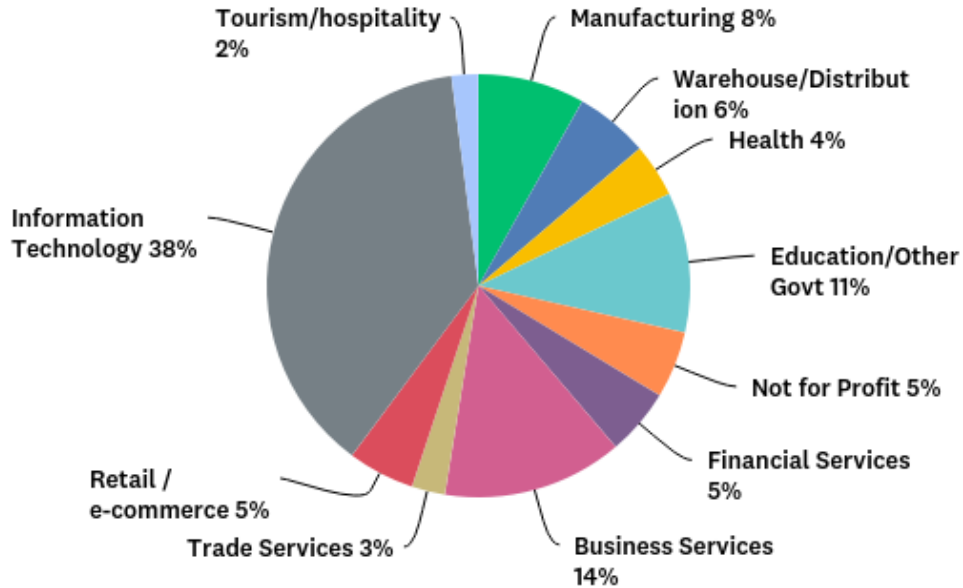# iStart 2017 Readership Survey

Friday, September 1st, 2017

199 Responses
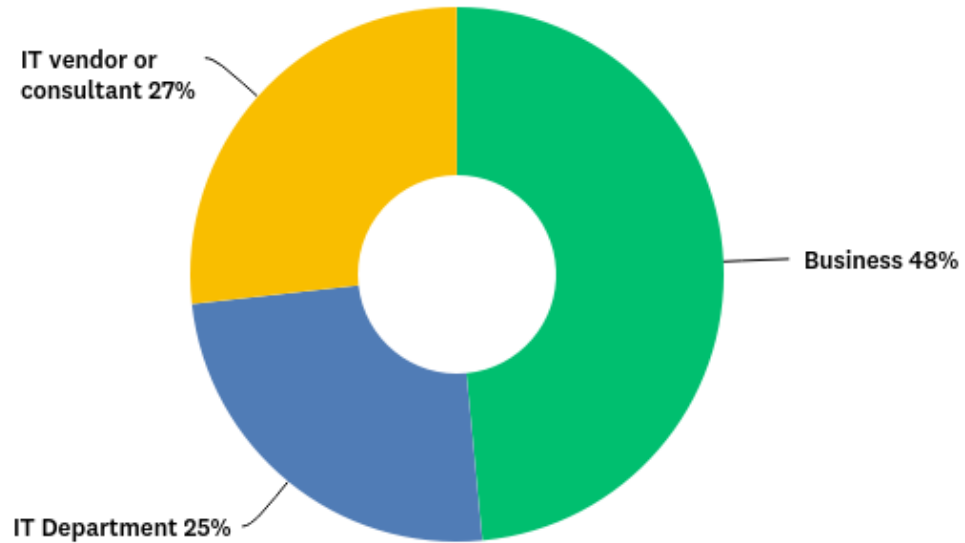
Q1: Which of the following best describes your industry?

Answered: 196   Skipped: 3
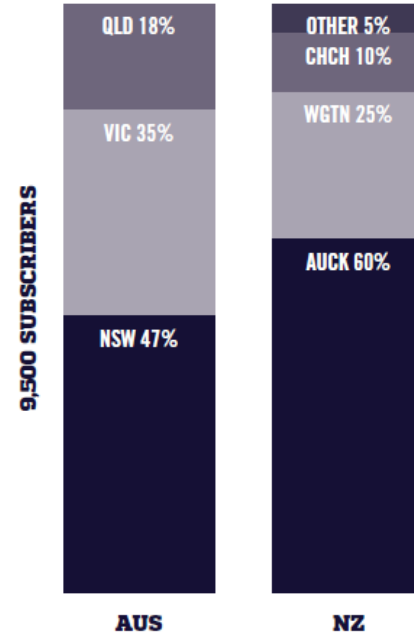

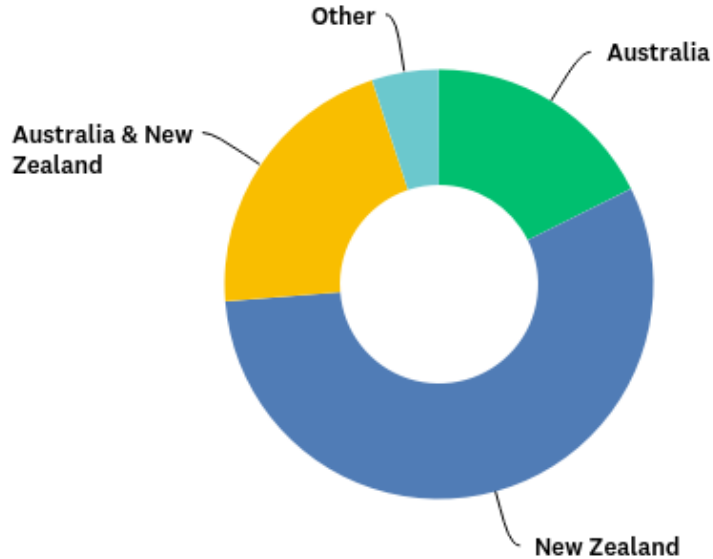- Tourism/hospitality 2%
- Manufacturing 8%
- Warehouse/Distribution 6%
- Health 4%
- Information Technology 38%
- Education/Other Govt 11%
- Not for Profit 5%
- Financial Services 5%
- Business Services 14%
- Trade Services 3%
- Retail / e-commerce 5%

Q2: Which category best describes your type of role?

