

1. Which of the above automotive publications do you receive:

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
Automotive Design & Production	88 (16.1)		88 (100.0)		55 (25.5)		71 (14.3)		58 (20.7)	
Automotive Engineering International	216 (39.6)		55 (62.5)		216 (100.0)		183 (36.7)		136 (48.6)	
Automotive Industries	498 (91.2)		71 (80.7)		183 (84.7)		498 (100.0)		265 (94.6)	
Ward's AutoWorld	280 (51.3)		58 (65.9)		136 (63.0)		265 (53.2)		280 (100.0)	
No answer	5 (0.9)		0 (0.0)		0 (0.0)		0 (0.0)		0 (0.0)	
UNDPUBLISHED RECEIVERSHIP										
Receive Automotive Design & Production ONLY	6 (1.1)		6 (6.8)		0 (0.0)		0 (0.0)		0 (0.0)	
Receive Automotive Engineering International ONLY	17 (3.1)		0 (0.0)		17 (7.9)		0 (0.0)		0 (0.0)	
Receive Automotive Industries ONLY	165 (30.2)		0 (0.0)		0 (0.0)		165 (33.1)		0 (0.0)	
Receive Ward's AutoWorld ONLY	2 (0.4)		0 (0.0)		0 (0.0)		0 (0.0)		2 (0.7)	

2. How many of the past four issues of the publications that you receive have you read?

RESPONDENTS READING AT LEAST 3 OUT OF 4 ISSUES

BASE	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
Automotive Design & Production	79	(14.5)	73	(83.0)	47	(21.8)	64	(12.9)	49	(17.5)
Automotive Engineering International	176	(32.2)	43	(48.9)	176	(81.5)	149	(29.9)	112	(40.0)
Automotive Industries	417	(76.4)	57	(64.8)	146	(67.6)	417	(83.7)	225	(80.4)
Ward's AutoWorld	246	(45.1)	52	(59.1)	120	(55.6)	234	(47.0)	246	(87.9)
No answer	4	(0.7)	0	(0.0)	0	(0.0)	0	(0.0)	0	(0.0)

2. (continued)

Automotive Design & Production

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
None	17	(3.1)	2	(2.3)	12	(5.6)	14	(2.8)	10	(3.6)
1 out of 4	5	(0.9)	4	(4.5)	3	(1.4)	3	(0.6)	2	(0.7)
2 out of 4	11	(2.0)	8	(9.1)	6	(2.8)	11	(2.2)	8	(2.9)
3 out of 4	22	(4.0)	20	(22.7)	12	(5.6)	17	(3.4)	11	(3.9)
4 out of 4	57	(10.4)	53	(60.2)	35	(16.2)	47	(9.4)	38	(13.6)
No answer	434	(79.5)	1	(1.1)	148	(68.5)	406	(81.5)	211	(75.4)
Average	2.9		3.4		2.8		2.9		2.9	

2. (continued)

Automotive Engineering International

BASE	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
None	13	(2.4)	2	(2.3)	7	(3.2)	10	(2.0)	5	(1.8)
1 out of 4	10	(1.8)	5	(5.7)	10	(4.6)	7	(1.4)	7	(2.5)
2 out of 4	19	(3.5)	5	(5.7)	18	(8.3)	19	(3.8)	10	(3.6)
3 out of 4	47	(8.6)	5	(5.7)	47	(21.8)	43	(8.6)	28	(10.0)
4 out of 4	129	(23.6)	38	(43.2)	129	(59.7)	106	(21.3)	84	(30.0)
No answer	328	(60.1)	33	(37.5)	5	(2.3)	313	(62.9)	146	(52.1)
Average		3.2		3.3		3.3		3.2		3.3

2. (continued)

Automotive Industries

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
None	9	(1.6)	3	(3.4)	6	(2.8)	6	(1.2)	4	(1.4)
1 out of 4	22	(4.0)	2	(2.3)	6	(2.8)	22	(4.4)	9	(3.2)
2 out of 4	45	(8.2)	7	(8.0)	26	(12.0)	45	(9.0)	26	(9.3)
3 out of 4	65	(11.9)	14	(15.9)	34	(15.7)	65	(13.1)	29	(10.4)
4 out of 4	352	(64.5)	43	(48.9)	112	(51.9)	352	(70.7)	196	(70.0)
No answer	53	(9.7)	19	(21.6)	32	(14.8)	8	(1.6)	16	(5.7)
Average	3.5		3.3		3.3		3.5		3.5	

