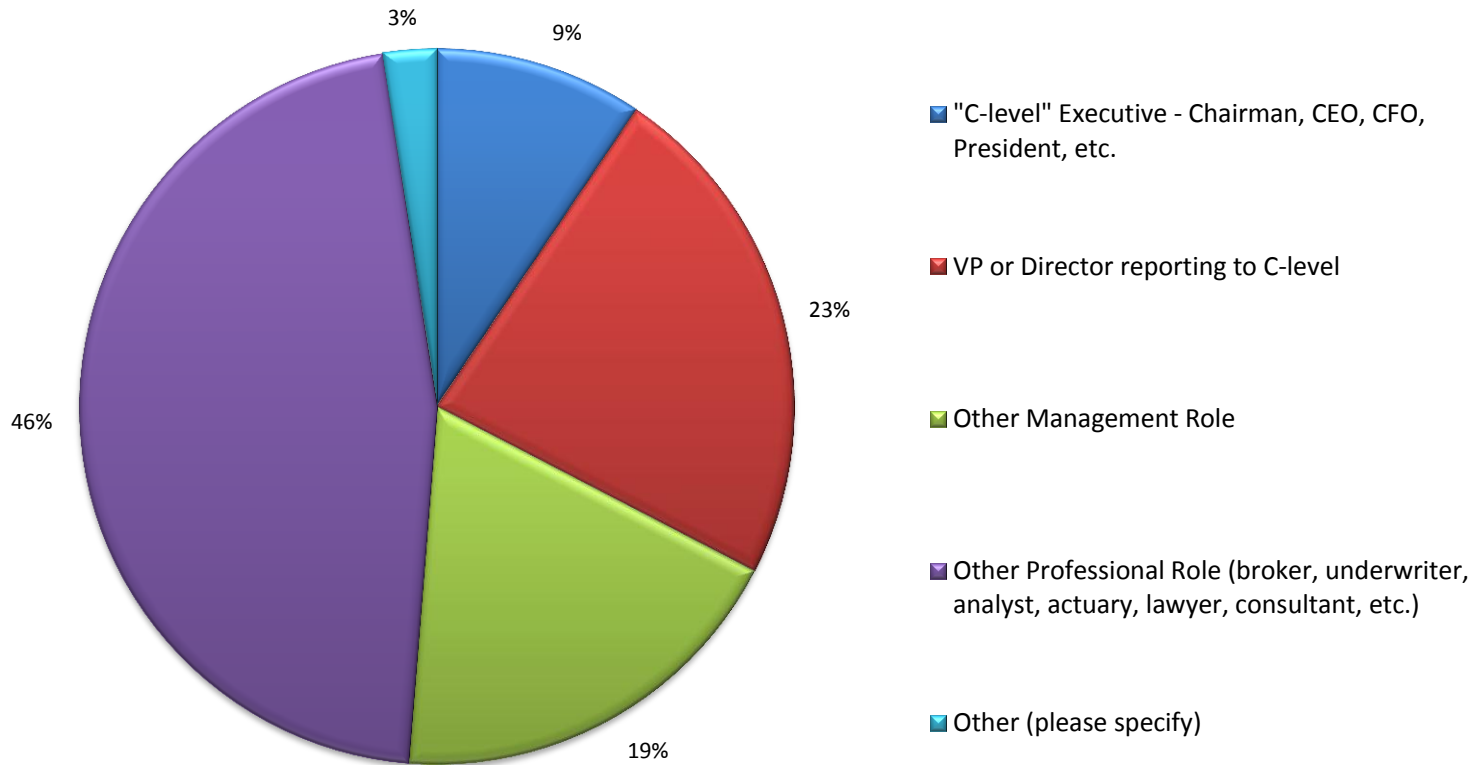


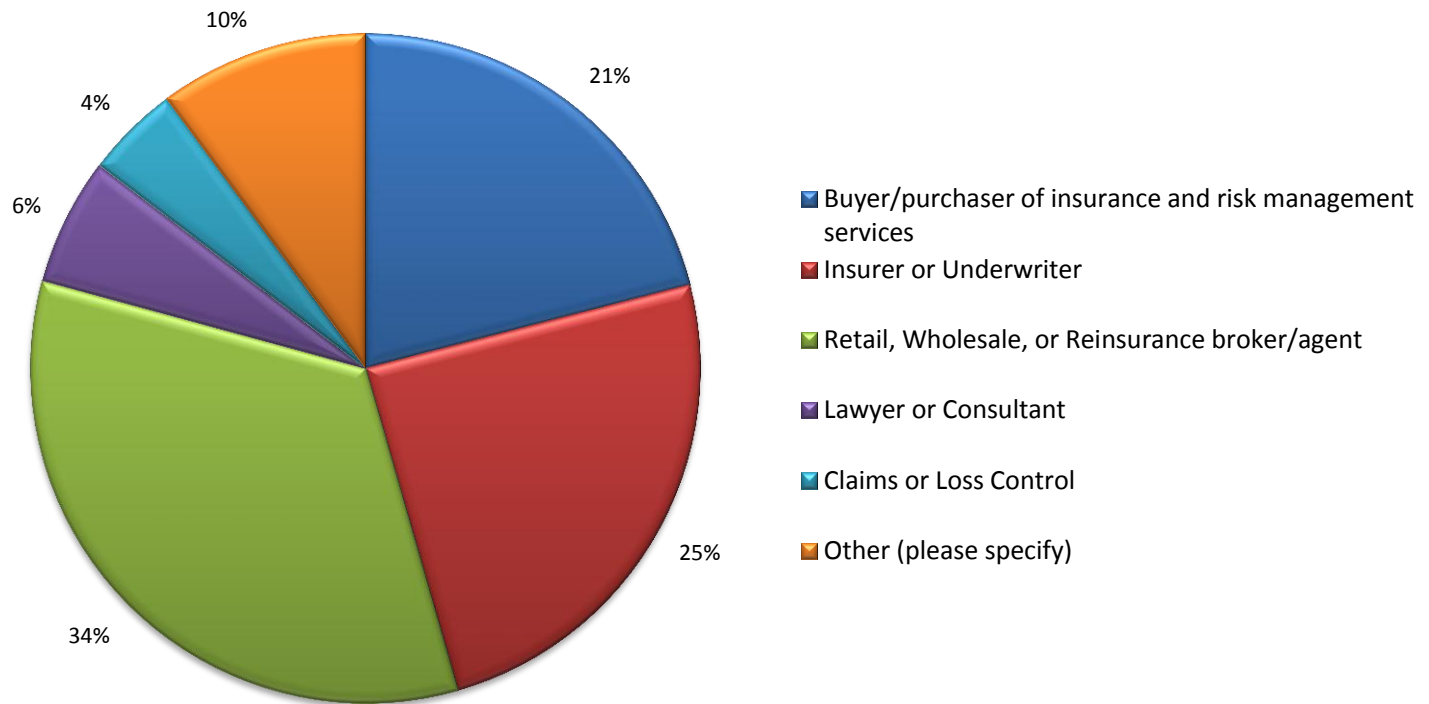


FPN Readership Study
October 2011

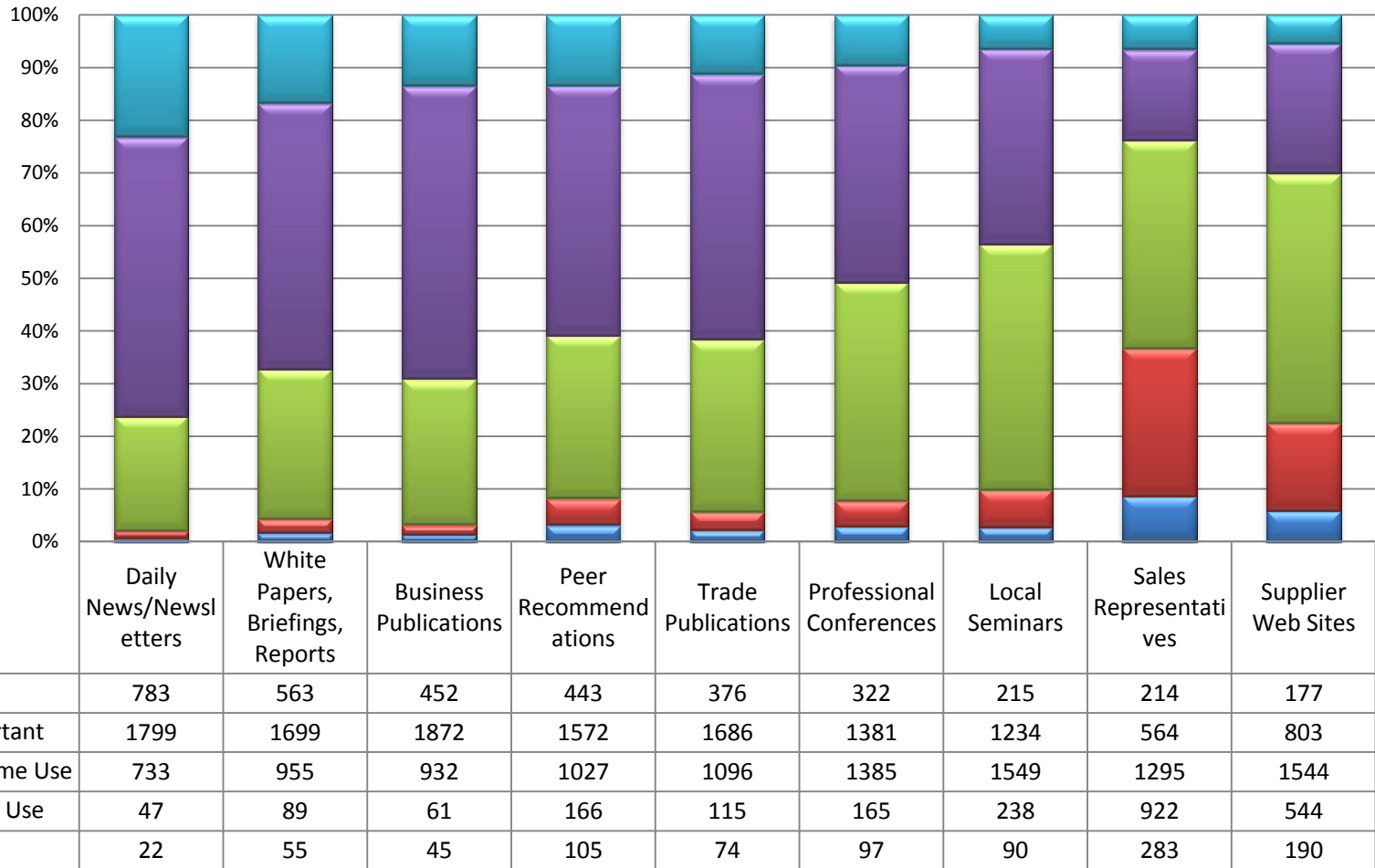
What is your position within your organization?



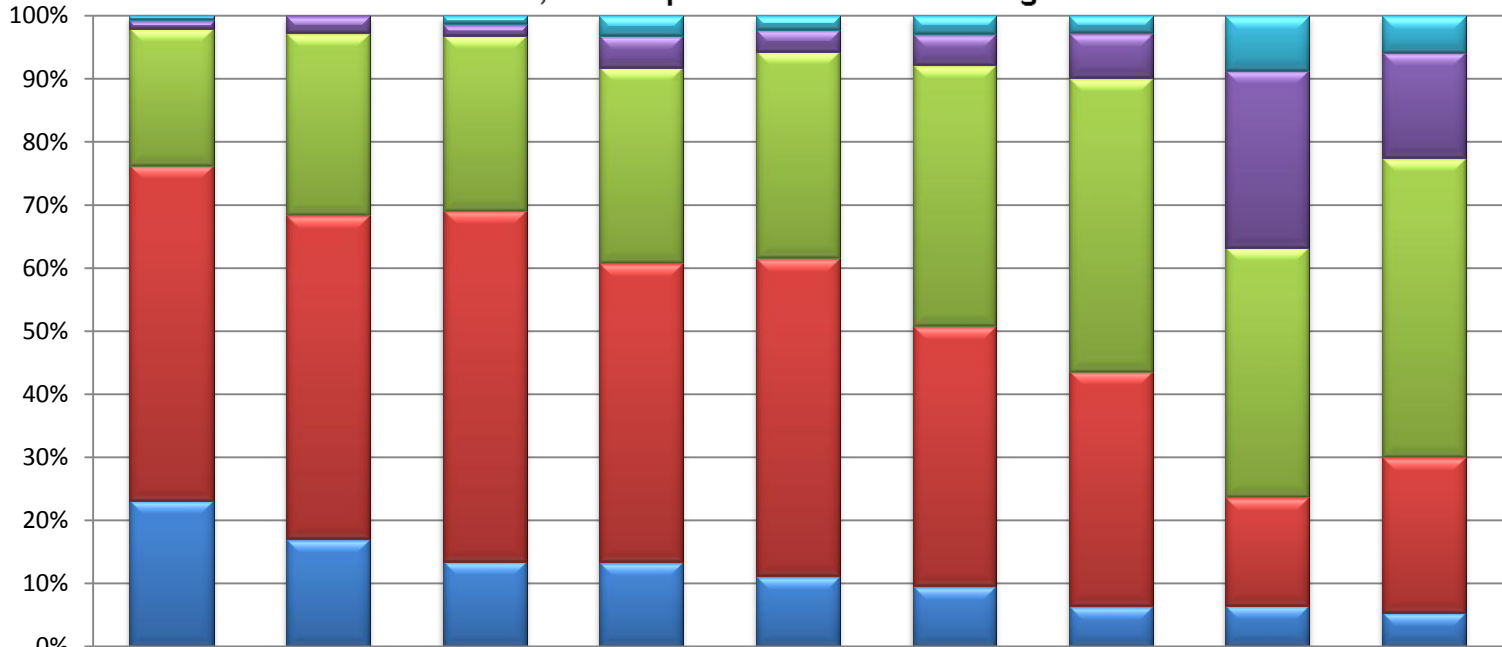
Which of the following best describes your role in the insurance/risk management process?