Answered: 198   Skipped: 1

IT vendor or
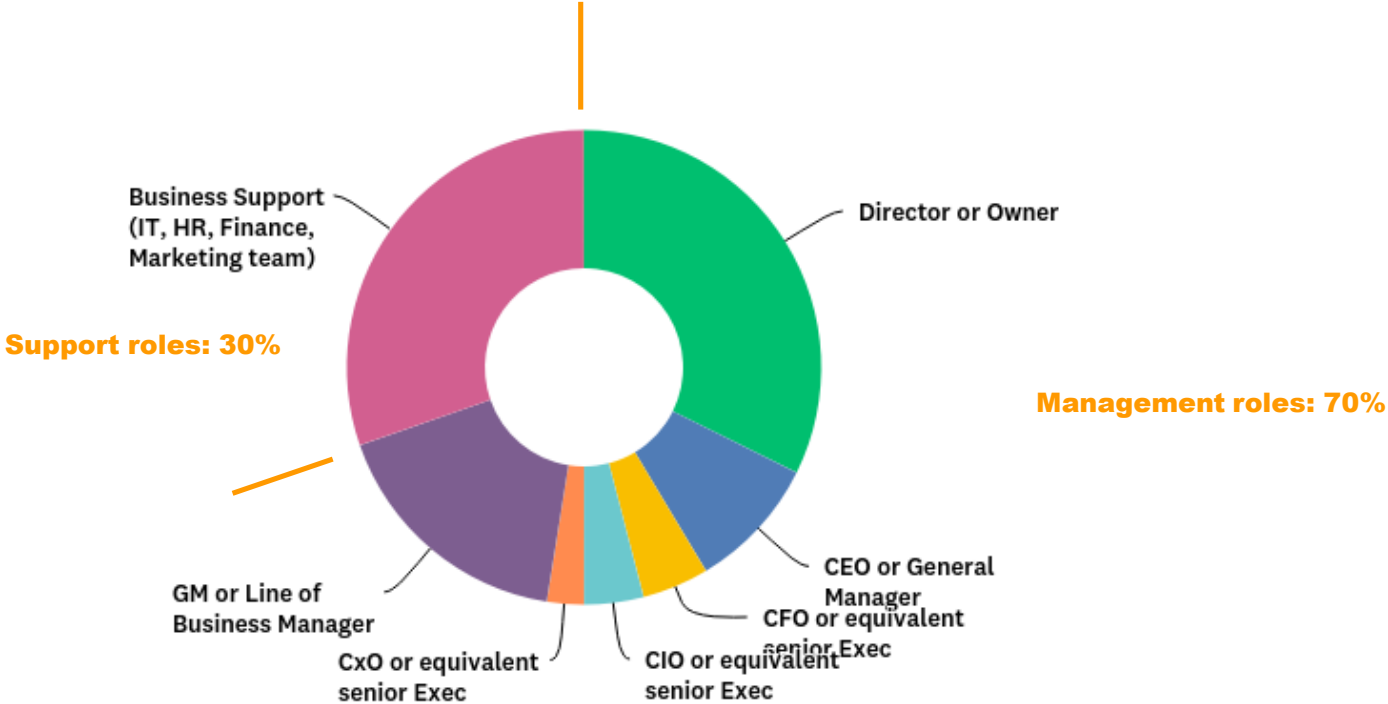consultant 27%

Business 48%

IT Department 25%

Q3: Which regions do you represent?

Answered: 198   Skipped: 1

Q4: Which best describes your role in your organisation?

Answered: 198   Skipped: 1

Business Support (IT, HR, Finance, Marketing team)

