

**SCOTTISH ENTERPRISE
FINANCIAL SERVICES
NEWSLETTER EVALUATION**

QUANTITATIVE DEBRIEF

MARCH 2006



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RM12072

Background & Research Objectives (1)

- Scottish Enterprise Financial Services Newsletter '*Investing in Our Future*' is published 3 times a year
- Distributed to 300+ recipients on mailing list
- Newsletter distributed by post, SE Intranet and Financial Services section of SE website

Background & Research Objectives (2)

- **mruk** commissioned to undertake independent research to meet the following specific objectives:
 - To evaluate the effectiveness of the newsletter in reaching its target audience
 - To evaluate the format of the newsletter as a suitable communications vehicle

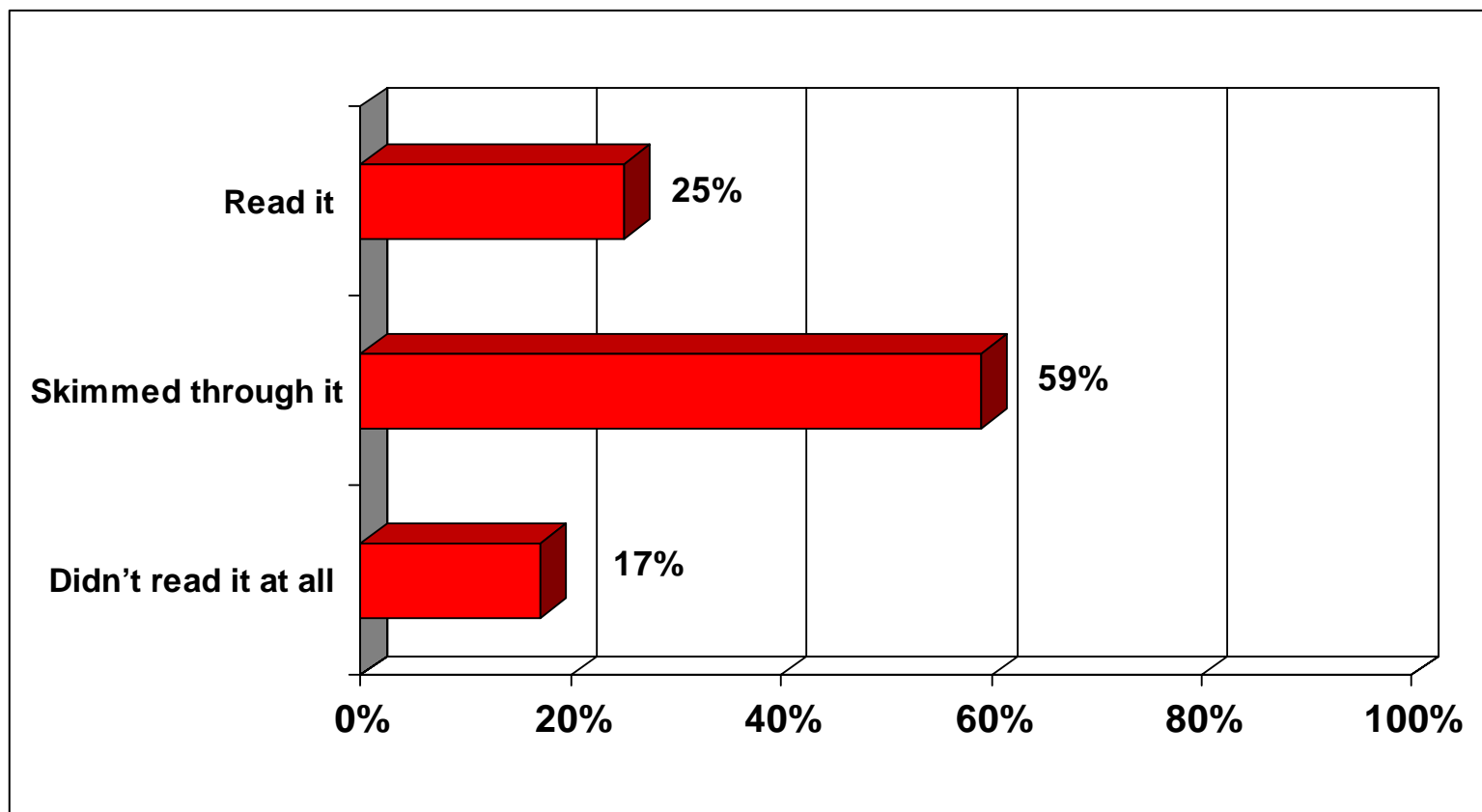
Methodology & Sample (1)