In this role, how important are the following resources:



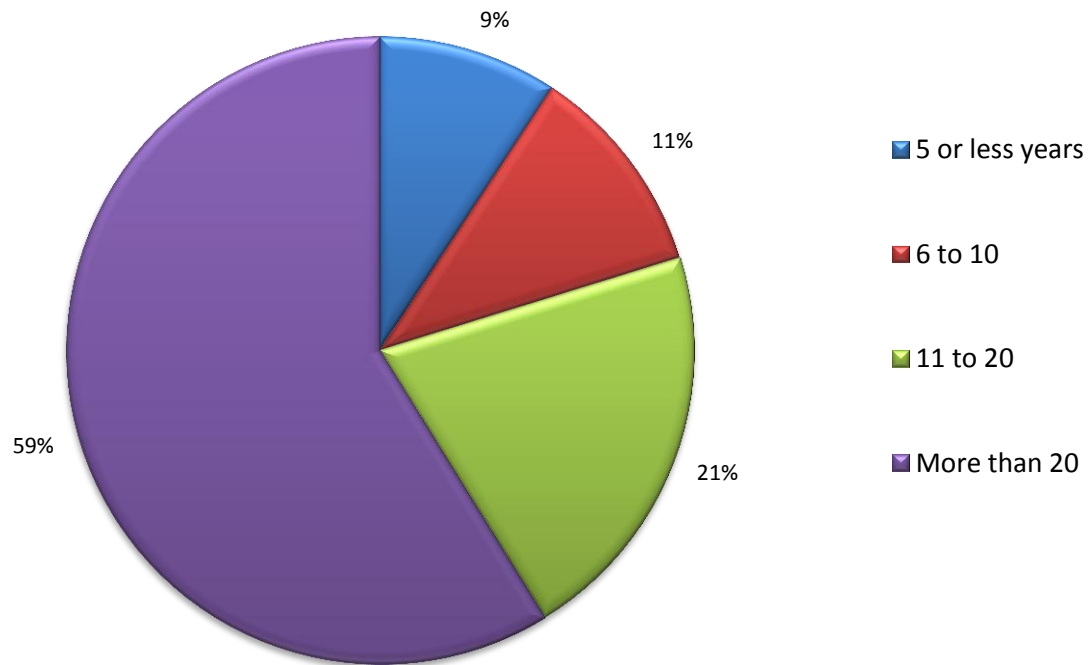
In this role, how important are the following resources:



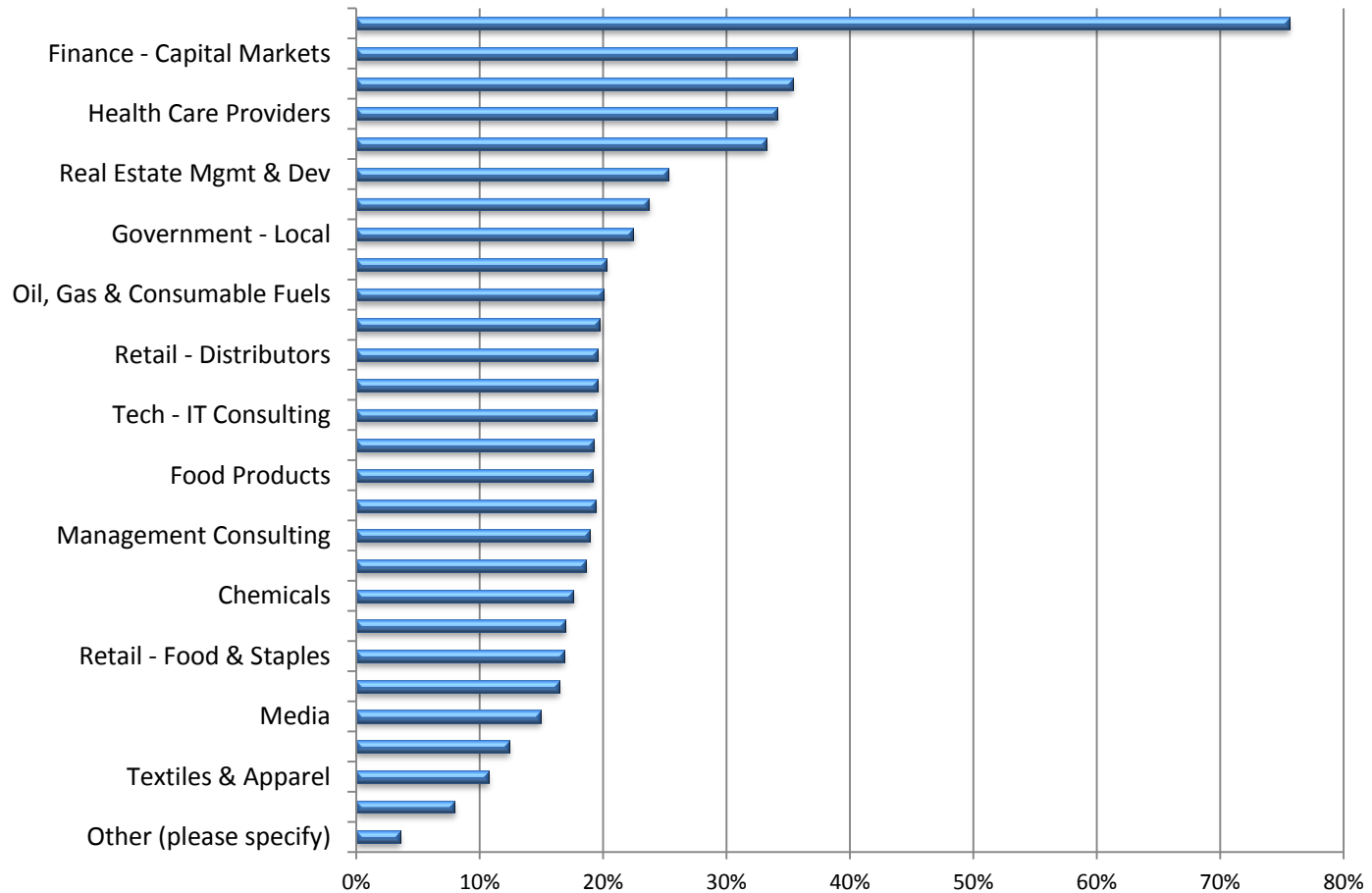
	Daily News/Newsletters	White Papers, Briefings, Reports	Business Publications	Peer Recommendations	Trade Publications	Professional Conferences	Local Seminars	Sales Representatives	Supplier Web Sites
■ N/A	22		45	105	74	97	90	283	190
■ Of No Use	47	89	61	166	115	165	238	922	544
■ Of Some Use	733	955	932	1027	1096	1385	1549	1295	1544
■ Important	1799	1699	1872	1572	1686	1381	1234	564	803
■ Vital	783	563	452	443	376	322	215	214	177



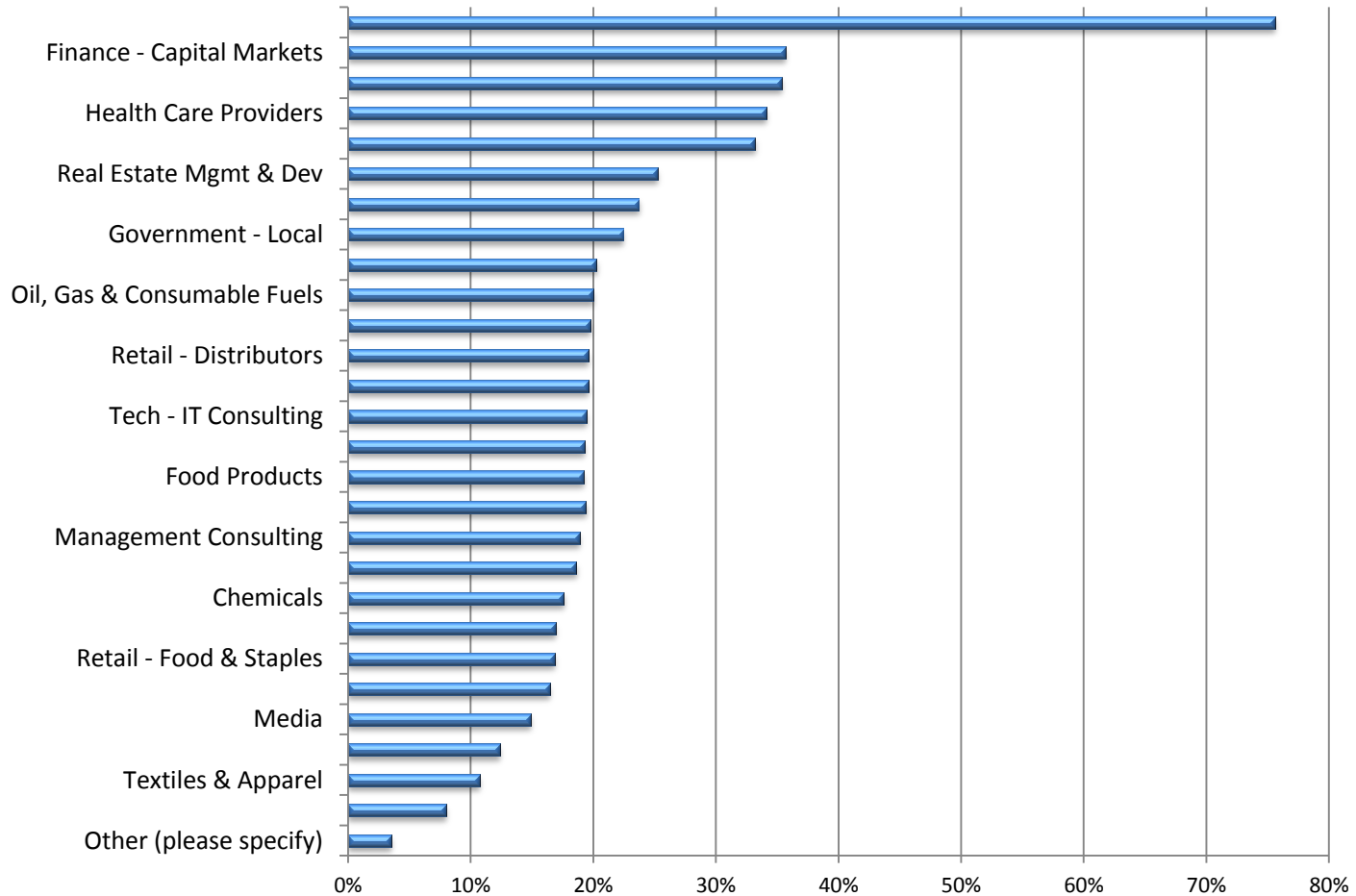
About how many years of experience do you have in risk management and insurance?



Which of the following industry sectors are important to you in your job?

