



600 N. Plankinton Ave.
Milwaukee, WI 53201-3005
t: 414-272-8575
800-248-1946
f: 414-272-1734
www.asq.org

A publication of the American Society for Quality
Established in 1947
Issues Per Year: 12

Quality Progress

Advancing Performance Excellence
www.asq.org

FIELDS SERVED

Quality Progress serves the individual and corporate members of the American Society for Quality (ASQ), in addition to quality professionals worldwide in the fields of manufacturing, services, government, healthcare, education, finance, transportation, utilities, and human resources.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are senior and management personnel in quality assurance/control, manufacturing, administration, auditing, consulting, education, engineering, inspection, human resources, and statistics.

PURPOSE

Quality Progress is the monthly publication of ASQ. *Quality Progress* is a peer-reviewed publication with 85% of feature articles written by quality professionals.

AVERAGE MONTHLY CIRCULATION January–June 2007

ASQ Members*	78,118
Sustaining Members**	595
Non-Qualified: Includes paid and non-paid	1,661
Total Circulation	80,374

* Each ASQ member renews annually by completing a renewal form that reflects changes in name, title, company, and/or address.

** Sustaining membership is an organizational membership renewed annually by completing a form that reflects changes in name, title, company, and/or address.

JOB CLASSIFICATION BREAKOUT OF CIRCULATION FOR ISSUE OF JUNE 2007

Standard Industrial Classification Code***	Total	Percent	Standard Industrial Classification Code***	Total	Percent
Agricultural	175	0.2%	Retail Trade	1,303	1.5%
01 Agricultural Production Crops	52		52 Building Materials, Hardware, Garden Supply, Mobile Home Dealers	58	
02 Agriculture Production Livestock & Animal Specialties	32		53 General Merchandise Stores	50	
07 Agricultural Services	76		54 Food Stores	119	
08 Forestry	13		55 Automotive Dealers & Gasoline Service Stations	315	
09 Fishing, Hunting, and Trapping	2		56 Apparel and Accessory Stores	61	
Mining	238	0.3%	57 Home Furniture, Furnishings, and Equipment Stores	130	
10 Metal Mining	22		58 Eating and Drinking Places	151	
12 Coal Mining	12		59 Miscellaneous Retail	419	
13 Oil & Gas Extraction	147		Finance, Insurance, and Real Estate	1,865	2.2%
14 Mining and Quarrying of Non-Metallic Minerals, Except Fuels	57		60 Depository Institutions	432	
Construction	728	0.9%	61 Nondepository Credit Institutions	182	
15 Bldg. Construction-General Contractors & Operative Builders	267		62 Security & Commodity Brokers, Dealers, Exchanges, & Services	96	
16 Heavy Construction Other Than Building Construct-Contractors	125		63 Insurance Carriers	469	
17 Construction-special trade contractors	336		64 Insurance Agents, Brokers, and Service	222	
Manufacturing	39,379	46.7%	65 Real Estate	253	
20 Food and Kindred Products	1,305		67 Holding and Other Investment Offices	211	
21 Tobacco Products	155		Services	15,849	18.8%
22 Textile Mill Products	281		70 Hotels, Rooming Houses, Camps, and Other Lodging Places	43	
23 Apparel & Other Finished Product Made From Fabric & Similar Matl.	128		72 Personal Services (Photo/Beauty/Funeral/Laundry/Cleaning)	115	
24 Lumber & Wood Products, Except Furniture	305		73 Business Services	3,566	
25 Furniture and Fixtures	496		75 Auto Repair, Services, and Parking (Garages/Leasing)	151	
26 Paper & Allied Products	725		76 Miscellaneous Repair Services	411	
27 Printing, Publishing, and Allied Industries	478		78 Motion Pictures	44	
28 Chemicals and Allied Products	5,293		79 Amusement and Recreational Services	105	
29 Petroleum Refining and Related Industries	137		80 Health Services	2,017	
30 Rubber and Miscellaneous Plastics Products	2,821		81 Legal Services	80	
31 Leather and Leather Products	37		82 Educational Services (Schools, Colleges, Libraries)	1,585	
32 Stone, Clay, Glass, and Concrete Products	581		83 Social Services	397	
33 Primary Metal Industries	1,598		84 Museums, Art Galleries, and Botanical & Zoological Gardens	7	
34 Fabr. Metal Prod., Except Machinery & Trans. Equip.	3,565		86 Membership Organizations	362	
35 Industrial & Commercial Machinery & Computer Equipment	4,934		87 Engineering, Accounting, Research Management, & Related Services	6,818	
36 Electronic & Other Elec Equip. & Compon. Except Computer Equip.	4,876		89 Miscellaneous Services	148	
37 Transportation Equipment	4,144		Public Administration	1,136	1.3%
38 Measure, Analyze, & Contr. Instru. Photo, Med, Optical, Clocks	6,992		91 Executive, Legislative, & Genrl. Government, Except Finance	124	
39 Misc. Manufacturing Industries	528		92 Justice, Public Order, & Safety	92	
Transportation, Communication, Electric, and Gas	1,672	2.0%	93 Public Finance, Taxation, and Monetary Policy	49	
40 Railroad Transportation	39		94 Administration of Human Resource Programs	142	
41 Local & Suburban Transit & Interurban Hwy. Passenger Transport	92		95 Administration of Environment Quality & Housing Programs	64	
42 Motor Freight Transportation & Warehousing	390		96 Administration of Economic Programs	292	
43 United States Postal Service	30		97 National Security and International Affairs	373	
44 Water Transportation	23		SIC Total	66,468	78.7%
45 Transportation by Air	188		Other	8,277	
46 Pipelines, Except Natural Gas	12		International	9,667	
47 Transportation Services	184		Total	84,412	
48 Communications	323				
49 Electric, Gas, and Sanitary Services	391				
Wholesale Trade	4,123	4.9%			
50 Wholesale Trade-Durable Goods	3,020				
51 Wholesale Trade-Nondurable Goods	1,103				

