



Conducted for
Plant Services

MEDIA CONSUMPTION SURVEY

Plant Services
Professionals

Jeff Mylin

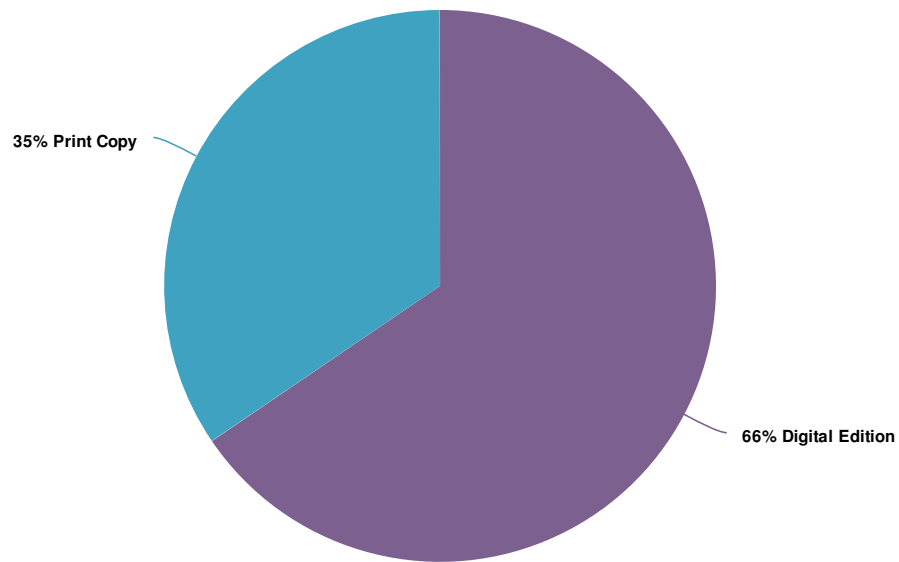
Publisher

jmylin@putman.net

847-533-9789

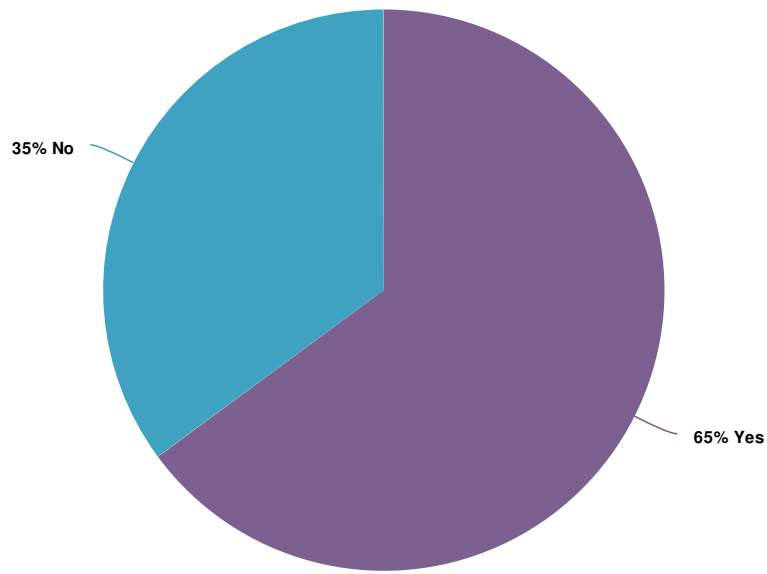
Plant Services Media Consumption Survey 2020

1. Which magazine format do you prefer to receive and read Plant Services?



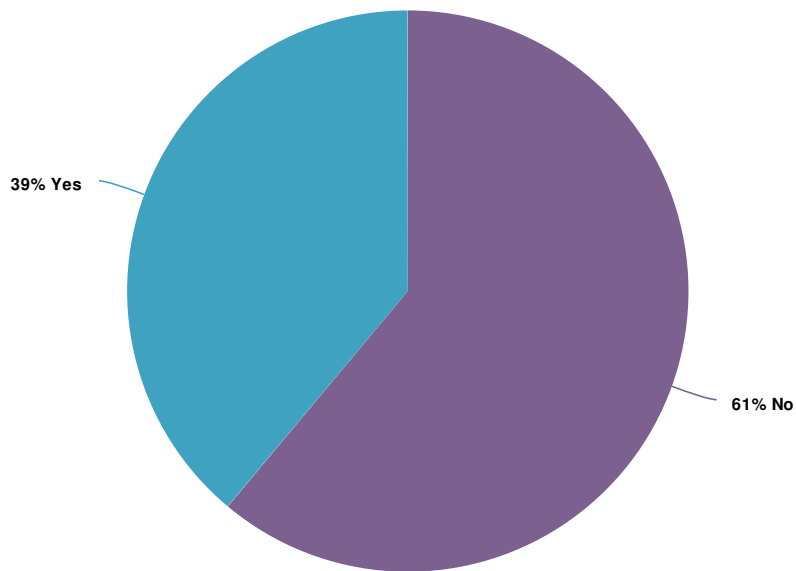
Value	Percent
Digital Edition	65.5%
Print Copy	34.5%

