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# IT Weekly Publications Comparative Survey

Prepared by Reed Business Research  
October 2005





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# Purpose of Research

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- To measure opinion and attitudes towards the main weekly publications serving the IT market: Computer Weekly, Computing and IT Week.



# Research Objectives

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- To compare the three main weekly publications on a number of different criteria including:
  - which publication is most associated with a number of attribute statements
  - which publication is considered to provide the best coverage of a number of topics



# Method

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- Research was carried out on the telephone
- A random sample of private companies and public sector organisations were contacted
- The sample of companies / organisations was drawn from a number of independent sample sources:
  - Private sector: Dun & Bradstreet
  - Public Sector: Municipal Year Book, Education Authorities Yearbook, & Annual Directory of Hospitals and NHS Trusts
- Each company/organisation was screened for eligibility before carrying out an interview with the most senior IT Decision Maker.
- In order to be eligible for interview, respondents were required to read at least 2 out of the 3 weekly IT publications.
- A target of 450 interviews was set. A total of 477 interviews were completed.



# Interviews Achieved

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<b>Overall</b>	<b>477</b>
Manufacturing	128
Financial & Business Services	121
Other	115
Public sector	113

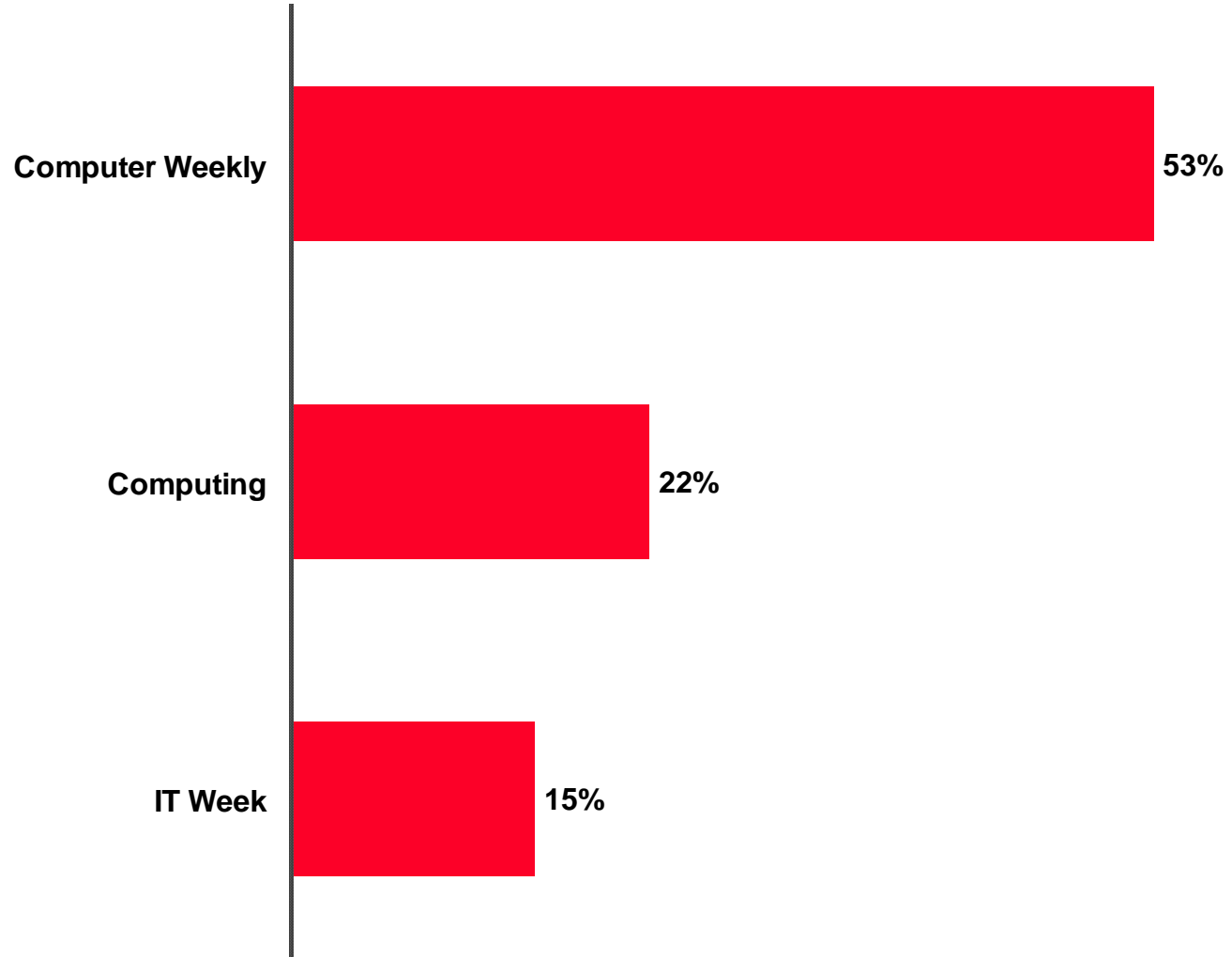


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# Comparative Assessment of Weekly IT Publications

