

# **ITpro Profile Survey**

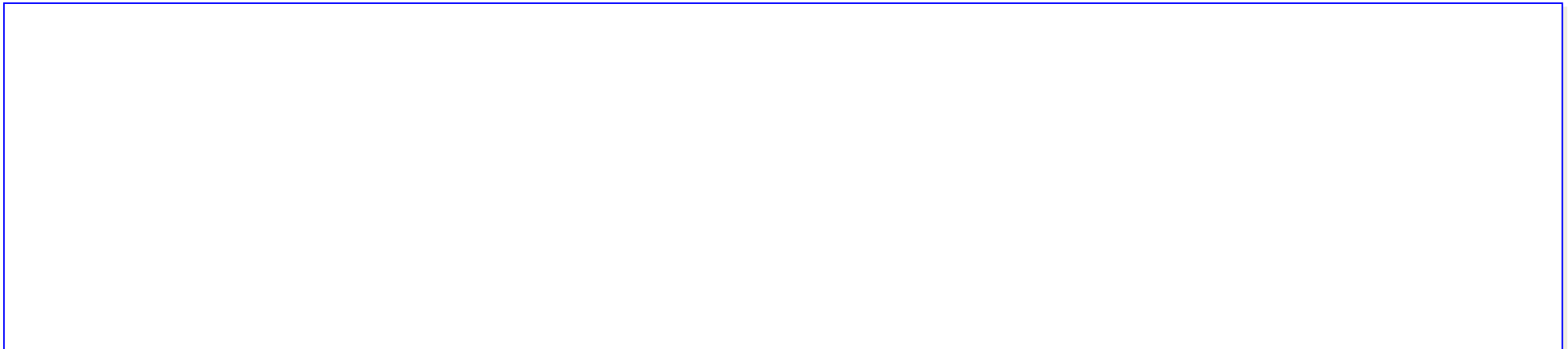
**August , 2017**

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# Survey Outline

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<b>Survey objectives</b>	Collecting data of advertising media and understanding the online access status, evaluation and user profile.
<b>Survey method</b>	Online survey
<b>Valid responses</b>	719 responses
<b>Announcement</b>	<ul style="list-style-type: none"><li>- Selected ITpro members from e-marking system and requested response via email (100,000 requests).</li><li>- Announced via subject-related emails such as an email newsletter of ITpro's latest news</li></ul>
<b>Survey period</b>	June 28 to July 12, 2017
<b>Survey planned/ conducted by:</b>	Nikkei BP Digital Marketing Group/Nikkei BP Consulting, Research Department



# Survey Results

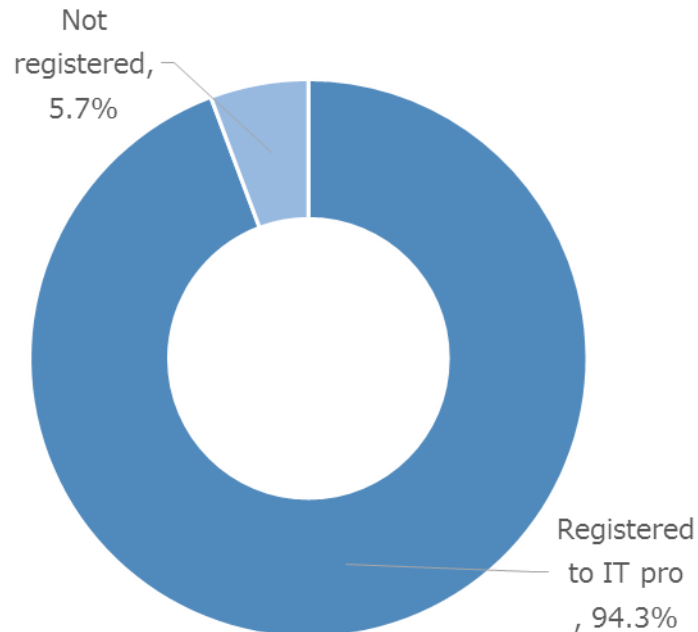
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Q . ITpro Registration status ("select only one that applies")

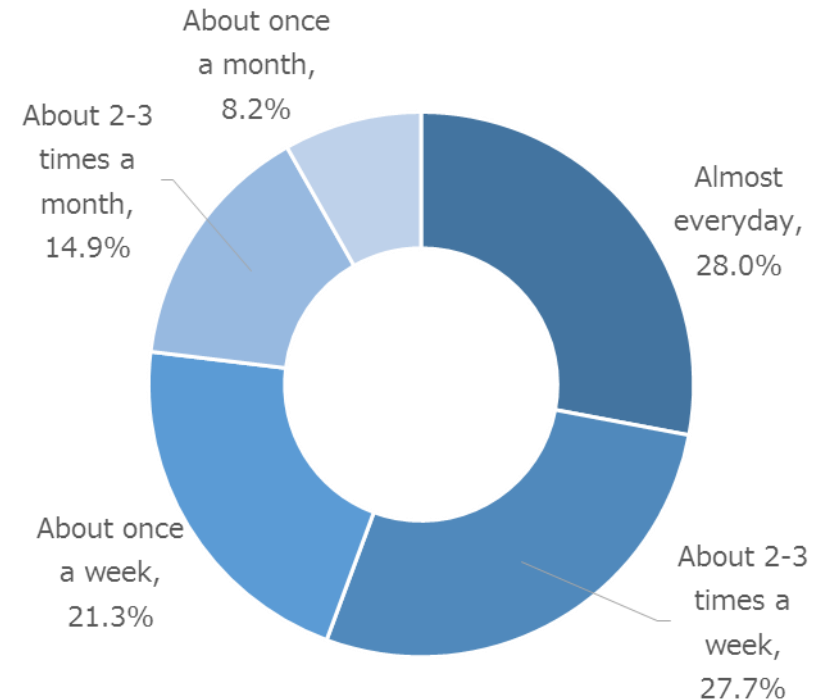
Q . ITpro Access frequency ("select only one that applies")

**Readers who access ITpro almost everyday are 28%. 77% readers access more than once a week.**

ITpro registration status



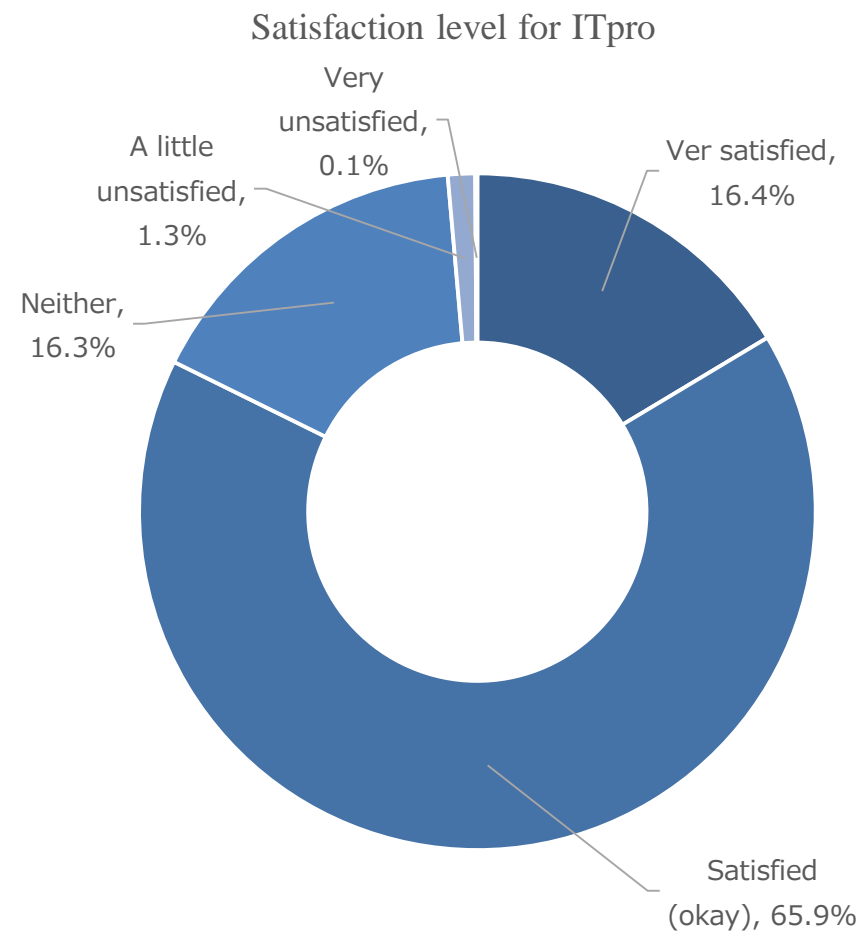
ITpro access frequency



ITpro Readership Profile Survey  
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 Sample responses: 719 (by those who access more than once a month)

