The base of IT breathes iX

We have asked our readers again and wanted to know what moves them, what they are planning and in what position they are working. iX readers are highly qualified IT experts who read iX primarily for professional reasons in order to stay up to date in their field.

For more than 30 years, the special interest magazine has been reaching cross-industry readers at all levels of IT. iX-readers are often involved in investment decisions and plan an average of three new acquisitions per fiscal year. Every 10th iX-reader has a budget of more than 500,000 euros. A top target group with a lot of potential.

We hope you enjoy discovering the new and convincing facts!

Tarik El-Badaoui
Sales Director

Reader survey 2019:
Fact sheet

<table>
<thead>
<tr>
<th>Total base:</th>
<th>Readers of iX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey mode:</td>
<td>Reference in issue 02 / 2019, iX newsletter and personal mailing to subscribers.</td>
</tr>
<tr>
<td>Method of</td>
<td>Online survey</td>
</tr>
<tr>
<td>interrogation:</td>
<td></td>
</tr>
<tr>
<td>Survey period:</td>
<td>January / February 2019</td>
</tr>
<tr>
<td>Sample size:</td>
<td>n=1,018</td>
</tr>
</tbody>
</table>
The typical iX reader…

... is male.
... is 46 years old.
... is an academic.
... has a professional education or a graduate/university degree.
... is an employee.
... works in the ICT industry.
... is active in IT/software development.
... works as a software developer.
... works in an SME.
... is decision maker in the company.
... is opinion leader in the IT sector.

“Thank godness there is iX. Even in nontechnical journalistic circles, Heise is generally regarded as the measure of all things in terms of quality journalism. Keep it up, please!”

“I hope that the iX will be at least 30 years old again, because for me this magazine is the most important journal for my professional activity.”

“iX is one of the last (still) really professional magazines”

Source: Reader survey 2019
Experience counts

- Ø 46 years
- Predominantly male

GENDER

- n=1,018
- 98% male, 2% female

AGE

- up to 29: 7%
- 30-39: 20%
- 40-49: 33%
- 50-59: 33%
- 60 and older: 6%

EDUCATION

- n=1,018
- 39% of the iX-readers are computer scientists

- Doctorate: 4%
- Polyacademic/ University degree: 16%
- German high school diploma /University entrance qualification: 4%
- Entrance qualification for university applied sciences: 4%
- Secondary school certificate: 9%
- Vocational training: 3%
- Not specified: 60%
iX readers are opinion leaders

I am open to new technologies.
Others ask me for advice on IT issues.
I am well informed about current technical developments.
I like to give others tips on computer topics.

66% of iX-readers agree with all four statements (completely)

Question: “How do the following statements apply to you?”
Base: 1,016 to 1,017 participants | shown are Top2-values (applies completely, rather applies)

CAREER AND FURTHER EDUCATION

Strong interest

- Online Courses: 61% 61%
- One-day seminars: 60%
- Conferences: 51%
- Weekend seminars: 26%
- Several months of further education with recognized degree: 15%
- Part-time studies: 13%
- Studies (with interruption of employment): 3%

Question: “Which of the following forms of continuing vocational training do you have a general interest in? (multiple answers possible)
Base: n=897 to 978

For 92% of the iX-readers, continuing education is generally relevant.
### IX-TOPICS

**What iX readers appreciate about iX**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>... takes up important current topics.</td>
</tr>
<tr>
<td>86%</td>
<td>... contains innovative and future-oriented topics.</td>
</tr>
<tr>
<td>85%</td>
<td>... contains interesting information for my profession.</td>
</tr>
<tr>
<td>84%</td>
<td>... has a good mix of topics.</td>
</tr>
<tr>
<td>83%</td>
<td>... provides a good combination of understandable and indepth information.</td>
</tr>
<tr>
<td>82%</td>
<td>... provides knowledge for the information and communication technology of tomorrow.</td>
</tr>
<tr>
<td>80%</td>
<td>... is practice relevant edited.</td>
</tr>
<tr>
<td>55%</td>
<td>... provides information you can't get anywhere else.</td>
</tr>
</tbody>
</table>

*Question: To what extent do the following statements apply to iX from your point of view?*  
*Base: 1,018 participants | shown are Top2 values (fully applicable, more applicable)*

### IX-BASIC KNOW-HOW

**Why iX readers are choosing iX**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>91%</td>
<td>... in order to keep abreast of technical developments and innovations.</td>
</tr>
<tr>
<td>82%</td>
<td>... to acquire practical knowledge.</td>
</tr>
<tr>
<td>76%</td>
<td>... for professional reasons.</td>
</tr>
<tr>
<td>73%</td>
<td>... to learn about topics from science, research and development.</td>
</tr>
<tr>
<td>70%</td>
<td>... to be up to date with products and services.</td>
</tr>
<tr>
<td>50%</td>
<td>... to get information about IT-relevant companies.</td>
</tr>
</tbody>
</table>

*Question: Why do you read iX?*  
*Base: 1,018 participants | shown are Top2 values (fully applicable, more applicable)*
**KEY TOPICS**

