

FDMC

Subscriber Profile 2018



Conducted by:

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

Readership Report Study Objectives

The objectives of the survey were to determine among FDMC magazine subscribers:

- Their involvement in the wood products industry, their work experience and responsibility for purchasing wood products, equipment and supplies.
- Reading intensity, loyalty and pass-along readership of the magazine.
- Actions taken as a result of the ads and articles in the magazine.
- Other publications they read.
- Their participation in trade shows and trade associations.

Readership Report Study Methodology

- Conducted by Preston/Rogers Associates, Inc. of Medfield, MA, at the request of *FDMC* magazine.
- Preston/Rogers Associates, Inc. fielded the study, with invitations sent by *FDMC*. All phases of the project after invitations were conducted by Preston/Rogers – including field monitoring, data tabulations and report preparation.
- Email invitations were sent to 20,392 subscribers of *FDMC* on Tuesday, September 4, 2018, with reminders on Monday, September 10 and Sunday, September 16.
- As of September 19, 2018, the sample was cut off at 186 respondents, which yields a margin error of 6% at a 90% confidence level.
- The following report is based upon this response.
- A sample of the questionnaire can be found in the appendix.

Executive Summary

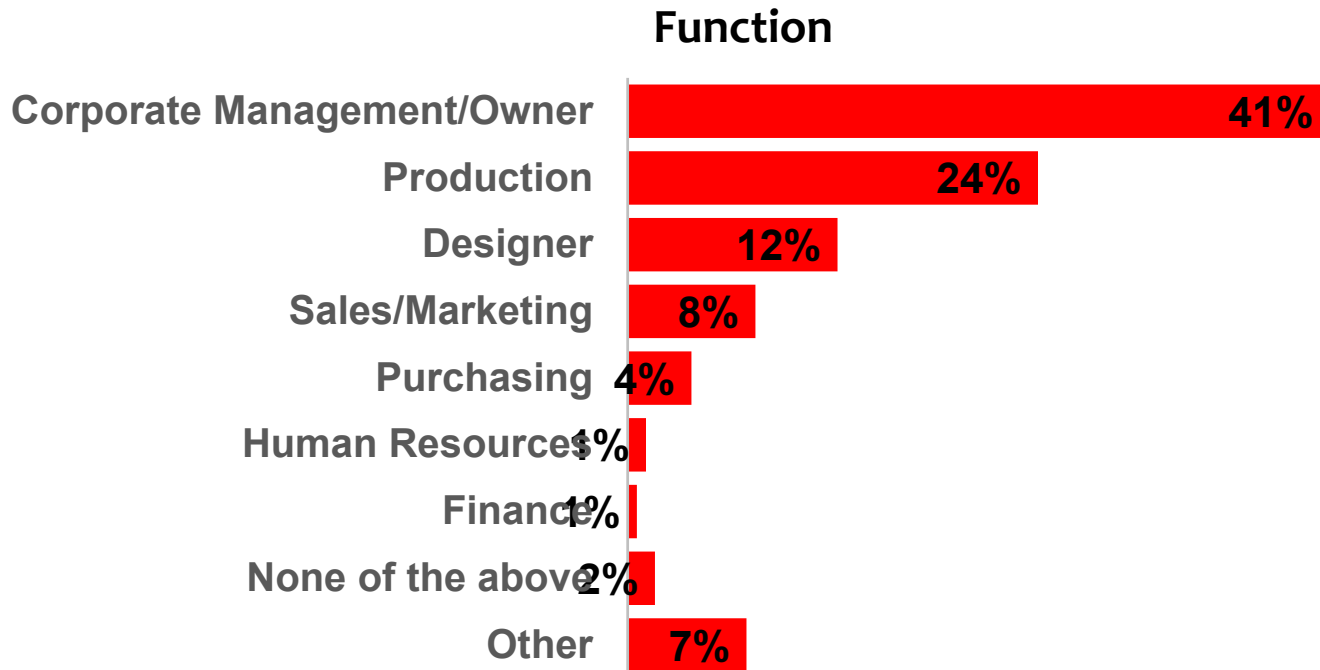
- The majority of respondents are in corporate management and owners, followed by production, design and sales/marketing job functions.
- 57% of FDMC subscribers have more than 10 years of wood products industry experience, and more than three-quarters have over 6 years.
- 66% of subscribers are final decision makers, with 92% having some purchasing role.
- Three-quarters of FDMC subscribers read every issue, 65% read a typical issue for over half an hour, and over half pass their copy along to other readers. Average readers-per-copy is 2.2.
- 85% of subscribers rate FDMC 4 or higher (outstanding) on a 5-point scale. Three-quarters would recommend the magazine to a colleague.
- In just the most recent 4 weeks, almost two-thirds of the subscribers took an action as a result of the advertising in FDMC – including 16% who actually purchased an advertised product in that time.
- In the most recent 4 weeks, 81% of subscribers took an action as a result of an article in FDMC.
- Besides reading FDMC, subscribers also read several other publications, led by Woodshop News and Kitchen & Bath Design News.
- Some 60% of FDMC subscribers attended at least one trade show, led by IWF and AWFS. Local home shows attendance is also very strong. Only about a quarter belong to a trade association or have a certification, led by Architectural Woodwork Institute and Cabinet Makers Association.

