Editorial: Reading Habits



Readers comment on the magazine



In my profession it is the best way to keep up with industry changes.

— Dir. of Ops.

I like to see others' points of view, plus educate myself on new items/advances in the field. The subject matter falls right in line with what I'm in charge of managing.

— Building Manager

Very informative magazine.

— Dir. Facilities

How, when, how long and how often respondents read Facility Maintenance Decisions

Frequency When read 4 of 4 most recent issues 41% Same day the issue is received 21% 3 of 4 most recent issues 25% Within three days 40% 2 of 4 most recent issues 25% 1 of 4 most recent issues 9% Base = 102 Base = 102 Time spent reading How often each issue is read Less than 15 minutes 10% Base = 102 Base = 102

Respondents rate Facility Maintenance Decisions

	*
Personal favorite	3%
Very important	29%
Important	53%
Somewhat importa	nt 13%
Not important	2%
No response	0%



Pass-along readership

Respondents report that they pass along their issues of *Facility Maintenance Decisions* to a mean number of 1.5 other professionals.



Base = 102