



ITmedia Inc.

# Semiconductor Vendor Survey Report 2011 Edition

Feb 2012

@IT  **MONO***ist*

**EE**Times  
Japan

**EDN**  
Japan

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Engineering Media / Electronics &  
Mechanical Industries  
Sales Division  
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## Objective

To clarify the awareness and evaluation of semiconductor vendors

## Target

The @IT MONOist / EE Times Japan / EDN Japan enewsletter subscribers who can recommend or specify (purchase, etc.) the following products:

**Digital IC, Analog IC, Analog-Digital IC and other semiconductors**

## Methodology

Distribution email with a link to an online questionnaire sheet and request submission of the completed questionnaire, informing that the 30 respondents by lot will receive a book voucher worth of 1,000 yen.

## Results

Received 538 responses out of about 28,000 email recipients(response rate : about 1.9%)

## Schedule

Email distribution (1 <sup>st</sup> )	:	Dec. 26, 2011
Email distribution (2 <sup>nd</sup> )	:	Jan. 16, 2012
Email distribution (3 <sup>rd</sup> )	:	Jan. 30, 2012
Response deadline	:	Feb. 3, 2012
Aggregation finished	:	Feb. 6, 2012

## Survey Representative

ITmedia Inc.

Engineering Media / Electronics & Mechanical Industries Sales Division

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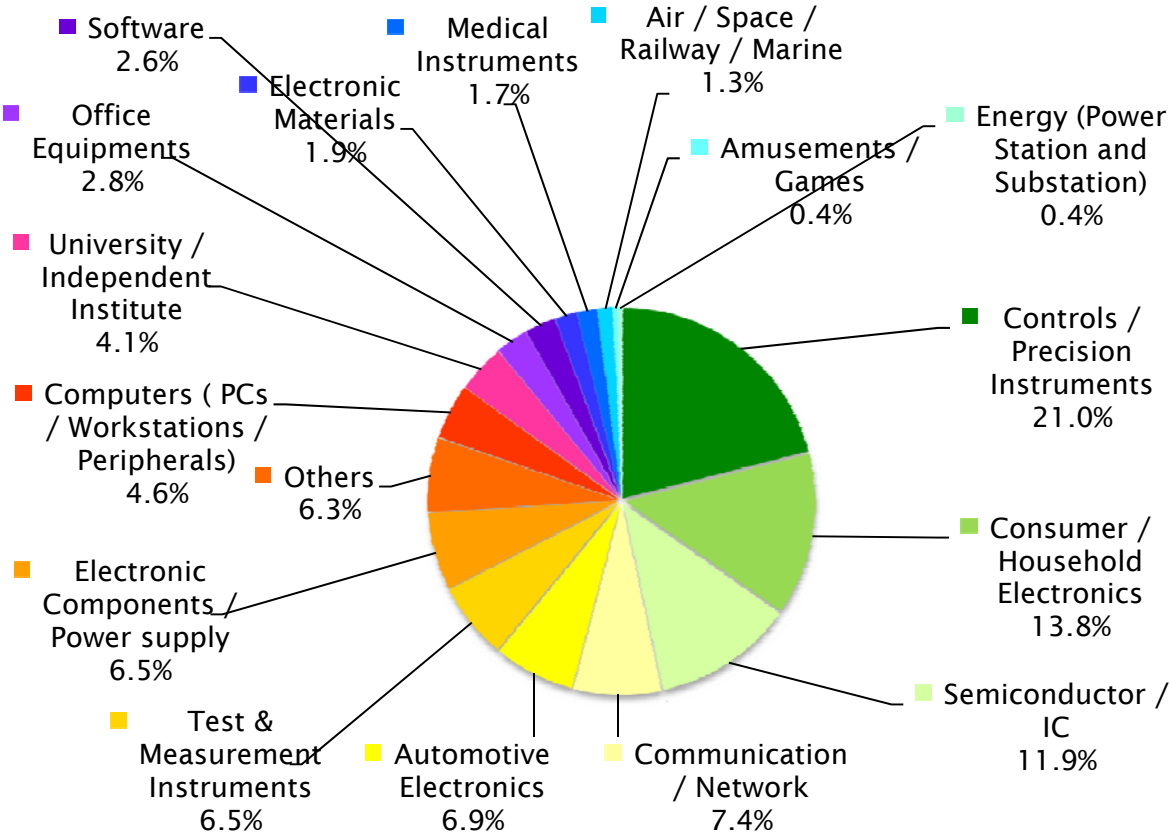
Publisher : Masaya Ishida

# RESPONDENTS PROFILE

What is your business? [Single answer](#) [Answer required]

Industry	#	%
Controls / Precision Instruments	113	21.00%
Consumer / Household Electronics	74	13.75%
Semiconductor / IC	64	11.90%
Communication / Network	40	7.43%
Automotive Electronics	37	6.88%
Test & Measurement Instruments	35	6.51%
Electronic Components / Power Supply	35	6.51%
Others	34	6.32%
Computers ( PCs / Workstations / Peripherals )	25	4.65%
University / Independent Institute	22	4.09%
Office Equipments	15	2.79%
Software	14	2.60%
Electronic Materials	10	1.86%
Medical Instruments	9	1.67%
Air / Space / Railway / Marine	7	1.30%
Amusements / Games	2	0.37%
Energy (Power Station and Substation)	2	0.37%
<b>Total</b>	<b>538</b>	<b>100.00%</b>

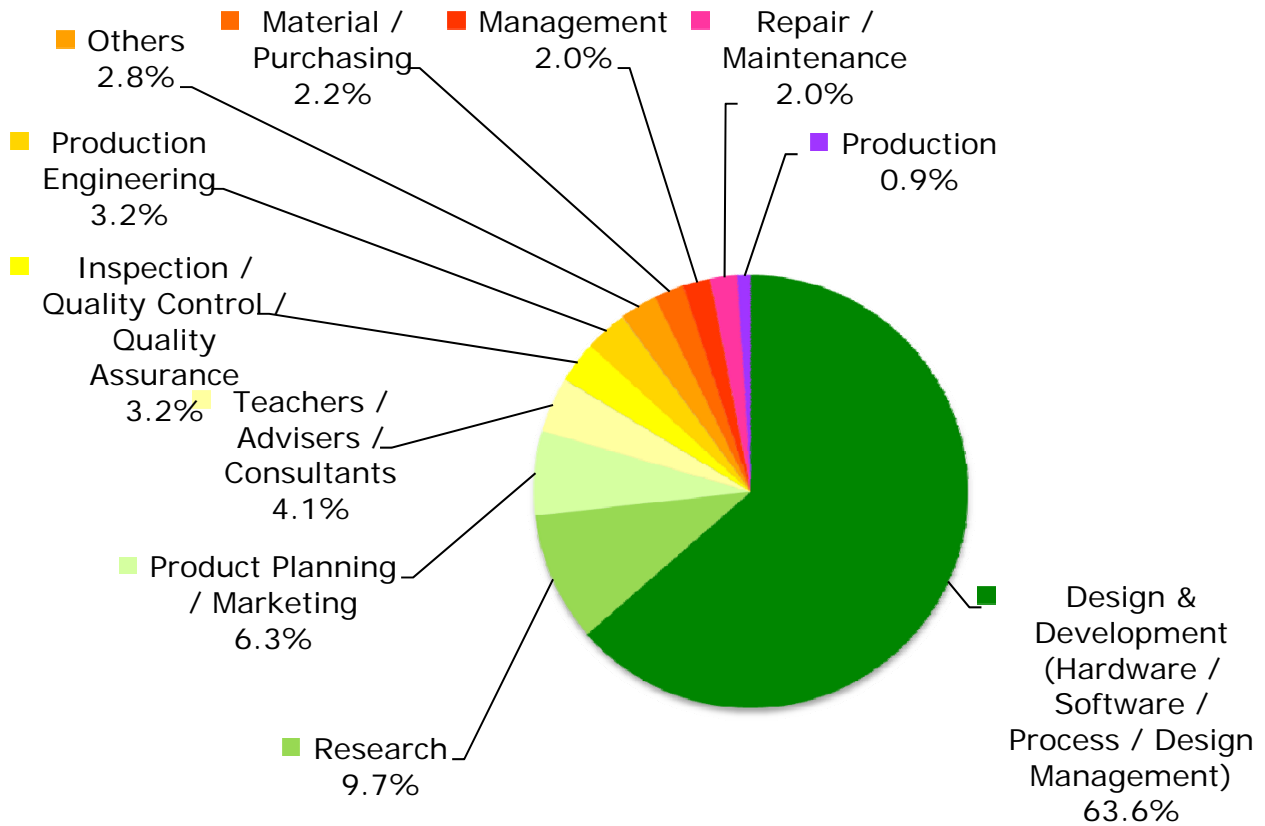
- Breakdown of "Others"
- Trading company
  - Embedded engineering company
  - General electronics
  - Factory Automation
  - Chemical
  - Judicial foundation
  - Components manufacturer



What is your job? [Single answer](#) [Answer required]

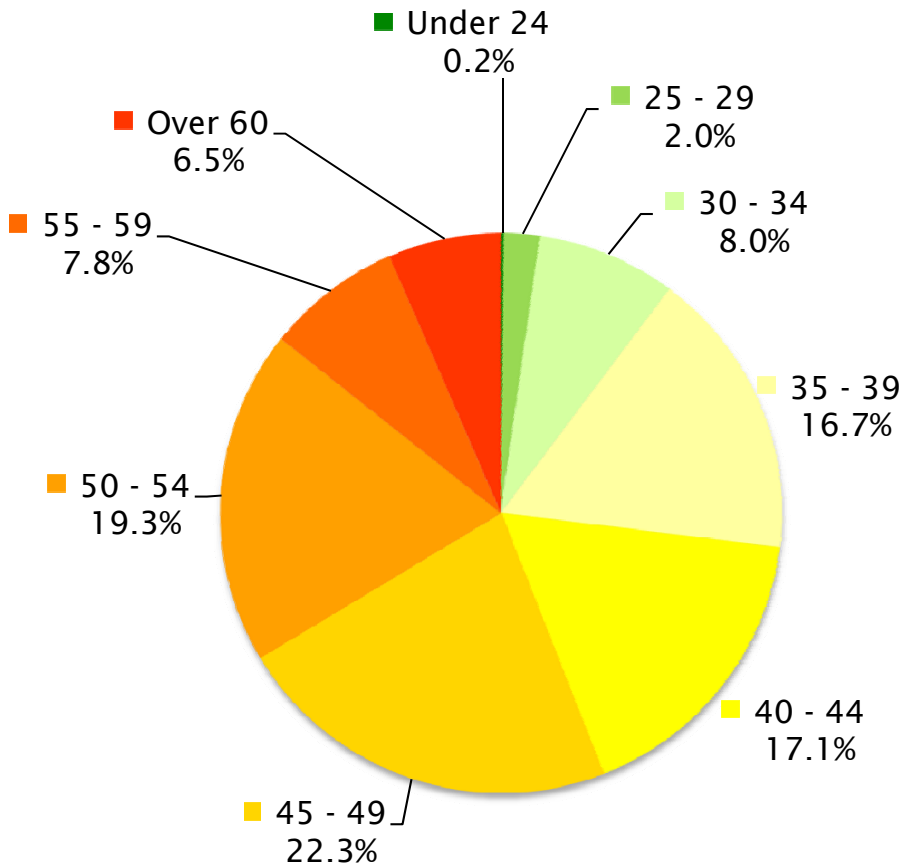
Occupation	#	%
Design & Development (Hardware / Software / Process / Design Management)	342	63.57%
Research	52	9.67%
Product Planning / Marketing	34	6.32%
Teachers / Advisers / Consultants	22	4.09%
Inspection / Quality Control / Quality Assurance	17	3.16%
Production Engineering	17	3.16%
Others	15	2.79%
Material / Purchasing	12	2.23%
Management	11	2.04%
Repair / Maintenance	11	2.04%
Production	5	0.93%
<b>Total</b>	<b>538</b>	<b>100.00%</b>

- Breakdown of "Others"
- Field Application Engineer
  - Sales, Sales System Engineer
  - Technical Sales
  - Technical Support
  - Research, Education Support
  - Information System
  - Quality System



How old are you? [Single answer](#) [Answer required]

Age	#	%
Under 24	1	0.19%
25 - 29	11	2.04%
30 - 34	43	7.99%
35 - 39	90	16.73%
40 - 44	92	17.10%
45 - 49	120	22.30%
50 - 54	104	19.33%
55 - 59	42	7.81%
Over 60	35	6.51%
<b>Total</b>	<b>538</b>	<b>100.00%</b>

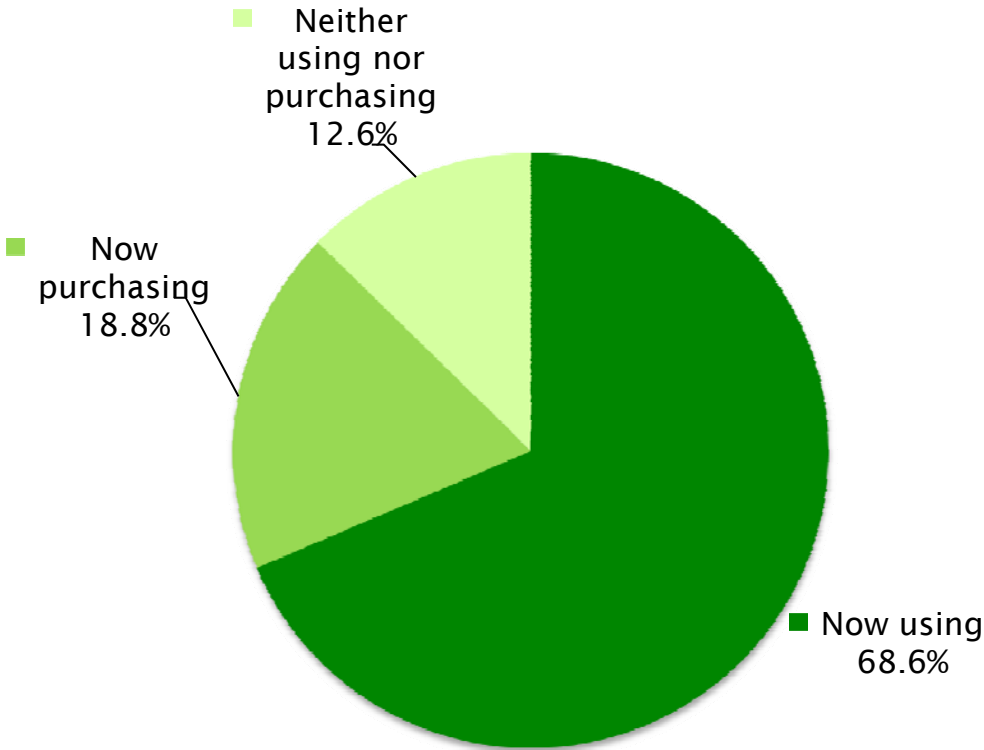


# ABOUT SEMICONDUCTOR DEVICES



Do you use or purchase semiconductor devices? [Single answer](#) [Answer required]

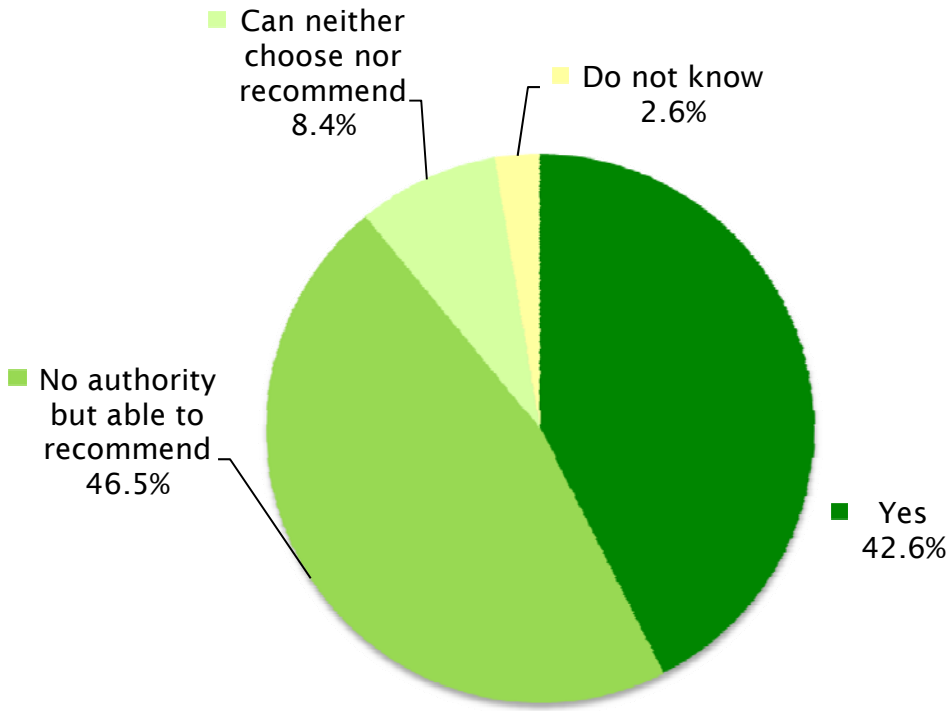
Status of semiconductor use	#	%
Now using	369	68.59%
Now purchasing	101	18.77%
Neither using nor purchasing	68	12.64%
<b>Total</b>	<b>538</b>	<b>100.00%</b>



Do you have authority to choose what product or vendor to use?

