

# 2007 SUBSCRIBER PROFILE

## PURPOSE

---

The purpose of the 2007 Subscriber Profile Survey was to determine the reading habits and preferences among subscribers of EE-Evaluation Engineering magazine. This survey is conducted each year.

---

## METHODOLOGY

---

Invitations to participate in a Web survey were emailed to subscribers of EE-Evaluation Engineering in March 2007. We received 1,260 unique and usable questionnaires.

The survey findings are published in the following report.

---

## MAJOR FINDINGS

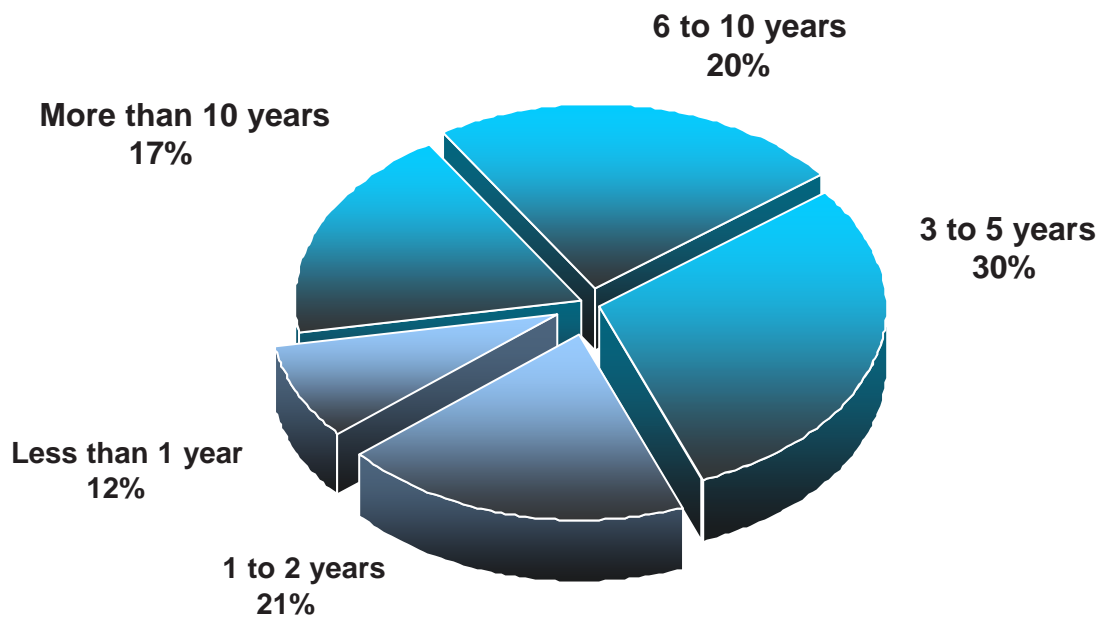
---

- **94%** of EE subscribers are involved in the purchasing process for their organizations.
- EE averages **2.9** readers per issue.
- **51%** of subscribers save back issues of EE for future reference and **86%** of those keep them for 6 months or more.
- **72%** of EE subscribers regularly use the EE Website.

---

## How long have you been reading EE-Evaluation Engineering?

---



**EE delivers loyal readers.**



---

How many other people read or look through your copy of EE?

---

EE subscribers  
pass-along their copy of EE  
to an average of  
**1.9 more readers.**

Along with EE's  
BPA-audited circulation  
of  
**63,578\* subscribers**  
that translates to  
**more than 184,000**  
**readers each month.**

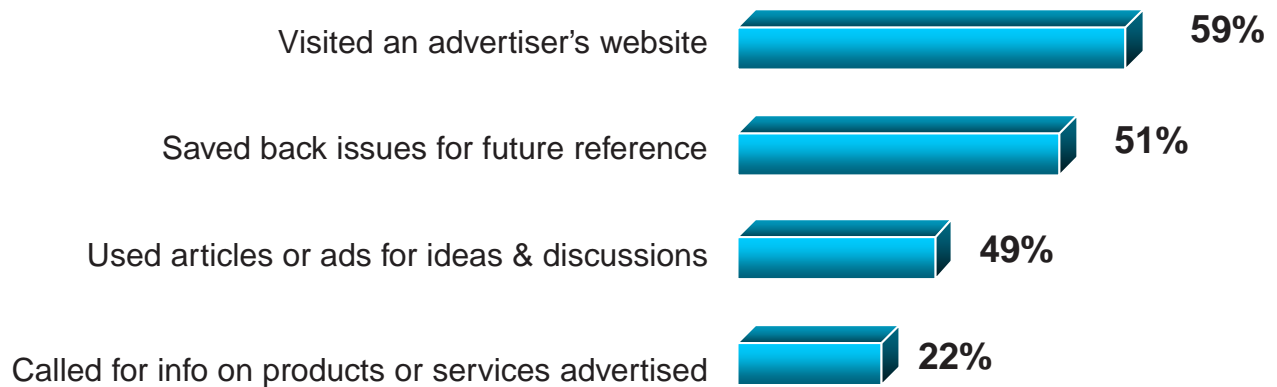
\* EE December 2006 BPA Statement



---

**Which of the following actions have you taken in the last 12 months as a result of reading EE-Evaluation Engineering?**

