70% of members say Professional Safety is a primary reason they join ASSE
58% save issues for future reference
78% spend one hour or more reading an issue

WEBSITE METRICS

ASSE.org
(Per month)
325,000 average page views
58,000 visitors
79% In the U.S. 21% Outside the U.S.

Safety 2014.org
(January-June)
277,000 total page views
99,000 visitors
93% In the U.S. 7% Outside the U.S.

BUYING POWER

41% Recommend
43% Have final decision authority
33% Specify
23% Other

PRODUCT INTERESTS

41% Air Purification Equipment
16% Back Support Equipment
35% Cleaners/Solvents
48% Consulting/Training
30% Detection Devices (Gas, Vapors, etc.)
26% Emergency Life Equipment
16% Emergency Signs/Labels
27% Environmental Compliance
30% Ergonomics
33% Eye Protection/Eyewash Station
17% Fire Protection
29% First-Aid Supplies
33% Hearing Protection
15% Monitoring Devices
47% Personal Protective Apparel & Equipment
28% Safety Awards & Incentive Programs
23% Safety Floor Products
30% Security
22% Software, web Based Products and Services
23% Sound/Noise/Vibration Control Devices

BIG BUDGETS

30% report they plan to spend $100,000 or more for products

10% Over $1 Million
5% $500,001 - $1 Million
15% $100,001 - $500,000
13% $50,001 - $100,000
8% $25,001 - $50,000
7% $10,001 - $25,000
9% Up to $10,000
21% Unsure of their dollar target
27% plan to purchase over the next 12 months

E-Newsletters

23% average open rate