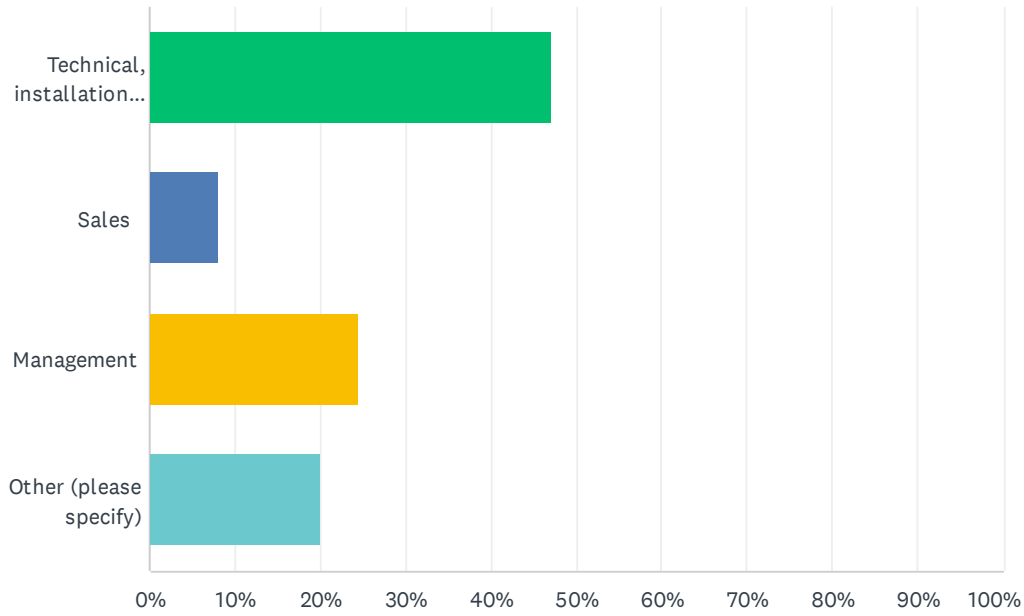


Q2 My job is primarily:

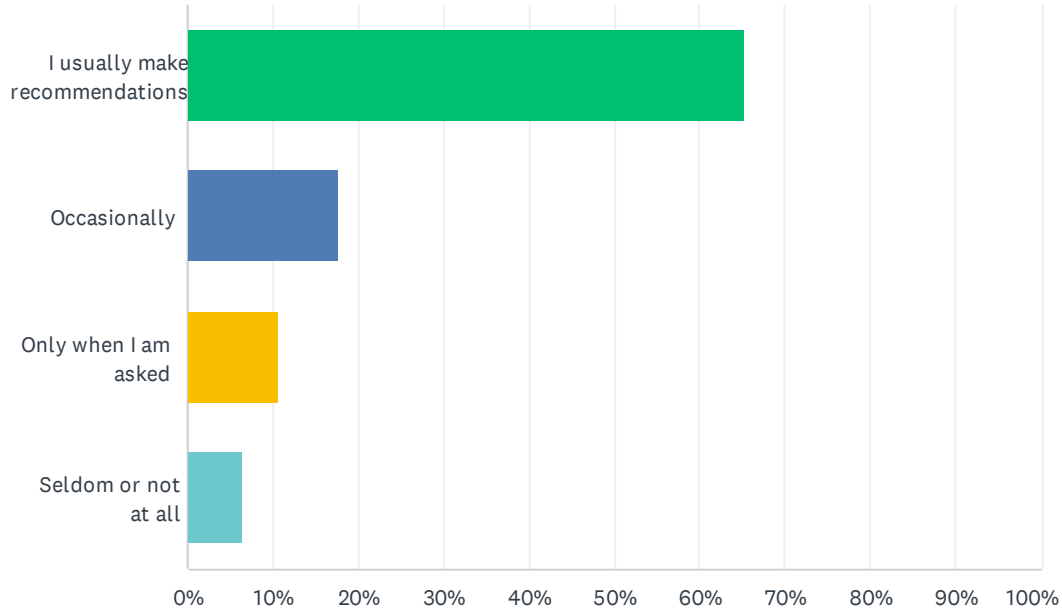
Answered: 159 Skipped: 0



ANSWER CHOICES	RESPONSES	
Technical, installation, service and repair	47.17%	75
Sales	8.18%	13
Management	24.53%	39
Other (please specify)	20.13%	32
TOTAL		159

Q3 How frequently do you make recommendations on marine electronics to your customers?

