



Media Consumption Survey Among Food & Beverage Industry Professionals 2020

Preston/Rogers Associates, Inc.
Market Research & Media Consulting

May, 2020

Proprietary & Confidential

Executive Summary

In Spring of 2020, Putman Media and Preston/Rogers Associates, Inc. undertook the development and execution of a comprehensive research survey to solicit and analyze media consumption of print and digital information from food and beverage industry professionals. Participants were selected on an nth name (random start) basis from *Food Processing's* BPA-audited circulation.

- The survey results reveal that food and beverage industry professionals are regular readers of industry magazines, and do so with purpose. 56% report that their consumption of industry-related media has increased during the past 12 months. Consumption of food and beverage Industry Magazines and Their Websites increased the most over the past year, followed by eNewsletters and Industry Websites.
- Industry professionals spend time seeking out work-related information with more than three-fourths investing an hour or more each week reading food and beverage industry magazines; an average of 2.2 hours per week. In addition, 88% spend an hour or more each week accessing the Internet for work-related information, an average of 3.4 hours weekly.
- Food and beverage professionals read trade magazines regularly to keep current on industry news and analysis, to look for new ideas, to learn about best practices in the food industry and to learn about new products/vendors. Readers take action as a result of reading an article or ad in a food and beverage industry magazine; use of ideas found in articles, and visiting an advertiser's website are the most likely actions taken. In addition, well over one-third have contacted a vendor/advertiser to learn more about a specific product/ingredient.
- Food and beverage industry magazines and their websites and search engines are the resources industry professionals use most often for work-related information.

In summary, food and beverage industry professionals average nearly 6 hours per week reading industry magazines and accessing the Internet for information to help them succeed in their jobs. The need to keep current with the food and beverage industry in terms of trends and products is a large motivator of print and digital media consumption.

Introduction

Today, more than ever, business professionals have a variety of media alternatives from which to choose. This study was undertaken to better understand the media consumption habits and the media sources used by food and beverage industry professionals, as they obtain needed information during the vendor-selection process.

Research Objectives

- Measure changes in media consumption during the past 12 months.
- Measure how magazines are read, how much time is spent per week reading industry magazines, key reasons for reading and actions taken.
- Measure the time spent per week accessing the Internet for work-related food information.
- Identify the most important sources for staying current with technologies, products and services, obtaining information or specifications for products/ingredients, and confirming/validating purchase decisions.

Survey Overview & Methodology

The survey was conducted online among a random sample selected from *Food Processing's* BPA-audited circulation. On March 5, 2020, the online survey invitation was e-mailed to 20,047 individuals. Participation in a drawing for five \$100 Amazon gift cards was offered as an incentive to respond. Several reminder emails were sent to the sample in an effort to increase response rate. The survey closed on May 15, 2020 with a total of 370 food and beverage industry professionals responding. After accounting for 159 non-deliverables, the margin of error for a sample this size is +/- 5.1% at the 95% confidence level.

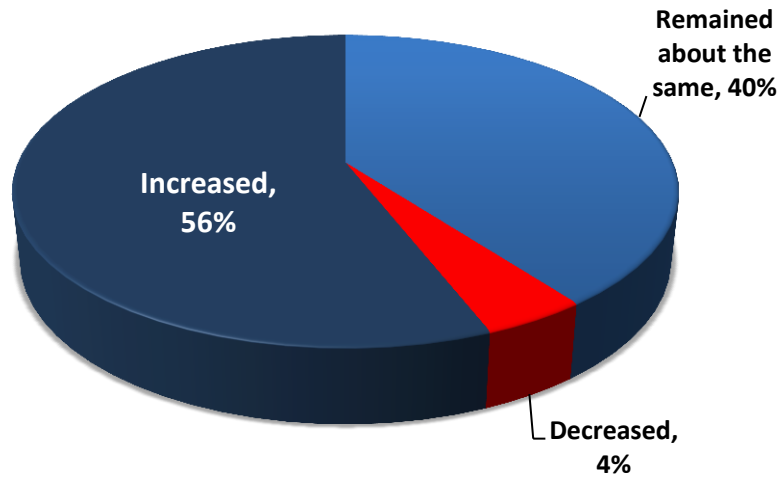
The questionnaire was developed jointly by Putman Media and Preston/Rogers Associates, Inc. Preston/Rogers was responsible for data tabulations, analysis and report development.

