

iX-READERSHIP SURVEY

2022

33
years of
iX



iX
MAGAZIN FÜR
PROFESSIONELLE IT

**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

Hilfsmittel und Strategien
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

Storage-Trends
Schnelle SSDs,
Container, Cloud

Linux, Kubernetes, OpenStack & mehr
Aufbau & Betrieb Ihrer Landschaft
info@ix-systems.de NOC/OPS/SEC/INFRA/IDM/DEV/TEST Mehr auf S. 91



iX
MAGAZIN FÜR
PROFESSIONELLE IT

**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

Hilfsmittel und Strategien
Migration auf Vue.js 3

Eine Codebasis für iOS, macOS, tvOS, watchOS
GUIs mit SwiftUI entwickeln

Rechtssichere Verträge entwerfen
Agile Entwicklung ohne Streit

Storage-Trends
Schnelle SSDs,
Container, Cloud

Linux, Kubernetes, OpenStack & mehr
Aufbau & Betrieb Ihrer Landschaft
info@ix-systems.de NOC/OPS/SEC/INFRA/IDM/DEV/TEST Mehr auf S. 91



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!“

„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 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!“

„I’ve been a subscriber for decades.
That should be enough praise.“

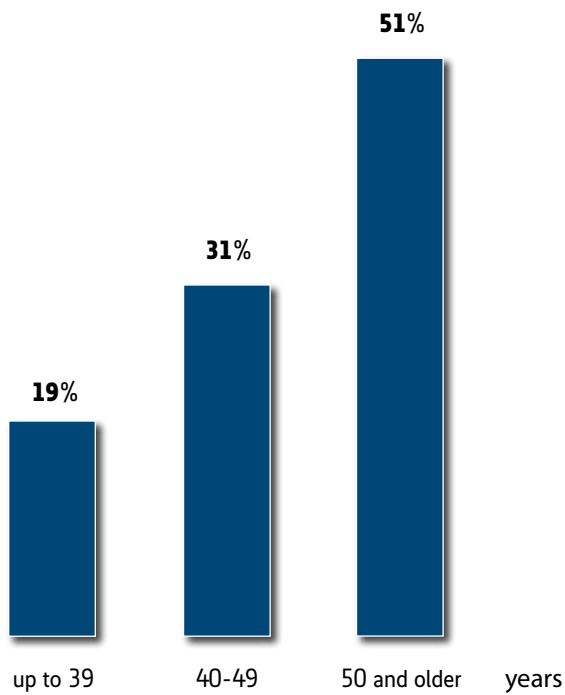
Base: 1,018 participants

AGE



Experience counts

Ø 48 years

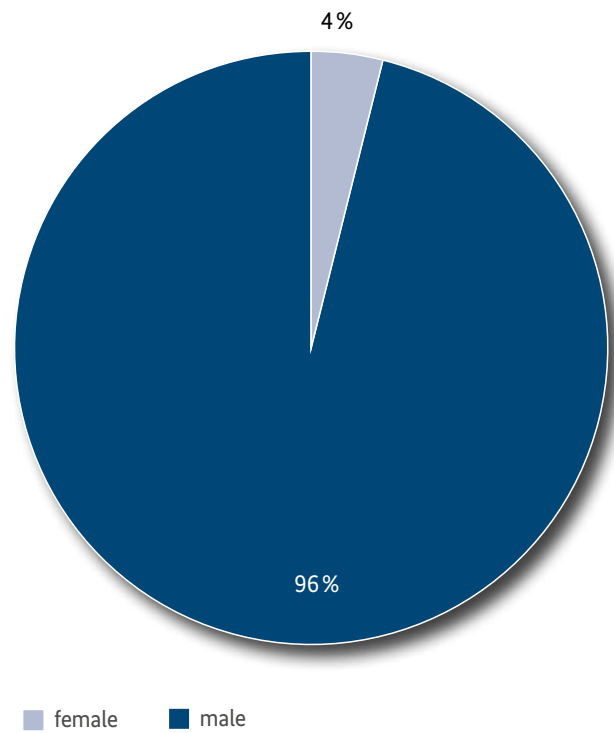


Base: 966 participants

GENDER



Predominantly male



Base: 990 participants

EDUCATION

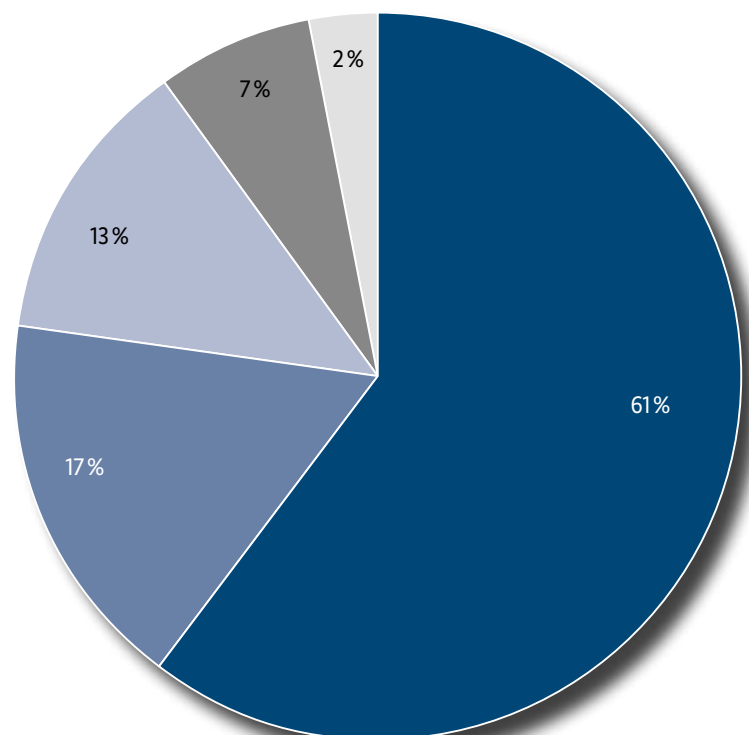


Smart heads!

42% of the iX-readers are computer scientists.

- Polyacademic/ University degree
- German high school diploma/ University entrance qualification
- Doctorate
- Apprenticeship, master craftsman, technician or technical college training
- Secondary school certificate, no diploma

Base: 1,006 participants



iX-readers are opinion leaders

63 %

I am open to new technologies.

95 %

Others ask me for advice on IT issues.

88 %

I am well informed about current technical developments.

84 %

I like to give others tips on computer topics.

77 %

At 86 %, this is particularly true for those under 39!

