

***Oracle* Magazine**
Summary Report
Erdos & Morgan Print Readership Survey

June 2010

EXECUTIVE SUMMARY

- Readers have been reading *Oracle* Magazine for an average of 4.8 years.
- One-third (32%) of *Oracle* subscriptions are received in North America; 24% in Europe and 22% in Asia.
- Readers read an average of 5 (of 6) issues and spend an average of 66.1 minutes with the magazine.
- Well over one-third (36%) read the issue by turning pages one at a time, from one end to other, looking at nearly every page, while 27% quickly thumb through the issue pausing only on selected pages, and 26% pick articles from the Table of Contents and read those.
- An average of 2 other people read the respondent's copies of *Oracle* generating 3 RPC.
- Well over half (56%) of *Oracle* readers say they discussed an article or referred someone to it, while 51% visited a URL contained in/at end of an article.
- Well over 9 in 10 readers find coverage or types of articles on 1) Tips and Code (95%), 2) PL SQL (94%), 3) Expert Opinions (94%), 4) Advice on using new database features (93%), 5) Customer examples/case studies (92%) and 6) Technology overviews and strategy features (92%) "Very/Somewhat Useful".
- Well over 4 in 5 readers "Strongly Agree/Agree" that 1) The Web Locators in *Oracle* Magazine articles point me to valuable information that helps me understand and use Oracle products (86%), 2) *Oracle* Magazine provides information that helps me make better strategic decisions or recommendations in my job (86%), and 3) *Oracle* Magazine is a "Must Read" for me (86%).
- Nearly all (95%) prefer to read *Oracle* in print vs. online.
- Two-thirds (66%) of *Oracle* readers also read other publications regularly, with *ComputerWorld* read most often by 41%.
- Seven in ten (69%) visit Oracle Technology network once a month or more often, while 32% attend Oracle events once a year or more often.
- Nearly 9 in 10 (87%) prefer to receive *Oracle* content via their computer (desktop/laptop).
- Nearly half (48%) have either used blogging or considered blogging as part of their organization's communications strategy.
- *Oracle* readers are employed in many business industries, most often in financial services/insurance (11%) and government (11%).
- Well over 4 in 5 *Oracle* readers are in IT/IS management/staff (79%), while 17% are corporate management/staff in an average company size of 13,144.

- **Four in five (82%) evaluate, specify, recommend, or authorize the purchase of products and services for their company, most often in these areas: 1) 60% with database products, 2) 41% with application or web development tools, 3) 40% with servers (including server appliances), and 4) 39% with desktop/laptop computers.**
- **Respondents anticipate their organization will spend an average of \$313,000 on computer hardware, software, peripherals and services for your location in the next 12 months.**
- **Respondents are:**
 - ◆ **92% male**
 - ◆ **Median age: 39.3 years**
 - ◆ **94% graduated college or better**
 - ◆ **Median HHI: \$63,100**

READERSHIP OF *ORACLE* MAGAZINE

How long respondent has been a reader of *Oracle* Magazine:

	N = 1,646
▪ Less than 1 year	11%
▪ One to two years	18%
▪ Three to four years	26%
▪ Five to six years	18%
▪ Seven to nine years	14%
▪ Ten years or more	13%
Mean	4.8 years
Median	4.6 years

Subscription to *Oracle* received in these countries:

	N = 1,646
▪ North America – net	32%
♦ United States	26%
♦ Canada	5%
♦ Mexico	2%
▪ South America* – net	9%
♦ Brazil	4%
♦ Argentina	3%
▪ Europe* – net	24%
♦ Germany	4%
♦ United Kingdom	3%
♦ Italy	3%
♦ The Netherlands	2%
♦ Spain	2%
♦ Poland	1%
▪ Mideast* – net	4%
▪ Africa* – net	4%
♦ Nigeria	2%
▪ Asia* – net	22%
♦ India	14%
♦ Pakistan	3%
♦ Philippines	1%
▪ Pacific – net	3%
♦ Australia	2%
▪ All other	2%

* Countries with 1% or more are listed. Does not add to 100% due to omitted countries or rounding.

Number of issues out of every 6 issues *Oracle* readers read:

	N = 1,646
▪ Read 1 or more issues	96%
♦ Read 6 out of 6	53%
♦ Read 5 out of 6	13%
♦ Read 4 out of 6	15%
♦ Read 3 out of 6	9%
♦ Read 2 out of 6	4%
♦ Read 1 out of 6	2%
▪ None out of 6	1%
▪ New reader, have not yet obtained 6 issues	3%
Mean	5.0 issues
Median	6.0 issues

How long readers spend looking through a typical issue of *Oracle* (among readers of 1+ of last 6 issues or new readers):

	N = 1,636
▪ Less than 30 minutes	11%
▪ 30 to less than 45 minutes	24%
▪ 45 minutes to less than 1 hour	23%
▪ 1 to less than 1 ½ hours	19%
▪ 1 ½ to less than 2 hours	11%
▪ 2 hours or more	13%
Mean	66.1 minutes
Median	54.9 minutes

*Does not add to 100% due to rounding.

