The Value of B-to-B

Quantifying the role of the business-to-business information and media industry in the buyer-seller relationship

Trade media and information companies serve two primary functions: First, they offer news, analysis, data and trend information to businesspeople. Second, they bring business buyers and sellers together to facilitate business transactions, through services such as lead generation, virtual and face-to-face events, marketing services, sponsorship opportunities and advertising.

This research reports on this second function, enumerating and detailing the ways in which business-to-business media bring buyers and sellers together.

abm
The Association of Business Information & Media Companies

The 2013 ABM Value of B-to-B Report

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Contents

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Chapter One: Executive Summary

– Key takeaways describing the ways media and information companies manage profitability.

Trade media are effective in reaching decision makers

96 percent of media users visit b-to-b websites and read print magazines. 73 percent visit these websites at least weekly, and 45 percent read print magazines at least weekly.

63 percent use websites and/or apps designed for use with mobile devices as part of their jobs; 35 percent at least weekly.

Users are not making either/or decisions in their use of media. Rather, 74 percent use both traditional and digital media, and that suggests that the best strategy for reaching them is by offering multiple media options.

These professionals are turning to b-to-b options rather than to other business or consumer choices; 68 percent say they spend more time with industry-related print publications than with mainstream business or consumer print publications.

60 percent of b-to-b publishers say their audience is increasing in size, and only 8 percent say it is shrinking.

B-to-B media users are loyal. 95 percent think that websites will remain important to their jobs, or grow in relevance, over the next five years. Even 61 percent think that print magazines will stay constant or grow in importance over the next five years.

Print, event, digital, and mobile takeaways

Print remains the largest source of revenue for publishers polled. However, only 11 percent of marketers expect to increase their print ad budget over the next 12 months, while 32 percent expect to cut print ad budgets.

While publishers report that print remains a key source of revenue, marketers see print circulation as the least useful audience metric. Only 54 percent rate print circulation as a useful benchmark.

These two data points reveal a disconnect between marketers and end-users: marketers are moving away from print media, but our research suggests readers are not, at least not at the pace advertising is leaving print.

Marketers DO see events as highly useful. 95 percent rate audience demographics as useful, and 85 percent value in-person event attendance metrics.

Marketers also rate event attendance and sponsorship as highly successful in creating new product awareness (89 percent and 76 percent say so, respectively) and in lead generation (90 percent and 76 percent) – the top scorers in rating success in those categories.

92 percent of publishers produce digital editions of their print magazines, although two-thirds of digital b-to-b publications are static and non-interactive.

60 percent of publishers say that their digital circulation is increasing.

43 percent of marketers expect to increase their spending on mobile advertising. Moreover, 41 percent of marketers also plan to boost e-newsletter advertising – and those email messages are increasingly read on mobile devices.

Media consumers who use mobile devices are more enthusiastic about all forms of b-to-b media, including print and events, compared with non-mobile users. 87 percent of the heavy mobile group engage with the trade press in print, online, or digitally once per day; only 47 percent of non-mobiles do so.

Professionals rely on business-to-business media to research buying decisions

Media readers ranked new product info and unique product feature info at the top of the info they use to make purchases, with competitor comparisons (such as product rankings and reviews) ranked as next in importance.

More than 60 percent of them use websites and manufacturer product info to research purchases.

53 percent use their own personal mobile device to research purchases, although a significant number are only using their phones for calls and texts. Moreover, these tablets and smartphones are not highly ranked as as important in doing research; only 25 percent cited mobile sites as important, and only 19 percent use mobile apps. Given the increasing use of mobile devices, supplying valuable product info to those devices may be a competitive opportunity for publishers.

Marketers are looking for specific opportunities in publisher partnerships

On a scale from 1 to 7, with 7 denoting very satisfied, marketers offer a mean rating of 4.7 for satisfaction in metrics offered -- as well as a 4.7 for satisfaction with integrated marketing efforts. That suggests an area of possible improvement for b-to-b media publishers in appealing to marketers.

Looking over the past 12 months, 39 percent of marketers said that their b-to-b marketing budgets were up, while only 9 percent said they were down.

Looking forward and ahead, 48 percent of marketers are expecting a increase in b-to-b ad budgets over the next we months. Only 5 percent expect a decrease.

Research specifics

Three different groups were polled, with three separate questionnaires, created by ABM with advisement from research sponsor Adobe Systems, marketer organizations ANA and IBSA, and several partner media companies. The surveys were conducted online by Readex Research.

6,682 media end-users (readers, event attendees, etc) responded to the user poll. 111 publishing professionals and 74 marketers responded to the publishing and advertising polls.

Results were cross-tabulated in 11 vertical categories, with the most responses in the retail, building construction, utilities, and healthcare verticals.

Chapter Two: The Reach of B-to-B Media

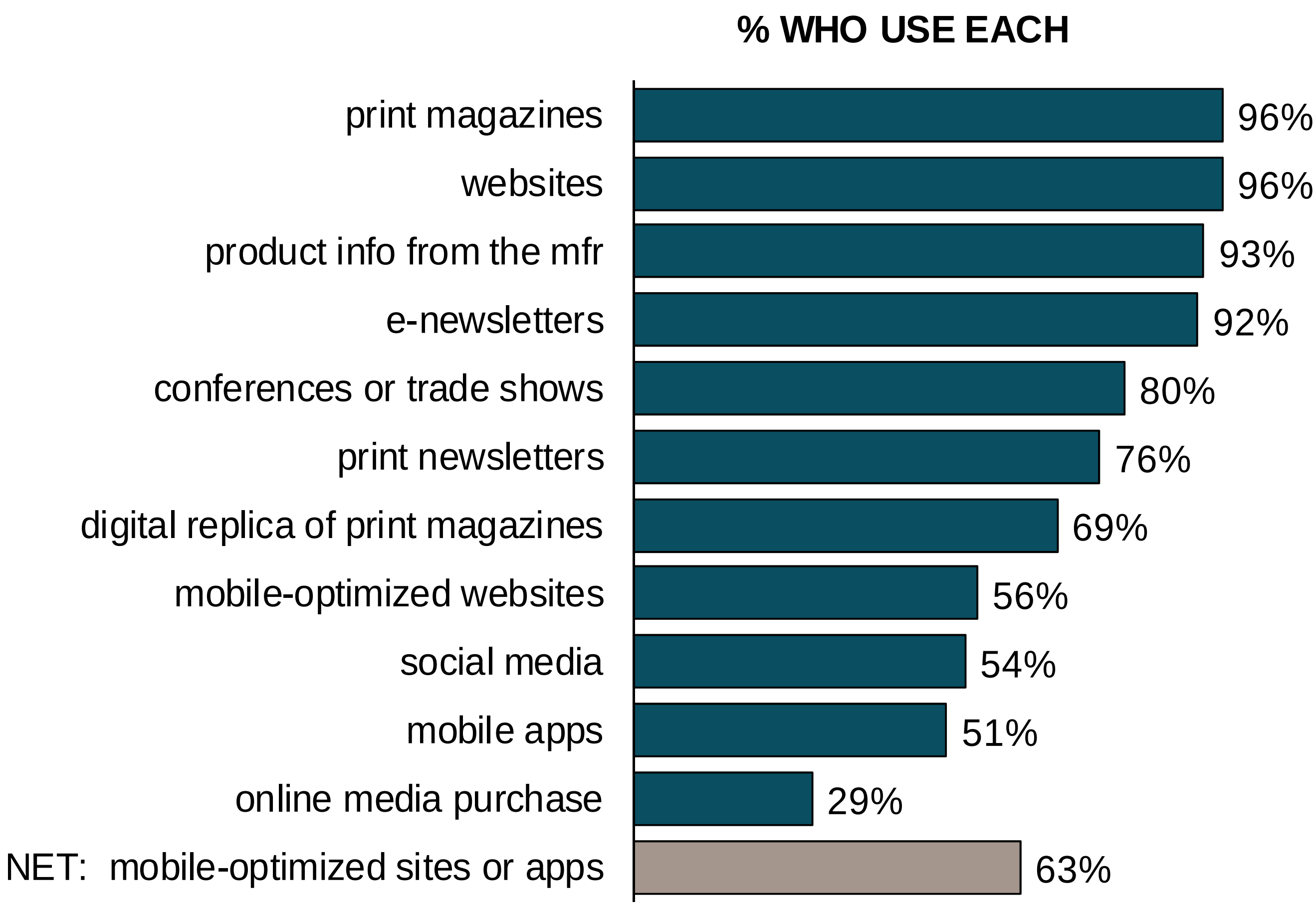
– Trade publications, events and websites are highly effective at reaching business professionals.

To determine the reach of b-to-b media, we sought to answer three key questions:

- How well do trade media help marketers, advertisers and sellers reach customers?
- How much do trade media influence the buying decisions of readers, media consumers and event attendees?
- How effective are B-to-B media professionals at bringing buyers and sellers together?

We asked media users about the business information sources that they use. They reported that 96% both read print magazines and use websites.

Question to media users: How often do you use the following information sources for industry-related content?



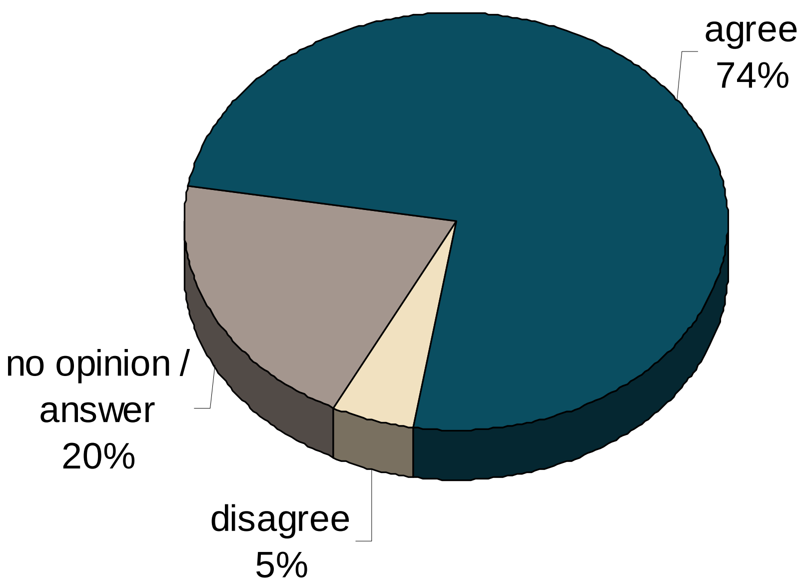
Websites and print magazines remain highly effective as a means of reaching professional business people. Electronic newsletters, trade shows and events, and print newsletters are all used by over three-quarters of respondents. Also, user desire to use innovative new media, such as that designed for mobile devices, is significant. **63 percent are using websites and/or apps designed for use with mobile devices.**

We need to understand that manufacturer knowledge is also extremely important to users, and that may be a competitive threat to media and information companies as manufacturers look for ways to reach out directly to users without intermediaries. 93 percent of users report that they seek out manufacturer-sourced information.

It's important to note that users are not making either/or decisions in their use of media. Rather, they use multiple platforms, and that suggests that the best strategy for reaching them is by offering multiple media options.

Question to media users: What is your level of agreement with the following statement?

"I use both digital and traditional media to learn tips/best practices and to gain valuable information that I can use in my work"

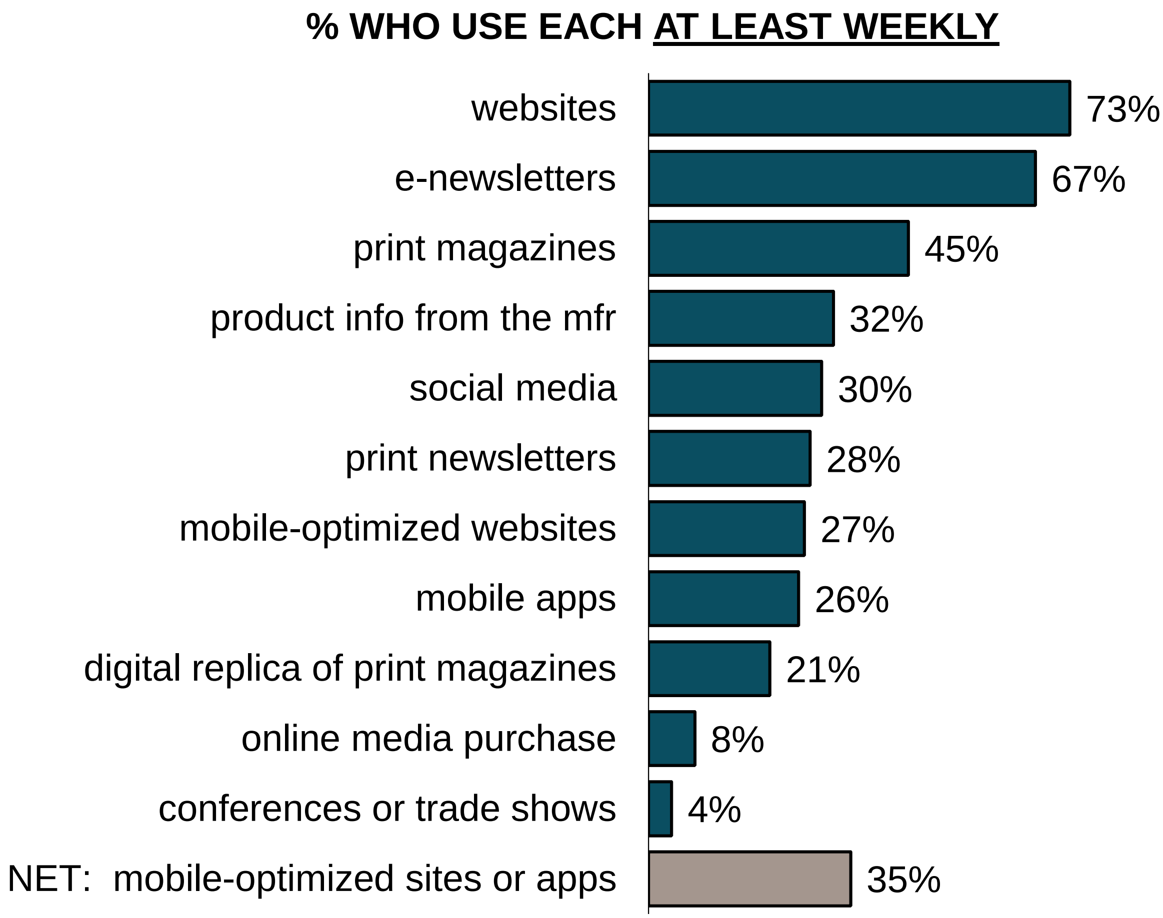


With only 5 percent of respondents saying they do not use both digital and traditional media, business people are clearly embracing new tech while holding on to the old as well. Whether that represents a transition from old to new or an embrace of multiple platforms remains to be seen. Either way, it speaks well for the widespread reach of b-to-b media.

More good news here is that when they seek business information, these professionals are turning to b-to-b options rather than to other business or consumer choices. Not only do three in four B-to-B media consumers use both digital and traditional media for best practices / work-related info, but **68 percent agree that they spend more time with industry-related print publications than with mainstream business or consumer print publications**.

Another implication is that since users are taking advantage of business information in multiple formats, those publishers who specialize in integrated marketing options may have a more compelling offering in a competitive environment. Advertisers and marketers partnering with publishers are well aware that integrated packages may be the best way to reach users, and they are only moderately satisfied with the job business-to-business publishers are currently doing. Almost 10 percent of marketers only buy integrated / bundled programs, and 46 percent devote at least half of their budget to integrated buys. For more on this, see page 26.

Question to media users: How often do you use the following information sources for industry-related content?



This research also asked respondents not just whether they used these information sources, but how often they use them. Looking at weekly and daily data, naturally the newer always-on digital forms saw higher daily use patterns – 73 percent use websites at least weekly and 67 percent read e-newsletters at least weekly – but print magazines still made it into the top three, with 45 percent of respondents reporting that they consult magazines at least once a week. Thus, a fairly obvious result of the research is that for immediate information, users are turning to the Internet. Still, almost half read trade print publications weekly.

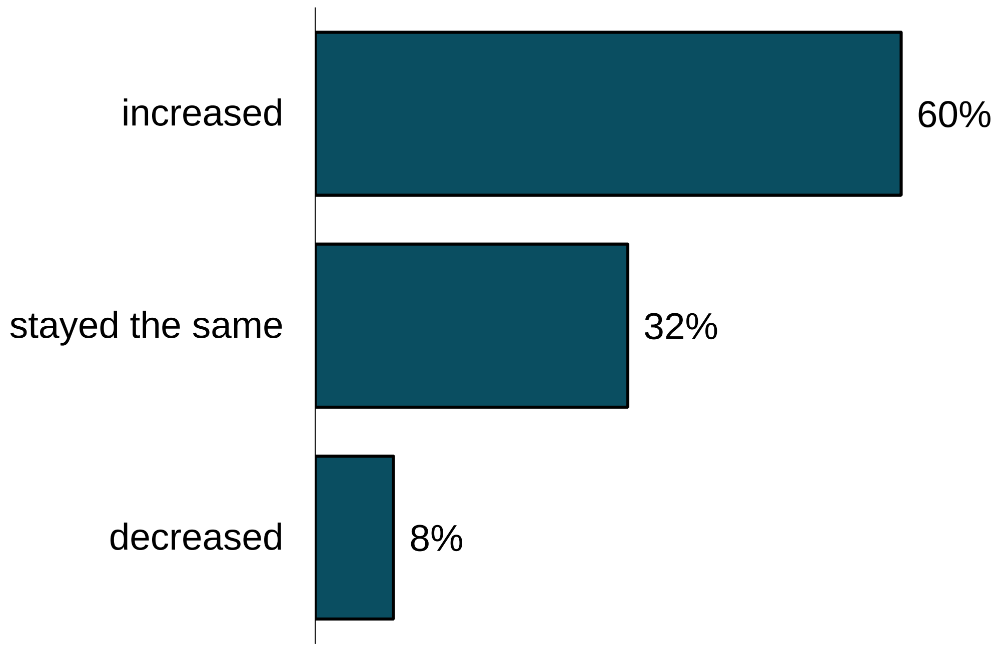
Looking toward emerging platforms, more than a third of respondents use cell phones and tablets at least weekly to access business information. The answers to this question allow us to define b-to-b users as heavy mobile users and non-users – and those two populations are more closely analyzed in the next chapter – see page 20.

And note the importance of manufacturer-supplied product info: 32 percent access that weekly. With more manufacturers seeking to bypass media in order to reach users directly – whether through social media or manufacturer-originated product knowledge and business information – many advertisers are, in some senses, becoming competitors with publishers.

But it is not enough to simply retain the interest of current users. We asked publishers how their total audience is trending, and 60% of them told us that their total audience has increased over the last year, and in total 92% say their audience is the same or growing.

Question to publishers: How has the size of your company's total B-to-B audience changed in the past 12 months?

Percent of media professionals who say their B-to-B audience has...



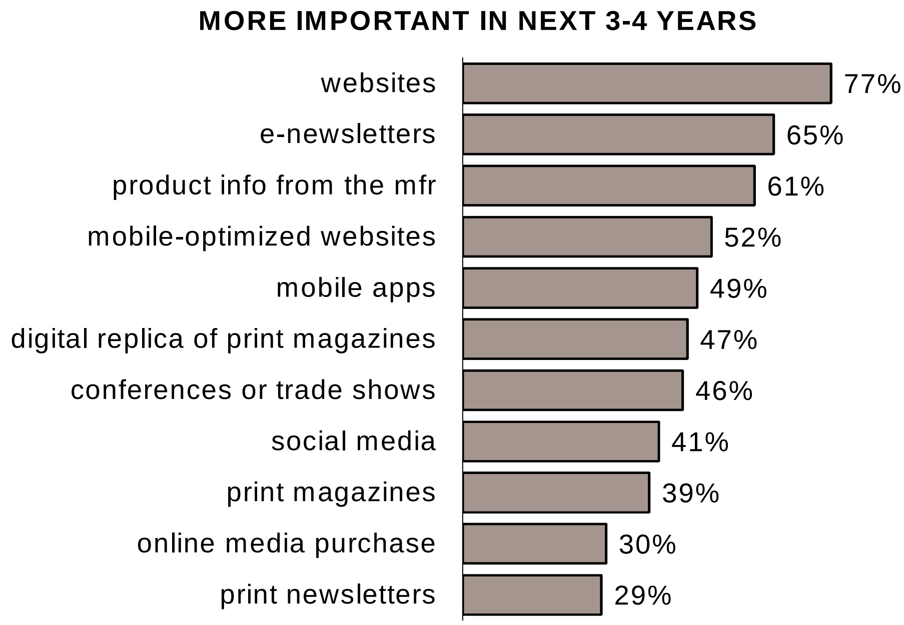
Publishing professionals also report that 53 percent of their readers are C-level executives or similar decision makers. Now, the research did not ask for qualified data to back up that opinion, and it frankly seems unlikely that 53 percent of the total b-to-b audience actually consists of C-level execs. We suspect that the 6,682 users we polled did not include over 3,000 C-level executives. But this data certainly speaks to the confidence that publishers feel in regard to the growing value of their user base.

We also asked publishers about their ad revenue streams, and the publishers surveyed remain very print-focused for a good reason. By a large margin, print advertising is the dominant (but not majority) source of revenue. **43.1 percent of marketer-based, non-subscription revenue comes from print advertising**. The next largest source, website advertising, totals only 17.0 percent. No other source tops 10 percent: e-newsletter advertising, 9.7 percent; face-to-face event sponsorship, 7.8 percent; face-to-face event attendance, 7.3 percent; webinars or other virtual events, 5.2 percent; marketing services, 4.2 percent; lead generation, 2.9 percent; and mobile advertising, 1.6% percent.

Lumping website display ads, e-mail ads, webinars, and mobile together, the revenue stream breaks down as print, 43.1 percent; digital, 33.5 percent; events, 15.1 percent; and other, 4.2 percent.

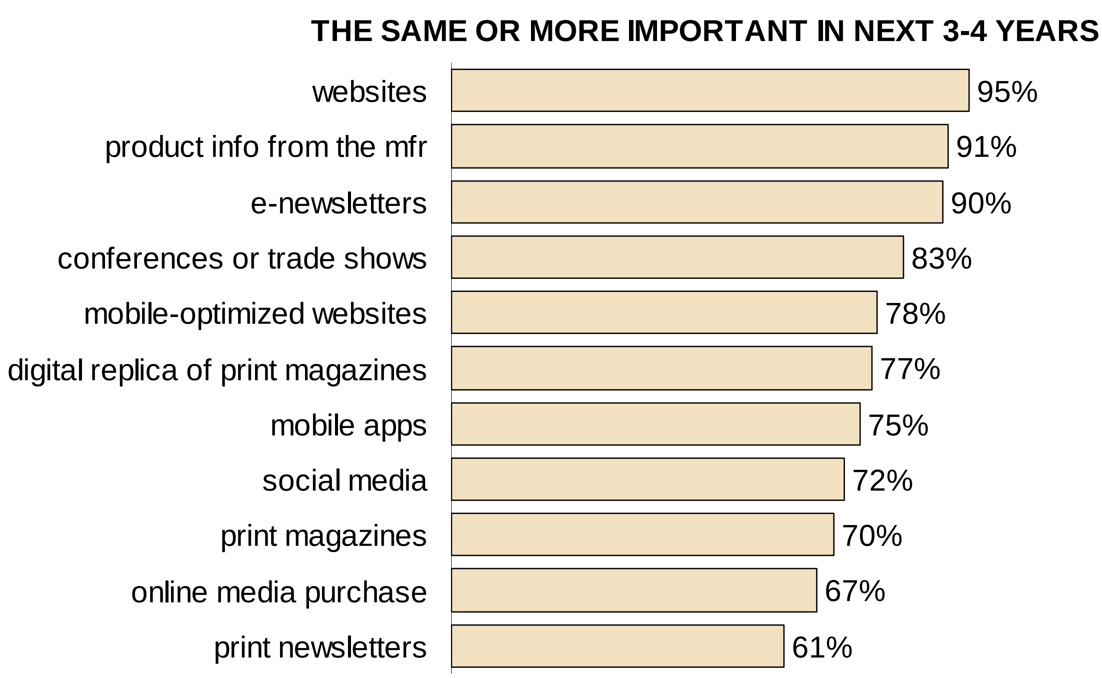
We also asked publishers how their digital circulation is changing. 60 percent said it has increased over the past 12 months, 29 percent say it has stayed the same and 9 percent say it has decreased. 2 percent gave no answer.

Question to media users: For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?



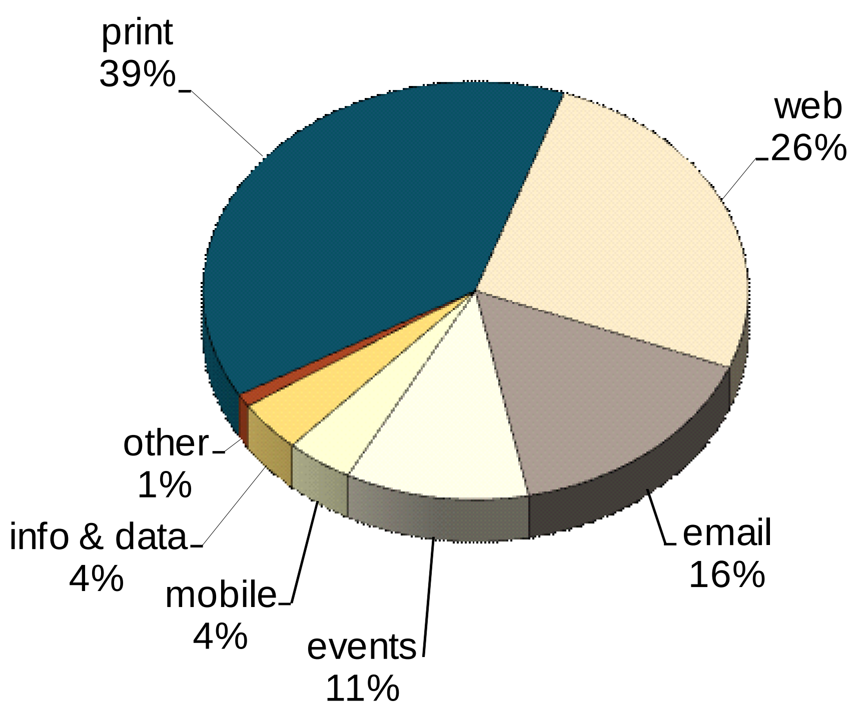
And looking ahead, do users see b-to-b growing in importance? A large majority expect to find websites and enewsletters growing. There is also strong support for mobile platforms. Perhaps counter intuitively, a third of respondents expect that print will become more important.

Here is the same question, but adding in the people who think these media options will retain their importance – the good news here is that business professionals remain deeply enthusiastic about their media.



A consideration of the reach of b-to-b media needs to factor in the many ways users access business information. The following graph speaks to the diversity of the b-to-b audience, and the emphasis that publishers are placing on growing audience in many ways. Of course, audience calculations may well overestimate total audience size because a user who subscribes to a magazine, downloads an app, and attends a conference may well get triple counted. But at the least, this suggests that there are a wide range of effective ways to reach readers.

Question to publishers: Considering all of your company's B-to-B brands and products, approximately how does your total audience break into these segments?



Note that the total digital audience, comprised of website use plus email plus mobile use, reveals that 46 percent of the trade audience derives from online sources.

CHAPTER SUMMARY

With 96% penetration through print and Web platforms, in addition to the 80% of business professionals who attend trade events, the power of b-to-b media to reach customers is clear.

Although the revenue is light so far, large numbers of users seek out data on mobile platforms, and marketers are gearing up to increase spending on mobile.

Event revenue is a big part of the b-to-b landscape, and marketers value trade events very highly.

Chapter Three: Core Media Characteristics

– A detailed analysis of the impact of print publications, digital information sources and trade events.

The business-to-business information space is filled with a diversity of ways to connect buyers and sellers. We took a look at the three main types, considering:

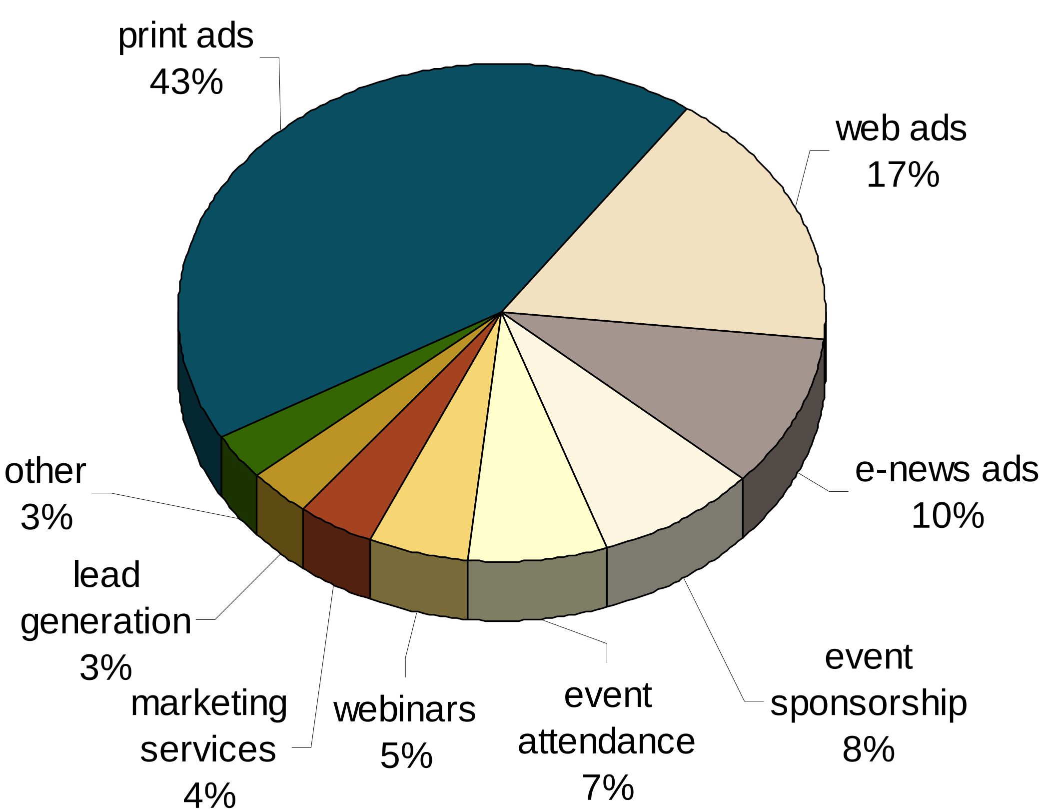
- What are the roles played by print, digital and event media?
- How do perceptions differ on these roles?
- What are the strengths and weaknesses of each?

We also considered mobile users specifically and looked at how they differ from uses who do not use mobile devices to access job-related content and information.

PRINT

Publisher respondents say that print remains the largest contributor to the bottom line. Although I suspect, based on ABM's BIN data, for example, that our Value of B-to-B sample was somewhat print heavy, it remains a valid conclusion that regardless of its downsides, print is still an important part of the revenue equation.

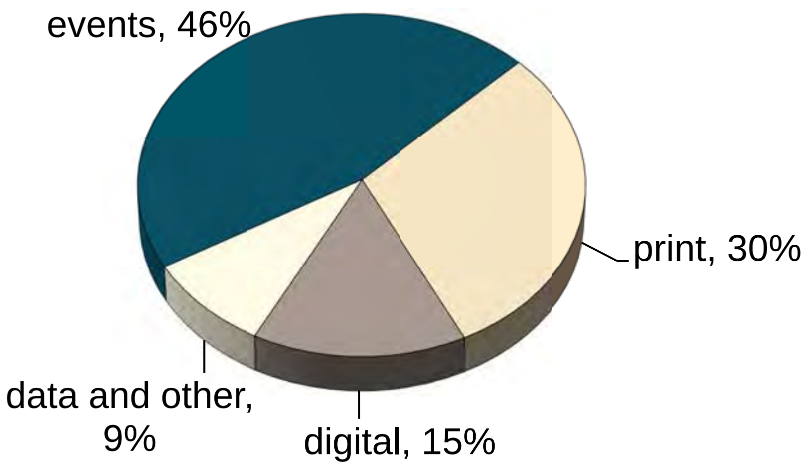
Question to publishers: Considering all of your company's B-to-B brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?



The revenue derived from mobile platforms remains very small at the present, comprising only 1.6 percent of the total (included in “other” above).

The preceding look at revenue sources is based on this research’s poll of business-to-business publishers and professionals. However, the data collected in ABM’s BIN Report reveals a slightly different story.

Data: ABM’s BIN Report



According to ABM’s BIN data, an actual measurement in real dollars of b-to-b revenue, event revenue is the largest part of the industry. Here is a comparison of the results of the two different methodologies

U.S. b-to-b revenue generation by market share, 2012, $billions

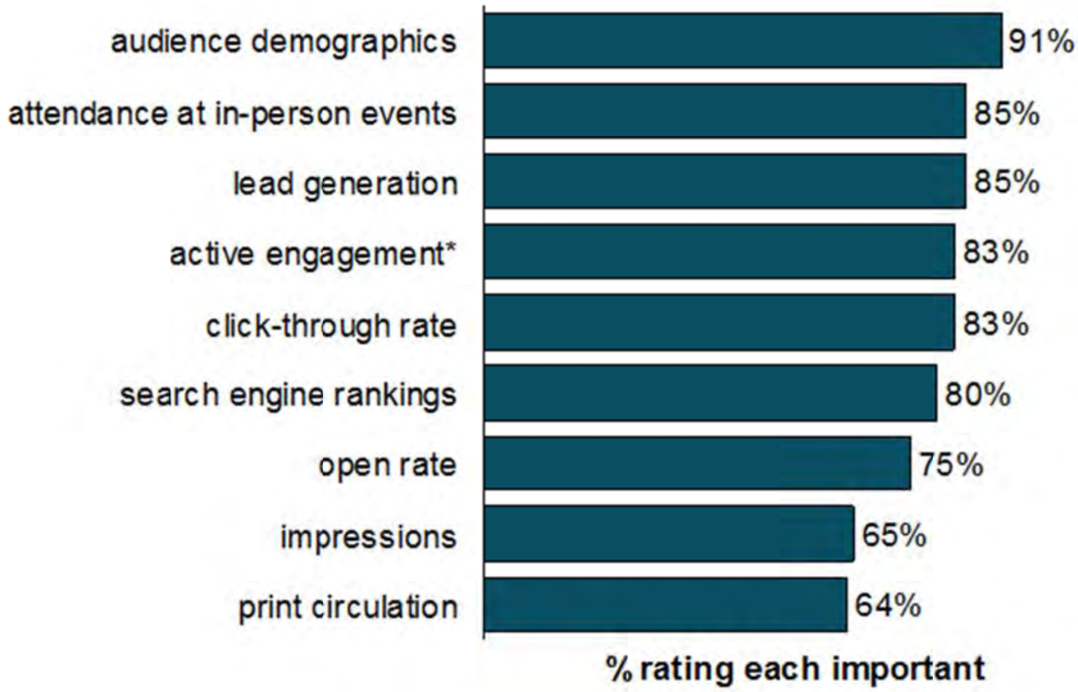
	Value of B-to-B	ABM’s BIN Report
Print	45%	30%
Events	17%	46%
Digital	38%	24%

The implication is that event companies, or companies with large event businesses, are under-represented in the Value of B-to-B publishers sample, while print and digital revenues are above the industry average.

Although the publisher data shows a significant amount of print advertising revenue, when the research polled marketers, it turned out that advertisers do not value print. In fact, print circulation was ranked last in a question that asked marketers to rate the importance of a range of b-to-b media performance metrics.

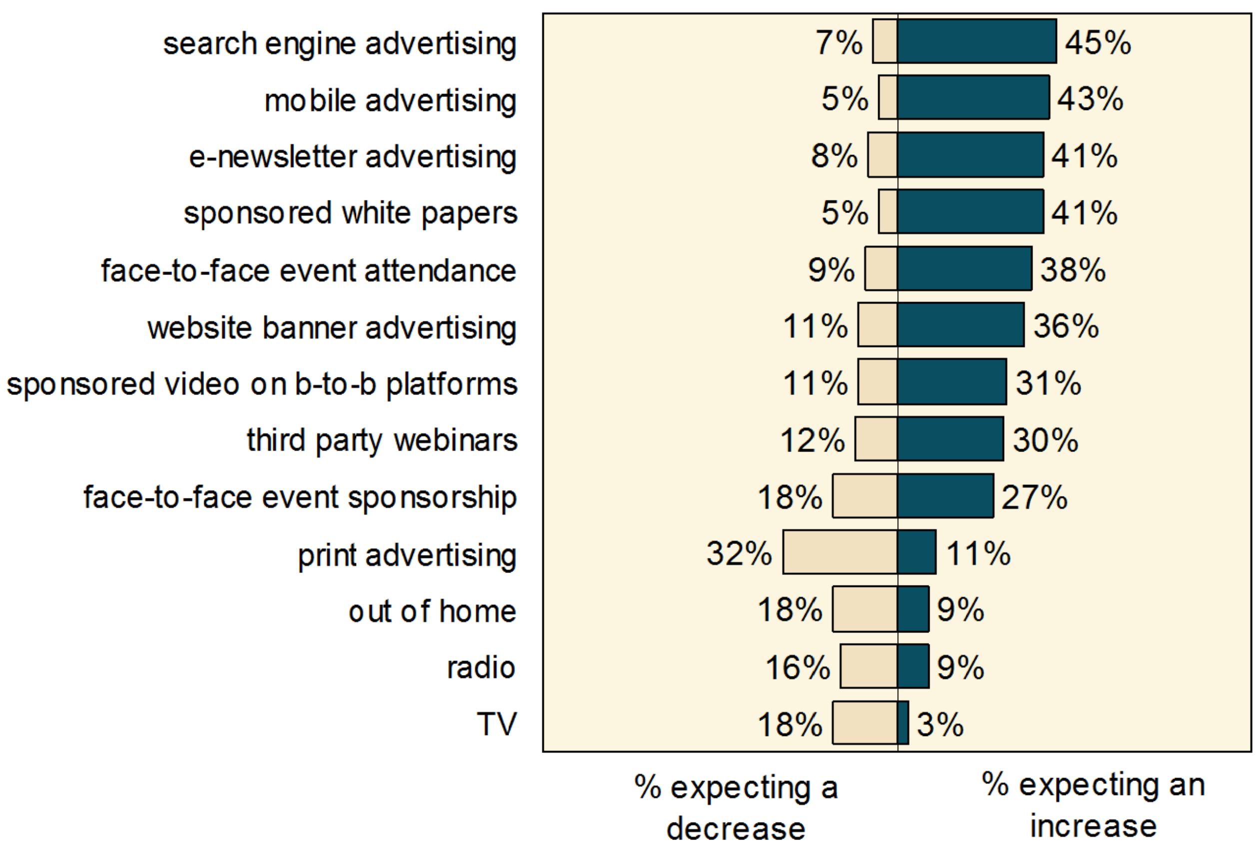
That is, while publishers report that print remains a key source of revenue, marketers see print circulation as the least useful audience metric. And to the extent that metrics stand in for what they are measuring, the implication is that marketers are prioritizing events and then digital over print.

Question to marketers: How important are these b-to-b media performance metrics to you?



** Active Engagement = registrations, downloads, e-commerce sales*

Question to marketers: How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?



When marketers were asked about their expectations on budgeting in the next 12 months, fully 32 percent said that they expect to decrease their print spend, and only 11% expect to boost print spending. No other area saw saw so many marketers expecting to reduce spending.

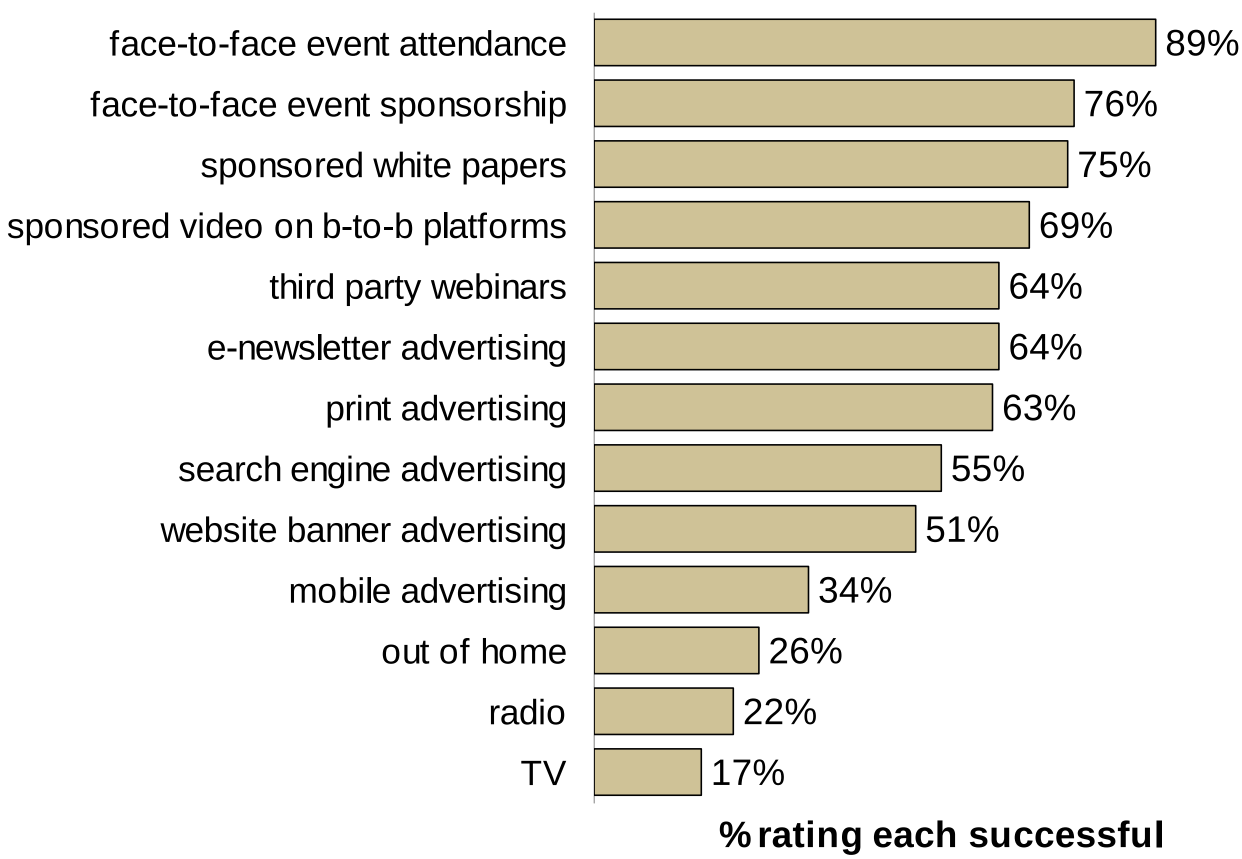
The key takeaway here is that while print ad spending is still huge, marketers expect to spend less on it, and they do not value it compared with other ways to connect buyers and sellers.

EVENT

Turning to events, recall that the BIN data shows event revenue to constitute 46 percent of the entire b-to-b landscape. Moreover, **event revenue increased industry-wide in 2012, rising 4.4 percent from 2011**, according to the BIN Report. Over the same time span, print ad revenue fell 4.8 percent.

Events stand in contrast with digital media in that events are attended rarely (often annually), while users log on to websites and apps every day, often several times per day. However, marketers place a very high value on trade shows and conferences, especially for lead generation and promoting new products. The research asked marketers to rate the success of several techniques to create awareness of new products and services among existing customers:

Question to marketers: How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

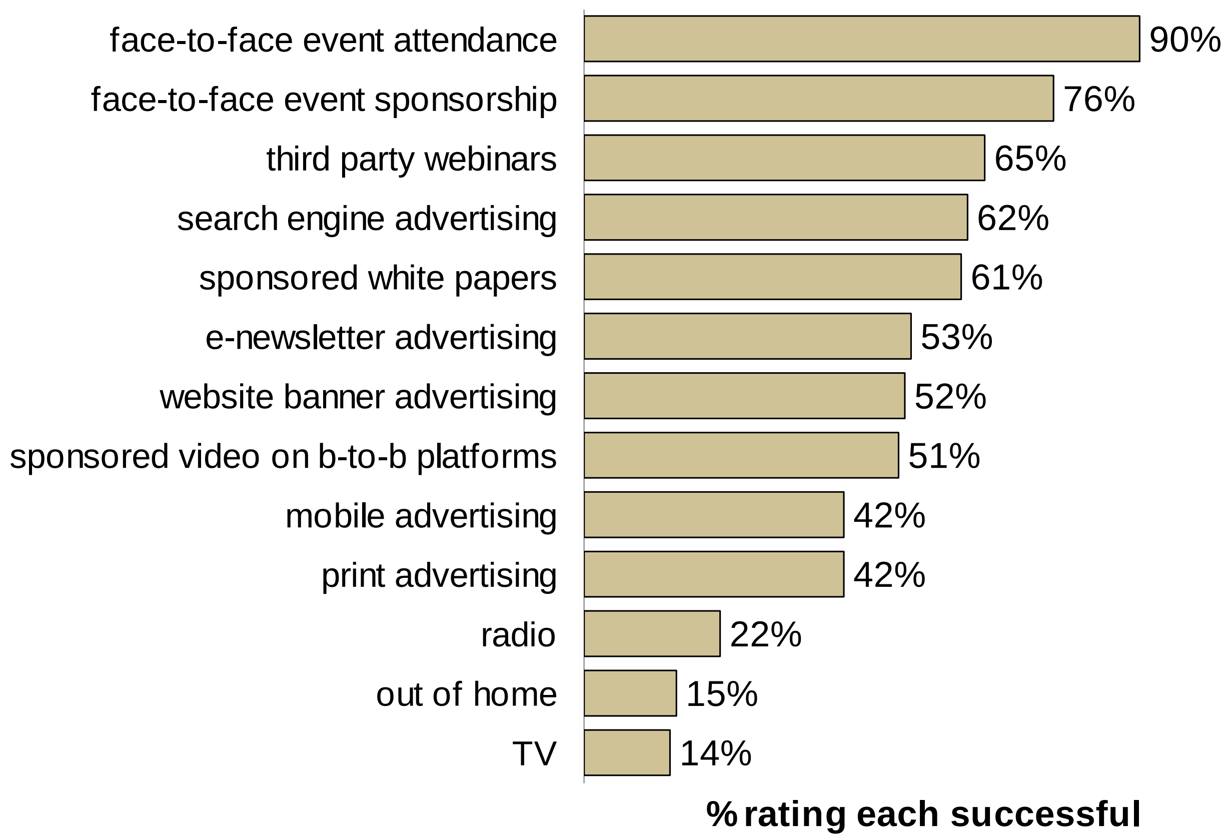


The same pattern was found in assessing techniques to build awareness among new customers. **Event attendance was considered successful by 89 percent of marketers seeking to reach existing customers and 90 percent of marketers seeking to reach new customers**, for example. Marketers deem search engine ads to be more successful in building awareness among new customers. 68 percent of marketers thought search ads boosted awareness in new customers, but fewer – 55 percent – thought search boosted existing customers.

Event attendance and sponsorship grabbed the two top slots as the most successful way to boost new product awareness. This demonstrates that marketers really value face-to-face events. Radio, TV and out-of-home trade marketing proved the least successful tactics for boosting awareness of new products and services.

A similar question, asking about the success of several tactics designed to generate leads, revealed that marketers see events as a huge success in that arena as well:

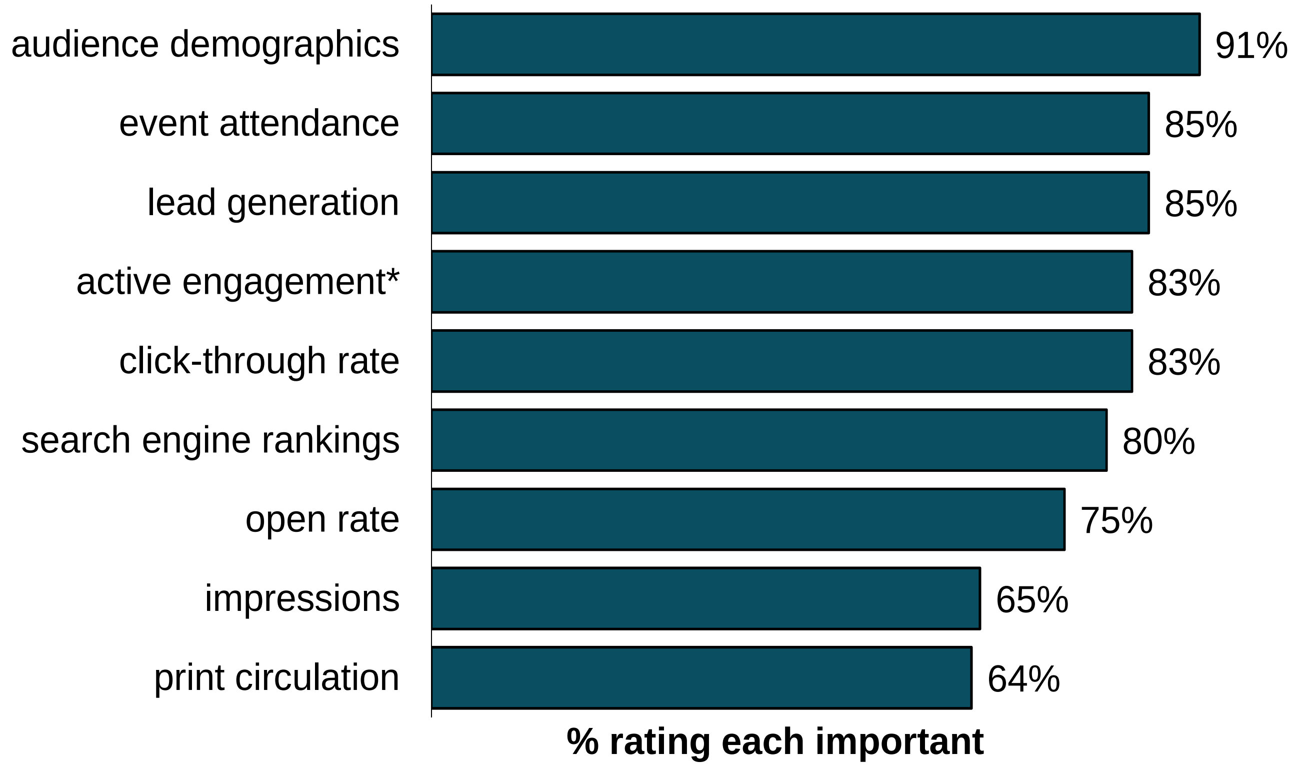
Question to marketers: How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?



Certain digital options, such as webinars and white paper downloads, are also seen as effective sources for lead generation, while mobile and print advertising are seen as less effective. However, marketers are not ignoring either mobile or print ads. **We asked marketers, for example, about web-optimized mobile sites, and the results show that 43 percent produce such sites internally, 28 percent produce them through an agency, and just 20 percent are producing mobile sites in partnership with a paid b-to-b media publisher**. There is a lot of room for publishers to make the case for providing marketing services in this space, especially if the publisher has proven expertise developing such properties.

We also asked marketers to rank media basic performance metrics:

Question to marketers: How important are these b-to-b media performance metrics to you?



** Active Engagement = registrations, downloads, e-commerce sales*

Once again, what matters most to marketers are event metrics. Knowing the user is primary, and getting those users to in-person events is tied with lead generation. Glancing at ads and getting print magazines in the mail are the least useful of metrics, although two-thirds of respondents cited both as important.

