




Conducted for:
pharma
MANUFACTURING



Media Consumption Survey

Pharmaceutical Manufacturing Professionals



Jim Baker
Publisher

jbaker@putman.net
708_972_9255

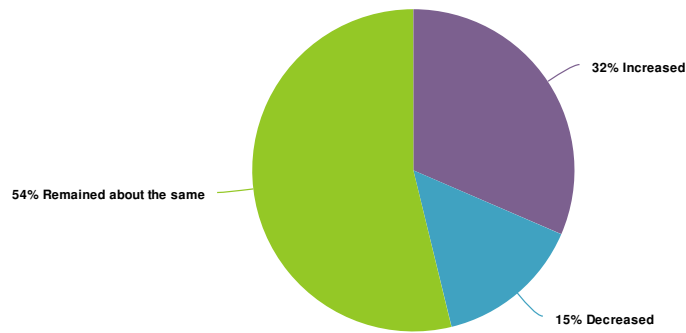
Pharmaceutical Manufacturing Media Consumption Survey 2019

Response Counts

Completion Rate:	80.7%		
Complete			222
Partial			53

Totals: 275

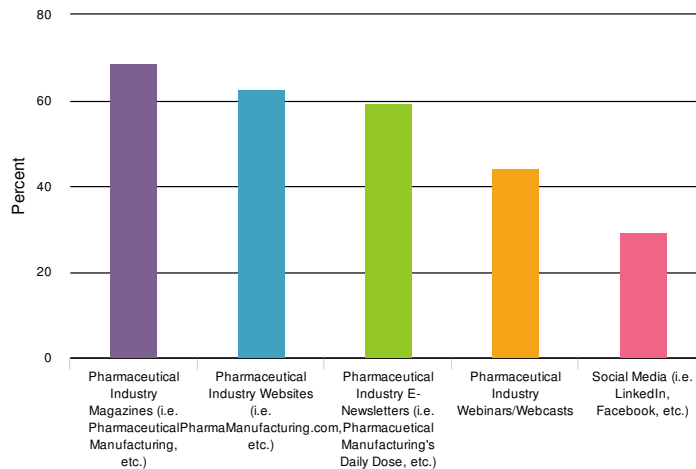
1a. Has your consumption of pharmaceutical industry-related media (trade magazines, websites, e-newsletters, etc.) increased or decreased during the past twelve months?



Value	Percent	Responses
Increased	31.5%	86
Decreased	14.7%	40
Remained about the same	53.8%	147

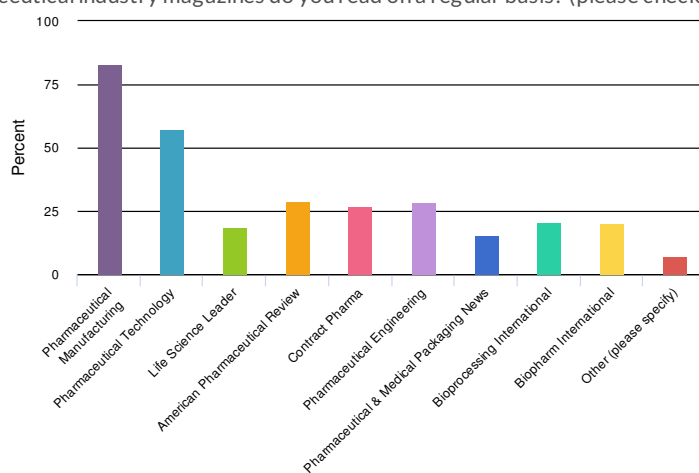
Totals: 273

2a. If your consumption of 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	Responses
Pharmaceutical Industry Magazines (i.e. Pharmaceutical Manufacturing, etc.)	68.6%	59
Pharmaceutical Industry Websites (i.e. PharmaManufacturing.com, etc.)	62.8%	54
Pharmaceutical Industry E-Newsletters (i.e. Pharmaceutical Manufacturing's Daily Dose, etc.)	59.3%	51
Pharmaceutical Industry Webinars/Webcasts	44.2%	38
Social Media (i.e. LinkedIn, Facebook, etc.)	29.1%	25

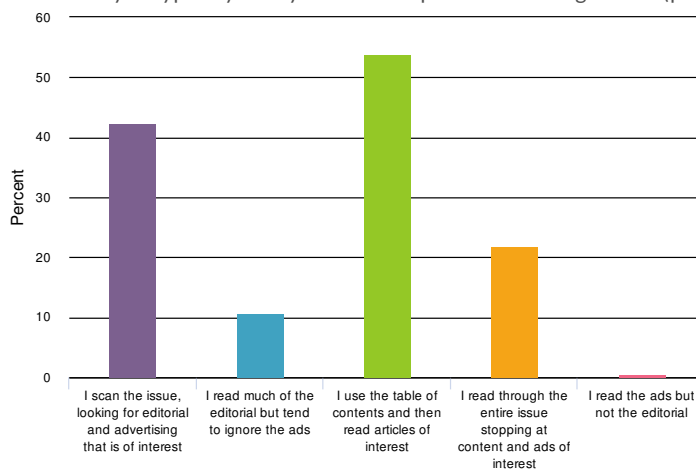
3a. Which of the following pharmaceutical industry magazines do you read on a regular basis? (please check all that apply)