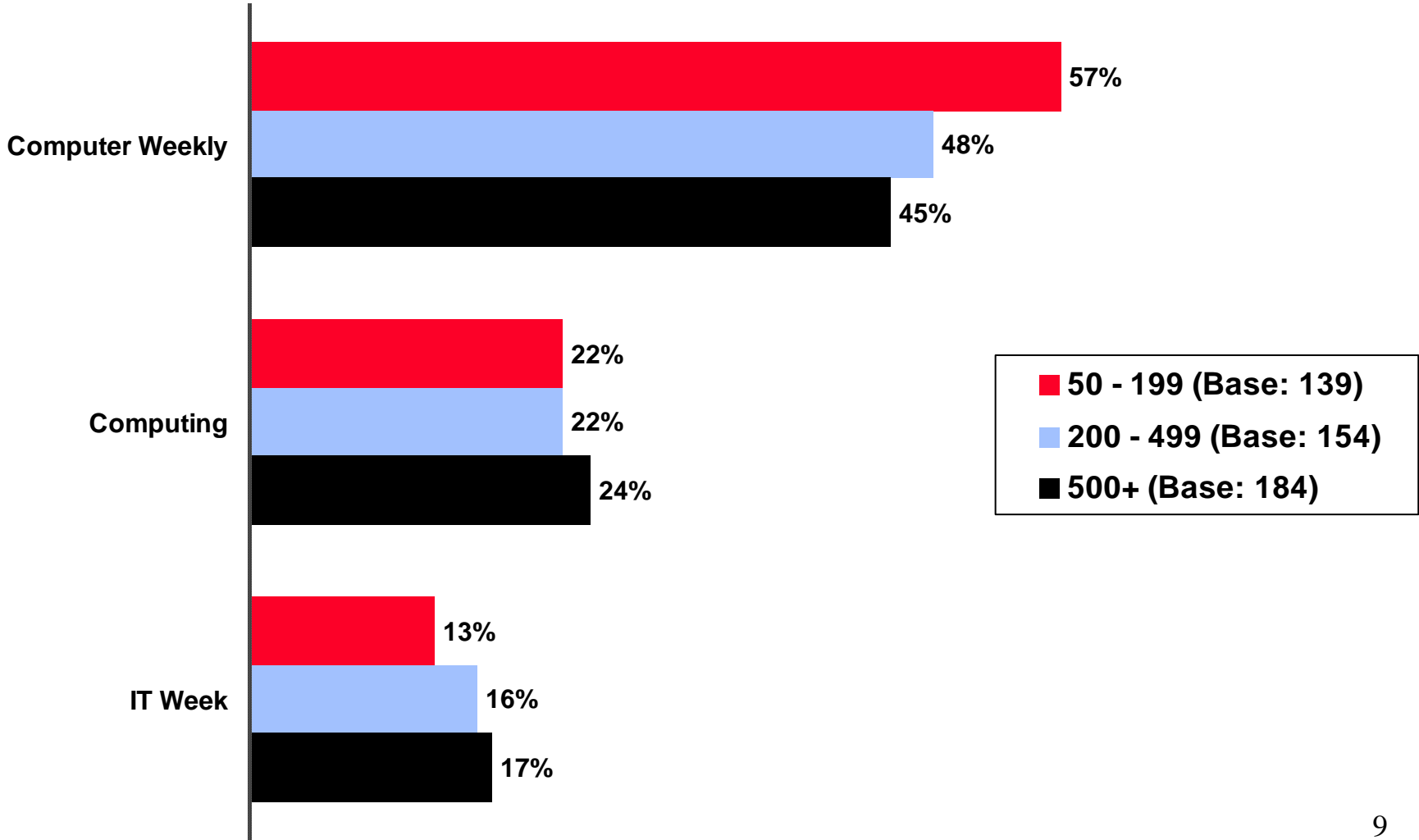


# PUBLICATION CONSIDERED BEST OVERALL





# PUBLICATION CONSIDERED BEST OVERALL – BY COMPANY SIZE

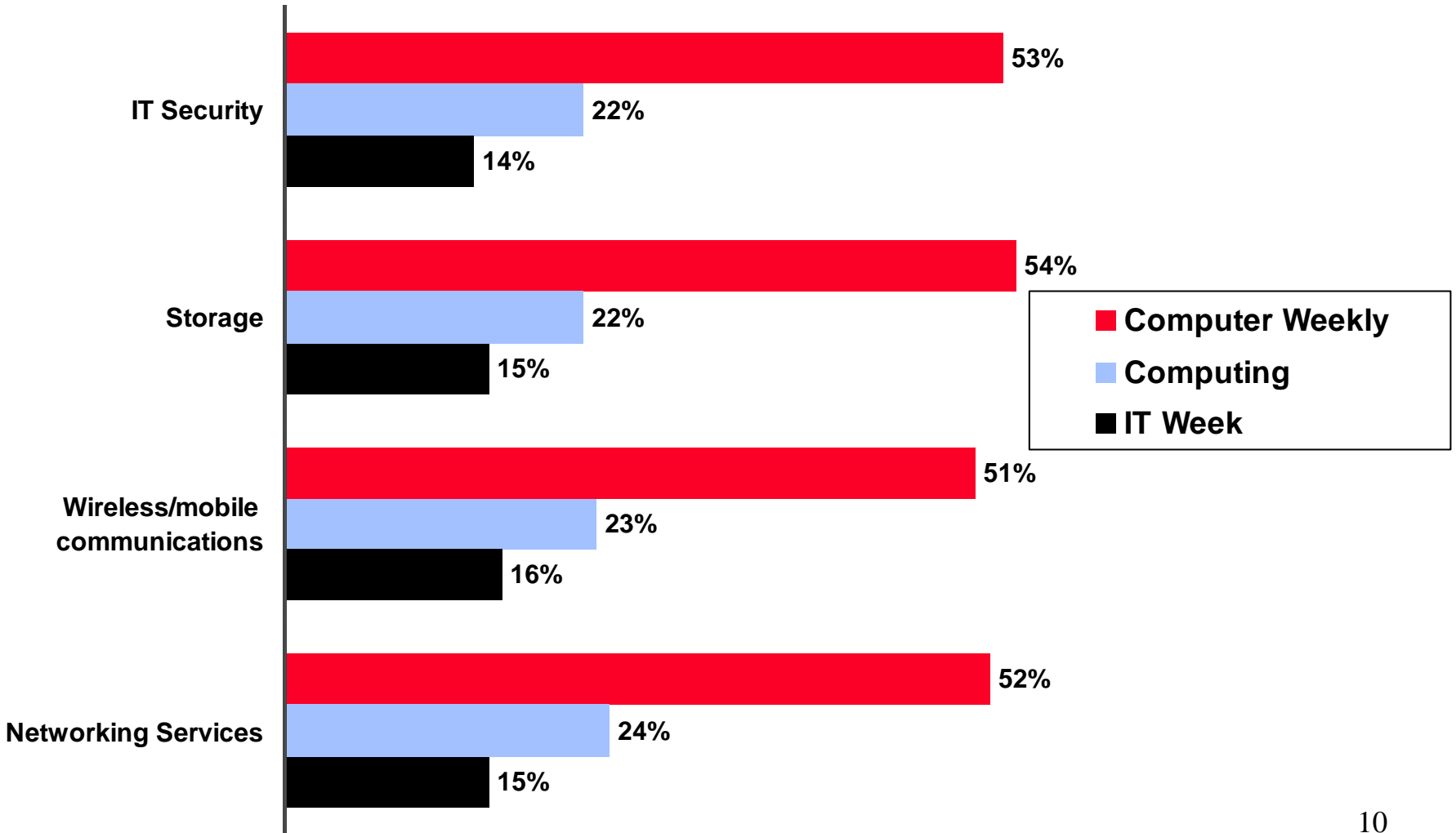




