

2016

Reader Study

**PACIFIC
MARITIME**
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PURPOSE AND METHOD

The findings cited in this report are based on a survey sponsored by Philips Publishing on behalf of their publication, *Pacific Maritime Magazine*.

The survey sample of 2,000 was selected in systematic (random) fashion by Philips Publishing from US West Coast paid/signed first class single copy subscribers to *Pacific Maritime Magazine*, representing 3,394 individuals (or 39% of *Pacific Maritime Magazine's* entire 8,723 circulation) at the time of sample selection.

The 1-page, 2-sided questionnaire (8.5" x 11") was designed jointly by Philips Publishing and Readex. Materials production, addressing, and mailing were handled by Philips Publishing; tabulation was handled by Readex.

On September 20, 2016, Philips Publishing mailed survey kits to all 2,000 sample members. Each kit consisted of a cover letter on *Pacific Maritime Magazine* letterhead, signed by the managing editor, the questionnaire, and a business reply envelope addressed to Readex, all in an outgoing *Pacific Maritime Magazine* envelope.

The survey was closed for tabulation on October 12, 2016, with 539 usable responses—a 27% response rate. As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results.

The margin of error for percentages based on 539 usable responses is ± 3.9 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

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**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, including associations, corporate marketers and communicators, and government agencies. Since its founding in 1947, Readex has completed thousands of surveys for hundreds of different clients.

As a full-service survey research supplier, Readex offers professional services, and in-house processing of all phases of each project (traditional mailing, broadcast emailing, and data processing) to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques in addition to the more traditional stub-and-banner tabulations.

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DATA TABLES INDEX TO TABLES

In addition to percentages, three 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). Because it is arithmetically calculated, it can be multiplied by the population represented to present a total volume estimate. For example, if 100 survey respondents (representing 10,000 people in the population) reported mean expenditures of \$100 each, total expenditures for that population are estimated as $10,000 \times \$100 = \$1,000,000$. 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 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.

The **standard error** measures the variability associated with the survey's estimate of a population mean. The standard error is analogous to the margin of error associated with percentages: that is, 95% of the time we expect the true (unknown) population mean to be within plus-or-minus two standard errors of the mean calculated from the sample. A standard error that is large in proportion to the mean indicates a high level of statistical instability; trending and projections against such estimates should be undertaken cautiously.

A **median** is the value that 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 bounds to estimate the precise value. Only the values listed *above* the statistics on a data table are used in the calculations.

TABLE 001 page 1

Years Receiving

1. *How long have you received Pacific Maritime Magazine?*

base: all respondents	539 100%
10 years or more	289 54%
5 - 9 years	145 27%
1 - 4 years	84 16%
less than 1 year	17 3%
mean: standard error: median:	
no answer	4 1%

*Due to the high proportion of respondents answering in the top category, the sample statistics cannot be meaningfully calculated.

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TABLE 002 page 1

Readership Frequency

2. How many of the last 4 issues of Pacific Maritime Magazine have you read or looked through?

base: all respondents	539 100%
4 of 4	464 86%
3 of 4	38 7%
2 of 4	15 3%
1 of 4	5 1%
none	2 0%
mean:	3.8
standard error:	0.02
median:	4
haven't yet received 4 issues	5 1%
no answer	10 2%

TABLE 003 page 1

Thoroughness of Readership

3. *How thoroughly do you read or look through a typical issue of Pacific Maritime Magazine?*

base: all respondents	539 100%
READ ABOUT 1/2 OR MORE	447 83%
read all or almost all	219 41%
read about 3/4	122 23%
read about 1/2	106 20%
read about 1/4	61 11%
skim only	24 4%
do not read/look through	5 1%
no answer	2 0%

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TABLE 004 page 1

Time Spent Reading/Looking Through

4. Including all the times you pick it up, about how much time do you spend reading or looking through a typical issue of Pacific Maritime Magazine?

