



**2009**

# **Readership Survey**

## **Executive Summary**

# Industrial Technology 2009 Readership Survey

## Executive Summary

### INTRODUCTION

This is the 10<sup>th</sup> Readership Survey Industrial Technology has published since the first one was undertaken in 1995.

The response figures for 2009 are in bold type. Comparisons can be made with results from previous surveys where the same or similar questions were asked. For previous years some answers are given as *n/a*. This means that the question was either *not asked* in that survey or was asked in a different form and therefore the answer is *not applicable* for making comparisons.

In the mid '90s the most comprehensive and well respected survey in the engineering market was the BRMB Engineering Industries Readership Survey. One of the questions was: "Which daily newspaper do you read?" When Industrial Technology produced its first survey we decided to include this question working on the principle that if there was a correlation between the answer from our own survey and the BRMB survey, then the results from our own survey would be treated as statistically accurate as the well respected BRMB survey. In both surveys the highest read daily newspaper was the *Daily Telegraph*. Since then that same question has been included in every Industrial Technology survey. In each survey the *Daily Telegraph* has been the highest read daily newspaper. In every Industrial Technology survey the sample used has always been higher than that used for the corresponding sectors of the BRMB survey.

As far as the publishers of Industrial Technology are aware, the time scale over which the data has been collected makes this the most comprehensive reader survey of any magazine in the engineering design press market place.

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For more information contact George Bennett on 0161 374 5615 or email [it.marketing@itmagazine.uk.com](mailto:it.marketing@itmagazine.uk.com)

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## SOME OBSERVATIONS

- Although the majority of Industrial Technology readers are male, the percentage of female readers has increased from 2% to 3% since 2006.
- 70% of the readership is over the age of 35.
- Readers are spending more time reading Industrial Technology than they did 3 years ago
- 90% of readers use a CAD system.
- Magazines are still the preferred method for keeping up to date with new products relevant to reader's jobs (74%) but after seeing an advertisement or to find out more information from a supplier readers will use the web site (66%).
- Of those readers who make an enquiry to a supplier for information only 51% usually receive a brochure. A surprising 73% of those who receive a brochure say they never receive any follow-up whilst 22% say they only receive an email in response to an enquiry
- When asked to indicate which magazines they received and read and how they rated them (good, average or poor), Industrial Technology was rated good by 87.6% of readers and average by 12.3% of readers. No respondents said the magazine was poor.
- The number of reader who "opt-out" of receiving third party information has increased from 70% in 2006 to 78% this year.
- Although 37% of readers say the find supplier's newsletters useful, 38% say they have no interest in them with 16% saying they don't receive any from suppliers.
- Over the years the number of readers who say they "don't go to exhibitions" has now risen to 36%
- Each month readers receive an average of 6 magazines.
- The Daily Telegraph still remains the most read daily newspaper.

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<b>1. Are you:</b>	<b>2009</b>	2006	2003	2002	2001	2000	1999
<b>Male</b>	<b>97</b>	98	98	98	98	98	99
<b>Female</b>	<b>3</b>	2	2	2	2	2	1

<b>2. Which age group are you in:</b>	<b>2009</b>	2006	2003	2002	2001	2000	1999
<b>Under 25</b>	<b>1</b>	1	1	1	4	2	2
<b>25-34</b>	<b>6</b>	8	11	15	18	17	19
<b>35-44</b>	<b>22</b>	26	27	30	28	26	27
<b>45-54</b>	<b>40</b>	38	30	29	29	31	30
<b>55-64</b>	<b>28</b>	25	29	24	20	20	17
<b>65+</b>	<b>2</b>	1	1	<1	<1	3	3
<b>Average age</b>	<b>48</b>	42	46	43	44	45	44

**3. Where / when do you normally read Industrial Technology or similar engineering magazines?**

	<b>2009</b>	2006	2003	2002	2001	2000	1999
<b>At work as part of job</b>	<b>52</b>	55	60	60	60	58	58
<b>At work during lunch / other breaks</b>	<b>22</b>	21	29	26	28	32	31
<b>At home in the evenings</b>	<b>23</b>	21	29	27	25	27	24
<b>At home at weekends / holidays</b>	<b>3</b>	5	7	6	6	8	6

**4. How much time do you spend reading Industrial Technology on average?**

	<b>2009</b>	2006	2003	2003	2001	2000	1999
<b>Under 5 minutes</b>	<b>3</b>	3	2	1	2	2	2
<b>5 - 15 minutes</b>	<b>35</b>	44	38	34	33	34	36
<b>15 - 30 minutes</b>	<b>43</b>	39	44	44	44	43	42
<b>over 30 minutes</b>	<b>19</b>	14	16	21	20	19	18

5 . Do you use computers at work for any of the following?