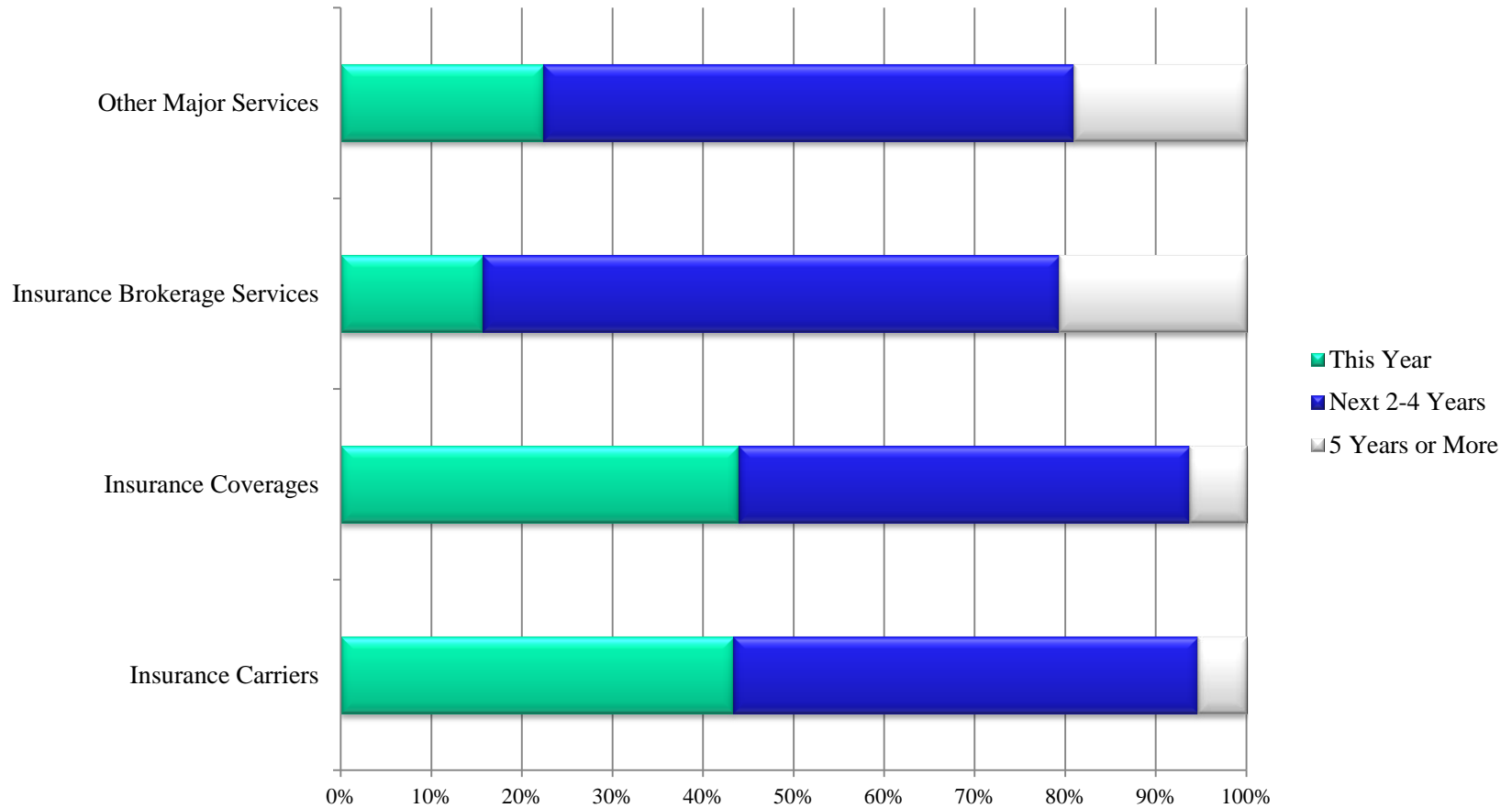


Which of the following industry sectors are important to you in your job?



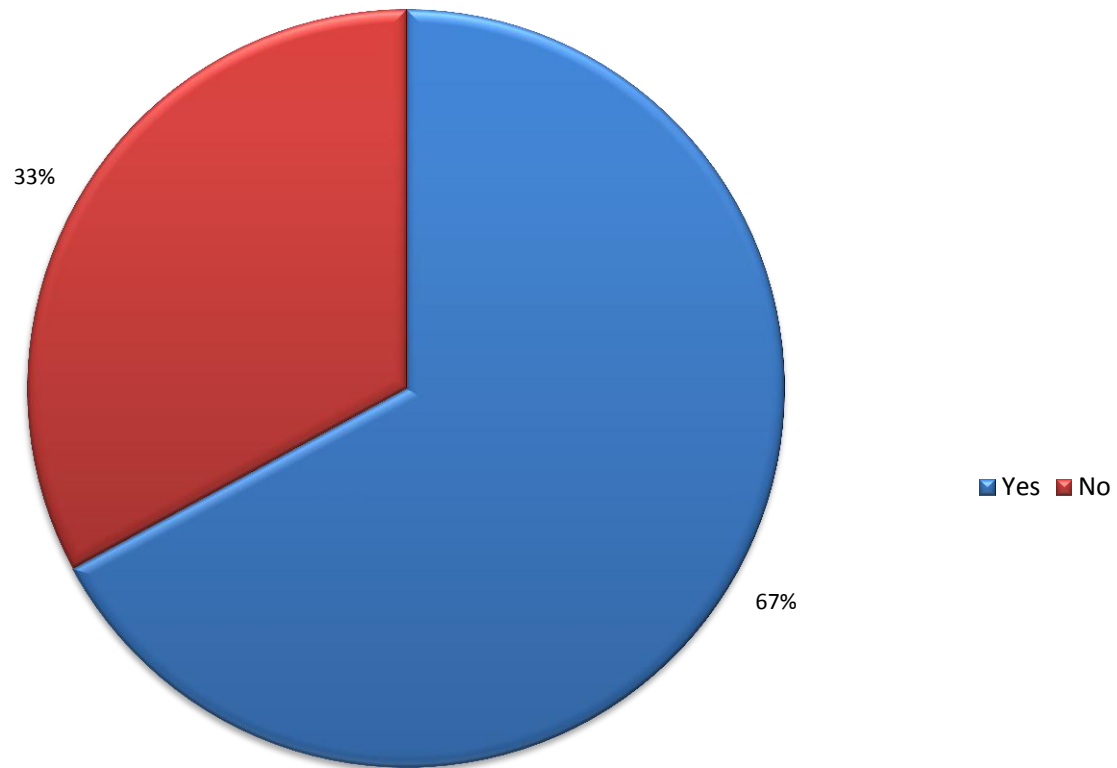


Are you considering going out to bid for:



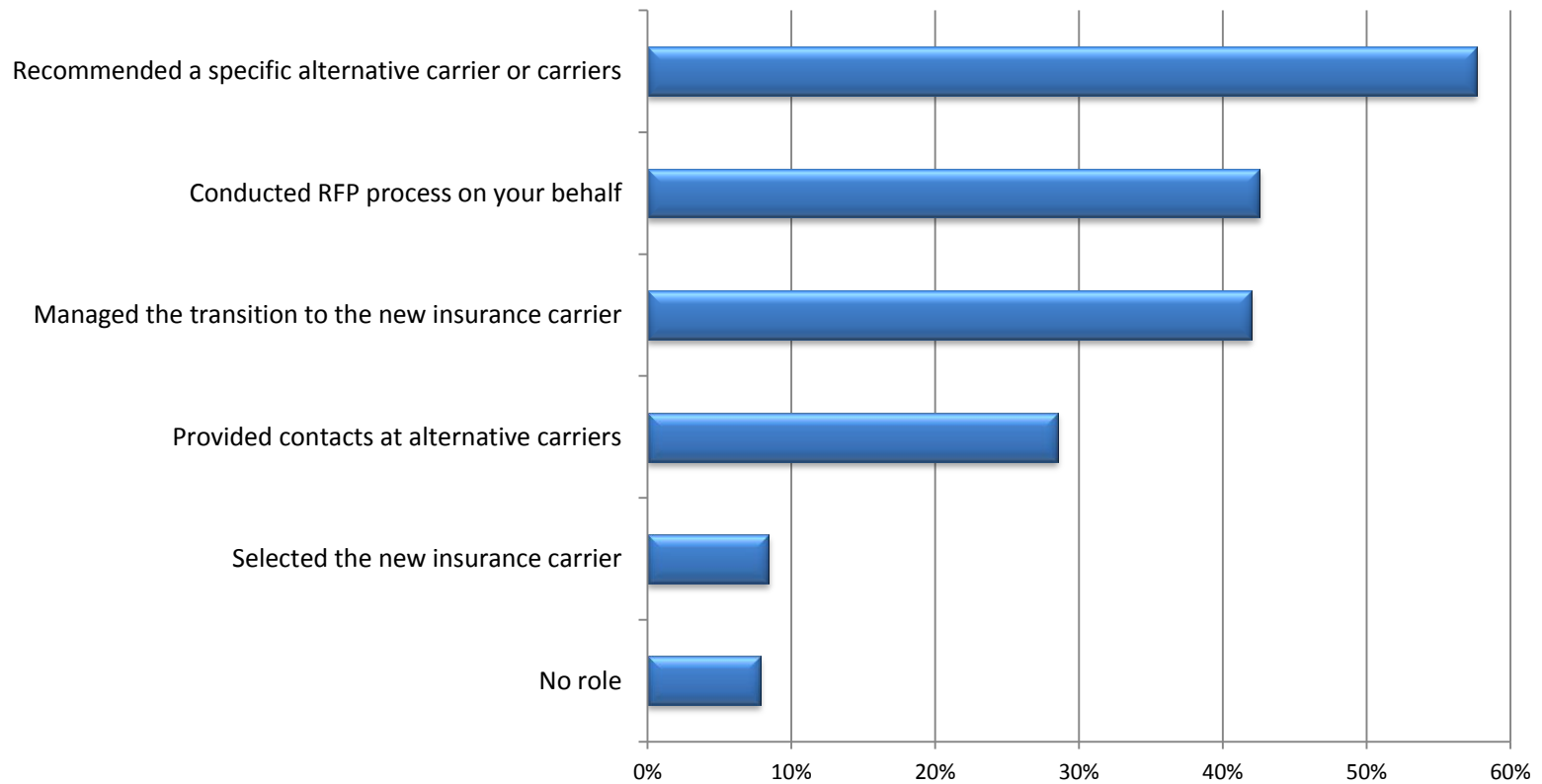


Have you switched carriers in the past 5 years?



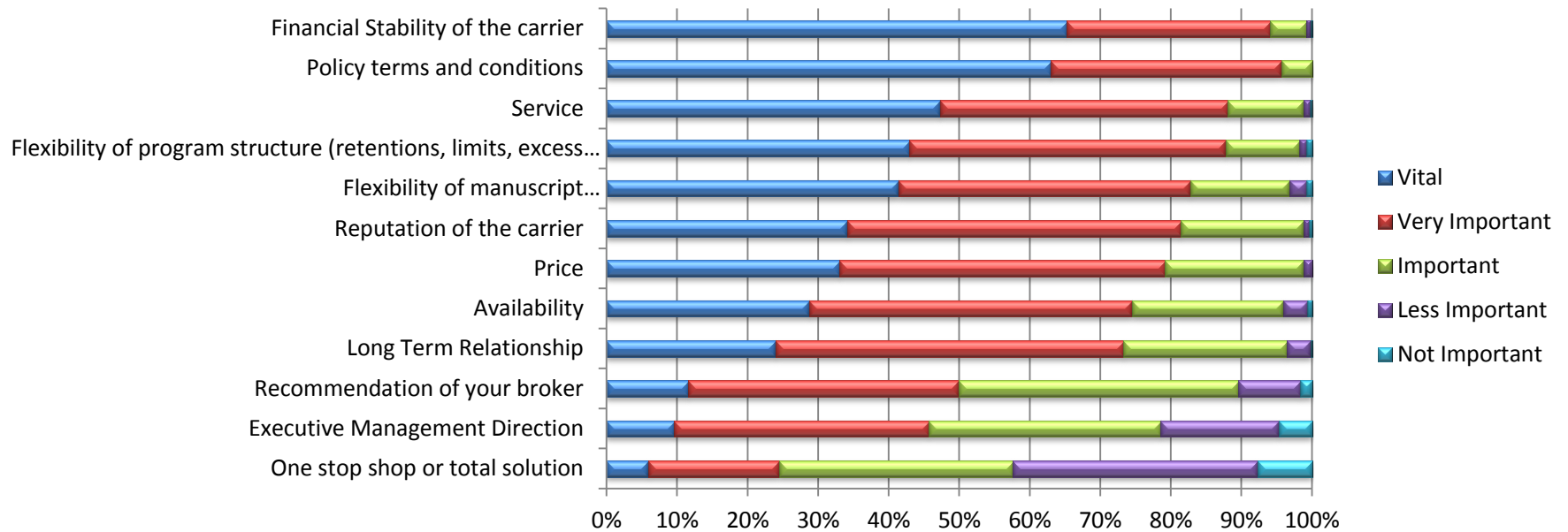


What role, if any, did your broker play in the marketing of your insurance program?

