

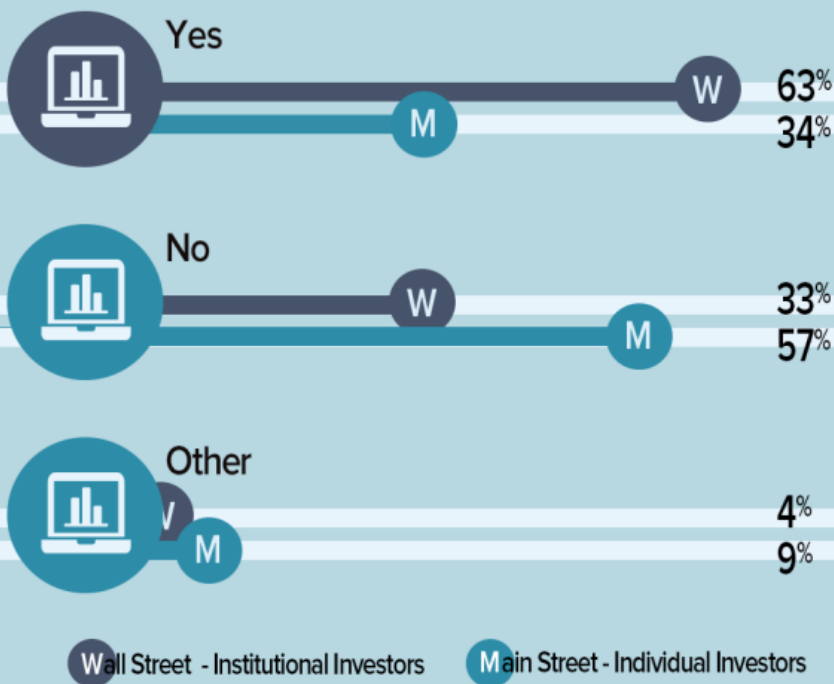
Investor Relations Study: More than 60% of Wall Street Investors Use Mobile Devices



Hopefully, institutional investors are not texting-trading while driving, but the results from the [2016 Shareholder Confidence 365 Study](#) indicate they look up from their Bloomberg Portal once in a while. The comparative flip-flop with individual investors is perplexing: perhaps the tools favored by Main Street are not optimized for smart mobile user-experience (UX).

2016 Shareholder Confidence 365 Study question #5

Do you use an iPad or similar mobile smart device / tablet for stock research?



[CLICK here to download the full report with verbatim comments from investors.](#)



The 2016 Shareholder Confidence 365 Study is comprised of 6,870 responses. Cumulatively, the study has over 50,000 responses since 2012.

What shareholder [communications](#) leaders can do to assure a smart UX for visitors is build/design your IR website to be responsive. *Responsive design* automatically displays content based on screen size, platform and orientation.

One important caveat: Most IR websites cannot be built with responsive design if your main corporate site is not responsive.

Generally, IR websites are constructed using the corporate site's look-and-feel, or to use webspeak, using the corporate website's cascading style sheet (CSS). The use of the CSS assures that shareholders have a consistent experience navigating throughout a company's entire website.

Here are some examples of the sites we host. We can build a variety of design formats – at a variety of service packages to fit into a budget.

- <https://investors.danaher.com/>
- <https://ir.hertz.com/>
- <https://investors.rockcreekpharmaceuticals.com/>

For more on the Shareholder Confidence 365 Study, request the full [30-page hardcopy report now](#).



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6,800 responses from both Wall Street and Main Street investors

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