---



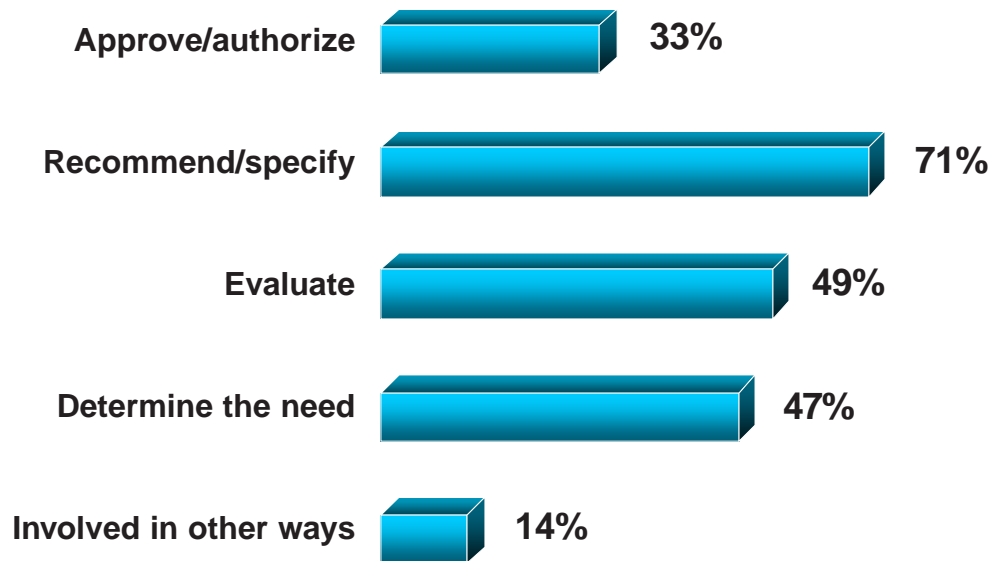
**86%** of those who save their EE issues for future reference **keep them for 6 months or more.**



---

**How involved are you in the purchasing process  
for engineering products and services?**

---



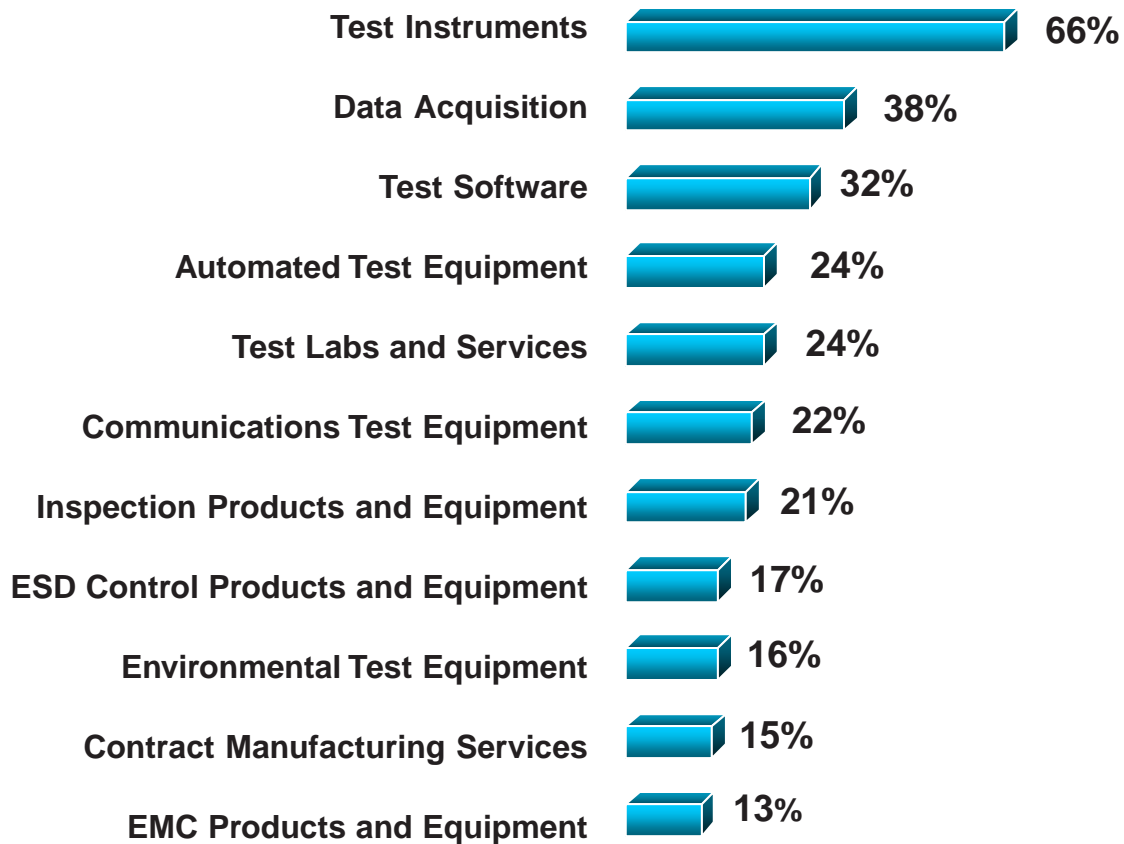
**80% of subscribers polled say EE  
helps them learn about  
new products and services.**