# PUBLICATION CONSIDERED BEST OVERALL

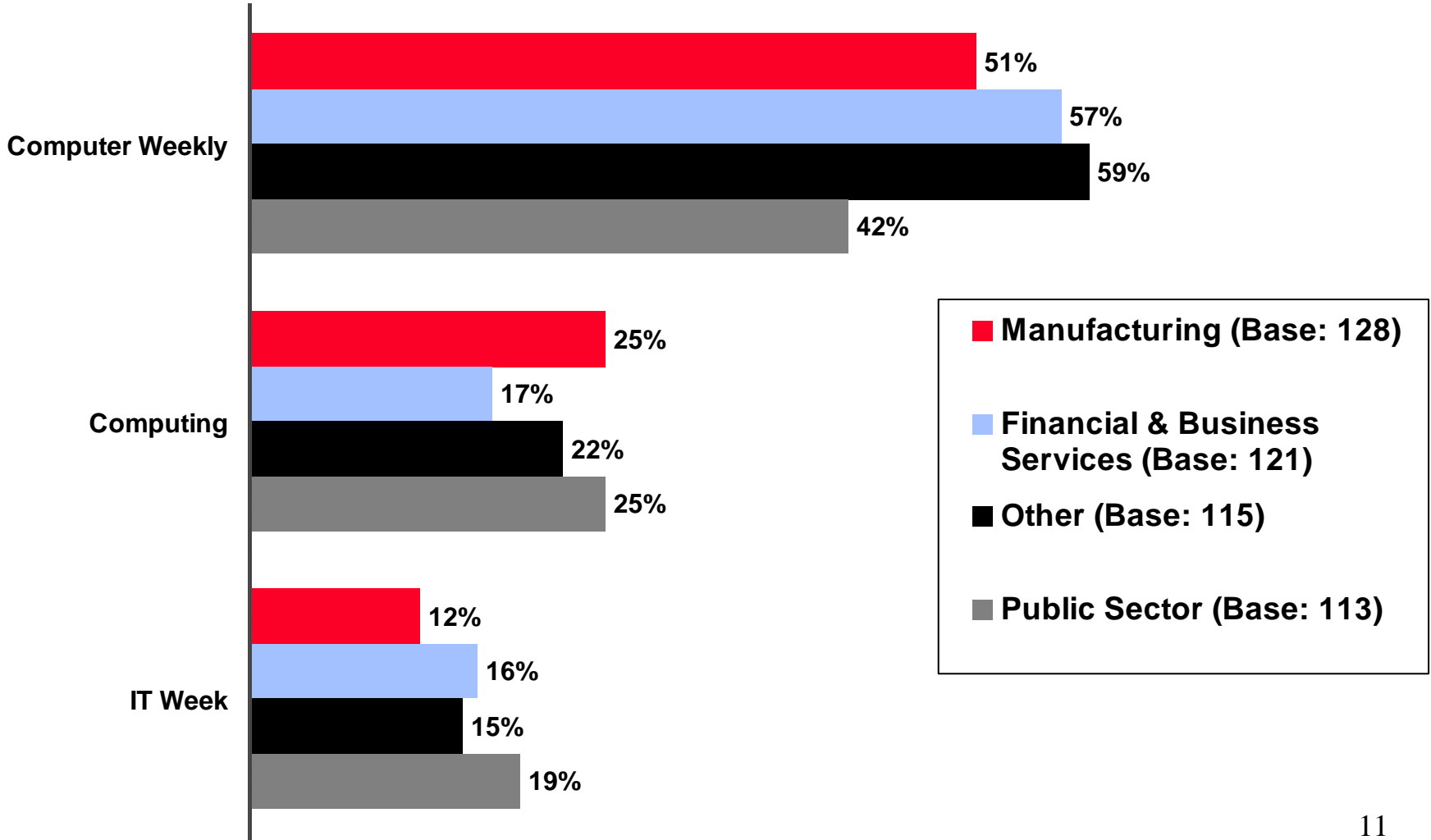
Base: Those involved in purchasing / specifying products/ services for company