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Function in Wood Products Organization

The majority of the respondents are in corporate management/owners, followed by production, design, and sales/marketing job functions.

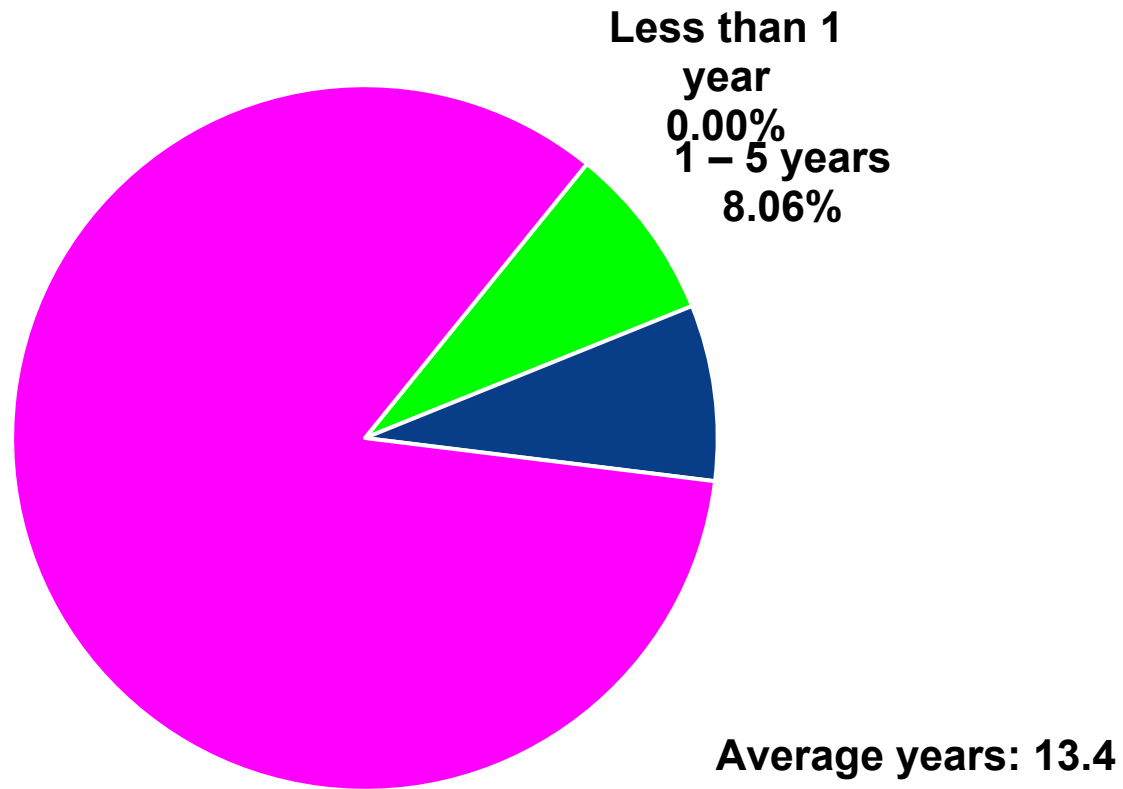


Q1 What is your primary function at your wood products company?

Base: 186

Experience in Wood Products Industry

57% of FDMC subscribers have more than 10 years of wood products industry experience, and more than three-quarters have over 6 years.

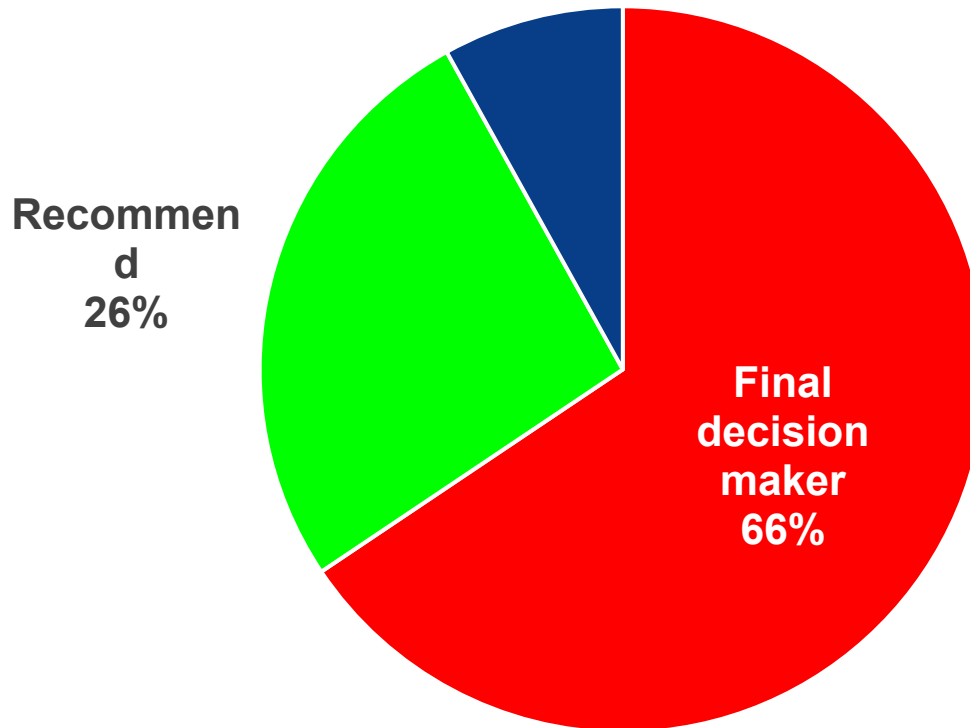


Q2 How many years have you been involved in the wood products industry?

