

Geographic Breakdown

| | |
|---------------|--------|
| North America | 41,624 |
| India | 20,928 |
| Europe | 12,233 |
| Other | 566 |
| Total emails | 82,622 |

Job Location

| | |
|----------------------|--------|
| Academic Research | 20,723 |
| Government | 4,406 |
| Private Industry | 8,553 |
| Research Institution | 2,229 |
| Other | 1,171 |

Job Title

| | |
|--|-------|
| Laboratory Director/Manager/Supervisor | 7,227 |
| Laboratory Technician | 1,852 |
| Purchaser Director/Manager/Supervisor | 503 |
| Research Scientist | 9,736 |
| Other | 5,873 |

Combined Demographic Groupings

| | |
|-------------------------------------|--------|
| Diagnostics | 10,411 |
| Drug Discovery / Clinical Trials | 20,058 |
| Environmental | 14,383 |
| Food-Beverage | 11,514 |
| Forensics | 10,233 |
| Informatics-LIMS | 9,677 |
| Life Science | 19,217 |
| Materials Testing & Research | 11,451 |
| Optics Image Analysis / Microscopy | 12,449 |
| Petrochemicals | 8,886 |
| Pharmaceutical | 15,064 |
| Separation Science / Chromatography | 18,239 |
| Spectroscopy | 18,558 |

**Groupings are users grouped based on work areas, disciplines, job title, etc.*

September 2011: All breakdowns other than geographic are for North American users.
Contact your account manager for state and country breakdowns. Numbers are subject to change.

Products

Life Sciences & Other Products

| | |
|------------------------------|-------|
| Cell/Tissue Culture Products | 3,623 |
| DNA Synthesizers | 526 |
| Electrophoresis | 4,094 |
| Immunoassay Equipment | 1,320 |
| Microplate-Devices | 1,542 |
| Microscopes | 3,592 |
| PCR-Kits | 1,620 |
| Protein Synthesizers | 767 |
| Spectrophotometers UV-VIS | 1,043 |
| Titration | 439 |

Chromatography Products

| | |
|----------------------|-------|
| Gas | 1,696 |
| HPLC Systems | 2,016 |
| Ion | 883 |
| Liquid | 1,965 |
| Low Pressure Systems | 1,148 |
| Total emails | 6,283 |

Spectroscopy Products

| | |
|----------------|-------|
| AA | 951 |
| FTIR | 1,148 |
| ICP | 754 |
| Mass | 1,582 |
| Mass MALDI-TOF | 1,742 |
| Total emails | 3,554 |

Work Area

| | |
|-----------------------------------|-------|
| Bioprocessing | 5,146 |
| Chemicals | 6,677 |
| Diagnostics | 3,619 |
| Drug Discovery | 3,346 |
| Environmental Research & Analysis | 6,313 |
| Food | 2,981 |
| Forensics | 1,338 |
| Genetic Technology | 547 |
| Genomics | 1,862 |
| HT Screening | 1,368 |
| Hospital Laboratory | 2,677 |
| Materials Testing | 4,711 |
| Neuroscience | 949 |
| Nuclear | 1,133 |
| Pharmaceuticals | 4,859 |
| Proteomics | 487 |
| QA/QC | 1,499 |
| University | 1,831 |

September 2011: All breakdowns other than geographic are for North American users. Contact your account manager for state and country breakdowns. Numbers are subject to change.

Discipline

| | |
|----------------------------------|--------|
| Biochemistry | 5,036 |
| Bioinformatics | 2,282 |
| Biology | 3,956 |
| Biophysics | 636 |
| Biotechnology | 2,708 |
| Botany | 2,152 |
| Cell-Biology | 2,442 |
| Combined Chemistry | 15,342 |
| Chemistry: Analytical | 5,729 |
| Chemistry: Bioanalytical | 2,105 |
| Chemistry: Clinical | 2,368 |
| Chemistry: Inorganic | 2,246 |
| Chemistry: Organic | 2,991 |
| Chemistry: Physical | 2,095 |
| Chemistry: Polymer | 1,315 |
| Clinical Diagnostics | 2,431 |
| Engineering: Chemical | 1,462 |
| Engineering: Other than Chemical | 1,712 |
| Genetics | 2,274 |
| Immunology | 1,542 |
| Microbiology | 2,361 |
| Molecular Biology | 2,545 |
| Pathology | 377 |
| Pharmacology | 1,469 |
| Toxicology | 742 |
| Virology | 398 |
| Other | 2,870 |

September 2011: All breakdowns other than geographic are for North American users. Contact your account manager for state and country breakdowns. Numbers are subject to change.