	2009	2006	2003	2002	2001	2000	1999	1998	1997
<b>2D CAD</b>	<b>46</b>	55	51	52	52	50	50	56	55
<b>3D CAD</b>	<b>33</b>	34	28	28	28	26	25	28	25
<b>Both 2D &amp; 3D CAD</b>	<b>11</b>	-	-	-	-	-	-	-	-
<b>Web site access</b>	<b>90</b>	90	78	76	72	64	50	38	31
<b>Catalogues and directories on CD-ROM</b>	<b>38</b>	55	60	68	65	67	62	60	n/a
<b>Don't need / use / have access to a computer</b>	<b>7</b>	7							

6. On average, how many hours a week do you spend "surfing" the web?

	At work for Business					At home for Business					At home for Pleasure				
	2009	2005	2003	2002	2001	2009	2005	2003	2002	2001	2009	2006	2003	2002	2001
0 hour (or no answer)	<b>15</b>	15	21	25	27	<b>55</b>	60	67	72	69	<b>27</b>	17	37	41	43
1 hour	<b>17</b>	18	22	33	25	<b>17</b>	19	13	12	15	<b>15</b>	17	17	17	17
2 hours	<b>22</b>	22	24	21	19	<b>10</b>	12	11	8	8	<b>16</b>	21	15	15	14
3 hours	<b>9</b>	13	10	7	9	<b>4</b>	3	2	3	2	<b>8</b>	8	7	6	5
4 hours	<b>8</b>	9	6	7	7	<b>5</b>	2	2	2	2	<b>7</b>	7	6	7	6
5 hours	<b>12</b>	9	6	6	6	<b>4</b>	1	1	1	2	<b>8</b>	6	6	5	5
6 hours	<b>4</b>	2	4	3	2	<b>1</b>	1	<1	1	1	<b>3</b>	4	3	3	3
7 hours	<b>&lt;1</b>	1	<1	<1	0	<b>0</b>	<1	<1	<1	0	<b>1</b>	<1	1	<1	0
8 hours	<b>3</b>	1	1	1	1	<b>&lt;1</b>	1	<1	1	0	<b>3</b>	2	<1	1	2
> 8 hours	<b>10</b>	8	5	5	4	<b>4</b>	1	<1	1	1	<b>11</b>	8	5	7	6

7. Which is your preferred method for keeping up to date with new products relevant to your job?

	2009	2006	2003
Direct mail / mail shots	14	9	9
Exhibitions	30	24	6
Magazines	76	73	57
Suppliers' catalogues	31	28	11
Visits by sales reps	9	6	2
Web sites	45	40	15

8. After seeing an advertisement in a magazine, how do you find out more information from a supplier?

	2009 Preferred method	2009 Sometimes use	2009 Never use	2009 Often use	2006 Often use	2003 Often use	2002 Often use	2001 Often use	2000 Often use	1999 Often use	1998 Often use
Use reader enquiry cards	26	60	46	34	43	45	52	58	56	60	39 <sup>[1]</sup>
Telephone the supplier	10	65	36	14	17	23	28	21	22	19	33
E-mail the supplier	17	57	39	16	18	20	18	16	10	5	5
Visit suppliers web site	66	41	8	74	63	50	38	n/a	n/a	n/a	n/a

[1] The question was phrased differently in 1998 so it is assumed this is the reason for the anomaly in the overall trend

**9. If you need to find a supplier for an engineering component, how would you do it?**

	<b>2009 Probably</b>	<b>2009 Possibly</b>	<b>2009 Never</b>	2006 Probably	2003 Probably	2002 Probably	2001 Probably	2000 Probably	1999 Probably
<b>Look through literature on file</b>	<b>44</b>	<b>34</b>	<b>21</b>	67	71	75	88	81	84
<b>Look through recent magazines</b>	<b>58</b>	<b>47</b>	<b>4</b>	66	46	48	56	49	53
<b>Consult trade directories</b>	<b>25</b>	<b>45</b>	<b>30</b>	33	32	41	44	50	54
<b>Ask colleagues for recommendation</b>	<b>37</b>	<b>51</b>	<b>8</b>	48	34	44	46	42	45
<b>Go to an NEC exhibition *</b>	<b>11</b>	<b>45</b>	<b>39</b>	15	8	11	14	13	10
<b>Go to a London exhibition *</b>	<b>5</b>	<b>27</b>	<b>66</b>	6	3	3	4	4	*
<b>Go to a 'local' exhibition</b>	<b>8</b>	<b>40</b>	<b>49</b>	9	7	8	17	11	7
<b>Consult directories on CD-Rom</b>	<b>5</b>	<b>23</b>	<b>71</b>	13	17	27	30	33	27
<b>Search the internet</b>	<b>87</b>	<b>10</b>	<b>2</b>	88	72	65	59	48	32