2. (continued)

Ward's AutoWorld

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
None	9	(1.6)	1	(1.1)	3	(1.4)	7	(1.4)	2	(0.7)
1 out of 4	7	(1.3)	1	(1.1)	2	(0.9)	6	(1.2)	6	(2.1)
2 out of 4	23	(4.2)	3	(3.4)	12	(5.6)	21	(4.2)	23	(8.2)
3 out of 4	32	(5.9)	7	(8.0)	15	(6.9)	30	(6.0)	32	(11.4)
4 out of 4	214	(39.2)	45	(51.1)	105	(48.6)	204	(41.0)	214	(76.4)
No answer	261	(47.8)	31	(35.2)	79	(36.6)	230	(46.2)	3	(1.1)
Average	3.5		3.6		3.6		3.6		3.6	

3. Please review the following publications for each listed quality, and rank each publication you receive from '1' (superior) to '4' (poor)

RESPONDENTS RANKING '1'

BASE	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
ADP										
Provides feature articles that are interesting and informative	24	(4.4)	22	(25.0)	14	(6.5)	20	(4.0)	14	(5.0)
Interprets/anticipates industry trends and events	17	(3.1)	16	(18.2)	12	(5.6)	11	(2.2)	9	(3.2)
Provides information useful to my job	18	(3.3)	17	(19.3)	11	(5.1)	15	(3.0)	15	(5.4)
Provides information not found elsewhere	16	(2.9)	16	(18.2)	10	(4.6)	13	(2.6)	10	(3.6)
Keeps me updated on the competition	15	(2.7)	15	(17.0)	9	(4.2)	12	(2.4)	9	(3.2)
Puts industry technology in perspective	22	(4.0)	20	(22.7)	13	(6.0)	18	(3.6)	8	(2.9)
AEI										
Provides feature articles that are interesting and informative	56	(10.3)	14	(15.9)	56	(25.9)	49	(9.8)	37	(13.2)
Interprets/anticipates industry trends and events	41	(7.5)	11	(12.5)	41	(19.0)	36	(7.2)	25	(8.9)
Provides information useful to my job	50	(9.2)	18	(20.5)	49	(22.7)	45	(9.0)	39	(13.9)
Provides information not found elsewhere	71	(13.0)	20	(22.7)	68	(31.5)	67	(13.5)	48	(17.1)
Keeps me updated on the competition	41	(7.5)	14	(15.9)	41	(19.0)	35	(7.0)	32	(11.4)
Puts industry technology in perspective	66	(12.1)	18	(20.5)	66	(30.6)	59	(11.8)	46	(16.4)
AI										
Provides feature articles that are interesting and informative	181	(33.2)	23	(26.1)	55	(25.5)	181	(36.3)	90	(32.1)
Interprets/anticipates industry trends and events	127	(23.3)	12	(13.6)	36	(16.7)	127	(25.5)	59	(21.1)
Provides information useful to my job	98	(17.9)	15	(17.0)	36	(16.7)	98	(19.7)	63	(22.5)
Provides information not found elsewhere	114	(20.9)	11	(12.5)	32	(14.8)	114	(22.9)	54	(19.3)
Keeps me updated on the competition	130	(23.8)	16	(18.2)	42	(19.4)	130	(26.1)	72	(25.7)
Puts industry technology in perspective	127	(23.3)	15	(17.0)	34	(15.7)	127	(25.5)	63	(22.5)
WAW										
Provides feature articles that are interesting and informative	133	(24.4)	22	(25.0)	64	(29.6)	128	(25.7)	133	(47.5)
Interprets/anticipates industry trends and events	94	(17.2)	19	(21.6)	54	(25.0)	88	(17.7)	94	(33.6)
Provides information useful to my job	74	(13.6)	12	(13.6)	37	(17.1)	71	(14.3)	74	(26.4)
Provides information not found elsewhere	68	(12.5)	10	(11.4)	32	(14.8)	66	(13.3)	68	(24.3)
Keeps me updated on the competition	94	(17.2)	16	(18.2)	48	(22.2)	89	(17.9)	93	(33.2)
Puts industry technology in perspective	67	(12.3)	10	(11.4)	27	(12.5)	64	(12.9)	67	(23.9)
No answer										
	10	(1.8)	1	(1.1)	3	(1.4)	4	(0.8)	2	(0.7)

