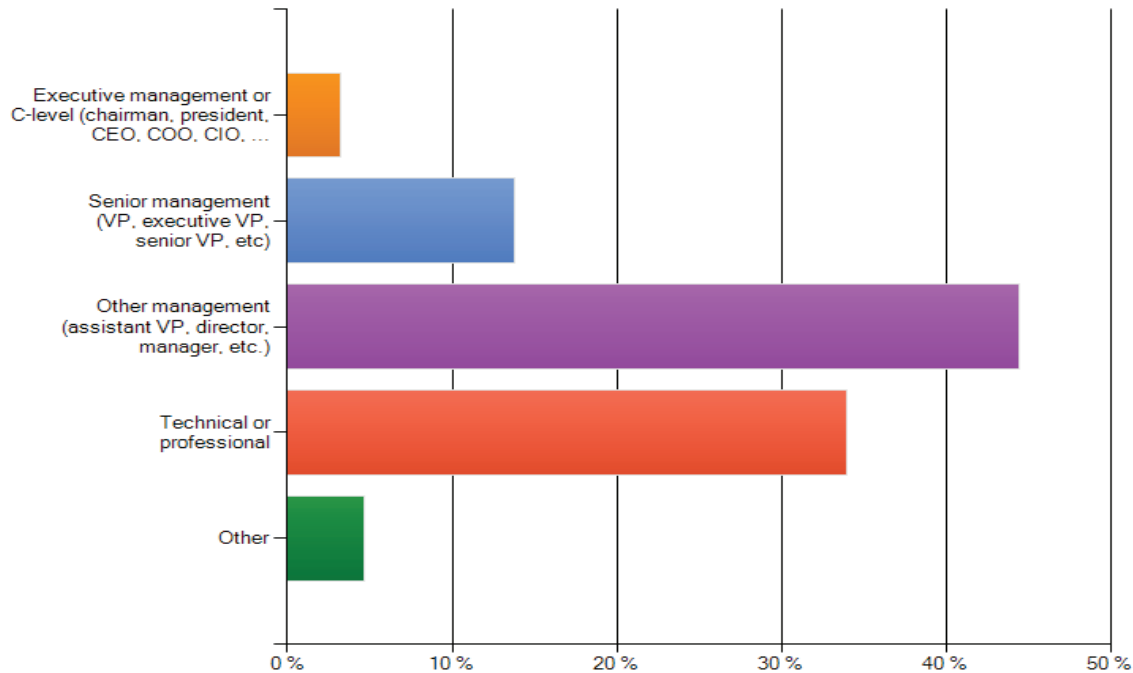
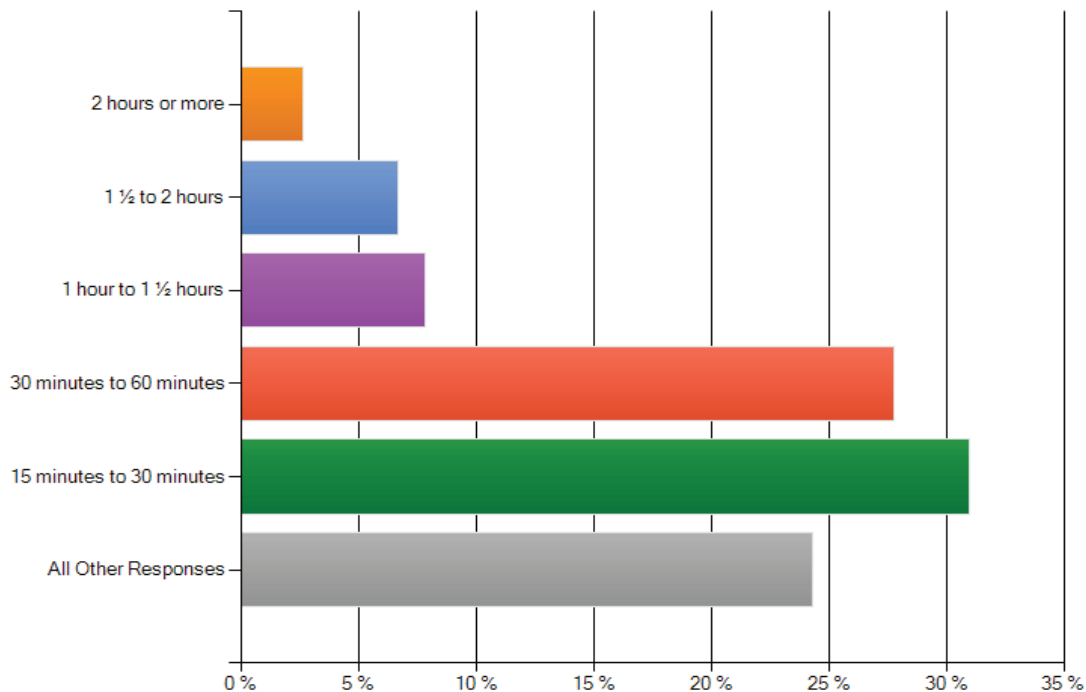


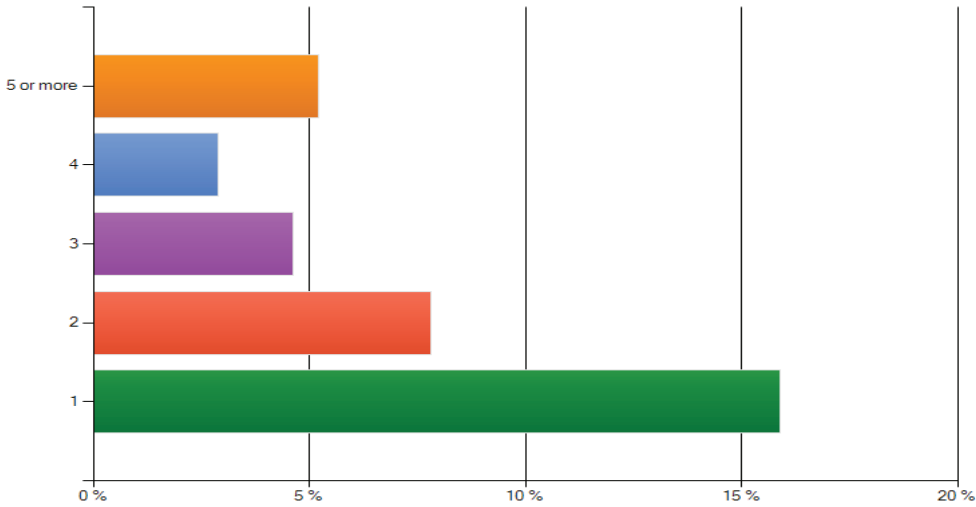
What best describes your job level?



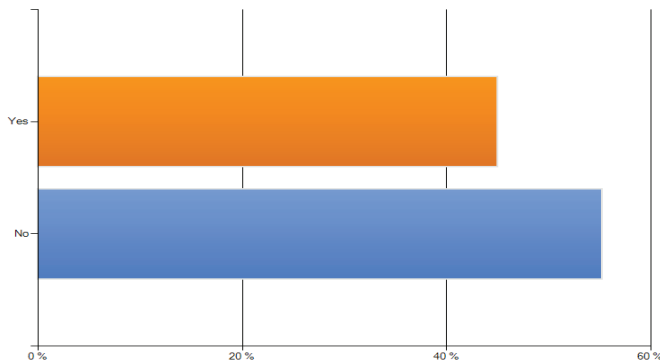
How much time do you typically spend reading or looking through your copy of RESOURCE?



