

# Business News Annual Readership Survey

We want to get to know you better so we can provide you better news, data, events and opportunities.

Since 1993, Business News has been the trusted, independent source for quality news and information about commerce and industry in Western Australia, empowering businesses across the whole state with critical information, timely analysis and ability to connect, enabling our subscribers, clients, readers and guests to make well informed commercial decisions.

We rely on the feedback from our 1.25 million readers to continue evolving and providing a more valuable service to the business community.

Thank you for the investment of your time in participating.

## Survey completion incentives:

By providing your email address you will receive a full report of the survey results and be eligible for the prize draw.

By providing your email address and completing the survey, you are in the running for:

- Business News Advertising Package (Valued at \$20,000)
- Business News Events Package – 2 tickets to every BN Event for 12 months (Valued at \$6,000)
- Singapore Airlines Travel Voucher – (Valued at \$2,000)
- Bottle of Penfolds Grange 2015 (Valued at \$950)
- Dinner for 2 at Wild Flower (Valued at \$600)
- WATERMAN Rollerball Pen (Valued at \$120)

Competition terms and conditions can be found online at – [www.businessnews.com.au/surveyt&c](http://www.businessnews.com.au/surveyt&c)

## Privacy and Confidentiality

This survey is confidential, and you need not provide any personally identifiable information. However, if you would like to receive a full report of the survey results and go into the prize draw, you will need to provide your email address. This will be used only to send the report and prize results. It will not be saved nor used for any other purpose nor will it be given to any 3rd party.



To respond:  or



2487 0001

# Section 1. You and Your Interests

Before we ask you about your experience with Business News, let's go through a few questions about yourself and your interests.

1. What is your gender?

(Please tick one)

- Male
- Female

Other

2. What is your age group?

(Please tick one)

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



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To respond: or



2487 0002

3. What industry do you work in?

(Please tick one)

- Professional Services
- Construction & Building
- Defence
- Government & Public Services
- Hospital & Health Care
- Leisure, Travel & Tourism
- Agriculture
- Marketing & Advertising
- Mining & Resources
- Media & News
- Arts & Creative Industries
- Education & Training
- Engineering
- Real Estate & Property
- Retail
- Wholesale
- Industrial & Manufacturing
- Finance & Banks
- Non-Profit
- Import/Export

Other



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To respond:  or 



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4. What is your position?

(Please tick one)

- Chairperson
- Non-executive Director
- Managing Director
- CEO—Chief Executive Officer
- COO—Chief Operating Officer
- CFO—Chief Financial Officer
- CIO—Chief Information Officer or CTO—Chief Technology Officer
- CMO—Chief Marketing Officer or Marketing Director/Manager/VP
- CHRO—Chief Human Resources Officer
- Owner/Proprietor/Principal/Founder
- Partner
- General Manager
- Communications and/or Media Director/Manager/VP
- Business Development Manager

Other

5. Where are you located?

(Please tick one)

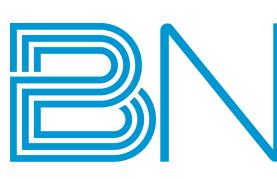
- Perth CBD (WA)
- Perth Inner City but not CBD (WA)
- Metro Area South (WA)
- Metro Area North (WA)
- Metro Area East (WA)
- Metro Area Western Suburbs (WA)
- Major Regional Centre (WA)
- ACT
- NSW
- NT
- VIC
- QLD
- SA
- TAS

Other



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To respond: or



2487 0004

6. How many full-time employees work in your business in WA?

(Please tick one)

- 1-10
- 11-21
- 22-50
- 51-200
- 201-500
- 501-1000
- 1001-5000
- 5001-10,000
- 10,000+

7. Do you have influence on the major purchasing decisions for your business?

(Please tick one)

- Yes
- No

8. What is the average annual turnover for your business?

(Please tick one)

- < \$1m
- \$1m - \$20m
- \$20m - \$100m
- \$100m+

9. How interested, if at all, would you say you are in WA business/corporate/finance news generally? (Please tick one)

- Extremely interested
- Very interested
- Somewhat interested
- Not very interested
- Not at all interested



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To respond: or



2487 0005

10. How interested are you in attending or participating in?

(Please tick all that apply)