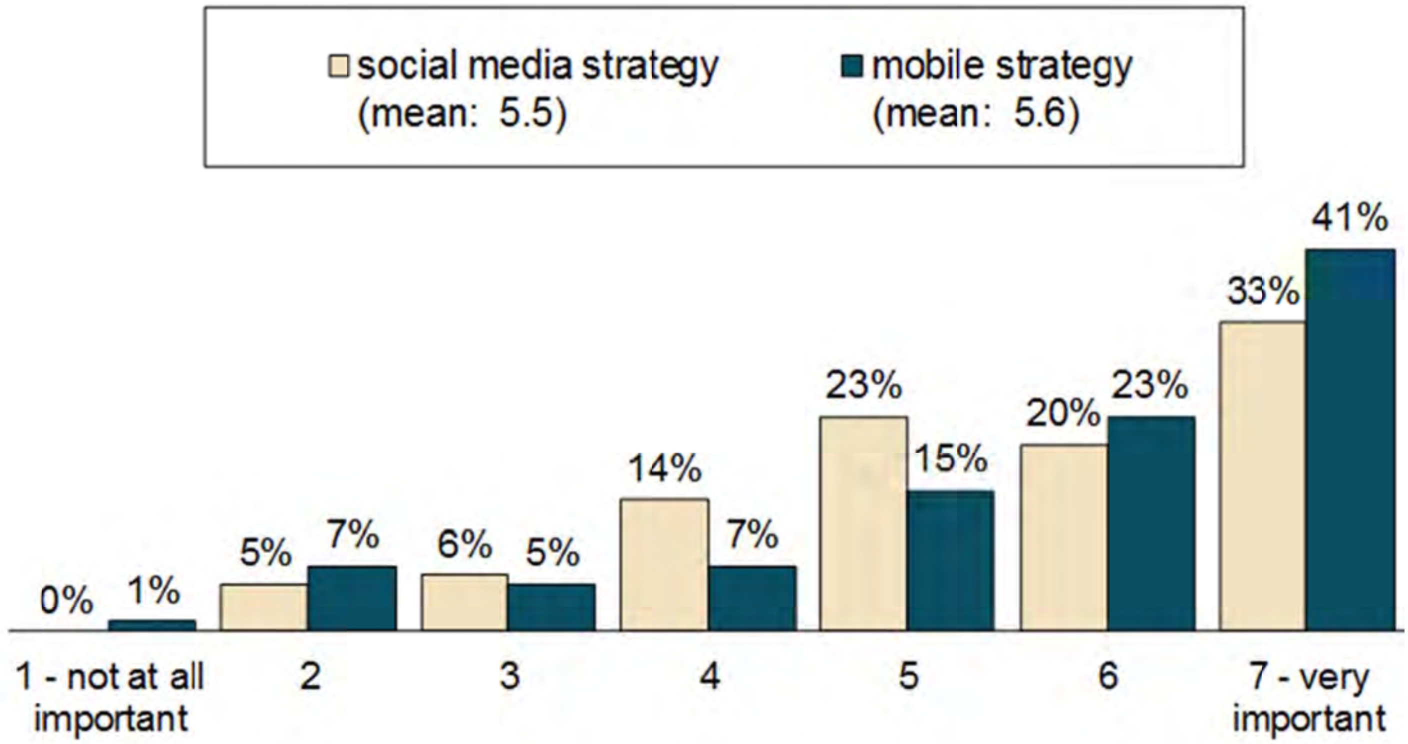
DIGITAL

In the graphic just referenced, the areas in which marketers most expect to increase their spending are search and mobile, with two other digital areas, email and white papers, following close behind. That tells the story of shifting marketer priorities. **Advertisers are moving ad dollars out of print and into digital areas**.

Fully 32 percent of marketers expect to actually decrease their print budget in the coming 12 months; only 11 percent expect to spend more on print. In comparison, albeit starting from a small total spend, **43 percent of marketers expect to increase their spending on mobile advertising**. Moreover, 41 percent of marketers also plan to boost e-newsletter advertising – and those email messages are increasingly read on mobile devices.

In line with this, publishers are recognizing the need to advance both social and mobile strategies.

Question to publishers: How important do you think it is for companies like yours to pursue each of the following?



B-to-B professionals agree that mobile is growing in relevance, and that having a mobile strategy is important. Most also think that a social media strategy is important, though more emphasize mobile than social.

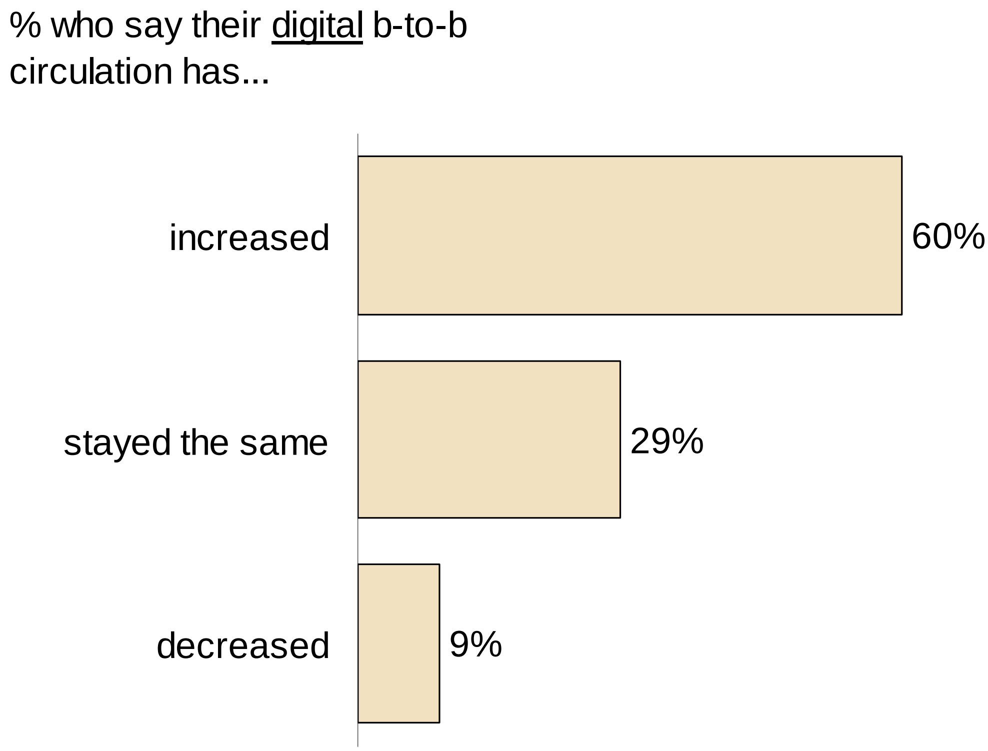
However, are publishers putting their resources into the digital realm? In fact, **92 percent of publishers produce digital editions of their print magazines**. Moreover, 46 percent of publishers put all of their print products online as digital versions. About 8 percent produce no digital editions at all, 7 percent produce no print editions and are digital only.

That said, these publishers are taking the easy road to start with: they are simply converting existing products to digital form without taking advantage of the advantages available online. **Two-thirds of digital b-to-b publications are static and non-interactive**. By leveraging existing content, and even existing layouts and designs, publishers can easily convert their print products for very low cost. These publishers, with static editions of print magazines, are typically not charging for them. They are available online for free, with additional ad exposure offered to marketers as a value-added service.

And, it must be said, a large minority of publishers are creating interactive online products for users, some for free, some sponsored by a marketer, some requiring a paid subscription or fee.

In any event, whether offering static or interactive products, far more B-to-B publishers report digital audience increases rather than otherwise in the past 12 months.

Question to publishers: As a whole, how has the circulation of your company's digital B-to-B publication(s) changed in the last twelve months?



MOBILE

The research's survey of 6,682 end users of b-to-b media included over 4,500 who said they have used mobile-optimized websites or mobile apps to access industry content at some time or another. We asked these users about the factors that would lead them to **increase their mobile engagement** ...

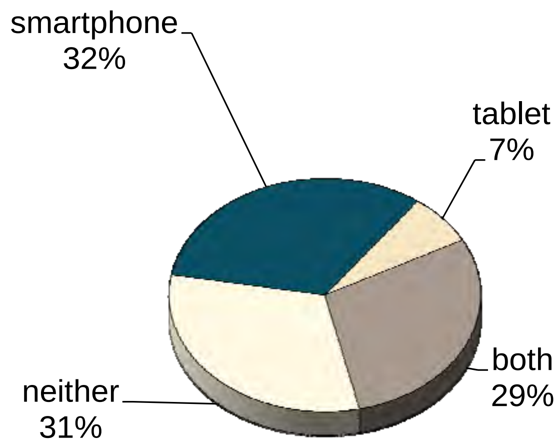
- 75 percent cited optimized version of b-to-b websites that are easily viewed and navigated on a smartphone or tablet.
- 73 percent cited free digital versions of magazines.
- 63 percent cited making existing digital magazines more valuable by offering interactive features like videos, slideshows, audio clips and more.
- 59 percent cited making existing digital magazines more valuable by offering unique content that doesn't exist in the printed version.
- 45 percent cited putting publications online as apps on Apple's Newsstand or other leading online newsstands.

The rapid adoption of smartphones and tablets is an important part of the increase in the demand for trade information on mobile devices. Just over 70 percent of users have accessed industry-specific business information on a smartphone or tablet. **32 percent are using smartphones, 7 percent are using tablets and 29 percent are using both**.

And almost half (48 percent) of end-users report that their companies are providing them with mobile devices. 27 percent say they get a smartphone on the company dime, 5 percent get a tablet and 29 percent report that they get both.

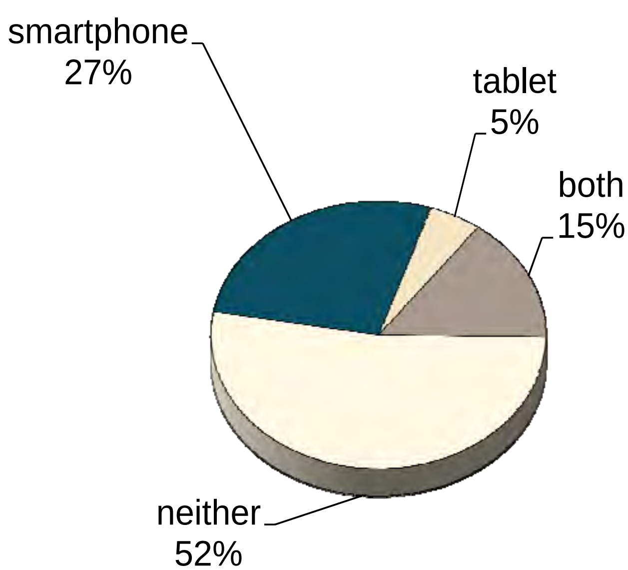
Question to users: Which of these do you use for business, whether or not your company provides it for you?

MOBILE DEVICES USED FOR BUSINESS



Question to users: Which of these does your company provide for your business use?

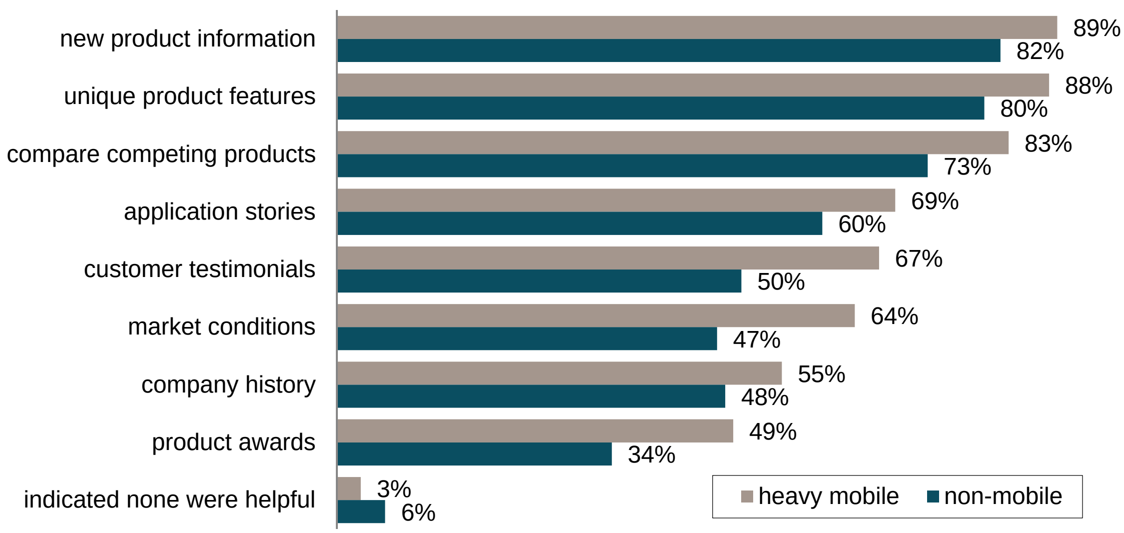
COMPANY-PROVIDED MOBILE DEVICES



The research's survey of 6,682 end users of b-to-b media included 2,347 who use mobile-optimized websites or mobile apps at least once a week. Call those respondents "heavy mobile users." The research also identified 2,142 respondents who have never used mobile apps or sites for industry content at all. Call them "non-mobile users." The research allows us to look at these two sub-groupings of respondents to see how they vary. A few conclusions stand out:

Heavy mobile users are data-hungry. They use trade media more frequently than non-mobile users. 87 percent of the heavy mobile group engage with the trade press in print, online, or digitally once per day; only 47 percent of non-mobiles do so. Weekly, those numbers rise to 100 percent vs 87 percent for non-mobiles. Heavy mobile users even use non-digital modes more often than non-mobile users: 50 percent of heavy mobile users also consult print trade magazines at least weekly, compared with only 42 percent of non-mobile users. And 86 percent of heavy mobile users attend trade shows, compared with 74 percent of non-mobile users.

When making purchasing decisions, heavy mobile users value key information more than non-mobile users do. We asked users "Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?" Here is the percent who rated each of the following as helpful*:



* "Helpful" here means that the user rated the choice with a 5, 6, or 7 on a seven-point scale, where 7 = very helpful and 1 = not at all helpful.

For each kind of information used to make buying decisions, more heavy mobile users rated the info as helpful than did non-mobile users.

Heavy mobile users are (very slightly) more likely to be decision makers. 96 percent of them research new products, equipment, services and suppliers. In comparison, 92 percent of non-mobile users research new products, equipment, services and suppliers.

Heavy mobile users use their devices for business research. Of those who do research new products, equipment, services and suppliers, 84 percent of heavy mobile users use their mobile devices to do so, but only 21 percent of non-mobile users do so. Now, we have chosen the non-mobile user group to include those who specifically do not use apps or mobile-optimized sites. So what are this 21 percent of non-mobile users doing with their devices? The logical conclusion is that they are most likely making calls and sending/receiving text messages.

Companies employing heavy mobile users tend to supply mobile devices to employees. In a fairly obvious result, many heavy mobile users say that their employers provide their devices (66 percent) while few (27 percent) of non-mobile users say that their employers provide devices.

Heavy mobile users get social media. While 83 percent of heavy mobile users have engaged in work-related social media in the six months prior to taking the survey, only 58 percent of non-mobile users have done so. 40 percent of heavy mobile users have “liked” or followed a work-related company on social media, compared with about 13 percent to 14 percent of non-mobile users.

Heavy mobile users act on advertising. 72 percent say they have researched a product after seeing a mobile ad. 53 percent have clicked on an ad. And 41 percent say they have purchased a product as a result of seeing an ad. Heavy mobile users have also seen more business-related video and acted on it: 65 percent have researched a product after seeing a video, and 56 percent have gone on to visit vendor websites after seeing video.

Heavy mobile users want more mobile options. Asked about factors that would encourage them to use a smartphone or tablet for business content, 85 percent mentioned more optimized sites, 82 percent cited more free digital editions of magazines, and 74 percent mentioned adding interactive features.

CHAPTER SUMMARY

While print advertising remains a huge and hugely successful part of the b-to-b landscape, marketers do not value it very highly, and they intend to put their advertising dollars in other areas.

Marketers view events as a highly effective way to reach users and influence them, both for product knowledge and lead generation.

Marketers are intending to spend more on digital media, and they value integrated / bundled programs.

Mobile users are more engaged than non-mobile users, and, being data hungry, are enthusiastic consumers of b-to-b media in all forms.

Chapter Four: Serving Media Users

– A consideration of what magazine readers, online users and event attendees say they want from trade media.

An important part of the story is how b-to-b media serve the needs of readers who are making buying decisions. Since a role of trade media is to make it easier for buyers and sellers to connect, serving those users well is a first crucial step in getting their attention. The key questions:

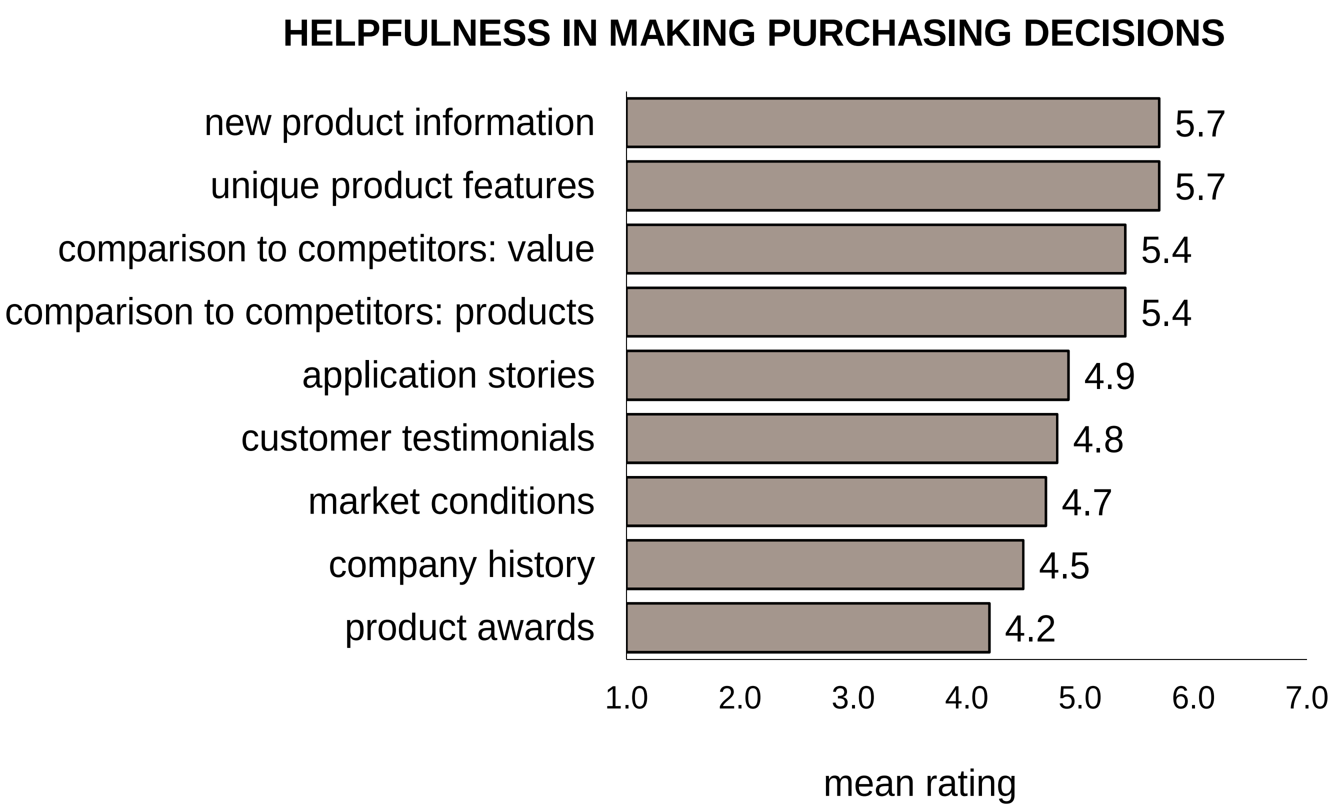
- What do business buyers want from their media?
- Where do they look for purchasing decision information?

B-to-B MEDIA FACILITATE PURCHASING

The research considered how helpful trade magazines, websites and events were to readers and attendees in making purchasing decisions. We asked our six-thousand-plus media users to rate the kinds of information they need for buying products. The top way that media and events help users make purchasing decisions is no surprise to anyone who has tracked this kind of data for many years. Then as now, the number one top answer is NEW PRODUCT INFO. Readers are hungry for it. They use product data more than any other data.

Consider the high weight that readers give to information from manufacturers (see pages 4-6 above) – that's product info. Here we see confirmation of the value of product information to readers as a top priority.

Question to users: Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

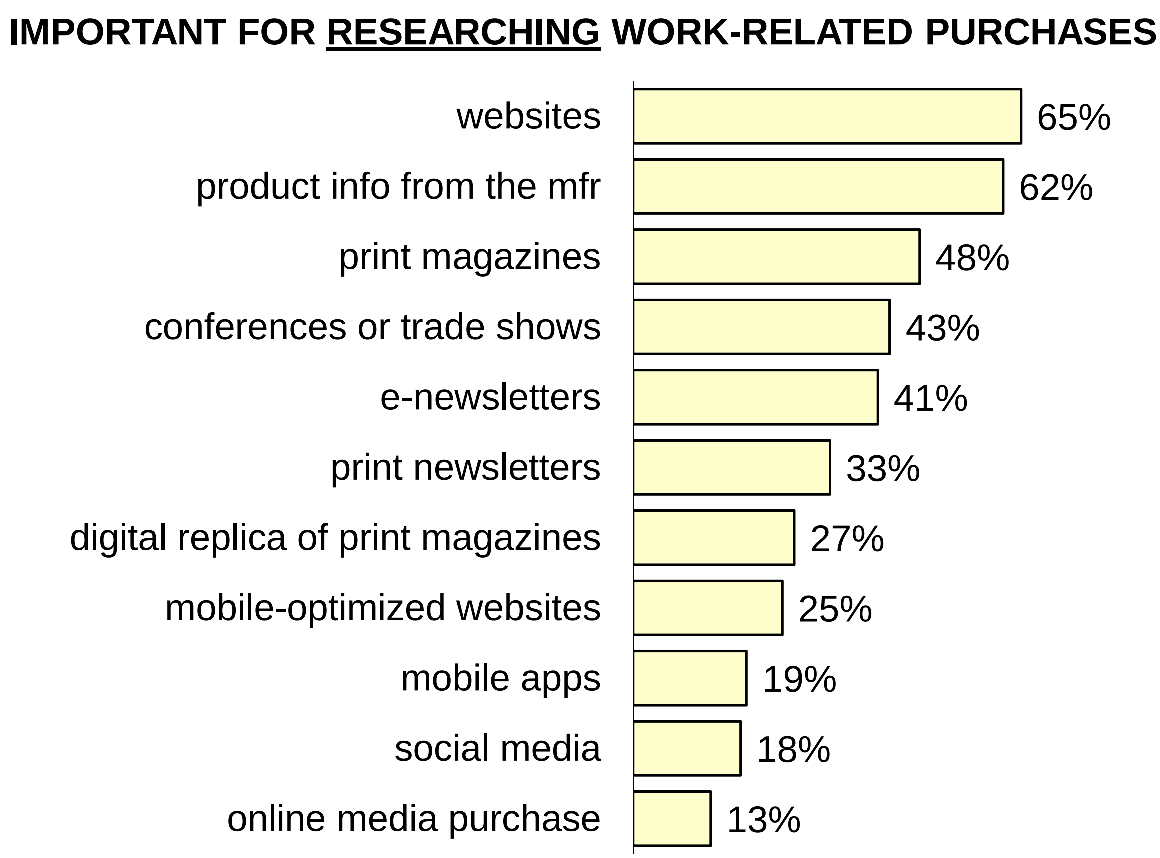


The top two bars above reinforce that priority. The mean rating for new product info and for product features (necessary for making buying decisions), is a high 5.7 out of 7. Media users and event attendees use product data more than any other data. Here we see confirmation of the value of that information to them.

However, coming in a close second to product info is COMPARING PRODUCTS AMONG COMPETITORS. Product ratings and comparisons are a bit of a third rail for b-to-b publishers, for obvious reasons. However, the research shows that readers value product ratings (comparisons to competitors). And ratings from an authoritative editorial voice may well be a point of differentiation that manufacturers offering product knowledge can never hope to match.

RATING NEWS SOURCES

We asked business media users how they researched work-related purchases:



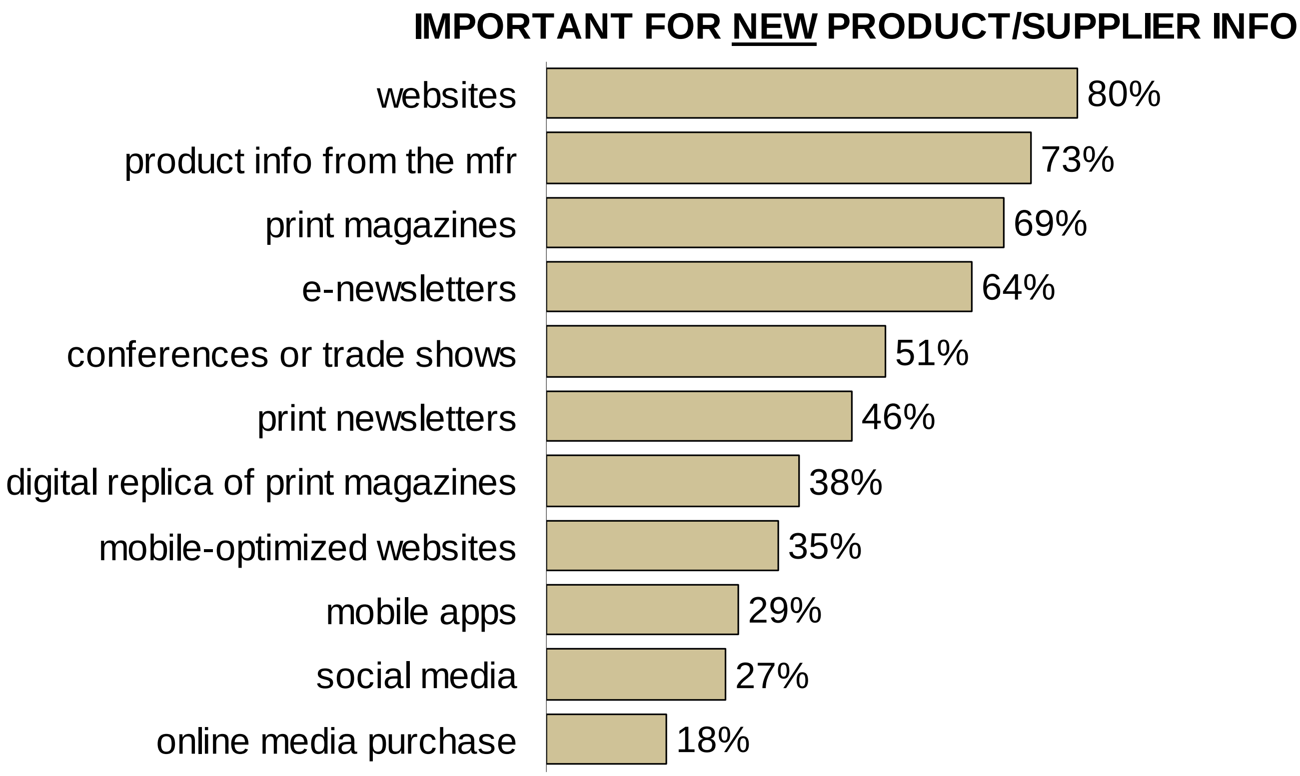
Question to users: How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

The Internet ranks most highly here, with manufacturer product info and print magazines following. Although users did not rank mobile apps and websites very highly in importance, over half are using their own personal mobile devices to research purchases. This disparity may reflect the lack of excellent product knowledge currently available. That is, buyers are using their cell phones and tablets to research purchases, but so far are not finding them all that worthwhile – possibly suggesting a niche waiting to be filled.

Note that 94 percent of those involved in work-related purchasing decisions or supplier selections said they research new products, equipment, services and suppliers during standard business hours; 53 percent use their own personal mobile device to do so.

The study asked users to rate the sources of information that they use for researching new products:

Question to users: How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?



The results here echo the ratings for researching purchases more generally, but the actual percentages are higher. 65 percent say that websites are useful for making purchasing decisions; 80 percent say websites are important for learning about new products. 48 percent use print for purchase research; 69 percent rank print as important for new products. This reinforces the key finding: new product info is important to users.

CHAPTER SUMMARY

Media users making buying decisions really want product information. They are also eager for competitor comparisons.

They are primarily going online for this information, then turning to manufacturers, and then looking at print sources and events.

More than half of buyers are using mobile devices to research purchases, but so far they do not think that publishers are offering high-importance data through mobile channels

Chapter Five: Serving Marketer Customers

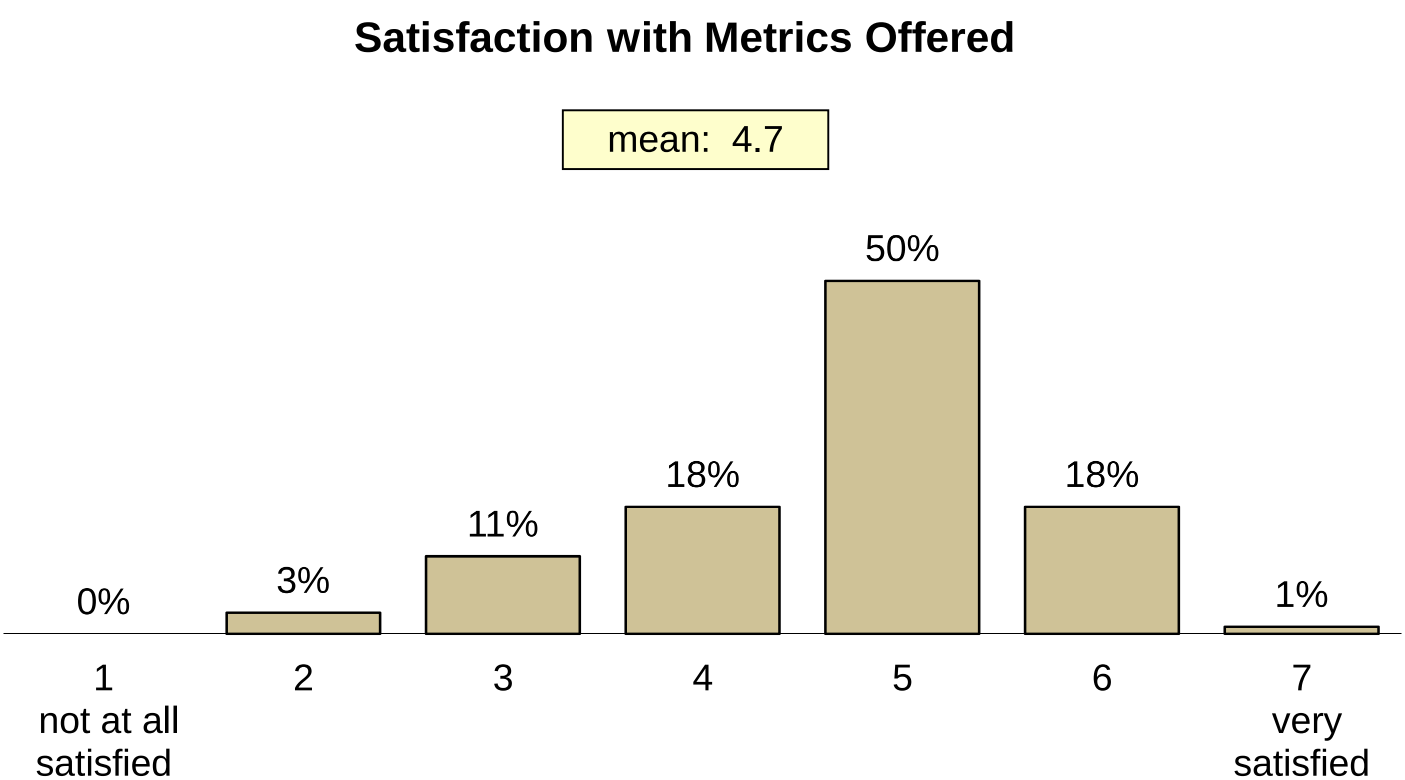
– A look at how marketers and advertisers are focusing on the evolving b-to-b media marketplace.

Marketers have an incredibly diverse array of choices when seeking ways to reach their customers – many of these choices are new competitors for trade media, or offer new challenges, such as innovative ways to quantify ROI directly, or such as the option of marketers to try to reach customers without any intermediary. Nonetheless, marketers remain key customers for trade media companies, and better serving their needs not only allows media companies to be more effective in connecting buyers and sellers, but it allows media companies to remain competitive in a changing media landscape. Thus, media and information-based companies need to know:

- How do marketers see the media landscape?
- What are the trends in marketer spending?

MARKETER SATISFACTION

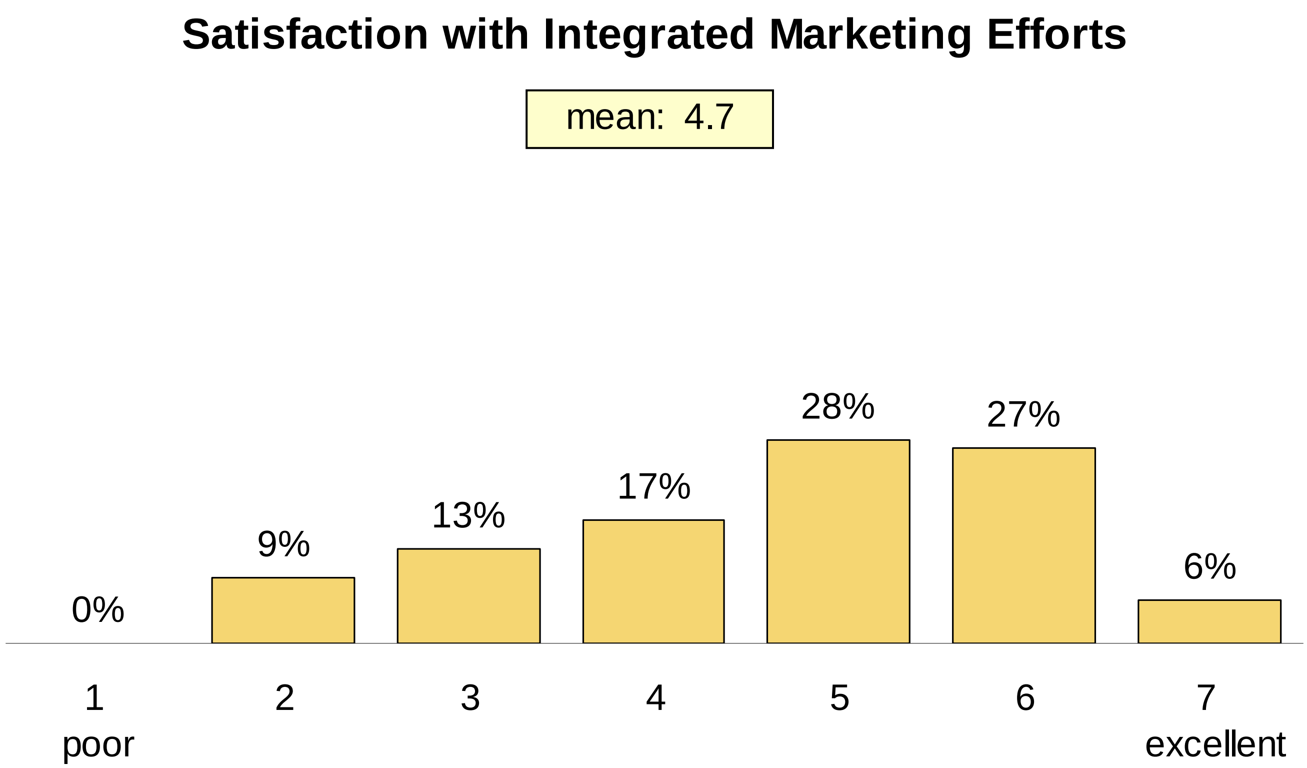
We sought to research marketer needs and satisfaction levels, hoping not only to highlight successes, but to illuminate areas in need of improvement. For example, we asked marketers "overall, how satisfied are you with the types of performance metrics offered by your b-to-b media partners?" It turns out that there is room for improvement here.



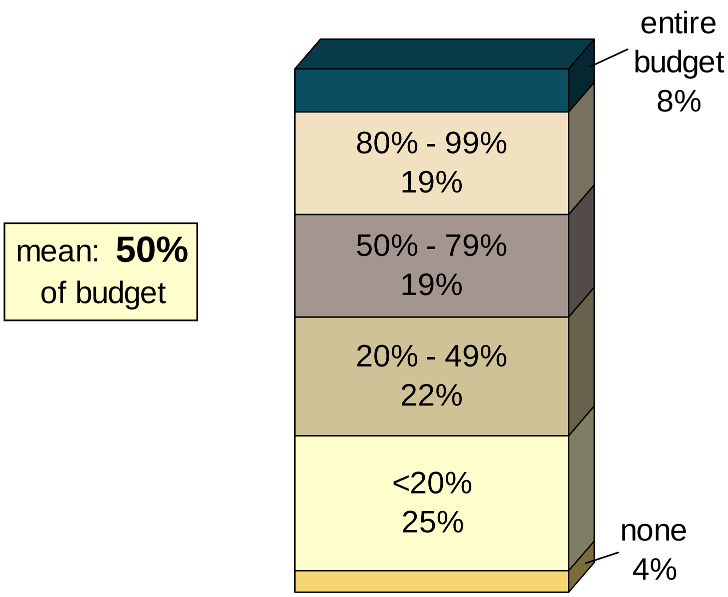
This result is not superlative for b-to-b media partners, with few very satisfied customers and a mean satisfaction of only 4.7 on a 7-point scale. The results suggest that there is a lot of room for publishers to offer more effective performance metrics. But at least b-to-b publishers have it better than ad agencies world-wide: a July 2013 study by FournaiseTrack found that 78 percent of CEOs say agencies are not focused enough on performance metrics. "76% of CEOs feel Ad & Media Agencies are not business-pragmatic enough, are too inward-looking, talk too much about "creativity as the savior" without really being able to unquestionably prove or quantify it, and are often too opportunistic," according to the FournaiseTrack report. B-to-B publishers, especially in that they compete with agencies, can do better.

B-to-B companies partnering with marketers on integrated efforts fare slightly better in the satisfaction arena:

Question to marketers: How do you rate the success of your company's integrated (bundled) b-to-b marketing efforts?



Question to marketers: What percent of your company's b-to-b marketing budget is devoted to integrated (bundled) marketing programs that include a digital component?



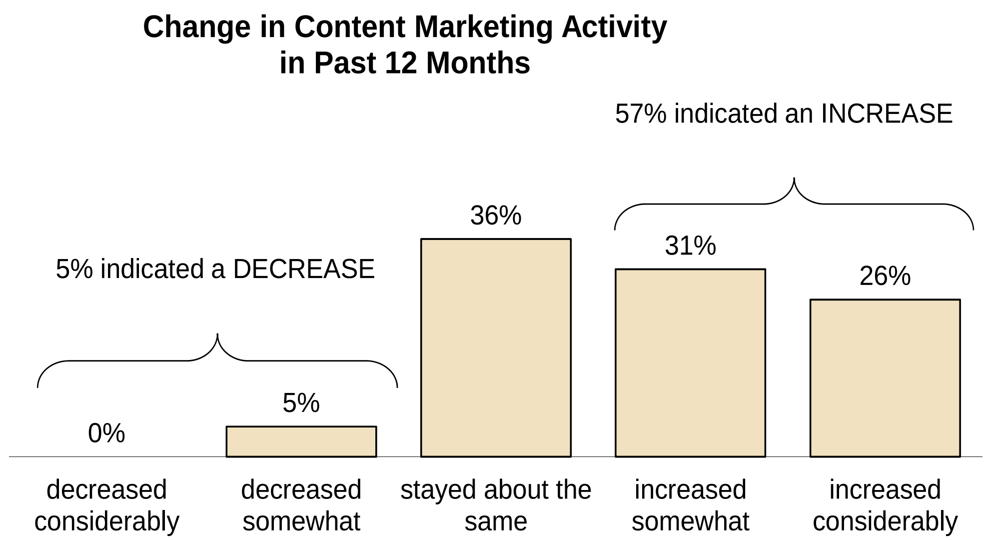
Although the mean satisfaction score is the same above, a larger percent of marketers are very satisfied with their integrated options: 33 percent offer 6s or 7s on the satisfaction scale for integrated marketing, while only 19 percent rated satisfaction at 6 or 7 for ad metrics. Perhaps, as traditional b-to-b publishers branch out into online and event offerings, they are building on a structural advantage in regard to integrated marketing. But the results suggest that there remains a lot of room for improvement here as well.

We also asked marketers about the portion of their budget devoted to integrated marketing. 8 percent devote all of their budget to integrated campaigns. The mean response was that half of marketer budgets are being used for integrated marketing efforts. Thus, raising satisfaction with integrated offerings may be a competitive opportunity for publishers.

MARKETER FUTURE TRENDS

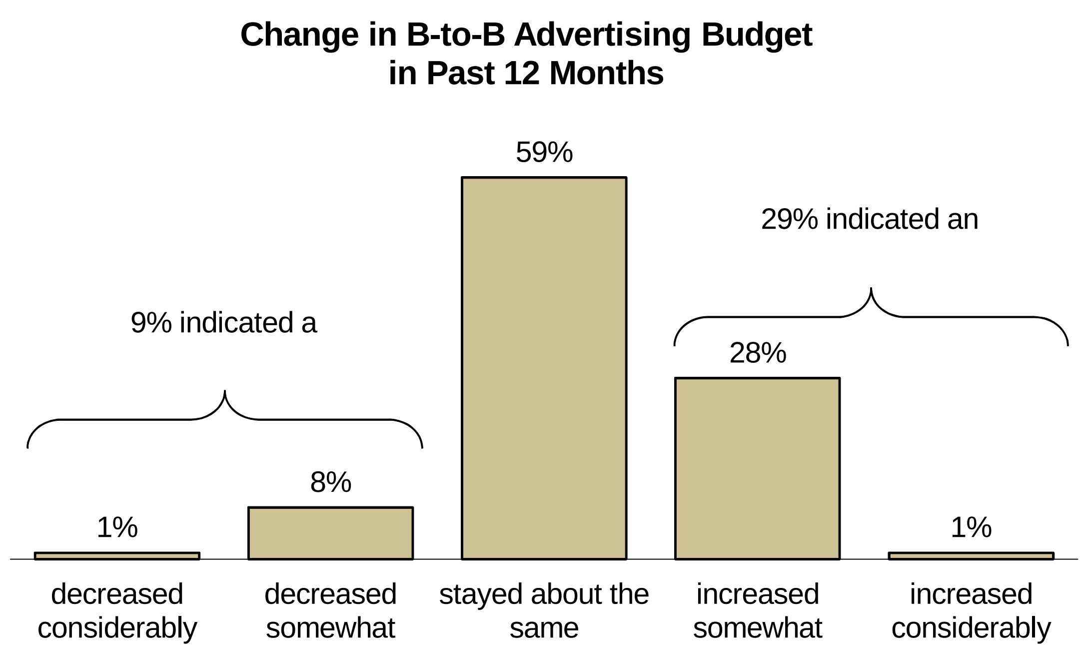
We asked marketers about their budget trends and intentions. Looking back, they indicated that content marketing activity was up.

Question to marketers: Over the past 12 months, how has your company's b-to-b content marketing activity changed?



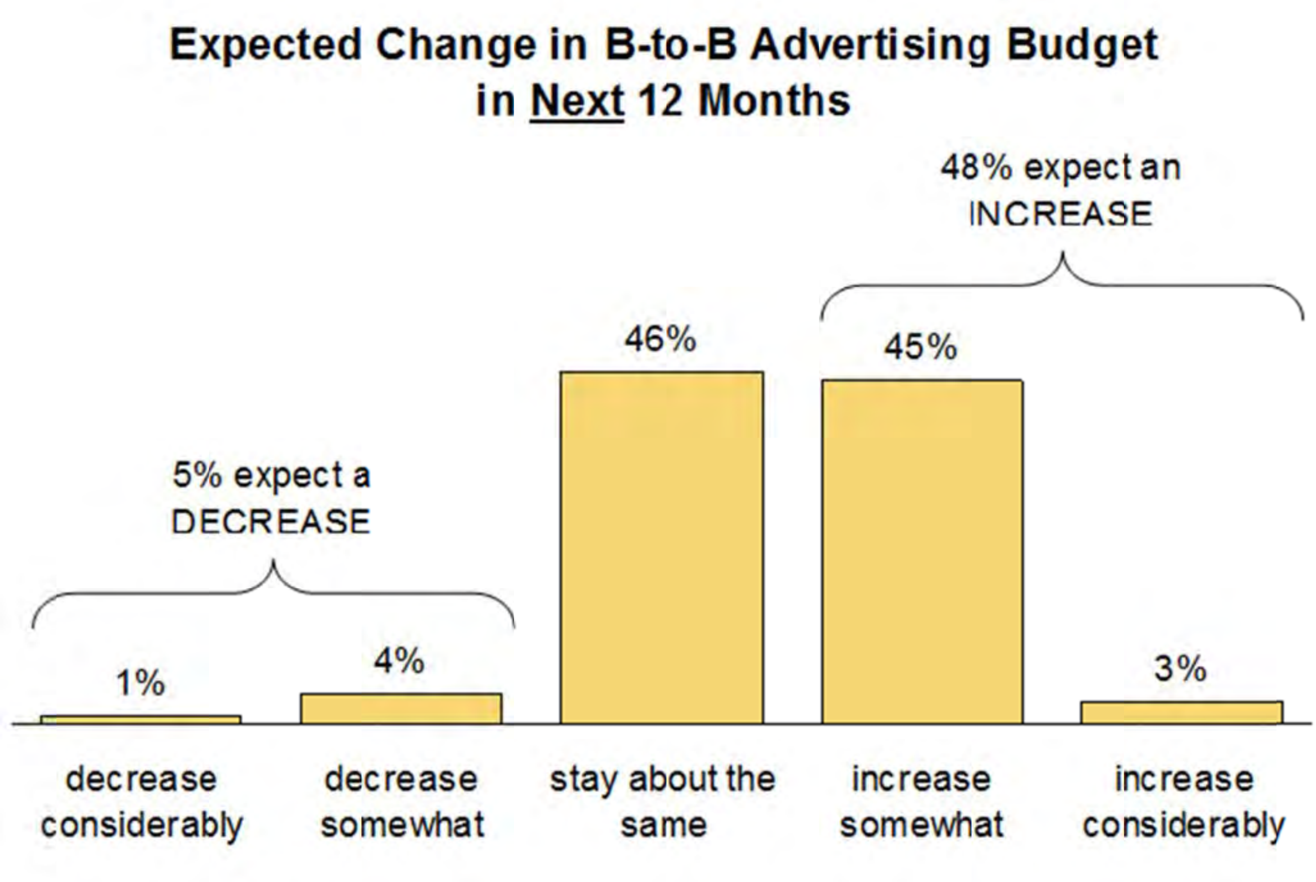
But does marketing activity translate into higher budgets for b-to-b spending? We asked ...

Question to marketers: Over the past 12 months, how has your company's b-to-b advertising budget changed?



Clearly, marketing activity is up in general, and b-to-b ad budgets have grown too, although seemingly to a lesser degree. To follow up on questions about the past 12 months, we then asked about the next 12 months.

Question to marketers: In the coming 12 months, how do you think your company's b-to-b advertising budget will change?



CHAPTER SUMMARY

Marketers are planning to ramp up spending on mobile and decrease spending on print. They are only moderately satisfied with the metrics that publishers give them.

Marketers are prioritizing integrated buys, but are only moderately satisfied with the options publishers are now offering.

Looking at the short term future, advertising budgets show some hopeful signs of life. 48 percent of marketers expect to increase ad budgets, while 46 expect them to be flag.

Chapter Six: Methodology

– Details on the particulars of this research.

The research surveyed three different respondent pools, presenting respondents in each pool with a different questionnaire. The research resembled a traditional media "readership survey," in which a large number of respondents in each pool were polled on attitudes, opinions and practices. However, by polling a pool of marketers, a pool of publishing professionals, and a pool of readers/users, different aspects of the industry were studied.

The surveys were created by ABM in partnership with research sponsor Adobe Systems, marketer organizations ANA and IBSA, and several partner media companies. The surveys were critiqued and then executed by Readex Research, a survey firm and ABM associate member.

The surveys were created as online questionnaires, and ABM and its partners were primarily responsible for recruiting participants to take the surveys. In order to boost response, all respondents were offered a chance to win one of ten $50 Visa gift cards (across all three respondent pools). Marketer and publisher respondents also received a copy of this report, and media companies who helped recruit user participants received a custom report as a reader survey of results specific to their own readers.

- The reader/user survey was hosted online by Readex March 11-27, 2013. 6,682 usable responses were obtained.
- The b-to-b publisher survey was hosted online by Readex Research March 14-22, 2013. 111 usable responses were obtained from a total of 138 respondents.
- The marketer survey was hosted online by Readex Research March 11 - April 12, 2013. 74 usable responses were obtained from a total of 105 respondents.

All results were compiled, reported and delivered anonymously by Readex to ABM, along with three PowerPoint files detailing key takeaways and insights. Those results were presented to the ABM membership at its 2013 Annual Conference, held April 28 - May 1 on Amelia Island, Fla.

The three online survey instruments are printed in Appendix A.

In addition, Readex produced two sets of cross-tab results. The first, detailing heavy mobile device users vs non-mobile device users, is discussed starting on page 20 of this report. The second set of cross-tab results considered the 6,500+ users surveyed by looking at 11 industry vertical categories, including Agriculture; Architecture, Design, Lighting; Building, Engineering, Construction; Business, Advertising, Marketing; Electronic Engineering; Healthcare; Miscellaneous; Movies, Radio, TV, Video; Resources, Environment, Utilities; Restaurants, Foodservice, Lodging, Gaming; and Retail, Services. However, the distribution of responses in these 11 categories, and the representation of some publishers but not others, precluded inclusion in the main body of this report. Moreover, in addition to these 11 reported categories, no responses at all were obtained for a large number of other industry vertical categories, from Aviation to Business Conferences to Pharmaceuticals. However, the data on the 11 reported verticals is included in the raw data enumerated in Appendix B.

For more information, please contact:

Michael Moran Alterio
Research and Content Director, ABM
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m.alterio@abmmail.com

Appendix A: Survey Instruments

MARKETER SURVEY

american business media

2013 Media Study

Thanks for choosing to participate!

sponsored by: Adobe

To help your media partners serve you best, we need your input to learn how you use media as a marketer and how those media partnerships can be improved to best meet your needs.

Please take a couple minutes to complete the simple 15-question survey. Your information will not be used for any other purpose or shared with others.

As a thank you for your help, we are offering participants a copy of the final research report that will give you insight into how the average marketer is using various forms of media and what they find most successful.

In addition, after you've completed the survey, you can enter a drawing for a chance to win one of ten $50 Visa gift cards. Please begin by clicking NEXT>>.

Page 2

1. Are you involved with business-to-business (b-to-b) media as a marketer, trying to reach and engage a professional trade audience through advertising, etc.?

- yes, at an agency
- yes, not at an agency
- no

Page 3

2. As a marketer, how important are these b-to-b media performance metrics to you?

	not at all important 1	2	3	4	5	6	very important 7	no opinion
search engine rankings	○	○	○	○	○	○	○	○
audience demographics	○	○	○	○	○	○	○	○
active engagement: registrations, downloads, e-commerce sales	○	○	○	○	○	○	○	○
impressions	○	○	○	○	○	○	○	○
attendance at in-person events	○	○	○	○	○	○	○	○
print circulation	○	○	○	○	○	○	○	○
lead generation	○	○	○	○	○	○	○	○
open rate	○	○	○	○	○	○	○	○
click-through rate	○	○	○	○	○	○	○	○

3. Overall, how satisfied are you with the types of performance metrics offered by your b-to-b media partners?

not at all satisfied 1	2	3	4	5	6	very satisfied 7
○	○	○	○	○	○	○

Page 4

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

	not at all successful 1	2	3	4	5	6	very successful 7	no opinion
Paid (B-to-B) Media								
print advertising								
website banner advertising								
sponsored video/preroll lead-in video on b-to-b platforms								
search engine advertising								
mobile advertising								
e-newsletter advertising								
sponsored white papers								
third party webinars or other virtual events								
face-to-face event attendance								
face-to-face event sponsorship								
TV								
radio								
out of home								
Marketer-owned Media								
brand info, product knowledge, brochures, printed materials								
brand and product websites								
brand and product webinars								
other marketer media								
social media/earned media								
public relations								

Page 5

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

	not at all successful 1	2	3	4	5	6	very successful 7	no opinion
Paid (B-to-B) Media								
print advertising								
website banner advertising								
sponsored video/preroll lead-in video on b-to-b platforms								
search engine advertising								
mobile advertising								
e-newsletter advertising								
sponsored white papers								
third party webinars or other virtual events								
face-to-face event attendance								
face-to-face event sponsorship								
TV								
radio								
out of home								

	1	2	3	4	5	6	7	no opinion
Marketer-owned Media								
brand info, product knowledge, brochures, printed materials	○	○	○	○	○	○	○	○
brand and product websites	○	○	○	○	○	○	○	○
brand and product webinars	○	○	○	○	○	○	○	○
other marketer media	○	○	○	○	○	○	○	○
social media/earned media	○	○	○	○	○	○	○	○
public relations	○	○	○	○	○	○	○	○

Page 6

6. How successful do you feel each of these platforms are for generating <u>targeted leads</u> of prospective NEW buyers?

	not at all successful 1	2	3	4	5	very successful 6	7	no opinion
Paid (B-to-B) Media								
print advertising	○	○	○	○	○	○	○	○
website banner advertising	○	○	○	○	○	○	○	○
sponsored video/preroll lead-in video on b-to-b platforms	○	○	○	○	○	○	○	○
search engine advertising	○	○	○	○	○	○	○	○
mobile advertising	○	○	○	○	○	○	○	○
e-newsletter advertising	○	○	○	○	○	○	○	○
sponsored white papers	○	○	○	○	○	○	○	○
third party webinars or other virtual events	○	○	○	○	○	○	○	○
face-to-face event attendance	○	○	○	○	○	○	○	○
face-to-face event sponsorship	○	○	○	○	○	○	○	○
TV	○	○	○	○	○	○	○	○
radio	○	○	○	○	○	○	○	○
out of home	○	○	○	○	○	○	○	○
Marketer-owned Media								
brand info, product knowledge, brochures, printed materials	○	○	○	○	○	○	○	○
brand and product websites	○	○	○	○	○	○	○	○
brand and product webinars	○	○	○	○	○	○	○	○
other marketer media	○	○	○	○	○	○	○	○
social media/earned media	○	○	○	○	○	○	○	○
public relations	○	○	○	○	○	○	○	○

Page 7

7. Which mobile platforms did your company use for digital b-to-b marketing in the past six months?

- ○ tablets
- ○ smartphones
- ○ both
- ○ neither

Page 8

8. What percent of your company's b-to-b marketing budget is spent on digital magazine ad placements on mobile platforms?

