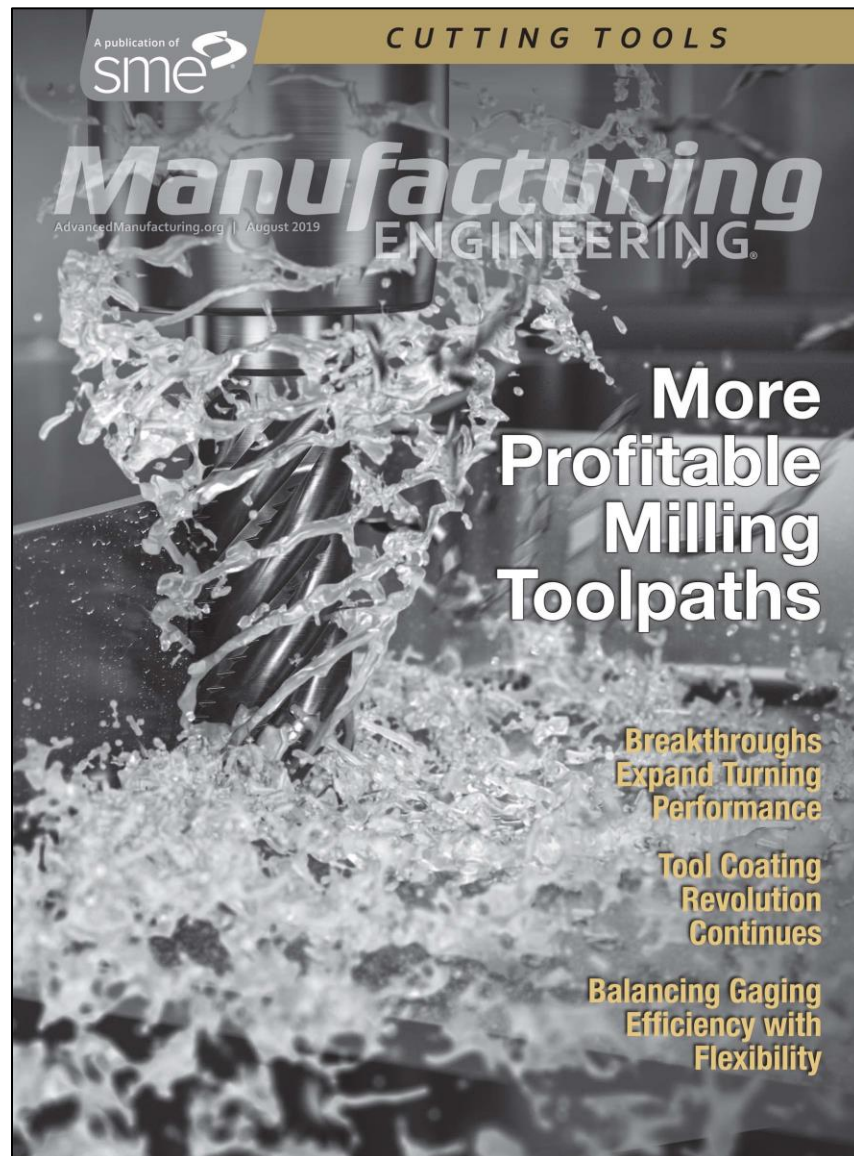


# Companion Questionnaire Results

**Manufacturing Engineering**  
**August 2019**



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2251 Tower Drive West  
Stillwater, MN 55082  
tel 651.439.1554  
fax 651.439.1564

[www.readexresearch.com](http://www.readexresearch.com)

## 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 August 2019 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 446 responses, they have a sampling error of  $\pm 5$  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.

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**Companion Questionnaire Results**

**Most Useful Publication**

1. What one publication do you find most useful for staying current with new manufacturing technology and processes?

base: all respondents	446 100%
Manufacturing Engineering	236 53%
Modern Machine Shop	64 14%
Aerospace Manufacturing & Design	32 7%
Manufacturing News	29 7%
Cutting Tool Engineering	27 6%
Smart Manufacturing	11 2%
Moldmaking Technology	7 2%
Product Machining	4 1%
Today's Medical Developments	2 0%
Today's Energy Solutions	1 0%
Today's Motor Vehicles	1 0%
other	9 2%
none	19 4%
no answer	4 1%

