

## TTT Magazine Reader Survey 2019



TTT Magazine newsletter 4/2019 reader survey had 2,062 respondents.

### **Satisfaction and reading habits**

83% of respondents are very satisfied or rather satisfied with the TTT Magazine newsletter. 11,5% responded “don’t know”, while 5% are dissatisfied with the newsletter.

81% of respondents read at least every second newsletter, while over a half read every newsletter.

In order to read more about the topic in question, 94% click at least one article, 15% at least three articles.

Each newsletter and its articles are read for 8.7 minutes on average.

88% read the newsletter at workplace or on the way to work.

One third at least occasionally share the news items with their colleagues through social media or otherwise.

### **Topic interests**

98% are interested in work well-being, 94% in occupational health, and 92% in occupational safety and protection.

86% are interested in work well-being and work development training, 75% in occupational protection training, and 50% in occupational health training.

### **Advertisement interests**

80% are interested in event and training advertisements

75% health and well-being services

74% leisure activities

54% other work protection products

53% work and safety shoes

50% other protective devices

### **Newsletter advertisement noticeability**

37–47% recalled seeing a top banner/banners.

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33% recalled seeing a job advertisement/advertisements.

21% recalled seeing an advertorial/advertorials.

### **Website banner noticeability**

26% of website visitors recalled seeing the topmost banner.

12% of website visitors recalled seeing the next banner.

### **Respondent data**

84% of respondents work in occupational safety positions, 11% in HR, and 3.4% in occupational health.

55% are involved in procurement, alone or together with other people.

29% are employed by workplaces with over 200 employees.

27% are employed by workplaces with 50–199 employees.

21% are employed by workplaces with 20–49 employees.

22% are employed by workplaces with less than 20 employees.

**The reader survey was carried out by JHelske Research.**