

# Acuity Survey – Member Insights Panel

**Dates run**  
22 Feb – 8 March 2021

**Participation**  
875 respondents

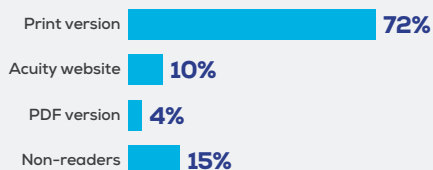
**Objective**  
Gather member satisfaction levels of the Chartered Accountants ANZ (CA ANZ) Acuity magazine, along with the awareness of the various Acuity platforms (podcasts, online flipbook and social media pages). We want to gather feedback from members to understand what topics they enjoy reading, don't enjoy reading, and what they want to see more of in Acuity.

## Key findings

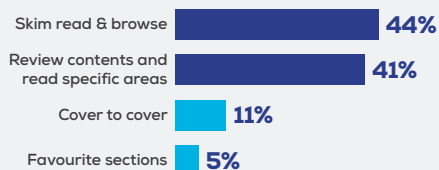
### Members enjoy reading Acuity, and prefer to read the print version

Print is still preferred, with 42% of members stated they would not continue to read it if the magazine were only available digitally. Members are regularly reading Acuity with 3 of 4 members reading 4 or more issues annually.

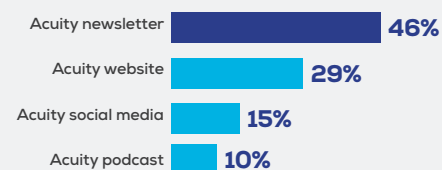
#### Main readership channel



#### Main style of reading



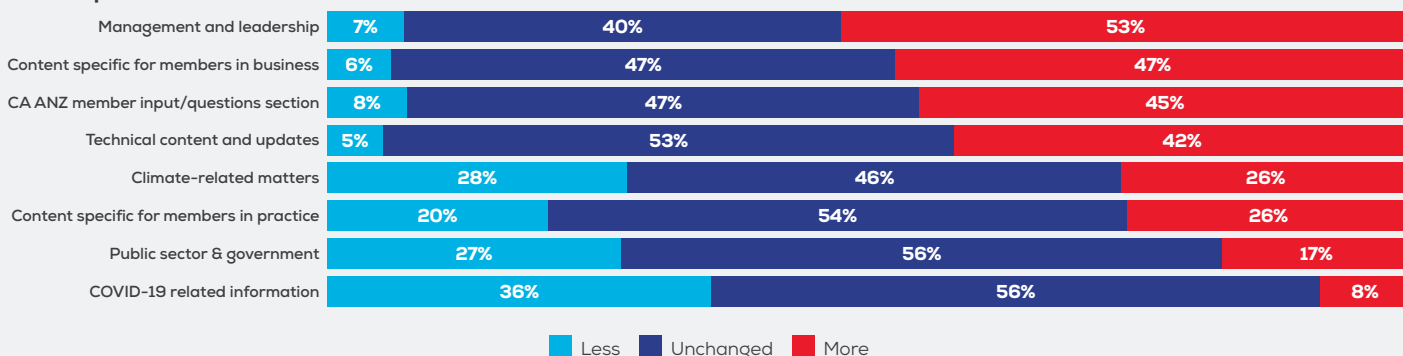
#### Main readership channel



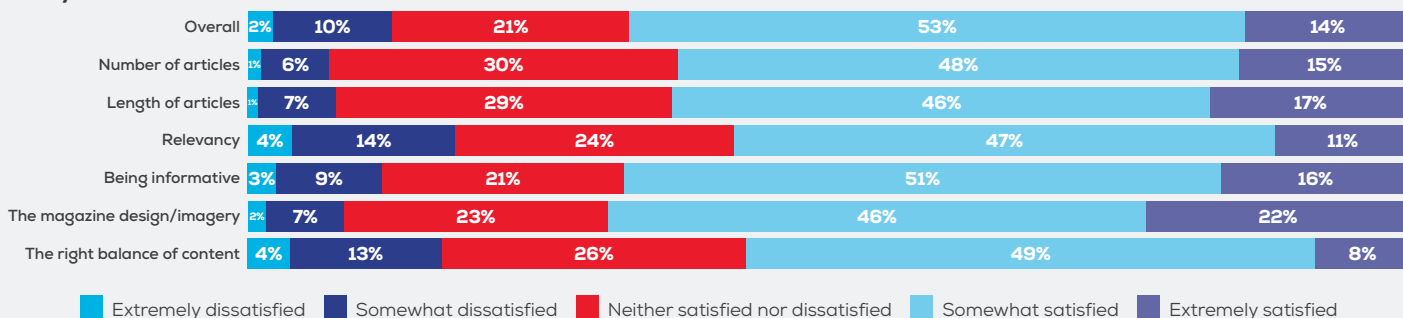
### Members feel Acuity offers a variety of benefits

Three quarters of members stated Acuity adds value to their CA ANZ membership, while two thirds have stated that Acuity makes them feel more connected to CA ANZ.

#### Content preferences



#### Acuity satisfaction over last 12 months



## Action points

### Relevance of Acuity content

Acuity's mission is to create great content to support our strategic and career directions for each member segment. Great content evolves and the feedback from this survey will help us develop more world class articles and features.