Base: 186

Purchase Involvement in Wood Products Industry

66% of FDMC subscribers are final decision makers, with 92% having some purchasing role.



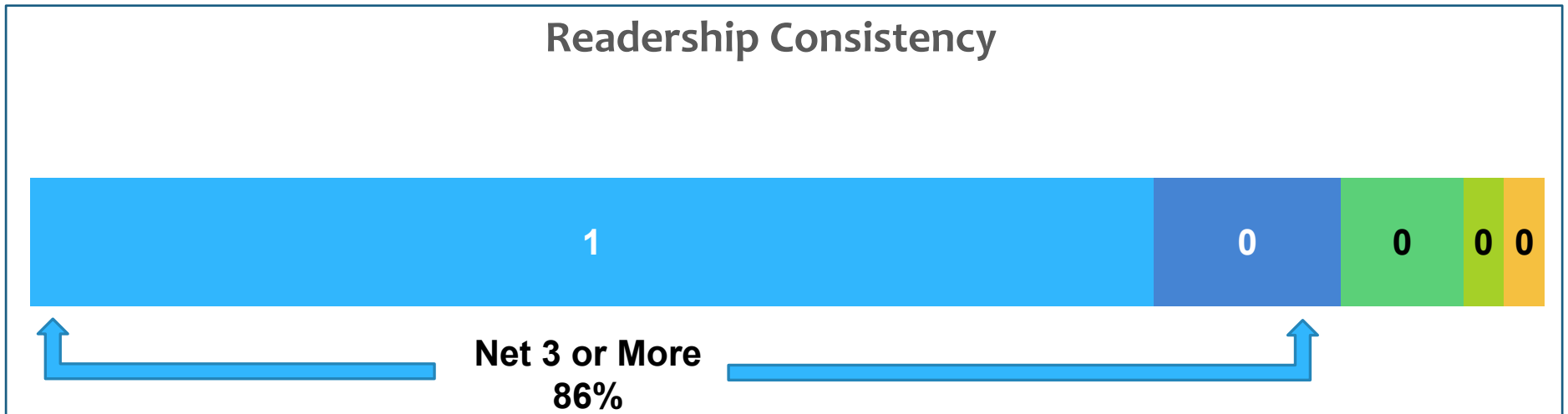
Q3 Are you involved in purchasing wood products, equipment or supplies for your company?

Base: 186

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Reading Consistency

Three-quarters of FDMC subscribers read every issue, 86% read at least 3 out of 4. The average issue is read by 88% of subscribers.



Average Issue Readership: 88%

Q7 How many of the last 4 issues of FDMC Magazine have you read/looked through?

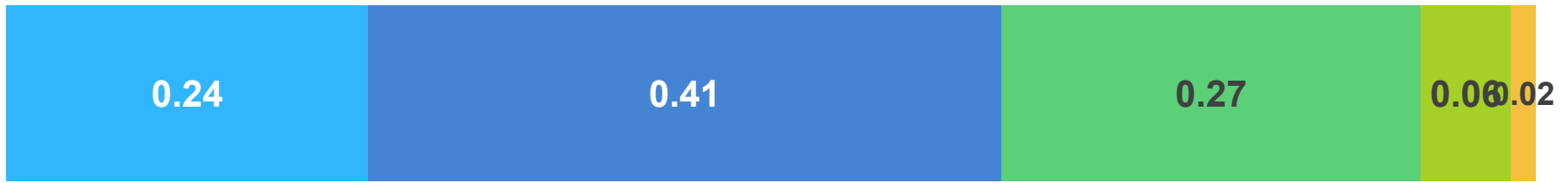
Base: 186

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Reading Time

65% of FDMC subscribers read a typical issue for over half an hour, and 92% over 15 minutes. The average time spent reading is 39 minutes.

