

**Prospectus:**

A UNIQUE, data only report based on The MIP's User Study, conducted in Nov/Dec 2014.

*To appreciate the depth and level of each question, The MIP recommends that you download the full survey document, the sample data and the "How to Read" guide. All are available at: [www.MicroscopyMarket.com/](http://www.MicroscopyMarket.com/)*

**Who Will Benefit from this Study?**

Sales and Marketing Managers; Technical Support staff and managers; Strategic planning / Business Development Managers, Corporate web developers

**Data Presentation:**

(Each chapter presents approximately 25 pages of data)

1. Analysis by Title
2. Analysis by Discipline
3. Analysis by Type of Lab
4. Analysis by Type of Work
5. Analysis by Instrumentation Used

**EXTRA!** The structure of this survey provides for a detailed study of instrument use by discipline, title, type of lab, and work.

**Table of Contents:**

- Q1. Does your facility permit you to connect to either Social Media and/or the Internet?
- Q2. Specifically in conjunction with microscopy / spectroscopy, what is the goal of your on-line searches?

*Specifically for microscopy/spectroscopy, which do you use most frequently?*

- Q3. Search engine?
- Q4. Browser?
- Q5. Devices?
- Q6. How do you prefer to read articles? (print vs electronic)
- Q7. Which Social Media tools do you find most useful?
- Q8. Which Social Media Groups do you find most useful?
- Q9. Which Social Media do you use to follow companies?
- Q10. For those companies you follow, how often would you like to see an update?
- Q11. Into which age group do you fall?
- Q12. Which parts of a vendor's website are most important to you?
- Q13. In addition to a corporate website, would you prefer other methods of interaction?
- Q14. What is your preferred method of interacting with vendors?
- Q15. Why do you prefer this method of interaction?
- Q16. For new instrumentation / applications, how would you prefer to be contacted?

*Which method would you prefer for:*

- Q17. Demonstrations
- Q18. Ordering
- Q19. Service, training, and technical support

**Methodology & Validity:**

Email invitations were sent to 6657 microscopists and spectroscopists who have previously participated in User Studies sponsored by The MIP. Additional emails were issued to a select list provided by a joint sponsor. Of the 6657 T/MIP invitees, 772 responded (12%), with another 390 responding from the secondary list. These responses, along with approximately 50 gathered through Social Media vehicles such as LinkedIn and the MME website, comprised a total test population of 1209.

The MIP applied two tests for validity. First, with a homogeneous population (microscopists) the cut-off necessary for a margin of error of +/-3% is 369 respondents. At 1209, the audience strongly exceeded that threshold. Secondly, for the purposes of trend analysis, the data were reviewed to determine if answers coalesced to a top two or three options. For most questions on the survey, this audience strongly exceeded that threshold.

The MIP also reviewed the data to determine if it accurately represented a broad cross section of the microscopy industry. As illustrated by the following figures, the test group is well balanced between Biological and Materials Sciences (Figure 1). The strong academic bent (Figure 2) reflects a typical target audience for much of microscopy but is well balanced by industry, government, and private labs.

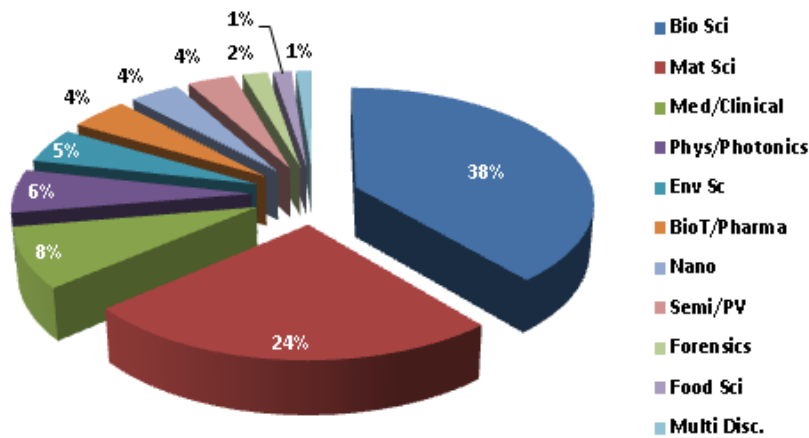


Figure 1. % Distribution by Discipline (D2)

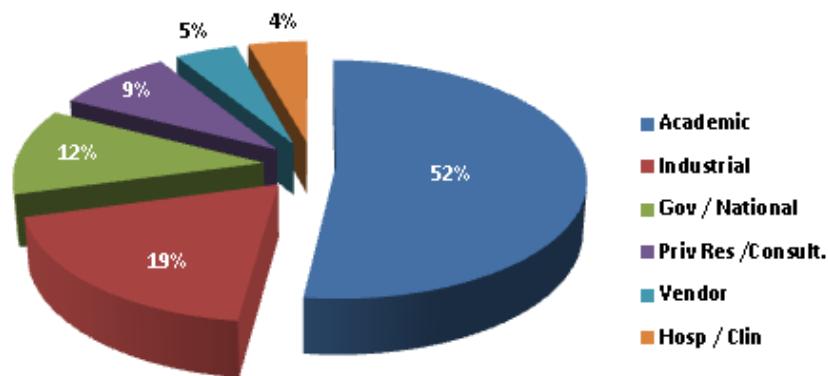


Figure 2. % Distribution, by Type of Lab/Facility (D3)

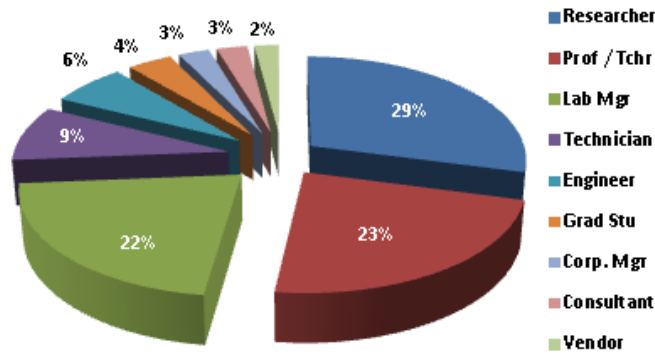


Figure 3. % Distribution, by Title (D1)

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