

2003

ORMS TODAY READER PROFILE

ORMS TODAY READERS ARE INTERESTED IN YOUR PRODUCTS AND SERVICES

The following indicates their professional interests and involvement:

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

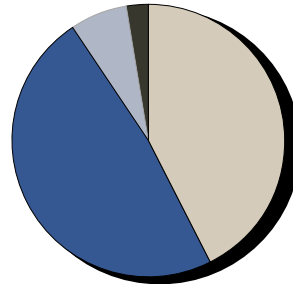
66.6% of ORMS Today readers are primary decision-makers in the purchase of OR/MS-related software.

46% of ORMS Today readers are involved in purchasing enterprise-wide application software.



ORMS TODAY READERS ORGANIZATIONAL AFFILIATION

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



ORMS TODAY READER JOB DESCRIPTION

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