<input type="checkbox"/> AFL - Westcoast Eagles	<input type="checkbox"/> AFL - Fremantle Dockers
<input type="checkbox"/> Basketball	<input type="checkbox"/> Cricket
<input type="checkbox"/> Cycling	<input type="checkbox"/> Football (Soccer)
<input type="checkbox"/> Fun Runs	<input type="checkbox"/> Golf
<input type="checkbox"/> Rugby League	<input type="checkbox"/> Rugby Union
<input type="checkbox"/> Sailing	<input type="checkbox"/> Tennis
<input type="checkbox"/> Hockey	<input type="checkbox"/> Rowing
<input type="checkbox"/> Gym	<input type="checkbox"/> Motorsports
<input type="checkbox"/> Surf Sports	<input type="checkbox"/> Live Comedy
<input type="checkbox"/> Live Theatre	<input type="checkbox"/> Movies
<input type="checkbox"/> Music Concerts	<input type="checkbox"/> Quiz Events
<input type="checkbox"/> Art Exhibition	<input type="checkbox"/> Ballet

Other

11. What is your highest level of education?

(Please tick one)

- High School
- Trade or Professional Qualification
- Bachelor's Degree or equivalent
- Postgraduate Diploma or equivalent
- Masters or Doctoral Degree



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To respond: or



2487 0006

## Section 2. Your Business News Experience.

We'd like to ask you a few questions about your overall experience with Business News, how you feel about us our services and how you like to use us.

12. Below are seven statements about your relationship with Business News. Please indicate your agreement with these statements.

*Please tick one in each line*

Strongly Agree  
Agree  
Disagree  
Strongly Disagree

There would be something missing in my life if Business News didn't exist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I really understand Business News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business News has always been good for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business News can always count on me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find Business News a useful source of Business Development information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust Business News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am highly likely to recommend Business News to a friend or colleague	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next couple of questions deal with our paid subscription service.

13. Are you a subscriber?

*(Please tick one)*

- I pay for an individual subscription
- My company is a subscriber which gives me access
- I am on a trial subscription
- Not yet, I'm just a reader



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To respond: or



2487 0007

How often do you use the following services?

14. Fortnightly Print Edition

(Please tick one)

- I read every issue
- I read an issue once a month
- I read an issue every 3 months
- I don't read my print edition but it's shared with others
- I don't receive the print edition

15. Great for the State (Monthly Supplement)

(Please tick one)

- I read every issue as soon as it lands on my desk
- I read an issue every 3 months
- I don't read my print edition but read the online one instead
- What's Great for the State?

16. Daily Business Emails

(Please tick one)

- I read every morning
- I read every afternoon
- I read every day
- I read every couple of days
- I read every week
- I read every month
- I don't use it
- I've unsubscribed from the list

17. Weekly Event Emails

(Please tick one)

- I read every week
- I read every fortnight
- I read every month
- I don't use it
- I've unsubscribed from the list



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To respond: or



2487 0008

18. Business News Website

(Please tick one)

- I read every day
- I read every couple of days
- I read every week
- I read every month
- I don't use it

19. Business News App

(Please tick one)

- I use it every day
- I use it every couple of days
- I use it every week
- I use it every month
- I don't use it

20. 'Mark My Words' Weekly Podcast

(Please tick one)

- I listen to it every week
- I listen to it every fortnight
- I listen to it every month
- I don't listen to it

21. BNiQ Database

(Please tick one)

- I use it every day
- I use it every couple of days
- I use it every week
- I use it every month
- I don't use it

22. Business News Events

(Please tick one)

- I attend every event
- I attend an event every month
- I attend an event every couple of months
- I attend a couple per year
- I don't go to Business News Events



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To respond: or



2487 0009

## Now, a couple of questions about the Fortnightly Print Edition

Please skip this section if you do receive the print edition

23. On average how long do you spend reading the Fortnightly Print Edition

(Please tick one)

- 5-10 mins
- 11-20 mins
- 21-30 mins
- 31-40 mins
- 41-50 mins
- 51-60 mins
- 1hr+

24. On average how many people share your copy of the Fortnightly Print Edition?

(Please tick one)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10+



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To respond:  or 



2487 0010

25. How would you describe the Fortnightly Print Edition?

(Please tick all that apply)

- Reliable
- High quality
- Useful
- Unique
- Valuable
- User friendly and easy to consume
- Interesting
- Not practical
- Complicated
- Poor quality

Other

26. What Section of the Fortnightly Print Edition do you find most valuable?

(Please tick all that apply)

<input type="checkbox"/> News and Analysis (Early General News)	<input type="checkbox"/> Special Reports and Features
<input type="checkbox"/> Property	<input type="checkbox"/> Education
<input type="checkbox"/> Technology	<input type="checkbox"/> Science and Innovation
<input type="checkbox"/> Business Events Calendar	<input type="checkbox"/> Social Scene (Social Photos)
<input type="checkbox"/> Community and Arts	<input type="checkbox"/> Economics
<input type="checkbox"/> WA Insolvency Notices	<input type="checkbox"/> Deals
<input type="checkbox"/> Contracts and Tenders	<input type="checkbox"/> People Moves
<input type="checkbox"/> Directors Interests	<input type="checkbox"/> Opinion Pieces
<input type="checkbox"/> Sponsored Content Supplements	