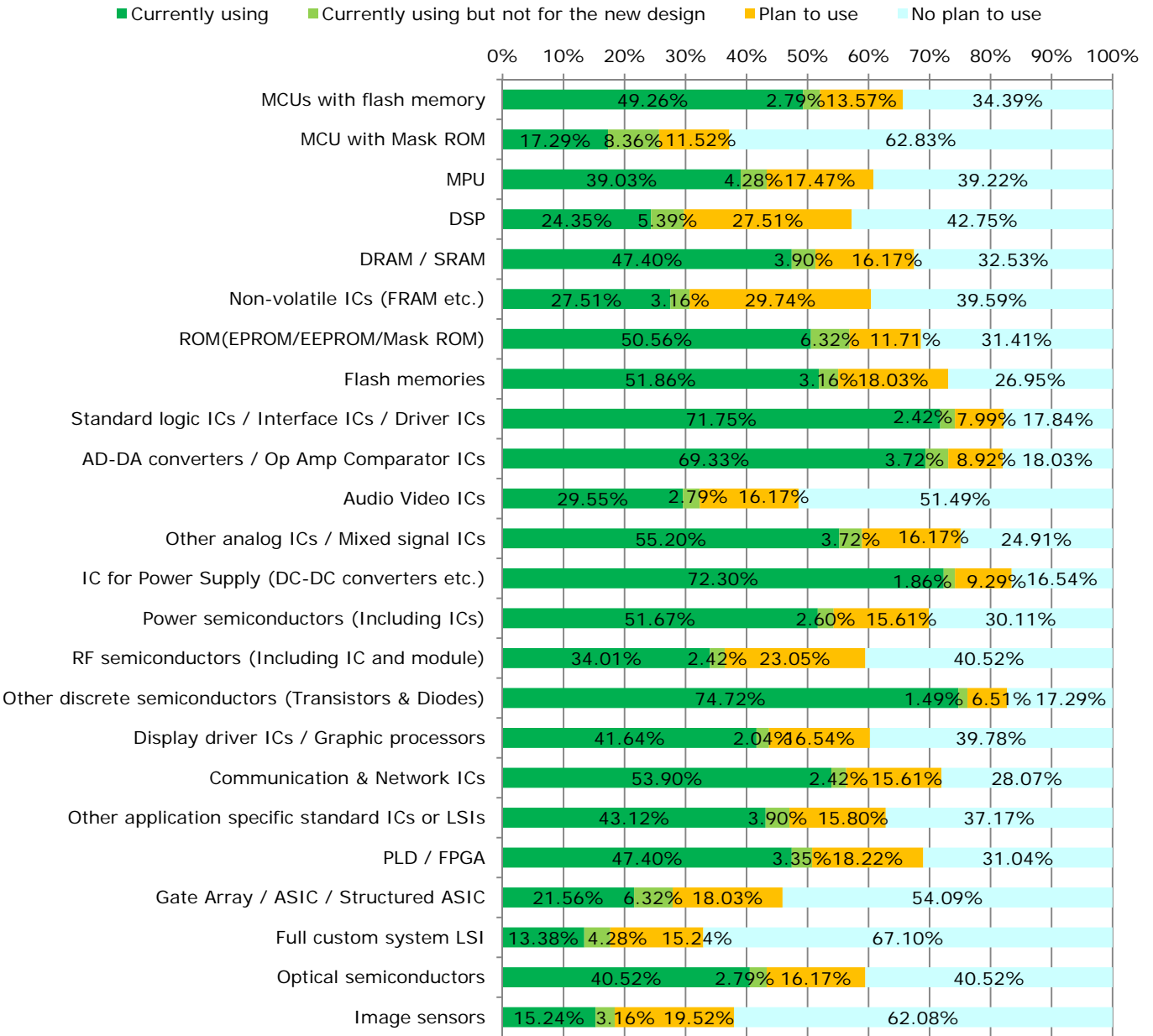
Single answer [Answer required]

Scope of authority	#	%
Yes	229	42.57%
No authority but able to recommend	250	46.47%
Can neither choose nor recommend	45	8.36%
Do not know	14	2.60%
<b>Total</b>	<b>538</b>	<b>100.00%</b>



# Semiconductor Usage by Product Category

Please choose appropriate status of use of semiconductor products in each product segment. [Single answer \(each product segment\)](#) [Answer required]



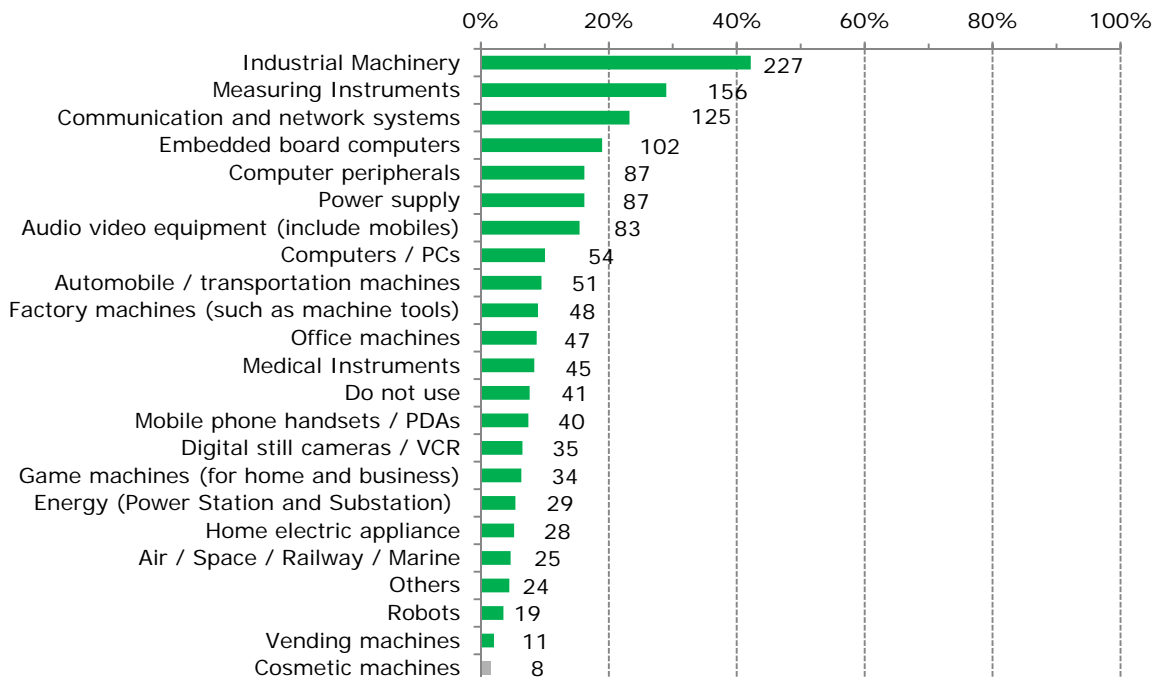
Product Category	Currently using		Currently using but not for the new design		Plan to use		No Plan to use		Total
	#	%	#	%	#	%	#	%	
MCUs with flash memory	265	49.26%	15	2.79%	73	13.57%	185	34.39%	538
MCU with Mask ROM	93	17.29%	45	8.36%	62	11.52%	338	62.83%	538
MPU	210	39.03%	23	4.28%	94	17.47%	211	39.22%	538
DSP	131	24.35%	29	5.39%	148	27.51%	230	42.75%	538
DRAM / SRAM	255	47.40%	21	3.90%	87	16.17%	175	32.53%	538
Non-volatile ICs (FRAM etc.)	148	27.51%	17	3.16%	160	29.74%	213	39.59%	538
ROM(EPROM/EEPROM/Mask ROM)	272	50.56%	34	6.32%	63	11.71%	169	31.41%	538
Flash memories	279	51.86%	17	3.16%	97	18.03%	145	26.95%	538
Standard logic ICs / Interface ICs / Driver ICs	386	71.75%	13	2.42%	43	7.99%	96	17.84%	538
AD-DA converters / Op Amp Comparator ICs	373	69.33%	20	3.72%	48	8.92%	97	18.03%	538
Audio Video ICs	159	29.55%	15	2.79%	87	16.17%	277	51.49%	538
Other Analog ICs / Mixed signal ICs	297	55.20%	20	3.72%	87	16.17%	134	24.91%	538
IC for Power Supply (DC-DC converters etc.)	389	72.30%	10	1.86%	50	9.29%	89	16.54%	538
Power Semiconductors (including ICs)	278	51.67%	14	2.60%	84	15.61%	162	30.11%	538
RF Semiconductors (including IC and module)	183	34.01%	13	2.42%	124	23.05%	218	40.52%	538
Others Discrete Semiconductors (Transistors & Diodes)	402	74.72%	8	1.49%	35	6.51%	93	17.29%	538
Display driver ICs / Graphic processors	224	41.64%	11	2.04%	89	16.54%	214	39.78%	538
Communication / Network ICs	290	53.90%	13	2.42%	84	15.61%	151	28.07%	538
Others Application Specific ICs or LSIs	232	43.12%	21	3.90%	85	15.80%	200	37.17%	538
PLD / FPGA	255	47.40%	18	3.35%	98	18.22%	167	31.04%	538
Gate Array / ASIC / Structured ASIC	116	21.56%	34	6.32%	97	18.03%	291	54.09%	538
Full custom system LSI	72	13.38%	23	4.28%	82	15.24%	361	67.10%	538
Optical semiconductors	218	40.52%	15	2.79%	87	16.17%	218	40.52%	538
Image sensors	82	15.24%	17	3.16%	105	19.52%	334	62.08%	538

# Types of Devices in Which the Respondents Use Semiconductors

In which device do you use semiconductor products? [Multiple answer](#)  
[Answer required]

Types of Devices	#	%
Industrial Machinery	227	42.19%
Measuring Instruments	156	29.00%
Communication and Network Systems	125	23.23%
Embedded board computers	102	18.96%
Computer peripherals	87	16.17%
Power supply	87	16.17%
Audio video equipment (including mobiles)	83	15.43%
Computers / PCs	54	10.04%
Automobile / transportation machines	51	9.48%
Factory machines (such as machine tools)	48	8.92%
Office machines	47	8.74%
Medical Instruments	45	8.36%
Do not use	41	7.62%
Mobile phone handsets / PDAs	40	7.43%
Digital still cameras / VCR	35	6.51%
Game machines (for home and business)	34	6.32%
Energy (Power Station and Substation)	29	5.39%
Home electric appliance	28	5.20%
Air / Space / Railway / Marine	25	4.65%
Others	24	4.46%
Robots	19	3.53%
Vending machines	11	2.04%
Cosmetic machines	8	1.49%
<b># of Respondents</b>	<b>538</b>	<b>100.00%</b>

- Breakdown of "Others"
- Education
  - Support for clients' power boards
  - Hi-speed cameras
  - Research / Prototypes



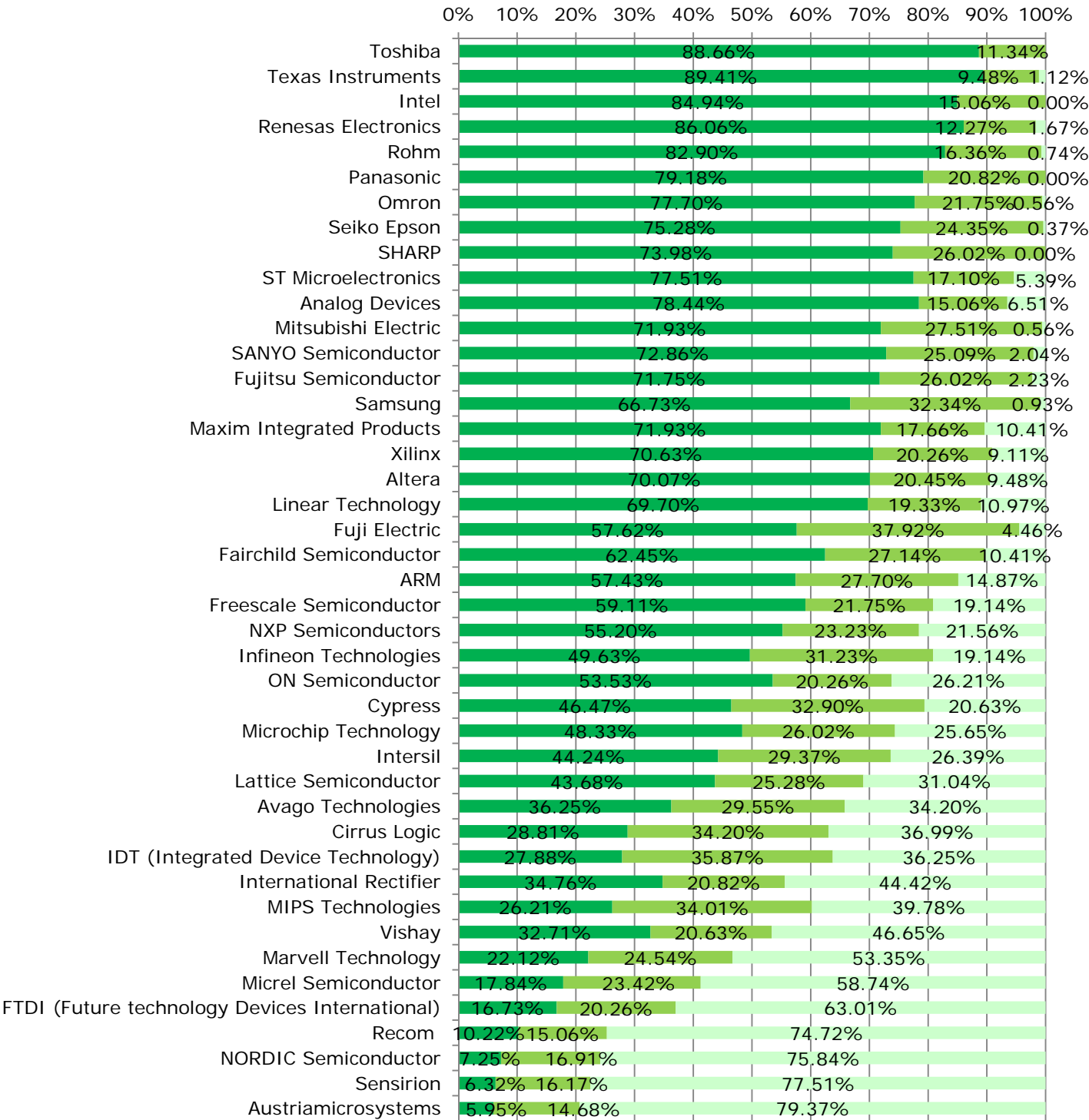
# **ABOUT SEMICONDUCTOR VENDORS**

# Awareness of Semiconductor Vendors ITmedia Inc.

Please choose appropriate visibility about each semiconductor vendor.

Single answer (each semiconductor vendor) [Answer required]

- I know vendor name and product well
- I know only vendor name
- I don't know neither vendor name nor product



Semiconductor Vendor	Total Point	I know vendor name and product well		I know only vendor name		I know neither vendor name nor product		Total
		#	%	#	%	#	%	
Toshiba	1015	477	88.66%	61	11.34%	0	0.00%	538
Texas Instruments	1013	481	89.41%	51	9.48%	6	1.12%	538
Intel	995	457	84.94%	81	15.06%	0	0.00%	538
Renesas Electronics	992	463	86.06%	66	12.27%	9	1.67%	538
Rohm	980	446	82.90%	88	16.36%	4	0.74%	538
Panasonic	964	426	79.18%	112	20.82%	0	0.00%	538
Omron	953	418	77.70%	117	21.75%	3	0.56%	538
Seiko Epson	941	405	75.28%	131	24.35%	2	0.37%	538
SHARP	936	398	73.98%	140	26.02%	0	0.00%	538
ST Microelectronics	926	417	77.51%	92	17.10%	29	5.39%	538
Analog Devices	925	422	78.44%	81	15.06%	35	6.51%	538
Mitsubishi Electric	922	387	71.93%	148	27.51%	3	0.56%	538
SANYO Semiconductor	919	392	72.86%	135	25.09%	11	2.04%	538
Fujitsu Semiconductor	912	386	71.75%	140	26.02%	12	2.23%	538
Samsung	892	359	66.73%	174	32.34%	5	0.93%	538
Maxim Integrated Products	869	387	71.93%	95	17.66%	56	10.41%	538
Xilinx	869	380	70.63%	109	20.26%	49	9.11%	538
Altera	864	377	70.07%	110	20.45%	51	9.48%	538
Linear Technology	854	375	69.70%	104	19.33%	59	10.97%	538
Fuji Electric	824	310	57.62%	204	37.92%	24	4.46%	538
Fairchild Semiconductor	818	336	62.45%	146	27.14%	56	10.41%	538
ARM	767	309	57.43%	149	27.70%	80	14.87%	538
Freescale Semiconductor	753	318	59.11%	117	21.75%	103	19.14%	538
NXP Semiconductors	719	297	55.20%	125	23.23%	116	21.56%	538
Infineon Technologies	702	267	49.63%	168	31.23%	103	19.14%	538
ON Semiconductor	685	288	53.53%	109	20.26%	141	26.21%	538
Cypress	677	250	46.47%	177	32.90%	111	20.63%	538
Microchip Technology	660	260	48.33%	140	26.02%	138	25.65%	538
Intersil	634	238	44.24%	158	29.37%	142	26.39%	538
Lattice Semiconductor	606	235	43.68%	136	25.28%	167	31.04%	538
Avago Technologies	549	195	36.25%	159	29.55%	184	34.20%	538
Cirrus Logic	494	155	28.81%	184	34.20%	199	36.99%	538
IDT (Integrated Device Technology)	493	150	27.88%	193	35.87%	195	36.25%	538
International Rectifier	486	187	34.76%	112	20.82%	239	44.42%	538
MIPS Technologies	465	141	26.21%	183	34.01%	214	39.78%	538
Vishay	463	176	32.71%	111	20.63%	251	46.65%	538
Marvell Technology	370	119	22.12%	132	24.54%	287	53.35%	538
Micrel Semiconductor	318	96	17.84%	126	23.42%	316	58.74%	538
FTDI ( Future technology Devices International )	289	90	16.73%	109	20.26%	339	63.01%	538
Recom	191	55	10.22%	81	15.06%	402	74.72%	538
NORDIC Semiconductor	169	39	7.25%	91	16.91%	408	75.84%	538
Sensirion	155	34	6.32%	87	16.17%	417	77.51%	538
Austriamicrosystems	143	32	5.95%	79	14.68%	427	79.37%	538

