

# Media Consumption Survey Among Food Industry Professionals

Comparative Data 2008 to 2010

## **Background**

In 2008 and 2010, 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 industry professionals.

The survey was conducted using two methods of data collection (mail and online). In 2010, the sample was selected on an nth name basis from *Food Processing's* circulation. In 2008, the sample consisted of all the individuals at top 100 companies (by industry sales volume) and companies with 500+ employees plus an nth name selection from individuals at companies with 100 – 499 employees.

Survey details for each year are as follows:

### 2010

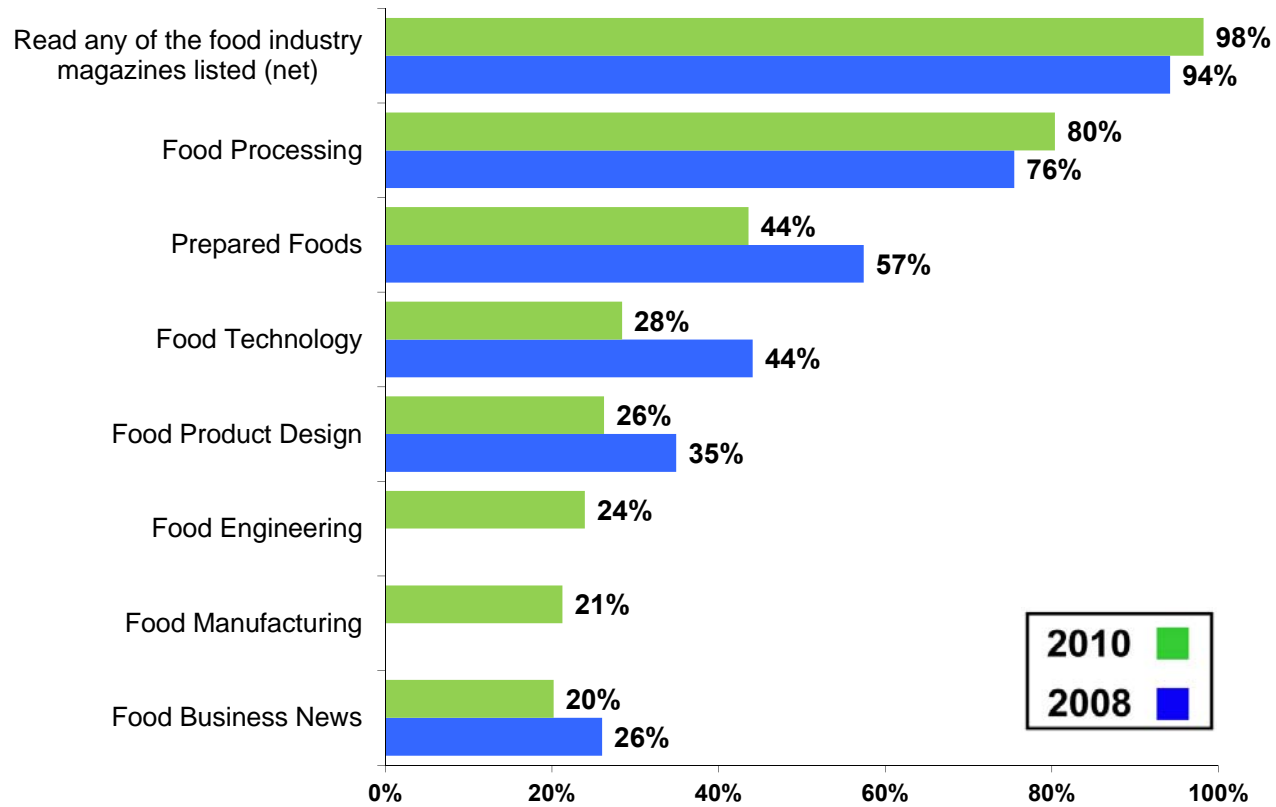
Data collection method	# Mailed/ e-mailed	Returns	Response Rate
Mail questionnaire	1,000	148	14.8%
On-line questionnaire	15,000	412	2.7%
TOTAL	16,000	560	3.5%

### 2008

Data collection method	# Mailed/ e-mailed	Returns	Response Rate
Mail questionnaire	3,000	473	15.8%
On-line questionnaire	5,000	132	2.6%
TOTAL	8,000	605	7.6%

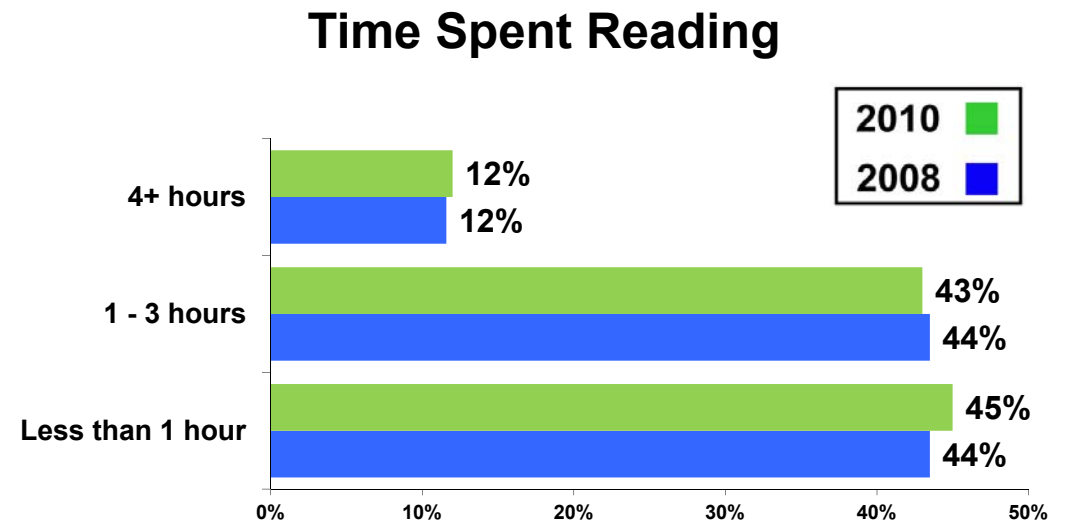
The charts on the following pages present 2010 and 2008 data for questions that were comparable for both studies. The 95% confidence interval is  $\pm 4.1\%$  for samples of this size.

## Which of the following food industry magazines do you read on a regular basis?

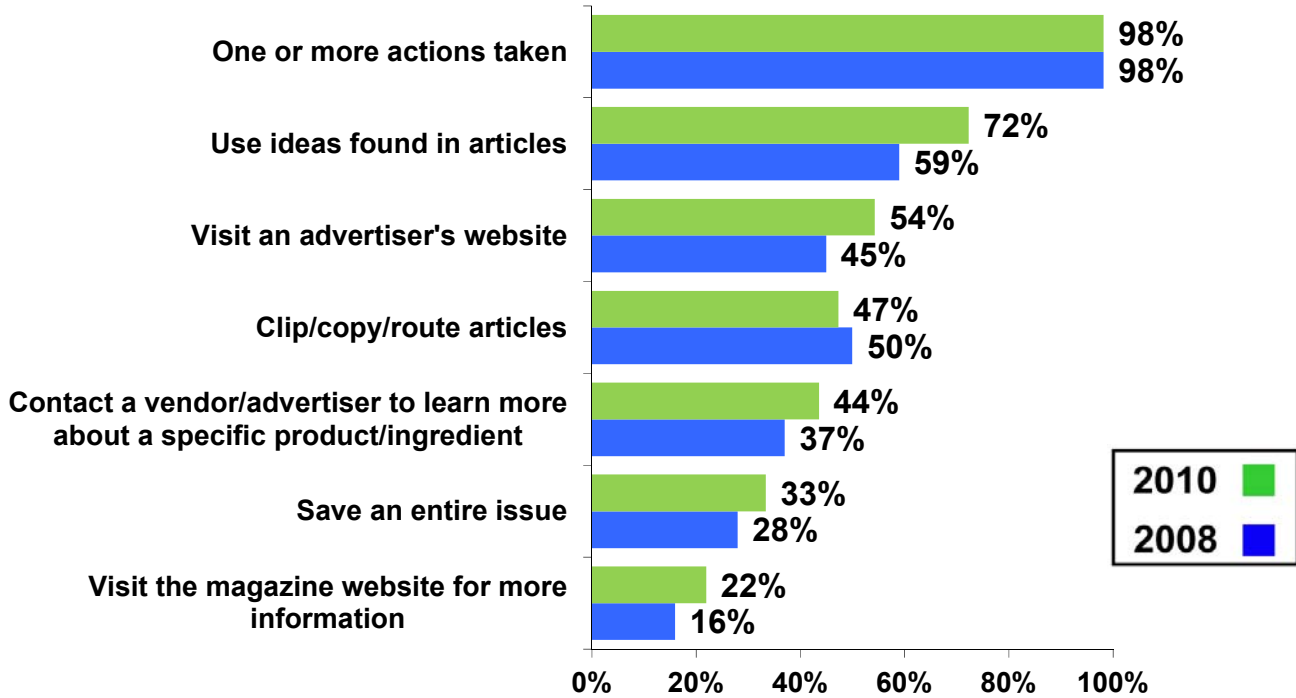


## About how many hours per week do you typically spend reading food industry trade magazines?

Job Responsibility/Function	Hrs. per week	
	2010	2008
Quality Assurance/Quality Control/Food Safety	1.7	1.5
Research & Development/Technical Research	1.9	2.0
New Product Development/Product Launch	1.9	2.1
Production/Operations	1.5	1.9
Executive/Senior Management	1.9	2.1
General Management	1.6	1.6
Purchasing/Procurement	1.9	1.6
Marketing/Sales	1.5	2.1
All others	1.3	1.6
<b>Total/All respondents</b>	<b>1.6</b>	<b>1.8</b>

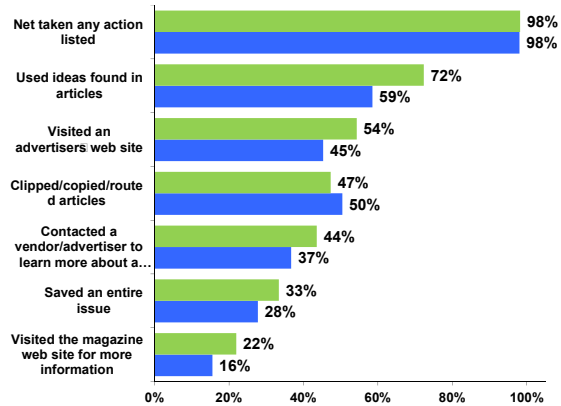


**Please indicate what actions you may take as a result of reading an article or ad in a food industry magazine.**

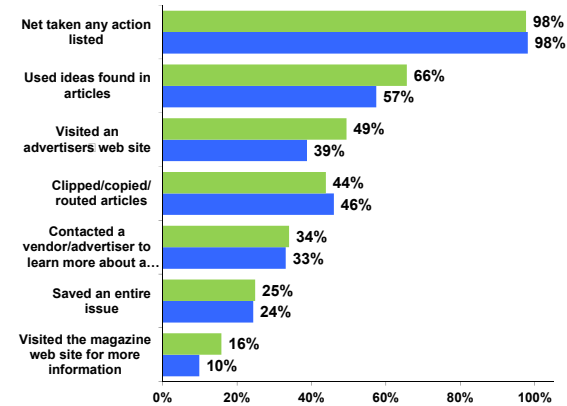


Please indicate what actions you may take as a result of reading an article or ad in a food industry magazine.