- none
- less than 10%
- 10% - 19%
- 20% - 29%
- 30% - 39%
- 40% - 49%
- 50% - 59%
- 60% - 69%
- 70% - 79%
- 80% - 89%
- 90% - 99%
- 100%

Page 9

9. What percent of your company's b-to-b marketing budget is devoted to <u>integrated</u> (bundled) marketing programs that include a digital component?

- none
- less than 10%
- 10% - 19%
- 20% - 29%
- 30% - 39%
- 40% - 49%
- 50% - 59%
- 60% - 69%
- 70% - 79%
- 80% - 89%
- 90% - 99%
- 100%

---

10. How do you rate the success of your company's <u>integrated</u> (bundled) b-to-b marketing efforts?

poor 1	2	3	4	5	6	excellent 7	no opinion
○	○	○	○	○	○	○	○

Page 10

11. In which ways did your company offer mobile-optimized b-to-b websites in the past 6 months? *(please select all that apply)*

- through a paid (b-to-b) media partner
- through an agency
- through internally produced site
- other
- did not offer mobile-optimized b-to-b websites in the past 6 months

Page 11

12. Over the past 12 months, how has your company's b-to-b content marketing activity changed?

- increased considerably
- increased somewhat
- stayed about the same
- decreased somewhat
- decreased considerably

13. Over the past 12 months, how has your company's b-to-b advertising budget changed?

- increased considerably
- increased somewhat
- stayed about the same
- decreased somewhat
- decreased considerably

14. In the coming 12 months, how do you think your company's b-to-b advertising budget will change?

- increase considerably
- increase somewhat
- stay about the same
- decrease somewhat
- decrease considerably

Page 12

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

	increase considerably	increase somwehat	stay about the same	decrease somwehat	decrease considerably
print advertising					
website banner advertising					
sponsored video/preroll lead-in video on b-to-b platforms					
search engine advertising					
mobile advertising					
e-newsletter advertising					
sponsored white papers					
third party webinars or other virtual events					
face-to-face event attendance					
face-to-face event sponsorship					
TV					
radio					
out of home					

Page 13

Any comments or suggestions about improving this online survey experience?

Thank you!

Please fill in your email address below to receive a copy of the final research and enter into the drawing for a chance to win one of ten $50 Visa gift cards. Your email address will not be used for any other purpose or disclosed to others.

Your email address:

If you have any questions or technical difficulties while taking this online survey, please click here to contact Readex Research, or use the following contact information:
Scott Myers // Support Specialist
rsurveyhelp@readexresearch.com // 800.873.2339 x8207

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PUBLISHER SURVEY

american business media

2013 Media Study

Thanks for choosing to participate!

sponsored by: Adobe

To help us better understand how publishers work with marketers, we need your help with an important 15-question survey.

It will only take a couple minutes to complete and your information will not be used for any other purpose or shared with others.

As a thank you for your help, we are offering participants a copy of the final research report that will give you insight into how the average publisher is leveraging its various media channels and relationships with marketers.

In addition, after you've completed the survey, you can enter a drawing for a chance to win one of ten $50 Visa gift cards. Please begin by clicking NEXT>>.

Page 2

1. Are you involved with business-to-business (b-to-b) media as a publisher, content creator, sales rep, audience development manager, event coordinator, designer, support staffer, etc.?

- yes
- no

Page 3

2. Considering all of your company's b-to-b brands and products, approximately how does your total audience break into these segments? *(please indicate your best estimate by filling in a percentage for each below, totaling 100%; 0 if none)*

- % print
- % events
- % email
- % web
- % mobile (app downloads, mobile optimized websites, ebooks, digital newsstand sales, etc.)
- % information and data (directories, databases, etc.)
- % other
- %

Page 4

3. About what percent of your company's total b-to-b audience is in each of these categories? *(please indicate your best estimate by filling in a percentage for each below, totaling 100%; 0 if none)*

- % C-level executives and similar decision makers
- % others
- %

Page 5

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services? *(please indicate your best estimate by filling in a percentage for each below, totaling 100%; 0 if none))*

% print advertising
% website advertising
% mobile advertising
% e-newsletter advertising
% webinars or other virtual events
% face-to-face event attendance
% face-to-face event sponsorship
% lead generation
% marketing services
% other *(please specify)*:
%

Page 6

5. How has the size of your company's total b-to-b audience changed in the past 12 months?

- increased
- stayed the same
- decreased

Page 7

6. About what percent of website users are typically arriving at your company's b-to-b website(s) in each of these ways? *(please indicate your best estimate by filling in a percentage for each below, totaling 100%; 0 if none)*

% search engines
% bookmarks or typing URLs
% email links
% other links
% other *(please specify)*:
%

Page 8

7. How important do you think it is for media/info companies like yours to pursue each of the following?

	not at all important 1	2	3	4	5	6	very important 7
a mobile strategy							
a social media strategy							

Page 9

8. Does your company have any digital b-to-b publications (i.e., replicas of print publications and/or digital-only publications)?

- yes
- no

Page 10

9. For what percentage of your company's print b-to-b publications are there also digital versions of that same publication?

- company does not offer any print b-to-b publications
- none
- less than 10%
- 10% - 19%
- 20% - 29%
- 30% - 39%
- 40% - 49%
- 50% - 59%
- 60% - 69%
- 70% - 79%
- 80% - 89%
- 90% - 99%
- 100%

Page 11

10. How did your company decide which print b-to-b title(s) to also publish digitally?

Page 12

11. Including both those that are only digital and those that are print represented digitally, if applicable, what percentage of your company's digital b-to-b publications are in each of these categories? *(please indicate your best estimate by filling in a percentage for each below, totaling 100%; 0 if none)*

% Digital replicas that look like the corresponding print magazine, with limited or no interactivity, that include words and images in same location as print version, and that function like a PDF document

% Magazine applications that include a high level of interactivity, push notifications, embedded video, embedded audio, etc.

% Other *(please specify)*:

0 %

Page 13

12. How does your company promote its digital b-to-b publications? *(please select all that apply)*

- events
- e-newsletters and email marketing
- websites
- other digital magazines
- print publications
- other *(please specify)*:
- do not promote digital b-to-b publications

Page 14

13. As a whole, how has the circulation of your company's digital b-to-b publication(s) changed in the last twelve months?

- increased
- stayed the same
- decreased

Page 15

14. What is the typical revenue breakdown for your company's digital b-to-b publications? *(please indicate your best estimate by filling in a percentage for each below, totaling 100%; 0 if none)*

- % subscriptions
- % advertising
- % other *(please specify)*:
- 0 %

Page 16

15. Where are your company's digital b-to-b publications being sold? *(please select all that apply)*

- no digital b-to-b publications sold
- Apple Newsstand
- Google Play
- Kindle Fire Newsstand
- NIM (Next Issue Media)
- The NOOK Book Store
- Zinio
- other *(please specify)*:

Page 17

16. For the digital b-to-b publications your company sells, how is it driving purchases and subscriptions? *(please select all that apply)*

- free digital trial issue
- ability to purchase single digital issues or subscriptions direct from website
- ability to purchase single digital issues or subscriptions from leading newsstands
- "print + digital" bundles
- free access to digital issues for current print subscribers
- digital magazine subscriptions only
- none of these

Page 18

Any comments or suggestions about improving this online survey experience?

Thank you!

Please fill in your email address below to receive a copy of the final research and enter into the drawing for a chance to win one of ten $50 Visa gift cards. Your email address will not be used for any other purpose or disclosed to others.

Your email address:

If you have any questions or technical difficulties while taking this online survey, please click here to contact Readex Research, or use the following contact information:
Scott Myers // Support Specialist
rsurveyhelp@readexresearch.com // 800.873.2339 x8207

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USER SURVEY

american business media

2013 Industry Media Usage Study

Thanks for choosing to participate!

To help ABM better understand how publishers in your industry are serving your information needs, we need your help with an important 14-question survey.

It will only take a couple minutes to complete, and your information will not be used for any other purpose or shared with others.

As a thank you for your help, after you've completed the survey, you can enter a drawing for a chance to win one of ten $50 Visa gift cards at the end of the survey. Please begin by clicking NEXT>>.

sponsored by:

Adobe

Page 2

1. How often do you use the following information sources for <u>industry-related</u> content?

	daily	weekly	monthly	less than monthly	never
print magazines	○	○	○	○	○
print newsletters	○	○	○	○	○
e-newsletters	○	○	○	○	○
websites	○	○	○	○	○
mobile-optimized websites	○	○	○	○	○
digital replica of print magazines	○	○	○	○	○
online media purchase (such as Apple's iPad Newsstand)	○	○	○	○	○
mobile apps	○	○	○	○	○
social media	○	○	○	○	○
conferences or trade shows	○	○	○	○	○
product information from the manufacturer	○	○	○	○	○

Page 3

2. For <u>industry-related</u> content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	much less important -3	-2	-1	0	+1	+2	much more important +3
print magazines	○	○	○	○	○	○	○
print newsletters	○	○	○	○	○	○	○
e-newsletters	○	○	○	○	○	○	○
websites	○	○	○	○	○	○	○
mobile-optimized websites	○	○	○	○	○	○	○
digital replica of print magazines	○	○	○	○	○	○	○

online media purchase (such as Apple's iPad Newsstand)							
mobile apps							
social media							
conferences or trade shows							
product information from the manufacturer							

Page 4

3. What is your level of agreement with the following statements?

	disagree strongly -3	-2	-1	0	+1	+2	agree strongly +3
I use both digital and traditional media to learn tips / best practices and to gain valuable information that I can use in my work.							
Compared with time I spend using equivalent mainstream business or consumer media (not specific to my industry), I spend more time with <u>industry-related</u>...							
print publications							
content using a computer/laptop							
content using a smartphone or tablet							
trade shows and conferences							

Page 5

4. How important is each of these sources to you in learning about <u>new</u> products, equipment, services or suppliers in your work?

	not at all important 1	2	3	4	5	6	very important 7
print magazines							
print newsletters							
e-newsletters							
websites							
mobile-optimized websites							
digital replica of print magazines							
online media purchase (such as Apple's iPad Newsstand)							
mobile apps							
social media							
conferences or trade shows							
product information from the manufacturer							

Page 6

5. How important to you are each of these sources for <u>researching</u> work-related purchasing decisions or supplier selections?

☐ not involved in purchasing decisions or supplier selections

	not at all important 1	2	3	4	5	6	very important 7
print magazines	○	○	○	○	○	○	○
print newsletters	○	○	○	○	○	○	○
e-newsletters	○	○	○	○	○	○	○
websites	○	○	○	○	○	○	○
mobile-optimized web sites	○	○	○	○	○	○	○
digital replica of print magazines	○	○	○	○	○	○	○
online media purchase (such as Apple's iPad Newsstand)	○	○	○	○	○	○	○
mobile apps	○	○	○	○	○	○	○
social media	○	○	○	○	○	○	○
conferences or trade shows	○	○	○	○	○	○	○
product information from the manufacturer	○	○	○	○	○	○	○

Page 7

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

	not at all helpful 1	2	3	4	5	6	very helpful 7
application stories	○	○	○	○	○	○	○
company history	○	○	○	○	○	○	○
comparison to competitors: products	○	○	○	○	○	○	○
comparison to competitors: value	○	○	○	○	○	○	○
customer testimonials	○	○	○	○	○	○	○
market conditions	○	○	○	○	○	○	○
new product information	○	○	○	○	○	○	○
product awards	○	○	○	○	○	○	○
unique product features	○	○	○	○	○	○	○

Page 8

7. Do you ever research new products, equipment, services, and suppliers for work during standard business hours?

○ yes
○ no

8. Do you ever use your own personal mobile device to do research on new products, equipment, services and suppliers for work?

- yes
- no

Page 9

9. Which of these does your company provide for your business use?

- tablet
- smartphone
- both
- neither

10. Which of these do you use for business, whether or not your company provides it for you?

- tablet
- smartphone
- both
- neither

Page 10

11. What is your level of agreement with each of these statements about industry-related media?

I would engage with industry content using a smartphone or tablet more than I do now if publishers...	disagree strongly -3	-2	-1	0	+1	+2	agree strongly +3
made more of their printed publications available as digital apps for download on Apple's Newsstand or other leading online newsstands							
made their existing digital magazines more valuable by offering unique content that doesn't exist in the printed version such as additional photos, extended articles, and extra articles							
made their existing digital magazines more valuable by offering interactive features like videos, slideshows, audio clips, and more							
offered me the digital version of a magazine at no additional cost							
created an optimized version of their website that is easily viewed and navigated on a smartphone or tablet							

12. What actions have you taken in the past six months as a result of seeing an <u>industry-related</u> advertisement on a smartphone or tablet? *(please select all that apply)*

- researched a product
- purchased a product
- shopped in a retail store
- clicked on the ad
- other
- no actions taken

Page 11

13. What actions have you taken in the past six months as a result of using work-related social media? *(please select all that apply)*

- ☐ commented on a post
- ☐ recommended a company
- ☐ followed a company
- ☐ shared a work-related post
- ☐ "liked" a company
- ☐ other
- ☐ no actions taken
- ☐ did not engage in work-related social media in the past six months

14. What actions have you taken in the past six months as a result of watching a business or work-related video? *(please select all that apply)*

- ☐ researched a product
- ☐ visited a vendor site or contacted a vendor for more information
- ☐ shopped in a retail store
- ☐ purchased a product
- ☐ added a vendor to short list
- ☐ other
- ☐ no actions taken
- ☐ have not watched a business or work-related video in the past six months

Page 12

Any comments or suggestions about improving this online survey experience?

Thank you!

Please fill in your email address below to enter into the drawing for a chance to win one of ten $50 Visa gift cards. Your email address will not be used for any other purpose or disclosed to others.

Your email address:

If you have any questions or technical difficulties while taking this online survey, please click here to contact Readex Research, or use the following contact information:
Scott Myers // Support Specialist
rsurveyhelp@readexresearch.com // 800.873.2339 x8207

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Appendix B: Research Results

The following documents include:

- Data tables for the media user survey.
- Data tables comparing heavy mobile users vs non-mobile users.
- Data tables for the publisher survey.
- Data tables for the marketer survey.

DATA TABLES
Index to Tables

Title — **Table**

DATA TABLES
Index to Tables

DATA TABLES
Index to Tables

DATA TABLES
Index to Tables

DATA TABLES
Index to Tables

DATA TABLES
Data Interpretation

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 x $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 000 page 1

Key to Tables

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
base: all respondents	6682	308	222	1712	162	280	405	210	211	427	328	2417
margin of error at 95% confidence (percentage points):	±1.2	±5.4	±6.4	±2.3	±7.4	±5.7	±4.7	±6.5	±6.5	±4.6	±5.2	±1.9

The margin of error for results based on fewer than 30 responses cannot be meaningfully calculated and the results are considered statistically unstable.

Segment	Description
TOTAL	all respondents
VERTICAL MARKETS	respondents identified by ABM as belonging to each vertical market based on the assigned survey link they used to respond

TABLE 001 page 1

Frequency of Using Industry-Related Information Sources: At Least Weekly Summary

1. How often do you use the following information sources for industry-related content?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
AT LEAST WEEKLY SUMMARY												
base: all respondents	6682	308	222	1712	162	280	405	210	211	427	328	2417
(multiple answers)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
websites*	4884	231	187	1238	138	239	302	176	179	283	228	1683
	73%	75%	84%	72%	85%	85%	75%	84%	85%	66%	70%	70%
e-newsletters*	4472	222	142	1030	115	209	294	156	157	262	224	1661
	67%	72%	64%	60%	71%	75%	73%	74%	74%	61%	68%	69%
print magazines	3034	165	117	866	96	165	123	96	92	181	148	985
	45%	54%	53%	51%	59%	59%	30%	46%	44%	42%	45%	41%
product information from the	2168	115	132	585	75	122	135	50	58	103	105	688
manufacturer	32%	37%	59%	34%	46%	44%	33%	24%	27%	24%	32%	28%
social media*	2003	102	80	385	81	157	128	124	102	70	97	677
	30%	33%	36%	22%	50%	56%	32%	59%	48%	16%	30%	28%
print newsletters	1863	103	46	494	48	68	111	70	48	119	108	648
	28%	33%	21%	29%	30%	24%	27%	33%	23%	28%	33%	27%
mobile-optimized websites*	1829	71	65	402	71	118	113	97	81	57	76	678
	27%	23%	29%	23%	44%	42%	28%	46%	38%	13%	23%	28%
mobile apps*	1748	61	63	400	70	112	104	93	68	55	69	653
	26%	20%	28%	23%	43%	40%	26%	44%	32%	13%	21%	27%
digital replica of print	1374	49	39	356	57	70	91	57	69	88	63	435
magazines*	21%	16%	18%	21%	35%	25%	22%	27%	33%	21%	19%	18%
online media purchase (such as	510	19	15	107	21	24	32	32	23	18	29	190
Apple's iPad Newsstand)*	8%	6%	7%	6%	13%	9%	8%	15%	11%	4%	9%	8%
conferences or trade shows	271	10	8	53	18	11	21	11	12	14	11	102
	4%	3%	4%	3%	11%	4%	5%	5%	6%	3%	3%	4%
NET: ELECTRONIC*	5794	274	202	1447	152	265	351	194	199	347	275	2088
	87%	89%	91%	85%	94%	95%	87%	92%	94%	81%	84%	86%
NET: PRINT MAGAZINES/	3409	183	122	950	98	170	160	104	102	200	173	1147
NEWSLETTERS	51%	59%	55%	55%	60%	61%	40%	50%	48%	47%	53%	47%
NET: MOBILE-OPTIMIZED WEBSITES/	2347	92	86	535	88	142	141	120	98	84	99	862
MOBILE APPS	35%	30%	39%	31%	54%	51%	35%	57%	46%	20%	30%	36%
indicated at least one	6085	286	215	1550	154	269	367	197	201	368	298	2180
	91%	93%	97%	91%	95%	96%	91%	94%	95%	86%	91%	90%
indicated none	597	22	7	162	8	11	38	13	10	59	30	237
	9%	7%	3%	9%	5%	4%	9%	6%	5%	14%	9%	10%

TABLE 002 page 1

Frequency of Using Industry-Related Information Sources: At Any Frequency Summary

1. How often do you use the following information sources for industry-related content?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
AT ANY FREQUENCY SUMMARY												
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
print magazines	6422 96%	302 98%	220 99%	1663 97%	158 98%	275 98%	383 95%	199 95%	198 94%	408 96%	315 96%	2301 95%
websites*	6388 96%	295 96%	218 98%	1648 96%	156 96%	275 98%	389 96%	203 97%	207 98%	398 93%	311 95%	2288 95%
product information from the manufacturer	6199 93%	294 95%	217 98%	1620 95%	159 98%	271 97%	382 94%	185 88%	198 94%	403 94%	295 90%	2175 90%
e-newsletters*	6136 92%	288 94%	199 90%	1551 91%	153 94%	262 94%	386 95%	198 94%	195 92%	398 93%	294 90%	2212 92%
conferences or trade shows	5370 80%	267 87%	190 86%	1420 83%	142 88%	222 79%	338 83%	172 82%	166 79%	365 85%	277 84%	1811 75%
print newsletters	5077 76%	251 81%	176 79%	1327 78%	121 75%	181 65%	318 79%	164 78%	142 67%	326 76%	249 76%	1822 75%
digital replica of print magazines*	4604 69%	203 66%	154 69%	1202 70%	141 87%	236 84%	290 72%	168 80%	166 79%	294 69%	192 59%	1558 64%
mobile-optimized websites*	3715 56%	142 46%	127 57%	911 53%	120 74%	196 70%	235 58%	152 72%	134 64%	197 46%	156 48%	1345 56%
social media*	3638 54%	192 62%	140 63%	818 48%	123 76%	209 75%	228 56%	166 79%	145 69%	177 41%	164 50%	1276 53%
mobile apps*	3419 51%	131 43%	123 55%	855 50%	120 74%	181 65%	201 50%	157 75%	130 62%	155 36%	141 43%	1225 51%
online media purchase (such as Apple's iPad Newsstand)*	1951 29%	77 25%	60 27%	468 27%	65 40%	100 36%	119 29%	97 46%	79 37%	90 21%	80 24%	716 30%
NET: ELECTRONIC*	6602 99%	307 100%	221 100%	1692 99%	162 100%	279 100%	399 99%	208 99%	211 100%	418 98%	322 98%	2383 99%
NET: PRINT MAGAZINES/ NEWSLETTERS	6483 97%	306 99%	221 100%	1676 98%	158 98%	275 98%	387 96%	203 97%	200 95%	410 96%	320 98%	2327 96%
NET: MOBILE-OPTIMIZED WEBSITES/ MOBILE APPS	4190 63%	164 53%	147 66%	1050 61%	129 80%	209 75%	259 64%	170 81%	148 70%	221 52%	185 56%	1508 62%
indicated at least one	6674 100%	308 100%	222 100%	1711 100%	162 100%	280 100%	405 100%	208 99%	211 100%	426 100%	327 100%	2414 100%
indicated none	8 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	2 1%	0 0%	1 0%	1 0%	3 0%

TABLE 003 page 1

Frequency of Using Industry-Related Information Sources: Print Magazines

1. How often do you use the following information sources for industry-related content?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRINT MAGAZINES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	689 10%	38 12%	32 14%	203 12%	43 27%	62 22%	15 4%	25 12%	22 10%	35 8%	29 9%	185 8%
weekly	2345 35%	127 41%	85 38%	663 39%	53 33%	103 37%	108 27%	71 34%	70 33%	146 34%	119 36%	800 33%
monthly	2599 39%	116 38%	86 39%	616 36%	46 28%	90 32%	191 47%	68 32%	68 32%	168 39%	146 45%	1004 42%
less than monthly	789 12%	21 7%	17 8%	181 11%	16 10%	20 7%	69 17%	35 17%	38 18%	59 14%	21 6%	312 13%
never	173 3%	3 1%	1 0%	29 2%	3 2%	3 1%	16 4%	7 3%	6 3%	12 3%	6 2%	87 4%
no answer	87 1%	3 1%	1 0%	20 1%	1 1%	2 1%	6 1%	4 2%	7 3%	7 2%	7 2%	29 1%

TABLE 004 page 1

Frequency of Using Industry-Related Information Sources: Print Newsletters

1. How often do you use the following information sources for industry-related content?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRINT NEWSLETTERS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	501 7%	25 8%	19 9%	137 8%	19 12%	31 11%	14 3%	22 10%	19 9%	27 6%	36 11%	152 6%
weekly	1362 20%	78 25%	27 12%	357 21%	29 18%	37 13%	97 24%	48 23%	29 14%	92 22%	72 22%	496 21%
monthly	1519 23%	69 22%	57 26%	383 22%	34 21%	45 16%	97 24%	53 25%	39 18%	101 24%	73 22%	568 24%
less than monthly	1695 25%	79 26%	73 33%	450 26%	39 24%	68 24%	110 27%	41 20%	55 26%	106 25%	68 21%	606 25%
never	1190 18%	41 13%	34 15%	278 16%	33 20%	77 28%	67 17%	36 17%	52 25%	79 19%	52 16%	441 18%
no answer	415 6%	16 5%	12 5%	107 6%	8 5%	22 8%	20 5%	10 5%	17 8%	22 5%	27 8%	154 6%

TABLE 005 page 1

Frequency of Using Industry-Related Information Sources: E-Newsletters

1. How often do you use the following information sources for industry-related content?

	TOTAL	VERTICAL MARKETS agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
E-NEWSLETTERS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	2220 33%	92 30%	55 25%	438 26%	61 38%	99 35%	129 32%	87 41%	79 37%	114 27%	139 42%	927 38%
weekly	2252 34%	130 42%	87 39%	592 35%	54 33%	110 39%	165 41%	69 33%	78 37%	148 35%	85 26%	734 30%
monthly	954 14%	39 13%	37 17%	282 16%	27 17%	34 12%	63 16%	26 12%	20 9%	76 18%	46 14%	304 13%
less than monthly	710 11%	27 9%	20 9%	239 14%	11 7%	19 7%	29 7%	16 8%	18 9%	60 14%	24 7%	247 10%
never	350 5%	10 3%	17 8%	106 6%	4 2%	15 5%	9 2%	8 4%	9 4%	23 5%	18 5%	131 5%
no answer	196 3%	10 3%	6 3%	55 3%	5 3%	3 1%	10 2%	4 2%	7 3%	6 1%	16 5%	74 3%

TABLE 006 page 1

Frequency of Using Industry-Related Information Sources: Websites

1. How often do you use the following information sources for industry-related content?

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
WEBSITES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	2752 41%	118 38%	132 59%	662 39%	101 62%	162 58%	182 45%	117 56%	117 55%	142 33%	122 37%	897 37%
weekly	2132 32%	113 37%	55 25%	576 34%	37 23%	77 28%	120 30%	59 28%	62 29%	141 33%	106 32%	786 33%
monthly	912 14%	33 11%	18 8%	259 15%	14 9%	24 9%	55 14%	20 10%	17 8%	72 17%	50 15%	350 14%
less than monthly	592 9%	31 10%	13 6%	151 9%	4 2%	12 4%	32 8%	7 3%	11 5%	43 10%	33 10%	255 11%
never	145 2%	7 2%	1 0%	27 2%	2 1%	2 1%	10 2%	6 3%	0 0%	14 3%	9 3%	67 3%
no answer	149 2%	6 2%	3 1%	37 2%	4 2%	3 1%	6 1%	1 0%	4 2%	15 4%	8 2%	62 3%

TABLE 007 page 1

Frequency of Using Industry-Related Information Sources: Mobile-Optimized Websites

1. How often do you use the following information sources for industry-related content?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MOBILE-OPTIMIZED WEBSITES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	819 12%	27 9%	24 11%	170 10%	36 22%	56 20%	49 12%	49 23%	43 20%	25 6%	41 13%	299 12%
weekly	1010 15%	44 14%	41 18%	232 14%	35 22%	62 22%	64 16%	48 23%	38 18%	32 7%	35 11%	379 16%
monthly	676 10%	31 10%	27 12%	179 10%	20 12%	42 15%	50 12%	26 12%	20 9%	45 11%	18 5%	218 9%
less than monthly	1210 18%	40 13%	35 16%	330 19%	29 18%	36 13%	72 18%	29 14%	33 16%	95 22%	62 19%	449 19%
never	2567 38%	149 48%	76 34%	692 40%	38 23%	71 25%	154 38%	52 25%	61 29%	204 48%	139 42%	931 39%
no answer	400 6%	17 6%	19 9%	109 6%	4 2%	13 5%	16 4%	6 3%	16 8%	26 6%	33 10%	141 6%

TABLE 008 page 1

Frequency of Using Industry-Related Information Sources: Digital Replica of Print Magazines

1. How often do you use the following information sources for industry-related content?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
DIGITAL REPLICA OF PRINT MAGAZINES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	268 4%	10 3%	10 5%	58 3%	15 9%	18 6%	13 3%	16 8%	16 8%	14 3%	10 3%	88 4%
weekly	1106 17%	39 13%	29 13%	298 17%	42 26%	52 19%	78 19%	41 20%	53 25%	74 17%	53 16%	347 14%
monthly	1669 25%	87 28%	70 32%	439 26%	51 31%	97 35%	114 28%	62 30%	53 25%	104 24%	62 19%	530 22%
less than monthly	1561 23%	67 22%	45 20%	407 24%	33 20%	69 25%	85 21%	49 23%	44 21%	102 24%	67 20%	593 25%
never	1784 27%	91 30%	58 26%	428 25%	18 11%	38 14%	96 24%	32 15%	38 18%	122 29%	113 34%	750 31%
no answer	294 4%	14 5%	10 5%	82 5%	3 2%	6 2%	19 5%	10 5%	7 3%	11 3%	23 7%	109 5%

TABLE 009 page 1

Frequency of Using Industry-Related Information Sources: Online Media Purchase

1. How often do you use the following information sources for industry-related content?

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
ONLINE MEDIA PURCHASE (SUCH AS APPLE'S IPAD NEWSSTAND)												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	186 3%	4 1%	5 2%	31 2%	11 7%	14 5%	9 2%	12 6%	11 5%	9 2%	10 3%	70 3%
weekly	324 5%	15 5%	10 5%	76 4%	10 6%	10 4%	23 6%	20 10%	12 6%	9 2%	19 6%	120 5%
monthly	449 7%	17 6%	14 6%	106 6%	14 9%	25 9%	34 8%	28 13%	17 8%	19 4%	12 4%	163 7%
less than monthly	992 15%	41 13%	31 14%	255 15%	30 19%	51 18%	53 13%	37 18%	39 18%	53 12%	39 12%	363 15%
never	4332 65%	215 70%	145 65%	1142 67%	88 54%	166 59%	266 66%	103 49%	117 55%	317 74%	214 65%	1559 65%
no answer	399 6%	16 5%	17 8%	102 6%	9 6%	14 5%	20 5%	10 5%	15 7%	20 5%	34 10%	142 6%

TABLE 010 page 1

Frequency of Using Industry-Related Information Sources: Mobile Apps

1. How often do you use the following information sources for industry-related content?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MOBILE APPS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	1019 15%	31 10%	39 18%	204 12%	48 30%	74 26%	57 14%	63 30%	42 20%	28 7%	43 13%	390 16%
weekly	729 11%	30 10%	24 11%	196 11%	22 14%	38 14%	47 12%	30 14%	26 12%	27 6%	26 8%	263 11%
monthly	610 9%	25 8%	16 7%	166 10%	14 9%	29 10%	33 8%	32 15%	26 12%	29 7%	23 7%	217 9%
less than monthly	1061 16%	45 15%	44 20%	289 17%	36 22%	40 14%	64 16%	32 15%	36 17%	71 17%	49 15%	355 15%
never	2934 44%	162 53%	88 40%	773 45%	35 22%	90 32%	186 46%	48 23%	70 33%	253 59%	158 48%	1071 44%
no answer	329 5%	15 5%	11 5%	84 5%	7 4%	9 3%	18 4%	5 2%	11 5%	19 4%	29 9%	121 5%

TABLE 011 page 1

Frequency of Using Industry-Related Information Sources: Social Media

1. How often do you use the following information sources for industry-related content?

	TOTAL	VERTICAL MARKETS agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
SOCIAL MEDIA												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	1119 17%	48 16%	47 21%	192 11%	57 35%	109 39%	65 16%	79 38%	59 28%	36 8%	43 13%	384 16%
weekly	884 13%	54 18%	33 15%	193 11%	24 15%	48 17%	63 16%	45 21%	43 20%	34 8%	54 16%	293 12%
monthly	618 9%	33 11%	23 10%	159 9%	17 10%	22 8%	36 9%	23 11%	18 9%	30 7%	31 9%	226 9%
less than monthly	1017 15%	57 19%	37 17%	274 16%	25 15%	30 11%	64 16%	19 9%	25 12%	77 18%	36 11%	373 15%
never	2724 41%	100 32%	72 32%	813 47%	34 21%	63 23%	160 40%	34 16%	55 26%	233 55%	135 41%	1025 42%
no answer	320 5%	16 5%	10 5%	81 5%	5 3%	8 3%	17 4%	10 5%	11 5%	17 4%	29 9%	116 5%

TABLE 012 page 1

Frequency of Using Industry-Related Information Sources: Conferences or Trade Shows

1. How often do you use the following information sources for industry-related content?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
CONFERENCES OR TRADE SHOWS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	75 1%	0 0%	6 3%	12 1%	7 4%	5 2%	3 1%	5 2%	4 2%	4 1%	1 0%	28 1%
weekly	196 3%	10 3%	2 1%	41 2%	11 7%	6 2%	18 4%	6 3%	8 4%	10 2%	10 3%	74 3%
monthly	727 11%	27 9%	31 14%	178 10%	27 17%	29 10%	45 11%	31 15%	26 12%	54 13%	50 15%	229 9%
less than monthly	4372 65%	230 75%	151 68%	1189 69%	97 60%	182 65%	272 67%	130 62%	128 61%	297 70%	216 66%	1480 61%
never	1077 16%	32 10%	26 12%	235 14%	17 10%	51 18%	55 14%	31 15%	37 18%	51 12%	33 10%	509 21%
no answer	235 4%	9 3%	6 3%	57 3%	3 2%	7 3%	12 3%	7 3%	8 4%	11 3%	18 5%	97 4%

TABLE 013 page 1

Frequency of Using Industry-Related Information Sources: Product Information from the Manufacturer

1. How often do you use the following information sources for industry-related content?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRODUCT INFORMATION FROM THE MANUFACTURER												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
daily	661 10%	36 12%	70 32%	133 8%	29 18%	26 9%	50 12%	18 9%	17 8%	33 8%	43 13%	206 9%
weekly	1507 23%	79 26%	62 28%	452 26%	46 28%	96 34%	85 21%	32 15%	41 19%	70 16%	62 19%	482 20%
monthly	2132 32%	94 31%	56 25%	610 36%	51 31%	90 32%	132 33%	64 30%	60 28%	155 36%	92 28%	728 30%
less than monthly	1899 28%	85 28%	29 13%	425 25%	33 20%	59 21%	115 28%	71 34%	80 38%	145 34%	98 30%	759 31%
never	307 5%	8 3%	2 1%	55 3%	0 0%	5 2%	13 3%	17 8%	9 4%	12 3%	15 5%	171 7%
no answer	176 3%	6 2%	3 1%	37 2%	3 2%	4 1%	10 2%	8 4%	4 2%	12 3%	18 5%	71 3%

TABLE 014 page 1

Expected Change in Importance of Information Sources: More Important Summary

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MORE IMPORTANT SUMMARY (rated +1, +2 or +3 on a 7-point scale where +3 = much more important and -3 = much less important)												
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
websites	5141 77%	246 80%	189 85%	1321 77%	122 75%	205 73%	325 80%	178 85%	164 78%	323 76%	250 76%	1818 75%
e-newsletters	4340 65%	212 69%	147 66%	1034 60%	105 65%	151 54%	297 73%	152 72%	127 60%	267 63%	229 70%	1619 67%
product information from the manufacturer	4073 61%	191 62%	168 76%	1137 66%	103 64%	155 55%	264 65%	124 59%	123 58%	261 61%	207 63%	1340 55%
mobile-optimized websites	3458 52%	148 48%	140 63%	842 49%	104 64%	165 59%	226 56%	141 67%	113 54%	179 42%	151 46%	1249 52%
mobile apps	3295 49%	145 47%	128 58%	818 48%	97 60%	159 57%	209 52%	144 69%	112 53%	159 37%	144 44%	1180 49%
digital replica of print magazines	3165 47%	139 45%	119 54%	830 48%	89 55%	143 51%	221 55%	138 66%	113 54%	190 44%	129 39%	1054 44%
conferences or trade shows	3097 46%	147 48%	125 56%	817 48%	88 54%	98 35%	207 51%	112 53%	99 47%	198 46%	173 53%	1033 43%
social media	2737 41%	130 42%	121 55%	604 35%	88 54%	147 53%	186 46%	137 65%	101 48%	130 30%	133 41%	960 40%
print magazines	2595 39%	123 40%	87 39%	695 41%	59 36%	103 37%	160 40%	83 40%	74 35%	134 31%	153 47%	924 38%
online media purchase (such as Apple's iPad Newsstand)	1994 30%	88 29%	86 39%	466 27%	58 36%	88 31%	128 32%	93 44%	75 36%	95 22%	93 28%	724 30%
print newsletters	1964 29%	86 28%	50 23%	510 30%	44 27%	58 21%	124 31%	73 35%	44 21%	115 27%	118 36%	742 31%
indicated at least one	6088 91%	281 91%	215 97%	1562 91%	146 90%	257 92%	380 94%	199 95%	197 93%	372 87%	300 91%	2179 90%
indicated none	594 9%	27 9%	7 3%	150 9%	16 10%	23 8%	25 6%	11 5%	14 7%	55 13%	28 9%	238 10%

TABLE 015 page 1

Expected Change in Importance of Information Sources: Less Important Summary

2. For <u>industry-related</u> content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	VERTICAL MARKETS										
		agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
LESS IMPORTANT SUMMARY (rated -1, -2 or -3 on a 7-point scale where +3 = much more important and -3 = much less important)												
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
print newsletters	2468 37%	110 36%	104 47%	606 35%	65 40%	109 39%	168 41%	95 45%	94 45%	147 34%	92 28%	878 36%
print magazines	1917 29%	76 25%	68 31%	429 25%	48 30%	66 24%	148 37%	87 41%	72 34%	122 29%	72 22%	729 30%
online media purchase (such as Apple's iPad Newsstand)	1916 29%	91 30%	52 23%	536 31%	36 22%	75 27%	96 24%	50 24%	57 27%	129 30%	99 30%	695 29%
social media	1655 25%	71 23%	42 19%	488 29%	20 12%	49 18%	84 21%	23 11%	42 20%	119 28%	92 28%	625 26%
mobile apps	1403 21%	72 23%	41 18%	378 22%	25 15%	54 19%	75 19%	25 12%	39 18%	109 26%	83 25%	502 21%
digital replica of print magazines	1311 20%	72 23%	34 15%	341 20%	22 14%	42 15%	62 15%	28 13%	33 16%	78 18%	78 24%	521 22%
mobile-optimized websites	1180 18%	66 21%	31 14%	342 20%	14 9%	46 16%	56 14%	21 10%	32 15%	84 20%	71 22%	417 17%
conferences or trade shows	1002 15%	48 16%	24 11%	236 14%	10 6%	58 21%	55 14%	31 15%	41 19%	46 11%	30 9%	423 18%
e-newsletters	572 9%	22 7%	20 9%	185 11%	11 7%	28 10%	21 5%	18 9%	16 8%	36 8%	21 6%	194 8%
product information from the manufacturer	476 7%	22 7%	6 3%	84 5%	5 3%	16 6%	25 6%	28 13%	18 9%	15 4%	21 6%	236 10%
websites	273 4%	18 6%	6 3%	63 4%	4 2%	12 4%	10 2%	6 3%	5 2%	17 4%	12 4%	120 5%
indicated at least one	4350 65%	202 66%	156 70%	1123 66%	100 62%	193 69%	258 64%	146 70%	146 69%	261 61%	198 60%	1567 65%
indicated none	2332 35%	106 34%	66 30%	589 34%	62 38%	87 31%	147 36%	64 30%	65 31%	166 39%	130 40%	850 35%

TABLE 016 page 1

Expected Change in Importance of Information Sources: Mean Summary

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MEAN SUMMARY (+3 = much more important; -3 = much less important)												
base: those rating each												
websites	1.5	1.5	1.9	1.5	1.6	1.5	1.7	1.7	1.6	1.5	1.5	1.5
product information from the manufacturer	1.0	1.0	1.6	1.2	1.3	1.0	1.2	0.8	1.0	1.1	1.1	0.8
e-newsletters	1.0	1.1	1.0	0.8	1.0	0.7	1.3	1.2	1.0	0.9	1.1	1.1
mobile-optimized websites	0.6	0.5	1.0	0.5	1.0	0.8	0.8	1.2	0.8	0.3	0.3	0.6
conferences or trade shows	0.5	0.5	0.8	0.5	0.9	0.2	0.7	0.6	0.4	0.6	0.7	0.4
mobile apps	0.4	0.3	0.7	0.3	0.8	0.6	0.6	1.2	0.7	0.0	0.2	0.4
digital replica of print magazines	0.4	0.3	0.6	0.4	0.8	0.6	0.7	0.9	0.7	0.3	0.2	0.3
print magazines	0.2	0.3	0.2	0.3	0.2	0.4	0.0	0.0	-0.1	0.1	0.5	0.1
social media	0.2	0.3	0.6	-0.1	0.7	0.6	0.4	1.0	0.5	-0.2	0.0	0.1
online media purchase (such as Apple's iPad Newsstand)	-0.2	-0.2	0.1	-0.3	0.1	-0.1	0.0	0.3	0.1	-0.4	-0.2	-0.2
print newsletters	-0.3	-0.3	-0.6	-0.2	-0.3	-0.4	-0.3	-0.3	-0.6	-0.3	0.0	-0.2

TABLE 017 page 1

Expected Change in Importance of Information Sources: Print Magazines

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRINT MAGAZINES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	662 10%	27 9%	30 14%	184 11%	22 14%	37 13%	36 9%	27 13%	14 7%	27 6%	34 10%	224 9%
+2	975 15%	48 16%	26 12%	260 15%	22 14%	34 12%	55 14%	26 12%	32 15%	58 14%	58 18%	356 15%
+1	958 14%	48 16%	31 14%	251 15%	15 9%	32 11%	69 17%	30 14%	28 13%	49 11%	61 19%	344 14%
0	2083 31%	104 34%	65 29%	562 33%	53 33%	109 39%	92 23%	37 18%	61 29%	162 38%	101 31%	737 30%
-1	843 13%	37 12%	34 15%	200 12%	20 12%	32 11%	56 14%	44 21%	22 10%	54 13%	38 12%	306 13%
-2	506 8%	18 6%	17 8%	116 7%	12 7%	22 8%	47 12%	16 8%	23 11%	34 8%	15 5%	186 8%
-3 - much less important	568 9%	21 7%	17 8%	113 7%	16 10%	12 4%	45 11%	27 13%	27 13%	34 8%	19 6%	237 10%
mean: standard error:	0.2 0.02	0.3 0.09	0.2 0.12	0.3 0.04	0.2 0.14	0.4 0.09	0.0 0.09	0.0 0.13	-0.1 0.12	0.1 0.08	0.5 0.09	0.1 0.03
no answer	87 1%	5 2%	2 1%	26 2%	2 1%	2 1%	5 1%	3 1%	4 2%	9 2%	2 1%	27 1%

TABLE 018 page 1

Expected Change in Importance of Information Sources: Print Newsletters

2. For <u>industry-related</u> content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRINT NEWSLETTERS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	313 5%	11 4%	12 5%	79 5%	11 7%	11 4%	19 5%	16 8%	9 4%	14 3%	23 7%	108 4%
+2	670 10%	30 10%	12 5%	173 10%	12 7%	18 6%	43 11%	19 9%	18 9%	32 7%	43 13%	270 11%
+1	981 15%	45 15%	26 12%	258 15%	21 13%	29 10%	62 15%	38 18%	17 8%	69 16%	52 16%	364 15%
0	2089 31%	101 33%	64 29%	552 32%	50 31%	110 39%	104 26%	37 18%	65 31%	156 37%	109 33%	741 31%
-1	862 13%	41 13%	27 12%	226 13%	23 14%	42 15%	56 14%	40 19%	24 11%	57 13%	29 9%	297 12%
-2	697 10%	32 10%	37 17%	174 10%	20 12%	27 10%	52 13%	22 10%	25 12%	41 10%	23 7%	244 10%
-3 - much less important	909 14%	37 12%	40 18%	206 12%	22 14%	40 14%	60 15%	33 16%	45 21%	49 11%	40 12%	337 14%
mean: standard error:	-0.3 0.02	-0.3 0.09	-0.6 0.12	-0.2 0.04	-0.3 0.13	-0.4 0.09	-0.3 0.09	-0.3 0.13	-0.6 0.12	-0.3 0.07	0.0 0.09	-0.2 0.03
no answer	161 2%	11 4%	4 2%	44 3%	3 2%	3 1%	9 2%	5 2%	8 4%	9 2%	9 3%	56 2%

TABLE 019 page 1

Expected Change in Importance of Information Sources: E-Newsletters

2. For <u>industry-related</u> content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
E-NEWSLETTERS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	877 13%	39 13%	29 13%	148 9%	23 14%	28 10%	69 17%	37 18%	29 14%	38 9%	48 15%	389 16%
+2	1519 23%	81 26%	49 22%	349 20%	33 20%	43 15%	121 30%	60 29%	50 24%	88 21%	81 25%	564 23%
+1	1944 29%	92 30%	69 31%	537 31%	49 30%	80 29%	107 26%	55 26%	48 23%	141 33%	100 30%	666 28%
0	1640 25%	67 22%	50 23%	457 27%	44 27%	99 35%	80 20%	37 18%	64 30%	114 27%	73 22%	555 23%
-1	267 4%	11 4%	5 2%	90 5%	4 2%	16 6%	10 2%	11 5%	7 3%	19 4%	8 2%	86 4%
-2	127 2%	3 1%	5 2%	46 3%	3 2%	7 3%	8 2%	2 1%	5 2%	6 1%	3 1%	39 2%
-3 - much less important	178 3%	8 3%	10 5%	49 3%	4 2%	5 2%	3 1%	5 2%	4 2%	11 3%	10 3%	69 3%
mean: standard error:	1.0 0.02	1.1 0.07	1.0 0.10	0.8 0.03	1.0 0.10	0.7 0.08	1.3 0.06	1.2 0.09	1.0 0.09	0.9 0.06	1.1 0.07	1.1 0.03
no answer	130 2%	7 2%	5 2%	36 2%	2 1%	2 1%	7 2%	3 1%	4 2%	10 2%	5 2%	49 2%

TABLE 020 page 1

Expected Change in Importance of Information Sources: Websites

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
WEBSITES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	1722 26%	75 24%	89 40%	431 25%	55 34%	79 28%	116 29%	49 23%	61 29%	92 22%	91 28%	584 24%
+2	1910 29%	87 28%	59 27%	473 28%	35 22%	71 25%	134 33%	85 40%	59 28%	137 32%	82 25%	688 28%
+1	1509 23%	84 27%	41 18%	417 24%	32 20%	55 20%	75 19%	44 21%	44 21%	94 22%	77 23%	546 23%
0	1135 17%	39 13%	25 11%	284 17%	33 20%	63 23%	65 16%	24 11%	38 18%	76 18%	59 18%	429 18%
-1	116 2%	5 2%	2 1%	27 2%	1 1%	9 3%	5 1%	1 0%	4 2%	7 2%	6 2%	49 2%
-2	56 1%	5 2%	2 1%	16 1%	2 1%	1 0%	2 0%	1 0%	0 0%	2 0%	3 1%	22 1%
-3 - much less important	101 2%	8 3%	2 1%	20 1%	1 1%	2 1%	3 1%	4 2%	1 0%	8 2%	3 1%	49 2%
mean: standard error:	1.5 0.02	1.5 0.08	1.9 0.08	1.5 0.03	1.6 0.10	1.5 0.08	1.7 0.06	1.7 0.08	1.6 0.08	1.5 0.06	1.5 0.07	1.5 0.03
no answer	133 2%	5 2%	2 1%	44 3%	3 2%	0 0%	5 1%	2 1%	4 2%	11 3%	7 2%	50 2%

TABLE 021 page 1

Expected Change in Importance of Information Sources: Mobile-Optimized Websites

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
MOBILE-OPTIMIZED WEBSITES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	965 14%	46 15%	52 23%	226 13%	26 16%	53 19%	77 19%	45 21%	40 19%	34 8%	32 10%	334 14%
+2	1214 18%	49 16%	42 19%	273 16%	33 20%	55 20%	73 18%	54 26%	41 19%	69 16%	60 18%	465 19%
+1	1279 19%	53 17%	46 21%	343 20%	45 28%	57 20%	76 19%	42 20%	32 15%	76 18%	59 18%	450 19%
0	1800 27%	82 27%	40 18%	457 27%	41 25%	61 22%	113 28%	41 20%	57 27%	151 35%	93 28%	664 27%
-1	319 5%	16 5%	5 2%	111 6%	3 2%	8 3%	16 4%	6 3%	8 4%	24 6%	16 5%	106 4%
-2	241 4%	11 4%	10 5%	58 3%	3 2%	9 3%	10 2%	3 1%	10 5%	17 4%	15 5%	95 4%
-3 - much less important	620 9%	39 13%	16 7%	173 10%	8 5%	29 10%	30 7%	12 6%	14 7%	43 10%	40 12%	216 9%
mean: standard error:	0.6 0.02	0.5 0.11	1.0 0.12	0.5 0.04	1.0 0.12	0.8 0.11	0.8 0.08	1.2 0.11	0.8 0.12	0.3 0.08	0.3 0.10	0.6 0.04
no answer	244 4%	12 4%	11 5%	71 4%	3 2%	8 3%	10 2%	7 3%	9 4%	13 3%	13 4%	87 4%

TABLE 022 page 1

Expected Change in Importance of Information Sources: Digital Replica of Print Magazines

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
DIGITAL REPLICA OF PRINT MAGAZINES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	573 9%	28 9%	25 11%	140 8%	23 14%	33 12%	49 12%	35 17%	23 11%	34 8%	21 6%	162 7%
+2	1090 16%	47 15%	45 20%	278 16%	31 19%	43 15%	87 21%	44 21%	41 19%	55 13%	38 12%	381 16%
+1	1502 22%	64 21%	49 22%	412 24%	35 22%	67 24%	85 21%	59 28%	49 23%	101 24%	70 21%	511 21%
0	2004 30%	88 29%	64 29%	488 29%	47 29%	92 33%	112 28%	39 19%	57 27%	148 35%	104 32%	765 32%
-1	429 6%	23 7%	10 5%	112 7%	9 6%	16 6%	26 6%	9 4%	12 6%	24 6%	30 9%	158 7%
-2	300 4%	15 5%	8 4%	74 4%	3 2%	13 5%	10 2%	7 3%	12 6%	16 4%	13 4%	129 5%
-3 - much less important	582 9%	34 11%	16 7%	155 9%	10 6%	13 5%	26 6%	12 6%	9 4%	38 9%	35 11%	234 10%
mean: standard error:	0.4 0.02	0.3 0.10	0.6 0.11	0.4 0.04	0.8 0.12	0.6 0.09	0.7 0.08	0.9 0.11	0.7 0.11	0.3 0.08	0.2 0.09	0.3 0.03
no answer	202 3%	9 3%	5 2%	53 3%	4 2%	3 1%	10 2%	5 2%	8 4%	11 3%	17 5%	77 3%

TABLE 023 page 1

Expected Change in Importance of Information Sources: Online Media Purchase

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
ONLINE MEDIA PURCHASE (SUCH AS APPLE'S IPAD NEWSSTAND)												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	397 6%	18 6%	23 10%	74 4%	12 7%	21 8%	30 7%	22 10%	23 11%	19 4%	20 6%	135 6%
+2	628 9%	27 9%	22 10%	137 8%	22 14%	22 8%	44 11%	36 17%	17 8%	26 6%	31 9%	244 10%
+1	969 15%	43 14%	41 18%	255 15%	24 15%	45 16%	54 13%	35 17%	35 17%	50 12%	42 13%	345 14%
0	2505 37%	116 38%	75 34%	632 37%	64 40%	110 39%	165 41%	58 28%	70 33%	189 44%	118 36%	908 38%
-1	439 7%	25 8%	8 4%	126 7%	10 6%	13 5%	26 6%	13 6%	18 9%	28 7%	21 6%	151 6%
-2	386 6%	15 5%	9 4%	119 7%	6 4%	14 5%	16 4%	6 3%	11 5%	24 6%	16 5%	150 6%
-3 - much less important	1091 16%	51 17%	35 16%	291 17%	20 12%	48 17%	54 13%	31 15%	28 13%	77 18%	62 19%	394 16%
mean: standard error:	-0.2 0.02	-0.2 0.10	0.1 0.12	-0.3 0.04	0.1 0.13	-0.1 0.11	0.0 0.08	0.3 0.13	0.1 0.12	-0.4 0.08	-0.2 0.10	-0.2 0.04
no answer	267 4%	13 4%	9 4%	78 5%	4 2%	7 3%	16 4%	9 4%	9 4%	14 3%	18 5%	90 4%

