

2019 BIC Magazine Audience Readership Study

Q1. Which of these resources do you use regularly as part of your work related reading and information gathering?

Print Publications	79%
E-Newsletters	46%
Publication / Industry / Vendor Websites	43%
Publication Digital Editions	36%
Trade Shows / Conferences	27%
Webinars	25%
Videos	12%
Social Media	12%
Podcasts	7%

Q2. Rate each statement in regards to BIC Magazine and BICMagazine.com

BIC Magazine provides trusted information related to my industry/profession	
Strongly Agree	48%
Agree	42%
Agree Somewhat	10%
Disagree	0%
Strongly Disagree	0%
BIC Magazine helps me discover new products and services in my industry	
Strongly Agree	38%
Agree	45%
Agree Somewhat	15%
Disagree	1%
Strongly Disagree	1%
Advertising & editorial in BIC Magazine strengthen the reputation of the advertiser	
Strongly Agree	25%
Agree	50%
Agree Somewhat	23%
Disagree	2%
Strongly Disagree	0%

Q3. Approximately how much time do you spend reading through each issue of BIC Magazine?	
<i>61% of readers spend 30 minutes or more reading each issue, 21% spend more than 1 hour</i>	
More than 2 hours	4%
1-2 hours	17%
30-60 minutes	40%
Up to 30 minutes	33%
None	7%

Q4. With how many colleagues do you typically share your issue of BIC Magazine?	
<i>Pass along average is 1.6. The average issue readership is 76,000.</i>	
3 + colleagues	34%
2 colleagues	22%
1 colleague	12%
0 colleagues	32%

Q5. In the last 12 months, what have you done in response to advertising and/or editorial seen in BIC Magazine?	
<i>89% of respondents took <u>some</u> action in response to advertising and/or editorial in BIC Magazine</i>	
Discovered new products, services or suppliers or learned something new about them	68%
Filed / tagged for future reference	48%
Discussed products, services or suppliers with others or forwarded	48%
Contacted an advertiser or visited an advertiser website for more information	24%
Purchased, recommended or specified products / services	12%

Respondent Demographics

Q6. What is your usual level of involvement in purchasing decisions related to your work?	
Specify/recommend suppliers, products, services	48%
Approve/authorize suppliers, products, services	35%
No involvement	18%

Q7. What best describes your job function?	
Maintenance and Reliability	23%
Health, Safety & Environmental	19%
Engineering	17%
Plant/Operations Management	12%
Executive/Business Management	10%
Purchasing/Procurement	8%
Sales/Marketing	3%
Other	7%

Q8. What best describes your type of business?	
Petrochemical/Refining	47%
Chemical Processing	26%
Power Generation/Utilities	12%
Oil & Gas Exploration/Production	5%
Industrial Services/Products	4%
Storage/Pipeline/Transportation	3%
Other	4%

Methodology: The 2019 BIC Magazine Readership Study was conducted by BIC Alliance, in accordance with acceptable business media research standards and practices. In November 2019, a random selection of contacts from BIC Magazine's subscription database of owner/operators were emailed a request to participate in the Readership Study. Offered was an incentive to be entered into a drawing for a \$50 gift card. When the total number of responses exceeded the acceptable level of 100, the survey was closed.