Value	Percent	Responses
Pharmaceutical Manufacturing ²	83.3%	224
Pharmaceutical Technology	57.2%	154
Life Science Leader ²	18.6%	50
American Pharmaceutical Review	29.0%	78
Contract Pharma ²	26.8%	72
Pharmaceutical Engineering	28.3%	76
Pharmaceutical & Medical Packaging News	15.6%	42
Bioprocessing International	20.8%	56
Biopharm International	20.4%	55
Other (please specify)	7.4%	20

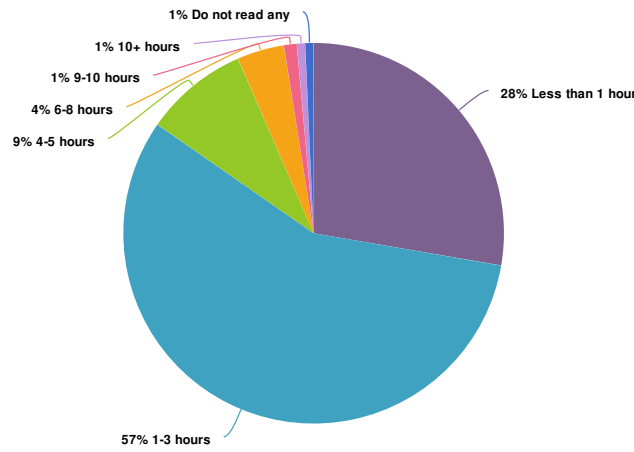
Other (please specify)	Count
Tablets & Capsules	2
API	1
GCLC	1
GEN	1
Generic drugs	1
LC/GC	1
Local Phama Guide	1
None	1
Online reports/resourcea	1
PDA Journal	1
PDA Letter	1
Pharmaceutical Online	1
Pharmaceutical Outsourcing	1
World Pharma News	1
genetic engineering and biotech news	1
mainly control magazines	1
none of these	1
the scientist	1
Totals	19

4a. Which of the following best describes how you typically read your favorite professional magazines? (please check all that apply)



Value	Percent	Responses
I scan the issue, looking for editorial and advertising that is of interest	42.4%	115
I read much of the editorial but tend to ignore the ads	10.7%	29
I use the table of contents and then read articles of interest	53.9%	146
I read through the entire issue stopping at content and ads of interest	21.8%	59
I read the ads but not the editorial	0.7%	2

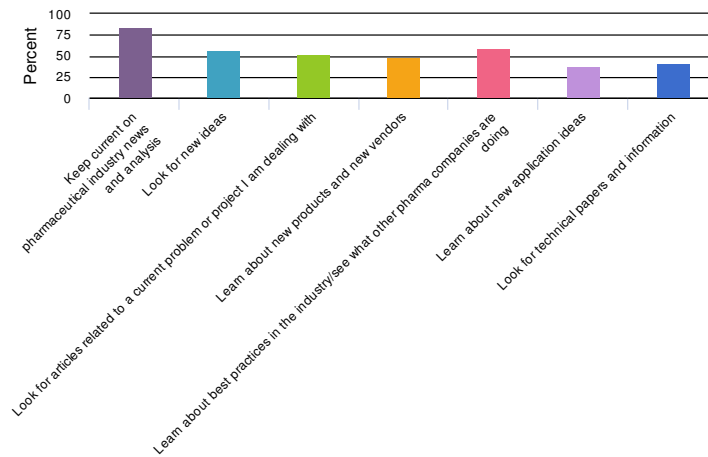
5a. About how many hours per week do you typically spend reading pharmaceutical industry trade magazines?



Value	Percent	Responses
Less than 1 hour	27.7%	76
1-3 hours	56.9%	156
4-5 hours	8.8%	24
6-8 hours	4.0%	11
9-10 hours	1.1%	3
10+ hours	0.7%	2
Do not read any	0.7%	2

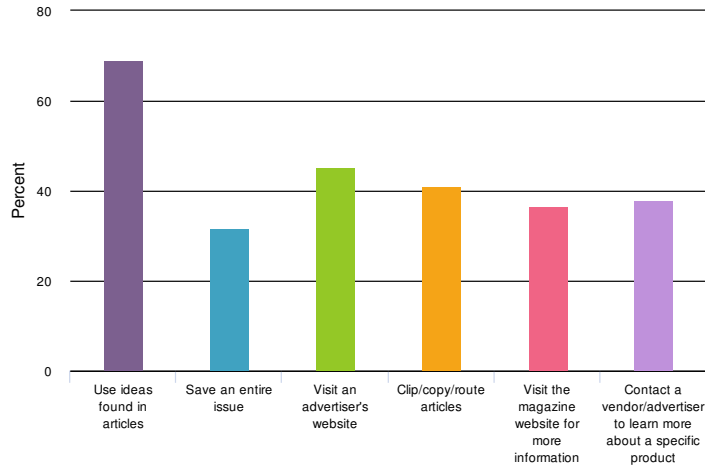
Totals: 274

6a. Please indicate the primary reasons you read your favorite professional magazines. (please check all that apply)



