2015 Pizza Industry Media Preference Survey
Summary Report
Prepared for

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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

- Independent Operator: 63%
- Franchise Operator: 12%
- Chain Operator: 4%
- Manufacturer - Supplier: 8%
- Dealer - Distributor: 4%
- Chef - Educator - ...: 2%
- Future Pizza Operator: 3%
- Other: 6%

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Job Title/Position

- Owner - President - CEO: 69%
- Manager: 15%
- Marketing Manager - Director: 7%
- Industry Vendor: 3%
- Other: 9%
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

- None: 10%
- Just one: 24%
- 2 to 3: 49%
- 4 to 5: 11%
- 6 or more: 6%
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?

- Read cover to cover
- Read most
- Skim
- Receive but don't read

**Pizza Today**
- Read cover to cover: 21
- Read most: 29
- Skim: 18
- Receive but don't read: 2

**PMQ Pizza Magazine**
- Read cover to cover: 29
- Read most: 40
- Skim: 22
- Receive but don't read: 1

*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?

- PizzaMarketPlace.com: 16%
- PizzaToday.com: 37%
- PMQ.com: 53%

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

PizzaMarketPlace.com
- Frequently use site: 4
- Occasionally use site: 17
- Never go there: 55

PizzaToday.com
- Frequently use site: 10
- Occasionally use site: 37
- Never go there: 36

PMQ.com
- Frequently use site: 18
- Occasionally use site: 45
- Never go there: 31

*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?

- PMQ.com: 61%
- PizzaToday.com: 37%
- PizzaMarketPlace.com: 2%
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.