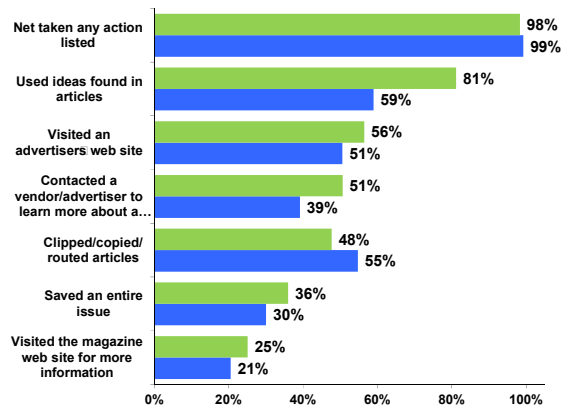
Total



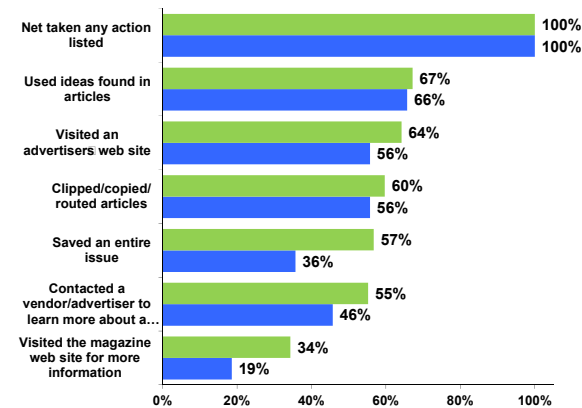
Hours per week spent reading food industry trade magazines: Less than 1 hour



Hours per week spent reading food industry trade magazines: 1 – 3 hours

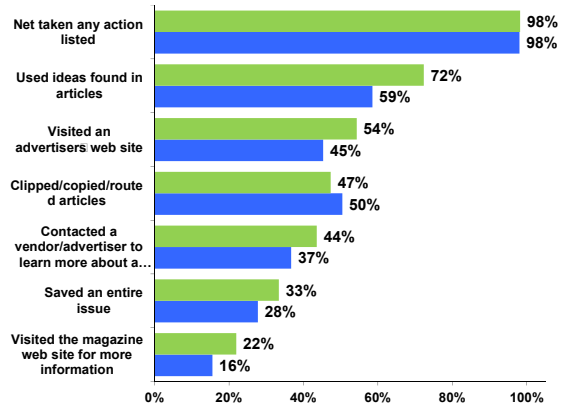


Hours per week spent reading food industry trade magazines: 4 hours or more

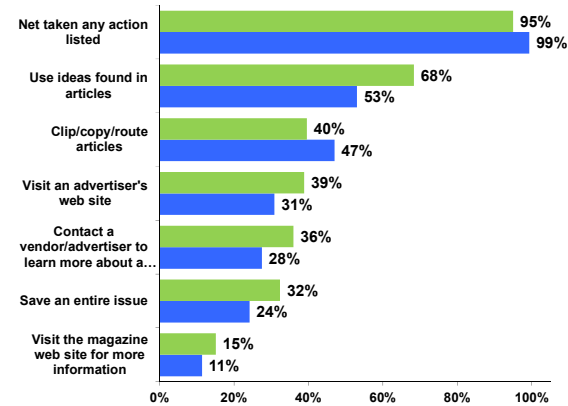


Please indicate what actions you may take as a result of reading an article or ad in a food industry magazine.

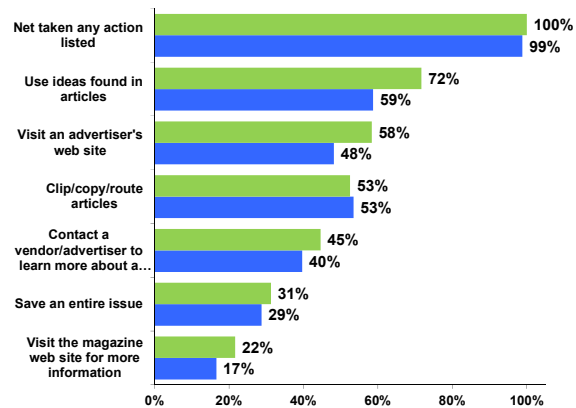
Total



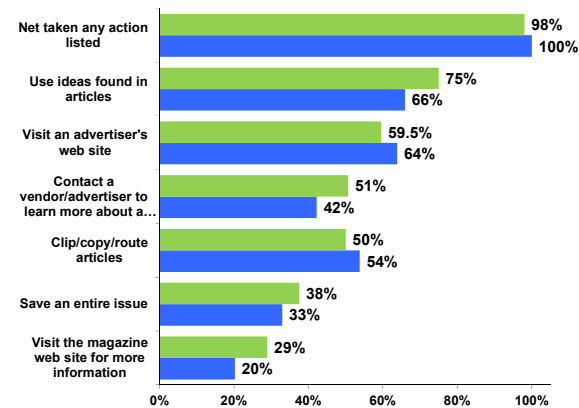
Hours per week accessing the internet for work related food information: Less than 1 hour



Hours per week accessing the internet for work related food information: 1 – 3 hours

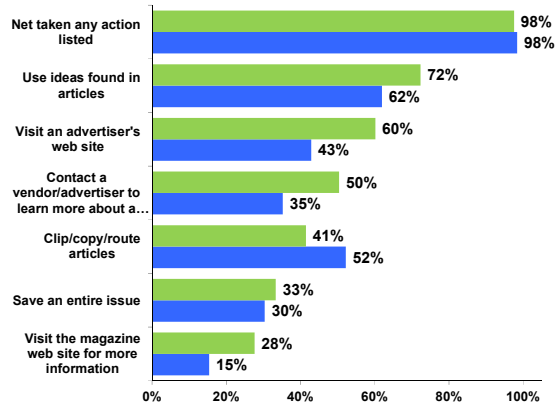


Hours per week accessing the internet for work related food information: 4 hours or more

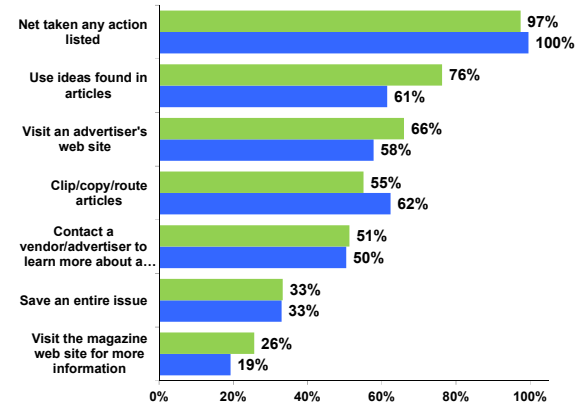


Please indicate what actions you may take as a result of reading an article or ad in a food industry magazine.

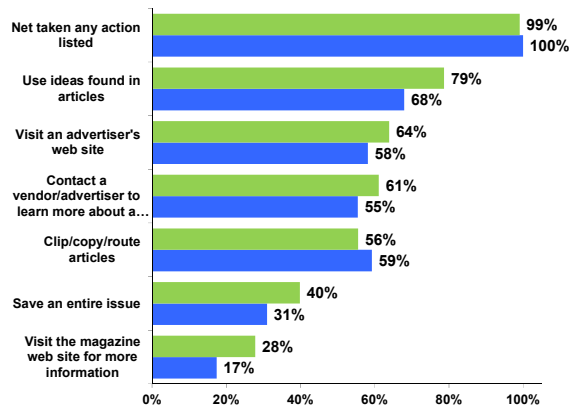
Quality Assurance/Quality Control/Food Safety



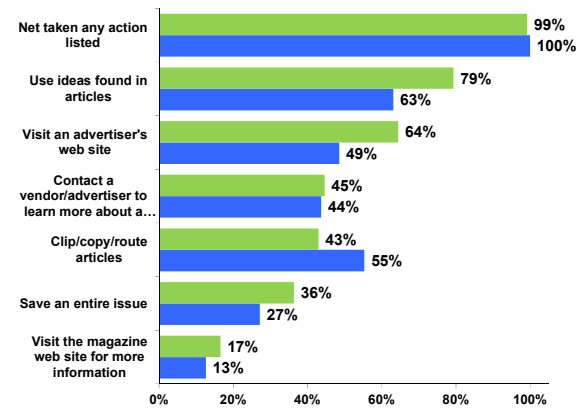
R&D/ Technical Research



New Product Development/Product Launch

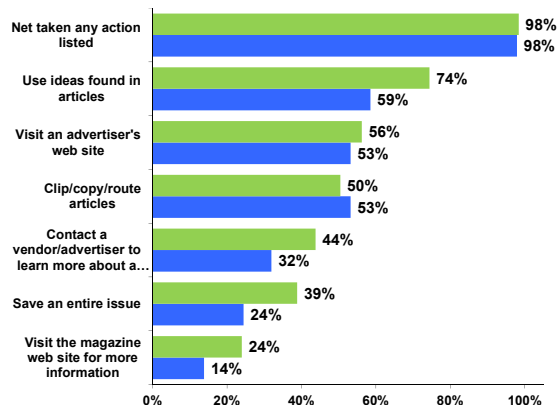


Production/ Operations

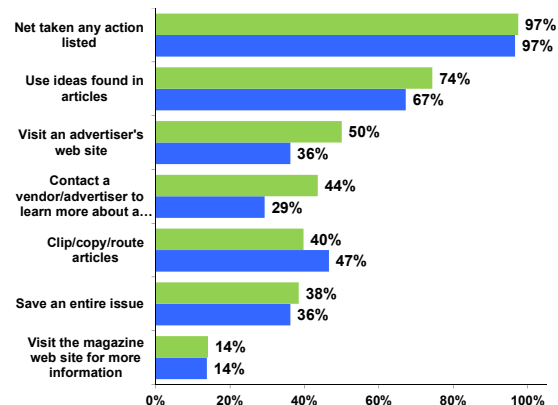


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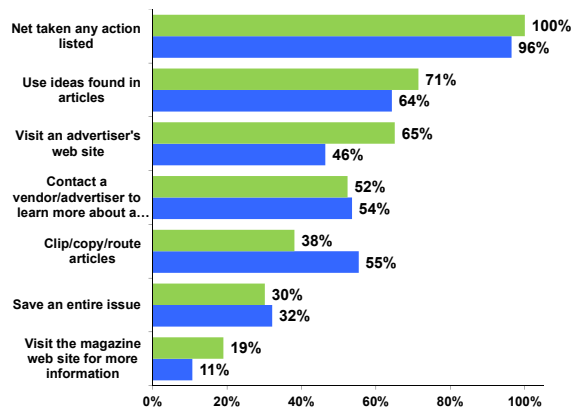
**Executive/Senior Management**



