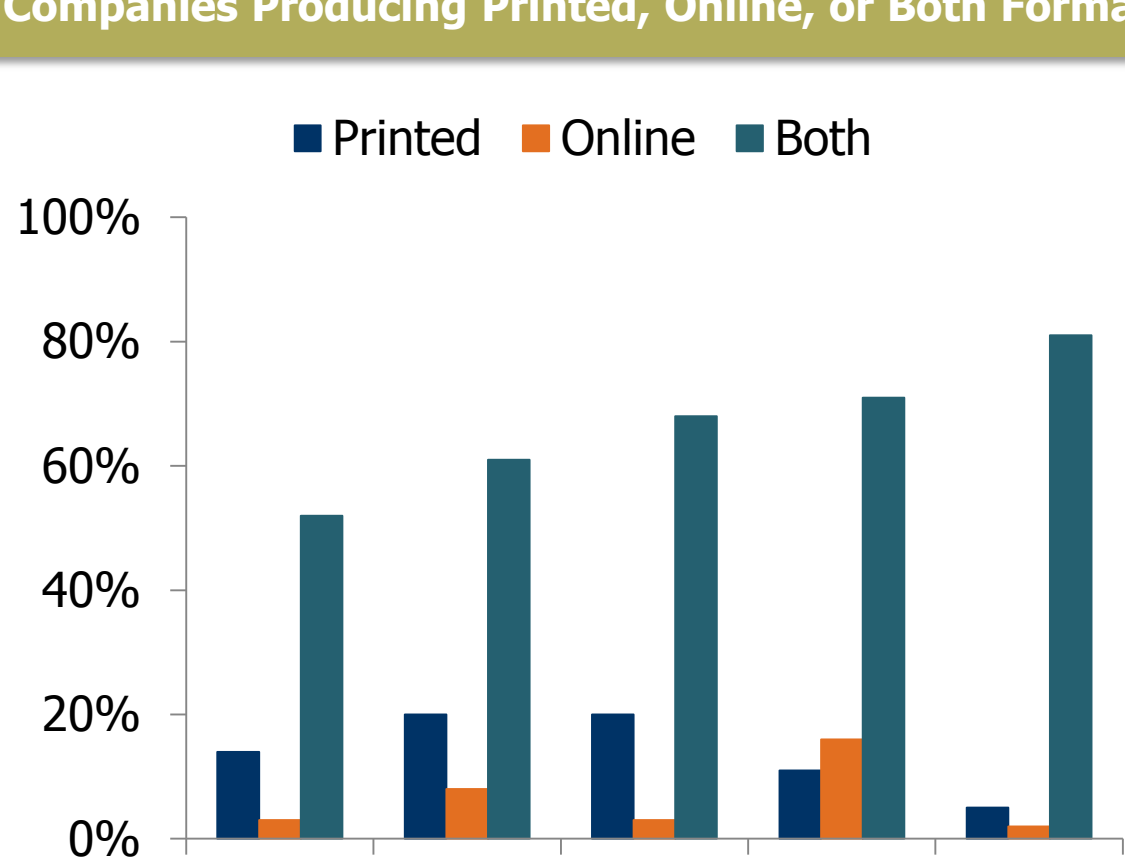
**Types and frequency of hostile actions used by activist investors during a campaign against a company.**

The majority of activist investors never launch a campaign.

NIRI Activist Investor Survey - 2015.

## THE ANNUAL REPORT

Companies Producing Printed, Online, or Both Formats of their Annual Report (AR)



**The vast majority of companies still produce both a printed and online AR.**

The most popular type is a 10-K Wrap.

NIRI Annual Report Practices Survey – 2015.

Want more NIRI research? View all *Analytics* reports at:

[niri.org/Analytics](http://niri.org/Analytics)