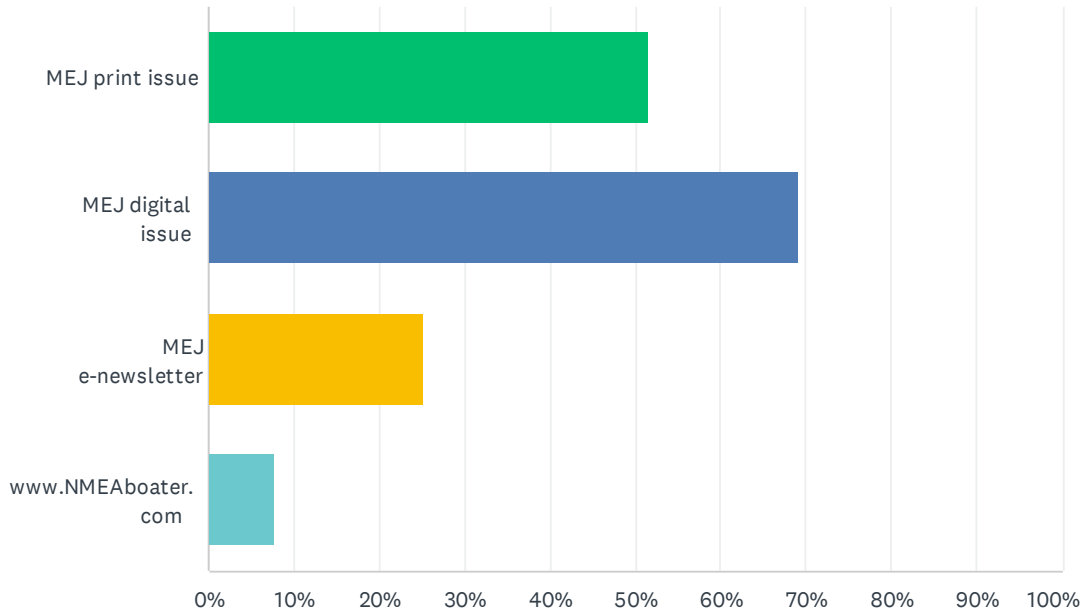
Answered: 158 Skipped: 1



ANSWER CHOICES	RESPONSES	
I usually make recommendations	65.19%	103
Occasionally	17.72%	28
Only when I am asked	10.76%	17
Seldom or not at all	6.33%	10
TOTAL		158

Q4 Which of the following Marine Electronics Journal (MEJ) media do you read on a regular basis? (You may check more than one)