Time Spent Reading FDMC



Net 15 or more
92%

Average time spent reading: 39 minutes

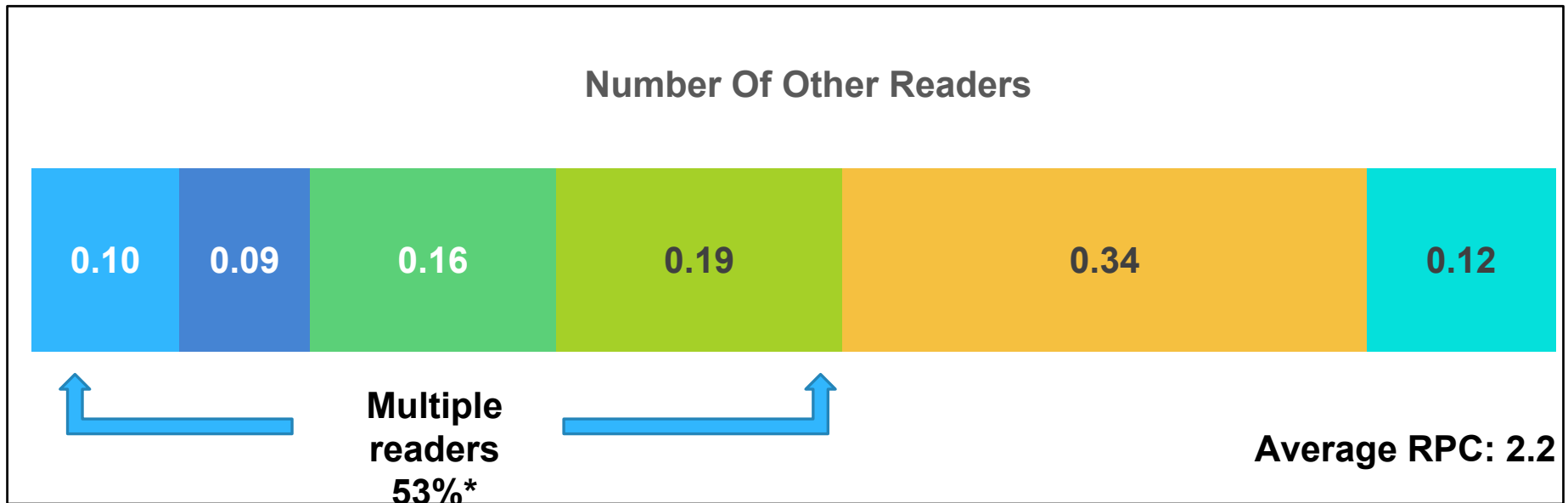
Q8 How much time do you spend reading/ looking through a typical issue of FDMC Magazine?

Base: 186

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Pass-Along Readership

Over half of FDMC subscribers pass their copy along to other readers. Average known readers-per-copy is 2.2.



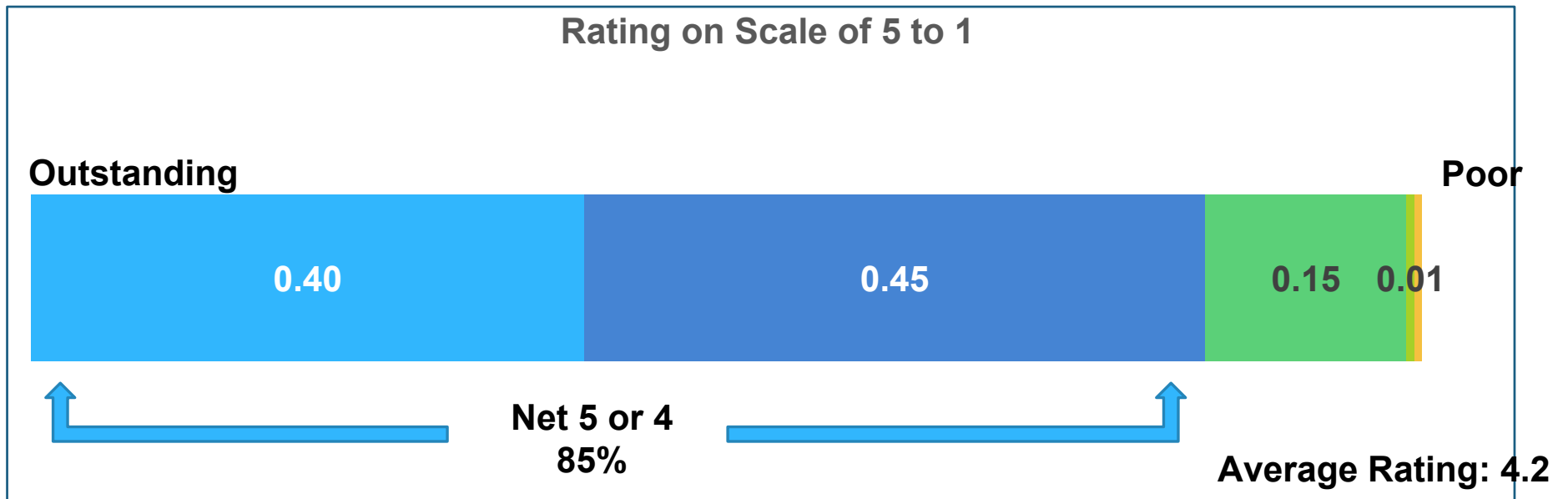
Q9 How many other people, besides yourself, usually read/look through your copy of of FDMC Magazine?

Base: 186

* Sub-totals less than 54% due to rounding.

Rating

85% of subscribers rate FDMC 4 or higher (outstanding) on a 5-point scale. Only 1% rated 1 (poor) or even 2. Average rating is 4.2.



* Totals less than 100% due to rounding.

