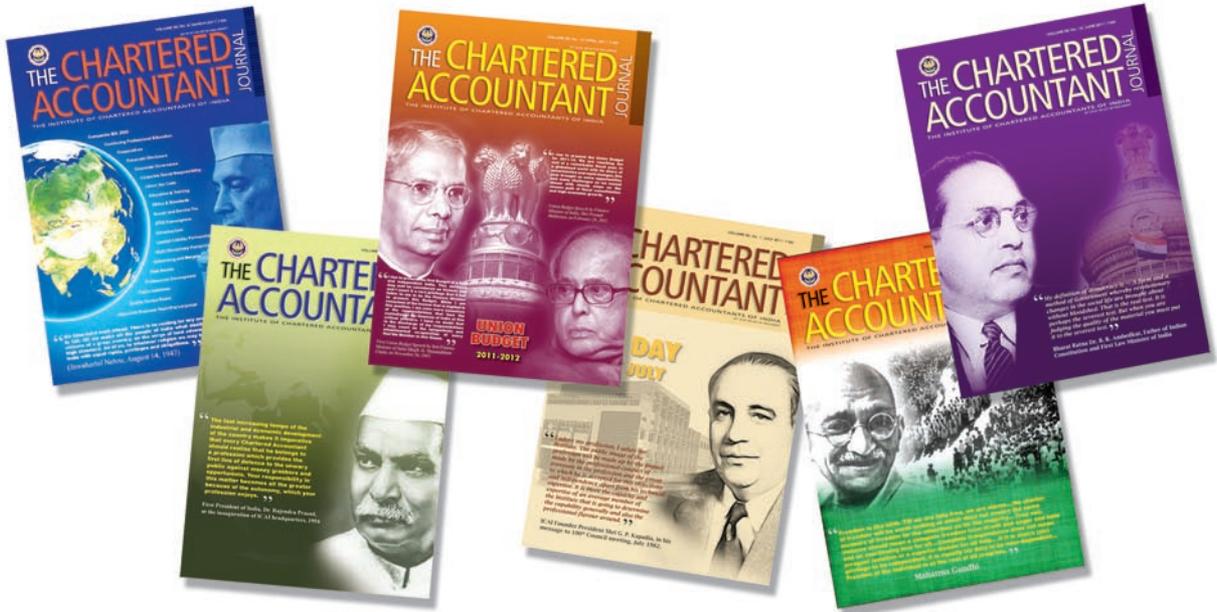


The Chartered Accountant Readership Survey 2011

Observations and Analyses



Carrying on with a tradition to collect the feedback of our devoted and ardent readers and to act upon them as and when guided by the Editorial Board (last feedback was collected in 2008), we had decided to collect your response again this year. We hosted the questionnaire for the *Readership Survey* on our website and, accordingly, informed about this hosting in our Journal for information of our readers. The Survey was available on the website for three months (2nd May, 2011 to 5th August, 2011) for response of our readers. We are happy to get the responses from 1,601 of our valued readers to the *Readership Survey*.

Here, we understand that when it comes to responding to a survey for providing feedback on services catered, a very small segment of the audience (one in hundreds or

thousands) takes time and efforts and responds, which obviously also means that a single response represents the views and opinions of hundreds or, probably, thousands of the targeted audience.

Here, we take this opportunity to present some observations and analyses based on your valuable feedback against the questionnaire of the Readership Survey for your information:

1. **Reading Habit of Readers:** Most of the readers (56.7%) say that they read our Journal regularly and 28.7% readers say that they read somewhat regularly. Only 14.6% say they read the Journal occasionally.
2. **Archiving Value of Journal:** Our Journal has been known to be of archiving value, as the fraternity of the accountancy profession have time and again expressed that the writings published in the Journal

are not time- and age-bound. We are happy to learn that most of our readers (73.8%) say that they like to preserve the Journal. While 18.9% say that they preserve it only at times, only 7.3% readers do not like to preserve.

3. **Content Quality of Journal:** Readability of a magazine or a journal depends mostly on the content type and its quality. Most (53%) of the readers rate the content quality of the Journal as either excellent or very good with respect to its *relevance to accountancy profession*. While 37.2% of the respondents find it good, only 9.8% rate it as poor or average. Most of readers (57.7%) rate the content quality of the Journal as either excellent or very good with respect to *its language and presentation*. While 31.9% of the respondents find the language

and presentation good, only 10.4% find it average or poor.