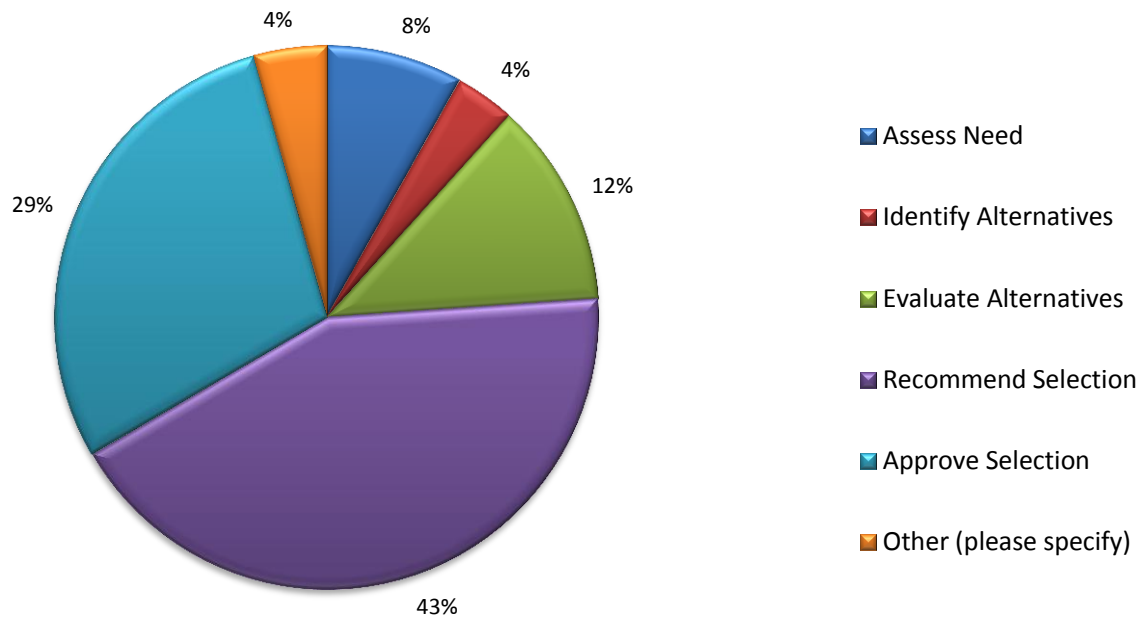




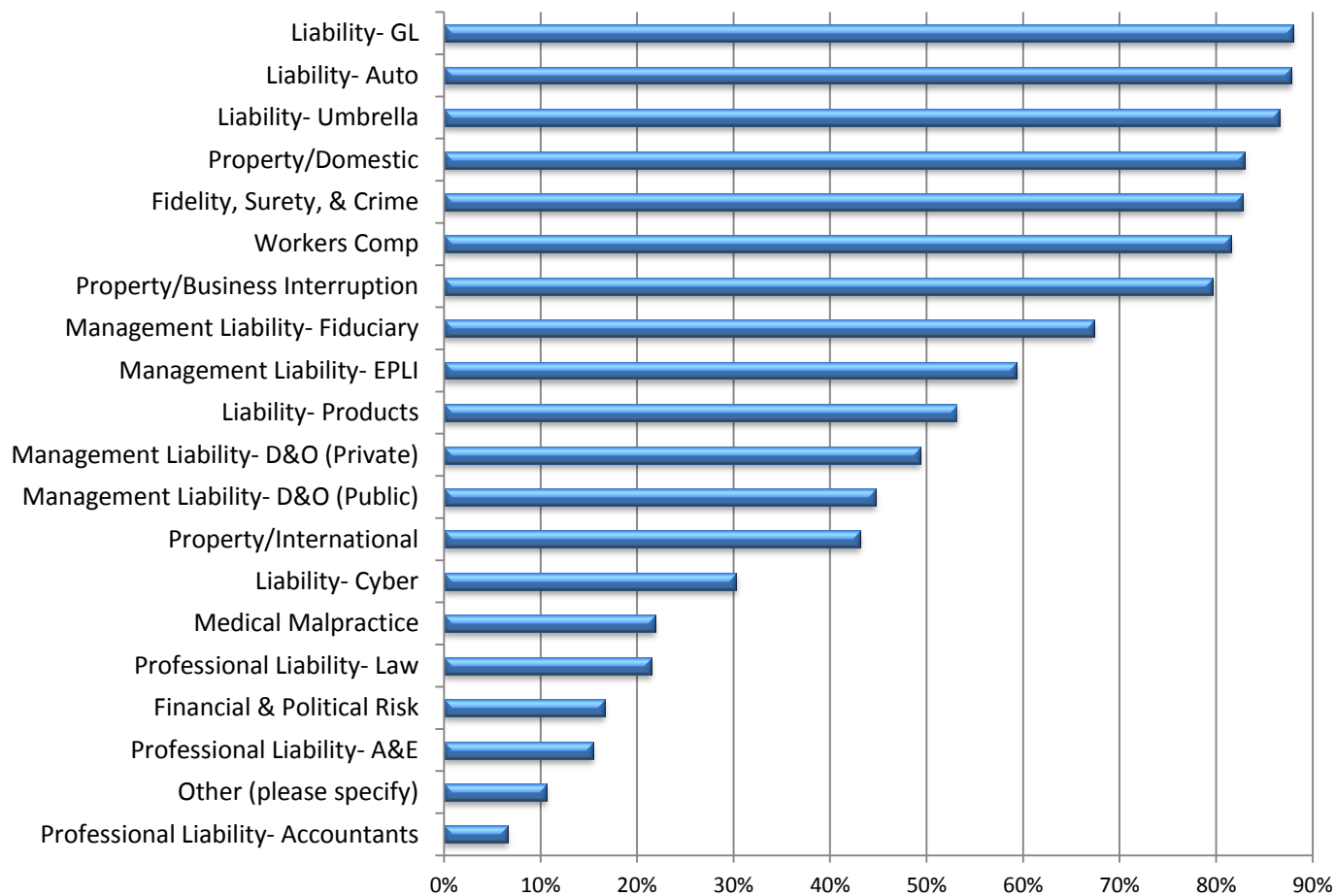
Please rank the most important factors in your selection or retention of insurance carriers.



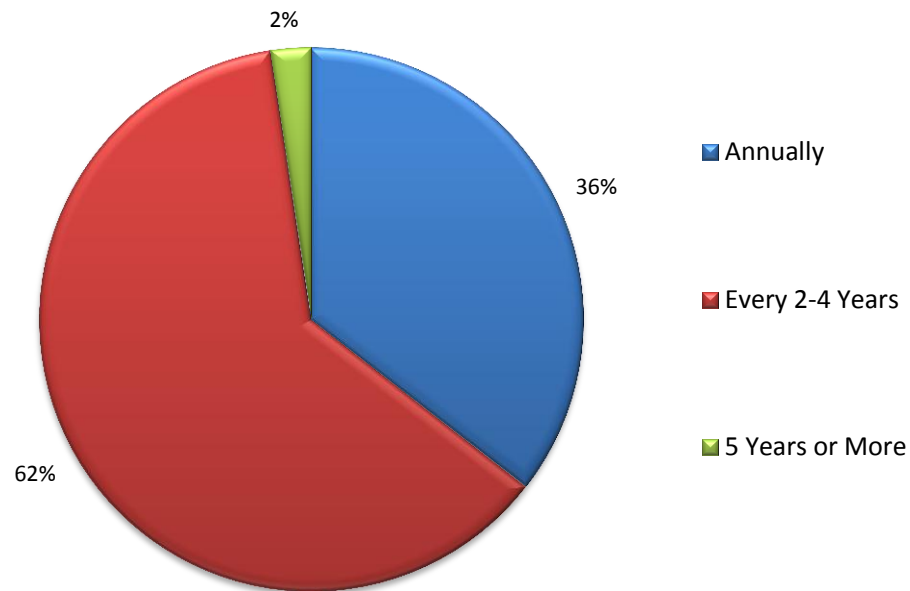
What is your principal role in purchasing decisions regarding carriers, brokers, and other service suppliers?



Of the following coverages, please indicate which your company purchases?

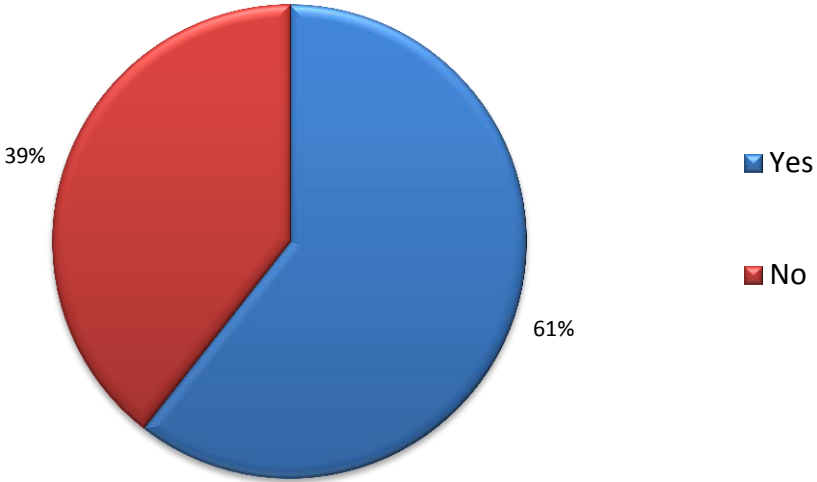


In general, how often do you market your clients' insurance programs?

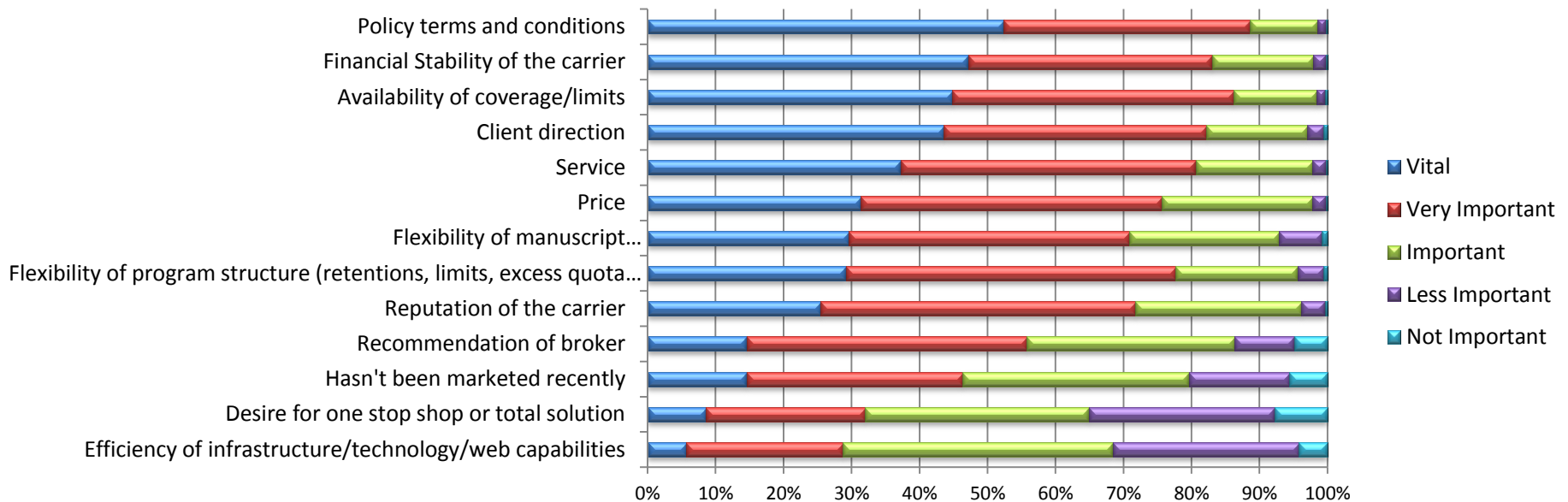




In recent years, have you been marketing your client' programs more frequently?

