The findings cited in this report are based on a survey sponsored by IEEE Computer Society on behalf of their publication, *IEEE Internet Computing*.

Through the use of a mail survey representing *IEEE Internet Computing*’s domestic and international subscriber circulation (excluding students and libraries), the purpose of this research project was to provide the editors and advertisers with a profile of this audience.

Specific areas of inquiry included:

- subscribers’ readership, use, and opinions of *IEEE Internet Computing*
- their readership of other industry publications
- the nature of their jobs and organizations
- their purchasing involvement and activity
- a brief demographic profile
The survey sample of 450 was selected in systematic fashion by the IEEE Computer Society and Readex Research from IEEE Internet Computing’s domestic and international member circulation (excluding students and libraries), representing 4,177 recipients (or 67% of IEEE Internet Computing’s entire 6,237 circulation) at the time of sample selection.

Data was collected via mail survey from February 19 to April 17, 2008. The survey was closed for tabulation with 169 usable responses—a 38% response rate. As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results.

The margin of error for percentages based on 169 usable responses is ±7.4% at the 95% confidence level. That is, 95% of the time we can be confident that percentages in the actual population would not vary by more than this in either direction. The margin of error for percentages based on smaller sample sizes will be larger.

(Please refer to the Appendix for details of the survey method.)
Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or the Internet) has brought clients from many other markets, including associations, corporate marketers and communicators, and government agencies. Since its founding in 1947, Readex has completed thousands of surveys for a lengthy and diverse list of clients.

As a full-service survey research supplier, Readex provides in-house processing of all phases of each project (traditional mailing, broadcast emailing, and data processing) to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques, in addition to the more traditional stub-and-banner tabulations.

This survey was conducted and this report was prepared by Readex in accordance with accepted research standards and practices.
FINDINGS
Personal Profile

The typical *IEEE Internet Computing* recipient\(^1\) is 49 years old. Recipients reported their 2007 pre-tax household income as $123,000, on average (in U.S. dollars).\(^2\)

Recipients are well educated. Nearly all (96%) have college degrees, including one-third (34%) who have Ph.Ds.

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ph.D. or doctorate</td>
<td>34%</td>
</tr>
<tr>
<td>master’s degree</td>
<td>34%</td>
</tr>
<tr>
<td>postgraduate work</td>
<td>5%</td>
</tr>
<tr>
<td>college degree</td>
<td>23%</td>
</tr>
<tr>
<td>some college</td>
<td>2%</td>
</tr>
<tr>
<td>high school or less</td>
<td>1%</td>
</tr>
</tbody>
</table>

base: 169 *IEEE Internet Computing* recipients

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\(^1\) “Recipient” refers to the 169 individuals from *IEEE Internet Computing*’s domestic and international member circulation who responded to the survey, representing 4,177 individuals (or 67% of *IEEE Internet Computing*’s entire 6,237 circulation) at the time of sample selection.

\(^2\) Among those answering
2007 Household Income
in U.S. dollars

- $200,000+ 12%
- $150,000 - $199,999 14%
- $100,000 - $149,999 28%
- $50,000 - $99,999 21%
- <$50,000 8%
- no answer* 17%

mean: $123,000
median: $120,000

base: 169 IEEE Internet Computing recipients
*not included in mean/median calculation
Professional Profile

*IEEE Internet Computing* appeals to a wide variety of professionals. The highest proportion (28%) of recipients hold job titles/functions best considered *technical staff*; however, no individual job title/function was cited by more than 15% of subscribers.

Recipients are currently involved in a number of areas at work. At least one in four indicated they are involved in:

- research and development (43%)
- software development/design/engineering (42%)
- Internet/Intranet development (38%)
- consulting (36%)
- programming (36%)
- databases (33%)
- data communications (30%)
- education (27%)
- systems engineering (25%)

See Table 009 in the Data Tables section for a complete listing of all areas.
FINDINGS
Professional Profile

Job Title/Function

- Technical staff: 28%
- Technical management: 25%
- Corporate management: 17%
- Other/multiple: 28%
- Retired: 2%

Base: 169 IEEE Internet Computing recipients
Programming Languages

Over four in five (85%) recipients personally use at least one programming language. Over two in five use Java (46%), C (44%), C++ (43%), and/or XML (41%). Top mentions are graphed at right; see Table 010 in the Data Tables section for a complete listing of all programming languages used.
**Programming Languages Used**

