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.