TABLE 024 page 1

Expected Change in Importance of Information Sources: Mobile Apps

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	VERTICAL MARKETS										
		agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MOBILE APPS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	805 12%	38 12%	33 15%	154 9%	27 17%	43 15%	62 15%	53 25%	31 15%	35 8%	32 10%	297 12%
+2	1168 17%	47 15%	42 19%	304 18%	25 15%	56 20%	77 19%	55 26%	46 22%	45 11%	51 16%	420 17%
+1	1322 20%	60 19%	53 24%	360 21%	45 28%	60 21%	70 17%	36 17%	35 17%	79 19%	61 19%	463 19%
0	1749 26%	80 26%	47 21%	449 26%	36 22%	64 23%	108 27%	34 16%	51 24%	145 34%	86 26%	649 27%
-1	298 4%	9 3%	10 5%	82 5%	10 6%	9 3%	20 5%	9 4%	12 6%	22 5%	15 5%	100 4%
-2	294 4%	13 4%	11 5%	79 5%	3 2%	8 3%	19 5%	0 0%	10 5%	20 5%	15 5%	116 5%
-3 - much less important	811 12%	50 16%	20 9%	217 13%	12 7%	37 13%	36 9%	16 8%	17 8%	67 16%	53 16%	286 12%
mean: standard error:	0.4 0.02	0.3 0.11	0.7 0.12	0.3 0.04	0.8 0.13	0.6 0.11	0.6 0.09	1.2 0.12	0.7 0.12	0.0 0.09	0.2 0.11	0.4 0.04
no answer	235 4%	11 4%	6 3%	67 4%	4 2%	3 1%	13 3%	7 3%	9 4%	14 3%	15 5%	86 4%

TABLE 025 page 1

Expected Change in Importance of Information Sources: Social Media

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
SOCIAL MEDIA												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	650 10%	40 13%	34 15%	110 6%	30 19%	46 16%	45 11%	36 17%	26 12%	23 5%	28 9%	232 10%
+2	904 14%	35 11%	42 19%	191 11%	18 11%	43 15%	64 16%	55 26%	42 20%	41 10%	46 14%	327 14%
+1	1183 18%	55 18%	45 20%	303 18%	40 25%	58 21%	77 19%	46 22%	33 16%	66 15%	59 18%	401 17%
0	2038 30%	95 31%	54 24%	541 32%	48 30%	81 29%	120 30%	42 20%	60 28%	165 39%	89 27%	743 31%
-1	349 5%	15 5%	10 5%	110 6%	2 1%	6 2%	17 4%	4 2%	7 3%	20 5%	21 6%	137 6%
-2	328 5%	15 5%	9 4%	98 6%	4 2%	8 3%	18 4%	2 1%	10 5%	21 5%	14 4%	129 5%
-3 - much less important	978 15%	41 13%	23 10%	280 16%	14 9%	35 13%	49 12%	17 8%	25 12%	78 18%	57 17%	359 15%
mean: standard error:	0.2 0.02	0.3 0.11	0.6 0.12	-0.1 0.04	0.7 0.14	0.6 0.11	0.4 0.09	1.0 0.12	0.5 0.13	-0.2 0.08	0.0 0.11	0.1 0.04
no answer	252 4%	12 4%	5 2%	79 5%	6 4%	3 1%	15 4%	8 4%	8 4%	13 3%	14 4%	89 4%

TABLE 026 page 1

Expected Change in Importance of Information Sources: Conferences or Trade Shows

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
CONFERENCES OR TRADE SHOWS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	514 8%	28 9%	31 14%	104 6%	24 15%	17 6%	38 9%	23 11%	21 10%	38 9%	32 10%	158 7%
+2	975 15%	38 12%	37 17%	273 16%	27 17%	31 11%	70 17%	33 16%	29 14%	58 14%	58 18%	321 13%
+1	1608 24%	81 26%	57 26%	440 26%	37 23%	50 18%	99 24%	56 27%	49 23%	102 24%	83 25%	554 23%
0	2395 36%	102 33%	69 31%	606 35%	61 38%	120 43%	135 33%	58 28%	67 32%	172 40%	114 35%	891 37%
-1	428 6%	23 7%	9 4%	107 6%	6 4%	26 9%	29 7%	12 6%	13 6%	23 5%	13 4%	167 7%
-2	243 4%	12 4%	4 2%	52 3%	1 1%	14 5%	17 4%	7 3%	16 8%	7 2%	5 2%	108 4%
-3 - much less important	331 5%	13 4%	11 5%	77 4%	3 2%	18 6%	9 2%	12 6%	12 6%	16 4%	12 4%	148 6%
mean: standard error:	0.5 0.02	0.5 0.08	0.8 0.10	0.5 0.03	0.9 0.10	0.2 0.09	0.7 0.07	0.6 0.11	0.4 0.11	0.6 0.06	0.7 0.08	0.4 0.03
no answer	188 3%	11 4%	4 2%	53 3%	3 2%	4 1%	8 2%	9 4%	4 2%	11 3%	11 3%	70 3%

TABLE 027 page 1

Expected Change in Importance of Information Sources: Product Information from the Manufacturer

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
PRODUCT INFORMATION FROM THE MANUFACTURER												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - much more important	1069 16%	47 15%	71 32%	313 18%	34 21%	53 19%	76 19%	34 16%	29 14%	66 15%	52 16%	294 12%
+2	1437 22%	54 18%	58 26%	409 24%	41 25%	49 18%	84 21%	43 20%	43 20%	99 23%	84 26%	473 20%
+1	1567 23%	90 29%	39 18%	415 24%	28 17%	53 19%	104 26%	47 22%	51 24%	96 22%	71 22%	573 24%
0	1972 30%	85 28%	44 20%	449 26%	50 31%	108 39%	109 27%	53 25%	64 30%	138 32%	93 28%	779 32%
-1	200 3%	7 2%	3 1%	34 2%	2 1%	9 3%	15 4%	5 2%	11 5%	5 1%	7 2%	102 4%
-2	106 2%	8 3%	1 0%	14 1%	1 1%	3 1%	4 1%	12 6%	4 2%	3 1%	5 2%	51 2%
-3 - much less important	170 3%	7 2%	2 1%	36 2%	2 1%	4 1%	6 1%	11 5%	3 1%	7 2%	9 3%	83 3%
mean: standard error:	1.0 0.02	1.0 0.08	1.6 0.09	1.2 0.03	1.3 0.10	1.0 0.08	1.2 0.07	0.8 0.11	1.0 0.09	1.1 0.06	1.1 0.08	0.8 0.03
no answer	161 2%	10 3%	4 2%	42 2%	4 2%	1 0%	7 2%	5 2%	6 3%	13 3%	7 2%	62 3%

TABLE 028 page 1

Agreement with Statements on Media Use: Agree Summary

3. What is your level of agreement with the following statements?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
AGREE SUMMARY (rated +1, +2 or +3 on a 7-point scale where +3 = agree strongly and -3 = disagree strongly)												
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
I use both digital and traditional media to learn tips/best practices and to gain valuable information that I can use in my work.	4970 74%	240 78%	177 80%	1272 74%	122 75%	233 83%	307 76%	167 80%	160 76%	329 77%	234 71%	1729 72%
Compared with time I spend using equivalent mainstream business or consumer media (not specific to my industry), I spend more time with industry-related...												
content using a computer/ laptop	5555 83%	252 82%	194 87%	1419 83%	139 86%	243 87%	340 84%	187 89%	180 85%	350 82%	278 85%	1973 82%
print publications	4525 68%	222 72%	161 73%	1244 73%	105 65%	192 69%	258 64%	119 57%	119 56%	297 70%	229 70%	1579 65%
trade shows and conferences	2809 42%	160 52%	106 48%	719 42%	71 44%	77 28%	172 42%	89 42%	82 39%	196 46%	183 56%	954 39%
content using a smartphone or tablet	2702 40%	107 35%	96 43%	642 38%	82 51%	135 48%	158 39%	133 63%	101 48%	108 25%	118 36%	1022 42%
indicated at least one	6516 98%	300 97%	217 98%	1677 98%	157 97%	276 99%	395 98%	206 98%	207 98%	417 98%	318 97%	2346 97%
indicated none	166 2%	8 3%	5 2%	35 2%	5 3%	4 1%	10 2%	4 2%	4 2%	10 2%	10 3%	71 3%

TABLE 029 page 1

Agreement with Statements on Media Use: Disagree Summary

3. What is your level of agreement with the following statements?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
DISAGREE SUMMARY (rated -1, -2 or -3 on a 7-point scale where +3 = agree strongly and -3 = disagree strongly)												
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
I use both digital and traditional media to learn tips/best practices and to gain valuable information that I can use in my work.	337 5%	9 3%	7 3%	74 4%	9 6%	12 4%	16 4%	12 6%	15 7%	17 4%	14 4%	152 6%
Compared with time I spend using equivalent mainstream business or consumer media (not specific to my industry), I spend more time with <u>industry-related</u>...												
content using a smartphone or tablet	2363 35%	117 38%	79 36%	614 36%	41 25%	100 36%	130 32%	48 23%	71 34%	205 48%	115 35%	843 35%
trade shows and conferences	1780 27%	69 22%	50 23%	438 26%	36 22%	111 40%	96 24%	56 27%	69 33%	96 22%	44 13%	715 30%
print publications	964 14%	30 10%	29 13%	186 11%	24 15%	33 12%	81 20%	54 26%	48 23%	55 13%	25 8%	399 17%
content using a computer/ laptop	375 6%	19 6%	7 3%	92 5%	8 5%	6 2%	25 6%	12 6%	11 5%	24 6%	13 4%	158 7%
indicated at least one	3712 56%	158 51%	120 54%	927 54%	76 47%	173 62%	221 55%	111 53%	129 61%	258 60%	143 44%	1396 58%
indicated none	2970 44%	150 49%	102 46%	785 46%	86 53%	107 38%	184 45%	99 47%	82 39%	169 40%	185 56%	1021 42%

TABLE 030 page 1

Agreement with Statements on Media Use: Mean Summary

3. What is your level of agreement with the following statements?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MEAN SUMMARY (+3 = agree strongly; -3 = disagree strongly)												
base: those rating each												
I use both digital and traditional media to learn tips/best practices and to gain valuable information that I can use in my work.	1.7	1.9	1.9	1.7	1.8	2.1	1.8	1.8	1.8	1.6	1.7	1.6
Compared with time I spend using equivalent mainstream business or consumer media (not specific to my industry), I spend more time with industry-related...												
content using a computer/ laptop	1.6	1.5	1.8	1.6	1.8	1.9	1.6	1.9	1.7	1.5	1.6	1.5
print publications	1.0	1.3	1.2	1.2	1.0	1.2	0.8	0.6	0.7	1.0	1.2	0.9
trade shows and conferences	0.2	0.5	0.5	0.2	0.4	-0.3	0.3	0.2	0.0	0.4	0.7	0.0
content using a smartphone or tablet	-0.1	-0.3	0.1	-0.1	0.5	0.2	0.0	0.8	0.2	-0.6	-0.2	0.0

TABLE 031 page 1

Agreement with Statements on Media Use: I Use Both Digital and Traditional Media to Learn Tips/Best Practices and to Gain Valuable Information that I Can Use in My Work

3. What is your level of agreement with the following statements?

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
I USE BOTH DIGITAL AND TRADITIONAL MEDIA TO LEARN TIPS/BEST PRACTICES AND TO GAIN VALUABLE INFORMATION THAT I CAN USE IN MY WORK.												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - agree strongly	1886 28%	102 33%	88 40%	471 28%	60 37%	126 45%	131 32%	70 33%	69 33%	88 21%	78 24%	603 25%
+2	1754 26%	84 27%	44 20%	449 26%	33 20%	64 23%	105 26%	52 25%	58 27%	137 32%	94 29%	634 26%
+1	1330 20%	54 18%	45 20%	352 21%	29 18%	43 15%	71 18%	45 21%	33 16%	104 24%	62 19%	492 20%
0	491 7%	21 7%	13 6%	130 8%	9 6%	11 4%	27 7%	10 5%	11 5%	31 7%	28 9%	200 8%
-1	164 2%	6 2%	2 1%	39 2%	2 1%	6 2%	8 2%	8 4%	8 4%	7 2%	7 2%	71 3%
-2	104 2%	1 0%	3 1%	25 1%	4 2%	5 2%	3 1%	2 1%	6 3%	7 2%	3 1%	45 2%
-3 - disagree strongly	69 1%	2 1%	2 1%	10 1%	3 2%	1 0%	5 1%	2 1%	1 0%	3 1%	4 1%	36 1%
mean: standard error:	1.7 0.02	1.9 0.07	1.9 0.09	1.7 0.03	1.8 0.12	2.1 0.08	1.8 0.07	1.8 0.09	1.8 0.10	1.6 0.06	1.7 0.08	1.6 0.03
no answer	884 13%	38 12%	25 11%	236 14%	22 14%	24 9%	55 14%	21 10%	25 12%	50 12%	52 16%	336 14%

TABLE 032 page 1

Agreement with Statements on Media Use: I Spend More Time with Industry-Related Print Publications

3. What is your level of agreement with the following statements?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
COMPARED WITH TIME I SPEND USING EQUIVALENT MAINSTREAM BUSINESS OR CONSUMER MEDIA (NOT SPECIFIC TO MY INDUSTRY), I SPEND MORE TIME WITH INDUSTRY-RELATED PRINT PUBLICATIONS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - agree strongly	1129 17%	65 21%	49 22%	324 19%	35 22%	73 26%	51 13%	25 12%	30 14%	64 15%	55 17%	358 15%
+2	1576 24%	87 28%	49 22%	444 26%	34 21%	61 22%	95 23%	40 19%	50 24%	89 21%	75 23%	552 23%
+1	1820 27%	70 23%	63 28%	476 28%	36 22%	58 21%	112 28%	54 26%	39 18%	144 34%	99 30%	669 28%
0	1068 16%	48 16%	28 13%	245 14%	31 19%	51 18%	60 15%	32 15%	38 18%	64 15%	66 20%	405 17%
-1	460 7%	14 5%	15 7%	115 7%	3 2%	16 6%	39 10%	26 12%	17 8%	29 7%	12 4%	174 7%
-2	293 4%	10 3%	12 5%	41 2%	12 7%	12 4%	20 5%	18 9%	19 9%	15 4%	6 2%	128 5%
-3 - disagree strongly	211 3%	6 2%	2 1%	30 2%	9 6%	5 2%	22 5%	10 5%	12 6%	11 3%	7 2%	97 4%
mean: standard error:	1.0 0.02	1.3 0.08	1.2 0.10	1.2 0.03	1.0 0.14	1.2 0.09	0.8 0.08	0.6 0.12	0.7 0.12	1.0 0.07	1.2 0.07	0.9 0.03
no answer	125 2%	8 3%	4 2%	37 2%	2 1%	4 1%	6 1%	5 2%	6 3%	11 3%	8 2%	34 1%

TABLE 033 page 1

Agreement with Statements on Media Use: I Spend More Time with Industry-Related Content Using a Computer/Laptop

3. What is your level of agreement with the following statements?

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
COMPARED WITH TIME I SPEND USING EQUIVALENT MAINSTREAM BUSINESS OR CONSUMER MEDIA (NOT SPECIFIC TO MY INDUSTRY), I SPEND MORE TIME WITH INDUSTRY-RELATED CONTENT USING A COMPUTER/ LAPTOP												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - agree strongly	1665 25%	68 22%	66 30%	405 24%	52 32%	98 35%	99 24%	73 35%	60 28%	84 20%	82 25%	578 24%
+2	2226 33%	108 35%	80 36%	565 33%	61 38%	82 29%	147 36%	76 36%	76 36%	149 35%	112 34%	770 32%
+1	1664 25%	76 25%	48 22%	449 26%	26 16%	63 23%	94 23%	38 18%	44 21%	117 27%	84 26%	625 26%
0	641 10%	28 9%	19 9%	165 10%	15 9%	27 10%	38 9%	10 5%	18 9%	46 11%	31 9%	244 10%
-1	204 3%	6 2%	7 3%	55 3%	5 3%	5 2%	15 4%	9 4%	8 4%	13 3%	5 2%	76 3%
-2	89 1%	7 2%	0 0%	22 1%	1 1%	1 0%	6 1%	1 0%	2 1%	6 1%	2 1%	41 2%
-3 - disagree strongly	82 1%	6 2%	0 0%	15 1%	2 1%	0 0%	4 1%	2 1%	1 0%	5 1%	6 2%	41 2%
mean: standard error:	1.6 0.02	1.5 0.08	1.8 0.07	1.6 0.03	1.8 0.10	1.9 0.07	1.6 0.06	1.9 0.08	1.7 0.08	1.5 0.06	1.6 0.07	1.5 0.03
no answer	111 2%	9 3%	2 1%	36 2%	0 0%	4 1%	2 0%	1 0%	2 1%	7 2%	6 2%	42 2%

TABLE 034 page 1

Agreement with Statements on Media Use: I Spend More Time with Industry-Related Content Using a Smartphone or Tablet

3. What is your level of agreement with the following statements?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
COMPARED WITH TIME I SPEND USING EQUIVALENT MAINSTREAM BUSINESS OR CONSUMER MEDIA (NOT SPECIFIC TO MY INDUSTRY), I SPEND MORE TIME WITH INDUSTRY-RELATED CONTENT USING A SMARTPHONE OR TABLET												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - agree strongly	654 10%	19 6%	33 15%	125 7%	27 17%	38 14%	33 8%	43 20%	28 13%	25 6%	25 8%	258 11%
+2	893 13%	43 14%	25 11%	217 13%	29 18%	50 18%	59 15%	48 23%	32 15%	26 6%	36 11%	328 14%
+1	1155 17%	45 15%	38 17%	300 18%	26 16%	47 17%	66 16%	42 20%	41 19%	57 13%	57 17%	436 18%
0	1425 21%	72 23%	42 19%	395 23%	34 21%	41 15%	106 26%	24 11%	35 17%	101 24%	81 25%	494 20%
-1	631 9%	21 7%	21 9%	179 10%	11 7%	30 11%	35 9%	13 6%	26 12%	61 14%	30 9%	204 8%
-2	592 9%	30 10%	23 10%	158 9%	11 7%	21 8%	37 9%	13 6%	14 7%	45 11%	26 8%	214 9%
-3 - disagree strongly	1140 17%	66 21%	35 16%	277 16%	19 12%	49 18%	58 14%	22 10%	31 15%	99 23%	59 18%	425 18%
mean: standard error:	-0.1 0.02	-0.3 0.11	0.1 0.14	-0.1 0.05	0.5 0.15	0.2 0.12	0.0 0.09	0.8 0.13	0.2 0.13	-0.6 0.09	-0.2 0.10	0.0 0.04
no answer	192 3%	12 4%	5 2%	61 4%	5 3%	4 1%	11 3%	5 2%	4 2%	13 3%	14 4%	58 2%

TABLE 035 page 1

Agreement with Statements on Media Use: I Spend More Time with Industry-Related Trade Shows and Conferences

3. What is your level of agreement with the following statements?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
COMPARED WITH TIME I SPEND USING EQUIVALENT MAINSTREAM BUSINESS OR CONSUMER MEDIA (NOT SPECIFIC TO MY INDUSTRY), I SPEND MORE TIME WITH INDUSTRY-RELATED TRADE SHOWS AND CONFERENCES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
+3 - agree strongly	485 7%	31 10%	34 15%	116 7%	14 9%	19 7%	29 7%	16 8%	14 7%	37 9%	35 11%	140 6%
+2	820 12%	49 16%	20 9%	212 12%	33 20%	21 8%	50 12%	20 10%	26 12%	59 14%	54 16%	276 11%
+1	1504 23%	80 26%	52 23%	391 23%	24 15%	37 13%	93 23%	53 25%	42 20%	100 23%	94 29%	538 22%
0	1930 29%	69 22%	63 28%	508 30%	51 31%	87 31%	126 31%	61 29%	54 26%	124 29%	91 28%	696 29%
-1	666 10%	23 7%	22 10%	177 10%	12 7%	36 13%	41 10%	24 11%	24 11%	43 10%	21 6%	243 10%
-2	542 8%	29 9%	16 7%	130 8%	16 10%	32 11%	26 6%	16 8%	22 10%	24 6%	12 4%	219 9%
-3 - disagree strongly	572 9%	17 6%	12 5%	131 8%	8 5%	43 15%	29 7%	16 8%	23 11%	29 7%	11 3%	253 10%
mean: standard error:	0.2 0.02	0.5 0.09	0.5 0.11	0.2 0.04	0.4 0.13	-0.3 0.10	0.3 0.08	0.2 0.11	0.0 0.12	0.4 0.08	0.7 0.08	0.0 0.03
no answer	163 2%	10 3%	3 1%	47 3%	4 2%	5 2%	11 3%	4 2%	6 3%	11 3%	10 3%	52 2%

TABLE 036 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Important Summary

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
IMPORTANT SUMMARY (rated 5, 6 or 7 on a 7-point scale where 7 = very important and 1 = not at all important)												
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
websites	5355 80%	235 76%	196 88%	1396 82%	142 88%	247 88%	335 83%	176 84%	183 87%	330 77%	254 77%	1861 77%
product information from the manufacturer	4884 73%	229 74%	195 88%	1321 77%	136 84%	219 78%	311 77%	129 61%	151 72%	335 78%	246 75%	1612 67%
print magazines	4637 69%	240 78%	174 78%	1250 73%	114 70%	214 76%	236 58%	114 54%	134 64%	286 67%	246 75%	1629 67%
e-newsletters	4267 64%	206 67%	151 68%	994 58%	111 69%	179 64%	289 71%	148 70%	137 65%	260 61%	227 69%	1565 65%
conferences or trade shows	3386 51%	188 61%	141 64%	826 48%	101 62%	113 40%	222 55%	102 49%	119 56%	232 54%	206 63%	1136 47%
print newsletters	3085 46%	146 47%	95 43%	785 46%	71 44%	102 36%	187 46%	96 46%	82 39%	193 45%	184 56%	1144 47%
digital replica of print magazines	2555 38%	102 33%	88 40%	650 38%	82 51%	138 49%	191 47%	105 50%	108 51%	160 37%	108 33%	823 34%
mobile-optimized websites	2352 35%	84 27%	93 42%	546 32%	76 47%	123 44%	164 40%	120 57%	91 43%	92 22%	93 28%	870 36%
mobile apps	1947 29%	80 26%	67 30%	447 26%	62 38%	107 38%	127 31%	104 50%	71 34%	69 16%	79 24%	734 30%
social media	1823 27%	104 34%	71 32%	331 19%	64 40%	128 46%	123 30%	115 55%	85 40%	65 15%	88 27%	649 27%
online media purchase (such as Apple's iPad Newsstand)	1187 18%	45 15%	37 17%	252 15%	43 27%	63 23%	77 19%	61 29%	54 26%	38 9%	61 19%	456 19%
indicated at least one	6451 97%	296 96%	220 99%	1656 97%	160 99%	278 99%	396 98%	202 96%	203 96%	415 97%	318 97%	2307 95%
indicated none	231 3%	12 4%	2 1%	56 3%	2 1%	2 1%	9 2%	8 4%	8 4%	12 3%	10 3%	110 5%

TABLE 037 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Not Important Summary

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
NOT IMPORTANT SUMMARY (rated 1, 2 or 3 on a 7-point scale where 7 = very important and 1 = not at all important)												
base: all respondents	6682	308	222	1712	162	280	405	210	211	427	328	2417
(multiple answers)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
online media purchase (such as	4260	197	137	1148	91	186	245	98	119	312	200	1527
Apple's iPad Newsstand)	64%	64%	62%	67%	56%	66%	60%	47%	56%	73%	61%	63%
social media	3646	151	104	1081	64	109	196	58	84	290	165	1344
	55%	49%	47%	63%	40%	39%	48%	28%	40%	68%	50%	56%
mobile apps	3547	175	109	961	63	135	195	72	106	287	185	1259
	53%	57%	49%	56%	39%	48%	48%	34%	50%	67%	56%	52%
mobile-optimized websites	2894	150	79	780	46	109	155	54	80	246	161	1034
	43%	49%	36%	46%	28%	39%	38%	26%	38%	58%	49%	43%
digital replica of print	2545	140	77	662	47	83	115	59	66	167	143	986
magazines	38%	45%	35%	39%	29%	30%	28%	28%	31%	39%	44%	41%
print newsletters	2154	95	77	528	55	120	134	72	95	129	92	757
	32%	31%	35%	31%	34%	43%	33%	34%	45%	30%	28%	31%
conferences or trade shows	1782	62	43	470	32	105	83	53	63	89	57	725
	27%	20%	19%	27%	20%	38%	20%	25%	30%	21%	17%	30%
e-newsletters	1134	44	37	353	21	46	51	26	35	81	52	388
	17%	14%	17%	21%	13%	16%	13%	12%	17%	19%	16%	16%
print magazines	980	25	19	188	24	29	97	49	51	60	36	402
	15%	8%	9%	11%	15%	10%	24%	23%	24%	14%	11%	17%
product information from the	722	26	7	137	8	20	39	36	24	28	35	362
manufacturer	11%	8%	3%	8%	5%	7%	10%	17%	11%	7%	11%	15%
websites	505	24	8	122	7	8	31	11	7	35	32	220
	8%	8%	4%	7%	4%	3%	8%	5%	3%	8%	10%	9%
indicated at least one	5515	259	183	1432	125	234	316	153	177	372	252	2012
	83%	84%	82%	84%	77%	84%	78%	73%	84%	87%	77%	83%
indicated none	1167	49	39	280	37	46	89	57	34	55	76	405
	17%	16%	18%	16%	23%	16%	22%	27%	16%	13%	23%	17%

TABLE 038 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Mean Summary

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MEAN SUMMARY (7 = very important; 1 = not at all important)												
base: those rating each												
websites	5.6	5.5	6.1	5.7	6.0	6.0	5.7	5.8	6.0	5.6	5.5	5.5
product information from the manufacturer	5.3	5.4	6.1	5.5	5.7	5.6	5.5	4.9	5.3	5.5	5.4	5.1
print magazines	5.2	5.5	5.6	5.4	5.2	5.5	4.7	4.6	4.8	5.1	5.4	5.1
e-newsletters	4.9	5.0	5.1	4.7	5.1	4.9	5.2	5.2	5.0	4.8	5.0	5.0
conferences or trade shows	4.4	4.8	5.0	4.4	4.9	4.0	4.7	4.5	4.6	4.7	4.9	4.2
print newsletters	4.2	4.4	4.2	4.3	4.1	3.9	4.1	4.2	3.7	4.3	4.5	4.3
digital replica of print magazines	3.9	3.6	4.0	3.8	4.4	4.4	4.3	4.4	4.3	3.8	3.6	3.7
mobile-optimized websites	3.7	3.4	4.1	3.5	4.3	4.0	3.9	4.6	4.0	3.0	3.4	3.7
mobile apps	3.3	3.1	3.5	3.2	3.9	3.5	3.4	4.3	3.5	2.6	3.1	3.3
social media	3.2	3.4	3.5	2.8	3.9	4.0	3.4	4.5	3.8	2.6	3.3	3.1
online media purchase (such as Apple's iPad Newsstand)	2.7	2.7	2.8	2.6	3.1	2.8	2.9	3.5	3.1	2.3	2.8	2.8

TABLE 039 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Print Magazines

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

	TOTAL	VERTICAL MARKETS										
		agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRINT MAGAZINES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	1637 24%	84 27%	76 34%	460 27%	51 31%	102 36%	66 16%	37 18%	43 20%	86 20%	81 25%	551 23%
6	1538 23%	85 28%	49 22%	422 25%	32 20%	61 22%	79 20%	31 15%	40 19%	102 24%	87 27%	550 23%
5	1462 22%	71 23%	49 22%	368 21%	31 19%	51 18%	91 22%	46 22%	51 24%	98 23%	78 24%	528 22%
4	998 15%	39 13%	27 12%	258 15%	24 15%	35 13%	67 17%	45 21%	20 9%	78 18%	43 13%	362 15%
3	454 7%	11 4%	10 5%	109 6%	10 6%	14 5%	43 11%	20 10%	20 9%	30 7%	23 7%	164 7%
2	275 4%	9 3%	4 2%	46 3%	6 4%	10 4%	24 6%	21 10%	17 8%	12 3%	10 3%	116 5%
1 - not at all important	251 4%	5 2%	5 2%	33 2%	8 5%	5 2%	30 7%	8 4%	14 7%	18 4%	3 1%	122 5%
mean: standard error:	5.2 0.02	5.5 0.08	5.6 0.10	5.4 0.04	5.2 0.13	5.5 0.09	4.7 0.09	4.6 0.12	4.8 0.13	5.1 0.08	5.4 0.08	5.1 0.03
no answer	67 1%	4 1%	2 1%	16 1%	0 0%	2 1%	5 1%	2 1%	6 3%	3 1%	3 1%	24 1%

TABLE 040 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Print Newsletters

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRINT NEWSLETTERS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	796 12%	45 15%	27 12%	188 11%	21 13%	39 14%	39 10%	29 14%	18 9%	45 11%	44 13%	301 12%
6	955 14%	43 14%	28 13%	258 15%	17 10%	27 10%	58 14%	25 12%	23 11%	62 15%	64 20%	350 14%
5	1334 20%	58 19%	40 18%	339 20%	33 20%	36 13%	90 22%	42 20%	41 19%	86 20%	76 23%	493 20%
4	1302 19%	61 20%	43 19%	358 21%	35 22%	55 20%	77 19%	39 19%	29 14%	100 23%	46 14%	459 19%
3	878 13%	43 14%	34 15%	239 14%	18 11%	44 16%	47 12%	26 12%	34 16%	67 16%	30 9%	296 12%
2	622 9%	32 10%	25 11%	151 9%	15 9%	34 12%	42 10%	23 11%	22 10%	25 6%	35 11%	218 9%
1 - not at all important	654 10%	20 6%	18 8%	138 8%	22 14%	42 15%	45 11%	23 11%	39 18%	37 9%	27 8%	243 10%
mean: standard error:	4.2 0.02	4.4 0.10	4.2 0.12	4.3 0.04	4.1 0.15	3.9 0.12	4.1 0.09	4.2 0.13	3.7 0.13	4.3 0.08	4.5 0.10	4.3 0.04
no answer	141 2%	6 2%	7 3%	41 2%	1 1%	3 1%	7 2%	3 1%	5 2%	5 1%	6 2%	57 2%

TABLE 041 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: E-Newsletters

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
E-NEWSLETTERS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	1098 16%	52 17%	51 23%	216 13%	30 19%	47 17%	74 18%	46 22%	36 17%	52 12%	50 15%	444 18%
6	1499 22%	76 25%	45 20%	338 20%	39 24%	54 19%	108 27%	55 26%	54 26%	97 23%	81 25%	552 23%
5	1670 25%	78 25%	55 25%	440 26%	42 26%	78 28%	107 26%	47 22%	47 22%	111 26%	96 29%	569 24%
4	1166 17%	54 18%	29 13%	333 19%	27 17%	51 18%	58 14%	36 17%	35 17%	81 19%	42 13%	420 17%
3	539 8%	19 6%	20 9%	156 9%	12 7%	24 9%	33 8%	10 5%	19 9%	40 9%	24 7%	182 8%
2	307 5%	14 5%	4 2%	104 6%	5 3%	12 4%	8 2%	9 4%	8 4%	23 5%	13 4%	107 4%
1 - not at all important	288 4%	11 4%	13 6%	93 5%	4 2%	10 4%	10 2%	7 3%	8 4%	18 4%	15 5%	99 4%
mean: standard error:	4.9 0.02	5.0 0.09	5.1 0.11	4.7 0.04	5.1 0.12	4.9 0.09	5.2 0.07	5.2 0.11	5.0 0.11	4.8 0.08	5.0 0.09	5.0 0.03
no answer	115 2%	4 1%	5 2%	32 2%	3 2%	4 1%	7 2%	0 0%	4 2%	5 1%	7 2%	44 2%

TABLE 042 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Websites

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
WEBSITES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	2148 32%	85 28%	107 48%	573 33%	73 45%	121 43%	138 34%	75 36%	84 40%	132 31%	86 26%	674 28%
6	1930 29%	96 31%	59 27%	506 30%	46 28%	86 31%	113 28%	64 30%	66 31%	129 30%	94 29%	671 28%
5	1277 19%	54 18%	30 14%	317 19%	23 14%	40 14%	84 21%	37 18%	33 16%	69 16%	74 23%	516 21%
4	706 11%	42 14%	15 7%	156 9%	13 8%	24 9%	35 9%	20 10%	18 9%	54 13%	34 10%	295 12%
3	236 4%	13 4%	4 2%	52 3%	4 2%	8 3%	22 5%	6 3%	5 2%	18 4%	18 5%	86 4%
2	136 2%	8 3%	2 1%	41 2%	2 1%	0 0%	6 1%	2 1%	2 1%	5 1%	9 3%	59 2%
1 - not at all important	133 2%	3 1%	2 1%	29 2%	1 1%	0 0%	3 1%	3 1%	0 0%	12 3%	5 2%	75 3%
mean: standard error:	5.6 0.02	5.5 0.08	6.1 0.08	5.7 0.03	6.0 0.10	6.0 0.07	5.7 0.07	5.8 0.09	6.0 0.08	5.6 0.07	5.5 0.08	5.5 0.03
no answer	116 2%	7 2%	3 1%	38 2%	0 0%	1 0%	4 1%	3 1%	3 1%	8 2%	8 2%	41 2%

TABLE 043 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Mobile-Optimized Websites

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MOBILE-OPTIMIZED WEBSITES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	617 9%	20 6%	33 15%	137 8%	23 14%	38 14%	35 9%	40 19%	25 12%	22 5%	19 6%	225 9%
6	762 11%	30 10%	25 11%	178 10%	22 14%	38 14%	63 16%	35 17%	34 16%	18 4%	36 11%	283 12%
5	973 15%	34 11%	35 16%	231 13%	31 19%	47 17%	66 16%	45 21%	32 15%	52 12%	38 12%	362 15%
4	1199 18%	63 20%	42 19%	317 19%	34 21%	43 15%	74 18%	33 16%	31 15%	77 18%	58 18%	427 18%
3	753 11%	37 12%	25 11%	204 12%	13 8%	31 11%	47 12%	15 7%	21 10%	59 14%	51 16%	250 10%
2	722 11%	41 13%	25 11%	189 11%	10 6%	28 10%	40 10%	21 10%	18 9%	61 14%	32 10%	257 11%
1 - not at all important	1419 21%	72 23%	29 13%	387 23%	23 14%	50 18%	68 17%	18 9%	41 19%	126 30%	78 24%	527 22%
mean: standard error:	3.7 0.02	3.4 0.11	4.1 0.13	3.5 0.05	4.3 0.15	4.0 0.12	3.9 0.10	4.6 0.13	4.0 0.15	3.0 0.09	3.4 0.11	3.7 0.04
no answer	237 4%	11 4%	8 4%	69 4%	6 4%	5 2%	12 3%	3 1%	9 4%	12 3%	16 5%	86 4%

TABLE 044 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Digital Replica of Print Magazines

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
DIGITAL REPLICA OF PRINT MAGAZINES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	494 7%	21 7%	24 11%	126 7%	24 15%	37 13%	37 9%	25 12%	24 11%	30 7%	16 5%	130 5%
6	862 13%	34 11%	26 12%	231 13%	25 15%	48 17%	60 15%	36 17%	37 18%	48 11%	33 10%	284 12%
5	1199 18%	47 15%	38 17%	293 17%	33 20%	53 19%	94 23%	44 21%	47 22%	82 19%	59 18%	409 17%
4	1390 21%	60 19%	50 23%	347 20%	29 18%	54 19%	86 21%	41 20%	32 15%	91 21%	67 20%	533 22%
3	829 12%	42 14%	25 11%	227 13%	19 12%	34 12%	45 11%	28 13%	28 13%	55 13%	43 13%	283 12%
2	661 10%	42 14%	23 10%	149 9%	9 6%	18 6%	34 8%	18 9%	15 7%	45 11%	40 12%	268 11%
1 - not at all important	1055 16%	56 18%	29 13%	286 17%	19 12%	31 11%	36 9%	13 6%	23 11%	67 16%	60 18%	435 18%
mean: standard error:	3.9 0.02	3.6 0.11	4.0 0.13	3.8 0.05	4.4 0.15	4.4 0.11	4.3 0.09	4.4 0.12	4.3 0.13	3.8 0.09	3.6 0.10	3.7 0.04
no answer	192 3%	6 2%	7 3%	53 3%	4 2%	5 2%	13 3%	5 2%	5 2%	9 2%	10 3%	75 3%

TABLE 045 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Online Media Purchase

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
ONLINE MEDIA PURCHASE (SUCH AS APPLE'S IPAD NEWSSTAND)												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	261 4%	8 3%	10 5%	49 3%	10 6%	17 6%	17 4%	16 8%	12 6%	9 2%	11 3%	102 4%
6	366 5%	15 5%	8 4%	78 5%	13 8%	13 5%	22 5%	23 11%	23 11%	12 3%	19 6%	140 6%
5	560 8%	22 7%	19 9%	125 7%	20 12%	33 12%	38 9%	22 10%	19 9%	17 4%	31 9%	214 9%
4	1006 15%	54 18%	38 17%	247 14%	22 14%	26 9%	72 18%	44 21%	28 13%	64 15%	52 16%	359 15%
3	822 12%	35 11%	32 14%	219 13%	21 13%	43 15%	54 13%	19 9%	22 10%	60 14%	38 12%	279 12%
2	992 15%	56 18%	32 14%	285 17%	15 9%	35 13%	60 15%	33 16%	23 11%	56 13%	44 13%	353 15%
1 - not at all important	2446 37%	106 34%	73 33%	644 38%	55 34%	108 39%	131 32%	46 22%	74 35%	196 46%	118 36%	895 37%
mean: standard error:	2.7 0.02	2.7 0.10	2.8 0.12	2.6 0.04	3.1 0.16	2.8 0.12	2.9 0.09	3.5 0.14	3.1 0.14	2.3 0.08	2.8 0.10	2.8 0.04
no answer	229 3%	12 4%	10 5%	65 4%	6 4%	5 2%	11 3%	7 3%	10 5%	13 3%	15 5%	75 3%

TABLE 046 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Mobile Apps

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MOBILE APPS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	506 8%	18 6%	23 10%	99 6%	19 12%	27 10%	24 6%	40 19%	22 10%	13 3%	21 6%	200 8%
6	643 10%	25 8%	17 8%	150 9%	21 13%	38 14%	42 10%	32 15%	24 11%	19 4%	27 8%	248 10%
5	798 12%	37 12%	27 12%	198 12%	22 14%	42 15%	61 15%	32 15%	25 12%	37 9%	31 9%	286 12%
4	976 15%	43 14%	40 18%	248 14%	32 20%	34 12%	68 17%	28 13%	27 13%	59 14%	49 15%	348 14%
3	752 11%	40 13%	27 12%	225 13%	16 10%	23 8%	44 11%	24 11%	30 14%	44 10%	44 13%	235 10%
2	861 13%	40 13%	29 13%	232 14%	19 12%	34 12%	50 12%	16 8%	21 10%	65 15%	40 12%	315 13%
1 - not at all important	1934 29%	95 31%	53 24%	504 29%	28 17%	78 28%	101 25%	32 15%	55 26%	178 42%	101 31%	709 29%
mean: standard error:	3.3 0.02	3.1 0.11	3.5 0.14	3.2 0.05	3.9 0.16	3.5 0.13	3.4 0.10	4.3 0.15	3.5 0.15	2.6 0.09	3.1 0.11	3.3 0.04
no answer	212 3%	10 3%	6 3%	56 3%	5 3%	4 1%	15 4%	6 3%	7 3%	12 3%	15 5%	76 3%

TABLE 047 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Social Media

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

	TOTAL	VERTICAL MARKETS										
		agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
SOCIAL MEDIA												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	462 7%	20 6%	19 9%	63 4%	26 16%	45 16%	22 5%	36 17%	26 12%	16 4%	19 6%	170 7%
6	616 9%	38 12%	21 9%	113 7%	19 12%	38 14%	54 13%	40 19%	27 13%	19 4%	29 9%	218 9%
5	745 11%	46 15%	31 14%	155 9%	19 12%	45 16%	47 12%	39 19%	32 15%	30 7%	40 12%	261 11%
4	992 15%	43 14%	40 18%	238 14%	27 17%	40 14%	73 18%	33 16%	35 17%	61 14%	62 19%	340 14%
3	730 11%	33 11%	23 10%	213 12%	16 10%	22 8%	45 11%	19 9%	18 9%	53 12%	37 11%	251 10%
2	786 12%	35 11%	21 9%	235 14%	16 10%	22 8%	51 13%	7 3%	21 10%	58 14%	37 11%	283 12%
1 - not at all important	2130 32%	83 27%	60 27%	633 37%	32 20%	65 23%	100 25%	32 15%	45 21%	179 42%	91 28%	810 34%
mean: standard error:	3.2 0.02	3.4 0.12	3.5 0.14	2.8 0.05	3.9 0.17	4.0 0.13	3.4 0.10	4.5 0.14	3.8 0.15	2.6 0.09	3.3 0.11	3.1 0.04
no answer	221 3%	10 3%	7 3%	62 4%	7 4%	3 1%	13 3%	4 2%	7 3%	11 3%	13 4%	84 3%

TABLE 048 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Conferences or Trade Shows

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

	TOTAL	VERTICAL MARKETS										
		agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
CONFERENCES OR TRADE SHOWS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	883 13%	56 18%	58 26%	181 11%	40 25%	36 13%	62 15%	29 14%	30 14%	70 16%	57 17%	264 11%
6	1245 19%	73 24%	40 18%	323 19%	29 18%	36 13%	79 20%	37 18%	56 27%	80 19%	74 23%	418 17%
5	1258 19%	59 19%	43 19%	322 19%	32 20%	41 15%	81 20%	36 17%	33 16%	82 19%	75 23%	454 19%
4	1361 20%	55 18%	35 16%	372 22%	28 17%	57 20%	91 22%	49 23%	24 11%	96 22%	54 16%	500 21%
3	657 10%	20 6%	19 9%	197 12%	11 7%	35 13%	28 7%	20 10%	23 11%	42 10%	26 8%	236 10%
2	504 8%	22 7%	12 5%	127 7%	11 7%	29 10%	30 7%	19 9%	24 11%	21 5%	16 5%	193 8%
1 - not at all important	621 9%	20 6%	12 5%	146 9%	10 6%	41 15%	25 6%	14 7%	16 8%	26 6%	15 5%	296 12%
mean: standard error:	4.4 0.02	4.8 0.10	5.0 0.12	4.4 0.04	4.9 0.14	4.0 0.12	4.7 0.09	4.5 0.12	4.6 0.13	4.7 0.08	4.9 0.09	4.2 0.04
no answer	153 2%	3 1%	3 1%	44 3%	1 1%	5 2%	9 2%	6 3%	5 2%	10 2%	11 3%	56 2%

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Product Information from the Manufacturer

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRODUCT INFORMATION FROM THE MANUFACTURER												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	1706 26%	76 25%	113 51%	472 28%	50 31%	94 34%	136 34%	40 19%	47 22%	106 25%	86 26%	486 20%
6	1738 26%	85 28%	51 23%	490 29%	53 33%	70 25%	95 23%	49 23%	57 27%	123 29%	79 24%	586 24%
5	1440 22%	68 22%	31 14%	359 21%	33 20%	55 20%	80 20%	40 19%	47 22%	106 25%	81 25%	540 22%
4	920 14%	45 15%	17 8%	214 13%	15 9%	38 14%	47 12%	41 20%	32 15%	55 13%	39 12%	377 16%
3	340 5%	17 6%	4 2%	67 4%	5 3%	10 4%	22 5%	12 6%	14 7%	15 4%	15 5%	159 7%
2	178 3%	3 1%	0 0%	31 2%	2 1%	6 2%	10 2%	18 9%	7 3%	5 1%	13 4%	83 3%
1 - not at all important	204 3%	6 2%	3 1%	39 2%	1 1%	4 1%	7 2%	6 3%	3 1%	8 2%	7 2%	120 5%
mean: standard error:	5.3 0.02	5.4 0.08	6.1 0.08	5.5 0.03	5.7 0.10	5.6 0.08	5.5 0.07	4.9 0.11	5.3 0.10	5.5 0.06	5.4 0.08	5.1 0.03
no answer	156 2%	8 3%	3 1%	40 2%	3 2%	3 1%	8 2%	4 2%	4 2%	9 2%	8 2%	66 3%

TABLE 050 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Important Summary

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
IMPORTANT SUMMARY (rated 5, 6 or 7 on a 7-point scale where 7 = very important and 1 = not at all important)												
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
websites	4344 65%	216 70%	165 74%	1249 73%	128 79%	245 88%	262 65%	138 66%	155 73%	300 70%	228 70%	1258 52%
product information from the manufacturer	4112 62%	213 69%	167 75%	1209 71%	120 74%	216 77%	264 65%	115 55%	135 64%	287 67%	226 69%	1160 48%
print magazines	3218 48%	168 55%	111 50%	936 55%	100 62%	191 68%	166 41%	85 40%	99 47%	218 51%	193 59%	951 39%
conferences or trade shows	2898 43%	165 54%	127 57%	742 43%	90 56%	121 43%	189 47%	97 46%	103 49%	215 50%	190 58%	859 36%
e-newsletters	2742 41%	151 49%	88 40%	684 40%	84 52%	153 55%	185 46%	103 49%	92 44%	189 44%	172 52%	841 35%
print newsletters	2198 33%	125 41%	61 27%	610 36%	67 41%	104 37%	130 32%	70 33%	63 30%	152 36%	141 43%	675 28%
digital replica of print magazines	1818 27%	88 29%	63 28%	514 30%	69 43%	122 44%	136 34%	73 35%	81 38%	122 29%	81 25%	469 19%
mobile-optimized websites	1662 25%	69 22%	69 31%	463 27%	63 39%	103 37%	112 28%	76 36%	66 31%	67 16%	76 23%	498 21%
mobile apps	1296 19%	48 16%	46 21%	351 21%	49 30%	82 29%	74 18%	72 34%	48 23%	56 13%	61 19%	409 17%
social media	1186 18%	58 19%	45 20%	246 14%	57 35%	106 38%	77 19%	65 31%	56 27%	52 12%	71 22%	353 15%
online media purchase (such as Apple's iPad Newsstand)	863 13%	31 10%	32 14%	208 12%	42 26%	52 19%	58 14%	49 23%	38 18%	34 8%	39 12%	280 12%
indicated at least one	4968 74%	246 80%	182 82%	1415 83%	138 85%	254 91%	301 74%	149 71%	167 79%	346 81%	282 86%	1488 62%
indicated none	259 4%	13 4%	3 1%	64 4%	3 2%	1 0%	12 3%	6 3%	7 3%	16 4%	15 5%	119 5%
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%

TABLE 051 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Not Important Summary

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
NOT IMPORTANT SUMMARY (rated 1, 2 or 3 on a 7-point scale where 7 = very important and 1 = not at all important)												
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
online media purchase (such as Apple's iPad Newsstand)	3402 51%	174 56%	122 55%	1014 59%	76 47%	167 60%	191 47%	78 37%	102 48%	267 63%	190 58%	1021 42%
social media	3056 46%	148 48%	103 46%	973 57%	63 39%	111 40%	159 39%	53 25%	81 38%	256 60%	162 49%	947 39%
mobile apps	2958 44%	165 54%	97 44%	860 50%	62 38%	133 48%	167 41%	52 25%	91 43%	249 58%	173 53%	909 38%
mobile-optimized websites	2481 37%	137 44%	76 34%	707 41%	51 31%	108 39%	131 32%	47 22%	76 36%	215 50%	158 48%	775 32%
digital replica of print magazines	2189 33%	118 38%	79 36%	613 36%	39 24%	77 28%	99 24%	47 22%	58 27%	156 37%	144 44%	759 31%
print newsletters	1878 28%	81 26%	76 34%	516 30%	42 26%	108 39%	122 30%	59 28%	78 37%	132 31%	92 28%	572 24%
e-newsletters	1370 21%	55 18%	58 26%	448 26%	22 14%	58 21%	72 18%	32 15%	39 18%	100 23%	58 18%	428 18%
conferences or trade shows	1230 18%	48 16%	30 14%	387 23%	23 14%	81 29%	61 15%	30 14%	44 21%	76 18%	45 14%	405 17%
print magazines	1077 16%	40 13%	41 18%	268 16%	21 13%	31 11%	87 21%	43 20%	46 22%	78 18%	54 16%	368 15%
product information from the manufacturer	439 7%	20 6%	5 2%	98 6%	5 3%	15 5%	17 4%	19 9%	20 9%	23 5%	18 5%	199 8%
websites	356 5%	21 7%	7 3%	95 6%	4 2%	4 1%	18 4%	9 4%	4 2%	28 7%	21 6%	145 6%
indicated at least one	4224 63%	215 70%	152 68%	1230 72%	100 62%	216 77%	236 58%	111 53%	144 68%	310 73%	225 69%	1285 53%
indicated none	1003 15%	44 14%	33 15%	249 15%	41 25%	39 14%	77 19%	44 21%	30 14%	52 12%	72 22%	322 13%
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%

TABLE 052 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Mean Summary

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MEAN SUMMARY (7 = very important; 1 = not at all important)												
base: those involved in purchasing decisions/supplier selections rating each												
websites	5.8	5.8	6.1	5.9	6.2	6.3	5.9	6.0	6.1	5.7	5.6	5.6
product information from the manufacturer	5.6	5.6	6.2	5.7	5.9	5.9	5.9	5.4	5.6	5.6	5.6	5.3
print magazines	4.8	5.0	4.9	4.9	5.2	5.5	4.4	4.7	4.6	4.7	4.9	4.7
conferences or trade shows	4.6	4.9	5.2	4.4	4.9	4.3	4.9	4.8	4.7	4.8	5.0	4.5
e-newsletters	4.5	4.6	4.4	4.2	4.9	4.7	4.7	5.0	4.5	4.4	4.6	4.5
print newsletters	4.0	4.3	3.8	4.1	4.2	3.9	4.0	4.2	3.6	4.0	4.3	4.0
digital replica of print magazines	3.7	3.5	3.7	3.6	4.3	4.3	4.1	4.3	4.1	3.6	3.4	3.4
mobile-optimized websites	3.5	3.2	3.7	3.5	4.1	3.8	3.7	4.4	3.7	2.9	3.2	3.5
mobile apps	3.1	2.7	3.2	3.0	3.6	3.3	3.1	4.1	3.2	2.5	2.9	3.1
social media	2.9	3.0	3.1	2.6	3.7	3.8	3.2	4.0	3.5	2.4	3.0	2.9
online media purchase (such as Apple's iPad Newsstand)	2.6	2.5	2.7	2.5	3.1	2.7	2.8	3.4	2.9	2.2	2.6	2.7

TABLE 053 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Print Magazines

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRINT MAGAZINES												
base: all respondents	6682	308	222	1712	162	280	405	210	211	427	328	2417
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
7 - very important	1049	55	39	299	41	94	41	36	31	55	57	301
	16%	18%	18%	17%	25%	34%	10%	17%	15%	13%	17%	12%
6	1061	66	41	319	29	47	56	28	29	72	60	314
	16%	21%	18%	19%	18%	17%	14%	13%	14%	17%	18%	13%
5	1108	47	31	318	30	50	69	21	39	91	76	336
	17%	15%	14%	19%	19%	18%	17%	10%	18%	21%	23%	14%
4	832	48	30	251	17	31	49	26	22	61	43	254
	12%	16%	14%	15%	10%	11%	12%	12%	10%	14%	13%	11%
3	419	14	21	120	1	14	32	17	14	36	19	131
	6%	5%	9%	7%	1%	5%	8%	8%	7%	8%	6%	5%
2	327	15	8	85	16	10	26	16	14	19	19	99
	5%	5%	4%	5%	10%	4%	6%	8%	7%	4%	6%	4%
1 - not at all important	331	11	12	63	4	7	29	10	18	23	16	138
	5%	4%	5%	4%	2%	3%	7%	5%	9%	5%	5%	6%
mean:	4.8	5.0	4.9	4.9	5.2	5.5	4.4	4.7	4.6	4.7	4.9	4.7
standard error:	0.02	0.10	0.13	0.04	0.15	0.10	0.10	0.15	0.15	0.09	0.10	0.05
not involved in purchasing decisions or supplier selections	1455	49	37	233	21	25	92	55	37	65	31	810
	22%	16%	17%	14%	13%	9%	23%	26%	18%	15%	9%	34%
no answer	100	3	3	24	3	2	11	1	7	5	7	34
	1%	1%	1%	1%	2%	1%	3%	0%	3%	1%	2%	1%

TABLE 054 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Print Newsletters

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRINT NEWSLETTERS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	547 8%	28 9%	17 8%	136 8%	19 12%	42 15%	27 7%	24 11%	16 8%	33 8%	38 12%	167 7%
6	719 11%	47 15%	18 8%	211 12%	15 9%	24 9%	48 12%	19 9%	23 11%	49 11%	49 15%	216 9%
5	932 14%	50 16%	26 12%	263 15%	33 20%	38 14%	55 14%	27 13%	24 11%	70 16%	54 16%	292 12%
4	970 15%	46 15%	36 16%	303 18%	28 17%	39 14%	50 12%	23 11%	24 11%	71 17%	53 16%	297 12%
3	654 10%	28 9%	31 14%	191 11%	7 4%	31 11%	45 11%	24 11%	18 9%	55 13%	29 9%	195 8%
2	558 8%	32 10%	24 11%	151 9%	16 10%	36 13%	39 10%	15 7%	22 10%	33 8%	28 9%	162 7%
1 - not at all important	666 10%	21 7%	21 9%	174 10%	19 12%	41 15%	38 9%	20 10%	38 18%	44 10%	35 11%	215 9%
mean: standard error:	4.0 0.03	4.3 0.11	3.8 0.14	4.1 0.05	4.2 0.16	3.9 0.13	4.0 0.11	4.2 0.16	3.6 0.16	4.0 0.10	4.3 0.11	4.0 0.05
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%
no answer	181 3%	7 2%	12 5%	50 3%	4 2%	4 1%	11 3%	3 1%	9 4%	7 2%	11 3%	63 3%