---

**Which of these products or services  
do you plan to purchase in the next 12 months?**

---



**69% of subscribers**  
refer to EE when looking for ideas or new  
products/services for their company or department.

---

Which of the following engineering publications do you subscribe to?

---

### EE's Unduplicated Reach

<b>27,338</b>	EE subscribers do not subscribe to <b>Electronic Design</b>
<b>29,245</b>	EE subscribers do not subscribe to <b>EDN</b>
<b>34,967</b>	EE subscribers do not subscribe to <b>NASA Tech Briefs</b>
<b>36,239</b>	EE subscribers do not subscribe to <b>Test &amp; Measurement World</b>
<b>48,955</b>	EE subscribers do not subscribe to <b>Microwave Journal</b>
<b>57,855</b>	EE subscribers do not subscribe to <b>Conformity</b>

EE's editorial provides the venue  
to help advertisers reach test and measurement engineers  
who can't be reached by other publications.

Over half of subscribers  
report that EE provides them with  
information on test and measurement issues  
**not found elsewhere.**

---

**What are your preferred sources of information  
for new products and technologies?**

---

**75%**  
of EE subscribers prefer  
**print magazines**  
to get the information they need  
on new products  
and technologies.

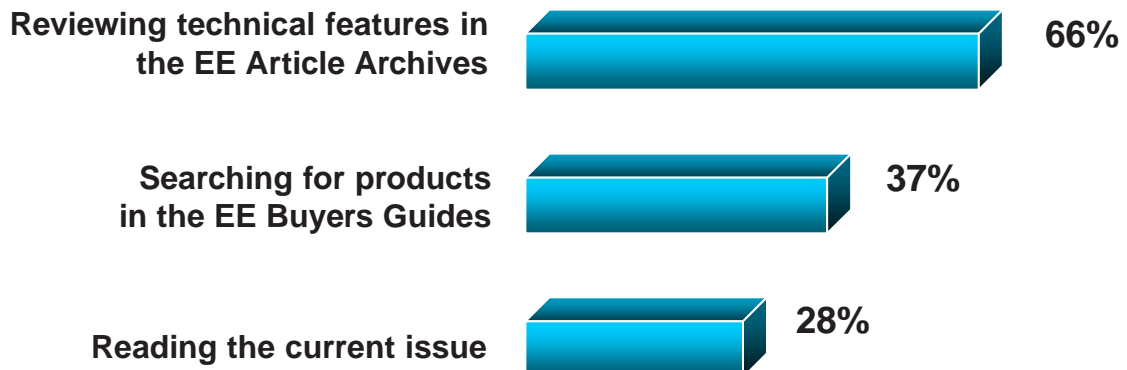


Do you visit [www.EvaluationEngineering.com](http://www.EvaluationEngineering.com)?



**72%**  
of EE subscribers use the EE website.

What areas of the EE website most interest you?





NELSON PUBLISHING, INC. HEADQUARTERS, NOKOMIS, FLORIDA

**Nelson Publishing Custom Research** utilizes the latest technological advances in data collection and assists you in every stage of the survey process including:

- Consultation on research objectives
- Questionnaire design
- Survey administration
- Data tabulation
- Results analysis and written report

## EXPERIENCE

For more than 45 years, Nelson Publishing, Inc. has conducted research studies for its advertisers and clients. The quantitative research methodologies we use include Web surveys, mail surveys, and telephone interviews.

Our Research Manager, Jennifer Burquest, has over 20 years of experience in market research, serving some of Americas' largest (and smallest) corporations.

