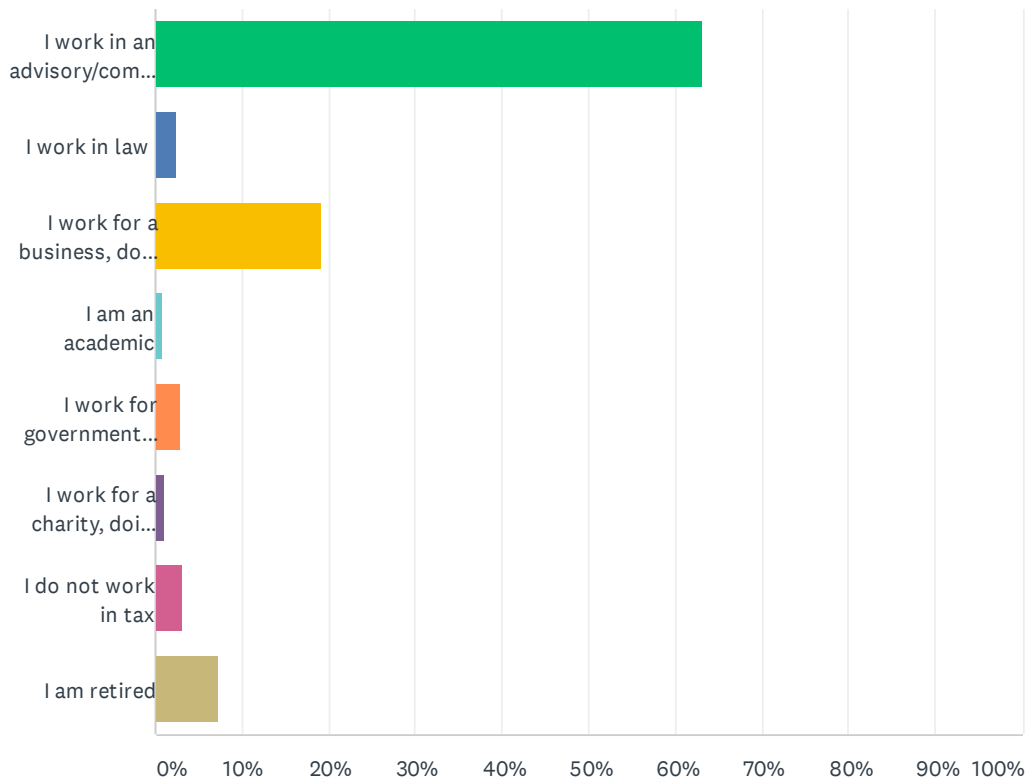


Q1 Where do you work?

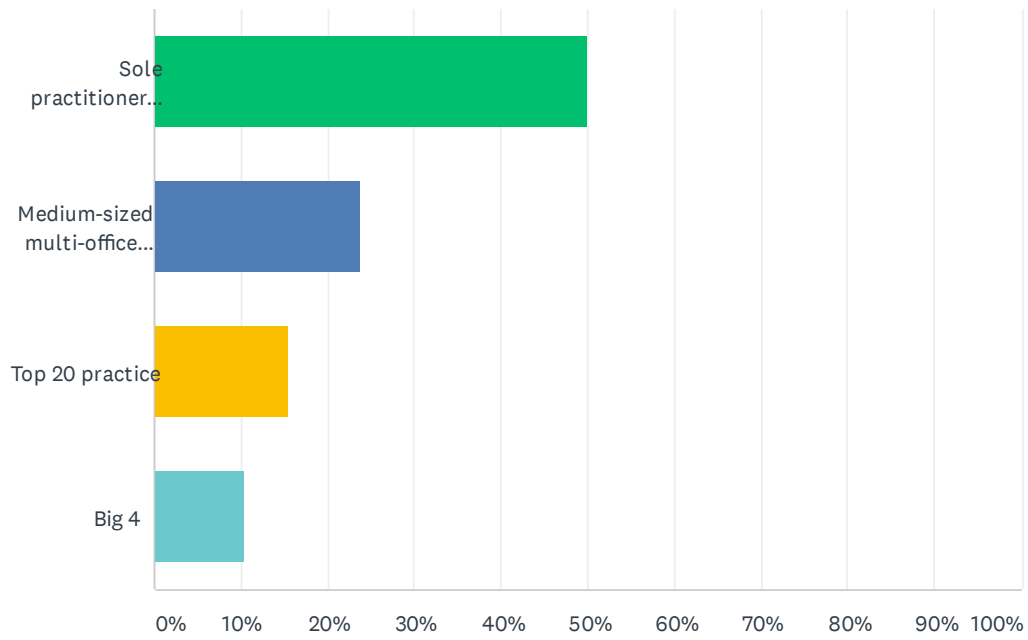
Answered: 1,571 Skipped: 40



ANSWER CHOICES	RESPONSES	
I work in an advisory/compliance practice	63.14%	992
I work in law	2.42%	38
I work for a business, doing tax work	19.22%	302
I am an academic	0.76%	12
I work for government (central or local), doing tax work	2.93%	46
I work for a charity, doing tax work	1.15%	18
I do not work in tax	3.12%	49
I am retired	7.26%	114
TOTAL		1,571

Q2 The advisory/compliance practice is a:

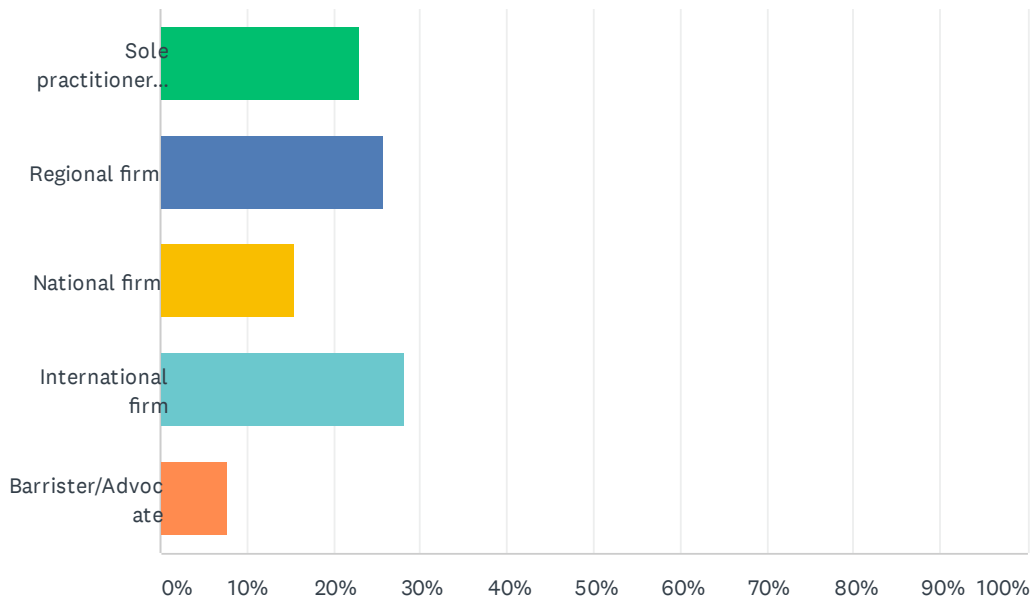
Answered: 1,008 Skipped: 603



ANSWER CHOICES	RESPONSES	
Sole practitioner/single office practice	50.10%	505
Medium-sized multi-office practice	23.81%	240
Top 20 practice	15.58%	157
Big 4	10.52%	106
TOTAL		1,008

