

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008**

(Including Supplementary and Unit Data)

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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Reed Business Information
225 Wyman Street
Waltham, MA 02451
Tel.: (781) 734-8175
Fax: (781) 290-3175
www.designnews.com

Official Publication of: None
Established: 1946
Issues Per Year: 18



FIELD SERVED

Design News serves the design engineering function as shown in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals who perform a design engineering or engineering management function as shown in paragraph 3a.

PURPOSE:

Included herein are supplementary analyses of multiple products approved or specified and of the multiple industries designed for by the qualified recipients.

DEFINITION OF A UNIT:

A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	560
Advertiser and Agency _____	1,791
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	133
All Other _____	1,264
TOTAL	3,748

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	170,103	100.0	170,103	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	170,103	100.0	170,103	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July 14 _____	956	902	148,393	21,513			170,056	October 20 ____	673	695	146,235	23,890			170,125
August 11 _____	1,188	1,249	147,507	22,610			170,117	November 3 ___	520	517	146,014	24,108			170,122
September 1 _____	721	724	147,036	23,084			170,120	November 17 __	277	265	145,973	24,137			170,110
September 22 ____	1,020	1,003	146,585	23,518			170,103	December 8 ____	746	706	145,792	24,278			170,070
October 6 _____	337	337	146,364	23,739			170,103	TOTAL	6,438	6,398					

*Analyzed Issue

LAST CHANCE TO RENEW!

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A I wish to continue receiving my **FREE** subscription to *Design News* magazine. YES! No

→ **X**
YOUR SIGNATURE (REQUIRED) _____ DATE _____

B *Design News* is available in either Print or Digital editions. Which edition of *Design News* would you like to receive?

- Digital Edition (Please provide email address above)
- Print Edition

C What is the total number of employees at this location:

- 10 1,000 or more
- 11 500-999
- 12 250-499
- 13 100-249
- 14 50-99
- 15 20-49
- 16 15-19
- 17 10-14
- 18 1-9

D Which of the following categories best describes your engineering functions? (Check all that apply)

- 31 Project/Engineering Management (engaged in Supervision of individuals performing any of the functions listed below)
- 23 Product or System Design Engineering
- 24 Design of Equipment for In-Plant Use
- 25 Research & Development Design Related Functions
- 26 Testing & Evaluation (Materials, Components or Products)
- 27 Standards
- 28 Reliability Assurance
- 29 Quality Control
- 30 Other Design Engineering Function
- 32 Other Job Function
- 33 Engineering Library

E From the above engineering functions, which would you consider to be your **PRIMARY** function?

34/ _____ (Insert code 23-33)

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F For which of the following manufacturing industries do you perform design engineering or related functions? (Check all that apply)

- 60 Automotive/Transportation Industry
- 61 Construction or Agricultural Equipment Manufacturing
- 62 Aircraft, Aerospace or Defense
- 63 Industrial Controls, Automation or Instrumentation
- 64 Computers, Systems or Peripherals
- 65 Electrical or Electronic Components or Sub-assemblies
- 66 Communications Systems and Equipment
- 67 Consumer Electronics or Appliances
- 68 Semiconductor Equipment
- 69 Medical, Healthcare or Scientific Industries
- 70 Food or Beverage Equipment or Machinery
- 71 Pharmaceutical or Chemical Equipment or Machinery
- 72 Packaging Equipment or Machinery
- 73 Other Industrial Equipment or Machinery
- 74 Fabricated Metal Products
- 75 Food, Beverage or Tobacco
- 76 Chemicals
- 77 Pharmaceuticals
- 78 Plastics or Rubber Products
- 79 Wood or Paper products, or Printing and Related Activities
- 80 Primary Metal or Nonmetallic Mineral Products
- 81 Contract Design/Systems Integration/Testing Labs
- 83 None of the above

G In the performance of your design function, do you approve or specify any of the following? (Check all that apply)

- 35 Electrical and Electronic Components
- 36 Fluid Power and Fluid Handling Devices
- 37 Power Transmission Components and Bearings
- 38 Motion Control/Automation
- 39 Fastening, Joining and Assembly Components
- 40 Ferrous and Nonferrous Metals
- 41 Plastics, Elastomers and Nonmetals
- 42 Laboratory or Production Test Equipment
- 43 CAD/CAM/CAE Software
- 44 Computer Hardware or Peripherals
- 53 None of the above

H Which of the following publications do you receive personally addressed to you by mail? (Check all that apply)

- 90 Machine Design
- 91 Designfax
- 92 Product Design & Development
- 93 None of the above

The publisher reserves the right to serve free subscriptions to only those individuals who meet the publication qualifications.



