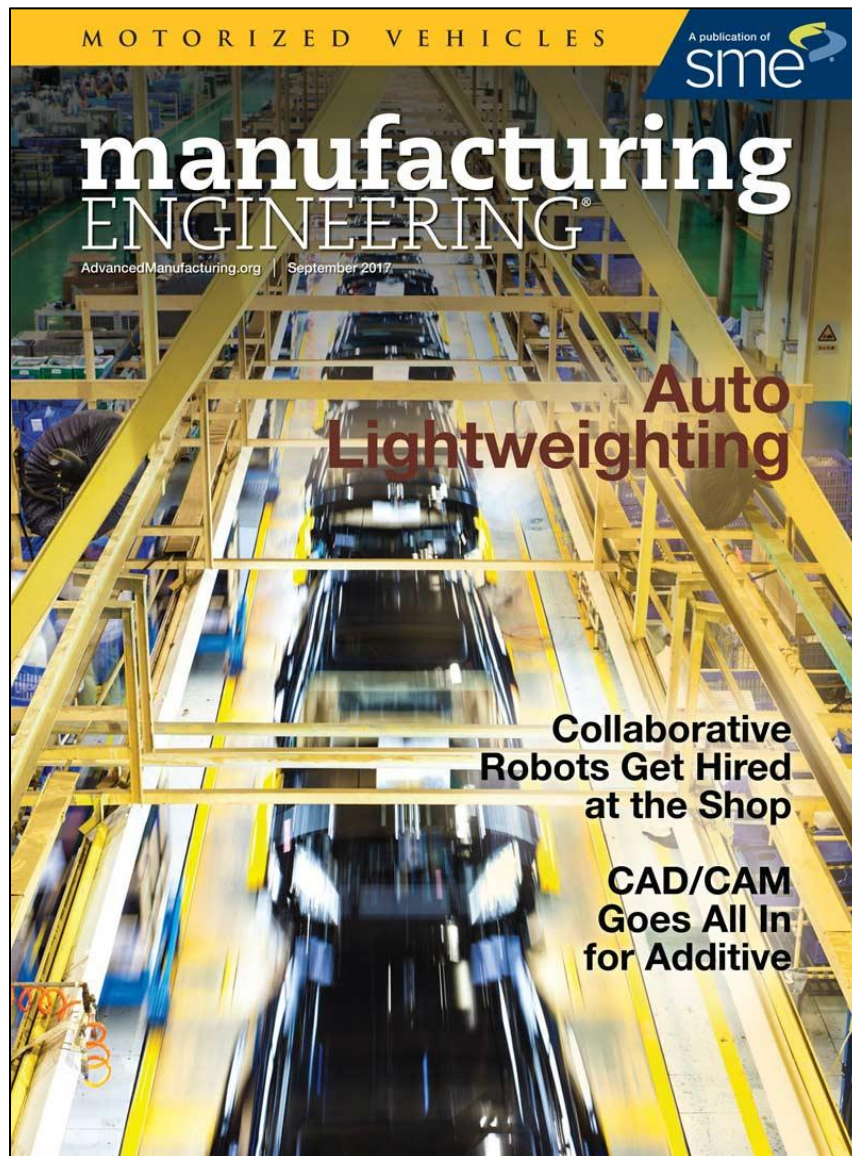


Companion Questionnaire Results

Manufacturing Engineering
September 2017



**Readex
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Experienced
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About the Companion Questionnaire

Introduction

The findings in this report are from the companion questionnaire included as part of the ad effectiveness study conducted by Readex Research for *Manufacturing Engineering* in conjunction with its September 2017 issue.

Using the Results

When using the results, keep the following in mind:

- Respondents were aware *Manufacturing Engineering* sponsored the survey.
- Because these results are based on 514 responses, they have a sampling error of ± 4.3 percentage points.
- These results represent the readers who provided feedback to the advertisements measured in this survey and do not necessarily represent the entire circulation of *Manufacturing Engineering*.

Interpreting the Results

In addition to percentages, two summary statistics may be presented in this report for numeric variables.

A **mean** is the arithmetic average of a distribution (i.e., a set of values). Means are very much influenced by extremely large or extremely small values in the distribution (e.g., one millionaire can substantially raise an estimate of the average income).

Means for grouped data are calculated using the midpoint of each range. The lowest-valued group is represented by its largest value; the highest-valued group by its lowest.

A **median** is the value which lies at the middle of a distribution: that is, 50% of the values are above it and 50% are below. It represents the “typical” response, and is not influenced by extreme values. For most distributions, the median will be either roughly equal to, or significantly smaller than the mean.

Medians for grouped data are calculated by locating the group which contains the 50th percentile, then interpolating between the lower and upper bound to estimate the precise value.