**Companion Questionnaire Results**

**Rating of Features: Top 2 Box Summary**

**2. How would you rate the following features of *Manufacturing Engineering*?**

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

base: all respondents	446 100%
images/photography	407 91%
magazine appearance	400 90%
paper quality	394 88%
magazine content	369 83%
length of articles	367 82%
indicated at least one	425 95%
indicated none	21 5%

**Companion Questionnaire Results**

**Rating of Features: Mean Summary**

**2. How would you rate the following features of *Manufacturing Engineering*?**

MEAN SUMMARY

(5 = excellent;

1 = very poor)

base: those rating each

paper quality	4.3
magazine appearance	4.3
images/photography	4.2
magazine content	4.1
length of articles	4.0

**Companion Questionnaire Results**

**Rating of Features: Images/Photography**

**2. How would you rate the following features of *Manufacturing Engineering*?**

IMAGES/PHOTOGRAPHY

base: all respondents	446 100%
5 - excellent	146 33%
4 - good	261 59%
3 - fair	30 7%
2 - poor	2 0%
1 - very poor	2 0%
mean:	4.2
standard error:	0.03
no answer	5 1%



**Companion Questionnaire Results**

**Rating of Features: Magazine Appearance**

**2. How would you rate the following features of *Manufacturing Engineering*?**

MAGAZINE APPEARANCE

base: all respondents	446 100%
5 - excellent	159 36%
4 - good	241 54%
3 - fair	34 8%
2 - poor	2 0%
1 - very poor	2 0%
mean:	4.3
standard error:	0.03
no answer	8 2%

**Companion Questionnaire Results**

**Rating of Features: Paper Quality**

**2. How would you rate the following features of *Manufacturing Engineering*?**

PAPER QUALITY

base: all respondents	446 100%
5 - excellent	171 38%
4 - good	223 50%
3 - fair	42 9%
2 - poor	2 0%
1 - very poor	2 0%
mean:	4.3
standard error:	0.03
no answer	6 1%

**Companion Questionnaire Results**

**Rating of Features: Magazine Content**

**2. How would you rate the following features of *Manufacturing Engineering*?**

MAGAZINE CONTENT

base: all respondents	446 100%
5 - excellent	140 31%
4 - good	229 51%
3 - fair	63 14%
2 - poor	5 1%
1 - very poor	2 0%
mean:	4.1
standard error:	0.03
no answer	7 2%

**Companion Questionnaire Results**

**Rating of Features: Length of Articles**

**2. How would you rate the following features of *Manufacturing Engineering*?**

LENGTH OF ARTICLES

base: all respondents	446 100%
5 - excellent	90 20%
4 - good	277 62%
3 - fair	61 14%
2 - poor	5 1%
1 - very poor	4 1%
mean:	4.0
standard error:	0.03
no answer	9 2%

**Companion Questionnaire Results**

**Actions Taken Due to Reading Articles/Columns**

**3. In the last 12 months, what actions have you taken as a result of reading articles or columns in *Manufacturing Engineering*?**

base: all respondents (multiple answers)	446 100%
passed an article/feature to others	241 54%
discussed an article/feature with others	196 44%
saved an article/feature for future reference	177 40%
used information to help form opinions/make a decision	130 29%
used information in reference for a project	107 24%
used information in a report, presentation, or recommendation	40 9%
other	17 4%
indicated one or more	359 80%
no actions taken	79 18%
no answer	8 2%

**Companion Questionnaire Results**

**Actions Taken Due to Reading Ads**

**4. In the last 12 months, what actions have you taken as a results of reading advertisements in *Manufacturing Engineering*?**

base: all respondents (multiple answers)	446 100%
visited an advertiser's website	255 57%
discussed ad with others	156 35%
passed ad along to others	148 33%
saved ad for future reference	117 26%
contacted dealer, supplier, or representative	61 14%
visited an advertiser at a trade show exhibit	60 13%
purchased a product	55 12%
requested information from an advertiser	54 12%
other	8 2%
indicated one or more	345 77%
no actions taken	96 22%
no answer	5 1%

**Companion Questionnaire Results**

**Usefulness of Resources: Useful Summary**

**5. Overall, how useful do you find each of these information resources?**

TOP 2 BOX SUMMARY  
(rated 4 or 5 on a 5-point  
scale where 5 = very useful  
and 1 = not at all useful)

base: all respondents	446 100%
magazines - print	341 76%
supplier websites	275 62%
industry websites	267 60%
search engine results	264 59%
tradeshows	246 55%
video (application/demos)	224 50%
open houses (supplier events)	180 40%
magazines - digital	138 31%
webinars	137 31%
forums	127 28%
industry conferences	124 28%
email	118 26%

