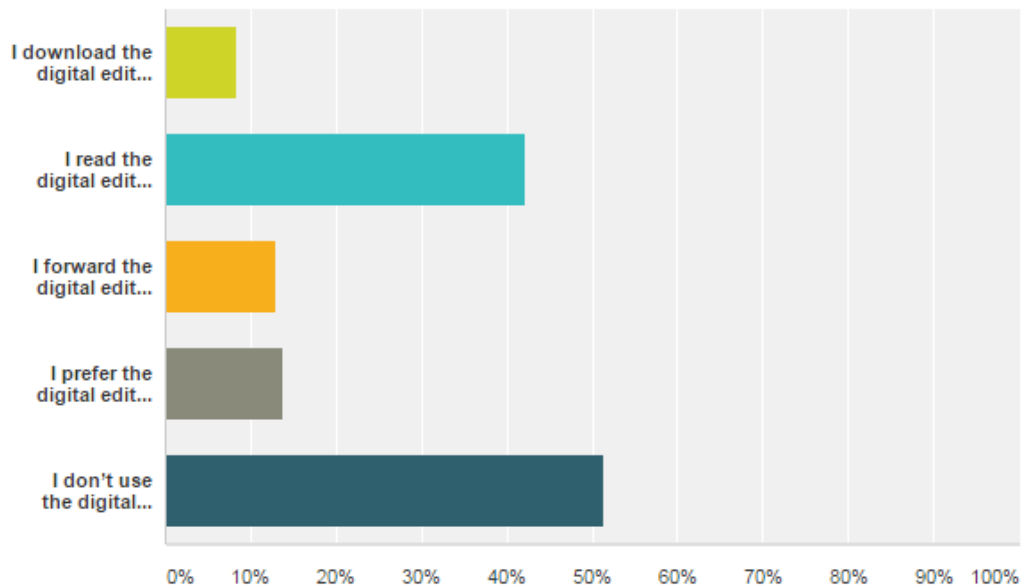


AAPA 2015 Readership Survey Results

- 1. Do you receive *Seaports Magazine*?**
 - Nearly 50% of respondents receive print only.
 - 13% of respondents receive digital only.
 - 36% of respondents receive both a print and digital copy.
- 2. On average, about how much time do you spend reading each issue of *Seaports Magazine*?**
 - 81% of respondents read each issue of *Seaports Magazine* for more than 15 minutes.
 - 44% of respondents read each issue of *Seaports Magazine* for more than 30 minutes.
- 3. In general, how would you rate the quality of the content of *Seaports Magazine*?**
 - 4 out of 5 respondents rated the quality of the content of *Seaports Magazine* as high.
- 4. Please comment on the following statements about *Seaports Magazine*: (strongly agree, agree, disagree, strongly disagree)**
 - 97% of respondents find *Seaports Magazine* interesting and easy to read.
 - 95% of respondents agree that *Seaports Magazine* is well designed and visually appealing.
 - 96% of respondents find the articles in *Seaports Magazine* are well researched and written.
 - 96% of respondents value *Seaports Magazine* a part of their AAPA membership.
 - 67% of respondents keep *Seaports Magazine* on hand for easy reference.
- 5. Do you find the content in *Seaports Magazine* relevant to your organization?**
 - 97% of respondents find *Seaports Magazine* relevant to their organization.
- 6. What articles would you like to see in the next issue of *Seaports Magazine*?**
 - N/A
- 7. Do you find *Seaports Magazine* to be a useful tool in raising awareness of the seaport industry?**
 - 87% of respondents find *Seaports Magazine* to be a useful tool in raising awareness of the seaports industry.
- 8. How many people, in addition to you, read your copy of *Seaports Magazine*?**
 - 72% of respondents stated that more than 1 person in addition to them, read their copy of *Seaports Magazine*.
 - 40% of respondents stated that more than 2 people in addition to them, read their copy of *Seaports Magazine*.
 - 17% of respondents stated that more than 5 people in addition to them, read their copy of *Seaports Magazine*.
- 9. Do you view the ads, as well as the articles, in *Seaports Magazine*?**
 - 88% of respondents view some of the ads as well as the articles in *Seaports Magazine*.
 - 21% of respondents view most of the ads as well as the articles in *Seaports Magazine*.
- 10. Please check all that apply to the digital edition of *Seaports Magazine*.**



- 42% of respondents read the digital edition of *Seaports Magazine*.
- 13% of respondents forward the digital edition of *Seaports Magazine* to colleagues and friends.
- 14% of respondents prefer the digital edition of *Seaports Magazine*.
- 8% of respondents download the digital edition of *Seaports Magazine*.

