Readership survey 2022:

**SURVEY CHARACTERISTICS**

<table>
<thead>
<tr>
<th>Total basis:</th>
<th>Readers of the Technology Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey mode:</td>
<td>E-mailing to subscribers and notice in the magazine</td>
</tr>
<tr>
<td>Survey period:</td>
<td>16 February - 16 March 2022</td>
</tr>
<tr>
<td>Sample size:</td>
<td>n=437</td>
</tr>
</tbody>
</table>
THE TYPICAL TECHNOLOGY REVIEW-READER...

96% ... is male.
ø 51 ... is on average 51 years old.
76% ... is highly educated.
44% ... is an employee.

54% ... works in the ICT sector or in industry & mechanical engineering.
58% ... is active in the IT/software development or research.
90% ... reads the Technology Review by private subscription.
85% ... reads the Technology Review mainly in printed from.
75% ... is interested in further vocational training.

56% ... works in companies with more than 100 employees.

“A great magazine, would love to have more time to really read all the articles.”

“I still think Technology Review is very well done! Great range of topics, well prepared and researched.”

“High praise, I have been reading Technology Review for more than 10 years and look forward to a new issue every time.”

“Continue to look forward to innovative topics and entertaining articles.”

Basis: 468 respondents
IN DEMAND READING - RELAXED READING

How many issues of Technology Review have you read in the last 12 months?

84% of respondents have read (almost) all issues in the last 12 months. They are the core readers.

The Technology Review is most read as a private subscription.

READ, KEEP AND SHARE FROM TIME TO TIME

In what form do you predominantly read the Technology Review?

- mainly printed: 86%
- predominantly digital: 6%
- both equally: 8%

read about it ...
60% in the app
20% in the browser
32% as PDF

Do people other than you usually read your copy of Technology Review, and if so, how many?

63% of respondents read Technology Review alone and do not share their copy. Respondents who do share their copy pass it on to 2 people on average.

Basis: 437 respondents | figures in percent
"By no means stop, you have a good product! Thank you!"

"This is a super paper. Just keep up the good work."

"I’ve only been a reader of the magazine for a short time, but I find it exciting and worth reading from issue to issue. For me, it’s always reading through the entire magazine to make sure I don’t miss anything! Keep up the good work! The new layout is also very well done!"

"Please keep up the good work. Your enthusiasm for innovative topics is infectious and please do not think about discontinuing the print version. I appreciate these very much."

"High praise, I have been reading Technology Review for more than 10 years and look forward to a new issue every time."

"I still think Technology Review is very well done! Great range of topics, well prepared and researched."

"I consider TR to be an exemplary magazine in the way and scope of information presentation, please keep it up and thank you for the good work!"

"I look forward to every issue!"

"Please just keep it up. I have been a subscriber to TR for so many years and you keep convincing me."

"I like the fact that I always get the impression that there is a motivated team behind Technology Review magazine that is curious and enthusiastic about technologies, trends and developments. That’s why I’m pleased when the magazine reaches me every month as a source of information and food for thought."
IN THE BEST CAREER AGE

38 percent of Technology Review’s readers are in the age group up to 49, and the majority are male.

- 38% up to 49
- 34% 50 - 59
- 29% 60 and over

Basis: 437 respondents

CLEVER MINDS: EDUCATION

Technology Review readers are extremely highly educated.

- University degree: 61%
- Promotion: 17%
- Technical college entrance qualification: 10%
- Vocational training: 10%
- Secondary school diploma: 1%

Basis: 429 respondents | figures in percent

HOUSEHOLD NET INCOME

- under €2,000: 4%
- 2,000 - under €3,000: 11%
- 3,000 - under €4,000: 18%
- 4,000 - under €5,000: 22%
- €5,000 and more: 44%

Basis: 319 respondents
CAREER STATUS

Happy at work, but also open to new things.

- **I am not interested in offers at the moment**: 60%
- **I am not looking for a job, but I am open to offers**: 38%
- **I am currently looking for a job**: 3%

Basis: 357 to 437 respondents

CONTINUING PROFESSIONAL DEVELOPMENT

For 81% of the readers, vocational training offers are interesting.

- **Online courses (e.g. webinars)**: 70%
- **Day seminars**: 36%
- **Conferences**: 31%
- **Weekend seminars**: 18%
- **Part-time study**: 11%
- **Job fairs (virtual, presence)**: 4%
- **Study (with interruption of employment)**: 3%

Basis: 357 to 437 respondents
THEMATIC INTERESTS

Technology Review readers are interested in a wide range of topics ... 