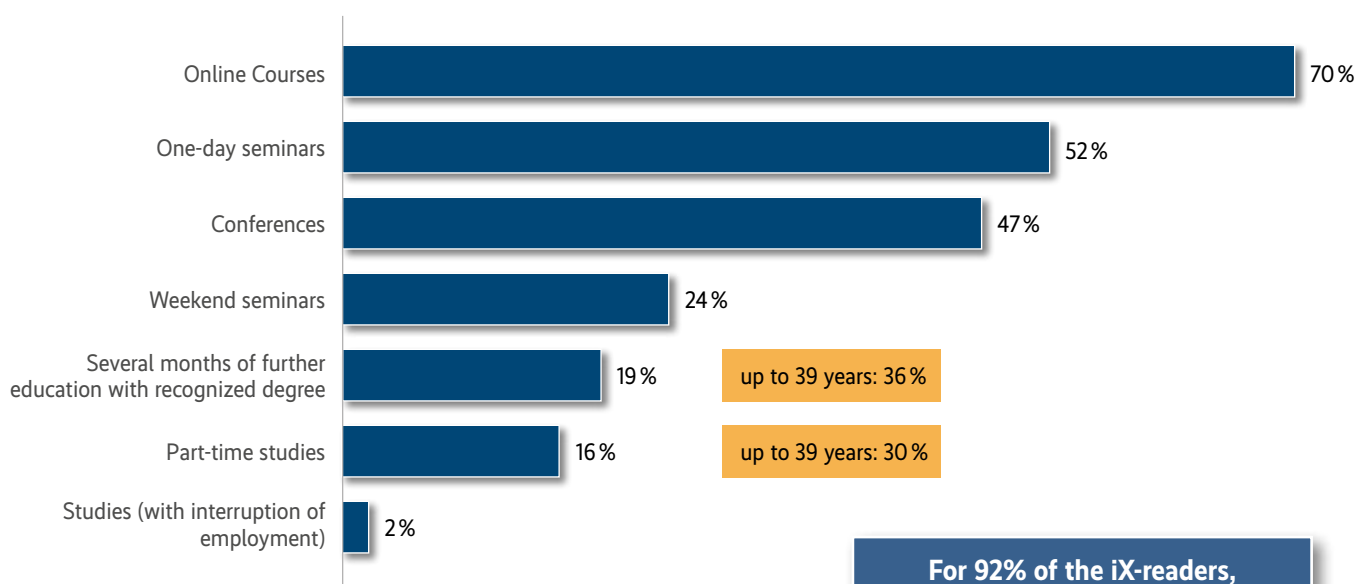
... of iX readers are among the opinion leaders*

Question: „How do the following statements apply to you?“

Base: 1,015 bis 1,016 participants | *A person is an opinion leader if he or she fully or somewhat agrees with all four above mentioned statements on opinion leadership. | shown are Top2-values (*applies completely, rather applies*)

CAREER AND FURTHER EDUCATION

Strong interest – virtual and in presence

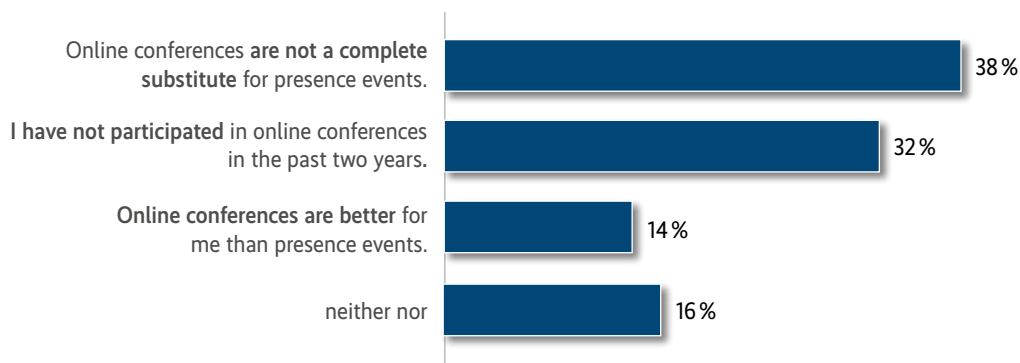


For 92% of the iX-readers, continuing education is generally relevant.

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

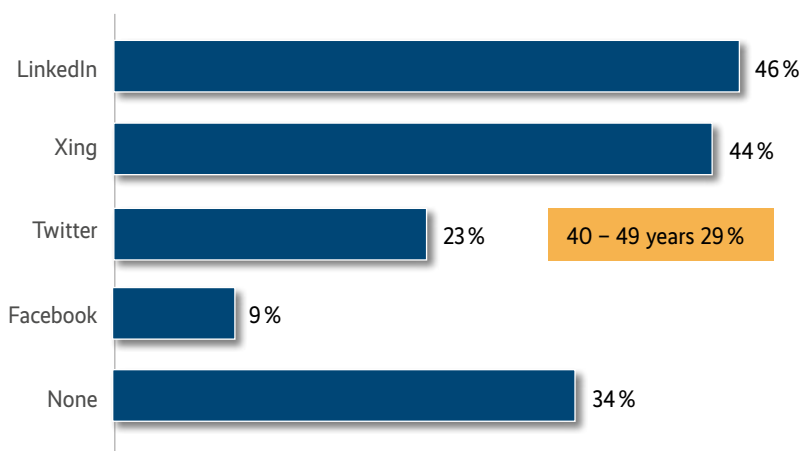


You can't do it without presence.

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

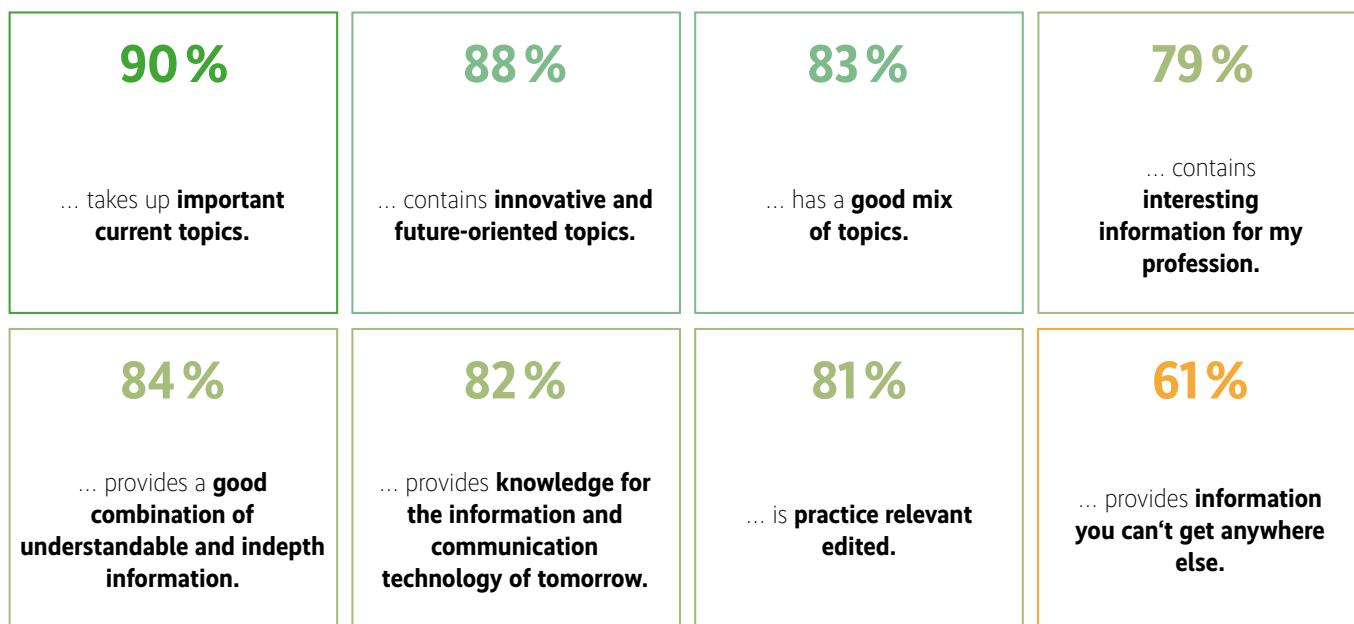
ONLINE CONFERENCES AND SOCIAL MEDIA

Social media use



Question: „Do you use social media or networking platforms for professional information and exchange?“ | (multiple answers possible)
Base: 1,018 participants

