



---

2015 Pizza Industry Media  
Preference Survey  
Summary Report  
Prepared for



Published August 5, 2016

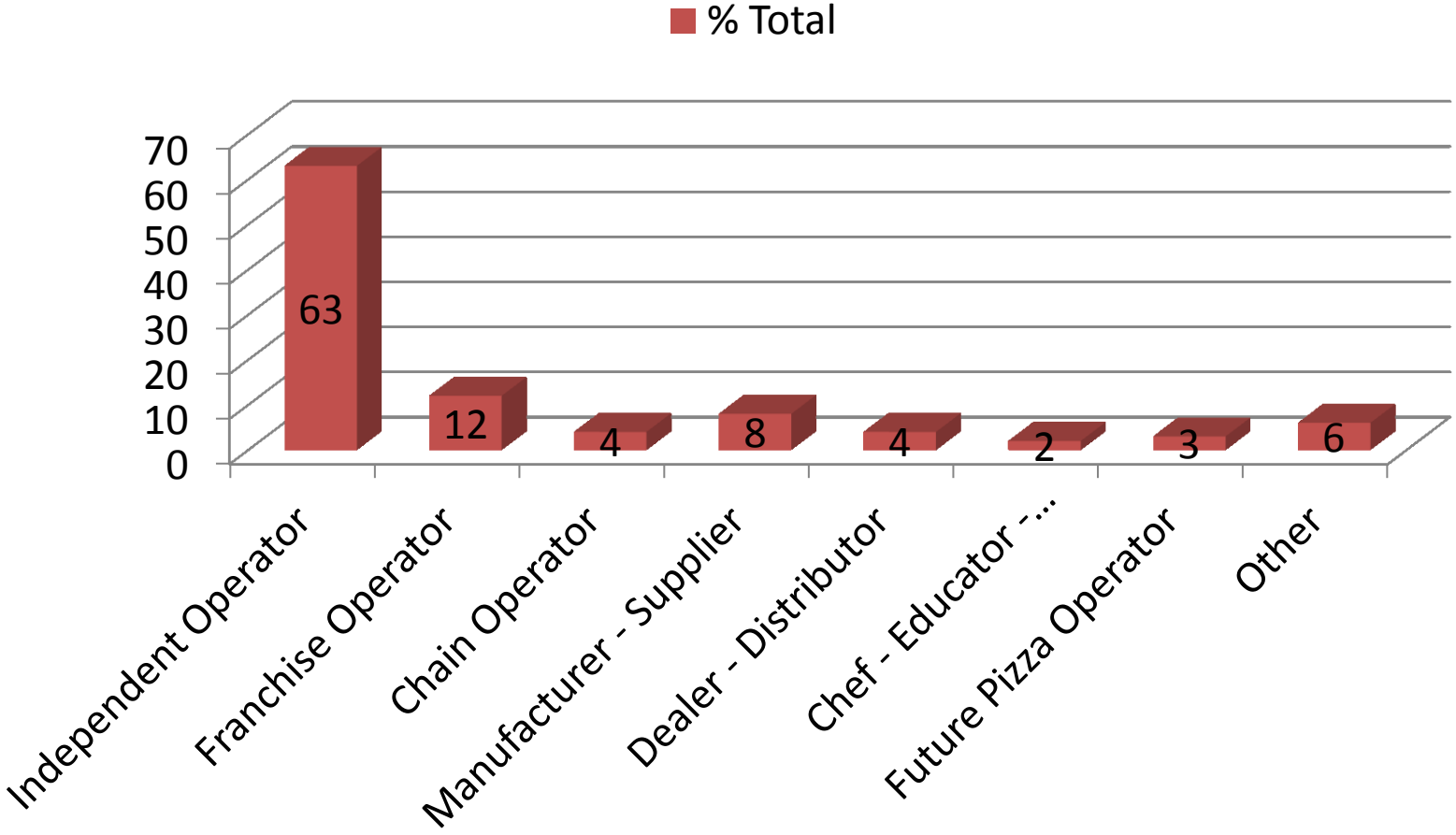


# Overview

- PMQ engaged GMA Research to conduct a national online survey of pizza industry operators and professionals.
- Email invitations were sent by GMA Research to all industry operators and related professionals.
- In total, over 900 individuals completed the survey and were included in the tabulation.
- Survey results represent entire U.S. geographic area
- Maximum statistical error is 3% at the 95% confidence level in projecting results to the total population.