2. If you prefer "Digital Editions" Do you click on advertisements?



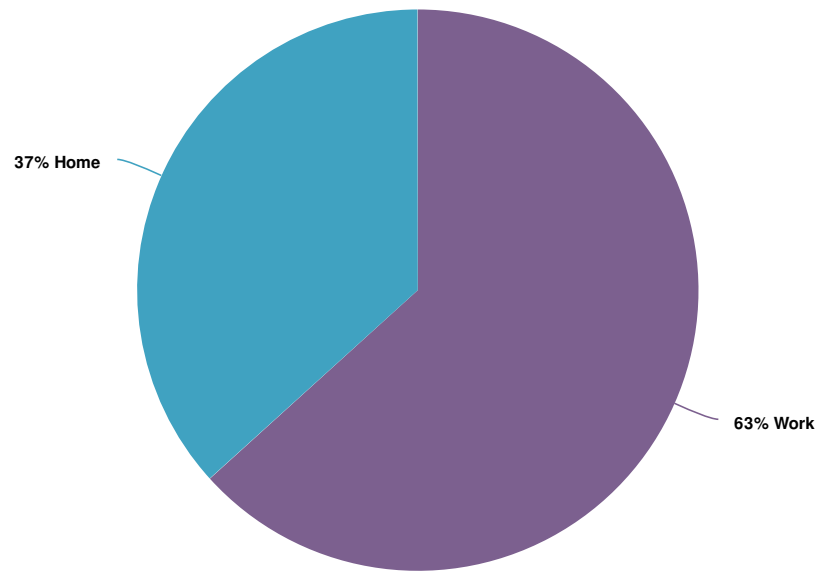
Value	Percent
Yes	64.9%
No	35.1%

3. If you prefer "Print Editions" would a digital only magazine discourage you from subscribing to Plant Services?



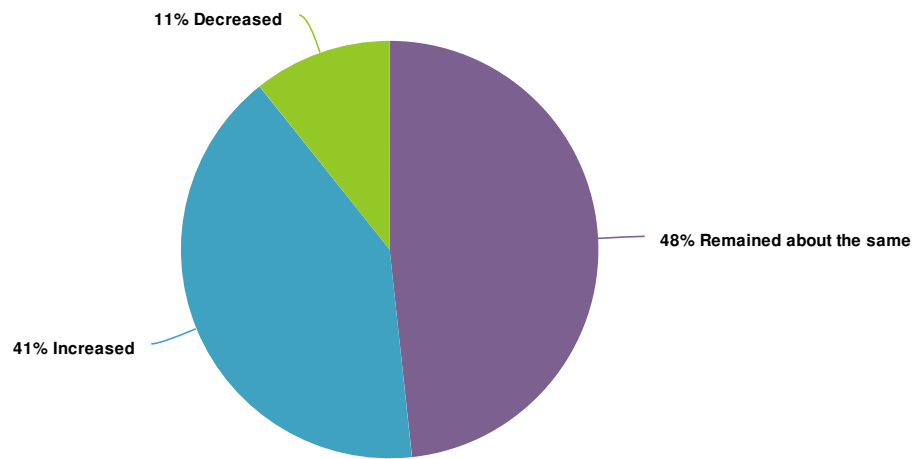
Value	Percent
No	61.1%
Yes	38.9%




4. Where would you prefer to receive your print copy of Plant Services?



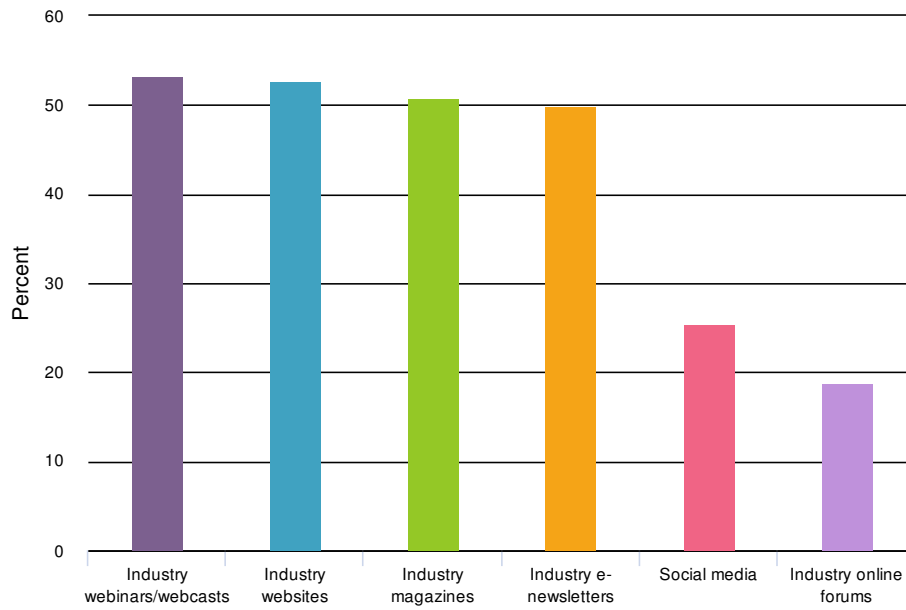
Value	Percent
Work	63.3%
Home	36.7%

5. Has your use of business- and industry-related media increased or decreased during the past twelve months?



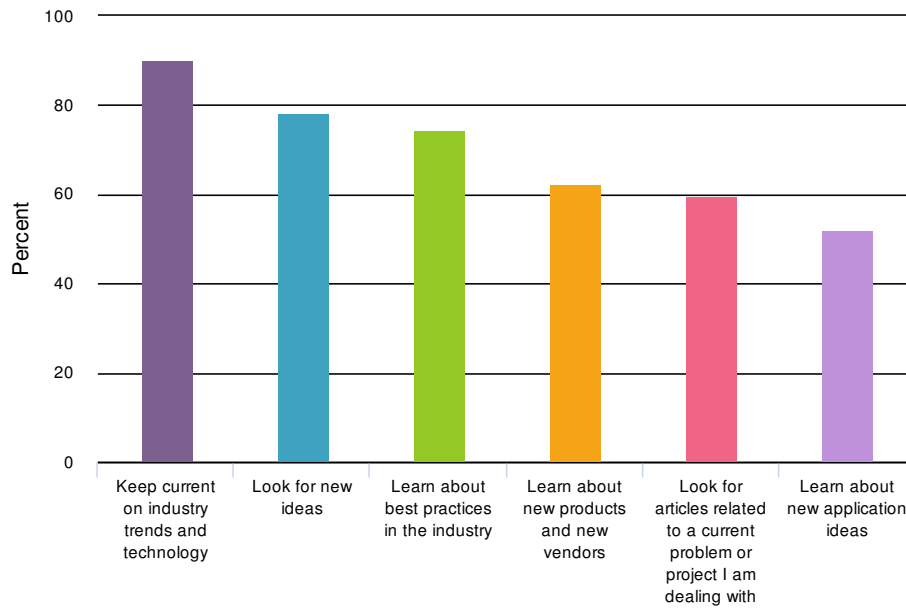
Value		Percent
Remained about the same		48.3%
Increased		41.0%
Decreased		10.7%

6. If your use of business- and industry-related media has increased within the past twelve months, please let us know which forms of media have accounted for that increase. (Please check all that apply.)



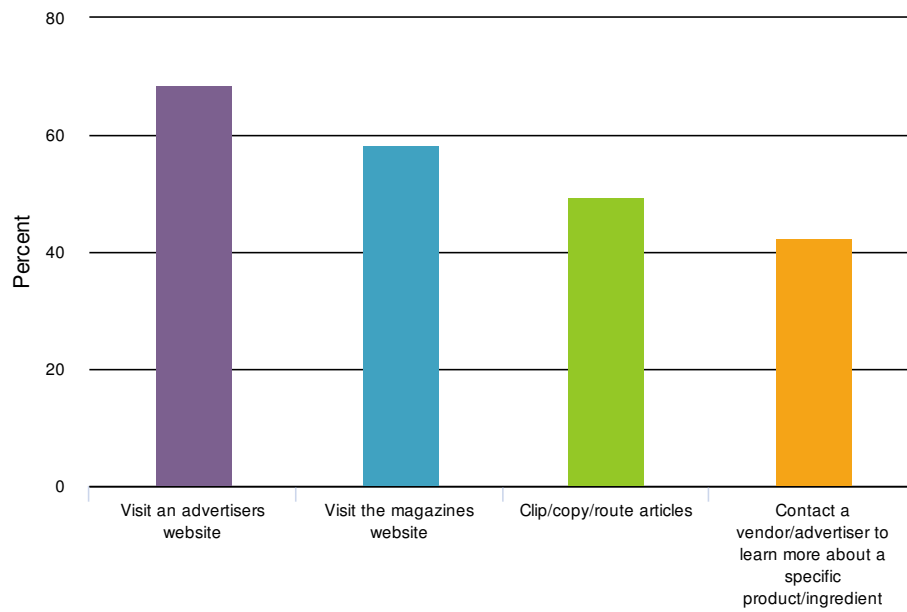
Value	Percent
Industry webinars/webcasts	53.2%
