

2017 Facility Management Publication Preference Study

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This report details building facility managers' publication preferences and results from a survey assessing reading habits in 2017.

Professionals participating in the survey were not advised as to the identity of the survey sponsor.

Building Operating Management is the survey sponsor.

Sample

The survey audience was drawn from the 2017 National Facility Management and Technology (NFMT) Conference and Trade Show registrants. Surveys were completed by registrants identifying themselves as members of ASHE, APPA, BOMA or IFMA.

Survey

The survey was first sent via email to 6,303 participants on April 17, 2017. To accommodate travel schedules, follow-up surveys were emailed to non-respondents each week until the survey closed. A total of 860 surveys were undelivered or the respondent chose to opt out of the survey.

Note

The 2014 National Facility Management and Technology (NFMT) Conference and Trade Show audience survey targeted only those registrants reporting membership in one or more of the professional associations listed: ASHE, APPA, BOMA or IFMA. The 2017 survey list was much larger and did not limit the list to registrants reporting membership. To remedy the inconsistency, the 2017 Facility Management Publication Preference Study first identified membership and then surveyed the members. There were 234 members responding in 2014 and 238 members responding in 2017.

Response

The survey closed for responses on May 31, 2017, with 238 qualified questionnaires returned by the deadline.

Executive Summary

This report discusses the publication reading habits of National Facility Management and Technology (NFMT) Conference and Trade Show registrants who are members of one or more professional organizations: ASHE, APPA, BOMA, OR IFMA.

These building facility managers were asked to identify the publications they either personally receive or otherwise regularly see from a list of three industry publications: *Building Operating Management*, *Buildings*, and *Facility Executive*. Among all 238 respondents, 158, or 66 percent of the audience, chose one or more of the magazine brands listed.

Publication most widely received: *Building Operating Management*

Sixty percent (60%) of facility managers report they receive *Building Operating Management*.

Among those professionals who personally receive or otherwise regularly see one or more of the three publications listed (Base = 238), 60 percent report they either personally receive (47 percent) or regularly see (13 percent) *Building Operating Management*.

Publication read most regularly: *Building Operating Management*

Seventy-four percent (74%) regularly read *Building Operating Management*.

Of the three publications listed, respondents identified the ones they read regularly. Regular reading is defined as reading at least two of the last four issues. *Building Operating Management* has the highest percentage of regular readers.

Most useful publication: *Building Operating Management*

A majority of facility managers identified *Building Operating Management* as more useful than *Buildings* or *Facility Executive* when asked to identify the publication most useful to them for various aspects of their jobs.

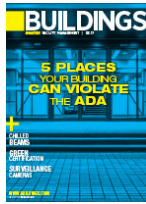
Building Operating Management was the preferred choice for all seven job aspects listed:

- Construction product selection
- Contract service providers
- Energy-related products/services
- Green/sustainable products/services
- Information about building system technology
- Information about reducing operating costs
- Keeping abreast of industry developments

Audience Reading Habits



Building Operating Management

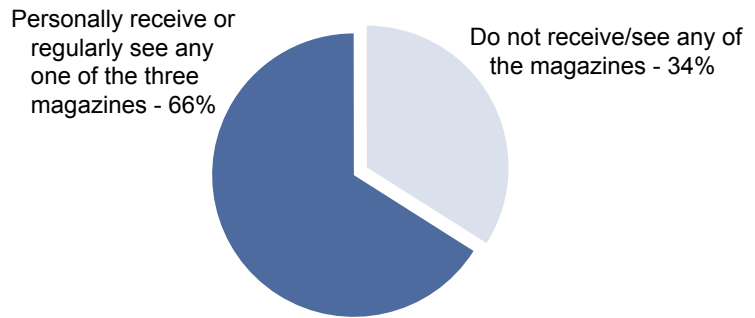


Buildings



Facility Executive

Two-thirds (66%), or a total of 158 of the 238 National Facility Management and Technology (NFMT) 2017 Conference and Trade Show registrants identifying themselves as members of ASHE, APPA, BOMA or IFMA who responded to the survey report they personally receive (addressed to them) or see someone else's copy of *Building Operating Management*, *Buildings*, and *Facility Executive*.