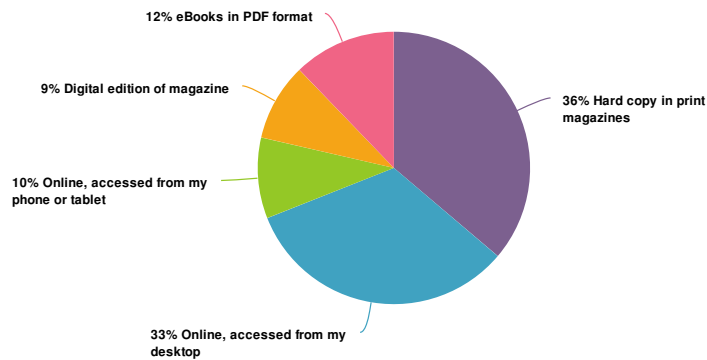
Value	Percent	Responses
Keep current on pharmaceutical industry news and analysis	83.6%	229
Look for new ideas	56.6%	155
Look for articles related to a current problem or project I am dealing with	52.6%	144
Learn about new products and new vendors	48.2%	132
Learn about best practices in the industry/see what other pharma companies are doing	58.8%	161
Learn about new application ideas	37.2%	102
Look for technical papers and information	40.5%	111

7a. Please indicate what actions you may take as a result of reading an article or ad in a pharmaceutical industry magazine. (please check all that apply)



Value	Percent	Responses
Use ideas found in articles	68.8%	187
Save an entire issue	31.6%	86
Visit an advertiser's website	45.2%	123
Clip/copy/route articles	41.2%	112
Visit the magazine website for more information	36.4%	99
Contact a vendor/advertiser to learn more about a specific product	37.9%	103

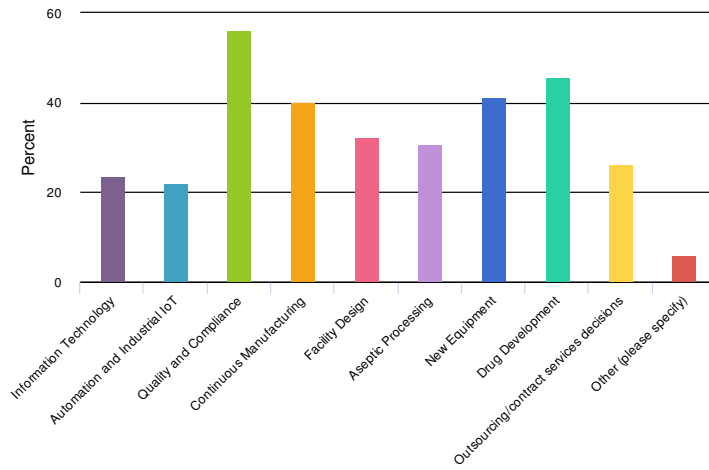
8a. What is your preferred format in which to read industry articles?



Value	Percent	Responses
Hard copy in print magazines	36.2%	98
Online, accessed from my desktop	32.8%	89
Online, accessed from my phone or tablet	9.6%	26
Digital edition of magazine	9.2%	25
eBooks in PDF format	12.2%	33

Totals: 271

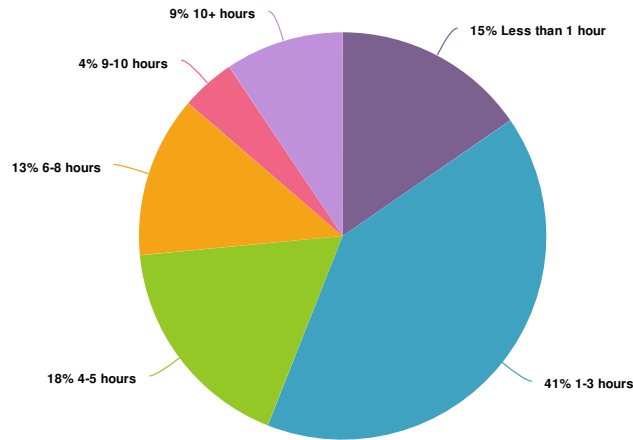
9a. Are there topics in which you'd like to see more editorial coverage from trade publications (please check all that apply)?



Value	Percent	Responses
Information Technology	23.6%	63
Automation and Industrial IoT	22.1%	59
Quality and Compliance	56.2%	150
Continuous Manufacturing	40.1%	107
Facility Design	32.2%	86
Aseptic Processing	30.7%	82
New Equipment	41.2%	110
Drug Development	45.7%	122
Outsourcing/contract services decisions	26.2%	70
Other (please specify)	6.0%	16

Other (please specify)	Count
AI applications	1
CDMO insights and reviews	1
Cell therapies	1
Chemical mechanisms, feature articles	1
Cleaning validation and strategies	1
Cold Chain for Cell Based Therapies	1
GXP related validations	1
Legal	1
Particle analysis	1
Pharma Packaging	1
Safety	1
Solid Dose training	1
Trends in research, development and liscensing trends	1
formulations	1
okay as is	1
Totals	15

1b. About how many hours per week do you typically spend accessing the Internet for work-related pharmaceutical industry information?



