

# Attitudes and Awareness IT Professional Segment A Multi-National Study

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XXXXXXXXXXXXXXXXXX

Global Market Research

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In-Depth Research

**This sample report represents just the IT Segment from a much larger study. A total of 4 similar reports were created one for each of the target segments.**

**I have deleted any relevant text and changed many of the numerical values.**

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# Overview

# Methodology – The Global Study

- *In-Depth Research* fielded a multi-country quantitative survey to measure the awareness and perceptions of XXXXXXXX YYYYYYYY among several YYYYYYYY market segments.
- The long term goal is to repeat the study annually so that key metrics can be tracked over time.
- There were a total of four segments surveyed:
  - Web Professionals
  - End Users
  - IT Managers
  - Video Professionals and Enthusiasts
- Surveys were conducted in:
  - US
  - Germany
  - Japan

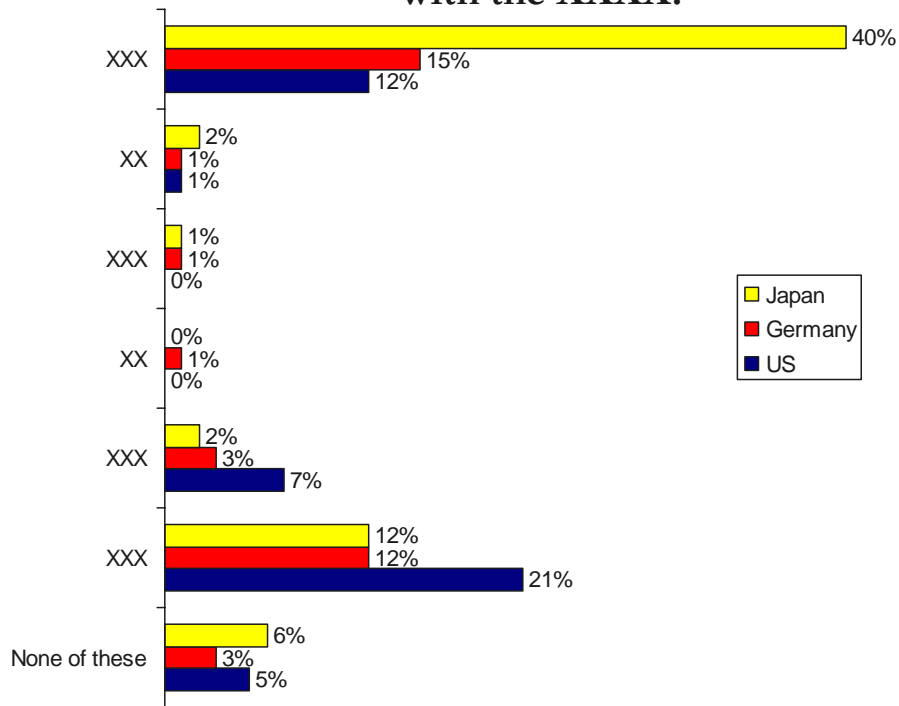
# Methodology – This Report

- This report represents the response from the US IT Professional audience (N=212), Germany IT Professional Audience (N=150), Japan IT Professional Audience (N=160).
- Respondents first identified themselves as working as an IT Professional.
- They were then asked for their primary job function. Allowed functions included:
  - CIO
  - IT/MIS Director/Manager
  - Network Administrator
  - Project Manager
  - Application Developer
  - Application Development Manager
  - Programmer
  - Director of Software Development
  - Software Architect