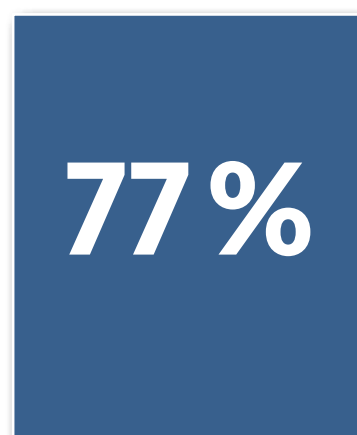
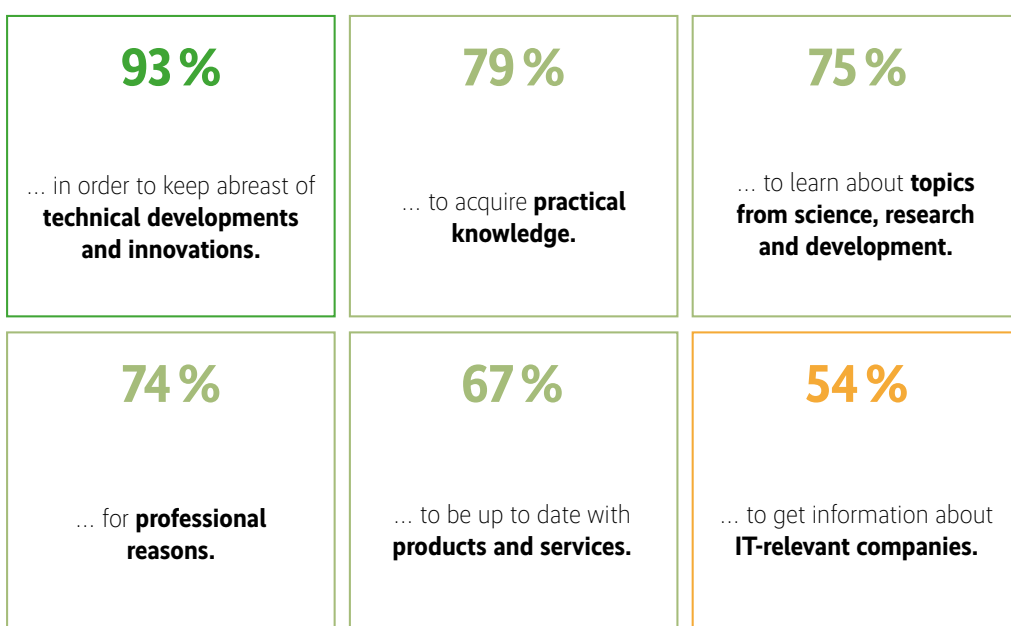
What iX-readers appreciate about iX



Question: „To what extent do the following statements apply to iX from your point of view?“
 Base: 987 – 1,016 participants | shown are Top2 values (fully applicable, more applicable)

iX-BASIC KNOW-HOW

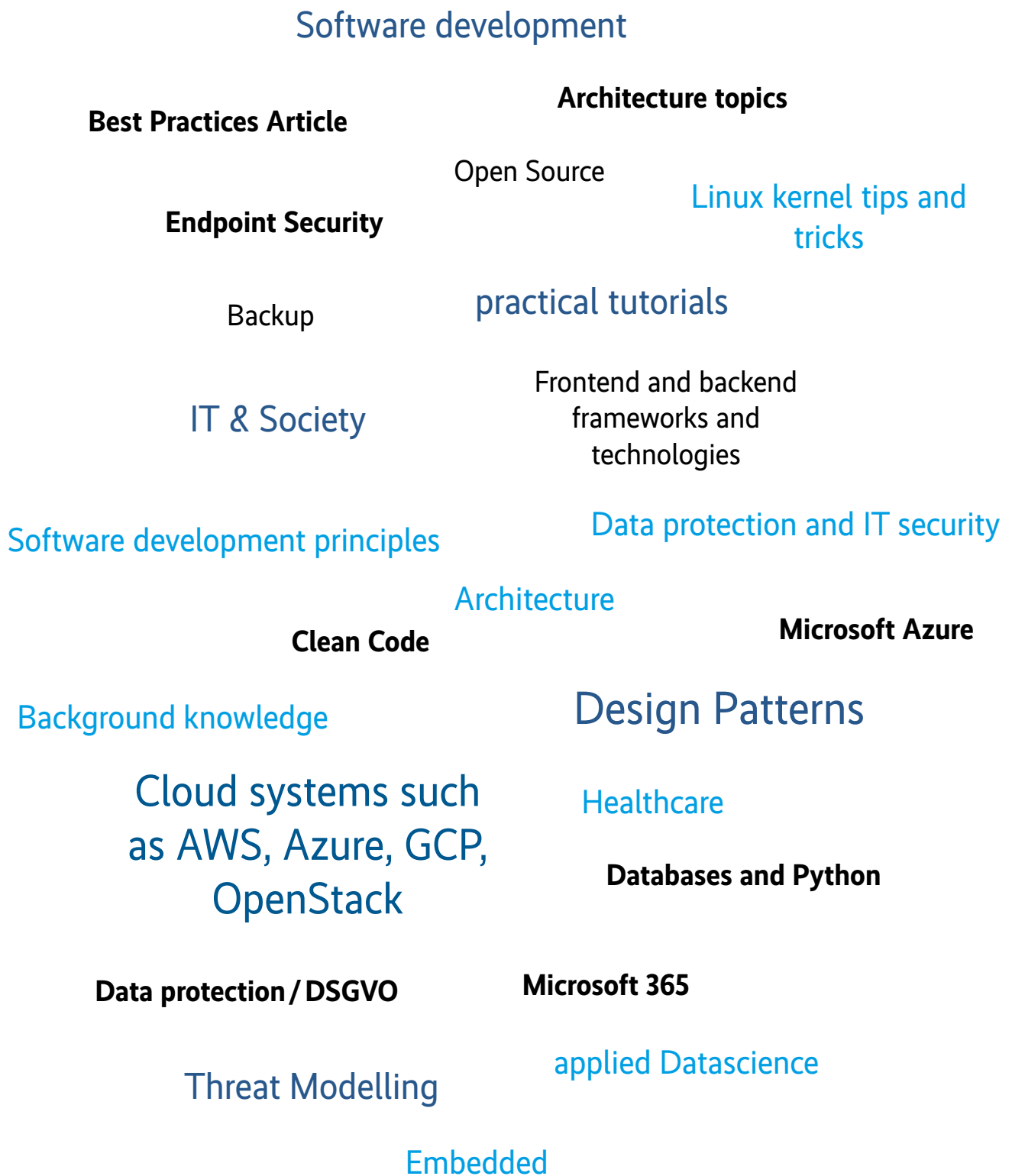
Why iX-readers are choosing iX



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

Question: „Why do you read iX?“
 Base: 1,014 – 1,018 participants | shown are Top2 values (applies completely, rather applies)