Industry websites	52.7%
Industry magazines	50.7%
Industry e-newsletters	49.8%
Social media	25.4%
Industry online forums	18.9%

7. Please indicate the primary reasons you read your favorite professional magazines. (Please check all that apply.)



Value	Percent
Keep current on industry trends and technology	90.0%
Look for new ideas	78.5%
Learn about best practices in the industry	74.3%
Learn about new products and new vendors	62.5%
Look for articles related to a current problem or project I am dealing with	59.4%
Learn about new application ideas	52.1%

8. Please indicate what actions you took in the past 12 months as a result of reading an article or ad in an industry magazine. (Please check all that apply.)



Value	Percent
Visit an advertisers website	68.6%
Visit the magazines website	58.4%
Clip/copy/route articles	49.4%
Contact a vendor/advertiser to learn more about a specific product/ingredient	42.4%

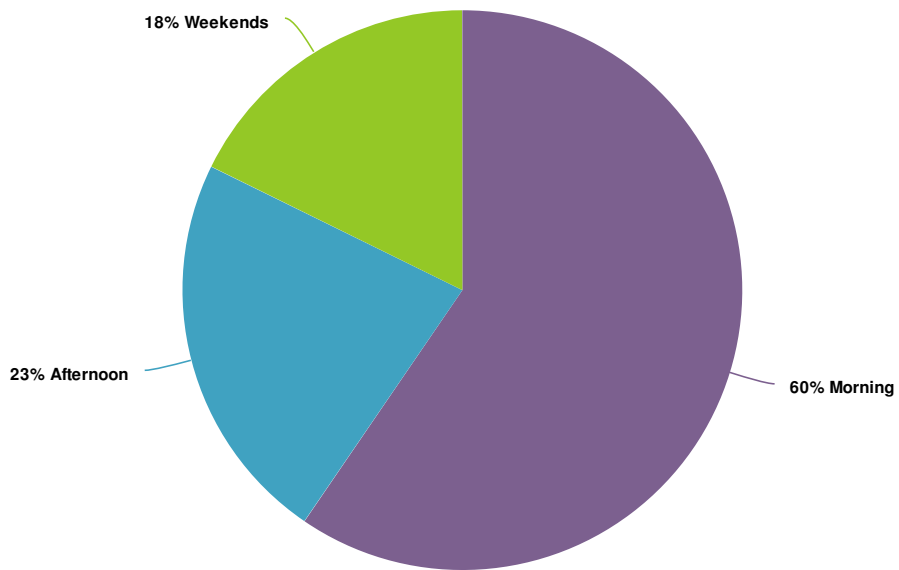
9. About how often do you use the following resources for work related purposes?

