Ausbildung, Tätigkeit, Verdienst

Beruf: Admin

Flexible Terraform-Alternative
Pulumi automatisiert die Cloud
Benchmarks für virtuelle Umgebungen
Oracle-Performance messen
GitOps mit ArgocD und Tekton
Anwendungen in Kubernetes deployen
Fallstudie: Router mit Format-String-Schwachstelle
IoT-Geräte kapern
Höhenstrategien
Migration auf Vue.js 3
Eine Codebasis für iOS, macOS, tvOS, watchOS
GUIs mit SwiftUI entwickeln
Rechtssichere Verträge entwerfen
Agile Entwicklung ohne Streit
Komplexe Architekturen steuern, überwachen, debuggen
Microservices im Einsatz

FOR raue Umgebungen
Robuste Tablets

Beruf: Admin • Microservices • Storage-Trends • Cloud-Automatisierung • Robuste Tablets • Migration auf Vue.js 3
The base of IT breathes iX – and will continue in 2022

We remain curious – always keeping an eye on the world of corporate IT.

Once again, we surveyed our readers and wanted to know what moves them, how they decide, what they plan to do and in which industry and position they work. iX-readers are IT heavyweights: highly qualified IT experts who read iX primarily for professional reasons in order to stay up to date in their field.

For more than 3 decades, the special interest magazine has reached readers at all levels of IT across all industries. iX-readers are significantly involved in IT investment decisions and plan an average of four new purchases per business year. Every third iX-reader has a budget of more than 100,000 euros. A top target group with a lot of potential

Once again, we hope you enjoy discovering the new and compelling facts!

Tarik El-Badaoui
Sales Director iX

Reader survey 2022:
Fact sheet

Total base: Readers of iX
Survey mode: Reference in issue 02 / 2022, iX newsletter and personal mailing to subscribers
Method of interrogation: Online survey
Survey period: January / February 2022
Sample size: \( n=1,018 \)
The typical iX-reader...

96%  ... is male.
Ø 48  ... is 48 years old.
74%  ... is an academic.
86%  ... has a professional education or a graduate/university degree.

58%  ... is an employee.
38%  ... works in the ICT industry.
70%  ... is active in IT/software development.
41%  ... works as a software developer.
72%  ... works in a company with 100 employees or more.

63%  ... is decision maker in the company.
63%  ... is opinion leader in the IT sector.

"iX is one of the best IT journals I know. I have been a subscriber for many years. Please keep it up!"

"I highly recommend anyone who has made IT their profession to subscribe to iX as I have for almost 30 years – I'm a fan - keep it up!"

"The topics in each issue are often frighteningly pertinent to current problems or acquisition in our company. Keep up the good work and thank you."

"I've been a subscriber for decades. That should be enough praise."

Base: 1,018 participants
Experience counts

Ø 48 years

- 19% up to 39 years
- 31% 40-49 years
- 51% 50 and older years

Base: 966 participants

Gender

Predominantly male

- 96% male
- 4% female

Base: 990 participants

Education

Smart heads!

- 42% of the iX-readers are computer scientists.

- Polyacademic/University degree: 61%
- German high school diploma/University entrance qualification: 17%
- Apprenticeship, master craftsman, technician or technical college training: 13%
- Doctorate: 7%
- Secondary school certificate, no diploma: 2%

Base: 1,006 participants
**EARLY ADOPTERS / MULTIPLIERS**

**iX-readers are opinion leaders**

63%

... of iX readers are among the 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.
**At 86 %, this is particularly true for those under 39!**

**CAREER AND FURTHER EDUCATION**

**Strong interest – virtual and in presence**

<table>
<thead>
<tr>
<th>Training Form</th>
<th>Interest</th>
<th>Up to 39 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Courses</td>
<td>70 %</td>
<td>36 %</td>
</tr>
<tr>
<td>One-day seminars</td>
<td>52 %</td>
<td></td>
</tr>
<tr>
<td>Conferences</td>
<td>47 %</td>
<td></td>
</tr>
<tr>
<td>Weekend seminars</td>
<td>24 %</td>
<td></td>
</tr>
<tr>
<td>Several months of further education with recognized degree</td>
<td>19 %</td>
<td></td>
</tr>
<tr>
<td>Part-time studies</td>
<td>16 %</td>
<td></td>
</tr>
<tr>
<td>Studies (with interruption of employment)</td>
<td>2 %</td>
<td></td>
</tr>
</tbody>
</table>