# Q. Your satisfaction level for ITpro ( "select only one that applies")

**More than 82.3% responded as satisfactory for ITpro.**

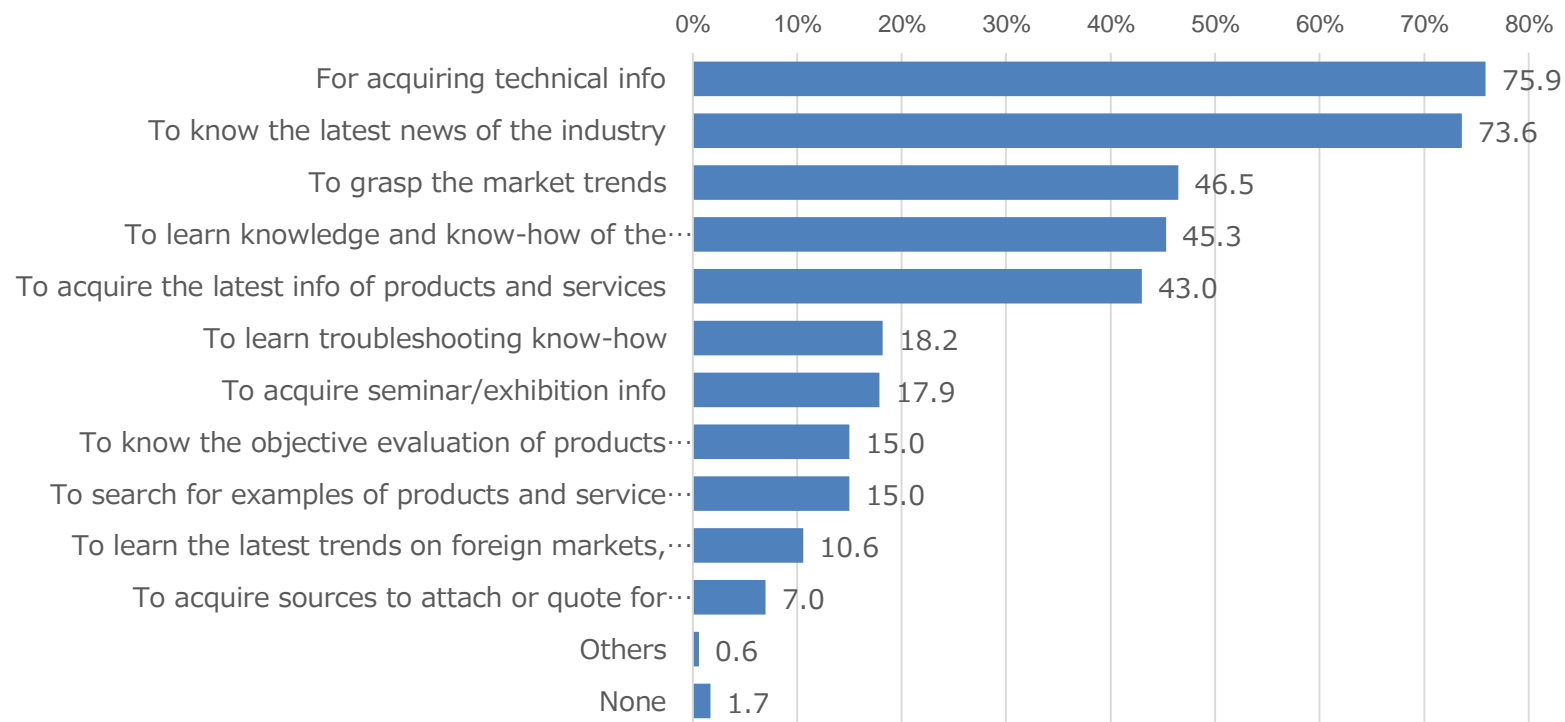


n=719

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**“For acquiring technology info” (75.9%) and “to know the latest news of the industry” (73.9%) ranked top (over 70%).**  
**“To grasp the market trends”, “to learn knowledge and know-how of the specialized field” and “to acquire the latest info of products and service” followed (over 40%), thus utilized to grasp various know-how and info.**

Occasions to use ITpro

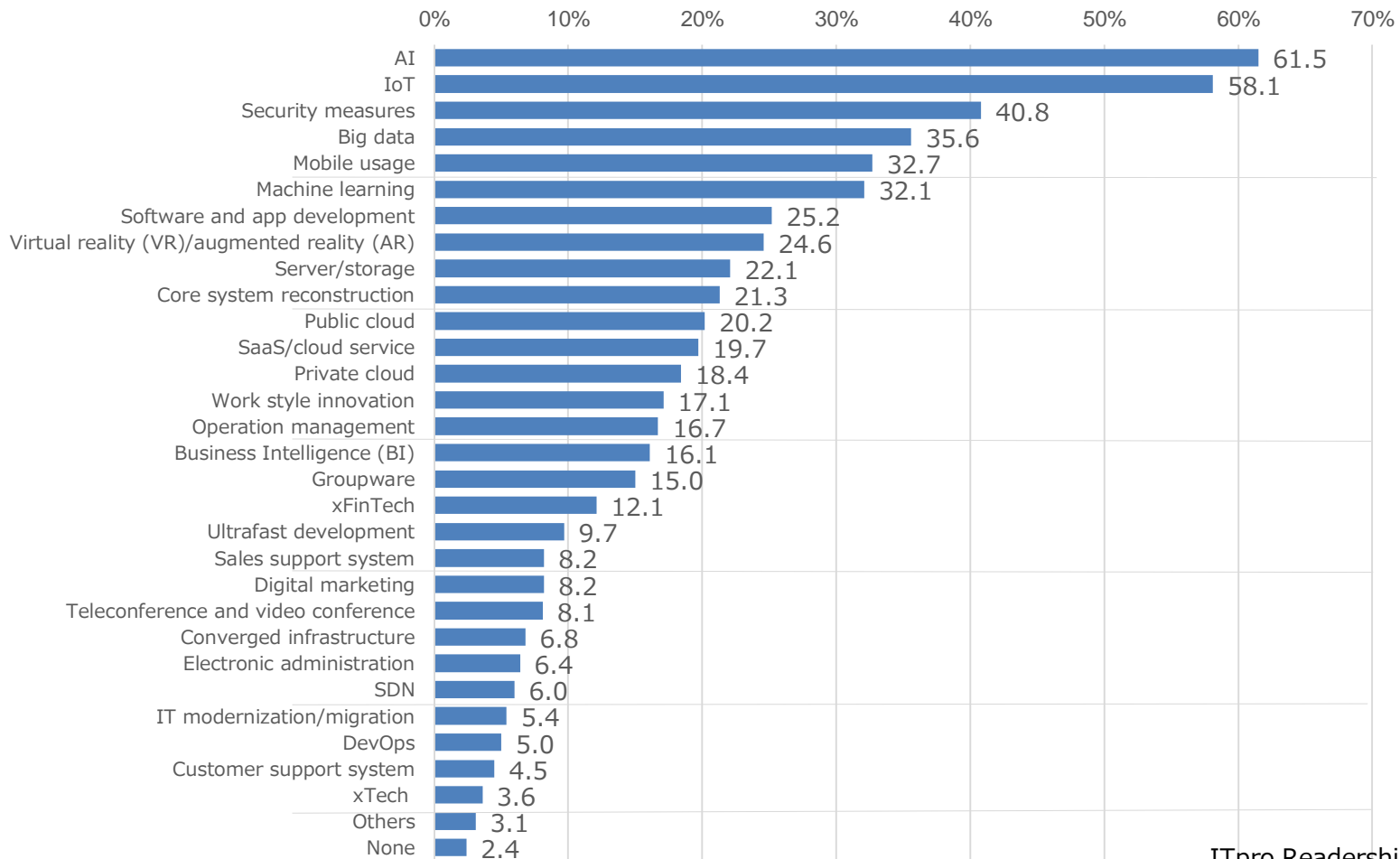


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Q. Interested topics in ITpro articles ( "select as many as applies")