	Daily	Weekly	Monthly	Less often	Never	Responses
Search engines (Google, Yahoo) Row %	71.3%	21.5%	5.8%	1.3%	0.0%	223
Industry magazines (printed material) Row %	7.3%	40.5%	30.9%	19.1%	2.3%	220
Supplier websites Row %	19.5%	39.8%	27.1%	13.1%	0.5%	221
Industry websites (plantservices.com, etc) Row %	12.2%	44.3%	29.9%	12.2%	1.4%	221
E-newsletters Row %	16.4%	34.2%	26.5%	19.2%	3.7%	219
Webinars Row %	2.3%	32.3%	35.0%	24.4%	6.0%	217
Social Media Row %	23.3%	17.1%	9.5%	27.1%	22.9%	210
Totals Total Responses						223

10. Which information resources do you rely on for each task? (Please check all that apply.)

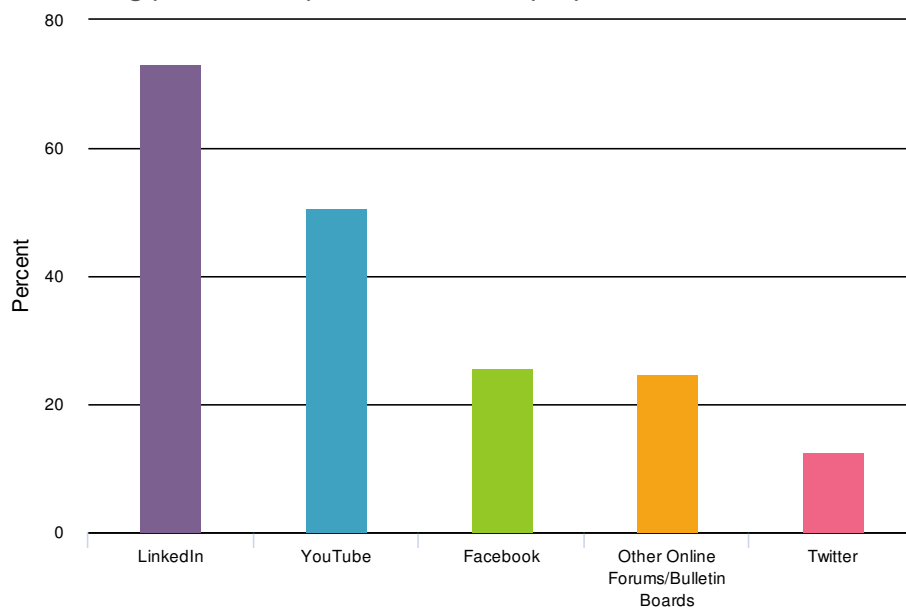
	Industry magazines (printed material)	Magazine websites (plantservices.com etc.)	Search engines	E-newsletters	Supplier websites	Webinars	Social media	Total Checks
Keep current with industry trends and news Row Check %	18.6%	21.5%	17.3%	14.2%	11.5%	11.3%	5.5%	618
Keep current with new products, technologies Row Check %	17.5%	21.5%	15.1%	15.3%	14.3%	11.0%	5.3%	582
Investigate solutions/ideas for current problems/projects Row Check %	12.8%	17.3%	28.8%	9.1%	16.1%	10.2%	5.8%	539
Look for suppliers/products Row Check %	15.7%	16.6%	31.7%	7.4%	19.6%	3.9%	5.1%	511
Research a vendor under consideration Row Check %	9.1%	12.7%	34.7%	6.0%	26.7%	4.0%	6.7%	449
Learn about new vendors Row Check %	15.8%	18.7%	25.2%	10.9%	15.8%	6.5%	7.1%	524
Total Checks								
Checks	490	591	800	348	544	261	189	3223
% of Total Checks	15.2%	18.3%	24.8%	10.8%	16.9%	8.1%	5.9%	100.0%

11. When would you prefer to receive your e-newsletters?



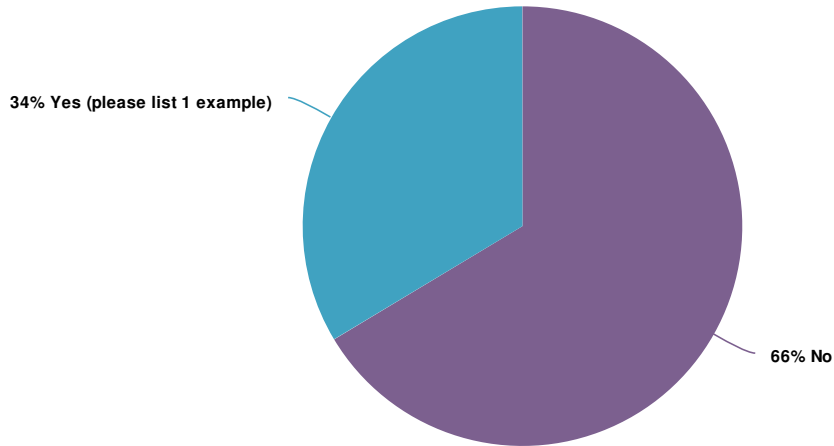
Value	Percent
Morning	59.5%
Afternoon	22.7%
Weekends	17.7%