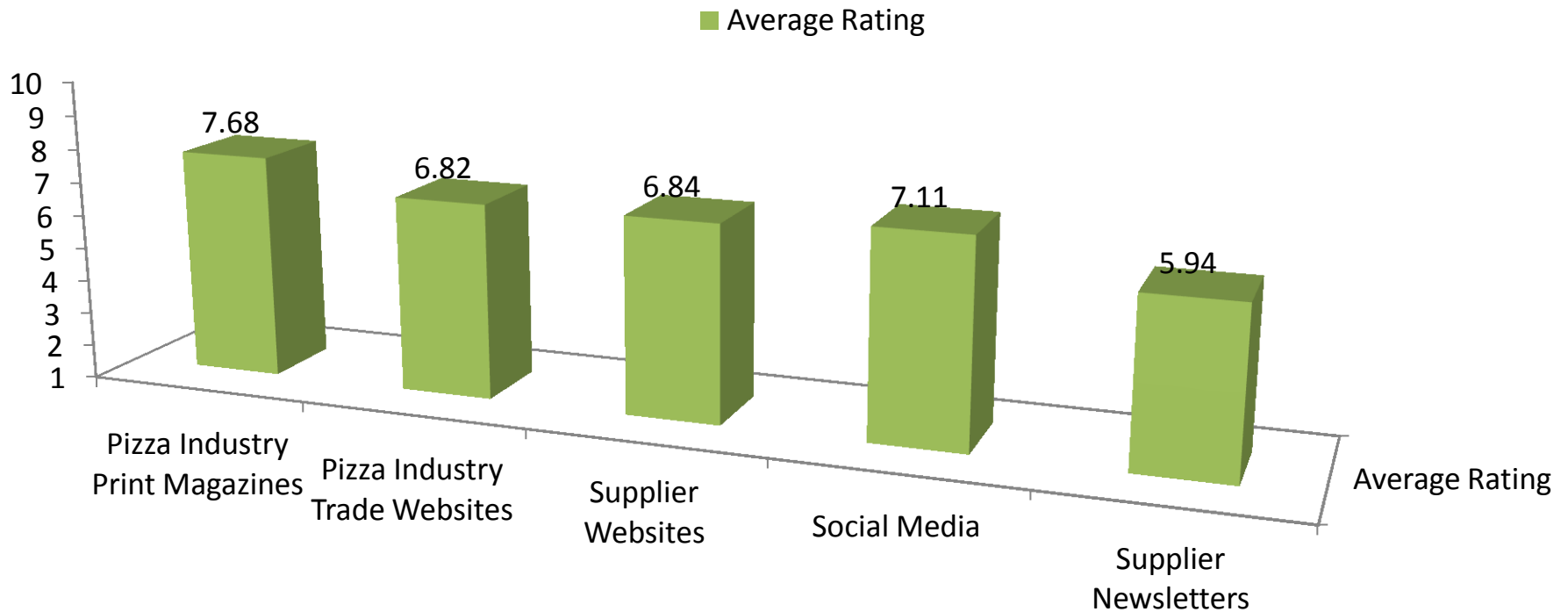
# % Breakdown of Respondents' Pizza Operations