Q3 The law firm is:

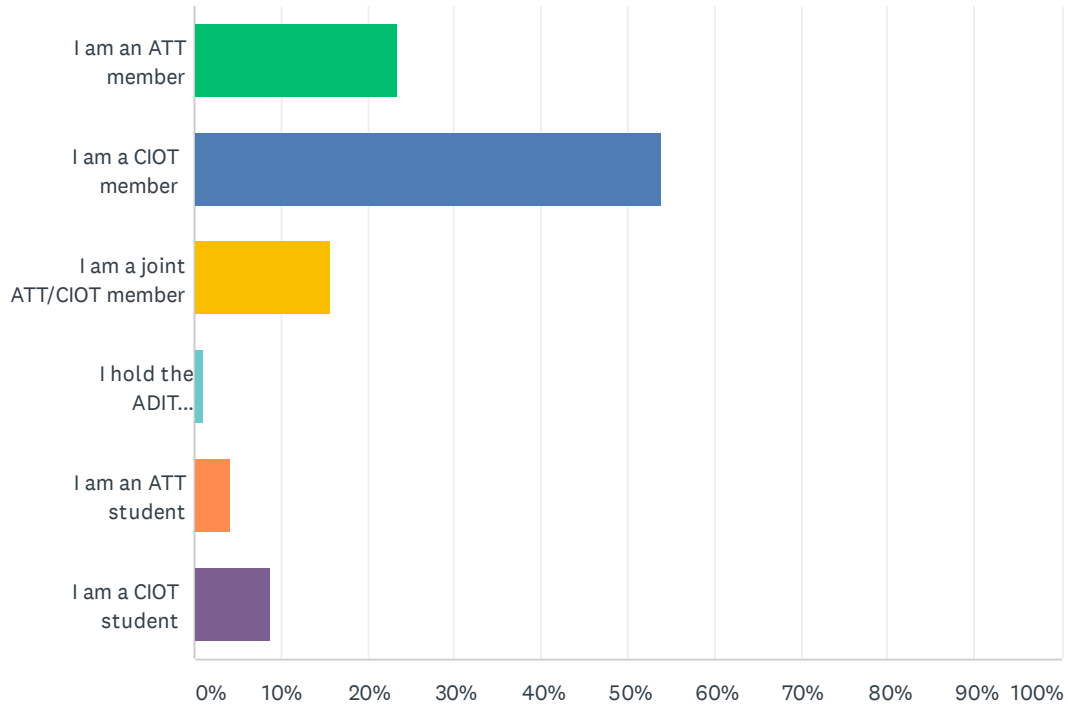
Answered: 39 Skipped: 1,572



ANSWER CHOICES	RESPONSES	
Sole practitioner/single office practice	23.08%	9
Regional firm	25.64%	10
National firm	15.38%	6
International firm	28.21%	11
Barrister/Advocate	7.69%	3
TOTAL		39

Q4 Membership

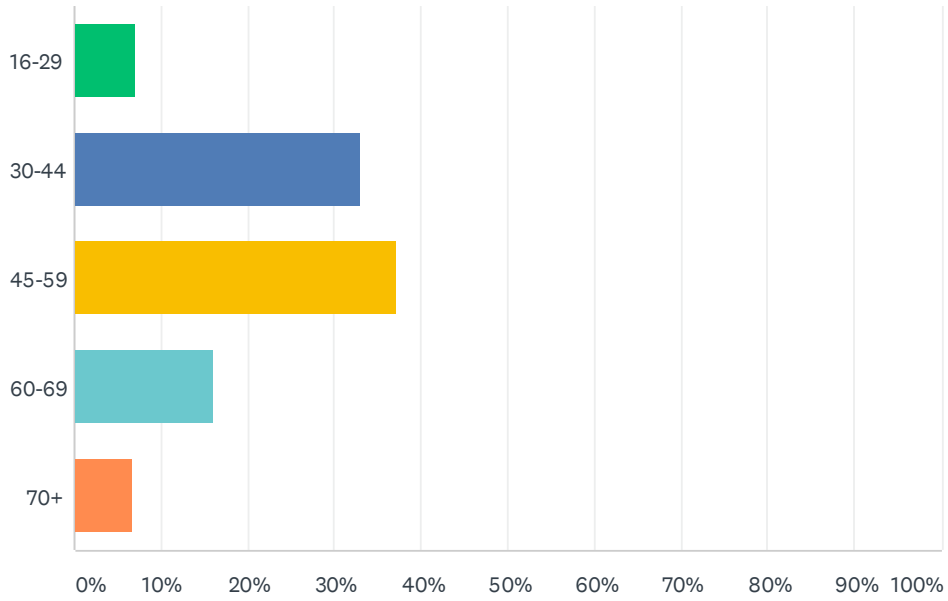
Answered: 1,598 Skipped: 13



ANSWER CHOICES	RESPONSES	
I am an ATT member	23.53%	376
I am a CIOT member	53.94%	862
I am a joint ATT/CIOT member	15.64%	250
I hold the ADIT qualification	1.06%	17
I am an ATT student	4.13%	66
I am a CIOT student	8.70%	139
Total Respondents: 1,598		

Q5 Age range

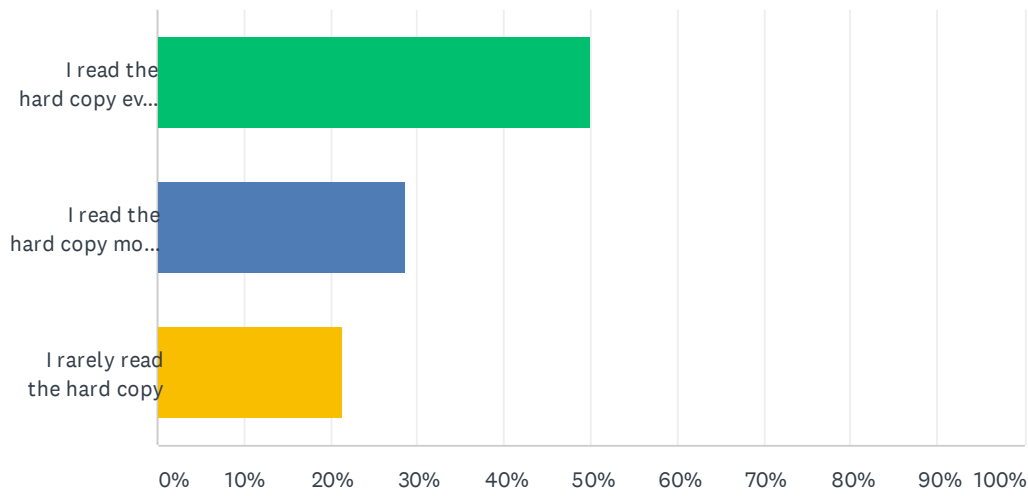
Answered: 1,593 Skipped: 18



ANSWER CHOICES	RESPONSES	
16-29	7.03%	112
30-44	32.96%	525
45-59	37.23%	593
60-69	16.13%	257
70+	6.65%	106
TOTAL		1,593

Q6 How often do you read the hard copy Tax Adviser magazine?[Please tick one]