12. Online networking and social media now have a larger role in the business community. Please indicate which, if any of the following you currently use for business purposes. (Please check all that apply)



Value	Percent
LinkedIn	73.0%
YouTube	50.7%
Facebook	25.6%
Other Online Forums/Bulletin Boards	24.7%
Twitter	12.6%

13. Are you currently a member of any professional content related LinkedIn Groups?



Value	Percent
No	66.4%
Yes (please list 1 example)	33.6%

Yes (please list 1 example)

ISA

Reliability

linkedin

smp

30+ oil & gas groups

3M

AMP (Association of Asset Management Professionals)

ASQ

American Chemical Society

Association of Asset Management Professionals

Automation & Control Engineering

Automatizacion

Avery

Cement technology

Certified Practicing Engineer-COREN

Yes (please list 1 example)

Chemicals, Metals & Mining

EHS

Energy People

Equipment Reliability

FMA

FSA

Facility Managers Network

HeavyEquipmentSeller.com

IECEX

IEEE

IEEE Section Section

ISHN Network

Industrial Automation and process Controls Network

Industrial Robotics

Ingeniería de mantenimiento América Latina

International Society of Automation

LinkedIn

LinkedIn Advisor

LinkedIn

Maintenance

Maintenance and Reliability for Food and Beverage

Maintenance and reliability group

Manufacturing

Noria

OPA

PMP

POWER

Petrochemical

Pharma

Plant Services

Yes (please list 1 example)

Predictive Maintenance

Professional Engineers

Reliability Centered Maintenance

Rockwell Automation

SAP Plant Maintenance

SMRP

Siemens

Society of Tribologists and Lubrication Engineers STLE

The IAM Discussion Group

VW

Vibration Analysis

Vibration Institute

Water & Wastewater Prof

acs

electric motors

energy

<https://www.linkedin.com/groups/811257/>

import / export

industrial

materialsjobs

mining

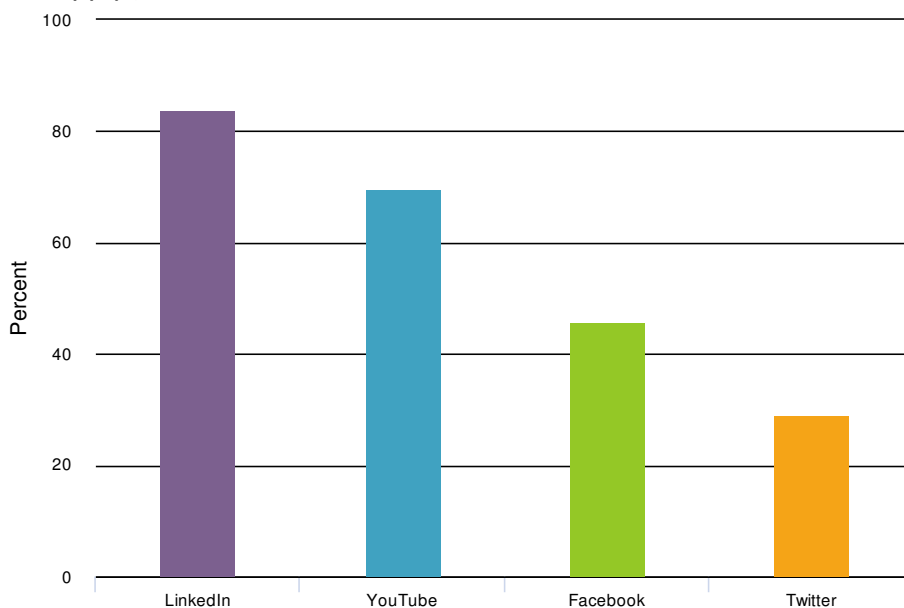
transformers

xxxxxxxxxxxxxxxx

14. Do you share/forward business-related information from any of the following social media platforms?

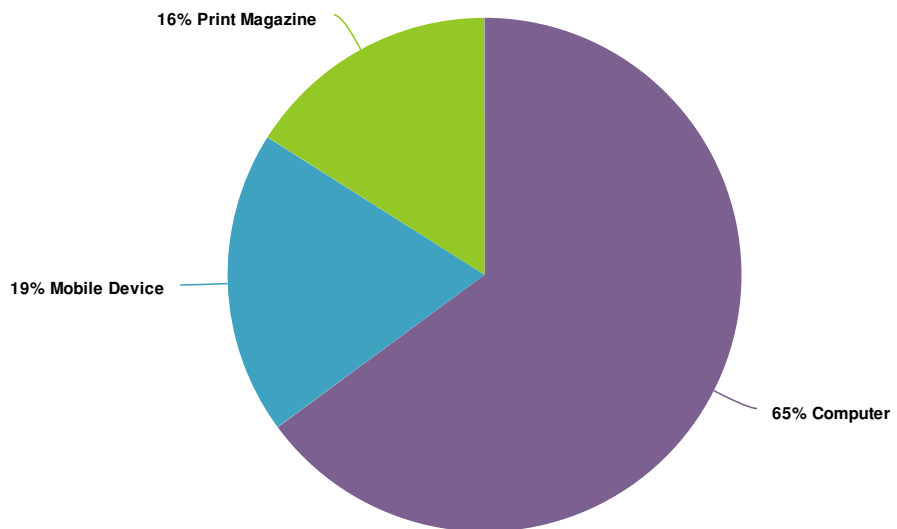
	Yes	No	Responses
Facebook Row %	22.4%	77.6%	170
LinkedIn Row %	56.5%	43.5%	209
Twitter Row %	11.1%	88.9%	162
YouTube Row %	38.5%	61.5%	179
Totals Total Responses			209




