



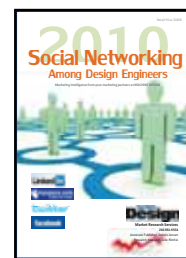
Research on the World of Today's Engineer



Impact of the Recession on OEM Operations & the Engineering Community

The widespread loss of OEM jobs isn't just about the current recession, it's about changing times. The United States has been losing manufacturing establishments for several years and this has caused hundreds of thousands of lost jobs. The following pages document these changes through government data and other research.

Social Networking Report



Tactics like Twitter and LinkedIn continue to be hot items to discuss, but what impact does social networking tactics have on OEM engineers in the workplace or for leisure? And is there an age bias in the use of social media tools? This research answers these questions and more along with trending data on this topic.

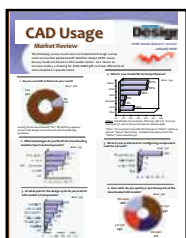


Engineers & the Internet

The Internet has had a big impact on American society over the past 10 years, but how has it impacted engineers in the OEM market? What is the top search engine? Are supplier websites that important? This study can also kick off a discussion of Search Engine Optimization and Best Practices for designing websites for an engineering audience.

OEM Outsourcing Services Benchmarking Study

Ongoing research tracking the use of services (contract engineering, contract/custom manufacturing, contract assembly and prototyping) by OEM engineers, including data about their involvement in researching vendors and selecting suppliers; how suppliers are judged by engineers; the effect of purchasing; corporate management, and more.



CAD Model Usage Report

Information from designers and engineers about their use of component CAD models, why they are important, where they look to download models, how many turn into purchases, today's biggest challenge (and more). Good discussion for companies and distributors who provide standard products or standard products that can be customized.

Components Specified

Our research department conducts an ongoing analysis of various types of components design engineers specify, select, and/or purchase, as well as which job functions are responsible for various buying activities.



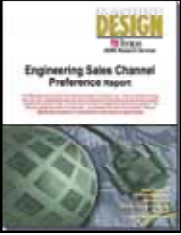
Job Training Study

In-person learning is still important, but equally significant are web-based training and other educational options. 42% of engineers get more job security or better pay from training or continuing education. 76% of design engineers go to a supplier website to learn more. Web videos are growing in terms of acceptance and use by engineers, but the content must be educational.



Engineering Sales Channel Preference Report

The OEM engineer's job function has radically changed in the past ten years. They are working on smaller teams with more responsibilities and more stress, but less time to find components and services needed to complete their projects on time. Has this new "environment" changed how engineers buy products? The Web has changed the search for components...is purchasing on the Web more important? What can different sales channels do to make themselves more valuable to engineers today?



eNewsletter Practices

This research validates the type of information engineers need and want in work-related eNewsletters. 98% find Machine Design eNewsletters very/somewhat useful. 80% typically read or look through more than one-third of eNewsletters. On average, engineers visit five websites daily. Typical number of webcasts/webinars attended last year is three - this is about 30% more than the previous year.



Ongoing Focus Group Program

Industry trends have revolutionized work methods and expanded responsibilities for today's design engineers. To gain an in-depth view of how they are responding to these changes, we have expanded our focus-group program across the country to learn where they obtain information to keep up to date with their jobs, as well as how they evaluate information sources.



AIM Readership Studies - 2011 Issues: January 13, April 21, July 7, & November 3

Tied to four select issues, AIM provides advertisers with valuable information on the impact of their advertising. This information is correlated with the engineers amount of time spent reading an issue, pass-along readership, and candid statements for specific advertisements found of greatest interest.



Custom Research Services

Developing a new product, entering a new market, gaining ground on competitors or competitive technologies are all easier to do with the right information on day one. Work with Machine Design's professional researchers to gather critical (confidential) primary and/or secondary information that will make your company more successful.



Contact Market Research Services

Research Manager
Julie Ritchie
216.931.9554
julie.ritchie@penton.com