3. (continued)

RESPONDENTS RANKING '1' or '2'

BASE	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
	546		88		216		498		280	
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ADP										
Provides feature articles that are interesting and informative	64 (11.7)		62 (70.5)		39 (18.1)		52 (10.4)		37 (13.2)	
Interprets/anticipates industry trends and events	62 (11.4)		61 (69.3)		37 (17.1)		47 (9.4)		36 (12.9)	
Provides information useful to my job	57 (10.4)		54 (61.4)		39 (18.1)		46 (9.2)		34 (12.1)	
Provides information not found elsewhere	56 (10.3)		54 (61.4)		35 (16.2)		43 (8.6)		32 (11.4)	
Keeps me updated on the competition	54 (9.9)		51 (58.0)		33 (15.3)		46 (9.2)		34 (12.1)	
Puts industry technology in perspective	67 (12.3)		64 (72.7)		40 (18.5)		54 (10.8)		42 (15.0)	
AEI										
Provides feature articles that are interesting and informative	171 (31.3)		46 (52.3)		166 (76.9)		147 (29.5)		109 (38.9)	
Interprets/anticipates industry trends and events	140 (25.6)		35 (39.8)		137 (63.4)		118 (23.7)		81 (28.9)	
Provides information useful to my job	149 (27.3)		40 (45.5)		145 (67.1)		129 (25.9)		98 (35.0)	
Provides information not found elsewhere	145 (26.6)		42 (47.7)		140 (64.8)		128 (25.7)		94 (33.6)	
Keeps me updated on the competition	119 (21.8)		34 (38.6)		115 (53.2)		106 (21.3)		84 (30.0)	
Puts industry technology in perspective	170 (31.1)		43 (48.9)		166 (76.9)		148 (29.7)		110 (39.3)	
AI										
Provides feature articles that are interesting and informative	422 (77.3)		56 (63.6)		144 (66.7)		422 (84.7)		223 (79.6)	
Interprets/anticipates industry trends and events	394 (72.2)		53 (60.2)		136 (63.0)		393 (78.9)		208 (74.3)	
Provides information useful to my job	338 (61.9)		45 (51.1)		125 (57.9)		338 (67.9)		190 (67.9)	
Provides information not found elsewhere	334 (61.2)		42 (47.7)		110 (50.9)		334 (67.1)		176 (62.9)	
Keeps me updated on the competition	340 (62.3)		44 (50.0)		120 (55.6)		340 (68.3)		194 (69.3)	
Puts industry technology in perspective	381 (69.8)		49 (55.7)		128 (59.3)		381 (76.5)		200 (71.4)	
WAW										
Provides feature articles that are interesting and informative	241 (44.1)		47 (53.4)		113 (52.3)		231 (46.4)		241 (86.1)	
Interprets/anticipates industry trends and events	235 (43.0)		47 (53.4)		112 (51.9)		226 (45.4)		235 (83.9)	
Provides information useful to my job	205 (37.5)		36 (40.9)		100 (46.3)		199 (40.0)		205 (73.2)	
Provides information not found elsewhere	190 (34.8)		33 (37.5)		86 (39.8)		183 (36.7)		190 (67.9)	
Keeps me updated on the competition	213 (39.0)		41 (46.6)		99 (45.8)		205 (41.2)		212 (75.7)	
Puts industry technology in perspective	211 (38.6)		39 (44.3)		97 (44.9)		203 (40.8)		211 (75.4)	
No answer	10 (1.8)		1 (1.1)		3 (1.4)		4 (0.8)		2 (0.7)	

3. (continued)