About Readex Research

Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or the Internet) has brought clients from many other markets. Since its founding in 1947, Readex has completed thousands of surveys for hundreds of different clients.

Companion Questionnaire Results

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Companion Questionnaire Results

Time Spent With a Typical Issue

1. Including all the times you pick it up, about how much time do you spend reading or looking through a typical issue of *Manufacturing Engineering*?

| | |
|--------------------------|-------------|
| base: all respondents | 514 100% |
| 2 hours or more | 10 2% |
| 1-1/2 up to 2 hours | 12 2% |
| 1 up to 1-1/2 hours | 56 11% |
| 1/2 up to 1 hour | 226 44% |
| less than 1/2 hour | 191 37% |
| do not read/look through | 19 4% |
| mean (minutes): | 38 |
| standard error: | 1.13 |
| median: | 36 |
| no answer | 0 0% |

Companion Questionnaire Results

Pass-Along Readership

2. How many other people (besides you) usually read or look through your copy of *Manufacturing Engineering*?

| | |
|-----------------------|-------------|
| base: all respondents | 514 100% |
| ONE OR MORE | 320 62% |
| 5 or more | 38 7% |
| 4 | 18 4% |
| 3 | 53 10% |
| 2 | 105 20% |
| 1 | 106 21% |
| none | 192 37% |
| mean: | 1.4 |
| standard error: | 0.07 |
| median: | 1 |
| no answer | 2 0% |

Companion Questionnaire Results

Likelihood to Recommend *Manufacturing Engineering* to Business Friend/Colleague

3. How likely would you be to recommend *Manufacturing Engineering* to a business friend or colleague?

| | |
|-----------------------|-------------|
| base: all respondents | 514 100% |
| 10 - extremely likely | 80 16% |
| 9 | 51 10% |
| 8 | 133 26% |
| 7 | 84 16% |
| 6 | 35 7% |
| 5 | 71 14% |
| 4 | 11 2% |
| 3 | 18 4% |
| 2 | 5 1% |
| 1 | 10 2% |
| 0 - not at all likely | 12 2% |
| mean: | 7.0 |
| standard error: | 0.10 |
| no answer | 4 1% |

Companion Questionnaire Results

Proportion Who Use *Manufacturing Engineering* to Help Make Purchasing/Specification Decisions

4. Do you use *Manufacturing Engineering* to make purchasing/specification decisions?

| | |
|-----------------------|-------------|
| base: all respondents | 514 100% |
| yes | 237 46% |
| no | 269 52% |
| no answer | 8 2% |

Companion Questionnaire Results

Usefulness as Source of Information

5. How useful is *Manufacturing Engineering* to you as a source of information about new products and services?

| | |
|-----------------------|-------------|
| base: all respondents | 514 100% |
| 5 - very useful | 110 21% |
| 4 | 198 39% |
| 3 | 153 30% |
| 2 | 26 5% |
| 1 - not at all useful | 8 2% |
| mean: | 3.8 |
| standard error: | 0.04 |
| no answer | 19 4% |

Companion Questionnaire Results

Role in Company's Buying Process

6. What is your role in your company's buying process?

| | |
|----------------------------------------------------------------------------------------|-------------|
| base: all respondents | 514 100% |
| can approve/sign off on all purchases | 113 22% |
| can approve up to a certain amount; provide recommendations on other products/services | 173 34% |
| can't approve purchases but can provide recommendations/specify features | 141 27% |
| other involvement | 44 9% |
| not involved in the buying process | 37 7% |
| no answer | 6 1% |

Companion Questionnaire Results

Opinion of *Manufacturing Engineering*: Top 2 Box Summary

7. How do you rate *Manufacturing Engineering* on the following?

TOP 2 BOX SUMMARY
(rated 4 or 5 on a 5-point
scale where 5 = excellent
and 1 = poor)

| | |
|--------------------------|-------------|
| base: all respondents | 514 100% |
| visual appeal | 405 79% |
| design/layout | 385 75% |
| reputation in the market | 354 69% |
| editorial content | 348 68% |
| quality of advertisers | 346 67% |
| relevant content | 336 65% |
| indicated at least one | 453 88% |
| indicated none | 61 12% |

Companion Questionnaire Results

Opinion of *Manufacturing Engineering*: Mean Summary

7. How do you rate *Manufacturing Engineering* on the following?

MEAN SUMMARY
(5 = excellent; 1 = poor)

base: those rating each

| | |
|--------------------------|-----|
| visual appeal | 4.1 |
| reputation in the market | 4.1 |
| design/layout | 4.0 |
| quality of advertisers | 3.9 |
| editorial content | 3.9 |
| relevant content | 3.9 |