TABLE 055 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: E-Newsletters

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
E-NEWSLETTERS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	655 10%	29 9%	27 12%	136 8%	27 17%	42 15%	42 10%	36 17%	26 12%	37 9%	39 12%	214 9%
6	912 14%	55 18%	29 13%	240 14%	17 10%	43 15%	64 16%	34 16%	28 13%	57 13%	59 18%	286 12%
5	1175 18%	67 22%	32 14%	308 18%	40 25%	68 24%	79 20%	33 16%	38 18%	95 22%	74 23%	341 14%
4	965 14%	46 15%	32 14%	300 18%	29 18%	43 15%	48 12%	19 9%	38 18%	66 15%	61 19%	283 12%
3	561 8%	21 7%	25 11%	182 11%	9 6%	28 10%	42 10%	16 8%	14 7%	43 10%	18 5%	163 7%
2	366 5%	17 6%	20 9%	124 7%	9 6%	13 5%	17 4%	5 2%	6 3%	25 6%	16 5%	114 5%
1 - not at all important	443 7%	17 6%	13 6%	142 8%	4 2%	17 6%	13 3%	11 5%	19 9%	32 7%	24 7%	151 6%
mean: standard error:	4.5 0.02	4.6 0.10	4.4 0.14	4.2 0.05	4.9 0.14	4.7 0.11	4.7 0.09	5.0 0.14	4.5 0.14	4.4 0.09	4.6 0.10	4.5 0.05
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%
no answer	150 2%	7 2%	7 3%	47 3%	6 4%	1 0%	8 2%	1 0%	5 2%	7 2%	6 2%	55 2%

TABLE 056 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Websites

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
WEBSITES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	2090 31%	95 31%	95 43%	619 36%	75 46%	142 51%	132 33%	72 34%	84 40%	130 30%	97 30%	549 23%
6	1440 22%	87 28%	43 19%	419 24%	36 22%	67 24%	86 21%	42 20%	47 22%	106 25%	81 25%	426 18%
5	814 12%	34 11%	27 12%	211 12%	17 10%	36 13%	44 11%	24 11%	24 11%	64 15%	50 15%	283 12%
4	394 6%	19 6%	11 5%	96 6%	6 4%	6 2%	25 6%	7 3%	12 6%	26 6%	37 11%	149 6%
3	134 2%	8 3%	3 1%	32 2%	2 1%	3 1%	5 1%	5 2%	4 2%	9 2%	8 2%	55 2%
2	80 1%	8 3%	0 0%	20 1%	2 1%	1 0%	6 1%	1 0%	0 0%	5 1%	3 1%	34 1%
1 - not at all important	142 2%	5 2%	4 2%	43 3%	0 0%	0 0%	7 2%	3 1%	0 0%	14 3%	10 3%	56 2%
mean: standard error:	5.8 0.02	5.8 0.09	6.1 0.09	5.9 0.04	6.2 0.09	6.3 0.06	5.9 0.08	6.0 0.11	6.1 0.08	5.7 0.08	5.6 0.09	5.6 0.04
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%
no answer	133 2%	3 1%	2 1%	39 2%	3 2%	0 0%	8 2%	1 0%	3 1%	8 2%	11 3%	55 2%

TABLE 057 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Mobile-Optimized Websites

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MOBILE-OPTIMIZED WEBSITES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	473 7%	18 6%	20 9%	127 7%	22 14%	31 11%	33 8%	30 14%	19 9%	16 4%	16 5%	141 6%
6	523 8%	22 7%	21 9%	150 9%	16 10%	35 13%	29 7%	26 12%	19 9%	23 5%	26 8%	156 6%
5	666 10%	29 9%	28 13%	186 11%	25 15%	37 13%	50 12%	20 10%	28 13%	28 7%	34 10%	201 8%
4	849 13%	45 15%	32 14%	241 14%	23 14%	40 14%	57 14%	28 13%	23 11%	66 15%	46 14%	248 10%
3	594 9%	26 8%	16 7%	170 10%	11 7%	27 10%	37 9%	13 6%	19 9%	41 10%	36 11%	198 8%
2	561 8%	35 11%	18 8%	163 10%	16 10%	20 7%	30 7%	9 4%	15 7%	50 12%	38 12%	167 7%
1 - not at all important	1326 20%	76 25%	42 19%	374 22%	24 15%	61 22%	64 16%	25 12%	42 20%	124 29%	84 26%	410 17%
mean: standard error:	3.5 0.03	3.2 0.12	3.7 0.15	3.5 0.05	4.1 0.18	3.8 0.13	3.7 0.11	4.4 0.17	3.7 0.16	2.9 0.10	3.2 0.12	3.5 0.05
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%
no answer	235 4%	8 3%	8 4%	68 4%	4 2%	4 1%	13 3%	4 2%	9 4%	14 3%	17 5%	86 4%

TABLE 058 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Digital Replica of Print Magazines

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
DIGITAL REPLICA OF PRINT MAGAZINES												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	372 6%	16 5%	17 8%	91 5%	17 10%	40 14%	27 7%	21 10%	16 8%	26 6%	16 5%	85 4%
6	589 9%	25 8%	27 12%	181 11%	18 11%	32 11%	47 12%	27 13%	33 16%	32 7%	24 7%	143 6%
5	857 13%	47 15%	19 9%	242 14%	34 21%	50 18%	62 15%	25 12%	32 15%	64 15%	41 13%	241 10%
4	1005 15%	43 14%	37 17%	294 17%	29 18%	50 18%	64 16%	29 14%	29 14%	73 17%	52 16%	305 13%
3	590 9%	28 9%	21 9%	153 9%	12 7%	27 10%	31 8%	17 8%	14 7%	40 9%	45 14%	202 8%
2	558 8%	31 10%	23 10%	151 9%	10 6%	18 6%	25 6%	12 6%	18 9%	46 11%	33 10%	191 8%
1 - not at all important	1041 16%	59 19%	35 16%	309 18%	17 10%	32 11%	43 11%	18 9%	26 12%	70 16%	66 20%	366 15%
mean: standard error:	3.7 0.03	3.5 0.12	3.7 0.15	3.6 0.05	4.3 0.16	4.3 0.12	4.1 0.11	4.3 0.16	4.1 0.15	3.6 0.10	3.4 0.11	3.4 0.05
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%
no answer	215 3%	10 3%	6 3%	58 3%	4 2%	6 2%	14 3%	6 3%	6 3%	11 3%	20 6%	74 3%

TABLE 059 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Online Media Purchase

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
ONLINE MEDIA PURCHASE (SUCH AS APPLE'S IPAD NEWSSTAND)												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	200 3%	7 2%	9 4%	42 2%	7 4%	14 5%	15 4%	13 6%	10 5%	7 2%	8 2%	68 3%
6	265 4%	12 4%	6 3%	66 4%	11 7%	15 5%	16 4%	18 9%	11 5%	10 2%	15 5%	85 4%
5	398 6%	12 4%	17 8%	100 6%	24 15%	23 8%	27 7%	18 9%	17 8%	17 4%	16 5%	127 5%
4	712 11%	43 14%	23 10%	185 11%	17 10%	31 11%	47 12%	20 10%	24 11%	49 11%	47 14%	226 9%
3	583 9%	31 10%	31 14%	170 10%	14 9%	28 10%	34 8%	14 7%	19 9%	34 8%	32 10%	176 7%
2	733 11%	40 13%	17 8%	237 14%	15 9%	29 10%	48 12%	23 11%	17 8%	54 13%	39 12%	214 9%
1 - not at all important	2086 31%	103 33%	74 33%	607 35%	47 29%	110 39%	109 27%	41 20%	66 31%	179 42%	119 36%	631 26%
mean: standard error:	2.6 0.03	2.5 0.11	2.7 0.14	2.5 0.05	3.1 0.17	2.7 0.12	2.8 0.11	3.4 0.17	2.9 0.15	2.2 0.08	2.6 0.10	2.7 0.05
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%
no answer	250 4%	11 4%	8 4%	72 4%	6 4%	5 2%	17 4%	8 4%	10 5%	12 3%	21 6%	80 3%

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Mobile Apps

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
MOBILE APPS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	318 5%	6 2%	15 7%	83 5%	11 7%	23 8%	16 4%	22 10%	10 5%	9 2%	18 5%	105 4%
6	430 6%	22 7%	10 5%	122 7%	16 10%	25 9%	23 6%	29 14%	17 8%	17 4%	18 5%	131 5%
5	548 8%	20 6%	21 9%	146 9%	22 14%	34 12%	35 9%	21 10%	21 10%	30 7%	25 8%	173 7%
4	727 11%	36 12%	34 15%	200 12%	25 15%	37 13%	53 13%	24 11%	26 12%	44 10%	45 14%	203 8%
3	560 8%	26 8%	18 8%	165 10%	14 9%	22 8%	35 9%	11 5%	19 9%	38 9%	31 9%	181 7%
2	682 10%	45 15%	20 9%	204 12%	22 14%	23 8%	46 11%	11 5%	18 9%	48 11%	38 12%	207 9%
1 - not at all important	1716 26%	94 31%	59 27%	491 29%	26 16%	88 31%	86 21%	30 14%	54 26%	163 38%	104 32%	521 22%
mean: standard error:	3.1 0.03	2.7 0.11	3.2 0.15	3.0 0.05	3.6 0.17	3.3 0.13	3.1 0.11	4.1 0.17	3.2 0.16	2.5 0.09	2.9 0.12	3.1 0.05
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%
no answer	246 4%	10 3%	8 4%	68 4%	5 3%	3 1%	19 5%	7 3%	9 4%	13 3%	18 5%	86 4%

TABLE 061 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Social Media

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
SOCIAL MEDIA												
base: all respondents	6682	308	222	1712	162	280	405	210	211	427	328	2417
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
7 - very important	308	10	12	51	16	40	10	21	19	17	16	96
	5%	3%	5%	3%	10%	14%	2%	10%	9%	4%	5%	4%
6	358	19	14	71	20	30	27	23	16	13	15	110
	5%	6%	6%	4%	12%	11%	7%	11%	8%	3%	5%	5%
5	520	29	19	124	21	36	40	21	21	22	40	147
	8%	9%	9%	7%	13%	13%	10%	10%	10%	5%	12%	6%
4	737	43	31	189	17	35	62	30	27	41	43	219
	11%	14%	14%	11%	10%	13%	15%	14%	13%	10%	13%	9%
3	537	27	24	158	14	20	36	11	20	34	33	160
	8%	9%	11%	9%	9%	7%	9%	5%	9%	8%	10%	7%
2	631	38	17	196	13	21	34	9	17	52	37	197
	9%	12%	8%	11%	8%	8%	8%	4%	8%	12%	11%	8%
1 - not at all important	1888	83	62	619	36	70	89	33	44	170	92	590
	28%	27%	28%	36%	22%	25%	22%	16%	21%	40%	28%	24%
mean:	2.9	3.0	3.1	2.6	3.7	3.8	3.2	4.0	3.5	2.4	3.0	2.9
standard error:	0.03	0.12	0.15	0.05	0.18	0.14	0.11	0.17	0.16	0.10	0.11	0.05
not involved in purchasing	1455	49	37	233	21	25	92	55	37	65	31	810
decisions or supplier selections	22%	16%	17%	14%	13%	9%	23%	26%	18%	15%	9%	34%
no answer	248	10	6	71	4	3	15	7	10	13	21	88
	4%	3%	3%	4%	2%	1%	4%	3%	5%	3%	6%	4%

TABLE 062 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Conferences or Trade Shows

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
CONFERENCES OR TRADE SHOWS												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	828 12%	47 15%	55 25%	180 11%	31 19%	39 14%	59 15%	29 14%	34 16%	65 15%	55 17%	234 10%
6	1027 15%	68 22%	35 16%	270 16%	27 17%	45 16%	73 18%	27 13%	35 17%	72 17%	80 24%	295 12%
5	1043 16%	50 16%	37 17%	292 17%	32 20%	37 13%	57 14%	41 20%	34 16%	78 18%	55 17%	330 14%
4	915 14%	41 13%	24 11%	297 17%	24 15%	50 18%	53 13%	23 11%	20 9%	58 14%	49 15%	276 11%
3	420 6%	12 4%	12 5%	133 8%	5 3%	24 9%	27 7%	10 5%	13 6%	34 8%	18 5%	132 5%
2	335 5%	15 5%	8 4%	110 6%	10 6%	15 5%	17 4%	9 4%	16 8%	11 3%	12 4%	112 5%
1 - not at all important	475 7%	21 7%	10 5%	144 8%	8 5%	42 15%	17 4%	11 5%	15 7%	31 7%	15 5%	161 7%
mean: standard error:	4.6 0.03	4.9 0.11	5.2 0.13	4.4 0.05	4.9 0.15	4.3 0.13	4.9 0.10	4.8 0.14	4.7 0.15	4.8 0.10	5.0 0.10	4.5 0.05
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%
no answer	184 3%	5 2%	4 2%	53 3%	4 2%	3 1%	10 2%	5 2%	7 3%	13 3%	13 4%	67 3%

TABLE 063 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Product Information from the Manufacturer

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRODUCT INFORMATION FROM THE MANUFACTURER												
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
7 - very important	1733 26%	77 25%	107 48%	519 30%	55 34%	107 38%	134 33%	45 21%	60 28%	106 25%	81 25%	442 18%
6	1470 22%	86 28%	38 17%	448 26%	38 23%	67 24%	79 20%	37 18%	41 19%	121 28%	93 28%	422 17%
5	909 14%	50 16%	22 10%	242 14%	27 17%	42 15%	51 13%	33 16%	34 16%	60 14%	52 16%	296 12%
4	519 8%	23 7%	9 4%	132 8%	12 7%	22 8%	23 6%	17 8%	14 7%	41 10%	41 13%	185 8%
3	182 3%	8 3%	1 0%	33 2%	3 2%	8 3%	10 2%	6 3%	16 8%	9 2%	5 2%	83 3%
2	95 1%	6 2%	0 0%	19 1%	2 1%	5 2%	2 0%	8 4%	2 1%	4 1%	6 2%	41 2%
1 - not at all important	162 2%	6 2%	4 2%	46 3%	0 0%	2 1%	5 1%	5 2%	2 1%	10 2%	7 2%	75 3%
mean: standard error:	5.6 0.02	5.6 0.09	6.2 0.09	5.7 0.04	5.9 0.10	5.9 0.08	5.9 0.08	5.4 0.13	5.6 0.11	5.6 0.07	5.6 0.08	5.3 0.04
not involved in purchasing decisions or supplier selections	1455 22%	49 16%	37 17%	233 14%	21 13%	25 9%	92 23%	55 26%	37 18%	65 15%	31 9%	810 34%
no answer	157 2%	3 1%	4 2%	40 2%	4 2%	2 1%	9 2%	4 2%	5 2%	11 3%	12 4%	63 3%

TABLE 064 page 1

Helpfulness of Information in Purchasing Decisions: Helpful Summary

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
HELPFUL SUMMARY (rated 5, 6 or 7 on a 7-point scale where 7 = very helpful and 1 = not at all helpful)												
base: those involved in purchasing decisions/supplier selections (multiple answers)	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
new product information	4439 85%	235 91%	173 94%	1259 85%	126 89%	227 89%	271 87%	132 85%	151 87%	302 83%	253 85%	1310 82%
unique product features	4382 84%	229 88%	167 90%	1243 84%	131 93%	241 95%	267 85%	143 92%	154 89%	295 81%	240 81%	1272 79%
comparison to competitors: products	4041 77%	204 79%	141 76%	1103 75%	126 89%	216 85%	264 84%	118 76%	146 84%	273 75%	238 80%	1212 75%
comparison to competitors: value	4022 77%	199 77%	134 72%	1100 74%	126 89%	210 82%	264 84%	126 81%	144 83%	274 76%	243 82%	1202 75%
application stories	3330 64%	161 62%	107 58%	968 65%	96 68%	192 75%	172 55%	111 72%	118 68%	260 72%	177 60%	968 60%
customer testimonials	3018 58%	170 66%	86 46%	799 54%	86 61%	186 73%	195 62%	99 64%	122 70%	219 60%	163 55%	893 56%
market conditions	2875 55%	158 61%	106 57%	780 53%	76 54%	118 46%	188 60%	79 51%	87 50%	184 51%	223 75%	876 55%
company history	2680 51%	132 51%	81 44%	744 50%	79 56%	144 56%	141 45%	87 56%	91 52%	203 56%	173 58%	805 50%
product awards	2140 41%	117 45%	72 39%	588 40%	78 55%	109 43%	133 42%	80 52%	87 50%	144 40%	116 39%	616 38%
indicated at least one	4972 95%	248 96%	181 98%	1412 95%	138 98%	253 99%	300 96%	148 95%	168 97%	352 97%	285 96%	1487 93%
indicated none	255 5%	11 4%	4 2%	67 5%	3 2%	2 1%	13 4%	7 5%	6 3%	10 3%	12 4%	120 7%

TABLE 065 page 1

Helpfulness of Information in Purchasing Decisions: Not Helpful Summary

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
NOT HELPFUL SUMMARY (rated 1, 2 or 3 on a 7-point scale where 7 = very helpful and 1 = not at all helpful)												
base: those involved in purchasing decisions/supplier selections (multiple answers)	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
product awards	1613 31%	66 25%	63 34%	477 32%	31 22%	64 25%	79 25%	38 25%	46 26%	126 35%	93 31%	530 33%
company history	1213 23%	62 24%	63 34%	371 25%	28 20%	42 16%	82 26%	38 25%	40 23%	67 19%	52 18%	368 23%
customer testimonials	1023 20%	38 15%	54 29%	338 23%	18 13%	18 7%	55 18%	19 12%	22 13%	59 16%	68 23%	334 21%
market conditions	903 17%	37 14%	26 14%	279 19%	19 13%	50 20%	40 13%	32 21%	34 20%	88 24%	21 7%	277 17%
application stories	809 15%	42 16%	41 22%	220 15%	5 4%	19 7%	62 20%	16 10%	23 13%	36 10%	60 20%	285 18%
comparison to competitors: value	376 7%	19 7%	18 10%	115 8%	2 1%	21 8%	10 3%	10 6%	6 3%	30 8%	16 5%	129 8%
comparison to competitors: products	369 7%	18 7%	15 8%	115 8%	1 1%	15 6%	13 4%	10 6%	6 3%	26 7%	18 6%	132 8%
unique product features	240 5%	8 3%	5 3%	72 5%	3 2%	1 0%	14 4%	3 2%	5 3%	16 4%	15 5%	98 6%
new product information	186 4%	7 3%	1 1%	59 4%	4 3%	2 1%	7 2%	6 4%	7 4%	13 4%	8 3%	72 4%
indicated at least one	2688 51%	125 48%	107 58%	780 53%	62 44%	120 47%	154 49%	71 46%	88 51%	193 53%	147 49%	841 52%
indicated none	2539 49%	134 52%	78 42%	699 47%	79 56%	135 53%	159 51%	84 54%	86 49%	169 47%	150 51%	766 48%

TABLE 066 page 1

Helpfulness of Information in Purchasing Decisions: Mean Summary

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MEAN SUMMARY (7 = very helpful; 1 = not at all helpful)												
base: those involved in purchasing decisions/supplier selections rating each												
new product information	5.7	5.9	6.2	5.7	5.8	5.9	5.9	5.7	5.7	5.6	5.7	5.6
unique product features	5.7	5.9	6.1	5.7	6.0	6.1	5.9	5.9	5.9	5.6	5.6	5.6
comparison to competitors: value	5.4	5.4	5.4	5.3	5.8	5.6	5.7	5.6	5.7	5.3	5.5	5.4
comparison to competitors: products	5.4	5.4	5.4	5.3	5.7	5.7	5.6	5.5	5.7	5.3	5.5	5.4
application stories	4.9	4.9	4.8	5.0	5.3	5.3	4.7	5.2	5.1	5.2	4.6	4.8
customer testimonials	4.8	5.0	4.3	4.6	4.9	5.3	4.8	5.1	5.2	4.9	4.7	4.7
market conditions	4.7	4.9	4.9	4.6	4.6	4.5	4.8	4.5	4.6	4.5	5.3	4.7
company history	4.5	4.5	4.2	4.5	4.7	4.7	4.4	4.7	4.5	4.6	4.7	4.5
product awards	4.2	4.3	4.1	4.1	4.6	4.3	4.3	4.5	4.4	4.1	4.1	4.1

TABLE 067 page 1

Helpfulness of Information in Purchasing Decisions: Application Stories

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

	TOTAL	VERTICAL MARKETS										
		agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
APPLICATION STORIES												
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
7 - very helpful	850 16%	38 15%	36 19%	246 17%	35 25%	57 22%	37 12%	33 21%	35 20%	65 18%	29 10%	239 15%
6	1141 22%	60 23%	29 16%	344 23%	25 18%	65 25%	61 19%	39 25%	42 24%	102 28%	59 20%	315 20%
5	1339 26%	63 24%	42 23%	378 26%	36 26%	70 27%	74 24%	39 25%	41 24%	93 26%	89 30%	414 26%
4	940 18%	47 18%	32 17%	260 18%	37 26%	40 16%	68 22%	22 14%	27 16%	60 17%	54 18%	293 18%
3	401 8%	24 9%	18 10%	122 8%	3 2%	9 4%	30 10%	5 3%	10 6%	20 6%	29 10%	131 8%
2	225 4%	8 3%	14 8%	61 4%	0 0%	4 2%	18 6%	4 3%	6 3%	10 3%	16 5%	84 5%
1 - not at all helpful	183 4%	10 4%	9 5%	37 3%	2 1%	6 2%	14 4%	7 5%	7 4%	6 2%	15 5%	70 4%
mean: standard error:	4.9 0.02	4.9 0.10	4.8 0.13	5.0 0.04	5.3 0.11	5.3 0.09	4.7 0.09	5.2 0.13	5.1 0.12	5.2 0.07	4.6 0.09	4.8 0.04
no answer	148 3%	9 3%	5 3%	31 2%	3 2%	4 2%	11 4%	6 4%	6 3%	6 2%	6 2%	61 4%

TABLE 068 page 1

Helpfulness of Information in Purchasing Decisions: Company History

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
COMPANY HISTORY												
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
7 - very helpful	528 10%	19 7%	17 9%	134 9%	16 11%	28 11%	32 10%	23 15%	13 7%	39 11%	34 11%	173 11%
6	832 16%	48 19%	24 13%	226 15%	21 15%	50 20%	40 13%	25 16%	28 16%	50 14%	61 21%	259 16%
5	1320 25%	65 25%	40 22%	384 26%	42 30%	66 26%	69 22%	39 25%	50 29%	114 31%	78 26%	373 23%
4	1201 23%	59 23%	37 20%	330 22%	34 24%	66 26%	80 26%	25 16%	36 21%	84 23%	68 23%	382 24%
3	712 14%	38 15%	34 18%	226 15%	20 14%	25 10%	47 15%	23 15%	23 13%	39 11%	30 10%	207 13%
2	341 7%	19 7%	22 12%	106 7%	5 4%	9 4%	25 8%	8 5%	14 8%	21 6%	13 4%	99 6%
1 - not at all helpful	160 3%	5 2%	7 4%	39 3%	3 2%	8 3%	10 3%	7 5%	3 2%	7 2%	9 3%	62 4%
mean: standard error:	4.5 0.02	4.5 0.09	4.2 0.12	4.5 0.04	4.7 0.12	4.7 0.09	4.4 0.09	4.7 0.13	4.5 0.11	4.6 0.07	4.7 0.09	4.5 0.04
no answer	133 3%	6 2%	4 2%	34 2%	0 0%	3 1%	10 3%	5 3%	7 4%	8 2%	4 1%	52 3%

TABLE 069 page 1

Helpfulness of Information in Purchasing Decisions: Comparison to Competitors: Products

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
COMPARISON TO COMPETITORS: PRODUCTS												
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
7 - very helpful	1134 22%	51 20%	52 28%	275 19%	31 22%	80 31%	72 23%	39 25%	45 26%	68 19%	66 22%	355 22%
6	1496 29%	74 29%	43 23%	416 28%	57 40%	65 25%	111 35%	45 29%	49 28%	101 28%	95 32%	440 27%
5	1411 27%	79 31%	46 25%	412 28%	38 27%	71 28%	81 26%	34 22%	52 30%	104 29%	77 26%	417 26%
4	700 13%	31 12%	27 15%	233 16%	14 10%	23 9%	27 9%	22 14%	15 9%	54 15%	39 13%	215 13%
3	220 4%	8 3%	8 4%	80 5%	0 0%	11 4%	6 2%	4 3%	4 2%	15 4%	10 3%	74 5%
2	96 2%	6 2%	5 3%	28 2%	1 1%	2 1%	4 1%	2 1%	1 1%	5 1%	5 2%	37 2%
1 - not at all helpful	53 1%	4 2%	2 1%	7 0%	0 0%	2 1%	3 1%	4 3%	1 1%	6 2%	3 1%	21 1%
mean: standard error:	5.4 0.02	5.4 0.08	5.4 0.10	5.3 0.03	5.7 0.08	5.7 0.08	5.6 0.07	5.5 0.11	5.7 0.09	5.3 0.07	5.5 0.07	5.4 0.03
no answer	117 2%	6 2%	2 1%	28 2%	0 0%	1 0%	9 3%	5 3%	7 4%	9 2%	2 1%	48 3%

TABLE 070 page 1

Helpfulness of Information in Purchasing Decisions: Comparison to Competitors: Value

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
COMPARISON TO COMPETITORS: VALUE												
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
7 - very helpful	1145 22%	51 20%	51 28%	278 19%	35 25%	78 31%	81 26%	40 26%	42 24%	72 20%	65 22%	352 22%
6	1561 30%	86 33%	45 24%	433 29%	54 38%	68 27%	104 33%	50 32%	56 32%	94 26%	103 35%	468 29%
5	1316 25%	62 24%	38 21%	389 26%	37 26%	64 25%	79 25%	36 23%	46 26%	108 30%	75 25%	382 24%
4	695 13%	35 14%	29 16%	242 16%	12 9%	22 9%	29 9%	14 9%	17 10%	48 13%	33 11%	214 13%
3	216 4%	6 2%	11 6%	73 5%	1 1%	15 6%	4 1%	4 3%	5 3%	16 4%	9 3%	72 4%
2	103 2%	9 3%	5 3%	35 2%	1 1%	2 1%	3 1%	1 1%	1 1%	7 2%	5 2%	34 2%
1 - not at all helpful	57 1%	4 2%	2 1%	7 0%	0 0%	4 2%	3 1%	5 3%	0 0%	7 2%	2 1%	23 1%
mean: standard error:	5.4 0.02	5.4 0.08	5.4 0.11	5.3 0.03	5.8 0.08	5.6 0.08	5.7 0.07	5.6 0.11	5.7 0.08	5.3 0.07	5.5 0.07	5.4 0.03
no answer	134 3%	6 2%	4 2%	22 1%	1 1%	2 1%	10 3%	5 3%	7 4%	10 3%	5 2%	62 4%

TABLE 071 page 1

Helpfulness of Information in Purchasing Decisions: Customer Testimonials

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
CUSTOMER TESTIMONIALS												
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
7 - very helpful	719 14%	41 16%	18 10%	160 11%	16 11%	56 22%	42 13%	35 23%	32 18%	52 14%	45 15%	222 14%
6	1060 20%	68 26%	27 15%	292 20%	30 21%	57 22%	61 19%	35 23%	50 29%	76 21%	56 19%	308 19%
5	1239 24%	61 24%	41 22%	347 23%	40 28%	73 29%	92 29%	29 19%	40 23%	91 25%	62 21%	363 23%
4	1039 20%	45 17%	38 21%	307 21%	34 24%	49 19%	52 17%	32 21%	23 13%	73 20%	58 20%	328 20%
3	563 11%	17 7%	26 14%	195 13%	14 10%	14 5%	26 8%	9 6%	11 6%	37 10%	39 13%	175 11%
2	298 6%	14 5%	18 10%	98 7%	1 1%	2 1%	20 6%	7 5%	8 5%	12 3%	22 7%	96 6%
1 - not at all helpful	162 3%	7 3%	10 5%	45 3%	3 2%	2 1%	9 3%	3 2%	3 2%	10 3%	7 2%	63 4%
mean: standard error:	4.8 0.02	5.0 0.10	4.3 0.12	4.6 0.04	4.9 0.11	5.3 0.08	4.8 0.09	5.1 0.13	5.2 0.11	4.9 0.08	4.7 0.09	4.7 0.04
no answer	147 3%	6 2%	7 4%	35 2%	3 2%	2 1%	11 4%	5 3%	7 4%	11 3%	8 3%	52 3%

TABLE 072 page 1

Helpfulness of Information in Purchasing Decisions: Market Conditions

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MARKET CONDITIONS												
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
7 - very helpful	557 11%	35 14%	30 16%	127 9%	13 9%	19 7%	31 10%	15 10%	18 10%	30 8%	55 19%	184 11%
6	1010 19%	57 22%	37 20%	266 18%	17 12%	44 17%	71 23%	26 17%	31 18%	64 18%	82 28%	315 20%
5	1308 25%	66 25%	39 21%	387 26%	46 33%	55 22%	86 27%	38 25%	38 22%	90 25%	86 29%	377 23%
4	1292 25%	57 22%	48 26%	383 26%	43 30%	86 34%	74 24%	38 25%	47 27%	81 22%	46 15%	389 24%
3	521 10%	23 9%	21 11%	157 11%	10 7%	31 12%	23 7%	16 10%	16 9%	57 16%	11 4%	156 10%
2	223 4%	4 2%	2 1%	76 5%	5 4%	9 4%	7 2%	6 4%	12 7%	20 6%	4 1%	78 5%
1 - not at all helpful	159 3%	10 4%	3 2%	46 3%	4 3%	10 4%	10 3%	10 6%	6 3%	11 3%	6 2%	43 3%
mean: standard error:	4.7 0.02	4.9 0.09	4.9 0.10	4.6 0.04	4.6 0.11	4.5 0.09	4.8 0.08	4.5 0.13	4.6 0.12	4.5 0.08	5.3 0.08	4.7 0.04
no answer	157 3%	7 3%	5 3%	37 3%	3 2%	1 0%	11 4%	6 4%	6 3%	9 2%	7 2%	65 4%

TABLE 073 page 1

Helpfulness of Information in Purchasing Decisions: New Product Information

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
NEW PRODUCT INFORMATION												
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
7 - very helpful	1475 28%	90 35%	93 50%	404 27%	42 30%	78 31%	96 31%	41 26%	46 26%	91 25%	81 27%	413 26%
6	1784 34%	86 33%	53 29%	518 35%	51 36%	95 37%	124 40%	50 32%	59 34%	111 31%	109 37%	528 33%
5	1180 23%	59 23%	27 15%	337 23%	33 23%	54 21%	51 16%	41 26%	46 26%	100 28%	63 21%	369 23%
4	480 9%	14 5%	9 5%	130 9%	10 7%	24 9%	24 8%	12 8%	12 7%	38 10%	31 10%	176 11%
3	101 2%	2 1%	1 1%	41 3%	3 2%	2 1%	3 1%	1 1%	4 2%	9 2%	3 1%	32 2%
2	46 1%	3 1%	0 0%	12 1%	0 0%	0 0%	2 1%	2 1%	3 2%	0 0%	2 1%	22 1%
1 - not at all helpful	39 1%	2 1%	0 0%	6 0%	1 1%	0 0%	2 1%	3 2%	0 0%	4 1%	3 1%	18 1%
mean: standard error:	5.7 0.02	5.9 0.07	6.2 0.07	5.7 0.03	5.8 0.09	5.9 0.06	5.9 0.06	5.7 0.10	5.7 0.09	5.6 0.06	5.7 0.07	5.6 0.03
no answer	122 2%	3 1%	2 1%	31 2%	1 1%	2 1%	11 4%	5 3%	4 2%	9 2%	5 2%	49 3%

TABLE 074 page 1

Helpfulness of Information in Purchasing Decisions: Product Awards

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

	TOTAL	VERTICAL MARKETS										
		agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
PRODUCT AWARDS												
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
7 - very helpful	376 7%	16 6%	14 8%	84 6%	15 11%	16 6%	27 9%	20 13%	13 7%	24 7%	22 7%	125 8%
6	671 13%	34 13%	29 16%	188 13%	16 11%	41 16%	41 13%	25 16%	32 18%	38 10%	36 12%	191 12%
5	1093 21%	67 26%	29 16%	316 21%	47 33%	52 20%	65 21%	35 23%	42 24%	82 23%	58 20%	300 19%
4	1305 25%	69 27%	44 24%	372 25%	30 21%	79 31%	90 29%	31 20%	35 20%	83 23%	80 27%	392 24%
3	809 15%	36 14%	28 15%	240 16%	19 13%	35 14%	35 11%	15 10%	20 11%	77 21%	48 16%	256 16%
2	498 10%	17 7%	20 11%	144 10%	9 6%	19 7%	28 9%	12 8%	17 10%	36 10%	28 9%	168 10%
1 - not at all helpful	306 6%	13 5%	15 8%	93 6%	3 2%	10 4%	16 5%	11 7%	9 5%	13 4%	17 6%	106 7%
mean: standard error:	4.2 0.02	4.3 0.09	4.1 0.13	4.1 0.04	4.6 0.12	4.3 0.09	4.3 0.09	4.5 0.14	4.4 0.12	4.1 0.08	4.1 0.09	4.1 0.04
no answer	169 3%	7 3%	6 3%	42 3%	2 1%	3 1%	11 4%	6 4%	6 3%	9 2%	8 3%	69 4%

TABLE 075 page 1

Helpfulness of Information in Purchasing Decisions: Unique Product Features

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
UNIQUE PRODUCT FEATURES												
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
7 - very helpful	1469 28%	82 32%	84 45%	396 27%	50 35%	96 38%	111 35%	49 32%	54 31%	81 22%	81 27%	385 24%
6	1804 35%	96 37%	59 32%	510 34%	54 38%	93 36%	100 32%	57 37%	71 41%	130 36%	87 29%	547 34%
5	1109 21%	51 20%	24 13%	337 23%	27 19%	52 20%	56 18%	37 24%	29 17%	84 23%	72 24%	340 21%
4	461 9%	14 5%	9 5%	127 9%	7 5%	11 4%	20 6%	5 3%	10 6%	43 12%	35 12%	180 11%
3	130 2%	3 1%	2 1%	46 3%	2 1%	0 0%	10 3%	1 1%	2 1%	10 3%	7 2%	47 3%
2	62 1%	1 0%	3 2%	17 1%	0 0%	1 0%	3 1%	0 0%	2 1%	1 0%	5 2%	29 2%
1 - not at all helpful	48 1%	4 2%	0 0%	9 1%	1 1%	0 0%	1 0%	2 1%	1 1%	5 1%	3 1%	22 1%
mean: standard error:	5.7 0.02	5.9 0.07	6.1 0.08	5.7 0.03	6.0 0.09	6.1 0.06	5.9 0.07	5.9 0.09	5.9 0.08	5.6 0.06	5.6 0.07	5.6 0.03
no answer	144 3%	8 3%	4 2%	37 3%	0 0%	2 1%	12 4%	4 3%	5 3%	8 2%	7 2%	57 4%

TABLE 076 page 1

Proportion Researching New Products/Equipment/Services/Suppliers During Work Hours

7. Do you ever research new products, equipment, services, and suppliers for work during standard business hours?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
yes	4913 94%	241 93%	183 99%	1411 95%	139 99%	245 96%	298 95%	139 90%	161 93%	349 96%	282 95%	1465 91%
no	240 5%	17 7%	2 1%	46 3%	1 1%	10 4%	8 3%	12 8%	8 5%	9 2%	10 3%	117 7%
no answer	74 1%	1 0%	0 0%	22 1%	1 1%	0 0%	7 2%	4 3%	5 3%	4 1%	5 2%	25 2%

TABLE 077 page 1

Proportion Using Own Personal Mobile Device to Research New Products/Equipment/Services/Suppliers

8. Do you ever use your own personal mobile device to do research on new products, equipment, services and suppliers for work?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
base: those involved in purchasing decisions/supplier selections	5227 100%	259 100%	185 100%	1479 100%	141 100%	255 100%	313 100%	155 100%	174 100%	362 100%	297 100%	1607 100%
yes	2781 53%	133 51%	109 59%	754 51%	96 68%	156 61%	150 48%	116 75%	97 56%	142 39%	146 49%	882 55%
no	2367 45%	120 46%	74 40%	709 48%	44 31%	99 39%	154 49%	36 23%	73 42%	217 60%	147 49%	694 43%
no answer	79 2%	6 2%	2 1%	16 1%	1 1%	0 0%	9 3%	3 2%	4 2%	3 1%	4 1%	31 2%

TABLE 078 page 1

Devices Provided by Company for Business Use

9. Which of these does your company provide for your business use?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
smartphone	1790 27%	76 25%	46 21%	587 34%	42 26%	68 24%	98 24%	31 15%	48 23%	140 33%	97 30%	557 23%
tablet	335 5%	20 6%	13 6%	73 4%	13 8%	17 6%	23 6%	45 21%	13 6%	7 2%	14 4%	97 4%
both	1026 15%	36 12%	49 22%	306 18%	37 23%	56 20%	54 13%	49 23%	45 21%	41 10%	62 19%	291 12%
neither	3496 52%	175 57%	113 51%	740 43%	68 42%	138 49%	230 57%	85 40%	105 50%	239 56%	152 46%	1451 60%
no answer	35 1%	1 0%	1 0%	6 0%	2 1%	1 0%	0 0%	0 0%	0 0%	0 0%	3 1%	21 1%

TABLE 079 page 1

Devices Used for Business

10. Which of these do you use for business, whether or not your company provides it for you?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
smartphone	2126 32%	84 27%	58 26%	588 34%	46 28%	90 32%	133 33%	36 17%	59 28%	149 35%	101 31%	782 32%
tablet	497 7%	29 9%	16 7%	111 6%	14 9%	22 8%	31 8%	28 13%	10 5%	26 6%	27 8%	183 8%
both	1945 29%	71 23%	90 41%	476 28%	72 44%	90 32%	117 29%	110 52%	79 37%	70 16%	97 30%	673 28%
neither	2069 31%	123 40%	58 26%	526 31%	30 19%	78 28%	121 30%	35 17%	63 30%	178 42%	101 31%	756 31%
no answer	45 1%	1 0%	0 0%	11 1%	0 0%	0 0%	3 1%	1 0%	0 0%	4 1%	2 1%	23 1%

TABLE 080 page 1

Net: Devices Provided by Company/Used for Business

9. Which of these does your company provide for your business use? 10. Which of these do you use for business, whether or not your company provides it for you?

	TOTAL	VERTICAL MARKETS agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
smartphone	2139 32%	85 28%	58 26%	593 35%	45 28%	91 33%	132 33%	35 17%	57 27%	157 37%	99 30%	787 33%
tablet	422 6%	26 8%	14 6%	95 6%	11 7%	18 6%	25 6%	27 13%	6 3%	21 5%	23 7%	156 6%
both	2134 32%	78 25%	95 43%	519 30%	76 47%	98 35%	134 33%	116 55%	89 42%	86 20%	109 33%	734 30%
neither	1973 30%	118 38%	55 25%	501 29%	30 19%	73 26%	114 28%	32 15%	59 28%	163 38%	97 30%	731 30%
no answer	14 0%	1 0%	0 0%	4 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	9 0%

TABLE 081 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Agree Summary

11. What is your level of agreement with each of these statements about industry-related media?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
AGREE SUMMARY (rated +1, +2 or +3 on a 7-point scale where +3 = agree strongly and -3 = disagree strongly)												
base: those who use a tablet or smartphone for business (multiple answers)	4568 100%	184 100%	164 100%	1175 100%	132 100%	202 100%	281 100%	174 100%	148 100%	245 100%	225 100%	1638 100%
I would engage with industry content using a smartphone or tablet more than I do now if publishers...												
created an optimized version of their website that is easily viewed and navigated on a smartphone or tablet	3410 75%	132 72%	140 85%	864 74%	92 70%	156 77%	229 81%	138 79%	112 76%	165 67%	152 68%	1230 75%
offered me the digital version of a magazine at no additional cost	3320 73%	128 70%	131 80%	804 68%	103 78%	159 79%	224 80%	142 82%	123 83%	153 62%	151 67%	1202 73%
made their existing digital magazines more valuable by offering interactive features like videos, slideshows, audio clips, and more	2872 63%	117 64%	99 60%	733 62%	95 72%	141 70%	196 70%	125 72%	99 67%	151 62%	132 59%	984 60%
made their existing digital magazines more valuable by offering unique content that doesn't exist in the printed version such as additional photos, extended articles, and extra articles	2699 59%	109 59%	103 63%	665 57%	91 69%	127 63%	182 65%	113 65%	95 64%	130 53%	130 58%	954 58%
made more of their printed publications available as digital apps for download on Apple's Newsstand or other leading online newsstands	2073 45%	76 41%	76 46%	497 42%	71 54%	87 43%	132 47%	98 56%	66 45%	90 37%	101 45%	779 48%
indicated at least one	3905 85%	155 84%	148 90%	995 85%	113 86%	186 92%	251 89%	154 89%	131 89%	202 82%	179 80%	1391 85%
indicated none	663 15%	29 16%	16 10%	180 15%	19 14%	16 8%	30 11%	20 11%	17 11%	43 18%	46 20%	247 15%

TABLE 082 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Disagree Summary

11. What is your level of agreement with each of these statements about industry-related media?

	TOTAL	VERTICAL MARKETS agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
DISAGREE SUMMARY (rated -1, -2 or -3 on a 7-point scale where +3 = agree strongly and -3 = disagree strongly)												
base: those who use a tablet or smartphone for business (multiple answers)	4568 100%	184 100%	164 100%	1175 100%	132 100%	202 100%	281 100%	174 100%	148 100%	245 100%	225 100%	1638 100%
I would engage with industry content using a smartphone or tablet more than I do now if publishers...												
made more of their printed publications available as digital apps for download on Apple's Newsstand or other leading online newsstands	1274 28%	50 27%	41 25%	362 31%	27 20%	64 32%	73 26%	36 21%	41 28%	85 35%	62 28%	433 26%
made their existing digital magazines more valuable by offering unique content that doesn't exist in the printed version such as additional photos, extended articles, and extra articles	858 19%	34 18%	28 17%	250 21%	17 13%	41 20%	35 12%	21 12%	29 20%	51 21%	41 18%	311 19%
made their existing digital magazines more valuable by offering interactive features like videos, slideshows, audio clips, and more	739 16%	27 15%	25 15%	200 17%	11 8%	28 14%	38 14%	21 12%	18 12%	42 17%	40 18%	289 18%
offered me the digital version of a magazine at no additional cost	512 11%	22 12%	13 8%	166 14%	12 9%	17 8%	21 7%	11 6%	11 7%	42 17%	29 13%	168 10%
created an optimized version of their website that is easily viewed and navigated on a smartphone or tablet	455 10%	19 10%	12 7%	127 11%	12 9%	13 6%	19 7%	15 9%	11 7%	38 16%	35 16%	154 9%
indicated at least one	1628 36%	61 33%	54 33%	462 39%	35 27%	72 36%	97 35%	43 25%	52 35%	98 40%	73 32%	581 35%
indicated none	2940 64%	123 67%	110 67%	713 61%	97 73%	130 64%	184 65%	131 75%	96 65%	147 60%	152 68%	1057 65%

TABLE 083 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Mean Summary

11. What is your level of agreement with each of these statements about industry-related media?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
MEAN SUMMARY (+3 = agree strongly; -3 = disagree strongly)												
base: those who use a tablet or smartphone for business rating each												
I would engage with industry content using a smartphone or tablet more than I do now if publishers...												
created an optimized version of their website that is easily viewed and navigated on a smartphone or tablet	1.4	1.3	1.7	1.3	1.3	1.6	1.7	1.6	1.6	1.0	1.1	1.5
offered me the digital version of a magazine at no additional cost	1.4	1.2	1.7	1.2	1.6	1.7	1.7	1.8	1.7	0.9	1.1	1.4
made their existing digital magazines more valuable by offering interactive features like videos, slideshows, audio clips, and more	0.8	0.9	0.9	0.8	1.2	1.1	1.1	1.2	1.0	0.7	0.7	0.8
made their existing digital magazines more valuable by offering unique content that doesn't exist in the printed version such as additional photos, extended articles, and extra articles	0.7	0.7	0.9	0.6	1.1	0.8	0.9	1.0	0.8	0.5	0.6	0.7
made more of their printed publications available as digital apps for download on Apple's Newsstand or other leading online newsstands	0.2	0.2	0.3	0.1	0.5	0.1	0.3	0.7	0.2	-0.2	0.2	0.3

TABLE 084 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Made More of Their Printed Publications Available As Digital Apps for Download on Apple's Newsstand or Other Leading Online Newsstands

11. What is your level of agreement with each of these statements about industry-related media?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
I WOULD ENGAGE WITH INDUSTRY CONTENT USING A SMARTPHONE OR TABLET MORE THAN I DO NOW IF PUBLISHERS MADE MORE OF THEIR PRINTED PUBLICATIONS AVAILABLE AS DIGITAL APPS FOR DOWNLOAD ON APPLE'S NEWSSTAND OR OTHER LEADING ONLINE NEWSSTANDS												
base: those who use a tablet or smartphone for business	4568 100%	184 100%	164 100%	1175 100%	132 100%	202 100%	281 100%	174 100%	148 100%	245 100%	225 100%	1638 100%
+3 - agree strongly	456 10%	16 9%	21 13%	99 8%	10 8%	18 9%	24 9%	31 18%	17 11%	9 4%	19 8%	192 12%
+2	692 15%	30 16%	21 13%	168 14%	31 23%	28 14%	45 16%	30 17%	22 15%	32 13%	32 14%	253 15%
+1	925 20%	30 16%	34 21%	230 20%	30 23%	41 20%	63 22%	37 21%	27 18%	49 20%	50 22%	334 20%
0	1168 26%	56 30%	44 27%	307 26%	33 25%	49 24%	73 26%	37 21%	38 26%	66 27%	60 27%	405 25%
-1	393 9%	16 9%	7 4%	121 10%	6 5%	17 8%	23 8%	13 7%	11 7%	29 12%	20 9%	130 8%
-2	419 9%	19 10%	21 13%	116 10%	12 9%	20 10%	23 8%	11 6%	14 9%	20 8%	21 9%	142 9%
-3 - disagree strongly	462 10%	15 8%	13 8%	125 11%	9 7%	27 13%	27 10%	12 7%	16 11%	36 15%	21 9%	161 10%
mean: standard error:	0.2 0.03	0.2 0.12	0.3 0.14	0.1 0.05	0.5 0.14	0.1 0.13	0.3 0.10	0.7 0.13	0.2 0.15	-0.2 0.11	0.2 0.11	0.3 0.04
no answer	53 1%	2 1%	3 2%	9 1%	1 1%	2 1%	3 1%	3 2%	3 2%	4 2%	2 1%	21 1%

Agreement with Statements on Smartphone/Tablet Engagement: Made Their Existing Digital Magazines More Valuable by Offering Unique Content that Doesn't Exist in the Printed Version Such As Additional Photos, Extended Articles, and Extra Articles

11. What is your level of agreement with each of these statements about industry-related media?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
I WOULD ENGAGE WITH INDUSTRY CONTENT USING A SMARTPHONE OR TABLET MORE THAN I DO NOW IF PUBLISHERS MADE THEIR EXISTING DIGITAL MAGAZINES MORE VALUABLE BY OFFERING UNIQUE CONTENT THAT DOESN'T EXIST IN THE PRINTED VERSION SUCH AS ADDITIONAL PHOTOS, EXTENDED ARTICLES, AND EXTRA ARTICLES												
base: those who use a tablet or smartphone for business	4568	184	164	1175	132	202	281	174	148	245	225	1638
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
+3 - agree strongly	619	27	33	151	28	30	35	36	27	26	26	200
	14%	15%	20%	13%	21%	15%	12%	21%	18%	11%	12%	12%
+2	929	37	32	216	30	46	78	35	32	44	39	340
	20%	20%	20%	18%	23%	23%	28%	20%	22%	18%	17%	21%
+1	1151	45	38	298	33	51	69	42	36	60	65	414
	25%	24%	23%	25%	25%	25%	25%	24%	24%	24%	29%	25%
0	958	38	30	250	24	32	61	39	21	62	50	351
	21%	21%	18%	21%	18%	16%	22%	22%	14%	25%	22%	21%
-1	314	8	9	103	3	20	15	7	9	14	10	116
	7%	4%	5%	9%	2%	10%	5%	4%	6%	6%	4%	7%
-2	265	15	10	73	8	9	9	5	11	15	14	96
	6%	8%	6%	6%	6%	4%	3%	3%	7%	6%	6%	6%
-3 - disagree strongly	279	11	9	74	6	12	11	9	9	22	17	99
	6%	6%	5%	6%	5%	6%	4%	5%	6%	9%	8%	6%
mean:	0.7	0.7	0.9	0.6	1.1	0.8	0.9	1.0	0.8	0.5	0.6	0.7
standard error:	0.02	0.13	0.13	0.05	0.14	0.12	0.09	0.12	0.14	0.11	0.11	0.04
no answer	53	3	3	10	0	2	3	1	3	2	4	22
	1%	2%	2%	1%	0%	1%	1%	1%	2%	1%	2%	1%

Agreement with Statements on Smartphone/Tablet Engagement: Made Their Existing Digital Magazines More Valuable by Offering Interactive Features Like Videos, Slideshows, Audio Clips, and More

11. What is your level of agreement with each of these statements about industry-related media?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
I WOULD ENGAGE WITH INDUSTRY CONTENT USING A SMARTPHONE OR TABLET MORE THAN I DO NOW IF PUBLISHERS MADE THEIR EXISTING DIGITAL MAGAZINES MORE VALUABLE BY OFFERING INTERACTIVE FEATURES LIKE VIDEOS, SLIDESHOWS, AUDIO CLIPS, AND MORE												
base: those who use a tablet or smartphone for business	4568 100%	184 100%	164 100%	1175 100%	132 100%	202 100%	281 100%	174 100%	148 100%	245 100%	225 100%	1638 100%
+3 - agree strongly	671 15%	25 14%	32 20%	166 14%	25 19%	41 20%	45 16%	47 27%	26 18%	28 11%	23 10%	213 13%
+2	1057 23%	43 23%	38 23%	263 22%	34 26%	52 26%	75 27%	38 22%	34 23%	54 22%	50 22%	376 23%
+1	1144 25%	49 27%	29 18%	304 26%	36 27%	48 24%	76 27%	40 23%	39 26%	69 28%	59 26%	395 24%
0	898 20%	38 21%	38 23%	228 19%	25 19%	31 15%	41 15%	27 16%	28 19%	48 20%	49 22%	345 21%
-1	273 6%	7 4%	5 3%	79 7%	2 2%	13 6%	15 5%	8 5%	5 3%	11 4%	15 7%	113 7%
-2	207 5%	12 7%	10 6%	53 5%	3 2%	7 3%	14 5%	6 3%	7 5%	12 5%	6 3%	77 5%
-3 - disagree strongly	259 6%	8 4%	10 6%	68 6%	6 5%	8 4%	9 3%	7 4%	6 4%	19 8%	19 8%	99 6%
mean: standard error:	0.8 0.02	0.9 0.12	0.9 0.13	0.8 0.05	1.2 0.13	1.1 0.11	1.1 0.09	1.2 0.12	1.0 0.13	0.7 0.11	0.7 0.11	0.8 0.04
no answer	59 1%	2 1%	2 1%	14 1%	1 1%	2 1%	6 2%	1 1%	3 2%	4 2%	4 2%	20 1%

TABLE 087 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Offered Me the Digital Version of a Magazine at No Additional Cost

11. What is your level of agreement with each of these statements about industry-related media?

	TOTAL	VERTICAL MARKETS agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
I WOULD ENGAGE WITH INDUSTRY CONTENT USING A SMARTPHONE OR TABLET MORE THAN I DO NOW IF PUBLISHERS OFFERED ME THE DIGITAL VERSION OF A MAGAZINE AT NO ADDITIONAL COST												
base: those who use a tablet or smartphone for business	4568 100%	184 100%	164 100%	1175 100%	132 100%	202 100%	281 100%	174 100%	148 100%	245 100%	225 100%	1638 100%
+3 - agree strongly	1442 32%	46 25%	68 41%	324 28%	50 38%	79 39%	108 38%	75 43%	60 41%	50 20%	51 23%	531 32%
+2	1058 23%	44 24%	35 21%	272 23%	37 28%	45 22%	68 24%	42 24%	34 23%	53 22%	48 21%	380 23%
+1	820 18%	38 21%	28 17%	208 18%	16 12%	35 17%	48 17%	25 14%	29 20%	50 20%	52 23%	291 18%
0	675 15%	32 17%	19 12%	188 16%	17 13%	22 11%	32 11%	18 10%	10 7%	47 19%	41 18%	249 15%
-1	154 3%	7 4%	2 1%	57 5%	2 2%	6 3%	8 3%	2 1%	1 1%	10 4%	8 4%	51 3%
-2	138 3%	7 4%	5 3%	40 3%	5 4%	4 2%	5 2%	2 1%	2 1%	10 4%	6 3%	52 3%
-3 - disagree strongly	220 5%	8 4%	6 4%	69 6%	5 4%	7 3%	8 3%	7 4%	8 5%	22 9%	15 7%	65 4%
mean: standard error:	1.4 0.02	1.2 0.12	1.7 0.12	1.2 0.05	1.6 0.14	1.7 0.11	1.7 0.09	1.8 0.12	1.7 0.13	0.9 0.12	1.1 0.11	1.4 0.04
no answer	61 1%	2 1%	1 1%	17 1%	0 0%	4 2%	4 1%	3 2%	4 3%	3 1%	4 2%	19 1%

TABLE 088 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Created an Optimized Version of Their Website that Is Easily Viewed and Navigated on a Smartphone or Tablet

11. What is your level of agreement with each of these statements about industry-related media?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
I WOULD ENGAGE WITH INDUSTRY CONTENT USING A SMARTPHONE OR TABLET MORE THAN I DO NOW IF PUBLISHERS CREATED AN OPTIMIZED VERSION OF THEIR WEBSITE THAT IS EASILY VIEWED AND NAVIGATED ON A SMARTPHONE OR TABLET												
base: those who use a tablet or smartphone for business	4568 100%	184 100%	164 100%	1175 100%	132 100%	202 100%	281 100%	174 100%	148 100%	245 100%	225 100%	1638 100%
+3 - agree strongly	1409 31%	45 24%	70 43%	337 29%	37 28%	78 39%	93 33%	65 37%	53 36%	50 20%	56 25%	525 32%
+2	1091 24%	47 26%	31 19%	285 24%	28 21%	38 19%	84 30%	43 25%	41 28%	53 22%	44 20%	397 24%
+1	910 20%	40 22%	39 24%	242 21%	27 20%	40 20%	52 19%	30 17%	18 12%	62 25%	52 23%	308 19%
0	642 14%	31 17%	11 7%	172 15%	27 20%	30 15%	28 10%	19 11%	22 15%	39 16%	34 15%	229 14%
-1	160 4%	9 5%	3 2%	43 4%	4 3%	3 1%	11 4%	3 2%	3 2%	17 7%	11 5%	53 3%
-2	127 3%	3 2%	4 2%	34 3%	4 3%	2 1%	4 1%	4 2%	4 3%	12 5%	8 4%	48 3%
-3 - disagree strongly	168 4%	7 4%	5 3%	50 4%	4 3%	8 4%	4 1%	8 5%	4 3%	9 4%	16 7%	53 3%
mean: standard error:	1.4 0.02	1.3 0.11	1.7 0.12	1.3 0.05	1.3 0.13	1.6 0.11	1.7 0.08	1.6 0.12	1.6 0.13	1.0 0.10	1.1 0.12	1.5 0.04
no answer	61 1%	2 1%	1 1%	12 1%	1 1%	3 1%	5 2%	2 1%	3 2%	3 1%	4 2%	25 2%

TABLE 089 page 1

Actions Taken Due to Smartphone/Tablet Ads

12. What actions have you taken in the past six months as a result of seeing an industry-related advertisement on a smartphone or tablet?