Automotive Design & Production

BASE	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
Provides feature articles that are interesting and informative										
1	24	(4.4)	22	(25.0)	14	(6.5)	20	(4.0)	14	(5.0)
2	40	(7.3)	40	(45.5)	25	(11.6)	32	(6.4)	23	(8.2)
3	21	(3.8)	19	(21.6)	13	(6.0)	16	(3.2)	17	(6.1)
4	6	(1.1)	4	(4.5)	5	(2.3)	3	(0.6)	4	(1.4)
No answer	455	(83.3)	3	(3.4)	159	(73.6)	427	(85.7)	222	(79.3)
Avg =	2.1		2.1		2.2		2.0		2.2	
Interprets/anticipates industry trends and events										
1	17	(3.1)	16	(18.2)	12	(5.6)	11	(2.2)	9	(3.2)
2	45	(8.2)	45	(51.1)	25	(11.6)	36	(7.2)	27	(9.6)
3	23	(4.2)	20	(22.7)	15	(6.9)	21	(4.2)	18	(6.4)
4	6	(1.1)	4	(4.5)	5	(2.3)	3	(0.6)	4	(1.4)
No answer	455	(83.3)	3	(3.4)	159	(73.6)	427	(85.7)	222	(79.3)
Avg =	2.2		2.1		2.2		2.2		2.3	
Provides information useful to my job										
1	18	(3.3)	17	(19.3)	11	(5.1)	15	(3.0)	15	(5.4)
2	39	(7.1)	37	(42.0)	28	(13.0)	31	(6.2)	19	(6.8)
3	25	(4.6)	23	(26.1)	12	(5.6)	18	(3.6)	16	(5.7)
4	9	(1.6)	8	(9.1)	6	(2.8)	7	(1.4)	8	(2.9)
No answer	455	(83.3)	3	(3.4)	159	(73.6)	427	(85.7)	222	(79.3)
Avg =	2.3		2.3		2.2		2.2		2.3	

3. (continued)

Automotive Design & Production

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
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Provides information not found elsewhere										
1	16	(2.9)	16	(18.2)	10	(4.6)	13	(2.6)	10	(3.6)
2	40	(7.3)	38	(43.2)	25	(11.6)	30	(6.0)	22	(7.9)
3	29	(5.3)	27	(30.7)	17	(7.9)	24	(4.8)	21	(7.5)
4	6	(1.1)	4	(4.5)	5	(2.3)	4	(0.8)	5	(1.8)
No answer	455	(83.3)	3	(3.4)	159	(73.6)	427	(85.7)	222	(79.3)
Avg =	2.3		2.2		2.3		2.3		2.4	
Keeps me updated on the competition										
1	15	(2.7)	15	(17.0)	9	(4.2)	12	(2.4)	9	(3.2)
2	39	(7.1)	36	(40.9)	24	(11.1)	34	(6.8)	25	(8.9)
3	22	(4.0)	21	(23.9)	14	(6.5)	15	(3.0)	14	(5.0)
4	15	(2.7)	13	(14.8)	10	(4.6)	10	(2.0)	10	(3.6)
No answer	455	(83.3)	3	(3.4)	159	(73.6)	427	(85.7)	222	(79.3)
Avg =	2.4		2.4		2.4		2.3		2.4	
Puts industry technology in perspective										
1	22	(4.0)	20	(22.7)	13	(6.0)	18	(3.6)	8	(2.9)
2	45	(8.2)	44	(50.0)	27	(12.5)	36	(7.2)	34	(12.1)
3	17	(3.1)	16	(18.2)	11	(5.1)	13	(2.6)	12	(4.3)
4	7	(1.3)	5	(5.7)	6	(2.8)	4	(0.8)	4	(1.4)
No answer	455	(83.3)	3	(3.4)	159	(73.6)	427	(85.7)	222	(79.3)
Avg =	2.1		2.1		2.2		2.0		2.2	

3. (continued)