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To respond: or



2487 0011

27. Here is a list of features we publish. Which of the following are you most interested in reading? (Please tick all that apply)

<input type="checkbox"/> 40under40 Awards	<input type="checkbox"/> Aged Care
<input type="checkbox"/> AgriBusiness	<input type="checkbox"/> Arts and Culture
<input type="checkbox"/> Aviation and Aerospace	<input type="checkbox"/> Biggest Exporters
<input type="checkbox"/> Breweries/Distilleries	<input type="checkbox"/> CEO Salary Survey
<input type="checkbox"/> Corporate Finance	<input type="checkbox"/> Defence
<input type="checkbox"/> Disability Services	<input type="checkbox"/> Environment and Recycling
<input type="checkbox"/> Fund Managers and Wealth Advisers	<input type="checkbox"/> Gold Miners
<input type="checkbox"/> Health and Wellness	<input type="checkbox"/> ICT - Small Business
<input type="checkbox"/> ICT - Infrastructure	<input type="checkbox"/> Indigenous Business/Naidoc Week
<input type="checkbox"/> Infrastructure Contractors and Sub-contractors	<input type="checkbox"/> Innovator of the Year
<input type="checkbox"/> Jobs of the Future	<input type="checkbox"/> Junior Mining and Exploration
<input type="checkbox"/> Mining Projects	<input type="checkbox"/> Mining Services
<input type="checkbox"/> Most Influential	<input type="checkbox"/> Oil and Gas
<input type="checkbox"/> Philanthropy/Giving Well Guide	<input type="checkbox"/> Ports and Transport
<input type="checkbox"/> Power and Energy	<input type="checkbox"/> Private Business
<input type="checkbox"/> Professional Services - Accountants	<input type="checkbox"/> Professional Services - Lawyers
<input type="checkbox"/> Property - Apartment Developers	<input type="checkbox"/> Property - Commercial Developers
<input type="checkbox"/> Property - Construction	<input type="checkbox"/> Property - Land Developers
<input type="checkbox"/> Property - Retail	<input type="checkbox"/> Residential Builders
<input type="checkbox"/> Rising Stars Awards	<input type="checkbox"/> Risks to WA
<input type="checkbox"/> Small Business Matters and Franchises	<input type="checkbox"/> Tourism
<input type="checkbox"/> Universities	<input type="checkbox"/> WA Dynasties/Family Business
<input type="checkbox"/> Wealth Creators	<input type="checkbox"/> Wineries

20. Suggestions or Comments on the Fortnightly Print Edition?



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To respond: or



2487 0012

# A couple of questions about Great for the State

Please skip this section if you do not receive the print edition

29. On Average how long do you spend reading Great for the State

(Please tick one)

- 5-10 mins
- 11-20 mins
- 21-30 mins
- 31-40 mins
- 41-50 mins
- 51-60 mins
- 1hr+

30. How would you describe Great for the State?

(Please tick all that apply)

- Inspiring
- High quality
- Useful
- Unique
- Valuable
- User-friendly and easy to consume
- Interesting
- Not practical
- Complicated
- Poor quality

Other

31. Suggestions or comments on Great for the State?



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To respond: or



2487 0013

# A couple of questions about the Daily Business Emails

Please skip this section if you do not receive the Daily Business Emails

32. How would you describe the Daily Business Email?

(Please tick all that apply)

- Reliable
- High quality
- Useful
- Unique
- Valuable
- User friendly and easy to consume
- Interesting
- Not practical
- Complicated
- Poor quality

Other

33. Which do you find more valuable?

(Please tick one)

- AM Daily Business Email
- PM Daily Business Email
- Weekender Business Email

34. Should we add any of the following to the Daily Business Emails?

(Please tick all that apply)

- Overnight Major Sports Scores
- More "Free to Read and Share" Articles
- More Infographics & Data Charts
- More news on companies or people you follow
- Breaking News Alerts

Other

35. Suggestions or Comments on Daily Business Emails?



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To respond: or



2487 0014

# A couple of questions about the Business News website – Digital News Service

36. How would you rate the experience of the Business News website on Desktop?

*Please tick one in each line*

	1	2	3	4	5	6	7	8	9	10
Design & Experience – Excellent 1-10 Poor	<input type="radio"/>									
Navigation – Easy 1-10 Difficult	<input type="radio"/>									
Content Readability – Easy 1-10 Difficult	<input type="radio"/>									
Speed – Fast 1-10 Slow	<input type="radio"/>									
Search – Reliable 1-10 Unreliable	<input type="radio"/>									