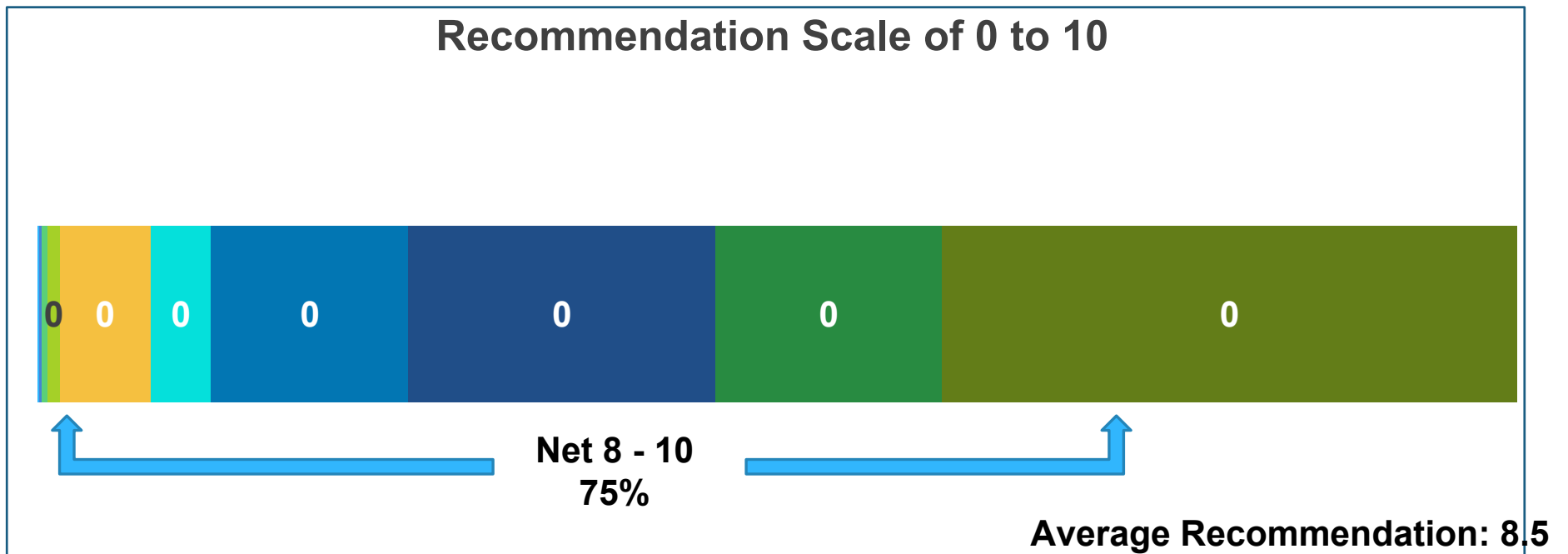
Q11 How would you rate of FDMC Magazine as a publication, with 5 being outstanding and 1 being poor?

Base: 186

Preston/Rogers Associates, Inc.
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Recommendation

Three-quarters of FDMC subscribers would recommend the magazine to a colleague. Average recommendation is 8.5.



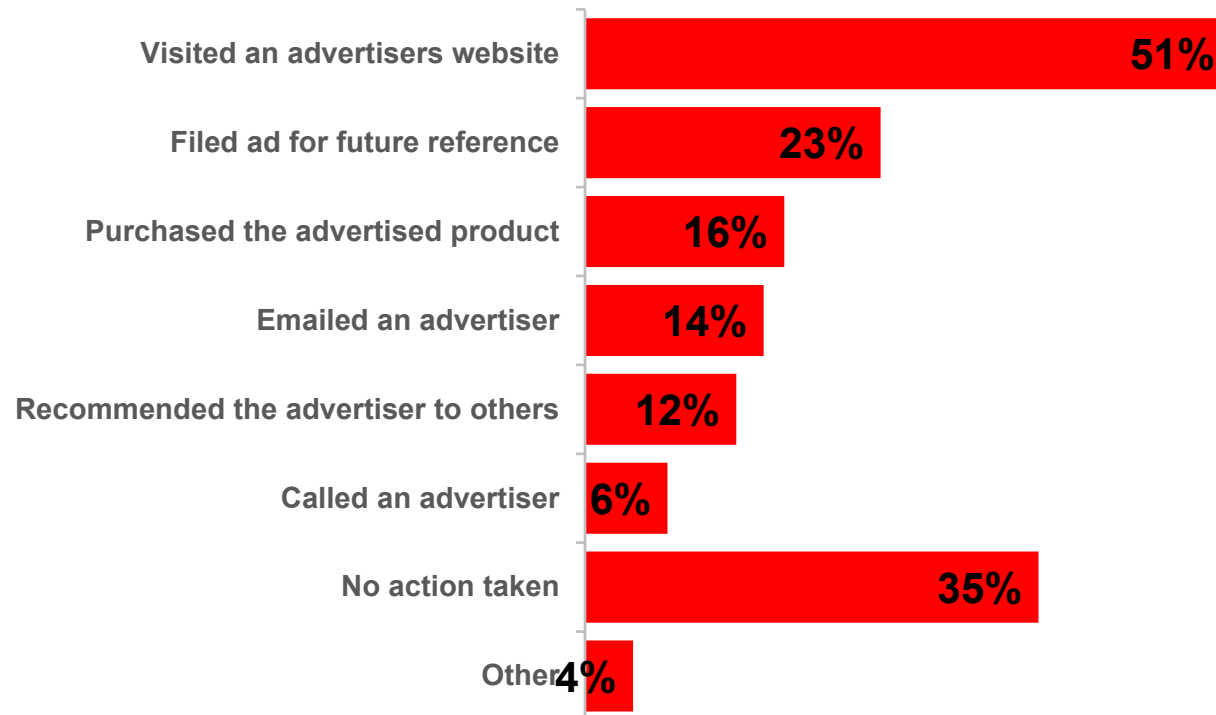
Q10 How likely is it that you would recommend of FDMC Magazine to a friend or colleague (scale of 0-10)?