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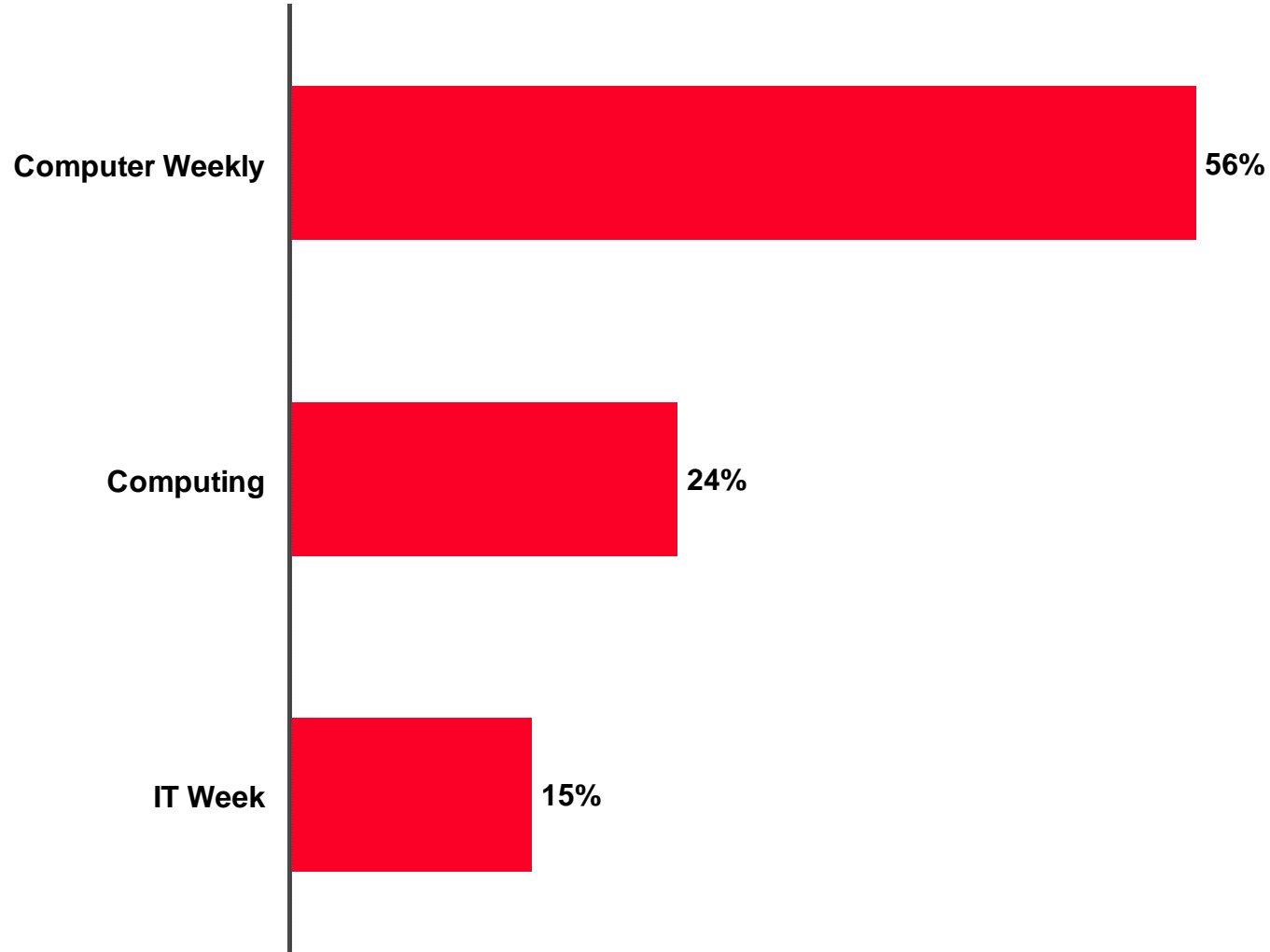