Automotive Engineering International

BASE	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
Provides feature articles that are interesting and informative										
1	56	(10.3)	14	(15.9)	56	(25.9)	49	(9.8)	37	(13.2)
2	115	(21.1)	32	(36.4)	110	(50.9)	98	(19.7)	72	(25.7)
3	28	(5.1)	7	(8.0)	28	(13.0)	23	(4.6)	18	(6.4)
4	10	(1.8)	2	(2.3)	10	(4.6)	9	(1.8)	4	(1.4)
No answer	337	(61.7)	33	(37.5)	12	(5.6)	319	(64.1)	149	(53.2)
Avg =	2.0		1.9		2.0		2.0		1.9	
Interprets/anticipates industry trends and events										
1	41	(7.5)	11	(12.5)	41	(19.0)	36	(7.2)	25	(8.9)
2	99	(18.1)	24	(27.3)	96	(44.4)	82	(16.5)	56	(20.0)
3	63	(11.5)	16	(18.2)	61	(28.2)	56	(11.2)	47	(16.8)
4	8	(1.5)	4	(4.5)	8	(3.7)	7	(1.4)	6	(2.1)
No answer	335	(61.4)	33	(37.5)	10	(4.6)	317	(63.7)	146	(52.1)
Avg =	2.2		2.2		2.2		2.2		2.3	
Provides information useful to my job										
1	50	(9.2)	18	(20.5)	49	(22.7)	45	(9.0)	39	(13.9)
2	99	(18.1)	22	(25.0)	96	(44.4)	84	(16.9)	59	(21.1)
3	49	(9.0)	11	(12.5)	48	(22.2)	43	(8.6)	29	(10.4)
4	15	(2.7)	5	(5.7)	14	(6.5)	11	(2.2)	8	(2.9)
No answer	333	(61.0)	32	(36.4)	9	(4.2)	315	(63.3)	145	(51.8)
Avg =	2.1		2.1		2.1		2.1		2.0	

3. (continued)

Automotive Engineering International

BASE	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
Provides information not found elsewhere										
1	71	(13.0)	20	(22.7)	68	(31.5)	67	(13.5)	48	(17.1)
2	74	(13.6)	22	(25.0)	72	(33.3)	61	(12.2)	46	(16.4)
3	56	(10.3)	10	(11.4)	55	(25.5)	44	(8.8)	35	(12.5)
4	10	(1.8)	4	(4.5)	10	(4.6)	9	(1.8)	5	(1.8)
No answer	335	(61.4)	32	(36.4)	11	(5.1)	317	(63.7)	146	(52.1)
Avg =	2.0		2.0		2.0		2.0		2.0	
Keeps me updated on the competition										
1	41	(7.5)	14	(15.9)	41	(19.0)	35	(7.0)	32	(11.4)
2	78	(14.3)	20	(22.7)	74	(34.3)	71	(14.3)	52	(18.6)
3	75	(13.7)	13	(14.8)	75	(34.7)	61	(12.2)	41	(14.6)
4	16	(2.9)	8	(9.1)	15	(6.9)	13	(2.6)	8	(2.9)
No answer	336	(61.5)	33	(37.5)	11	(5.1)	318	(63.9)	147	(52.5)
Avg =	2.3		2.3		2.3		2.3		2.2	
Puts industry technology in perspective										
1	66	(12.1)	18	(20.5)	66	(30.6)	59	(11.8)	46	(16.4)
2	104	(19.0)	25	(28.4)	100	(46.3)	89	(17.9)	64	(22.9)
3	33	(6.0)	10	(11.4)	32	(14.8)	26	(5.2)	19	(6.8)
4	7	(1.3)	2	(2.3)	7	(3.2)	6	(1.2)	4	(1.4)
No answer	336	(61.5)	33	(37.5)	11	(5.1)	318	(63.9)	147	(52.5)
Avg =	1.9		1.9		1.9		1.9		1.9	

3. (continued)