**"AI" (61.5%) " IoT " (58.1%) ranks top, with wide interest in many topics.**

Interested topics in ITpro articles



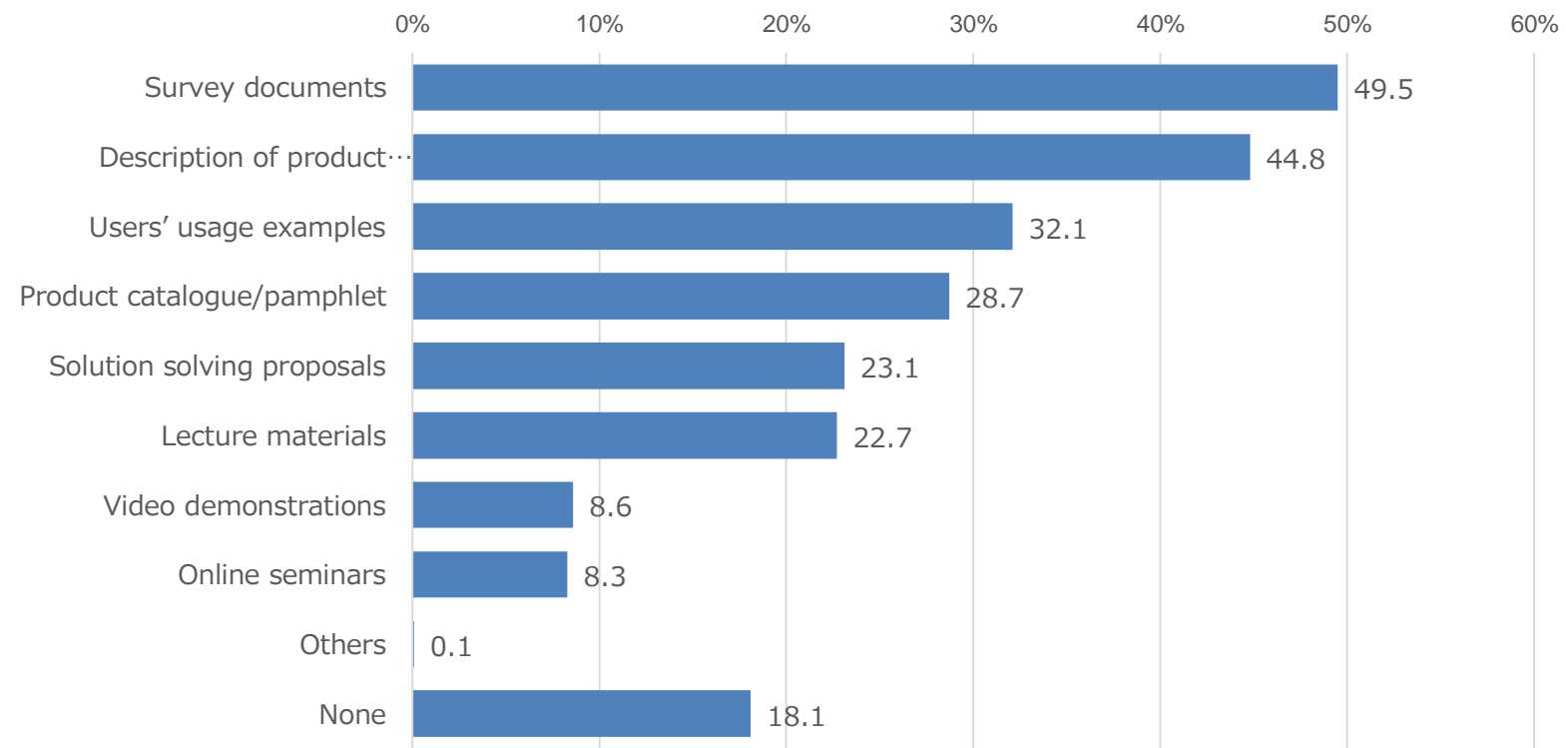
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The most interested was "survey documents" (over 50%). "Description of product features and/or technology" followed (45%). "Usage examples" and "catalogue/pamphlet" are also over 30%.

Downloaded/viewed files or interested in the future



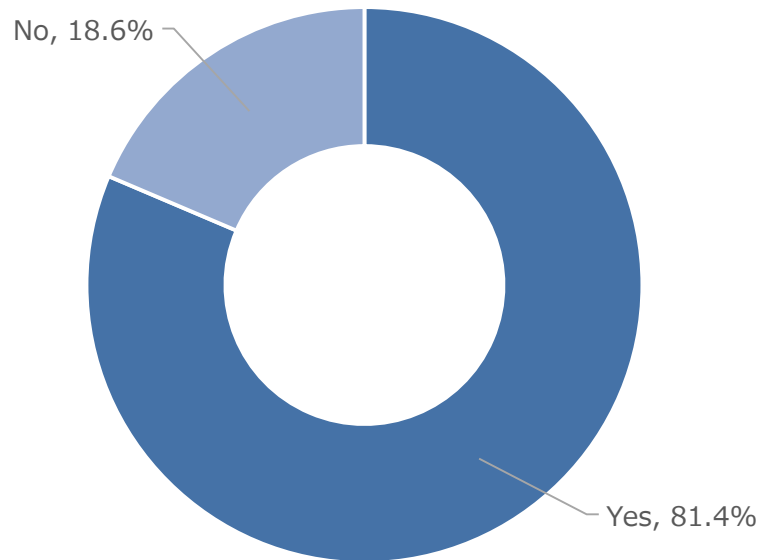
ITpro Readership Profile Survey  
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Q. "File downloading service" use ("select only one that applies")

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**More than 81.4% has downloaded from "file downloading service". The service is utilized for business and/or system problem-solving, for examination on introduction of new system and for investigating other companies. More than 20% has made contact due to this downloading service, and 3.3% responded it lead them to introduction.**