15. Please tell us which of the following social media sites you "have" access to while at your work location. (Please check all that apply.)



Value	Percent
LinkedIn	83.7%
YouTube	69.5%
Facebook	45.8%
Twitter	29.1%

16. How do you most frequently use/read industry related content?

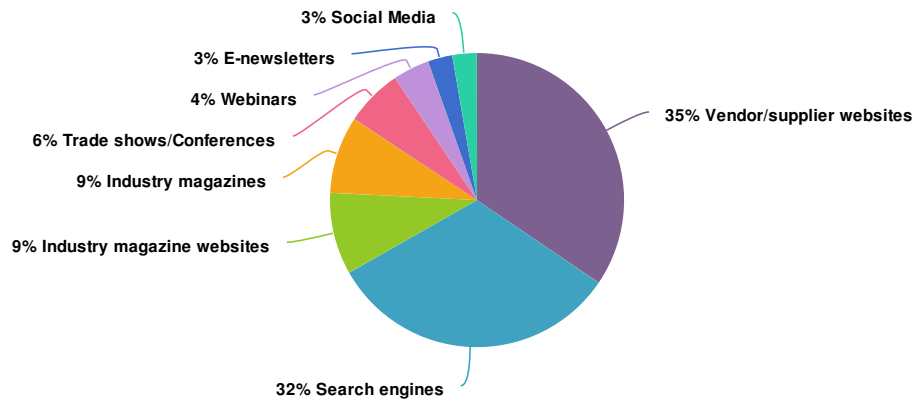


Value		Percent
Computer		64.9%
Mobile Device		19.1%
Print Magazine		16.0%

17. How often do you use the following tools for work related purposes?

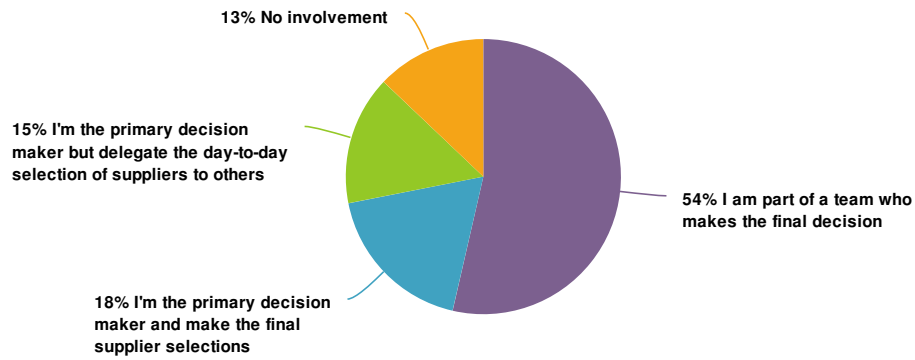
	Daily	Weekly	Monthly	Not at all	Responses
I read blogs Row %	8.5%	23.2%	28.4%	39.8%	211
I read white papers Row %	7.5%	26.6%	51.9%	14.0%	214
I attend webinars Row %	3.2%	23.1%	59.3%	14.4%	216
I listen to podcasts Row %	1.9%	14.6%	31.1%	52.4%	206
I use LinkedIn Row %	23.5%	26.8%	26.3%	23.5%	213
I use other social media (i.e. Facebook, Twitter, etc.) Row %	21.9%	14.3%	16.2%	47.6%	210
I watch videos Row %	14.7%	44.0%	31.7%	9.6%	218
I read tablet-optimized magazines Row %	8.7%	21.3%	22.7%	47.3%	207
I read e-Handbooks Row %	7.9%	24.1%	33.8%	34.3%	216
I read infographics Row %	6.6%	20.9%	27.5%	45.0%	211
Totals Total Responses					218

18. When considering a vendor partner and/or making a buying decision, what sources do you typically utilize for before you specify a product or service? (Please check all that apply.)



