



Constant Contact Survey Results

Survey Name: EE Publishers reader survey 2016

Response Status: Partial & Completed

3/18/2016 11:25 AM SAST





The following result(s) are limited to 271 respondent(s) who answered:

*EngineerIT: measurement, instrumentation, electronics, telecoms, automation, control and ICT
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 |  | | 271 | 100.0 % |
| Energize: generation, transmission, distribution, application and sustainable use of electric power and energy) |  | | 163 | 60.1 % |
| Vector: Lighting, switchgear, drives, mechanical technology, installations and contracting |  | | 148 | 54.6 % |
| PositionIT: Geomatics, surveying, geographic information science, mapping, remote sensing and location based business |  | | 116 | 42.8 % |
| Totals | | | 271 | 100% |

*What is your age (years)?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------|----|------|-----------------------|----------------|
| Less than 20 | | | 0 | 0.0 % |
| 20 - 30 | | | 18 | 6.6 % |
| 31 - 40 | | | 35 | 12.9 % |
| 41 - 50 | | | 55 | 20.2 % |
| 51 - 60 | | | 59 | 21.7 % |
| Greater than 60 | | | 104 | 38.3 % |
| No Response(s) | | | 0 | 0.0 % |
| Totals | | | 271 | 100% |

*What is your gender?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| Male | | | 231 | 85.2 % |
| Female | | | 40 | 14.7 % |
| No Response(s) | | | 0 | 0.0 % |
| Totals | | | 271 | 100% |

* In which province do you live?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|------------------------------|----|------|-----------------------|----------------|
| Gauteng | | | 167 | 61.6 % |
| Limpopo | | | 4 | 1.4 % |
| Mpumalanga | | | 4 | 1.4 % |
| North West | | | 4 | 1.4 % |
| Northern Cape | | | 0 | 0.0 % |
| Western Cape | | | 45 | 16.6 % |
| Eastern Cape | | | 13 | 4.7 % |
| KwaZulu-Natal | | | 24 | 8.8 % |
| Free State | | | 1 | <1 % |
| Other (outside South Africa) | | | 9 | 3.3 % |
| No Response(s) | | | 0 | 0.0 % |
| Totals | | | 271 | 100% |