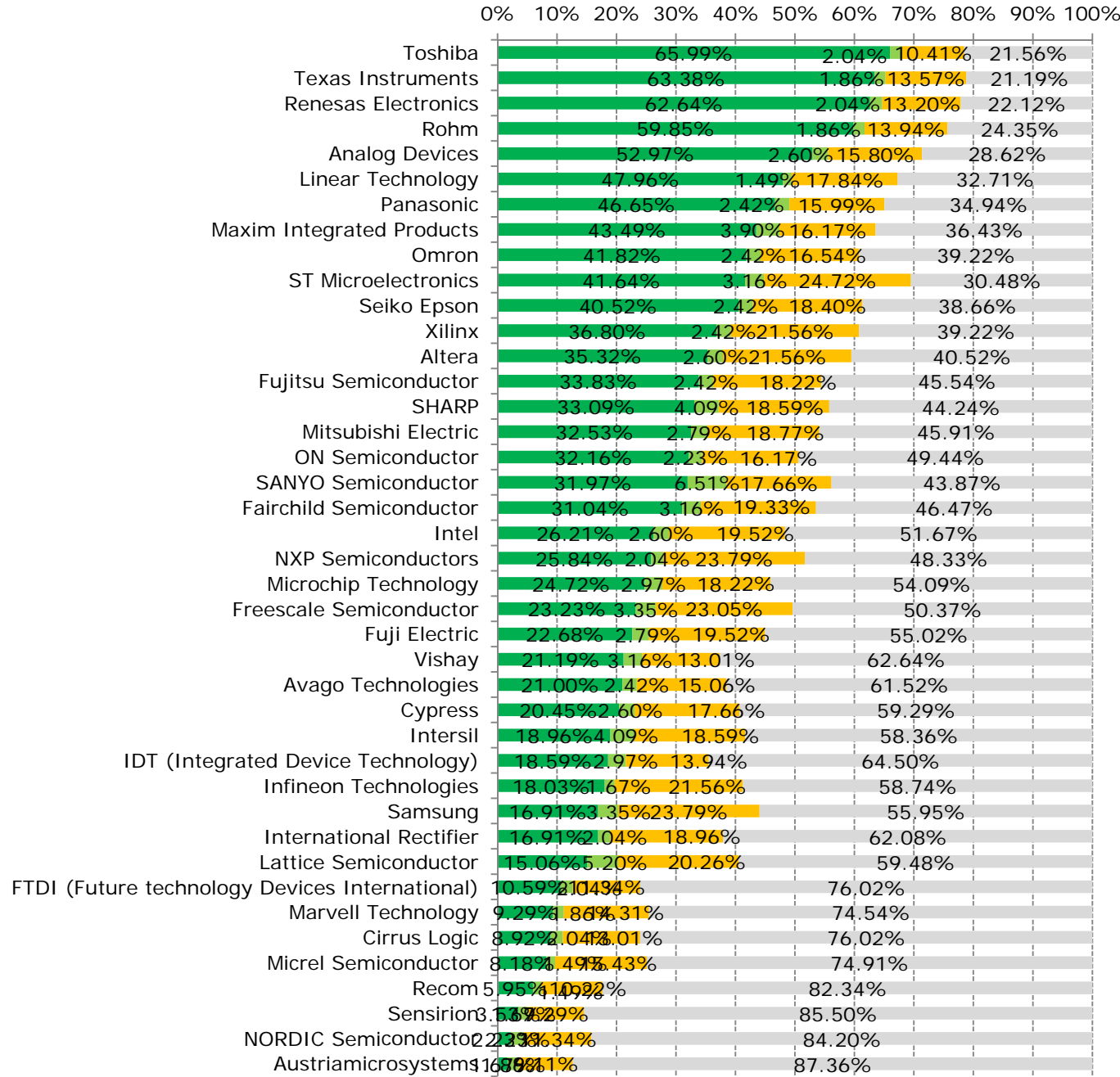
(Total points are calculated according to the each answer. 2 points are given for "I know vendor name and product well" and 1 point for "I know only vendor name.")



# Semiconductor Product Usage by Vendor

Please choose appropriate status of use of products from each semiconductor vendor. [Single answer \(each semiconductor vendor\)](#) [Answer required]

■ Currently using 
 ■ Currently using but not for the new design 
 ■ Plan to use 
 ■ No plan to use



# Semiconductor Product Usage by Vendor

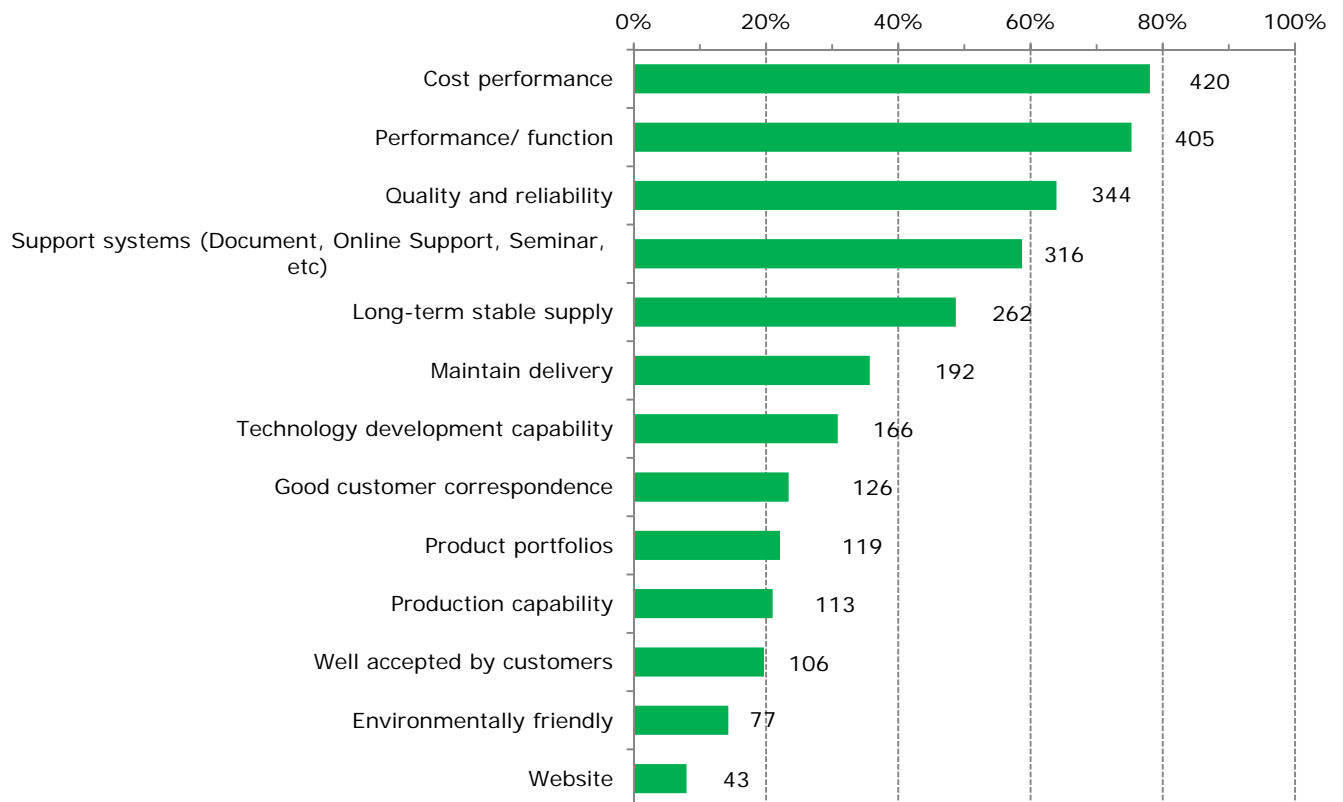
Semiconductor Vendor	Currently using		Currently using but not for the new design		Plan to use		No plan to use		Total
	#	%	#	%	#	%	#	%	
Toshiba	355	65.99%	11	2.04%	56	10.41%	116	21.56%	538
Texas Instruments	341	63.38%	10	1.86%	73	13.57%	114	21.19%	538
Renesas Electronics	337	62.64%	11	2.04%	71	13.20%	119	22.12%	538
Rohm	322	59.85%	10	1.86%	75	13.94%	131	24.35%	538
Analog Devices	285	52.97%	14	2.60%	85	15.80%	154	28.62%	538
Linear Technology	258	47.96%	8	1.49%	96	17.84%	176	32.71%	538
Panasonic	251	46.65%	13	2.42%	86	15.99%	188	34.94%	538
Maxim Integrated Products	234	43.49%	21	3.90%	87	16.17%	196	36.43%	538
Omron	225	41.82%	13	2.42%	89	16.54%	211	39.22%	538
ST Microelectronics	224	41.64%	17	3.16%	133	24.72%	164	30.48%	538
Seiko Epson	218	40.52%	13	2.42%	99	18.40%	208	38.66%	538
Xilinx	198	36.80%	13	2.42%	116	21.56%	211	39.22%	538
Altera	190	35.32%	14	2.60%	116	21.56%	218	40.52%	538
Fujitsu Semiconductor	182	33.83%	13	2.42%	98	18.22%	245	45.54%	538
SHARP	178	33.09%	22	4.09%	100	18.59%	238	44.24%	538
Mitsubishi Electric	175	32.53%	15	2.79%	101	18.77%	247	45.91%	538
ON Semiconductor	173	32.16%	12	2.23%	87	16.17%	266	49.44%	538
SANYO Semiconductor	172	31.97%	35	6.51%	95	17.66%	236	43.87%	538
Fairchild Semiconductor	167	31.04%	17	3.16%	104	19.33%	250	46.47%	538
Intel	141	26.21%	14	2.60%	105	19.52%	278	51.67%	538
NXP Semiconductors	139	25.84%	11	2.04%	128	23.79%	260	48.33%	538
Microchip Technology	133	24.72%	16	2.97%	98	18.22%	291	54.09%	538
Freescale Semiconductor	125	23.23%	18	3.35%	124	23.05%	271	50.37%	538
Fuji Electric	122	22.68%	15	2.79%	105	19.52%	296	55.02%	538
Vishay	114	21.19%	17	3.16%	70	13.01%	337	62.64%	538
Avago Technologies	113	21.00%	13	2.42%	81	15.06%	331	61.52%	538
Cypress	110	20.45%	14	2.60%	95	17.66%	319	59.29%	538
Intersil	102	18.96%	22	4.09%	100	18.59%	314	58.36%	538
IDT (Integrated Device Technology)	100	18.59%	16	2.97%	75	13.94%	347	64.50%	538
Infineon Technologies	97	18.03%	9	1.67%	116	21.56%	316	58.74%	538
Samsung	91	16.91%	18	3.35%	128	23.79%	301	55.95%	538
International Rectifier	91	16.91%	11	2.04%	102	18.96%	334	62.08%	538
Lattice Semiconductor	81	15.06%	28	5.20%	109	20.26%	320	59.48%	538
FTDI ( Future technology Devices International )	57	10.59%	11	2.04%	61	11.34%	409	76.02%	538
Marvell Technology	50	9.29%	10	1.86%	77	14.31%	401	74.54%	538
Cirrus Logic	48	8.92%	11	2.04%	70	13.01%	409	76.02%	538
Micrel Semiconductor	44	8.18%	8	1.49%	83	15.43%	403	74.91%	538
Recom	32	5.95%	8	1.49%	55	10.22%	443	82.34%	538
Sensirion	19	3.53%	9	1.67%	50	9.29%	460	85.50%	538
NORDIC Semiconductor	12	2.23%	12	2.23%	61	11.34%	453	84.20%	538
Austriamicrosystems	9	1.67%	10	1.86%	49	9.11%	470	87.36%	538

# Important Factors in Selecting Vendors ITmedia Inc.

What do you value most in a deal with semiconductor vendors?

Multiple answer [Answer required]

Factor	#	%
Cost performance	420	78.07%
Performance/ function	405	75.28%
Quality and reliability	344	63.94%
Support systems (Document, Online Support, Seminar, etc)	316	58.74%
Long-term stable supply	262	48.70%
Maintain delivery	192	35.69%
Technology development capability	166	30.86%
Good customer correspondence	126	23.42%
Product portfolios	119	22.12%
Production capability	113	21.00%
Well accepted by customers	106	19.70%
Environmentally friendly	77	14.31%
Website	43	7.99%
<b># of Respondents</b>	<b>538</b>	<b>100.00%</b>



# Ratings of Semiconductor Vendors

Select all that apply about evaluation of the following semiconductor device vendors. (Please skip the vendors you do not know.) [Multiple answer](#)

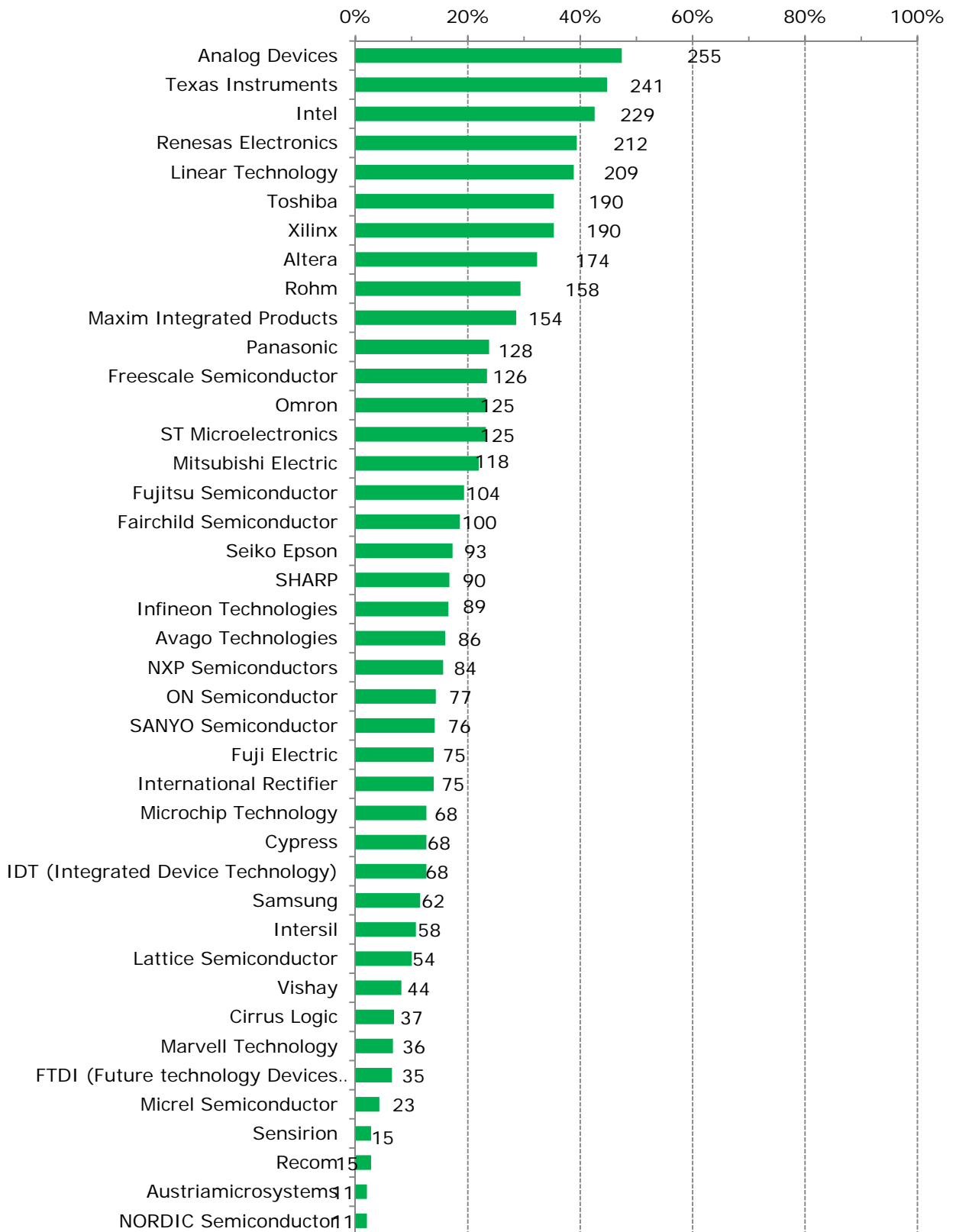
Semiconductor Vendor	Good Product Performance and Functionality	Cost Performance	Technology Development Capability	Abundant Product Portfolios	Production Capability	Support System such as Development Tools	Quality and Reliability	Maintains Delivery Date	Content Rich Website	Customer Correspondence	Environmentally Friendly	Well Accepted by Customers	Total
Renesas Electronics	212	129	159	148	67	95	113	35	40	46	25	88	1,157
Texas Instruments	241	135	169	162	76	65	80	10	62	21	15	72	1,108
Toshiba	190	129	124	133	67	40	110	23	50	25	30	75	996
Analog Devices	255	87	165	132	40	53	98	8	49	11	12	63	973
Rohm	158	178	105	124	38	40	76	30	27	34	24	67	901
Intel	229	54	195	51	75	47	81	10	26	15	16	62	861
Linear Technology	209	67	135	104	31	46	58	14	41	14	12	35	766
Xilinx	190	81	126	66	31	59	51	11	27	17	13	53	725
Altera	174	77	127	68	19	70	51	5	32	19	9	44	695
Panasonic	128	88	86	75	47	33	78	26	25	26	25	32	669
Omron	125	106	66	80	34	37	72	17	31	24	19	36	647
Maxim Integrated Products	154	85	108	120	18	33	43	6	28	9	9	34	647
ST Microelectronics	125	116	91	93	41	16	39	9	20	7	10	37	604
Mitsubishi Electric	118	58	77	40	29	20	61	18	14	18	15	31	499
Freescale Semiconductor	126	67	94	58	19	23	26	6	22	11	9	35	496
Seiko Epson	93	82	73	38	22	27	58	15	12	17	19	26	482
Fujitsu Semiconductor	104	58	77	27	27	26	50	19	8	19	14	25	454
SHARP	90	91	56	36	28	17	52	16	13	14	19	20	452
Microchip Technology	68	96	54	80	19	37	21	8	25	8	8	24	448
SANYO Semiconductor	76	89	48	48	17	20	47	20	10	12	15	20	422
Samsung	62	121	62	43	57	10	17	3	8	5	9	18	415
NXP Semiconductors	84	80	68	53	21	22	30	5	17	4	12	14	410
ON Semiconductor	77	73	48	70	22	11	27	3	15	4	9	20	379
Fairchild Semiconductor	100	58	49	56	19	14	22	3	14	2	9	16	362
Infineon Technologies	89	48	70	22	22	14	33	6	11	5	8	14	342
Fuji Electric	75	57	44	16	19	17	39	9	7	8	10	17	318
Avago Technologies	86	31	59	30	11	10	23	4	8	4	8	14	288
Cypress	68	47	61	29	8	22	13	3	10	3	5	11	280
Lattice Semiconductor	54	52	49	18	11	21	15	5	10	6	7	14	262
International Rectifier	75	29	52	35	13	9	20	0	7	2	3	8	253
Intersil	58	47	42	35	10	13	16	6	6	3	5	10	251
Vishay	44	40	31	33	13	11	18	7	8	2	9	7	223
IDT (Integrated Device Technology)	68	26	31	22	9	3	16	3	8	1	5	11	203
Marvell Technology	36	25	33	16	7	8	6	6	4	3	6	11	161
FTDI ( Future technology Devices International )	35	29	29	7	5	7	9	3	6	2	6	6	144
Cirrus Logic	37	19	31	7	12	7	4	2	2	2	4	4	131
Micrel Semiconductor	23	25	26	12	8	5	8	5	5	2	5	5	129
Sensirion	15	17	17	9	6	7	8	3	6	2	7	2	99
Recom	15	16	14	8	7	8	11	3	3	1	5	4	95
Austriamicrosystems	11	12	17	4	6	6	4	3	3	3	4	5	78
NORDIC Semiconductor	11	13	17	5	3	4	7	4	2	1	4	4	75

# Good Product Performance and Functionality ITmedia Inc.

Select all that apply about evaluation of the following semiconductor device vendors.