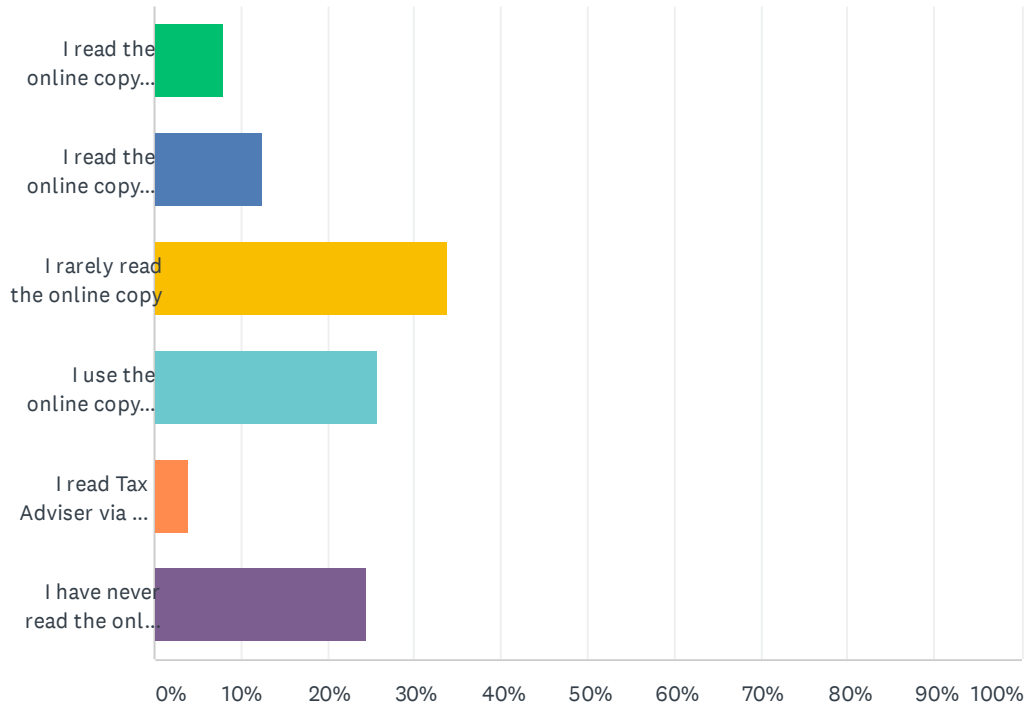
Answered: 1,544 Skipped: 67



ANSWER CHOICES	RESPONSES	
I read the hard copy every month (two or more articles)	50.06%	773
I read the hard copy most months (two or more articles)	28.69%	443
I rarely read the hard copy	21.24%	328
TOTAL		1,544

Q7 How often do you access the online equivalent of Tax Adviser magazine ie taxadvisermagazine.com?[Please tick as many as appropriate]

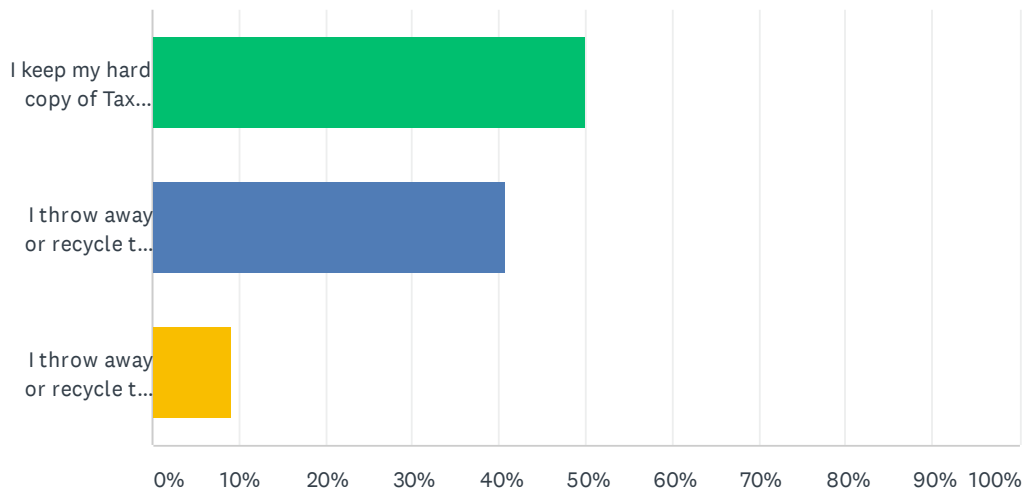
Answered: 1,549 Skipped: 62



ANSWER CHOICES	RESPONSES	
I read the online copy every month (two or more articles)	7.88%	122
I read the online copy most months (two or more articles)	12.46%	193
I rarely read the online copy	33.89%	525
I use the online copy mainly for research or for reference	25.63%	397
I read Tax Adviser via my firm's access to LexisNexis online or via in-house knowledge tools	4.07%	63
I have never read the online copy	24.40%	378
Total Respondents: 1,549		

Q8 What do you do with your hard copy Tax Adviser magazine?[Please tick one]

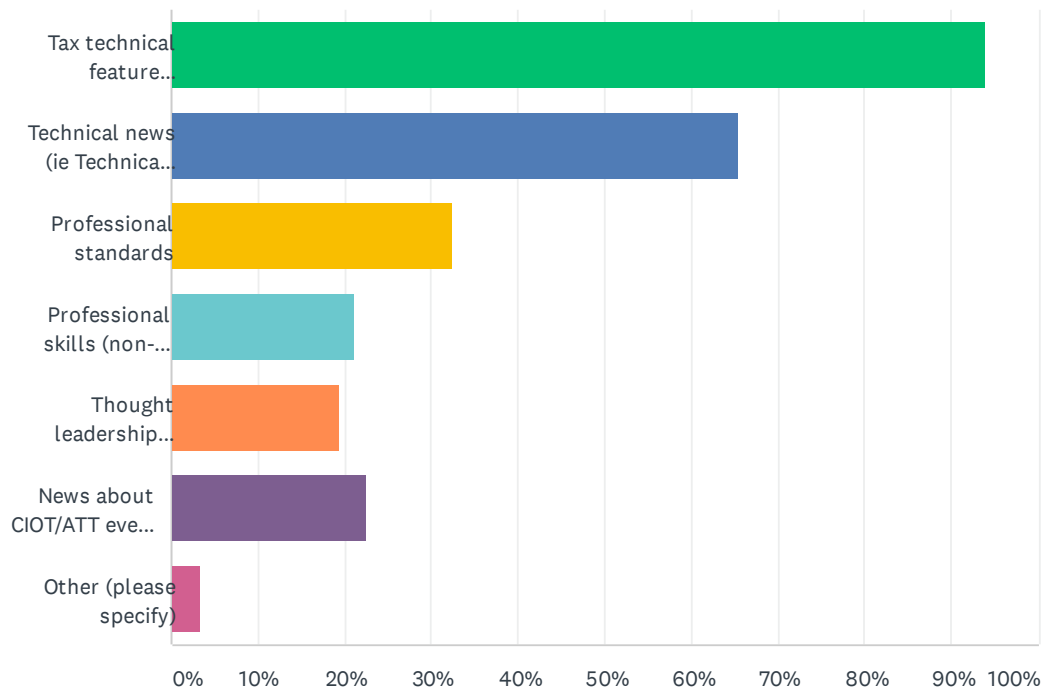
Answered: 1,535 Skipped: 76



ANSWER CHOICES	RESPONSES	
I keep my hard copy of Tax Adviser for future reference	49.97%	767
I throw away or recycle the hard copy after reading it	40.85%	627
I throw away or recycle the hard copy unread	9.19%	141
TOTAL		1,535