# PUBLICATION CONSIDERED BEST OVERALL – BY SECTOR



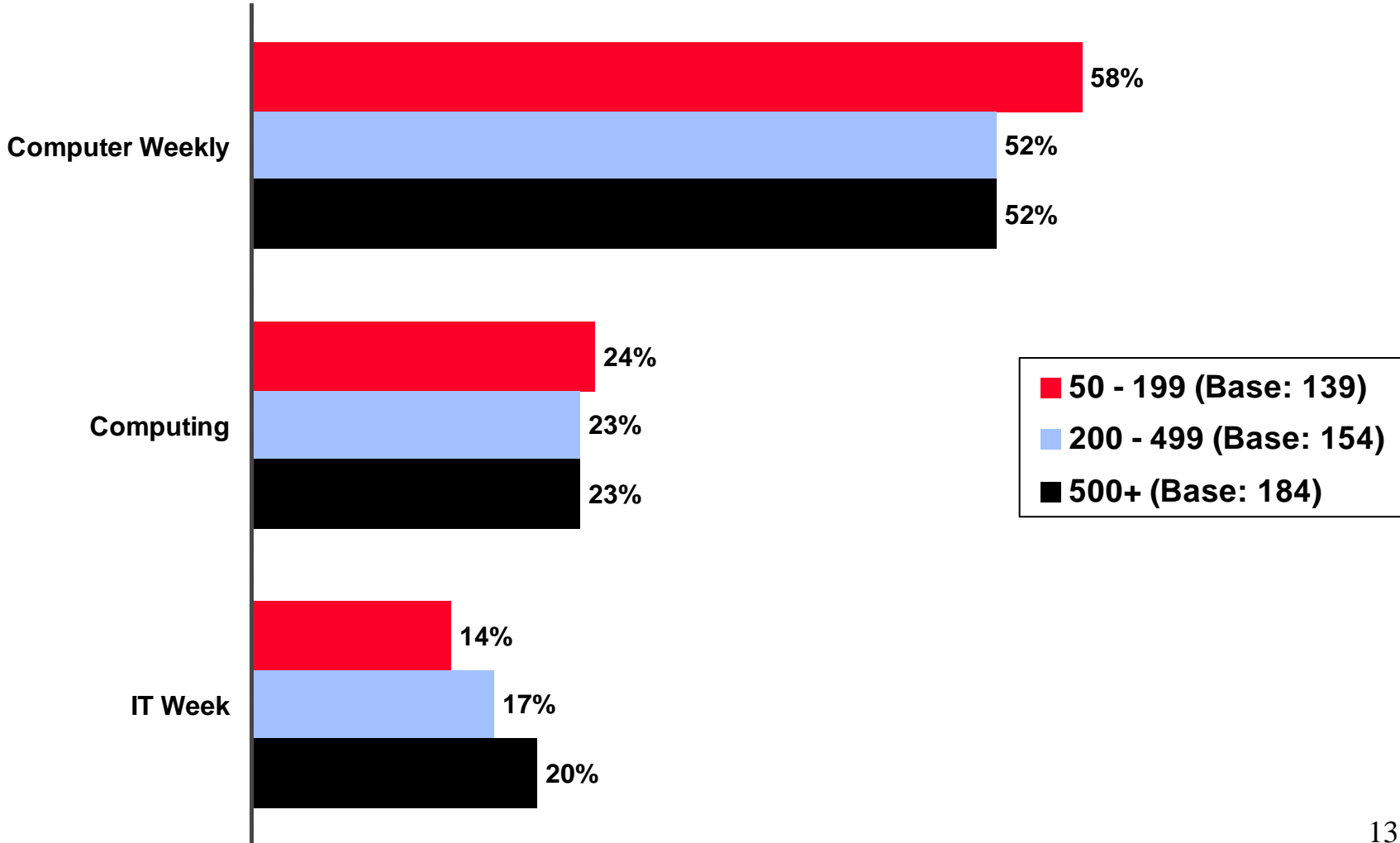


# PUBLICATION WOULD SELECT IF COULD ONLY READ ONE



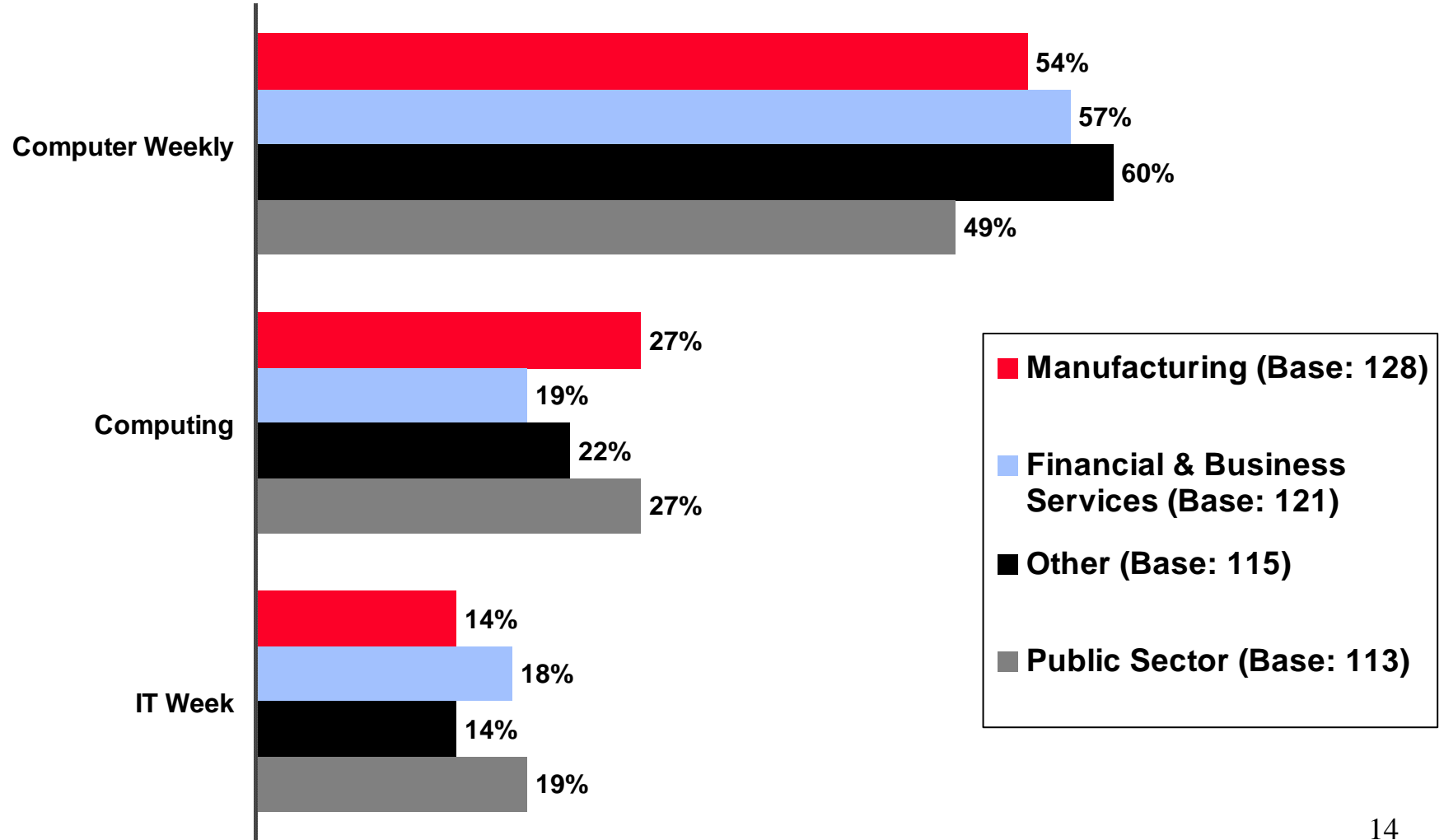


