



ORMS TODAY READERS ARE INTERESTED IN YOUR PRODUCTS AND SERVICES

67%

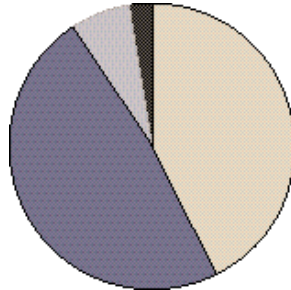
of *ORMS Today* readers are primary decision-makers in the purchase of OR/MS-related software.

46%

of *ORMS Today* readers are involved in purchasing enterprise-wide application software.

ORMS TODAY READERS' ORGANIZATIONAL AFFILIATIONS

- 42.5%** Academic
- 48.1%** Business/Industry, including Consulting
- 6.8%** Government
- 2.6%** Other



ORMS TODAY READERS' JOB DESCRIPTIONS

- 12.5%** Analyst
- 10.4%** Consultant
- 4.4%** Executive
- 42.1%** Faculty
- 15.6%** Manager
- 8.6%** Researcher
- 6.4%** Other



The following indicates *ORMS Today* readers' professional interests and involvements:

- 28%** Applied Probability
- 16.7%** Artificial Intelligence
- 29.8%** Computing
- 46.2%** Decision Analysis
- 11.4%** Energy, Natural Resources & the Environment
- 9.2%** Health Applications
- 29.2%** Information Systems
- 14.3%** Location Analysis
- 12.4%** Management Control Systems
- 27.3%** Manufacturing
- 14%** Marketing
- 14.7%** Military Applications
- 53.2%** Optimization
- 12.5%** Organization Science
- 11.6%** Production Technologies
- 33.3%** Quality, Statistics & Probability
- 40.7%** Simulation
- 10.5%** Social Science Applications
- 18.6%** Technology Management
- 13.5%** Telecommunications
- 21.8%** Transportation Science