Q9 The most important features of Tax Adviser to me are:[Please tick as many as appropriate]

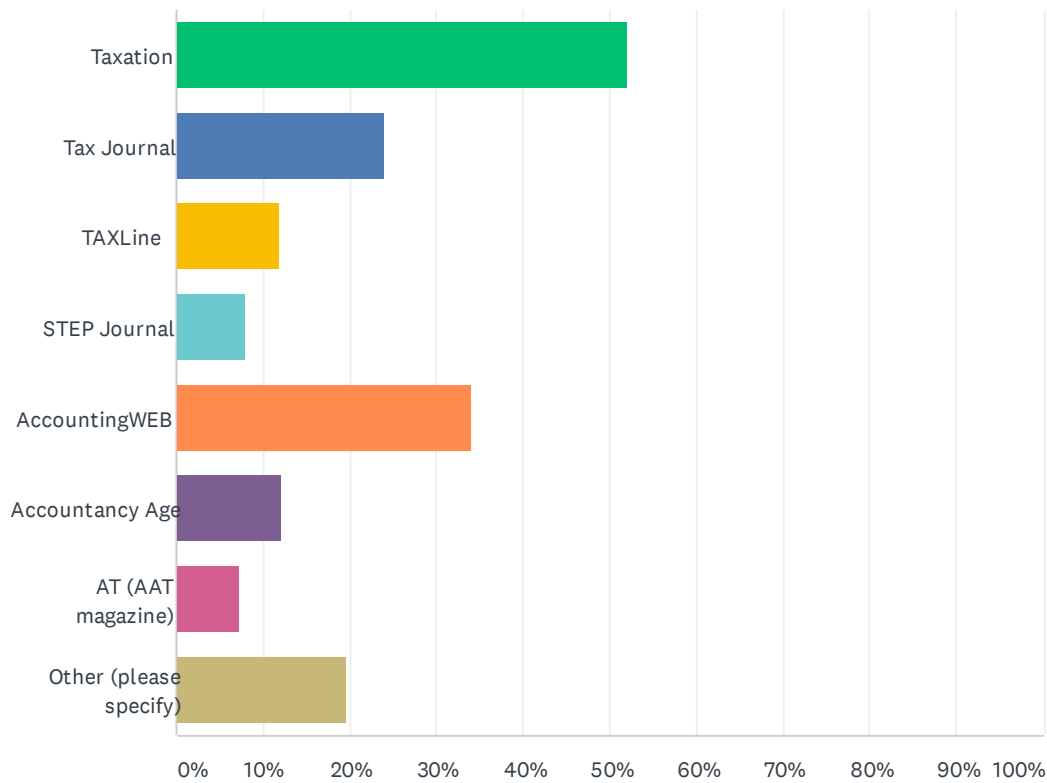
Answered: 1,543 Skipped: 68



ANSWER CHOICES	RESPONSES	
Tax technical feature articles	93.91%	1,449
Technical news (ie Technical Newsdesk)	65.39%	1,009
Professional standards	32.34%	499
Professional skills (non-tax technical) eg time management, better networking	21.19%	327
Thought leadership articles	19.38%	299
News about CIOT/ATT events and matters	22.68%	350
Other (please specify)	3.31%	51
Total Respondents: 1,543		

Q10 Besides Tax Adviser, which other tax magazines do you read regularly? [Please tick as many as appropriate]

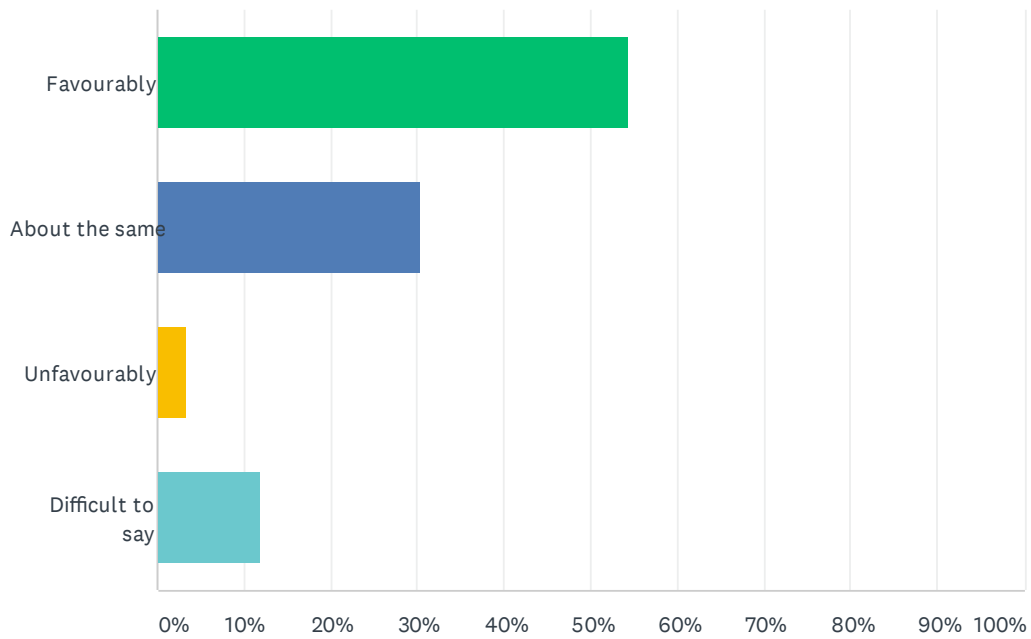
Answered: 1,369 Skipped: 242



ANSWER CHOICES	RESPONSES	
Taxation	52.01%	712
Tax Journal	23.96%	328
TAXLine	11.83%	162
STEP Journal	7.96%	109
AccountingWEB	34.04%	466
Accountancy Age	12.20%	167
AT (AAT magazine)	7.23%	99
Other (please specify)	19.72%	270
Total Respondents: 1,369		

Q11 How well do you think Tax Adviser compares to these other publications in terms of quality of content?