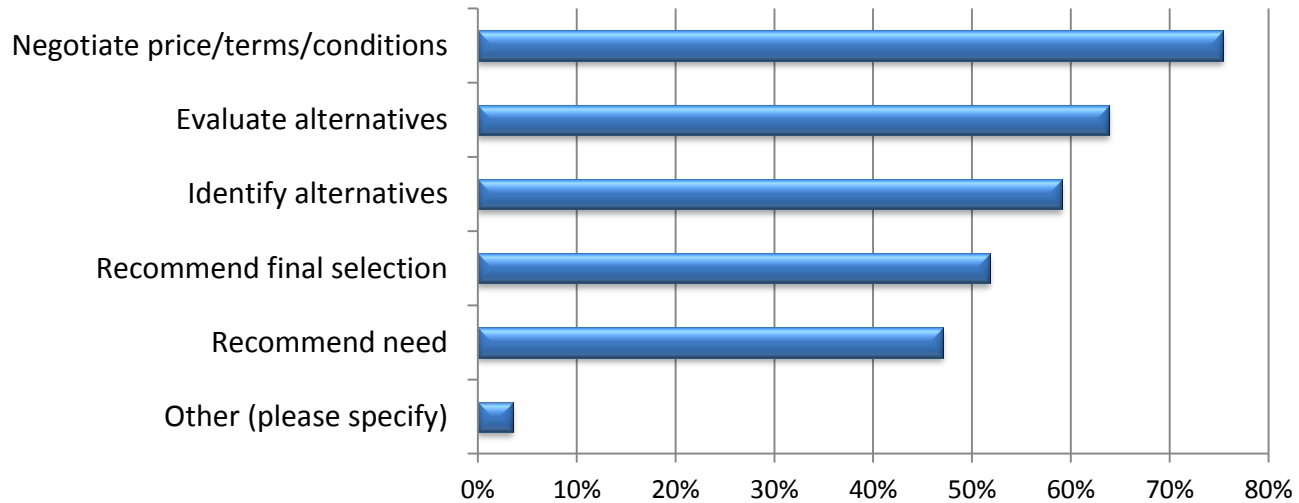


What factors typically prompt you to recommend that a client market their insurance program?

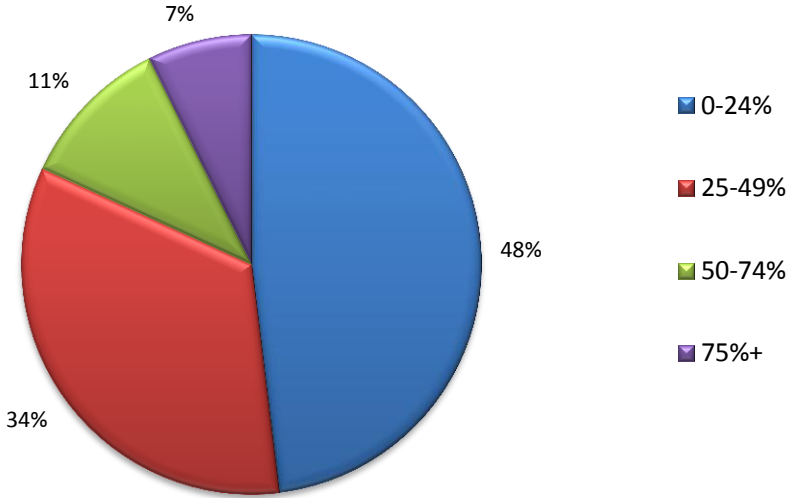




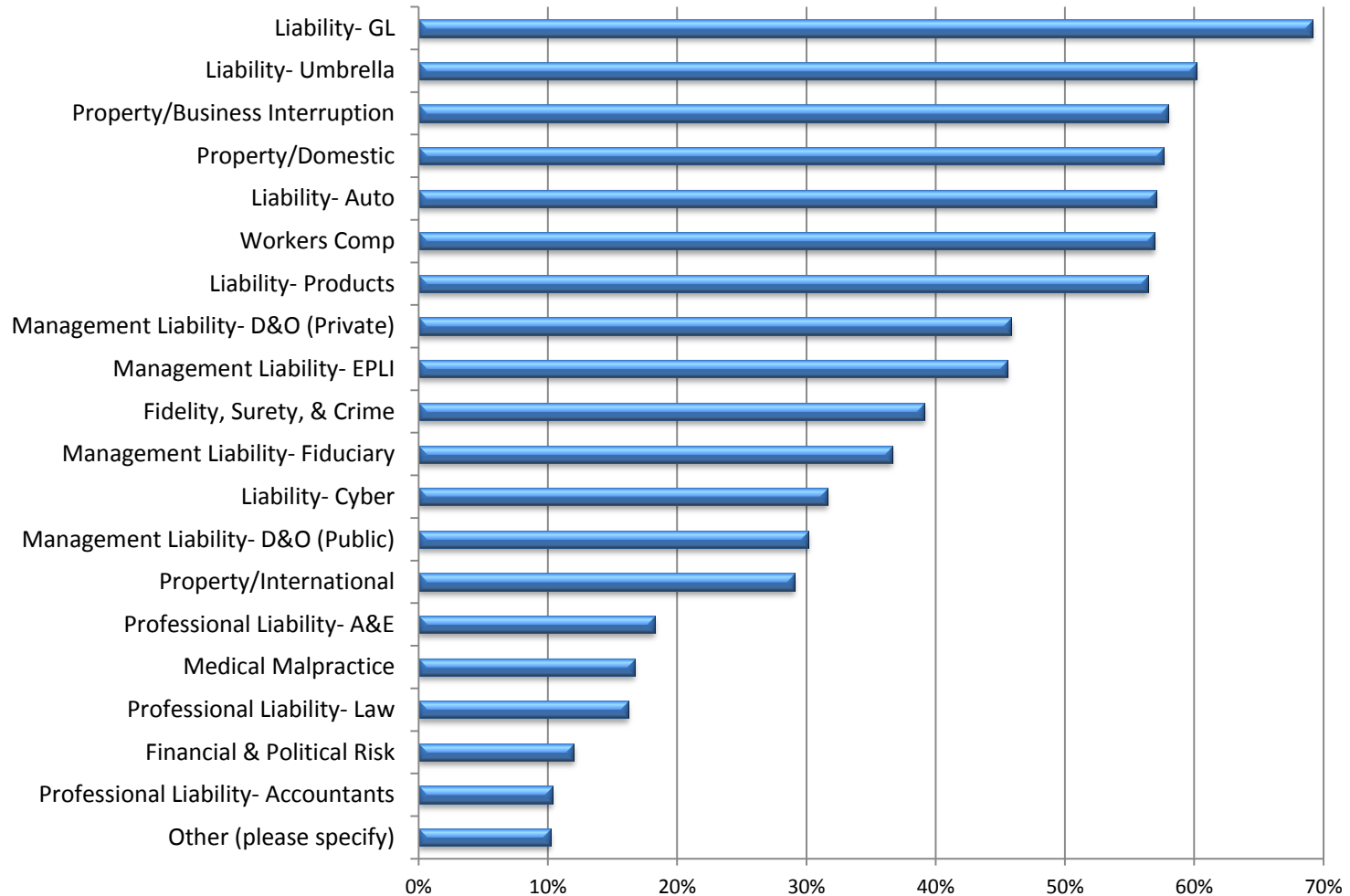
What is your principal role in your clients' decisions regarding carriers (and other service suppliers)?



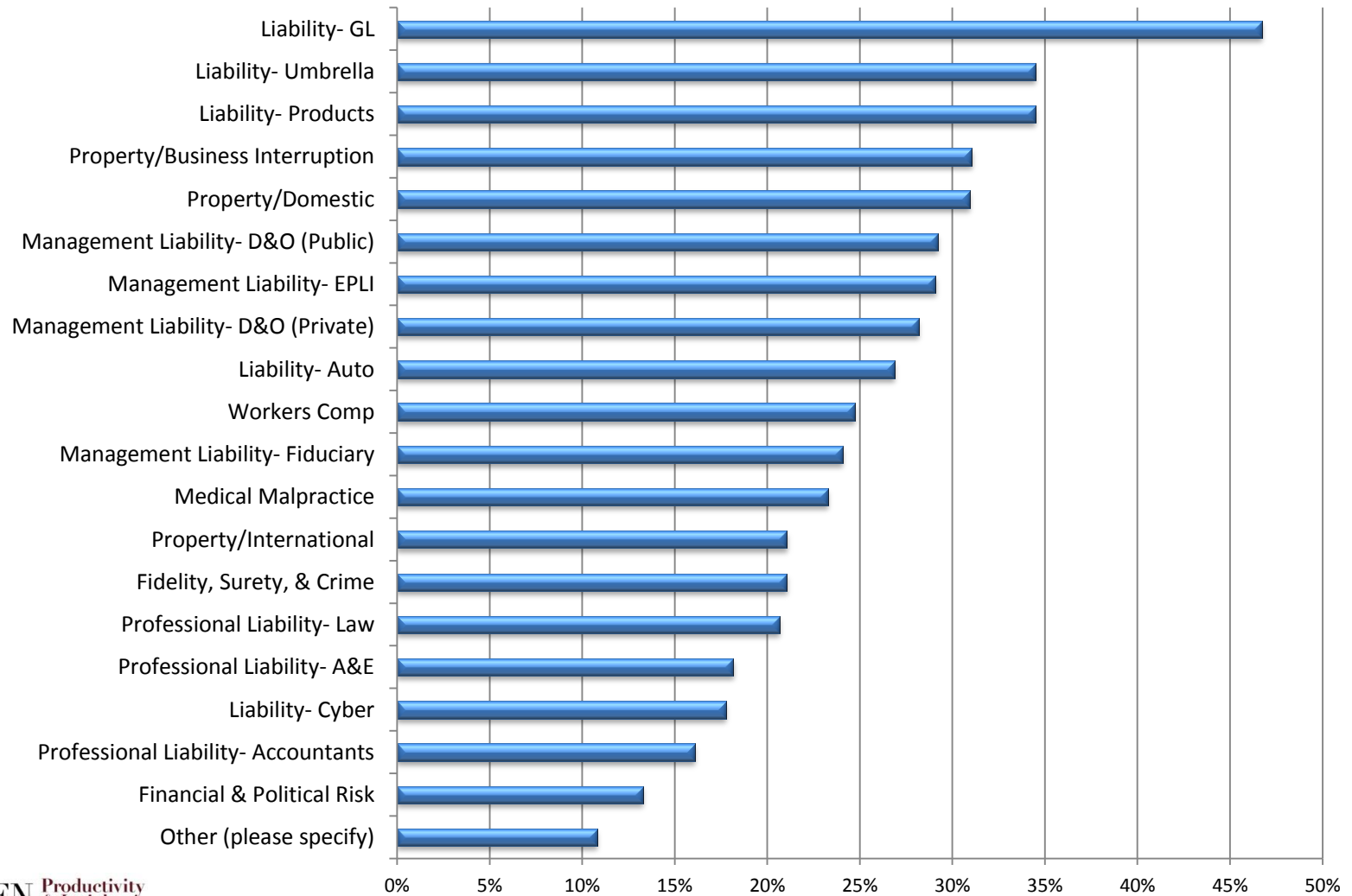
After marketing their program, what % of your clients actually switch insurance carriers?



Of the following coverages, please indicate which ones you focus on?

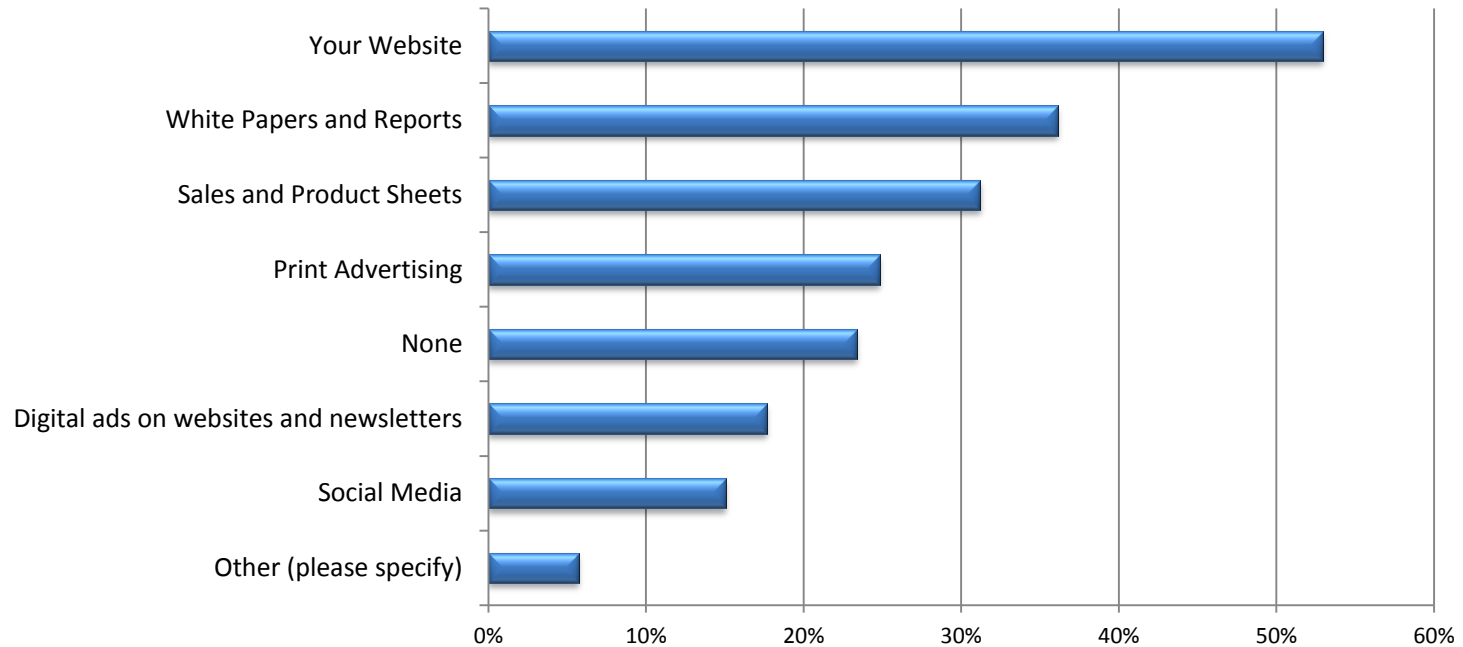


Of the following coverages, please indicate which ones you focus on?