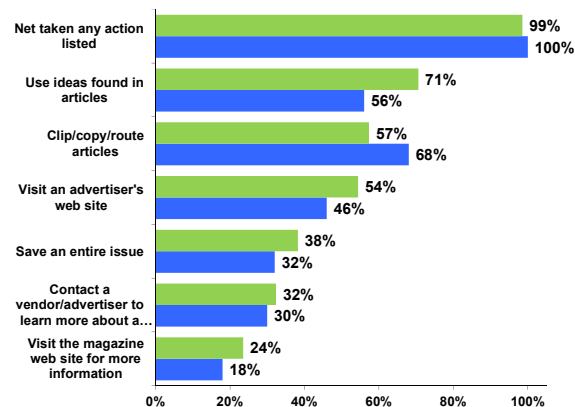
**General Management**



**Purchasing/Procurement**



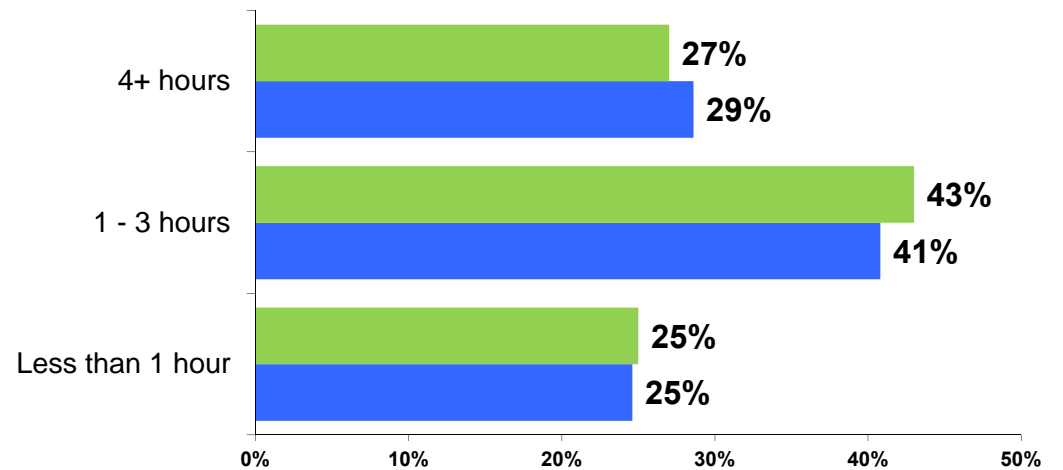
**Sales/Marketing**



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

Job Responsibility/Function	Hrs. per week	
	2010	2008
Quality Assurance/Quality Control/Food Safety	3.0	2.6
Research & Development/Technical Research	<b>3.4</b>	<b>3.0</b>
New Product Development/Product Launch	3.1	3.1
Production/Operations	2.7	2.5
Executive/Senior Management	2.9	2.7
General Management	2.3	2.0
Purchasing/Procurement	2.8	2.8
Marketing/Sales	3.2	3.2
All others	3.1	2.9
<b>Total/All respondents</b>	<b>2.8</b>	<b>2.8</b>

**Accessing the Internet for work-related food information**



**Please indicate how often you access each website listed below?**

**2010**

	FOODPROCES- SING.COM	PREPARED- FOODS.COM	FOODENGINE- ERING.COM	FOODPRODUCT- DESIGN.COM	IFT.ORG	Search Engines (e.g. Google)	Vendor/Supplier websites
Daily	2%	2%	1%	2%	2%	67%	10%
Weekly	17%	9%	7%	8%	8%	22%	34%
Monthly	24%	19%	16%	15%	15%	5%	25%
Less often	32%	29%	29%	27%	25%	3%	24%
Never	24%	37%	40%	41%	43%	2%	3%

**For each website you access, please indicate how often you access:**

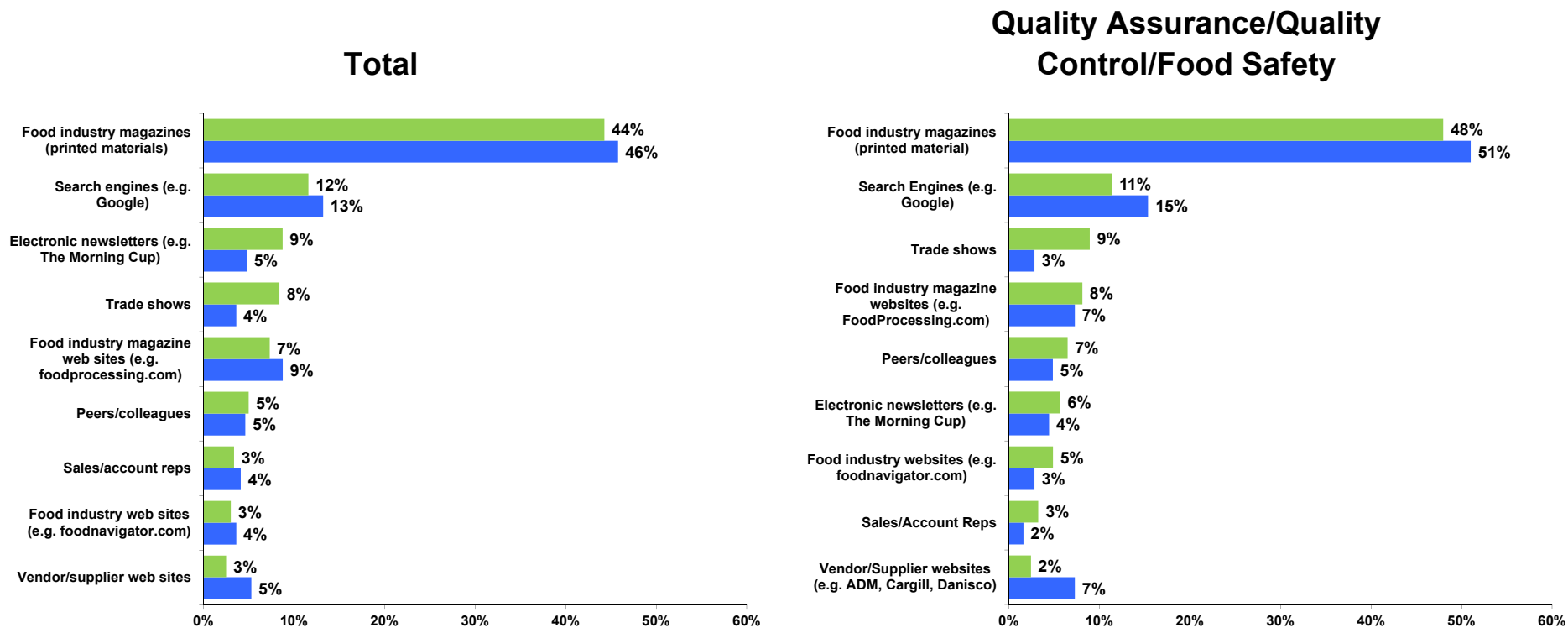
**2008**

	FOODPROCES- SING.COM	PREPARED- FOODS.COM	FOODENGINE- ERING.COM	FOODPRODUCT- DESIGN.COM	IFT.ORG	Search Engines (e.g. Google)	Vendor/Supplier websites
Daily	1%	1%	N/A	*0%	1%	47%	4%
Weekly	11%	7%	N/A	6%	11%	18%	16%
Monthly	13%	12%	N/A	11%	13%	4%	13%
Less often	14%	11%	N/A	12%	15%	4%	14%
Never	21%	24%	N/A	26%	22%	5%	14%

\*0%= less than ½ %

Please indicate the most important food industry sources you would use for the following areas:

## Staying current with technologies, products and vendors



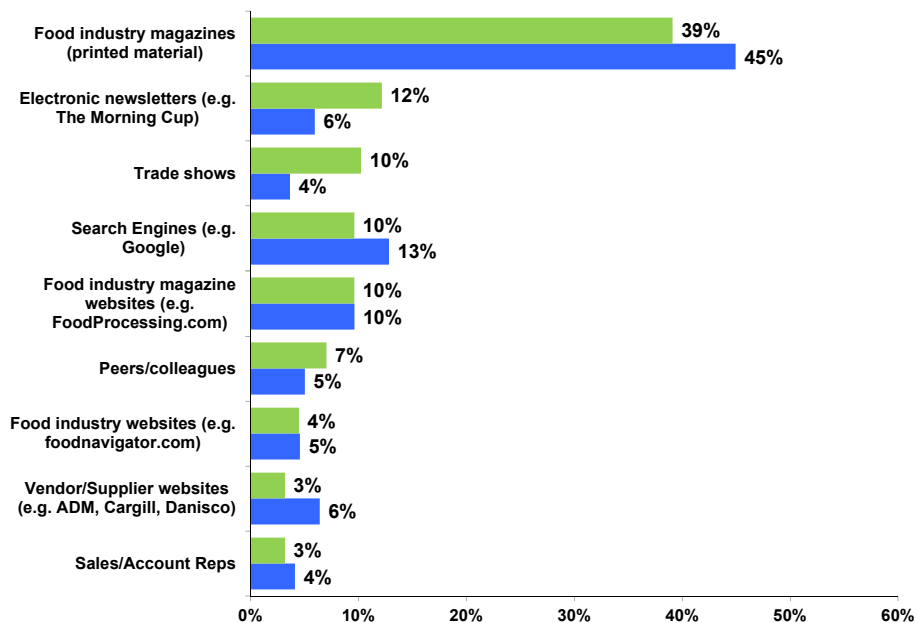
The study in 2008 asked for most important and second most important sources. The data presented is based only on the most important selection.