37. How would you rate the experience of the Business News website on Mobile?

*Please tick one in each line*

	1	2	3	4	5	6	7	8	9	10
Design & Experience – Excellent 1-10 Poor	<input type="radio"/>									
Navigation – Easy 1-10 Difficult	<input type="radio"/>									
Content Readability – Easy 1-10 Difficult	<input type="radio"/>									
Speed – Fast 1-10 Slow	<input type="radio"/>									
Search – Reliable 1-10 Unreliable	<input type="radio"/>									

38. How would you rate the experience of the Business News website on Tablet?

*Please tick one in each line*

	1	2	3	4	5	6	7	8	9	10
Design & Experience – Excellent 1-10 Poor	<input type="radio"/>									
Navigation – Easy 1-10 Difficult	<input type="radio"/>									
Content Readability – Easy 1-10 Difficult	<input type="radio"/>									
Speed – Fast 1-10 Slow	<input type="radio"/>									
Search – Reliable 1-10 Unreliable	<input type="radio"/>									



To respond:  or



2487 0015

39. How would you describe the Business News website?

(Please tick all that apply)

- Reliable
- High quality
- Useful
- Unique
- Valuable
- User friendly and easy to consume
- Interesting
- Not practical
- Complicated
- Poor quality

Other

40. Have you faced any challenges using the website?

41. Suggestions or comments on the Business News website Digital News Service?



To respond:  or 



# A couple of questions about the Business News website – BNiQ Business Intelligence Database

Please skip this section if you do not have access to BNiQ

42. Please indicate your level of agreement with each of the following statements.

*Please tick one in each line*

	Strongly Agree	Agree	Disagree	Strongly Disagree
The database is user friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the database easy to navigate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually find what I am searching for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information in the database is accurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information in the database is comprehensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It doesn't take too many clicks/steps to accomplish what I need to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I'm satisfied with the BNiQ database	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

43. How often do you use the following BNiQ services?

*Please tick one in each line*

	I use it every day	Every couple of days	Every week	Every month	I don't use it
To search Articles	<input type="radio"/>				
To search Industry Lists	<input type="radio"/>				
To search Companies	<input type="radio"/>				
To search People	<input type="radio"/>				
To track Market Index Charts	<input type="radio"/>				
To track Directors Interests and Shareholdings	<input type="radio"/>				
To track Total Shareholder Returns	<input type="radio"/>				
To track Major Projects	<input type="radio"/>				
To track Corporate Finance Activity	<input type="radio"/>				

44. Suggestions or comments on the BNiQ Database?

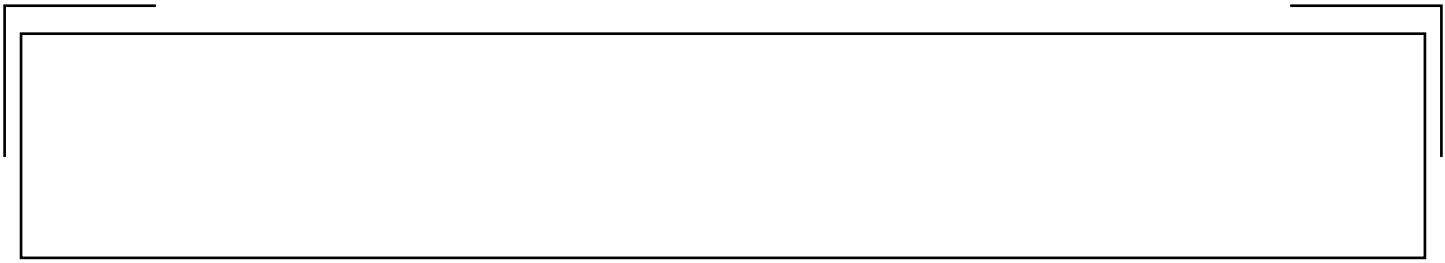


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To respond: or



2487 0017



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To respond:  or



BUSINESSNEWS



2487 0018

## A couple of questions about Journalistic Values

45. Please indicate your level of agreement with each of the following statements.

*Please tick one in each line*

	Strongly Agree	Agree	Disagree	Strongly Disagree
Business News is part of the business community's character	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business News should observe and report what happens in the WA business community without ever taking a side or getting actively involved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investigative reporting is an important role for Business News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy reading in-depth coverage of local issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust Business News to weigh the issues and decide what is important for me to know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, Business News reporters are fair and keep their personal feelings out of the stories they write	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are better ways of finding out what is going on in the WA business community than from Business News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business News does a good job covering issues that are important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business News does a poor job of staying objective and covering both sides of an issue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business News is my most important source of WA business community news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