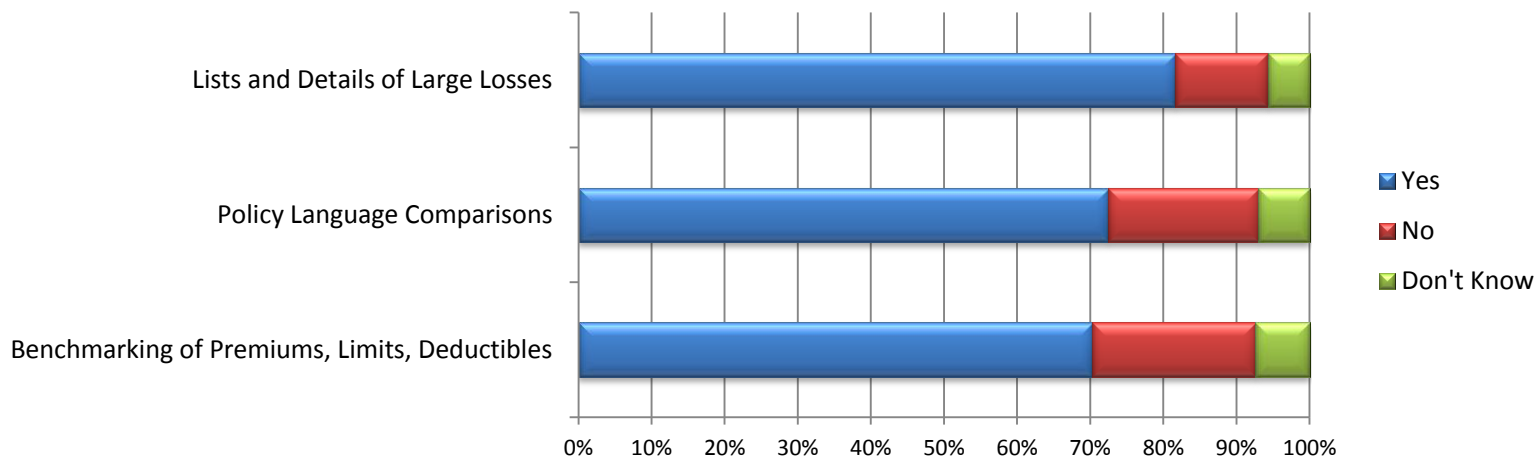


What sales & branding activities help you to be more successful in your job?



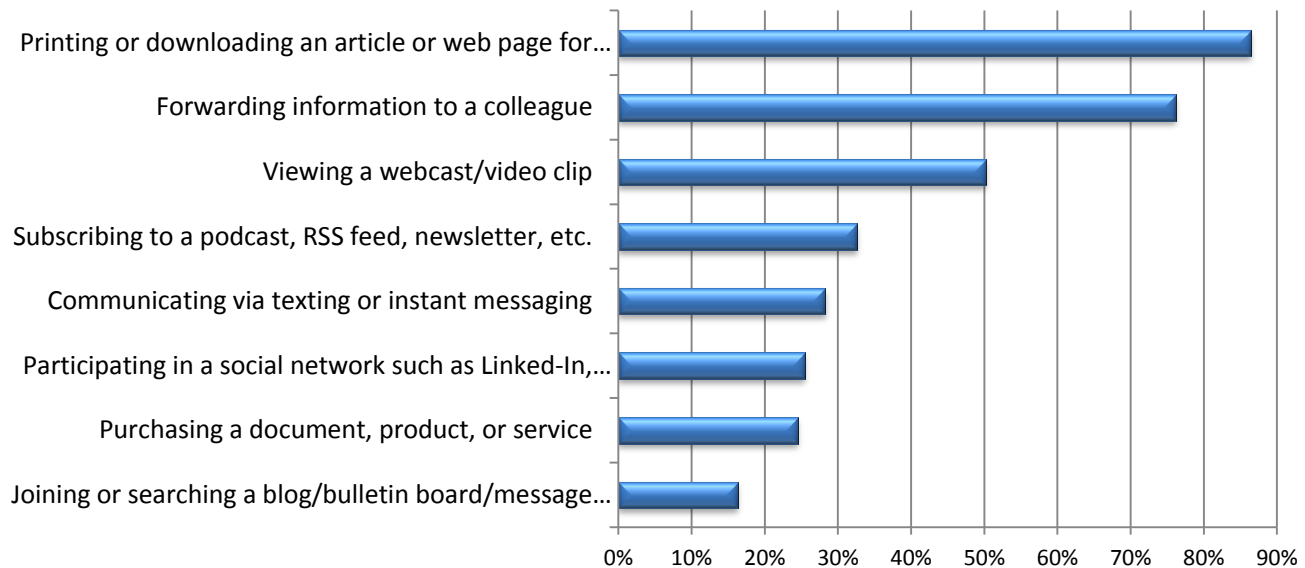


Which of these 3rd party data and analytics help you to do your job, either presently or potentially?



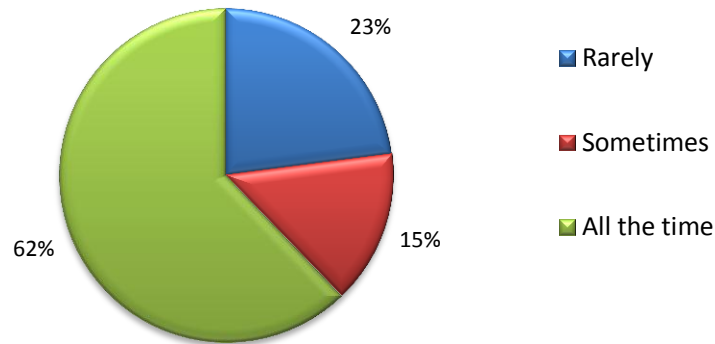


What features typically enabled by the Web do you find most useful?

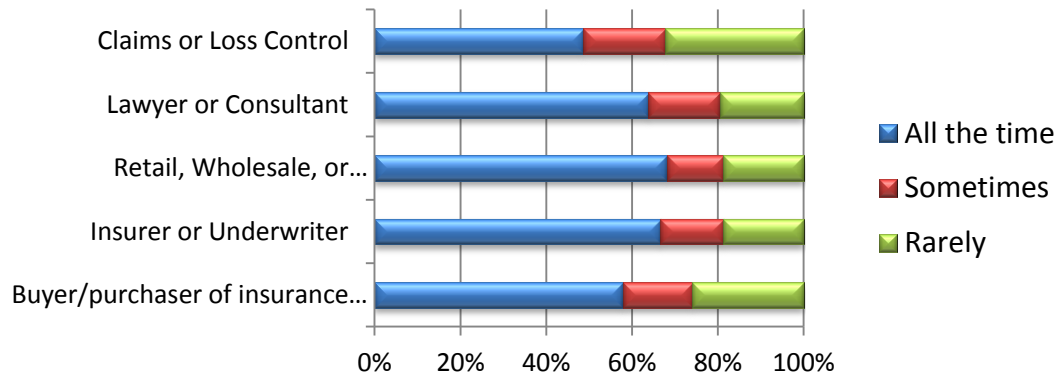




Do you use a Blackberry, iPhone, Droid, or similar smartphone device for work?

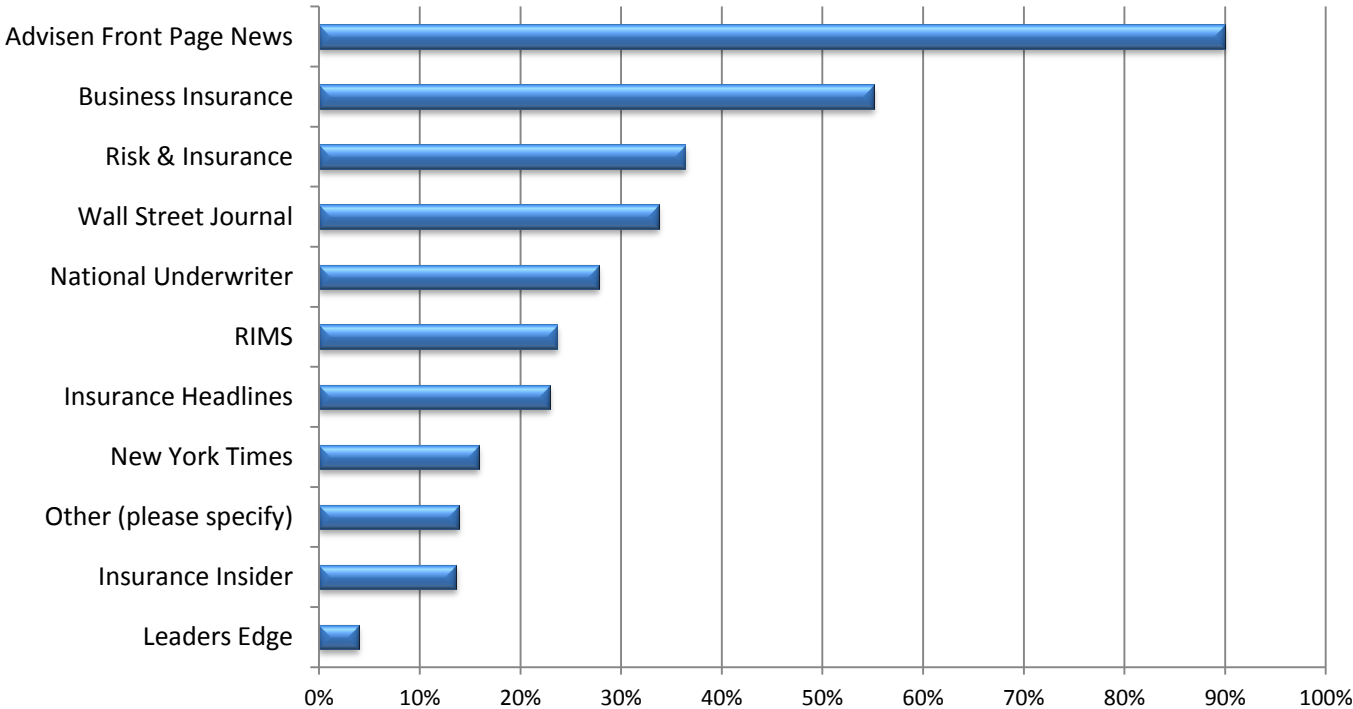


Do you use a Blackberry, iPhone, Droid, or similar smartphone device for work?



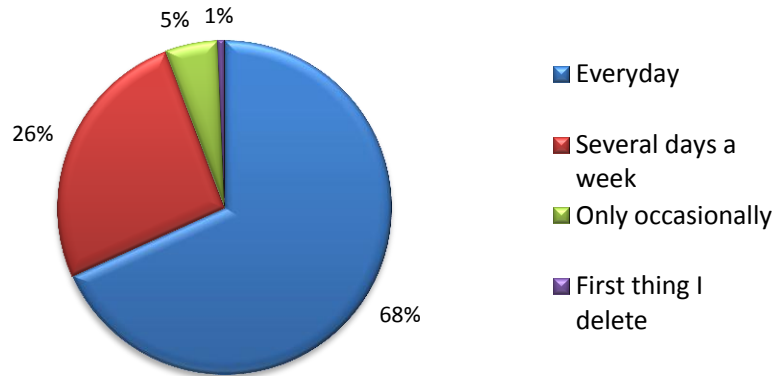


Where do you go to keep on top of news in the insurance industry?