11. What other AAPA products/publications do you use/read (check all that apply)?

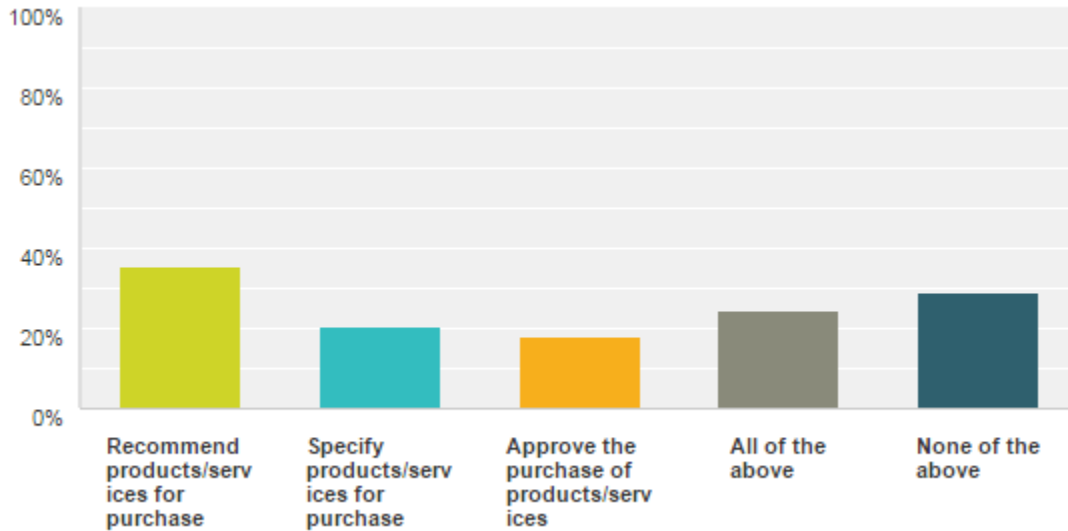
- 64% of respondents use/read *AAPA Seaports Advisory* weekly eNewsletter.
- 47% of respondents use/read *Seaports of the Americas* AAPA Membership Directory.
- 28% of respondents use/read the *AAPA Pocket Guide*.
- 10% of respondents use/read the *AAPA Industry Services Directory*.
- 54% of respondents use/read aapa-ports.org.
- 21% of respondents were not aware of the other products.

12. Which other industry magazines do you subscribe to? (open ended)

- Journal of Commerce (17)
- American Shipper (12)
- Maritime executive (8)
- Maritime Magazine (5)
- Marine Log (3)
- Cargo Business(3)
- Pacific Maritime Magazine (3)
- Heavy Lift (3)
- Inland Port (3)
- ASIS International Security Magazine (2)
- Inbound Logistics (2)
- International Bulk (2)
- Dredging Today (2)
- Port Technology (2)

- Houston Port (2)
- Port Strategy (2)
- Canadian Sailings(2)
- LA Port
- New Orleans Port
- Long Beach Port
- Seaway Review
- Engineering News Record
- Transport Topics
- Modern Materials Handling
- DC Velocity
- Supply Chain Quarterly
- Logistics Management
- Break bulk magazine
- Pacific Shipper
- WorkBoat Magazine
- DockAge
- International Dredging Review
- Port of Baltimore Magazine
- Western Mariner
- American Journal of Transportation
- APWA Magazine
- Security Management
- Port and Terminal Technology
- Port Strategy
- World Port Development
- Cruise Cargo Petroleum Magazine
- Costal News Today
- Green Marine
- Container Management
- Marine Matters
- Canadian Shipper
- American Public Works Association
- Seatrade Cruise Review
- Cruise Business Review
- Cruise & Ferry
- Defense Transportation Journal
- Finished Vehicle Logistics
- International Transport Journal
- Green Ports
- Maritime Reporter
- Professional Mariner
- Marina World
- Cruise Industry News
- Journal of Transportation

13. Indicate your level of involvement in the purchasing process within your organization/company (check all that apply).



- 36% of respondents recommend products/services for purchase.
- 21% specify products/services for purchase.
- 18% of respondents approve the purchase of products/services.
- 24% recommend, specify and approve the purchase of products/services.

14. How much does your organization spend on capital products each year?

- 55% of respondents spend more than \$1 million on capital products each year.
- 32% of respondents spend between \$1 million and \$10 million on capital products each year.
- 23% of respondents spend more than \$10 million on capital products each year.
- Respondents spend more than \$284 million on capital products each year.

15. How much does your organization spend on service/maintenance products/services each year?

- 47% of respondents spend more than \$1 million on service/maintenance products/services each year.
- 27% of respondents spend between \$1 million and \$10 million on service/maintenance products/services each year.
- 20% of respondents spend more than \$10 million on service/maintenance products/services each year.
- Respondents spend more than \$239 million on service/maintenance products/services each year.