

iStart 2014 Readership Survey

Tuesday, September 16, 2014

Powered by  SurveyMonkey

232

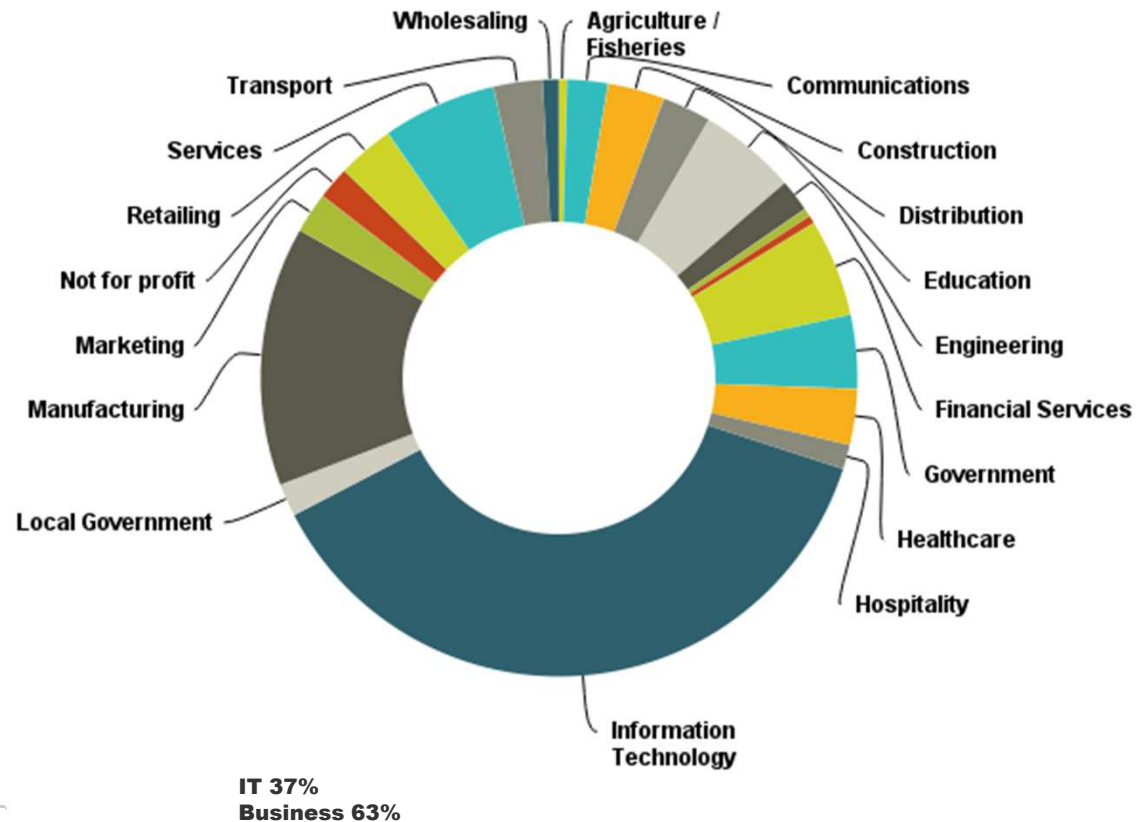
Total Responses

Date Created: Thursday, August 07, 2014

Complete Responses: 211

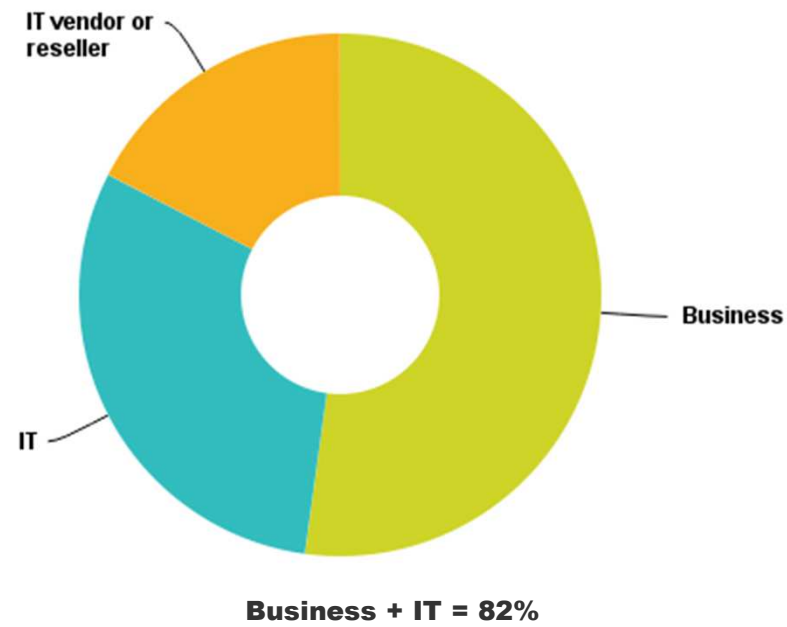
Q1: Which of the following best describes the industry you operate in?

