

## Readership profile:

<b>Working area:</b>	<b>Percentage of readership:</b>
Telecom	40%
Automotive	8%
Medical	7%
Defence	14%
Industrial manufacturing	24%
Others	7%

<b>Profession/job:</b>	<b>Percentage of readership</b>
Design engineer	55%
Production management	14%
Sales/marketing	10%
Supply	9%
R&D	6%
Education	4%
Others	2%

### Relevant facts:

- 68% of the readers read Elektroniktidningen at home
- 81% of the readers would definitely miss Elektroniktidningen if it wouldn't be published
- 46% of the readers read Elektroniktidningen the same day it arrives
- 99% of the readers find Elektroniktidningen reliable and up-to-date

Source: ANROP 2004