# Job Title/Position



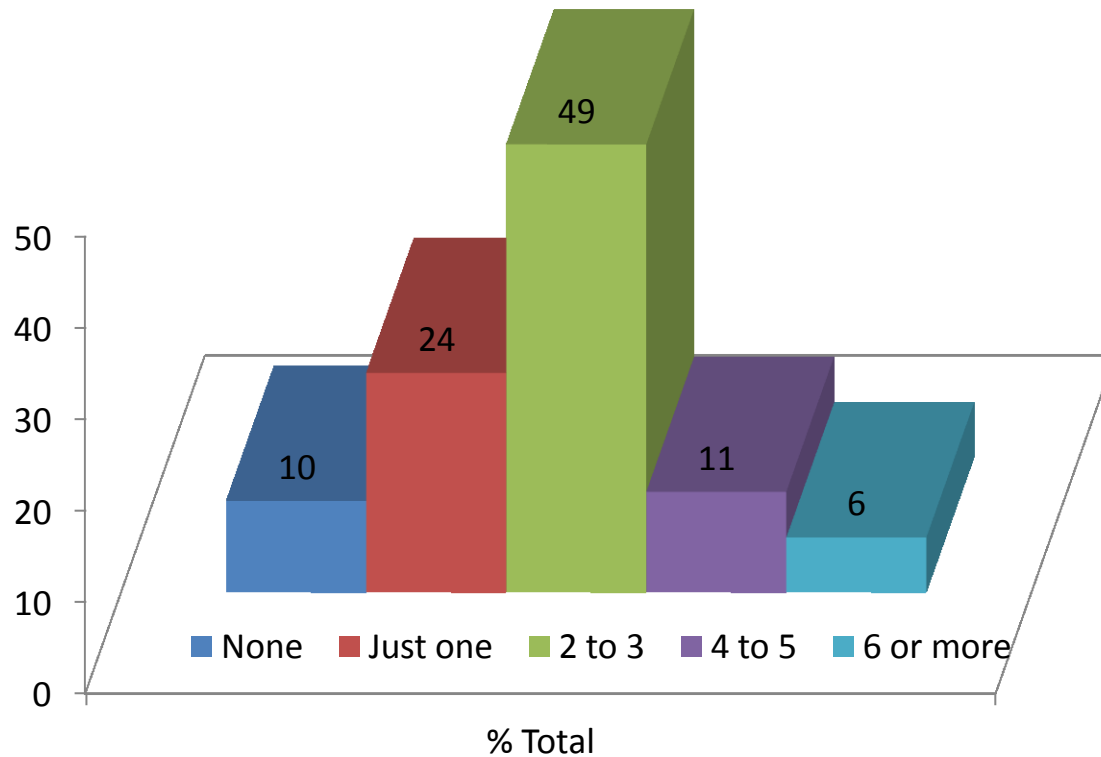
# Value Ratings: Pizza Industry Information Sources



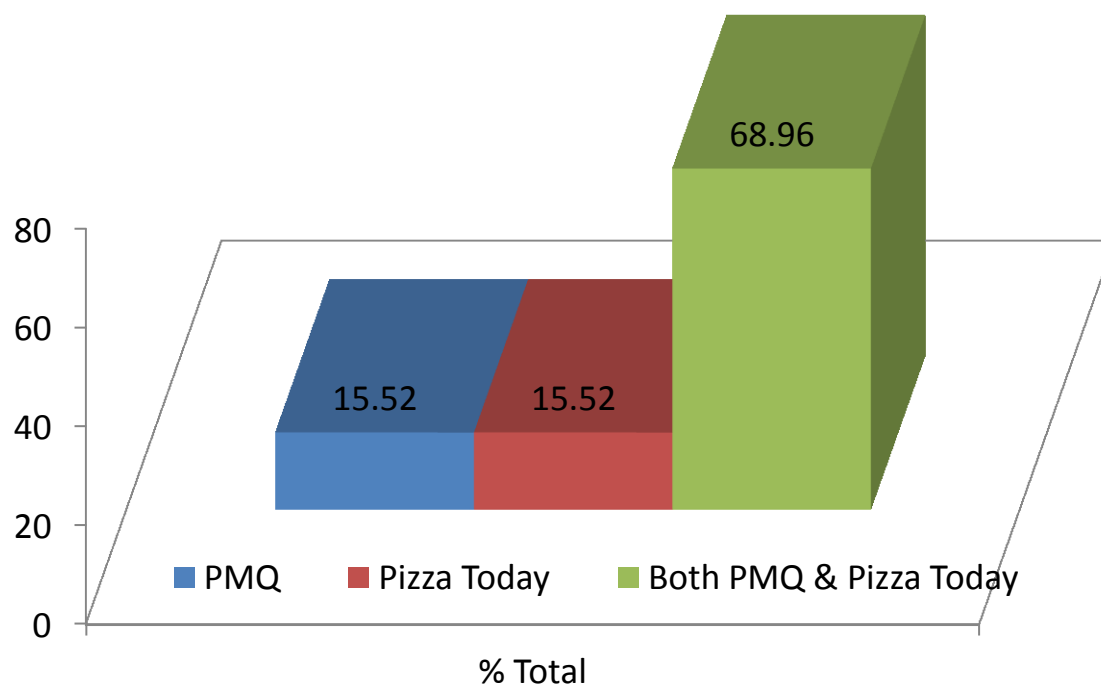
Question: Using a scale from 1 = Not Valuable At All and 10 = Very Valuable, rate the value to you of each of the following information sources.