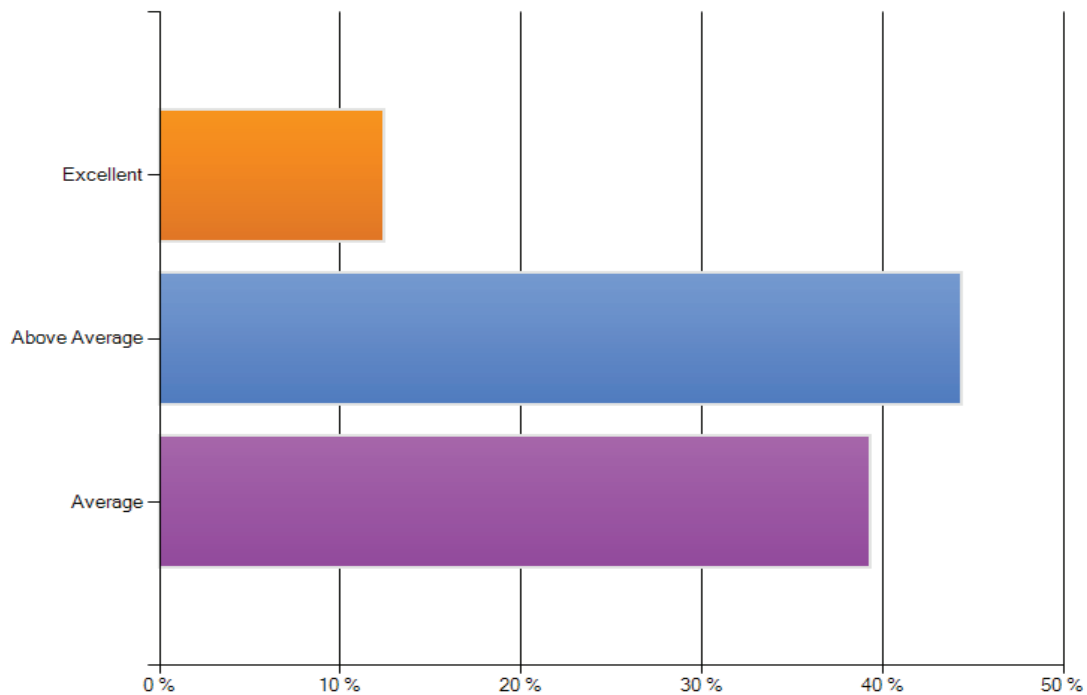
How many other people usually read or look through your copies of RESOURCE?



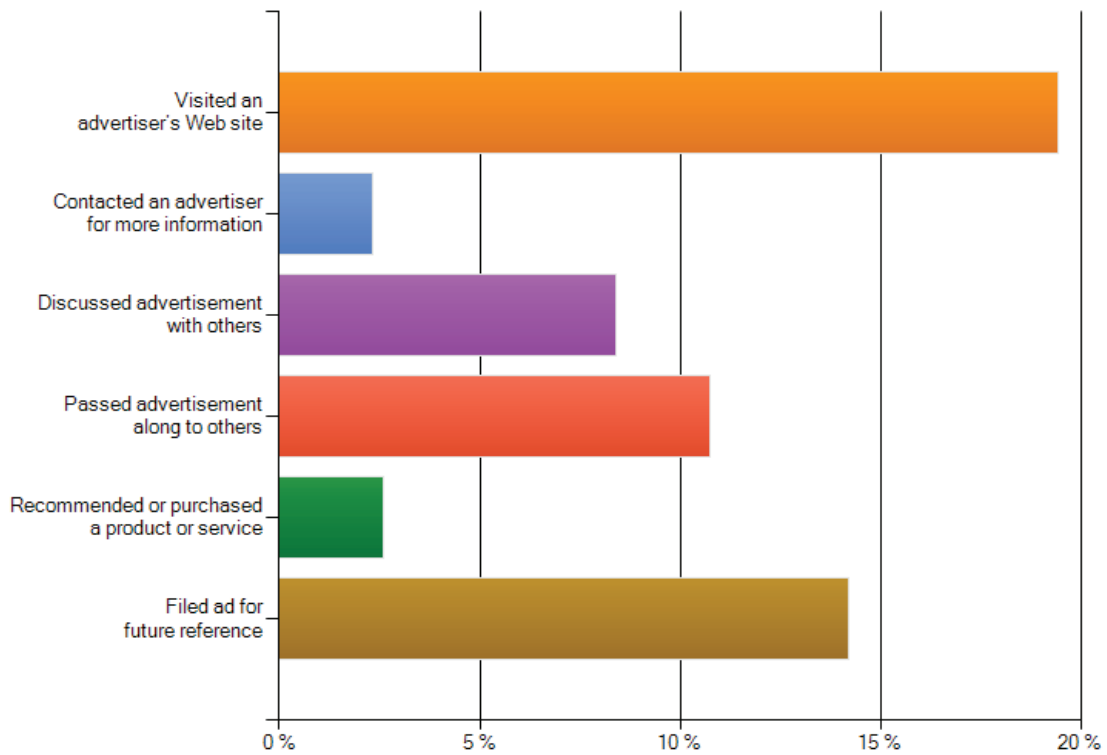
Do you typically save your copies of Resource for future reference?



