

2009 *Financial Managers Update* Readership Survey

Many thanks to the nearly 550 of you who responded to our recent *Update* Readership Survey. Our response rate was over 38%, indicative of great member involvement and your desire to help us insure the newsletter is meeting your needs.

All in all, your responses were quite positive, and your reactions to specific content oriented questions indicate we are on track in providing you the types of information and insight you are seeking.

For example:

- 83% of you believe the frequency of publication is “just right.”
- 76% believe the current length of the articles is appropriate (17% desire fewer topics with more depth)
- The three topical areas most in demand are, in order, regulatory issues/developments, accounting standards/practices, and financial reporting issues/trends
- Within the regulatory and accounting topics, you are more interested in “implementation guidance/best practices” and “final rules and standards” than you are proposals....by a significant variance.

We were quite pleased that the overwhelming majority of you pass the newsletter along to others, and that 83% of you discuss its contents with your colleagues.

As to how you actually use the information and insight contained in the *Update*, we're gratified that 70% of you “form opinions and/or make decisions” and 54% “make recommendations” after reading the newsletter. Those two percentages compare favorably to 61% and 36% respectively from a similar survey we conducted in 2002.

Also quite gratifying to us, your ratings of five newsletter characteristics: relevance of content, thoroughness, quality of content, credibility, and readability... all improved in 2009 from our 2002 survey...with the largest increases coming in “quality” and “relevance.”

Delivery/Readership Preferences

We're slightly puzzled by your responses to two questions regarding reading preference and deliver method. By a large majority, you continue to prefer to read the newsletter in its printed/mailed format:

On the other hand, your preference for newsletter delivery going forward indicates fully 72% of you want it in email form....27 % email only, and 45% both email and print.

I surmise some of you like to share the email version with your colleagues; and, hopefully, many of you like to take advantage of the email version's significant benefit of offering links to other information pertinent to each of our stories.

The insight you've provided on our survey has been extremely valuable...not only confirming the appropriateness of some of our current practices, but also in helping guide some upcoming changes in both content and delivery vehicles. Believe me, we appreciate your involvement.

Should you have any questions or comments about the survey, we'd love to receive them.

Dick Yingst
President/CEO
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