

- (a) Deviations in measured outcomes from period to period should be the result of deviations in underlying performance (not accounting quirks).
- (b) Clear and concise to those with reasonable business knowledge
- (c) Available in sufficient time to be capable of influence.
- (d) Even though different companies may use different accounting methods, there is still sufficient basis for valid comparison.
- (e) Information must be truthful; complete, neutral, and free from error.
- (f) Information should be timely and bear on the decision-making process by possessing predictive or confirmatory (feedback) value.
- (g) Different knowledgeable and independent observers reach similar conclusions.