MEDIA CONSUMPTION IS ON THE RISE

56%

say industry-related media consumption has **increased** over the past 12 months

Change in Media Consumption

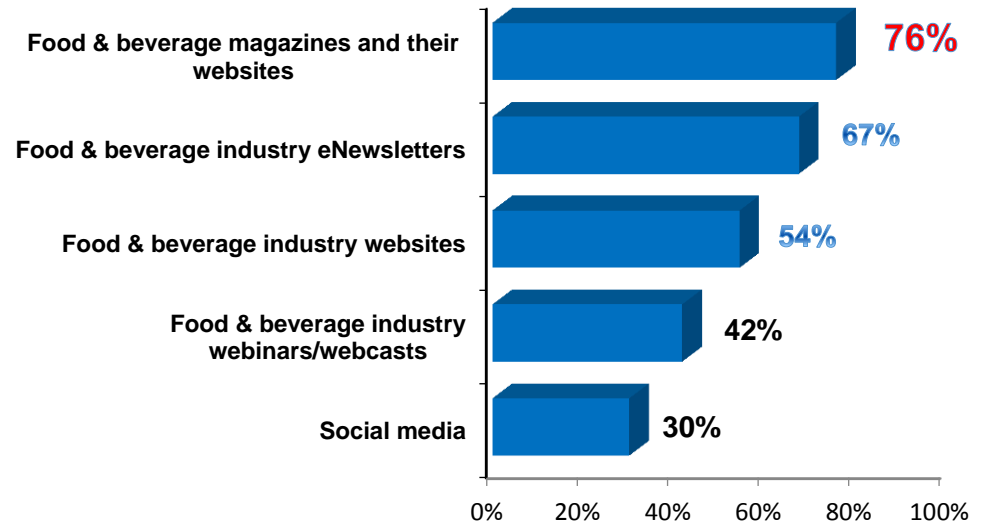


Base: 370 total respondents

Q. Has your consumption of food & beverage industry-related media (trade magazines, websites eNewsletters, etc.) increased or decreased during the past 12 months?

Food & Beverage Magazines and Their Websites are the resources they are using more, followed by industry **eNewsletters** and **Industry Websites**.

Media Accounting for Increase



Base: 206 respondents who have INCREASED consumption

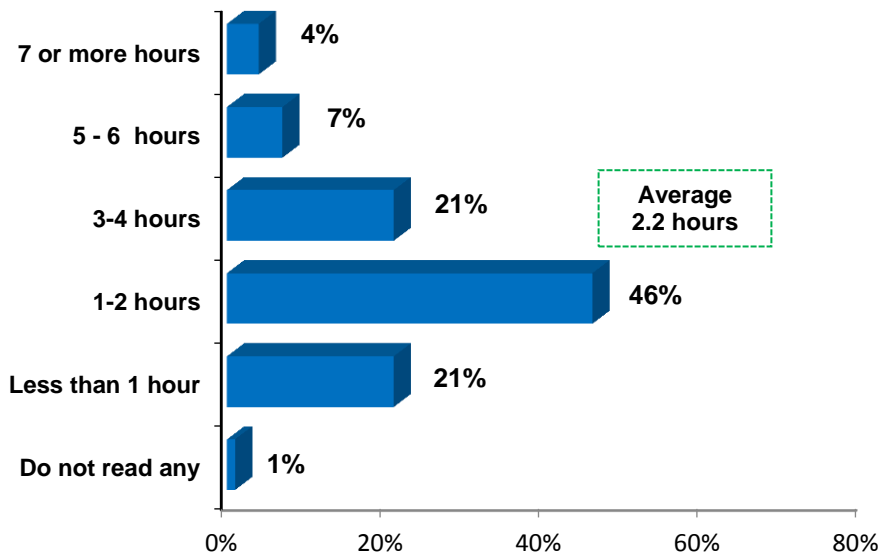
Q. If your consumption of food & beverage industry-related media has increased within the past twelve months, which forms of media have accounted for that increase? (Please check all that apply)

PROFESSIONALS INVEST NEARLY 6 HOURS WEEKLY SEEKING OUT WORK-RELATED INFORMATION

78%

devote 1 hour or more each week reading **Food and Beverage Industry Magazines**, an average of **2.2 hours weekly**.

Time Spent Reading Industry Magazines



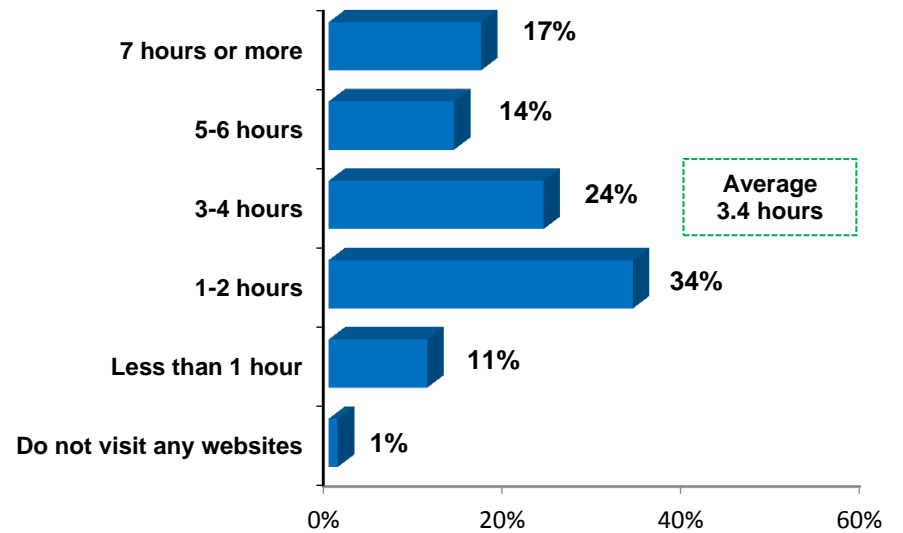
Base: 370 total respondents

Q. About how many hours per week do you typically spend reading food & beverage industry trade magazines?

88%

spend 1 hour or more each week accessing the **Internet** for work-related information, an average of **3.4 hours weekly**.