\* prior to 2000 Birmingham (NEC) and London exhibitions were given as one choice

**10. How do you prefer such requests for information to be followed up?**

	<b>2009</b>	2006	2003	2002	2001	2000	1999
<b>Brochure in post</b>	<b>52</b>	68	55	55	55	53	49
<b>Telephone call from supplier</b>	<b>8</b>	8	3	3	4	4	4
<b>Visit from supplier</b>	<b>6</b>	2	1	1	1	1	1
<b>E-mail from supplier</b>	<b>35</b>	22	n/a	n/a	n/a	n/a	n/a



11. ... and how are such requests actually followed up?

	2009 Often	2009 Sometimes	2009 Rarely	2006 Often	2006 Sometimes	2003 Often	2003 Sometimes	2002 Often	2002 Sometimes	2001 Often	2001 Sometimes
<b>Brochure in post</b>	51	47	2	82	14	74	17	74	17	72	16
<b>Telephone call from supplier</b>	13	78	9	21	53	15	52	15	55	16	52
<b>E-mail from supplier</b>	6	60	34	14	47	n/a	n/a	n/a	n/a	n/a	n/a
<b>Newsletter</b>	29	60	12	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

12. What do you think when you get the following *unrequested* information sent to you?

	2009 Find useful	2009 No interest	2009 Don't get	2006 Find useful	2006 No interest	2003 Find useful	2003 No interest	2002 Find useful	2002 No interest	2001 Find useful	2001 No interest	2000 Find useful	2000 No interest
<b>Brochures / sales letters in post</b>	56	35	7	59	37	30	63	30	63	31	67	26	30
<b>Packs of 'product cards'</b>	25	56	16	33	60	36	55	38	54	34	58	37	55
<b>Newsletters from suppliers</b>	37	38	16	45	45	48	37	45	36	49	38	52	35

**13. Which of the following do you use, access or subscribe to?**

	<b>2009</b>	2006
<b>Subscription newsletters by e-mail</b>	<b>37</b>	26
<b>Free newsletters by e-mail</b>	<b>67</b>	52
<b>Web sites that require paid registration</b>	<b>9</b>	4
<b>Web sites that require registration but are free</b>	<b>88</b>	70

**14. When you register for any web sites or newsletters and are given the option ‘to receive information from other third parties’ or similar, do you usually... ?**

	<b>2009</b>	2006
<b>‘Opt-in’ and receive information from third parties</b>	<b>10</b>	10
<b>‘Opt-out’ of receiving third party information</b>	<b>78</b>	70
<b>Don’t have any preferences either way</b>	<b>9</b>	8
<b>Never really aware of the opt-in / opt-out options (or no answer)</b>	<b>2</b>	3

**15. Which exhibitions have you visited in the last few years, and which do you think you'll attend in the future?**

	<b>2009</b> Have visited	<b>2009</b> May go in the future	2006 Visited or intend to	2003 Visited or intend to	2002 Visited or intend to	2001 Visited or intend to	2000 Visited or intend to	1999 Visited or intend to	1998 Visited or intend to
<b>Advanced Manufacturing**</b>	<b>14</b>	<b>15</b>	1	n/a	n/a	n/a	n/a	n/a	n/a
<b>Automatica (Germany)</b>	<b>3</b>	<b>5</b>	1	n/a	n/a	n/a	n/a	n/a	n/a
<b>Drives and Controls</b>	<b>36</b>	<b>20</b>	21	26	27	27	24	26	24
<b>Hanover Fair (Germany)</b>	<b>13</b>	<b>11</b>	16	12	9	9	7	9	6
<b>Instrumentation series</b>	<b>14</b>	<b>12</b>	18	10	12	12	10	11	4
<b>Interplas</b>	<b>13</b>	<b>7</b>	14	11	10	10	9	9	6
<b>MACH (Machine Tools)</b>	<b>34</b>	<b>18</b>	25	16	16	17	18	15	
<b>Machine Building</b>	<b>24</b>	<b>19</b>	23	19	12	13	n/a	n/a	n/a
<b>Manufacturing Showcase</b>	<b>23</b>	<b>9</b>	16	10	8	8	6	8	6
<b>Medical Devices</b>	<b>11</b>	<b>8</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Motek (Germany)</b>	<b>2</b>	<b>3</b>	2	n/a	n/a	n/a	n/a	n/a	n/a
<b>Mtec</b>	<b>17</b>	<b>8</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Offshore Europe</b>	<b>9</b>	<b>8</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Pakex</b>	<b>9</b>	<b>6</b>	12	6	11	11	6	9	9
<b>PPMA</b>	<b>23</b>	<b>11</b>	25	28	n/a	n/a	n/a	n/a	n/a
<b>SPS/IPC/Drives (Germany)</b>	<b>3</b>	<b>5</b>	2	10	8	8	8	9	6
<b>Total Processing</b>	<b>11</b>	<b>9</b>	5	n/a	n/a	n/a	n/a	n/a	n/a
<b>Don't go to exhibitions</b>	<b>36% in 2009</b>		34% in 2006	22% in 2003	9% in 2002	13% in 2001	7% in 2000		15% in 1999