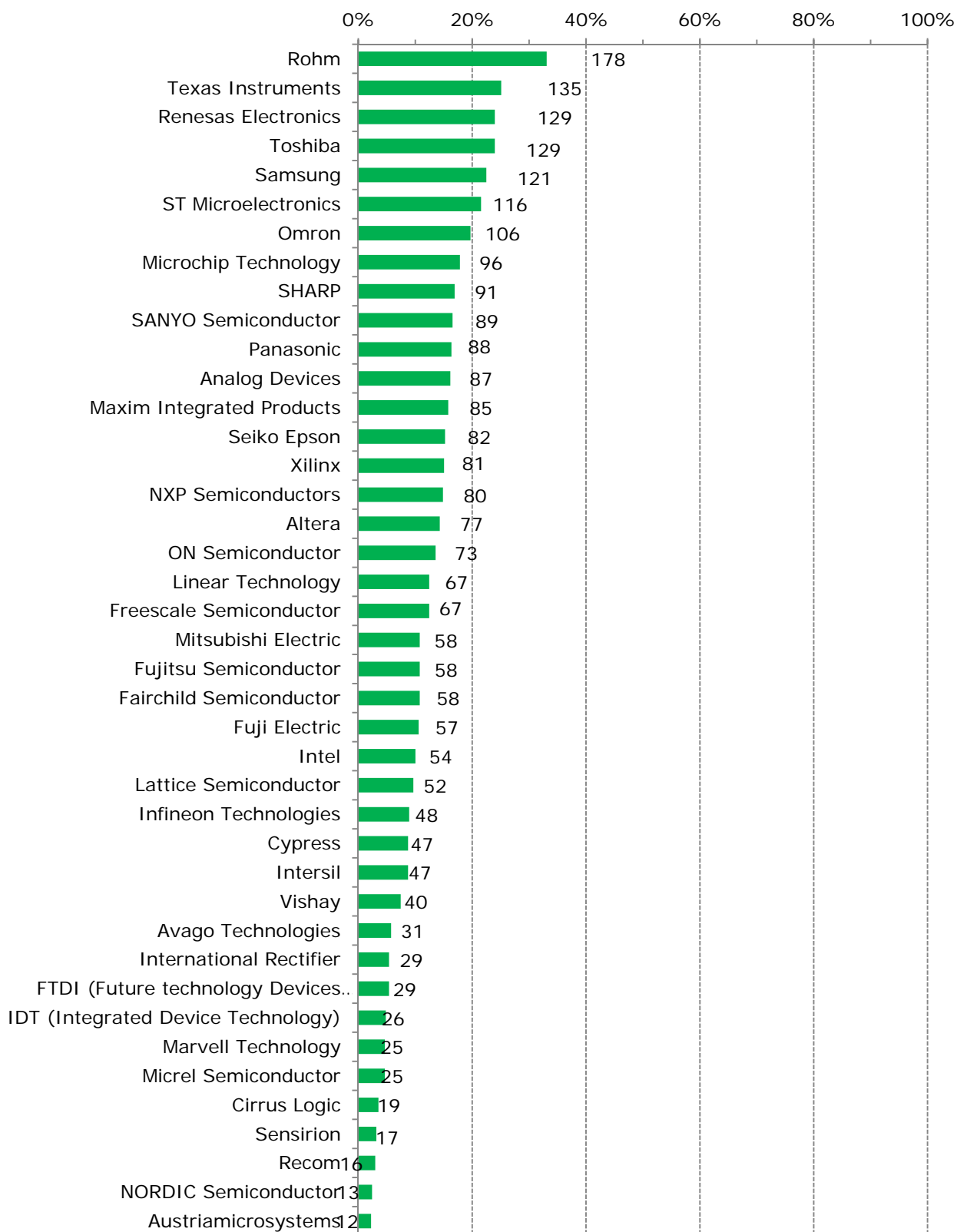
(Please skip the vendors you do not know.) [Multiple answer](#)

Rank	Semiconductor Vendor	#	%
1	Analog Devices	255	47.40%
2	Texas Instruments	241	44.80%
3	Intel	229	42.57%
4	Renesas Electronics	212	39.41%
5	Linear Technology	209	38.85%
6	Toshiba	190	35.32%
6	Xilinx	190	35.32%
8	Altera	174	32.34%
9	Rohm	158	29.37%
10	Maxim Integrated Products	154	28.62%
11	Panasonic	128	23.79%
12	Freescale Semiconductor	126	23.42%
13	Omron	125	23.23%
13	ST Microelectronics	125	23.23%
15	Mitsubishi Electric	118	21.93%
16	Fujitsu Semiconductor	104	19.33%
17	Fairchild Semiconductor	100	18.59%
18	Seiko Epson	93	17.29%
19	SHARP	90	16.73%
20	Infineon Technologies	89	16.54%
21	Avago Technologies	86	15.99%
22	NXP Semiconductors	84	15.61%
23	ON Semiconductor	77	14.31%
24	SANYO Semiconductor	76	14.13%
25	Fuji Electric	75	13.94%
25	International Rectifier	75	13.94%
27	Microchip Technology	68	12.64%
27	Cypress	68	12.64%
27	IDT (Integrated Device Technology)	68	12.64%
30	Samsung	62	11.52%
31	Intersil	58	10.78%
32	Lattice Semiconductor	54	10.04%
33	Vishay	44	8.18%
34	Cirrus Logic	37	6.88%
35	Marvell Technology	36	6.69%
36	FTDI ( Future technology Devices International )	35	6.51%
37	Micrel Semiconductor	23	4.28%
38	Sensirion	15	2.79%
38	Recom	15	2.79%
40	Austriamicrosystems	11	2.04%
40	NORDIC Semiconductor	11	2.04%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>



Select all that apply about evaluation of the following semiconductor device vendors.  
(Please skip the vendors you do not know.) [Multiple answer](#)

Rank	Semiconductor Vendor	#	%
1	Rohm	178	33.09%
2	Texas Instruments	135	25.09%
3	Renesas Electronics	129	23.98%
3	Toshiba	129	23.98%
5	Samsung	121	22.49%
6	ST Microelectronics	116	21.56%
7	Omron	106	19.70%
8	Microchip Technology	96	17.84%
9	SHARP	91	16.91%
10	SANYO Semiconductor	89	16.54%
11	Panasonic	88	16.36%
12	Analog Devices	87	16.17%
13	Maxim Integrated Products	85	15.80%
14	Seiko Epson	82	15.24%
15	Xilinx	81	15.06%
16	NXP Semiconductors	80	14.87%
17	Altera	77	14.31%
18	ON Semiconductor	73	13.57%
19	Linear Technology	67	12.45%
19	Freescale Semiconductor	67	12.45%
21	Mitsubishi Electric	58	10.78%
21	Fujitsu Semiconductor	58	10.78%
21	Fairchild Semiconductor	58	10.78%
24	Fuji Electric	57	10.59%
25	Intel	54	10.04%
26	Lattice Semiconductor	52	9.67%
27	Infineon Technologies	48	8.92%
28	Cypress	47	8.74%
28	Intersil	47	8.74%
30	Vishay	40	7.43%
31	Avago Technologies	31	5.76%
32	International Rectifier	29	5.39%
32	FTDI (Future technology Devices International)	29	5.39%
34	IDT (Integrated Device Technology)	26	4.83%
35	Marvell Technology	25	4.65%
35	Micrel Semiconductor	25	4.65%
37	Cirrus Logic	19	3.53%
38	Sensirion	17	3.16%
39	Recom	16	2.97%
40	NORDIC Semiconductor	13	2.42%
41	Austriamicrosystems	12	2.23%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>

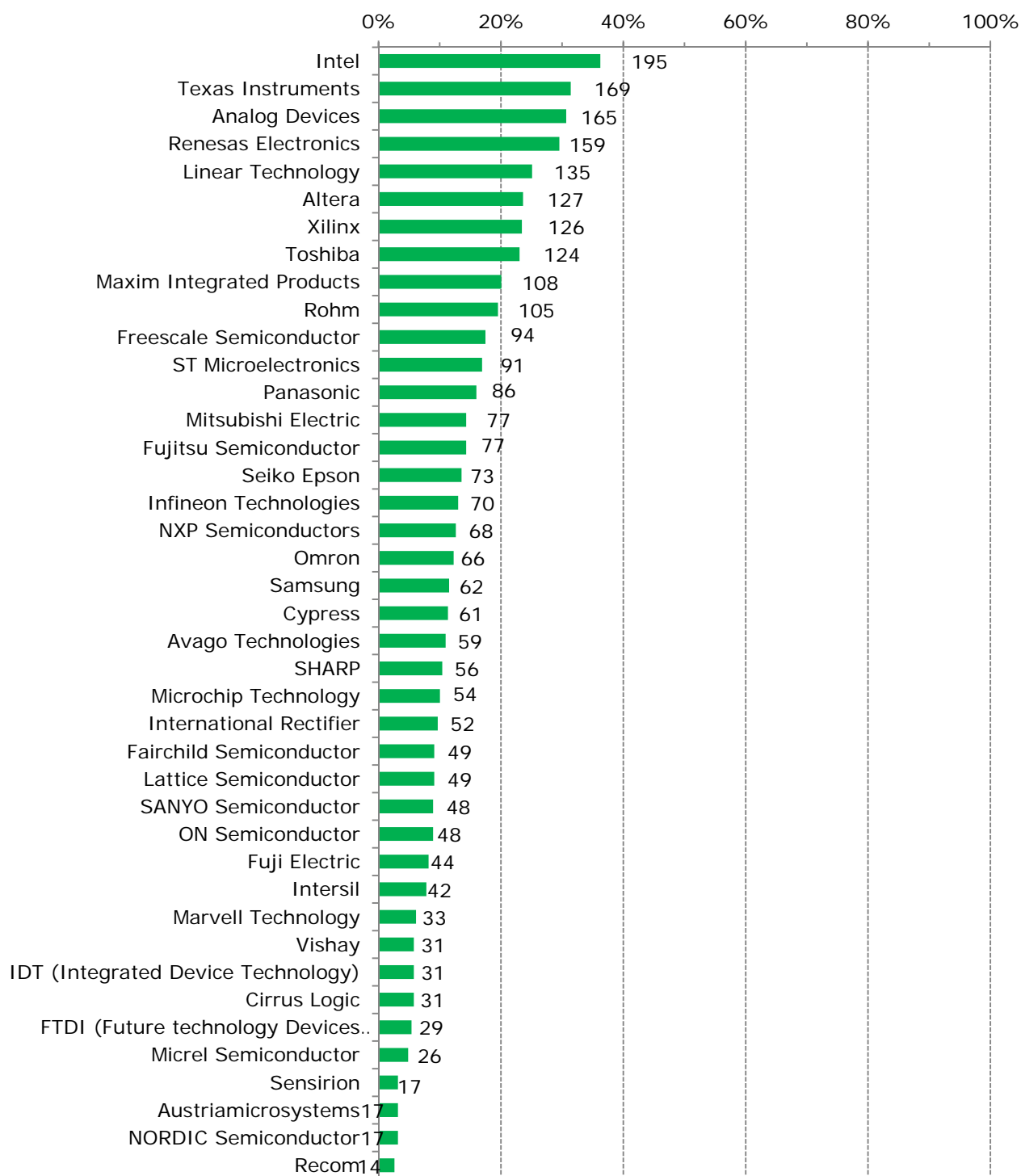




Select all that apply about evaluation of the following semiconductor device vendors.

(Please skip the vendors you do not know.) [Multiple answer](#)

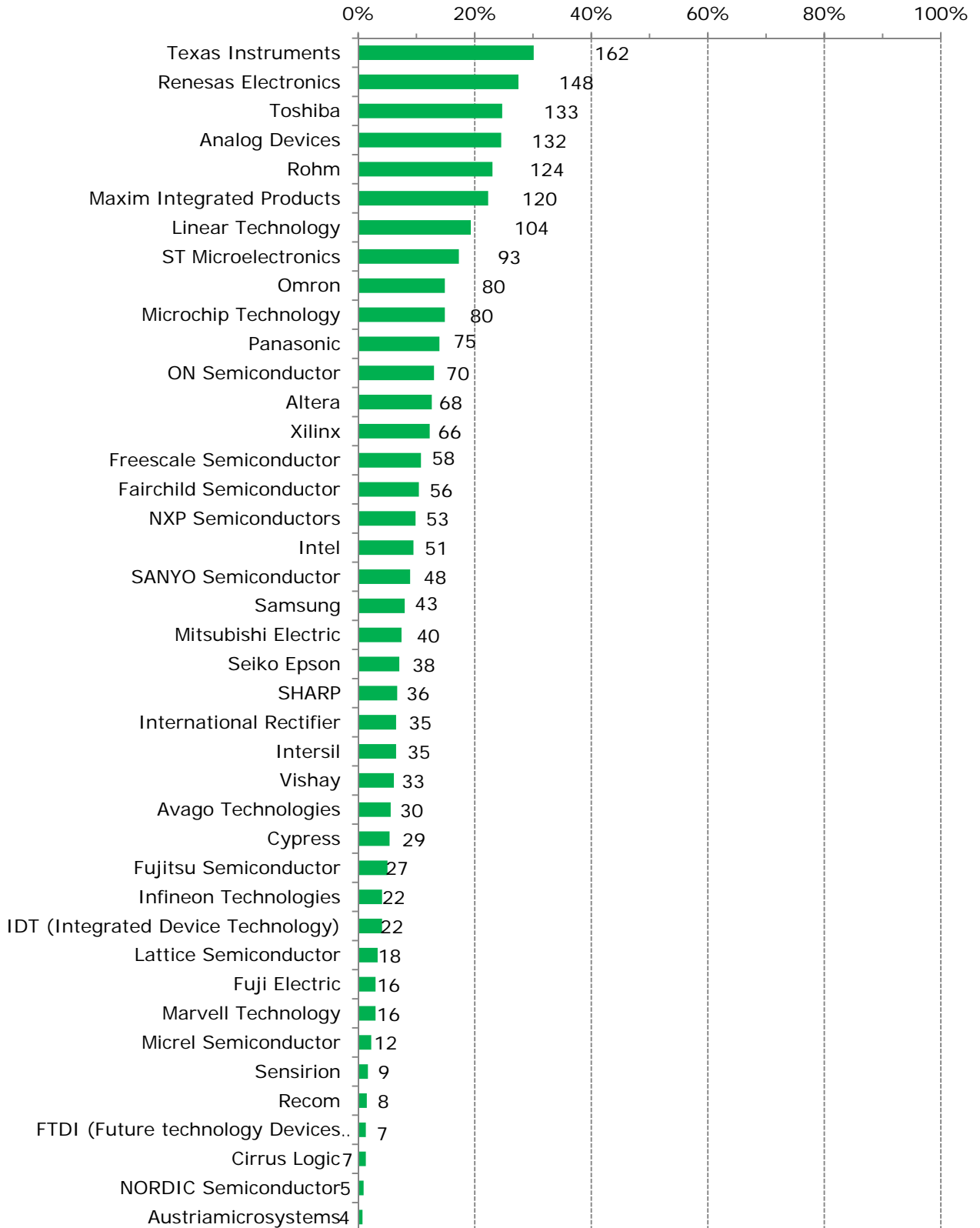
Rank	Semiconductor Vendor	#	%
1	Intel	195	36.25%
2	Texas Instruments	169	31.41%
3	Analog Devices	165	30.67%
4	Renesas Electronics	159	29.55%
5	Linear Technology	135	25.09%
6	Altera	127	23.61%
7	Xilinx	126	23.42%
8	Toshiba	124	23.05%
9	Maxim Integrated Products	108	20.07%
10	Rohm	105	19.52%
11	Freescale Semiconductor	94	17.47%
12	ST Microelectronics	91	16.91%
13	Panasonic	86	15.99%
14	Mitsubishi Electric	77	14.31%
14	Fujitsu Semiconductor	77	14.31%
16	Seiko Epson	73	13.57%
17	Infineon Technologies	70	13.01%
18	NXP Semiconductors	68	12.64%
19	Omron	66	12.27%
20	Samsung	62	11.52%
21	Cypress	61	11.34%
22	Avago Technologies	59	10.97%
23	SHARP	56	10.41%
24	Microchip Technology	54	10.04%
25	International Rectifier	52	9.67%
26	Fairchild Semiconductor	49	9.11%
26	Lattice Semiconductor	49	9.11%
28	SANYO Semiconductor	48	8.92%
28	ON Semiconductor	48	8.92%
30	Fuji Electric	44	8.18%
31	Intersil	42	7.81%
32	Marvell Technology	33	6.13%
33	Vishay	31	5.76%
33	IDT (Integrated Device Technology)	31	5.76%
33	Cirrus Logic	31	5.76%
36	FTDI ( Future technology Devices International )	29	5.39%
37	Micrel Semiconductor	26	4.83%
38	Sensirion	17	3.16%
38	Austriamicrosystems	17	3.16%
38	NORDIC Semiconductor	17	3.16%
41	Recom	14	2.60%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>