Time Spent Accessing the Internet for Work- Related Information



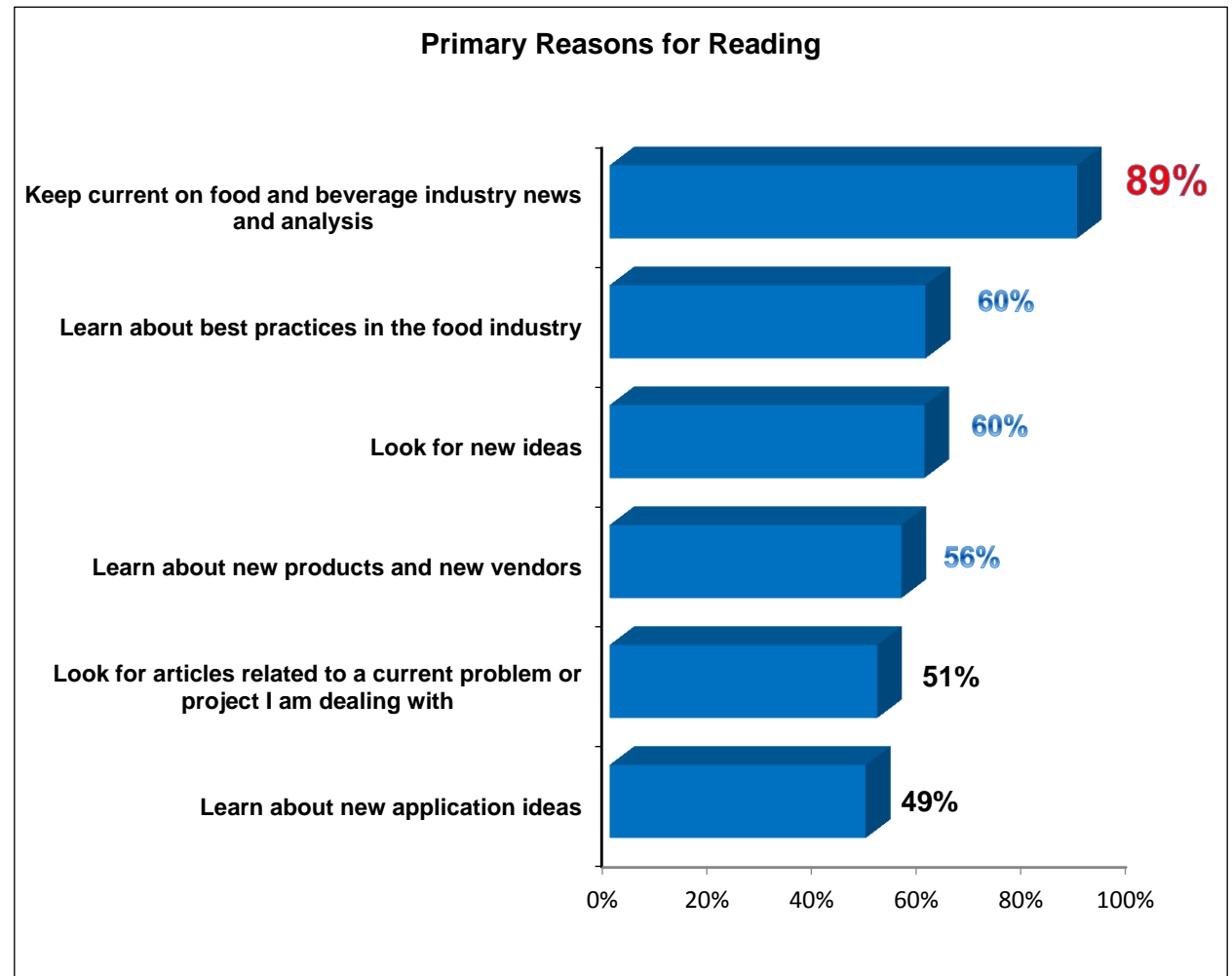
Base: 370 total respondents

Q. About how many hours per week do you typically spend accessing the Internet for work-related food & beverage industry information?

INDUSTRY MAGAZINES HELP READERS KEEP CURRENT

Industry news and analysis is the primary reason for reading professional magazines.

Professionals also look to magazines for **best practices, new ideas** and **new products and vendors**.