# Awareness and Perceptions of the XXXXXXXX YYYYYYYY

# YYYYYYYY is still strongly connected with the XXXXXXXX YYYYYYYY.

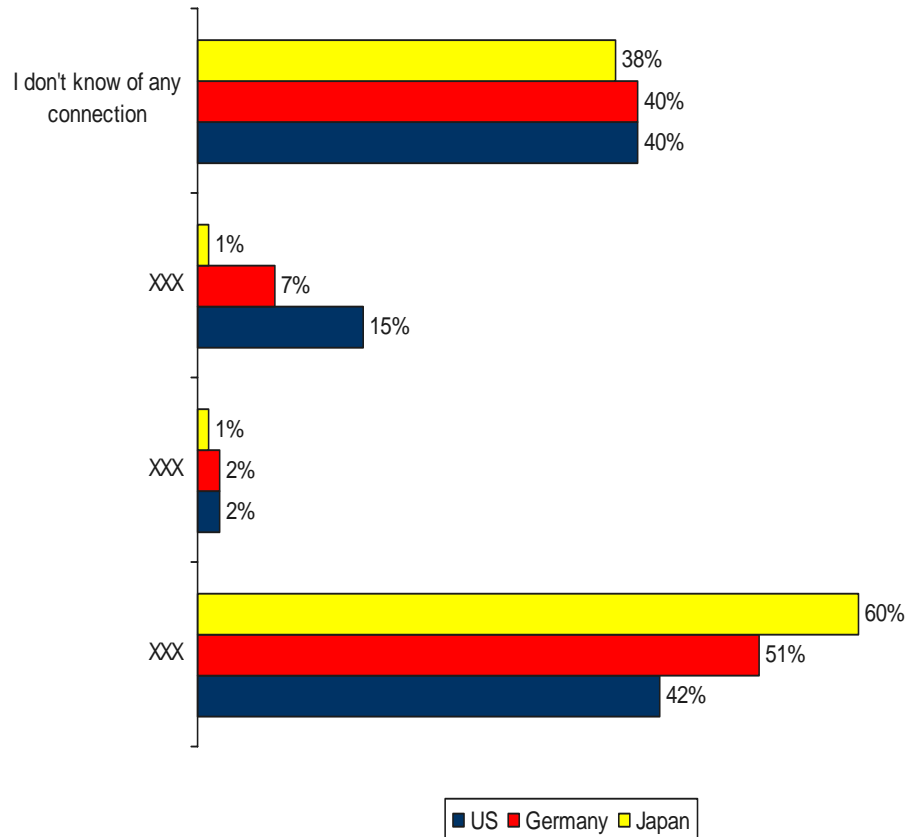
What company do you associate most closely with the XXXX?



- While about half of the IT pros the connection between XXXXXXXX and YYYYYYYY remains strong.
- This is an area that this study will continue to monitor internationally in order to track the brand evolution and growth.

# Many are still unclear on the connection between the two companies.

## Are you aware of any connection between YYYY and YYYY



- The majority knew there has been some type of connection between YYYYYYYY and YYYYYYYY.
- However, many were unclear on the nature of the connection.

# Rating Individual XXXXXXXX Attributes (variation from mean score)

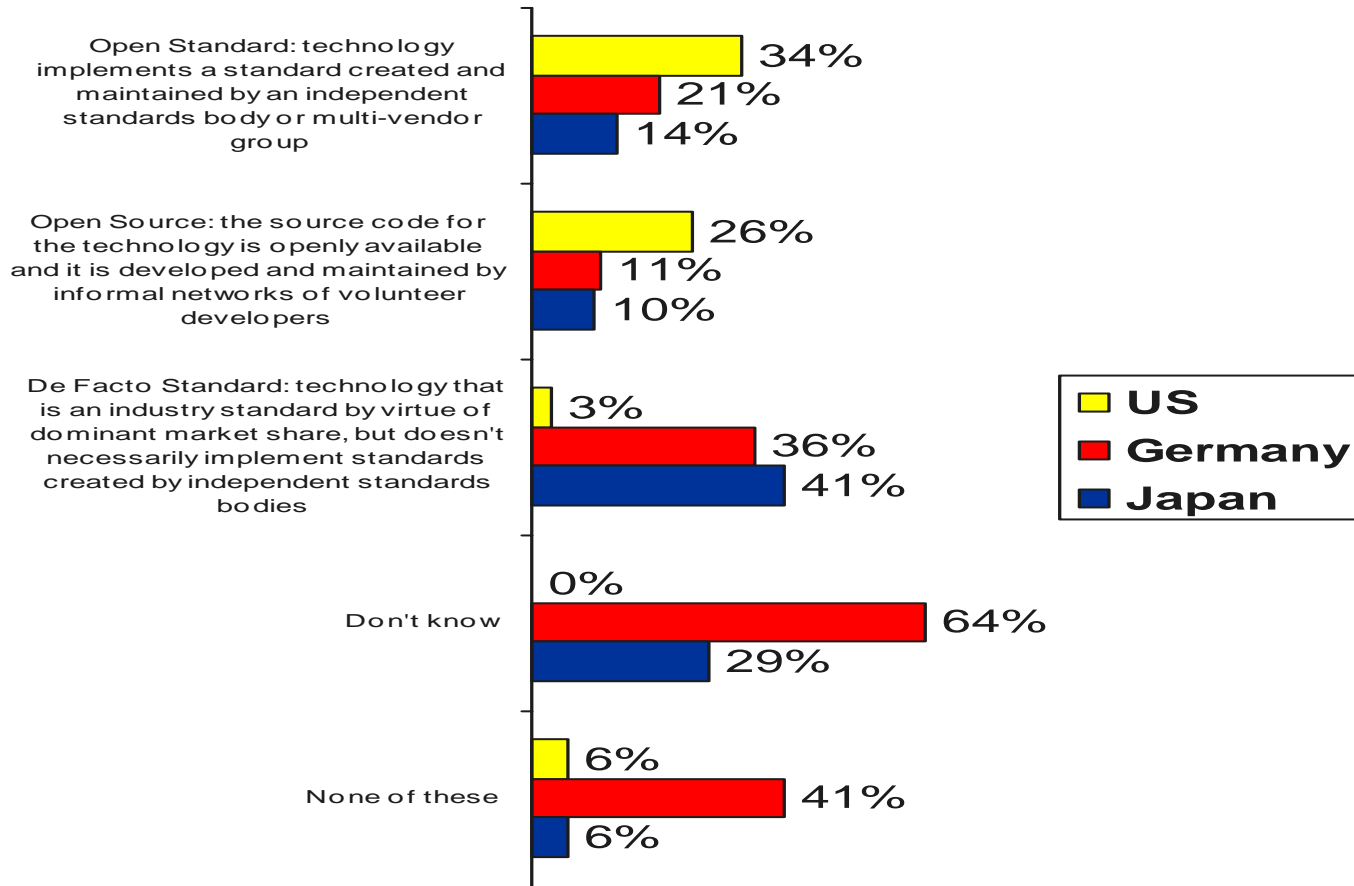
XXX	US	Germany	Japan
Easy to XXXX	24%	13%	3%
XXX web experiences	16%	8%	29%
High-Performance	13%	5%	8%
Powerful	12%	10%	-3%
XXXXX capabilities	12%	6%	6%
XXX technology	11%	4%	1%
XXX-platform	7%	5%	18%
XXXXX)	-1%	-4%	-6%
XXXX	-1%	-12%	-16%
XXX XXXX	-4%	2%	3%
XXX	-21%	26%	-25%
XXX web experiences	-23%	-30%	1%
Unstable	-41%	-36%	-19%