**Companion Questionnaire Results**

**Usefulness of Resources: Useful Summary**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
e-newsletters	107 24%
direct mail	94 21%
social media	52 12%
podcasts	50 11%
blogs	48 11%
indicated at least one	419 94%
indicated none	27 6%



**Companion Questionnaire Results**

**Usefulness of Resources: Mean Summary**

**MANUFACTURING ENGI readers**

MEAN SUMMARY  
(5 = very useful;  
1 = not at all useful)

base: those rating each

magazines - print	4.3
search engine results	3.9
supplier websites	3.9
industry websites	3.8
tradeshows	3.8
video (application/demos)	3.7
open houses (supplier events)	3.4
magazines - digital	3.2
webinars	3.2
industry conferences	3.1
forums	3.1
email	3.1
e-newsletters	2.9
direct mail	2.8
podcasts	2.5
blogs	2.5
social media	2.4

**Companion Questionnaire Results**

**Usefulness of Resources: Magazines - Print**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	209 47%
4	132 30%
3 - somewhat useful	73 16%
2	9 2%
1 - not at all useful	1 0%
mean:	4.3
standard error:	0.04
do not use	14 3%
no answer	8 2%

**Companion Questionnaire Results**

**Usefulness of Resources: Magazines - Digital**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	45 10%
4	93 21%
3 - somewhat useful	147 33%
2	36 8%
1 - not at all useful	30 7%
mean:	3.2
standard error:	0.06
do not use	79 18%
no answer	16 4%

**Companion Questionnaire Results**

**Usefulness of Resources: Email**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	46 10%
4	72 16%
3 - somewhat useful	164 37%
2	66 15%
1 - not at all useful	38 9%
mean:	3.1
standard error:	0.06
do not use	36 8%
no answer	24 5%

**Companion Questionnaire Results**

**Usefulness of Resources: E-Newsletters**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	31 7%
4	76 17%
3 - somewhat useful	149 33%
2	68 15%
1 - not at all useful	51 11%
mean:	2.9
standard error:	0.06
do not use	48 11%
no answer	23 5%

**Companion Questionnaire Results**

**Usefulness of Resources: Industry Websites**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	103 23%
4	164 37%
3 - somewhat useful	112 25%
2	20 4%
1 - not at all useful	6 1%
mean:	3.8
standard error:	0.05
do not use	17 4%
no answer	24 5%

**Companion Questionnaire Results**

**Usefulness of Resources: Search Engine Results**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	112 25%
4	152 34%
3 - somewhat useful	109 24%
2	20 4%
1 - not at all useful	6 1%
mean:	3.9
standard error:	0.05
do not use	20 4%
no answer	27 6%

**Companion Questionnaire Results**

**Usefulness of Resources: Social Media**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	20 4%
4	32 7%
3 - somewhat useful	84 19%
2	78 17%
1 - not at all useful	78 17%
mean:	2.4
standard error:	0.07
do not use	129 29%
no answer	25 6%



**Companion Questionnaire Results**

**Usefulness of Resources: Supplier Websites**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	113 25%
4	162 36%
3 - somewhat useful	103 23%
2	27 6%
1 - not at all useful	5 1%
mean:	3.9
standard error:	0.05
do not use	17 4%
no answer	19 4%

**Companion Questionnaire Results**

**Usefulness of Resources: Direct Mail**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	25 6%
4	69 15%
3 - somewhat useful	115 26%
2	87 20%
1 - not at all useful	57 13%
mean:	2.8
standard error:	0.06
do not use	67 15%
no answer	26 6%

**Companion Questionnaire Results**

**Usefulness of Resources: Podcasts**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	20 4%
4	30 7%
3 - somewhat useful	71 16%
2	79 18%
1 - not at all useful	57 13%
mean:	2.5
standard error:	0.07
do not use	166 37%
no answer	23 5%

**Companion Questionnaire Results**

**Usefulness of Resources: Blogs**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	13 3%
4	35 8%
3 - somewhat useful	77 17%
2	69 15%
1 - not at all useful	61 14%
mean:	2.5
standard error:	0.07
do not use	162 36%
no answer	29 7%