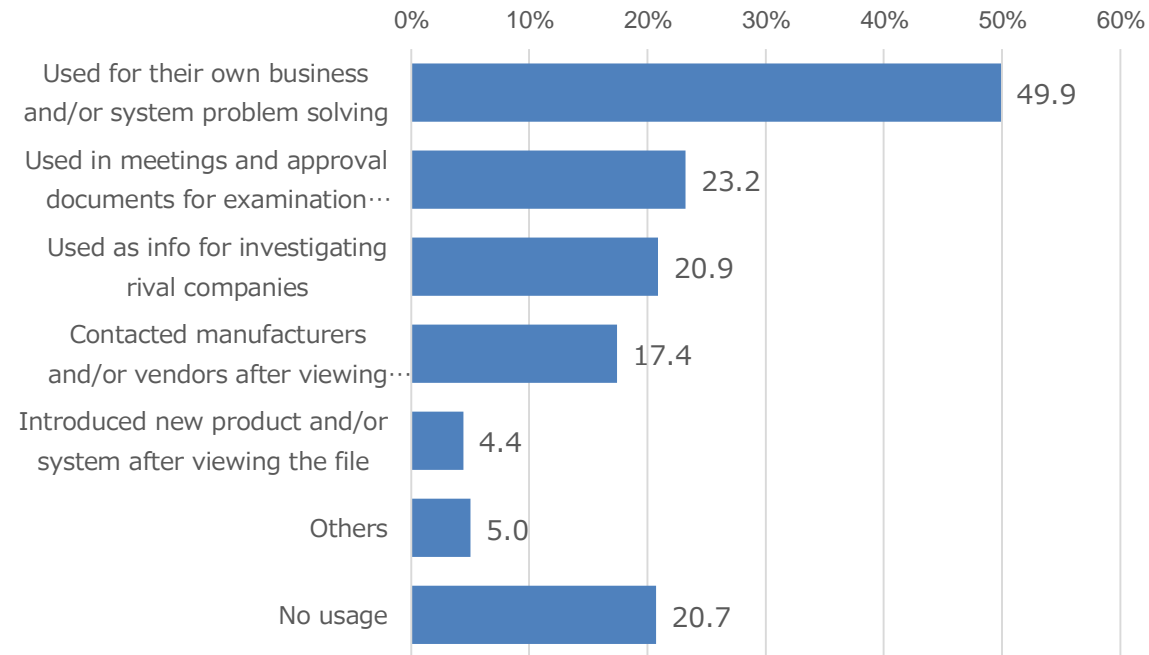
"File downloading service" use



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Based on the data of "file downloading service" users

"File downloading service" usage



ITpro Readership Profile Survey

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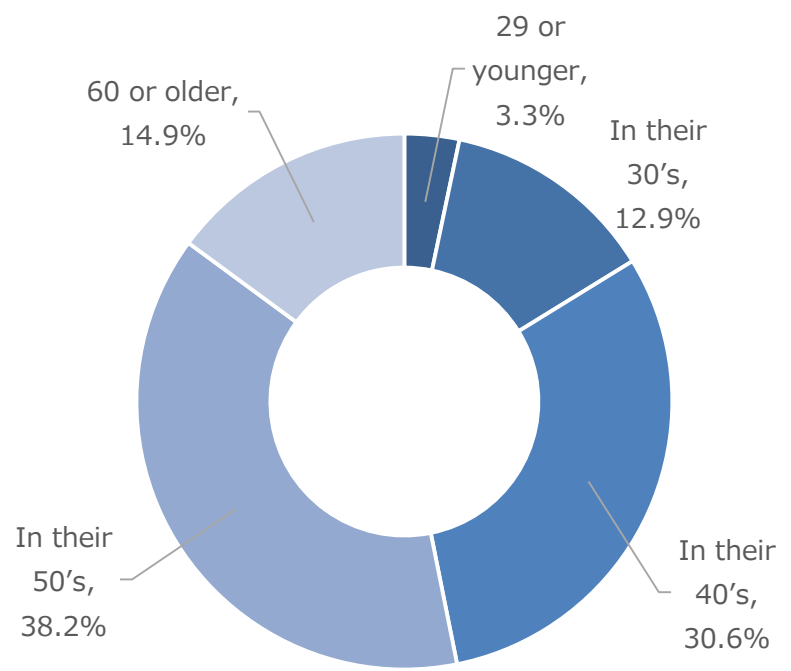
Survey conducted by: Nikkei BP Consulting

Sample responses: 585 (by those who have used "file downloading service" and those who access more than once a month)

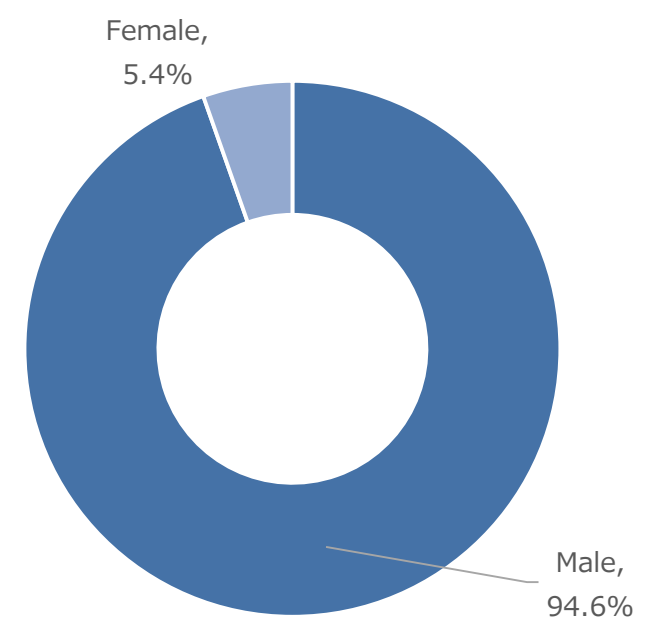
Q. Age ("select only one that applies")  
Q. Gender ("select only one that applies")

**The average age of the readers is 49.8. 94.6% of the readers are male.**

**Age (average age - 49.88 years old)**



**Gender**



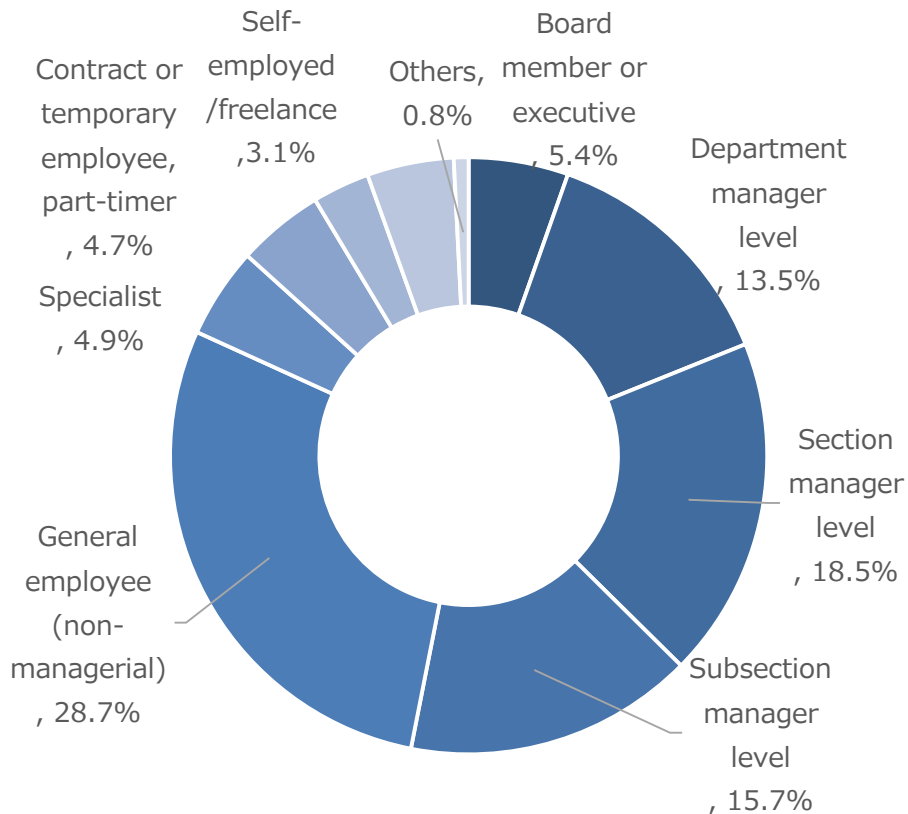
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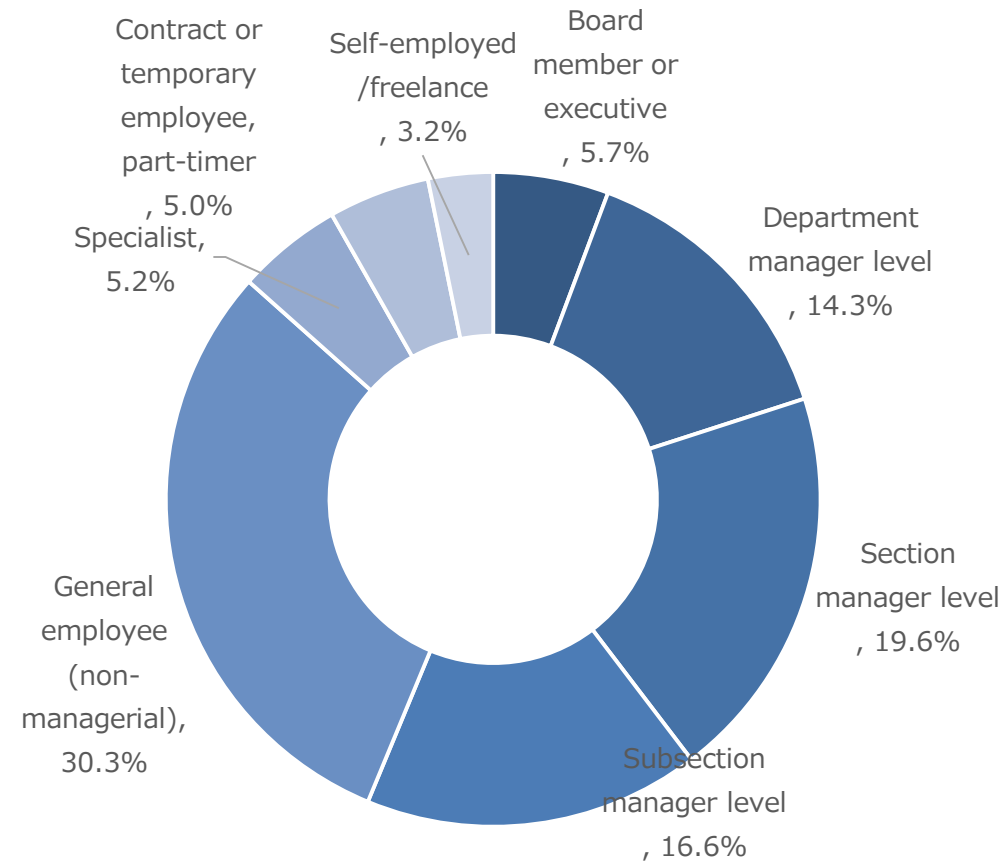
# Q. Job title ("select only one that applies")

