

Marketer's Guide

McNair Ingenuity Research IT Publications Readership Survey 2004

How to read this report

The McNair Ingenuity Research IT Publications Readership Survey 2004 again offers IT Marketers valuable insights into the demographics, IT spending, and readership habits of Australia's IT executives.

A total of 660 respondents completed this survey, representing both large and small companies and IT budgets under \$100,000 to \$2 million and above.

What makes this year's report unique is the presentation of two different weighted views of its survey data:

1. **Weighted by expenditure.**
2. **Weighted by number of IT executives in an organisation.**

Weighted by expenditure is the traditional view of that data. The percentages in this section are best expressed as: "People responsible for XX percent of total IT expenditure read Publication A."

Weighted by number of IT executives in an organisation is a new experimental view. Percentages in this section are best expressed as: "XX percent of Australian IT executives read Publication A."

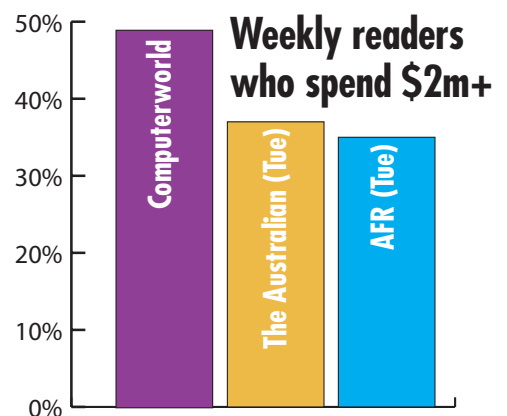
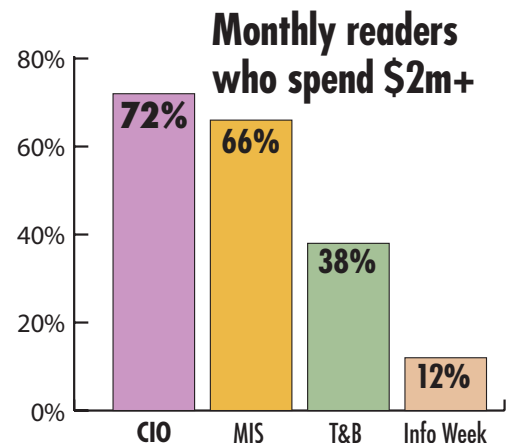
For example, let's apply these two views to the new data for two enterprise IT publications, CIO magazine and Technology & Business (T&B):

CIO is read by 29 percent of the IT executives who are responsible for 62 percent of the market's spending.

Technology & Business is read by 31 percent of the IT executives who are responsible for 41 percent of the market's spending.

The result is that marketers have a clear view of an IT publication's ability to reach its target audience.

Read on for further explanation of how to read the McNair Ingenuity survey, and for insights into how the top publications compare.



Source: McNair Ingenuity Research Pty Ltd. 2004. Figures represent the amount of expenditure on IT controlled by readers of the respective publications.

Which weighting do you use?

The McNair Ingenuity survey includes for the first time a second view of the readership data that means IT marketers must decide how they choose to view the data.

The first view is based on the **size of the IT budget** the respondents personally oversee. This view was established by the IT Research Committee in the early 90s.

The new view ignores the spending power of the respondent and instead weights their response based on the **number of senior IT executives** in their organisation.

Ian McNair, the researcher who oversaw the survey, said that the definition of "senior IT executives" was not defined during the survey

and was therefore "subjective" in the context of the survey.

Therefore the weighting marketers choose yields dramatically different results. For example, when weighted by budget, more than three out of four (77 percent) spend more than \$1 million annually. When weighted by executives, that number drops to 29 percent.

Weighting by budgets emphasises the answers from people with job titles such as CIO, IT director and MIS director, while this new experiment emphasises the responses of people with titles such as network administrator, technical support manager and operations manager.

Here are some examples:

CATEGORY	Weighted by executives	Weighted by budget
<u>JOB TITLES:</u>		
CIO/MIS director/IT director	12%	39%
Network administrator/Technical support manager/Operations manager	25%	6%

Note: For example, 25 percent of respondents when weighted by number of executives controlled only 6 percent of the spend.

<u>BUDGETS:</u>		
Less than \$50,000	25%	1%
\$50,000 to \$100,000	10%	1%
\$100,000 to \$250,000	14%	5%
\$250,000 to \$500,000	14%	6%
\$500,000 to \$1 million	7%	9%
\$1 million to \$2 million	14%	13%
\$2 million to \$5 million	7%	8%
More than \$5 million	8%	46%

How the top publications compare

Below are readership figures for the four enterprise weekly and monthly IT titles in key categories. Figures represent the amount of expenditure on IT controlled by readers of the respective publications.

Large companies

(Respondents at companies with 500 or more employees)

Weekly publications

1. Computerworld	57%
2. The Australian (Tue)	39%
3. AFR (Tue)	37%
4. Next (Syd)	29%

Monthly publications

1. CIO	72%
2. MIS	60%
3. T&B	35%
4. Information Week	13%

Large spenders

(Respondents at companies with annual IT budgets over \$2 million)

Weekly publications

1. Computerworld	49%
2. The Australian (Tue)	37%
3. AFR (Tue)	35%
4. Next (Syd)	29%

Monthly publications

1. CIO	72%
2. MIS	66%
3. T&B	38%
4. Information Week	12%

Quantifying quality

Many readership surveys pay scant attention to the factors shaping their numbers. In this case, the new study gives plenty of hints about why the various titles register their readership levels.

The McNair Ingenuity IT readership study

has revealed that more money is spent by IT executives who read CIO than any other title.

CIO "won" every "value question" this year, giving marketers an understanding of the title's success. Here are a number of examples.

If you could read only one, which is most useful?

1. CIO	33%
2. Computerworld	14%
2. MIS	14%

Best for IT business management issues

1. CIO	61%
2. MIS	45%
3. Australian Financial Review	14%

How do the small companies contrast with the biggest?

The survey has uncovered fundamental differences in the responses of the IT executives at the smallest companies (50–99 employees) and those at the large end (1000–4999).

MOST READ PUBLICATION

1000–4999 employees

1. CIO	76%
2. MIS	59%
3. Computerworld	44%

50–99 employees

1. MIS	41%
2. T&B	40%
3. Computerworld	29%

BEST FOR KEEPING UP TO DATE WITH IT INDUSTRY TRENDS

1000–4999 employees

1. CIO	71%
2. MIS	53%
3. Computerworld	24%

50–99 employees

1. T&B	35%
2. APC	22%
3. Australian (Tue)	22%

Source: McNair Ingenuity Research IT Publications Readership Survey 2004. All figures are weighted to the annual expenditure on IT products and services for which senior IT executives in organisations of more than 50 employees throughout Australia are personally responsible.

IT Marketer's Guide is published by IDG Communications Pty Ltd. For a detailed report on the survey, visit www.itmarketer.com.au. Contact McNair Ingenuity Research at www.mcnairingenuity.com. ABN 14 001 592 650