Base = 238

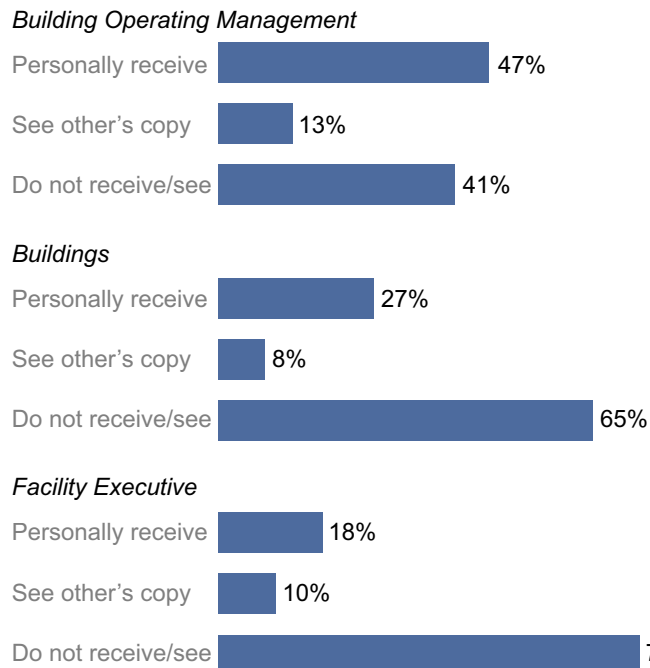
Publication Reading Habits

Q Which of these publications do you **personally receive** (addressed to you) or **regularly see** (someone else's copy)? (check one)

Building Operating Management is personally **received** (47%) or **seen** (13%) by a total of **60 percent** (60%) of respondents.

Buildings is personally **received** (27%) or **seen** (8%) by **35 percent** (35%) of respondents.

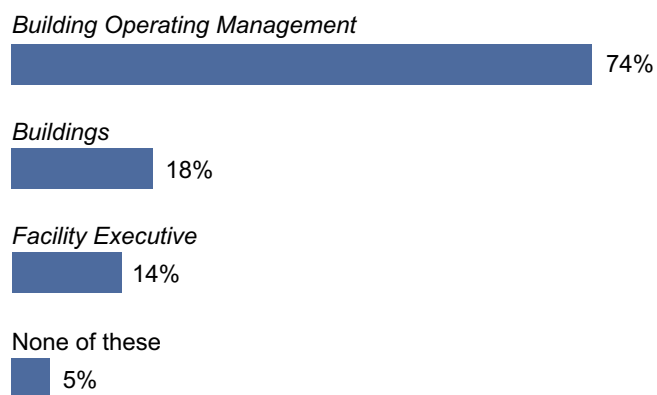
Facility Executive is personally **received** (18%) or **seen** (10%) by **28 percent** (28%) of respondents.



Base = 238

Q Which of these publications do you read **regularly** (at least 2 of the last 4 issues)? (check all that apply)

Among the 158 facility managers indicating they regularly read or see one or more of the listed publications, 74% (117) report reading two of the four most recent issues of one or more of the publications listed. *Building Operating Management* has the highest percentage of regular readers.