<table>
<thead>
<tr>
<th>Topic</th>
<th>Interest</th>
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<tbody>
<tr>
<td>Energy, Climate</td>
<td>94%</td>
</tr>
<tr>
<td>Digitisation</td>
<td>92%</td>
</tr>
<tr>
<td>Environment</td>
<td>92%</td>
</tr>
<tr>
<td>Mobility</td>
<td>89%</td>
</tr>
<tr>
<td>Artificial Intelligence (AI)</td>
<td>89%</td>
</tr>
<tr>
<td>Traffic</td>
<td>87%</td>
</tr>
<tr>
<td>Biotech</td>
<td>85%</td>
</tr>
<tr>
<td>Space travel</td>
<td>84%</td>
</tr>
<tr>
<td>Materials research</td>
<td>82%</td>
</tr>
<tr>
<td>IT security</td>
<td>82%</td>
</tr>
<tr>
<td>Medicine, Health</td>
<td>80%</td>
</tr>
</tbody>
</table>

- Energy, Climate (e.g. renewable energies, fusion energy, energy transition)
- Digitisation (e.g. artificial intelligence, industry 4.0, smart living)
- Mobility and transport (e.g. electromobility, transport transition, synthetic fuels)
- Climate, energy, sustainability
- Mobility and transport
- Digitisation
- Digital Health and Biotech

Question: When you pick up Technology Review, how often do you read the following topics? Basis: 433 to 436 respondents | Shown are the top 2 values ("always" + "often").

Question: How interesting are the following topics for you personally? Basis: 435 respondents | The top 2 values ("very interesting" + "rather interesting") are shown.

FIELDS OF INTEREST

... and have a wide range of areas of interest.
Among the readers are not only salaried employees and employees in managerial positions, but also numerous self-employed and freelancers.

**BERUFSSTÄTIGE**
- Employees
- Senior executives
- Student / Pupil / Trainee
- Self-employed and freelancers
- Civil servants
- Economically inactive

**INDUSTRY**

Technology Review reaches employees in many industries.

- Mechanical engineering, Automotive engineering, industry: 21%
- IT / ICT manufacturer: 15%
- Teaching, research: 9%
- Vehicle construction, aerospace: 6%
- Energy technology, -economy: 6%
- Banks, financial services, insurance: 5%
- Other: 15%

Basis: 427 respondents | figures in percent
OPINION LEADER

Technology Review has a large number of opinion leaders.

50% of TR readers are among the opinion leaders.*

- I am open-minded towards new technologies. 96%
- I am well informed about current technical developments. 82%
- Others like to ask me for advice when it comes to IT issues. 66%
- I like to give others tips on computer issues. 61%

* A person is an opinion leader if he or she fully or somewhat agrees with all the opinion leadership items.
** Shown are the values for Top2 ("fully agree" + "rather agree").

DECISION-MAKERS

Readers are also in demand as decision-makers.

66% are involved in investment decisions in the company.

28% are sole decision-makers. Sole decision makers make more decisions alone, than in a team.

72% are co-decision-makers. Co-decision-makers make more decisions in a team, than alone.

Question: When decisions about acquisitions are to be made in your company, are you personally involved? In what way are you involved in the acquisition? Basis: 203 to 322 participants
DECISION-MAKERS FOR OPERATIONAL INVESTMENTS

Areas that are decided on alone or in a team.

- Software: 45%
- Hardware: 38%
- Cooperation with educational institute, association: 24%
- Telecommunications products: 23%
- Machines, plants: 21%
- ICT services, hosting: 21%
- Energy-saving technologies: 18%
- Automotive, fleet, eMobility: 16%

BUDGETS

What readers of Technology Review want to invest in their professional decision making area.

- €500,000 and more: 16
- €250,00 - under €500,000: 7
- €100,000 - under €250,000: 7
- €25,000 - under €100,000: 26
- €5,000 - under €25,000: 13
- under €5,000: 25
- Budget still unknown: 6

Basis: 211 participants | self-employed, freelancers and persons who are not gainfully employed were excluded
FOCUS: VOLUME BUYING

What the decision-makers alone / as a team want to invest in the next 12 months.

- **Hardware**: 63%
- **Software**: 57%
- **Telecommunication products**: 47%
- **Energy saving technologies**: 18%
- **Automotive, Fleet, eMobility**: 16%
- **Machines, equipment**: 50%
- **ITC services, Hosting**: 46%

Basis: 211 respondents

FOCUS: PRIVATE ACQUISITION PLANS

Strong consumer interest and far-reaching acquisition plans.

