

TRENDSPOTTING

Edelman 2021 Survey of the Private Equity Industry



As the United States continues to transition to a post-COVID world and adjust to the priorities and tone of the Biden Administration, a level of uncertainty remains over where the new equilibrium will end up. As the environment shifts, many in the private equity industry have been adjusting their communications programs to keep pace with the change.

To gather specific insights on the challenges and opportunities facing the industry, Edelman surveyed over 60 private equity firms on how these trends are shaping their communications priorities.*

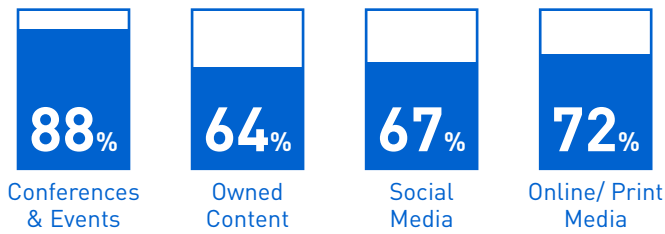
Here are our main takeaways.

*The survey included investor relations, marketing and communications professionals and was conducted from March 17, 2021 – April 2, 2021.

MEDIA

PRONOUNCED SHIFT TO MORE CONTROLLED PLATFORMS

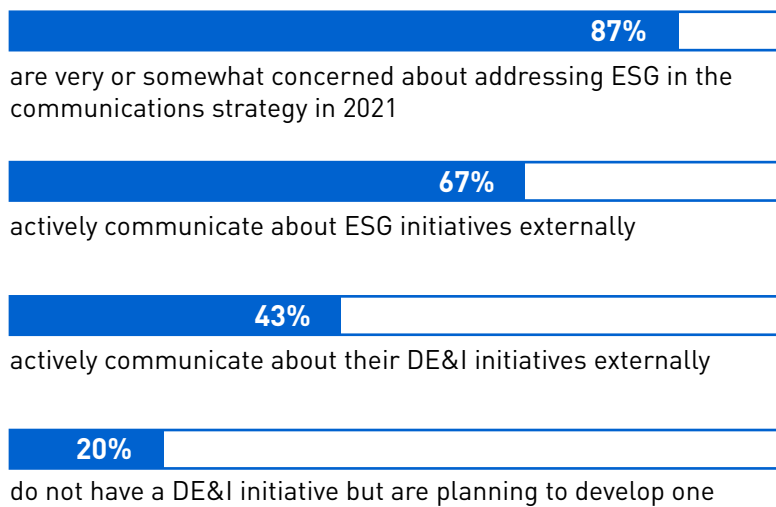
Over one year into the pandemic, respondents noted the following areas as very or somewhat important contributors to the success of their communications program:



Only **28%** say broadcast media is very or somewhat important in contributing to the success of the communications program, and even more **(38%)** say it is not important at all

ESG

CATCHING UP TO EVOLVING EXPECTATIONS



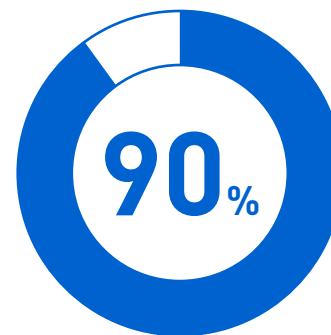
PORTFOLIO COMPANIES

TAKING ACTION TO STEM CRISES AND IMPROVE COMMUNICATIONS

More than ever, reputational issues at portfolio companies have a direct impact on GPs:



WASHINGTON DC ROOM TO ENGAGE



SAY POLICYMAKERS ARE A VERY OR SOMEWHAT IMPORTANT STAKEHOLDER TO THEIR FIRM IN 2021

13% think policymakers have at least a good impression of PE
40% think policymakers have a poor impression of PE.

Yet, only **12%** plan on using their communications program to engage more with policymakers on issues related to PE

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