



***View from 30,000 feet: Key Trends & Sourcing Practices
Market Research Project, December '12 – January '13***

PBI Survey Questions

1. How many years' experience as a print sourcing professional do you have?

- | | |
|------------------|---------|
| Less than 1 year | 11 – 15 |
| 1 – 5 | Over 15 |
| 6 – 10 | |

2. Where do you currently work, within your organization?

- | | |
|------------------------|----------------|
| Marketing | Publications |
| Purchasing/Procurement | Communications |
| Design/Creative | Other _____ |

3. What is your job title?

- | | |
|--------------------|-------------|
| Print buyer | Designer |
| Production manager | Other _____ |

4. What is the approximate value of your organization's annual print spend?

- | | |
|---------------------------|----------------------------|
| Under \$100,000 | \$5 million - \$10 million |
| \$100,000 - \$500,000 | Over \$10 million |
| \$500,000 - \$1 million | I don't know |
| \$1 million - \$5 million | |

5. Of all the commercial printing you source, what's the approximate split of projects between offset and digital?

100% offset	25/75 offset/digital
100% digital	10/90 offset/digital
90/10 offset/digital	25/75 offset/digital
75/25 offset/digital	I don't know
50/50 offset/digital	

6. Using 2010 as a base year, what happened to the volume of print you/your organization bought in 2011?

It went up
 It went down
 It was static
 I don't know

7. Using 2011 as a base year, what happened to the volume of print you/your organization bought in 2012?

It went up
 It went down
 It was static
 I don't know

8. What do you expect will happen with the volume of print you/your organization will buy in 2013?

It will go up
 It will go down
 It will remain static
 I don't know

9. How many print buying professionals worked in your organization in 2010:

None
 1
 2 – 5
 6 – 10
 More than 10

10. How many print buying professionals worked in your organization in 2011:

None

1

2 – 5

6 – 10

More than 10

11. How many print buying professionals do you think will be working in your organization in 2013:

None

1

2 – 5

6 – 10

More than 10

12. How do you select a print provider for your DIGITAL printing/services needs? Check all that apply:

Company reputation

Referrals by others

Satisfaction with previous
products/services

Particular equipment

Specific services/products offered

Other _____

13. How do you select a print provider for a NEW application? Check all that apply:

Start with my existing printer

Through a trial process and evaluation

Network for recommendations

Other _____

Search online

14. What value-added services are you looking for in a print/marketing services provider?**Please check all that apply:**

Ability to do a cross-media campaign

Web-to-print capabilities

PURLS, QR Codes and/or mobile marketing capabilities

Mail and fulfillment

Integrated video

Social media services

Personalized printing capabilities

Other _____

15. As a print buyer, I consider expertise in color management from my print vendor to be:

Extremely important

Important

Not important

Why? _____

16. If color management is important or extremely important to you, do you select a qualified print vendor based on certification? Check all that apply:

G7

FOGRA

GRACoL

No

Other _____

17. What is the most common way by which you submit purchase orders to print providers?

Hand deliver them

Ordering takes place on my company's web site and goes to my vendors

Email them

Phone them in

Ordering takes place online via printers' sites

Other _____

18. How important is it that orders to your print providers be integrated with your organization's procurement software?

Essential

Somewhat important

Nice but not necessary

Not important at all

19. What, if anything, will change dramatically in the way you do business with printers and sourcing printed materials in 2013?

20. Any miscellaneous comments?

I distributed this survey online in December 2012. There were 162 respondents who remained anonymous. The full report is a 40-page PDF available for purchase on my web site at www.printbuyersinternational.com. For more information, please get in touch at 617-730-5951 or via mdana@printbuyersinternational.com.



Margie Dana

January 2013