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

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|---|----|------|-----------------------|----------------|
| None / school leaver | | | 11 | 4.0 % |
| Trade qualification | | | 7 | 2.5 % |
| Higher trade qualification | | | 12 | 4.4 % |
| Technikon / university of technology diploma | | | 61 | 22.5 % |
| Technikon / university of technology first degree | | | 16 | 5.9 % |
| University first degree | | | 55 | 20.2 % |
| Masters / postgraduate / second degree | | | 86 | 31.7 % |
| Doctorate | | | 13 | 4.7 % |
| Other | | | 10 | 3.6 % |
| No Response(s) | | | 0 | 0.0 % |
| Totals | | | 271 | 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 | | | 118 | 43.5 % |
| Registered accredited person: electrical tester for single phase | | | 1 | <1 % |
| Registered accredited person: installation electrician | | | 15 | 5.5 % |
| Registered accredited person: master installation electrician | | | 2 | <1 % |
| Registered professional engineering technician | | | 8 | 2.9 % |
| Registered professional engineering technologist | | | 13 | 4.7 % |
| Registered professional certificated engineer | | | 17 | 6.2 % |
| Registered professional engineer or chartered engineer | | | 54 | 19.9 % |
| Registered technical surveyor: land, mine or photogrammetric | | | 2 | <1 % |
| Registered professional surveyor: land, mine or photogrammetric | | | 8 | 2.9 % |
| Registered technical GISc practitioner | | | 4 | 1.4 % |
| Registered professional GISc practitioner | | | 6 | 2.2 % |
| Other | | | 37 | 13.6 % |
| Totals | | | 271 | 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) | | | 23 | 8.6 % |
| Consulting | | | 75 | 28.0 % |
| Research / development | | | 45 | 16.8 % |
| Design / engineering | | | 65 | 24.3 % |
| Engineering management | | | 63 | 23.5 % |
| Sales / marketing | | | 56 | 20.9 % |
| Manufacturing / production | | | 16 | 5.9 % |
| Production / process management | | | 6 | 2.2 % |
| Quality control / quality management | | | 20 | 7.4 % |
| Projects / project management | | | 70 | 26.2 % |
| Installations / contracting | | | 23 | 8.6 % |
| Testing / commissioning | | | 32 | 11.9 % |
| Service / maintenance | | | 28 | 10.4 % |
| Education / training | | | 30 | 11.2 % |
| Human resource development / management | | | 4 | 1.4 % |
| IT / IT management | | | 20 | 7.4 % |
| Financial / accounting | | | 8 | 2.9 % |
| General management / administration | | | 31 | 11.6 % |
| Executive / business management | | | 39 | 14.6 % |
| Other (please specify in Comments block) | | | 11 | 4.1 % |
| Totals | | | 267 | 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) | | | 27 | 10.1 % |
| Energy and renewable energy | | | 69 | 25.9 % |
| Power generation | | | 28 | 10.5 % |
| Power transmission and distribution | | | 38 | 14.2 % |
| Industrial / commercial use of electricity | | | 33 | 12.4 % |
| Lighting design and application | | | 19 | 7.1 % |
| Switchgear and drives | | | 37 | 13.9 % |
| Electrical installations and contracting | | | 38 | 14.2 % |
| Measurement and instrumentation | | | 40 | 15.0 % |
| Electronics - design, manufacture, test and components | | | 30 | 11.2 % |
| Telecommunications, networking and broadcasting | | | 33 | 12.4 % |
| Automation and control | | | 50 | 18.7 % |
| Information technology, computing and software | | | 31 | 11.6 % |
| Geographic information science and GIS | | | 33 | 12.4 % |
| Surveying and photogrammetry | | | 21 | 7.8 % |
| Remote sensing | | | 21 | 7.8 % |
| Location based business / applications | | | 12 | 4.5 % |
| Other (please specify in Comments block) | | | 29 | 10.9 % |
| Totals | | | 266 | 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 | 10.3 % |
| Self employed / sole proprietor | | | 29 | 10.7 % |
| Partnership | | | 3 | 1.1 % |
| Closed corporation | | | 18 | 6.6 % |
| Private / unlisted company | | | 75 | 27.6 % |
| Public / listed company | | | 52 | 19.1 % |
| University / technikon / educational establishment | | | 2 | <1 % |
| Research institute | | | 3 | 1.1 % |
| Central / provincial / local government department / municipality | | | 7 | 2.5 % |
| Utility / state owned enterprise | | | 23 | 8.4 % |
| Parastatal / standards / regulatory body | | | 16 | 5.9 % |
| Section 21 (not-for-profit) company / NGO | | | 3 | 1.1 % |
| Other | | | 8 | 2.9 % |
| No Response(s) | | | 4 | 1.4 % |
| Totals | | | 271 | 100% |



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

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------------------|----|------|-----------------------|----------------|
| Unemployed | | | 1 | <1 % |
| Retired | | | 35 | 12.9 % |
| Student | | | 0 | 0.0 % |
| Trainee | | | 1 | <1 % |
| Section / team member | | | 43 | 15.8 % |
| Section / team leader | | | 44 | 16.2 % |
| Departmental / divisional manager | | | 63 | 23.2 % |
| General manager | | | 14 | 5.1 % |
| Partner / member / director | | | 36 | 13.2 % |
| Chief executive / MD | | | 30 | 11.0 % |
| No Response(s) | | | 4 | 1.4 % |
| Totals | | | 271 | 100% |



What is the number of employees under your control?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|---|----|------|-----------------------|----------------|
| Not applicable (student / unemployed / retired) | | | 33 | 12.1 % |
| None | | | 64 | 23.6 % |
| 1 - 5 | | | 86 | 31.7 % |
| 6 - 20 | | | 44 | 16.2 % |
| 21 - 50 | | | 22 | 8.1 % |
| 51 - 200 | | | 13 | 4.7 % |
| 201 - 1000 | | | 4 | 1.4 % |
| > 1000 | | | 1 | <1 % |
| No Response(s) | | | 4 | 1.4 % |
| Totals | | | 271 | 100% |



