



ICIS.com

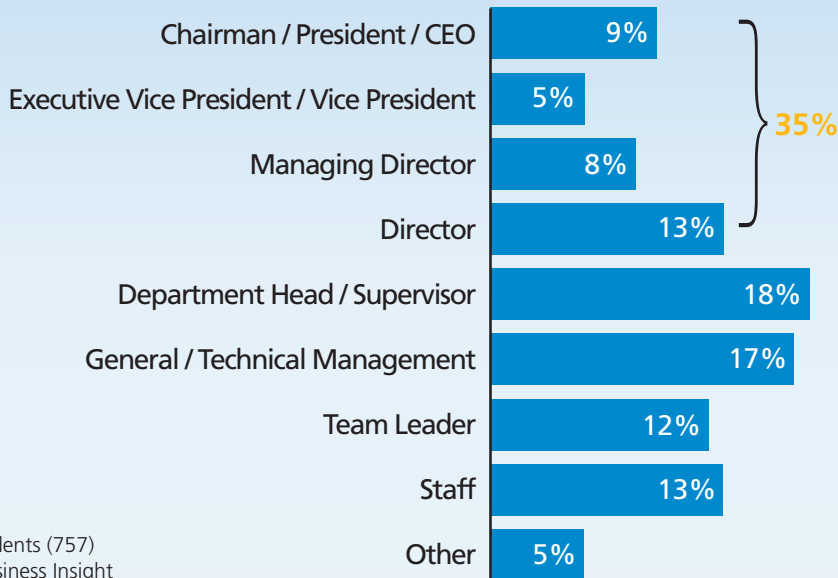
Visitor Demographics

Who our visitors are

- 75% of visitors have purchasing responsibilities within their organisation
- 35% of the visitors are director level and above.

Status

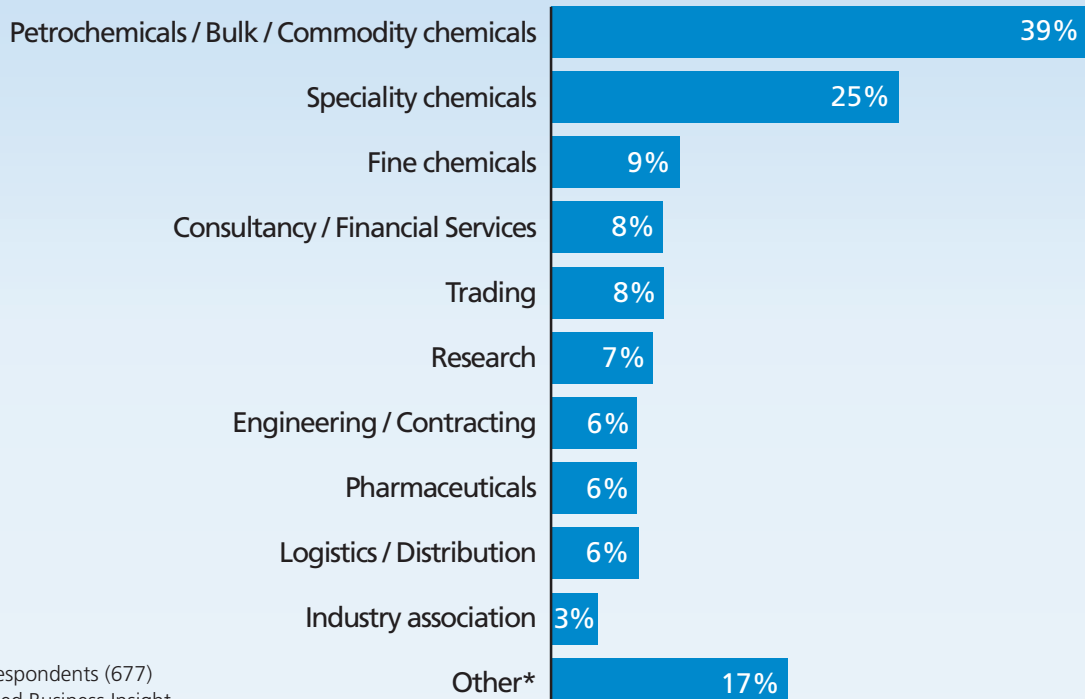
Which of the following best describes your status within the organisation?