**More than half holds a job title.**

### Job title



### Job title (employed only)



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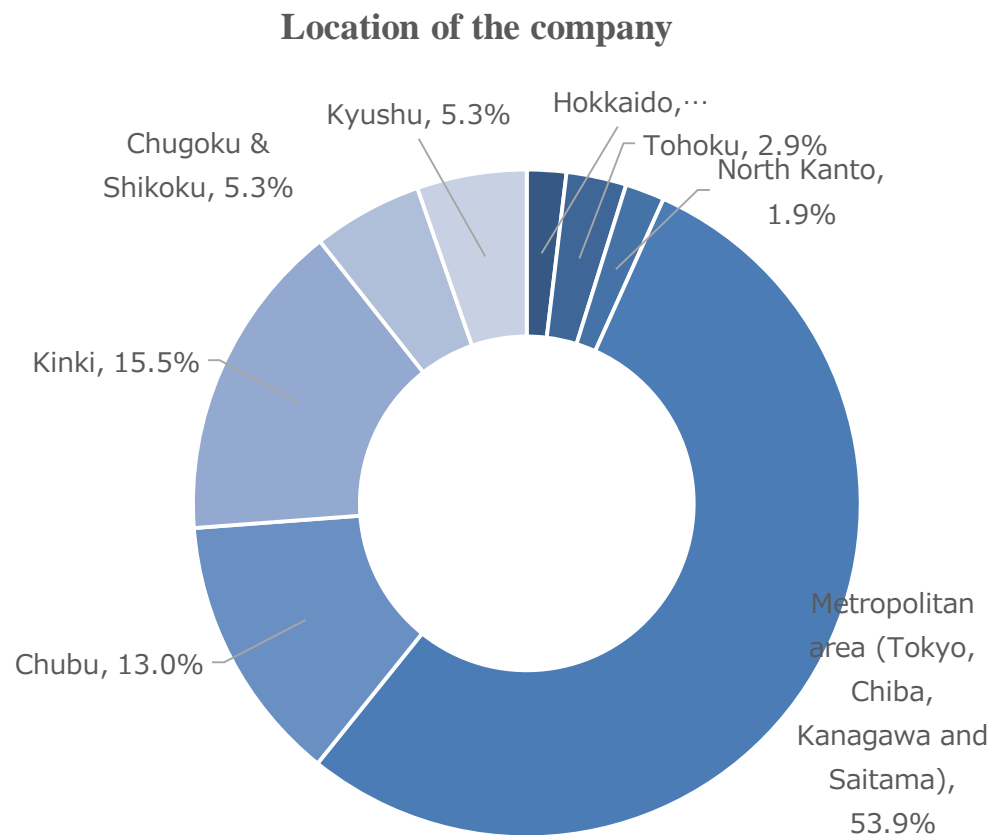
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Sample responses: 679 (by those who access more than once a month and employed)

The location spreads nationwide, centering around Tokyo metropolitan area.

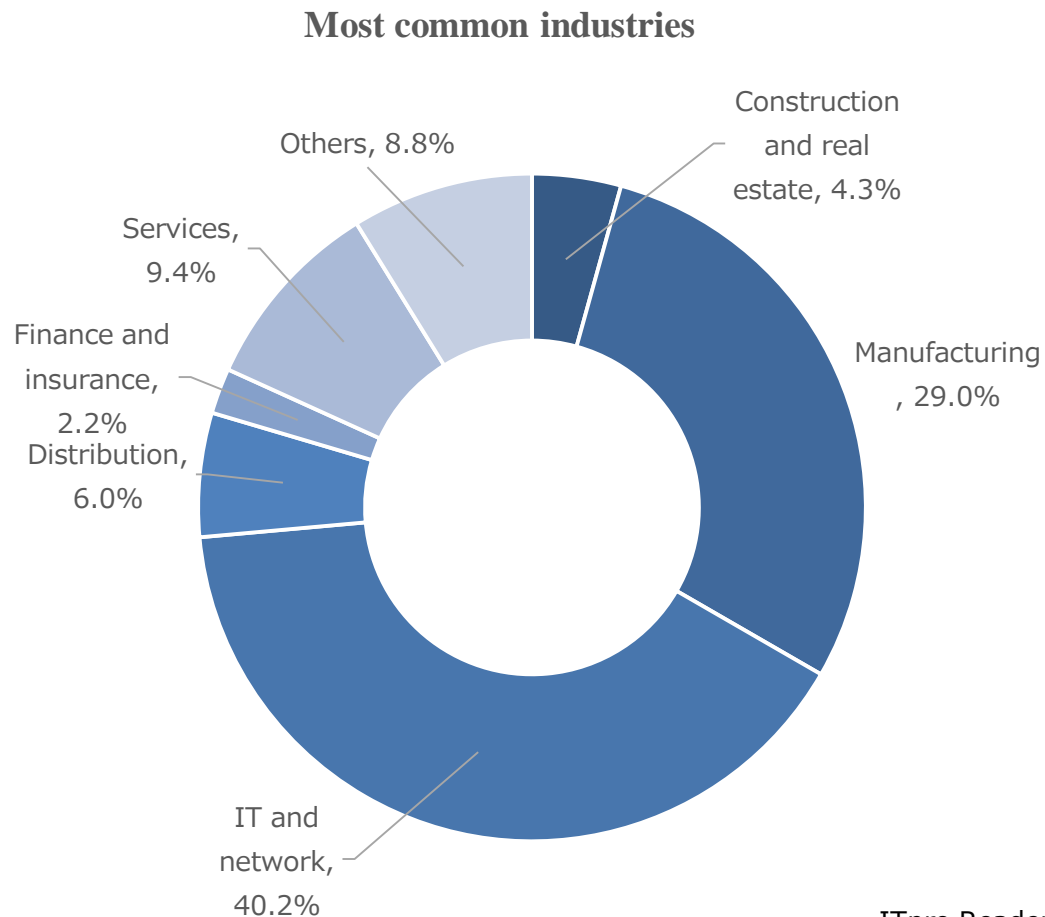


(Data from those employed only)

