







CCH Marketing Survey



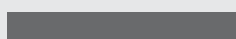

Are you more concerned with:

		Response Percent
Maintaining current business levels		15.3%
Getting greater value from your existing client base		21.2%
Growing your client base		63.5%

Do you communicate to your clients predominately by:

		Response Percent
Phone		24.1%
Email		43.4%
Post		32.5%

Are you looking to:

		Response Percent
Cut the cost of client communications		3.9%
Increase measurement of ROI from client communications		3.9%
Turnaround client communications quicker		32.5%
Generate revenue by offering business advice to clients		59.7%

CCH Marketing Survey

Do you currently send out email shots using:

		Response Percent
Contacts held in your Outlook		14.5%
Practice data imported through Excel into Outlook		11.8%
Through a dedicated email delivery system		27.6%
Don't currently but would like to		25.0%
Not applicable		21.1%

Do you currently use email to send:

		Response Percent
Less than 30% of your client communications		38.2%
Less than 50% of your client communications		31.6%
More than 50% of your client communications		30.3%

Are you looking to cut your costs by using more email:

		Response Percent
Yes		67.1%
No		32.9%