- Quantitative research methodology using telephone interviewing
- Interviews conducted from **mruk's** in-house CATI (Computer Aided Telephone Interviewing) station in Glasgow
- Questionnaire developed by **mruk** research with input and approval from Scottish Enterprise Financial Services Team
- Sample provided by Scottish Enterprise Financial Services Team

Methodology & Sample (2)

- Full sample of 306 contacts exhausted
- 65 interviews achieved
- Interviews conducted between 23rd February – 7th March 2006

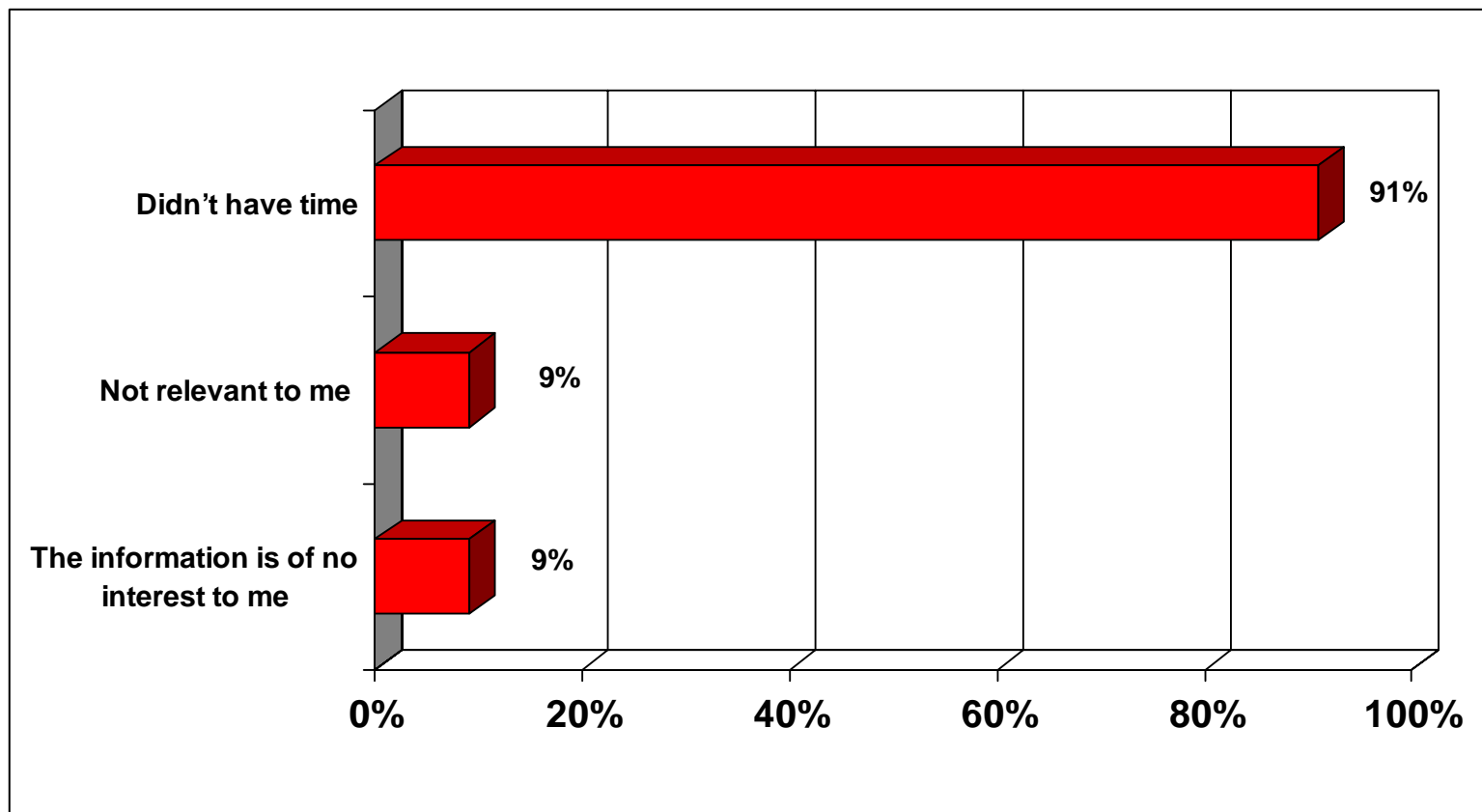
When you received the newsletter, which of the following did you do with it?



Base: 65

Source: **mruk** research, March 2006

Why didn't you read the newsletter?