Answered: 1,511 Skipped: 100



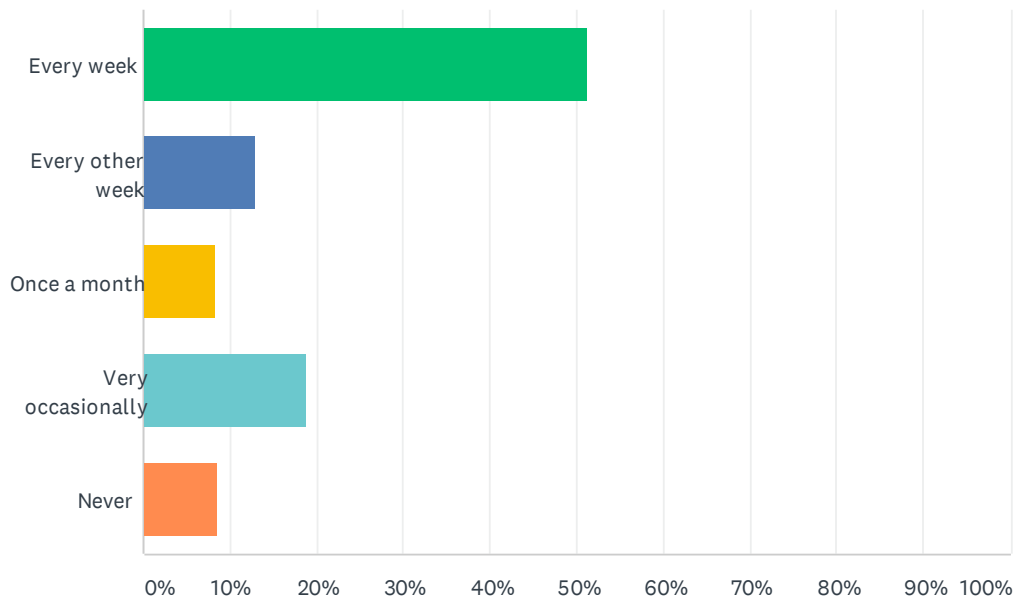
ANSWER CHOICES	RESPONSES	
Favourably	54.47%	823
About the same	30.38%	459
Unfavourably	3.24%	49
Difficult to say	11.91%	180
TOTAL		1,511

Q12 CommentsI would read Tax Adviser more, or more often, if[Please enter your comments]

Answered: 607 Skipped: 1,004

Q13 Approximately how often do you read the Friday CIOT/ATT News service email?

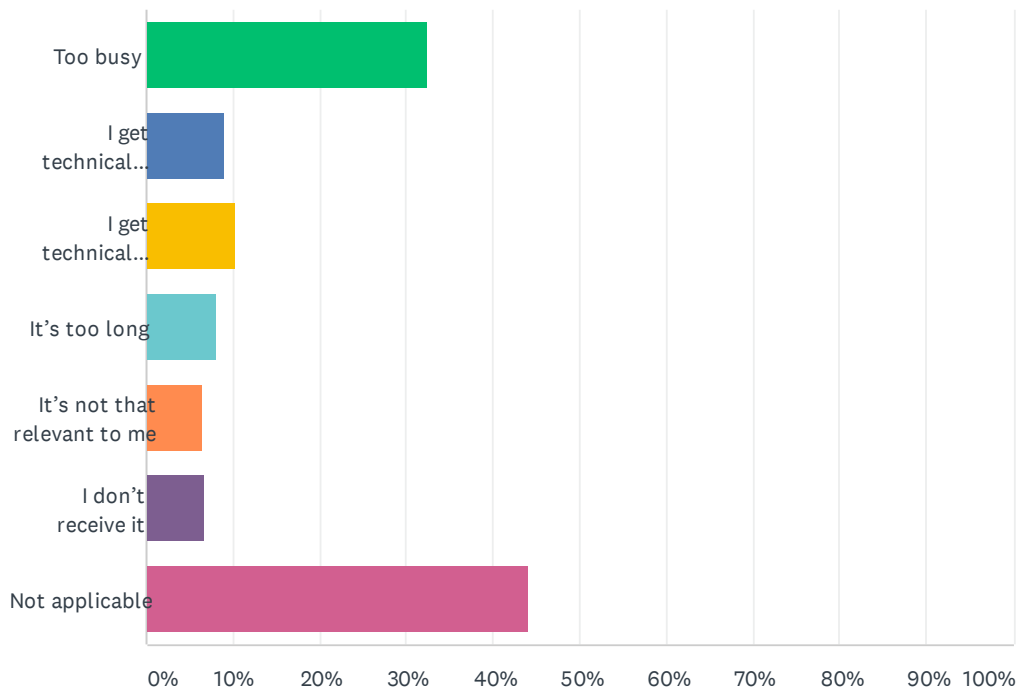
Answered: 1,455 Skipped: 156



ANSWER CHOICES	RESPONSES	
Every week	51.34%	747
Every other week	12.99%	189
Once a month	8.32%	121
Very occasionally	18.76%	273
Never	8.59%	125
TOTAL		1,455

Q14 If you don't read the weekly email, why is this? [Please tick all that apply]

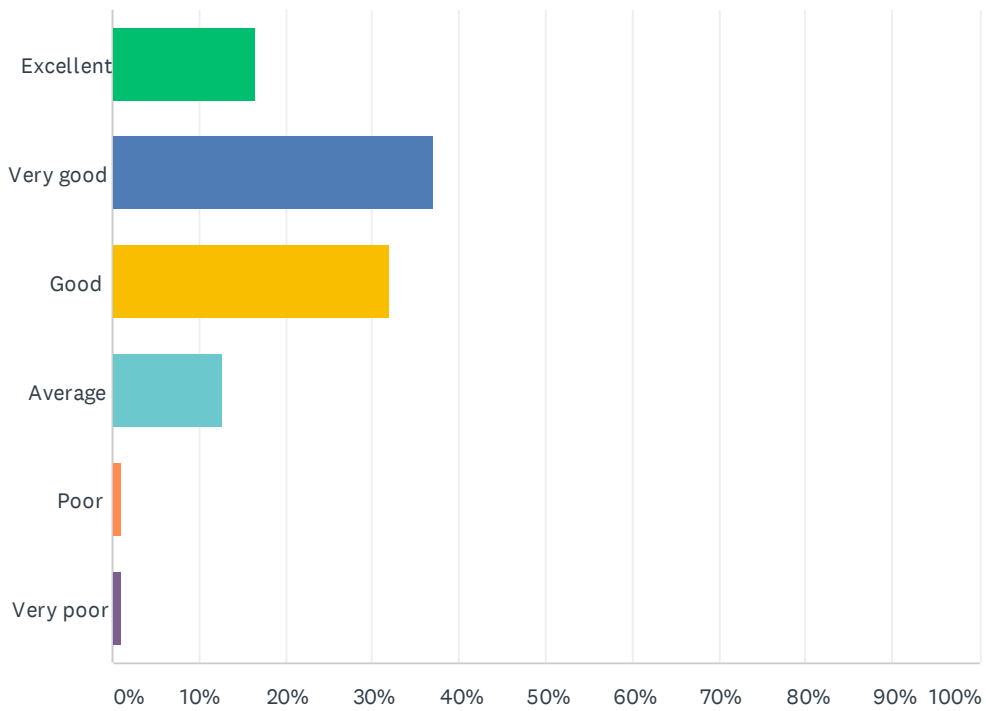
Answered: 1,357 Skipped: 254



ANSWER CHOICES	RESPONSES	
Too busy	32.42%	440
I get technical updates from my firm	8.99%	122
I get technical updates from another source (outside own firm)	10.17%	138
It's too long	8.11%	110
It's not that relevant to me	6.56%	89
I don't receive it	6.71%	91
Not applicable	44.07%	598
Total Respondents: 1,357		

Q15 Overall, how would you rate the weekly email in terms of quality of content?