Value	Percent	Responses
Less than 1 hour	15.4%	36
1-3 hours	40.6%	95
4-5 hours	17.5%	41
6-8 hours	12.8%	30
9-10 hours	4.3%	10
10+ hours	9.4%	22

Totals: 234

2b. About how often do you use the following resources for work? (please check all that apply)

	Daily	Weekly	Monthly	Less often	Never	Responses
Search engines (Google, Yahoo)						
Count	171	48	8	4	0	231
Row %	74.0%	20.8%	3.5%	1.7%	0.0%	
Pharmaceutical industry magazines (printed material)						
Count	22	125	47	24	10	228
Row %	9.6%	54.8%	20.6%	10.5%	4.4%	
Equipment Supplier/distributor websites						
Count	14	76	59	54	11	214
Row %	6.5%	35.5%	27.6%	25.2%	5.1%	
Pharmaceutical industry websites (pharmamanufacturing.com, etc)						
Count	41	89	60	36	5	231
Row %	17.7%	38.5%	26.0%	15.6%	2.2%	
E-Newsletters						
Count	49	78	43	38	11	219
Row %	22.4%	35.6%	19.6%	17.4%	5.0%	
Social Media						
Count	51	50	25	40	48	214
Row %	23.8%	23.4%	11.7%	18.7%	22.4%	

Totals
Total Responses

231

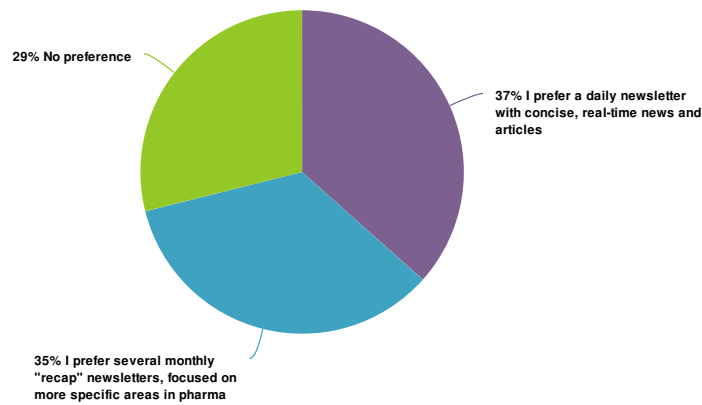
3b. Please indicate how often you access each website listed below:

	Daily	Weekly	Monthly	Less often	Never	Responses
pharmamanufacturing.com						
Count	27	82	68	40	14	231
Row %	11.7%	35.5%	29.4%	17.3%	6.1%	
pharmtech.com						
Count	14	52	32	65	36	199
Row %	7.0%	26.1%	16.1%	32.7%	18.1%	
pharmaceuticalonline.com						
Count	14	56	42	55	34	201
Row %	7.0%	27.9%	20.9%	27.4%	16.9%	
fiercepharma.com						
Count	28	45	36	41	52	202
Row %	13.9%	22.3%	17.8%	20.3%	25.7%	
bioprocessintl.com						
Count	3	36	42	44	71	196
Row %	1.5%	18.4%	21.4%	22.4%	36.2%	
biopharminternational.com						
Count	5	32	36	49	67	189
Row %	2.6%	16.9%	19.0%	25.9%	35.4%	
americanpharmaceuticalreview.com						
Count	12	34	35	62	49	192
Row %	6.3%	17.7%	18.2%	32.3%	25.5%	
contractpharma.com						
Count	12	33	49	49	56	199
Row %	6.0%	16.6%	24.6%	24.6%	28.1%	
pmpnews.com						
Count	6	23	25	59	83	196
Row %	3.1%	11.7%	12.8%	30.1%	42.3%	
Totals						
Total Responses						231

4b. Which information resources do you rely on for each task? (please check all that apply)

	Pharmaceutical industry magazines (printed material)	Pharmaceutical industry E-Newsletters (Daily Dose etc.)	Pharmaceutical industry magazine websites (pharmamanufacturing.com etc.)	Search engines	In-person industry events (conferences, trade shows, seminars, workshops)	Directories	Supplier websites	Supplier/distributors
Keep current with industry trends Checks Row Check %	140 25.2%	110 19.8%	90 16.2%	78 14.0%	69 12.4%	8 1.4%	28 5.0%	17 3.1%
Keep current with new products, technologies Checks Row Check %	106 22.1%	88 18.3%	79 16.5%	80 16.7%	50 10.4%	9 1.9%	36 7.5%	20 4.2%
Investigate solutions/ideas for current problems/projects Checks Row Check %	87 20.6%	56 13.2%	77 18.2%	102 24.1%	42 9.9%	8 1.9%	26 6.1%	18 4.3%
Look for suppliers/products Checks Row Check %	70 16.7%	36 8.6%	46 11.0%	109 26.1%	34 8.1%	32 7.7%	55 13.2%	27 6.5%
Research a vendor under consideration Checks Row Check %	49 12.5%	36 9.2%	42 10.7%	109 27.8%	38 9.7%	21 5.4%	67 17.1%	24 6.1%
Learn about new vendors Checks Row Check %	71 16.5%	54 12.6%	54 12.6%	94 21.9%	50 11.6%	24 5.6%	52 12.1%	23 5.3%
Total Checks Checks % of Total Checks	523 19.4%	380 14.1%	388 14.4%	572 21.2%	283 10.5%	102 3.8%	264 9.8%	129 4.8%