Numbers represent that response's variation from the mean. How much high or lower the ratings for individual attributes are from the overall mean for all answers.

For example, in the US, "Easy to XXXX" was rated 24% higher than the average rating for all the attributes. While "XXXX" was rated 41% lower than the average rating.

# No consensus on defining XXXXXXXX.

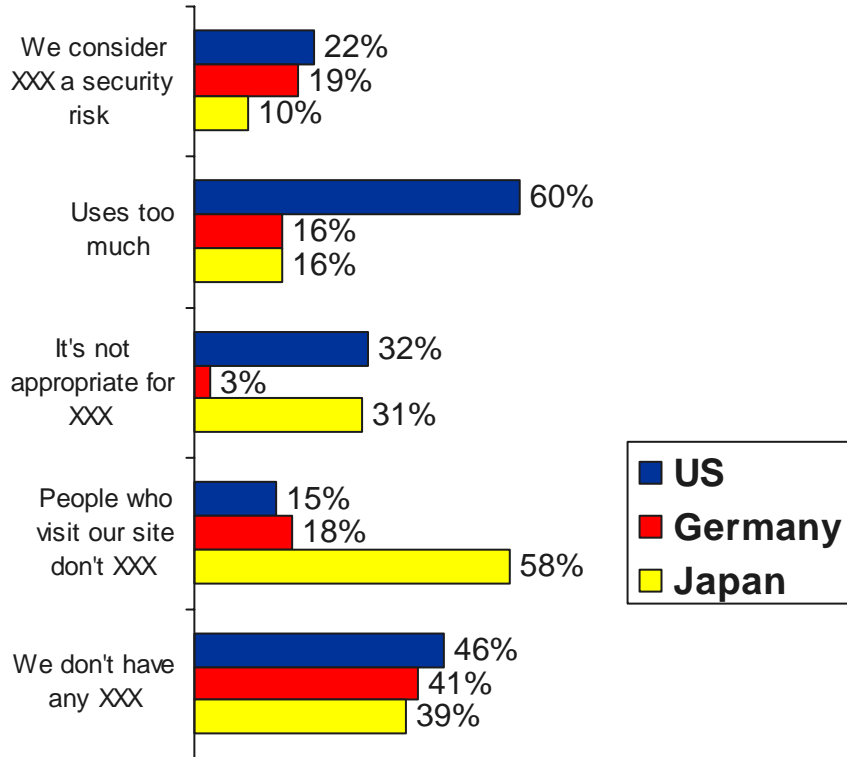
## Which best describes how you perceive XXXX



