



Constant Contact Survey Results

Survey Name: EE Publishers reader survey 2016

Response Status: Partial & Completed

3/18/2016 11:27 AM SAST

The following result(s) are limited to 286 respondent(s) who answered:

*Vector: Lighting, switchgear, drives, mechanical technology, installations and contracting
to: Which EE Publishers magazine(s), e-Zines and/or email newsletters do you receive / read? (Select on one or more options, or leave blank if you receive none).*



TextBlock:

Page 1 of 4 Time required: 1 minute. Content: 6 questions on your demographic information.



Which EE Publishers magazine(s), e-Zines and/or email newsletters do you receive / read? (Select on one or more options, or leave blank if you receive none).

Answer	0%	100%	Number of Response(s)	Response Ratio
EngineerIT: measurement, instrumentation, electronics, telecoms, automation, control and ICT			148	51.7 %
Energize: generation, transmission, distribution, application and sustainable use of electric power and energy)			211	73.7 %
Vector: Lighting, switchgear, drives, mechanical technology, installations and contracting			286	100.0 %
PositionIT: Geomatics, surveying, geographic information science, mapping, remote sensing and location based business			82	28.6 %
Totals			286	100%










*What is your age (years)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 20			0	0.0 %
20 - 30			7	2.4 %
31 - 40			31	10.8 %
41 - 50			54	18.8 %
51 - 60			74	25.8 %
Greater than 60			120	41.9 %
No Response(s)			0	0.0 %
Totals			286	100%

*What is your gender?

Answer	0%	100%	Number of Response(s)	Response Ratio
Male			252	88.1 %
Female			34	11.8 %
No Response(s)			0	0.0 %
Totals			286	100%

* In which province do you live?

Answer	0%	100%	Number of Response(s)	Response Ratio
Gauteng			163	56.9 %
Limpopo			5	1.7 %
Mpumalanga			9	3.1 %
North West			3	1.0 %
Northern Cape			3	1.0 %
Western Cape			48	16.7 %
Eastern Cape			13	4.5 %
KwaZulu-Natal			29	10.1 %
Free State			1	<1 %
Other (outside South Africa)			11	3.8 %
No Response(s)			1	<1 %
Totals			286	100%



What is your highest tertiary educational qualification (closest or equivalent)?

Answer	0%	100%	Number of Response(s)	Response Ratio
None / school leaver			15	5.2 %
Trade qualification			21	7.3 %
Higher trade qualification			34	11.8 %
Technikon / university of technology diploma			67	23.4 %
Technikon / university of technology first degree			13	4.5 %
University first degree			50	17.4 %
Masters / postgraduate / second degree			60	20.9 %
Doctorate			10	3.4 %
Other			15	5.2 %
No Response(s)			1	<1 %
Totals			286	100%



What statutory professional registration (or equivalent) do you have?(Select one or more options).

Answer	0%	100%	Number of Response(s)	Response Ratio
None			106	37.1 %
Registered accredited person: electrical tester for single phase			5	1.7 %
Registered accredited person: installation electrician			54	18.9 %
Registered accredited person: master installation electrician			14	4.9 %
Registered professional engineering technician			11	3.8 %
Registered professional engineering technologist			16	5.6 %
Registered professional certificated engineer			18	6.3 %
Registered professional engineer or chartered engineer			46	16.1 %
Registered technical surveyor: land, mine or photogrammetric			0	0.0 %
Registered professional surveyor: land, mine or photogrammetric			1	<1 %
Registered technical GISc practitioner			1	<1 %
Registered professional GISc practitioner			1	<1 %
Other			33	11.5 %
Totals			285	100%

TextBlock:

Page 2 of 4. Time required: 2 minutes.Content: 6 questions on your work environment.



What are your (closest) primary work functions?(Select one or more options).

