

CBA QUARTERLY Readership Survey

47

Responses

90:27

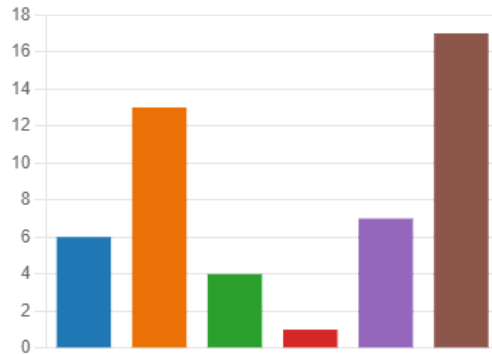
Average time to complete

Active

Status

1. What is your job function?

CEO	6
Senior Management	13
Credit	4
Finance	1
Marketing/PR	7
Other	17



2. How regularly do you read CBA Quarterly?

Every Issue	30
Most issues	13
Occasionally	4
Never	0



To attract more attention and response, we suggest adding an immersive theme style.



View all ▼



Background music



3. Do you read the print or online version of *CBA Quarterly*?

● Print	13
● Online	34
● Neither	0



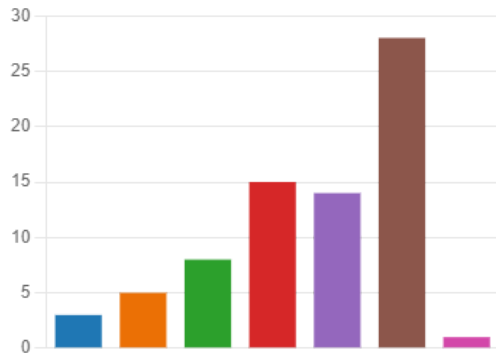
4. If you only read the magazine online, would you opt out of receiving the print version?

● Yes	17
● No	13
● Unsure	4
● I only receive an electronic copy	15



5. What articles or sections do you read regularly (Select all that apply)

● Chairman's Note	3
● President's Message	5
● Counsel's Corner	8
● Substantive Articles	15
● Standing Features (Bankers on t...	14
● All the above	28
● None of the above	1



6. How often do you share articles or circulate the publication to staff colleagues?

● Frequently	8
● Occasionally	29
● Rarely	7
● Never	3



7. How would you rate the quality of the *CBA Quarterly*?

● Exceptional	7
● Very good	37
● Fair	3
● Poor	0



8. Each issue of the *CBA Quarterly* features a theme for article topics. Recent themes have included:

- Cybersecurity
- Promoting Wellness
- Perseverance Amid Uncertainty
- Investing in People

What banking topics or themes would you like to see in the *CBA Quarterly*?

29 Responses

Latest Responses

"Attraction and retention of talent is a huge issue w...
"More legislative updates and concerns to promote ...

9. What do you like best about the *CBA Quarterly*?

25 Responses

Latest Responses

"Contemporary topics relevant to all. Enjoy commu...
"All. You do a fine job."

10. What can the Association do to improve the *CBA Quarterly*?

16
Responses

Latest Responses
"n/a"

11. Other suggestions/comments.

6
Responses

Latest Responses
"n/a "

12. If you would like to be entered into a drawing for a \$100 gift card as our **THANK YOU** for participating in this questionnaire, please add your name and email below!

21
Responses

Latest Responses
"Lynn Giroux"