# PUBLICATION WOULD SELECT IF COULD ONLY READ ONE – BY COMPANY SIZE





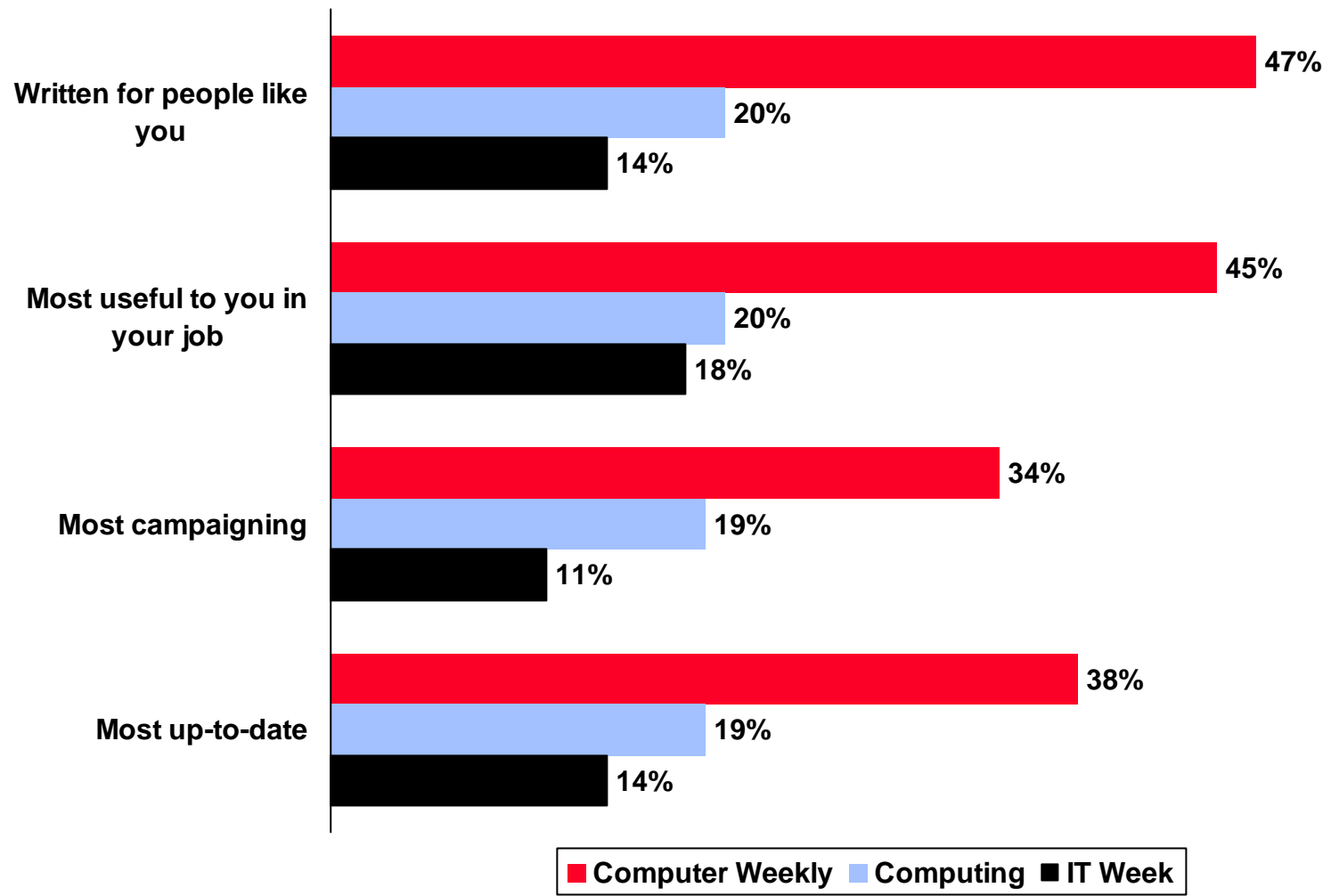
# PUBLICATION WOULD SELECT IF COULD ONLY READ ONE – BY SECTOR