# How many share your pizza magazine copy?

Average of 2.9 readers per magazine copy



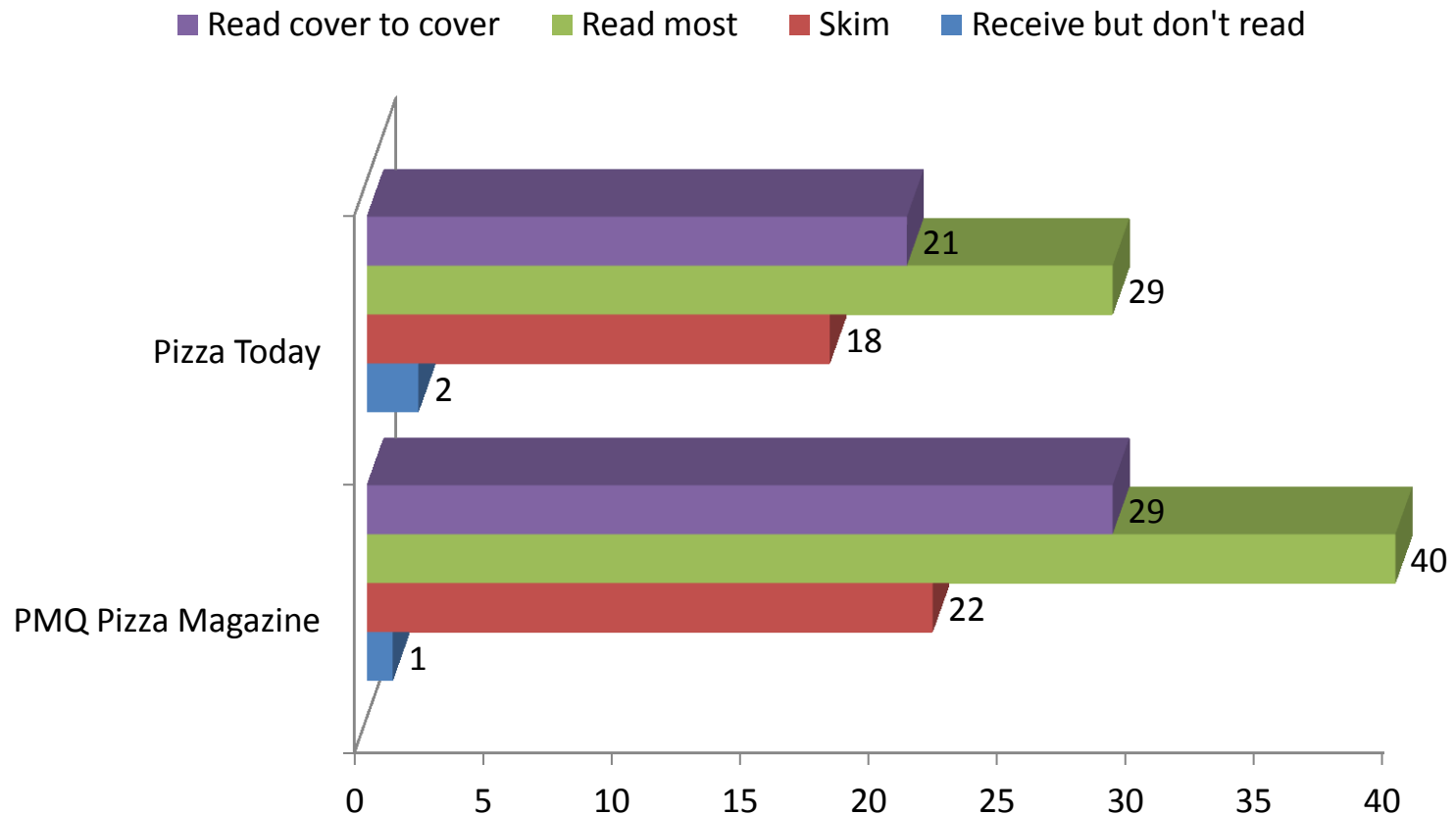
# Do you receive the following print magazines?



