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:

- 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:

- 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%

N = 1,646

* 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):

- **One or more other people – total**
  - 1 person: 18%
  - 2 people: 17%
  - 3 people: 10%
  - 4 people: 5%
  - 5 or more people: 11%
- **No other people**
  - 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):

- **Any actions**
  - 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 *Oracle* 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):

- 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:

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

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

- 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):

- Any mentioned here
  - ComputerWorld 41%
  - Database Trends and Applications 21%
  - Linux Journal 21%
  - InfoWorld 19%
  - CIO 15%
  - Java Developer’s Journal 12%
  - Java World 12%
  - Quest Q&A (International Online Magazine 11%
  - Dr. Dobb’s Journal 10%
  - Profit: the Business of Technology 9%
  - Oracle Scene (UKOUG) 8%
  - XML Magazine 7%
  - XML Journal 7%
  - JavaPro 6%
  - DM Review 5%
  - Select (IOUG) 5%
- None of these 34%

FREQUENCY OF VISITS TO ORACLE TECHNOLOGY NETWORK/EVENT ATTENDANCE

Frequency of visits to Oracle Technology Network:

- 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:

- 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:

- Any medium mentioned - net \( N = 1,646 \)
  - 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  
- Government (net)  
- Education  
- Other business and services  
- Telecommunications  
- Independent software vendor  
- Professional services  
- Systems integrator/VAR/VAD  
- Applications service provider  
- Health care  
- Industrial manufacturing  
- Retail/wholesale/distribution  
- Travel and transportation  
- Media and entertainment  
- High technology/manufacturing/OEM  
- Utilities (electric, gas, sanitation, water)  
- Aerospace & defense manufacturing  
- Oil and gas  
- Automotive manufacturing  
- Construction/engineering  
- Research  
- Life sciences (biotech, pharmaceuticals)  

*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**  
  - 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**  
  - 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):

- 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:

- 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):

- **Any (net)**
  - **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%

N = 1,342
Products a company plans to purchase in next 12 (based on respondents who evaluate, specify, recommend or authorize a purchase):

- **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):

- 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:

- 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.