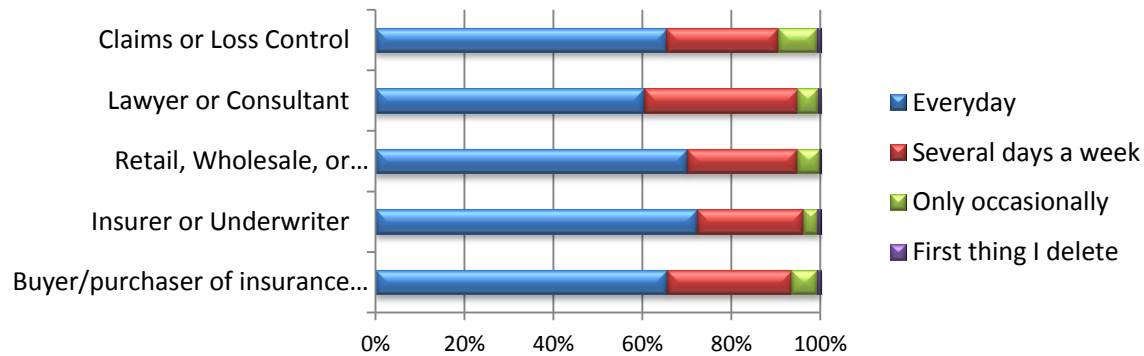




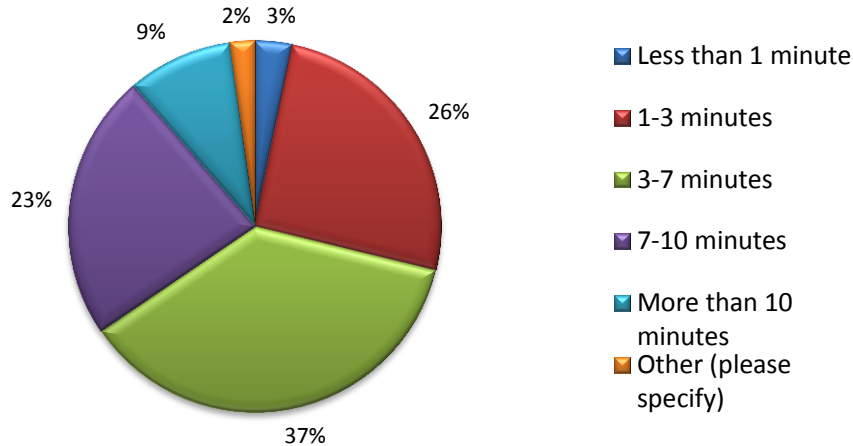
How often do you read Advisen Front Page News (FPN)?



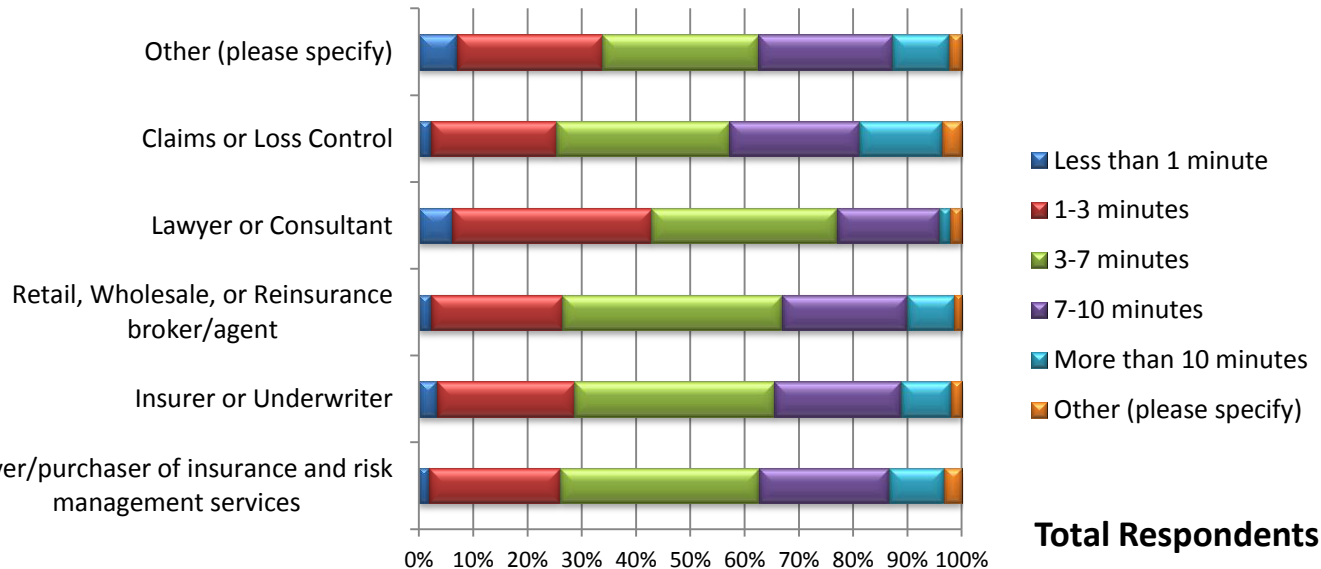
How often do you read Advisen Front Page News (FPN)?



How much time do you spend reading FPN when you open it?

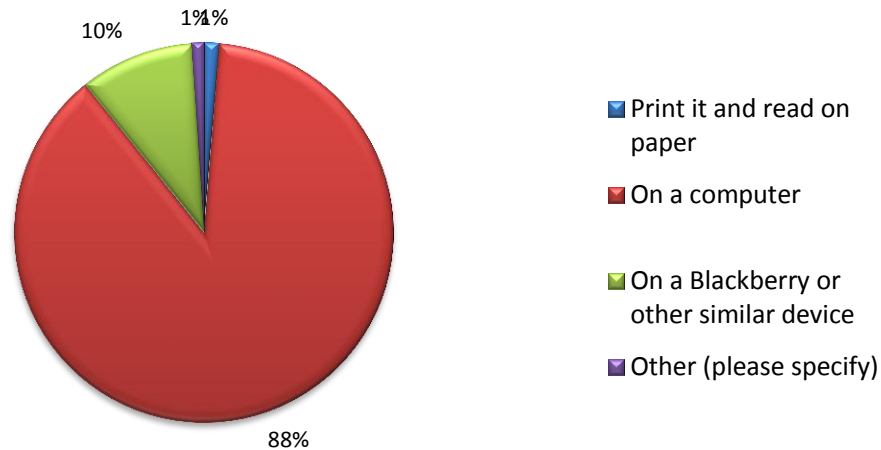


How much time do you spend reading FPN when you open it?

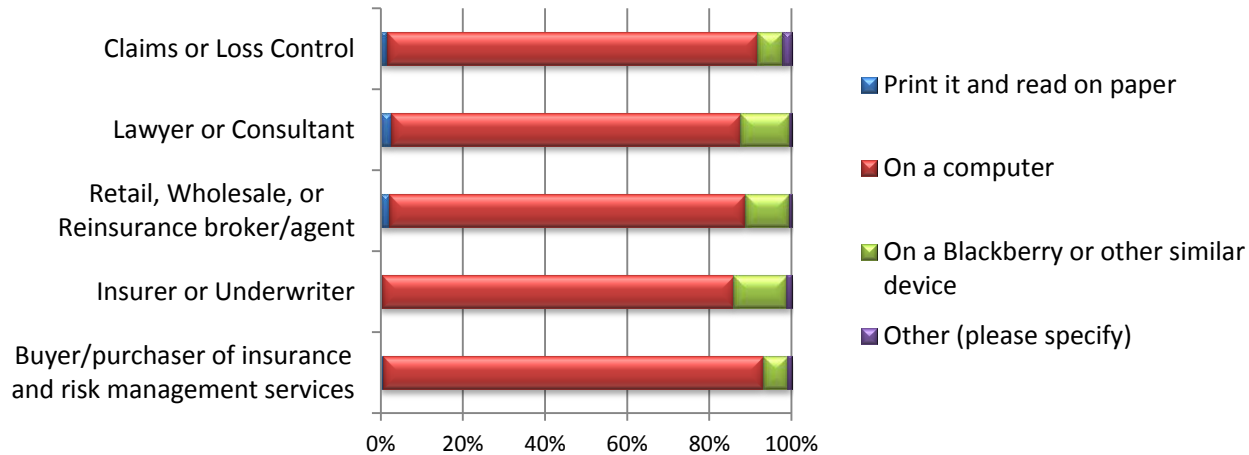


Total Respondents: 2,829

How do you usually read Front Page News?

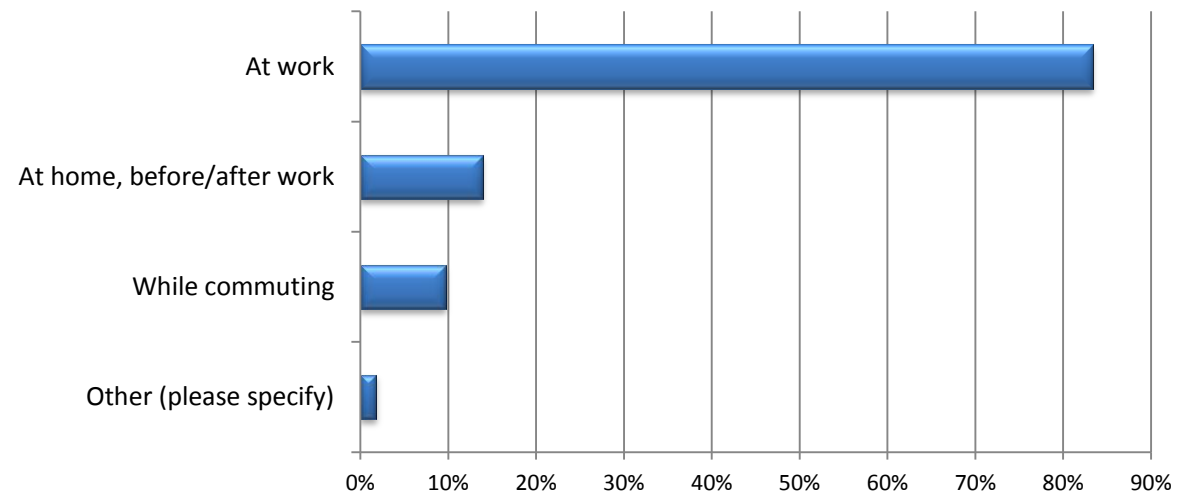


How do you usually read Front Page News?

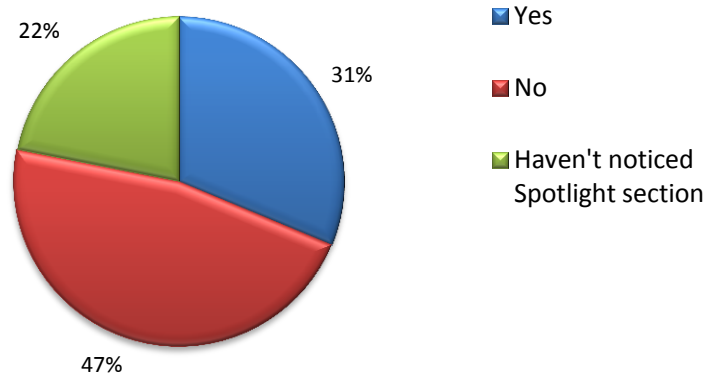




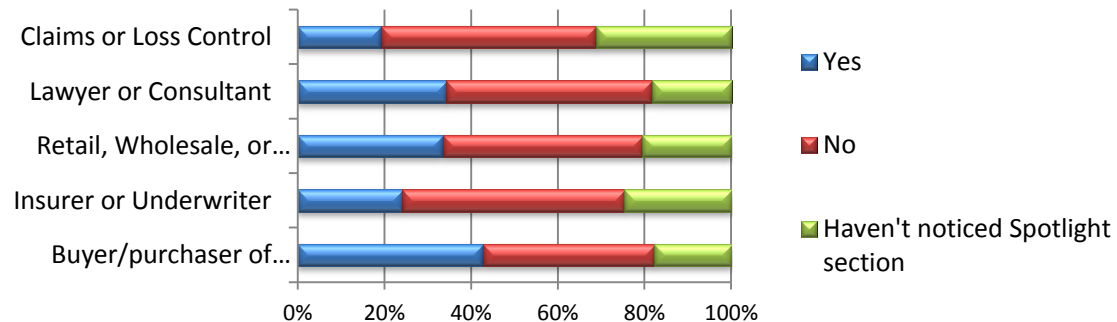
When do you read Front Page News?