- **Money and capital investments**: 46%
- **Computer (hard- and software)**: 41%
- **Handy, Smartphones und Tablets**: 41%
- **Solar, renewable plants**: 34%
- **Smart Home Solutions**: 27%
- **Consumer electronics**: 25%
- **eMobility, Automobil**: 21%
- **Watches and smartwatches**: 16%
- **eBike**: 16%

On average, readers plan to make 3 purchases for personal use.

Basis: 437 respondents
A look at its activities underscores Technology Review’s position as an interface between scientific research and economic potential.

### COMPANY SIZES

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 5 employees</td>
<td>9%</td>
</tr>
<tr>
<td>6 to 99 employees</td>
<td>22%</td>
</tr>
<tr>
<td>100 to 999 employees</td>
<td>26%</td>
</tr>
<tr>
<td>1,000 to 4,999 employees</td>
<td>14%</td>
</tr>
<tr>
<td>5,000 employees and more</td>
<td>28%</td>
</tr>
</tbody>
</table>

Basis: 352 respondents

Only activity areas with values above 5% are shown.
TECHNOLOGY REVIEW...

94%... provides knowledge about important technology trends.

87%... has a good mix of topics.

81%... highlights social issues related to technology.

76%... provides information you can’t get anywhere else.

95%... contains innovative and future-oriented topics.

90%... addresses important current issues.

89%... provides a good combination of understandable and in-depth information.

77%... is prepared in a practice-oriented manner.

42%... contains interesting information for my profession.

Basis: 420 - 437 respondents | TOP2 - values ("fully agree" + "rather agree").
Der Krieg in der Ukraine hat unsere Energiepolitik auf den Kopf gestellt. Welche Optionen wir jetzt haben

MIT Technology Review
06/2022

Rewilding Earth

Warum Biodiversität und mehr Würde an überlebenswichtig für uns sind und was wir dafür tun können

MIT Technology Review
05/2022

Kunstmarkt

Deep Learning entlarvt gefälschte Gemälde

Inside EU

Mühsamer Kampf gegen personalisierte Werbung

Golfstrom

Die Meeresströmung gibt neue Rätsel auf

Virenjäger

Wie sie Mutationen voraussagen wollen

METADATEN-MONAT:

METADATEN-AUSBACHENUMMER: 6

METADATEN-AUSBACHENJAHRE: 2022

Der KI-Weltordnung

6/2022

Die KI-Weltordnung

6/2022

METADATEN-MONAT:

METADATEN-AUSBACHENUMMER: 3

METADATEN-AUSBACHENJAHRE: 2022

Rewilding Earth

Warum Biodiversität und mehr Wildnis so überlebenswichtig für uns sind – und was wir dafür tun können

Rewilding Earth

5/2022

Batterien

Neue Lösungen für das Recycling

Soulslike-Spiele

Von der Lust am permanenten Scheitern

Ukraine

Wie der Digital-Minister sein Land verteidigt

MINT-Berufe

Die besten Arbeitgeber Deutschlands 2022

Mehr Digitalisierung wagen – Fokus Digitalisierung

1/2022

Technology Review

Die vollautomatische Küche wird Realität

Robotik

Die vollautomatische Küche wird Realität

Impfstoffe

Erfolge im Kampf gegen HIV, TBC und Malaria

Klimakrise

Wie Drohnen beim Umweltschutz helfen

Staat, Verkehr, Schule: Wie die neue Regierung den digitalen Aufbruch schaffen kann

Kinos

So wollen sie gegen Netflix & Co. bestehen

Worldcoin

Start-up will neue Weltwährung etablieren

Jobsuche

Wie Bewerber KI-Filter austricksen können

EDUCATION

Nano-Robo, Bio-Engineering, Designer-Bakterien: Wie wir mit Synthetischer Biologie und Künstlicher Intelligenz das Leben neu programmieren

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LANDWIRTSCHAFT

Fluch und Segen autonomer Maschinen

Transport

Wasserstoff, Akku oder Oberleitungen für LKWs?

Robotik

Die vollautomatische Küche wird Realität

Soul Like

Von der Lust am permanenten Scheitern

Landwirtschaft

Fluch und Segen autonomer Maschinen

Transport

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Kreislauf statt Einbahnstraße: Neue Strategien für die zirkuläre Wirtschaft
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