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

**Question:** Which of the following forms of continuing vocational training do you have a general interest in? *(multiple answers possible)*

**Base:** 972 – 1,018 participants
Experience with online conferences

Online conferences are not a complete substitute for presence events. 38 %
I have not participated in online conferences in the past two years. 32 %
Online conferences are better for me than presence events. 14 %
neither nor 16 %

You can't do it without presence.

Question: „Insofar as you have participated in online conferences in the past two years: What was your experience with them?”
Base: 1,018 participants

Social media use

LinkedIn 46 %
Xing 44 %
Twitter 23 % 40 – 49 years 29 %
Facebook 9 %
None 34 %

Question: „Do you use social media or networking platforms for professional information and exchange?” (multiple answers possible)
Base: 1,018 participants
What iX-readers appreciate about iX

90%  
... takes up important current topics.

88%  
... contains innovative and future-oriented topics.

83%  
... has a good mix of topics.

79%  
... contains interesting information for my profession.

84%  
... provides a good combination of understandable and indepth information.

82%  
... provides knowledge for the information and communication technology of tomorrow.

81%  
... is practice relevant edited.

61%  
... provides information you can't get anywhere else.

Why iX-readers are choosing iX

93%  
... in order to keep abreast of technical developments and innovations.

79%  
... to acquire practical knowledge.

75%  
... to learn about topics from science, research and development.

77%  
... for professional reasons.

67%  
... to be up to date with products and services.

54%  
... to get information about IT-relevant companies.

77%  
of the iX-readers have read (almost) all issues in the last 12 months: The non-stop reader.
What moves the iX-reader

Software development

Best Practices Article

Endpoint Security

Backup

IT & Society

Software development principles

Clean Code

Background knowledge

Cloud systems such as AWS, Azure, GCP, OpenStack

Data protection / DSGVO

Threat Modelling

Embedded

Architecture topics

Open Source

Linux kernel tips and tricks

practical tutorials

Frontend and backend frameworks and technologies

Data protection and IT security

Architecture

Microsoft Azure

Design Patterns

Healthcare

Databases and Python

Microsoft 365

applied Data science

Question: If you could design iX according to your wishes, what would it look like? What would you like to read more about?

Base: 82 open statements
The iX-reader's top fields of interest

<table>
<thead>
<tr>
<th>Topic</th>
<th>Main Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT security</td>
<td>91%</td>
</tr>
<tr>
<td>Open Source</td>
<td>89%</td>
</tr>
<tr>
<td>Operating systems</td>
<td>82%</td>
</tr>
<tr>
<td>Software development</td>
<td>77%</td>
</tr>
<tr>
<td>Data protection, IT law</td>
<td>73%</td>
</tr>
<tr>
<td>Modern development methods (Agile, CI/CD, DevOps etc.)</td>
<td>72%</td>
</tr>
<tr>
<td>Cloud infrastructure (OpenStack, Docker, Kubernetes etc.)</td>
<td>72%</td>
</tr>
<tr>
<td>System and network administration</td>
<td>70%</td>
</tr>
<tr>
<td>Network technology and software</td>
<td>70%</td>
</tr>
<tr>
<td>Cloud services and platforms (AWS, Azure etc.)</td>
<td>63%</td>
</tr>
<tr>
<td>Project management, organisation (Scrum, Agile)</td>
<td>61%</td>
</tr>
<tr>
<td>Data Science</td>
<td>61%</td>
</tr>
<tr>
<td>Machine Learning</td>
<td>57%</td>
</tr>
<tr>
<td>Hosting, Cloud Server, vServer</td>
<td>57%</td>
</tr>
<tr>
<td>IoT, Industry 4.0</td>
<td>55%</td>
</tr>
<tr>
<td>Economic news</td>
<td>53%</td>
</tr>
<tr>
<td>Education, profession, career</td>
<td>43%</td>
</tr>
<tr>
<td>Microsoft Windows topics (Server, Active Directory, Exchange)</td>
<td>42%</td>
</tr>
<tr>
<td>Data centre hardware</td>
<td>40%</td>
</tr>
<tr>
<td>Business software (ERP, CRM, Collaboration etc.)</td>
<td>34%</td>
</tr>
</tbody>
</table>