base: all respondents	539 100%
2 hours or more	59 11%
1-1/2 up to 2 hours	85 16%
1 up to 1-1/2 hours	137 25%
1/2 up to 1 hour	185 34%
less than 1/2 hour	66 12%
do not read/look through	5 1%
mean (hours):	1.1
standard error:	0.02
median:	1
no answer	2 0%

TABLE 005 page 1

Pass-Along Readership

5. How many other people usually read or look through your copy of Pacific Maritime Magazine?

base: all respondents	539 100%
ONE OR MORE:	370 69%
5 or more	49 9%
4	22 4%
3	61 11%
2	113 21%
1	125 23%
none	164 30%
mean:	1.6
standard error:	0.07
median:	1
no answer	5 1%

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TABLE 006 page 1

Number of Times Refer To

6. *On average, how many times do you read/look through a particular issue of Pacific Maritime Magazine?*

base: all respondents	539 100%
3 or more	106 20%
2	213 40%
1	198 37%
do not read/look through	5 1%
mean:*	1.8
standard error:	0.03
median:	2
no answer	17 3%

*Due to the significant proportion of respondents answering in the top category, the sample statistic may understate the true population mean.

TABLE 007 page 1

Length of Issue Retention

7. How long do you typically save your issues of Pacific Maritime Magazine?

base: all respondents	539 100%
5 years or longer	23 4%
3 - 4 years	14 3%
1 - 2 years	63 12%
6 - 11 months	88 16%
3 - 5 months	63 12%
1 - 2 months	102 19%
1 - 4 weeks	93 17%
less than 1 week	24 4%
do not save	59 11%
mean (months):	9.2
standard error:	0.64
median:	3
no answer	10 2%

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TABLE 008 page 1

Topic Coverage: More Summary

8. *Would you like to see more, less, or about the same amount of coverage given to each of the following topics in future issues of Pacific Maritime Magazine?*

MORE SUMMARY

base: all respondents	539 100%
news briefs	202 37%
vessel profiles	182 34%
operational, technical, or legal articles	164 30%
policy or legislative articles	96 18%
editorial opinion	72 13%
indicated at least one	367 68%
indicated none	172 32%

TABLE 009 page 1

Topic Coverage: Less Summary

8. *Would you like to see more, less, or about the same amount of coverage given to each of the following topics in future issues of Pacific Maritime Magazine?*

LESS SUMMARY

base: all respondents	539 100%
policy or legislative articles	58 11%
editorial opinion	52 10%
operational, technical, or legal articles	20 4%
vessel profiles	13 2%
news briefs	7 1%
indicated at least one	121 22%
indicated none	418 78%

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TABLE 010 page 1

Topic Coverage: Vessel Profiles

8. *Would you like to see more, less, or about the same amount of coverage given to each of the following topics in future issues of Pacific Maritime Magazine?*

VESSEL PROFILES

base: all respondents	539 100%
more	182 34%
same	321 60%
less	13 2%
no answer	23 4%

TABLE 011 page 1

Topic Coverage: News Briefs

8. *Would you like to see more, less, or about the same amount of coverage given to each of the following topics in future issues of Pacific Maritime Magazine?*

NEWS BRIEFS

base: all respondents	539 100%
more	202 37%
same	305 57%
less	7 1%
no answer	25 5%

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TABLE 012 page 1

Topic Coverage: Operational, Technical, or Legal Articles

8. *Would you like to see more, less, or about the same amount of coverage given to each of the following topics in future issues of Pacific Maritime Magazine?*

OPERATIONAL, TECHNICAL, OR
 LEGAL ARTICLES

base: all respondents	539 100%
more	164 30%
same	333 62%
less	20 4%
no answer	22 4%

TABLE 013 page 1

Topic Coverage: Policy or Legislative Articles

8. *Would you like to see more, less, or about the same amount of coverage given to each of the following topics in future issues of Pacific Maritime Magazine?*