How usually read *Oracle* (among readers of 1+ of last 6 issues or new readers):

	N = 1,636
▪ Any of these methods	99%
♦ Turn pages one at a time, from one end of issue to other, looking at nearly every page	36%
♦ Quickly thumb through the issue pausing only on selected pages	27%
♦ Pick articles from Table of Contents and read those	26%
♦ Turn mostly to the feature sections or summaries that appear in every issue	6%
♦ Look at the cover or Table of Contents and occasionally go beyond this	3%
▪ None of these	1%

*Does not add to 100% due to rounding.

Number of other persons who read or looked through copy of *Oracle* (among readers of 1+ of last 6 issues or new readers):

	N = 1,636
▪ One or more other people – total	60%
♦ 1 person	18%
♦ 2 people	17%
♦ 3 people	10%
♦ 4 people	5%
♦ 5 or more people	11%
▪ No other people	40%
Mean	2.0 people
Median	1.0 people

ACTIONS, ARTICLE USEFULNESS, PREFERENCE FOR CONTENT & AUTHORS

Actions taken as a result of reading *Oracle* in the past 12 months (among readers of 1+ of last 6 issues or new readers):

	N = 1,636
▪ Any actions	91%
♦ Discussed an article or referred someone to it	56%
♦ Visited a URL contained in or at the end of an article	51%
♦ Downloaded or copied the sample code that accompanies the article	42%
♦ Visited an advertiser's website	39%
♦ Used <i>Oracle</i> to justify an IT purchase/decision to management	24%
♦ Cut out an article	17%
♦ Requested information or bought/ordered an Oracle product/service	12%
♦ Requested information or bought/ordered an advertiser's product/service	11%
♦ Cut out an advertisement	4%
♦ Called OracleDirect for product information	3%
▪ Took none of the above actions	10%

*Does not add to 100% due to rounding.

Topics of coverage or types of articles found “Very/Somewhat Useful” (among readers of 1+ of last 6 issues or new readers of *Oracle*):

	N = 1,636
■ Tips and Code	95%
■ PL SQL	94%
■ Expert opinions	94%
■ Advice on using new database features	93%
■ Customer examples/case studies	92%
■ Technology overviews and strategy features	92%
■ Core database management	90%
■ Oracle news and events	88%
■ XML	83%
■ JAVA	82%
■ OLAP/BI/Data Warehousing	79%
■ SOA/Web Services	77%
■ Oracle partner product news	77%
■ Middleware (Application Integration, Portal Develop. Business Process Management, Collaboration)	75%
■ JDeveloper	69%
■ Windows/.net development	65%
■ Oracle Business Applications (PeopleSoft, JD Edwards, Retek)	62%

Readers of 1+ of last 6 issues or new readers of *Oracle* “Agree Strongly/Agree” with each of these statements:

	N = 1,636
■ The Web Locators in <i>Oracle</i> Magazine articles point me to valuable information that helps me understand and use Oracle products	86%
■ <i>Oracle</i> Magazine provides information that helps me make better strategic decisions or recommendations in my job	86%
■ <i>Oracle</i> Magazine is a “Must Read” for me	86%
■ <i>Oracle</i> Magazine provides information I cannot get from other publications	76%
■ Reading <i>Oracle</i> convinces me that Oracle Corporation understands my company’s challenges	71%
■ I make recommendations or buying decisions based on Partner advertisements in <i>Oracle</i> Magazine	49%

Preference in reading *Oracle* Magazine in print or online (among readers of 1+ of last 6 issues or new readers):

	N = 1,636
■ In print	95%
■ Online	5%

OTHER MAGAZINE READERSHIP

Publications also read on a regular basis (at least 3 or 4 of every 4 issues published):

	N = 1,646
■ Any mentioned here	66%
◆ <i>ComputerWorld</i>	41%
◆ <i>Database Trends and Applications</i>	21%
◆ <i>Linux Journal</i>	21%
◆ <i>InfoWorld</i>	19%
◆ <i>CIO</i>	15%
◆ <i>Java Developer's Journal</i>	12%
◆ <i>Java World</i>	12%
◆ <i>Quest Q&A (International Online Magazine)</i>	11%
◆ <i>Dr. Dobb's Journal</i>	10%
◆ <i>Profit: the Business of Technology</i>	9%
◆ <i>Oracle Scene (UKOUG)</i>	8%
◆ <i>XML Magazine</i>	7%
◆ <i>XML Journal</i>	7%
◆ <i>JavaPro</i>	6%
◆ <i>DM Review</i>	5%
◆ <i>Select (IOUG)</i>	5%
■ None of these	34%

FREQUENCY OF VISITS TO ORACLE TECHNOLOGY NETWORK/EVENT ATTENDANCE

Frequency of visits to Oracle Technology Network:

	N = 1,646
■ Frequently – once or twice a week	30%
■ Occasionally – once or twice a month	39%
■ Seldom – every two to three months	23%
■ Never	7%
■	

*Does not add to 100% due to rounding.