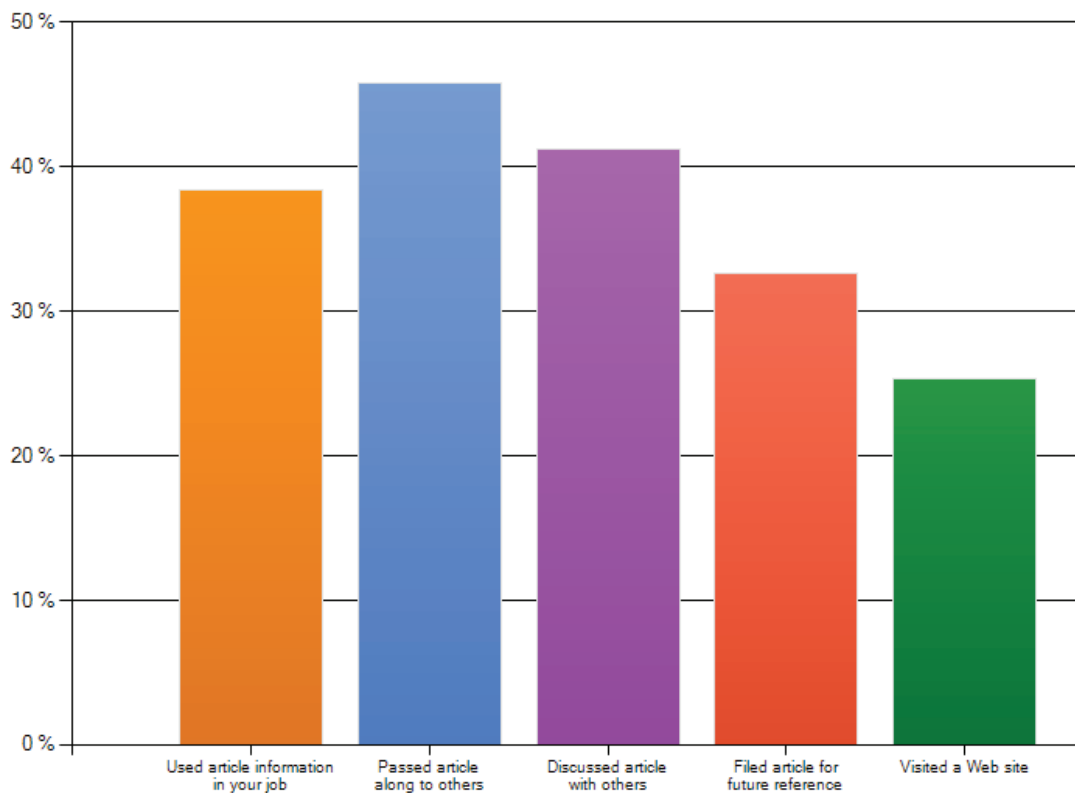
Overall, how do you rate the quality of RESOURCE?



