


ATTRACT THE INNOVATORS OF TECHNOLOGY

The influence of IEEE Spectrum extends from the corner office, to the bench, to out in the field. It elevates the work of other professionals, and helps vendors of technology design products and components overcome a more formidable, competitive marketing environment.

IEEE Members Technical Interests

Telecommunications 51%	Smart Grid 37%
Energy 50%	Cloud Computing 34%
Computing 48%	Life Sciences/ Biomedical 32%
Green Technology 46%	Robotics 32%
Engineering Education 44%	Semiconductors 30%
Consumer Electronics 39%	Aerospace 21%

 **5,774**

The average number of employees at companies where IEEE Members work.

IEEE SPECTRUM SUBSCRIBERS AT WORK



They have very specific job functions

- 65%** Engineering/scientific design staff
- 33%** Engineering/scientific/technical management
- 21%** Design/development engineers

They work in a full range of engineering and design organizations

- 32%** Technical/engineering firms (including consultants)
- 28%** Manufacturers, including OEMs and contract companies
- 19%** College/university labs
- 7%** Independent R&D labs
- 6%** Government R&D labs
- 5%** Utilities

They design products in an average of three of these categories

- 44%** Computer/networking hardware and software technology
- 33%** Communications/networking/cellular/broadcast hardware and software
- 33%** Power/energy products
- 25%** Electronic instruments
- 21%** Industrial equipment