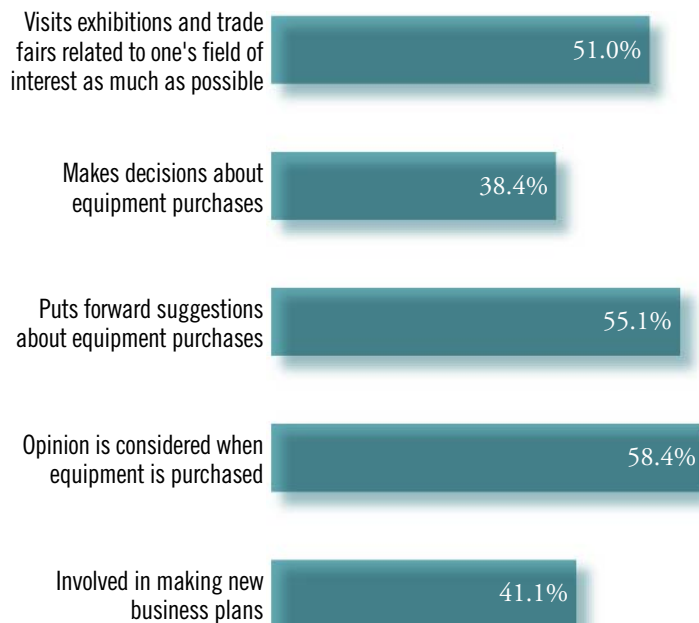


More than half the readers put forward suggestions or have their opinions considered when new research and development equipment is purchased at their workplaces. They frequently visit exhibitions and trade fairs, actively gathering information on various products. Moreover, as much as 25% spend 10,000 yen or more every month to buy books and magazines. Nearly half or 46.7% of the readers have made career changes before, and about 30% said they intend to change jobs in the future. The readers are constantly looking for places where they can realize their

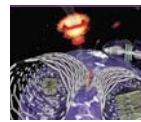


Deeply involved in equipment purchases at workplace

Business style

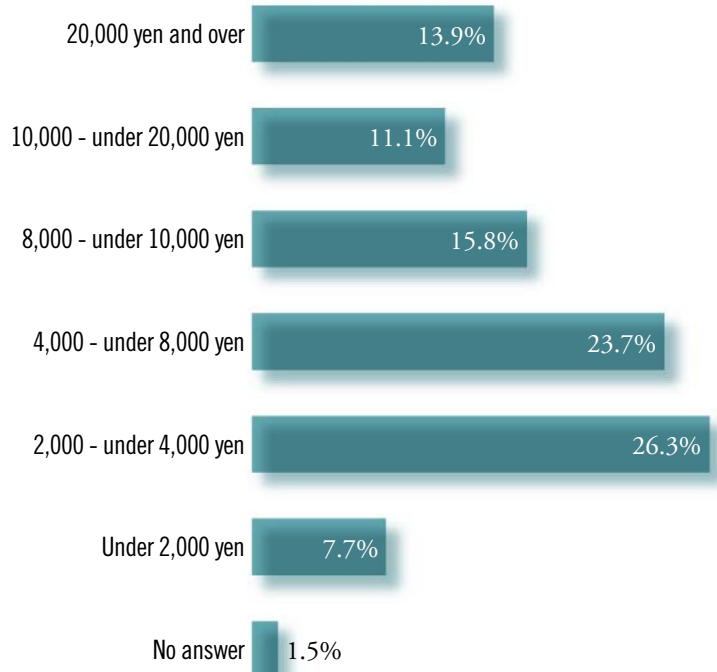


(Multiple answers allowed)



Actively purchases books and magazines

Monthly purchases of publications



Willing to change jobs to achieve self-fulfillment

Experience and intent of career change