Base: 186

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Follow-up Actions – Ads

In the past 4 weeks, 65% of the respondents took an action as a result of the advertising in FDMC – including 16% who purchased an advertised product in that time.

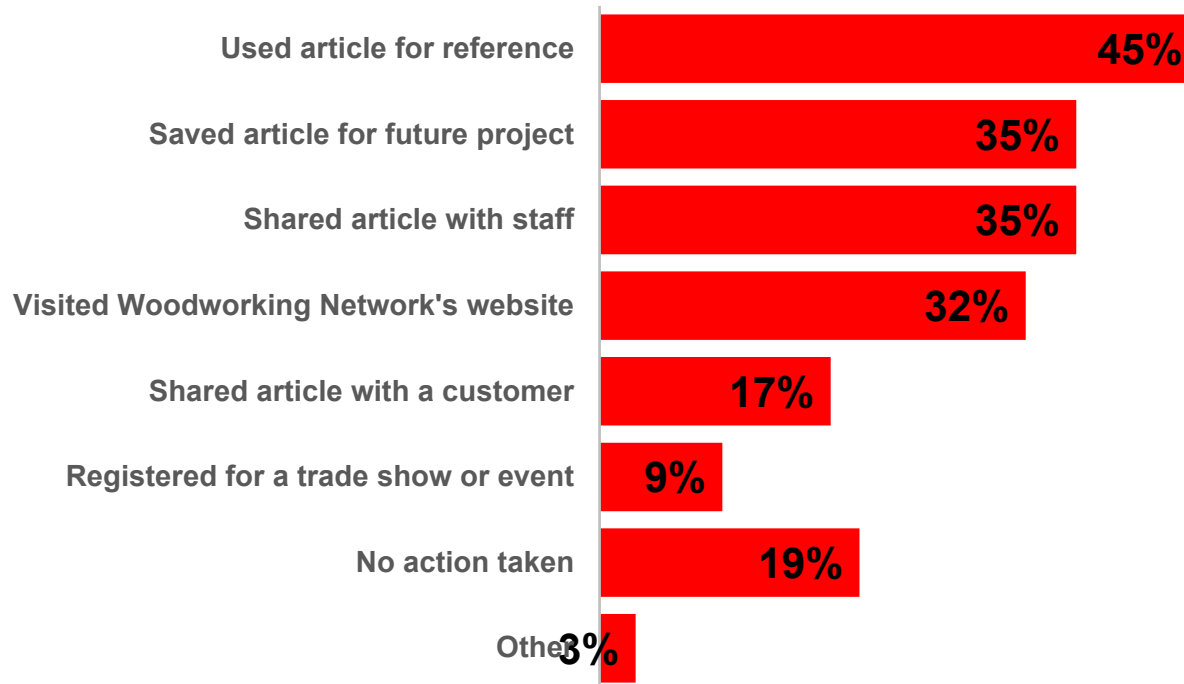


Q14 Thinking about the advertisements in the last 4 issues of FDMC Magazine, have you taken any of these actions? [Multiple response]

Base: 186

Follow-up Actions – Articles

In just the past 4 weeks, 81% of the respondents took an action as a result of an article in FDMC. Almost half used for reference, about a third each saved or shared articles or visited the website.