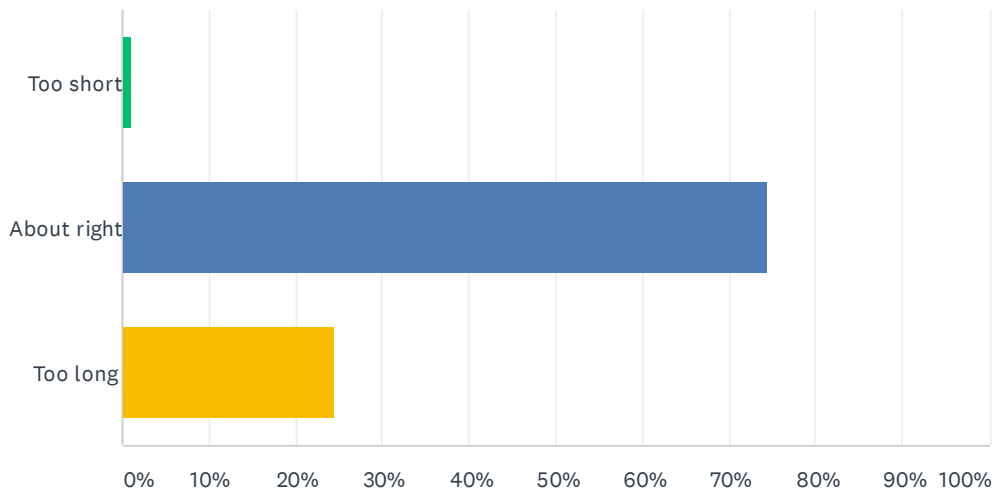
Answered: 1,374 Skipped: 237



ANSWER CHOICES	RESPONSES	
Excellent	16.45%	226
Very good	36.97%	508
Good	32.02%	440
Average	12.66%	174
Poor	0.95%	13
Very poor	0.95%	13
TOTAL		1,374

Q16 Regarding the amount of content, do you find the weekly email to be:

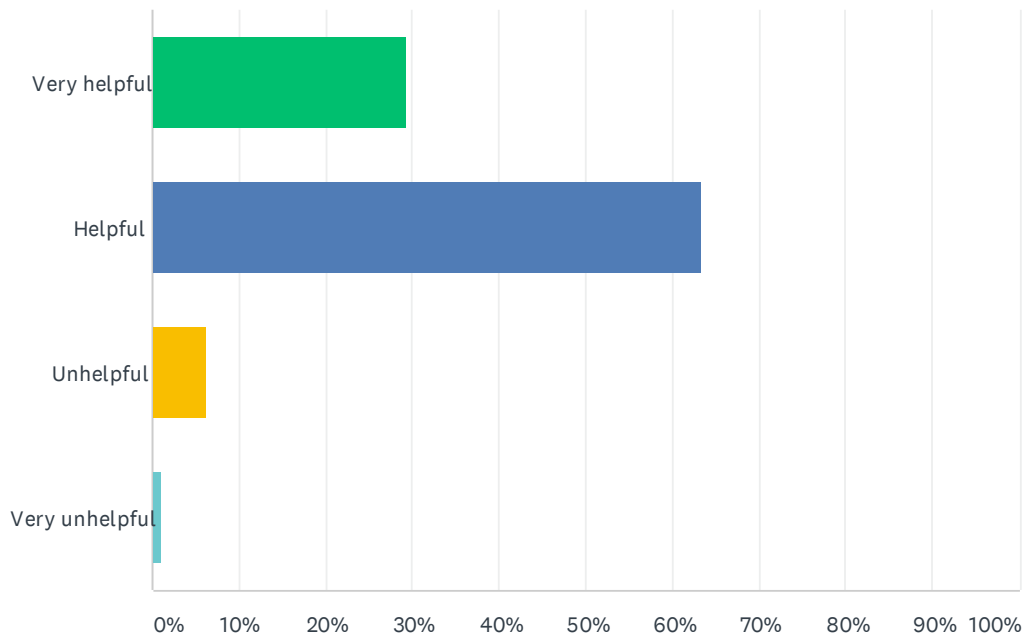
Answered: 1,372 Skipped: 239



ANSWER CHOICES	RESPONSES	
Too short	0.95%	13
About right	74.49%	1,022
Too long	24.56%	337
TOTAL		1,372

Q17 How helpful do you find the content of the weekly email in terms of keeping you up to date with current developments:

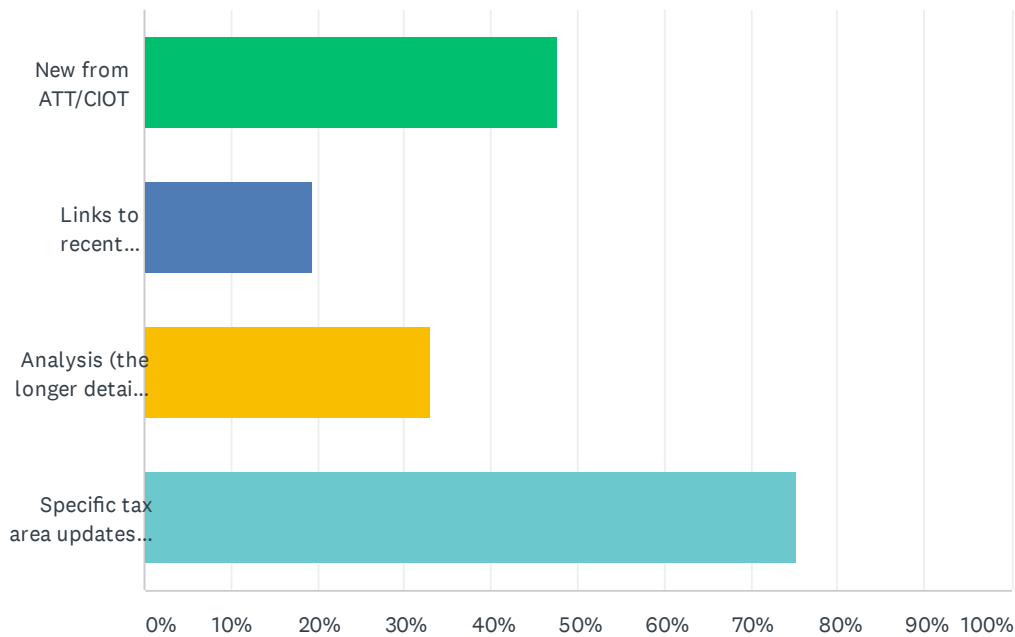
Answered: 1,372 Skipped: 239



ANSWER CHOICES	RESPONSES	
Very helpful	29.37%	403
Helpful	63.34%	869
Unhelpful	6.20%	85
Very unhelpful	1.09%	15
TOTAL		1,372

Q18 Which parts of the weekly email do you read often?[Please tick all that apply]

