

**Valuation of the publication according to time and years spent reading it.**

	Total	Do you consider <i>Market Research Today</i> as an important <b>SOURCE</b> that helps keep you current on the market research marketplace?		
		Yes	No	No response
Total .....	768	679	25	64
How <b>LONG</b> have you been reading <i>Market Research Today</i> ?				
Up to 6 months .....	28	23	3	2
6 months to 1 year .....	40	37	3	-
1 to 3 years .....	142	130	12	-
3 to 5 years .....	114	112	-	2
5 years or more .....	386	376	7	3
No response .....	57	-	-	57
How much <b>TIME</b> do you typically spend <b>READING</b> an issue of <i>Market Research Today</i> ?				
Up to 30 minutes .....	226	209	17	-
30 to 45 minutes .....	229	224	3	2
45 minutes to 1 hour .....	167	159	5	3
1 hour or more .....	89	87	-	2
No response .....	57	-	-	57

- There are no responses in this category.