**What iX readers appreciate about iX**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open source</td>
<td>89 %</td>
</tr>
<tr>
<td>IT security</td>
<td>89 %</td>
</tr>
<tr>
<td>Operating systems</td>
<td>82 %</td>
</tr>
<tr>
<td>Software development</td>
<td>80 %</td>
</tr>
<tr>
<td>Data protection</td>
<td>74 %</td>
</tr>
<tr>
<td>Modern development methods (Agile, CI/CD, DevOps etc.)</td>
<td>69 %</td>
</tr>
<tr>
<td>Cloud infrastructure (OpenStack, Docker, Kubernetes etc.)</td>
<td>68 %</td>
</tr>
<tr>
<td>System and network administration</td>
<td>66 %</td>
</tr>
<tr>
<td>Network technology and software</td>
<td>65 %</td>
</tr>
<tr>
<td>IT law</td>
<td>60 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud services and platforms (AWS, Azure etc.)</td>
<td>56 %</td>
</tr>
<tr>
<td>Organization (project management, communication etc.)</td>
<td>55 %</td>
</tr>
<tr>
<td>IoT, Industry 4.0</td>
<td>55 %</td>
</tr>
<tr>
<td>Machine learning</td>
<td>54 %</td>
</tr>
<tr>
<td>Data science</td>
<td>52 %</td>
</tr>
<tr>
<td>Economic reports</td>
<td>46 %</td>
</tr>
<tr>
<td>Data center hardware</td>
<td>41 %</td>
</tr>
<tr>
<td>Web hosting, CMS</td>
<td>37 %</td>
</tr>
<tr>
<td>Education, profession, career</td>
<td>35 %</td>
</tr>
<tr>
<td>Enterprise Software (ERP, CRM, Collaboration etc.)</td>
<td>32 %</td>
</tr>
</tbody>
</table>

- The experienced experts (age: 50+) appreciate Open Source, operating systems and data protection as top topics.
- The younger experts (age: 40-49) turn to cloud topics.
- Readers of career age (age: 30-39) are interested in topics related to project management and communication.

**DESERVED TOPICS**

**What moves the iX reader**

**Topics with higher topicality**
- Artificial Intelligence
- Education sector
- Microsoft products
- New programming languages
- Open source
- Sophisticated software development technologies
- Testimonials about DevOps
- Critical reporting
- IT security
- Databases and web development
- Healthcare sector
- IT & Society
- Side issues
- Small business needs

Question: "If you could design iX according to your wishes, what would it look like? What would you like to read more or less about?"
Base: 58 open statements
**FOCUS ON INDUSTRIES**

**Diversity is what makes it special**

- IT and telecommunications: 40%
- Industry / Mechanical engineering: 14%
- Public service: 8%
- Banks and insurance industry: 7%
- Service enterprises and liberal professions: 6%
- Education: 6%
- Healthcare sector: 5%
- Transportation / Aviation technology / Transport: 5%
- Power industry: 2%
- Other: 7%

Question: "What industry are you in?"
Base: n=976

**HEADCOUNT**

**Company size**

- 5,000 employees and more: 21%
- 1,000 up to 4,999: 17%
- 500 up to 999: 8%
- 100 up to 499: 21%
- 50 up to 99: 9%
- 20 up to 49: 7%
- 1 up to 19 employees: 17%

Question: "How many employees are approximately in your company?"
Base: n=1,018
### FIELD OF ACTIVITY

**Fields iX-readers work in**

- **IT / Software development**: 76%
- **Research / Development**: 8%
- **Corporate governance**: 4%
- **Organization / Administration / Law**: 1%
- **Product management**: 1%
- **Production / Design**: 1%
- **Distribution / Sales**: 1%
- **Marketing / PR / Public relations work**: 1%
- **Controlling / Finance**: 0%
- **Purchasing / Procurement / Logistics**: 0%
- **Human Resources**: 0%
- **Other**: 6%

**Question:** What part of your company do you work in?

**Base:** n=826

### OCCUPATIONAL STATUS

**What is your professional position?**

- **Employee**: 56%
- **Senior executive**: 21%
- **Self-employed**: 9%
- **Civil servant**: 3%
- **Portfolio workers / Freelance professionals**: 6%
- **Retiree / Pensioner**: 1%
- **Job-seeking**: 1%
- **Undergraduate student**: 2%
- **Other professional activities**: 1%

**Base:** n=1,018
Question: And what specific position are you in? (multiple answers possible)
Base: n=1,018

iX-readers in key positions

- Software developers: 41%
- System administrator: 35%
- IT consultant: 24%
- Project manager: 22%
- Network administrator: 20%
- Database administrator: 15%
- Systems analyst: 12%
- IT security officer: 12%
- Web developer: 10%
- User support, service technician: 10%
- Coaches: 6%
- Webmaster: 6%
- Data protection officer: 4%
- Data scientist: 4%
- Telecommunications specialist: 3%
- Web designer: 2%
- IT sales representative: 1%
- SEO specialist: 0%
- Other activities (e.g., managing director/owner, other leading function, freelancer/external consultant, user/user): 20%

iX-readers in positions of high responsibility

- Head of information systems: 10%
- Data center manager: 4%
- CTO: 4%
- CIO: 3%
- IT executive: 1%
**DECISION-MAKERS**

**Teamplayer**

64% of the iX-readers are involved in investment decisions within the company.