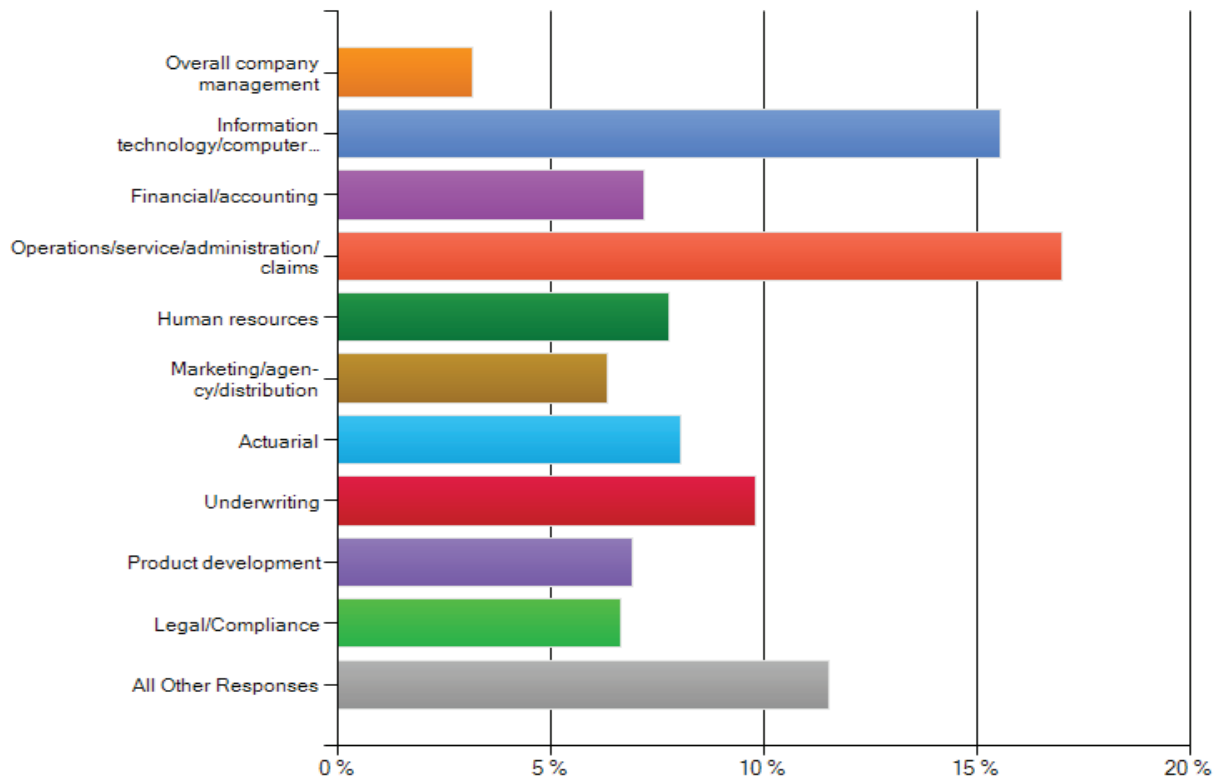
In the past 12 months, what actions have you taken as a result of seeing an advertisement in RESOURCE? Check all that apply.



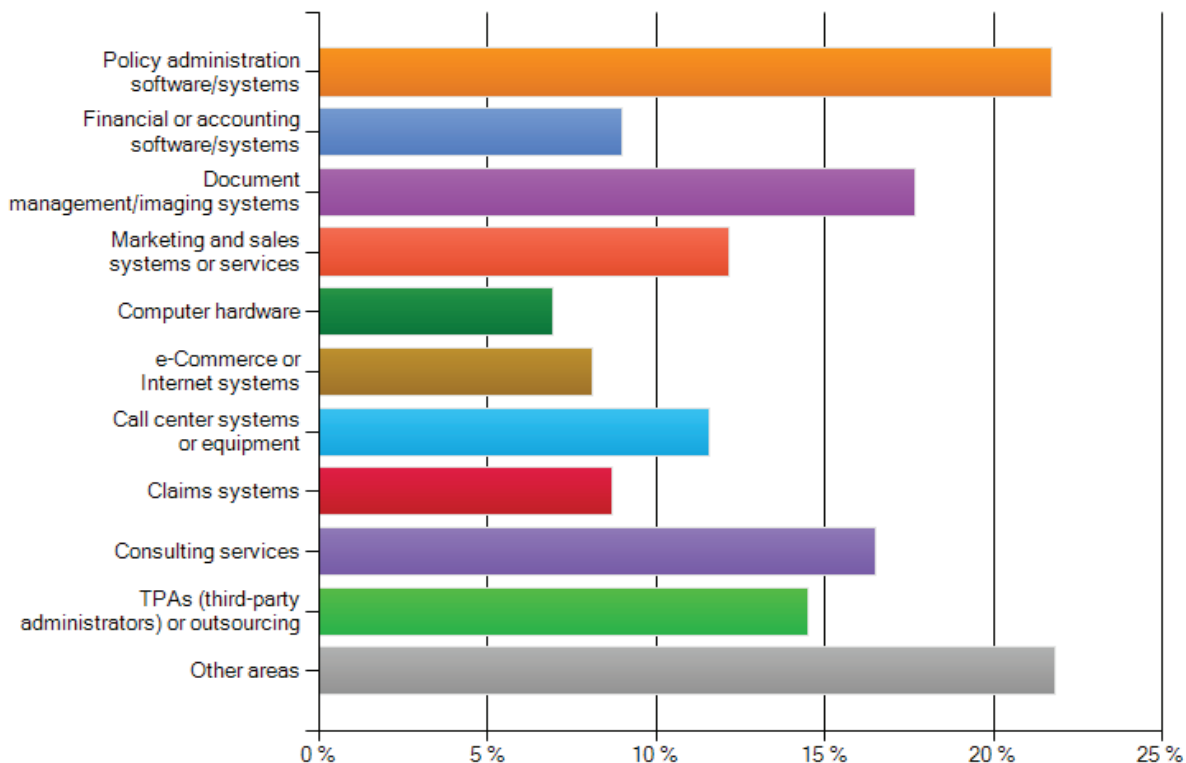