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3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 17, 2008									
Qualification Source	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. TOTAL - Personal direct request from the recipient: _____	128,574	41,536	-	145,973	24,137			170,110	100.0
a. Written _____	12,278	2,347	-	14,001	624			14,625	8.6
b. Telecommunication _____	59,797	34,789	-	90,626	3,960			94,586	55.6
c. Electronic _____	56,499	4,400	-	41,346	19,553			60,899	35.8
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Independent field reports _____	-	-	-	-	-			-	-
Licenses - National, State or Local Government _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	128,574	41,536	-	145,973	24,137			170,110	100.0
PERCENT	75.6	24.4	-	85.8	14.2			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 17, 2008						
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	145,973	24,137			-	170,110
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	145,973	24,137			-	170,110

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF NOVEMBER 17, 2008																	
State & Zip Code	Total Units	Percent	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Total Units	Percent	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine ___	224		401	38			439		320-349 Florida ___	2,863		4,637	686			5,323	
030-038 New Hampshire ___	635		1,238	150			1,388		SOUTH ATLANTIC		10,640	13.8	19,572	2,501		22,073	13.0
050-059 Vermont ___	184		383	55			438		400-427 Kentucky _	829		1,603	163			1,766	
010-027 Massachusetts ___	2,585		5,820	727			6,547		370-385 Tennessee	1,356		2,642	263			2,905	
028-029 Rhode Island ___	300		572	65			637		350-369 Alabama _	853		1,629	183			1,812	
060-069 Connecticut	1,374		3,021	329			3,350		386-397 Mississippi	337		663	50			713	
NEW ENGLAND	5,302	6.9	11,435	1,364			12,799	7.5	EAST SO. CENTRAL		3,375	4.4	6,537	659		7,196	4.2
100-149 New York _	3,810		7,921	903			8,824		716-729 Arkansas _	438		738	77			815	
070-089 New Jersey	2,445		4,573	549			5,122		700-714 Louisiana_	491		694	75			769	
150-196 Pennsylvania ___	3,618		7,241	887			8,128		730-749 Oklahoma	702		1,214	156			1,370	
MIDDLE ATLANTIC	9,873	12.8	19,735	2,339			22,074	13.0	750-799 Texas ___	4,485		9,183	1,366			10,549	
430-459 Ohio ___	3,953		8,382	993			9,375		WEST SO. CENTRAL		6,116	7.9	11,829	1,674		13,503	7.9
460-479 Indiana _	1,922		4,171	478			4,649		590-599 Montana _	151		184	19			203	
600-629 Illinois ___	4,172		9,029	1,163			10,192		832-838 Idaho ___	279		606	88			694	
480-499 Michigan _	3,336		7,872	927			8,799		820-831 Wyoming _	73		88	11			99	
530-549 Wisconsin	2,324		5,275	645			5,920		800-816 Colorado _	1,255		2,352	393			2,745	
EAST NO. CENTRAL	15,707	20.4	34,729	4,206			38,935	22.9	870-884 New Mexico	361		851	142			993	
550-567 Minnesota	1,951		5,003	667			5,670		850-865 Arizona _	1,072		2,542	436			2,978	
500-528 Iowa ___	767		1,752	217			1,969		840-847 Utah ___	657		1,356	235			1,591	
630-658 Missouri_	1,255		2,487	323			2,810		889-898 Nevada ___	286		417	47			464	
580-588 North Dakota ___	139		239	27			266		MOUNTAIN		4,134	5.4	8,396	1,371		9,767	5.7
570-577 South Dakota ___	190		326	28			354		995-999 Alaska ___	83		84	10			94	
680-693 Nebraska_	418		752	86			838		980-994 Washington	1,250		2,232	418			2,650	
660-679 Kansas ___	725		1,462	202			1,664		970-979 Oregon ___	862		1,628	270			1,898	
WEST NO. CENTRAL	5,445	7.1	12,021	1,550			13,571	8.0	900-961 California_	9,394		17,239	2,858			20,097	
197-199 Delaware _	171		358	47			405		967-968 Hawaii ___	116		121	24			145	
206-219 Maryland _	1,159		2,581	332			2,913		PACIFIC		11,705	15.2	21,304	3,580		24,884	14.6
200-205 Washington, DC ___	161		272	30			302		UNITED STATES		72,297	93.9	145,558	19,244		164,802	96.8
220-246 Virginia ___	1,600		3,093	392			3,485		969 & 004-009 U.S. Territories ___	208		322	73			395	
247-268 West Virginia ___	250		392	34			426		Canada _____	880		28	1,042			1,070	
270-289 North Carolina ___	1,997		3,680	458			4,138		Mexico _____	121		1	128			129	
290-299 South Carolina ___	883		1,916	185			2,101		Other International	3,469		57	3,647			3,704	
300-319 Georgia _	1,556		2,643	337			2,980		APO/FPO _____	10		7	3			10	
TOTALS	76,985	100.0	145,973	24,137			170,110	100.0									