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Q. Most common industries ("select only one that is closest to the one that applies")

**IT and network industries were most common (over 40%), followed by manufacturing industry (30%).**



(Data from those employed only)

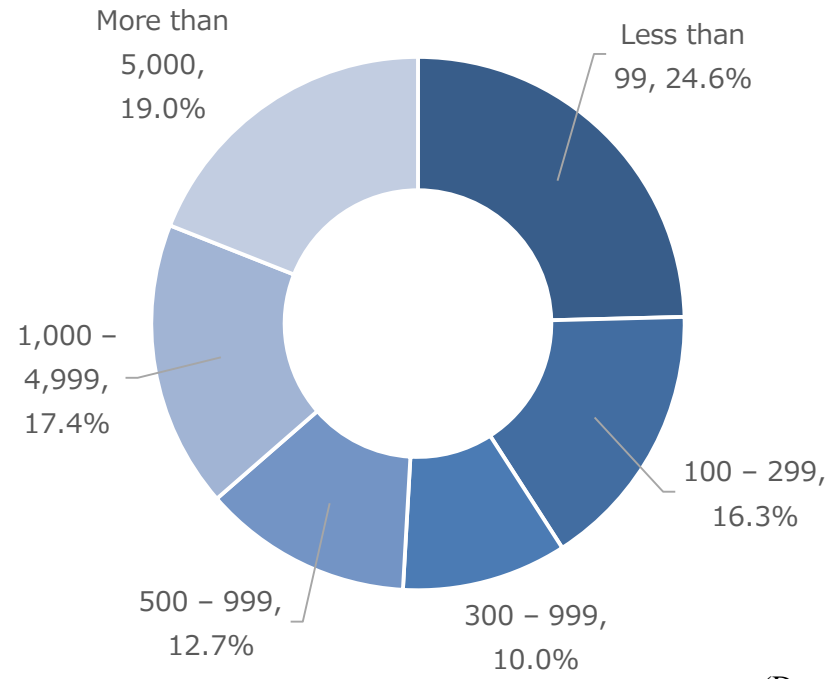
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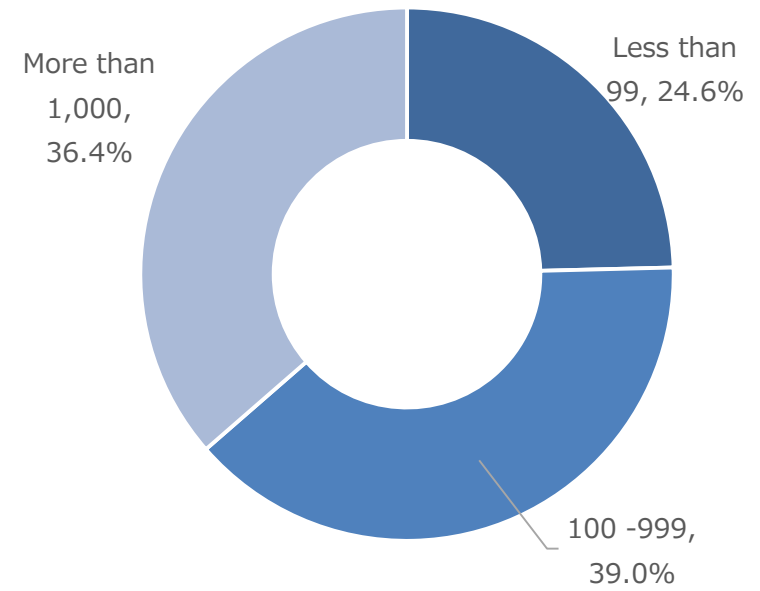
# Q. Number of employees in the company ("select only one that is closest to the one that applies")

**36.4% responded "more than 1,000."**

### Total number of employees in the company



### Total number of employees in the company (Categorized in large)

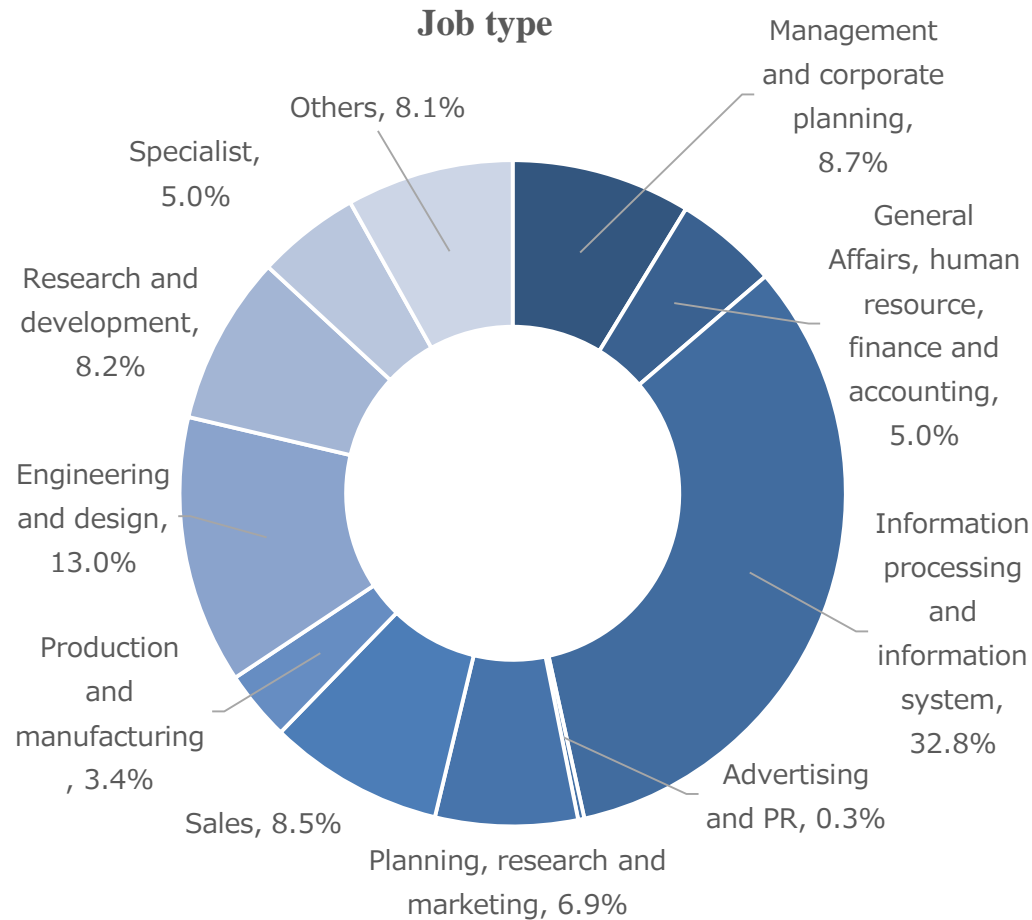


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## Q. Job type (“select only one that is closest to the one that applies”)