# Abundant Product Portfolios

Select all that apply about evaluation of the following semiconductor device vendors.  
(Please skip the vendors you do not know.) [Multiple answer](#)

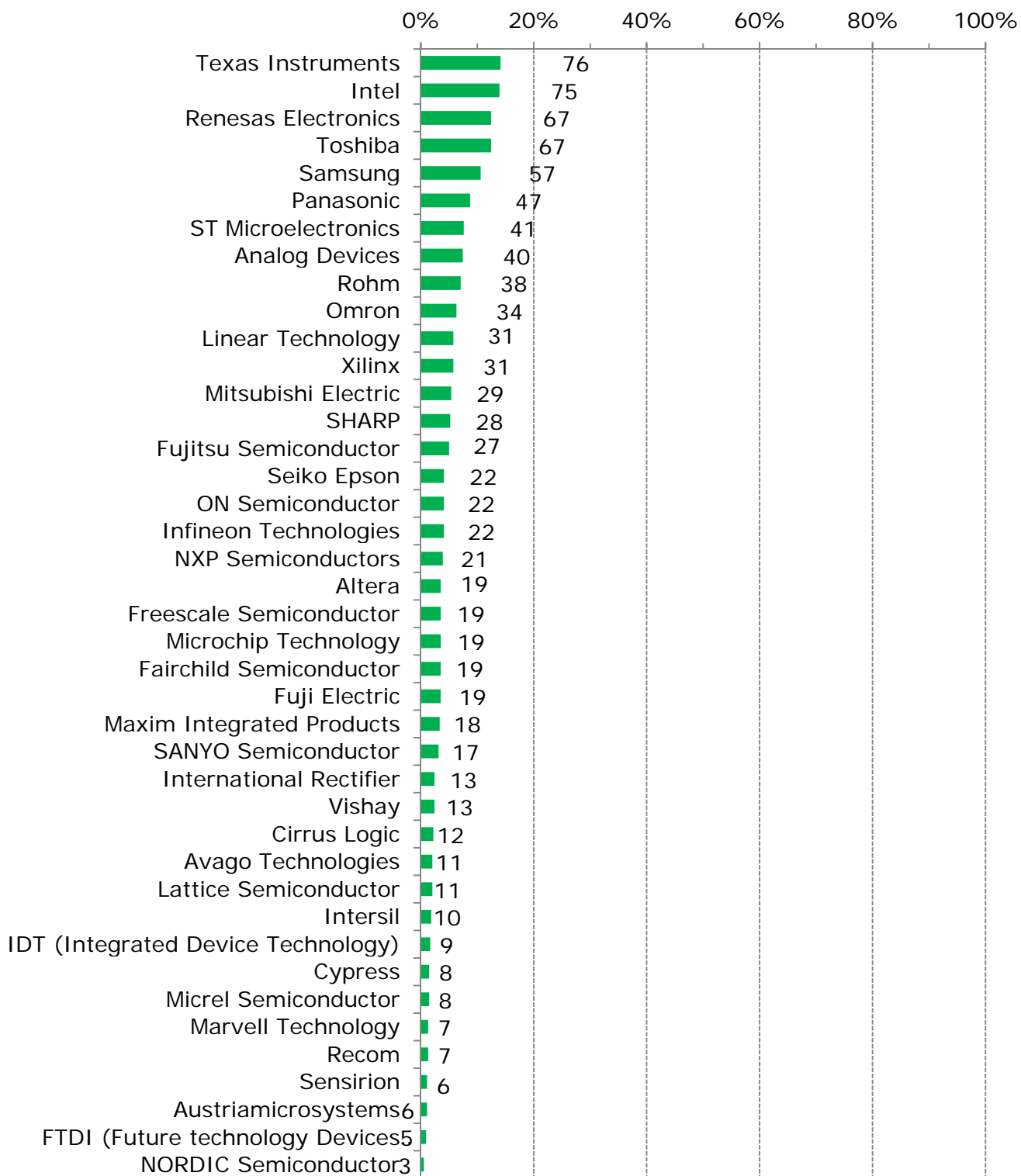
Rank	Semiconductor Vendor	#	%
1	Texas Instruments	162	30.11%
2	Renesas Electronics	148	27.51%
3	Toshiba	133	24.72%
4	Analog Devices	132	24.54%
5	Rohm	124	23.05%
6	Maxim Integrated Products	120	22.30%
7	Linear Technology	104	19.33%
8	ST Microelectronics	93	17.29%
9	Omron	80	14.87%
9	Microchip Technology	80	14.87%
11	Panasonic	75	13.94%
12	ON Semiconductor	70	13.01%
13	Altera	68	12.64%
14	Xilinx	66	12.27%
15	Freescale Semiconductor	58	10.78%
16	Fairchild Semiconductor	56	10.41%
17	NXP Semiconductors	53	9.85%
18	Intel	51	9.48%
19	SANYO Semiconductor	48	8.92%
20	Samsung	43	7.99%
21	Mitsubishi Electric	40	7.43%
22	Seiko Epson	38	7.06%
23	SHARP	36	6.69%
24	International Rectifier	35	6.51%
24	Intersil	35	6.51%
26	Vishay	33	6.13%
27	Avago Technologies	30	5.58%
28	Cypress	29	5.39%
29	Fujitsu Semiconductor	27	5.02%
30	Infineon Technologies	22	4.09%
30	IDT (Integrated Device Technology)	22	4.09%
32	Lattice Semiconductor	18	3.35%
33	Fuji Electric	16	2.97%
33	Marvell Technology	16	2.97%
35	Micrel Semiconductor	12	2.23%
36	Sensirion	9	1.67%
37	Recom	8	1.49%
38	FTDI ( Future technology Devices International )	7	1.30%
38	Cirrus Logic	7	1.30%
40	NORDIC Semiconductor	5	0.93%
41	Austriamicrosystems	4	0.74%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>



# Production Capability

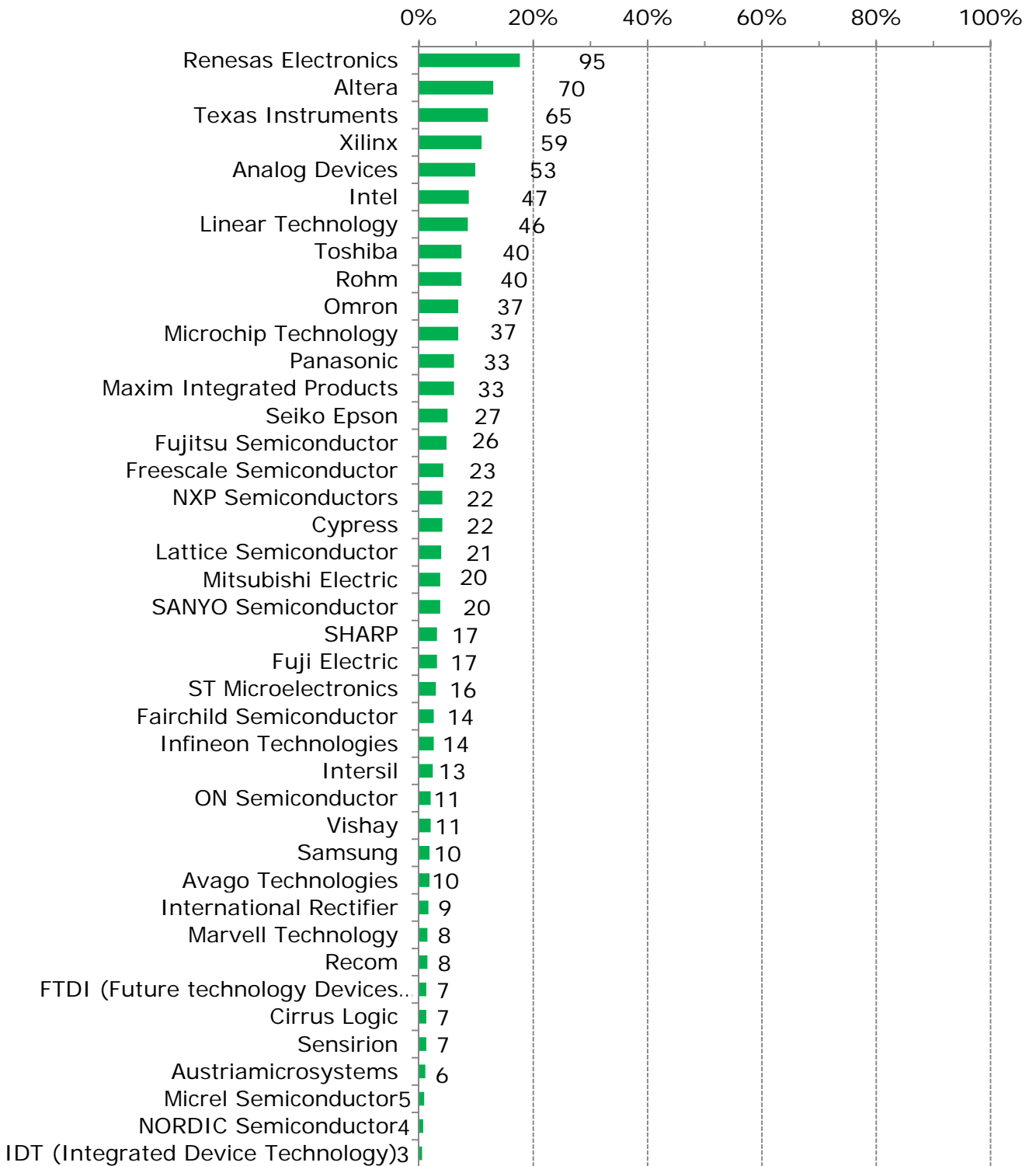
Select all that apply about evaluation of the following semiconductor device vendors.  
(Please skip the vendors you do not know.) [Multiple answer](#)

Rank	Semiconductor Vendor	#	%
1	Texas Instruments	76	14.13%
2	Intel	75	13.94%
3	Renesas Electronics	67	12.45%
3	Toshiba	67	12.45%
5	Samsung	57	10.59%
6	Panasonic	47	8.74%
7	ST Microelectronics	41	7.62%
8	Analog Devices	40	7.43%
9	Rohm	38	7.06%
10	Omron	34	6.32%
11	Linear Technology	31	5.76%
11	Xilinx	31	5.76%
13	Mitsubishi Electric	29	5.39%
14	SHARP	28	5.20%
15	Fujitsu Semiconductor	27	5.02%
16	Seiko Epson	22	4.09%
16	ON Semiconductor	22	4.09%
16	Infineon Technologies	22	4.09%
19	NXP Semiconductors	21	3.90%
20	Altera	19	3.53%
20	Freescale Semiconductor	19	3.53%
20	Microchip Technology	19	3.53%
20	Fairchild Semiconductor	19	3.53%
20	Fuji Electric	19	3.53%
25	Maxim Integrated Products	18	3.35%
26	SANYO Semiconductor	17	3.16%
27	International Rectifier	13	2.42%
27	Vishay	13	2.42%
29	Cirrus Logic	12	2.23%
30	Avago Technologies	11	2.04%
30	Lattice Semiconductor	11	2.04%
32	Intersil	10	1.86%
33	IDT (Integrated Device Technology)	9	1.67%
34	Cypress	8	1.49%
34	Micrel Semiconductor	8	1.49%
36	Marvell Technology	7	1.30%
36	Recom	7	1.30%
38	Sensirion	6	1.12%
38	Austriamicrosystems	6	1.12%
40	FTDI ( Future technology Devices International )	5	0.93%
41	NORDIC Semiconductor	3	0.56%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>



Select all that apply about evaluation of the following semiconductor device vendors.  
(Please skip the vendors you do not know.) [Multiple answer](#)

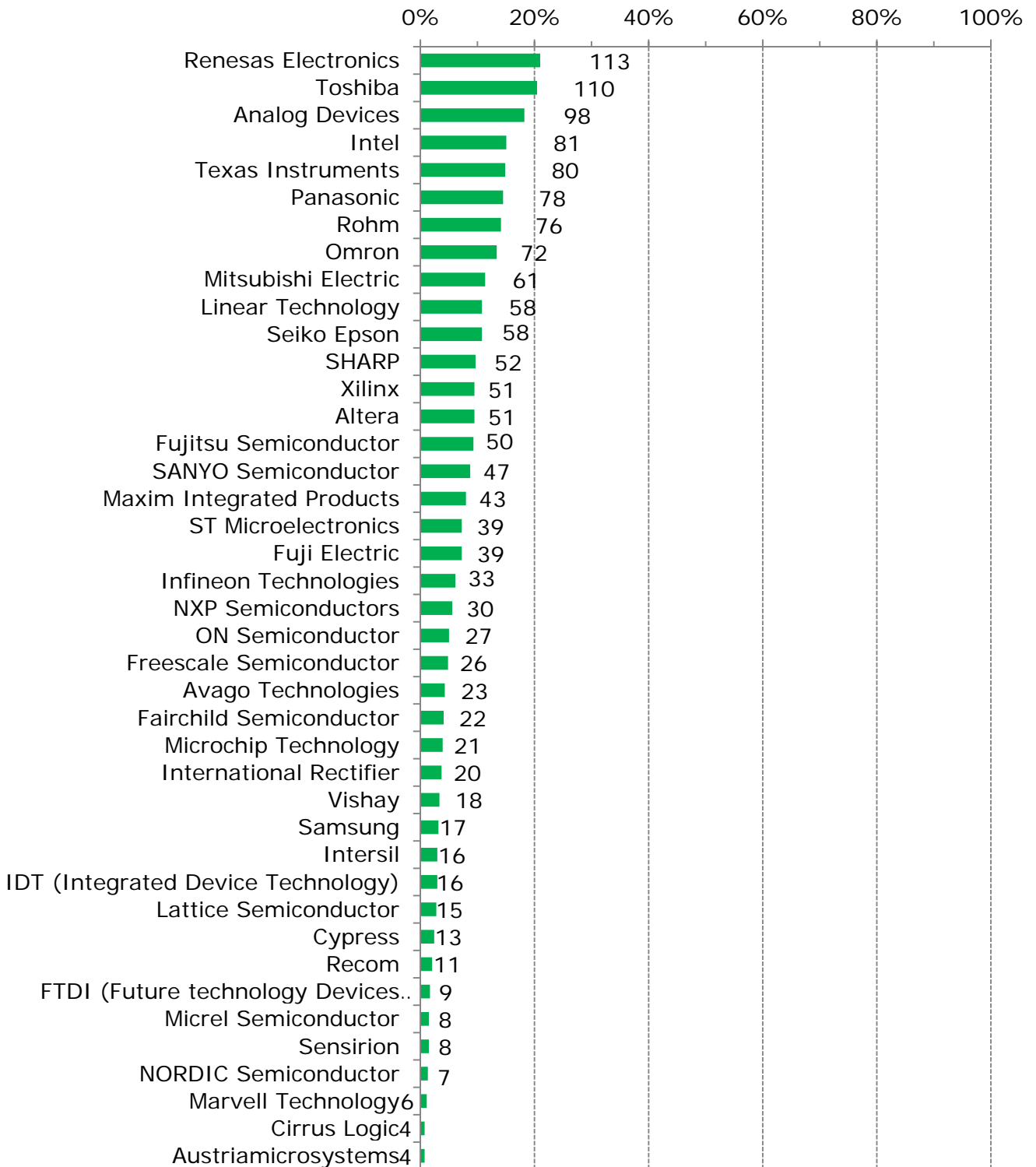
Rank	Semiconductor Vendor	#	%
1	Renesas Electronics	95	17.66%
2	Altera	70	13.01%
3	Texas Instruments	65	12.08%
4	Xilinx	59	10.97%
5	Analog Devices	53	9.85%
6	Intel	47	8.74%
7	Linear Technology	46	8.55%
8	Toshiba	40	7.43%
8	Rohm	40	7.43%
10	Omron	37	6.88%
10	Microchip Technology	37	6.88%
12	Panasonic	33	6.13%
12	Maxim Integrated Products	33	6.13%
14	Seiko Epson	27	5.02%
15	Fujitsu Semiconductor	26	4.83%
16	Freescale Semiconductor	23	4.28%
17	NXP Semiconductors	22	4.09%
17	Cypress	22	4.09%
19	Lattice Semiconductor	21	3.90%
20	Mitsubishi Electric	20	3.72%
20	SANYO Semiconductor	20	3.72%
22	SHARP	17	3.16%
22	Fuji Electric	17	3.16%
24	ST Microelectronics	16	2.97%
25	Fairchild Semiconductor	14	2.60%
25	Infineon Technologies	14	2.60%
27	Intersil	13	2.42%
28	ON Semiconductor	11	2.04%
28	Vishay	11	2.04%
30	Samsung	10	1.86%
30	Avago Technologies	10	1.86%
32	International Rectifier	9	1.67%
33	Marvell Technology	8	1.49%
33	Recom	8	1.49%
35	FTDI ( Future technology Devices International )	7	1.30%
35	Cirrus Logic	7	1.30%
35	Sensirion	7	1.30%
38	Austriamicrosystems	6	1.12%
39	Micrel Semiconductor	5	0.93%
40	NORDIC Semiconductor	4	0.74%
41	IDT (Integrated Device Technology)	3	0.56%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>





Select all that apply about evaluation of the following semiconductor device vendors.  
(Please skip the vendors you do not know.) [Multiple answer](#)

