2012 *PCI Journal* Readership Survey

Thank you for participating in *PCI Journal*'s 2012 reader survey. Your feedback will help us make the *PCI Journal* more useful to you. The 20-question survey should take five to 10 minutes to complete. We appreciate your time and feedback.

1. My job function is

- ❏ Academic
- ❏ Association or institute employee
- ❏ Contractor/CM
- ❏ Federal government
- ❏ Municipal or county engineer
- ❏ Port authority engineer
- ❏ Precast concrete fabricator
- ❏ Private consultant
- ❏ Retired/semiretired
- ❏ State transportation official
- ❏ Student
- ❏ Other _____

2. My job title is _____.

3. My company's market sector is (check all that apply)

- ❏ Commercial structures (office, retail, mixed use)
- ❏ Entertainment structures (arena, stadium, theater)
- ❏ Industrial and warehousing structures (distribution, data centers, storage)
- ❏ Institutional structures (K–12, higher education, medical, correctional)
- ❏ Multifamily residential structures (condominiums, senior living, student housing, hotel)
- ❏ Nonstructural applications
- ❏ Structures on military bases
- ❏ Parking structures
- ❏ Transportation and bridge structures
- ❏ Utilities/energy

4. What best describes your authority to select materials and systems for projects?

- ❏ Final decision maker
- ❏ Influencer, directly part of the design team
- ❏ Perform research and/or make recommendations
- ❏ Not usually involved in the decision

5. Please rate the following sections of the *PCI Journal* in terms of value to you:

Ratings:

	I always read it	I often read it	I occasionally read it	I seldom/never read it
Chairman's Message	❏	❏	❏	❏
President's Message	❏	❏	❏	❏
Editor's Message	❏	❏	❏	❏
From PCI Headquarters	❏	❏	❏	❏
Our Members	❏	❏	❏	❏
Project Spotlight	❏	❏	❏	❏
Cover story	❏	❏	❏	❏
Committee reports	❏	❏	❏	❏
Peer-reviewed papers	❏	❏	❏	❏
Classified advertisements	❏	❏	❏	❏
Meet (the last-page profile of a person involved in our industry)	❏	❏	❏	❏
Annual PCI Design Awards Summary (Fall issue)	❏	❏	❏	❏

6. How much of the technical content (cover story, project articles, peer-reviewed papers, committee reports) in an issue of the *PCI Journal* should be related to the issue's theme?

❏ At least 75% should relate to the theme ❏ About 50% should relate to the theme

❏ About 25% should relate to the theme

7. What topics would like to see in the future? (check all that apply)

❏ Blast resistance ❏ Bridges ❏ Codes

❏ Construction ❏ Design ❏ Durability

❏ Energy ❏ Extreme loading ❏ Fire

❏ FRP ❏ Management/business ❏ Materials

❏ Pavements ❏ Precast concrete plant operations ❏ Repair and rehabilitation

❏ Seismic ❏ Sustainability ❏ Utility poles

❏ Wind loading ❏ Wind towers

❏ Other_____

8. What other professional publications do you read?

- ❏ Civil Engineering
- ❏ Concrete Construction
- ❏ Concrete International
- ❏ ENR
- ❏ Roads and Bridges
- ❏ Other_____

9. How do you like the new look of the peer-reviewed papers? (check all that apply)

- ❏ Just right
- ❏ I didn't notice there was a new look
- ❏ Too drab
- ❏ Too colorful
- ❏ Difficult to read
- ❏ Easier to read
- ❏ Not serious enough
- ❏ Too serious
- ❏ Does not reproduce well

10. Please rate the quality of *PCI Journal* on the following:

Ratings:	Excellent	Good	Average	Poor	Very poor	No opinion
Content ❏	❏	❏	❏	❏	❏	❏
Cover ❏	❏	❏	❏	❏	❏	❏
Ease of reading ❏	❏	❏	❏	❏	❏	❏
Layout and design ❏	❏	❏	❏	❏	❏	❏
Photography ❏	❏	❏	❏	❏	❏	❏
Writing ❏	❏	❏	❏	❏	❏	❏

11. What actions have you taken as a result of reading *PCI Journal*? (check all that apply)

- ❏ Recommended PCI to someone
- ❏ Attended an event
- ❏ Volunteered for an activity
- ❏ Made a donation to PCI or the PCI Foundation
- ❏ Visited a company's website
- ❏ Visited the PCI website
- ❏ Written to the PCI or editor of PCI Journal
- ❏ Discussed an ad or article with others
- ❏ Shared an ad or article with customers, clients, or employees
- ❏ Saved an ad or article for future reference
- ❏ Contacted a manufacturer's salesperson or distributor for information
- ❏ Recommended a product to a customer, client, or employee
- ❏ Purchased a product or accessory
- ❏ No action taken
- ❏ Other_____

12. What type of content do you want to see or see more of in the *PCI Journal*? (check all that apply)

- ❏ Academic research
- ❏ Basics for young professionals
- ❏ Bridge codes
- ❏ Bridges
- ❏ Building codes
- ❏ Buildings
- ❏ PCI committee and council news
- ❏ Industry news
- ❏ PCI member awards, promotions, and hirings
- ❏ New applications for precast concrete
- ❏ New technology
- ❏ Obituaries
- ❏ Parking structures
- ❏ PCI news
- ❏ Personality profiles
- ❏ Pipes
- ❏ Plant operations
- ❏ Port facilities
- ❏ Practical applications
- ❏ Product news and reviews
- ❏ Project case studies
- ❏ Safety
- ❏ Sustainability
- ❏ Utility poles
- ❏ Other _____

13. How long do you typically keep an issue of the *PCI Journal*?

❏ More than one month ❏ Up to one month ❏ Up to one week ❏ Discard immediately

14. What is your preferred delivery method of the *PCI Journal*?

❏ Print only ❏ Electronic only ❏ Either print or electronic ❏ Both print and electronic

15. If there were additional *PCI Journal* content, such as appendixes, photographs, interviews, Q&As, or video clips, available only online, would you go to the website to view it?

❏ Not at all likely ❏ A little ❏ Moderately ❏ Very likely

16. Have you ever accessed PCI Journal articles on our website?

❏ Often ❏ Occasionally ❏ Once or twice ❏ Never

17. Have you ever used the search engine on our website to find a *PCI Journal* article?

❏ Yes, the search engine works acceptably. ❏ Yes, but the search engine needs improvement.

❏ No, I have not used the search engine to look for PCI Journal articles.

18. Which electronic devices do you use? (check all that apply)

- ❏ PC
- ❏ Mac
- ❏ iPad
- ❏ Kindle
- ❏ Nook
- ❏ Other e-reader or tablet _____
- ❏ iPhone
- ❏ Android
- ❏ Blackberry
- ❏ Other smart phone _____

19. What suggestions do have to improve the *PCI Journal*?

_____

_____

_____

_____

_____

_____

_____

20. Is there anything else you would like to convey regarding *PCI Journal*?

_____

_____

_____

_____

_____

_____

_____

Please update your personal information.

NOTE: Your information will not be shared outside PCI and will only be used to communicate to you regarding *PCI Journal*:

Name _____

Address _____

Phone_____

Emai_____

❏ Check here if you would like to receive communications regarding continuing education opportunities such as webinars, seminars, and workshops