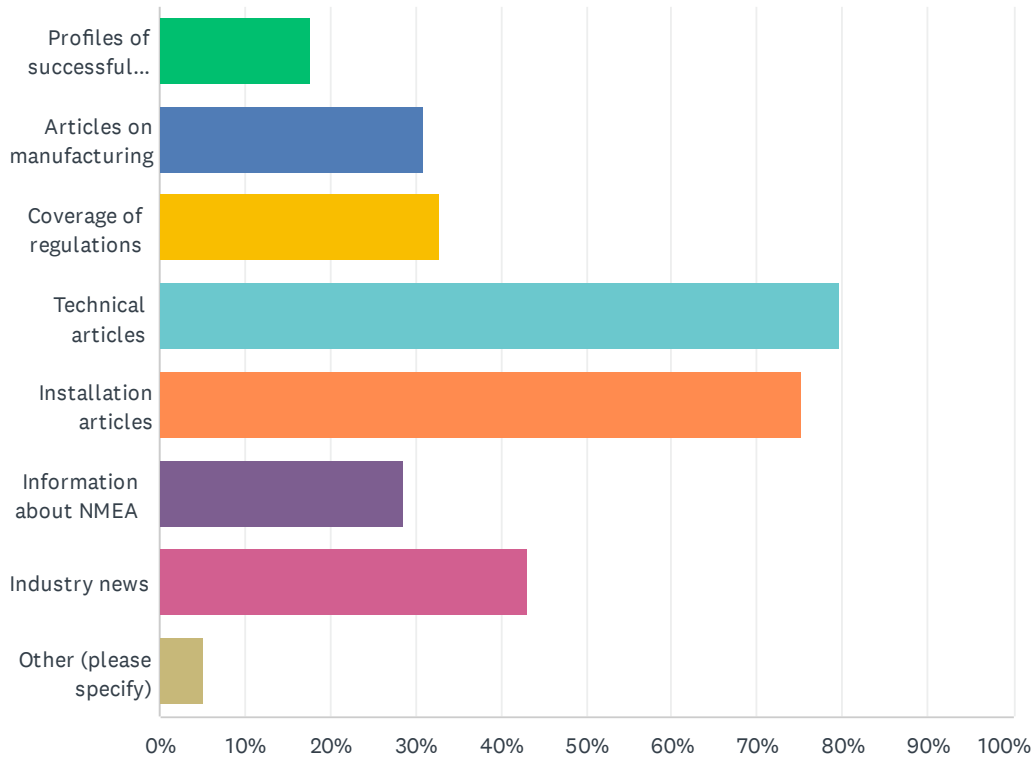
Answered: 155 Skipped: 4



ANSWER CHOICES	RESPONSES	
MEJ print issue	51.61%	80
MEJ digital issue	69.03%	107
MEJ e-newsletter	25.16%	39
www.NMEaboater.com	7.74%	12
Total Respondents: 155		

Q5 I'd like to see more:

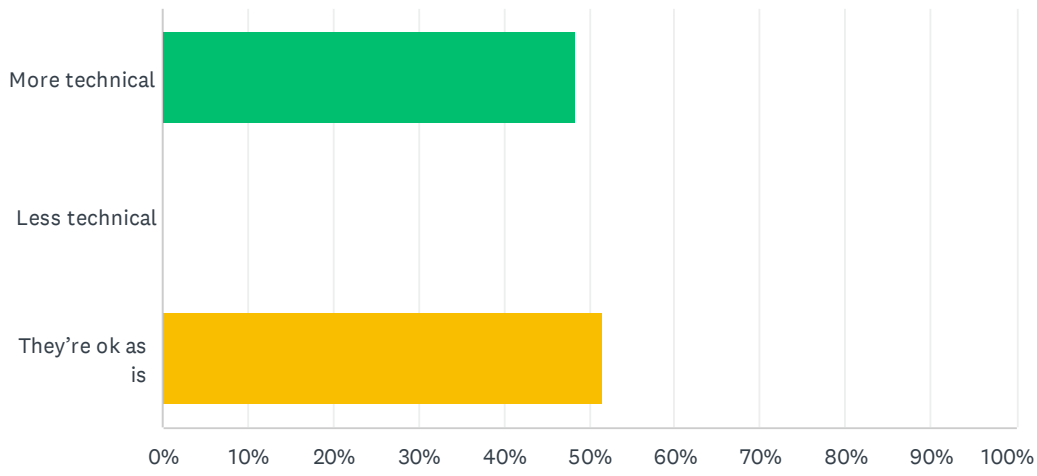
Answered: 158 Skipped: 1



ANSWER CHOICES	RESPONSES	
Profiles of successful people	17.72%	28
Articles on manufacturing	31.01%	49
Coverage of regulations	32.91%	52
Technical articles	79.75%	126
Installation articles	75.32%	119
Information about NMEA	28.48%	45
Industry news	43.04%	68
Other (please specify)	5.06%	8
Total Respondents: 158		

Q6 I'd like articles in MEJ to be:

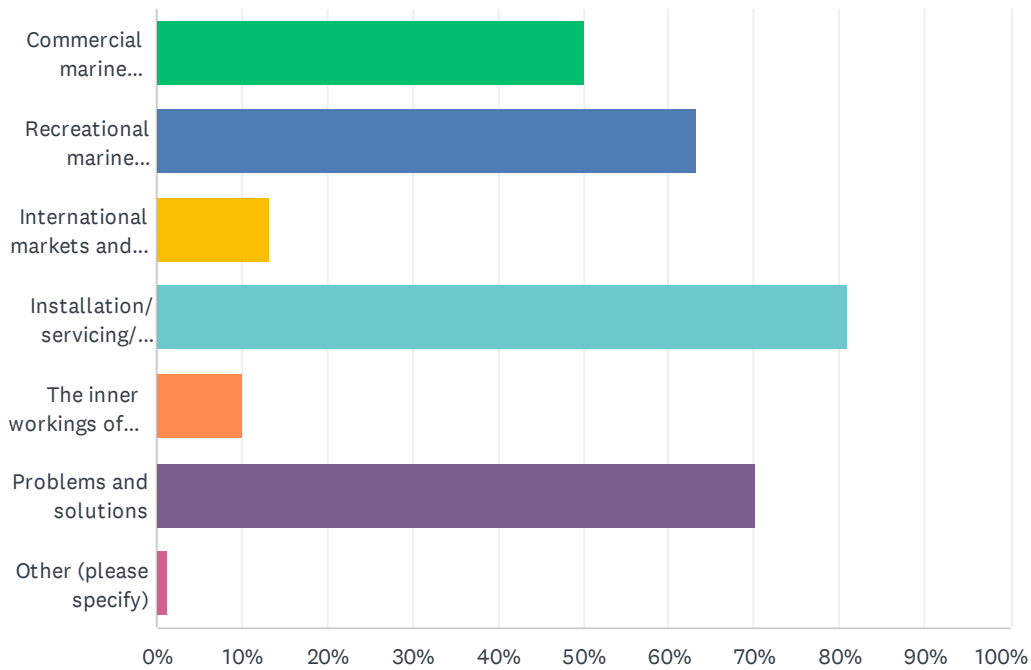
Answered: 157 Skipped: 2



ANSWER CHOICES	RESPONSES
More technical	48.41% 76
Less technical	0.00% 0
They're ok as is	51.59% 81
TOTAL	157

Q7 I'd like to know more about: (You may check more than one)