Base: 11

Source: **mruk** research, March 2006

Recall of content

	Spontaneous %	Prompted %
Article about the Financial Services Advisory Board	15	46
Article on Financial Services and e-mentoring project	13	59
Article about adult mentors for young people in full-time education	2	50
Article about training course from the Chartered Institute of Bankers	4	43
Article about careers in telephone banking	6	35
Article about comparable business sector profiles for Scotland	-	15
Article about Futureskills Scotland	7	61
Update on Financial Services Sector survey	7	54
Article on business prospects for 2006	-	37
Article on attracting highly skilled professionals to live and work in Scotland	2	57
Article on Talentscotland	9	52
Can't recall / don't know	48	11
Nothing	4	4
Other	-	-

Base: 54

Source: **mruk** research, March 2006

Which articles did you read?

	Spontaneous %	Prompted %
Financial Services Advisory Board	33	50
Financial Services and e-mentoring	41	61
Banking on a New Career	26	39
Futureskills Scotland	46	65
Scottish Financial Services Sector Voices Optimism for 2006	26	48
Talentscotland and Financial Services	41	48
Can't recall	7	-
None	11	4

Base: 46

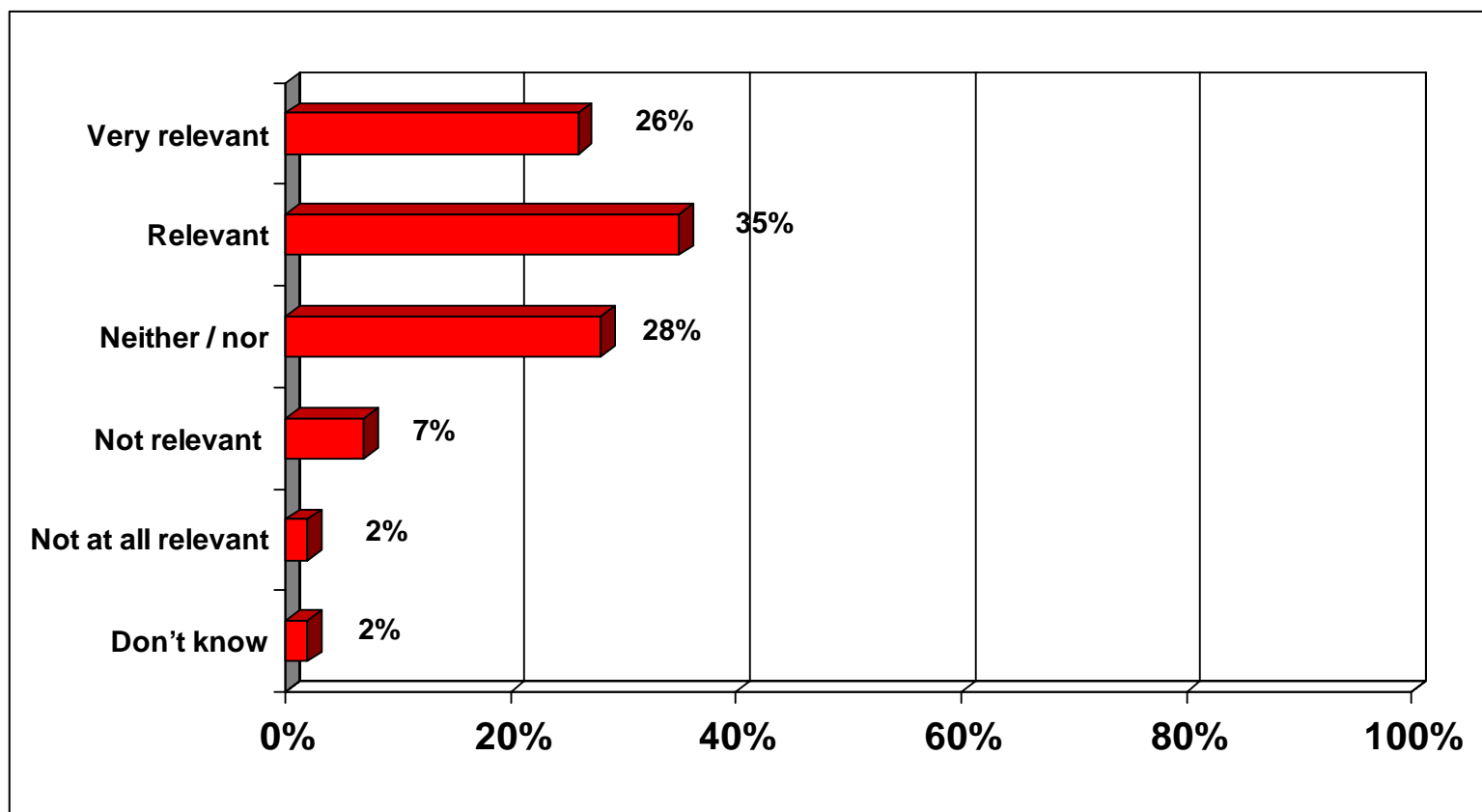
Source: **mruk** research, March 2006

Relevance of articles

	Very Relevant %	Relevant %	Neither / nor %	Not Relevant %	Not at all Relevant %	Don't know %	N/A %	BASE
Financial Services Advisory Board	35	39	17	4	-	-	4	23
Financial Services and e-mentoring	36	32	32	-	-	-	-	28
Banking on a New Career	44	22	22	11	-	-	-	18
Futureskills Scotland	33	47	13	7	-	-	-	30
Scottish Financial Services Sector Voices Optimism for 2006	27	50	23	-	-	-	-	22
Talentscotland and Financial Services	36	36	23	-	5	-	-	22

Source: **mruk** research, March 2006

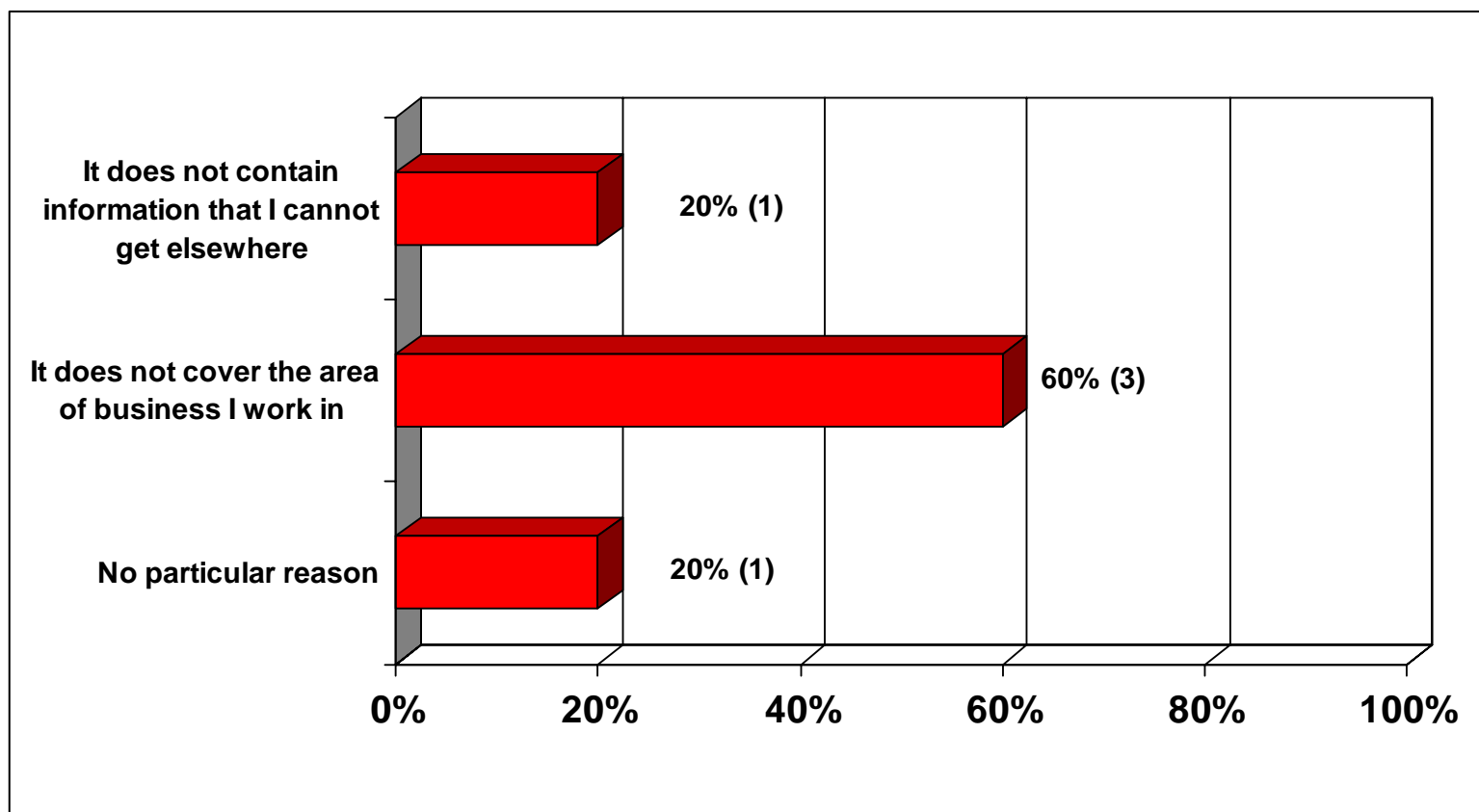
Overall relevance of newsletter



Base: 54

Source: **mruk** research, March 2006

Why did you not find the newsletter relevant?



