

Survey Results

Paperitalo Publications

Readership Survey

Nov - Dec 08

Response Status: Completes

Filter: No filter applied

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1. In the past year, have you read (Click all that apply):

Nip Impressions	79%
PaperMoney	75%
PaperAge	51%
Pulp and Paper	78%
Paper 360	75%
Capital Arguments	29%

2. Pertaining to Nip Impressions only, how many times have you read it in the past year?

Less than 6	21%
More than 6, less than 12	21%
Over 12	24%
Every Issue	33%
Total	100%

3. Pertaining to PaperMoney only, how many times have you read it in the past year?

Less than 6	33%
More than 6, less than 12	31%
Over 12	12%
Every Issue	24%
Total	100%

4. Have you read any issue of Capital Arguments?

Yes	36%
No	64%
Total	100%

5. Try to answer this question quickly. Marshall McLuhan famously said, "The medium is the message." Keeping this in mind and ignoring content, please indicate only one of the following statements that best describes your opinion:

Printed magazines have more stature than electronic magazines	27%
In my mind, there is no difference in the stature of printed or electronic magazines	58%
I don't know why, but I trust printed magazines more than electronic magazines	14%
I don't know why, but I trust electronic magazines more than printed magazines	1%
Total	100%

6. Overall, how satisfied are you with the following?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied
Nip Impressions	36%	43%	17%	2%	2%
PaperMoney	16%	46%	34%	3%	1%
PaperAge	17%	38%	37%	7%	1%
Pulp and Paper	22%	46%	26%	4%	2%
Paper360	16%	42%	33%	7%	2%
Capital Arguments	13%	27%	51%	4%	4%
TAPPI Over-the-Wire	14%	32%	41%	11%	2%

7. If and only if you read Nip Impressions, please answer this question:

I read Nip Impressions because it is generally humorous	21%
I read Nip Impressions because it applies to my daily work	23%
I read Nip Impressions to stimulate my own thinking	79%
I file Nip Impressions columns for future reference	18%

8. If and only if you read PaperMoney, please rank the following attributes:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied
Quality	18%	62%	20%	0%	0%
Delivery	26%	54%	18%	1%	2%
Reading Experience	13%	52%	32%	4%	0%
Relevancy to your work	15%	44%	36%	4%	1%
Archives	5%	21%	65%	7%	2%
Ability to forward to others	13%	31%	45%	8%	2%

9. The Paperitalo family of Publications (Nip Impressions, PaperMoney, Capital Arguments, The Thompson Private Letter), when compared to the competition, are:

More trustworthy	46%
Less trustworthy	2%
About the same	52%
Total	100%

10. In my role, I am responsible for influencing or directly purchasing goods and services in the following annual amounts:

No responsibility	27%
Less than \$1 million per year	24%
\$1 million to \$5 million per year	20%
\$5 million to \$10 million per year	7%
\$10 million to \$20 million per year	10%
\$20 million to \$50 million per year	9%
over \$50 million per year	4%
Total	100%

11. We are almost done! We have a few questions to help us categorize our readers. Your age, please:

Under 30	2%
31 - 40	9%
41 - 50	29%
51- 60	34%
Over 60	26%
Total	100%

12. Employment

Full time	85%
Part time	6%
Retired	10%
Total	100%

13. Income

Less than \$50,000	8%
\$50,001 to \$75,000	13%
\$75,001 to \$100,000	25%
\$100,001 to \$150,000	37%
\$150,001 to \$200,000	8%
over \$200,001	9%
Total	100%

14. Education

High School	4%
Some college, not degreed	8%
BS or MS college degree	75%
Ph.D.	14%