*top mentions*

- Java: 46%
- C: 44%
- C++: 43%
- XML: 41%
- HTML: 38%
- JavaScript: 33%
- SQL: 33%
- Perl: 25%
- PHP: 18%
- Visual Basic: 18%
- Python: 18%
- C#: 16%
- Visual C++: 15%
- CGI: 11%

**FINDINGS**

Programming Languages

base: 169 *IEEE Internet Computing* recipients (multiple answers)
Purchasing Involvement

Recipients were asked about their purchasing\(^3\) involvement for various products and services within three categories of interest. In general, the highest proportion (75\%) of recipients are involved in their organizations’ purchases of products/services classified within software applications.

Over one in four are involved in the purchases of the following *individual* items:

- Java/programming (31\%)
- Web servers (31\%)
- database integration (28\%)
- Web server software (28\%)
- database management (28\%)
- security/firewalls (27\%)
- data communication/Internet/LAN software (27\%)
- Internet/Intranet access software (26\%)

Nets for each overall category are graphed at right. See Table 013 in the Data Tables section for a full listing of all products/services asked about.

\(^3\) Purchasing is defined as approve/authorize, recommend, select/specify, or any other involvement.
**Purchasing Involvement**

- **Software Applications (net)**: 75%
- **Internet/Web Software (net)**: 68%
- **E-business (net)**: 47%

Base: 169 *IEEE Internet Computing* recipients (multiple answers)
Organization Profile

Recipients work for organizations that are varied in size. Nearly equal proportions work for organizations that employ 10,000 people or more (19%) as do less than 100 (25%) (including both full and part time employees at all locations). The typical subscriber works at an organization that employs 866 people.

Recipients indicated a diverse list of primary business activities for their organizations, with the highest proportion (21%) indicating education. No single other primary business activity was indicated by more than 9% of recipients.

<table>
<thead>
<tr>
<th>Organization’s Primary Business Activity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>education</td>
<td>21%</td>
</tr>
<tr>
<td>consulting</td>
<td>9%</td>
</tr>
<tr>
<td>computer hardware/software manufacturing</td>
<td>9%</td>
</tr>
<tr>
<td>applications software development</td>
<td>7%</td>
</tr>
<tr>
<td>government/military</td>
<td>7%</td>
</tr>
<tr>
<td>research and development</td>
<td>7%</td>
</tr>
<tr>
<td>telecommunications</td>
<td>5%</td>
</tr>
<tr>
<td>finance/banking/accounting/insurance/real estate/legal</td>
<td>5%</td>
</tr>
<tr>
<td>aerospace</td>
<td>3%</td>
</tr>
<tr>
<td>engineering</td>
<td>3%</td>
</tr>
<tr>
<td>processing/Internet/e-commerce</td>
<td>3%</td>
</tr>
<tr>
<td>communications services</td>
<td>2%</td>
</tr>
<tr>
<td>IS/MIS/IT</td>
<td>2%</td>
</tr>
<tr>
<td>other manufacturing</td>
<td>2%</td>
</tr>
<tr>
<td>health/medical/pharmaceuticals</td>
<td>1%</td>
</tr>
<tr>
<td>transportation/utilities</td>
<td>1%</td>
</tr>
<tr>
<td>VAR/systems integrator/dealer/distributor</td>
<td>1%</td>
</tr>
<tr>
<td>other/multiple</td>
<td>9%</td>
</tr>
</tbody>
</table>

base: 169 IEEE Internet Computing recipients
Total Number of Employees
both full- and part-time

- 12%
- 7%
- 10%
- 18%
- 26%
- 13%
- 12%

mean: 13,800
median: 866

base: 169 IEEE Internet Computing recipients
Organization Profile

On average, recipients estimated their organization’s total expenditures (their location only) for computer-related products/services in the last 12 months as $2.33 million.\(^4\)

In the next 12 months, 79% of recipients expect their organizations (their location only) to make purchases in at least one of seven areas asked about. At least half anticipate purchases of PC/portables (56%) and/or software applications (50%).