**Those in charge of information processing and/or information systems was 32.8%.**



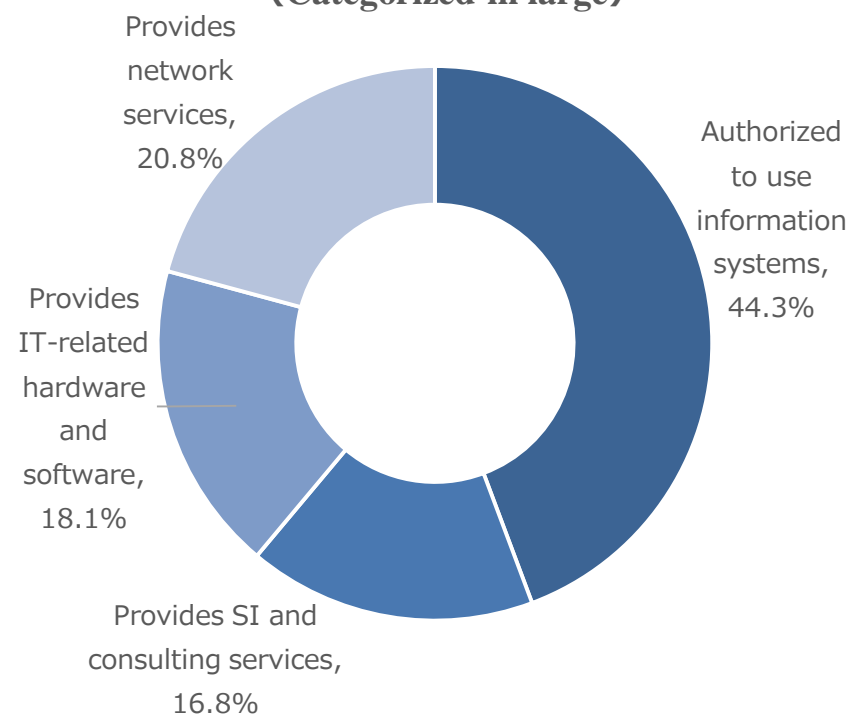
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**44.3% is authorized to use information systems.**

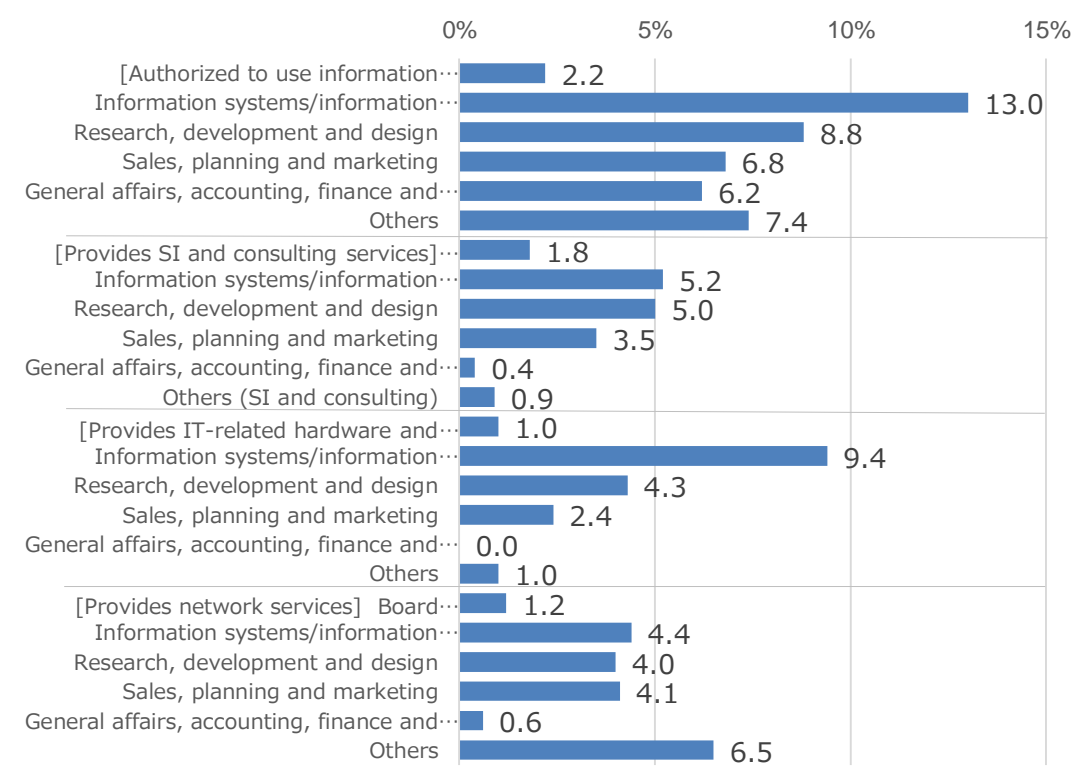
(Data from those employed only) n=679

**Position regarding information systems  
(Categorized in large)**



(Data from those employed only) n=679

**Position regarding information systems**

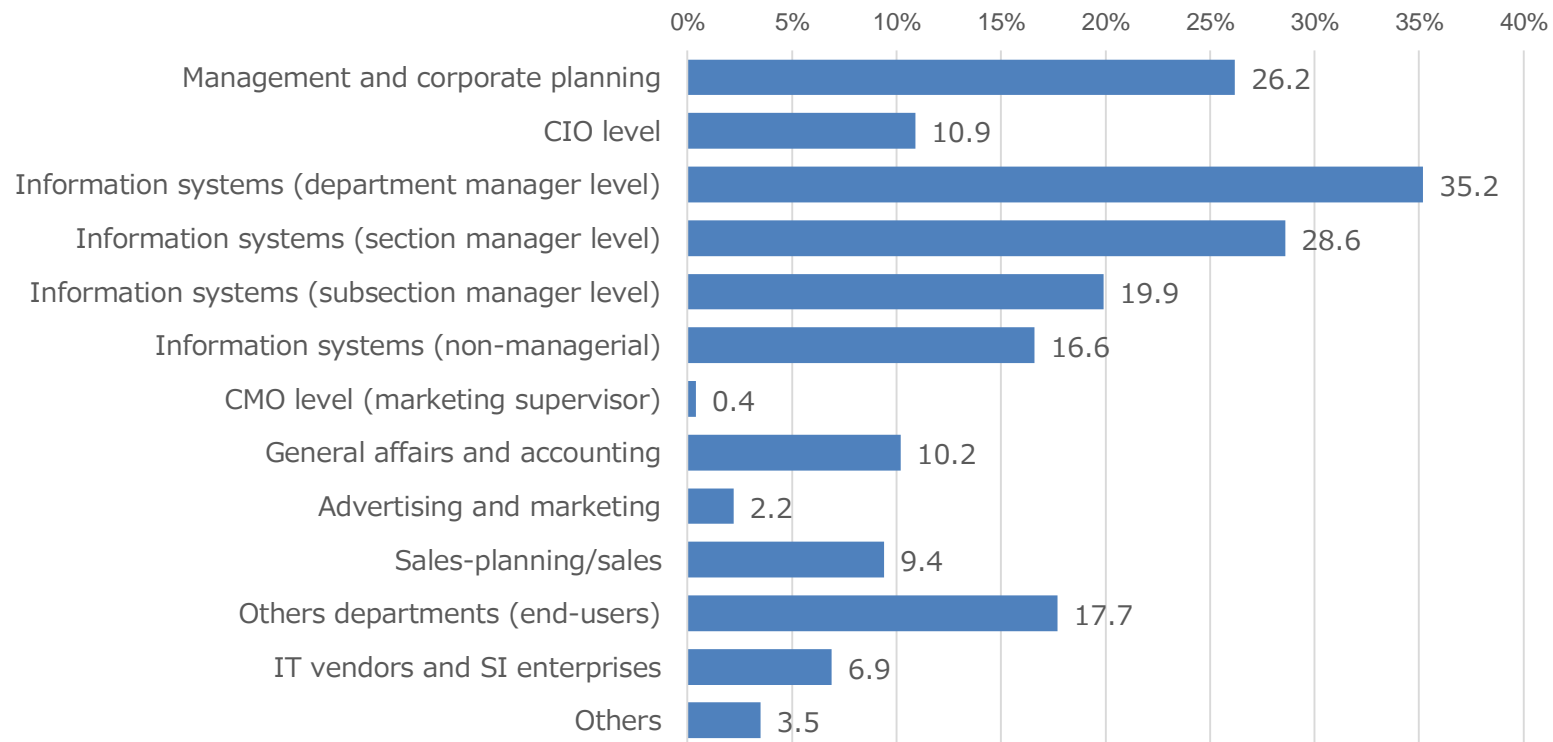


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## Q. Department and job positions involved in introducing a new product or service regarding computers or network systems ("select as many as applies")

**CIO and information systems department are deeply involved in introducing new product/services.  
26.2% belongs in management and corporate position.**