What moves the iX-reader



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

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

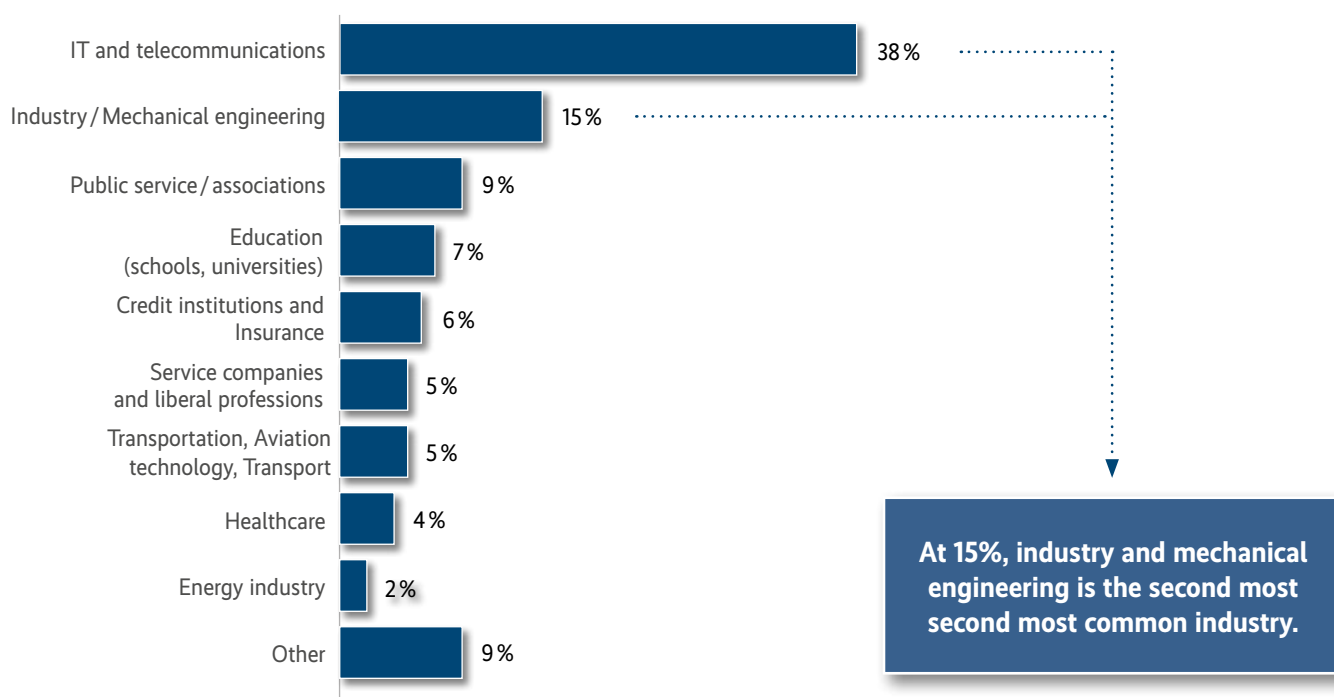
The strongest topics of the **young, career-oriented readers (up to 39 years)**:

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*)