Support roles: 30%

Director or Owner

Management roles: 70%

CEO or General Manager

CFO or equivalent senior Exec

GM or Line of Business Manager

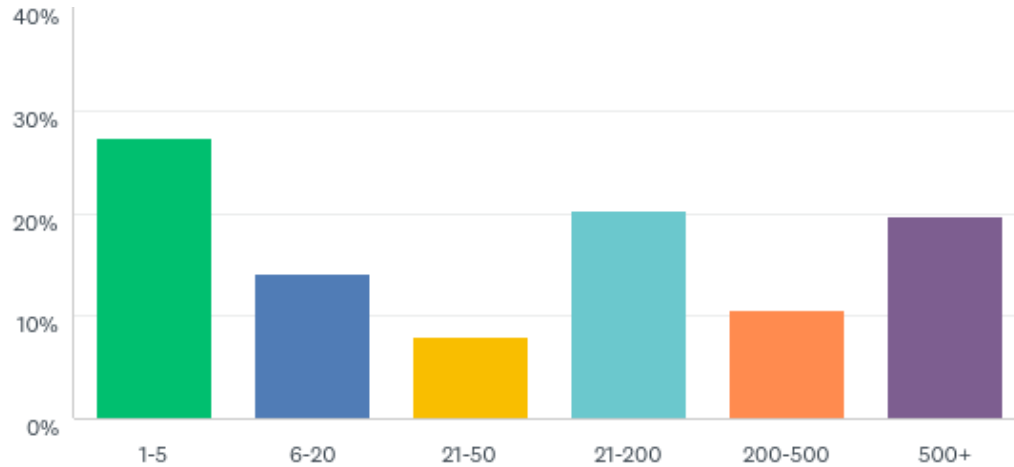CxO or equivalent senior Exec

CIO or equivalent senior Exec