Rank	Semiconductor Vendor	#	%
1	Renesas Electronics	113	21.00%
2	Toshiba	110	20.45%
3	Analog Devices	98	18.22%
4	Intel	81	15.06%
5	Texas Instruments	80	14.87%
6	Panasonic	78	14.50%
7	Rohm	76	14.13%
8	Omron	72	13.38%
9	Mitsubishi Electric	61	11.34%
10	Linear Technology	58	10.78%
10	Seiko Epson	58	10.78%
12	SHARP	52	9.67%
13	Xilinx	51	9.48%
13	Altera	51	9.48%
15	Fujitsu Semiconductor	50	9.29%
16	SANYO Semiconductor	47	8.74%
17	Maxim Integrated Products	43	7.99%
18	ST Microelectronics	39	7.25%
18	Fuji Electric	39	7.25%
20	Infineon Technologies	33	6.13%
21	NXP Semiconductors	30	5.58%
22	ON Semiconductor	27	5.02%
23	Freescale Semiconductor	26	4.83%
24	Avago Technologies	23	4.28%
25	Fairchild Semiconductor	22	4.09%
26	Microchip Technology	21	3.90%
27	International Rectifier	20	3.72%
28	Vishay	18	3.35%
29	Samsung	17	3.16%
30	Intersil	16	2.97%
30	IDT (Integrated Device Technology)	16	2.97%
32	Lattice Semiconductor	15	2.79%
33	Cypress	13	2.42%
34	Recom	11	2.04%
35	FTDI ( Future technology Devices International )	9	1.67%
36	Micrel Semiconductor	8	1.49%
36	Sensirion	8	1.49%
38	NORDIC Semiconductor	7	1.30%
39	Marvell Technology	6	1.12%
40	Cirrus Logic	4	0.74%
40	Austriamicrosystems	4	0.74%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>



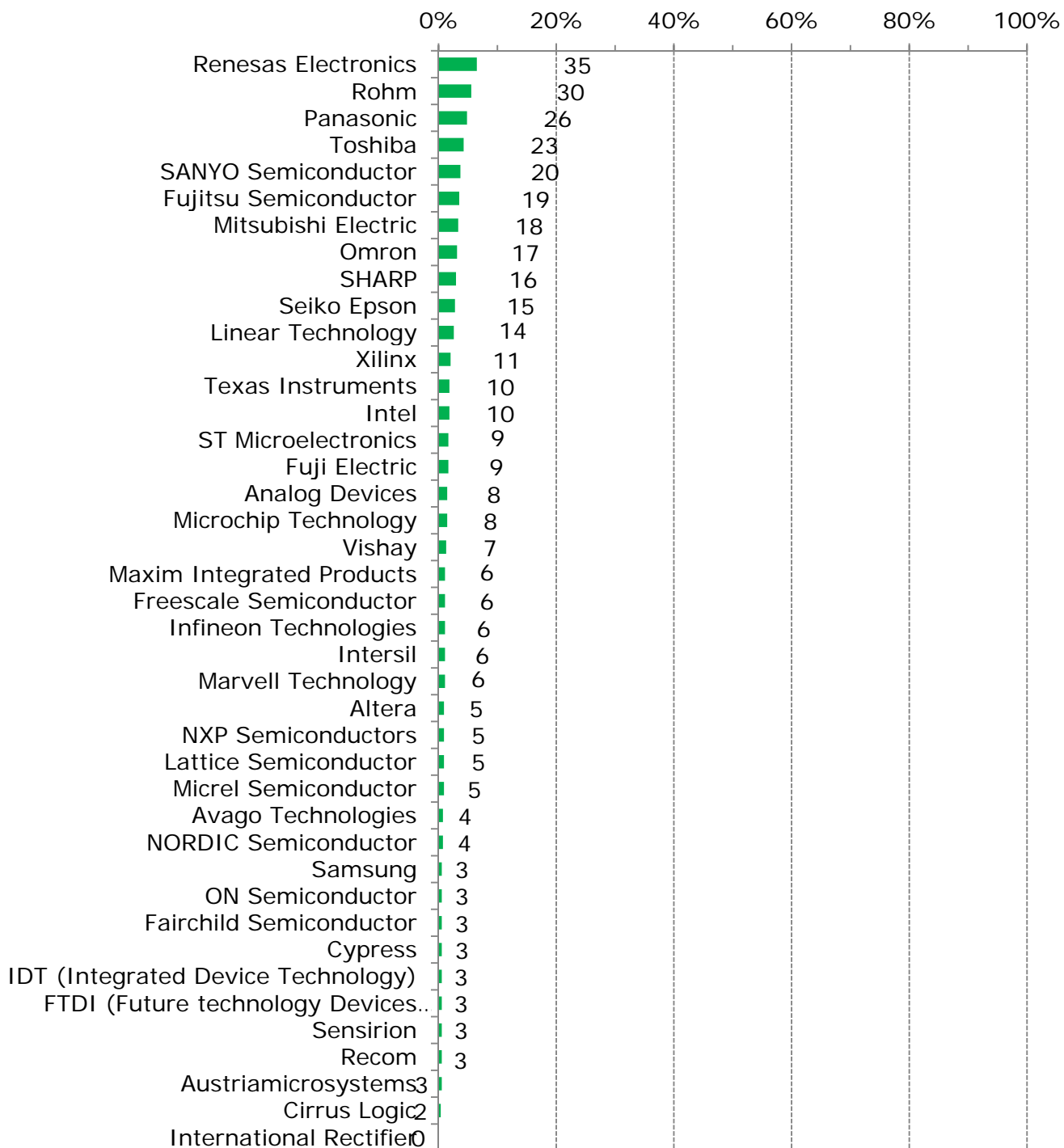
# Maintains Delivery Date

Select all that apply about evaluation of the following semiconductor device vendors.

(Please skip the vendors you do not know.) [Multiple answer](#)

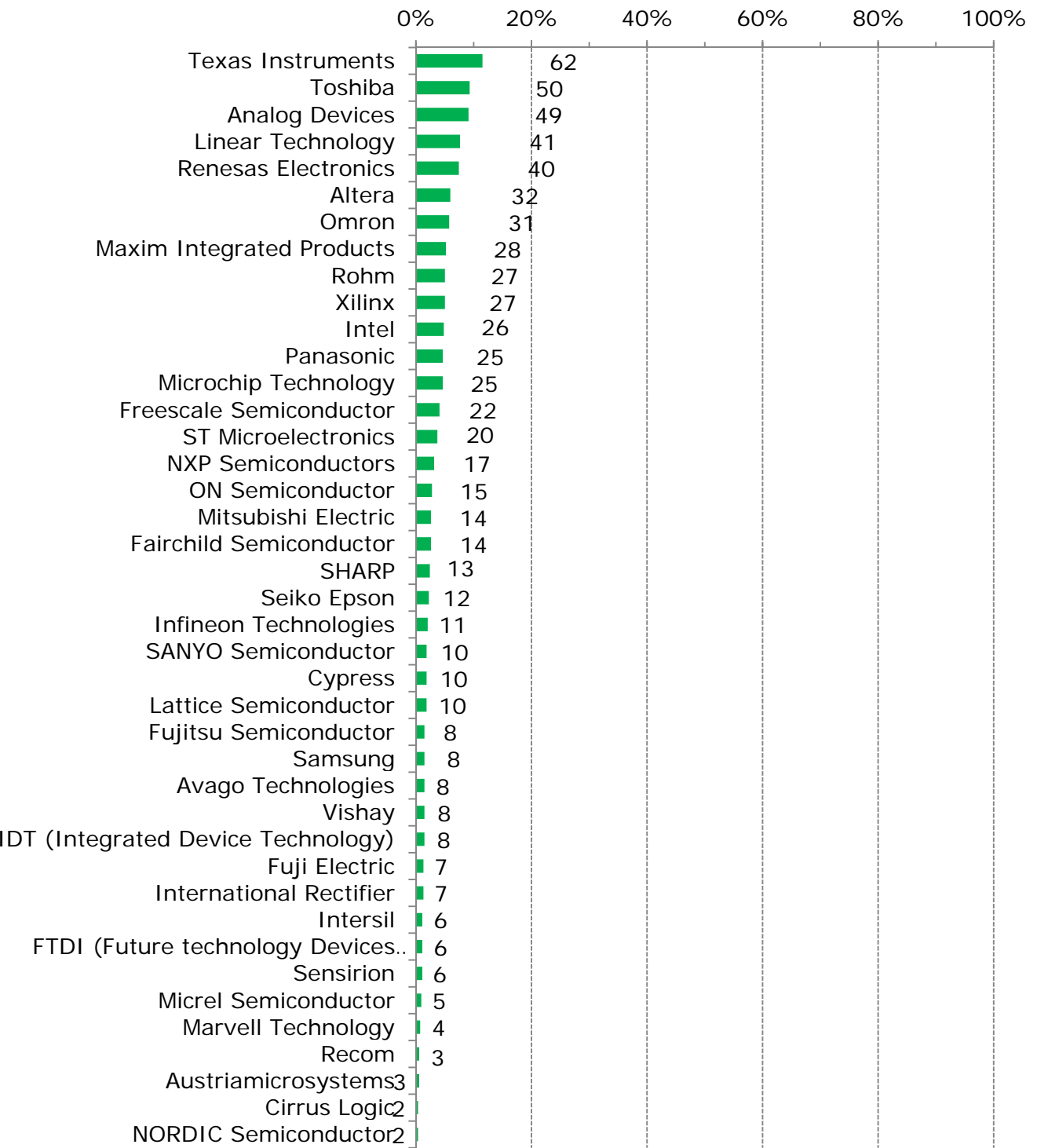
Rank	Semiconductor Vendor	#	%
1	Renesas Electronics	35	6.51%
2	Rohm	30	5.58%
3	Panasonic	26	4.83%
4	Toshiba	23	4.28%
5	SANYO Semiconductor	20	3.72%
6	Fujitsu Semiconductor	19	3.53%
7	Mitsubishi Electric	18	3.35%
8	Omron	17	3.16%
9	SHARP	16	2.97%
10	Seiko Epson	15	2.79%
11	Linear Technology	14	2.60%
12	Xilinx	11	2.04%
13	Texas Instruments	10	1.86%
13	Intel	10	1.86%
15	ST Microelectronics	9	1.67%
15	Fuji Electric	9	1.67%
17	Analog Devices	8	1.49%
17	Microchip Technology	8	1.49%
19	Vishay	7	1.30%
20	Maxim Integrated Products	6	1.12%
20	Freescale Semiconductor	6	1.12%
20	Infineon Technologies	6	1.12%
20	Intersil	6	1.12%
20	Marvell Technology	6	1.12%
25	Altera	5	0.93%
25	NXP Semiconductors	5	0.93%
25	Lattice Semiconductor	5	0.93%
25	Micrel Semiconductor	5	0.93%
29	Avago Technologies	4	0.74%
29	NORDIC Semiconductor	4	0.74%
31	Samsung	3	0.56%
31	ON Semiconductor	3	0.56%
31	Fairchild Semiconductor	3	0.56%
31	Cypress	3	0.56%
31	IDT (Integrated Device Technology)	3	0.56%
31	FTDI ( Future technology Devices International )	3	0.56%
31	Sensirion	3	0.56%
31	Recom	3	0.56%
31	Austriamicrosystems	3	0.56%
40	Cirrus Logic	2	0.37%
41	International Rectifier	0	0.00%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>

# Maintains Delivery Date



Select all that apply about evaluation of the following semiconductor device vendors.  
(Please skip the vendors you do not know.) [Multiple answer](#)

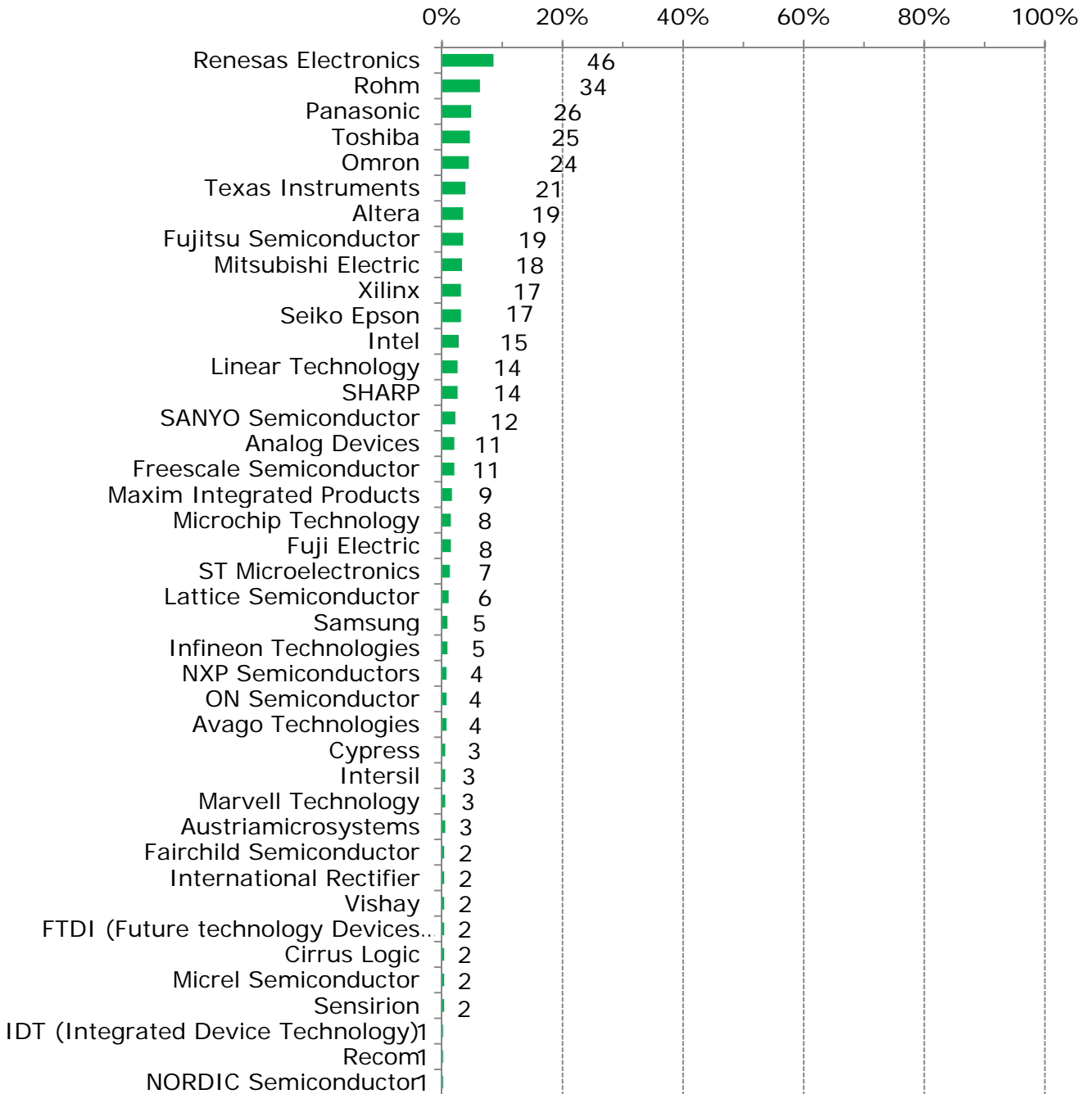
Rank	Semiconductor Vendor	#	%
1	Texas Instruments	62	11.52%
2	Toshiba	50	9.29%
3	Analog Devices	49	9.11%
4	Linear Technology	41	7.62%
5	Renesas Electronics	40	7.43%
6	Altera	32	5.95%
7	Omron	31	5.76%
8	Maxim Integrated Products	28	5.20%
9	Rohm	27	5.02%
9	Xilinx	27	5.02%
11	Intel	26	4.83%
12	Panasonic	25	4.65%
12	Microchip Technology	25	4.65%
14	Freescale Semiconductor	22	4.09%
15	ST Microelectronics	20	3.72%
16	NXP Semiconductors	17	3.16%
17	ON Semiconductor	15	2.79%
18	Mitsubishi Electric	14	2.60%
18	Fairchild Semiconductor	14	2.60%
20	SHARP	13	2.42%
21	Seiko Epson	12	2.23%
22	Infineon Technologies	11	2.04%
23	SANYO Semiconductor	10	1.86%
23	Cypress	10	1.86%
23	Lattice Semiconductor	10	1.86%
26	Fujitsu Semiconductor	8	1.49%
26	Samsung	8	1.49%
26	Avago Technologies	8	1.49%
26	Vishay	8	1.49%
26	IDT (Integrated Device Technology)	8	1.49%
31	Fuji Electric	7	1.30%
31	International Rectifier	7	1.30%
33	Intersil	6	1.12%
33	FTDI ( Future technology Devices International )	6	1.12%
33	Sensirion	6	1.12%
36	Micrel Semiconductor	5	0.93%
37	Marvell Technology	4	0.74%
38	Recom	3	0.56%
38	Austriamicrosystems	3	0.56%
40	Cirrus Logic	2	0.37%
40	NORDIC Semiconductor	2	0.37%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>



# Customer Correspondence

Select all that apply about evaluation of the following semiconductor device vendors. (Please skip the vendors you do not know.) [Multiple answer](#)