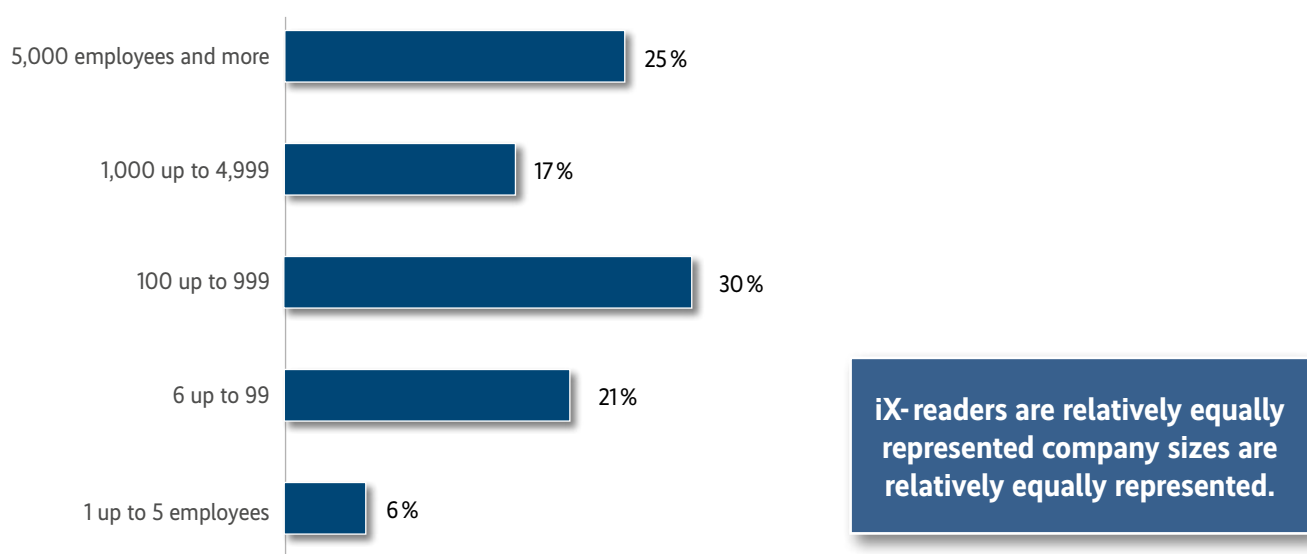
Diversity is what makes it special



Question: „What industry are you in?“
Base: 972 participants

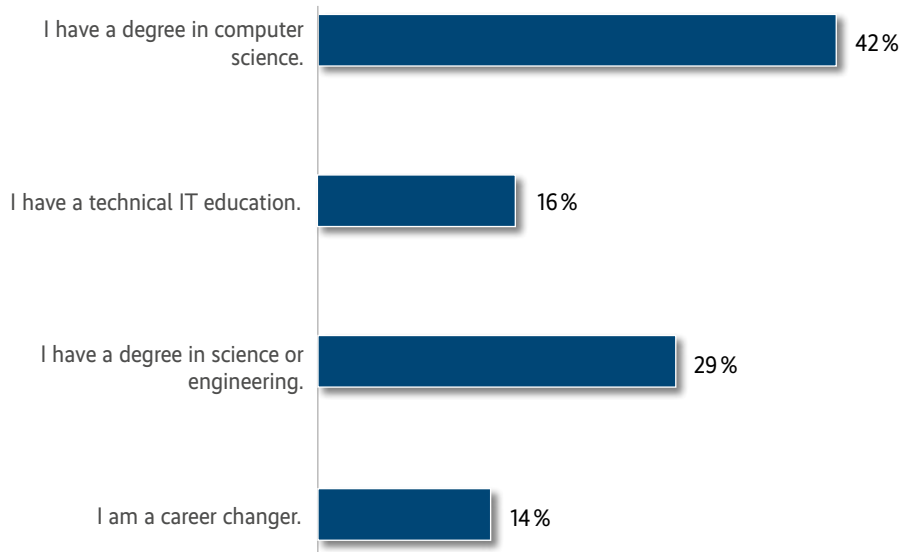
HEADCOUNT

Company size



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

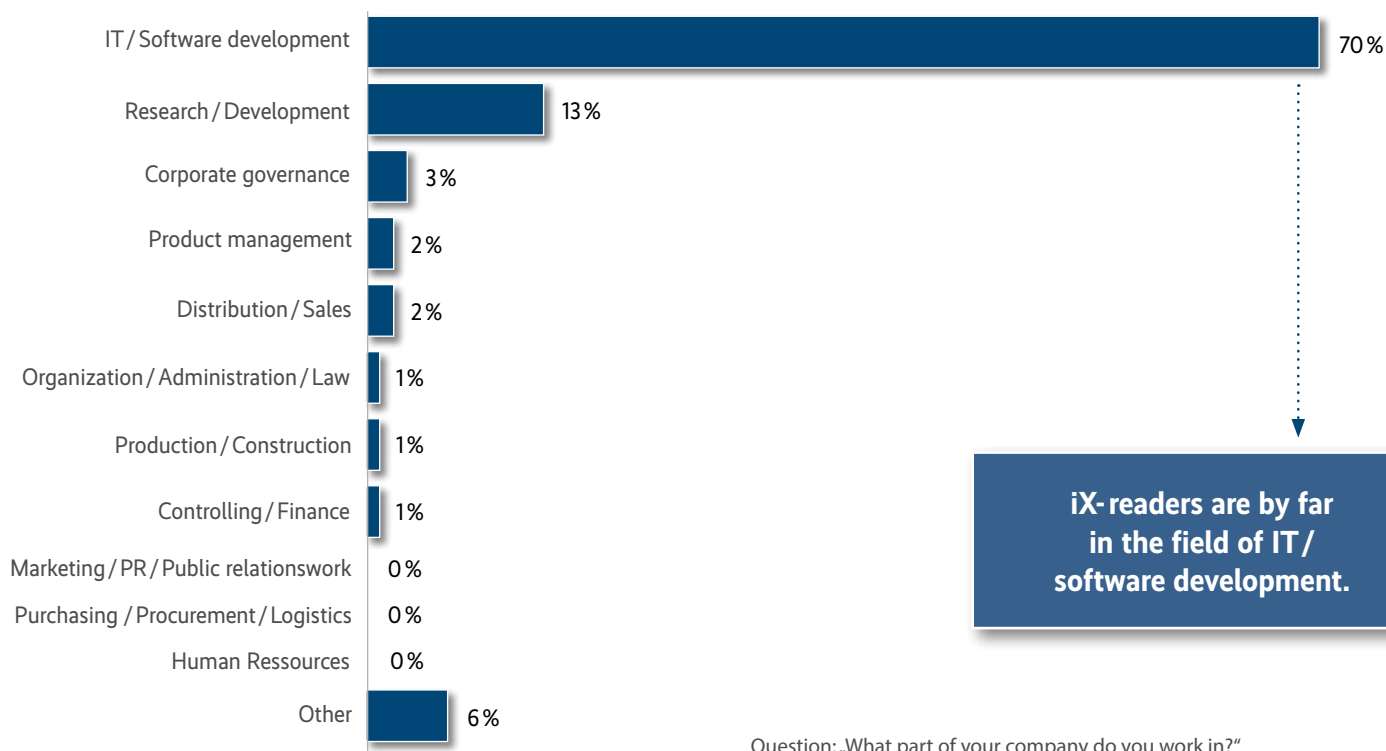
iX-reader with preprint



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

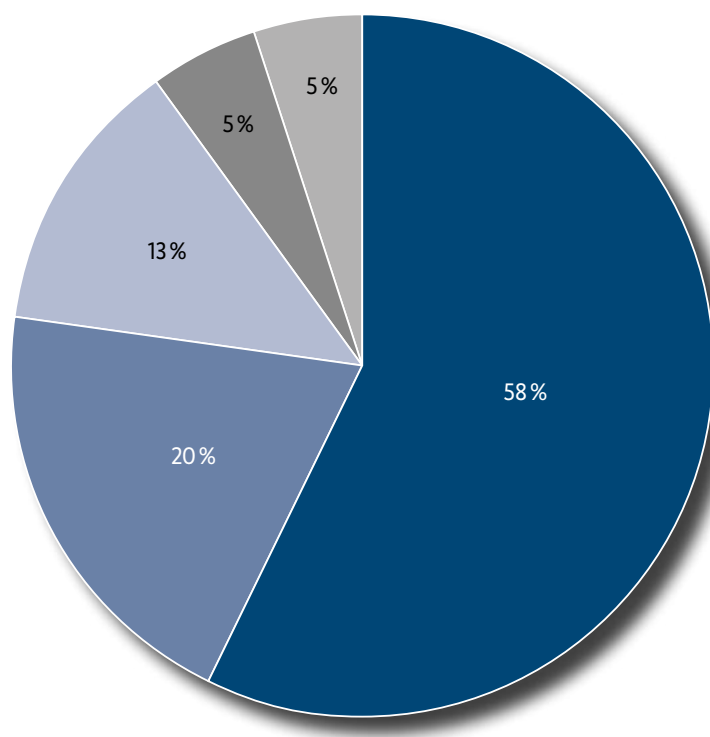
FIELD OF ACTIVITY

Fields iX-readers work in



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

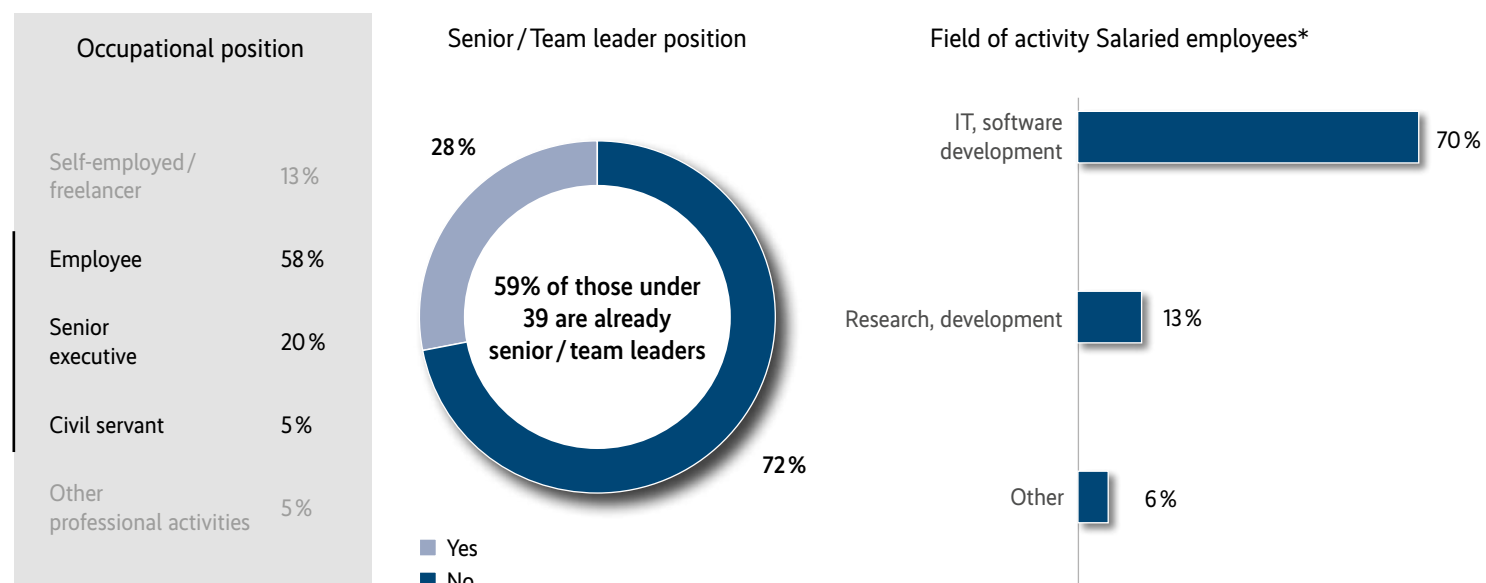
What is your professional position?