**Top 12 preferred exhibitions** in rank order for those who gave a preference. ( 2006 position in brackets)

- |                                 |                         |                                |                         |
|---------------------------------|-------------------------|--------------------------------|-------------------------|
| <b>1.</b> MACH (-)              | <b>4.</b> Mtec (-)      | <b>7.</b> Machine Building (3) | <b>10.</b> Subcon (-)   |
| <b>2.</b> Drives & Controls (2) | <b>5.</b> Pakex (-)     | <b>8.</b> Hanover Fair (4)     | <b>11.</b> Raillex (-)  |
| <b>3.</b> PPMA (-)              | <b>6.</b> Interplas (7) | <b>9.</b> Medtec (9)           | <b>12.</b> Seaworks (-) |

\*\* Advanced Manufacturing is the combined name for Machine Building, Mtec, Vision Technology, Medical Devices & Practical Vacuum exhibitions.

**16. Which of these magazines do you receive, which do you actually read, and how do you rate those you read?**

	% of Industrial Technology readers who receive copies	Rating by those who receive & read		
		Good	Average	Poor
Automation	21	50	44	6
CAD User	12	41	54	5
Design Solutions	21	58	35	8
DP&A	22	49	46	6
Drives & Controls	32	61	34	5
The Engineer	44	89	10	1
Engineering	39	85	14	1
Eureka	34	77	21	2
Hazard Ex	7	45	45	9
Hydraulics & Pneumatics	19	62	31	7
Instrumentation	15	36	55	9
Process Engineering	20	40	55	5
Process Products	4	42	50	8
Processing & Control	15	48	46	6

The average number of magazines received each month is 6

17. What daily newspaper do you read?

	2009	2006	2003	2002	2001	2000	1999	1998
Daily Telegraph	13	11	14	13	14	13	15	15
Times	10	7	6	8	8	8	8	10
Daily Mail	9	9	13	12	13	11	12	11
Regional / Local	5	8	8	9	8	9	12	9
Guardian	5	4	4	3	3	4	3	3
Independent	4	3	1	2	2	2	2	3
Express	3	4	5	5	5	4	6	5
FT	2	3	2	1	1	1	1	1
Mirror	2	2	2	1	1	2	2	2
Sun	1	1	2	2	2	2	2	2
Daily Sport / Star	<1	<1	n/a	n/a	n/a	n/a	n/a	n/a
None	45	52	49	49	45	41	33	33

## New Wave Publishing Ltd

Hesketh House

3 School Road

Sale, Cheshire M33 7XY

Tel: 0161 374 5615

Fax: 0161 374 6436

email: [it.marketing@itmagazine.uk.com](mailto:it.marketing@itmagazine.uk.com)

Web site address: [www.industrialtechnology.co.uk](http://www.industrialtechnology.co.uk)

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## YOUR ADVERTISING CONTACTS:

### *South & Home Counties*

#### **Mark West**

Tel: 020 8467 3613

email: [mark.west@itmagazine.uk.com](mailto:mark.west@itmagazine.uk.com)

### *Midlands*

#### **David Harman**

Tel: 0161 374 5619

email: [david.harman@itmagazine.uk.com](mailto:david.harman@itmagazine.uk.com)

### *North of England, North Wales & Scotland*

#### **Jan Anderson**

Tel: 01978 314730

email: [jan.anderson@itmagazine.uk.com](mailto:jan.anderson@itmagazine.uk.com)

### *Overseas*

#### **George Bennett**

Tel: +44 161 374 5615

email: [george@itmagazine.uk.com](mailto:george@itmagazine.uk.com)

## EDITORIAL:

**Editorial address** - PO Box 342, Tonbridge, Kent TN10 4WD

#### **Mark Simms - Editor**

Tel: 01732 773268

email: [mark.simms@itmagazine.uk.com](mailto:mark.simms@itmagazine.uk.com)