What is the capital plus maintenance budget under your control?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------------------|----|------|-----------------------|----------------|
| < R10 000 | | | 48 | 17.7 % |
| R10 000 - R100 000 | | | 35 | 12.9 % |
| R100 000 - R1-million | | | 32 | 11.8 % |
| R1-million - R10-million | | | 39 | 14.3 % |
| R10-million - R100-million | | | 20 | 7.3 % |
| > R100-million | | | 8 | 2.9 % |
| I would rather not say | | | 85 | 31.3 % |
| No Response(s) | | | 4 | 1.4 % |
| Totals | | | 271 | 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 | | | | | | 195 | 4.3 |
| Energize paper edition | | | | | | 136 | 4.2 |
| Vector paper edition | | | | | | 124 | 4.2 |
| PositionIT paper edition | | | | | | 101 | 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 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 | | | | | | 193 | 4.3 |
| EngineerIT email newsletter | | | | | | 170 | 4.2 |
| Energize email newsletter | | | | | | 150 | 4.3 |
| Vector email newsletter | | | | | | 138 | 4.2 |
| PositionIT email newsletter | | | | | | 113 | 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 | | | | | | 113 | 4.3 |
| EE Publishers' e-Zines | | | | | | 78 | 4.2 |
| EE Publishers' social media | | | | | | 40 | 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 | | | 18 | 6.6 % |
| I peruse them and read a fair amount | | | 78 | 28.7 % |
| I scan them and read selected articles | | | 157 | 57.9 % |
| I scan them with little interest | | | 2 | <1 % |
| I do not read them at all | | | 1 | <1 % |
| I do not receive any | | | 0 | 0.0 % |
| No Response(s) | | | 15 | 5.5 % |
| Totals | | | 271 | 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 | | | | 235 | 1.9 |
| Industry and institute news | | | | 233 | 2.0 |
| Company, people and event news | | | | 233 | 2.0 |
| Product and project news | | | | 235 | 1.9 |
| Technology news | | | | 241 | 1.8 |
| Technical articles | | | | 242 | 1.8 |
| Education and training news | | | | 227 | 1.8 |
| Safety and standards news | | | | 227 | 1.8 |
| Legal and regulatory news | | | | 231 | 1.8 |
| Business management news | | | | 222 | 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 | | | | | | 237 | 4.0 |
| Quality of content | | | | | | 239 | 4.1 |
| Content balance | | | | | | 237 | 4.0 |

*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 | | | 50 | 18.4 % |
| 0 (only I read) | | | 75 | 27.6 % |
| 1 | | | 33 | 12.1 % |
| 2 | | | 38 | 14.0 % |
| 3 | | | 21 | 7.7 % |
| 4 | | | 7 | 2.5 % |
| 5 | | | 3 | 1.1 % |
| More than 5 | | | 29 | 10.7 % |
| No Response(s) | | | 15 | 5.5 % |
| Totals | | | 271 | 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 | | | | | 240 | 3.0 |
| Desktop computer | | | | | 240 | 2.6 |
| Laptop computer | | | | | 240 | 2.9 |
| Tablet computer | | | | | 240 | 1.6 |
| Smart phone | | | | | 240 | 1.5 |

*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 | | | | | 239 | 1.3 |
| LinkedIn | | | | | 239 | 1.6 |
| Twitter | | | | | 239 | 1.2 |
| Other (specify in Comment block) | | | | | 239 | 1.1 |

*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 | | | | | | 237 | 3.6 |
| Multi-media websites | | | | | | 237 | 3.1 |
| Email newsletters | | | | | | 237 | 3.8 |
| Flip-page e-Zines | | | | | | 237 | 2.6 |
| Twitter | | | | | | 237 | 1.5 |
| Facebook | | | | | | 237 | 1.6 |
| LinkedIn | | | | | | 237 | 2.0 |
| Other (specify in Comment block) | | | | | | 237 | 1.2 |

*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 | | | | 246 | 2.8 |
| Reputation within the sectors served | | | | 246 | 2.8 |
| Credibility within the sectors served | | | | 246 | 2.8 |
| Level of service to the sectors served | | | | 246 | 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 | | | | 245 | 2.9 |
| Ease of completion | | | | 245 | 2.8 |

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