		VERTICAL MARKETS										
	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
researched a product	2942 44%	107 35%	108 49%	783 46%	95 59%	155 55%	165 41%	137 65%	100 47%	131 31%	131 40%	1030 43%
clicked on the ad	2122 32%	78 25%	70 32%	548 32%	75 46%	99 35%	135 33%	106 50%	70 33%	92 22%	90 27%	759 31%
purchased a product	1506 23%	64 21%	50 23%	404 24%	55 34%	95 34%	72 18%	66 31%	68 32%	51 12%	64 20%	517 21%
shopped in a retail store	1190 18%	35 11%	41 18%	306 18%	46 28%	76 27%	47 12%	57 27%	41 19%	30 7%	38 12%	473 20%
other	216 3%	5 2%	4 2%	55 3%	12 7%	16 6%	19 5%	7 3%	10 5%	14 3%	7 2%	67 3%
indicated at least one	3452 52%	129 42%	121 55%	894 52%	108 67%	167 60%	198 49%	154 73%	116 55%	160 37%	159 48%	1246 52%
no actions taken	1090 16%	54 18%	42 19%	276 16%	22 14%	35 13%	81 20%	19 9%	31 15%	84 20%	65 20%	381 16%
do not use tablet/smartphone for business	2069 31%	123 40%	58 26%	526 31%	30 19%	78 28%	121 30%	35 17%	63 30%	178 42%	101 31%	756 31%
no answer	71 1%	2 1%	1 0%	16 1%	2 1%	0 0%	5 1%	2 1%	1 0%	5 1%	3 1%	34 1%

TABLE 090 page 1

Actions Taken Due to Work-Related Social Media

13. What actions have you taken in the past six months as a result of using work-related social media?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
"liked" a company	1763 26%	109 35%	88 40%	351 21%	72 44%	141 50%	115 28%	95 45%	91 43%	66 15%	80 24%	555 23%
followed a company	1712 26%	85 28%	78 35%	329 19%	69 43%	121 43%	110 27%	73 35%	81 38%	72 17%	94 29%	600 25%
commented on a post	1570 23%	89 29%	66 30%	317 19%	63 39%	127 45%	107 26%	94 45%	89 42%	71 17%	64 20%	483 20%
shared a work-related post	1223 18%	61 20%	46 21%	232 14%	56 35%	92 33%	82 20%	75 36%	61 29%	50 12%	47 14%	421 17%
recommended a company	1202 18%	61 20%	58 26%	240 14%	48 30%	94 34%	67 17%	54 26%	60 28%	57 13%	63 19%	400 17%
other	240 4%	19 6%	8 4%	46 3%	11 7%	17 6%	19 5%	13 6%	11 5%	9 2%	8 2%	79 3%
indicated at least one	3101 46%	159 52%	117 53%	661 39%	105 65%	186 66%	207 51%	139 66%	140 66%	144 34%	159 48%	1084 45%
no actions taken	1630 24%	70 23%	50 23%	489 29%	25 15%	42 15%	79 20%	28 13%	34 16%	133 31%	93 28%	587 24%
did not engage in work-related social media in the past six months	1916 29%	76 25%	54 24%	553 32%	30 19%	52 19%	117 29%	42 20%	37 18%	148 35%	74 23%	733 30%
no answer	35 1%	3 1%	1 0%	9 1%	2 1%	0 0%	2 0%	1 0%	0 0%	2 0%	2 1%	13 1%

TABLE 091 page 1

Actions Taken Due to Watching a Business/Work-Related Video

14. What actions have you taken in the past six months as a result of watching a business or work-related video?

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
base: all respondents (multiple answers)	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
researched a product	3546 53%	172 56%	127 57%	949 55%	113 70%	214 76%	199 49%	126 60%	124 59%	236 55%	168 51%	1118 46%
visited a vendor site or contacted a vendor for more information	3051 46%	150 49%	121 55%	850 50%	101 62%	175 63%	201 50%	117 56%	117 55%	186 44%	142 43%	891 37%
purchased a product	1704 26%	85 28%	61 27%	416 24%	60 37%	134 48%	86 21%	72 34%	81 38%	62 15%	88 27%	559 23%
added a vendor to short list	1170 18%	54 18%	55 25%	305 18%	49 30%	71 25%	81 20%	41 20%	39 18%	65 15%	59 18%	351 15%
shopped in a retail store	1044 16%	46 15%	35 16%	237 14%	41 25%	89 32%	36 9%	46 22%	43 20%	24 6%	36 11%	411 17%
other	239 4%	11 4%	4 2%	50 3%	7 4%	16 6%	17 4%	13 6%	13 6%	12 3%	9 3%	87 4%
indicated at least one	4579 69%	215 70%	152 68%	1221 71%	135 83%	235 84%	283 70%	159 76%	159 75%	290 68%	221 67%	1509 62%
no actions taken	1269 19%	53 17%	48 22%	305 18%	17 10%	28 10%	67 17%	21 10%	28 13%	92 22%	71 22%	539 22%
have not watched a business or work-related video in the past six months	797 12%	38 12%	21 9%	174 10%	9 6%	17 6%	53 13%	29 14%	23 11%	43 10%	33 10%	357 15%
no answer	37 1%	2 1%	1 0%	12 1%	1 1%	0 0%	2 0%	1 0%	1 0%	2 0%	3 1%	12 0%

TABLE 092 page 1

Markets Responding

	TOTAL	VERTICAL MARKETS: agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
Agriculture:	308 5%	308 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: GPN: Greenhouse Product News (horticulture)	173 3%	173 56%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: Lawn & Garden Retailer (horticulture)	128 2%	128 42%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Agriculture: unknown	7 0%	7 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Architecture, Design, Lighting:	222 3%	0 0%	222 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: Residential Lighting (lighting for the home)	147 2%	0 0%	147 66%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: Home Fashion Forecast (home furnishings)	75 1%	0 0%	75 34%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Building, Engineering, Construction:	1712 26%	0 0%	0 0%	1712 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: Building Design+Construction (commercial building)	455 7%	0 0%	0 0%	455 27%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: Professional Builder (residential building)	437 7%	0 0%	0 0%	437 26%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: Professional Remodeler (residential remodeling)	282 4%	0 0%	0 0%	282 16%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: Construction Equipment (construction)	275 4%	0 0%	0 0%	275 16%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: Roads & Bridges (infrastructure)	263 4%	0 0%	0 0%	263 15%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Business, Advertising & Marketing: New Bay Media	162 2%	0 0%	0 0%	0 0%	162 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Electronic Engineering	280 4%	0 0%	0 0%	0 0%	0 0%	280 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Healthcare:	405 6%	0 0%	0 0%	0 0%	0 0%	0 0%	405 100%	0 0%	0 0%	0 0%	0 0%	0 0%

TABLE 092 page 2

Markets Responding

	TOTAL	VERTICAL MARKETS agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
United: HME News	203 3%	0 0%	0 0%	0 0%	0 0%	0 0%	203 50%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: Imaging Technology News (healthcare)	74 1%	0 0%	0 0%	0 0%	0 0%	0 0%	74 18%	0 0%	0 0%	0 0%	0 0%	0 0%
Healthcare: unknown	70 1%	0 0%	0 0%	0 0%	0 0%	0 0%	70 17%	0 0%	0 0%	0 0%	0 0%	0 0%
Scranton Gillette: Diagnostic & Interventional Cardiology (healthcare)	58 1%	0 0%	0 0%	0 0%	0 0%	0 0%	58 14%	0 0%	0 0%	0 0%	0 0%	0 0%
Miscellaneous:	210 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	210 100%	0 0%	0 0%	0 0%	0 0%
Miscellaneous: unknown	158 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	158 75%	0 0%	0 0%	0 0%	0 0%
United: Security System News	52 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	52 25%	0 0%	0 0%	0 0%	0 0%
Movies, Radio, TV & Video	211 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	211 100%	0 0%	0 0%	0 0%
Resources, Environment, Utilities:	427 6%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	427 100%	0 0%	0 0%
Scranton Gillette: Water & Wastes Digest (water & waste treatment)	219 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	219 51%	0 0%	0 0%
Scranton Gillette: Storm Water Solutions (storm water)	133 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	133 31%	0 0%	0 0%
Scranton Gillette: Water Quality Products (water purification)	75 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	75 18%	0 0%	0 0%
Restaurants, Foodservice, Lodging, Gaming:	328 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	328 100%	0 0%
Divcom: Seafood Business	268 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	268 82%	0 0%
Gil Ashton: Foodservice Equipment Reports	60 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	60 18%	0 0%
Retail, Services:	2417 36%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2417 100%
Divcom: Workboat Magazine	938 14%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	938 39%

TABLE 092 page 3

Markets Responding

	TOTAL	agriculture	architecture, design, lighting	building, engineering, construction	business, advertising, marketing	electronic engineering	healthcare	misc.	movies, radio, TV, video	resources, environment, utilities	restaurant, lodging, gaming	retail, services
		VERTICAL MARKETS										
base: all respondents	6682 100%	308 100%	222 100%	1712 100%	162 100%	280 100%	405 100%	210 100%	211 100%	427 100%	328 100%	2417 100%
Lebhar Friedman: DSN	592 9%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	592 24%
Lebhar Friedman: HCN	266 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	266 11%
Stagnito: Convenience Store News	216 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	216 9%
Lebhar Friedman: RT	175 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	175 7%
Lebhar Friedman: CSA	69 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	69 3%
Retail, Services: unknown	61 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	61 3%
Stagnito: Private Label/Store Brands	45 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	45 2%
Stagnito: The Gourmet Retailer	20 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	20 1%
Stagnito: Retail Leader	18 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	18 1%
Stagnito: Hispanic Retail 360	9 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	9 0%
Stagnito: Convenience Store News for the Single Store Owner	8 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	8 0%

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Index to Tables

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Index to Tables

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Index to Tables

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Data Interpretation

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 x $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 000 page 1

Key to Tables

	TOTAL	heavy mobile users	non-mobile users
base: all respondents	6682	2347	2142
margin of error at 95% confidence (percentage points):	±1.2	±2.0	±2.0

The margin of error for results based on fewer than 30 responses cannot be meaningfully calculated and the results are considered statistically unstable.

Segment	Description
TOTAL	all respondents
heavy mobile users	at least weekly use of mobile optimized websites **OR** mobile apps
non-mobile users	never use mobile optimized websites **AND** never use mobile apps

DATA TABLES

TABLE 001 page 1

Frequency of Using Industry-Related Information Sources: Daily Summary

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
DAILY SUMMARY			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
websites*	2752 41%	1510 64%	559 26%
e-newsletters*	2220 33%	1047 45%	551 26%
social media*	1119 17%	827 35%	113 5%
mobile apps*	1019 15%	1019 43%	0 0%
mobile-optimized websites*	819 12%	819 35%	0 0%
print magazines	689 10%	298 13%	175 8%
product information from the manufacturer	661 10%	332 14%	163 8%
print newsletters	501 7%	243 10%	122 6%
digital replica of print magazines*	268 4%	195 8%	33 2%
online media purchase (such as Apple's iPad Newsstand)*	186 3%	175 7%	5 0%
conferences or trade shows	75 1%	51 2%	10 0%
NET: ELECTRONIC*	3976 60%	2019 86%	891 42%
NET: PRINT MAGAZINES/ NEWSLETTERS	904 14%	398 17%	231 11%
NET: MOBILE-OPTIMIZED WEBSITES/ MOBILE APPS	1332 20%	1332 57%	0 0%
indicated at least one	4235 63%	2050 87%	1000 47%
indicated none	2447 37%	297 13%	1142 53%

TABLE 002 page 1

Frequency of Using Industry-Related Information Sources: At Least Weekly Summary

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
AT LEAST WEEKLY SUMMARY			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
websites*	4884 73%	2162 92%	1232 58%
e-newsletters*	4472 67%	1882 80%	1243 58%
print magazines	3034 45%	1177 50%	894 42%
product information from the manufacturer	2168 32%	1023 44%	527 25%
social media*	2003 30%	1351 58%	242 11%
print newsletters	1863 28%	800 34%	524 24%
mobile-optimized websites*	1829 27%	1829 78%	0 0%
mobile apps*	1748 26%	1748 74%	0 0%
digital replica of print magazines*	1374 21%	850 36%	230 11%
online media purchase (such as Apple's iPad Newsstand)*	510 8%	457 19%	16 1%
conferences or trade shows	271 4%	171 7%	40 2%
NET: ELECTRONIC*	5794 87%	2347 100%	1621 76%
NET: PRINT MAGAZINES/ NEWSLETTERS	3409 51%	1322 56%	1002 47%
NET: MOBILE-OPTIMIZED WEBSITES/ MOBILE APPS	2347 35%	2347 100%	0 0%
indicated at least one	6085 91%	2347 100%	1796 84%
indicated none	597 9%	0 0%	346 16%

TABLE 003 page 1

Frequency of Using Industry-Related Information Sources: At Any Frequency Summary

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
AT ANY FREQUENCY SUMMARY			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
print magazines	6422 96%	2269 97%	2066 96%
websites*	6388 96%	2323 99%	2008 94%
product information from the manufacturer	6199 93%	2252 96%	1982 93%
e-newsletters*	6136 92%	2243 96%	1895 88%
conferences or trade shows	5370 80%	2056 88%	1590 74%
print newsletters	5077 76%	1883 80%	1564 73%
digital replica of print magazines*	4604 69%	1956 83%	1122 52%
mobile-optimized websites*	3715 56%	2191 93%	0 0%
social media*	3638 54%	1865 79%	583 27%
mobile apps*	3419 51%	2152 92%	0 0%
online media purchase (such as Apple's iPad Newsstand)*	1951 29%	1226 52%	126 6%
NET: ELECTRONIC*	6602 99%	2347 100%	2104 98%
NET: PRINT MAGAZINES/ NEWSLETTERS	6483 97%	2291 98%	2084 97%
NET: MOBILE-OPTIMIZED WEBSITES/ MOBILE APPS	4190 63%	2347 100%	0 0%
indicated at least one	6674 100%	2347 100%	2137 100%
indicated none	8 0%	0 0%	5 0%

TABLE 004 page 1

Frequency of Using Industry-Related Information Sources: Print Magazines

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRINT MAGAZINES			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	689 10%	298 13%	175 8%
weekly	2345 35%	879 37%	719 34%
monthly	2599 39%	837 36%	913 43%
less than monthly	789 12%	255 11%	259 12%
never	173 3%	53 2%	71 3%
no answer	87 1%	25 1%	5 0%

TABLE 005 page 1

Frequency of Using Industry-Related Information Sources: Print Newsletters

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRINT NEWSLETTERS			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	501 7%	243 10%	122 6%
weekly	1362 20%	557 24%	402 19%
monthly	1519 23%	541 23%	459 21%
less than monthly	1695 25%	542 23%	581 27%
never	1190 18%	358 15%	506 24%
no answer	415 6%	106 5%	72 3%

TABLE 006 page 1

Frequency of Using Industry-Related Information Sources: E-Newsletters

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
E-NEWSLETTERS			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	2220 33%	1047 45%	551 26%
weekly	2252 34%	835 36%	692 32%
monthly	954 14%	233 10%	338 16%
less than monthly	710 11%	128 5%	314 15%
never	350 5%	66 3%	222 10%
no answer	196 3%	38 2%	25 1%

TABLE 007 page 1

Frequency of Using Industry-Related Information Sources: Websites

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
WEBSITES			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	2752 41%	1510 64%	559 26%
weekly	2132 32%	652 28%	673 31%
monthly	912 14%	123 5%	430 20%
less than monthly	592 9%	38 2%	346 16%
never	145 2%	9 0%	116 5%
no answer	149 2%	15 1%	18 1%

DATA TABLES

TABLE 008 page 1

Frequency of Using Industry-Related Information Sources: Mobile-Optimized Websites

1. How often do you use the following information sources for industry-related content?

	TOTAL	heavy mobile users	non-mobile users
MOBILE-OPTIMIZED WEBSITES			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	819 12%	819 35%	0 0%
weekly	1010 15%	1010 43%	0 0%
monthly	676 10%	203 9%	0 0%
less than monthly	1210 18%	159 7%	0 0%
never	2567 38%	119 5%	2142 100%
no answer	400 6%	37 2%	0 0%

TABLE 009 page 1

Frequency of Using Industry-Related Information Sources: Digital Replica of Print Magazines

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
DIGITAL REPLICA OF PRINT MAGAZINES			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	268 4%	195 8%	33 2%
weekly	1106 17%	655 28%	197 9%
monthly	1669 25%	668 28%	431 20%
less than monthly	1561 23%	438 19%	461 22%
never	1784 27%	339 14%	1012 47%
no answer	294 4%	52 2%	8 0%

TABLE 010 page 1

Frequency of Using Industry-Related Information Sources: Online Media Purchase

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
ONLINE MEDIA PURCHASE (SUCH AS APPLE'S IPAD NEWSSTAND)			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	186 3%	175 7%	5 0%
weekly	324 5%	282 12%	11 1%
monthly	449 7%	295 13%	28 1%
less than monthly	992 15%	474 20%	82 4%
never	4332 65%	1037 44%	2007 94%
no answer	399 6%	84 4%	9 0%

TABLE 011 page 1

Frequency of Using Industry-Related Information Sources: Mobile Apps

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MOBILE APPS			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	1019 15%	1019 43%	0 0%
weekly	729 11%	729 31%	0 0%
monthly	610 9%	220 9%	0 0%
less than monthly	1061 16%	184 8%	0 0%
never	2934 44%	171 7%	2142 100%
no answer	329 5%	24 1%	0 0%

TABLE 012 page 1

Frequency of Using Industry-Related Information Sources: Social Media

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
SOCIAL MEDIA			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	1119 17%	827 35%	113 5%
weekly	884 13%	524 22%	129 6%
monthly	618 9%	229 10%	109 5%
less than monthly	1017 15%	285 12%	232 11%
never	2724 41%	426 18%	1547 72%
no answer	320 5%	56 2%	12 1%

TABLE 013 page 1

Frequency of Using Industry-Related Information Sources: Conferences or Trade Shows

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
CONFERENCES OR TRADE SHOWS			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	75 1%	51 2%	10 0%
weekly	196 3%	120 5%	30 1%
monthly	727 11%	338 14%	138 6%
less than monthly	4372 65%	1547 66%	1412 66%
never	1077 16%	247 11%	537 25%
no answer	235 4%	44 2%	15 1%

TABLE 014 page 1

Frequency of Using Industry-Related Information Sources: Product Information from the Manufacturer

1. How often do you use the following information sources for industry-related content?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRODUCT INFORMATION FROM THE MANUFACTURER			
base: all respondents	6682 100%	2347 100%	2142 100%
daily	661 10%	332 14%	163 8%
weekly	1507 23%	691 29%	364 17%
monthly	2132 32%	712 30%	693 32%
less than monthly	1899 28%	517 22%	762 36%
never	307 5%	66 3%	150 7%
no answer	176 3%	29 1%	10 0%

TABLE 015 page 1

Expected Change in Importance of Information Sources: More Important Summary

2. For <u>industry-related</u> content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MORE IMPORTANT SUMMARY (rated +1, +2 or +3 on a 7-point scale where +3 = much more important and -3 = much less important)			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
websites	5141 77%	2002 85%	1491 70%
e-newsletters	4340 65%	1682 72%	1240 58%
product information from the manufacturer	4073 61%	1490 63%	1263 59%
mobile-optimized websites	3458 52%	1906 81%	502 23%
mobile apps	3295 49%	1840 78%	472 22%
digital replica of print magazines	3165 47%	1408 60%	748 35%
conferences or trade shows	3097 46%	1146 49%	891 42%
social media	2737 41%	1411 60%	496 23%
print magazines	2595 39%	830 35%	884 41%
online media purchase (such as Apple's iPad Newsstand)	1994 30%	1089 46%	321 15%
print newsletters	1964 29%	652 28%	662 31%
indicated at least one	6088 91%	2225 95%	1850 86%
indicated none	594 9%	122 5%	292 14%

TABLE 016 page 1

Expected Change in Importance of Information Sources: Less Important Summary

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
LESS IMPORTANT SUMMARY (rated -1, -2 or -3 on a 7-point scale where +3 = much more important and -3 = much less important)			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
print newsletters	2468 37%	1075 46%	632 30%
print magazines	1917 29%	865 37%	465 22%
online media purchase (such as Apple's iPad Newsstand)	1916 29%	460 20%	852 40%
social media	1655 25%	377 16%	763 36%
mobile apps	1403 21%	148 6%	819 38%
digital replica of print magazines	1311 20%	336 14%	593 28%
mobile-optimized websites	1180 18%	104 4%	751 35%
conferences or trade shows	1002 15%	377 16%	350 16%
e-newsletters	572 9%	174 7%	234 11%
product information from the manufacturer	476 7%	190 8%	148 7%
websites	273 4%	53 2%	134 6%
indicated at least one	4350 65%	1600 68%	1392 65%
indicated none	2332 35%	747 32%	750 35%

TABLE 017 page 1

Expected Change in Importance of Information Sources: Mean Summary

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MEAN SUMMARY (+3 = much more important; -3 = much less important)			
base: those rating each			
websites	1.5	1.8	1.2
product information from the manufacturer	1.0	1.1	0.9
e-newsletters	1.0	1.2	0.7
mobile-optimized websites	0.6	1.7	-0.5
conferences or trade shows	0.5	0.6	0.3
mobile apps	0.4	1.5	-0.7
digital replica of print magazines	0.4	0.8	-0.1
print magazines	0.2	0.0	0.4
social media	0.2	0.8	-0.5
online media purchase (such as Apple's iPad Newsstand)	-0.2	0.4	-0.8
print newsletters	-0.3	-0.5	-0.1

TABLE 018 page 1

Expected Change in Importance of Information Sources: Print Magazines

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRINT MAGAZINES			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	662 10%	206 9%	244 11%
+2	975 15%	306 13%	329 15%
+1	958 14%	318 14%	311 15%
0	2083 31%	629 27%	774 36%
-1	843 13%	345 15%	226 11%
-2	506 8%	243 10%	101 5%
-3 - much less important	568 9%	277 12%	138 6%
mean:	0.2	0.0	0.4
standard error:	0.02	0.04	0.03
no answer	87 1%	23 1%	19 1%

TABLE 019 page 1

Expected Change in Importance of Information Sources: Print Newsletters

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRINT NEWSLETTERS			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	313 5%	105 4%	115 5%
+2	670 10%	223 10%	219 10%
+1	981 15%	324 14%	328 15%
0	2089 31%	584 25%	825 39%
-1	862 13%	338 14%	229 11%
-2	697 10%	320 14%	158 7%
-3 - much less important	909 14%	417 18%	245 11%
mean: standard error:	-0.3 0.02	-0.5 0.04	-0.1 0.03
no answer	161 2%	36 2%	23 1%

TABLE 020 page 1

Expected Change in Importance of Information Sources: E-Newsletters

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
E-NEWSLETTERS			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	877 13%	421 18%	208 10%
+2	1519 23%	630 27%	405 19%
+1	1944 29%	631 27%	627 29%
0	1640 25%	463 20%	651 30%
-1	267 4%	91 4%	85 4%
-2	127 2%	41 2%	52 2%
-3 - much less important	178 3%	42 2%	97 5%
mean: standard error:	1.0 0.02	1.2 0.03	0.7 0.03
no answer	130 2%	28 1%	17 1%

TABLE 021 page 1

Expected Change in Importance of Information Sources: Websites

2. For <u>industry-related</u> content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
WEBSITES			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	1722 26%	816 35%	420 20%
+2	1910 29%	734 31%	537 25%
+1	1509 23%	452 19%	534 25%
0	1135 17%	271 12%	498 23%
-1	116 2%	19 1%	49 2%
-2	56 1%	17 1%	23 1%
-3 - much less important	101 2%	17 1%	62 3%
mean: standard error:	1.5 0.02	1.8 0.02	1.2 0.03
no answer	133 2%	21 1%	19 1%

TABLE 022 page 1

Expected Change in Importance of Information Sources: Mobile-Optimized Websites

2. For <u>industry-related</u> content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MOBILE-OPTIMIZED WEBSITES			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	965 14%	730 31%	81 4%
+2	1214 18%	682 29%	135 6%
+1	1279 19%	494 21%	286 13%
0	1800 27%	307 13%	860 40%
-1	319 5%	45 2%	139 6%
-2	241 4%	19 1%	135 6%
-3 - much less important	620 9%	40 2%	477 22%
mean: standard error:	0.6 0.02	1.7 0.03	-0.5 0.04
no answer	244 4%	30 1%	29 1%

TABLE 023 page 1

Expected Change in Importance of Information Sources: Digital Replica of Print Magazines

2. For <u>industry-related</u> content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
DIGITAL REPLICA OF PRINT MAGAZINES			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	573 9%	336 14%	105 5%
+2	1090 16%	491 21%	234 11%
+1	1502 22%	581 25%	409 19%
0	2004 30%	569 24%	778 36%
-1	429 6%	140 6%	143 7%
-2	300 4%	84 4%	107 5%
-3 - much less important	582 9%	112 5%	343 16%
mean:	0.4	0.8	-0.1
standard error:	0.02	0.03	0.04
no answer	202 3%	34 1%	23 1%

TABLE 024 page 1

Expected Change in Importance of Information Sources: Online Media Purchase

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
ONLINE MEDIA PURCHASE (SUCH AS APPLE'S IPAD NEWSSTAND)			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	397 6%	272 12%	55 3%
+2	628 9%	354 15%	92 4%
+1	969 15%	463 20%	174 8%
0	2505 37%	747 32%	934 44%
-1	439 7%	145 6%	134 6%
-2	386 6%	100 4%	124 6%
-3 - much less important	1091 16%	215 9%	594 28%
mean: standard error:	-0.2 0.02	0.4 0.03	-0.8 0.04
no answer	267 4%	51 2%	35 2%

TABLE 025 page 1

Expected Change in Importance of Information Sources: Mobile Apps

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MOBILE APPS			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	805 12%	621 26%	73 3%
+2	1168 17%	701 30%	113 5%
+1	1322 20%	518 22%	286 13%
0	1749 26%	325 14%	819 38%
-1	298 4%	60 3%	107 5%
-2	294 4%	31 1%	134 6%
-3 - much less important	811 12%	57 2%	578 27%
mean:	0.4	1.5	-0.7
standard error:	0.02	0.03	0.04
no answer	235 4%	34 1%	32 1%

TABLE 026 page 1

Expected Change in Importance of Information Sources: Social Media

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
SOCIAL MEDIA			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	650 10%	427 18%	86 4%
+2	904 14%	470 20%	141 7%
+1	1183 18%	514 22%	269 13%
0	2038 30%	518 22%	851 40%
-1	349 5%	120 5%	102 5%
-2	328 5%	78 3%	122 6%
-3 - much less important	978 15%	179 8%	539 25%
mean:	0.2	0.8	-0.5
standard error:	0.02	0.04	0.04
no answer	252 4%	41 2%	32 1%

TABLE 027 page 1

Expected Change in Importance of Information Sources: Conferences or Trade Shows

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
CONFERENCES OR TRADE SHOWS			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	514 8%	229 10%	127 6%
+2	975 15%	363 15%	273 13%
+1	1608 24%	554 24%	491 23%
0	2395 36%	787 34%	875 41%
-1	428 6%	171 7%	133 6%
-2	243 4%	117 5%	59 3%
-3 - much less important	331 5%	89 4%	158 7%
mean:	0.5	0.6	0.3
standard error:	0.02	0.03	0.03
no answer	188 3%	37 2%	26 1%

TABLE 028 page 1

Expected Change in Importance of Information Sources: Product Information from the Manufacturer

2. For industry-related content, how is the importance of each of these information sources likely to change for you in the next 3 to 4 years?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRODUCT INFORMATION FROM THE MANUFACTURER			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - much more important	1069 16%	432 18%	316 15%
+2	1437 22%	531 23%	433 20%
+1	1567 23%	527 22%	514 24%
0	1972 30%	641 27%	705 33%
-1	200 3%	98 4%	47 2%
-2	106 2%	48 2%	26 1%
-3 - much less important	170 3%	44 2%	75 4%
mean: standard error:	1.0 0.02	1.1 0.03	0.9 0.03
no answer	161 2%	26 1%	26 1%

TABLE 029 page 1

Agreement with Statements on Media Use: Agree Summary

3. What is your level of agreement with the following statements?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
AGREE SUMMARY (rated +1, +2 or +3 on a 7-point scale where +3 = agree strongly and -3 = disagree strongly)			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
I use both digital and traditional media to learn tips/best practices and to gain valuable information that I can use in my work.	4970 74%	1897 81%	1453 68%
Compared with time I spend using equivalent mainstream business or consumer media (not specific to my industry), I spend more time with industry-related...			
content using a computer/ laptop*	5555 83%	2094 89%	1676 78%
print publications	4525 68%	1429 61%	1592 74%
trade shows and conferences	2809 42%	1013 43%	843 39%
content using a smartphone or tablet*	2702 40%	1778 76%	217 10%
NET: ELECTRONIC CONTENT*	5699 85%	2184 93%	1692 79%
NET: ANY OF THE ABOVE	6372 95%	2283 97%	2020 94%
indicated at least one	6516 98%	2316 99%	2072 97%
indicated none	166 2%	31 1%	70 3%

TABLE 030 page 1

Agreement with Statements on Media Use: Disagree Summary

3. What is your level of agreement with the following statements?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
DISAGREE SUMMARY (rated -1, -2 or -3 on a 7-point scale where +3 = agree strongly and -3 = disagree strongly)			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
I use both digital and traditional media to learn tips/best practices and to gain valuable information that I can use in my work.	337 5%	75 3%	164 8%
Compared with time I spend using equivalent mainstream business or consumer media (not specific to my industry), I spend more time with industry-related...			
content using a smartphone or tablet*	2363 35%	213 9%	1374 64%
trade shows and conferences	1780 27%	627 27%	640 30%
print publications	964 14%	442 19%	240 11%
content using a computer/ laptop*	375 6%	77 3%	174 8%
NET: ELECTRONIC CONTENT*	2439 37%	250 11%	1387 65%
NET: ANY OF THE ABOVE	3655 55%	1023 44%	1519 71%
indicated at least one	3712 56%	1039 44%	1540 72%
indicated none	2970 44%	1308 56%	602 28%

TABLE 031 page 1

Agreement with Statements on Media Use: Mean Summary

3. What is your level of agreement with the following statements?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MEAN SUMMARY (+3 = agree strongly; -3 = disagree strongly)			
base: those rating each			
I use both digital and traditional media to learn tips/best practices and to gain valuable information that I can use in my work.	1.7	2.0	1.4
Compared with time I spend using equivalent mainstream business or consumer media (not specific to my industry), I spend more time with industry-related...			
content using a computer/ laptop	1.6	1.9	1.4
print publications	1.0	0.8	1.2
trade shows and conferences	0.2	0.2	0.0
content using a smartphone or tablet	-0.1	1.3	-1.4

TABLE 032 page 1

Agreement with Statements on Media Use: I Use Both Digital and Traditional Media to Learn Tips/Best Practices and to Gain Valuable Information that I Can Use in My Work

3. What is your level of agreement with the following statements?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
I USE BOTH DIGITAL AND TRADITIONAL MEDIA TO LEARN TIPS/BEST PRACTICES AND TO GAIN VALUABLE INFORMATION THAT I CAN USE IN MY WORK.			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - agree strongly	1886 28%	873 37%	464 22%
+2	1754 26%	617 26%	549 26%
+1	1330 20%	407 17%	440 21%
0	491 7%	102 4%	231 11%
-1	164 2%	39 2%	78 4%
-2	104 2%	24 1%	45 2%
-3 - disagree strongly	69 1%	12 1%	41 2%
mean: standard error:	1.7 0.02	2.0 0.03	1.4 0.03
no answer	884 13%	273 12%	294 14%

TABLE 033 page 1

Agreement with Statements on Media Use: I Spend More Time with Industry-Related Print Publications

3. What is your level of agreement with the following statements?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
COMPARED WITH TIME I SPEND USING EQUIVALENT MAINSTREAM BUSINESS OR CONSUMER MEDIA (NOT SPECIFIC TO MY INDUSTRY), I SPEND MORE TIME WITH INDUSTRY-RELATED PRINT PUBLICATIONS			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - agree strongly	1129 17%	333 14%	444 21%
+2	1576 24%	473 20%	561 26%
+1	1820 27%	623 27%	587 27%
0	1068 16%	438 19%	291 14%
-1	460 7%	213 9%	115 5%
-2	293 4%	138 6%	67 3%
-3 - disagree strongly	211 3%	91 4%	58 3%
mean: standard error:	1.0 0.02	0.8 0.03	1.2 0.03
no answer	125 2%	38 2%	19 1%

TABLE 034 page 1

Agreement with Statements on Media Use: I Spend More Time with Industry-Related Content Using a Computer/Laptop

3. What is your level of agreement with the following statements?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
COMPARED WITH TIME I SPEND USING EQUIVALENT MAINSTREAM BUSINESS OR CONSUMER MEDIA (NOT SPECIFIC TO MY INDUSTRY), I SPEND MORE TIME WITH INDUSTRY-RELATED CONTENT USING A COMPUTER/ LAPTOP			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - agree strongly	1665 25%	743 32%	451 21%
+2	2226 33%	835 36%	654 31%
+1	1664 25%	516 22%	571 27%
0	641 10%	150 6%	270 13%
-1	204 3%	51 2%	86 4%
-2	89 1%	16 1%	44 2%
-3 - disagree strongly	82 1%	10 0%	44 2%
mean: standard error:	1.6 0.02	1.9 0.02	1.4 0.03
no answer	111 2%	26 1%	22 1%

TABLE 035 page 1

Agreement with Statements on Media Use: I Spend More Time with Industry-Related Content Using a Smartphone or Tablet

3. What is your level of agreement with the following statements?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
COMPARED WITH TIME I SPEND USING EQUIVALENT MAINSTREAM BUSINESS OR CONSUMER MEDIA (NOT SPECIFIC TO MY INDUSTRY), I SPEND MORE TIME WITH INDUSTRY-RELATED CONTENT USING A SMARTPHONE OR TABLET			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - agree strongly	654 10%	520 22%	36 2%
+2	893 13%	632 27%	55 3%
+1	1155 17%	626 27%	126 6%
0	1425 21%	327 14%	527 25%
-1	631 9%	105 4%	229 11%
-2	592 9%	67 3%	284 13%
-3 - disagree strongly	1140 17%	41 2%	861 40%
mean: standard error:	-0.1 0.02	1.3 0.03	-1.4 0.03
no answer	192 3%	29 1%	24 1%

TABLE 036 page 1

Agreement with Statements on Media Use: I Spend More Time with Industry-Related Trade Shows and Conferences

3. What is your level of agreement with the following statements?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
COMPARED WITH TIME I SPEND USING EQUIVALENT MAINSTREAM BUSINESS OR CONSUMER MEDIA (NOT SPECIFIC TO MY INDUSTRY), I SPEND MORE TIME WITH INDUSTRY-RELATED TRADE SHOWS AND CONFERENCES			
base: all respondents	6682 100%	2347 100%	2142 100%
+3 - agree strongly	485 7%	199 8%	129 6%
+2	820 12%	287 12%	234 11%
+1	1504 23%	527 22%	480 22%
0	1930 29%	670 29%	634 30%
-1	666 10%	268 11%	198 9%
-2	542 8%	208 9%	179 8%
-3 - disagree strongly	572 9%	151 6%	263 12%
mean: standard error:	0.2 0.02	0.2 0.03	0.0 0.04
no answer	163 2%	37 2%	25 1%

TABLE 037 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Important Summary

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
IMPORTANT SUMMARY (rated 5, 6 or 7 on a 7-point scale where 7 = very important and 1 = not at all important)			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
websites	5355 80%	2080 89%	1577 74%
product information from the manufacturer	4884 73%	1740 74%	1558 73%
print magazines	4637 69%	1495 64%	1597 75%
e-newsletters	4267 64%	1679 72%	1240 58%
conferences or trade shows	3386 51%	1241 53%	1005 47%
print newsletters	3085 46%	988 42%	1080 50%
digital replica of print magazines	2555 38%	1203 51%	573 27%
mobile-optimized websites	2352 35%	1636 70%	142 7%
mobile apps	1947 29%	1456 62%	89 4%
social media	1823 27%	1083 46%	250 12%
online media purchase (such as Apple's iPad Newsstand)	1187 18%	812 35%	100 5%
indicated at least one	6451 97%	2298 98%	2043 95%
indicated none	231 3%	49 2%	99 5%

TABLE 038 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Not Important Summary

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
NOT IMPORTANT SUMMARY (rated 1, 2 or 3 on a 7-point scale where 7 = very important and 1 = not at all important)			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
online media purchase (such as Apple's iPad Newsstand)	4260 64%	1072 46%	1819 85%
social media	3646 55%	829 35%	1639 77%
mobile apps	3547 53%	491 21%	1843 86%
mobile-optimized websites	2894 43%	293 12%	1683 79%
digital replica of print magazines	2545 38%	606 26%	1133 53%
print newsletters	2154 32%	843 36%	639 30%
conferences or trade shows	1782 27%	614 26%	647 30%
e-newsletters	1134 17%	296 13%	494 23%
print magazines	980 15%	466 20%	231 11%
product information from the manufacturer	722 11%	260 11%	252 12%
websites	505 8%	87 4%	257 12%
indicated at least one	5515 83%	1780 76%	1990 93%
indicated none	1167 17%	567 24%	152 7%

TABLE 039 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Mean Summary

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MEAN SUMMARY (7 = very important; 1 = not at all important)			
base: those rating each			
websites	5.6	6.0	5.3
product information from the manufacturer	5.3	5.4	5.3
print magazines	5.2	4.9	5.4
e-newsletters	4.9	5.2	4.6
conferences or trade shows	4.4	4.6	4.2
print newsletters	4.2	4.1	4.4
digital replica of print magazines	3.9	4.5	3.2
mobile-optimized websites	3.7	5.2	2.1
mobile apps	3.3	4.8	1.8
social media	3.2	4.1	2.2
online media purchase (such as Apple's iPad Newsstand)	2.7	3.6	1.8

TABLE 040 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Print Magazines

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRINT MAGAZINES			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	1637 24%	488 21%	636 30%
6	1538 23%	481 20%	542 25%
5	1462 22%	526 22%	419 20%
4	998 15%	366 16%	301 14%
3	454 7%	208 9%	105 5%
2	275 4%	140 6%	64 3%
1 - not at all important	251 4%	118 5%	62 3%
mean: standard error:	5.2 0.02	4.9 0.04	5.4 0.03
no answer	67 1%	20 1%	13 1%

TABLE 041 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Print Newsletters

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRINT NEWSLETTERS			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	796 12%	246 10%	314 15%
6	955 14%	303 13%	332 15%
5	1334 20%	439 19%	434 20%
4	1302 19%	487 21%	400 19%
3	878 13%	351 15%	232 11%
2	622 9%	255 11%	178 8%
1 - not at all important	654 10%	237 10%	229 11%
mean:	4.2	4.1	4.4
standard error:	0.02	0.04	0.04
no answer	141 2%	29 1%	23 1%

TABLE 042 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: E-Newsletters

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
E-NEWSLETTERS			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	1098 16%	449 19%	322 15%
6	1499 22%	636 27%	403 19%
5	1670 25%	594 25%	515 24%
4	1166 17%	356 15%	394 18%
3	539 8%	166 7%	195 9%
2	307 5%	69 3%	140 7%
1 - not at all important	288 4%	61 3%	159 7%
mean: standard error:	4.9 0.02	5.2 0.03	4.6 0.04
no answer	115 2%	16 1%	14 1%

TABLE 043 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Websites

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
WEBSITES			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	2148 32%	941 40%	603 28%
6	1930 29%	759 32%	545 25%
5	1277 19%	380 16%	429 20%
4	706 11%	167 7%	285 13%
3	236 4%	53 2%	96 4%
2	136 2%	14 1%	78 4%
1 - not at all important	133 2%	20 1%	83 4%
mean: standard error:	5.6 0.02	6.0 0.02	5.3 0.03
no answer	116 2%	13 1%	23 1%

TABLE 044 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Mobile-Optimized Websites

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MOBILE-OPTIMIZED WEBSITES			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	617 9%	524 22%	24 1%
6	762 11%	578 25%	33 2%
5	973 15%	534 23%	85 4%
4	1199 18%	384 16%	287 13%
3	753 11%	138 6%	262 12%
2	722 11%	83 4%	349 16%
1 - not at all important	1419 21%	72 3%	1072 50%
mean: standard error:	3.7 0.02	5.2 0.03	2.1 0.03
no answer	237 4%	34 1%	30 1%

TABLE 045 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Digital Replica of Print Magazines

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
DIGITAL REPLICA OF PRINT MAGAZINES			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	494 7%	284 12%	94 4%
6	862 13%	410 17%	181 8%
5	1199 18%	509 22%	298 14%
4	1390 21%	508 22%	413 19%
3	829 12%	258 11%	268 13%
2	661 10%	185 8%	219 10%
1 - not at all important	1055 16%	163 7%	646 30%
mean: standard error:	3.9 0.02	4.5 0.04	3.2 0.04
no answer	192 3%	30 1%	23 1%

TABLE 046 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Online Media Purchase

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
ONLINE MEDIA PURCHASE (SUCH AS APPLE'S IPAD NEWSSTAND)			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	261 4%	208 9%	21 1%
6	366 5%	254 11%	26 1%
5	560 8%	350 15%	53 2%
4	1006 15%	422 18%	200 9%
3	822 12%	304 13%	192 9%
2	992 15%	272 12%	318 15%
1 - not at all important	2446 37%	496 21%	1309 61%
mean:	2.7	3.6	1.8
standard error:	0.02	0.04	0.03
no answer	229 3%	41 2%	23 1%

TABLE 047 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Mobile Apps

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

	TOTAL	heavy mobile users	non-mobile users
MOBILE APPS			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	506 8%	446 19%	16 1%
6	643 10%	509 22%	19 1%
5	798 12%	501 21%	54 3%
4	976 15%	378 16%	183 9%
3	752 11%	219 9%	180 8%
2	861 13%	134 6%	321 15%
1 - not at all important	1934 29%	138 6%	1342 63%
mean: standard error:	3.3 0.02	4.8 0.04	1.8 0.03
no answer	212 3%	22 1%	27 1%

TABLE 048 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Social Media

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
SOCIAL MEDIA			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	462 7%	329 14%	53 2%
6	616 9%	380 16%	60 3%
5	745 11%	374 16%	137 6%
4	992 15%	396 17%	226 11%
3	730 11%	236 10%	203 9%
2	786 12%	213 9%	269 13%
1 - not at all important	2130 32%	380 16%	1167 54%
mean: standard error:	3.2 0.02	4.1 0.04	2.2 0.04
no answer	221 3%	39 2%	27 1%

TABLE 049 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Conferences or Trade Shows

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
CONFERENCES OR TRADE SHOWS			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	883 13%	379 16%	216 10%
6	1245 19%	424 18%	383 18%
5	1258 19%	438 19%	406 19%
4	1361 20%	468 20%	467 22%
3	657 10%	262 11%	192 9%
2	504 8%	188 8%	160 7%
1 - not at all important	621 9%	164 7%	295 14%
mean: standard error:	4.4 0.02	4.6 0.04	4.2 0.04
no answer	153 2%	24 1%	23 1%

TABLE 050 page 1

Importance of Information Sources for New Products/Equipment/Services/Suppliers: Product Information from the Manufacturer

4. How important is each of these sources to you in learning about new products, equipment, services or suppliers in your work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRODUCT INFORMATION FROM THE MANUFACTURER			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	1706 26%	654 28%	523 24%
6	1738 26%	584 25%	558 26%
5	1440 22%	502 21%	477 22%
4	920 14%	310 13%	306 14%
3	340 5%	137 6%	96 4%
2	178 3%	64 3%	56 3%
1 - not at all important	204 3%	59 3%	100 5%
mean: standard error:	5.3 0.02	5.4 0.03	5.3 0.03
no answer	156 2%	37 2%	26 1%

TABLE 051 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Important Summary

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
IMPORTANT SUMMARY (rated 5, 6 or 7 on a 7-point scale where 7 = very important and 1 = not at all important)			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
websites	4344 65%	1672 71%	1289 60%
product information from the manufacturer	4112 62%	1489 63%	1295 60%
print magazines	3218 48%	1075 46%	1082 51%
conferences or trade shows	2898 43%	1088 46%	821 38%
e-newsletters	2742 41%	1088 46%	777 36%
print newsletters	2198 33%	733 31%	740 35%
digital replica of print magazines	1818 27%	890 38%	398 19%
mobile-optimized websites	1662 25%	1201 51%	87 4%
mobile apps	1296 19%	977 42%	56 3%
social media	1186 18%	726 31%	140 7%
online media purchase (such as Apple's iPad Newsstand)	863 13%	585 25%	69 3%
indicated at least one	4968 74%	1797 77%	1551 72%
indicated none	259 4%	65 3%	97 5%
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%

TABLE 052 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Not Important Summary

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
NOT IMPORTANT SUMMARY (rated 1, 2 or 3 on a 7-point scale where 7 = very important and 1 = not at all important)			
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
online media purchase (such as Apple's iPad Newsstand)	3402 51%	888 38%	1405 66%
social media	3056 46%	779 33%	1292 60%
mobile apps	2958 44%	515 22%	1426 67%
mobile-optimized websites	2481 37%	321 14%	1345 63%
digital replica of print magazines	2189 33%	543 23%	952 44%
print newsletters	1878 28%	697 30%	582 27%
e-newsletters	1370 21%	389 17%	551 26%
conferences or trade shows	1230 18%	403 17%	468 22%
print magazines	1077 16%	439 19%	293 14%
product information from the manufacturer	439 7%	157 7%	147 7%
websites	356 5%	61 3%	174 8%
indicated at least one	4224 63%	1353 58%	1508 70%
indicated none	1003 15%	509 22%	140 7%
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%

TABLE 053 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Mean Summary

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MEAN SUMMARY (7 = very important; 1 = not at all important)			
base: those involved in purchasing decisions/supplier selections rating each			
websites	5.8	6.1	5.6
product information from the manufacturer	5.6	5.7	5.6
print magazines	4.8	4.7	5.0
conferences or trade shows	4.6	4.8	4.3
e-newsletters	4.5	4.7	4.2
print newsletters	4.0	4.0	4.1
digital replica of print magazines	3.7	4.3	2.9
mobile-optimized websites	3.5	5.0	1.9
mobile apps	3.1	4.5	1.7
social media	2.9	3.8	2.0
online media purchase (such as Apple's iPad Newsstand)	2.6	3.5	1.7

TABLE 054 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Print Magazines

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRINT MAGAZINES			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	1049 16%	342 15%	384 18%
6	1061 16%	365 16%	341 16%
5	1108 17%	368 16%	357 17%
4	832 12%	317 14%	249 12%
3	419 6%	165 7%	102 5%
2	327 5%	138 6%	88 4%
1 - not at all important	331 5%	136 6%	103 5%
mean: standard error:	4.8 0.02	4.7 0.04	5.0 0.04
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	100 1%	31 1%	24 1%

TABLE 055 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Print Newsletters

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	heavy mobile users	non-mobile users
PRINT NEWSLETTERS			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	547 8%	187 8%	195 9%
6	719 11%	235 10%	228 11%
5	932 14%	311 13%	317 15%
4	970 15%	384 16%	289 13%
3	654 10%	257 11%	179 8%
2	558 8%	218 9%	164 8%
1 - not at all important	666 10%	222 9%	239 11%
mean: standard error:	4.0 0.03	4.0 0.04	4.1 0.05
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	181 3%	48 2%	37 2%

TABLE 056 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: E-Newsletters

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
E-NEWSLETTERS			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	655 10%	282 12%	185 9%
6	912 14%	392 17%	238 11%
5	1175 18%	414 18%	354 17%
4	965 14%	355 15%	288 13%
3	561 8%	183 8%	185 9%
2	366 5%	98 4%	146 7%
1 - not at all important	443 7%	108 5%	220 10%
mean: standard error:	4.5 0.02	4.7 0.04	4.2 0.05
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	150 2%	30 1%	32 1%

TABLE 057 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Websites

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
WEBSITES			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	2090 31%	887 38%	611 29%
6	1440 22%	522 22%	430 20%
5	814 12%	263 11%	248 12%
4	394 6%	96 4%	151 7%
3	134 2%	24 1%	51 2%
2	80 1%	18 1%	30 1%
1 - not at all important	142 2%	19 1%	93 4%
mean: standard error:	5.8 0.02	6.1 0.03	5.6 0.04
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	133 2%	33 1%	34 2%

TABLE 058 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Mobile-Optimized Websites

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	heavy mobile users	non-mobile users
MOBILE-OPTIMIZED WEBSITES			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	473 7%	406 17%	12 1%
6	523 8%	390 17%	17 1%
5	666 10%	405 17%	58 3%
4	849 13%	302 13%	171 8%
3	594 9%	144 6%	168 8%
2	561 8%	84 4%	244 11%
1 - not at all important	1326 20%	93 4%	933 44%
mean: standard error:	3.5 0.03	5.0 0.04	1.9 0.03
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	235 4%	38 2%	45 2%

