VISITS TO OUR WEBSITE
62% > 2

times per month.

LENGTH OF VISIT
67% > 10 MIN.

per visit to the website.

ONLINE ACTIVITY
70% 

readers clicked on a banner ad upon viewing.

USEFULNESS
62% ✓
of readers found Science Robotics useful or very useful to their work or study.

TOP 10

<table>
<thead>
<tr>
<th>TOOLS &amp; TECHNIQUES</th>
<th>AREAS OF WORK OR STUDY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. DNA Isolation and Purification</td>
<td>1. Biology</td>
</tr>
<tr>
<td>2. Electrophoresis</td>
<td>2. Molecular Biology</td>
</tr>
<tr>
<td>3. PCR/RT-PCR/Real-time PCR</td>
<td>3. Cell Biology</td>
</tr>
<tr>
<td>5. Antibody-Based Protein Detection</td>
<td>5. Genetics</td>
</tr>
<tr>
<td>7. DNA Sequencing</td>
<td>7. Microbiology</td>
</tr>
<tr>
<td>8. Antibody and Protein Labeling</td>
<td>8. Medicine</td>
</tr>
</tbody>
</table>

HIGHEST DEGREE

- 55% Doctorate
- 19% Master's
- 20% Bachelor's
- 6% Other

AGE

- 36% 60 years or older
- 14% 50 to 59 years
- 30% 30 to 49 years
- 20% Less than 30 years

KINDS OF RESEARCH

- 73% Basic
- 44% Applied
- 25% Translational
- 14% Preclinical
- 10% Drug Discovery
- 7% Clinical Trials: Phase I-IV

JOB TITLE

- 25% Researcher, Principal Investigator
- 24% Professor, Instructor
- 8% Administrator, Executive
- 7% Student
- 7% Lecturer, Asst. or Assoc. Professor
- 6% Postdoc
- 6% Consultant, Self-Employed
- 5% Lab Manager, Department Head
- 3% Technician, Research Associate
- 3% Medical Professional, Physician
- 6% Retired, Emeritus

PRIMARY ORGANIZATION TYPE

- 60% College/University
- 11% Industry
- 6% Government
- 6% Healthcare
- 5% Nonprofit
- 12% Other

GEOGRAPHIC REGIONS

- 41% North America
- 26% Europe
- 19% Asia
- 14% Rest of World

Sources: *Publisher's own data. "Web traffic data from 2018 March ABC Interactive Audit. All other data from 2018 Readers Survey."