Base: 367 respondents who answered the question

Q. Please indicate the primary reasons you read your favorite professional magazines.

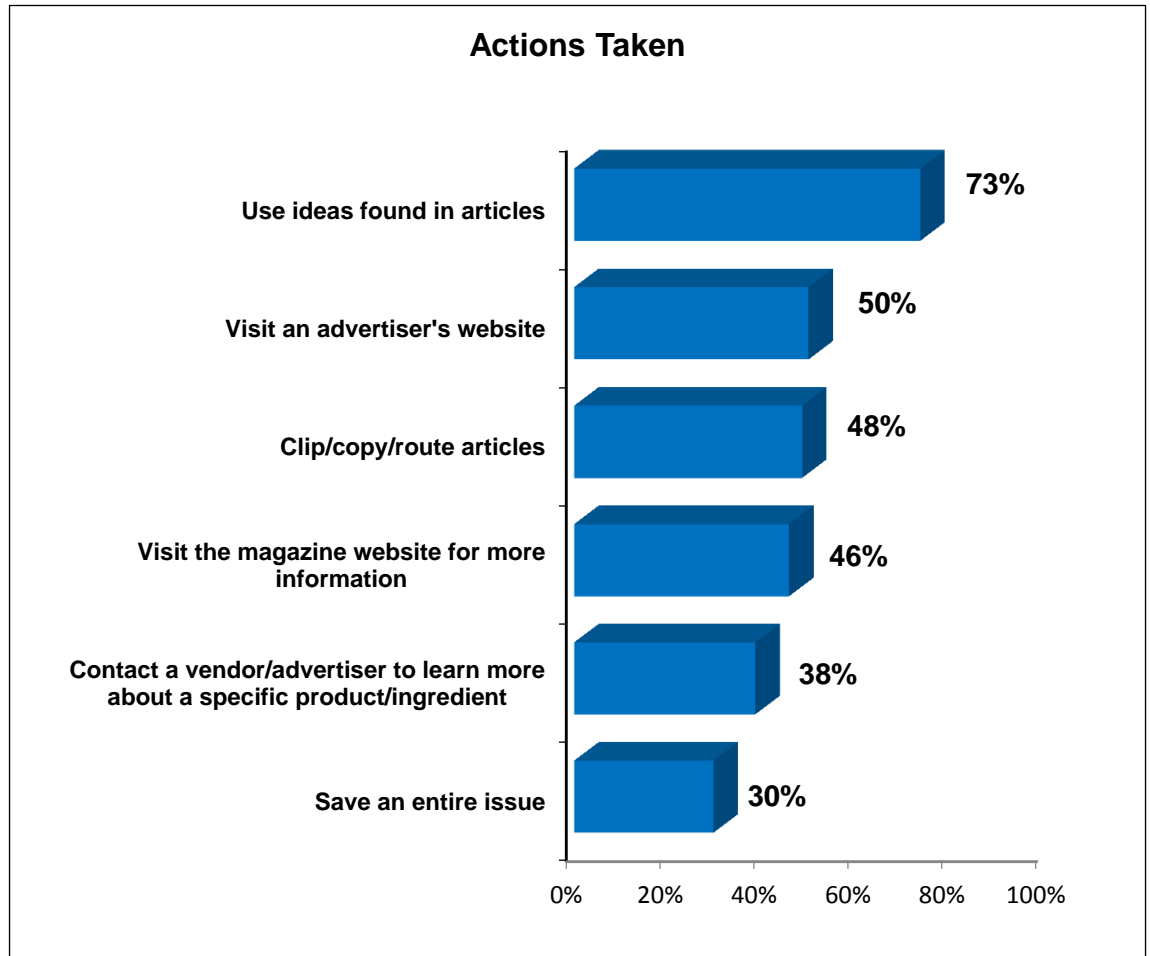
MAGAZINE READERS TAKE ACTION AFTER READING ARTICLES AND ADS

73%

Use new ideas found in articles

50%

Visit an advertiser's website



Base: 362 respondents who answered the question

Q. Please indicate what actions you may take as a result of reading an article or ad in a food & beverage industry magazine. (Please check all that apply.)