Companion Questionnaire Results

Opinion of *Manufacturing Engineering*: Design/Layout

7. How do you rate *Manufacturing Engineering* on the following?

DESIGN/LAYOUT

| | |
|-----------------------|-------------|
| base: all respondents | 514 100% |
| 5 - excellent | 116 23% |
| 4 | 269 52% |
| 3 | 89 17% |
| 2 | 9 2% |
| 1 - poor | 1 0% |
| mean: | 4.0 |
| standard error: | 0.03 |
| don't know/unsure | 23 4% |
| no answer | 7 1% |

Companion Questionnaire Results

Opinion of *Manufacturing Engineering*: Editorial Content

7. How do you rate *Manufacturing Engineering* on the following?

EDITORIAL CONTENT

| | |
|-----------------------|-------------|
| base: all respondents | 514 100% |
| 5 - excellent | 100 19% |
| 4 | 248 48% |
| 3 | 112 22% |
| 2 | 18 4% |
| 1 - poor | 0 0% |
| mean: | 3.9 |
| standard error: | 0.03 |
| don't know/unsure | 29 6% |
| no answer | 7 1% |

Companion Questionnaire Results

Opinion of *Manufacturing Engineering*: Relevant Content

7. How do you rate *Manufacturing Engineering* on the following?

RELEVANT CONTENT

| | |
|-----------------------|-------------|
| base: all respondents | 514 100% |
| 5 - excellent | 96 19% |
| 4 | 240 47% |
| 3 | 132 26% |
| 2 | 13 3% |
| 1 - poor | 2 0% |
| mean: | 3.9 |
| standard error: | 0.04 |
| don't know/unsure | 23 4% |
| no answer | 8 2% |

Companion Questionnaire Results

Opinion of *Manufacturing Engineering*: Reputation in the Market

7. How do you rate *Manufacturing Engineering* on the following?

REPUTATION IN THE MARKET

| | |
|-----------------------|-------------|
| base: all respondents | 514 100% |
| 5 - excellent | 136 26% |
| 4 | 218 42% |
| 3 | 89 17% |
| 2 | 6 1% |
| 1 - poor | 1 0% |
| mean: | 4.1 |
| standard error: | 0.04 |
| don't know/unsure | 56 11% |
| no answer | 8 2% |

Companion Questionnaire Results

Opinion of *Manufacturing Engineering*: Quality of Advertisers

7. How do you rate *Manufacturing Engineering* on the following?

QUALITY OF ADVERTISERS

| | |
|-----------------------|-------------|
| base: all respondents | 514 100% |
| 5 - excellent | 117 23% |
| 4 | 229 45% |
| 3 | 118 23% |
| 2 | 13 3% |
| 1 - poor | 1 0% |
| mean: | 3.9 |
| standard error: | 0.04 |
| don't know/unsure | 30 6% |
| no answer | 6 1% |

Companion Questionnaire Results

Opinion of *Manufacturing Engineering*: Visual Appeal

7. How do you rate *Manufacturing Engineering* on the following?

VISUAL APPEAL

| | |
|-----------------------|-------------|
| base: all respondents | 514 100% |
| 5 - excellent | 149 29% |
| 4 | 256 50% |
| 3 | 69 13% |
| 2 | 7 1% |
| 1 - poor | 2 0% |
| mean: | 4.1 |
| standard error: | 0.03 |
| don't know/unsure | 23 4% |
| no answer | 8 2% |

Companion Questionnaire Results

Other Trade Magazines Received

8. What other trade magazines do you receive in addition to *Manufacturing Engineering*?

| | |
|---------------------------------------------|-------------|
| base: all respondents (multiple answers) | 514 100% |
| Modern Machine Shop | 221 43% |
| Cutting Tool Engineering | 140 27% |
| Manufacturing News | 122 24% |
| Aerospace Manufacturing & Design | 96 19% |
| Production Machining | 89 17% |
| Smart Manufacturing | 53 10% |
| Moldmaking Technology | 30 6% |
| Today's Medical Developments | 30 6% |
| Today's Motor Vehicles | 24 5% |
| Today's Energy Solutions | 11 2% |
| other | 119 23% |
| indicated at least one | 417 81% |
| none | 83 16% |
| no answer | 14 3% |

Companion Questionnaire Results

Most Useful Magazine

9. Which magazine do you find most useful?

| | |
|----------------------------------|-------------|
| base: all respondents | 514 100% |
| Manufacturing Engineering | 211 41% |
| Modern Machine Shop | 84 16% |
| Manufacturing News | 24 5% |
| Cutting Tool Engineering | 20 4% |
| Aerospace Manufacturing & Design | 17 3% |
| Production Machining | 10 2% |
| Smart Manufacturing | 8 2% |
| Today's Medical Developments | 5 1% |
| Moldmaking Technology | 4 1% |
| Today's Motor Vehicles | 3 1% |
| Today's Energy Solutions | 2 0% |
| other | 59 11% |
| none | 52 10% |
| no answer | 15 3% |