In the past 12 months, what actions have you taken as a result of seeing an article in RESOURCE? Check all that apply.



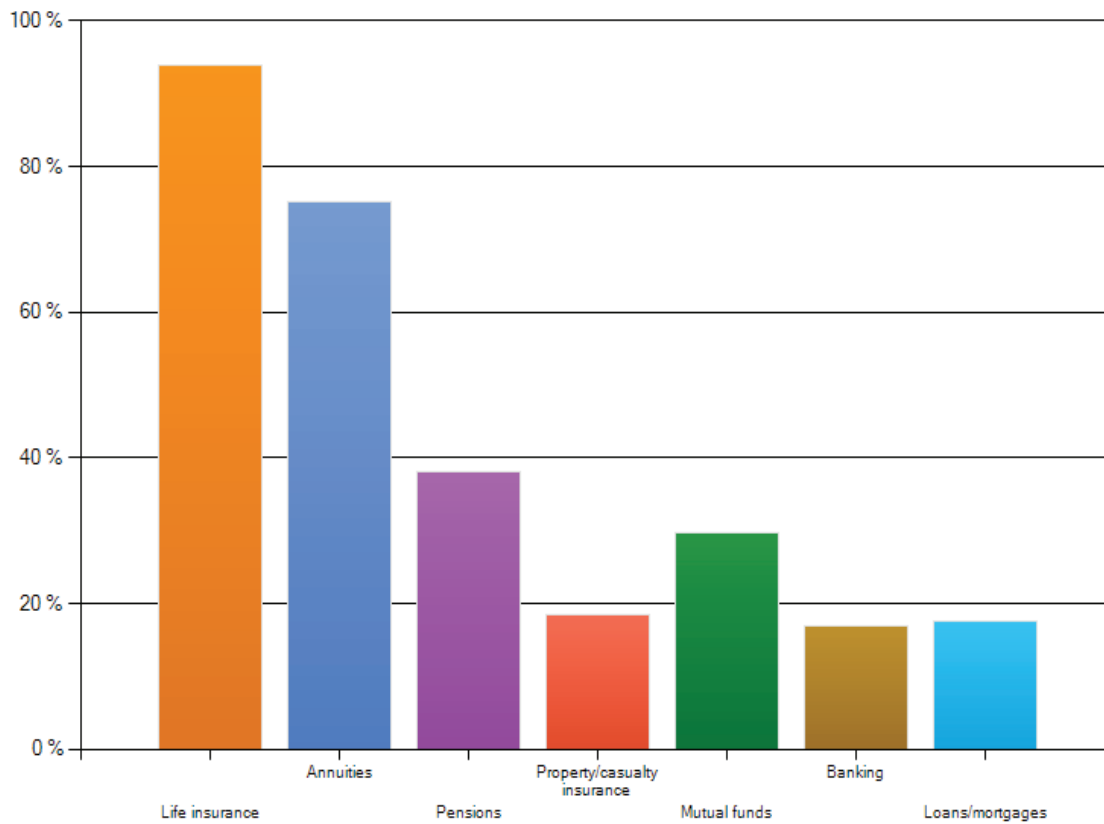
What one functional area is your primary area of responsibility?