- Employee
- Senior executive
- Self-employed/freelancer
- Civil servant
- Other professional activities

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

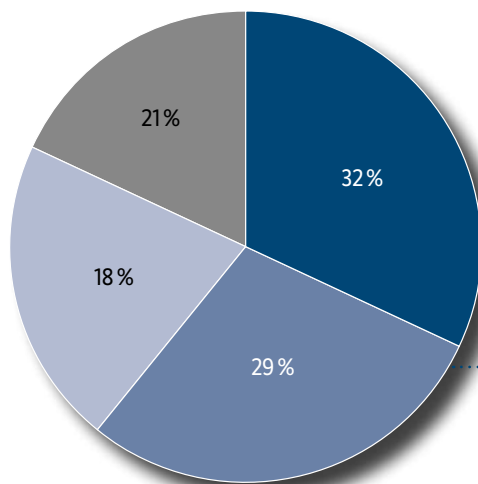
Positions and areas in which iX-readers are active



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 %



■ Software development
■ IT consulting
■ IT project business
■ Other

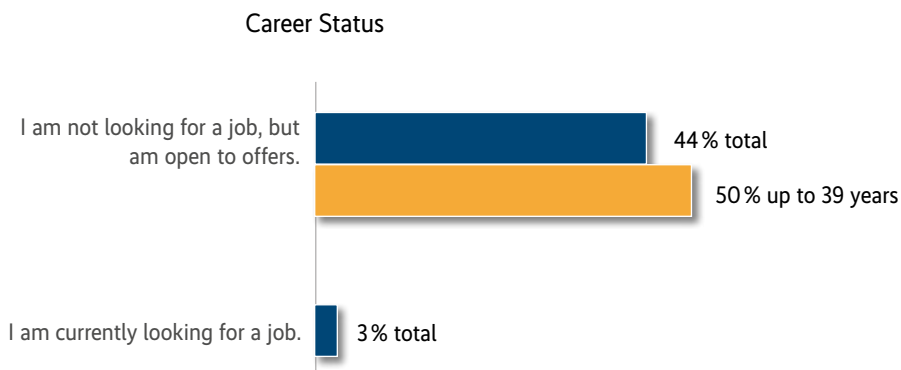
Young power - 41% of the iX-readers in IT Consulting are under 39 years of age

Question: „In which area do you mainly work within your self-employment or freelance work?“
 Base: 132 participants

CAREER STATUS

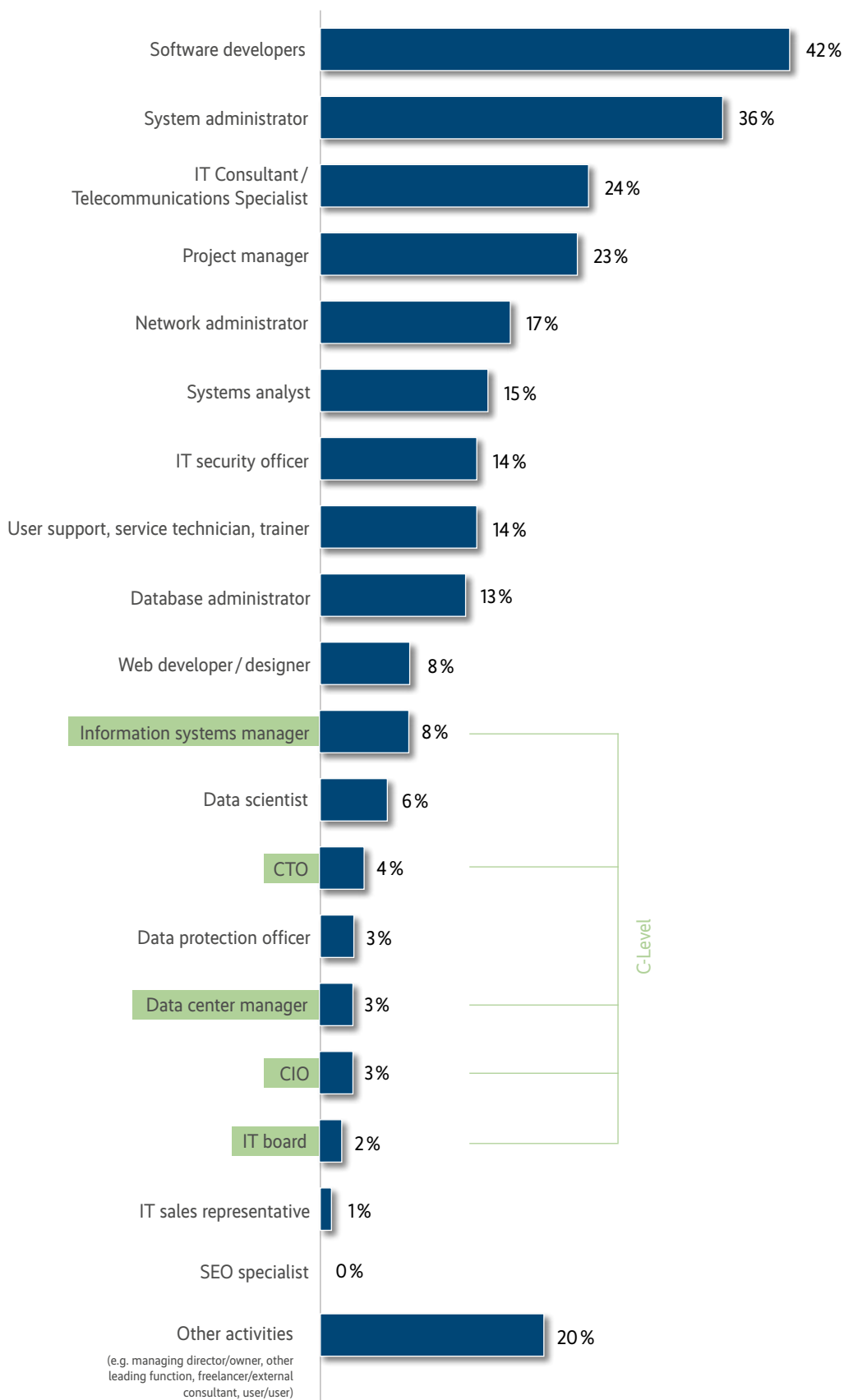
iX-readers are satisfied with their jobs – but open to offers

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



Question: „How would you describe your current career status?“
 Base: 955 to 1,018 participants

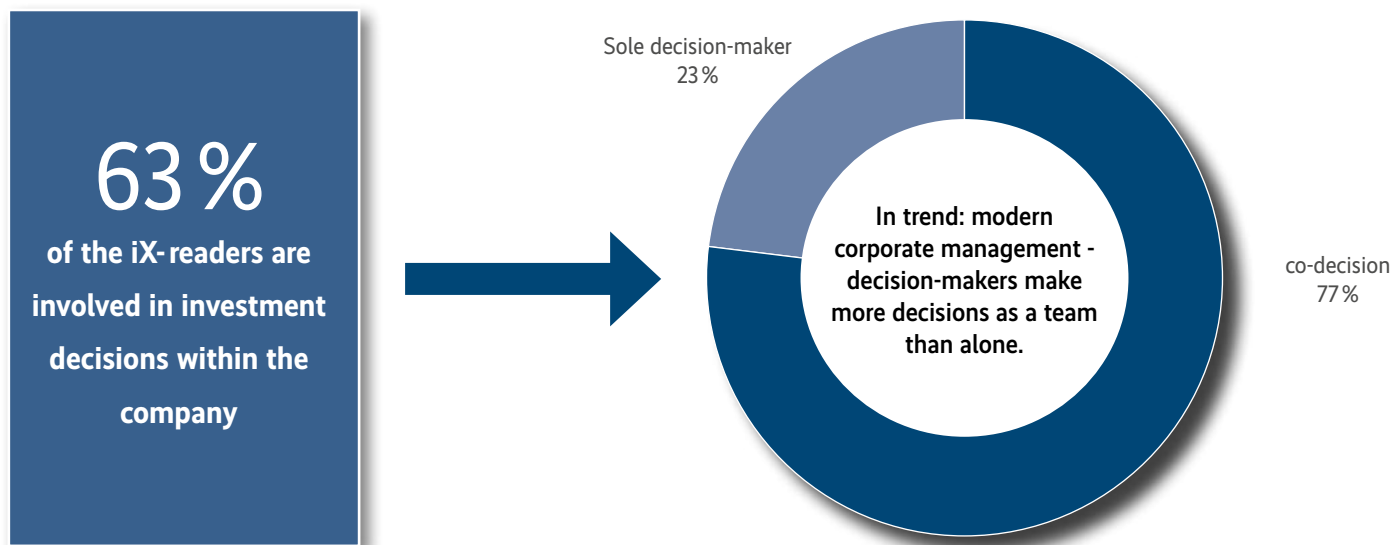
iX-readers in key positions in management and in the IT



