

Section 1: Analysis and Interpretation of Survey Results

Intro

Perceptions of Print and Online Advertising

- Time Spent Reading Research-Related Content

- Reading Time Dedicated to Products

- Reader Behavior Differs Dramatically By Region, Segment and Age

- Opinions of Life Science Advertising

- Importance of Online vs. Print Advertising

- Importance of Online vs. Print Advertising by Region

- Use of Online vs. Print Advertising to Make Decisions by Region

- Importance of Online vs. Print Advertising to Make Decisions by Age

- Role of Advertising in the Purchase Decision by Age

Online Advertising

- Effect of Online Advertising in the Life Sciences

- Devices Most Frequently Used To Access Research-Related Web Content

- Combinations of Devices Used to Access Research- Related Content

- General Search Engine Frequency of Use

- General Search Engines Used

- Response to Sponsored Links by Region

- Sponsored Link Click-Through Response

- Sponsored Link Click-Through Response by Region

- Sponsored Link Click-Through Response by Age

- Perception of Sponsored Link Accuracy by Region

- Perception of Sponsored Link Usefulness by Region

- Product-Related Search Term Combinations

- Use of General Search Terms

- Online Publications Read/Visited

- Likelihood of Sponsored Content to Engage Potential Customers by Region

- Likelihood of Sponsored Content to Engage Potential Customers by Segment

- Likelihood of Sponsored Content to Engage Potential Customers by Age

- Customer Perceptions of Banner Ads by Type of Website

- Banner Ad Click-Through by Web Page Position

- Customer Engagement with Different Types of Online Ads

- Annoying Attributes of Online Ads

- Vendors Who Created Memorable Online Ads In 2012

- Use of Ad-Blocking Software

Print Advertising

- Effect of Print Advertising in the Life Sciences

- Time Spent Reading Product-Related Sections of Print

- Scientific Publications

- Usefulness of Print Sources for Informing About Products/ Services

- Likelihood of Sponsored Media to Engage Potential Customers

Print Scientific Publications Read

- Life Scientists Are Selective Readers of Print Publications

- Number of Readers per Print Copy of Scientific Publications by Region

- Likelihood that Scientific Journals Are Saved

Likelihood that Scientific Journals Are Saved by Region
Actions Taken in Response to Print Ads
Vendors Who Created Memorable Print Ads In 2012
Life Science Tools Advertising in the General Media

Section 2: Methodology and Questionnaire

Questionnaire Overview
Questionnaire Design
Demographics
Questionnaire

Section 3: Appendices

Appendix A: Additional Analysis
Appendix B: Other Publications
Appendix C: About BioInformatics, LLC
Appendix D: Our Valued Clients