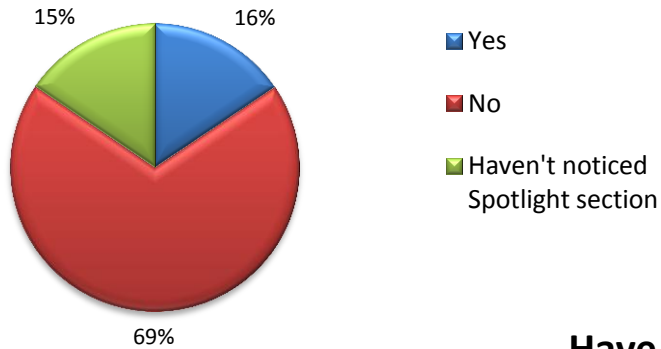
Have you downloaded a whitepaper or study featured in the Front Page News "Spotlight" section?



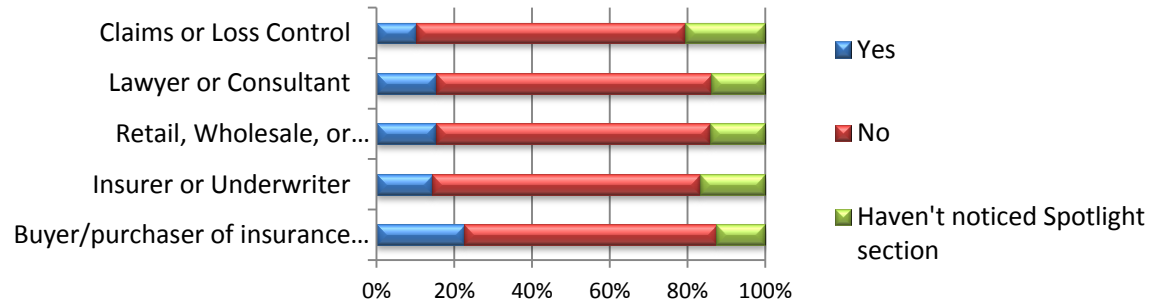
Have you downloaded a whitepaper or study featured in the Front Page News "Spotlight" section?



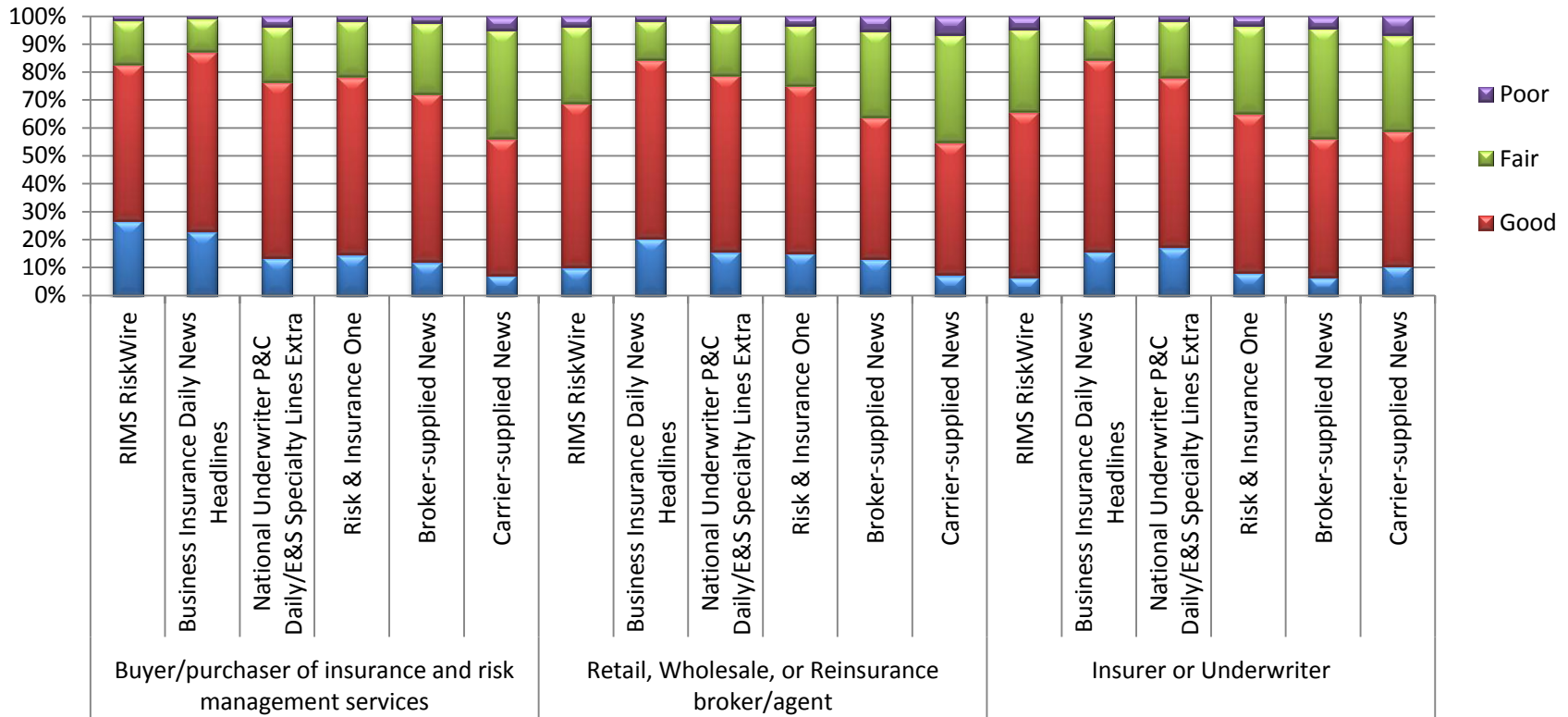
Have you registered or attended a Webcast promoted in the Front Page News "Spotlight" section?



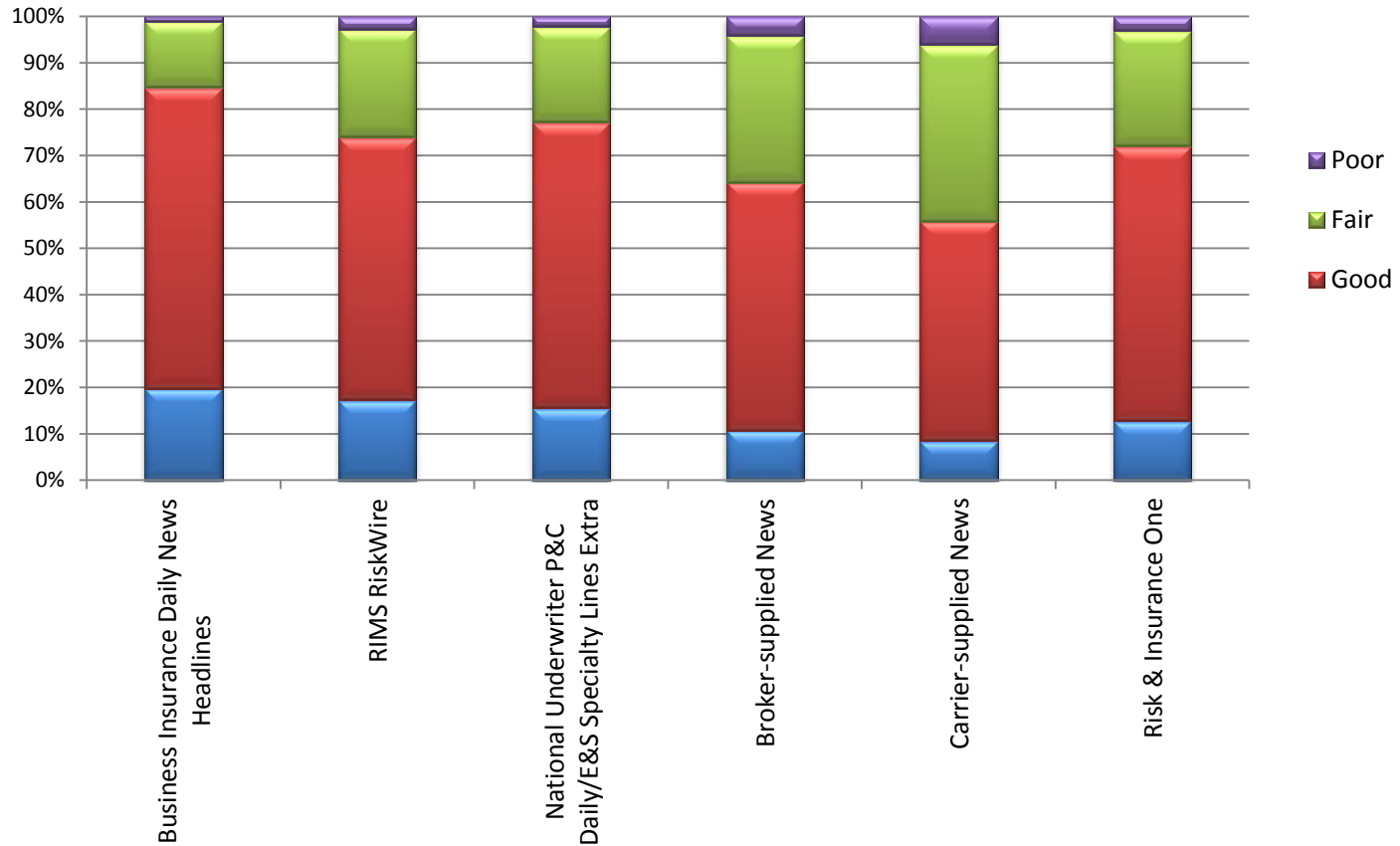
Have you registered or attended a Webcast promoted in the Front Page News "Spotlight" section?



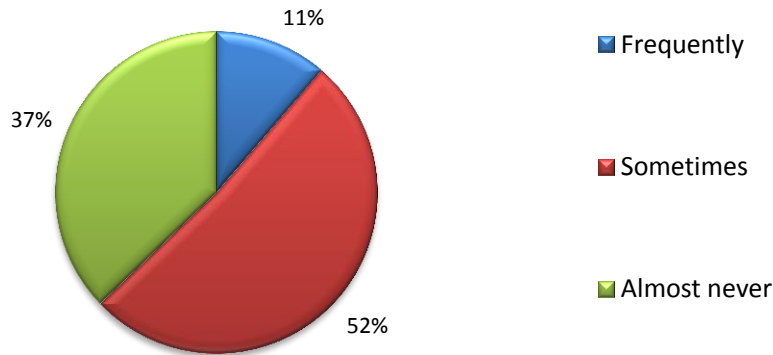
How do you rate the value of other regular news sources which you may receive via email?



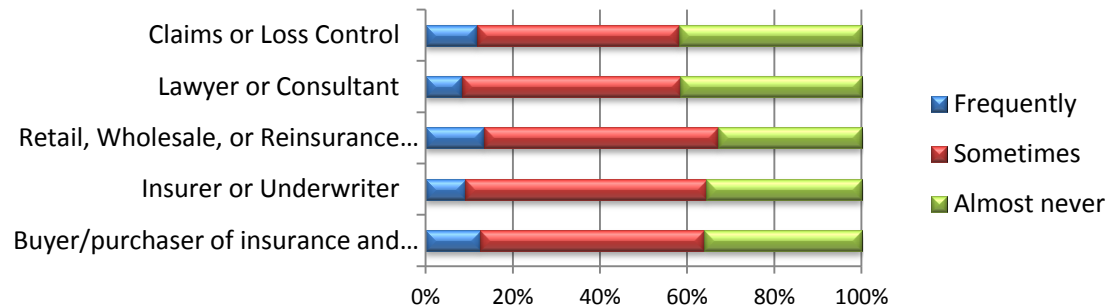
How do you rate the value of other regular news sources which you may receive via email?



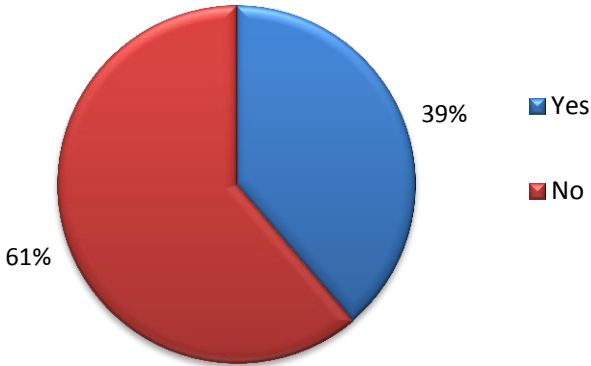
How often do you forward your entire FPN or individual articles to Clients, Prospects, Service Suppliers, or Colleagues?



How often do you forward your entire FPN or individual articles to Clients, Prospects, Service Suppliers, or Colleagues?



If you had an interactive option to add your friends and clients to the Front Page News subscriber list, would you use it?



If you had an interactive option to add your friends and clients to the Front Page News subscriber list, would you use it?

