

READERSHIP SURVEY SHOWS STRONG SUPPORT FOR *FACILITIES MANAGER*

Thank you to everyone who

participated in the 2012 *Facilities Manager* Readership Survey. We received a healthy return of 612 completed surveys, which reflects a 13.4 percent response rate. These numbers are good, but are down from the last readership survey conducted in early 2008, before the economic recession hit. Throughout the survey responses we found evidence of members and readers having far less time to read any publication in any depth, but that the perceived value of *Facilities Manager* remained at a high level.

The typical reader of *Facilities Manager* is a seasoned facilities professional, with a median age of 54 years and a median of nine years of experience in their current positions. Overall, 9 percent are 40 or under, 27 percent are 41-50, 57 percent are 51-64, and 7 percent are 65 or older.

These are just some of the findings of the final 2012 report to APPA by an independent research firm commissioned to assess the value of *Facilities Manager* to our members and other readers. According to the report, "*Facilities Manager* is well-read and valued by its audience.... They consider the magazine useful to their work and of high quality. In fact, significant portions consider it 'must reading' and have adopted processes they've read about in the publication."


The magazine's reach goes far beyond the APPA members and subscribers who regularly read *Facilities Manager*. The magazine has a passalong rate of 2.2, bringing the total number of readers of the physical magazine to more than 16,000. In addition, more members are accessing the online magazine file and PDF articles than they have in the past. Readers like the physical magazine and want to complement it with more digital offerings for smartphones and tablets.

THE TOPICS YOU WANT

According to the survey findings, most readers agree that *Facilities Manager* covers key topics at the right level and that we provide a good balance of content. About two-thirds of the readers want to see more coverage of best practices, more research-based articles, and less personal opinion.

The top five broad topics on which readers want to see more coverage are New Technologies, Leadership, Benchmarking/Key Indicators, Evaluation and Assessment, and Deferred Capital Renewal/Modernization. In reviewing the regular and occasional columns presented in the magazine, readers told us that their most-read and popular columns are Facilities Digest, Facility Asset Management, Knowledge Builders, Executive Summary, and New Products.

Finally, we had asked readers to rate the magazine in comparison to other regularly read industry and association publications. We were pleased to see that 81 percent of you indicated that *Facilities Manager* is the most useful publication in a crowded market of facilities-related publications.

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. 



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