TABLE 059 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Digital Replica of Print Magazines

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

	TOTAL	heavy mobile users	non-mobile users
DIGITAL REPLICA OF PRINT MAGAZINES			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	372 6%	215 9%	69 3%
6	589 9%	289 12%	110 5%
5	857 13%	386 16%	219 10%
4	1005 15%	382 16%	254 12%
3	590 9%	195 8%	165 8%
2	558 8%	160 7%	190 9%
1 - not at all important	1041 16%	188 8%	597 28%
mean: standard error:	3.7 0.03	4.3 0.04	2.9 0.05
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	215 3%	47 2%	44 2%

TABLE 060 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Online Media Purchase

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
ONLINE MEDIA PURCHASE (SUCH AS APPLE'S IPAD NEWSSTAND)			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	200 3%	153 7%	19 1%
6	265 4%	187 8%	19 1%
5	398 6%	245 10%	31 1%
4	712 11%	330 14%	128 6%
3	583 9%	216 9%	123 6%
2	733 11%	244 10%	215 10%
1 - not at all important	2086 31%	428 18%	1067 50%
mean: standard error:	2.6 0.03	3.5 0.05	1.7 0.03
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	250 4%	59 3%	46 2%

TABLE 061 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Mobile Apps

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MOBILE APPS			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	318 5%	280 12%	10 0%
6	430 6%	336 14%	13 1%
5	548 8%	361 15%	33 2%
4	727 11%	319 14%	116 5%
3	560 8%	191 8%	117 5%
2	682 10%	152 6%	231 11%
1 - not at all important	1716 26%	172 7%	1078 50%
mean: standard error:	3.1 0.03	4.5 0.04	1.7 0.03
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	246 4%	51 2%	50 2%

TABLE 062 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Social Media

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
SOCIAL MEDIA			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	308 5%	221 9%	32 1%
6	358 5%	211 9%	41 2%
5	520 8%	294 13%	67 3%
4	737 11%	308 13%	165 8%
3	537 8%	197 8%	130 6%
2	631 9%	190 8%	205 10%
1 - not at all important	1888 28%	392 17%	957 45%
mean: standard error:	2.9 0.03	3.8 0.05	2.0 0.04
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	248 4%	49 2%	51 2%

TABLE 063 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Conferences or Trade Shows

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
CONFERENCES OR TRADE SHOWS			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	828 12%	353 15%	206 10%
6	1027 15%	367 16%	306 14%
5	1043 16%	368 16%	309 14%
4	915 14%	324 14%	323 15%
3	420 6%	154 7%	141 7%
2	335 5%	135 6%	94 4%
1 - not at all important	475 7%	114 5%	233 11%
mean:	4.6	4.8	4.3
standard error:	0.03	0.04	0.05
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	184 3%	47 2%	36 2%

TABLE 064 page 1

Importance of Information Sources for Researching Purchasing Decisions/Supplier Selections: Product Information from the Manufacturer

5. How important to you are each of these sources for researching work-related purchasing decisions or supplier selections?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRODUCT INFORMATION FROM THE MANUFACTURER			
base: all respondents	6682 100%	2347 100%	2142 100%
7 - very important	1733 26%	654 28%	532 25%
6	1470 22%	514 22%	474 22%
5	909 14%	321 14%	289 13%
4	519 8%	175 7%	170 8%
3	182 3%	77 3%	43 2%
2	95 1%	41 2%	21 1%
1 - not at all important	162 2%	39 2%	83 4%
mean: standard error:	5.6 0.02	5.7 0.03	5.6 0.04
not involved in purchasing decisions or supplier selections	1455 22%	485 21%	494 23%
no answer	157 2%	41 2%	36 2%

TABLE 065 page 1

Helpfulness of Information in Purchasing Decisions: Helpful Summary

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
HELPFUL SUMMARY (rated 5, 6 or 7 on a 7-point scale where 7 = very helpful and 1 = not at all helpful)			
base: those involved in purchasing decisions/supplier selections (multiple answers)	5227 100%	1862 100%	1648 100%
new product information	4439 85%	1648 89%	1350 82%
unique product features	4382 84%	1637 88%	1323 80%
comparison to competitors: products	4041 77%	1543 83%	1198 73%
comparison to competitors: value	4022 77%	1542 83%	1188 72%
application stories	3330 64%	1287 69%	989 60%
customer testimonials	3018 58%	1242 67%	828 50%
market conditions	2875 55%	1187 64%	776 47%
company history	2680 51%	1030 55%	791 48%
product awards	2140 41%	920 49%	566 34%
indicated at least one	4972 95%	1804 97%	1544 94%
indicated none	255 5%	58 3%	104 6%

TABLE 066 page 1

Helpfulness of Information in Purchasing Decisions: Not Helpful Summary

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
NOT HELPFUL SUMMARY (rated 1, 2 or 3 on a 7-point scale where 7 = very helpful and 1 = not at all helpful)			
base: those involved in purchasing decisions/supplier selections (multiple answers)	5227 100%	1862 100%	1648 100%
product awards	1613 31%	458 25%	622 38%
company history	1213 23%	379 20%	445 27%
customer testimonials	1023 20%	274 15%	421 26%
market conditions	903 17%	222 12%	374 23%
application stories	809 15%	217 12%	315 19%
comparison to competitors: value	376 7%	90 5%	159 10%
comparison to competitors: products	369 7%	85 5%	163 10%
unique product features	240 5%	63 3%	105 6%
new product information	186 4%	44 2%	78 5%
indicated at least one	2688 51%	823 44%	980 59%
indicated none	2539 49%	1039 56%	668 41%

TABLE 067 page 1

Helpfulness of Information in Purchasing Decisions: Mean Summary

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MEAN SUMMARY (7 = very helpful; 1 = not at all helpful)			
base: those involved in purchasing decisions/supplier selections rating each			
new product information	5.7	5.9	5.6
unique product features	5.7	5.9	5.6
comparison to competitors: value	5.4	5.6	5.2
comparison to competitors: products	5.4	5.6	5.2
application stories	4.9	5.1	4.8
customer testimonials	4.8	5.1	4.5
market conditions	4.7	5.0	4.4
company history	4.5	4.7	4.4
product awards	4.2	4.4	3.9

TABLE 068 page 1

Helpfulness of Information in Purchasing Decisions: Application Stories

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
APPLICATION STORIES			
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
7 - very helpful	850 16%	340 18%	264 16%
6	1141 22%	455 24%	318 19%
5	1339 26%	492 26%	407 25%
4	940 18%	324 17%	308 19%
3	401 8%	110 6%	140 8%
2	225 4%	66 4%	87 5%
1 - not at all helpful	183 4%	41 2%	88 5%
mean: standard error:	4.9 0.02	5.1 0.03	4.8 0.04
no answer	148 3%	34 2%	36 2%

TABLE 069 page 1

Helpfulness of Information in Purchasing Decisions: Company History

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
COMPANY HISTORY			
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
7 - very helpful	528 10%	223 12%	155 9%
6	832 16%	340 18%	207 13%
5	1320 25%	467 25%	429 26%
4	1201 23%	427 23%	376 23%
3	712 14%	225 12%	256 16%
2	341 7%	103 6%	119 7%
1 - not at all helpful	160 3%	51 3%	70 4%
mean: standard error:	4.5 0.02	4.7 0.03	4.4 0.04
no answer	133 3%	26 1%	36 2%

TABLE 070 page 1

Helpfulness of Information in Purchasing Decisions: Comparison to Competitors: Products

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
COMPARISON TO COMPETITORS: PRODUCTS			
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
7 - very helpful	1134 22%	470 25%	325 20%
6	1496 29%	574 31%	432 26%
5	1411 27%	499 27%	441 27%
4	700 13%	205 11%	259 16%
3	220 4%	46 2%	97 6%
2	96 2%	22 1%	37 2%
1 - not at all helpful	53 1%	17 1%	29 2%
mean: standard error:	5.4 0.02	5.6 0.03	5.2 0.03
no answer	117 2%	29 2%	28 2%

TABLE 071 page 1

Helpfulness of Information in Purchasing Decisions: Comparison to Competitors: Value

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
COMPARISON TO COMPETITORS: VALUE			
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
7 - very helpful	1145 22%	482 26%	322 20%
6	1561 30%	608 33%	453 27%
5	1316 25%	452 24%	413 25%
4	695 13%	198 11%	273 17%
3	216 4%	51 3%	85 5%
2	103 2%	24 1%	44 3%
1 - not at all helpful	57 1%	15 1%	30 2%
mean: standard error:	5.4 0.02	5.6 0.03	5.2 0.03
no answer	134 3%	32 2%	28 2%

TABLE 072 page 1

Helpfulness of Information in Purchasing Decisions: Customer Testimonials

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
CUSTOMER TESTIMONIALS			
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
7 - very helpful	719 14%	338 18%	185 11%
6	1060 20%	448 24%	288 17%
5	1239 24%	456 24%	355 22%
4	1039 20%	315 17%	364 22%
3	563 11%	146 8%	226 14%
2	298 6%	92 5%	110 7%
1 - not at all helpful	162 3%	36 2%	85 5%
mean: standard error:	4.8 0.02	5.1 0.03	4.5 0.04
no answer	147 3%	31 2%	35 2%

TABLE 073 page 1

Helpfulness of Information in Purchasing Decisions: Market Conditions

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MARKET CONDITIONS			
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
7 - very helpful	557 11%	243 13%	148 9%
6	1010 19%	426 23%	271 16%
5	1308 25%	518 28%	357 22%
4	1292 25%	417 22%	462 28%
3	521 10%	135 7%	193 12%
2	223 4%	50 3%	97 6%
1 - not at all helpful	159 3%	37 2%	84 5%
mean: standard error:	4.7 0.02	5.0 0.03	4.4 0.04
no answer	157 3%	36 2%	36 2%

TABLE 074 page 1

Helpfulness of Information in Purchasing Decisions: New Product Information

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
NEW PRODUCT INFORMATION			
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
7 - very helpful	1475 28%	596 32%	443 27%
6	1784 34%	658 35%	556 34%
5	1180 23%	394 21%	351 21%
4	480 9%	139 7%	191 12%
3	101 2%	26 1%	38 2%
2	46 1%	11 1%	13 1%
1 - not at all helpful	39 1%	7 0%	27 2%
mean: standard error:	5.7 0.02	5.9 0.03	5.6 0.03
no answer	122 2%	31 2%	29 2%

TABLE 075 page 1

Helpfulness of Information in Purchasing Decisions: Product Awards

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
PRODUCT AWARDS			
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
7 - very helpful	376 7%	176 9%	93 6%
6	671 13%	303 16%	167 10%
5	1093 21%	441 24%	306 19%
4	1305 25%	450 24%	427 26%
3	809 15%	228 12%	285 17%
2	498 10%	139 7%	193 12%
1 - not at all helpful	306 6%	91 5%	144 9%
mean: standard error:	4.2 0.02	4.4 0.04	3.9 0.04
no answer	169 3%	34 2%	33 2%

TABLE 076 page 1

Helpfulness of Information in Purchasing Decisions: Unique Product Features

6. Industry suppliers can provide various types of information to help you make a purchasing decision. Typically, how helpful are each of the following to you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
UNIQUE PRODUCT FEATURES			
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
7 - very helpful	1469 28%	609 33%	425 26%
6	1804 35%	697 37%	533 32%
5	1109 21%	331 18%	365 22%
4	461 9%	119 6%	189 11%
3	130 2%	35 2%	52 3%
2	62 1%	19 1%	24 1%
1 - not at all helpful	48 1%	9 0%	29 2%
mean: standard error:	5.7 0.02	5.9 0.03	5.6 0.03
no answer	144 3%	43 2%	31 2%

TABLE 077 page 1

Proportion Researching New Products/Equipment/Services/Suppliers During Work Hours

7. Do you ever research new products, equipment, services, and suppliers for work during standard business hours?

	TOTAL	heavy mobile users	non-mobile users
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
yes	4913 94%	1781 96%	1524 92%
no	240 5%	50 3%	103 6%
no answer	74 1%	31 2%	21 1%

TABLE 078 page 1

Proportion Using Own Personal Mobile Device to Research New Products/Equipment/Services/Suppliers

8. Do you ever use your own personal mobile device to do research on new products, equipment, services and suppliers for work?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
base: those involved in purchasing decisions/supplier selections	5227 100%	1862 100%	1648 100%
yes	2781 53%	1563 84%	349 21%
no	2367 45%	272 15%	1275 77%
no answer	79 2%	27 1%	24 1%

TABLE 079 page 1

Devices Provided by Company for Business Use

9. Which of these does your company provide for your business use?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
base: all respondents	6682 100%	2347 100%	2142 100%
smartphone	1790 27%	747 32%	384 18%
tablet	335 5%	151 6%	81 4%
both	1026 15%	627 27%	106 5%
neither	3496 52%	807 34%	1562 73%
no answer	35 1%	15 1%	9 0%

TABLE 080 page 1

Devices Used for Business

10. Which of these do you use for business, whether or not your company provides it for you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
base: all respondents	6682 100%	2347 100%	2142 100%
smartphone	2126 32%	819 35%	473 22%
tablet	497 7%	138 6%	160 7%
both	1945 29%	1198 51%	198 9%
neither	2069 31%	172 7%	1299 61%
no answer	45 1%	20 1%	12 1%

TABLE 081 page 1

Net: Devices Provided by Company/Used for Business

9. Which of these does your company provide for your business use? 10. Which of these do you use for business, whether or not your company provides it for you?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
base: all respondents	6682 100%	2347 100%	2142 100%
smartphone	2139 32%	806 34%	498 23%
tablet	422 6%	101 4%	149 7%
both	2134 32%	1283 55%	235 11%
neither	1973 30%	148 6%	1257 59%
no answer	14 0%	9 0%	3 0%

TABLE 082 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Agree Summary

11. What is your level of agreement with each of these statements about industry-related media?

	TOTAL	heavy mobile users	non-mobile users
AGREE SUMMARY (rated +1, +2 or +3 on a 7-point scale where +3 = agree strongly and -3 = disagree strongly)			
base: those who use a tablet or smartphone for business (multiple answers)	4568 100%	2155 100%	831 100%
I would engage with industry content using a smartphone or tablet more than I do now if publishers...			
created an optimized version of their website that is easily viewed and navigated on a smartphone or tablet	3410 75%	1840 85%	474 57%
offered me the digital version of a magazine at no additional cost	3320 73%	1771 82%	480 58%
made their existing digital magazines more valuable by offering interactive features like videos, slideshows, audio clips, and more	2872 63%	1596 74%	365 44%
made their existing digital magazines more valuable by offering unique content that doesn't exist in the printed version such as additional photos, extended articles, and extra articles	2699 59%	1515 70%	343 41%
made more of their printed publications available as digital apps for download on Apple's Newsstand or other leading online newsstands	2073 45%	1270 59%	209 25%
indicated at least one	3905 85%	1993 92%	601 72%
indicated none	663 15%	162 8%	230 28%

TABLE 083 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Disagree Summary

11. What is your level of agreement with each of these statements about industry-related media?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
DISAGREE SUMMARY (rated -1, -2 or -3 on a 7-point scale where +3 = agree strongly and -3 = disagree strongly)			
base: those who use a tablet or smartphone for business (multiple answers)	4568 100%	2155 100%	831 100%
I would engage with industry content using a smartphone or tablet more than I do now if publishers...			
made more of their printed publications available as digital apps for download on Apple's Newsstand or other leading online newsstands	1274 28%	411 19%	365 44%
made their existing digital magazines more valuable by offering unique content that doesn't exist in the printed version such as additional photos, extended articles, and extra articles	858 19%	259 12%	269 32%
made their existing digital magazines more valuable by offering interactive features like videos, slideshows, audio clips, and more	739 16%	197 9%	254 31%
offered me the digital version of a magazine at no additional cost	512 11%	121 6%	183 22%
created an optimized version of their website that is easily viewed and navigated on a smartphone or tablet	455 10%	89 4%	174 21%
indicated at least one	1628 36%	570 26%	432 52%
indicated none	2940 64%	1585 74%	399 48%

TABLE 084 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Mean Summary

11. What is your level of agreement with each of these statements about industry-related media?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
MEAN SUMMARY (+3 = agree strongly; -3 = disagree strongly)			
base: those who use a tablet or smartphone for business rating each			
I would engage with industry content using a smartphone or tablet more than I do now if publishers...			
created an optimized version of their website that is easily viewed and navigated on a smartphone or tablet	1.4	1.9	0.6
offered me the digital version of a magazine at no additional cost	1.4	1.8	0.7
made their existing digital magazines more valuable by offering interactive features like videos, slideshows, audio clips, and more	0.8	1.3	0.1
made their existing digital magazines more valuable by offering unique content that doesn't exist in the printed version such as additional photos, extended articles, and extra articles	0.7	1.1	0.0
made more of their printed publications available as digital apps for download on Apple's Newsstand or other leading online newsstands	0.2	0.7	-0.6

TABLE 085 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Made More of Their Printed Publications Available As Digital Apps for Download on Apple's Newsstand or Other Leading Online Newsstands

11. What is your level of agreement with each of these statements about industry-related media?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
I WOULD ENGAGE WITH INDUSTRY CONTENT USING A SMARTPHONE OR TABLET MORE THAN I DO NOW IF PUBLISHERS MADE MORE OF THEIR PRINTED PUBLICATIONS AVAILABLE AS DIGITAL APPS FOR DOWNLOAD ON APPLE'S NEWSSTAND OR OTHER LEADING ONLINE NEWSSTANDS			
base: those who use a tablet or smartphone for business	4568 100%	2155 100%	831 100%
+3 - agree strongly	456 10%	324 15%	40 5%
+2	692 15%	440 20%	45 5%
+1	925 20%	506 23%	124 15%
0	1168 26%	457 21%	246 30%
-1	393 9%	148 7%	89 11%
-2	419 9%	132 6%	110 13%
-3 - disagree strongly	462 10%	131 6%	166 20%
mean: standard error:	0.2 0.03	0.7 0.04	-0.6 0.06
no answer	53 1%	17 1%	11 1%

TABLE 086 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Made Their Existing Digital Magazines More Valuable by Offering Unique Content that Doesn't Exist in the Printed Version Such As Additional Photos, Extended Articles, and Extra Articles

11. What is your level of agreement with each of these statements about industry-related media?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
I WOULD ENGAGE WITH INDUSTRY CONTENT USING A SMARTPHONE OR TABLET MORE THAN I DO NOW IF PUBLISHERS MADE THEIR EXISTING DIGITAL MAGAZINES MORE VALUABLE BY OFFERING UNIQUE CONTENT THAT DOESN'T EXIST IN THE PRINTED VERSION SUCH AS ADDITIONAL PHOTOS, EXTENDED ARTICLES, AND EXTRA ARTICLES			
base: those who use a tablet or smartphone for business	4568 100%	2155 100%	831 100%
+3 - agree strongly	619 14%	405 19%	66 8%
+2	929 20%	540 25%	90 11%
+1	1151 25%	570 26%	187 23%
0	958 21%	361 17%	212 26%
-1	314 7%	120 6%	80 10%
-2	265 6%	76 4%	79 10%
-3 - disagree strongly	279 6%	63 3%	110 13%
mean: standard error:	0.7 0.02	1.1 0.03	0.0 0.06
no answer	53 1%	20 1%	7 1%

TABLE 087 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Made Their Existing Digital Magazines More Valuable by Offering Interactive Features Like Videos, Slideshows, Audio Clips, and More

11. What is your level of agreement with each of these statements about industry-related media?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
I WOULD ENGAGE WITH INDUSTRY CONTENT USING A SMARTPHONE OR TABLET MORE THAN I DO NOW IF PUBLISHERS MADE THEIR EXISTING DIGITAL MAGAZINES MORE VALUABLE BY OFFERING INTERACTIVE FEATURES LIKE VIDEOS, SLIDESHOWS, AUDIO CLIPS, AND MORE			
base: those who use a tablet or smartphone for business	4568 100%	2155 100%	831 100%
+3 - agree strongly	671 15%	455 21%	67 8%
+2	1057 23%	587 27%	121 15%
+1	1144 25%	554 26%	177 21%
0	898 20%	341 16%	204 25%
-1	273 6%	86 4%	84 10%
-2	207 5%	60 3%	64 8%
-3 - disagree strongly	259 6%	51 2%	106 13%
mean: standard error:	0.8 0.02	1.3 0.03	0.1 0.06
no answer	59 1%	21 1%	8 1%

TABLE 088 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Offered Me the Digital Version of a Magazine at No Additional Cost

11. What is your level of agreement with each of these statements about industry-related media?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
I WOULD ENGAGE WITH INDUSTRY CONTENT USING A SMARTPHONE OR TABLET MORE THAN I DO NOW IF PUBLISHERS OFFERED ME THE DIGITAL VERSION OF A MAGAZINE AT NO ADDITIONAL COST			
base: those who use a tablet or smartphone for business	4568 100%	2155 100%	831 100%
+3 - agree strongly	1442 32%	878 41%	168 20%
+2	1058 23%	536 25%	152 18%
+1	820 18%	357 17%	160 19%
0	675 15%	244 11%	163 20%
-1	154 3%	41 2%	44 5%
-2	138 3%	38 2%	50 6%
-3 - disagree strongly	220 5%	42 2%	89 11%
mean: standard error:	1.4 0.02	1.8 0.03	0.7 0.07
no answer	61 1%	19 1%	5 1%

TABLE 089 page 1

Agreement with Statements on Smartphone/Tablet Engagement: Created an Optimized Version of Their Website that Is Easily Viewed and Navigated on a Smartphone or Tablet

11. What is your level of agreement with each of these statements about industry-related media?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
I WOULD ENGAGE WITH INDUSTRY CONTENT USING A SMARTPHONE OR TABLET MORE THAN I DO NOW IF PUBLISHERS CREATED AN OPTIMIZED VERSION OF THEIR WEBSITE THAT IS EASILY VIEWED AND NAVIGATED ON A SMARTPHONE OR TABLET			
base: those who use a tablet or smartphone for business	4568 100%	2155 100%	831 100%
+3 - agree strongly	1409 31%	909 42%	143 17%
+2	1091 24%	568 26%	147 18%
+1	910 20%	363 17%	184 22%
0	642 14%	202 9%	175 21%
-1	160 4%	31 1%	42 5%
-2	127 3%	31 1%	49 6%
-3 - disagree strongly	168 4%	27 1%	83 10%
mean: standard error:	1.4 0.02	1.9 0.03	0.6 0.06
no answer	61 1%	24 1%	8 1%

TABLE 090 page 1

Actions Taken Due to Smartphone/Tablet Ads

12. What actions have you taken in the past six months as a result of seeing an industry-related advertisement on a smartphone or tablet?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
researched a product	2942 44%	1680 72%	340 16%
clicked on the ad	2122 32%	1240 53%	243 11%
purchased a product	1506 23%	972 41%	135 6%
shopped in a retail store	1190 18%	760 32%	116 5%
other	216 3%	128 5%	27 1%
indicated at least one	3452 52%	1893 81%	438 20%
no actions taken	1090 16%	248 11%	389 18%
do not use tablet/smartphone for business	2069 31%	172 7%	1299 61%
no answer	71 1%	34 1%	16 1%

TABLE 091 page 1

Actions Taken Due to Work-Related Social Media

13. What actions have you taken in the past six months as a result of using work-related social media?

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
"liked" a company	1763 26%	932 40%	301 14%
followed a company	1712 26%	947 40%	285 13%
commented on a post	1570 23%	834 36%	280 13%
shared a work-related post	1223 18%	681 29%	210 10%
recommended a company	1202 18%	629 27%	221 10%
other	240 4%	121 5%	52 2%
indicated at least one	3101 46%	1481 63%	619 29%
no actions taken	1630 24%	451 19%	602 28%
did not engage in work-related social media in the past six months	1916 29%	407 17%	910 42%
no answer	35 1%	8 0%	11 1%

TABLE 092 page 1

Actions Taken Due to Watching a Business/Work-Related Video

14. What actions have you taken in the past six months as a result of watching a business or work-related video?

	TOTAL	heavy mobile users	non-mobile users
base: all respondents (multiple answers)	6682 100%	2347 100%	2142 100%
researched a product	3546 53%	1536 65%	905 42%
visited a vendor site or contacted a vendor for more information	3051 46%	1322 56%	792 37%
purchased a product	1704 26%	849 36%	373 17%
added a vendor to short list	1170 18%	608 26%	229 11%
shopped in a retail store	1044 16%	533 23%	230 11%
other	239 4%	98 4%	63 3%
indicated at least one	4579 69%	1895 81%	1212 57%
no actions taken	1269 19%	301 13%	510 24%
have not watched a business or work-related video in the past six months	797 12%	139 6%	411 19%
no answer	37 1%	12 1%	9 0%

DATA TABLES

TABLE 093 page 1

Markets Responding

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
base: all respondents	6682 100%	2347 100%	2142 100%
Agriculture:	308 5%	92 4%	128 6%
Scranton Gillette: GPN: Greenhouse Product News (horticulture)	173 3%	48 2%	78 4%
Scranton Gillette: Lawn & Garden Retailer (horticulture)	128 2%	41 2%	47 2%
Agriculture: unknown	7 0%	3 0%	3 0%
Architecture, Design, Lighting:	222 3%	86 4%	62 3%
Scranton Gillette: Residential Lighting (lighting for the home)	147 2%	50 2%	48 2%
Scranton Gillette: Home Fashion Forecast (home furnishings)	75 1%	36 2%	14 1%
Building, Engineering, Construction:	1712 26%	535 23%	569 27%
Scranton Gillette: Building Design+Construction (commercial building)	455 7%	136 6%	158 7%
Scranton Gillette: Professional Builder (residential building)	437 7%	160 7%	126 6%
Scranton Gillette: Professional Remodeler (residential remodeling)	282 4%	97 4%	80 4%
Scranton Gillette: Construction Equipment (construction)	275 4%	94 4%	84 4%
Scranton Gillette: Roads & Bridges (infrastructure)	263 4%	48 2%	121 6%
Business, Advertising & Marketing: New Bay Media	162 2%	88 4%	29 1%
Electronic Engineering	280 4%	142 6%	60 3%

TABLE 093 page 2

Markets Responding

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
base: all respondents	6682 100%	2347 100%	2142 100%
Healthcare:	405 6%	141 6%	129 6%
United: HME News	203 3%	61 3%	78 4%
Scranton Gillette: Imaging Technology News (healthcare)	74 1%	24 1%	27 1%
Healthcare: unknown	70 1%	30 1%	12 1%
Scranton Gillette: Diagnostic & Interventional Cardiology (healthcare)	58 1%	26 1%	12 1%
Miscellaneous:	210 3%	120 5%	35 2%
Miscellaneous: unknown	158 2%	98 4%	21 1%
United: Security System News	52 1%	22 1%	14 1%
Movies, Radio, TV & Video	211 3%	98 4%	50 2%
Resources, Environment, Utilities:	427 6%	84 4%	182 8%
Scranton Gillette: Water & Wastes Digest (water & waste treatment)	219 3%	44 2%	97 5%
Scranton Gillette: Storm Water Solutions (storm water)	133 2%	22 1%	55 3%
Scranton Gillette: Water Quality Products (water purification)	75 1%	18 1%	30 1%
Restaurants, Foodservice, Lodging, Gaming:	328 5%	99 4%	113 5%
Divcom: Seafood Business	268 4%	76 3%	93 4%
Gil Ashton: Foodservice Equipment Reports	60 1%	23 1%	20 1%

TABLE 093 page 3

Markets Responding

DATA TABLES

	TOTAL	heavy mobile users	non-mobile users
base: all respondents	6682 100%	2347 100%	2142 100%
Retail, Services:	2417 36%	862 37%	785 37%
Divcom: Workboat Magazine	938 14%	286 12%	365 17%
Lebhar Friedman: DSN	592 9%	212 9%	194 9%
Lebhar Friedman: HCN	266 4%	98 4%	86 4%
Stagnito: Convenience Store News	216 3%	101 4%	43 2%
Lebhar Friedman: RT	175 3%	69 3%	46 2%
Lebhar Friedman: CSA	69 1%	24 1%	27 1%
Retail, Services: unknown	61 1%	31 1%	6 0%
Stagnito: Private Label/Store Brands	45 1%	14 1%	8 0%
Stagnito: The Gourmet Retailer	20 0%	7 0%	5 0%
Stagnito: Retail Leader	18 0%	13 1%	1 0%
Stagnito: Hispanic Retail 360	9 0%	3 0%	2 0%
Stagnito: Convenience Store News for the Single Store Owner	8 0%	4 0%	2 0%

DATA TABLES
Index to Tables

DATA TABLES
Index to Tables

DATA TABLES
Index to Tables

DATA TABLES
Data Interpretation

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 x $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

Proportion Involved in B-to-B Media as a Publisher

1. Are you involved with business-to-business (b-to-b) media as a publisher, content creator, sales rep, audience development manager, event coordinator, designer, support staffer, etc.?

DATA TABLES

base: all respondents	138 100%
yes	111 80%
no	27 20%
no answer	0 0%

TABLE 002 page 1

Audience Composition: Mean Summary

2. Considering all of your company's b-to-b brands and products, approximately how does your total audience break into these segments?

DATA TABLES

MEAN SUMMARY

base: B-to-B publishers answering (fill-in answers)

print	38.6%
web	26.2%
email	16.0%
events	10.7%
mobile (app downloads, mobile optimized websites, ebooks, digital newsstand sales, etc.)	3.7%
information and data (directories, databases, etc.)	3.6%
other	1.2%
TOTAL =	100.0%

TABLE 003 page 1

Audience Composition: Print

2. Considering all of your company's b-to-b brands and products, approximately how does your total audience break into these segments?

DATA TABLES

PRINT

base: B-to-B publishers (fill-in answers)	111 100%
100%	1 1%
75% - 99%	11 10%
50% - 74%	24 22%
25% - 49%	34 31%
10% - 24%	16 14%
1% - 9%	5 5%
none	11 10%
mean: standard error: median:	38.6% 2.59% 40%
no answer	9 8%

TABLE 004 page 1

Audience Composition: Events

2. Considering all of your company's b-to-b brands and products, approximately how does your total audience break into these segments?

DATA TABLES

EVENTS

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	1 1%
50% - 74%	1 1%
25% - 49%	12 11%
10% - 24%	32 29%
1% - 9%	31 28%
none	25 23%
mean: standard error: median:	10.7% 1.40% 5%
no answer	9 8%

TABLE 005 page 1

Audience Composition: Email

2. Considering all of your company's b-to-b brands and products, approximately how does your total audience break into these segments?

DATA TABLES

EMAIL

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	0 0%
50% - 74%	3 3%
25% - 49%	25 23%
10% - 24%	40 36%
1% - 9%	18 16%
none	16 14%
mean:	16.0%
standard error:	1.29%
median:	15%
no answer	9 8%

TABLE 006 page 1

Audience Composition: Web

2. Considering all of your company's b-to-b brands and products, approximately how does your total audience break into these segments?

DATA TABLES

WEB

base: B-to-B publishers (fill-in answers)	111 100%
100%	1 1%
75% - 99%	4 4%
50% - 74%	10 9%
25% - 49%	34 31%
10% - 24%	35 32%
1% - 9%	12 11%
none	6 5%
mean:	26.2%
standard error:	2.06%
median:	22%
no answer	9 8%

TABLE 007 page 1

Audience Composition: Mobile

2. Considering all of your company's b-to-b brands and products, approximately how does your total audience break into these segments?

DATA TABLES

MOBILE (APP DOWNLOADS, MOBILE OPTIMIZED WEBSITES, EBOOKS, DIGITAL NEWSSTAND SALES, ETC.)

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	0 0%
50% - 74%	1 1%
25% - 49%	3 3%
10% - 24%	10 9%
1% - 9%	38 34%
none	50 45%
mean:	3.7%
standard error:	0.78%
median:	1%
no answer	9 8%

TABLE 008 page 1

Audience Composition: Information and Data

2. Considering all of your company's b-to-b brands and products, approximately how does your total audience break into these segments?

DATA TABLES

INFORMATION AND DATA
(DIRECTORIES, DATABASES, ETC.)

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	0 0%
50% - 74%	1 1%
25% - 49%	1 1%
10% - 24%	13 12%
1% - 9%	35 32%
none	52 47%
mean:	3.6%
standard error:	0.65%
median:	0%
no answer	9 8%

TABLE 009 page 1

Audience Composition: Other

2. Considering all of your company's b-to-b brands and products, approximately how does your total audience break into these segments?

OTHER

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	0 0%
50% - 74%	0 0%
25% - 49%	1 1%
10% - 24%	4 4%
1% - 9%	11 10%
none	86 77%
mean: standard error: median:	1.2% 0.42% 0%
no answer	9 8%

TABLE 010 page 1

C-Level Proportion: Mean Summary

3. About what percent of your company's total b-to-b audience is in each of these categories?

DATA TABLES

MEAN SUMMARY

base: B-to-B publishers answering (fill-in answers)

C-level executives and similar decision makers	52.8%
others	47.2%
TOTAL =	100.0%

TABLE 011 page 1

C-Level Proportion: C-Level Executives and Similar Decision Makers

3. About what percent of your company's total b-to-b audience is in each of these categories?

DATA TABLES

C-LEVEL EXECUTIVES AND SIMILAR DECISION MAKERS

base: B-to-B publishers (fill-in answers)	111 100%
100%	7 6%
75% - 99%	28 25%
50% - 74%	24 22%
25% - 49%	19 17%
1% - 24%	23 21%
none	4 4%
mean:	52.8%
standard error:	3.04%
median:	60%
no answer	6 5%

TABLE 012 page 1

C-Level Proportion: Others

3. About what percent of your company's total b-to-b audience is in each of these categories?

OTHERS

base: B-to-B publishers (fill-in answers)	111 100%
100%	4 4%
75% - 99%	23 21%
50% - 74%	24 22%
25% - 49%	25 23%
1% - 24%	22 20%
none	7 6%
mean: standard error: median:	47.2% 3.04% 40%
no answer	6 5%

TABLE 013 page 1

B-to-B Publication Revenue Breakdown: Mean Summary

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

MEAN SUMMARY

base: B-to-B publishers answering (fill-in answers)

print advertising	43.1%
website advertising	17.0%
e-newsletter advertising	9.7%
face-to-face event sponsorship	7.8%
face-to-face event attendance	7.3%
webinars or other virtual events	5.2%
marketing services	4.2%
lead generation	2.9%
mobile advertising	1.6%
other	1.3%
TOTAL =	100.0%

TABLE 014 page 1

B-to-B Publication Revenue Breakdown: Print Advertising

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

DATA TABLES

PRINT ADVERTISING

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	11 10%
50% - 74%	37 33%
25% - 49%	24 22%
10% - 24%	11 10%
1% - 9%	3 3%
none	11 10%
mean: standard error: median:	43.1% 2.68% 47%
no answer	14 13%

TABLE 015 page 1

B-to-B Publication Revenue Breakdown: Website Advertising

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

DATA TABLES

WEBSITE ADVERTISING

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	1 1%
50% - 74%	5 5%
25% - 49%	9 8%
10% - 24%	56 50%
1% - 9%	21 19%
none	5 5%
mean: standard error: median:	17.0% 1.54% 15%
no answer	14 13%

TABLE 016 page 1

B-to-B Publication Revenue Breakdown: Mobile Advertising

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

DATA TABLES

MOBILE ADVERTISING

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	0 0%
50% - 74%	1 1%
25% - 49%	1 1%
10% - 24%	3 3%
1% - 9%	21 19%
none	71 64%
mean:	1.6%
standard error:	0.60%
median:	0%
no answer	14 13%

TABLE 017 page 1

B-to-B Publication Revenue Breakdown: E-Newsletter Advertising

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

DATA TABLES

E-NEWSLETTER ADVERTISING

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	0 0%
50% - 74%	1 1%
25% - 49%	4 4%
10% - 24%	43 39%
1% - 9%	39 35%
none	10 9%
mean:	9.7%
standard error:	0.84%
median:	10%
no answer	14 13%

TABLE 018 page 1

B-to-B Publication Revenue Breakdown: Webinars or Other Virtual Events

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

DATA TABLES

WEBINARS OR OTHER VIRTUAL EVENTS

base: B-to-B publishers (fill-in answers)	111 100%
100%	1 1%
75% - 99%	0 0%
50% - 74%	0 0%
25% - 49%	0 0%
10% - 24%	19 17%
1% - 9%	43 39%
none	34 31%
mean: standard error: median:	5.2% 1.12% 2%
no answer	14 13%

TABLE 019 page 1

B-to-B Publication Revenue Breakdown: Face-To-Face Event Attendance

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

DATA TABLES

FACE-TO-FACE EVENT ATTENDANCE

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	0 0%
50% - 74%	2 2%
25% - 49%	5 5%
10% - 24%	18 16%
1% - 9%	35 32%
none	37 33%
mean: standard error: median:	7.3% 1.17% 3%
no answer	14 13%

TABLE 020 page 1

B-to-B Publication Revenue Breakdown: Face-To-Face Event Sponsorship

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

FACE-TO-FACE EVENT SPONSORSHIP

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	1 1%
50% - 74%	0 0%
25% - 49%	8 7%
10% - 24%	23 21%
1% - 9%	25 23%
none	40 36%
mean: standard error: median:	7.8% 1.20% 4%
no answer	14 13%

TABLE 021 page 1

B-to-B Publication Revenue Breakdown: Lead Generation

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

DATA TABLES

LEAD GENERATION

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	0 0%
50% - 74%	0 0%
25% - 49%	2 2%
10% - 24%	10 9%
1% - 9%	30 27%
none	55 50%
mean:	2.9%
standard error:	0.54%
median:	0%
no answer	14 13%

TABLE 022 page 1

B-to-B Publication Revenue Breakdown: Marketing Services

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

MARKETING SERVICES

base: B-to-B publishers (fill-in answers)	111 100%
100%	1 1%
75% - 99%	0 0%
50% - 74%	0 0%
25% - 49%	2 2%
10% - 24%	12 11%
1% - 9%	26 23%
none	56 50%
mean: standard error: median:	4.2% 1.17% 0%
no answer	14 13%

TABLE 023 page 1

B-to-B Publication Revenue Breakdown: Other

4. Considering all of your company's b-to-b brands/products, about what percent of your marketer-based, non-subscription revenue would you estimate to come from each of these services?

OTHER

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	0 0%
50% - 74%	1 1%
25% - 49%	0 0%
10% - 24%	4 4%
1% - 9%	4 4%
none	88 79%
mean: standard error: median:	1.3% 0.65% 0%
no answer	14 13%

TABLE 024 page 1

Change in B-to-B Audience Size

5. How has the size of your company's total b-to-b audience changed in the past 12 months?

base: B-to-B publishers	111 100%
increased	67 60%
stayed the same	35 32%
decreased	9 8%
no answer	0 0%

TABLE 025 page 1

Mechanisms Used to Access Website: Mean Summary

6. About what percent of website users are typically arriving at your company's b-to-b website(s) in each of these ways?

DATA TABLES

MEAN SUMMARY

base: B-to-B publishers answering (fill-in answers)

search engines	35.6%
email links	28.7%
bookmarks or typing URLs	24.7%
other links	6.0%
other	4.9%
TOTAL =	100.0%

TABLE 026 page 1

Mechanisms Used to Access Website: Search Engines

6. About what percent of website users are typically arriving at your company's b-to-b website(s) in each of these ways?

SEARCH ENGINES

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	8 7%
50% - 74%	24 22%
25% - 49%	34 31%
1% - 24%	31 28%
none	4 4%
mean: standard error: median:	35.6% 2.31% 30%
no answer	10 9%

TABLE 027 page 1

Mechanisms Used to Access Website: Bookmarks or Typing URLs

6. About what percent of website users are typically arriving at your company's b-to-b website(s) in each of these ways?

DATA TABLES

BOOKMARKS OR TYPING URLS

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	7 6%
50% - 74%	12 11%
25% - 49%	23 21%
1% - 24%	44 40%
none	15 14%
mean: standard error: median:	24.7% 2.33% 20%
no answer	10 9%

TABLE 028 page 1

Mechanisms Used to Access Website: Email Links

6. About what percent of website users are typically arriving at your company's b-to-b website(s) in each of these ways?

EMAIL LINKS

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	4 4%
50% - 74%	17 15%
25% - 49%	37 33%
1% - 24%	34 31%
none	9 8%
mean:	28.7%
standard error:	2.14%
median:	25%
no answer	10 9%

TABLE 029 page 1

Mechanisms Used to Access Website: Other Links

6. About what percent of website users are typically arriving at your company's b-to-b website(s) in each of these ways?

DATA TABLES

OTHER LINKS

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	0 0%
50% - 74%	0 0%
25% - 49%	6 5%
1% - 24%	50 45%
none	45 41%
mean:	6.0%
standard error:	0.76%
median:	5%
no answer	10 9%

TABLE 030 page 1

Mechanisms Used to Access Website: Other

6. About what percent of website users are typically arriving at your company's b-to-b website(s) in each of these ways?

OTHER

base: B-to-B publishers (fill-in answers)	111 100%
100%	0 0%
75% - 99%	1 1%
50% - 74%	3 3%
25% - 49%	2 2%
1% - 24%	13 12%
none	82 74%
mean: standard error: median:	4.9% 1.41% 0%
no answer	10 9%

TABLE 031 page 1

Importance of Mobile and Social Media Strategies: Important Summary

7. How important do you think it is for media/info companies like yours to pursue each of the following?

IMPORTANT SUMMARY (rated 5, 6 or 7 on a 7-point scale where 7 = very important and 1 = not at all important)	
base: B-to-B publishers (multiple answers)	111 100%
a mobile strategy	89 80%
a social media strategy	84 76%
indicated at least one	100 90%
indicated none	11 10%

TABLE 032 page 1

Importance of Mobile and Social Media Strategies: Not Important Summary

7. How important do you think it is for media/info companies like yours to pursue each of the following?

NOT IMPORTANT SUMMARY
(rated 1, 2 or 3 on a 7-point scale where 7 = very important and 1 = not at all important)

base: B-to-B publishers (multiple answers)	111 100%
a mobile strategy	14 13%
a social media strategy	12 11%
indicated at least one	20 18%
indicated none	91 82%

TABLE 033 page 1

Importance of Mobile and Social Media Strategies: Mean Summary

7. How important do you think it is for media/info companies like yours to pursue each of the following?

MEAN SUMMARY
(7 = very important;
1 = not at all important)

base: B-to-B publishers rating each

a mobile strategy	5.6
a social media strategy	5.5

TABLE 034 page 1

Importance of Mobile and Social Media Strategies: A Mobile Strategy

7. How important do you think it is for media/info companies like yours to pursue each of the following?

A MOBILE STRATEGY

base: B-to-B publishers	111 100%
7 - very important	46 41%
6	26 23%
5	17 15%
4	8 7%
3	5 5%
2	8 7%
1 - not at all important	1 1%
mean: standard error:	5.6 0.15
no answer	0 0%

TABLE 035 page 1

Importance of Mobile and Social Media Strategies: A Social Media Strategy

7. How important do you think it is for media/info companies like yours to pursue each of the following?

A SOCIAL MEDIA STRATEGY

base: B-to-B publishers	111 100%
7 - very important	37 33%
6	22 20%
5	25 23%
4	15 14%
3	7 6%
2	5 5%
1 - not at all important	0 0%
mean: standard error:	5.5 0.14
no answer	0 0%

TABLE 036 page 1

Proportion with Digital B-to-B Publications

8. Does your company have any digital b-to-b publications (i.e., replicas of print publications and/or digital-only publications)?

base: B-to-B publishers	111 100%
yes	102 92%
no	9 8%
no answer	0 0%

TABLE 037 page 1

Proportion of Print Publications Also in Digital Versions

9. For what percentage of your company's print b-to-b publications are there also digital versions of that same publication?

base: B-to-B publishers	111 100%
100%	51 46%
90% - 99%	11 10%
80% - 89%	5 5%
70% - 79%	2 2%
60% - 69%	2 2%
50% - 59%	4 4%
40% - 49%	2 2%
30% - 39%	2 2%
20% - 29%	4 4%
10% - 19%	2 2%
less than 10%	7 6%
none	1 1%

TABLE 037 page 2

Proportion of Print Publications Also in Digital Versions

9. For what percentage of your company's print b-to-b publications are there also digital versions of that same publication?

base: B-to-B publishers	111 100%
no digital publications	9 8%
mean:	72.5%
standard error:	3.82%
median:	100%
company does not offer any print b-to-b publications	8 7%
no answer	1 1%

TABLE 038 page 1

Types of Digital B-to-B Publications Produced: Mean Summary

11. Including both those that are only digital and those that are print represented digitally, if applicable, what percentage of your company's digital b-to-b publications are in each of these categories?

DATA TABLES

MEAN SUMMARY

base: B-to-B publishers with digital publications answering (fill-in answers)

Digital replicas that look like the corresponding print magazine, with limited or no interactivity, that include words and images in same location as print version, and that function like a PDF document	64.5%
Magazine applications that include a high level of interactivity, push notifications, embedded video, embedded audio, etc.	32.2%
Other	3.3%
TOTAL =	100.0%

TABLE 039 page 1

Types of Digital B-to-B Publications Produced: Digital Replicas that Look Like the Corresponding Print Magazine

11. Including both those that are only digital and those that are print represented digitally, if applicable, what percentage of your company's digital b-to-b publications are in each of these categories?

DIGITAL REPLICAS THAT LOOK LIKE THE CORRESPONDING PRINT MAGAZINE, WITH LIMITED OR NO INTERACTIVITY, THAT INCLUDE WORDS AND IMAGES IN SAME LOCATION AS PRINT VERSION, AND THAT FUNCTION LIKE A PDF DOCUMENT	
base: B-to-B publishers with digital publications (fill-in answers)	102 100%
100%	37 36%
75% - 99%	20 20%
50% - 74%	6 6%
25% - 49%	2 2%
1% - 24%	5 5%
none	22 22%
mean:	64.5%
standard error:	4.45%
median:	90%
no answer	10 10%

TABLE 040 page 1

Types of Digital B-to-B Publications Produced: Magazine Applications that Include a High Level of Interactivity

11. Including both those that are only digital and those that are print represented digitally, if applicable, what percentage of your company's digital b-to-b publications are in each of these categories?

MAGAZINE APPLICATIONS THAT INCLUDE A HIGH LEVEL OF INTERACTIVITY, PUSH NOTIFICATIONS, EMBEDDED VIDEO, EMBEDDED AUDIO, ETC.

base: B-to-B publishers with digital publications (fill-in answers)	102 100%
100%	18 18%
75% - 99%	6 6%
50% - 74%	8 8%
25% - 49%	3 3%
1% - 24%	17 17%
none	40 39%
mean:	32.2%
standard error:	4.26%
median:	5%
no answer	10 10%

TABLE 041 page 1

Types of Digital B-to-B Publications Produced: Other

11. Including both those that are only digital and those that are print represented digitally, if applicable, what percentage of your company's digital b-to-b publications are in each of these categories?

OTHER

base: B-to-B publishers with digital publications (fill-in answers)	102 100%
100%	2 2%
75% - 99%	0 0%
50% - 74%	1 1%
25% - 49%	1 1%
1% - 24%	2 2%
none	86 84%
mean:	3.3%
standard error:	1.67%
median:	0%
no answer	10 10%

TABLE 042 page 1

Promotion of Digital B-to-B Publications

12. How does your company promote its digital b-to-b publications?

base: B-to-B publishers with digital publications (multiple answers)	102 100%
e-newsletters and email marketing	93 91%
websites	88 86%
print publications	67 66%
events	37 36%
other digital magazines	16 16%
other	8 8%
indicated at least one	100 98%
do not promote digital b-to-b publications	2 2%
no answer	0 0%

TABLE 043 page 1

Change in Digital B-to-B Publication Circulation

13. As a whole, how has the circulation of your company's digital b-to-b publication(s) changed in the last twelve months?

base: B-to-B publishers with digital publications	102 100%
increased	61 60%
stayed the same	30 29%
decreased	9 9%
no answer	2 2%

TABLE 044 page 1

Digital B-to-B Publication Revenue Breakdown: Mean Summary

14. What is the typical revenue breakdown for your company's digital b-to-b publications?

MEAN SUMMARY

base: B-to-B publishers with digital publications answering (fill-in answers)

advertising	84.2%
subscriptions	12.4%
other	3.5%
TOTAL =	100.0%

TABLE 045 page 1

Digital B-to-B Publication Revenue Breakdown: Subscriptions

14. What is the typical revenue breakdown for your company's digital b-to-b publications?

SUBSCRIPTIONS

base: B-to-B publishers with digital publications (fill-in answers)	102 100%
100%	1 1%
75% - 99%	3 3%
50% - 74%	2 2%
25% - 49%	10 10%
1% - 24%	22 22%
none	40 39%
mean:	12.4%
standard error:	2.58%
median:	0%
no answer	24 24%

TABLE 046 page 1

Digital B-to-B Publication Revenue Breakdown: Advertising

14. What is the typical revenue breakdown for your company's digital b-to-b publications?

DATA TABLES

ADVERTISING

base: B-to-B publishers with digital publications (fill-in answers)	102 100%
100%	35 34%
75% - 99%	27 26%
50% - 74%	9 9%
25% - 49%	1 1%
1% - 24%	4 4%
none	2 2%
mean:	84.2%
standard error:	2.93%
median:	99%
no answer	24 24%

TABLE 047 page 1

Digital B-to-B Publication Revenue Breakdown: Other

14. What is the typical revenue breakdown for your company's digital b-to-b publications?

DATA TABLES

OTHER

base: B-to-B publishers with digital publications (fill-in answers)	102 100%
100%	1 1%
75% - 99%	1 1%
50% - 74%	0 0%
25% - 49%	0 0%
1% - 24%	9 9%
none	67 66%
mean:	3.5%
standard error:	1.66%
median:	0%
no answer	24 24%

TABLE 048 page 1

Digital B-to-B Publication Retailers

15. Where are your company's digital b-to-b publications being sold?

base: B-to-B publishers with digital publications (multiple answers)	102 100%
Apple Newsstand	21 21%
Kindle Fire Newsstand	6 6%
Google Play	5 5%
Zinio	4 4%
The NOOK Book Store	3 3%
NIM (Next Issue Media)	1 1%
other	14 14%
indicated at least one	33 32%
no digital b-to-b publications sold	68 67%
no answer	1 1%

TABLE 049 page 1

Digital B-to-B Purchase/Subscription Drivers

16. For the digital b-to-b publications your company sells, how is it driving purchases and subscriptions?

base: those selling digital b-to-b publications (multiple answers)	33 100%
free access to digital issues for current print subscribers	12 36%
digital magazine subscriptions only	10 30%
free digital trial issue	9 27%
"print + digital" bundles	9 27%
ability to purchase single digital issues or subscriptions direct from website	8 24%
ability to purchase single digital issues or subscriptions from leading newsstands	7 21%
indicated at least one	26 79%
none of these	5 15%
no answer	2 6%

DATA TABLES
Index to Tables

DATA TABLES
Index to Tables

Title | **Table**

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Index to Tables

Title — **Table**

DATA TABLES
Index to Tables

DATA TABLES

Index to Tables

DATA TABLES
Data Interpretation

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 x $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

Proportion Involved in B-to-B Media Marketing

1. Are you involved with business-to-business (b-to-b) media as a marketer, trying to reach and engage a professional trade audience through advertising, etc.?

