

# CHEMINDUSTRY.COM

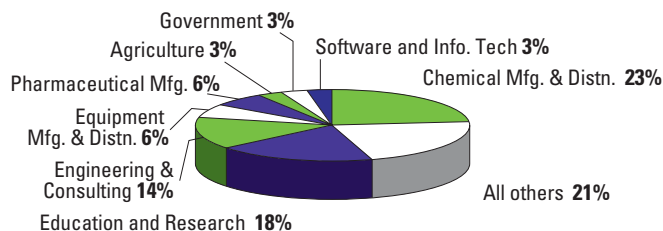
## AUDIENCE DEMOGRAPHICS

### Our Audience and Why They Visit the Site

ChemIndustry.com is a worldwide directory and search engine for the Chemical and related industries. The site serves over 400,000 visitors per month who benefit from over 2 million pages of information. But who are these visitors, where do they come from and why do they regularly visit ChemIndustry.com? To answer these questions, a survey of ChemIndustry.com visitors was conducted recently and the results are summarized below.

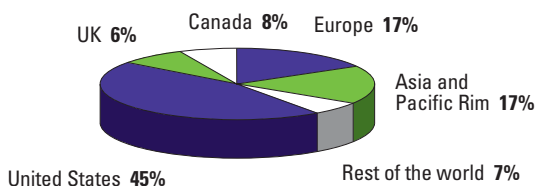
### I. Industry Distribution

ChemIndustry.com users cover the worldwide spectrum of chemistry/chemical engineering. The largest industry represented is chemical manufacturing and distribution at 23% of our monthly visitors. Next are from education and research at 18%, followed by engineering and consulting at 14%. The total distribution is shown on the chart below.



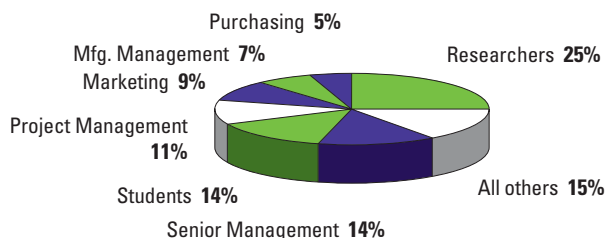
### II. Geographic Distribution

ChemIndustry provides a global service to our users with 53% in the United States and Canada, and 23% in the UK and Europe. See total distribution below.



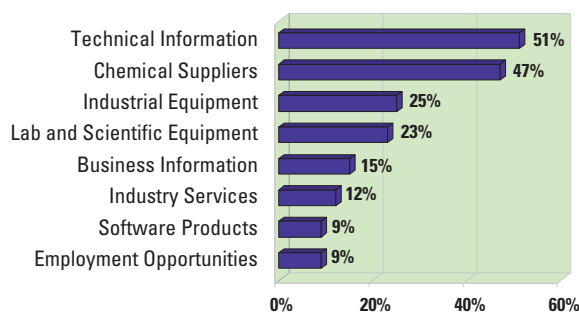
### III. Job Function Distribution

ChemIndustry.com users are professionals with over 30% total in management positions, and 25% as scientists or researchers. The total distribution is shown below.



### IV. User Interest Distribution

ChemIndustry.com addresses a wide range of information needs among our users. The cross-section of our user interest in our site is shown on the chart below.



Noteworthy, also, is the fact that the ChemIndustry.com audience is loyal and dependent on the site with over 20% visiting the site for information more than once per week. ChemIndustry.com is constantly updating its information base to enhance the power of the site for our global users to help them daily in their decision-making and more proficient in their professions.

**Methodology:** An on-line survey was employed to gather the demographic data for this study. The period for this survey was October 14 - November 12, 2004 and the total respondents were 902.