# COMPUTER PUBLICATION MOST ASSOCIATED WITH STATEMENTS

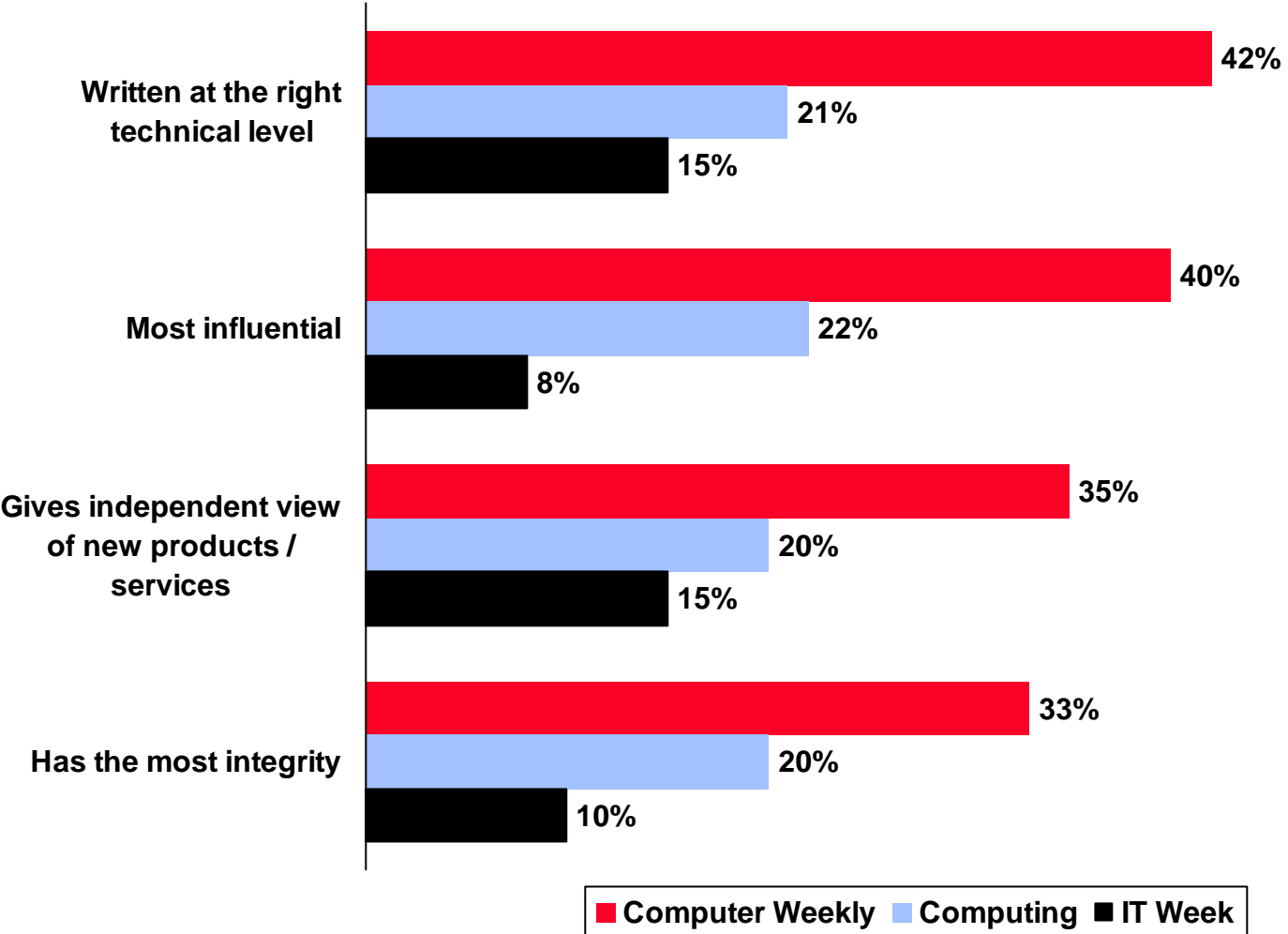
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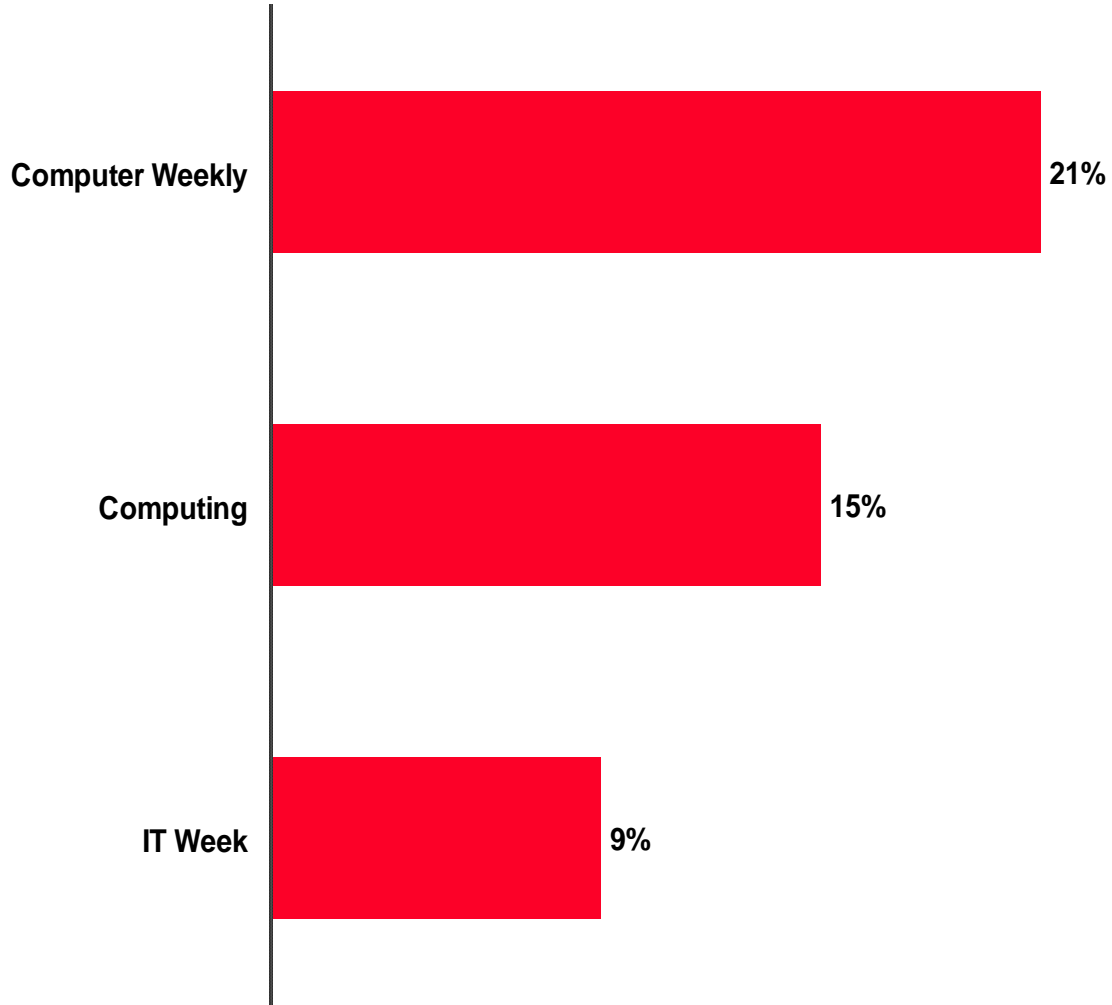
# COMPUTER PUBLICATION MOST ASSOCIATED WITH STATEMENTS