Base: 5

Source: **mruk** research, March 2006

Agreement with statements

	Strongly Agree %	Agree %	Neither / nor %	Disagree %	Strongly Disagree %	Don't know %
The newsletter has too narrow a focus	-	6	22	57	9	6
The newsletter addresses the issues of skills required in the Financial Services industry	4	61	22	7	-	6
The newsletter has made me more aware of the role of Scottish Enterprise in the Financial Services sector	4	50	26	13	2	6
The information in the newsletter is similar to that which I receive from other sources	2	15	9	61	7	6
The newsletter is well written	11	70	15	-	-	4
The newsletter contains too many articles	2	6	13	69	7	4
I like the style in which articles are written	7	63	24	2	-	4
The overall design and style is unappealing	-	6	13	70	7	4
Articles do not contain enough detail on the subject	2	9	24	54	7	4
It does not cover the topical issues	-	6	19	69	2	6
It would be beneficial to have articles written by people within the industry	13	57	13	15	-	2

Base: 54

Source: **mruk** research, March 2006

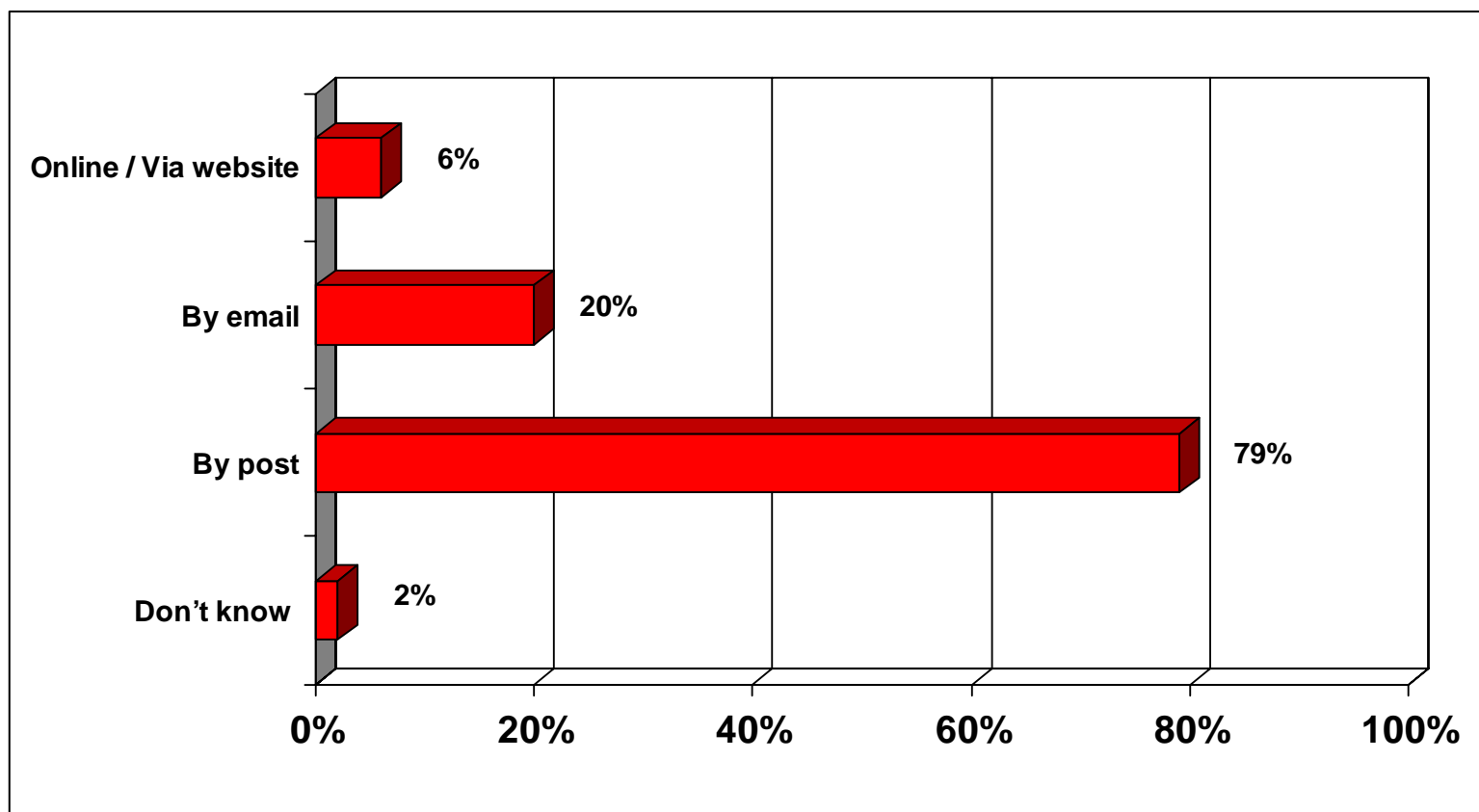
What did you do with the newsletter after receiving it?