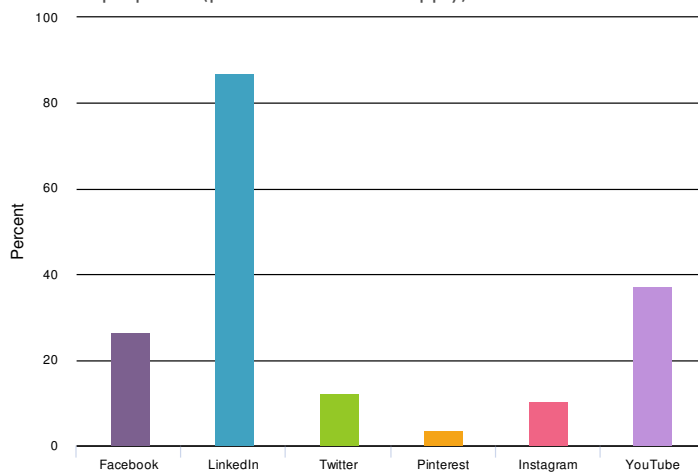
5b. Pharmaceutical Manufacturing has eliminated several topic-specific monthly newsletters in favor of a single, more inclusive, daily newsletter - The Daily Dose. Please indicate your newsletter preferences.



Value	Percent	Responses
I prefer a daily newsletter with concise, real-time news and articles	36.6%	85
I prefer several monthly "recap" newsletters, focused on more specific areas in pharma	34.5%	80
No preference	28.9%	67

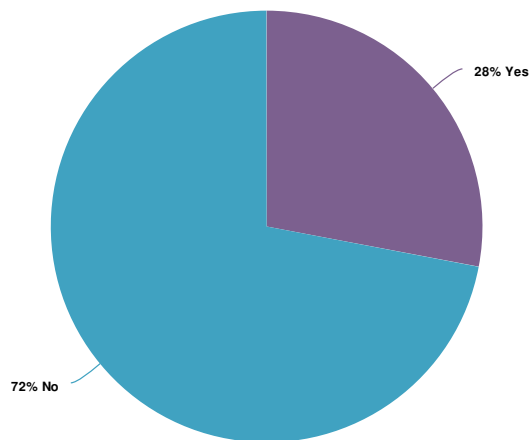
Totals: 232

6b. Online networking and social media continue to have a role in the business community. Please indicate which, if any of the following tools/services you currently use for business purposes: (please check all that apply)



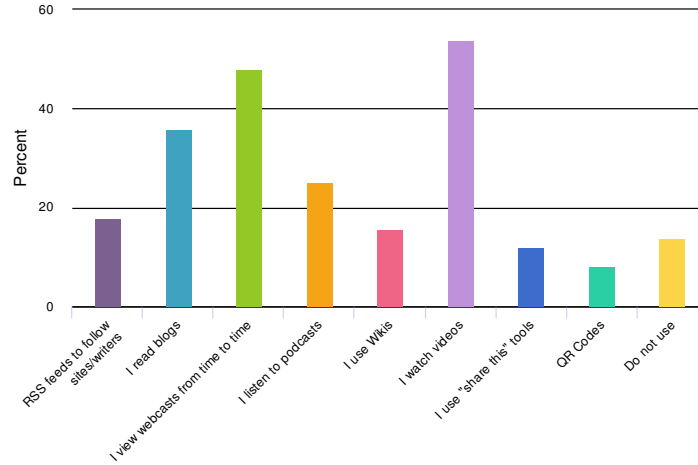
Value	Percent	Responses
Facebook	26.4%	56
LinkedIn	86.8%	184
Twitter	12.3%	26
Pinterest	3.8%	8
Instagram	10.4%	22
YouTube	37.3%	79

7b. Does your company block access to any of the above social media?