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\(^4\) Among those providing an amount
Planned Purchase Areas
in the next 12 months

- PC/portables: 56%
- Software applications: 50%
- Communications systems/equipment: 47%
- Development environments/tools: 41%
- Peripherals: 35%
- Software systems: 30%
- Mainframe, midrange, workstation: 28%

AT LEAST ONE: 79%

base: 169 IEEE Internet Computing recipients (multiple answers)
Readership, Use, and Opinions of IEEE Internet Computing

Recipients are engaged with *IEEE Internet Computing*. The typical recipient has read or looked through 3 of the last 4 issues and spends an hour with a typical issue (including all the times it is picked up).

Over one-third (35%) of recipients pass their issues to at least one other person.
**Readership Characteristics**

- **# last 4 issues read:**
  - 4 of 4: 44%
  - 3 of 4: 17%
  - 2 of 4: 19%
  - 1 of 4: 9%
  - none: 4%
  - mean: 2.9
  - median: 3

- **time spent with issue:**
  - 2+ hours: 16%
  - 1 - 2 hours: 35%
  - 1/2 - 1 hour: 33%
  - < 1/2 hour: 11%
  - do not read: 4%
  - pass-along: 35%
  - mean: 1.2 hours
  - median: 1 hour

**base:** 169 IEEE Internet Computing recipients
Readership, Use, and Opinions of IEEE Internet Computing

*IEEE Internet Computing* also prompts recipients to take action. Nearly nine in ten (89%) have taken at least one action in the last 12 months as a result of reading articles or columns in the publication, including over half who discussed item with others (56%) and/or visited a Web site (53%).

Over two in five (43%) have taken at least one action as a result of reading advertisements in *IEEE Internet Computing* in the last 12 months, including 30% who visited an advertiser’s Web site.

<table>
<thead>
<tr>
<th>Actions Taken Due to Advertisements</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>visited an advertiser’s Web site</td>
<td>30%</td>
</tr>
<tr>
<td>discussed ad with others</td>
<td>12%</td>
</tr>
<tr>
<td>used technical information</td>
<td>11%</td>
</tr>
<tr>
<td>passed ad along to others</td>
<td>6%</td>
</tr>
<tr>
<td>filed ad for future reference</td>
<td>4%</td>
</tr>
<tr>
<td>recommended a product/service</td>
<td>4%</td>
</tr>
<tr>
<td>contacted dealer, supplier, or representative</td>
<td>2%</td>
</tr>
<tr>
<td>inquired about job positions listed</td>
<td>2%</td>
</tr>
<tr>
<td>purchased/ordered a product/service</td>
<td>2%</td>
</tr>
<tr>
<td>contacted advertiser in some other way</td>
<td>1%</td>
</tr>
<tr>
<td>other</td>
<td>1%</td>
</tr>
<tr>
<td><strong>AT LEAST ONE</strong></td>
<td><strong>43%</strong></td>
</tr>
</tbody>
</table>

base: 169 *IEEE Internet Computing* recipients (multiple answers)
Actions Taken Due to Reading Articles/Columns in the last 12 months

- discussed item with others: 56%
- visited a Web site: 53%
- filed item for future reference: 42%
- used technical information: 40%
- passed item along to others: 37%
- sought further information: 33%
- used/modified an idea: 16%
- purchased/ordered a product/service: 2%
- attended a conference/seminar: 1%
- other: 1%
- AT LEAST ONE: 89%

base: 169 IEEE Internet Computing recipients (multiple answers)
Other Publications

Of the 21 other publications asked about in the survey, no single publication is read regularly (at least 3 of 4 issues) by more than 32% of IEEE Internet Computing recipients. In fact, 24% do not read any of the competitive publications asked about. Top mentions are graphed at right. See Table 006 in the Data Tables section for a complete listing of all publications asked about.

When compared against these same publications, IEEE Internet Computing is found to be the most useful by the highest proportion of recipients (35%), nearly six times that of its closest competitor, Communications of the ACM (6%).
Other Publications Read Regularly

at least 3 of 4 issues (top mentions)

Communications of the ACM: 32%
Network Computing: 24%
Linux Journal: 15%
Dr. Dobb's Journal: 14%
InformationWeek: 14%
Computerworld: 11%
MIT Technology Review: 11%
eWeek: 9%
InfoWorld: 9%
MSDN Magazine: 8%
none of these: 24%

base: 169 IEEE Internet Computing recipients (multiple answers)