	Yes %	No %
Read it and kept it for future reference	59	41
Read it and then disposed of it	24	76
Read it and passed it on to a friend to read	4	96
Read it and passed it to a colleague to read	30	70
Read it and passed it to a family member / relative to read	-	100
Read it and passed a <u>copy</u> of it to a friend to read	4	96
Read it and passed a <u>copy</u> of it to a colleague to read	9	91
Read it and passed a <u>copy</u> of it to a family member / relative to read	-	100
Kept it to read at a later date	30	70
Other	4	96

Base: 54

Source: **mruk** research, March 2006

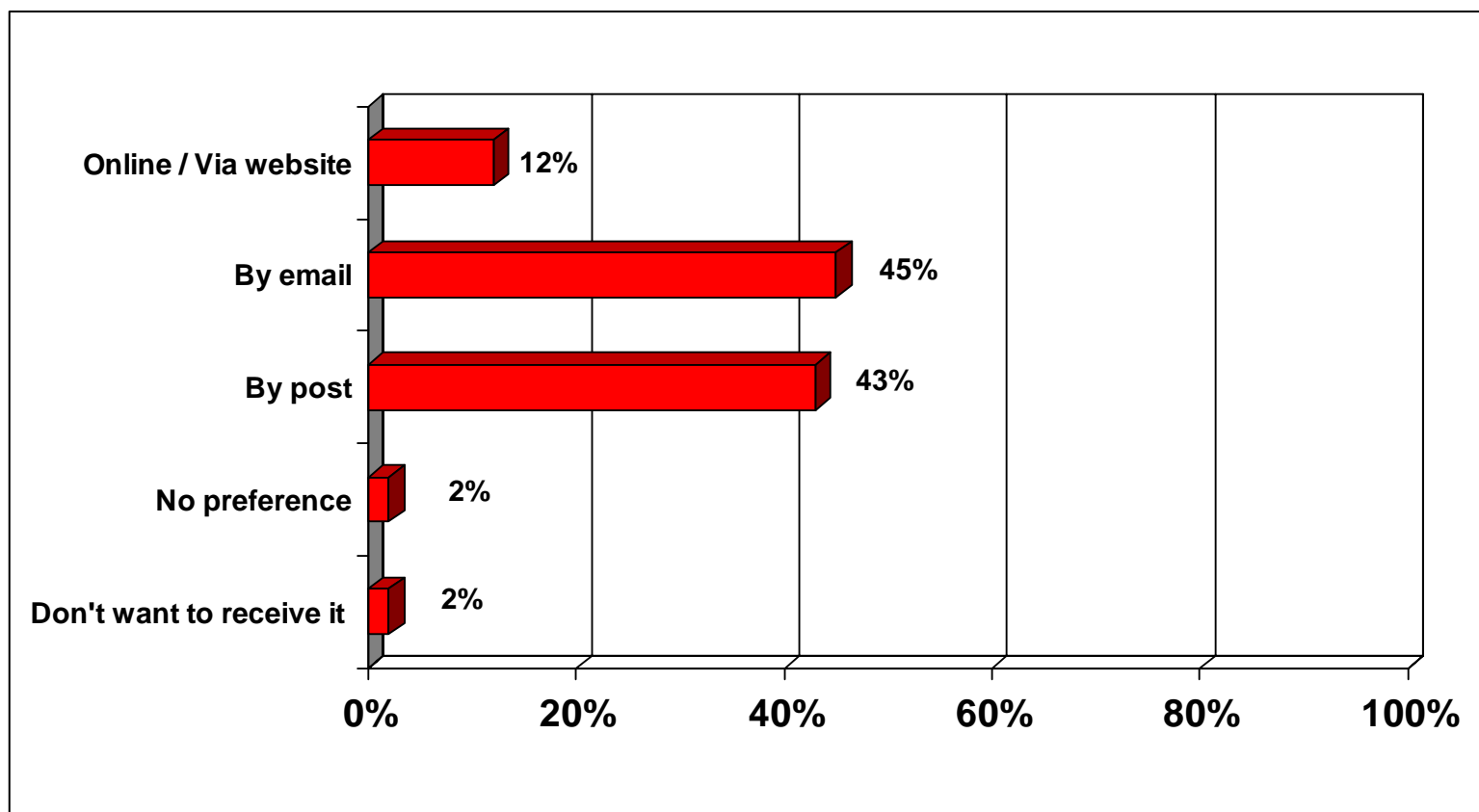
How did you receive or access the newsletter?