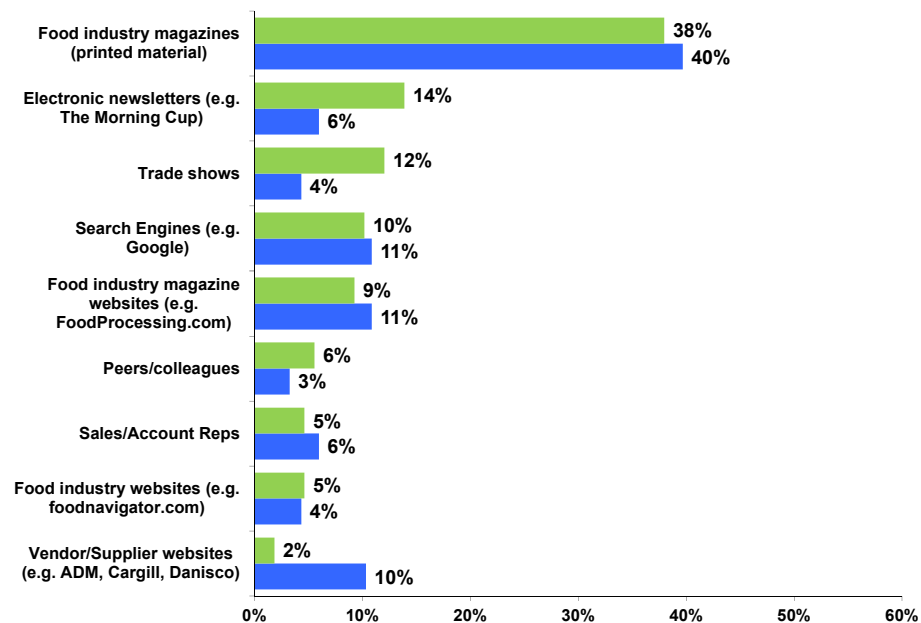
Please indicate the most important food industry sources you would use for the following areas:

### Staying current with technologies, products and vendors

#### R&D/Technical Research



#### New Product Dev./ Product Launch



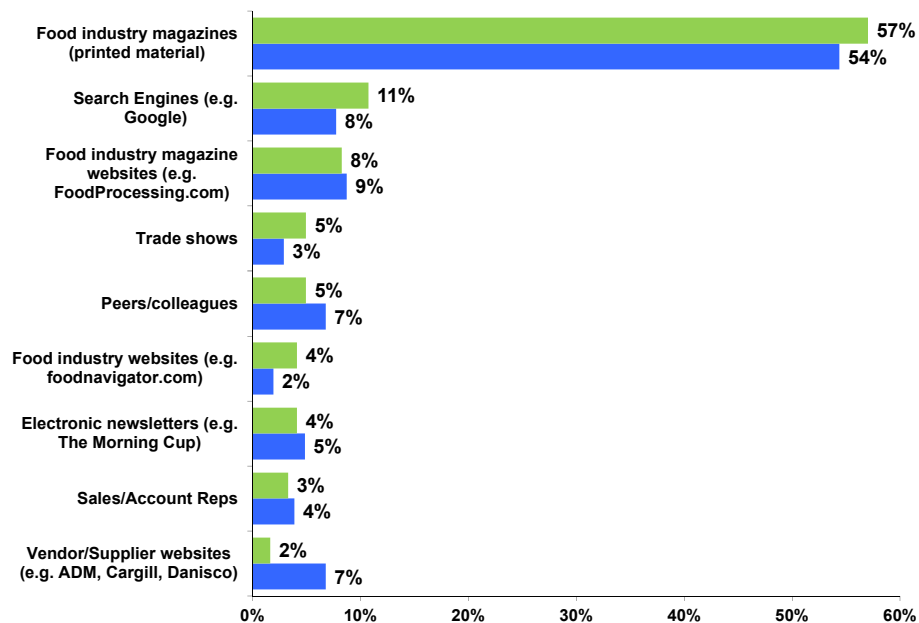
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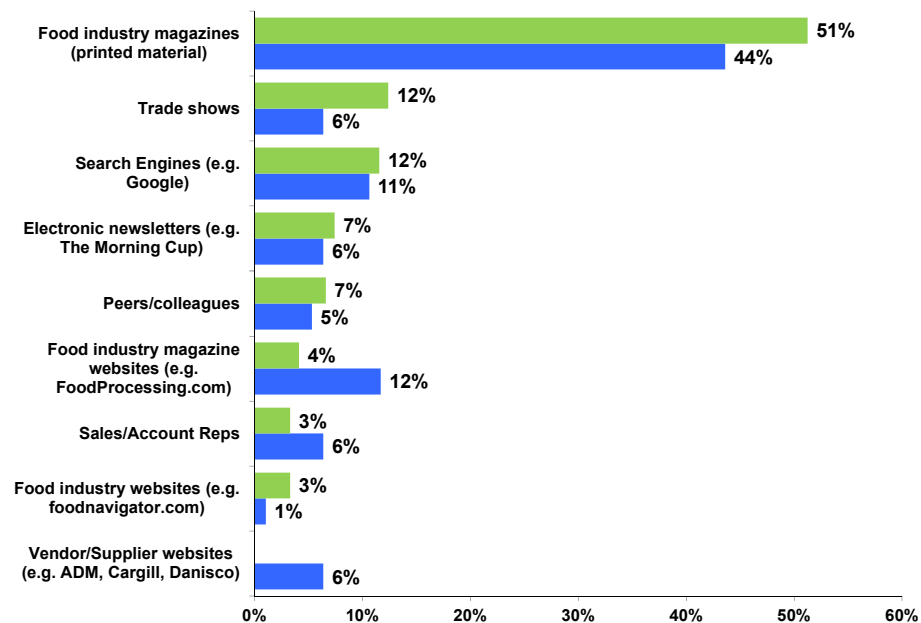
Please indicate the most important food industry sources you would use for the following areas:

## Staying current with technologies, products and vendors

### Production/ Operations



### Executive/Senior Management



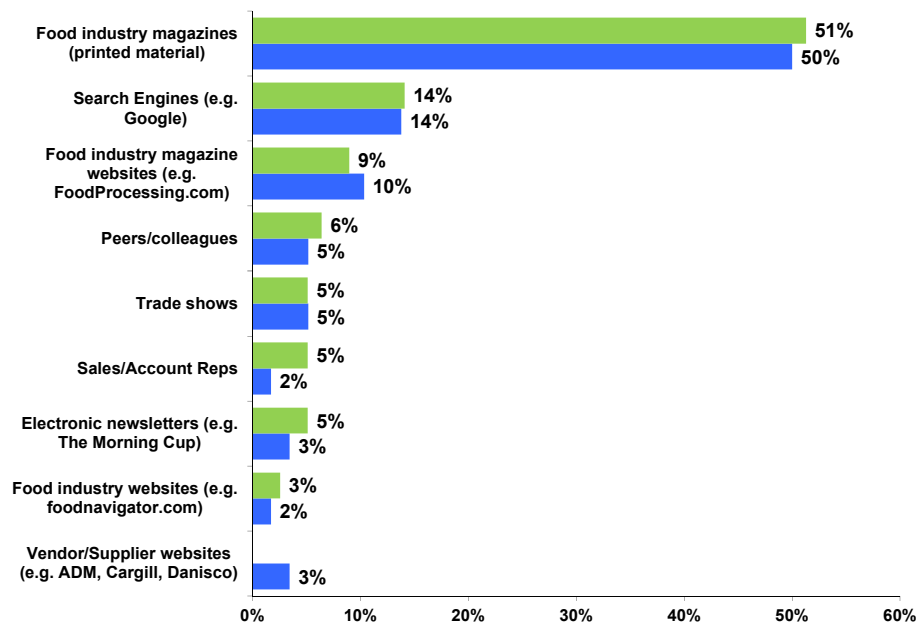
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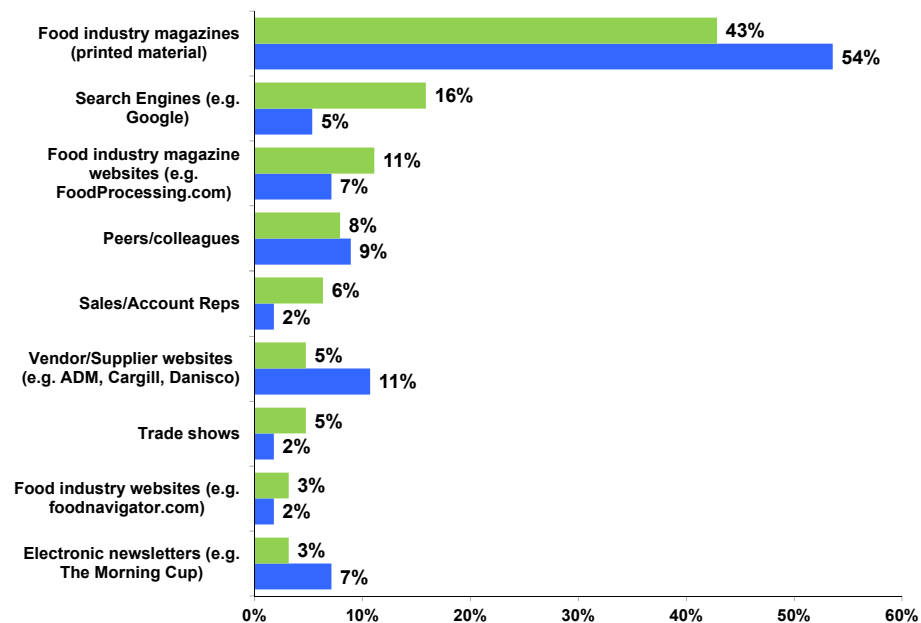
Please indicate the most important food industry sources you would use for the following areas:

## Staying current with technologies, products and vendors

### General Management



### Purchasing/ Procurement



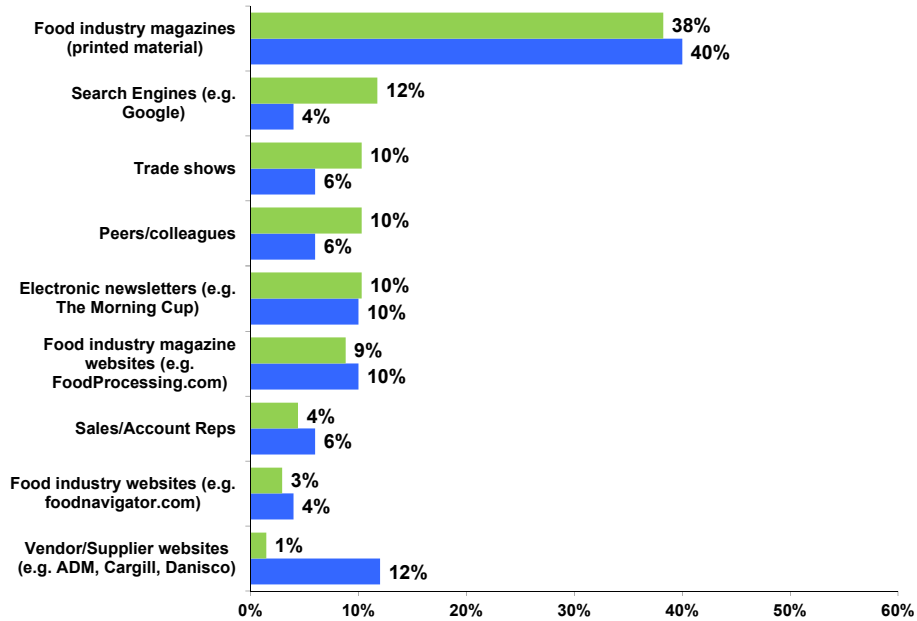
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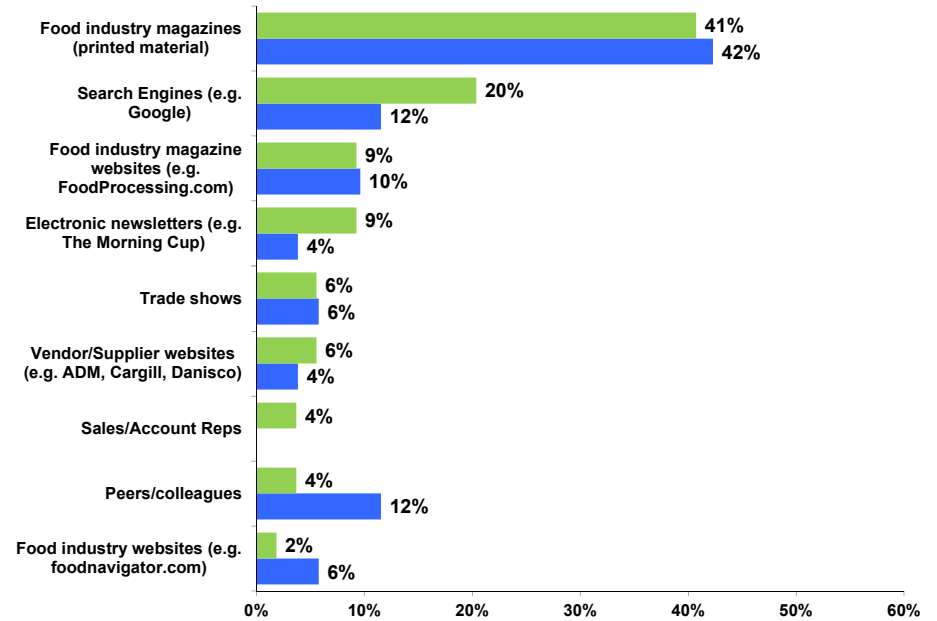
Please indicate the most important food industry sources you would use for the following areas:

### Staying current with technologies, products and vendors

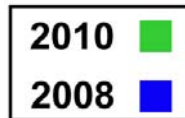
#### Sales/ Marketing



#### All Others

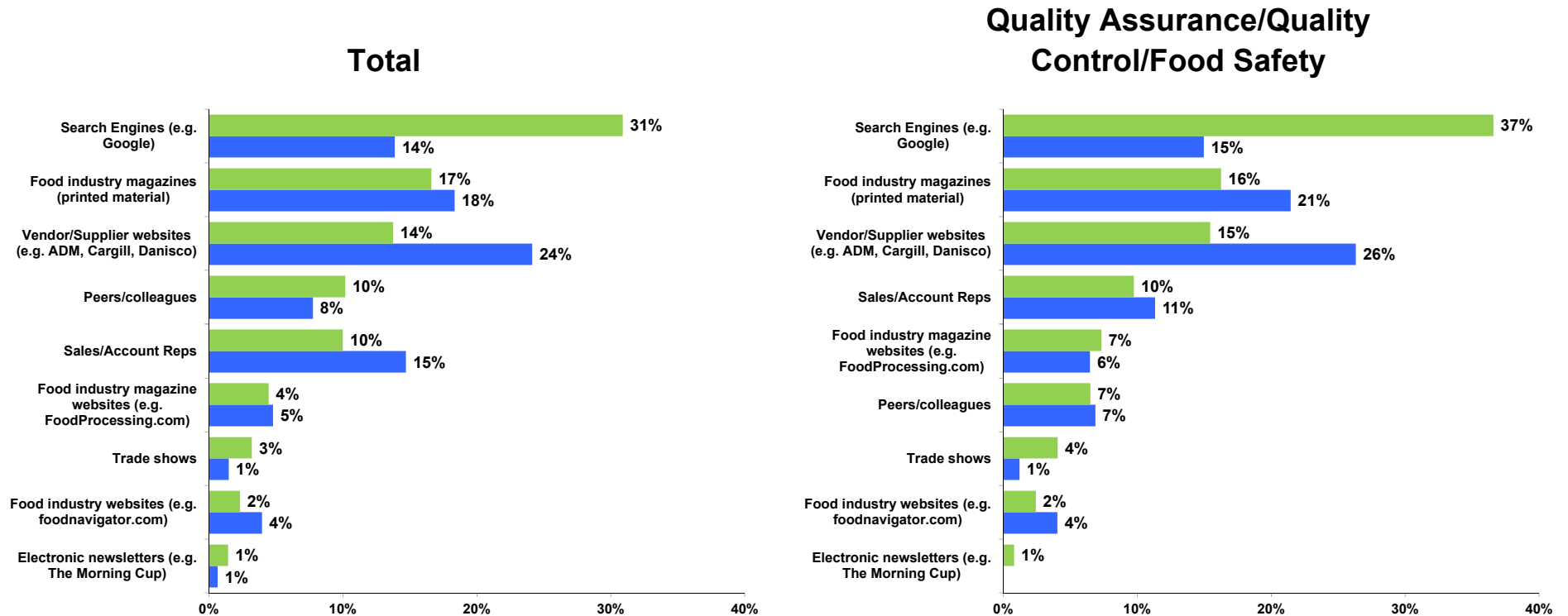


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Please indicate the most important food industry sources you would use for the following areas:

## Obtaining information or specifications for products/ingredients as you begin a new project



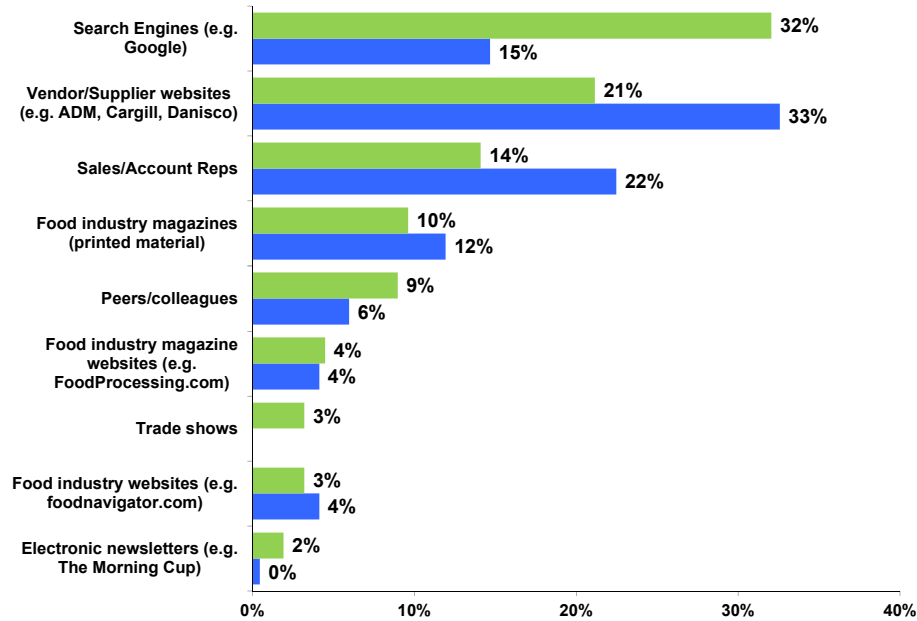
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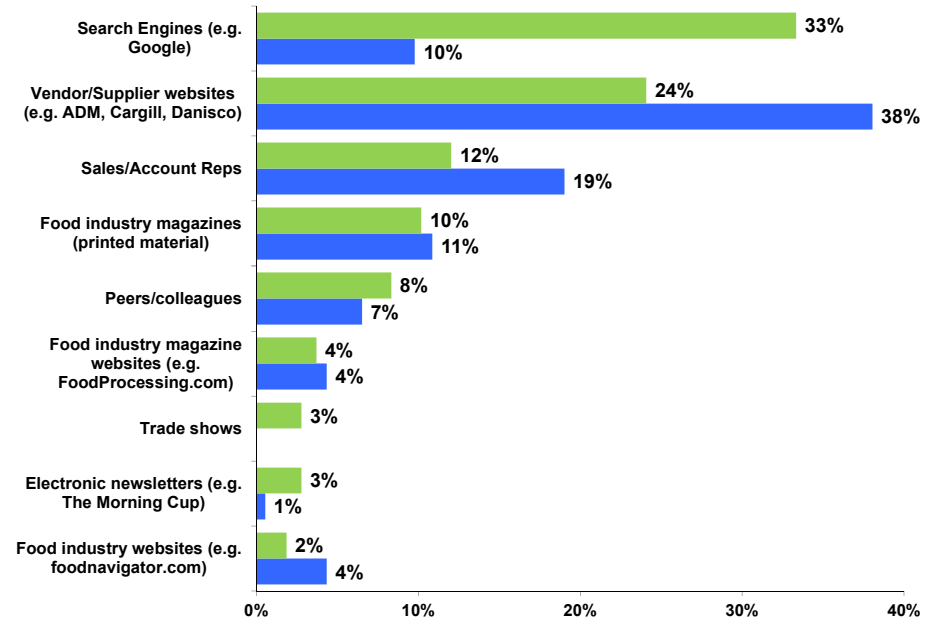
Please indicate the most important food industry sources you would use for the following areas:

## Obtaining information or specifications for products/ingredients as you begin a new project

### R&D/Technical Research



### New Product Dev./ Product Launch



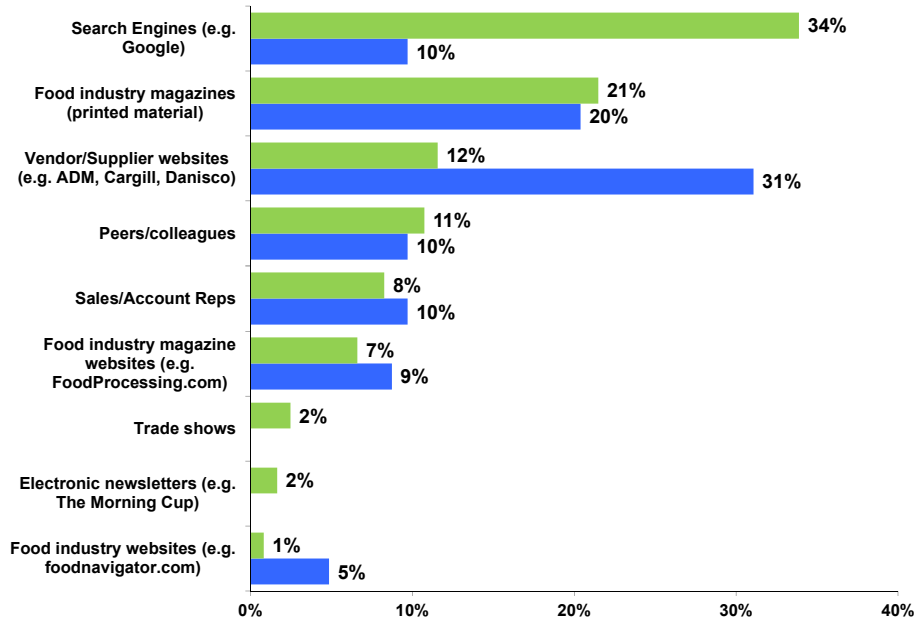
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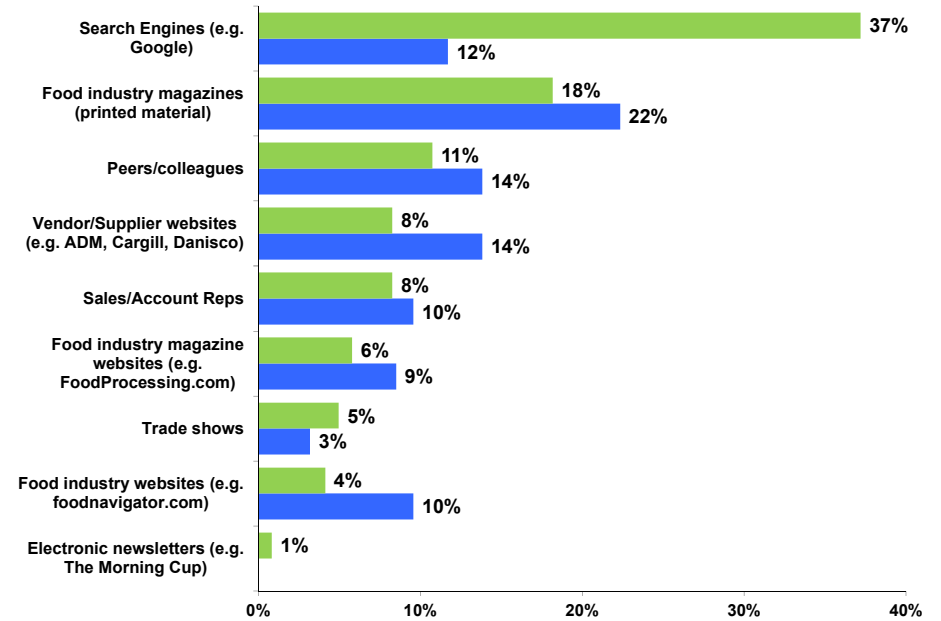
Please indicate the most important food industry sources you would use for the following areas:

## Obtaining information or specifications for products/ingredients as you begin a new project

### Production/ Operations



### Executive/Senior Management



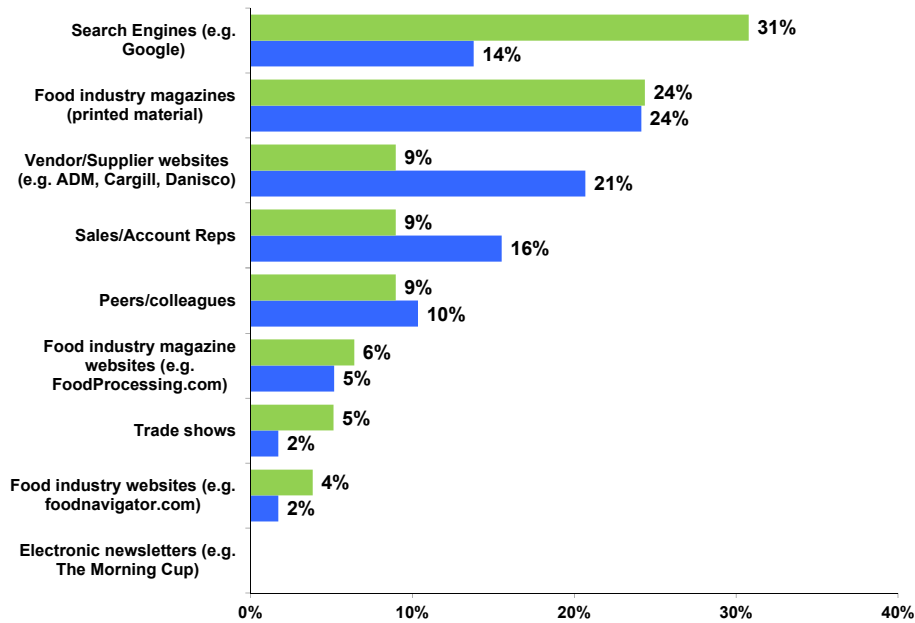
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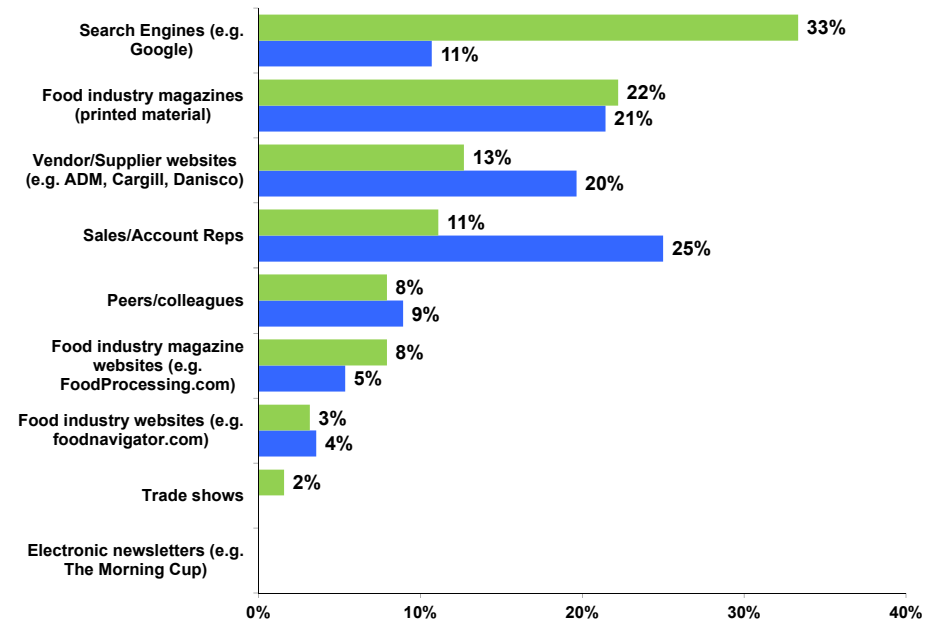
Please indicate the most important food industry sources you would use for the following areas:

## Obtaining information or specifications for products/ingredients as you begin a new project

### General Management



### Purchasing/ Procurement

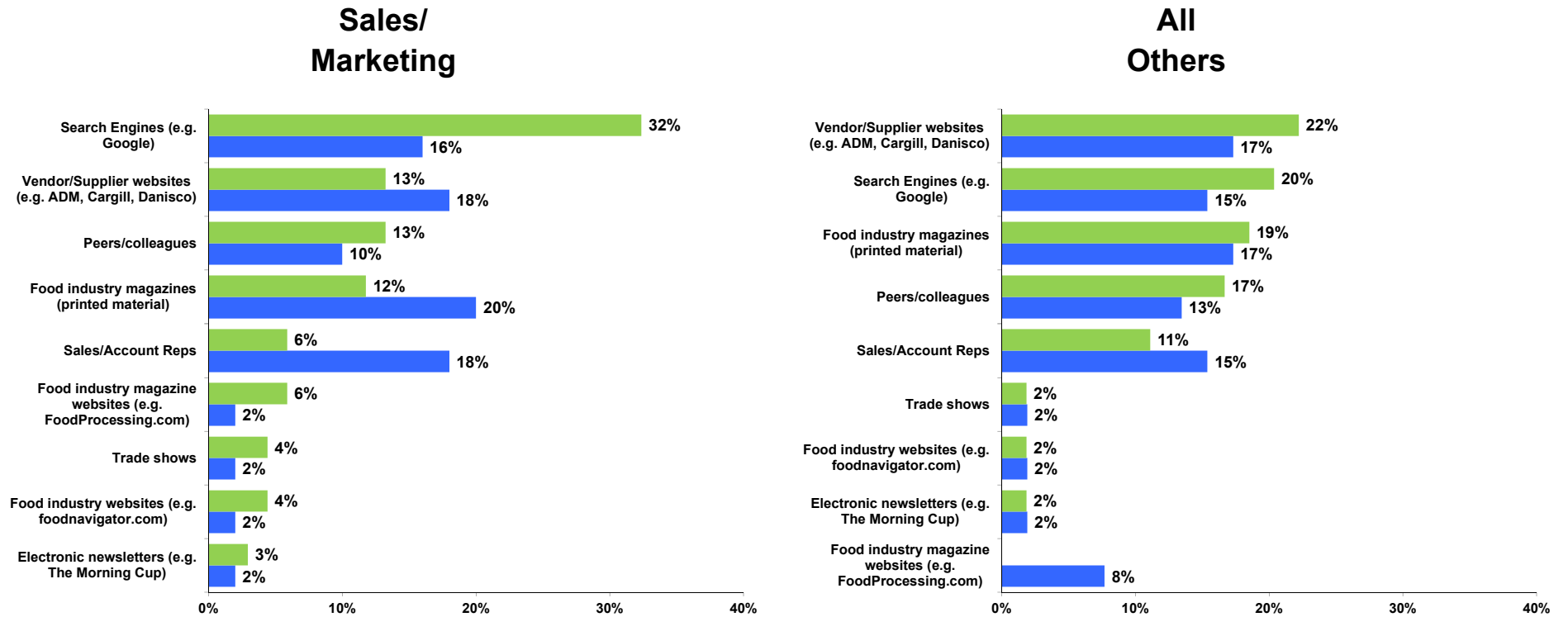


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## Obtaining information or specifications for products/ingredients as you begin a new project