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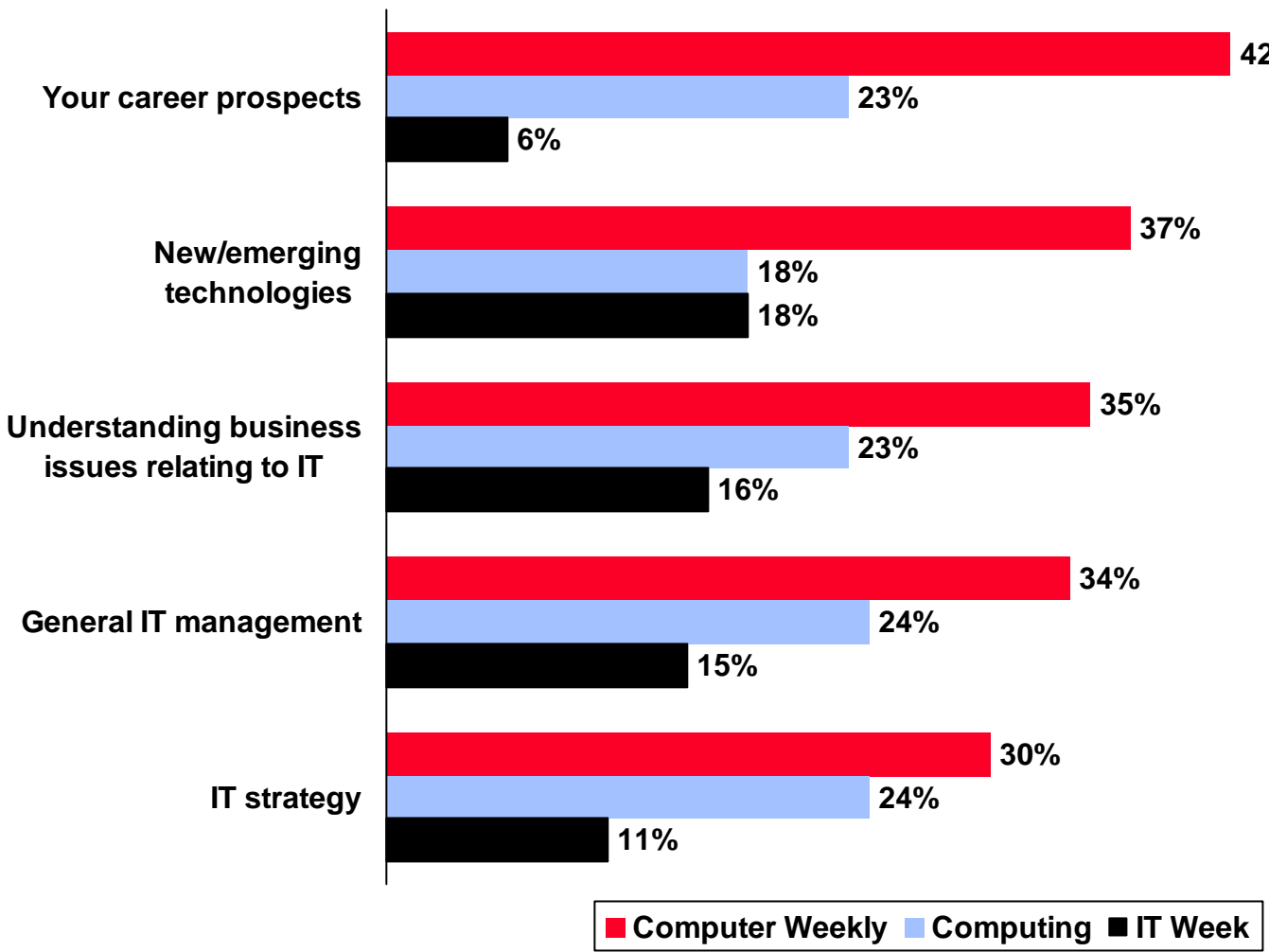
# COMPUTER PUBLICATION WOULD LOOK AT FIRST FOR INFORMATION WHEN PURCHASING COMPUTERS AND COMPUTER RELATED PRODUCTS





# WEEKLY COMPUTER PUBLICATION WHICH PROVIDES BEST COVERAGE OF TOPICS

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# WEEKLY COMPUTER PUBLICATION WHICH PROVIDES BEST COVERAGE OF TOPICS

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