The strongest topics of the **young, career-oriented readers (up to 39 years):**
Modern development methods, operating systems, data protection, system + network administration, Machine Learning, Microsoft Windows topics

Question: „When you pick up iX, how often do you read the following topics?“
Base: 1,000 bis 1,017 participants | shown are Top2 values (applies completely, rather applies)
Focus on Industries

Diversity is what makes it special

Question: "What industry are you in?"
Base: 972 participants

- IT and telecommunications: 38%
- Industry / Mechanical engineering: 15%
- Public service / associations: 9%
- Education (schools, universities): 7%
- Credit institutions and Insurance: 6%
- Service companies and liberal professions: 5%
- Transportation, Aviation technology, Transport: 5%
- Healthcare: 4%
- Energy industry: 2%
- Other: 9%

At 15%, industry and mechanical engineering is the second most common industry.

Headcount

Company size

Question: "How many employees are approximately in your company?"
Base: 955 participants

- 5,000 employees and more: 25%
- 1,000 up to 4,999: 17%
- 100 up to 999: 30%
- 6 up to 99: 21%
- 1 up to 5 employees: 6%

iX-readers are relatively equally represented company sizes are relatively equally represented.
**TRAINING IN IT**

**iX-reader with preprint**

I have a degree in computer science. 42%
I have a technical IT education. 16%
I have a degree in science or engineering. 29%
I am a career changer. 14%

Question: „Do you have any training in IT?“
Base: 979 participants

**FIELD OF ACTIVITY**

**Fields iX-readers work in**

IT/Software development 70%
Research/Development 13%
Corporate governance 3%
Product management 2%
Distribution/Sales 2%
Organization/Administration/Law 1%
Production/Construction 1%
Controlling/Finance 1%
Marketing/PR/Public relationswork 0%
Purchasing/Procurement/Logistics 0%
Human Resources 0%
Other 6%

**iX-readers are by far in the field of IT/software development.**

Question: „What part of your company do you work in?“
Base: 840 participants
What is your professional position?

- Employee: 58%
- Self-employed / freelancer: 13%
- Senior executive: 20%
- Civil servant: 5%
- Other professional activities: 5%

Question: “What is your professional position?”
Base: 1,018 participants

Positions and areas in which iX-readers are active

- IT, software development: 70%
- Research, development: 13%
- Other: 6%

Question: “Do you hold a senior or team leader position? | In which area of your company are you predominantly active?”
Base: 613 to 1,018 participants | only *activity areas with values of more than 5% are shown
**FIELDS OF ACTIVITY IN SELF-EMPLOYMENT**

**Occupational position**

- Self-employed / freelancer: 13%
- Employee: 58%
- Senior executive: 20%
- Civil servant: 5%
- Other professional activities: 5%

**OCCUPATIONAL STATUS**

**Fields of activity in self-employment**

- Software development: 32%
- IT consulting: 18%
- IT project business: 29%

**CAREER STATUS**

**iX-readers are satisfied with their jobs – but open to offers**

**Occupational position**

- I am not looking for a job, but am open to offers: 44% total
- I am currently looking for a job: 50% up to 39 years
- I am not looking for a job, but am open to offers: 3% total