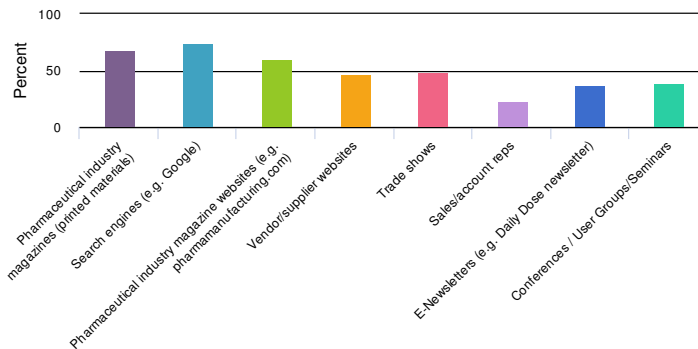
Value	Percent	Responses
Yes	28.0%	66
No	72.0%	170
Totals: 236		

8b. Are you currently using any of the following tools/services? (please check all that apply)



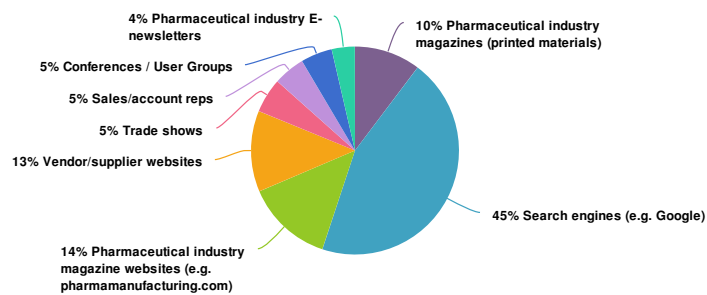
Value	Percent	Responses
RSS feeds to follow sites/writers	17.9%	42
I read blogs	35.9%	84
I view webcasts from time to time	47.9%	112
I listen to podcasts	25.2%	59
I use Wikis	15.8%	37
I watch videos	53.8%	126
I use "share this" tools	12.0%	28
QR Codes	8.1%	19
Do not use	13.7%	32

1c. What tools do you use to stay current with technologies, products and vendors? (please check all that apply)



Value	Percent	Responses
Pharmaceutical industry magazines (printed materials)	68.0%	151
Search engines (e.g. Google)	73.9%	164
Pharmaceutical industry magazine websites (e.g. pharmamanufacturing.com)	60.4%	134
Vendor/supplier websites	46.4%	103
Trade shows	48.2%	107
Sales/account reps	22.5%	50
E-Newsletters (e.g. Daily Dose newsletter)	36.5%	81
Conferences / User Groups/Seminars	39.2%	87

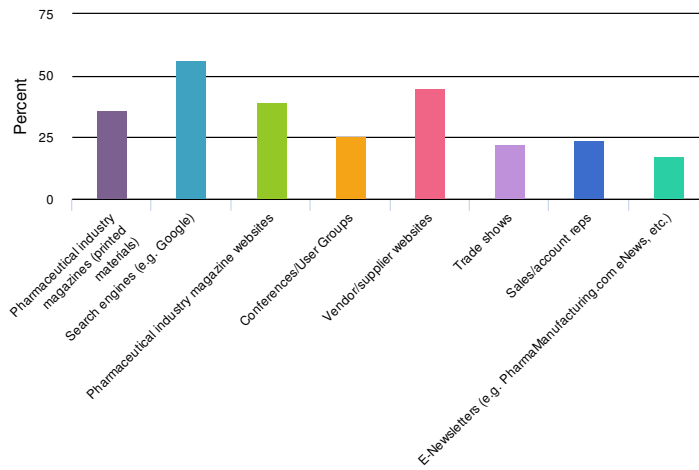
2c. What is the most important tool you use when obtaining information or specifications for products as you begin a new project? (please select only one)



Value	Percent	Responses
Pharmaceutical industry magazines (printed materials)	10.3%	23
Search engines (e.g. Google)	44.8%	100
Pharmaceutical industry magazine websites (e.g. pharmamanufacturing.com)	13.5%	30
Vendor/supplier websites	12.6%	28
Trade shows	5.4%	12
Sales/account reps	4.9%	11
Conferences / User Groups	4.9%	11
Pharmaceutical industry E-newsletters	3.6%	8

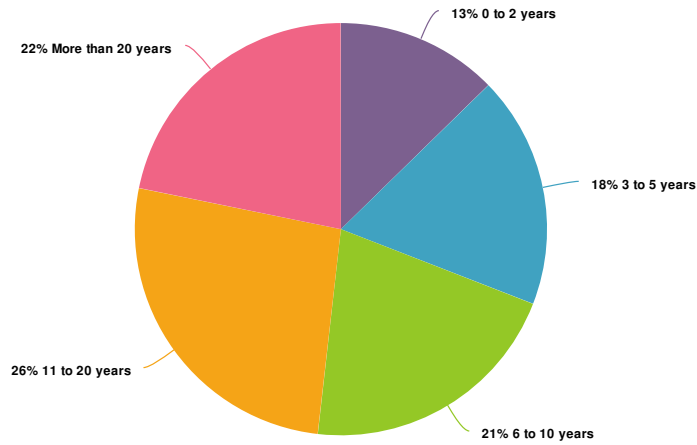
Totals: 223

3c. What tools do you use in order to confirm/validate your firm's purchase decisions? (please check all that apply)



