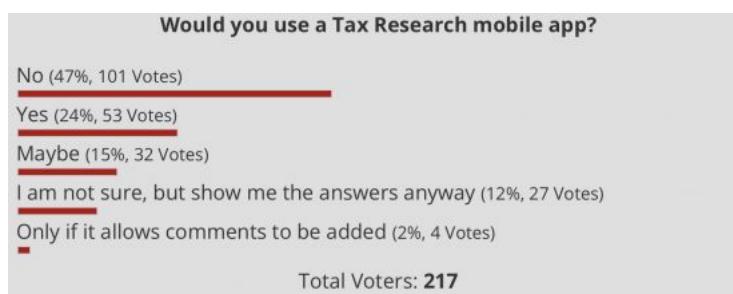


Funding the Future

You and this blog

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In a recent poll I asked if Tax Research needed a mobile phone app. The answer was was follows:



The answer seemed to be an uncertain 'no'.

However, those voting were those for whom the current situation works: by definition they had voted because they were reading the blog on a browser.

Having done some more research I have discovered how unusual it is to read material on a browser now. That is especially true when most people read on their phones and most (80%, plus) will only read from apps on their phones. This trend of reading apps on phones is most marked amongst the young, which is, I suspect, the audience this blog is least good at reaching.

Then it occurred to me that I have no real clue who the Tax Research audience is, at least in terms of age. Gender matters less on this issue as it does not seem to alter where people read online data very much.

So, this is the first ever audience survey I have done, almost seventeen years after starting this blog. The answers will help me decide whether to commit funds to an app, most especially if I need to reach a younger audience.

Thanks for answering, if you do. Answers, like all polls here, are anonymous.

[poll id="27"]