**Question:** How would you describe your current career status?

**Base:** 955 to 1,018 participants

**Question:** In which area do you mainly work within your self-employment or freelance work?*

**Base:** 132 participants
iX-readers in key positions in management and in the IT

- Software developers: 42%
- System administrator: 36%
- IT Consultant/Telecommunications Specialist: 24%
- Project manager: 23%
- Network administrator: 17%
- Systems analyst: 15%
- IT security officer: 14%
- User support, service technician, trainer: 14%
- Database administrator: 13%
- Web developer/designer: 8%
- Information systems manager: 8%
- Data scientist: 6%
- CTO: 4%
- Data protection officer: 3%
- Data center manager: 3%
- CIO: 3%
- IT board: 2%
- IT sales representative: 1%
- SEO specialist: 0%
- Other activities: 20%

Question: “And what specific position are you in?” (multiple answers possible)
Base: 1,018 participants
DECISION-MAKERS

Teamplayer

63% of the iX-readers are involved in investment decisions within the company

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: 590 – 951 participants

In trend: modern corporate management - decision-makers make more decisions as a team than alone.

BUDGET

Planned investment volume

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

Question: „How high 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: 503 participants
**TOP PRODUCT RANGES**

**Decision participation and purchase plan at a glance**

On average, iX readers are involved in 10 investment decisions and plan 4 purchases.

**Example of reading**

**Data center / Server:** 51% of iX readers are involved in the investment decision for servers as part of a team/alone. Of these, 54% are planning a specific purchase in the next 12 months.

**Software**

58% System tools 42%

56% Developer tools 45%

**Services**

53% External IT consulting 58%

41% Cloud services 57%

**decision-making participation  purchase plan**

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: 602 participants | in each category with decision-making participation the most frequently mentioned purchases are shown
INVESTMENT PLAN

Decision participation and purchase plan – Data center

decision-making participation

- Server: 51%, 54% purchase plan
- Network hardware: 44%, 58% purchase plan
- Storage: 41%, 43% purchase plan
- Other computer center equipment: 30%, 37% purchase plan

Example of reading

Network hardware: 44% of iX-readers are involved in the team/alone investment decision for network hardware. Of these, 58% are planning a specific purchase in the next 12 months.

Decision participation and purchase plan – Hardware

decision-making participation

- PCs, Workstations: 48%, 59% purchase plan
- Notebooks: 50%, 68% purchase plan
- Displays: 36%, 53% purchase plan
- Tablets, Smartphones: 36%, 61% purchase plan
- Printers, Multifunction devices: 34%, 38% purchase plan
- Projectors: 23%, 22% purchase plan

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: 602 participants
INVESTMENT PLAN

Decision participation and purchase plan – Software

**Example of reading**

**System tools:** 58% of iX-readers are involved in the investment decision for system tools as part of the team/solely. Of these, 42% are planning a specific purchase in the next 12 months.

Decision participation and purchase plan – Services

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: 602 participants
Focus on new technologies

35% of iX-readers use at least six of these applications

On average, 6 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

- Containerization: 59%
- Agile Software Development: 54%
- Continuous Integration/Continuous Delivery: 48%
- DevOps: 47%
- SaaS (Software as a Service): 41%
- Hybrid Cloud/Multi-Cloud: 39%
- Microservices: 37%
- IaaS (Infrastructure as a Service): 35%
- PaaS (Platform as a Service): 31%
- Internet of Things (IoT): 26%
- Machine Learning/AI: 26%
- Data science: 24%
- Progressive Web Apps: 14%
- Serverless: 13%
- Natural language interfaces: 4%

Sources of supply / place of purchase

Manufacturer or trade?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer/Direct sales</td>
<td>48%</td>
</tr>
<tr>
<td>IT Wholesale/Distributor</td>
<td>45%</td>
</tr>
<tr>
<td>System vendor/Software vendor</td>
<td>36%</td>
</tr>
<tr>
<td>IT mailorder/other mailorder business</td>
<td>17%</td>
</tr>
<tr>
<td>Leasing provider</td>
<td>7%</td>
</tr>
<tr>
<td>Don't know/Not fixed yet</td>
<td>24%</td>
</tr>
</tbody>
</table>

Just under every second iX-reader buys directly from the manufacturer. One in four is open to the possibilities – that has potential.

Question: "And where are these computers and telecommunications products expected to be purchased?" (multiple answers possible)
Base: 503 participants
Let us develop smart ideas for your media plan!

Contact your Heise media team here.