Answered: 227 Skipped: 5



Q2: Which category best describes your type of role?

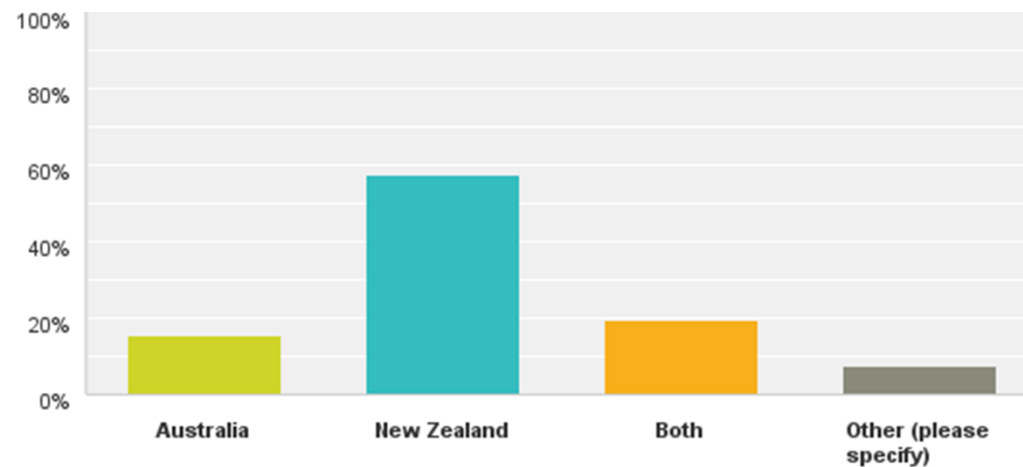
Answered: 230 Skipped: 2



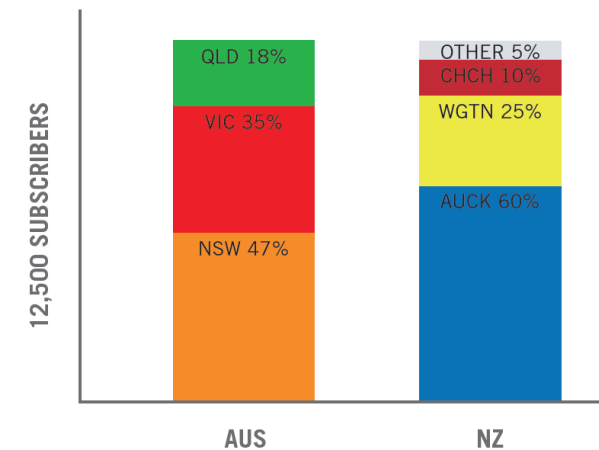
Q3: Which regions do you represent?