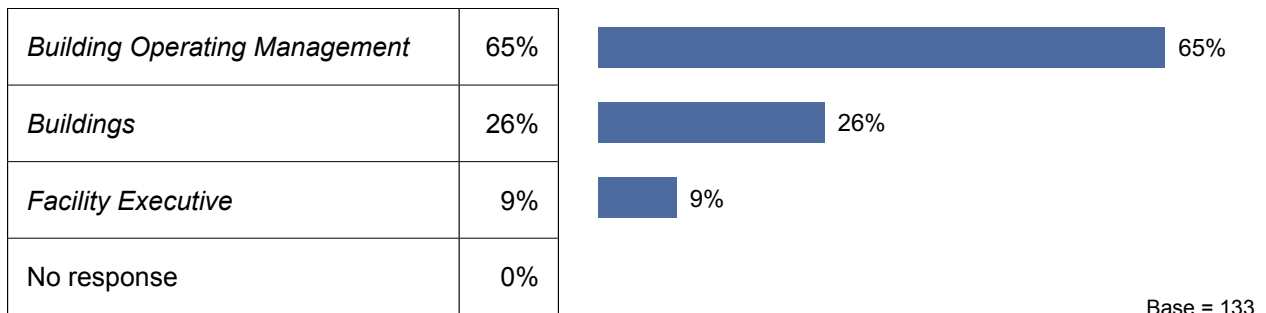
Base = 158

Most Useful Publication: Industry Technology and Development Updates

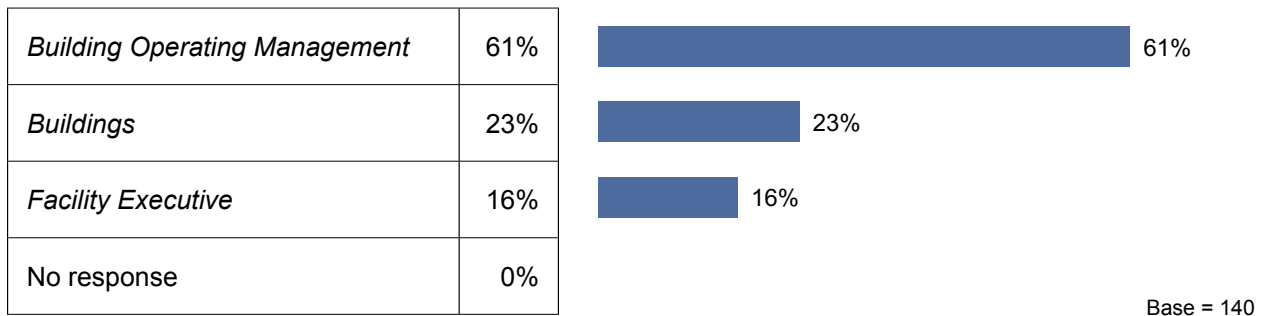
The 158 facility managers who report reading two of the four most recent issues of one or more of the publications listed were then asked to select the publication they found most useful for various aspects of their work. Qualified respondents could choose from *Building Operating Management*, *Buildings*, or *Facility Executive*. *Building Operating Management* was selected by facility managers as the most useful publication overall.

Q Which ONE of these three industry publications is MOST USEFUL for:
(select one option for each magazine listed)

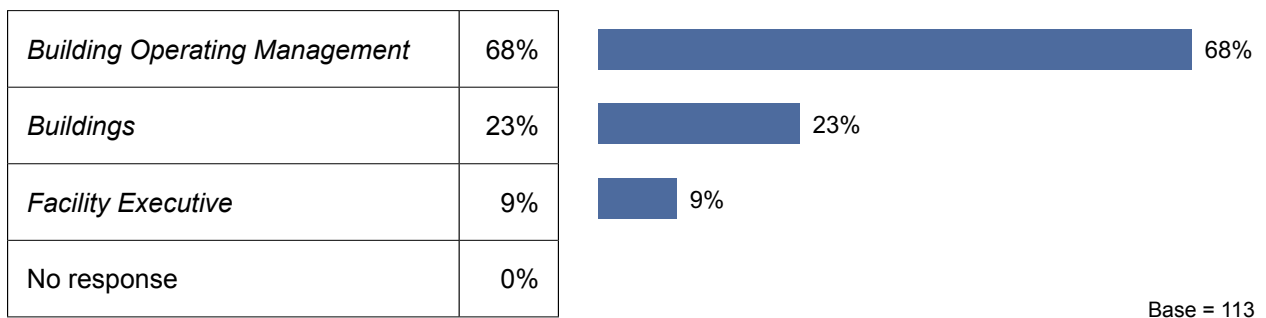
Information about building systems technology and integration