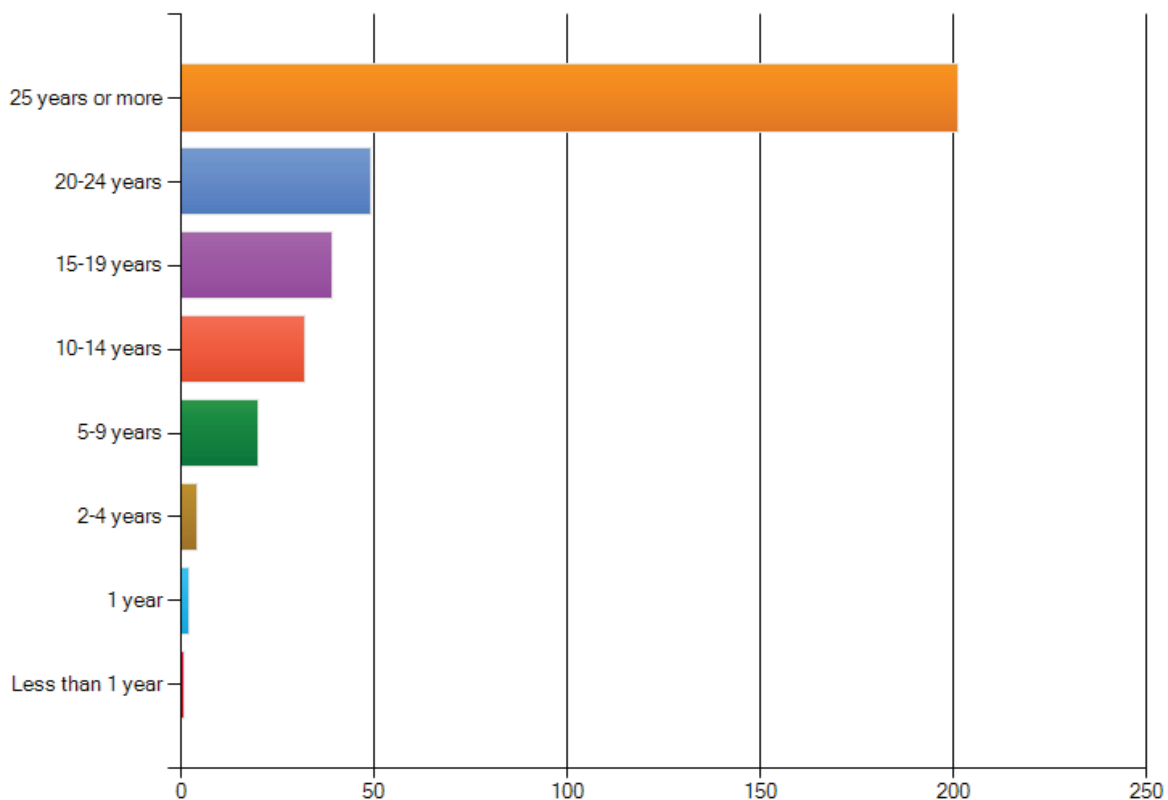
For which of the following products/services are you involved in the purchasing process for your company? Involvement includes authorizing, approving, recommending or evaluating. Check all that apply.