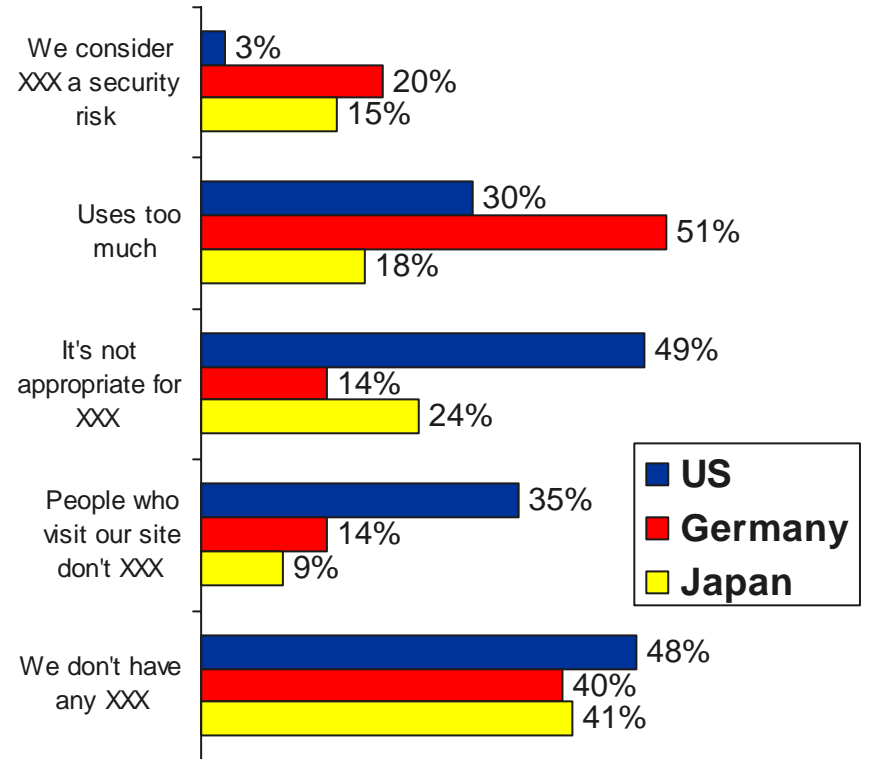
- There is no clear consensus on how to define the "Openness" of XXXXXXXX .

# Similar barriers to usage on internal and external sites.

## Why don't you use XXX on your Internal web site?

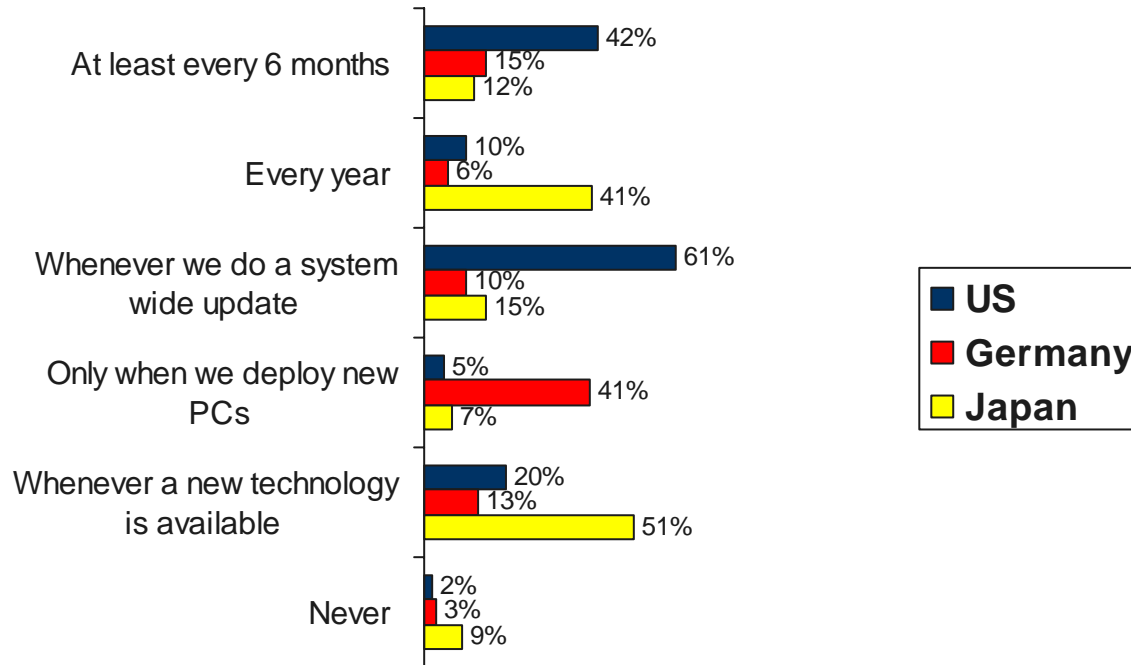


## Why don't you use XXXXX on your External web site?



# Maintaining the most current version of XXXXXXXX is a low priority in the US and Germany.

## How often does your organization update technologies such as XXXXXXX ?



- Japanese IT Pros say they are the most XXXXXXX in updating their user's computer for XXXXXXXX and similar XXXXX.