Automotive Industries

BASE	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
Provides feature articles that are interesting and informative										
1	181	(33.2)	23	(26.1)	55	(25.5)	181	(36.3)	90	(32.1)
2	241	(44.1)	33	(37.5)	89	(41.2)	241	(48.4)	133	(47.5)
3	45	(8.2)	11	(12.5)	22	(10.2)	43	(8.6)	27	(9.6)
4	21	(3.8)	1	(1.1)	10	(4.6)	20	(4.0)	8	(2.9)
No answer	58	(10.6)	20	(22.7)	40	(18.5)	13	(2.6)	22	(7.9)
Avg =		1.8		1.9		1.9		1.8		1.8
Interprets/anticipates industry trends and events										
1	127	(23.3)	12	(13.6)	36	(16.7)	127	(25.5)	59	(21.1)
2	267	(48.9)	41	(46.6)	100	(46.3)	266	(53.4)	149	(53.2)
3	77	(14.1)	13	(14.8)	34	(15.7)	76	(15.3)	43	(15.4)
4	15	(2.7)	3	(3.4)	7	(3.2)	14	(2.8)	8	(2.9)
No answer	60	(11.0)	19	(21.6)	39	(18.1)	15	(3.0)	21	(7.5)
Avg =		2.0		2.1		2.1		2.0		2.0
Provides information useful to my job										
1	98	(17.9)	15	(17.0)	36	(16.7)	98	(19.7)	63	(22.5)
2	240	(44.0)	30	(34.1)	89	(41.2)	240	(48.2)	127	(45.4)
3	132	(24.2)	19	(21.6)	48	(22.2)	132	(26.5)	63	(22.5)
4	18	(3.3)	5	(5.7)	6	(2.8)	15	(3.0)	8	(2.9)
No answer	58	(10.6)	19	(21.6)	37	(17.1)	13	(2.6)	19	(6.8)
Avg =		2.1		2.2		2.1		2.1		2.1

3. (continued)

Automotive Industries

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
Provides information not found elsewhere										
1	114	(20.9)	11	(12.5)	32	(14.8)	114	(22.9)	54	(19.3)
2	220	(40.3)	31	(35.2)	78	(36.1)	220	(44.2)	122	(43.6)
3	131	(24.0)	22	(25.0)	55	(25.5)	129	(25.9)	70	(25.0)
4	21	(3.8)	4	(4.5)	12	(5.6)	20	(4.0)	14	(5.0)
No answer	60	(11.0)	20	(22.7)	39	(18.1)	15	(3.0)	20	(7.1)
Avg =	2.1		2.3		2.3		2.1		2.2	
Keeps me updated on the competition										
1	130	(23.8)	16	(18.2)	42	(19.4)	130	(26.1)	72	(25.7)
2	210	(38.5)	28	(31.8)	78	(36.1)	210	(42.2)	122	(43.6)
3	114	(20.9)	16	(18.2)	43	(19.9)	112	(22.5)	53	(18.9)
4	32	(5.9)	9	(10.2)	15	(6.9)	31	(6.2)	13	(4.6)
No answer	60	(11.0)	19	(21.6)	38	(17.6)	15	(3.0)	20	(7.1)
Avg =	2.1		2.3		2.2		2.1		2.0	
Puts industry technology in perspective										
1	127	(23.3)	15	(17.0)	34	(15.7)	127	(25.5)	63	(22.5)
2	254	(46.5)	34	(38.6)	94	(43.5)	254	(51.0)	137	(48.9)
3	87	(15.9)	16	(18.2)	42	(19.4)	87	(17.5)	53	(18.9)
4	21	(3.8)	4	(4.5)	7	(3.2)	18	(3.6)	9	(3.2)
No answer	57	(10.4)	19	(21.6)	39	(18.1)	12	(2.4)	18	(6.4)
Avg =	2.0		2.1		2.1		2.0		2.0	

3. (continued)

