

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.