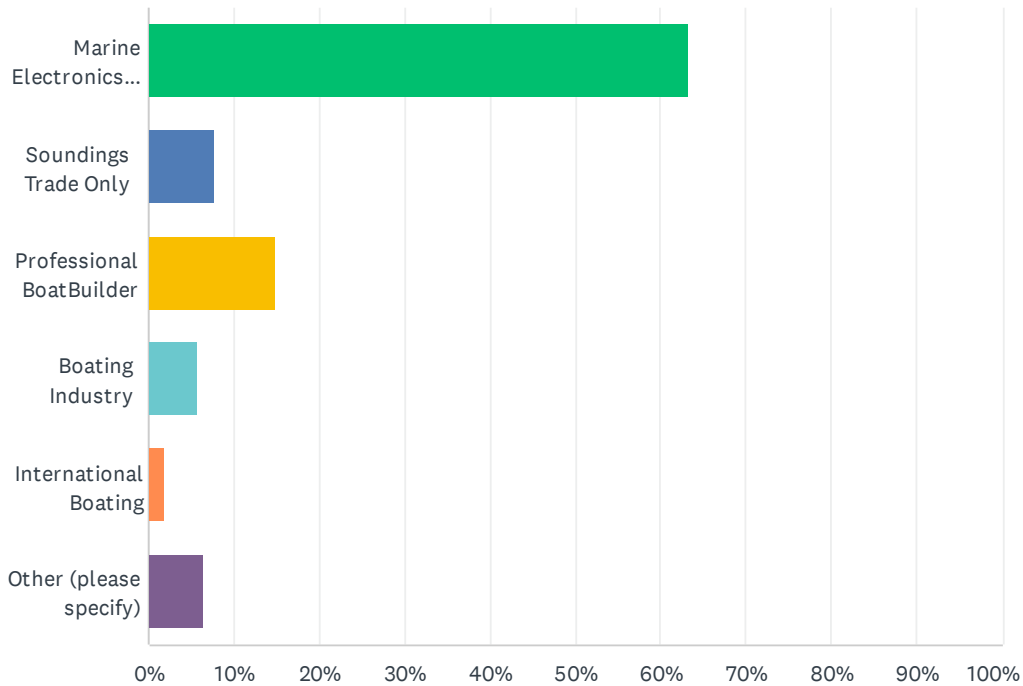
Answered: 158 Skipped: 1



ANSWER CHOICES	RESPONSES	
Commercial marine electronics	50.00%	79
Recreational marine electronics	63.29%	100
International markets and news	13.29%	21
Installation/ servicing/ troubleshooting	81.01%	128
The inner workings of government regulation	10.13%	16
Problems and solutions	70.25%	111
Other (please specify)	1.27%	2
Total Respondents: 158		

Q9 Which of the following publications do you rely on most for up-to-date information on marine electronics technology, standards, training, installations, and problem solving.

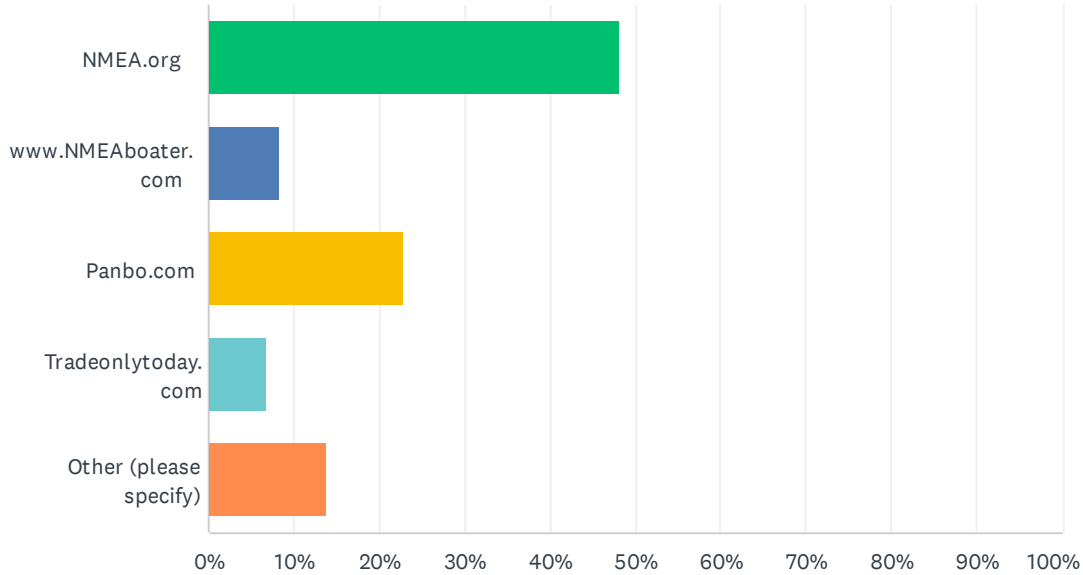
Answered: 155 Skipped: 4



ANSWER CHOICES	RESPONSES	
Marine Electronics Journal	63.23%	98
Soundings Trade Only	7.74%	12
Professional BoatBuilder	14.84%	23
Boating Industry	5.81%	9
International Boating	1.94%	3
Other (please specify)	6.45%	10
TOTAL		155

Q10 Which of the following websites do you rely on most for up-to-date information on marine electronics technology, standards, training, installations, and problem solving?