Keeping abreast of industry developments and trends



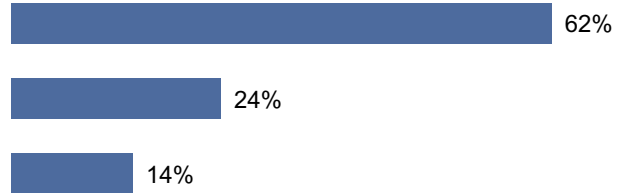
Construction product selection



Most Useful Publication: Selection of Products and Services

Contract service providers

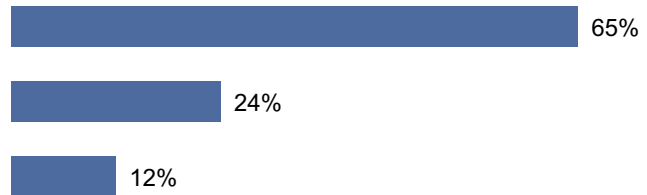
<i>Building Operating Management</i>	62%
<i>Buildings</i>	24%
<i>Facility Executive</i>	14%
No response	0%



Base = 86

Energy-related products/services

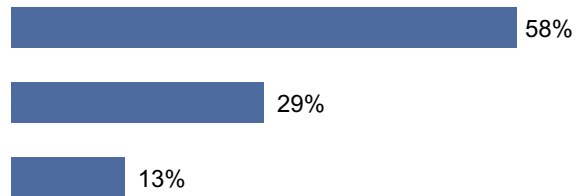
<i>Building Operating Management</i>	65%
<i>Buildings</i>	24%
<i>Facility Executive</i>	12%
No response	0%



Base = 110

Green/sustainable products/services

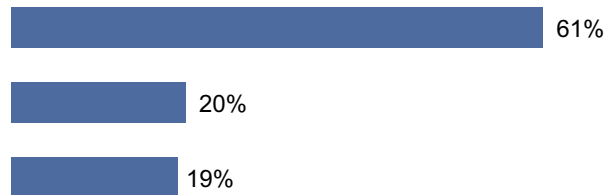
<i>Building Operating Management</i>	58%
<i>Buildings</i>	29%
<i>Facility Executive</i>	13%
No response	0%



Base = 112

Information about reducing operating costs

<i>Building Operating Management</i>	61%
<i>Buildings</i>	20%
<i>Facility Executive</i>	19%
No response	0%



Base = 132

Questionnaire

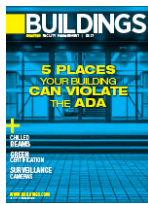
Report: 2017 Building/Facility Industry Survey

Please specify if you are a member of one or more of the following organizations. *Select all that apply*

- ASHE
- APPA
- BOMA
- IFMA
- None of the above



Building Operating Management



Buildings



Facility Executive

- 1. Which of these publications do you personally RECEIVE (addressed to you) or regularly SEE (someone else's copy)?** *Select one option for each magazine listed*
- | | Personally receive | See other's copy | Don't receive/see |
|--------------------------------------|-----------------------|-----------------------|-----------------------|
| <i>Building Operating Management</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <i>Buildings</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <i>Facility Executive</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

2. Which of the following publications do you read REGULARLY? (At least 2 of the last 4 issues) *Select all that apply*

- Building Operating Management*
- Buildings*
- Facility Executive*
- None of these

- 3. Which ONE of these 3 industry publications is most USEFUL for:**
- | | <i>Building Operating Management</i> | <i>Buildings</i> | <i>Facility Executive</i> | Not Applicable or None |
|---|--------------------------------------|-----------------------|---------------------------|------------------------|
| Helping you select products/brands for building renovation/construction projects. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Keeping you abreast of industry developments and trends. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Informing you about building systems technology and integration. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Helping you select contract service providers. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Helping you select energy-related products/services. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Helping you select green/sustainable products/services. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Informing you about reducing operating costs. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Submit Survey

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