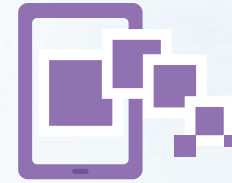
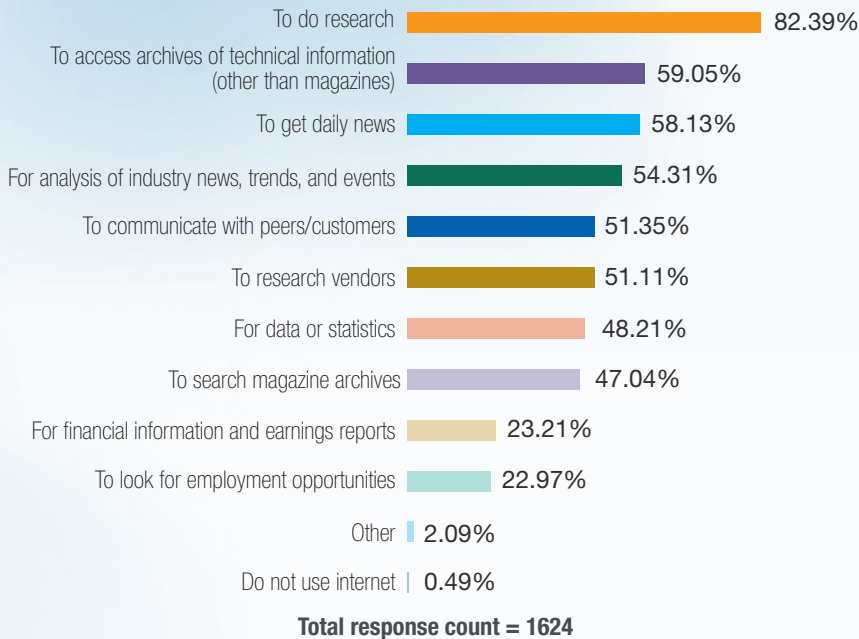


*Chemical Engineering* emailed a survey to gain insights into *Chemical Engineering's* audience in March 2018. Using a random sample of 1,624 *Chemical Engineering* digital and print subscribers, the following information was derived.

## Readers indicated how they use the internet for their jobs



**93%** of readers receive and read work-related e-newsletters

**49%** receive e-newsletters daily (4% increase from last year)

**40%** receive e-newsletters weekly

**11%** receive e-newsletters monthly

Readers ranked the usefulness of the following information sources in order to stay informed about the chemical process industries

- 1 Search engines (Google, Yahoo, Bing, Ask, etc.)
- 2 Digital magazines
- 3 Websites
- 4 E-newsletters
- 5 White papers
- 6 Webinars
- 7 In person trade shows/conferences
- 8 Videos
- 9 Virtual trade shows/conferences
- 10 RSS feeds or "Alerts"
- 11 Podcasts
- 12 Blogs
- 13 Social media (Facebook, Twitter, LinkedIn, Google+, etc.)



**87%** of readers use a smart phone (or device) for work-related information (4% increase from last year)

**50%** use an Android **37%** use an iPhone



**83%** of those readers use their device to check email

**50%** of readers use their Android



**98%** of readers that have experienced re-targeting took action: **30%** went back to purchase and **69%** went back to view the product.



**95%** of readers said *Chemical Engineering's* website is important to their jobs

**73%** of readers plan to attend a webinar in the next 12 months

**53%** of readers participate in online training

## SURVEY DEMOGRAPHICS

### Industry

Answer Options	Response Percentage
Engineering and design services	35.86%
Industrial organic or inorganic chemicals	12.14%
Petroleum refining	9.31%
Education	6.62%
Plastics and synthetic resins	4.41%
Water treatment	4.21%
Power generation/storage	4.14%
Other/Specialty chemical	3.86%
Food and beverages	2.76%
Pharmaceuticals	2.34%
Pulp and paper	1.03%
Other	13.31%

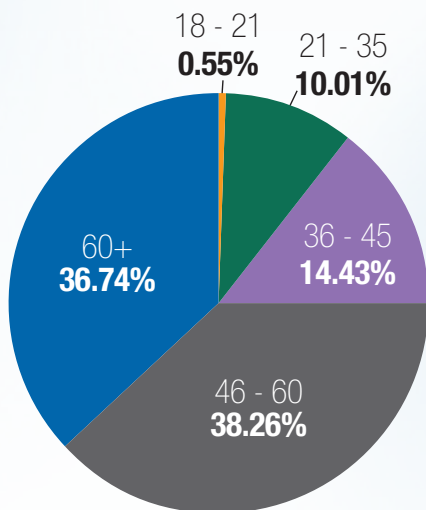
Total response count = 1450

### Title

Answer Options	Response Percentage
Engineering	39.20%
Consultant	15.80%
Corporate management	13.39%
Plant operations/production management	9.87%
Technical director	7.73%
Professor	5.73%
Maintenance	1.31%
Other	6.97%

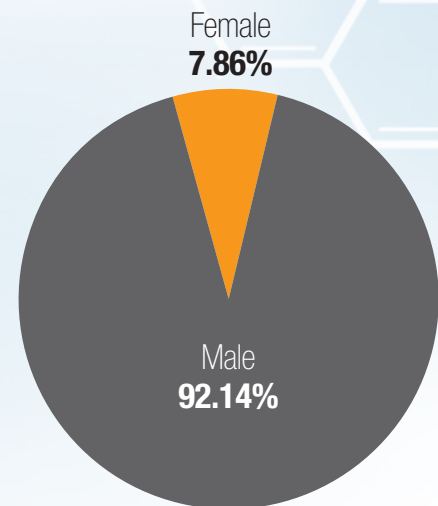
Total response count = 1449

### Age



Total response count = 1448

### Gender



Total response count = 1438

*Chemical Engineering* offers a wide range of digital opportunities to put your marketing message in front of this important audience and drive traffic to your own website. **Learn more at [chemengonline.com/mediakit](http://chemengonline.com/mediakit)**

*Custom digital packages are available to fit your needs and budget. Contact your sales representative today to learn more.*

**Jason Bullock**

[jbullock@chemengonline.com](mailto:jbullock@chemengonline.com)

713-974-0911

**Terry Davis**

[tdavis@chemengonline.com](mailto:tdavis@chemengonline.com)

404-634-5123

**Petra Trautes**

[ptrautes@accessintel.com](mailto:ptrautes@accessintel.com)

+49 69 58604760