Answer	0%	100%	Number of Response(s)	Response Ratio
Not applicable (student / unemployed / retired)			27	9.6 %
Consulting			70	25.0 %
Research / development			29	10.3 %
Design / engineering			76	27.2 %
Engineering management			58	20.7 %
Sales / marketing			63	22.5 %
Manufacturing / production			24	8.6 %
Production / process management			5	1.7 %
Quality control / quality management			14	5.0 %
Projects / project management			72	25.8 %
Installations / contracting			60	21.5 %
Testing / commissioning			56	20.0 %
Service / maintenance			46	16.4 %
Education / training			32	11.4 %
Human resource development / management			2	<1 %
IT / IT management			7	2.5 %
Financial / accounting			11	3.9 %
General management / administration			35	12.5 %
Executive / business management			37	13.2 %
Other (please specify in Comments block)			11	3.9 %
Totals			279	100%



In which fields of work are you primarily engaged?(Select one or more options).

Answer	0%	100%	Number of Response(s)	Response Ratio
Not applicable (student / unemployed / retired)			24	8.6 %
Energy and renewable energy			86	30.8 %
Power generation			32	11.4 %
Power transmission and distribution			60	21.5 %
Industrial / commercial use of electricity			56	20.0 %
Lighting design and application			43	15.4 %
Switchgear and drives			53	18.9 %
Electrical installations and contracting			90	32.2 %
Measurement and instrumentation			39	13.9 %
Electronics - design, manufacture, test and components			17	6.0 %
Telecommunications, networking and broadcasting			12	4.3 %
Automation and control			55	19.7 %
Information technology, computing and software			15	5.3 %
Geographic information science and GIS			9	3.2 %
Surveying and photogrammetry			3	1.0 %
Remote sensing			6	2.1 %
Location based business / applications			6	2.1 %
Other (please specify in Comments block)			30	10.7 %
Totals			279	100%



What is the business form of your primary employer?

Answer	0%	100%	Number of Response(s)	Response Ratio
Not applicable (student / unemployed / retired)			28	9.7 %
Self employed / sole proprietor			47	16.4 %
Partnership			3	1.0 %
Closed corporation			32	11.1 %
Private / unlisted company			67	23.4 %
Public / listed company			47	16.4 %
University / technikon / educational establishment			2	<1 %
Research institute			3	1.0 %
Central / provincial / local government department / municipality			6	2.0 %
Utility / state owned enterprise			24	8.3 %
Parastatal / standards / regulatory body			9	3.1 %
Section 21 (not-for-profit) company / NGO			2	<1 %
Other			9	3.1 %
No Response(s)			7	2.4 %
Totals			286	100%



What is your (closest) level of responsibility within your primary employer?

Answer	0%	100%	Number of Response(s)	Response Ratio
Unemployed			0	0.0 %
Retired			39	13.6 %
Student			0	0.0 %
Trainee			1	<1 %
Section / team member			40	13.9 %
Section / team leader			39	13.6 %
Departmental / divisional manager			58	20.2 %
General manager			18	6.2 %
Partner / member / director			50	17.4 %
Chief executive / MD			34	11.8 %
No Response(s)			7	2.4 %
Totals			286	100%



What is the number of employees under your control?

Answer	0%	100%	Number of Response(s)	Response Ratio
Not applicable (student / unemployed / retired)			35	12.2 %
None			66	23.0 %
1 - 5			77	26.9 %
6 - 20			59	20.6 %
21 - 50			23	8.0 %
51 - 200			13	4.5 %
201 - 1000			4	1.3 %
> 1000			2	<1 %
No Response(s)			7	2.4 %
Totals			286	100%



What is the capital plus maintenance budget under your control?

Answer	0%	100%	Number of Response(s)	Response Ratio
< R10 000			46	16.0 %
R10 000 - R100 000			34	11.8 %
R100 000 - R1-million			40	13.9 %
R1-million - R10-million			48	16.7 %
R10-million - R100-million			27	9.4 %
> R100-million			7	2.4 %
I would rather not say			76	26.5 %
No Response(s)			8	2.7 %
Totals			286	100%

TextBlock:

Page 3 of 4. Time required: 2 minutes. Content: 7 questions regarding EE Publishers' information products, and your reading habits and preferences.

Please rate each of EE Publishers' paper magazines that you receive. (Leave blank if you do not receive).
 1 = Poor, 2 = Below average, 3 = Average, 4 = Above average, 5 = Good

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
EngineerIT paper edition						118	4.2
Energize paper edition						165	4.4
Vector paper edition						213	4.4
PositionIT paper edition						72	4.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please rate each of EE Publishers' email newsletters that you receive. (Leave blank if you do not receive).
 1 = Poor, 2 = Below average, 3 = Average, 4 = Above average, 5 = Good

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
EE-News email newsletter						169	4.3
EngineerIT email newsletter						127	4.2
Energize email newsletter						181	4.4
Vector email newsletter						212	4.3
PositionIT email newsletter						80	4.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please rate EE Publishers' other information products that you use or follow. (Leave blank if you do not receive).