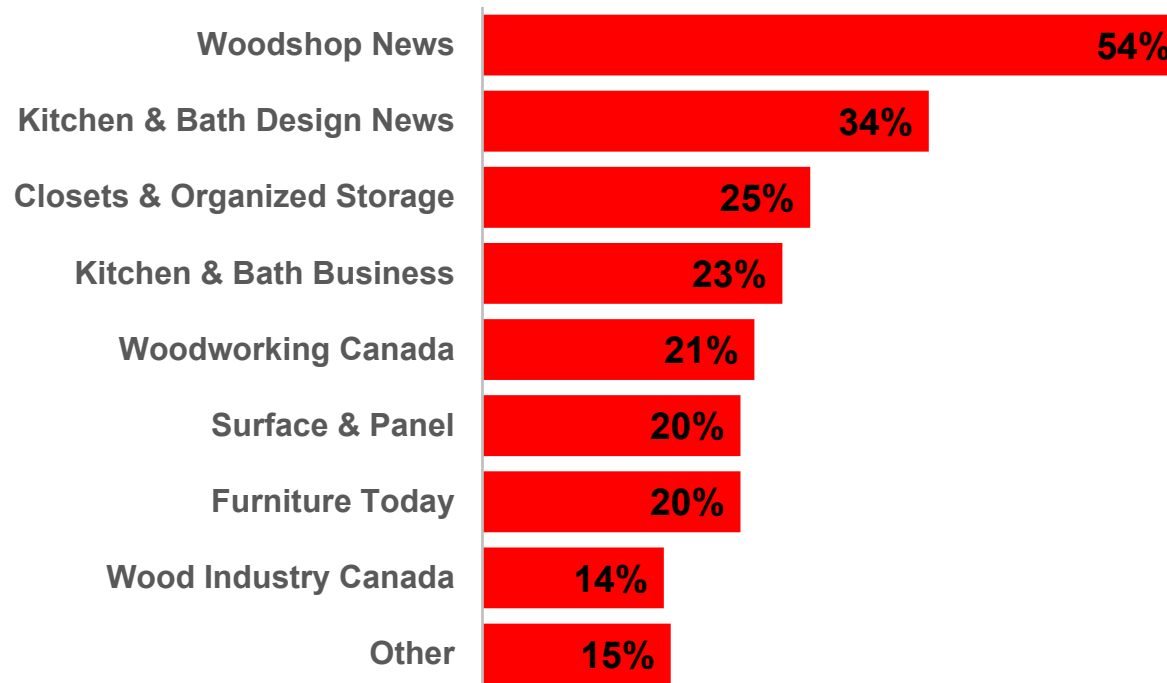


Q15 In the last 4 issues, what actions have you taken as a result of seeing or reading articles in FDMC Magazine? [Multiple responses]

Base: 186

Trade Publications in Addition to FDMC

Almost half of FDMC respondents only read FDMC



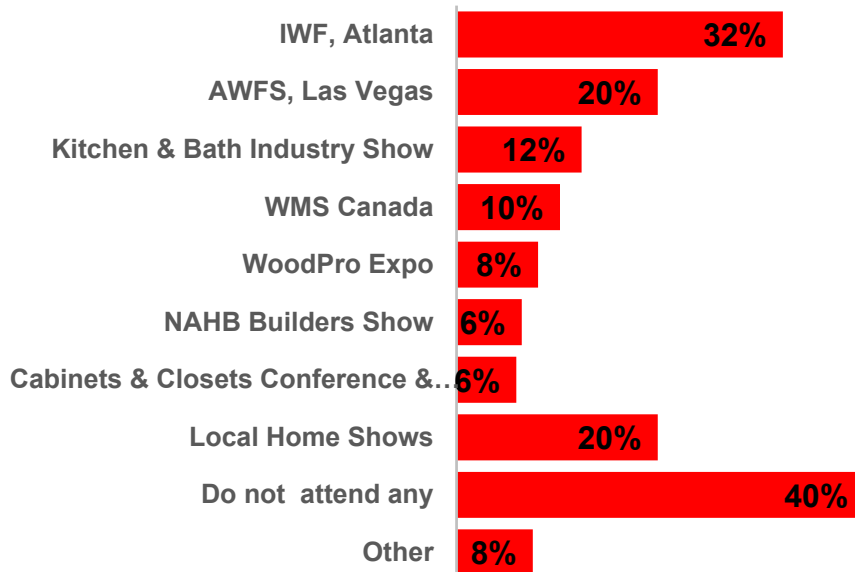
Q4 Which of the following wood products trade publications do you read to help you in your job?
[Multiple response]

Base: 186

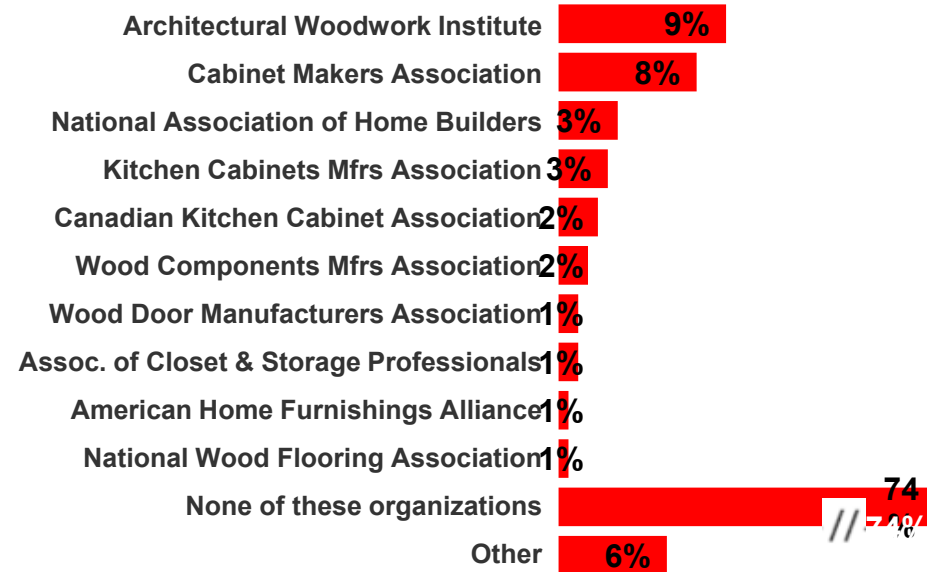
Trade Shows and Trade Associations

Some 60% of FDMC subscribers attended at least one trade show, led by IWF and AWFS. About 25% of FDMC subscribers belong to a trade association led by Architectural Woodwork Institute and Cabinet Makers Association.

Trade Shows Attended



Trade Associations/Certifications



Q5 Which of the following wood products trade shows do you attend? [Multiple response]

Q6 Do you belong to any of the following woodworking trade associations or certifications?