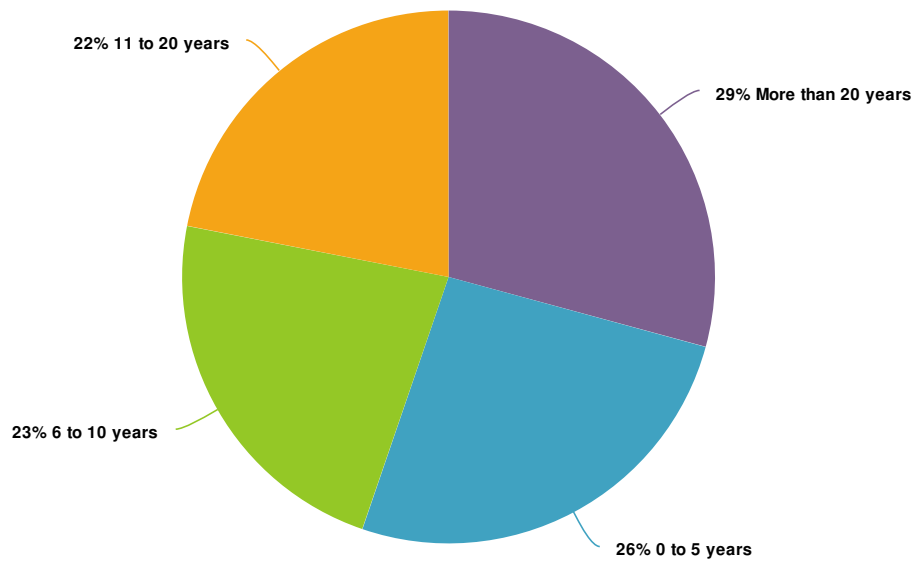
Value	Percent
Vendor/supplier websites	34.5%
Search engines	32.3%
Industry magazine websites	9.0%
Industry magazines	8.5%
Trade shows/Conferences	6.3%
Webinars	4.0%
E-newsletters	2.7%
Social Media	2.7%

19. Which of the following best describes your role in selecting your company's suppliers?



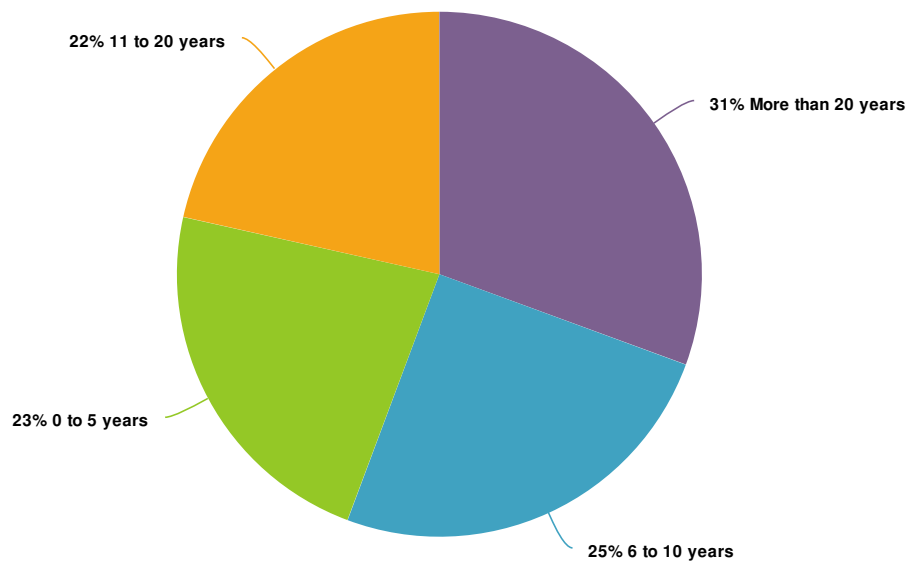
Value	Percent
I am part of a team who makes the final decision	53.6%
I'm the primary decision maker and make the final supplier selections	18.3%
I'm the primary decision maker but delegate the day-to-day selection of suppliers to others	15.2%
No involvement	12.9%

20. How long have you been in your current position?



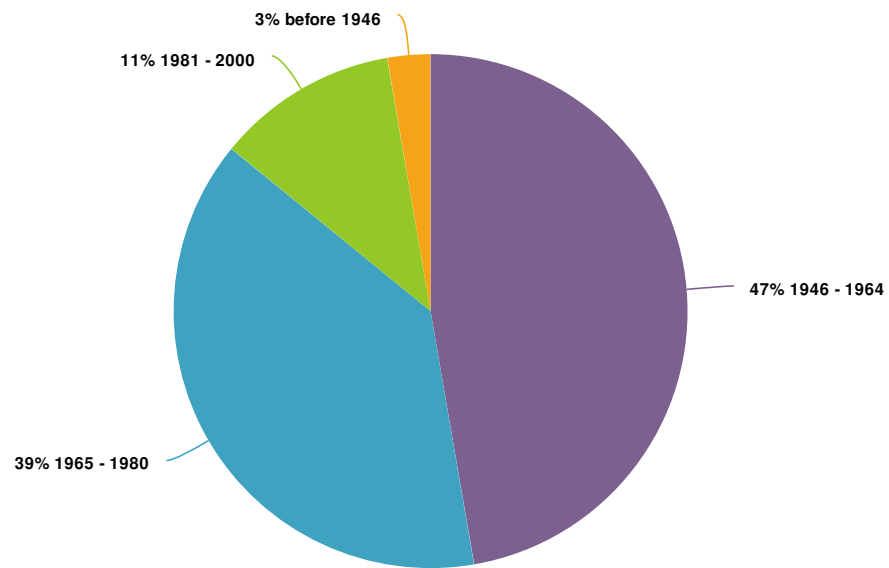
Value	Percent
More than 20 years	29.2%
0 to 5 years	26.0%
6 to 10 years	22.8%
11 to 20 years	21.9%