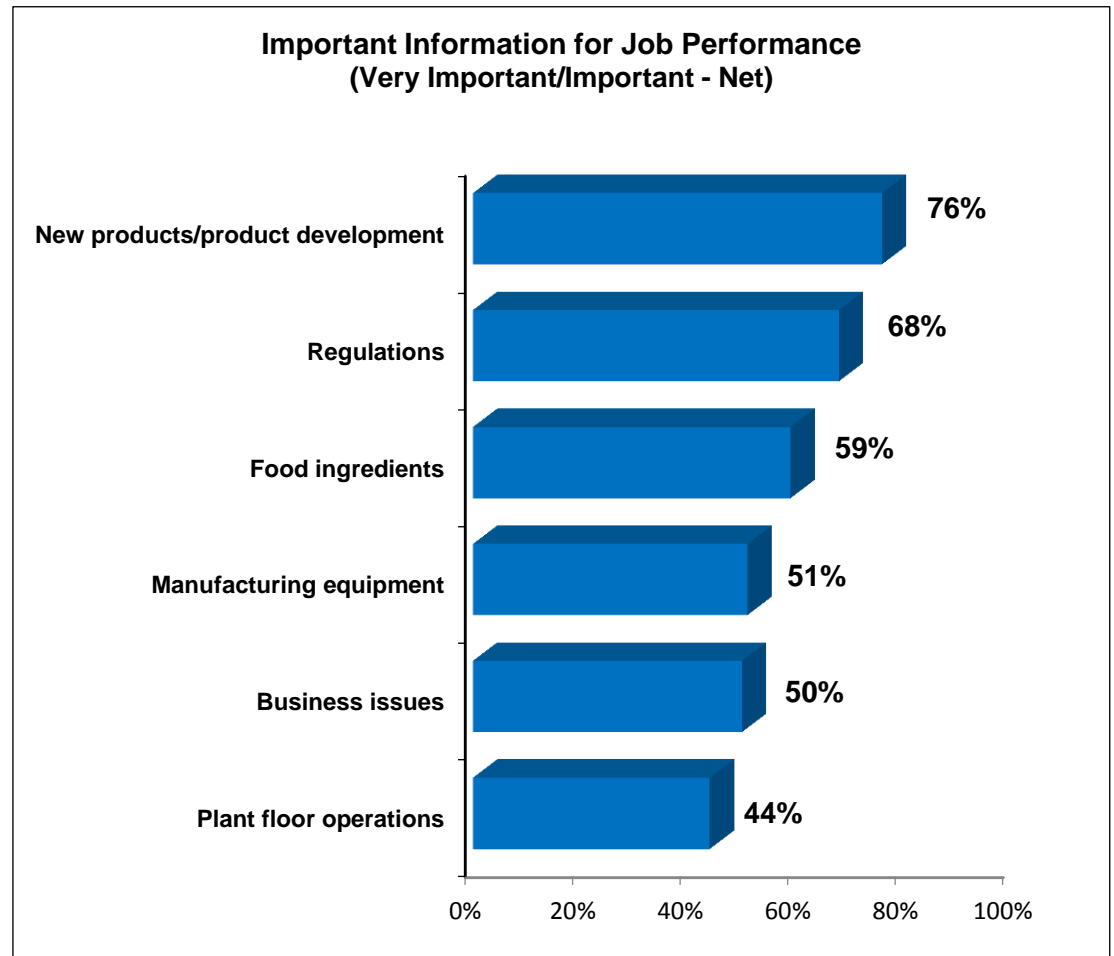
NEW PRODUCT INFORMATION IS CRITICAL FOR JOB PERFORMANCE

76%

say information on *New Products/Product Development* is very important/important for job performance.

68% report that information on *Regulations* is important.

59% rely on information on *Food Ingredients* to help them do their jobs.



Base: 370 total respondents

Q. Listed below are various topics pertaining to the food & beverage processing industry. Please rate each topic in terms of its importance in performing your job. (Very Important, Important, Somewhat Important, Less Important, Not Important)