Base: 65

Source: **mruk** research, March 2006

How would you prefer to receive or access the newsletter?



Base: 65

Source: **mruk** research, March 2006

How would you prefer to receive or access the newsletter? (by readership behaviour)

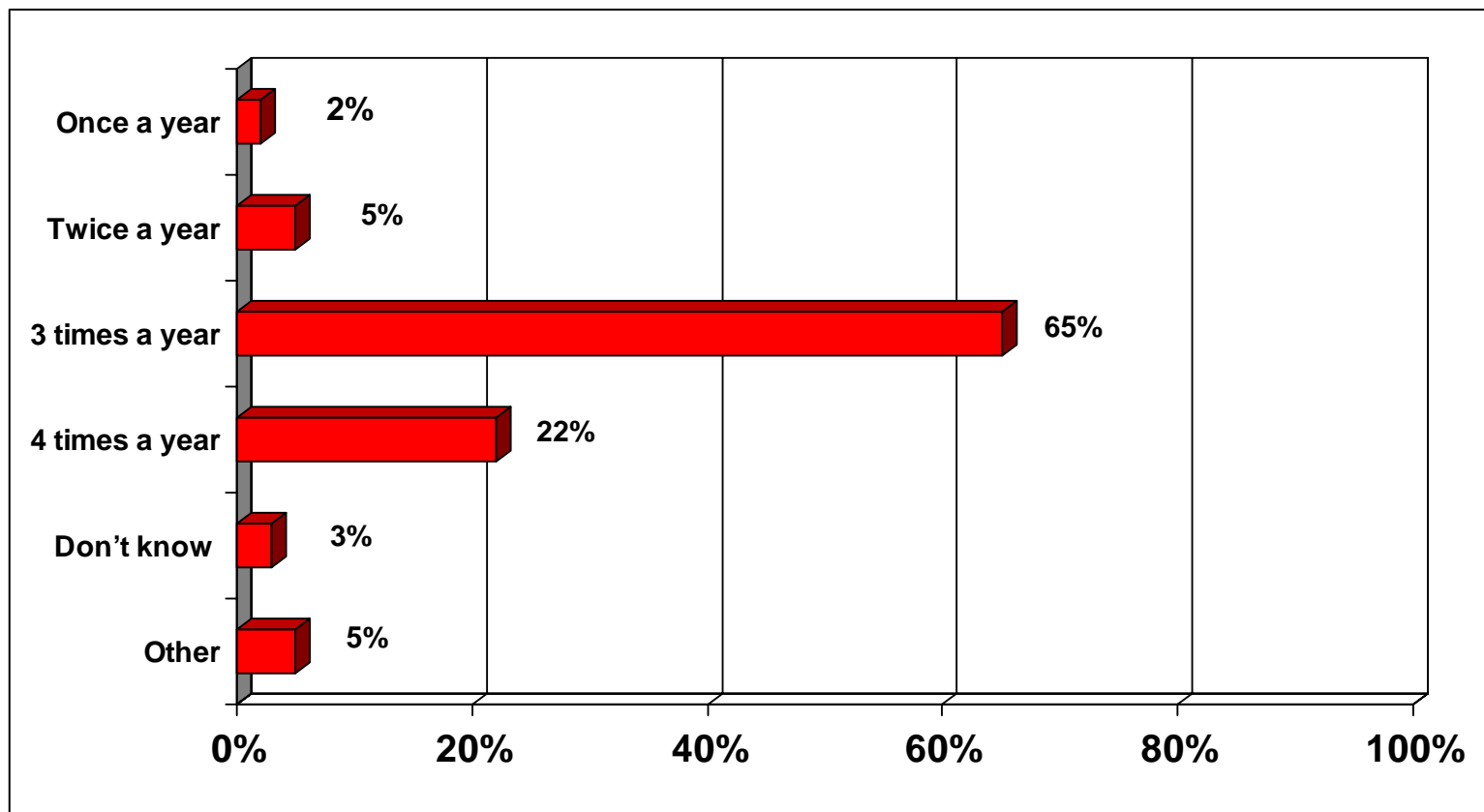
- Cross-tabulation demonstrates no substantial difference between preferred method of distribution and readership behaviour