Ward's AutoWorld

BASE	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
Provides feature articles that are interesting and informative										
1	133	(24.4)	22	(25.0)	64	(29.6)	128	(25.7)	133	(47.5)
2	108	(19.8)	25	(28.4)	49	(22.7)	103	(20.7)	108	(38.6)
3	16	(2.9)	4	(4.5)	7	(3.2)	14	(2.8)	16	(5.7)
4	18	(3.3)	5	(5.7)	12	(5.6)	15	(3.0)	16	(5.7)
No answer	271	(49.6)	32	(36.4)	84	(38.9)	238	(47.8)	7	(2.5)
Avg =		1.7		1.9		1.8		1.7		1.7
Interprets/anticipates industry trends and events										
1	94	(17.2)	19	(21.6)	54	(25.0)	88	(17.7)	94	(33.6)
2	141	(25.8)	28	(31.8)	58	(26.9)	138	(27.7)	141	(50.4)
3	28	(5.1)	6	(6.8)	13	(6.0)	25	(5.0)	27	(9.6)
4	11	(2.0)	3	(3.4)	8	(3.7)	9	(1.8)	10	(3.6)
No answer	272	(49.8)	32	(36.4)	83	(38.4)	238	(47.8)	8	(2.9)
Avg =		1.8		1.9		1.8		1.8		1.8
Provides information useful to my job										
1	74	(13.6)	12	(13.6)	37	(17.1)	71	(14.3)	74	(26.4)
2	131	(24.0)	24	(27.3)	63	(29.2)	128	(25.7)	131	(46.8)
3	58	(10.6)	13	(14.8)	24	(11.1)	52	(10.4)	57	(20.4)
4	12	(2.2)	7	(8.0)	9	(4.2)	10	(2.0)	11	(3.9)
No answer	271	(49.6)	32	(36.4)	83	(38.4)	237	(47.6)	7	(2.5)
Avg =		2.0		2.3		2.0		2.0		2.0

3. (continued)

Ward's AutoWorld

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
	-----		-----		-----		-----		-----	
Provides information not found elsewhere										
1	68	(12.5)	10	(11.4)	32	(14.8)	66	(13.3)	68	(24.3)
2	122	(22.3)	23	(26.1)	54	(25.0)	117	(23.5)	122	(43.6)
3	72	(13.2)	20	(22.7)	39	(18.1)	67	(13.5)	71	(25.4)
4	14	(2.6)	3	(3.4)	8	(3.7)	12	(2.4)	13	(4.6)
No answer	270	(49.5)	32	(36.4)	83	(38.4)	236	(47.4)	6	(2.1)
Avg =	2.1		2.3		2.2		2.1		2.1	
Keeps me updated on the competition										
1	94	(17.2)	16	(18.2)	48	(22.2)	89	(17.9)	93	(33.2)
2	119	(21.8)	25	(28.4)	51	(23.6)	116	(23.3)	119	(42.5)
3	44	(8.1)	7	(8.0)	22	(10.2)	42	(8.4)	44	(15.7)
4	19	(3.5)	8	(9.1)	13	(6.0)	14	(2.8)	18	(6.4)
No answer	270	(49.5)	32	(36.4)	82	(38.0)	237	(47.6)	6	(2.1)
Avg =	2.0		2.1		2.0		1.9		2.0	
Puts industry technology in perspective										
1	67	(12.3)	10	(11.4)	27	(12.5)	64	(12.9)	67	(23.9)
2	144	(26.4)	29	(33.0)	70	(32.4)	139	(27.9)	144	(51.4)
3	56	(10.3)	14	(15.9)	30	(13.9)	52	(10.4)	55	(19.6)
4	11	(2.0)	3	(3.4)	7	(3.2)	8	(1.6)	10	(3.6)
No answer	268	(49.1)	32	(36.4)	82	(38.0)	235	(47.2)	4	(1.4)
Avg =	2.0		2.2		2.1		2.0		2.0	

4. For each of the magazines that you receive, please indicate how much time you normally spend reading or looking through each issue? Please write in hours and/or minutes.

Automotive Design & Production

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
Do not read/receive	289	(52.9)	1	(1.1)	103	(47.7)	274	(55.0)	145	(51.8)
0 minutes	0	(0.0)	0	(0.0)	0	(0.0)	0	(0.0)	0	(0.0)
1 - 29 minutes	30	(5.5)	30	(34.1)	19	(8.8)	23	(4.6)	18	(6.4)
30 - 59 minutes	23	(4.2)	22	(25.0)	15	(6.9)	19	(3.8)	14	(5.0)
60 - 119 minutes	25	(4.6)	25	(28.4)	14	(6.5)	22	(4.4)	18	(6.4)
120 - 179 minutes	5	(0.9)	5	(5.7)	3	(1.4)	4	(0.8)	3	(1.1)
180 or more minutes	4	(0.7)	4	(4.5)	3	(1.4)	3	(0.6)	3	(1.1)
No answer	170	(31.1)	1	(1.1)	59	(27.3)	153	(30.7)	79	(28.2)
Average minutes	11.5		49.3		17.2		10.4		14.4	

