

Building Better Communication



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Four years ago, we reintroduced *AERO* magazine in response to a Boeing customer support survey, in which you told us how much you value information from and communication with Boeing.

As a matter of daily business, we continually communicate with Boeing operators through such vehicles as technical meetings, service letters, and service bulletins. Our goal in bringing back *AERO* magazine was to provide supplemental technical information that helps you operate your Boeing fleets efficiently and increases your awareness of Boeing products and services.

Late last year, we went back to you to find out how well we were doing. We conducted an *AERO* readership survey (see figs. 1–4), and more than 900 of you responded. Thank you!

We were very pleased to learn that a significant majority of readers (92 percent of survey respondents) “agree” to “strongly agree” that *AERO*’s content is valuable and timely. Specifically, respondents said they value articles about engineering (86 percent), maintenance (84 percent), safety (82 percent), and flight (80 percent).

People overwhelmingly (80 percent) read all four issues per year, with half reading the entire issue every quarter and a third focusing on articles pertaining to their jobs.

Respondents said they read *AERO* both on the Internet and in print. Of the respondents who work for the airlines and have

Figure 1: Total survey respondents' locations by continent

AERO readership is evenly spread across the globe.

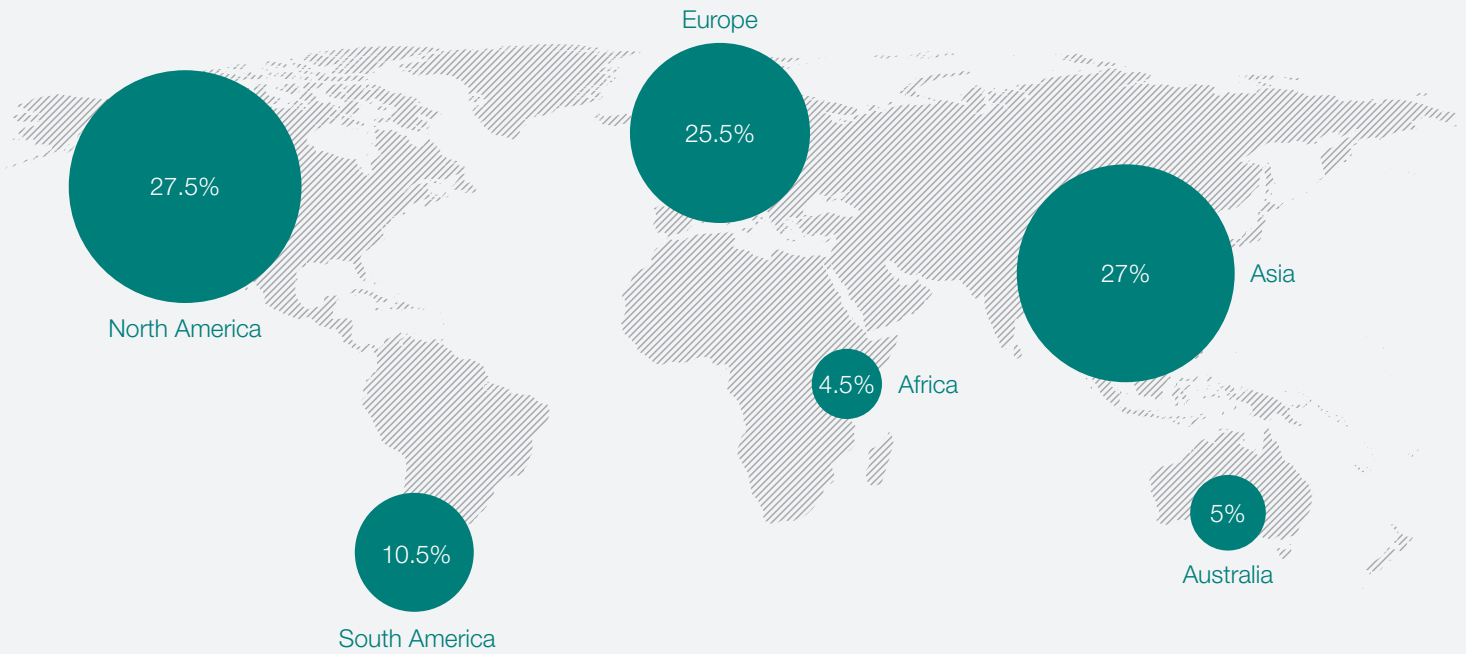
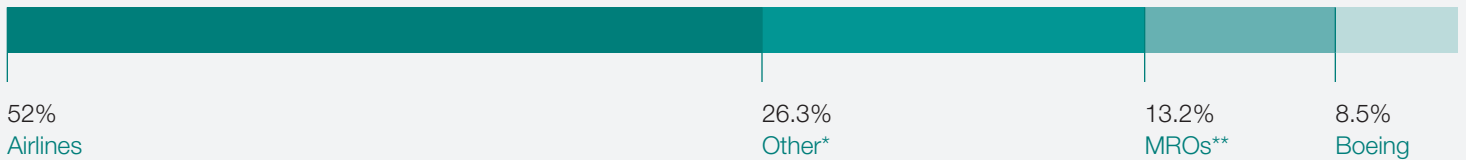


Figure 2: Demographics of AERO readership survey respondents

Airlines continue to be the most frequent readers of AERO.