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	*July - December 2008
6-Month Period Ended:	2005	2006	2007	January - June 2008	*July - December 2008
Total Audit Average Qualified:	169,996	170,063	170,059	170,090	170,103
Qualified Non-Paid:	169,996	170,063	170,059	170,090	170,103
Print Only	150,679	151,903	150,101	147,923	146,672
Electronic Only	19,317	18,160	19,958	22,167	23,431
Both Print & Electronic (Unduplicated)	-	-	-	-	-
Qualified Paid:	-	-	-	-	-
Print Only	-	-	-	-	-
Electronic Only	-	-	-	-	-
Both Print & Electronic (Unduplicated)	-	-	-	-	-
Post Expire Copies included in Paid Circulation:	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	**NC	**NC	**NC	**NC	**NC

***NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

11. ADDITIONAL DATA

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	146,672	100.0	146,672	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	146,672	100.0	146,672	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - ELECTRONIC VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	23,431	100.0	23,431	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,431	100.0	23,431	100.0	-	-

METHOD OF DISTRIBUTION:

Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Russell Pratt, Publisher

Rick Ellis, Director of Audience Marketing

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 14, 2009

State Massachusetts

County Middlesex

Received by BPA Worldwide January 14, 2009

Type PSUJ

ID Number D031P0D8

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 17, 2008				
CLASSIFICATION BY PRIMARY ENGINEERING JOB FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only	Electronic Version Only
Project/Engineering Management/Team Leader/Engineering Supervisor _____	63,659	37.4	56,287	7,372
Product or System Design Engineering _____	48,583	28.6	40,844	7,739
Design of Equipment for In-Plant Use _____	12,198	7.2	10,612	1,586
Research & Development _____	23,192	13.6	18,861	4,331
Testing and Evaluation, Reliability Assurance, Quality Control & Standards _____	19,082	11.2	16,633	2,449
Other Design Engineering/Systems Integration/Consulting _____	3,396	2.0	2,736	660
TOTAL QUALIFIED CIRCULATION	170,110	100.0	145,973	24,137

SUPPLEMENTARY DATA OF INDUSTRIES DESIGNED FOR BY PRODUCT APPROVED OR SPECIFIED OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 17, 2008
 This is an analysis of Industry Designed for by Products Specified or Approved (see questionnaire which is used to elicit the data below).
 Since each respondent may have checked more than one product, the totals for each of the business categories exceeds the total qualified circulation in each of these categories. These data are presented for statistical and marketing purposes only. Number of respondents to question = 170,110 or 100%.