**BUDGET**

**Planned investment volume**

- Less than 5,000 euros: 9%
- 5,000 up to 25,000 euros: 19%
- 25,000 up to 100,000 euros: 23%
- 100,000 up to 250,000 euros: 10%
- 250,000 up to 500,000 euros: 8%
- 500,000 euros and more: 12%

Almost every 4th iX-reader has a very high budget of up to 100,000 euros. Every 10th reader plans to invest at least half a million euros.

**Question:** If your company is about to make decisions on purchases of computer hardware and software, telecommunications and related services, are you personally involved?

**Base:** 956 participants

**Question:** How do you estimate the total amount you will invest in computer hardware and software in your professional decision-making area over the next 12 months?

**Base:** n=627
Decision participation and purchase plans

**Data center**
- Server: 59% 60%
- Network hardware: 49% 62%

**Other hardware**
- PCs, Workstations: 57% 61%
- Notebooks: 57% 68%

**Software**
- System tools: 64% 40%
- Developer tools: 60% 39%

**Services**
- External IT consulting: 59% 55%
- Cloud services: 42% 46%

**Question:** If your company is about to make decisions on purchases of computer hardware, software, telecommunications and related services, are you personally involved? And in what areas do you plan to purchase or use a service over the next 12 months?

**Base:** 635 participants / 117 to 390 participants / in each category with decision-making participation the most frequently mentioned purchases are shown.
Question: “If your company is about to make decisions about purchases of computer hardware, software, telecommunications and related services, are you personally involved? And in what areas do you plan to purchase or use a service in the next 12 months?”

Base: 635 participants / 117 bis 390 participants / in each category with decision-making participation the most frequently mentioned purchases are shown.

### Investment Plan Data Center

<table>
<thead>
<tr>
<th>Decision-Making Participation</th>
<th>Purchase Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Server</td>
<td>59% 60%</td>
</tr>
<tr>
<td>Network Hardware</td>
<td>49% 62%</td>
</tr>
<tr>
<td>Storage</td>
<td>49% 47%</td>
</tr>
<tr>
<td>Other Computer Center Equipment</td>
<td>33% 27%</td>
</tr>
</tbody>
</table>

### Investment Plan Hardware

<table>
<thead>
<tr>
<th>Decision-Making Participation</th>
<th>Purchase Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>PCs, Workstations</td>
<td>57% 61%</td>
</tr>
<tr>
<td>Notebooks</td>
<td>57% 68%</td>
</tr>
<tr>
<td>Displays</td>
<td>45% 61%</td>
</tr>
<tr>
<td>Tablets, Smartphones</td>
<td>41% 62%</td>
</tr>
<tr>
<td>Printers, Multifunction Devices</td>
<td>41% 43%</td>
</tr>
<tr>
<td>Projectors</td>
<td>31% 27%</td>
</tr>
</tbody>
</table>
Question: „If your company is about to make decisions on purchases of computer hardware, software, telecommunications and related services, are you personally involved? And in what areas do you plan to purchase or use a service in the next 12 months?”
Base: 635 participants / 117 to 390 participants / in each category with decision-making participation the most frequently mentioned purchases are shown.

**Focus on new technologies**

- Agile Software Development: 51%
- Containerization: 47%
- Continuous Integration / Continuous Delivery: 41%
- SaaS (Software as a Service): 40%
- Hybrid Cloud / Multi-Cloud: 36%
- DevOps: 35%
- IaaS (Infrastructure as a service): 31%
- PaaS (Platform as a service): 31%
- Microservices: 30%
- Internet of Things (IoT): 25%
- Machine Learning / Artificial Intelligence: 23%
- Data science: 22%
- Progressive Web Apps: 14%
- Serverless: 10%
- Natural language interfaces: 4%

*41% of the iX-readers use five or more of these applications.*

*On average, 5 applications are used.*

Question: „The following is about new technologies in the IT sector. Which of the following applications do you use?” (multiple answers possible)
Base: 1,018 participants
Question: “If your company is about to make decisions on purchases of computer hardware, software, telecommunications and related services, are you personally involved? And in what areas do you plan to purchase or use a service in the next 12 months?”

Base: 635 participants / 117 to 390 participants / in each category with decision-making participation the most frequently mentioned purchases are shown.

**MANUFACTURER OR TRADE?**

Sources of supply / place of purchase

- Manufacturer/Direct sales: 63%
- IT Wholesale/Distributor: 53%
- System vendor/Software vendor: 49%
- IT mailorder/Other mailorder business: 28%
- Leasing provider: 23%
- Don’t know/Not fixed yet: 7%

63% of the iX-readers buy directly from the manufacturer

Question: “And where are these computers and telecommunications products expected to be purchased?” (multiple answers possible)

Base: n=635
Let us develop smart ideas for your media plan!

Contact your Heise media team here.