INDUSTRY MAGAZINES AND THEIR WEBSITES ARE KEY RESOURCES

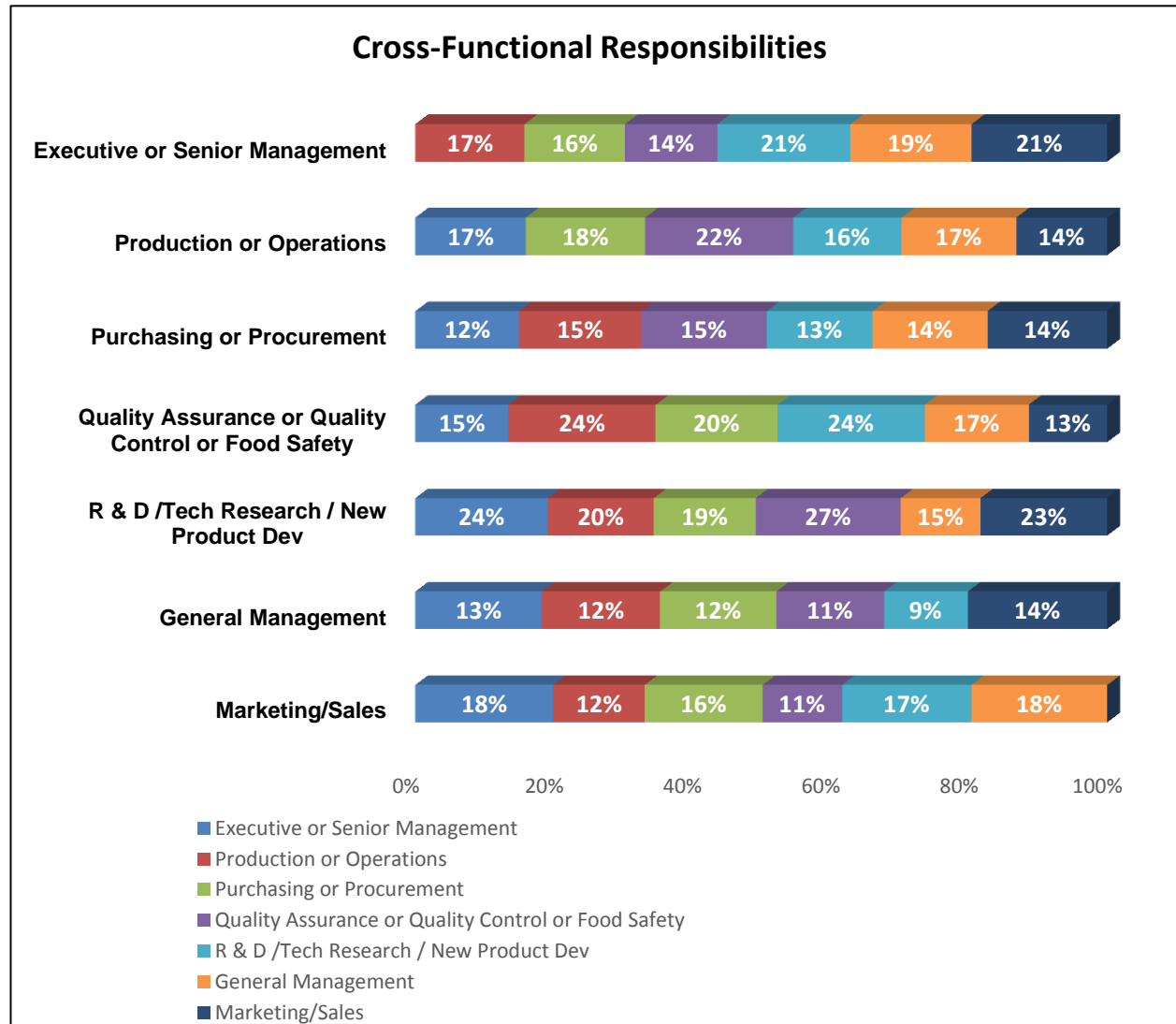
Industry Magazines and Their Websites are the top resources for *staying current with trends, technologies, products and vendors*, followed by **eNewsletters**.

Search Engines and **Industry Magazines and Their Websites** are the top resources for *obtaining information/specifications for products/ingredients for new projects and confirming/validating purchase decisions*.

	Staying current with trends, technologies, products, vendors	Obtaining information or specifications for products/ ingredients as you begin a new project	Confirming/validating your firm's purchase decisions
Base: Total answering for each category	347	335	314
Food & Beverage Industry Magazines	65%	50%	49%
Food & Beverage Industry Magazine Websites	61%	52%	54%
eNewsletters	51%	30%	23%
Search Engines	49%	70%	62%
Webinars	44%	24%	18%
White Papers/eBooks	31%	29%	25%
Videos	21%	14%	15%
Podcasts	8%	4%	3%

INDUSTRY PROFESSIONALS HAVE HORIZONTAL CROSS-FUNCTIONAL RESPONSIBILITIES

In addition to their primary roles, professionals take on many job responsibilities, creating a need for information in all areas of the food processing business.