MANUFACTURING INDUSTRIES DESIGNED FOR	TOTAL QUALIFIED	TOTAL QUALIFIED UNITS	Products Approved or Specified (Number of respondents to question = 164,148 or 96.4%)										
			Electrical or Electronic Components (See Note 1)	Fluid Power & Fluid Handling Devices	Power Transmission Components & Bearings	Motion Control/Automation (See Note 2)	Fastening, Joining & Assembly Components	Ferrous & Nonferrous Metals	Plastics, Elastomers & Non-metals	Ferrous and Nonferrous Metals and/or Plastics, Elastomers & Nonmetals	Engineering Software or Computer Hardware/Peripherals (See Note 3)	Laboratory or Production Test Equipment	Engineering Services (See Note 4)
1) Automotive, Transportation, Construction/Agricultural Equipment Manufacturing _____	63,058	36,687	45,498	26,084	27,782	42,739	31,491	29,386	27,300	36,782	42,972	21,496	27,027
2) Aircraft/Aerospace/Defense Manufacturing _____	47,172	24,277	35,558	16,400	17,499	31,195	22,737	21,157	19,902	25,855	33,148	18,457	19,041
3) Industrial Controls/Automation/Instrumentation Manufacturing _____	58,205	36,974	50,836	24,958	26,236	45,736	27,956	24,554	23,127	31,031	43,757	22,777	25,446
4) Machine Builders: Includes Packaging Equipment or Machinery, Food/Beverage Equipment or Machinery, Pharmaceutical/Chemical Equipment or Machinery, Semiconductor Equipment, Material Handling Equipment or Machinery, Other Industrial Equipment or Machinery Manufacturing _____	79,896	45,924	61,364	36,321	37,995	58,814	40,232	36,528	34,492	46,430	56,606	29,172	35,048
5) Computer Systems & Peripherals, Electrical or Electronic Components & Subassemblies or Communications Systems and Equipment Manufacturing _____	86,701	48,160	75,073	28,012	30,697	58,595	36,014	31,078	30,826	40,804	65,044	32,153	34,984
6) Consumer Electronics/Appliance Manufacturing _____	35,834	23,589	31,134	13,759	14,879	25,082	17,322	15,340	15,769	20,546	27,691	14,566	18,058
7) Medical/Healthcare/Scientific Equipment Manufacturing _____	33,283	21,513	25,057	13,083	13,393	23,811	17,203	15,397	16,802	20,273	24,306	14,870	16,674
8) Fabricated Metal Product Manufacturing _____	36,831	25,495	27,070	18,425	20,156	27,062	24,058	22,983	19,434	26,808	26,414	13,670	19,460
9) Process Industries: Food/Beverage/Tobacco, Chemical, Pharmaceutical, Plastic & Rubber Products, Wood or Paper including Printing and Related Activities, Primary Metal or Nonmetallic Mineral Products Manufacturing _____	54,609	34,904	40,734	25,423	25,883	39,595	28,941	27,040	28,401	36,308	39,528	21,633	28,302
10) Contract Design/Systems Integration/Testing Labs _____	29,252	21,377	25,919	13,316	14,025	22,817	15,396	13,353	12,906	17,077	24,330	14,165	17,159
Total			121,106	55,883	59,801	107,788	74,424	66,256	64,992	84,754	112,453	55,367	59,995

SUPPLEMENTARY DATA OF PRODUCTS APPROVED OR SPECIFIED OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 17, 2008
 This is an analysis of products approved or specified (see questionnaire used to elicit these data which is contained within this report).
 Since each respondent may have checked more than one product, the totals for each of the business categories exceeds the total qualified circulation in each of these categories. These data are presented for statistical and marketing purposes only.
 Number of Respondents to Question = 164,148 or 96.4%. Recipients Who Approve or Specify the Following Products

Products Approved or Specified	Total Respondents
Electrical & Electronic Components (See Note 1) _____	121,106
Fluid Power & Fluid Handling Devices _____	55,883
Power Transmission Components & Bearings _____	59,801
Motion Control/Automation (See Note 2) _____	107,788
Fastening, Joining & Assembly Components _____	74,424
Ferrous and Nonferrous Metals _____	66,256
Plastics, Elastomers and Nonmetals _____	64,992
Ferrous and Nonferrous Metals &/or Plastics, Elastomers & Nonmetals _____	84,754
Engineering Software or Computer Hardware/Peripherals (See Note 3) _____	112,453
Laboratory or Production Test Equipment _____	55,367
Engineering Services (See Note 4) _____	59,995

Note 1: Respondents indicating one or more of the following categories: Analog ICs, Power Supplies or Power Management Devices, LED Lighting/LCD or other Display Technology, DSP and/or Digital Signal Processors, Microcontrollers, Interconnect/Passive/Electro-Mechanical Devices or Electrical/Electronic Components
 Note 2: Respondents indicating one or more of the following categories: Sensors and Vision Systems or Feedback Devices, Controllers, Drives or Motors, or Actuators & Other Motion Control Components, including slides & bearings, Robotics or Industrial Ethernet or other Network Communication Devices.
 Note 3: Respondents indicating one or more of the following categories: CAD Software, PLM or PDM Software, CAE Analysis Software, Test and Measurement Software, Computer Hardware or Peripherals
 Note 4: Respondents indicating one or more of the following Engineering Services categories: Injection Molding, Rapid Prototyping or Contract Manufacturing.

NUMBER OF EMPLOYEES AT LOCATION			
	Total Qualified	Percent of Total	Total Qualified Units
1,000 or more _____	40,017	23.5	6,116
100-999 _____	77,497	45.6	30,370
1-99 _____	52,596	30.9	40,499
TOTAL	170,110	100.0	76,985