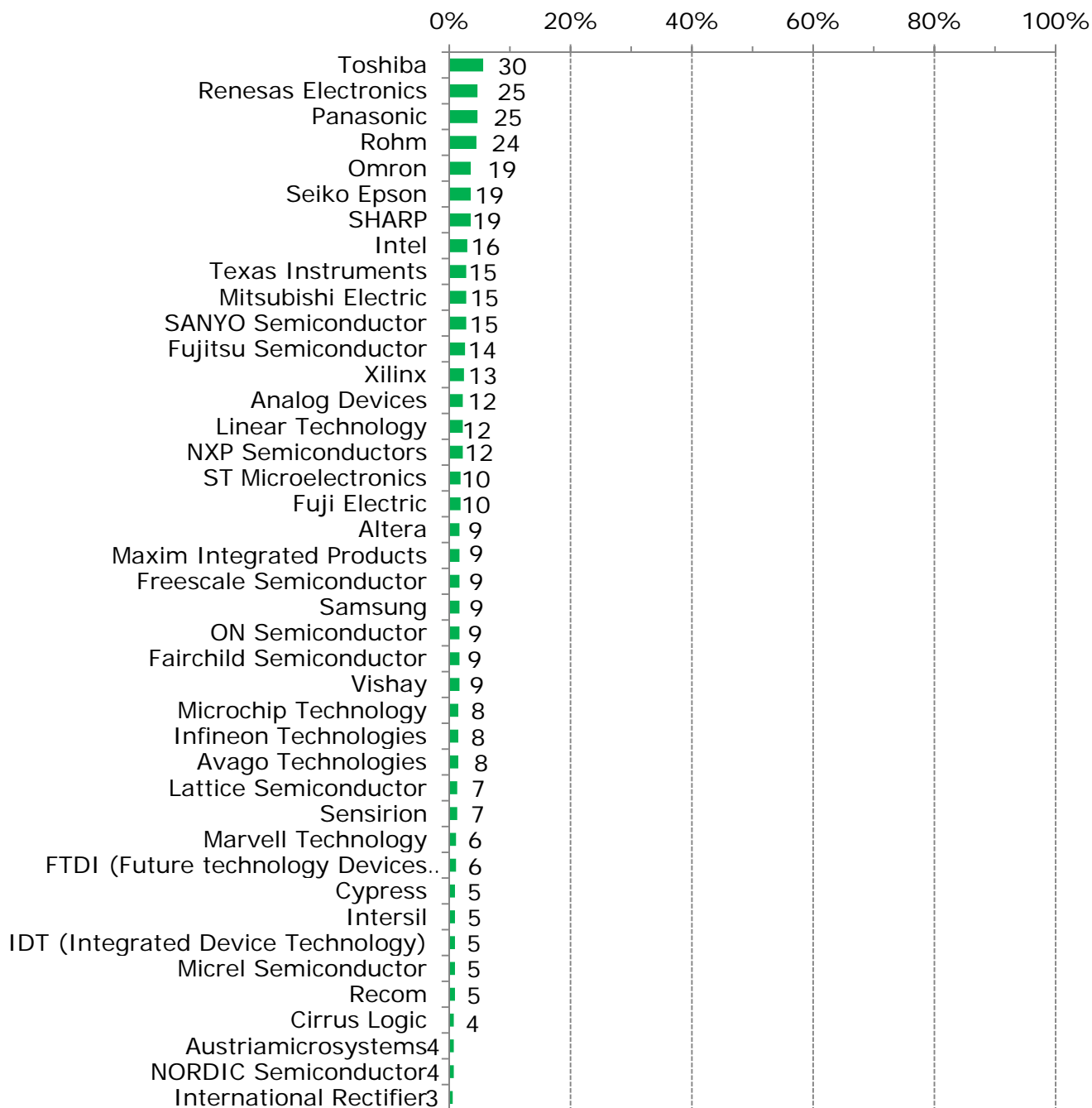
Rank	Semiconductor Vendor	#	%
1	Renesas Electronics	46	8.55%
2	Rohm	34	6.32%
3	Panasonic	26	4.83%
4	Toshiba	25	4.65%
5	Omron	24	4.46%
6	Texas Instruments	21	3.90%
7	Altera	19	3.53%
7	Fujitsu Semiconductor	19	3.53%
9	Mitsubishi Electric	18	3.35%
10	Xilinx	17	3.16%
10	Seiko Epson	17	3.16%
12	Intel	15	2.79%
13	Linear Technology	14	2.60%
13	SHARP	14	2.60%
15	SANYO Semiconductor	12	2.23%
16	Analog Devices	11	2.04%
16	Freescale Semiconductor	11	2.04%
18	Maxim Integrated Products	9	1.67%
19	Microchip Technology	8	1.49%
19	Fuji Electric	8	1.49%
21	ST Microelectronics	7	1.30%
22	Lattice Semiconductor	6	1.12%
23	Samsung	5	0.93%
23	Infineon Technologies	5	0.93%
25	NXP Semiconductors	4	0.74%
25	ON Semiconductor	4	0.74%
25	Avago Technologies	4	0.74%
28	Cypress	3	0.56%
28	Intersil	3	0.56%
28	Marvell Technology	3	0.56%
28	Austriamicrosystems	3	0.56%
32	Fairchild Semiconductor	2	0.37%
32	International Rectifier	2	0.37%
32	Vishay	2	0.37%
32	FTDI ( Future technology Devices International )	2	0.37%
32	Cirrus Logic	2	0.37%
32	Micrel Semiconductor	2	0.37%
32	Sensirion	2	0.37%
39	IDT (Integrated Device Technology)	1	0.19%
39	Recom	1	0.19%
39	NORDIC Semiconductor	1	0.19%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>





Select all that apply about evaluation of the following semiconductor device vendors.  
(Please skip the vendors you do not know.) [Multiple answer](#)

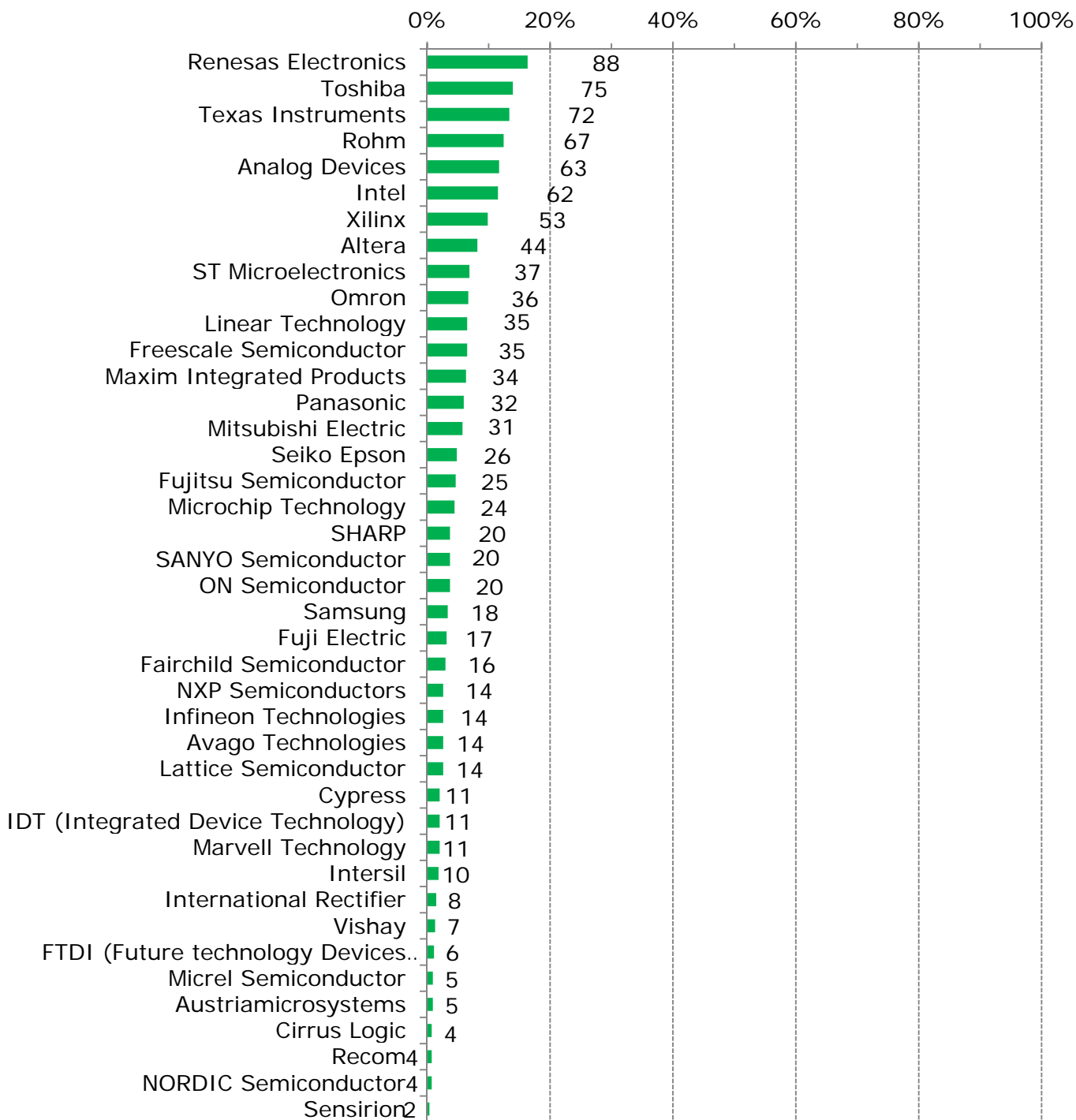
Rank	Semiconductor Vendor	#	%
1	Toshiba	30	5.58%
2	Renesas Electronics	25	4.65%
2	Panasonic	25	4.65%
4	Rohm	24	4.46%
5	Omron	19	3.53%
5	Seiko Epson	19	3.53%
5	SHARP	19	3.53%
8	Intel	16	2.97%
9	Texas Instruments	15	2.79%
9	Mitsubishi Electric	15	2.79%
9	SANYO Semiconductor	15	2.79%
12	Fujitsu Semiconductor	14	2.60%
13	Xilinx	13	2.42%
14	Analog Devices	12	2.23%
14	Linear Technology	12	2.23%
14	NXP Semiconductors	12	2.23%
17	ST Microelectronics	10	1.86%
17	Fuji Electric	10	1.86%
19	Altera	9	1.67%
19	Maxim Integrated Products	9	1.67%
19	Freescale Semiconductor	9	1.67%
19	Samsung	9	1.67%
19	ON Semiconductor	9	1.67%
19	Fairchild Semiconductor	9	1.67%
19	Vishay	9	1.67%
26	Microchip Technology	8	1.49%
26	Infineon Technologies	8	1.49%
26	Avago Technologies	8	1.49%
29	Lattice Semiconductor	7	1.30%
29	Sensirion	7	1.30%
31	Marvell Technology	6	1.12%
31	FTDI ( Future technology Devices International )	6	1.12%
33	Cypress	5	0.93%
33	Intersil	5	0.93%
33	IDT (Integrated Device Technology)	5	0.93%
33	Micrel Semiconductor	5	0.93%
33	Recom	5	0.93%
38	Cirrus Logic	4	0.74%
38	Austriamicrosystems	4	0.74%
38	NORDIC Semiconductor	4	0.74%
41	International Rectifier	3	0.56%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>



Select all that apply about evaluation of the following semiconductor device vendors.  
(Please skip the vendors you do not know.) [Multiple answer](#)

Rank	Semiconductor Vendor	#	%
1	Renesas Electronics	88	16.36%
2	Toshiba	75	13.94%
3	Texas Instruments	72	13.38%
4	Rohm	67	12.45%
5	Analog Devices	63	11.71%
6	Intel	62	11.52%
7	Xilinx	53	9.85%
8	Altera	44	8.18%
9	ST Microelectronics	37	6.88%
10	Omron	36	6.69%
11	Linear Technology	35	6.51%
11	Freescale Semiconductor	35	6.51%
13	Maxim Integrated Products	34	6.32%
14	Panasonic	32	5.95%
15	Mitsubishi Electric	31	5.76%
16	Seiko Epson	26	4.83%
17	Fujitsu Semiconductor	25	4.65%
18	Microchip Technology	24	4.46%
19	SHARP	20	3.72%
19	SANYO Semiconductor	20	3.72%
19	ON Semiconductor	20	3.72%
22	Samsung	18	3.35%
23	Fuji Electric	17	3.16%
24	Fairchild Semiconductor	16	2.97%
25	NXP Semiconductors	14	2.60%
25	Infineon Technologies	14	2.60%
25	Avago Technologies	14	2.60%
25	Lattice Semiconductor	14	2.60%
29	Cypress	11	2.04%
29	IDT (Integrated Device Technology)	11	2.04%
29	Marvell Technology	11	2.04%
32	Intersil	10	1.86%
33	International Rectifier	8	1.49%
34	Vishay	7	1.30%
35	FTDI ( Future technology Devices International )	6	1.12%
36	Micrel Semiconductor	5	0.93%
36	Austriamicrosystems	5	0.93%
38	Cirrus Logic	4	0.74%
38	Recom	4	0.74%
38	NORDIC Semiconductor	4	0.74%
41	Sensirion	2	0.37%
<b># of Respondents</b>		<b>538</b>	<b>100.00%</b>

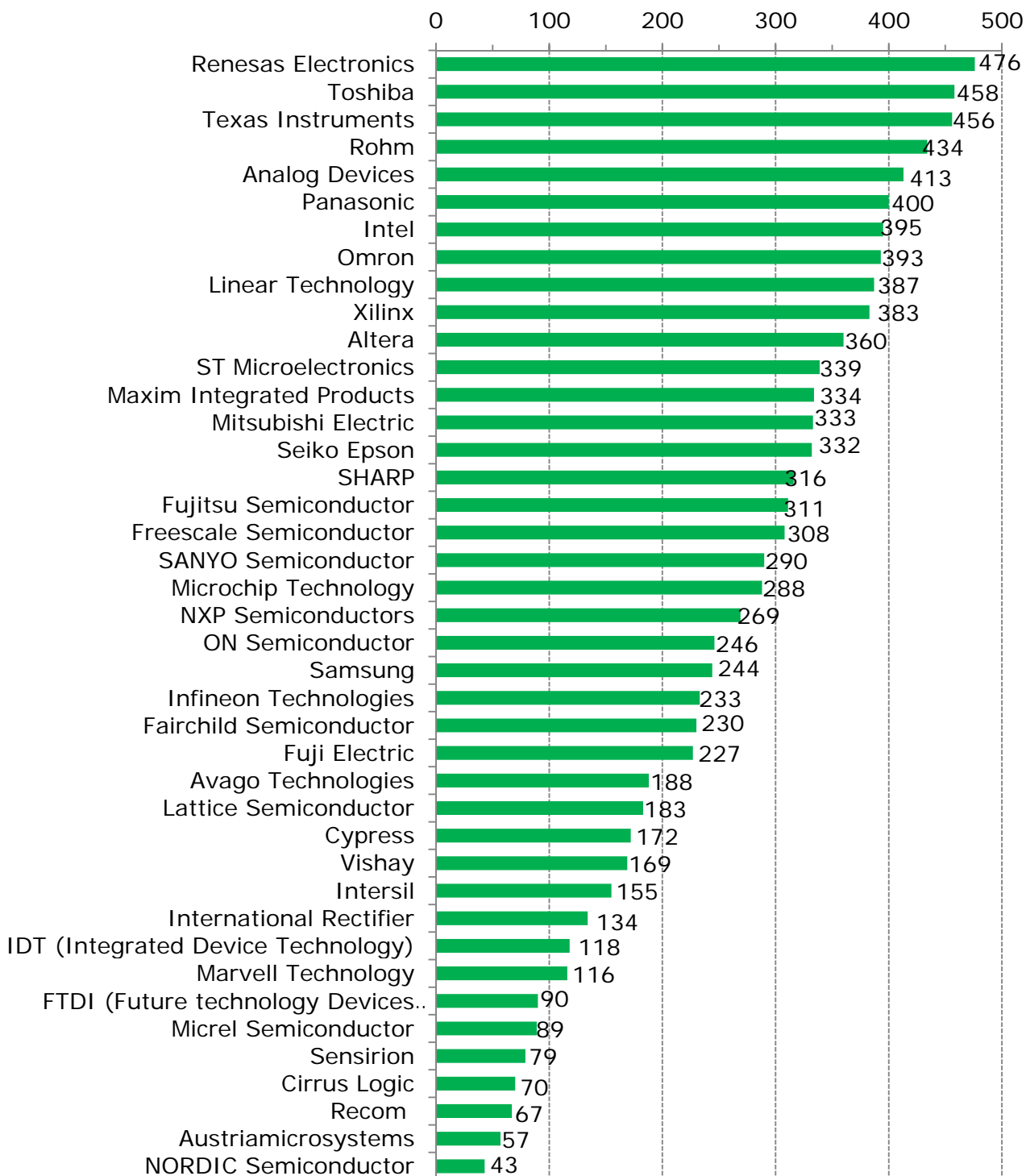
# Well Accepted by Customers



# Overall Ranking

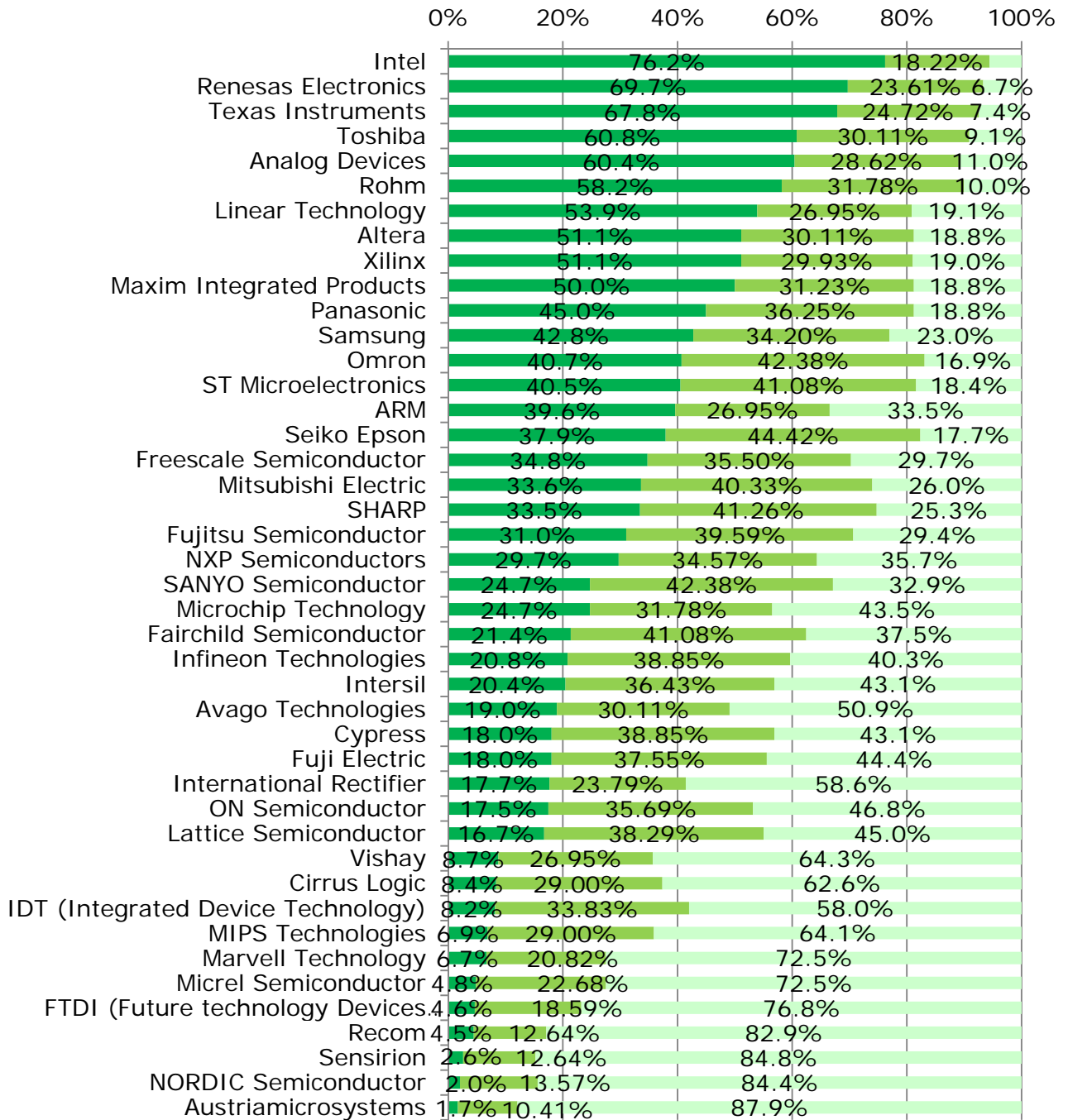
Overall Ratings of Semiconductor Vendors. In each survey category, points are allocated according to the ranking, rating from 41 points for the highest-ranker to 1 point for the lowest 41<sup>st</sup>-ranker. The sum of the points earned for all the categories is the vendor's total point.

