**Investigating the impact of presentation choice on non-professional investors’ earnings judgements: A mixed methods study**

Financial statements have become less understandable to the average investor, leading them to rely on more readable, narrative corporate reports. Due to their mostly unregulated status, managers have greater discretion over the content and presentation of narrative corporate reports. Numerous studies find that seemingly simple presentation choices can impact investor decision-making. Repetition is a form of impression management, drawing attention towards repeated information. This study uses an experiment to investigate the impact of repetition within earnings press releases on non-professional investors. Its use is widespread in narrative corporate reports. The research examines the effect of emphasising positive information through repetition on non-professional investors’ earnings judgements. Eye-tracking technology explores non-professional investors’ visual attention to key areas of emphasis within the earnings press release. The research finds repetition influences less-experienced non-professional investors, an impact driven by the frequency rather than location of positive information within the earnings press release. Less-experienced non-professional investors attend to different types of information within the earnings press release, which increases their susceptibility to impression management.