Answered: 230 Skipped: 2

REGIONAL BREAKDOWN



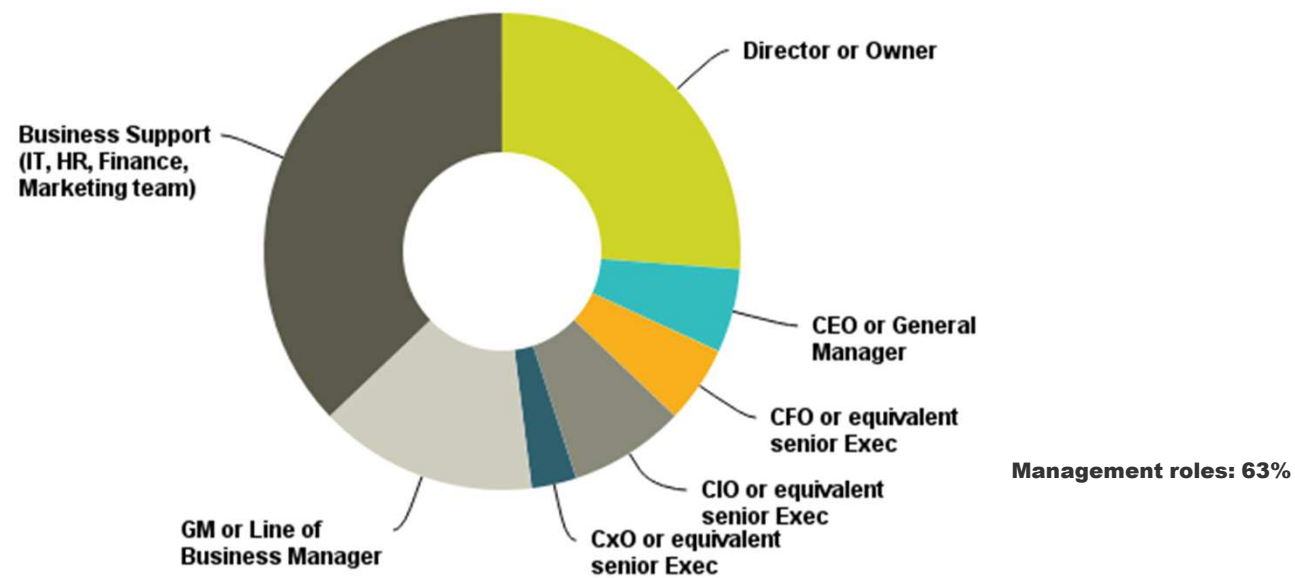
NZ most engaged = most responses @ 57%
Aus or A/NZ = 34%
Subscriber database ~ 50:50.



Source: iStart subscriber database

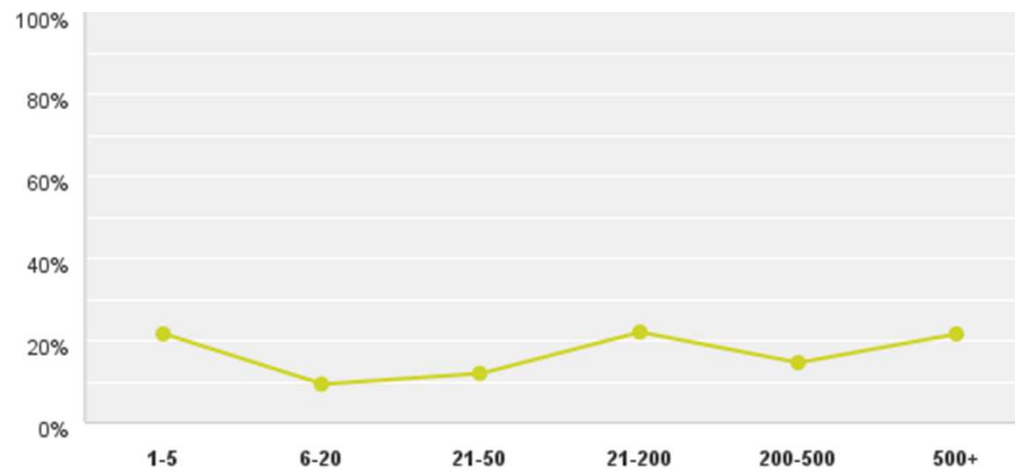
Q4: What is your role in your organisation?

Answered: 229 Skipped: 3



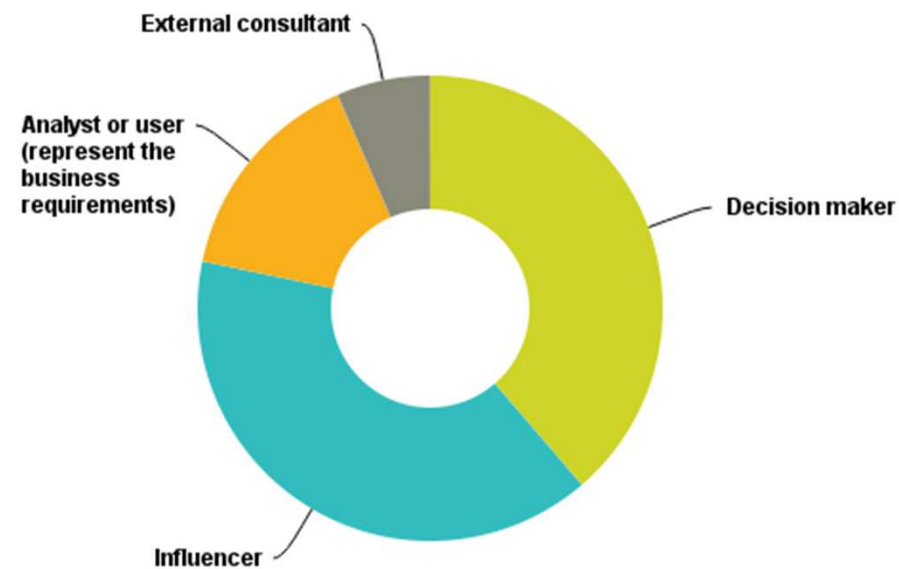
Q5: Number of staff in the organisation?