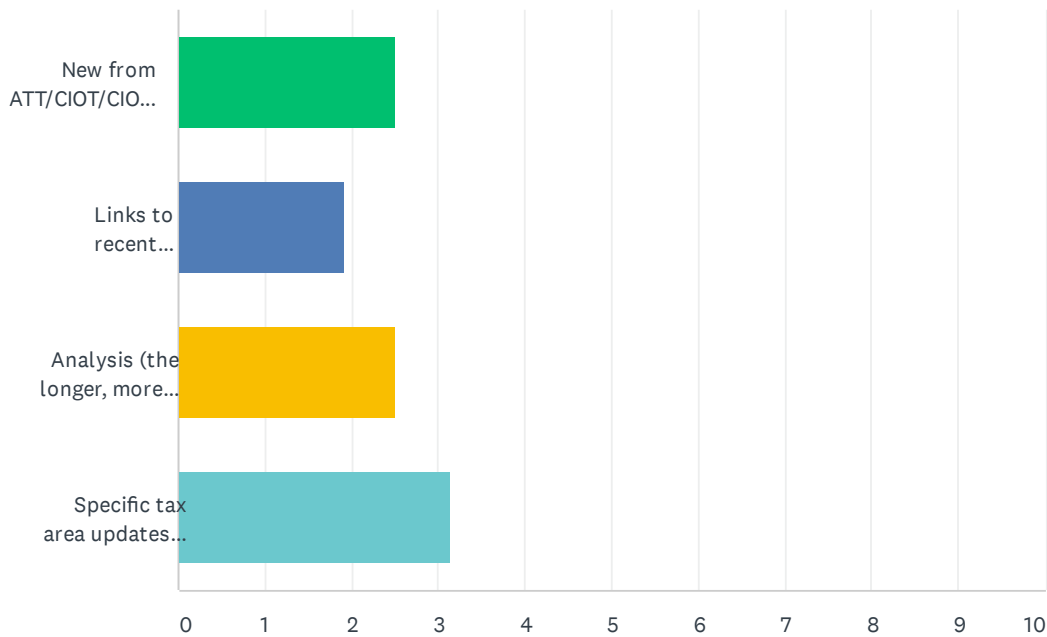
Answered: 1,340 Skipped: 271



ANSWER CHOICES	RESPONSES	
New from ATT/CIOT	47.61%	638
Links to recent submissions, media activity	19.55%	262
Analysis (the longer detailed article)	32.99%	442
Specific tax area updates (e.g. Management of Taxes, Income Tax: Business Profits, Company Tax etc.)	75.37%	1,010
Total Respondents: 1,340		

Q19 Which parts of the weekly email do you find most useful? Please rank below in order of usefulness (1 = most useful, 4 = least useful).

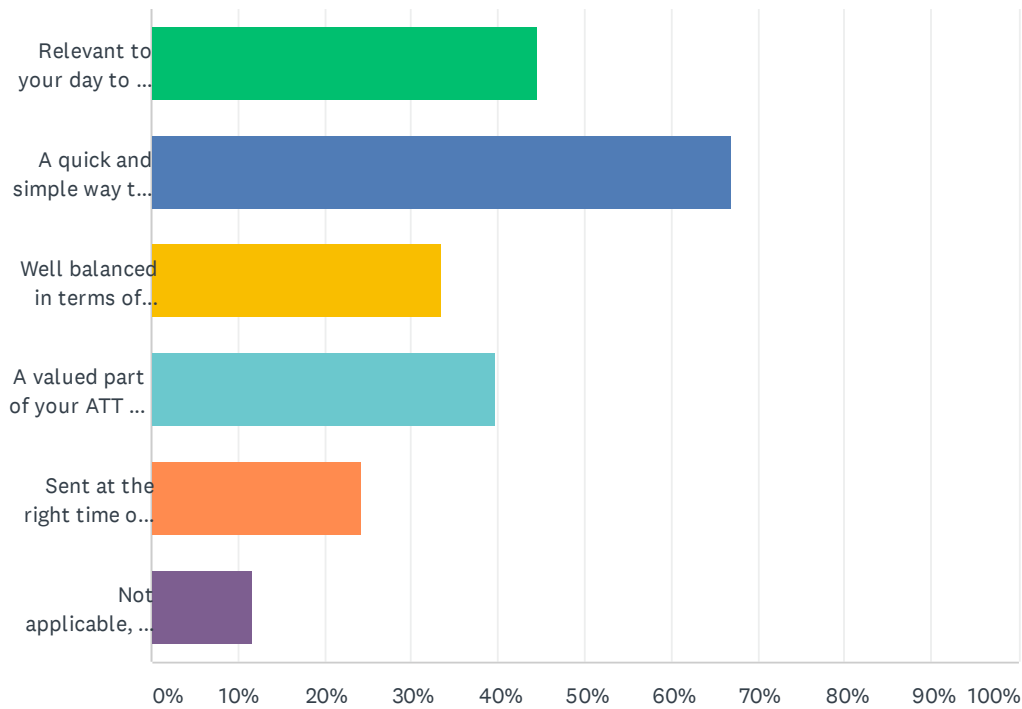
Answered: 1,310 Skipped: 301



	1	2	3	4	TOTAL	SCORE
New from ATT/CIOT/CIOT and ATT	28.64% 342	20.18% 241	24.29% 290	26.88% 321	1,194	2.51
Links to recent submissions, media activity	7.14% 85	19.40% 231	33.25% 396	40.22% 479	1,191	1.93
Analysis (the longer, more detailed article provided each week)	15.17% 181	37.80% 451	30.09% 359	16.93% 202	1,193	2.51
Specific tax area updates (e.g. Management of Taxes, Income Tax and Pensions, Company Tax etc.)	50.71% 645	24.29% 309	12.11% 154	12.89% 164	1,272	3.13

Q20 Do you feel that the weekly email is:[Please tick all that apply]