4. (continued)

Automotive Engineering International

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
Do not read/receive	207	(37.9)	20	(22.7)	3	(1.4)	200	(40.2)	95	(33.9)
0 minutes	1	(0.2)	0	(0.0)	1	(0.5)	1	(0.2)	1	(0.4)
1 - 29 minutes	37	(6.8)	12	(13.6)	37	(17.1)	33	(6.6)	22	(7.9)
30 - 59 minutes	72	(13.2)	16	(18.2)	71	(32.9)	60	(12.0)	44	(15.7)
60 - 119 minutes	70	(12.8)	14	(15.9)	68	(31.5)	61	(12.2)	47	(16.8)
120 - 179 minutes	24	(4.4)	9	(10.2)	23	(10.6)	21	(4.2)	13	(4.6)
180 or more minutes	9	(1.6)	4	(4.5)	9	(4.2)	8	(1.6)	6	(2.1)
No answer	126	(23.1)	13	(14.8)	4	(1.9)	114	(22.9)	52	(18.6)
Average minutes	29.6		48.9		57.5		28.1		34.2	

4. (continued)

Automotive Industries

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
Do not read/receive	28	(5.1)	11	(12.5)	21	(9.7)	2	(0.4)	8	(2.9)
0 minutes	0	(0.0)	0	(0.0)	0	(0.0)	0	(0.0)	0	(0.0)
1 - 29 minutes	81	(14.8)	20	(22.7)	40	(18.5)	81	(16.3)	45	(16.1)
30 - 59 minutes	134	(24.5)	16	(18.2)	61	(28.2)	133	(26.7)	68	(24.3)
60 - 119 minutes	186	(34.1)	20	(22.7)	53	(24.5)	186	(37.3)	106	(37.9)
120 - 179 minutes	70	(12.8)	11	(12.5)	18	(8.3)	70	(14.1)	31	(11.1)
180 or more minutes	16	(2.9)	3	(3.4)	7	(3.2)	16	(3.2)	11	(3.9)
No answer	31	(5.7)	7	(8.0)	16	(7.4)	10	(2.0)	11	(3.9)
Average minutes	58.5		50.3		48.9		61.7		59.7	

4. (continued)

Ward's AutoWorld

	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
BASE	546		88		216		498		280	
Do not read/receive	159	(29.1)	17	(19.3)	49	(22.7)	141	(28.3)	0	(0.0)
0 minutes	0	(0.0)	0	(0.0)	0	(0.0)	0	(0.0)	0	(0.0)
1 - 29 minutes	36	(6.6)	9	(10.2)	19	(8.8)	33	(6.6)	36	(12.9)
30 - 59 minutes	75	(13.7)	16	(18.2)	43	(19.9)	70	(14.1)	74	(26.4)
60 - 119 minutes	121	(22.2)	23	(26.1)	48	(22.2)	116	(23.3)	121	(43.2)
120 - 179 minutes	32	(5.9)	5	(5.7)	15	(6.9)	32	(6.4)	32	(11.4)
180 or more minutes	12	(2.2)	4	(4.5)	8	(3.7)	12	(2.4)	12	(4.3)
No answer	111	(20.3)	14	(15.9)	34	(15.7)	94	(18.9)	5	(1.8)
Average minutes	40.9		48.7		46.2		42.7		64.5	

5a. If you could receive only one publication, which one would you prefer?

BASE	All Respondents		RECEIVE ADP		RECEIVE AEI		RECEIVE AI		RECEIVE WAW	
	#	%	#	%	#	%	#	%	#	%
	546		88		216		498		280	
Automotive Design & Production	20	(3.7)	12	(13.6)	4	(1.9)	15	(3.0)	9	(3.2)
Automotive Engineering International	84	(15.4)	22	(25.0)	78	(36.1)	68	(13.7)	37	(13.2)
Automotive Industries	222	(40.7)	16	(18.2)	42	(19.4)	218	(43.8)	72	(25.7)
Ward's AutoWorld	191	(35.0)	33	(37.5)	80	(37.0)	175	(35.1)	153	(54.6)
No answer	29	(5.3)	5	(5.7)	12	(5.6)	22	(4.4)	9	(3.2)