4. **Most-Liked Features:** While the features/sections *From the President* (President Page) and *Accounting* are rated as top-preferred features/sections of the Journal by 14.5% readers each (out of 33 columns presented to be rated), the feature/section *Circular/Notifications* is the next preferred choice for our (13.2%) readers. Next preferred slot is jointly shared by the features *Legal Decisions* and *Taxation* (by 7.4% readers each). Editorial is the next most liked feature.
5. **Least-Liked Features:** *While the Photographs* section is rated as the least liked feature/section of the Journal by 14.5% readers (out of 33 columns), the features/sections *Classifieds* and *General/Health* are the next two least liked ones by 12.2% and 6.2% readers respectively. *Standards/EDs* is the next least-liked section voted by 5.5% readers, while *Book-Review*, *Accountant's Browser* and *Women in Accountancy* came on the next slot (rated by 4.2% readers for each of the sections).
6. **Scope of New Features:** *Career/Opportunities* and *Soft Skills* are the choices our readers have expressed as features/sections to be introduced in the Journal with 50.7% and 35.4% votes respectively. While only 6.0% readers wish to get information and updates about *Members Abroad*, some have expressed their wish about introduction of columns like *case study*, *practical aspects about profession and empanelment*.
7. **Area and Scope of Improvement:** Most of our readers (35.5%) want an improvement in the area of latest updates, national as well as international. However, 23.4% readers want the coverage of the Journal to become better, and 16.8% want the relevance of the issues taken up in the Journal to

be more focused. Some of our readers (10.0%) also want the design and presentation in the Journal to be improved.

8. **Other Reference Choices for Professional Updates:** Most of the readers refer to *Chartered Accountant Practice Journal* and *Chartered Secretary* for their professional updates as their secondary choices. However, rest of the readers showed their inclination to consult *Service Tax Today*, *Harvard Business Review* and *Journal of Accountancy (AICPA)* too for the same.
9. **Layout of Journal:** Plan or design of laying out of various sections and features in a journal or magazine plays a major role in sustenance and upkeep of the interest of our readers while reading, and about half of our readers (49.6%) rate the present layout of the Journal as either excellent or very good. As many as 37.8% of the readers rate the layout of the Journal as 'good' while 12.6% of the readers want us to improve the layout of the Journal further.
10. **Graphics in Journal:** Graphics including photographs and simulated pictures is an important aspect of the design, which not only breaks the monotony and provides breathing space but also aids to the comprehension and sharpening of the writings of the authors. About half of the readers (47.4%) always find the graphics interesting and useful. Only 9.7% readers rate the present system of graphics as useless, while 42.9% readers maintain that the graphics in the Journal are interesting and useful at times.
11. **Advertisements in Journal:** Advertisements in a publication not only play an important role in supporting economy of the press but are also regarded as useful source of information besides being an indicator of the popularity of the publication. Our valuable readers must be aware that the

Editorial Board of the Journal has formulated and maintained a reader-friendly and professionally-focused policy regarding advertisements in our Journal. As a result, about 35.7% readers find the advertisements interesting and useful. Only 17.2% readers deny such a tag to the advertisements published in our Journal. Rest of our readers (47.1%) finds the advertisement useful and interesting only at times.

About 74.5% readers express that there should not be any more advertisements in the Journal. However, rest of the readers feel there should be more advertisements of the *recruitment*, *education* and *service sectors*.

12. **Delivery of Journal:** Any communication loses its meaning and relevance if it does not reach its readers or listeners in time. We have maintained a strict timeline with regard to delivery of our Journal to our subscribers keeping its importance in mind. It is not surprising that most of our readers (61.5%) are of the view that the Journal is delivered timely. Only 21.2% readers express that they are not getting the Journal timely, while 17.3% say they get the Journal timely but only at times.

Taking indications from the feedback of our valued readers, the Editorial Board will be more than keen to introduce and initiate steps to improve the relevance, reliability and readership of our esteemed journal, *The Chartered Accountant*. Facts (observation and analyses) along with the concerned recommendations will be presented before the members of the Board for their consideration and suggestions. Implementation and concerned action as expressed and suggested will follow soon to complete the process and make the Journal more relevant and effective.

-Editor