

Subscriber Profile - As of March 2011*

Issues served 51,123

Job Function (check only one)	Current Total	%
Corporate/General Management	10,865	21.25%
Design Engineer	7,544	14.76%
Engineering Management	5,070	9.92%
Architect Lighting Designer	826	1.62%
Lighting Specifier	1,300	2.54%
Product Engineering & Manufacturing	5,219	10.21%
End User of LED Products	4,530	8.86%
Product System Design	2,508	4.91%
Corporate R & D	3,487	6.82%
Investment/Financial	1,066	2.09%
Purchasing	2,556	5.00%
Research (Academic, Government)	3,754	7.34%
Test, Measurement, Quality Control	1,412	2.76%
Other	986	1.93%
No Answer	0	0.00%
Unknown	0	0.00%
Total	51,123	100.00%

Organization/ Business (check only one)	Current Total	%
Architect/Lighting Designer/Specifier	5,655	11.06%
Display Manufacturer	1,976	3.87%
Distributor	5,342	10.45%
Drivers & Power Supplies	1,948	3.81%
Education	3,195	6.25%
End User of LED Products	6,175	12.08%
Government	1,628	3.18%
LED Chip Manufacturer	1,252	2.45%
LED Manufacturer	2,850	5.57%
Light Engineer/LED Module Supplier	2,277	4.45%
Lighting Installer	1,901	3.72%
Lighting Manufacturer	5,803	11.35%
OEM that Integrates LED Products	4,967	9.72%
Optical Design & Integration	2,578	5.04%
Test Services, Equipment	2,356	4.61%
Other	1,220	2.39%
No Answer	0	0.00%
Unknown	0	0.00%
Total	51,123	100.00%

Technologies (check all that apply)	Current Total	%
Patents & Licensing	10,729	20.99%
White LEDs & Color Mixing	28,411	55.57%
Packaging & Optics	15,449	30.22%
High-Power LEDs, Arrays & Modules	29,301	57.31%
Drives & Control	20,812	40.71%
Test, Measurement & Standards	15,266	29.86%
Chip Design & Manufacturing	8,480	16.59%
OLEDs	10,472	20.48%
Other	8,248	16.13%
No Answer	3	0.01%
Total Respondents	51,120	99.99%

Application (check all that apply)	Current Total	%
General Lighting	33,746	66.01%
Entertainment & Decorative Lighting	19,802	38.73%
Architectural Lighting	22,026	43.08%
Signs & Displays	19,527	38.20%
Vehicles	12,168	23.80%
Mobile Appliances	9,371	18.33%
Signals	11,086	21.68%
Industrial & Medical	18,128	35.46%
Backlighting & Projections	14,335	28.04%
Other	5,183	10.14%
No Answer	4	0.01%
Unknown	0	0.00%
Total Respondents	51,119	99.99%

Information of Interest (check all that apply)	Current Total	%
Applications	38,877	76.05%
Business	24,190	47.32%
Design Techniques/Hands-on	26,963	52.74%
Energy Efficiency & Sustainability	32,013	62.62%
Events News & Reports	20,974	41.03%
Financial	14,442	28.25%
Market Research	24,112	47.16%
Products	38,424	75.16%
Technology	38,940	76.17%
Other	2,632	5.15%
No Answer	6	0.01%
Unknown	28	0.05%
Total Respondents	51,117	99.99%

Purchase Influence (check all that apply)	Current Total	%
Assembly & Manufacturing Equipment	13,028	25.48%
Backlighting Modules	9,750	19.07%
Chip-on-Board Arrays	8,410	16.45%
Design/Engineering Services	13,587	26.58%
Displays	14,637	28.63%
Driver ICs	14,268	27.91%
Drivers & Controllers	17,472	34.18%
Encapsulates, Gels, Bonding Materials	7,063	13.82%
Epitaxial Equipment & Materials	3,739	7.31%
Epitaxial Wafers	3,317	6.49%
Insulated Metal Substrates	3,983	7.79%
LED Chips	18,910	36.99%
LED Packages (White, RGB, SMT, Etc)	23,644	46.25%
Light Engines & Modules	16,472	32.22%
Lighting Fixtures	20,484	40.07%
OLED Displays	9,213	18.02%
OLED Materials & MFG Equip	5,866	11.47%
Optical Design Software & Services	9,624	18.83%
Optics, Lenses, Diffusers	14,683	28.72%
PCBs & Heat Sinks	12,758	24.96%
Phosphors	5,042	9.86%
Power Suppliers	18,217	35.63%
Signs, Channel Letters	7,502	14.67%
Surface Mount LEDs	17,570	34.37%
Test & Measurement Equipment	13,697	26.79%
None of the Above	4,678	9.15%
No Answer	6	0.01%
Unknown	0	0.00%
Total Respondents	51,117	99.99%

Geographic Breakdown	Current Total	%
Asia	11,644	22.78%
Middle East	1,731	3.39%
Europe	11,306	22.12%
Africa	804	1.57%
N. America	22,653	44.31%
Caribbean	212	0.41%
C. America	92	0.18%
S. America	1,681	3.29%
Asia Pacific (Oceania)	1,000	1.96%
No Answer	0	0.00%
Unknown	0	0.00%
Total	51,123	100.00%

Source (cycle is based on Nov)	Current Total	%
1-yr Direct Request	4,915	9.61%
2-yr Direct Request	22,338	43.69%
3-yr Direct Request	14,893	29.13%
3+ yr Direct Request	8,977	17.56%
Total	51,123	100.00%



*Publisher's Own Data
Not BPA Audited