

Readership Survey Results Show Satisfaction with *Facilities Manager*

Many thanks to the nearly 1,100 *Facilities Manager* readers who took the time to complete the readership survey recently conducted by Signet Research on behalf of APPA. This represented a 5.8% response rate.

Facilities Manager readers have been in the FM business for an average of 18 years, 74% have four-year degrees or higher, and they work in departments with a median annual purchasing/leasing budget of \$1.7 million. Their FM departments' average size is about 250 people. In addition, 57% have attended at least one APPA professional development offering, the top three being Graduate – Institute for Facilities Management; Completed Supervisor's Toolkit; and Attended Institute, not Graduated.

Print is still the preferred format for reading *Facilities Manager*, with a net of 81% reading the magazine in its print form, while 43% read it online (24% read it in both formats). Over three-quarters (77%) regard *Facilities Manager* as useful or very useful in their work, and a majority of readers rate the magazine as either the best or one of the top three publications they read.

Congratulations to the following survey respondents whose names were randomly selected to receive Amazon gift cards:

- Charles Armstrong, University of Cincinnati (OH) - \$200
- Grant Moore, Broken Arrow Public Schools (OK) - \$100
- Mitchell Stepp, University of Texas Austin - \$50

Readership of our regular columns was high among our survey respondents. The top five most-read columns are:

Knowledge Builders.....	85%
Facility Asset Management.....	82%
Facilities Digest.....	81%
New Products.....	79%
Professional Development Wrap-Up.....	75%

We also asked readers to rank the importance of topics they prefer to read in *Facilities Manager*, and what they want to see more of. The top 10 topics listed as very important are:

Best practices.....	55%
Leadership/staff development.....	48%
Customer service/customer relations.....	45%
Benchmarking/assessment.....	40%
Maintenance management.....	38%
Energy/utilities management.....	36%
Planning, design, and construction.....	34%
Sustainability/campus efficiencies.....	33%
Modernization and revitalization.....	33%
Technologies in FM.....	32%



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Facilities Manager (ISSN 0882-7249) is published six times a year (January, March, May, July, September, and November). Send editorial submissions to steve@appa.org. A portion of APPA's annual membership dues (\$53) pays for the subscription to *Facilities Manager*. Additional annual subscriptions cost \$66 for APPA members, \$120 for nonmembers. Contact the editorial office for article reprints.

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