DATA TABLES

base: all respondents	105 100%
yes, not at an agency	57 54%
yes, at an agency	17 16%
no	31 30%
no answer	0 0%

TABLE 002 page 1

Importance of Metrics: Important Summary

2. As a marketer, how important are these b-to-b media performance metrics to you?

DATA TABLES

IMPORTANT SUMMARY
(rated 5, 6 or 7 on a 7-point scale where 7 = very important and 1 = not at all important)

base: B-to-B marketers offering an opinion (multiple answers)

audience demographics	67 91%
attendance at in-person events	62 85%
lead generation	61 85%
active engagement: registrations, downloads, e-commerce sales	60 83%
click-through rate	59 83%
search engine rankings	57 80%
open rate	51 75%
impressions	47 65%
print circulation	47 64%

TABLE 003 page 1

Importance of Metrics: Not Important Summary

2. As a marketer, how important are these b-to-b media performance metrics to you?

DATA TABLES

NOT IMPORTANT SUMMARY
(rated 1, 2 or 3 on a 7-point scale where 7 = very important and 1 = not at all important)

base: B-to-B marketers offering an opinion
(multiple answers)

print circulation	17 23%
impressions	11 15%
open rate	5 7%
lead generation	5 7%
audience demographics	5 7%
search engine rankings	4 6%
click-through rate	4 6%
active engagement: registrations, downloads, e-commerce sales	4 6%
attendance at in-person events	4 5%

TABLE 004 page 1

Importance of Metrics: Mean Summary

2. As a marketer, how important are these b-to-b media performance metrics to you?

MEAN SUMMARY
(7 = very important;
1 = not at all important)

base: B-to-B marketers
offering an opinion on each

lead generation	6.0
audience demographics	6.0
click-through rate	5.9
active engagement: registrations, downloads, e-commerce sales	5.9
attendance at in-person events	5.8
search engine rankings	5.7
open rate	5.5
impressions	4.9
print circulation	4.8

TABLE 005 page 1

Importance of Metrics: Search Engine Rankings

2. As a marketer, how important are these b-to-b media performance metrics to you?

SEARCH ENGINE RANKINGS

base: B-to-B marketers	74 100%
no opinion	3 4%
no answer	0 0%
base: B-to-B marketers offering an opinion	71 100%
7 - very important	23 32%
6	20 28%
5	14 20%
4	10 14%
3	4 6%
2	0 0%
1 - not at all important	0 0%
mean:	5.7
standard error:	0.15

TABLE 006 page 1

Importance of Metrics: Audience Demographics

2. As a marketer, how important are these b-to-b media performance metrics to you?

AUDIENCE DEMOGRAPHICS

base: B-to-B marketers	74 100%
no opinion	0 0%
no answer	0 0%
base: B-to-B marketers offering an opinion	74 100%
7 - very important	31 42%
6	24 32%
5	12 16%
4	2 3%
3	4 5%
2	1 1%
1 - not at all important	0 0%
mean:	6.0
standard error:	0.14

TABLE 007 page 1

Importance of Metrics: Active Engagement: Registrations, Downloads, E-Commerce Sales

2. As a marketer, how important are these b-to-b media performance metrics to you?

ACTIVE ENGAGEMENT: REGISTRATIONS, DOWNLOADS, E-COMMERCE SALES	
base: B-to-B marketers	74 100%
no opinion	2 3%
no answer	0 0%
base: B-to-B marketers offering an opinion	72 100%
7 - very important	31 43%
6	17 24%
5	12 17%
4	8 11%
3	3 4%
2	1 1%
1 - not at all important	0 0%
mean:	5.9
standard error:	0.15

TABLE 008 page 1

Importance of Metrics: Impressions

2. As a marketer, how important are these b-to-b media performance metrics to you?

IMPRESSIONS

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	1 1%
base: B-to-B marketers offering an opinion	72 100%
7 - very important	14 19%
6	9 13%
5	24 33%
4	14 19%
3	6 8%
2	5 7%
1 - not at all important	0 0%
mean:	4.9
standard error:	0.17

TABLE 009 page 1

Importance of Metrics: Attendance at In-Person Events

2. As a marketer, how important are these b-to-b media performance metrics to you?

ATTENDANCE AT IN-PERSON EVENTS

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	0 0%
base: B-to-B marketers offering an opinion	73 100%
7 - very important	24 33%
6	27 37%
5	11 15%
4	7 10%
3	2 3%
2	2 3%
1 - not at all important	0 0%
mean: standard error:	5.8 0.14

TABLE 010 page 1

Importance of Metrics: Print Circulation

2. As a marketer, how important are these b-to-b media performance metrics to you?

PRINT CIRCULATION

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	0 0%
base: B-to-B marketers offering an opinion	73 100%
7 - very important	10 14%
6	12 16%
5	25 34%
4	9 12%
3	12 16%
2	3 4%
1 - not at all important	2 3%
mean:	4.8
standard error:	0.18

TABLE 011 page 1

Importance of Metrics: Lead Generation

2. As a marketer, how important are these b-to-b media performance metrics to you?

LEAD GENERATION

base: B-to-B marketers	74 100%
no opinion	2 3%
no answer	0 0%
base: B-to-B marketers offering an opinion	72 100%
7 - very important	36 50%
6	19 26%
5	6 8%
4	6 8%
3	2 3%
2	3 4%
1 - not at all important	0 0%
mean:	6.0
standard error:	0.16

TABLE 012 page 1

Importance of Metrics: Open Rate

2. As a marketer, how important are these b-to-b media performance metrics to you?

DATA TABLES

OPEN RATE

base: B-to-B marketers	74 100%
no opinion	5 7%
no answer	1 1%
base: B-to-B marketers offering an opinion	68 100%
7 - very important	20 29%
6	14 21%
5	17 25%
4	12 18%
3	4 6%
2	1 1%
1 - not at all important	0 0%
mean:	5.5
standard error:	0.16

TABLE 013 page 1

Importance of Metrics: Click-Through Rate

2. As a marketer, how important are these b-to-b media performance metrics to you?

CLICK-THROUGH RATE

base: B-to-B marketers	74 100%
no opinion	3 4%
no answer	0 0%
base: B-to-B marketers offering an opinion	71 100%
7 - very important	28 39%
6	24 34%
5	7 10%
4	8 11%
3	2 3%
2	2 3%
1 - not at all important	0 0%
mean:	5.9
standard error:	0.15

TABLE 014 page 1

Satisfaction with Metrics Offered by Media Partners

3. Overall, how satisfied are you with the types of performance metrics offered by your b-to-b media partners?

DATA TABLES

base: B-to-B marketers	74 100%
7 - very satisfied	1 1%
6	13 18%
5	37 50%
4	13 18%
3	8 11%
2	2 3%
1 - not at all satisfied	0 0%
mean:	4.7
standard error:	0.12
no answer	0 0%

TABLE 015 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Successful Summary

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

DATA TABLES

SUCCESSFUL SUMMARY
(rated 5, 6 or 7 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

Paid (B-to-B) Media:

face-to-face event attendance	63 89%
face-to-face event sponsorship	55 76%
sponsored white papers	50 75%
sponsored video/preroll lead-in video on b-to-b platforms	43 69%
third party webinars or other virtual events	43 64%
e-newsletter advertising	44 64%
print advertising	45 63%
search engine advertising	37 55%
website banner advertising	37 51%

TABLE 015 page 2

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Successful Summary

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

SUCCESSFUL SUMMARY
(rated 5, 6 or 7 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

mobile advertising	20 34%
out of home	11 26%
radio	12 22%
TV	9 17%
Marketer-owned Media:	
brand and product websites	71 99%
brand info, product knowledge, brochures, printed materials	66 92%
other marketer media	44 83%
brand and product webinars	53 78%
public relations	56 80%
social media/earned media	48 70%

TABLE 016 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Unsuccessful Summary

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

UNSUCCESSFUL SUMMARY
(rated 1, 2 or 3 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

Paid (B-to-B) Media:

TV	38 70%
radio	35 64%
out of home	24 56%
mobile advertising	23 40%
third party webinars or other virtual events	18 27%
search engine advertising	14 21%
print advertising	15 21%
e-newsletter advertising	14 20%
sponsored video/preroll lead-in video on b-to-b platforms	12 19%

TABLE 016 page 2

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Unsuccessful Summary

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

UNSUCCESSFUL SUMMARY
(rated 1, 2 or 3 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion (multiple answers)

website banner advertising	14 19%
sponsored white papers	9 13%
face-to-face event sponsorship	7 10%
face-to-face event attendance	3 4%
Marketer-owned Media:	
brand and product webinars	2 3%
brand info, product knowledge, brochures, printed materials	2 3%
brand and product websites	0 0%
other marketer media	0 0%
social media/earned media	10 14%
public relations	8 11%

TABLE 017 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Mean Summary

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

DATA TABLES

MEAN SUMMARY
(7 = very successful;
1 = not at all successful)

base: B-to-B marketers offering an opinion on each

Paid (B-to-B) Media:

face-to-face event attendance	6.0
face-to-face event sponsorship	5.5
sponsored white papers	5.1
e-newsletter advertising	4.9
sponsored video/preroll lead-in video on b-to-b platforms	4.9
third party webinars or other virtual events	4.8
search engine advertising	4.7
print advertising	4.7
website banner advertising	4.4
mobile advertising	3.9
out of home	3.3
radio	3.0
TV	2.9

TABLE 017 page 2

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Mean Summary

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

MEAN SUMMARY
(7 = very successful;
1 = not at all successful)

base: B-to-B marketers offering an opinion on each

Marketer-owned Media:	
brand and product websites	6.1
brand info, product knowledge, brochures, printed materials	5.7
brand and product webinars	5.5
other marketer media	5.4
public relations	5.4
social media/earned media	5.0

TABLE 018 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Print Advertising

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

DATA TABLES

PAID (B-TO-B) MEDIA: PRINT ADVERTISING	
base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	1 1%
base: B-to-B marketers offering an opinion	72 100%
7 - very successful	8 11%
6	10 14%
5	27 38%
4	12 17%
3	7 10%
2	7 10%
1 - not at all successful	1 1%
mean:	4.7
standard error:	0.17

TABLE 019 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Website Banner Advertising

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

DATA TABLES

PAID (B-TO-B) MEDIA:
WEBSITE BANNER ADVERTISING

base: B-to-B marketers	74 100%
no opinion	0 0%
no answer	1 1%
base: B-to-B marketers offering an opinion	73 100%
7 - very successful	2 3%
6	13 18%
5	22 30%
4	22 30%
3	6 8%
2	7 10%
1 - not at all successful	1 1%
mean: standard error:	4.4 0.15

TABLE 020 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Sponsored Video/Preroll Lead-In Video on B-to-B Platforms

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

PAID (B-TO-B) MEDIA:
SPONSORED VIDEO/PREROLL LEAD-IN
VIDEO ON B-TO-B PLATFORMS

base: B-to-B marketers	74 100%
no opinion	10 14%
no answer	2 3%
base: B-to-B marketers offering an opinion	62 100%
7 - very successful	6 10%
6	15 24%
5	22 35%
4	7 11%
3	7 11%
2	5 8%
1 - not at all successful	0 0%
mean:	4.9
standard error:	0.18

TABLE 021 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Search Engine Advertising

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

PAID (B-TO-B) MEDIA:
SEARCH ENGINE ADVERTISING

base: B-to-B marketers	74 100%
no opinion	6 8%
no answer	1 1%
base: B-to-B marketers offering an opinion	67 100%
7 - very successful	6 9%
6	17 25%
5	14 21%
4	16 24%
3	9 13%
2	3 4%
1 - not at all successful	2 3%
mean:	4.7
standard error:	0.18

TABLE 022 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Mobile Advertising

DATA TABLES

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

PAID (B-TO-B) MEDIA: MOBILE ADVERTISING	
base: B-to-B marketers	74 100%
no opinion	15 20%
no answer	1 1%
base: B-to-B marketers offering an opinion	58 100%
7 - very successful	2 3%
6	9 16%
5	9 16%
4	15 26%
3	10 17%
2	9 16%
1 - not at all successful	4 7%
mean:	3.9
standard error:	0.21

TABLE 023 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: E-Newsletter Advertising

DATA TABLES

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

PAID (B-TO-B) MEDIA:
E-NEWSLETTER ADVERTISING

base: B-to-B marketers	74 100%
no opinion	2 3%
no answer	3 4%
base: B-to-B marketers offering an opinion	69 100%
7 - very successful	5 7%
6	24 35%
5	15 22%
4	11 16%
3	9 13%
2	5 7%
1 - not at all successful	0 0%
mean:	4.9
standard error:	0.17

TABLE 024 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Sponsored White Papers

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

PAID (B-TO-B) MEDIA:
SPONSORED WHITE PAPERS

base: B-to-B marketers	74 100%
no opinion	6 8%
no answer	1 1%
base: B-to-B marketers offering an opinion	67 100%
7 - very successful	7 10%
6	27 40%
5	16 24%
4	8 12%
3	2 3%
2	6 9%
1 - not at all successful	1 1%
mean:	5.1
standard error:	0.18

TABLE 025 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Third Party Webinars or Other Virtual Events

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

PAID (B-TO-B) MEDIA:
THIRD PARTY WEBINARS OR OTHER
VIRTUAL EVENTS

base: B-to-B marketers	74 100%
no opinion	6 8%
no answer	1 1%
base: B-to-B marketers offering an opinion	67 100%
7 - very successful	10 15%
6	14 21%
5	19 28%
4	6 9%
3	13 19%
2	4 6%
1 - not at all successful	1 1%
mean:	4.8
standard error:	0.19

TABLE 026 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Face-to-Face Event Attendance

DATA TABLES

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

PAID (B-TO-B) MEDIA:
FACE-TO-FACE EVENT ATTENDANCE

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	2 3%
base: B-to-B marketers offering an opinion	71 100%
7 - very successful	28 39%
6	27 38%
5	8 11%
4	5 7%
3	3 4%
2	0 0%
1 - not at all successful	0 0%
mean: standard error:	6.0 0.13

TABLE 027 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Face-to-Face Event Sponsorship

DATA TABLES

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

PAID (B-TO-B) MEDIA:
FACE-TO-FACE EVENT SPONSORSHIP

base: B-to-B marketers	74 100%
no opinion	0 0%
no answer	2 3%
base: B-to-B marketers offering an opinion	72 100%
7 - very successful	22 31%
6	18 25%
5	15 21%
4	10 14%
3	5 7%
2	1 1%
1 - not at all successful	1 1%
mean:	5.5
standard error:	0.17

TABLE 028 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: TV

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

PAID (B-TO-B) MEDIA:
TV

base: B-to-B marketers	74 100%
no opinion	19 26%
no answer	1 1%
base: B-to-B marketers offering an opinion	54 100%
7 - very successful	4 7%
6	3 6%
5	2 4%
4	7 13%
3	11 20%
2	10 19%
1 - not at all successful	17 31%
mean:	2.9
standard error:	0.25

TABLE 029 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Radio

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

PAID (B-TO-B) MEDIA:
RADIO

base: B-to-B marketers	74 100%
no opinion	18 24%
no answer	1 1%
base: B-to-B marketers offering an opinion	55 100%
7 - very successful	3 5%
6	6 11%
5	3 5%
4	8 15%
3	8 15%
2	10 18%
1 - not at all successful	17 31%
mean:	3.0
standard error:	0.26

TABLE 030 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Paid Media: Out of Home

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

DATA TABLES

PAID (B-TO-B) MEDIA:
OUT OF HOME

base: B-to-B marketers	74 100%
no opinion	30 41%
no answer	1 1%
base: B-to-B marketers offering an opinion	43 100%
7 - very successful	1 2%
6	8 19%
5	2 5%
4	8 19%
3	7 16%
2	8 19%
1 - not at all successful	9 21%
mean: standard error:	3.3 0.28

TABLE 031 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Marketer-Owned Media: Brand Info, Product Knowledge, Brochures, Printed Materials

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

DATA TABLES

MARKETER-OWNED MEDIA:
BRAND INFO, PRODUCT KNOWLEDGE,
BROCHURES, PRINTED MATERIALS

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	1 1%
base: B-to-B marketers offering an opinion	72 100%
7 - very successful	16 22%
6	28 39%
5	22 31%
4	4 6%
3	2 3%
2	0 0%
1 - not at all successful	0 0%
mean:	5.7
standard error:	0.11

TABLE 032 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Marketer-Owned Media: Brand and Product Websites

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

DATA TABLES

MARKETER-OWNED MEDIA:
BRAND AND PRODUCT WEBSITES

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	1 1%
base: B-to-B marketers offering an opinion	72 100%
7 - very successful	28 39%
6	24 33%
5	19 26%
4	1 1%
3	0 0%
2	0 0%
1 - not at all successful	0 0%
mean: standard error:	6.1 0.10

TABLE 033 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Marketer-Owned Media: Brand and Product Webinars

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

DATA TABLES

MARKETER-OWNED MEDIA:
BRAND AND PRODUCT WEBINARS

base: B-to-B marketers	74 100%
no opinion	5 7%
no answer	1 1%
base: B-to-B marketers offering an opinion	68 100%
7 - very successful	15 22%
6	25 37%
5	13 19%
4	13 19%
3	0 0%
2	2 3%
1 - not at all successful	0 0%
mean:	5.5
standard error:	0.15

TABLE 034 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Marketer-Owned Media: Other Marketer Media

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

DATA TABLES

MARKETER-OWNED MEDIA:
OTHER MARKETER MEDIA

base: B-to-B marketers	74 100%
no opinion	19 26%
no answer	2 3%
base: B-to-B marketers offering an opinion	53 100%
7 - very successful	8 15%
6	16 30%
5	20 38%
4	9 17%
3	0 0%
2	0 0%
1 - not at all successful	0 0%
mean:	5.4
standard error:	0.13

TABLE 035 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Social Media/Earned Media

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

SOCIAL MEDIA/EARNED MEDIA

base: B-to-B marketers	74 100%
no opinion	4 5%
no answer	1 1%
base: B-to-B marketers offering an opinion	69 100%
7 - very successful	12 17%
6	14 20%
5	22 32%
4	11 16%
3	4 6%
2	6 9%
1 - not at all successful	0 0%
mean:	5.0
standard error:	0.17

TABLE 036 page 1

Success of Platforms for Creating Awareness of New Products/Services to Existing Customers: Public Relations

4. How successful do you feel each of these platforms are for creating awareness of new products or services among existing customers?

DATA TABLES

PUBLIC RELATIONS

base: B-to-B marketers	74 100%
no opinion	2 3%
no answer	2 3%
base: B-to-B marketers offering an opinion	70 100%
7 - very successful	17 24%
6	18 26%
5	21 30%
4	6 9%
3	3 4%
2	5 7%
1 - not at all successful	0 0%
mean:	5.4
standard error:	0.17

TABLE 037 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Successful Summary

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

DATA TABLES

SUCCESSFUL SUMMARY
(rated 5, 6 or 7 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

Paid (B-to-B) Media:

face-to-face event attendance	60 88%
face-to-face event sponsorship	57 81%
search engine advertising	46 68%
e-newsletter advertising	46 68%
sponsored white papers	43 65%
print advertising	46 65%
third party webinars or other virtual events	42 65%
website banner advertising	45 64%
sponsored video/preroll lead-in video on b-to-b platforms	38 57%

TABLE 037 page 2

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Successful Summary

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

SUCCESSFUL SUMMARY
(rated 5, 6 or 7 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

mobile advertising	24 41%
radio	17 31%
TV	16 30%
out of home	13 29%
Marketer-owned Media:	
brand info, product knowledge, brochures, printed materials	61 87%
brand and product websites	59 84%
brand and product webinars	54 78%
other marketer media	39 76%
public relations	50 75%
social media/earned media	42 65%

TABLE 038 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Unsuccessful Summary

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

DATA TABLES

UNSUCCESSFUL SUMMARY
(rated 1, 2 or 3 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

Paid (B-to-B) Media:

out of home	28 62%
TV	33 61%
radio	32 59%
mobile advertising	20 34%
sponsored video/preroll lead-in video on b-to-b platforms	17 25%
sponsored white papers	16 24%
third party webinars or other virtual events	15 23%
website banner advertising	14 20%
search engine advertising	13 19%

TABLE 038 page 2

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Unsuccessful Summary

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

UNSUCCESSFUL SUMMARY
(rated 1, 2 or 3 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

e-newsletter advertising	13 19%
print advertising	12 17%
face-to-face event sponsorship	5 7%
face-to-face event attendance	4 6%
Marketer-owned Media:	
brand and product webinars	7 10%
brand and product websites	5 7%
other marketer media	3 6%
brand info, product knowledge, brochures, printed materials	3 4%
social media/earned media	11 17%
public relations	8 12%

TABLE 039 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Mean Summary

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

MEAN SUMMARY
(7 = very successful;
1 = not at all successful)

base: B-to-B marketers
offering an opinion on each

Paid (B-to-B) Media:	
face-to-face event attendance	6.0
face-to-face event sponsorship	5.6
search engine advertising	5.0
print advertising	5.0
sponsored white papers	5.0
e-newsletter advertising	4.9
third party webinars or other virtual events	4.8
website banner advertising	4.6
sponsored video/preroll lead-in video on b-to-b platforms	4.5
mobile advertising	4.0
out of home	3.2
TV	3.2
radio	3.2

TABLE 039 page 2

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Mean Summary

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

MEAN SUMMARY
(7 = very successful;
1 = not at all successful)

base: B-to-B marketers offering an opinion on each

Marketer-owned Media:	
brand and product websites	5.9
brand info, product knowledge, brochures, printed materials	5.7
other marketer media	5.5
brand and product webinars	5.4
public relations	5.6
social media/earned media	5.0

TABLE 040 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Print Advertising

DATA TABLES

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
PRINT ADVERTISING

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	2 3%
base: B-to-B marketers offering an opinion	71 100%
7 - very successful	12 17%
6	19 27%
5	15 21%
4	13 18%
3	7 10%
2	4 6%
1 - not at all successful	1 1%
mean:	5.0
standard error:	0.18

TABLE 041 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Website Banner Advertising

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
WEBSITE BANNER ADVERTISING

base: B-to-B marketers	74 100%
no opinion	2 3%
no answer	2 3%
base: B-to-B marketers offering an opinion	70 100%
7 - very successful	7 10%
6	10 14%
5	28 40%
4	11 16%
3	5 7%
2	7 10%
1 - not at all successful	2 3%
mean:	4.6
standard error:	0.18

TABLE 042 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Sponsored Video/Preroll Lead-In Video on B-to-B Platforms

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
SPONSORED VIDEO/PREROLL LEAD-IN
VIDEO ON B-TO-B PLATFORMS

base: B-to-B marketers	74 100%
no opinion	4 5%
no answer	3 4%
base: B-to-B marketers offering an opinion	67 100%
7 - very successful	4 6%
6	17 25%
5	17 25%
4	12 18%
3	8 12%
2	7 10%
1 - not at all successful	2 3%
mean:	4.5
standard error:	0.19

TABLE 043 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Search Engine Advertising

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
SEARCH ENGINE ADVERTISING

base: B-to-B marketers	74 100%
no opinion	4 5%
no answer	2 3%
base: B-to-B marketers offering an opinion	68 100%
7 - very successful	15 22%
6	15 22%
5	16 24%
4	9 13%
3	7 10%
2	5 7%
1 - not at all successful	1 1%
mean:	5.0
standard error:	0.19

TABLE 044 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Mobile Advertising

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

DATA TABLES

PAID (B-TO-B) MEDIA:
MOBILE ADVERTISING

base: B-to-B marketers	74 100%
no opinion	13 18%
no answer	3 4%
base: B-to-B marketers offering an opinion	58 100%
7 - very successful	1 2%
6	11 19%
5	12 21%
4	14 24%
3	7 12%
2	10 17%
1 - not at all successful	3 5%
mean:	4.0
standard error:	0.21

TABLE 045 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: E-Newsletter Advertising

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
E-NEWSLETTER ADVERTISING

base: B-to-B marketers	74 100%
no opinion	4 5%
no answer	2 3%
base: B-to-B marketers offering an opinion	68 100%
7 - very successful	10 15%
6	15 22%
5	21 31%
4	9 13%
3	7 10%
2	6 9%
1 - not at all successful	0 0%
mean:	4.9
standard error:	0.18

TABLE 046 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Sponsored White Papers

DATA TABLES

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
SPONSORED WHITE PAPERS

base: B-to-B marketers	74 100%
no opinion	5 7%
no answer	3 4%
base: B-to-B marketers offering an opinion	66 100%
7 - very successful	11 17%
6	23 35%
5	9 14%
4	7 11%
3	10 15%
2	6 9%
1 - not at all successful	0 0%
mean:	5.0
standard error:	0.20

TABLE 047 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Third Party Webinars or Other Virtual Events

DATA TABLES

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
THIRD PARTY WEBINARS OR OTHER
VIRTUAL EVENTS

base: B-to-B marketers	74 100%
no opinion	7 9%
no answer	2 3%
base: B-to-B marketers offering an opinion	65 100%
7 - very successful	10 15%
6	15 23%
5	17 26%
4	8 12%
3	9 14%
2	5 8%
1 - not at all successful	1 2%
mean: standard error:	4.8 0.20

TABLE 048 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Face-to-Face Event Attendance

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
FACE-TO-FACE EVENT ATTENDANCE

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	5 7%
base: B-to-B marketers offering an opinion	68 100%
7 - very successful	26 38%
6	25 37%
5	9 13%
4	4 6%
3	4 6%
2	0 0%
1 - not at all successful	0 0%
mean:	6.0
standard error:	0.14

TABLE 049 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Face-to-Face Event Sponsorship

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
FACE-TO-FACE EVENT SPONSORSHIP

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	3 4%
base: B-to-B marketers offering an opinion	70 100%
7 - very successful	22 31%
6	16 23%
5	19 27%
4	8 11%
3	2 3%
2	3 4%
1 - not at all successful	0 0%
mean:	5.6
standard error:	0.16

TABLE 050 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: TV

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

DATA TABLES

PAID (B-TO-B) MEDIA:
TV

base: B-to-B marketers	74 100%
no opinion	18 24%
no answer	2 3%
base: B-to-B marketers offering an opinion	54 100%
7 - very successful	5 9%
6	4 7%
5	7 13%
4	5 9%
3	8 15%
2	11 20%
1 - not at all successful	14 26%
mean:	3.2
standard error:	0.27

TABLE 051 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Radio

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
RADIO

base: B-to-B marketers	74 100%
no opinion	17 23%
no answer	3 4%
base: B-to-B marketers offering an opinion	54 100%
7 - very successful	4 7%
6	5 9%
5	8 15%
4	5 9%
3	8 15%
2	7 13%
1 - not at all successful	17 31%
mean:	3.2
standard error:	0.28

TABLE 052 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Paid Media: Out of Home

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PAID (B-TO-B) MEDIA:
OUT OF HOME

base: B-to-B marketers	74	100%
no opinion	27	36%
no answer	2	3%
base: B-to-B marketers offering an opinion	45	100%
7 - very successful	3	7%
6	5	11%
5	5	11%
4	4	9%
3	9	20%
2	8	18%
1 - not at all successful	11	24%
mean:	3.2	
standard error:	0.29	

TABLE 053 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Marketer-Owned Media: Brand Info, Product Knowledge, Brochures, Printed Materials

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

MARKETER-OWNED MEDIA:
BRAND INFO, PRODUCT KNOWLEDGE,
BROCHURES, PRINTED MATERIALS

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	3 4%
base: B-to-B marketers offering an opinion	70 100%
7 - very successful	21 30%
6	22 31%
5	18 26%
4	6 9%
3	2 3%
2	1 1%
1 - not at all successful	0 0%
mean:	5.7
standard error:	0.14

TABLE 054 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Marketer-Owned Media: Brand and Product Websites

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

DATA TABLES

MARKETER-OWNED MEDIA:
BRAND AND PRODUCT WEBSITES

base: B-to-B marketers	74 100%
no opinion	1 1%
no answer	3 4%
base: B-to-B marketers offering an opinion	70 100%
7 - very successful	26 37%
6	28 40%
5	5 7%
4	6 9%
3	5 7%
2	0 0%
1 - not at all successful	0 0%
mean:	5.9
standard error:	0.14

TABLE 055 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Marketer-Owned Media: Brand and Product Webinars

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

DATA TABLES

MARKETER-OWNED MEDIA:
BRAND AND PRODUCT WEBINARS

base: B-to-B marketers	74 100%
no opinion	2 3%
no answer	3 4%
base: B-to-B marketers offering an opinion	69 100%
7 - very successful	16 23%
6	19 28%
5	19 28%
4	8 12%
3	4 6%
2	3 4%
1 - not at all successful	0 0%
mean:	5.4
standard error:	0.16

TABLE 056 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Marketer-Owned Media: Other Marketer Media

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

MARKETER-OWNED MEDIA:
OTHER MARKETER MEDIA

base: B-to-B marketers	74 100%
no opinion	19 26%
no answer	4 5%
base: B-to-B marketers offering an opinion	51 100%
7 - very successful	12 24%
6	14 27%
5	13 25%
4	9 18%
3	3 6%
2	0 0%
1 - not at all successful	0 0%
mean:	5.5
standard error:	0.17

TABLE 057 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Social Media/Earned Media

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

SOCIAL MEDIA/EARNED MEDIA

base: B-to-B marketers	74 100%
no opinion	5 7%
no answer	4 5%
base: B-to-B marketers offering an opinion	65 100%
7 - very successful	13 20%
6	14 22%
5	15 23%
4	12 18%
3	7 11%
2	3 5%
1 - not at all successful	1 2%
mean:	5.0
standard error:	0.19

TABLE 058 page 1

Success of Platforms for Generating Initial Awareness of New Products/Services to New Customers: Public Relations

5. How successful do you feel each of these platforms are for generating initial awareness of new products or services among new customers?

PUBLIC RELATIONS

base: B-to-B marketers	74 100%
no opinion	3 4%
no answer	4 5%
base: B-to-B marketers offering an opinion	67 100%
7 - very successful	22 33%
6	22 33%
5	6 9%
4	9 13%
3	5 7%
2	3 4%
1 - not at all successful	0 0%
mean:	5.6
standard error:	0.18

TABLE 059 page 1

Success of Platforms for Generating Targeted Leads of New Buyers: Successful Summary

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

SUCCESSFUL SUMMARY
(rated 5, 6 or 7 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

Paid (B-to-B) Media:

face-to-face event attendance	61 90%
face-to-face event sponsorship	52 76%
third party webinars or other virtual events	43 65%
search engine advertising	41 62%
sponsored white papers	39 61%
e-newsletter advertising	36 53%
website banner advertising	35 52%
sponsored video/preroll lead-in video on b-to-b platforms	33 51%
mobile advertising	24 42%

TABLE 059 page 2

Success of Platforms for Generating Targeted Leads of New Buyers: Successful Summary

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

SUCCESSFUL SUMMARY
(rated 5, 6 or 7 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

print advertising	28 42%
radio	11 22%
out of home	6 15%
TV	7 14%
Marketer-owned Media:	
brand and product webinars	50 79%
brand and product websites	52 79%
brand info, product knowledge, brochures, printed materials	47 70%
other marketer media	34 69%
public relations	35 56%
social media/earned media	35 55%

TABLE 060 page 1

Success of Platforms for Generating Targeted Leads of New Buyers: Unsuccessful Summary

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

UNSUCCESSFUL SUMMARY
(rated 1, 2 or 3 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

Paid (B-to-B) Media:

TV	36 73%
radio	35 70%
out of home	27 68%
print advertising	27 40%
mobile advertising	22 39%
e-newsletter advertising	20 29%
sponsored video/preroll lead-in video on b-to-b platforms	19 29%
website banner advertising	18 27%
sponsored white papers	17 27%

TABLE 060 page 2

Success of Platforms for Generating Targeted Leads of New Buyers: Unsuccessful Summary

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

UNSUCCESSFUL SUMMARY
(rated 1, 2 or 3 on a 7-point scale where 7 = very successful and 1 = not at all successful)

base: B-to-B marketers offering an opinion
(multiple answers)

third party webinars or other virtual events	15 23%
search engine advertising	12 18%
face-to-face event sponsorship	5 7%
face-to-face event attendance	3 4%
Marketer-owned Media:	
brand info, product knowledge, brochures, printed materials	14 21%
other marketer media	5 10%
brand and product websites	5 8%
brand and product webinars	4 6%
public relations	18 29%
social media/earned media	14 22%

TABLE 061 page 1

Success of Platforms for Generating Targeted Leads of New Buyers: Mean Summary

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

MEAN SUMMARY
(7 = very successful;
1 = not at all successful)

base: B-to-B marketers
offering an opinion on each

Paid (B-to-B) Media:	
face-to-face event attendance	5.8
face-to-face event sponsorship	5.3
search engine advertising	4.8
third party webinars or other virtual events	4.8
sponsored white papers	4.7
e-newsletter advertising	4.5
sponsored video/preroll lead-in video on b-to-b platforms	4.3
website banner advertising	4.3
print advertising	3.9
mobile advertising	3.9
radio	2.8
out of home	2.7
TV	2.6

TABLE 061 page 2

Success of Platforms for Generating Targeted Leads of New Buyers: Mean Summary

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

MEAN SUMMARY
(7 = very successful;
1 = not at all successful)

base: B-to-B marketers
offering an opinion on each

Marketer-owned Media:	
brand and product websites	5.6
brand and product webinars	5.3
other marketer media	5.1
brand info, product knowledge, brochures, printed materials	5.0
social media/earned media	4.6
public relations	4.6

TABLE 062 page 1

**Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: Print Advertising**

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

PAID (B-TO-B) MEDIA: PRINT ADVERTISING	
base: B-to-B marketers	74 100%
no opinion	4 5%
no answer	3 4%
base: B-to-B marketers offering an opinion	67 100%
7 - very successful	4 6%
6	7 10%
5	17 25%
4	12 18%
3	10 15%
2	12 18%
1 - not at all successful	5 7%
mean:	3.9
standard error:	0.20

TABLE 063 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: Website Banner Advertising

6. How successful do you feel each of these platforms are for generating <u>targeted leads</u> of prospective NEW buyers?

PAID (B-TO-B) MEDIA:
WEBSITE BANNER ADVERTISING

base: B-to-B marketers	74 100%
no opinion	4 5%
no answer	3 4%
base: B-to-B marketers offering an opinion	67 100%
7 - very successful	4 6%
6	9 13%
5	22 33%
4	14 21%
3	7 10%
2	8 12%
1 - not at all successful	3 4%
mean: standard error:	4.3 0.19

TABLE 064 page 1

Success of Platforms for Generating Targeted Leads of New Buyers: Paid Media: Sponsored Video/Preroll Lead-In Video on B-to-B Platforms

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

PAID (B-TO-B) MEDIA:
SPONSORED VIDEO/PREROLL LEAD-IN
VIDEO ON B-TO-B PLATFORMS

base: B-to-B marketers	74 100%
no opinion	6 8%
no answer	3 4%
base: B-to-B marketers offering an opinion	65 100%
7 - very successful	5 8%
6	6 9%
5	22 34%
4	13 20%
3	11 17%
2	7 11%
1 - not at all successful	1 2%
mean:	4.3
standard error:	0.18

TABLE 065 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: Search Engine Advertising

6. How successful do you feel each of these platforms are for generating *<u>targeted leads</u>* *of prospective NEW buyers?*

PAID (B-TO-B) MEDIA:
SEARCH ENGINE ADVERTISING

base: B-to-B marketers	74 100%
no opinion	6 8%
no answer	2 3%
base: B-to-B marketers offering an opinion	66 100%
7 - very successful	9 14%
6	15 23%
5	17 26%
4	13 20%
3	5 8%
2	4 6%
1 - not at all successful	3 5%
mean:	4.8
standard error:	0.20

TABLE 066 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: Mobile Advertising

6. How successful do you feel each of these platforms are for generating *<u>targeted leads</u>* *of prospective NEW buyers?*

DATA TABLES

PAID (B-TO-B) MEDIA: MOBILE ADVERTISING	
base: B-to-B marketers	74 100%
no opinion	13 18%
no answer	4 5%
base: B-to-B marketers offering an opinion	57 100%
7 - very successful	2 4%
6	7 12%
5	15 26%
4	11 19%
3	8 14%
2	9 16%
1 - not at all successful	5 9%
mean:	3.9
standard error:	0.22

TABLE 067 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: E-Newsletter Advertising

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

PAID (B-TO-B) MEDIA: E-NEWSLETTER ADVERTISING	
base: B-to-B marketers	74 100%
no opinion	4 5%
no answer	2 3%
base: B-to-B marketers offering an opinion	68 100%
7 - very successful	5 7%
6	16 24%
5	15 22%
4	12 18%
3	12 18%
2	7 10%
1 - not at all successful	1 1%
mean:	4.5
standard error:	0.19

TABLE 068 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: Sponsored White Papers

6. How successful do you feel each of these platforms are for generating *targeted leads* *of prospective NEW buyers?*

DATA TABLES

PAID (B-TO-B) MEDIA: SPONSORED WHITE PAPERS	
base: B-to-B marketers	74 100%
no opinion	7 9%
no answer	3 4%
base: B-to-B marketers offering an opinion	64 100%
7 - very successful	11 17%
6	11 17%
5	17 27%
4	8 13%
3	10 16%
2	6 9%
1 - not at all successful	1 2%
mean: standard error:	4.7 0.20

TABLE 069 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: Third Party Webinars or Other Virtual Events

6. How successful do you feel each of these platforms are for generating *targeted leads* *of prospective NEW buyers?*

DATA TABLES

PAID (B-TO-B) MEDIA:
THIRD PARTY WEBINARS OR OTHER
VIRTUAL EVENTS

base: B-to-B marketers	74 100%
no opinion	5 7%
no answer	3 4%
base: B-to-B marketers offering an opinion	66 100%
7 - very successful	7 11%
6	18 27%
5	18 27%
4	8 12%
3	9 14%
2	3 5%
1 - not at all successful	3 5%
mean:	4.8
standard error:	0.19

TABLE 070 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: Face-to-Face Event Attendance

6. How successful do you feel each of these platforms are for generating *<u>targeted leads</u> of prospective NEW buyers?*

DATA TABLES

PAID (B-TO-B) MEDIA:
FACE-TO-FACE EVENT ATTENDANCE

base: B-to-B marketers	74 100%
no opinion	3 4%
no answer	3 4%
base: B-to-B marketers offering an opinion	68 100%
7 - very successful	22 32%
6	23 34%
5	16 24%
4	4 6%
3	2 3%
2	0 0%
1 - not at all successful	1 1%
mean:	5.8
standard error:	0.14

TABLE 071 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: Face-to-Face Event Sponsorship

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

PAID (B-TO-B) MEDIA:
FACE-TO-FACE EVENT SPONSORSHIP

base: B-to-B marketers	74 100%
no opinion	3 4%
no answer	3 4%
base: B-to-B marketers offering an opinion	68 100%
7 - very successful	13 19%
6	19 28%
5	20 29%
4	11 16%
3	4 6%
2	0 0%
1 - not at all successful	1 1%
mean:	5.3
standard error:	0.15

TABLE 072 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: TV

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

PAID (B-TO-B) MEDIA:
TV

base: B-to-B marketers	74 100%
no opinion	22 30%
no answer	3 4%
base: B-to-B marketers offering an opinion	49 100%
7 - very successful	1 2%
6	3 6%
5	3 6%
4	6 12%
3	8 16%
2	12 24%
1 - not at all successful	16 33%
mean:	2.6
standard error:	0.23

TABLE 073 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: Radio

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

PAID (B-TO-B) MEDIA: RADIO	
base: B-to-B marketers	74 100%
no opinion	21 28%
no answer	3 4%
base: B-to-B marketers offering an opinion	50 100%
7 - very successful	2 4%
6	3 6%
5	6 12%
4	4 8%
3	9 18%
2	8 16%
1 - not at all successful	18 36%
mean: standard error:	2.8 0.26

TABLE 074 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Paid Media: Out of Home

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

PAID (B-TO-B) MEDIA: OUT OF HOME	
base: B-to-B marketers	74 100%
no opinion	31 42%
no answer	3 4%
base: B-to-B marketers offering an opinion	40 100%
7 - very successful	0 0%
6	3 8%
5	3 8%
4	7 18%
3	6 15%
2	8 20%
1 - not at all successful	13 33%
mean: standard error:	2.7 0.26

TABLE 075 page 1

Success of Platforms for Generating Targeted Leads of New Buyers: Marketer-Owned Media: Brand Info, Product Knowledge, Brochures, Printed Materials

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

MARKETER-OWNED MEDIA: BRAND INFO, PRODUCT KNOWLEDGE, BROCHURES, PRINTED MATERIALS	
base: B-to-B marketers	74 100%
no opinion	4 5%
no answer	3 4%
base: B-to-B marketers offering an opinion	67 100%
7 - very successful	8 12%
6	24 36%
5	15 22%
4	6 9%
3	11 16%
2	2 3%
1 - not at all successful	1 1%
mean:	5.0
standard error:	0.18

TABLE 076 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Marketer-Owned Media: Brand and Product Websites

6. How successful do you feel each of these platforms are for generating *targeted leads* *of prospective NEW buyers?*

DATA TABLES

MARKETER-OWNED MEDIA:
BRAND AND PRODUCT WEBSITES

base: B-to-B marketers	74 100%
no opinion	5 7%
no answer	3 4%
base: B-to-B marketers offering an opinion	66 100%
7 - very successful	15 23%
6	29 44%
5	8 12%
4	9 14%
3	5 8%
2	0 0%
1 - not at all successful	0 0%
mean:	5.6
standard error:	0.15

TABLE 077 page 1

Success of Platforms for Generating Targeted Leads of New Buyers:
Marketer-Owned Media: Brand and Product Webinars

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

MARKETER-OWNED MEDIA:
BRAND AND PRODUCT WEBINARS

base: B-to-B marketers	74 100%
no opinion	7 9%
no answer	4 5%
base: B-to-B marketers offering an opinion	63 100%
7 - very successful	10 16%
6	18 29%
5	22 35%
4	9 14%
3	2 3%
2	1 2%
1 - not at all successful	1 2%
mean:	5.3
standard error:	0.16

TABLE 078 page 1

Success of Platforms for Generating Targeted Leads of New Buyers: Marketer-Owned Media: Other Marketer Media

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

MARKETER-OWNED MEDIA:
OTHER MARKETER MEDIA

base: B-to-B marketers	74 100%
no opinion	22 30%
no answer	3 4%
base: B-to-B marketers offering an opinion	49 100%
7 - very successful	6 12%
6	15 31%
5	13 27%
4	10 20%
3	3 6%
2	1 2%
1 - not at all successful	1 2%
mean:	5.1
standard error:	0.19

TABLE 079 page 1

Success of Platforms for Generating Targeted Leads of New Buyers: Social Media/Earned Media

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

DATA TABLES

SOCIAL MEDIA/EARNED MEDIA

base: B-to-B marketers	74 100%
no opinion	5 7%
no answer	5 7%
base: B-to-B marketers offering an opinion	64 100%
7 - very successful	6 9%
6	14 22%
5	15 23%
4	15 23%
3	6 9%
2	6 9%
1 - not at all successful	2 3%
mean: standard error:	4.6 0.19

TABLE 080 page 1

Success of Platforms for Generating Targeted Leads of New Buyers: Public Relations

6. How successful do you feel each of these platforms are for generating targeted leads of prospective NEW buyers?

PUBLIC RELATIONS

base: B-to-B marketers	74 100%
no opinion	6 8%
no answer	5 7%
base: B-to-B marketers offering an opinion	63 100%
7 - very successful	9 14%
6	12 19%
5	14 22%
4	10 16%
3	8 13%
2	8 13%
1 - not at all successful	2 3%
mean:	4.6
standard error:	0.22

TABLE 081 page 1

Mobile Platforms Used for Digital B-to-B Marketing

7. Which mobile platforms did your company use for digital b-to-b marketing in the past six months?

DATA TABLES

base: B-to-B marketers	74 100%
tablets	8 11%
smartphones	8 11%
both	27 36%
neither	31 42%
no answer	0 0%

Proportion of B-to-B Marketing Budget Spent on Mobile Platform Digital Magazine Ads

8. What percent of your company's b-to-b marketing budget is spent on digital magazine ad placements on mobile platforms?

DATA TABLES

base: B-to-B marketers	74 100%
100%	0 0%
90% - 99%	0 0%
80% - 89%	0 0%
70% - 79%	1 1%
60% - 69%	0 0%
50% - 59%	3 4%
40% - 49%	1 1%
30% - 39%	3 4%
20% - 29%	8 11%
10% - 19%	3 4%
less than 10%	14 19%
none	10 14%

TABLE 082 page 2

Proportion of B-to-B Marketing Budget Spent on Mobile Platform Digital Magazine Ads

8. What percent of your company's b-to-b marketing budget is spent on digital magazine ad placements on mobile platforms?

base: B-to-B marketers	74 100%
do not use mobile platforms	31 42%
mean:	9.5%
standard error:	1.91%
median:	0%
no answer	0 0%

TABLE 083 page 1

Proportion of B-to-B Marketing Budget Devoted to Integrated Marketing Programs

9. What percent of your company's b-to-b marketing budget is devoted to integrated (bundled) marketing programs that include a digital component?

DATA TABLES

base: B-to-B marketers	74 100%
100%	6 8%
90% - 99%	5 7%
80% - 89%	9 12%
70% - 79%	9 12%
60% - 69%	3 4%
50% - 59%	2 3%
40% - 49%	5 7%
30% - 39%	3 4%
20% - 29%	8 11%
10% - 19%	10 14%
less than 10%	8 11%
none	3 4%

TABLE 083 page 2

Proportion of B-to-B Marketing Budget Devoted to Integrated Marketing Programs

9. What percent of your company's b-to-b marketing budget is devoted to integrated (bundled) marketing programs that include a digital component?

base: B-to-B marketers	74 100%
mean:	49.9%
standard error:	4.12%
median:	47%
no answer	3 4%

TABLE 084 page 1

Success of Integrated B-to-B Marketing Efforts

10. How do you rate the success of your company's integrated (bundled) b-to-b marketing efforts?

DATA TABLES

base: B-to-B marketers	74 100%
no opinion	9 12%
no answer	1 1%
base: B-to-B marketers offering an opinion	64 100%
7 – excellent	4 6%
6	17 27%
5	18 28%
4	11 17%
3	8 13%
2	6 9%
1 – poor	0 0%
mean: standard error:	4.7 0.18

TABLE 085 page 1

Mobile-Optimized B-to-B Websites Offered

11. In which ways did your company offer mobile-optimized b-to-b websites in the past 6 months?

base: B-to-B marketers (multiple answers)	74 100%
through internally produced site	32 43%
through an agency	21 28%
through a paid (b-to-b) media partner	15 20%
other	3 4%
indicated at least one	50 68%
did not offer mobile-optimized b-to-b websites in the past 6 months	23 31%
no answer	1 1%

TABLE 086 page 1

Change in B-to-B Content Marketing Activity

12. Over the past 12 months, how has your company's b-to-b content marketing activity changed?

DATA TABLES

base: B-to-B marketers	74 100%
increased considerably	19 26%
increased somewhat	23 31%
stayed about the same	27 36%
decreased somewhat	4 5%
decreased considerably	0 0%
no answer	1 1%

TABLE 087 page 1

Change in B-to-B Advertising Budget

13. Over the past 12 months, how has your company's b-to-b advertising budget changed?

DATA TABLES

base: B-to-B marketers	74 100%
increased considerably	1 1%
increased somewhat	21 28%
stayed about the same	44 59%
decreased somewhat	6 8%
decreased considerably	1 1%
no answer	1 1%

TABLE 088 page 1

Expected Change in B-to-B Advertising Budget

14. In the coming 12 months, how do you think your company's b-to-b advertising budget will change?

DATA TABLES

base: B-to-B marketers	74 100%
increase considerably	2 3%
increase somewhat	33 45%
stay about the same	34 46%
decrease somewhat	3 4%
decrease considerably	1 1%
no answer	1 1%

TABLE 089 page 1

Expected Change in Areas of B-to-B Marketing Budget: Increase Summary

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

INCREASE SUMMARY

base: B-to-B marketers (multiple answers)	74 100%
search engine advertising	33 45%
mobile advertising	32 43%
e-newsletter advertising	30 41%
sponsored white papers	30 41%
face-to-face event attendance	28 38%
website banner advertising	27 36%
sponsored video/preroll lead-in video on b-to-b platforms	23 31%
third party webinars or other virtual events	22 30%
face-to-face event sponsorship	20 27%
print advertising	8 11%
radio	7 9%
out of home	7 9%

TABLE 089 page 2

Expected Change in Areas of B-to-B Marketing Budget: Increase Summary

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

DATA TABLES

INCREASE SUMMARY

base: B-to-B marketers (multiple answers)	74 100%
TV	2 3%
indicated at least one	65 88%
indicated none	9 12%

TABLE 090 page 1

Expected Change in Areas of B-to-B Marketing Budget: Decrease Summary

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

DATA TABLES

DECREASE SUMMARY

base: B-to-B marketers (multiple answers)	74 100%
print advertising	24 32%
face-to-face event sponsorship	13 18%
TV	13 18%
out of home	13 18%
radio	12 16%
third party webinars or other virtual events	9 12%
website banner advertising	8 11%
sponsored video/preroll lead-in video on b-to-b platforms	8 11%
face-to-face event attendance	7 9%
e-newsletter advertising	6 8%
search engine advertising	5 7%
mobile advertising	4 5%

TABLE 090 page 2

Expected Change in Areas of B-to-B Marketing Budget: Decrease Summary

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

DECREASE SUMMARY

base: B-to-B marketers (multiple answers)	74 100%
sponsored white papers	4 5%
indicated at least one	40 54%
indicated none	34 46%

TABLE 091 page 1

Expected Change in Areas of B-to-B Marketing Budget: Print Advertising

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

PRINT ADVERTISING

base: B-to-B marketers	74 100%
increase considerably	0 0%
increase somewhat	8 11%
stay about the same	41 55%
decrease somewhat	18 24%
decrease considerably	6 8%
no answer	1 1%

TABLE 092 page 1

Expected Change in Areas of B-to-B Marketing Budget: Website Banner Advertising

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

DATA TABLES

WEBSITE BANNER ADVERTISING

base: B-to-B marketers	74 100%
increase considerably	3 4%
increase somewhat	24 32%
stay about the same	38 51%
decrease somewhat	7 9%
decrease considerably	1 1%
no answer	1 1%

TABLE 093 page 1

Expected Change in Areas of B-to-B Marketing Budget: Sponsored Video/Preroll Lead-In Video on B-to-B Platforms

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

SPONSORED VIDEO/PREROLL LEAD-IN VIDEO ON B-TO-B PLATFORMS

base: B-to-B marketers	74 100%
increase considerably	3 4%
increase somewhat	20 27%
stay about the same	41 55%
decrease somewhat	8 11%
decrease considerably	0 0%
no answer	2 3%

TABLE 094 page 1

Expected Change in Areas of B-to-B Marketing Budget: Search Engine Advertising

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

SEARCH ENGINE ADVERTISING

base: B-to-B marketers	74 100%
increase considerably	9 12%
increase somewhat	24 32%
stay about the same	34 46%
decrease somewhat	3 4%
decrease considerably	2 3%
no answer	2 3%

TABLE 095 page 1

Expected Change in Areas of B-to-B Marketing Budget: Mobile Advertising

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

MOBILE ADVERTISING

base: B-to-B marketers	74 100%
increase considerably	2 3%
increase somewhat	30 41%
stay about the same	37 50%
decrease somewhat	3 4%
decrease considerably	1 1%
no answer	1 1%

TABLE 096 page 1

Expected Change in Areas of B-to-B Marketing Budget: E-Newsletter Advertising

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

E-NEWSLETTER ADVERTISING

base: B-to-B marketers	74 100%
increase considerably	3 4%
increase somewhat	27 36%
stay about the same	37 50%
decrease somewhat	6 8%
decrease considerably	0 0%
no answer	1 1%

TABLE 097 page 1

Expected Change in Areas of B-to-B Marketing Budget: Sponsored White Papers

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

SPONSORED WHITE PAPERS

base: B-to-B marketers	74 100%
increase considerably	5 7%
increase somewhat	25 34%
stay about the same	38 51%
decrease somewhat	4 5%
decrease considerably	0 0%
no answer	2 3%

TABLE 098 page 1

Expected Change in Areas of B-to-B Marketing Budget: Third Party Webinars or Other Virtual Events

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

THIRD PARTY WEBINARS OR OTHER VIRTUAL EVENTS

base: B-to-B marketers	74 100%
increase considerably	4 5%
increase somewhat	18 24%
stay about the same	40 54%
decrease somewhat	9 12%
decrease considerably	0 0%
no answer	3 4%

TABLE 099 page 1

Expected Change in Areas of B-to-B Marketing Budget: Face-to-Face Event Attendance

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

FACE-TO-FACE EVENT ATTENDANCE

base: B-to-B marketers	74 100%
increase considerably	8 11%
increase somewhat	20 27%
stay about the same	38 51%
decrease somewhat	7 9%
decrease considerably	0 0%
no answer	1 1%

TABLE 100 page 1

Expected Change in Areas of B-to-B Marketing Budget: Face-to-Face Event Sponsorship

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

FACE-TO-FACE EVENT SPONSORSHIP

base: B-to-B marketers	74 100%
increase considerably	5 7%
increase somewhat	15 20%
stay about the same	39 53%
decrease somewhat	12 16%
decrease considerably	1 1%
no answer	2 3%

TABLE 101 page 1

Expected Change in Areas of B-to-B Marketing Budget: TV

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

TV

base: B-to-B marketers	74 100%
increase considerably	0 0%
increase somewhat	2 3%
stay about the same	54 73%
decrease somewhat	6 8%
decrease considerably	7 9%
no answer	5 7%

TABLE 102 page 1

Expected Change in Areas of B-to-B Marketing Budget: Radio

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

RADIO

base: B-to-B marketers	74 100%
increase considerably	1 1%
increase somewhat	6 8%
stay about the same	50 68%
decrease somewhat	7 9%
decrease considerably	5 7%
no answer	5 7%

TABLE 103 page 1

Expected Change in Areas of B-to-B Marketing Budget: Out of Home

15. How would you project your company's b-to-b marketing budget in the coming 12 months to change in each of these specific areas?

OUT OF HOME

base: B-to-B marketers	74 100%
increase considerably	1 1%
increase somewhat	6 8%
stay about the same	49 66%
decrease somewhat	6 8%
decrease considerably	7 9%
no answer	5 7%