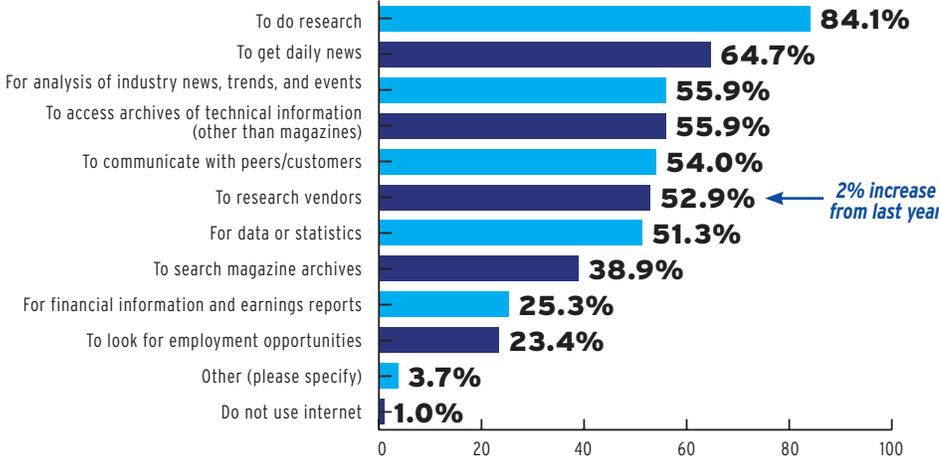


POWER E-MEDIA SURVEY 2016



POWER conducted a survey to gain insights into POWER's audience in March 2016. Using a random sample of 1,804 POWER readers, the following information was derived.

Readers indicated how they use the internet for their jobs



76%

of readers spend **MORE THAN 1 HOUR** on the web for business purposes each day *(a 2% increase from last year)*

Mobile usage on the rise

In the last 5 years, Android use for work has increased by **31.6%** and iPhone use for work has increased by **23.8%**

Readers ranked the usefulness of the following information sources to stay informed about the energy industry

1. Search engines (Google, Yahoo, Bing, Ask, etc.)
2. Websites
3. Digital magazines
4. E-newsletters
5. Print magazines
6. White papers
7. In person trade shows/conferences
8. Webinars
9. Videos
10. Virtual tradeshow/conferences
11. RSS feeds or "Alerts"
12. Podcasts
13. Blogs
14. Social media (Facebook, Twitter, LinkedIn, Google+, etc.)



41.2%

of readers use their Android for work *(6.4% increase from last year)*

39%

of readers use their iPhone for work *(1.7% increase from last year)*

79% of readers rely on **video** as a useful information source to stay informed about the energy industry.



47% find video very useful/useful *(a 2.2% increase since last year)*



50.3%

of readers are using their smart phones to interact with Apps *(a 2.6% increase from last year)*

94%

of readers receive and read work-related e-newsletters

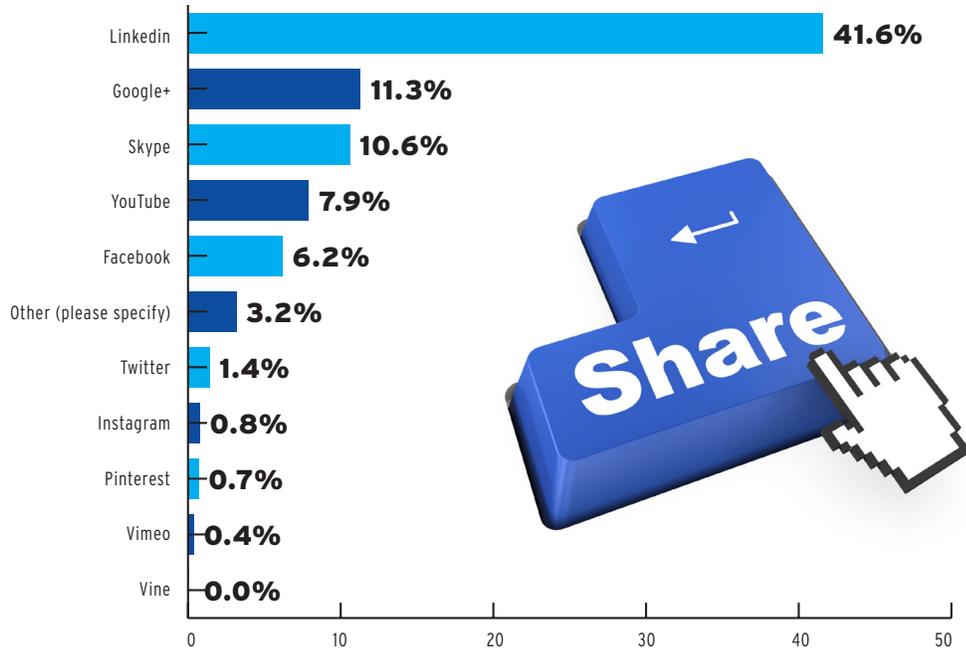


53%

of readers are using their smart phones to read e-newsletters (a 7.2% increase from last year)



Readers indicated how they use social networks for WORK-RELATED information.



70%

of readers have attended a webinar in the last 12 months



34.6%

of those readers indicated this is more than previous years

In the last 5 years, attending webinars annually has increased 5.3%

POWERMAG.COM

When compared to other power-related websites, readers maintain a 5 year average of scoring POWER's website as most useful



82% said **powermag.com** is useful to their work

58%

of readers participate in online training programs (a 2.9% increase from last year)

When asked if readers read sponsored content, **91%** of those readers find the sponsored content useful



POWER offers a wide range of digital opportunities to put your marketing message in front of this important audience and drive traffic to your own site. Custom digital packages are available to fit your needs and budget. Contact your sales representative today to learn more.

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