Rank	Semiconductor Vendor	Total Point
1	Renesas Electronics	476
2	Toshiba	458
3	Texas Instruments	456
4	Rohm	434
5	Analog Devices	413
6	Panasonic	400
7	Intel	395
8	Omron	393
9	Linear Technology	387
9	Xilinx	383
11	Altera	360
12	ST Microelectronics	339
13	Maxim Integrated Products	334
14	Mitsubishi Electric	333
15	Seiko Epson	332
16	SHARP	316
17	Fujitsu Semiconductor	311
18	Freescale Semiconductor	308
19	SANYO Semiconductor	290
20	Microchip Technology	288
21	NXP Semiconductors	269
22	ON Semiconductor	246
23	Samsung	244
24	Infineon Technologies	233
25	Fairchild Semiconductor	230
26	Fuji Electric	227
27	Avago Technologies	188
28	Lattice Semiconductor	183
29	Cypress	172
30	Vishay	169
31	Intersil	155
32	International Rectifier	134
33	IDT (Integrated Device Technology)	118
34	Marvell Technology	116
35	FTDI ( Future technology Devices International )	90
36	Micrel Semiconductor	89
37	Sensirion	79
38	Cirrus Logic	70
39	Recom	67
40	Austriamicrosystems	57
41	NORDIC Semiconductor	43
<b># of Respondents</b>		<b>538</b>



Select one that applies about both online and offline ad of the following semiconductor device vendors. [Single answer \(each semiconductor vendor\)](#) [Answer required]

- Often view ads <High awareness>
- Sometimes view ads <Low awareness>
- Never view ads <No awareness>



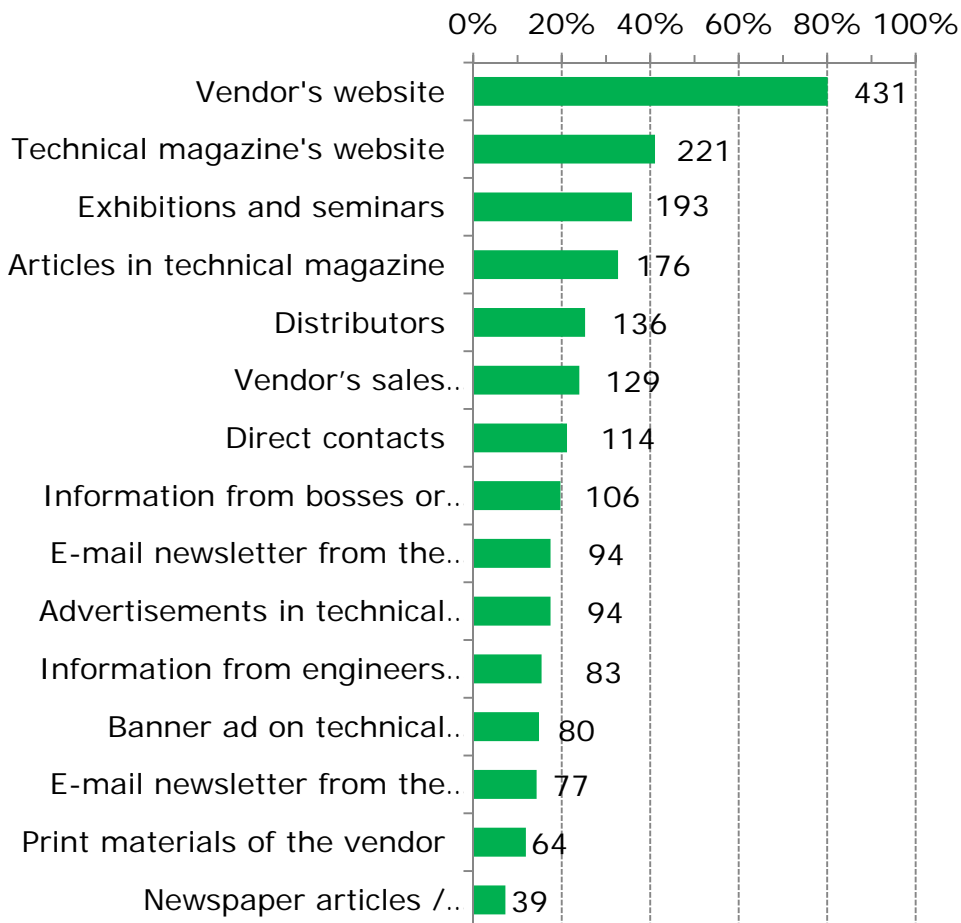
Semiconductor Vendor	Often view ads <High awareness>		Sometimes view ads <Low awareness>		Never view ads <No awareness>		Total
	#	%	#	%	#	%	
	Intel	410	76.21%	98	18.22%	30	
Renesas Electronics	375	69.70%	127	23.61%	36	6.69%	538
Texas Instruments	365	67.84%	133	24.72%	40	7.43%	538
Toshiba	327	60.78%	162	30.11%	49	9.11%	538
Analog Devices	325	60.41%	154	28.62%	59	10.97%	538
Rohm	313	58.18%	171	31.78%	54	10.04%	538
Linear Technology	290	53.90%	145	26.95%	103	19.14%	538
Altera	275	51.12%	162	30.11%	101	18.77%	538
Xilinx	275	51.12%	161	29.93%	102	18.96%	538
Maxim Integrated Products	269	50.00%	168	31.23%	101	18.77%	538
Panasonic	242	44.98%	195	36.25%	101	18.77%	538
Samsung	230	42.75%	184	34.20%	124	23.05%	538
Omron	219	40.71%	228	42.38%	91	16.91%	538
ST Microelectronics	218	40.52%	221	41.08%	99	18.40%	538
ARM	213	39.59%	145	26.95%	180	33.46%	538
Seiko Epson	204	37.92%	239	44.42%	95	17.66%	538
Freescale Semiconductor	187	34.76%	191	35.50%	160	29.74%	538
Mitsubishi Electric	181	33.64%	217	40.33%	140	26.02%	538
SHARP	180	33.46%	222	41.26%	136	25.28%	538
Fujitsu Semiconductor	167	31.04%	213	39.59%	158	29.37%	538
NXP Semiconductors	160	29.74%	186	34.57%	192	35.69%	538
SANYO Semiconductor	133	24.72%	228	42.38%	177	32.90%	538
Microchip Technology	133	24.72%	171	31.78%	234	43.49%	538
Fairchild Semiconductor	115	21.38%	221	41.08%	202	37.55%	538
Infineon Technologies	112	20.82%	209	38.85%	217	40.33%	538
Intersil	110	20.45%	196	36.43%	232	43.12%	538
Avago Technologies	102	18.96%	162	30.11%	274	50.93%	538
Cypress	97	18.03%	209	38.85%	232	43.12%	538
Fuji Electric	97	18.03%	202	37.55%	239	44.42%	538
International Rectifier	95	17.66%	128	23.79%	315	58.55%	538
ON Semiconductor	94	17.47%	192	35.69%	252	46.84%	538
Lattice Semiconductor	90	16.73%	206	38.29%	242	44.98%	538
Vishay	47	8.74%	145	26.95%	346	64.31%	538
Cirrus Logic	45	8.36%	156	29.00%	337	62.64%	538
IDT (Integrated Device Technology)	44	8.18%	182	33.83%	312	57.99%	538
MIPS Technologies	37	6.88%	156	29.00%	345	64.13%	538
Marvell Technology	36	6.69%	112	20.82%	390	72.49%	538
Micrel Semiconductor	26	4.83%	122	22.68%	390	72.49%	538
FTDI ( Future technology Devices International )	25	4.65%	100	18.59%	413	76.77%	538
Recom	24	4.46%	68	12.64%	446	82.90%	538
Sensirion	14	2.60%	68	12.64%	456	84.76%	538
NORDIC Semiconductor	11	2.04%	73	13.57%	454	84.39%	538
Austriamicrosystems	9	1.67%	56	10.41%	473	87.92%	538



# INFORMATION SOURCES

Please choose a source of information you use most when you decide to adopt new products from semiconductor vendors. [Multiple answer](#)  
 [Answer required]

Source	#	%
Vendor's website	431	80.11%
Technical magazine's website	221	41.08%
Exhibitions and seminars	193	35.87%
Articles in technical magazine	176	32.71%
Distributors	136	25.28%
Vendor's sales representatives	129	23.98%
Direct contacts	114	21.19%
Information from bosses or coworkers	106	19.70%
E-mail newsletter from the vendor	94	17.47%
Advertisements in technical magazines	94	17.47%
Information from engineers in other companies	83	15.43%
Banner ad on technical magazine's website	80	14.87%
E-mail newsletter from the technical magazine	77	14.31%
Print materials of the vendor	64	11.90%
Newspaper articles / advertisements	39	7.25%
<b># of Respondents</b>	<b>538</b>	<b>100%</b>

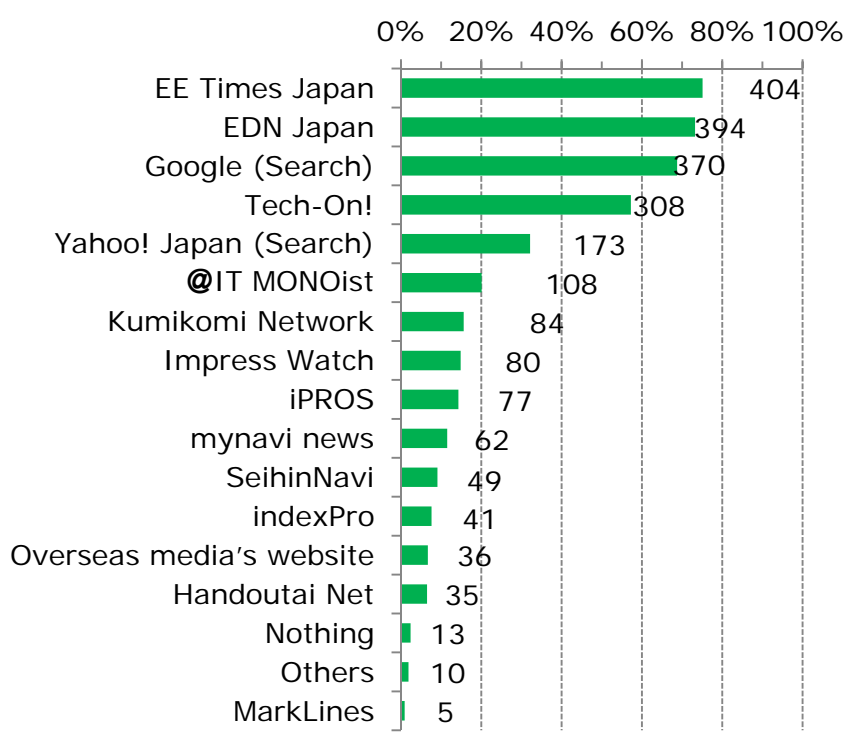


# Source of Information on Semiconductor Technology and Products(Online Media)



Select all websites that apply to information media to obtain product and technical information of semiconductor vendors. **Multiple answer** [Answer required]

Media	#	%
EE Times Japan	404	75.09%
EDN Japan	394	73.23%
Google (Search)	370	68.77%
Tech-On!	308	57.25%
Yahoo! Japan (Search)	173	32.16%
@IT MONOist	108	20.07%
Kumikomi Network	84	15.61%
Impress Watch	80	14.87%
iPROS	77	14.31%
mynavi news	62	11.52%
SeihinNavi	49	9.11%
indexPro	41	7.62%
Overseas media's website	36	6.69%
Handoutai Net	35	6.51%
Nothing	13	2.42%
Others	10	1.86%
MarkLines	5	0.93%
<b># of Respondents</b>	<b>538</b>	<b>100.00%</b>



### Breakdown of "Others"

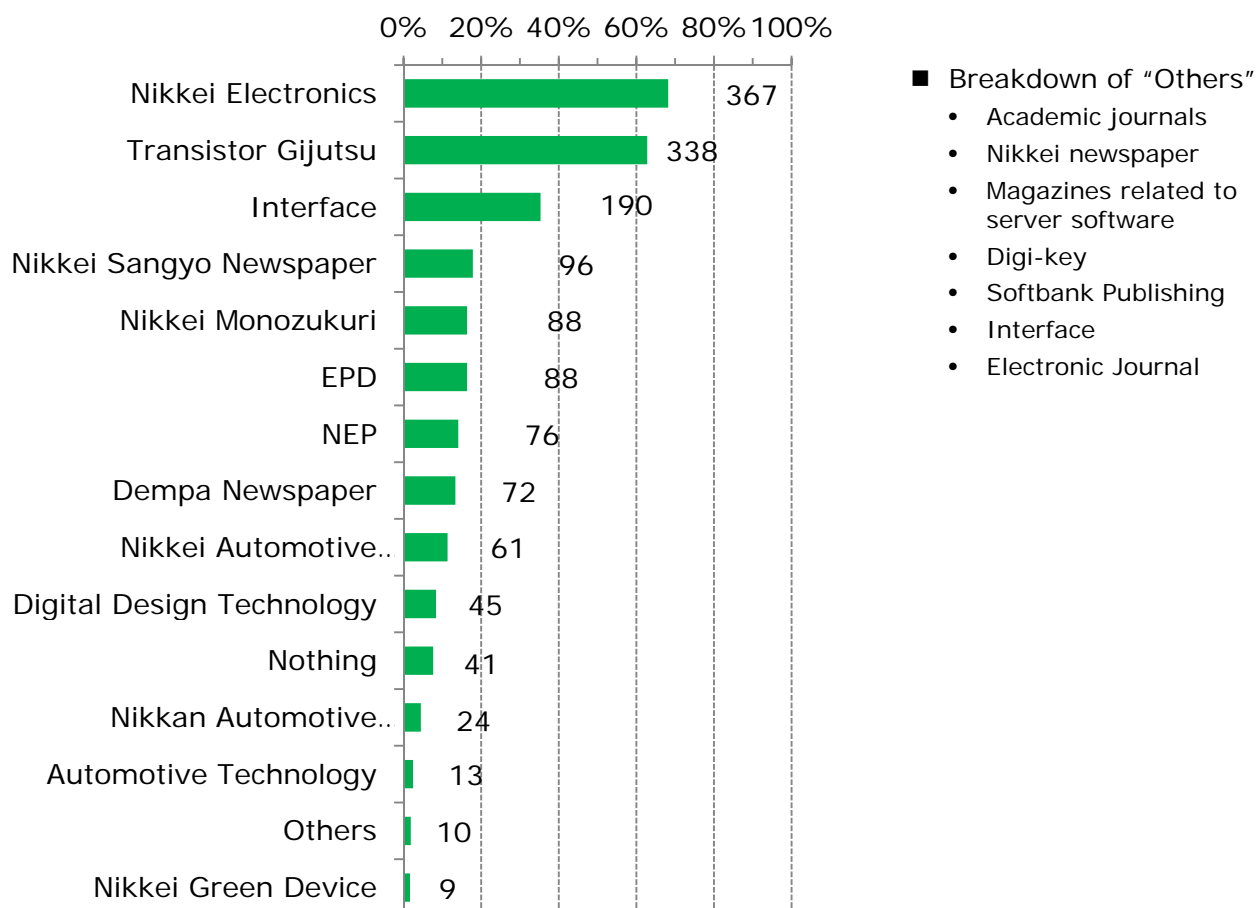
- Digikey
- RS Components
- Transistor Gijutsu
- Chip one stop
- @engineer
- Nikkan Kogyo Newspaper Online

# Source of Information on Semiconductor Technology and Products(Offline Media)

Select all magazines / newspapers that apply to information media to obtain product and technical information of semiconductor vendors.

Multiple answer [Answer required]

Media	#	%
Nikkei Electronics	367	68.22%
Transistor Gijutsu	338	62.83%
Interface	190	35.32%
Nikkei Sangyo Newspaper	96	17.84%
Nikkei Monozukuri	88	16.36%
EPD	88	16.36%
NEP	76	14.13%
Dempa Newspaper	72	13.38%
Nikkei Automotive Technology	61	11.34%
Digital Design Technology	45	8.36%
Nothing	41	7.62%
Nikkan Automotive Newspaper	24	4.46%
Automotive Technology	13	2.42%
Others	10	1.86%
Nikkei Green Device	9	1.67%
<b># of Respondents</b>	<b>538</b>	<b>100.00%</b>



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