Base: 186

Respondent Demographics

Primary Business	
Kitchen, Bath or Custom Cabinets	37%
Residential Furniture & Casegoods	17%
Other Wood Products	11%
Architectural Woodwork	8%
Commercial/Institutional Contract Furniture	5%
Dealers, Distributors, Wholesalers	5%
Designers	3%
Supplier/Woodworking Machinery	3%
Other	11%
Total	100%
Job Function	
Corporate/Operation Management	29%
Owner	28%
Sole Proprietor	12%
Production Management	8%
Engineering/Product Design	7%
Marketing/Sales	7%
Design	6%
Purchasing	2%
Other	1%
Total	100%

Employee Size	
1 to 19	72%
20 to 49	11%
50 to 99	6%
100 or more	12%
Total	*100%
Finish Wood Products	
Solid Wood	60%
Composite Panel	31%
Other	4%
Plastics	3%
Non-ferrous Metals	1%
Solid Surface Materials	1%
Total	100%
Bulk of Business	
Residential	70%
Commercial	30%
Total	100%

Source: Publisher's Circulation Data

Base: 186

* Totals differ from 100% due to rounding.

Respondent demographics are taken from actual subscriber database

Introduction

We need your help!

FDMC Magazine is conducting a brief survey among its subscribers to learn more about your reading habits and the sources you rely on for market trends and product information. We are most interested in your opinions on what you like about our publication and areas where we might better serve your needs.

Please take 5 minutes to answer the questions in this survey to help us do the best job we can to serve your needs.

To start, please click on link below.

Thank you in advance for your feedback!

About you...

* 1. What is your primary function at your wood products company?

- | | |
|--|---|
| <input type="radio"/> Corporate Management | <input type="radio"/> Purchasing |
| <input type="radio"/> Production | <input type="radio"/> Human Resources |
| <input type="radio"/> Designer | <input type="radio"/> Finance |
| <input type="radio"/> Sales/Marketing | <input type="radio"/> None of the above |
| <input type="radio"/> Other (please specify) | |

* 2. How many years have you been involved in the wood products industry?

- Less than 1 year
- 1 – 5 years
- 6 – 10 years
- More than 10 years

* 3. Are you involved in purchasing wood products, equipment or supplies for your company?

- Yes, final decision maker
- Yes, recommend
- No input

* 4. Which of the following wood products trade publications do you read to help you in your job? Please check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Kitchen & Bath Design News | <input type="checkbox"/> Closets & Organized Storage |
| <input type="checkbox"/> Kitchen & Bath Business | <input type="checkbox"/> Woodworking Canada |
| <input type="checkbox"/> Surface & Panel | <input type="checkbox"/> Wood Industry Canada |
| <input type="checkbox"/> Woodshop News | <input type="checkbox"/> Furniture Today |
| <input type="checkbox"/> Other (please specify) | |

* 5. Which of the following wood products trade shows do you attend? Please check all that apply

- IWF, Atlanta
- AWFS, Las Vegas
- Kitchen & Bath Industry Show
- NAHB Builders Show
- Cabinets & Closets Conference & Expo
- WoodPro Expo
- WMS Canada
- Local Home Shows
- I do not attend any of these trade shows
- Other (please specify)

* 6. Do you belong to any of the following woodworking trade associations or certifications groups? Please check all that apply.

- American Home Furnishings Alliance
- Cabinet Makers Association
- Architectural Woodwork Institute
- Kitchen Cabinets Manufacturers Association
- Wood Components Manufacturers Association
- National Association of Home Builders
- National Wood Flooring Association
- Wood Door Manufacturers Association
- Canadian Kitchen Cabinet Association
- Association of Closet and Storage Professionals
- None of these organizations
- Other (please specify)

* 7. How many of the last 4 issues of FDMC Magazine have you read/looked through?

- 4 of 4 issues
- 3 of 4 issues
- 2 of 4 issues
- 1 of 4 issues
- 0 of 4 issues

* 8. How much time do you spend reading/looking through a typical issue of FDMC Magazine?

- More than 1 hour
- 31 minutes – 1 hour
- 15 – 30 minutes
- Less than 15 minutes
- Do not read/look through

* 9. How many other people, besides yourself, usually read/look through your copy of the FDMC Magazine?

- 4 or more people
- 3 people
- 2 people
- 1 person
- None
- Don't know

* 10. How likely is it that you would recommend FDMC Magazine to a friend or colleague?

NOT AT ALL LIKELY

EXTREMELY LIKELY

0	1	2	3	4	5	6	7	8	9	10
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* 11. How would you rate FDMC Magazine as a publication, with 5 being outstanding and 1 being poor?

- 5 - Outstanding
- 4
- 3
- 2
- 1 - Poor

12. Please tell us why you rated FDMC Magazine as you did. First, what do we do right?

13. What can FDMC Magazine do better?

* 14. Thinking about the advertisements in the last 4 issues of FDMC Magazine, have you taken any of these actions? Please check all that apply.

- Called an advertiser
- Emailed an advertiser
- Visited an advertisers website
- Filed ad for future reference
- Recommended the advertiser to others
- Purchased the advertised product
- No action taken
- Other (please specify)

* 15. In the last 4 issues, what actions have you taken as a result of seeing or reading articles in FDMC Magazine? Please check all that apply.

- Used article for reference
- Saved article for future project
- Shared article with a customer
- Shared article with staff
- Visited Woodworking Network's website
- Registered for a trade show or event
- No action taken
- Other (please specify)

16. What is your age?

- 29 years or under
- 30 – 39
- 40 – 55
- 56 or over
- Prefer not to answer

Thank you for your time!