Frequency of attendance at Oracle events:

	N = 1,646
■ Frequently – two or three events a year	10%
■ Occasionally – one or two events a year	22%
■ Seldom – one every year or so	36%
■ Never	32%

TYPE OF MEDIUM WOULD PREFER TO RECEIVE *ORACLE* CONTENT

Preferred media to receive *Oracle* content:

	N = 1,646
▪ Any medium mentioned - net	93%
♦ Computer (desktop/laptop)	87%
♦ iPhone	14%
♦ Cell/mobile phone	13%
♦ Blackberry	10%
♦ iPad	6%
♦ Hard copy/paper/print	3%
♦ Kindle	3%
♦ Sony eReader	2%
♦ Palm	2%
▪ None of these	7%

* Media with 1% or more are listed. Not listed: Nook, Android phone, Magazine/book (non-electronic), Mail, Email, Windows mobile, Other.

ORGANIZATIONAL CHARACTERISTICS

Whether corporate blogs are becoming part of organization's communications strategy:

	N = 1,646
▪ Yes, we use blogging to communicate outside the company	18%
▪ We have considered it but are undecided/have not used it yet	30%
▪ No, but I read them myself	52%

Employer's primary business*:**N = 1,646**

■ Financial services/insurance	11%
■ Government (net)	11%
■ Education	9%
■ Other business and services	8%
■ Telecommunications	8%
■ Independent software vendor	8%
■ Professional services	6%
■ Systems integrator/VAR/VAD	6%
■ Applications service provider	5%
■ Health care	5%
■ Industrial manufacturing	3%
■ Retail/wholesale/distribution	3%
■ Travel and transportation	2%
■ Media and entertainment	2%
■ High technology/manufacturing/OEM	2%
■ Utilities (electric, gas, sanitation, water)	2%
■ Aerospace & defense manufacturing	2%
■ Oil and gas	2%
■ Automotive manufacturing	1%
■ Construction/engineering	1%
■ Research	1%
■ Life sciences (biotech, pharmaceuticals)	1%

*Primary business with more than 1% is listed. Not listed: Chemicals, Consumer sector/consumer package goods, Natural resources.

* Does not add to 100% due to industries omitted or rounding.

Respondent's job function*:**N = 1,646**

■ IT/IS management/staff – total*	79%
◆ DBA/Systems administrator	25%
◆ Systems development/programming management	17%
◆ Systems development/programming staff	17%
◆ Consulting	10%
◆ Other technical management/staff	4%
◆ Technical support director/manager	4%
◆ Education/training	3%
■ Corporate management/staff – total*	17%
◆ Computer systems/operations management	8%
◆ Executive management	5%
◆ Finance/administrative management	2%
◆ Sales/marketing management	1%
■ Other job function	4%

* Job functions with more than 1% are listed. Not listed under corporate management/staff: Supply chain VP or manager, Manufacturing VP or manager, Human resource VP or manager, Service VP or manager, Customer relationship VP or manager.

* Does not add to 100% due to functions omitted or rounding.

Number of employees in entire company (including all plants, branches, divisions and subsidiaries):

	N = 1,646
▪ Under 10	9%
▪ 10 – 24	5%
▪ 25 – 49	5%
▪ 50 – 99	5%
▪ 100 – 499	14%
▪ 500 – 999	9%
▪ 1,000 – 2,499	11%
▪ 2,500 – 9,999	16%
▪ 10,000 – 24,999	7%
▪ 25,000 – 49,999	5%
▪ 50,000 +	14%
Mean	13,144
Median	1,362

Products or services respondent evaluates, specifies, recommends, or authorizes the purchase of:

	N = 1,646
▪ Any*	82%
♦ Database products	60%
♦ Application or web development tools	41%
♦ Servers (including server appliances)	40%
♦ Desktop/laptop computers	39%
♦ Other software	33%
♦ Storage products	30%
♦ Enterprise/business applications	27%
♦ Consulting services	25%
♦ Products middleware software	24%
♦ Infrastructure and systems management tools	21%
♦ Industry specific applications	13%
▪ None of the above	19%

* Does not add to 100% due to rounding.