### Job position and department involved in making the decision in the company



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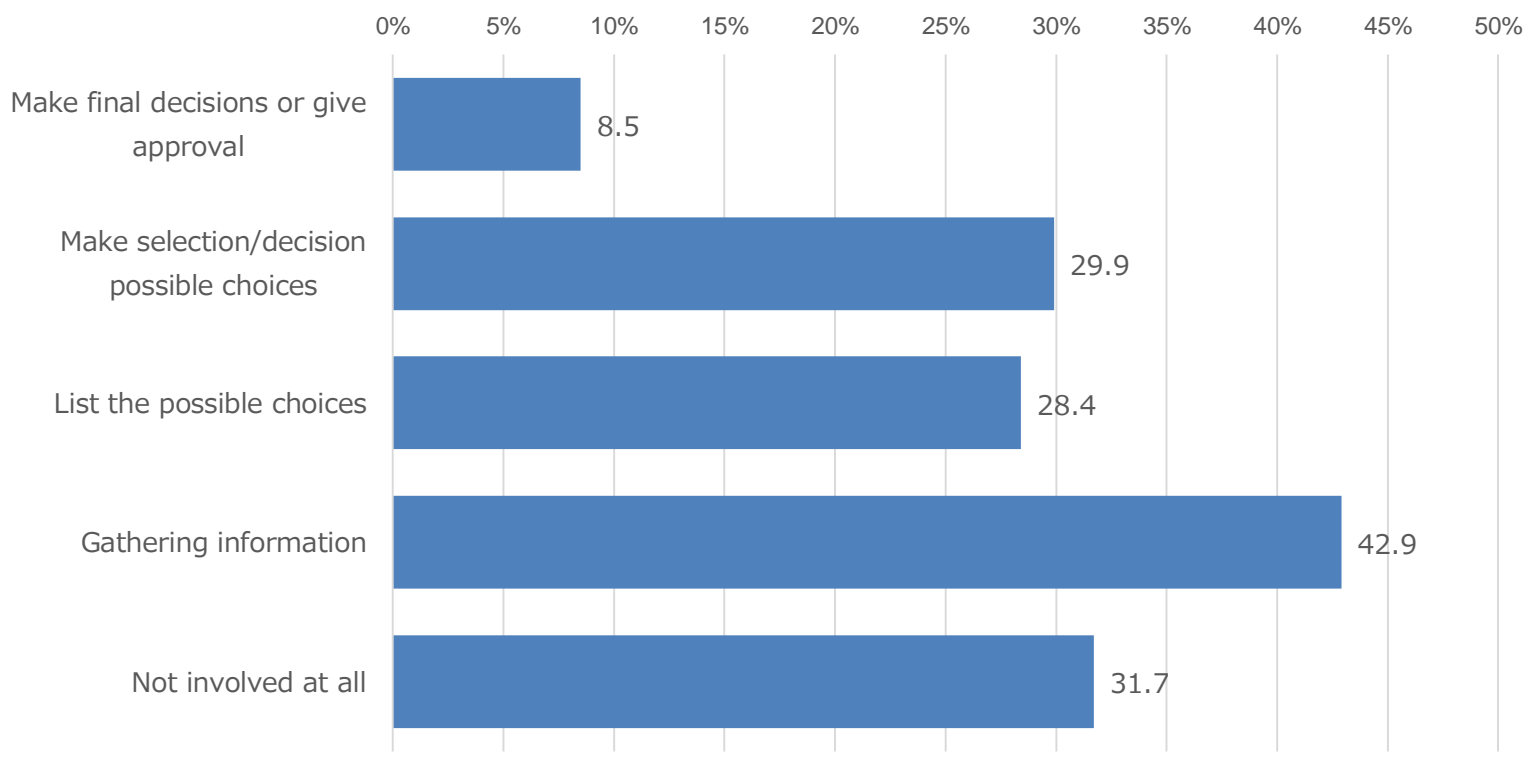
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# Q. How the readers are involved in selecting and introducing a new product or service regarding computers or network systems in your company ("select as many as applies")

**70% of the readers are involved in making decisions, approval or selection.**

### How involved in the selection/introduction in your company

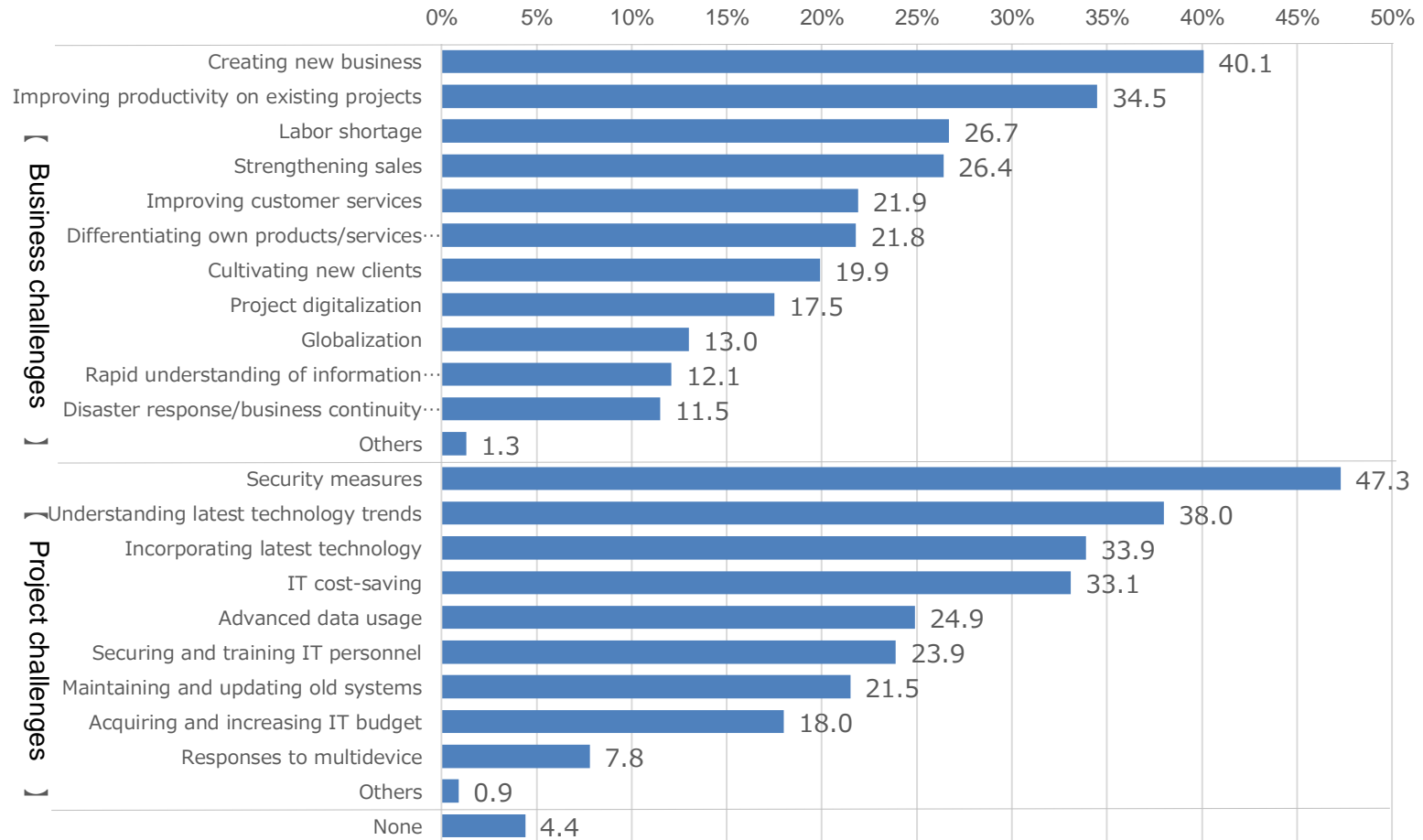


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The challenges are wide spread from "creating new business" to "security measures"

The readers and their companies' challenges



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