



## The survey says...

In our March /April issue, we asked readers to complete a reader profile survey so that we could get some more information about you, the reader, for editorial and marketing purposes.

The surveys went out to 67,000 readers and by the deadline date of May 31, 2002, 637 surveys had been returned. That's a response rate of 0.95 per cent. We were aiming for a response rate of 1 to 2 per cent, which might have been possible had we been able to have the survey on line. Still, the break down of respondents is fairly representative of the membership, and we are satisfied with the results.

Judging by some of the comments we received, we lost some participants who were turned off by the marketing questions. For example, one comment we received was: "What do questions 28 to 40 have to do with PEO, other than selling the information to others?" Rest assured that we do not sell your infor-

mation, since it would violate PEO's mailing list policy. This policy restricts use of the list without the permission of Council to candidates for PEO Council, EIC and Canadian learned societies, and companies administering or underwriting benefit plans through CCPE and PEO (now OSPE) in which PEO members participate. In all such uses, however, PEO is to conduct the mailings. We do, however, want to know your interests so that we can attract advertisers to help offset our costs of publication.

What did we find out? Most of the respondents (92 per cent) had read more than five issues of the magazine and 42 per cent replied that at least one other person reads their copy of the magazine. A majority of respondents (60 per cent) agreed that the articles in the magazine keep readers up-to-date on the profession and 71 per cent agreed that the magazine provides important information about PEO. More than half who responded said that the articles are relevant to the P.Eng.

Respondents were generally content with the editorial quality of the magazine with 73 per cent saying that it is understandable and easy to read, and 66 per cent responding that the articles are well written.

As for the type of articles they would like to see, respondents said that management for P.Engs (53 per cent), professional practice (44 per cent), information technology (38 per cent), and ethics (35 per cent) were topics warranting more coverage.

Who responded? Women were slightly under-represented, since only 4 per cent of respondents were female (less than the about 6 per cent on the register). Just over 30 per cent responded that they work in consulting, 97 per cent use the Internet, with almost half using it more than 31 times a month; 67 per cent have a home office, with almost 40 per cent using it as an extension of their full-time job.

Mechanical, electrical and electronics, and civil engineers made up almost 58 per cent of those who returned the survey, while 31 per cent responded that design is their current core job function; 27 per cent said that management or administration is their core job function.

Three quarters of respondents report that their company or business has a website and 37 per cent said their companies are involved in e-commerce.

What do we do with this information now? First, we wanted to see if the publication is meeting your editorial expectations, and we will consider your suggestions in planning the editorial calendar for 2003, keeping in mind our editorial objectives, which align with PEO's objects under the *Professional Engineers Act*. Second, from a marketing standpoint, our ad sales team will use the results to target the right advertisers for our readership.

Thank you to all who participated, and congratulations to Ray Givens, P.Eng., of Givens Engineering, the winner of the Epson Stylus C80wn printer.

**Joan Bailey**  
Managing Editor