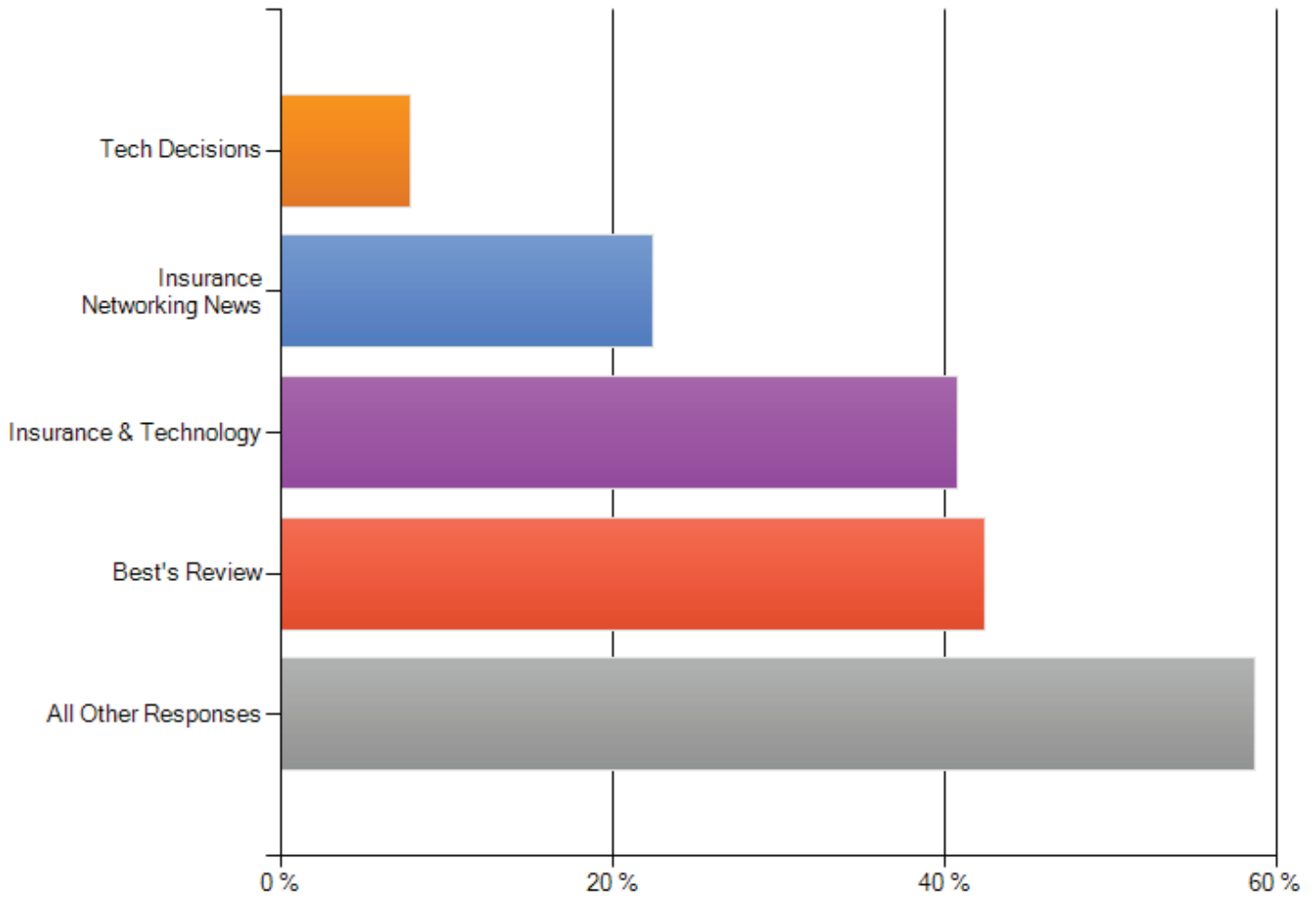
What areas of business is your organization involved in? Check all that apply.



How many years of experience do you have in the insurance/financial services industry?



What other printed insurance publications do you read on a regular basis? Check all that apply.



Resource Reader Survey 2011
Conducted May 2011, by SurveyMonkey