1 = Poor, 2 = Below average, 3 = Average, 4 = Above average, 5 = Good

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
EE Publishers' website						110	4.4
EE Publishers' e-Zines						63	4.2
EE Publishers' social media						44	3.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Of EE Publishers' information products that you receive, how much do you read?

Answer	0%	100%	Number of Response(s)	Response Ratio
I read them in depth			27	9.4 %
I peruse them and read a fair amount			89	31.1 %
I scan them and read selected articles			147	51.3 %
I scan them with little interest			2	<1 %
I do not read them at all			1	<1 %
I do not receive any			1	<1 %
No Response(s)			19	6.6 %
Totals			286	100%

Please rate the overall content balance within EE Publishers' information products in respect of the criteria listed below.

1 = Not enough, 2 = About right, 3 = Too much

Answer	1	2	3	Number of Response(s)	Rating Score*
Views and opinion				237	1.9
Industry and institute news				241	2.0
Company, people and event news				233	2.0
Product and project news				242	1.9
Technology news				247	1.8
Technical articles				252	1.8
Education and training news				230	1.8
Safety and standards news				239	1.8
Legal and regulatory news				239	1.8
Business management news				233	1.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please rate EE Publishers information products that you receive in respect of the criteria listed below.

(Leave blank if you do not receive).

1 = Poor, 2 = Below average, 3 = Average, 4 = Above average, 5 = Good

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Quality of layout						242	4.1
Quality of content						244	4.2
Content balance						241	4.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

*Of EE Publishers' paper magazines that you receive, on average approximately how many ADDITIONAL persons get a chance to read each magazine?

Answer	0%	100%	Number of Response(s)	Response Ratio
I don't receive			44	15.3 %
0 (only I read)			78	27.2 %
1			35	12.2 %
2			38	13.2 %
3			21	7.3 %
4			13	4.5 %
5			5	1.7 %
More than 5			33	11.5 %
No Response(s)			19	6.6 %
Totals			286	100%

TextBlock:

Page 4 of 4. Time required: 2 minutes. Content: 4 questions regarding your usage and preferences, and your perceptions of EE Publishers, and this survey.

*What hardware platform(s) do you use to read EE Publishers information products?

1 = Never, 2 = Seldom, 3 = Sometimes, 4 = Often

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Paper magazines					244	3.0
Desktop computer					244	2.5
Laptop computer					244	3.0
Tablet computer					244	1.6
Smart phone					244	1.6

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Which social media networks do you use to read EE Publishers information products?

1 = Never, 2 = Seldom, 3 = Sometimes, 4 = Often

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Facebook					247	1.3
LinkedIn					247	1.6
Twitter					247	1.2
Other (specify in Comment block)					247	1.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



In general, please rate your preference(s), from 1 (dislike or do not use) to 5 (like a lot), on how you like to receive information about your industry?

1 = 1, 2 = 2, 3 = 3, 4 = 4, 5 = 5

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Paper magazines						242	3.6
Multi-media websites						242	3.0
Email newsletters						242	3.9
Flip-page e-Zines						242	2.5
Twitter						242	1.6
Facebook						242	1.6
LinkedIn						242	2.0
Other (specify in Comment block)						242	1.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Please give your perceptions of EE Publishers in respect of the criteria listed below, and also feel free to provide any further comments and/or feedback.

1 = Poor, 2 = Average, 3 = Good

Answer	1	2	3	Number of Response(s)	Rating Score*
Commitment to the sectors served				254	2.8
Reputation within the sectors served				254	2.9
Credibility within the sectors served				254	2.8
Level of service to the sectors served				254	2.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Please rate this survey in respect of the criteria listed below, and give us your feedback/comments.

1 = Poor, 2 = Average, 3 = Good

Answer	1	2	3	Number of Response(s)	Rating Score*
Understandibility				256	2.8
Ease of completion				256	2.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.