21. How long have you been with your current company?



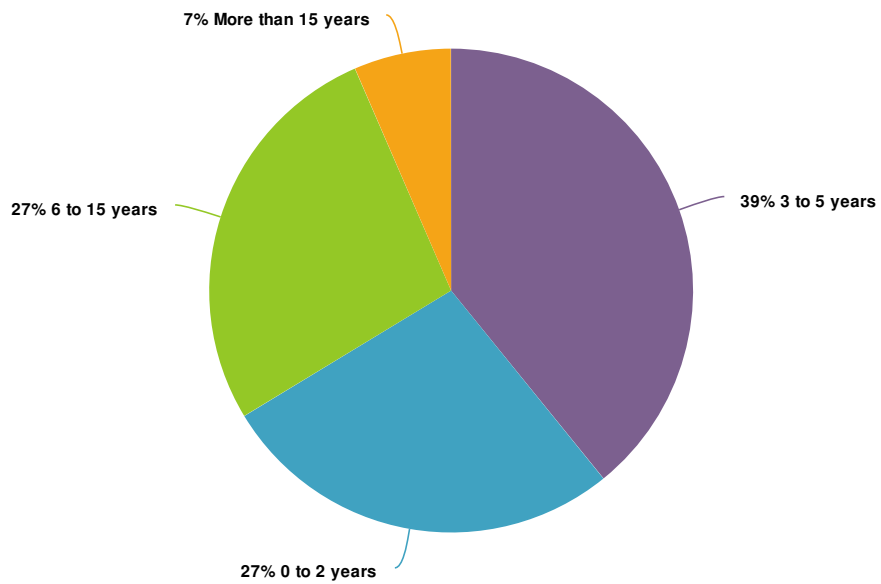
Value	Percent
More than 20 years	30.6%
6 to 10 years	25.1%
0 to 5 years	22.8%
11 to 20 years	21.5%

22. When were you born?



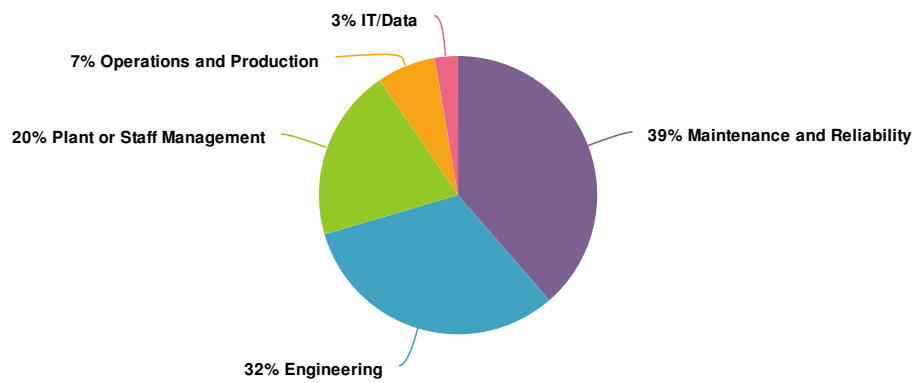
Value		Percent
1946 - 1964		47.3%
1965 - 1980		38.6%
1981 - 2000		11.4%
before 1946		2.7%

23. If you are a Plant Services magazine subscriber, how long have you been a subscriber?



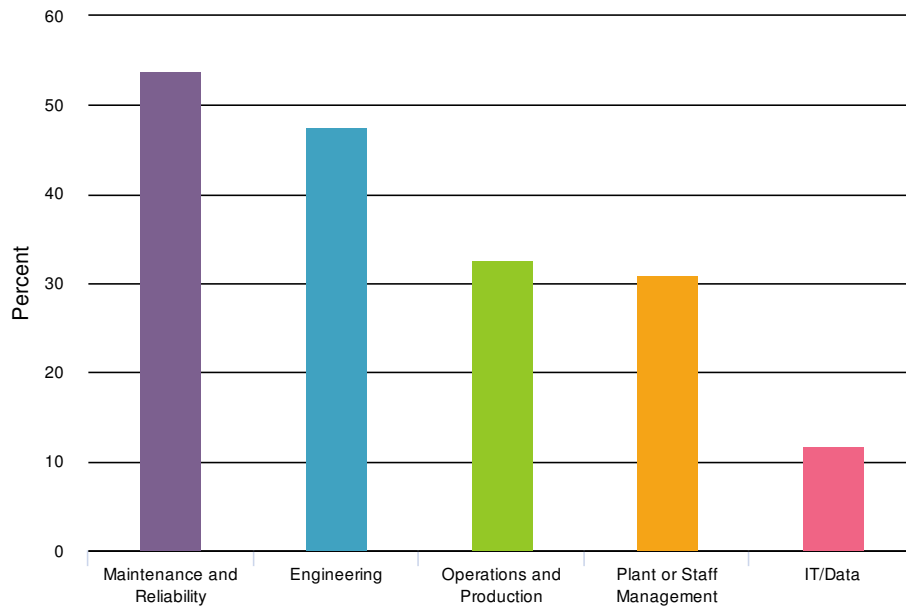
Value	Percent
3 to 5 years	39.2%
0 to 2 years	27.2%
6 to 15 years	27.2%
More than 15 years	6.5%

24. Which of the following best describes your primary job responsibility? (Please check only one.)



Value	Percent
Maintenance and Reliability	38.6%
Engineering	31.8%
Plant or Staff Management	20.0%
Operations and Production	6.8%
IT/Data	2.7%

25. Please indicate the total scope of your job responsibilities. (Please check all that apply.)



Value	Percent
Maintenance and Reliability	53.8%
Engineering	47.5%
Operations and Production	32.6%
Plant or Staff Management	30.8%
IT/Data	11.8%