POLICY OR LEGISLATIVE ARTICLES

base: all respondents	539 100%
more	96 18%
same	358 66%
less	58 11%
no answer	27 5%

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TABLE 014 page 1

Topic Coverage: Editorial Opinion

8. *Would you like to see more, less, or about the same amount of coverage given to each of the following topics in future issues of Pacific Maritime Magazine?*

EDITORIAL OPINION

base: all respondents	539 100%
more	72 13%
same	383 71%
less	52 10%
no answer	32 6%

TABLE 015 page 1

Column Interest: Interested Summary

9. *What is your level of interest in each of the following columns that appear regularly in Pacific Maritime Magazine?*

INTERESTED SUMMARY
 (rated 4 or 5 on a 5-point
 scale where 5 = very interested
 and 1 = not at all interested)

base: all respondents	539 100%
Port Technology	304 56%
Maritime Law	288 53%
Above Board	229 42%
Fidley Watch	222 41%
Fuel Technology	220 41%
indicated at least one	468 87%
indicated none	71 13%

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TABLE 016 page 1

Column Interest: Mean Summary

9. *What is your level of interest in each of the following columns that appear regularly in Pacific Maritime Magazine?*

MEAN SUMMARY

(5 = very interested;

1 = not at all interested)

base: those rating each

Port Technology	3.7
Maritime Law	3.6
Above Board	3.5
Fidley Watch	3.4
Fuel Technology	3.3

TABLE 017 page 1

Column Interest: Fidley Watch

9. *What is your level of interest in each of the following columns that appear regularly in Pacific Maritime Magazine?*

FIDLEY WATCH

base: all respondents	539 100%
5 - very interested	84 16%
4	138 26%
3	202 37%
2	66 12%
1 - not at all interested	19 4%
mean:	3.4
standard error:	0.05
no answer	30 6%

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TABLE 018 page 1

Column Interest: Maritime Law

9. What is your level of interest in each of the following columns that appear regularly in Pacific Maritime Magazine?

MARITIME LAW

base: all respondents	539 100%
5 - very interested	135 25%
4	153 28%
3	149 28%
2	69 13%
1 - not at all interested	16 3%
mean:	3.6
standard error:	0.05
no answer	17 3%

TABLE 019 page 1

Column Interest: Above Board

9. *What is your level of interest in each of the following columns that appear regularly in Pacific Maritime Magazine?*

ABOVE BOARD

base: all respondents	539 100%
5 - very interested	70 13%
4	159 29%
3	227 42%
2	39 7%
1 - not at all interested	9 2%
mean:	3.5
standard error:	0.04
no answer	35 6%

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TABLE 020 page 1

Column Interest: Fuel Technology

9. *What is your level of interest in each of the following columns that appear regularly in Pacific Maritime Magazine?*

FUEL TECHNOLOGY

base: all respondents	539 100%
5 - very interested	96 18%
4	124 23%
3	170 32%
2	96 18%
1 - not at all interested	30 6%
mean:	3.3
standard error:	0.05
no answer	23 4%

TABLE 021 page 1

Column Interest: Port Technology

9. What is your level of interest in each of the following columns that appear regularly in Pacific Maritime Magazine?

PORT TECHNOLOGY

base: all respondents	539 100%
5 - very interested	156 29%
4	148 27%
3	139 26%
2	58 11%
1 - not at all interested	19 4%
mean:	3.7
standard error:	0.05
no answer	19 4%

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TABLE 022 page 1

Resources Used

10. What resources do you use for maritime news/information?

base: all respondents (multiple answers)	539 100%
print magazines	470 87%
websites	288 53%
word-of-mouth	227 42%
local newspaper	223 41%
e-newsletters	148 27%
digital magazines	144 27%
television	127 24%
radio	61 11%
social media	50 9%
other	23 4%
NET: MAGAZINES	480 89%
indicated at least one	533 99%