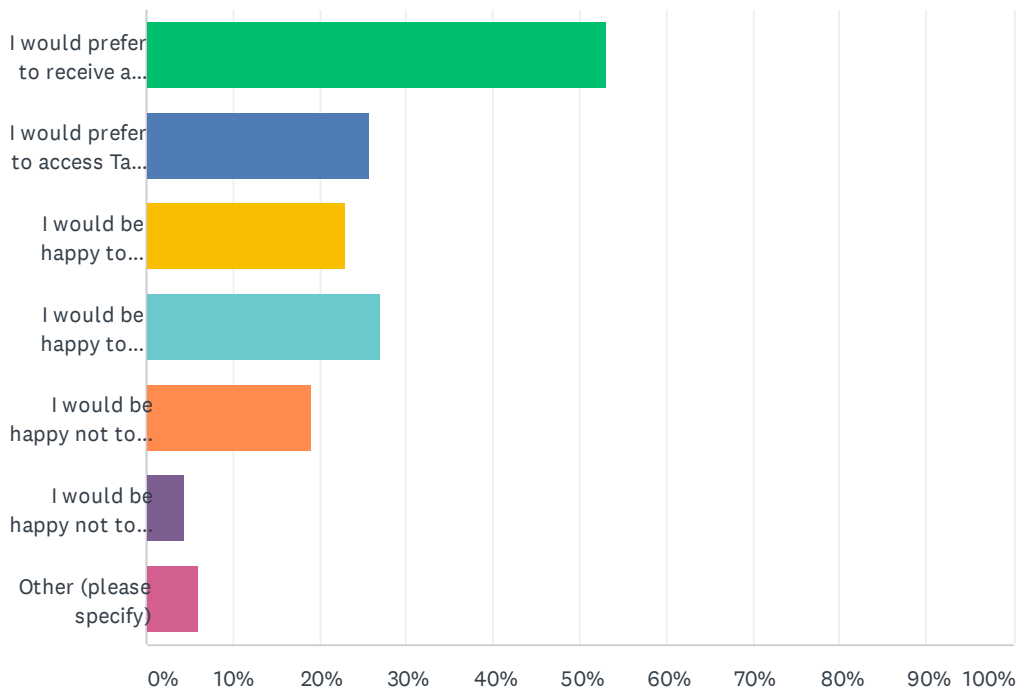
Answered: 1,393 Skipped: 218



ANSWER CHOICES	RESPONSES	
Relevant to your day to day work in tax	44.65%	622
A quick and simple way to keep up to date with current developments	66.91%	932
Well balanced in terms of content	33.52%	467
A valued part of your ATT / CIOT membership	39.70%	553
Sent at the right time of the week	24.34%	339
Not applicable, I don't read it	11.63%	162
Total Respondents: 1,393		

Q21 What are your views on the future provision of Tax Adviser?[Please tick as many as appropriate]

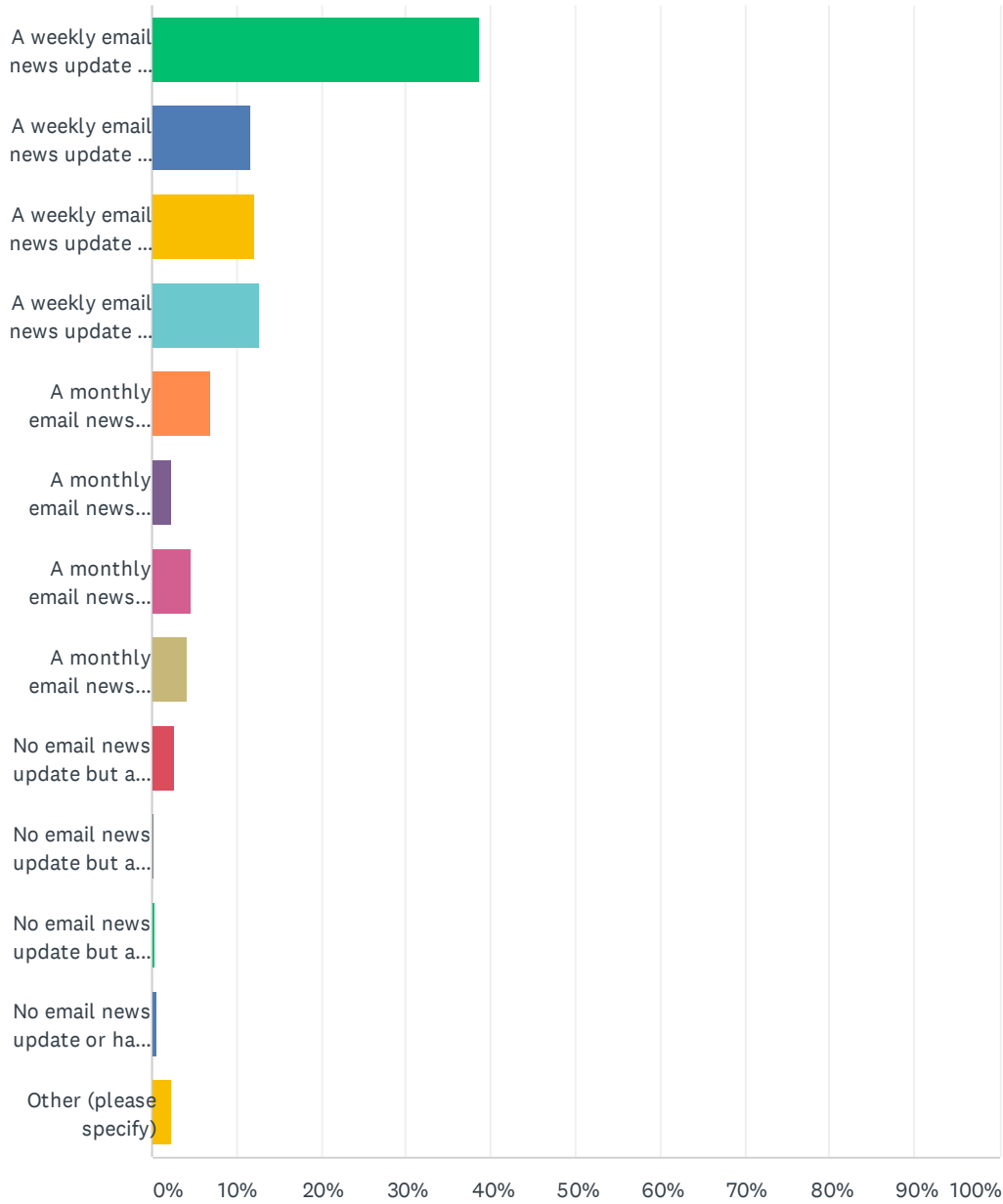
Answered: 1,440 Skipped: 171



ANSWER CHOICES	RESPONSES	
I would prefer to receive a printed copy of Tax Adviser every month	53.06%	764
I would prefer to access Tax Adviser online every month	25.69%	370
I would be happy to receive a hard copy bi-monthly magazine, with additional monthly content published online	22.99%	331
I would be happy to receive a hard copy quarterly magazine, with additional monthly content published online	27.01%	389
I would be happy not to receive a paper copy	18.96%	273
I would be happy not to have online access	4.38%	63
Other (please specify)	6.11%	88
Total Respondents: 1,440		

Q22 Looking at the provision of technical information generally (ie both Tax Adviser and the Friday CIOT/ATT News service), would your preference be to receive:[Please tick ONE]Note that all options include a monthly online issue on the Tax Adviser website.

Answered: 1,436 Skipped: 175



Tax Adviser - CIOT/ATT member survey

ANSWER CHOICES	RESPONSES	
A weekly email news update and a monthly hard copy magazine (as now)	38.79%	557
A weekly email news update and a bi-monthly hard copy magazine	11.70%	168
A weekly email news update and a quarterly hard copy magazine	12.05%	173
A weekly email news update but no hard copy magazine	12.74%	183
A monthly email news update and a monthly hard copy magazine	6.96%	100
A monthly email news update and a bi-monthly hard copy magazine	2.37%	34
A monthly email news update and a quarterly hard copy magazine	4.67%	67
A monthly email news update but no hard copy magazine	4.25%	61
No email news update but a monthly hard copy magazine	2.72%	39
No email news update but a bi-monthly hard copy magazine	0.28%	4
No email news update but a quarterly hard copy magazine	0.49%	7
No email news update or hard copy magazine	0.63%	9
Other (please specify)	2.37%	34
TOTAL		1,436

