Facilities Manager

by Steve Glazner

According to our recently completed readership survey, the typical reader of Facilities Manager is male (90.9%), 45 to 54 years old (47.8%), well educated (77.5% are college graduates, and 48.6% have master’s or doctorate degrees, or other post-graduate work), and have been involved in facilities management for more than 14 years (62.1%, of which 39.9% have worked in facilities management more than 20 years).

These are just some of the findings of the final report to APPA by an independent research firm commissioned to assess the value of Facilities Manager to our members and other readers.

The researchers took a stratified sampling of our member/reader types, for a total of 1,000 hard copy surveys sent out by regular mail. The response rate was 32 percent, down from nearly 39 percent from the 2002 readership survey. Congratulations to the following readers who participated in the survey and whose names were drawn to win these special prizes: Jim Kelley, Auraria Higher Education Center (Apple iPod); Larry Muse, Missouri Western State College (Palm Pilot); and Mike Cunce, California State University, Fresno (FranklinCovey Organizer).

More than four out of ten readers (42.7%) have director titles, while another 10 percent have titles such as vice president, assistant or associate vice chancellor or vice president, or executive director. The other 47 percent of our readers are managers, associate or assistant directors, supervisors, and specialists in various areas.

More than eight of ten (83.4%) survey respondents have read through Facilities Manager at least three of the last four issues. The average time spent reading a typical issue of the magazine was 31 minutes. More than 84 percent saved the issue when finished reading it (40.5%), placed it in a library or waiting room (21%), or passed it along to a campus associate (22.7%). Nine out of ten readers found that the technical level of Facilities Manager is appropriate and not too basic or advanced.

According to the readership survey report, the top five departments you read most regularly are: APPA News (70%); New Products (65.8%); Facility Asset Management (59.3%); Executive Summary (45.3%); and Coming Events (44.8%). More than 34 percent regularly read our newest column, Code Talkers.

Regarding our coverage of featured topics, more than half of our readers would like to see more coverage of effective and innovative practices (52%); new technologies (50.6%); capital renewal/deferred maintenance (49.9%); and maintenance and operations (47.3%).

Finally, we had asked readers to rate Facilities Manager in comparison to other regularly read industry and association publications. We were pleased to see that 86.6 percent of you ranked Facilities Manager as the best or one of the top three professional publications. This is an increase of more than 10 points from the 2002 survey.

We thank all of you for your continued support of APPA and of Facilities Manager, and we look forward to serving you further as your association, and publication, of choice.