Value	Percent	Responses
Pharmaceutical industry magazines (printed materials)	35.8%	77
Search engines (e.g. Google)	56.3%	121
Pharmaceutical industry magazine websites	39.1%	84
Conferences/User Groups	25.1%	54
Vendor/supplier websites	44.7%	96
Trade shows	22.3%	48
Sales/account reps	23.7%	51
E-Newsletters (e.g. PharmaManufacturing.com eNews, etc.)	17.2%	37

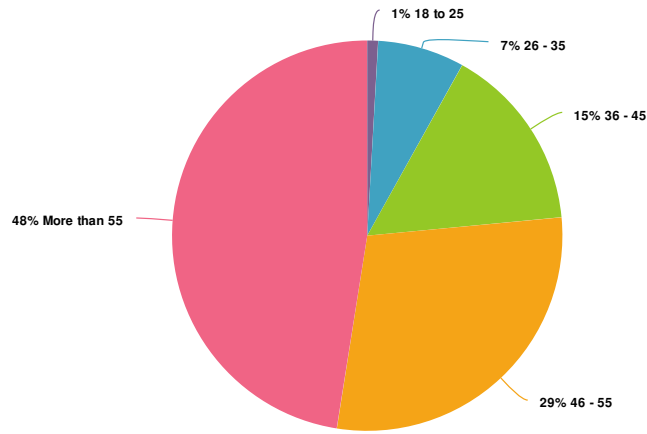
1d. How long have you been in your current position?



Value	Percent	Responses
0 to 2 years	12.7%	28
3 to 5 years	18.2%	40
6 to 10 years	20.9%	46
11 to 20 years	26.4%	58
More than 20 years	21.8%	48

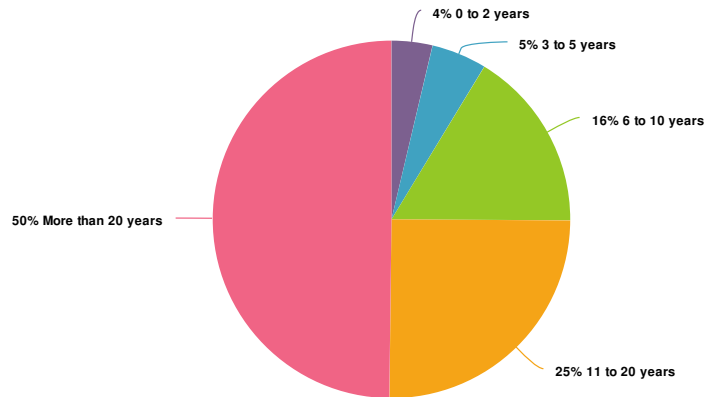
Totals: 220

2d. What is your age?



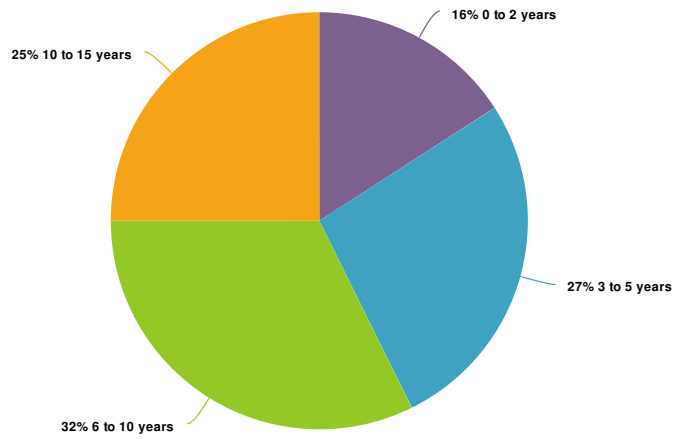
Value	Percent	Responses
18 to 25	0.9%	2
26 - 35	7.2%	16
36 - 45	15.4%	34
46 - 55	29.0%	64
More than 55	47.5%	105
		Totals: 221

3d. How long have you been in the pharmaceutical industry?



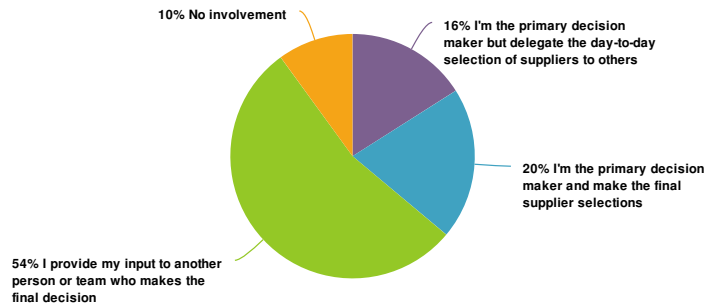
Value	Percent	Responses
0 to 2 years	3.7%	8
3 to 5 years	5.0%	11
6 to 10 years	16.4%	36
11 to 20 years	25.1%	55
More than 20 years	49.8%	109
		Totals: 219

4d. How long have you been a subscriber to Pharmaceutical Manufacturing Magazine?