\*Of those receiving any pizza magazine, 68.96% received both magazines. Based on both magazines having an audited circulation of 40,000 per issue, the number of remaining unique circulation can be surmised.

# Pizza Print Magazine Readership

## How thoroughly do you read your pizza trade publications?

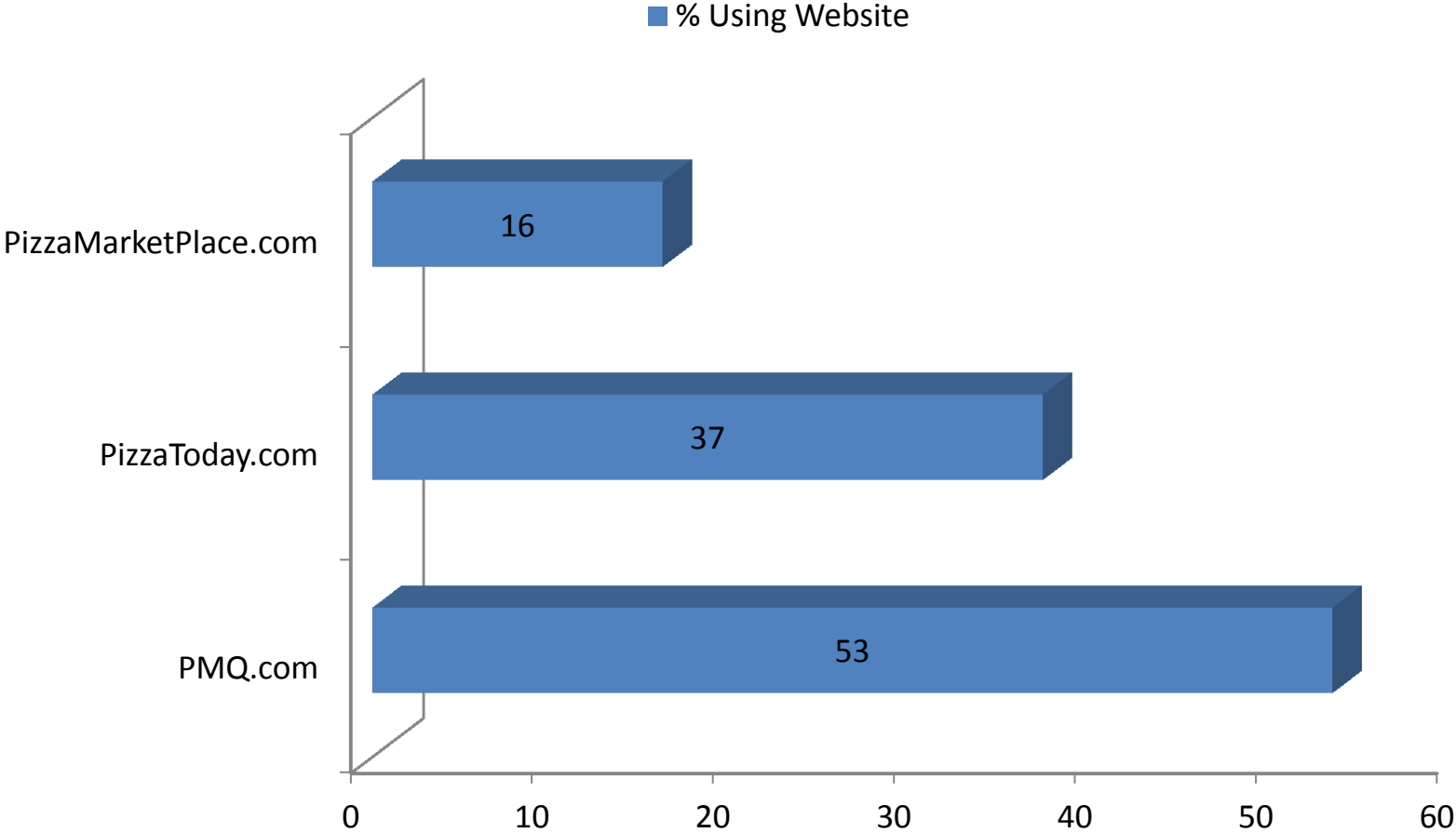


\*Question answer option "Don't Recall" was removed from graph for clarity. This accounts for the deviation from 100%.