***Standard Industrial Classification Codes are submitted to and assigned by Dun & Bradstreet quarterly.

BUSINESS OCCUPATIONAL BREAKOUT OF CIRCULATION FOR ISSUE OF JUNE 2007

Job Function	Total	Percent	Job Function	Total	Percent	Job Function	Total	Percent
Administrative	2,217	2.6%	Finance	4,256	5.0%	Senior Management	10,581	12.5%
Administrator (1)	688		Accountant (39)	55		Director (12)	6,617	
Coordinator (46)	1,529		Analyst (2)	1,795		General Manager (49)	485	
Construction	98	0.1%	Auditor (6)	2,361		Owner (52)	418	
Contractor (10)	98		Controller/Comptroller (45)	45		President (22)	1,675	
Consultants	4,092	4.8%	Healthcare	148	0.2%	Six Sigma Black Belt (68)	1,273	
Advisor (40)	154		Clinician (57)	92		Six Sigma Green Belt (69)	113	
Associate (41)	528		Nurse (58)	56		Manufacturing	52	0.1%
Consultant (9)	3,410		Human Resources	380	0.5%	Machinist (50)	35	
Customer Service	754	.9%	Facilitator (48)	210		Mechanic (21)	17	
Representative (25)	280		Instructor (19)	170		R & D	923	1.1%
Staff (32)	474		Information Technology	101	0.1%	Chemist (7)	386	
Education	1,506	1.8%	Programmer (24)	101		Scientist (26)	537	
Librarian (65)	32		Inspection	1,840	2.2%	Specialist	2,865	3.4%
Principal (54)	372		Inspector (18)	1,840		Specialist (29)	2,572	
Professor (23)	850		Management	25,325	30.0%	Statistician (28)	293	
Student (56)	97		Foreman (16)	59		Other	10,647	12.6%
Superintendent (33)	150		Manager (20)	20,252		Retired (55)	1,499	
Teacher (43)	5		Senior Staff (31)	2,724		Unemployed (98)	502	
Engineering/Design	18,627	22.1%	Supervisor (34)	2,228		Other (99)	4,325	
Engineer (14)	15,224		CEO (67)	62		Not specified	4,321	
Technician (35)	3,403					Total	84,412	100%

GEOGRAPHICAL BREAKOUT OF CIRCULATION FOR ISSUE OF JUNE 2007

State & Zip Code	Total	Percent	State & Zip Code	Total	Percent	State & Zip Code	Total	Percent
039-049 Maine	218		197-199 Delaware	267		870-884 New Mexico	404	
030-038 New Hampshire	535		206-219 Maryland	1,241		850-865 Arizona	1,234	
050-059 Vermont	154		200-205 Washington, DC	107		840-847 Utah	672	
010-027 Massachusetts	2,491		220-246 Virginia	1,855		889-898 Nevada	224	
028-029 Rhode Island	377		247-268 West Virginia	152		Mountain	3,925	4.6%
060-069 Connecticut	1,201		270-289 North Carolina	2,699		995-999 Alaska	70	
New England	4,976	5.9%	290-299 South Carolina	1,239		980-994 Washington	1,087	
100-149 New York	3,111		300-319 Georgia	1,726		970-979 Oregon	548	
070-089 New Jersey	2,579		320-249 Florida	2,658		900-961 California	6,983	
150-196 Pennsylvania	3,799		South Atlantic	11,944	14.1%	967-968 Hawaii	90	
Middle Atlantic	9,489	11.2%	400-427 Kentucky	934		Pacific	8,778	10.4%
430-459 Ohio	4,191		370-385 Tennessee	1,758		696 & 004-009 U.S. Territories	750	
460-479 Indiana	2,806		350-369 Alabama	866		APO/FPO	57	
600-629 Illinois	4,229		386-397 Mississippi	270		United States Other	807	1%
480-499 Michigan	3,977		East S. Central	3,828	4.5%	United States Total	73,336	86.8%
530-549 Wisconsin	2,849		716-729 Arkansas	515		Canada	4,559	
East N. Central	18,052	21.4%	700-714 Louisiana	337		Mexico	406	
550-567 Minnesota	2,580		730-749 Oklahoma	513		Other International	4,704	
500-528 Iowa	966		750-799 Texas	4,177		Total Qualified Circulation	83,005	98.3%
630-658 Missouri	1,236		West S. Central	5,542	6.6%	Non-Qualified: Paid Subscriptions & Non-Paid Requested Copies	1,407	
580-588 North Dakota	82		590-599 Montana	48		Single Copy Sales	0	
570-577 South Dakota	107		832-838 Idaho	146		Total Circulation	84,412	100%
680-693 Nebraska	365		820-831 Wyoming	26				
660-679 Kansas	659		800-816 Colorado	1,171				
West N. Central	5,995	7.1%						

The preceding data are an accurate representation of the circulation of *Quality Progress* magazine. All information is derived from membership and circulation records at the American Society for Quality.



William A. Tony
Publisher



Christopher Bauman
Chief Financial Officer

ASQ creates better workplaces and communities worldwide by advancing learning, quality improvement, and knowledge exchange.



600 N. Plankinton Ave.
Milwaukee, WI 53201-3005
t: 414-272-8575
800-248-1946
f: 414-272-1734
www.asq.org