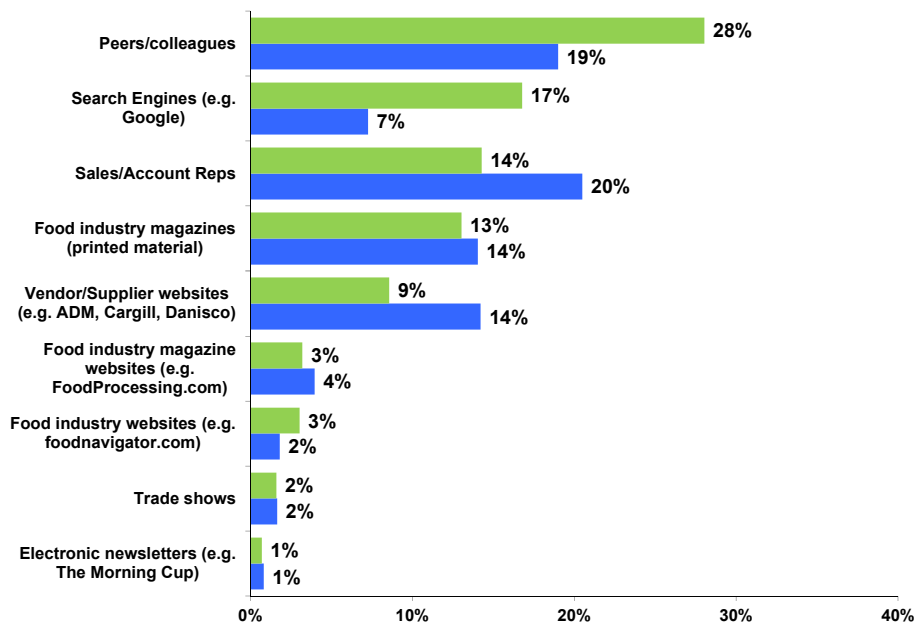
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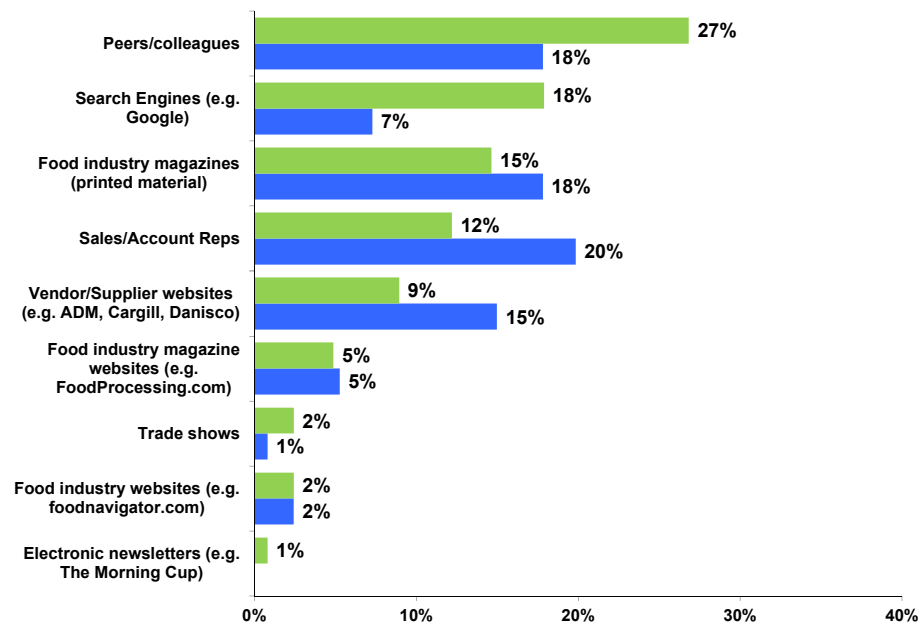
Please indicate the most important food industry sources you would use for the following areas:

### Confirming/validating your firm's purchase decisions

**Total**



**Quality Assurance/Quality Control/Food Safety**



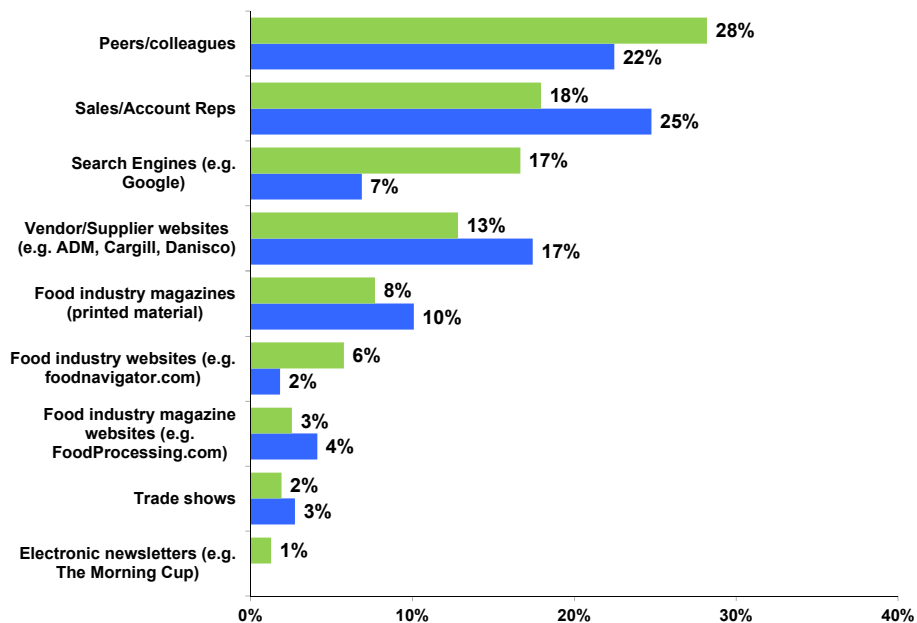
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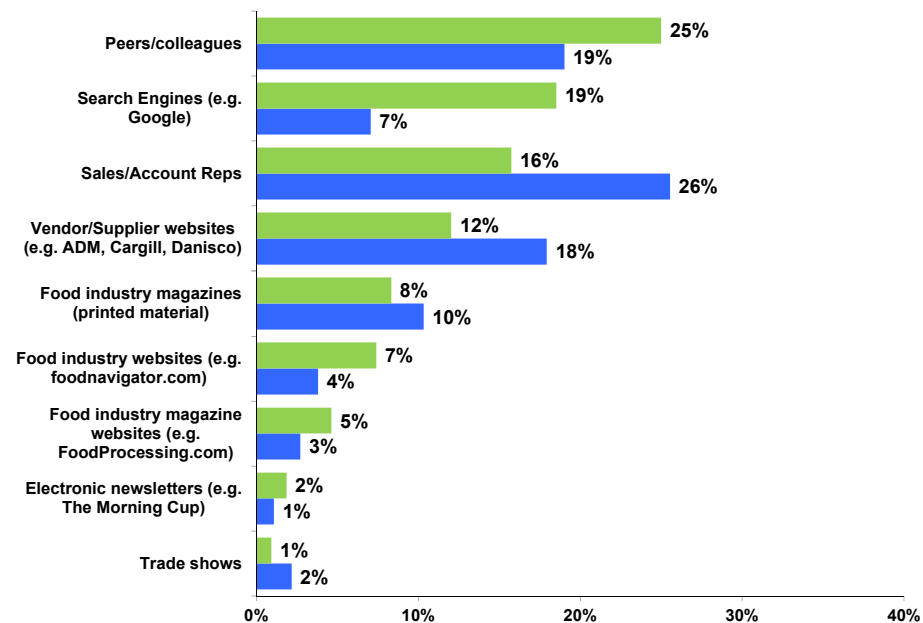
Please indicate the most important food industry sources you would use for the following areas:

### Confirming/validating your firm's purchase decisions

#### R&D/Technical Research



#### New Product Dev./ Product Launch



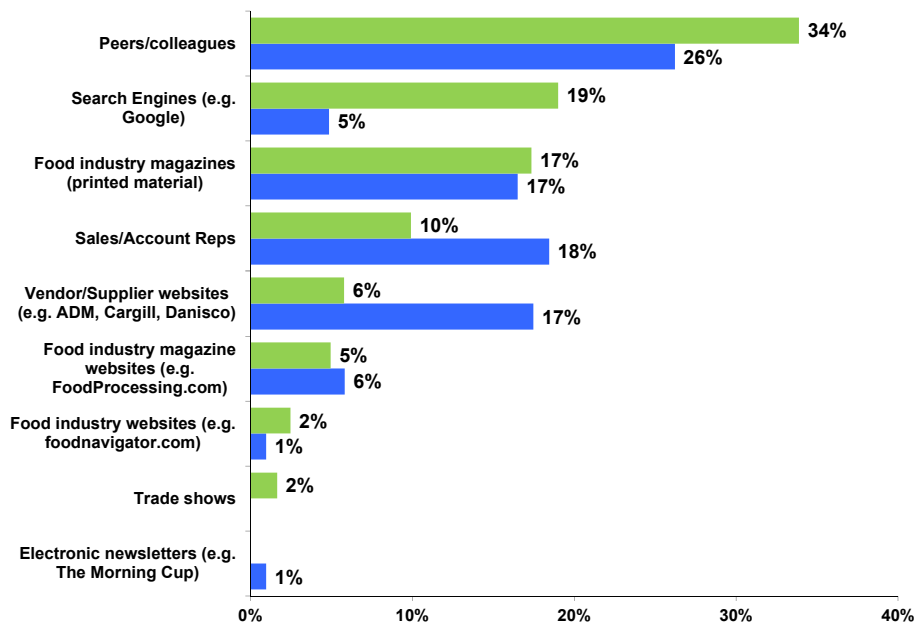
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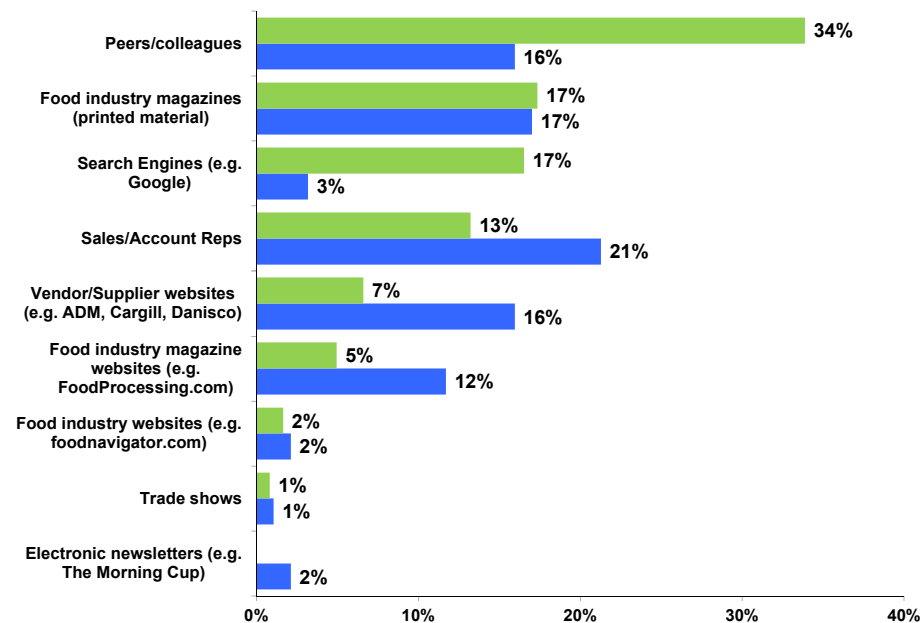
Please indicate the most important food industry sources you would use for the following areas:

### Confirming/validating your firm's purchase decisions

#### Production/ Operations



#### Executive/Senior Management



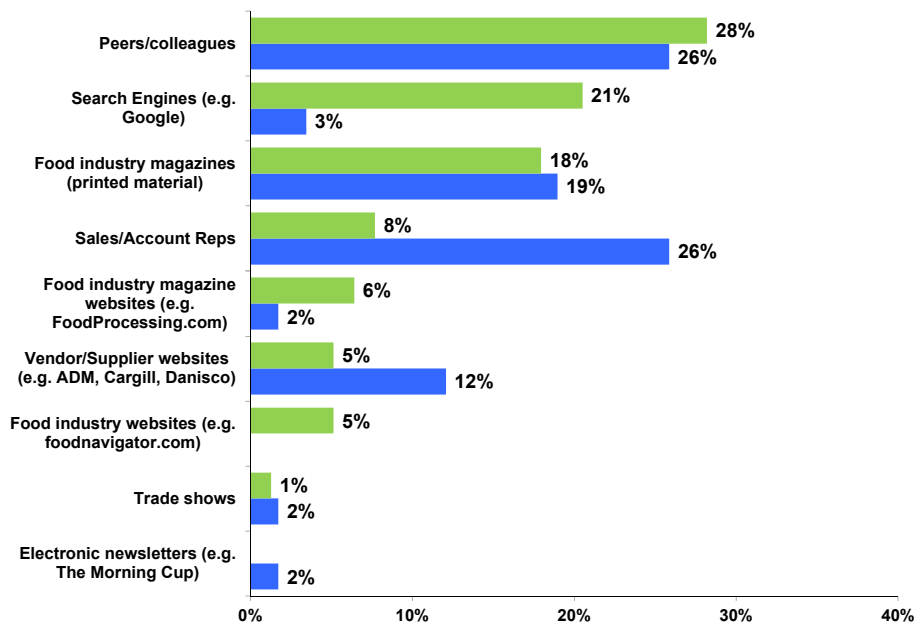
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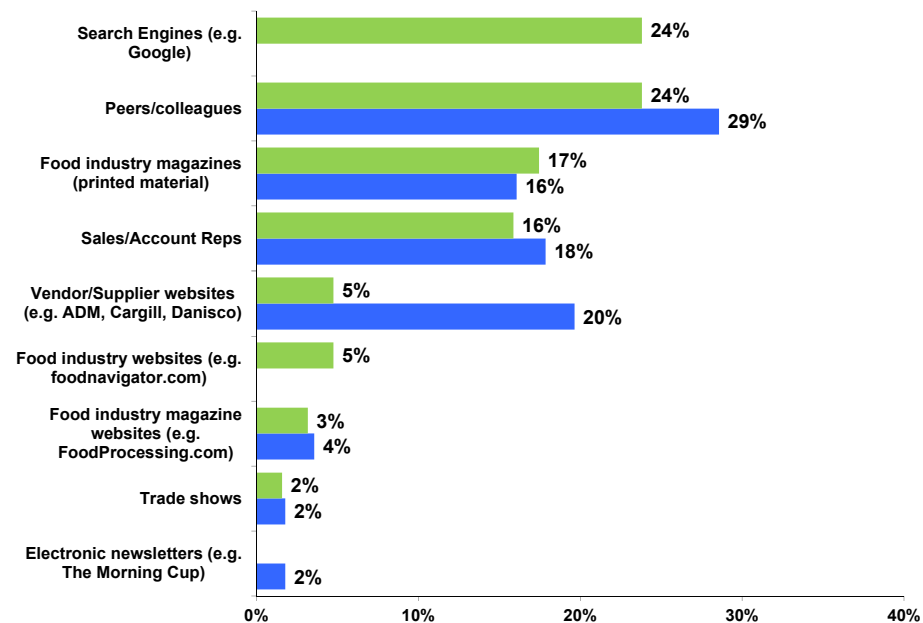
Please indicate the most important food industry sources you would use for the following areas:

### Confirming/validating your firm's purchase decisions

#### General Management



#### Purchasing/Procurement



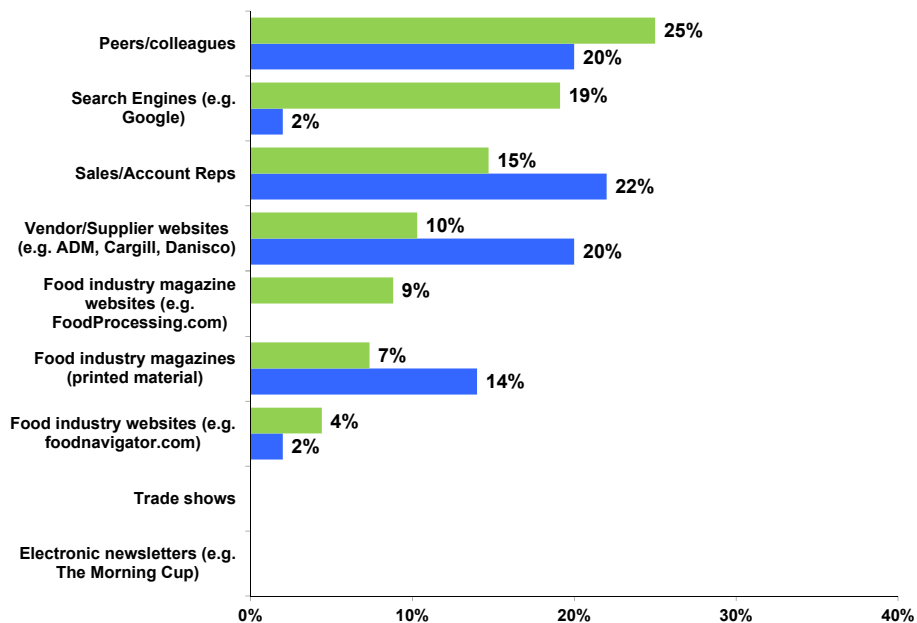
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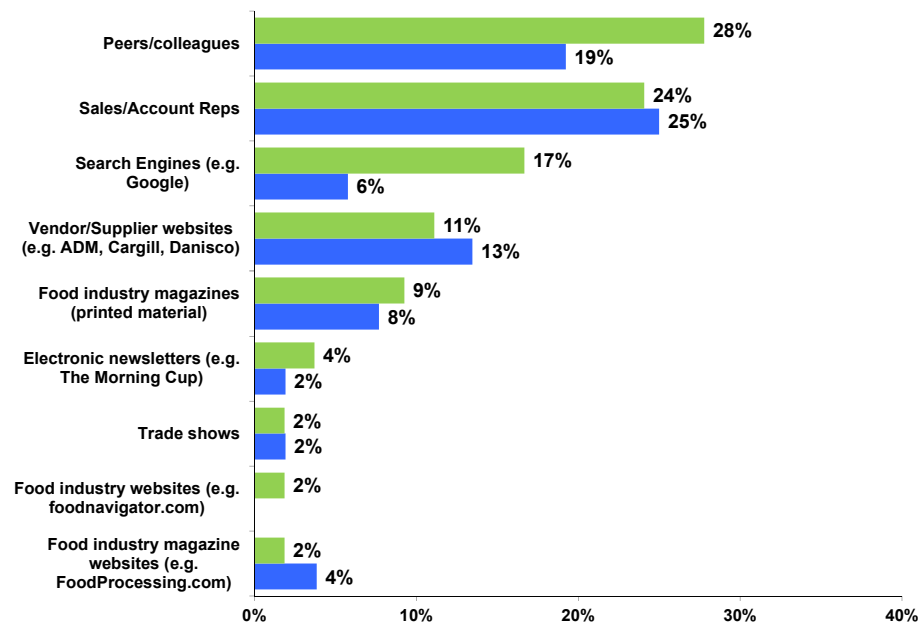
Please indicate the most important food industry sources you would use for the following areas:

### Confirming/validating your firm's purchase decisions

#### Sales/ Marketing



#### All Others



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## Which of the following are part of your job responsibilities?