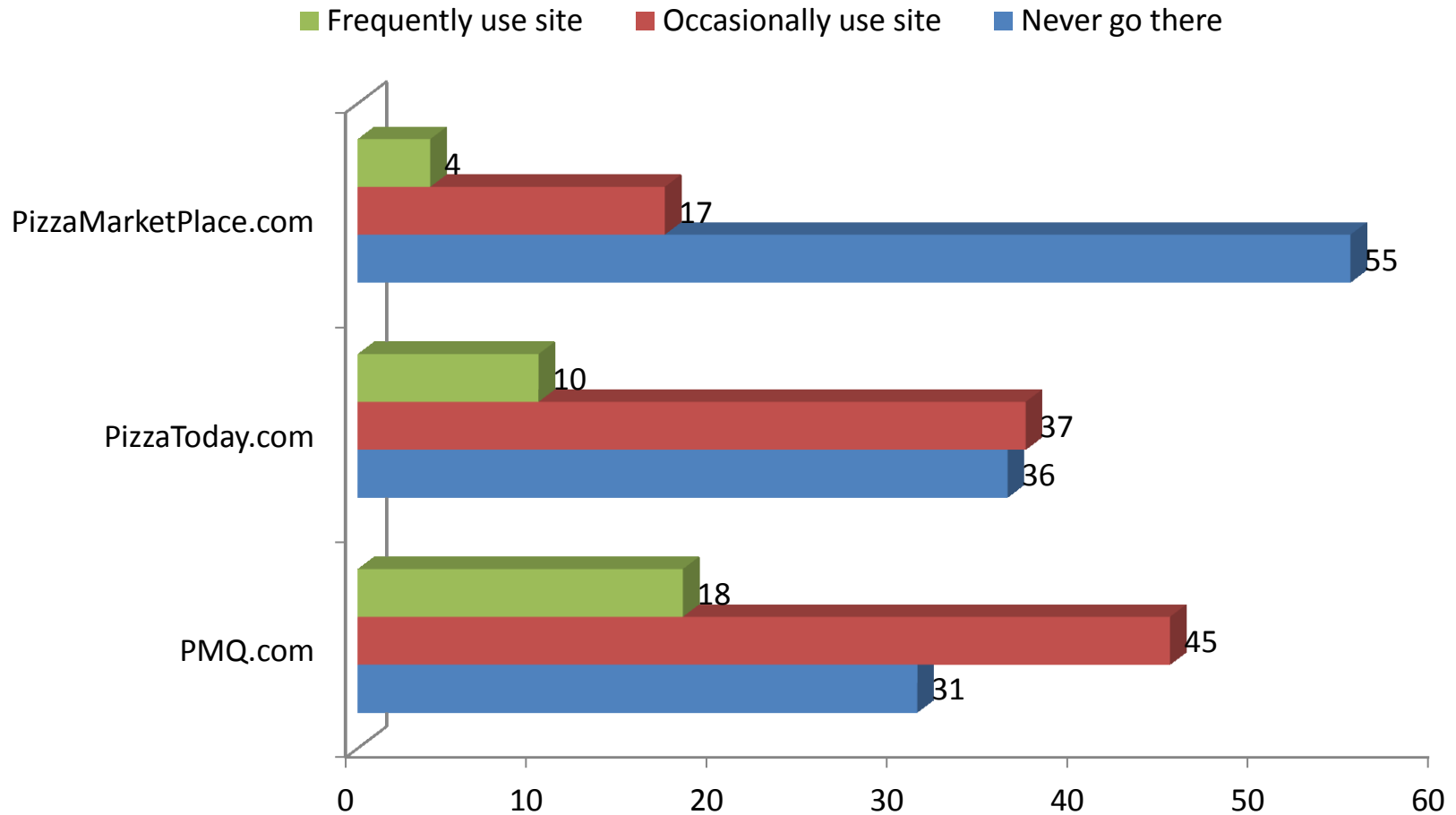




# Do you use the following pizza industry trade websites?



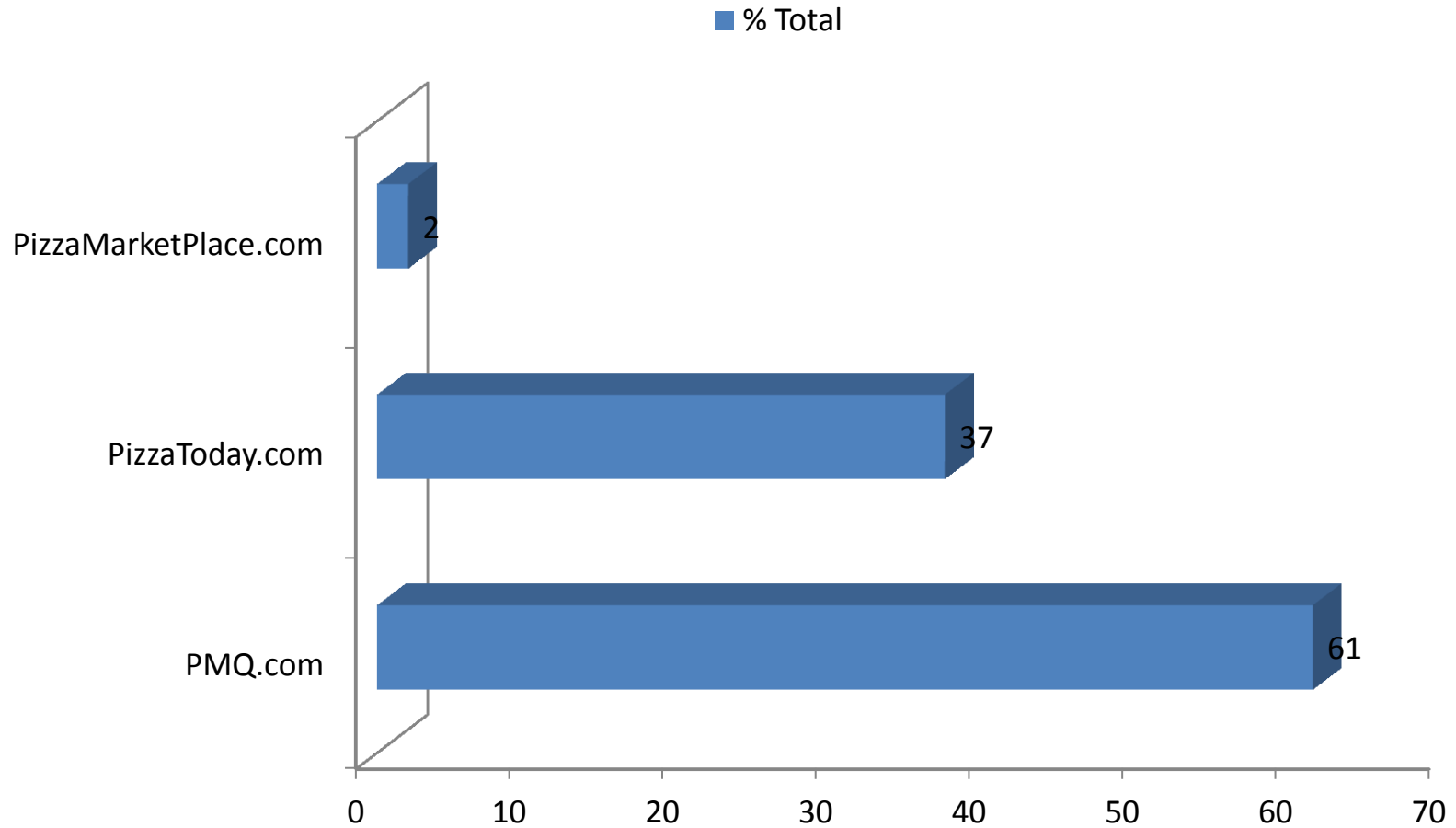
# With regard to the following websites, do you .....



\*Question answer option "Don't Recall" was removed from graph for clarity. This accounts for the deviation from 100%.



# Where do you most likely go for pizza advice?



# Findings

- Print is still regarded highest in value as a pizza industry resource, followed closely by social media and industry websites.
- PMQ has a 69% overlap readership with Pizza Today.
- Pizza Magazines have an unusually large pass along rate of 2.9 readers.
- 60% look to PMQ.com for industry advice compared to 39% (collectively) looking to Pizza Today and Pizza Marketplace.