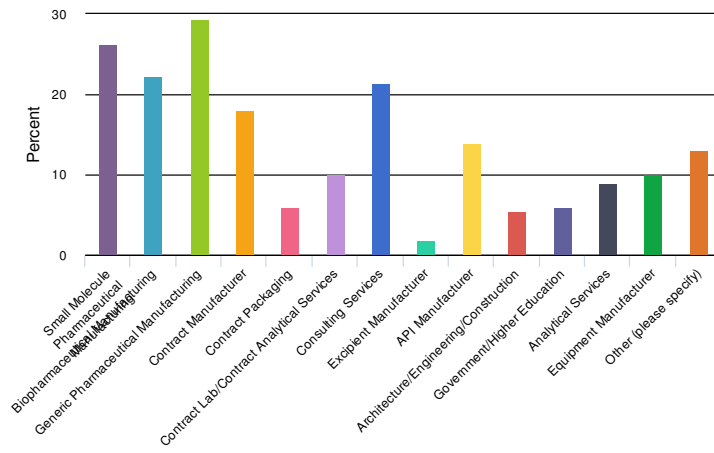
Value	Percent	Responses
0 to 2 years	15.9%	35
3 to 5 years	26.8%	59
6 to 10 years	32.3%	71
10 to 15 years	25.0%	55
Totals: 220		

5d. Which of the following best describes your role in selecting your company's suppliers?



Value	Percent	Responses
I'm the primary decision maker but delegate the day-to-day selection of suppliers to others	16.0%	35
I'm the primary decision maker and make the final supplier selections	20.1%	44
I provide my input to another person or team who makes the final decision	53.9%	118
No involvement	10.0%	22
Totals: 219		

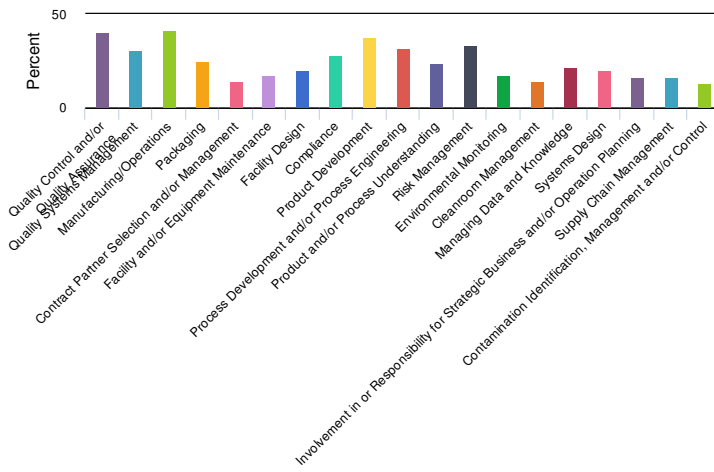
6d. Which of the following describe your company's operations? (please check all that apply)



Value	Percent	Responses
Small Molecule Pharmaceutical Manufacturing	26.2%	58
Biopharmaceutical Manufacturing	22.2%	49
Generic Pharmaceutical Manufacturing	29.4%	65
Contract Manufacturer	18.1%	40
Contract Packaging	5.9%	13
Contract Lab/Contract Analytical Services	10.0%	22
Consulting Services	21.3%	47
Excipient Manufacturer	1.8%	4
API Manufacturer	14.0%	31
Architecture/Engineering/Construction	5.4%	12
Government/Higher Education	5.9%	13
Analytical Services	9.0%	20
Equipment Manufacturer	10.0%	22
Other (please specify)	13.1%	29

Other (please specify)	Count
Device manufacturer	1
Distribution	1
Engineering company	1
Equipment Sales	1
Equipment services	1
Healthcare	1
Higher Education	1
Marketing	1
Marketing for Pharma Industry	1
Nutritional product	1
OTC pharmaceuticals manufacturer	1
Pharmaceutical R&D	1
Pharmacy	1
Software - Packaging Execution Systems	1
Solid Dose training	1
Vaccine Manufacturing	1
academic	1
consulting	1
container manufacturer	1
equipment supplier	1
manufacture components for medical applications	1
nUTRICNUTRACEUTICAL MANUFACTURING	1
nanoparticles	1
non-profit standards setting	1
packaging supplier	1
quality software developer	1
small pharma company	1
vendor	1
Totals	28

7d. Do your job responsibilities include any of the following areas? (please check all that apply)



Value	Percent	Responses
Quality Control and/or Quality Assurance	40.4%	86
Quality Systems Management	30.5%	65
Manufacturing/Operations	41.3%	88
Packaging	24.9%	53
Contract Partner Selection and/or Management	14.6%	31
Facility and/or Equipment Maintenance	17.4%	37
Facility Design	20.2%	43
Compliance	27.7%	59
Product Development	37.6%	80
Process Development and/or Process Engineering	31.5%	67
Product and/or Process Understanding	23.9%	51
Risk Management	32.9%	70
Environmental Monitoring	17.8%	38
Cleanroom Management	14.6%	31
Managing Data and Knowledge	21.6%	46
Systems Design	20.2%	43
Involvement in or Responsibility for Strategic Business and/or Operation Planning	16.0%	34
Supply Chain Management	16.4%	35
Contamination Identification, Management and/or Control	12.7%	27