46. Suggestions or comments on Business News' Journalistic Values?



To respond:  or



# A couple of questions about your thoughts on Business News Events

47. Which of the following Events have you attended over the past 12 months or intend to attend in the next 12 months?  
(Please tick all that apply)

- Business News 25th Anniversary Lunch
- Success and Leadership Series
- 40under40 Awards
- Rising Stars Awards
- Politics and Policy Briefing
- Property Sector Briefing
- Resources Sector Briefing
- Health & Wellness Sector Briefing
- Technology Untangled – Tech Sector Briefing
- State of The Arts Sector Briefing
- Annual State Economic Breakfast
- Food For Thought – Women In Leadership
- Great For the State – Back to Work Lunch

48. Which of the following Events might you be interested in attending?

(Please tick all that apply)

- Full Day Marketing Conference
- Oil and Gas Industry Awards and Dinner
- Made In WA Expo
- WA's Best Employers Awards
- Business of The Year Awards

Other

49. How would you rate your experience of Business News Events?

*Please tick one in each line*

1 2 3 4 5 6 7 8 9 10

Overall experience – Excellent 1-10 Poor	<input type="radio"/>									
Purchasing tickets – Easy 1-10 Difficult	<input type="radio"/>									
Registration on arrival – Excellent 1-10 Poor	<input type="radio"/>									
Variety & calibre of speakers – Excellent 1-10 Poor	<input type="radio"/>									
Audience sizes – Excellent 1-10 Poor	<input type="radio"/>									
Seniority & quality of audiences – High 1-10 Low	<input type="radio"/>									



To respond:  or



*Please tick one in each line* 1 2 3 4 5 6 7 8 9 10

Value for money – Excellent 1-10 Poor

50. Would you recommend Business News Events to a friend or colleague? If no, why?



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To respond:  or



2487 0021

## The final questions all relate to business advertising and promotion

51. Have you been influenced by any advertising or sponsors you have seen promoted within Business News over the past 12 months? *(Please tick one)*

- Yes, I have gone on to purchase from the organisation
- Yes, it prompted me to investigate the organisation further
- Yes, I plan to investigate further when I have more spare time
- Yes, I thought about following up
- No, nothing has interested me
- No, I try and avoid organisations that advertise with or sponsor Business News
- No, I haven't noticed any advertising or sponsor promotion

52. Have you utilised any of the Business News advertising products to promote your business? *(Please tick one)*

- Yes, but not recently
- Yes, recently
- No, our business doesn't need to be promoted
- No, senior business decision makers are not our audience
- No, I don't believe I can achieve a desired ROI

53. Have you sponsored any of the Business News Events to promote your business?

*(Please tick one)*

- Yes, a long time ago
- Yes, but not recently
- Yes, recently
- No, our business doesn't need to be promoted
- No, senior business decision makers are not our audience
- No, I don't believe I can achieve a desired ROI
- No, networking opportunities don't work for our business



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To respond: or



2487 0022

54. Does your business advertise/promote using any of the following?

(Please tick all that apply)

- The West Australian
- The Australian Financial Review
- Facebook
- LinkedIn
- Instagram
- Twitter
- Google
- Trade Magazines
- In Flight Magazines
- Conferences/Conventions/Trade Shows

55. What would be your main reasons to advertise/sponsor/promote with Business News or any other media company?

(Please tick all that apply)

- Educate prospects about the benefits you offer
- Influence the influencers
- Establish and build corporate identity or brand
- Build confidence in your product/services
- Keep your name active in the mind of your customer
- Assert your leadership and prestige
- Bolster your business development efforts
- Inform a targeted but wide audience

Other

56. If Business News could improve, increase, add or remove one thing that would help you and your business grow and be more successful what would it be?

Don't forget that for those that complete the survey, the best answers to this last question will finalise your eligibility for the prize draw



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To respond: or



2487 0023

Thank you for investing the time to complete the Business News Annual Readership survey. We truly value the information you have provided. Your responses will contribute to our future development and direction with the intention of providing the best business news, data and networking service available.

Please provide your email here:

If you have any comments on the survey or your thoughts on Business News, please leave a comment below.

If you would like to contact us for any reason please call (08) 9288 2100 during work hours or email [marketing@businessnews.com.au](mailto:marketing@businessnews.com.au) at any time.

Many thanks,  
Charles Kobelke and the entire Business News Team



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To respond:  or



2487 0024