**Companion Questionnaire Results**

**Usefulness of Resources: Industry Conferences**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	46 10%
4	78 17%
3 - somewhat useful	123 28%
2	61 14%
1 - not at all useful	31 7%
mean:	3.1
standard error:	0.06
do not use	81 18%
no answer	26 6%

**Companion Questionnaire Results**

**Usefulness of Resources: Tradeshows**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	106 24%
4	140 31%
3 - somewhat useful	106 24%
2	26 6%
1 - not at all useful	8 2%
mean:	3.8
standard error:	0.05
do not use	38 9%
no answer	22 5%

**Companion Questionnaire Results**

**Usefulness of Resources: Forums**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	38 9%
4	89 20%
3 - somewhat useful	118 26%
2	70 16%
1 - not at all useful	24 5%
mean:	3.1
standard error:	0.06
do not use	79 18%
no answer	28 6%

**Companion Questionnaire Results**

**Usefulness of Resources: Open Houses**

**5. Overall, how useful do you find each of these information resources?**

base: all respondents	446 100%
5 - very useful	66 15%
4	114 26%
3 - somewhat useful	112 25%
2	45 10%
1 - not at all useful	24 5%
mean:	3.4
standard error:	0.06
do not use	65 15%
no answer	20 4%



**Companion Questionnaire Results**

**Usefulness of Resources: Video**

**5. Overall, how useful do you find each of these information resources?**

VIDEO (APPLICATION/DEMOS)	
base: all respondents	446 100%
5 - very useful	87 20%
4	137 31%
3 - somewhat useful	113 25%
2	30 7%
1 - not at all useful	12 3%
mean:	3.7
standard error:	0.05
do not use	46 10%
no answer	21 5%

**Companion Questionnaire Results**

**Usefulness of Resources: Webinars**

**5. Overall, how useful do you find each of these information resources?**

WEBINARS

base: all respondents	446 100%
5 - very useful	38 9%
4	99 22%
3 - somewhat useful	128 29%
2	48 11%
1 - not at all useful	30 7%
mean:	3.2
standard error:	0.06
do not use	81 18%
no answer	22 5%

**Companion Questionnaire Results**

**Industry Tenure**

**6. Approximately how many years have you worked in manufacturing?**

base: all respondents	446 100%
more than 35 years	168 38%
31 - 35	69 15%
26 - 30	53 12%
21 - 25	40 9%
16 - 20	24 5%
11 - 15	38 9%
6 - 10	27 6%
3 - 5	13 3%
1 - 2	8 2%
less than 1	3 1%
mean:	26.8
standard error:	0.48
median:	32
no answer	3 1%

**Companion Questionnaire Results**

**Job Function**

**7. Which one option best describes your current job title or function?**

base: all respondents	446 100%
manufacturing engineering	155 35%
company management/corporate executive	136 30%
product design research and development	54 12%
manufacturing production	32 7%
quality assurance/control	16 4%
other	32 7%
student	0 0%
not employed	0 0%
retired	16 4%
no answer	5 1%

**Companion Questionnaire Results**

**Involvement in Purchasing Process for New Equipment**

**8. How are you involved in your organization's purchasing process for new equipment?**

base: employed respondents (multiple answers)	425 100%
make recommendations	281 66%
determine need	219 52%
evaluate suppliers/technologies	187 44%
evaluate proposals	172 40%
prepare financial justifications	137 32%
make final selections (final approval)	135 32%
develop specifications/RFPs	125 29%
involved in other way(s)	66 16%
indicated one or more	386 91%
no involvement in purchasing process	36 8%
no answer	3 1%

**Companion Questionnaire Results**

**Industries Doing Business With**

**9. What industries do you typically do business with?**

base: employed respondents (multiple answers)	425 100%
automotive/transportation	166 39%
industrial machinery and equipment	163 38%
aerospace	161 38%
job shops/contract manufacturer	156 37%
military/defense	144 34%
construction	102 24%
medical/dental	92 22%
energy	91 21%
oil and gas	88 21%
electrical equipment	84 20%
agriculture	83 20%
consumer products	78 18%
appliances	53 12%

**Companion Questionnaire Results**

**Industries Doing Business With**

**9. What industries do you typically do business with?**

base: employed respondents (multiple answers)	425 100%
mining	51 12%
other	31 7%
indicated one or more	421 99%
no answer	4 1%



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2251 Tower Drive West  
Stillwater, MN 55082  
tel 651.439.1554  
toll 800.873.2339  
fax 651.439.1564

[www.readexresearch.com](http://www.readexresearch.com)