	Read it %	Skimmed through it %	Didn't read it at all %	BASE
Email	10 (3)	76 (22)	14 (4)	29
Post	32 (9)	54 (15)	14 (4)	28

Number of responses in brackets

Source: **mruk** research, March 2006

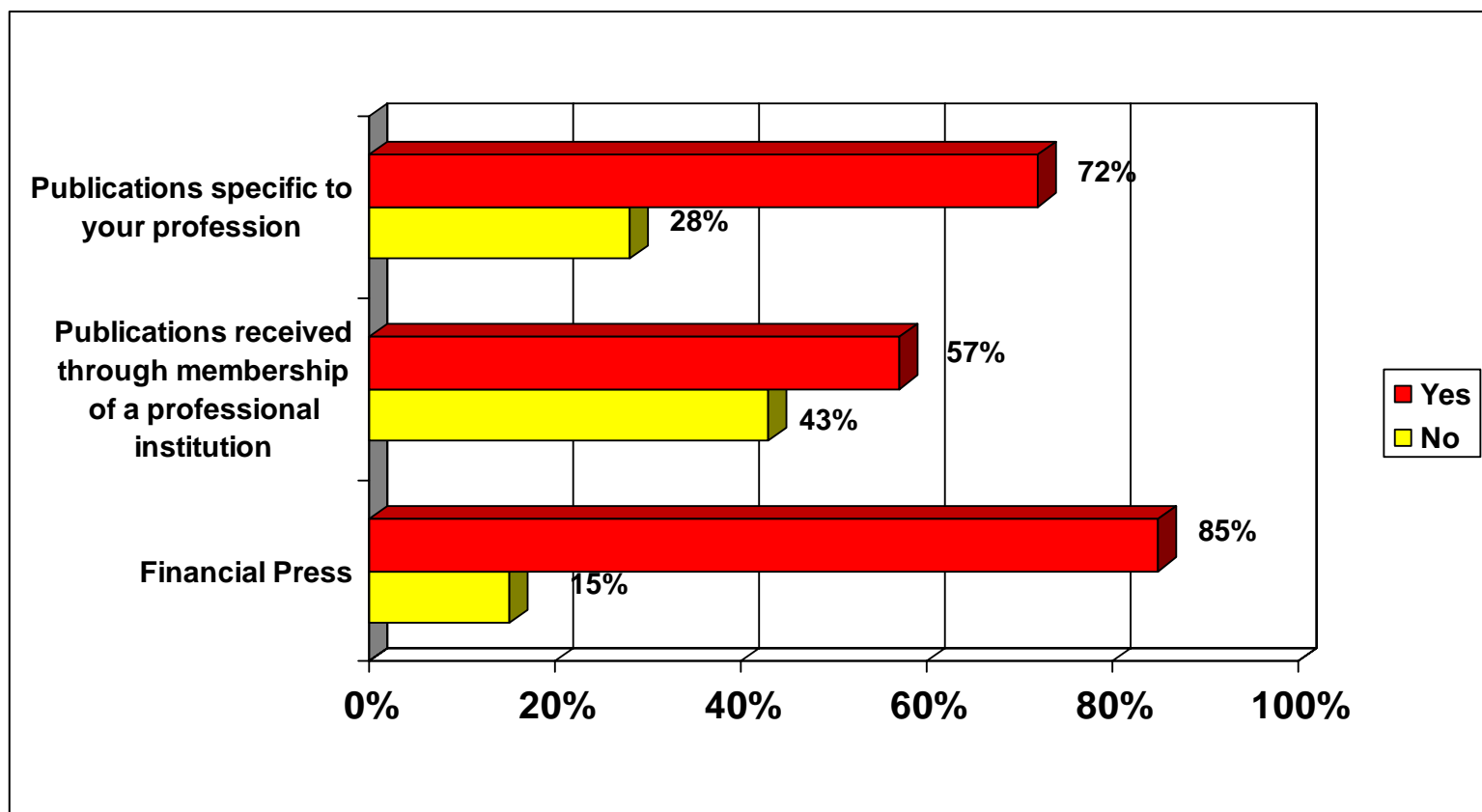
How often would you like to receive the newsletter?



Base: 65

Source: **mruk** research, March 2006

Types of Financial Services related publications you read or receive



Base: 65

Source: **mruk** research, March 2006

Summary of Key Findings

- Newsletter is read by the majority of recipients
- Articles and overall newsletter are considered relevant to readers
- Readers are satisfied with frequency, focus, design and style of the newsletter
- Recommendation that each edition contains at least one article written by a professional within the Financial Services Industry
- Recommendation to investigate the distribution of newsletter by email

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