Answered: 229 Skipped: 3



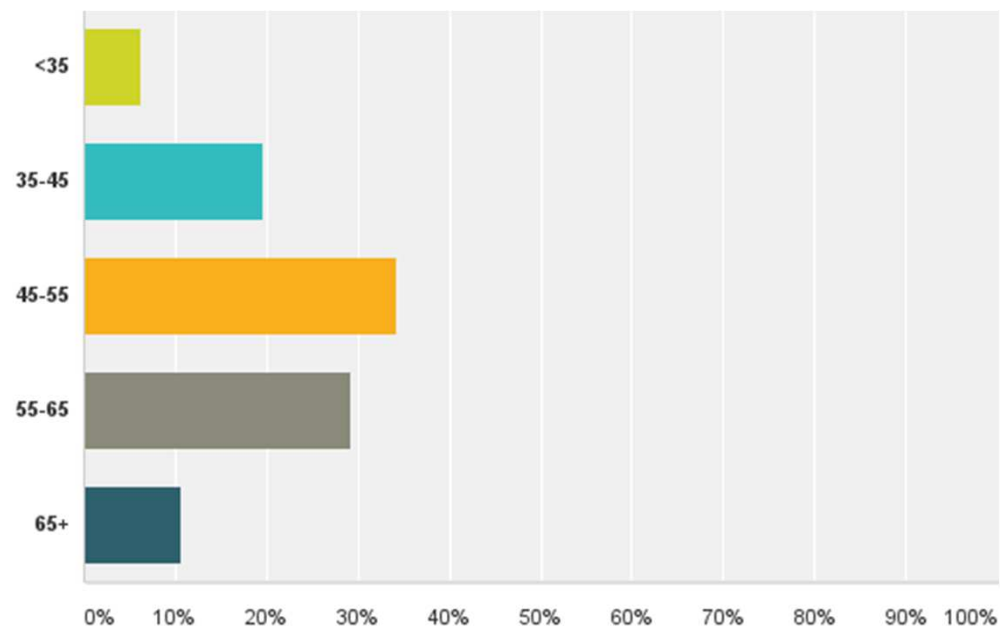
Q6: Your role in technology or business software decisions?

Answered: 230 Skipped: 2



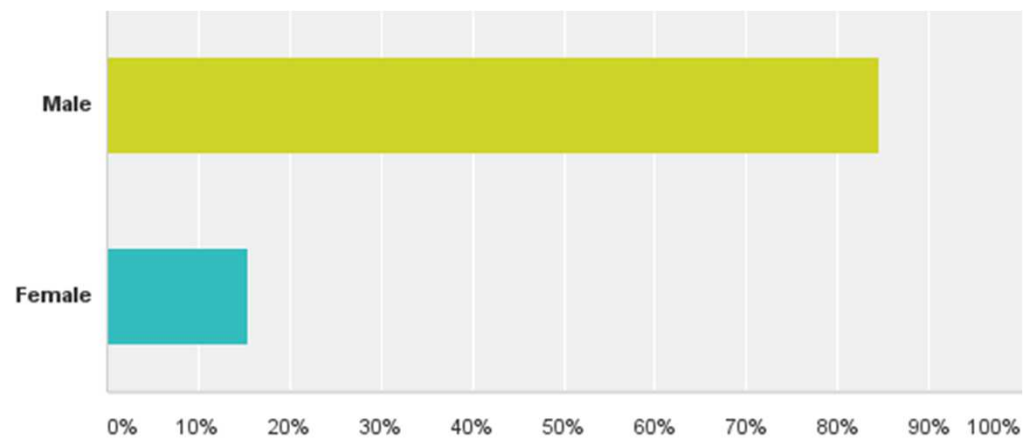
Q7: What is your age?

Answered: 208 Skipped: 24



Q8: What is your gender?

Answered: 207 Skipped: 25



Q11: Rate the likelihood that you will read something from iStart in the following:

Answered: 219 Skipped: 13



Q12: Where did you find out about this survey?

Answered: 218 Skipped: 14