Products a company owns (based on respondents who evaluate, specify, recommend or authorize a purchase):

N = 1,342

- **Any (net)** **92%**
 - ♦ **Servers (including server appliances) (subnet)** **84%**
 - Dell 43%
 - Hewlett Packard 41%
 - IBM 33%
 - Sun 33%
 - Fujitsu-Siemens 7%
 - Other 16%
 - ♦ **Operating systems (subnet)** **84%**
 - Windows Server 64%
 - Red Hat Linux 38%
 - Solaris 30%
 - HP/UX 21%
 - AIX 18%
 - Novell SUSE Linux Enterprise 9%
 - Asianux 3%
 - Other 14%
 - ♦ **Processors (subnet)** **77%**
 - Intel (Xeon or X86) 65%
 - AMD Opteron 21%
 - SPARC 20%
 - Ultra SPARC 15%
 - Other 12%
 - ♦ **Storage products (subnet)** **72%**
 - Hewlett Packard 24%
 - Dell 22%
 - IBM 22%
 - EMC 18%
 - Veritas 11%
 - Network Appliance 8%
 - Hitachi 8%
 - Fujitsu-Siemens 5%
 - EqualLogic 3%
 - Other 15%
 - ♦ **Consulting services (subnet)** **47%**
 - IBM 15%
 - Accenture 7%
 - Deloitte 5%
 - Capgemini 4%
 - Bearing Point 3%
 - Other 31%
 - ♦ **All other** **6%**
- **None of these** **8%**

Products a company plans to purchase in next 12 (based on respondents who evaluate, specify, recommend or authorize a purchase):

	N = 1,342
■ Any (net)	75%
◆ Servers (including server appliances) (subnet)	49%
○ Dell	18%
○ Hewlett Packard	17%
○ IBM	14%
○ Sun	13%
○ Fujitsu-Siemens	6%
○ Other	11%
◆ Operating systems (subnet)	39%
○ Windows Server	18%
○ Red Hat Linux	15%
○ Solaris	10%
○ AIX	7%
○ Novell SUSE Linux Enterprise	6%
○ HP/UX	6%
○ Asianux	4%
○ Other	9%
◆ Processors (subnet)	35%
○ Intel (Xeon or X86)	23%
○ AMD Opteron	9%
○ Ultra SPARC	8%
○ SPARC	7%
○ Other	8%
◆ Storage products (subnet)	34%
○ Hewlett Packard	9%
○ IBM	9%
○ EMC	9%
○ Dell	8%
○ Network Appliance	6%
○ Veritas	6%
○ Hitachi	5%
○ Fujitsu-Siemens	5%
○ EqualLogic	4%
○ Other	9%
◆ Consulting services (subnet)	26%
○ IBM	8%
○ Accenture	6%
○ Deloitte	5%
○ Bearing Point	4%
○ Capgemini	4%
○ Other	17%
◆ All other	9%
■ None of these	25%

Anticipated spending by organization on computer hardware, software, peripherals and services for respondent's location in the next 12 months (among respondents who evaluate, specify, recommend or authorize purchases):

	N = 1,342
▪ Less than \$10,000	21%
▪ \$10,000 - \$49,999	26%
▪ \$50,000 - \$99,999	13%
▪ \$100,000 - \$499,999	18%
▪ \$500,000 - \$999,999	8%
▪ \$1,000,000 and over	15%
Mean	\$313,000
Median	\$ 62,000

* Does not add to 100% due to rounding.

RESPONDENT DEMOGRAPHICS

Respondent gender:

	N = 1,646
▪ Male	92%
▪ Female	8%

Respondent age:

	N = 1,646
▪ Under 25 years	4%
▪ 25 – 34	31%
▪ 35 – 44	35%
▪ 45 – 54	22%
▪ 55 +	8%
Mean	40.0 yrs.
Median	39.3 yrs.

Education:

	N = 1,646
▪ College graduated or higher	94%
♦ Graduated from college	42%
♦ Postgraduate study without degree	13%
♦ MBA	10%
♦ Other master's degree	26%
♦ Doctoral degree	3%
▪ Attended college or less	6%

Respondent's Household Income in 2009:*

	N = 1,646
■ Less than \$25,000	22%
■ \$25,000-\$29,999	9%
■ \$30,000-\$39,999	7%
■ \$40,000-\$49,999	6%
■ \$50,000-\$74,999	13%
■ \$75,000-\$99,999	13%
■ \$100,000-\$124,999	12%
■ \$125,000-\$149,999	7%
■ \$150,000-\$174,999	5%
■ \$175,000-\$199,999	2%
■ \$200,000 or more	5%
Mean	\$76,000
Median	\$63,100

* Does not add to 100% due to rounding.