Question: „And what specific position are you in?“ (multiple answers possible)

Base: 1,018 participants

Teamplayer

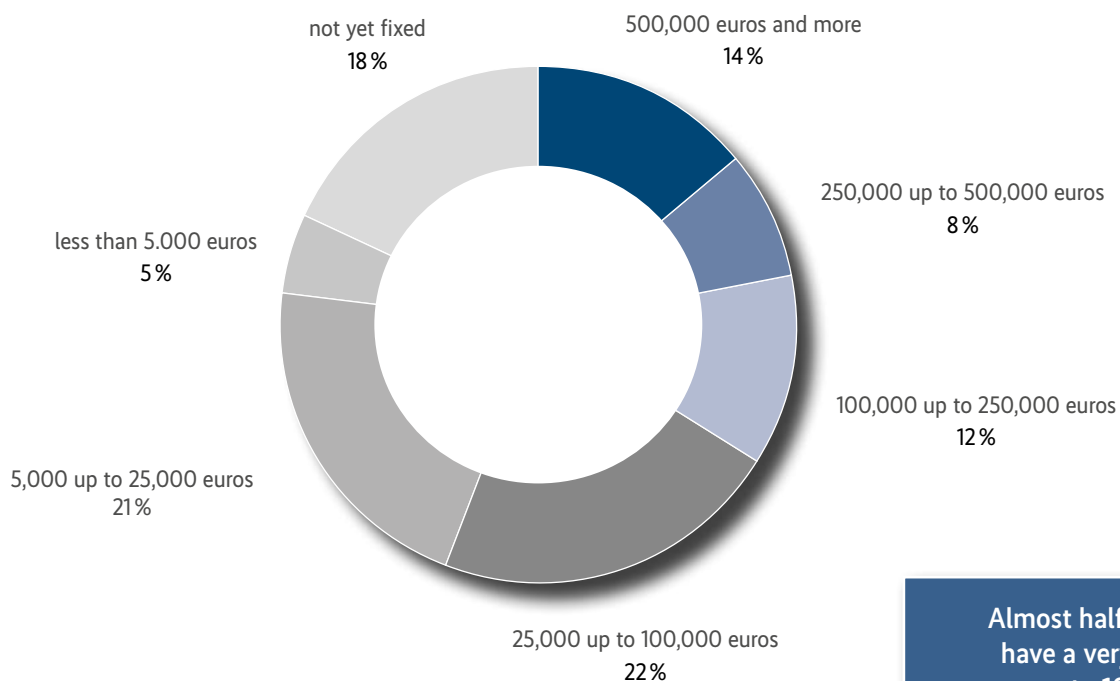


Question: „If your company is about to make decisions on purchases of computer hardware and software, telecommunications and related services, are you personally involved?“

Base: 590 – 951 participants

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?“

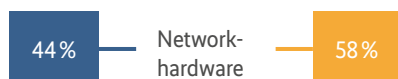
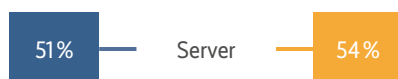
Base: 503 participants

Decision participation and purchase plan at a glance

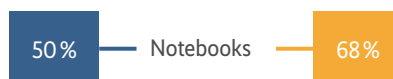
On average, iX readers are involved in 10 investment decisions and plan 4 purchases.



Data center



Other hardware

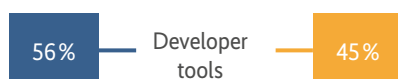
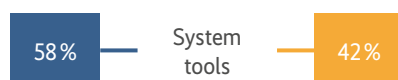


Example of reading

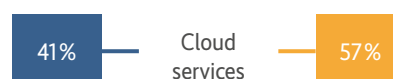
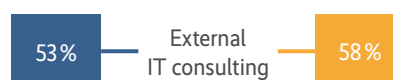
Data center / Server: 51% of iX-readers are involved in the investment decision for servers as part of a team/alone. Of these, 54% are planning a specific purchase in the next 12 months.



Software



Services

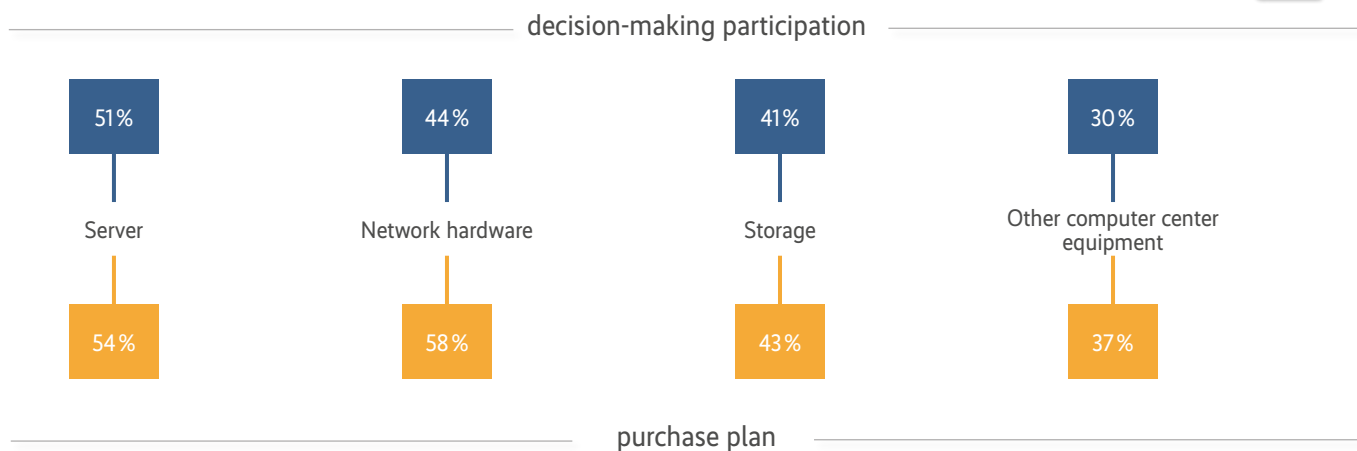
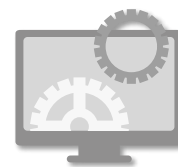