Base: All respondents (757)
Source: Reed Business Insight

Main activity of organisation

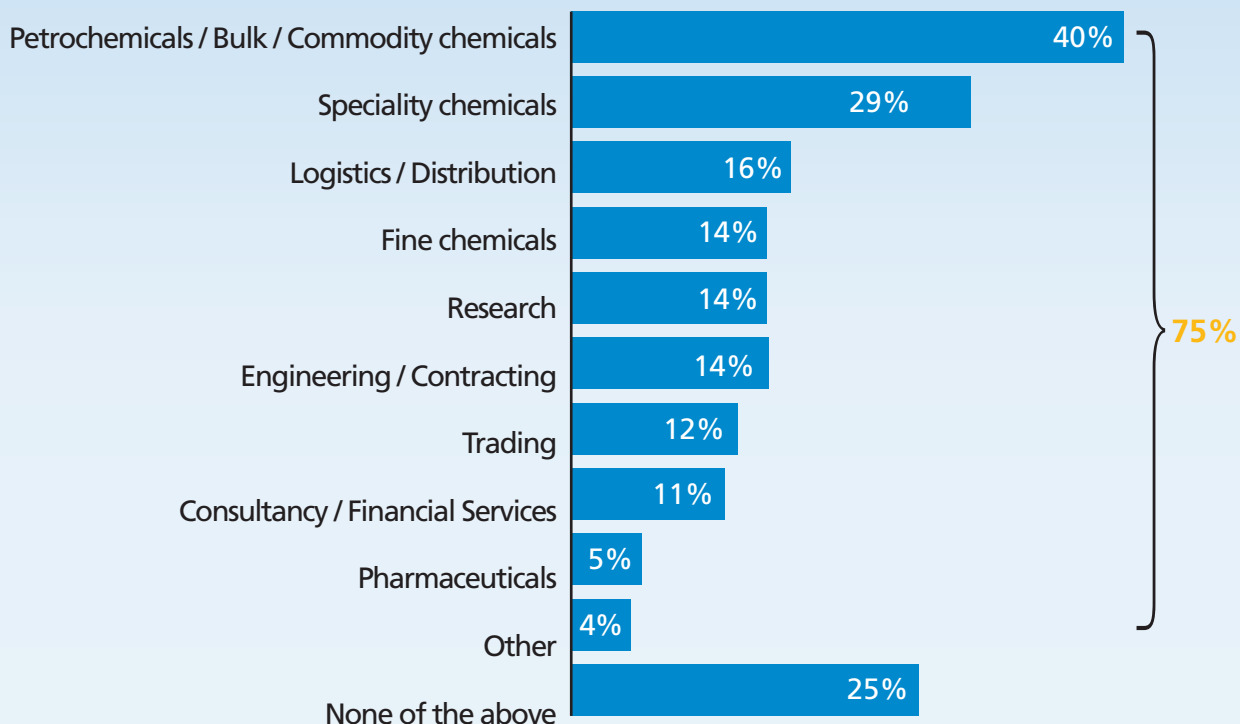
Which of the following best describes the activity of your company?



Base: All respondents (677)
Source: Reed Business Insight

Purchasing responsibility

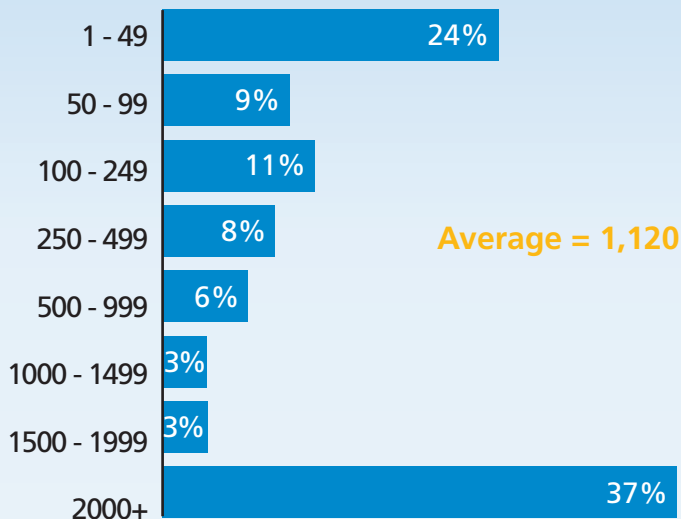
Do you have purchasing responsibility or influence for any of the following products and services?



Base: All respondents (677)
Source: Reed Business Insight

Size of organisation

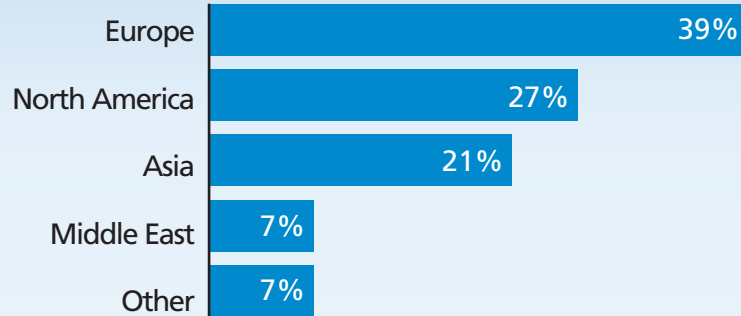
How many people does your company employ (in the whole organisation)?



Base: All respondents (554)
Source: Reed Business Insight

Regions based in

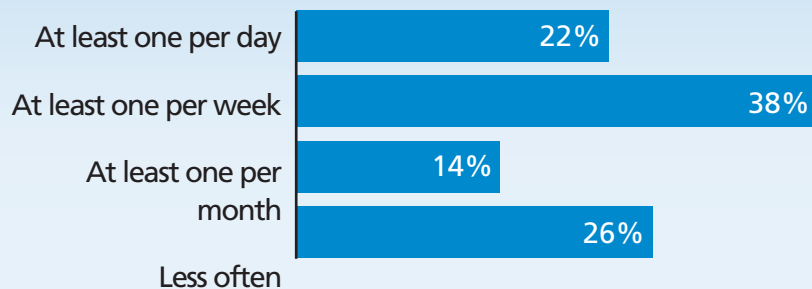
What region are you based in?



Base: All respondents (393)
Source: Reed Business Insight

Frequency of visiting icis.com

How often do you visit ICIS.com?



Base: All respondents (558)
Source: Reed Business Insight

Daily = 22% / Weekly = 60%

What our visitors think of icis.com

Visitors think that icis.com is...

- **Trustworthy 98%**
- **Market leading 94%**
- **Essential to my business 80%**
- **Authoritative 84%**
- **91% of visitors rated icis.com good or excellent!**
- **If icis.com visitors could use only one site, 74% would select icis.com**

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