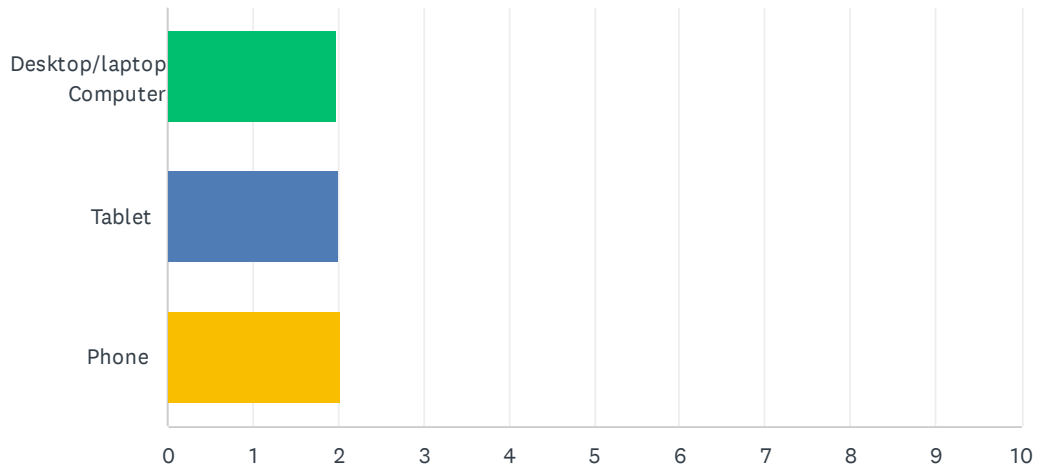
Answered: 145 Skipped: 14



ANSWER CHOICES	RESPONSES
NMEA.org	48.28% 70
www.NMEAboter.com	8.28% 12
Panbo.com	22.76% 33
Tradeonlytoday.com	6.90% 10
Other (please specify)	13.79% 20
TOTAL	145

Q11 If you read the MEJ digital edition, please rank the following based on how often you use your devices to access the digital edition, 1 being used least, 3 the most

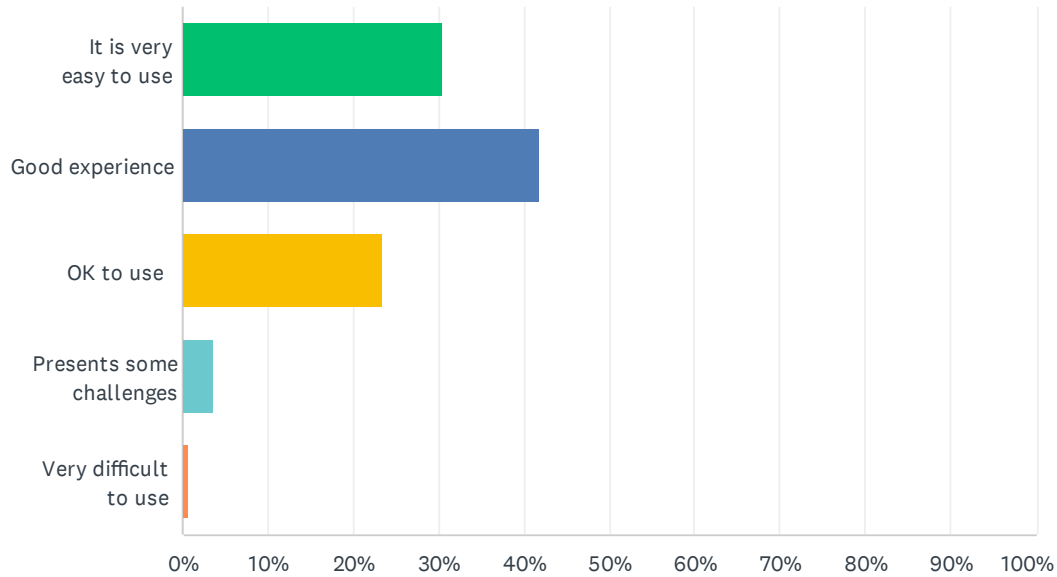
Answered: 136 Skipped: 23



	1	2	3	TOTAL	SCORE
Desktop/laptop Computer	38.71% 48	21.77% 27	39.52% 49	124	1.99
Tablet	33.64% 37	33.64% 37	32.73% 36	110	2.01
Phone	30.36% 34	41.07% 46	28.57% 32	112	2.02

Q12 Please rate the MEJ digital edition based on your experience with its ease of use.

Answered: 141 Skipped: 18



ANSWER CHOICES	RESPONSES	
It is very easy to use	30.50%	43
Good experience	41.84%	59
OK to use	23.40%	33
Presents some challenges	3.55%	5
Very difficult to use	0.71%	1
TOTAL		141