* Other = Variety of statistically small categories: supplier, regulator, school, library, trade association, media

** Maintenance, repair, and overhaul organizations

Figure 3: Airline respondents' locations by country

More than 65 percent of survey respondents who work at airlines are from 16 countries.

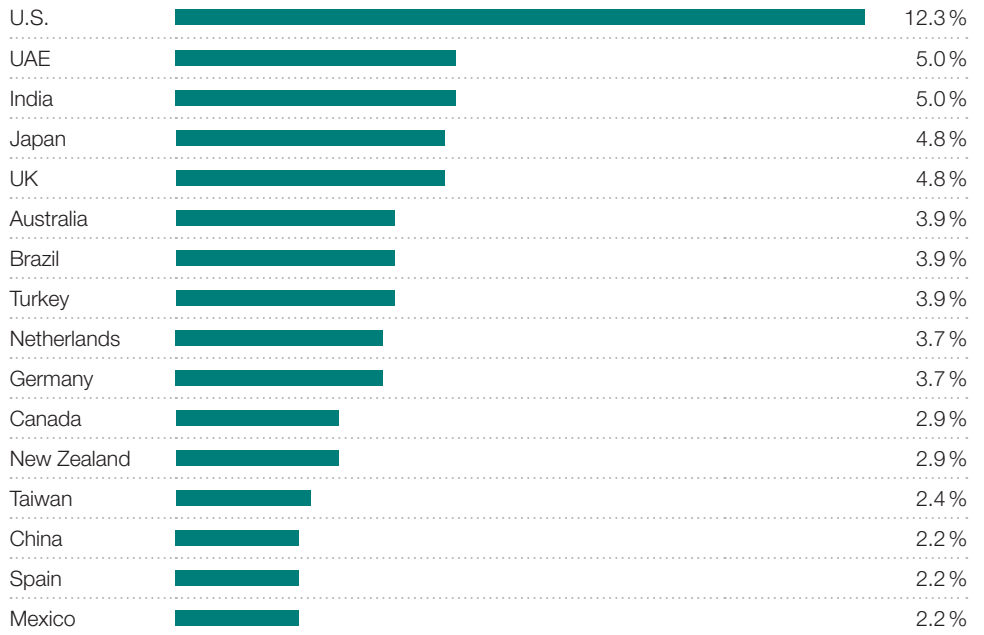
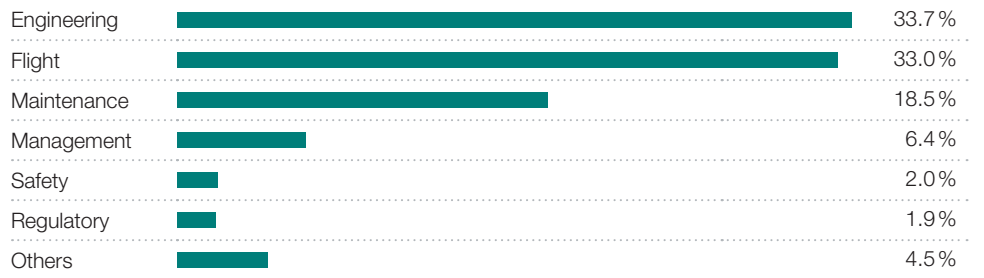


Figure 4: Airline respondents' areas of expertise

Most airlines respondents' expertise is in engineering, flight, or maintenance.



access to print copies, more than half prefer reading the magazine in print and a quarter prefer reading it online.

The majority of respondents (70 percent) can easily access *AERO* on the Internet, and most (82 percent) find *AERO* easily navigable and accessible online. However, we were surprised to learn that about 12 percent of respondents did not know that *AERO* was available on the Internet. As a result, we are planning an awareness

campaign to help advertise the *AERO* Web site at www.boeing.com/commercial/aeromagazine. We also will be looking for opportunities to create even richer interactive experiences for readers on the Internet.

We sincerely appreciate the time you took to let us know what you like about *AERO* — as well as where you hope we'll improve. Please feel free to contact us anytime to let us know what you'd like to see in *AERO*. You may e-mail your ideas

and comments to us at WebMaster.BCA@boeing.com.

Thank you for sharing your thoughts, and thank you for operating Boeing airplanes.

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