decision-making participation purchase plan

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

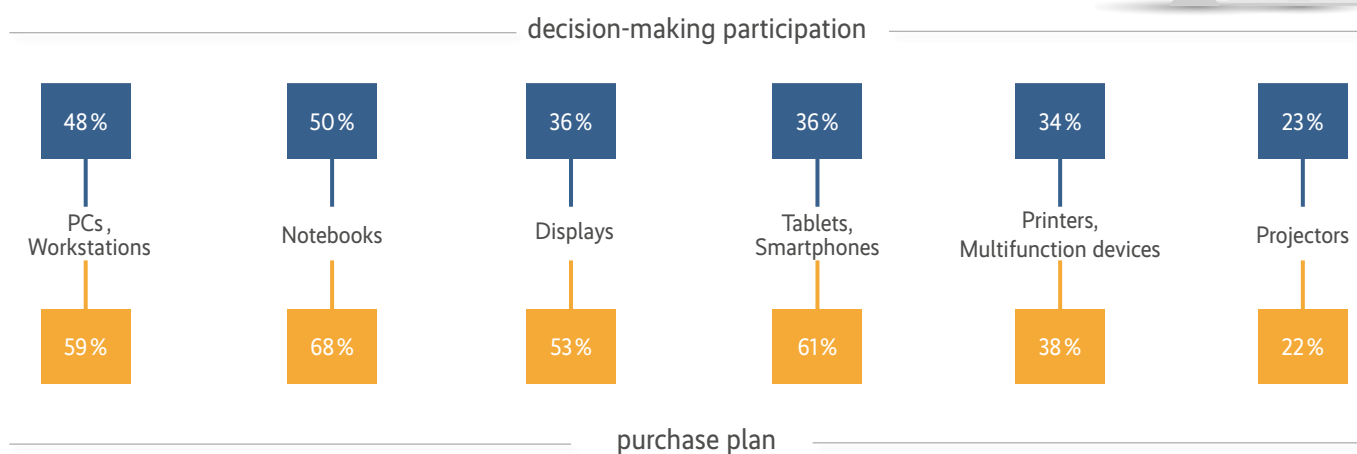
Decision participation and purchase plan – Data center



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



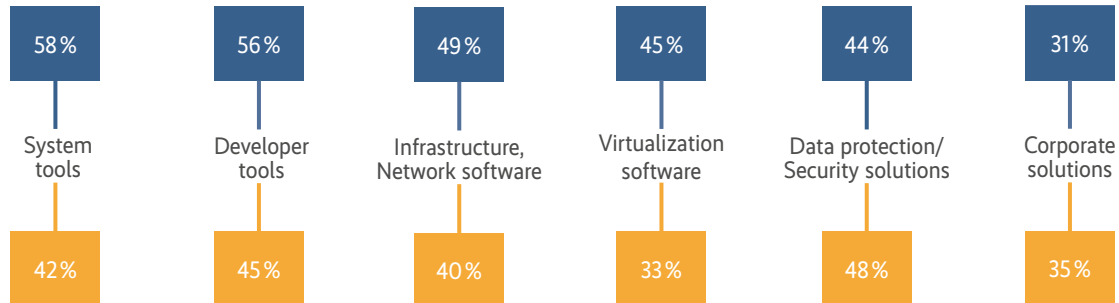
Question: „If your company is about to make decisions on purchases of computer hardware, software, telecommunications and related services, are you personally involved? And in what areas do you plan to purchase or use a service over the next 12 months?“

Base: 602 participants

Decision participation and purchase plan – Software



decision-making participation



purchase plan

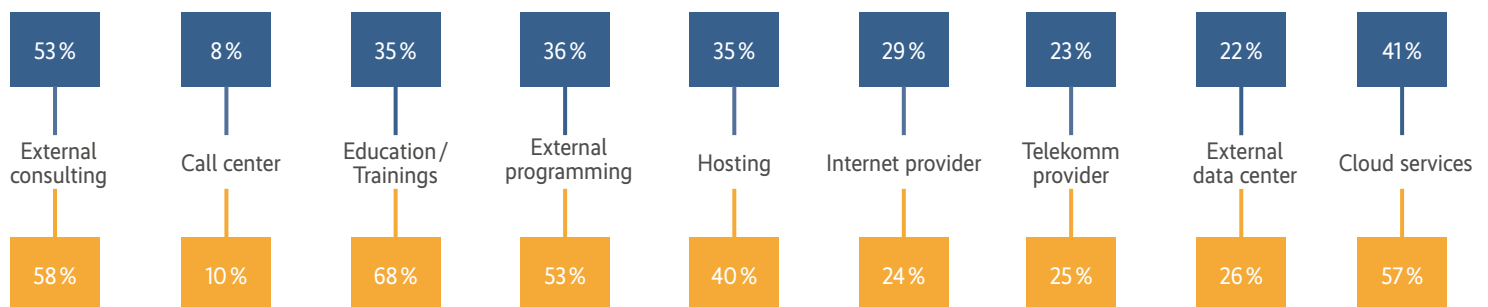
Example of reading

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



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

Focus on new technologies

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

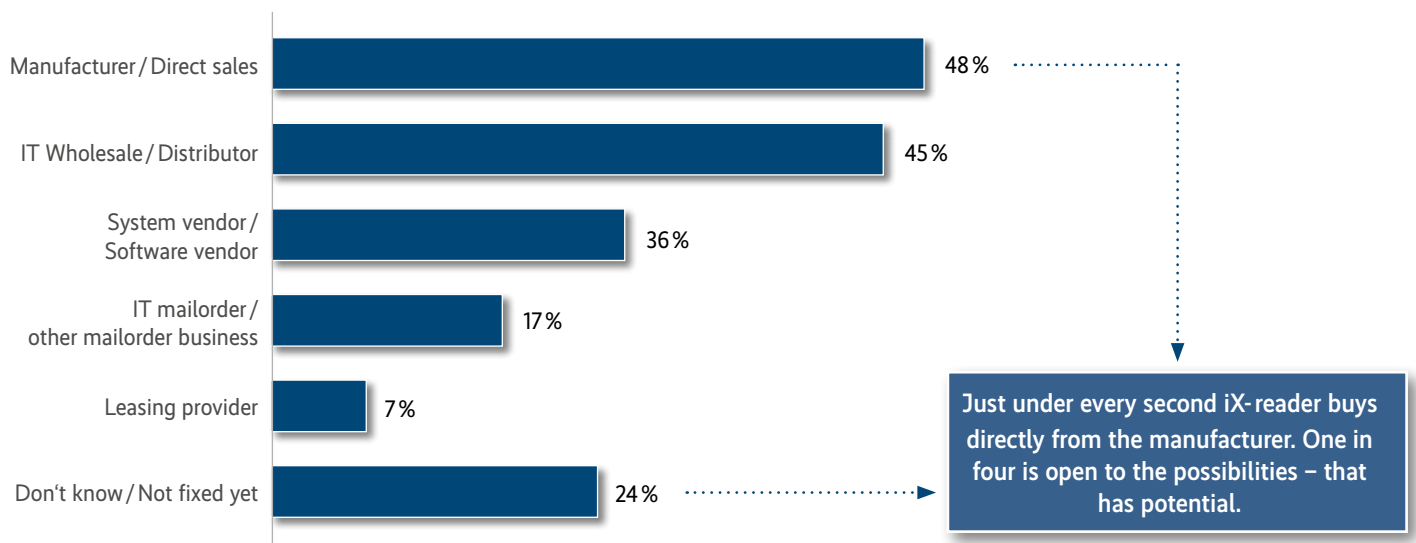
On average,
6 applications are used

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 / Artificial Intelligence	26 %
Data science	24 %
Progressive Web Apps	14 %
Serverless	13 %
Natural language interfaces	4 %

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

SOURCES OF SUPPLY/PLACE OF PURCHASE

Manufacturer or trade?



Question: „And where are these computers and telecommunications products expected to be purchased?“ (multiple answers possible)
Base: 503 participants

CONTACT



Let us develop smart ideas for your media plan!

Contact your Heise media team [here](#).



Heise Medien

Karl-Wiechert-Allee 10 • 30625 Hanover • Germany • Phone: +49 [0]511 5352-395 • Fax: +49 [0]511 5352-441 • www.ix.de/media