TABLE 022 page 2

Resources Used

10. What resources do you use for maritime news/information?

base: all respondents (multiple answers)	539 100%
none	2 0%
no answer	4 1%

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TABLE 023 page 1

Preferred Format

11. In what format do you prefer to receive maritime news/information?

base: all respondents	539 100%
print format	379 70%
digital format	21 4%
both	132 24%
no answer	7 1%

TABLE 024 page 1

Other Industry Publications Read Regularly

12. What other industry publications do you read regularly (that is, at least 3 out of 4 issues)?

base: all respondents (multiple answers)	539 100%
Workboat	211 39%
Marine News	198 37%
Marine Log	148 27%
other	155 29%
indicated at least one	398 74%
none	113 21%
no answer	28 5%

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TABLE 025 page 1

Preferred Publication

13. If you could read only one industry publication, which one would you read?

base: all respondents	539 100%
Pacific Maritime Magazine	431 80%
Workboat	32 6%
Marine News	12 2%
Marine Log	7 1%
other	31 6%
answered multiple	8 1%
none	2 0%
no answer	16 3%

TABLE 026 page 1

Preferred Publication [Based on Those Who Regularly Read at Least One Other Industry Publication]

13. If you could read only one industry publication, which one would you read?

base: those who regularly read at least one other industry publication	398 100%
 Pacific Maritime Magazine	 295 74%
 Workboat	 31 8%
 Marine News	 12 3%
 Marine Log	 7 2%
 other	 30 8%
 answered multiple	 7 2%
 none	 0 0%
 no answer	 16 4%

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TABLE 027 page 1

Actions Taken

14. Which of the following actions have you taken as a result of reading Pacific Maritime Magazine?

base: all respondents (multiple answers)	539 100%
discussed a product/service with others	314 58%
passed product/service info along to others	224 42%
visited a product/service company's website	189 35%
recommended a product/service	102 19%
contacted a product/service company for more info	97 18%
purchased a product/service	81 15%
subscribed to a newsletter, etc.	32 6%
other	30 6%
indicated at least one	436 81%
no actions taken	85 16%
no answer	18 3%

TABLE 028 page 1

Purchasing Involvement

15. *What best describes your usual involvement in your company's purchases of products/services?*

base: all respondents	539 100%
INVOLVED IN SOME WAY	354 66%
approve/authorize	231 43%
recommend	85 16%
research	14 3%
involved in other way(s)	24 4%
not involved in purchasing	99 18%
not currently employed	65 12%
no answer	21 4%

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TABLE 029 page 1

Information Sources Used

16. Which of the following information sources do you use when purchasing products/services for your company?

base: employed respondents involved in purchasing products/ services for their company (multiple answers)	354 100%
industry publications	275 78%
websites	229 65%
word-of-mouth	179 51%
general business publications	97 27%
e-newsletters	47 13%
local newspaper	44 12%
social media	17 5%
television	11 3%
radio	8 2%
other	30 8%
indicated at least one	331 94%

TABLE 029 page 2

Information Sources Used

16. Which of the following information sources do you use when purchasing products/services for your company?

base: employed respondents involved in purchasing products/ services for their company (multiple answers)	354 100%
none	11 3%
no answer	12 3%

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TABLE 030 page 1

Information Sources Used

17. Has Pacific Maritime Magazine ever influenced your buying decisions?

base: employed respondents involved in purchasing products/ services for their company	354 100%
yes	210 59%
no	118 33%
no answer	26 7%

TABLE 031 page 1

Amount Spent on Business Operation

18. *Approximately how much did your company spend in 2015 in products/services to the operation of it business?*

base: employed respondents	453 100%
\$20.0 million or more	68 15%
\$10.0 - \$19.9 million	21 5%
\$5.0 - \$9.9 million	26 6%
\$1.0 - \$4.9 million	41 9%
less than \$1.0 million	241 53%
mean (millions):*	
standard error:	
median:	
no answer	56 12%

*Due to the high proportion of respondents answering in the top category, the sample statistics cannot be meaningfully calculated.

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