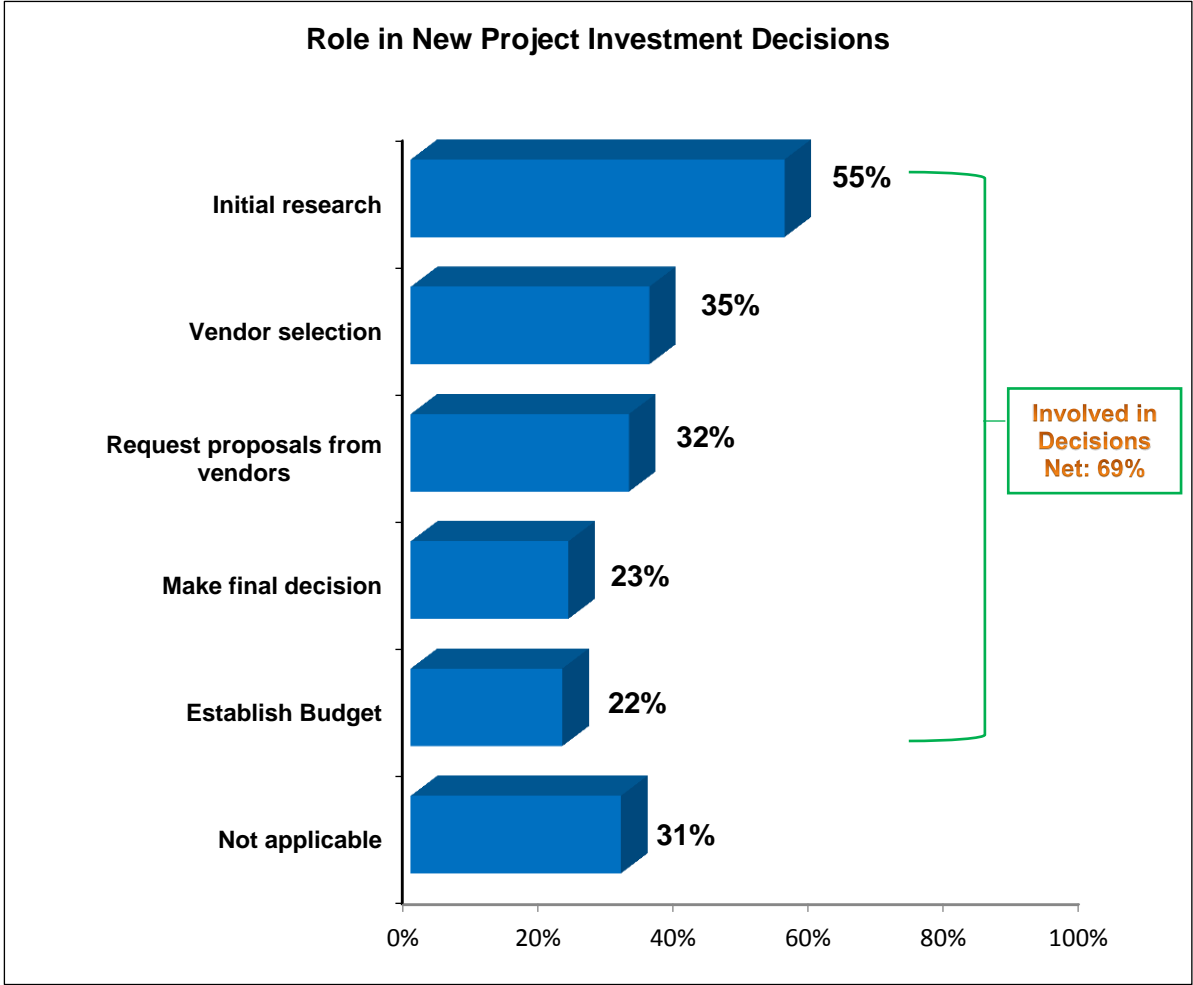
Base: 341 respondents who answered the question

