

DUT online survey results

In the last issue of Digital UpTimes we invited you to complete our first-ever reader survey, with a view to further optimizing our content, style and presentation to best meet your evolving needs.

Many thanks to all the readers who took a moment to complete our online survey, which not only yielded very positive results regarding the style and content of Digital Uptimes, but helped us pinpoint the areas you'd like to see covered more often in future issues.

Encouragingly, all respondents said they found DUT useful and informative, with the vast majority making time to read each issue thoroughly. Over 85% said they appreciate the style and presentation, while a full 94% said they were happy with the broad scope of international coverage.

In terms of content, most readers nominated news on product innovations as their most important priority, with 44% of respondents requesting an even greater focus on this area. Customer case studies also proved popular, with three quarters of survey respondents saying they value reading about other mills' experiences resolving production issues. Readers also requested more information on pricing, more technical tips, and more stories on ways of diagnosing complex consistency problems and boosting energy efficiency.

In terms of improvements, several readers indicated that they'd appreciate the inclusion of more click-through links for further information. Others requested the addition of a printer-friendly option that would make each issue easier to print out and carry with them while traveling – with one respondent requesting a return to print-only format.

Overall, we're most encouraged by your feedback, and will be taking your comments and requests onboard as we begin preparations for our first issue of 2008.

DUT survey results in a nutshell

- 71% read DUT regularly
- 70% find the content directly relevant to their work
- Most popular content: product innovations (94%), case studies (75%), P&P sector news (56%)
- 87% like the style
- 100% find the presentation clear and accessible
- 88% are happy with the issue frequency