Q. Which of the following are part of your job responsibilities?
(Please select all that apply.)

PROFESSIONALS ARE ACTIVELY INVOLVED IN INVESTMENT DECISIONS

69%

play various roles in
New Project Investment Decisions

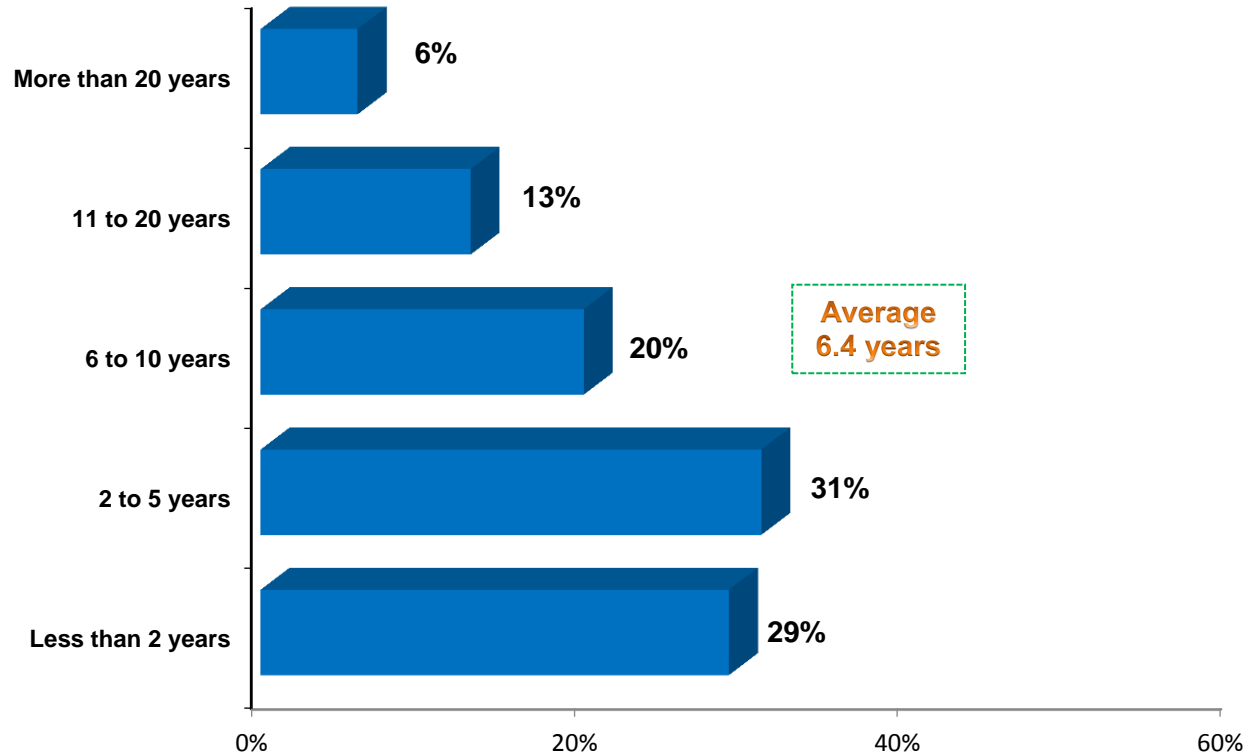


Base: 335 respondents who answered the question

Q. Which of the following best describes your role in your company's new project investment decisions? (Please select all that apply)

PROFESSIONALS ARE LONG TIME SUBSCRIBERS TO FOOD PROCESSING MAGAZINE

Number of Years Subscribing to *Food Processing Magazine*

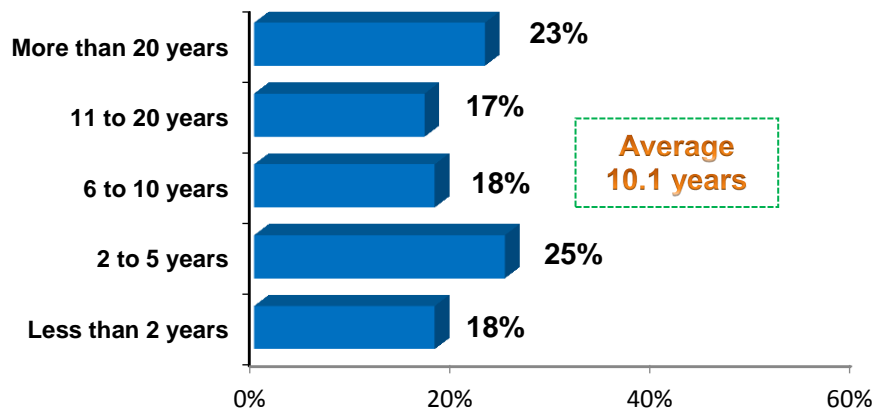


Base: 370 total respondents

Q. How long have you been a subscriber to *Food Processing Magazine*?

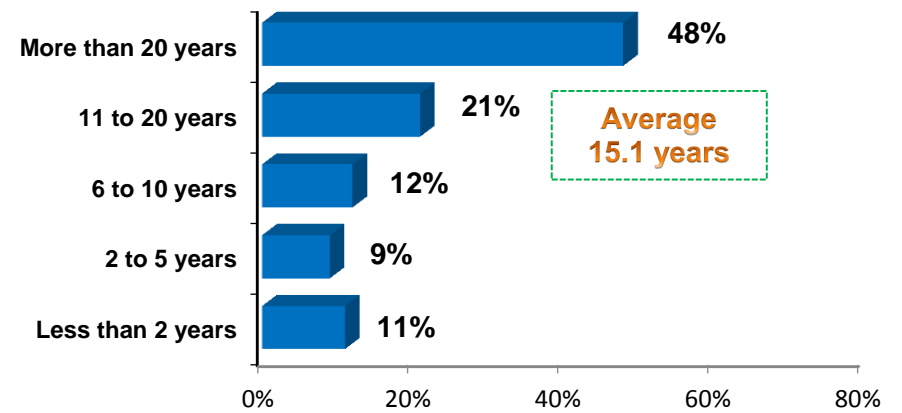
RESPONDENTS ARE SEASONED PROFESSIONALS

Years in Current Position



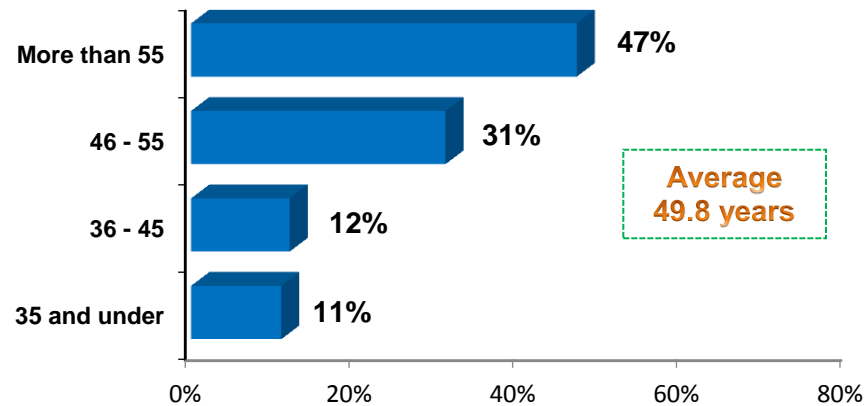
Q. How long have you been in your current position?

Years in Food & Beverage Industry



Q. How long have you been in the food and beverage industry?

Age



Q. What is your age?

Base: 370 total respondents