Q11: Please rate the RELEVANCE TO YOUR ROLE of information published by the following business and technology titles:
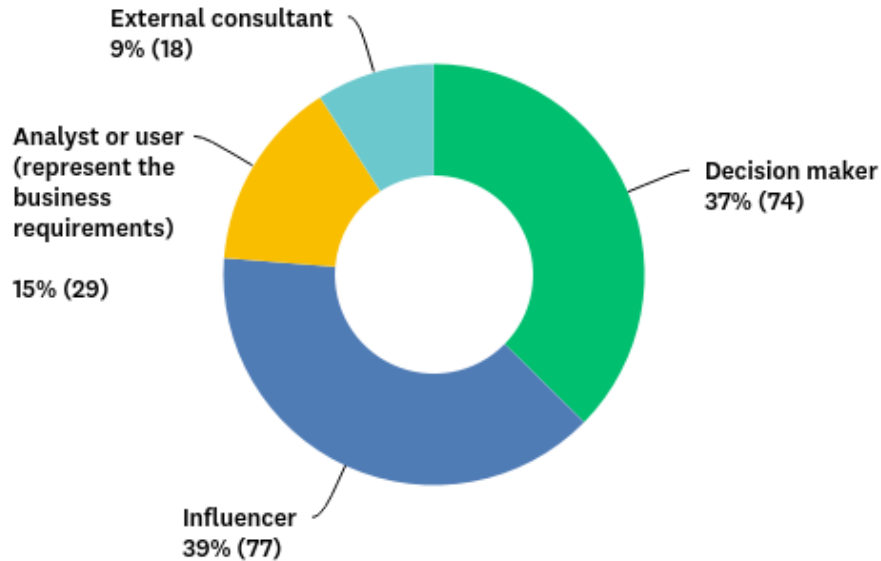
Answered: 177   Skipped: 22
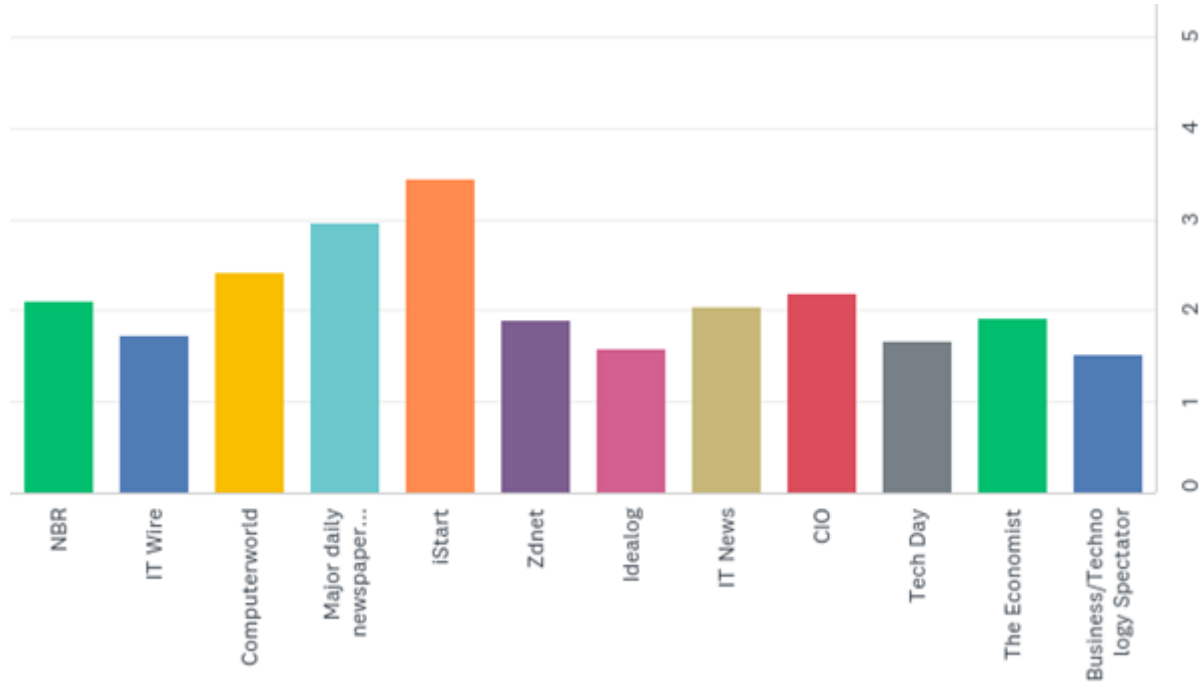
Q5: Number of staff in the organisation?

Answered: 198   Skipped: 1

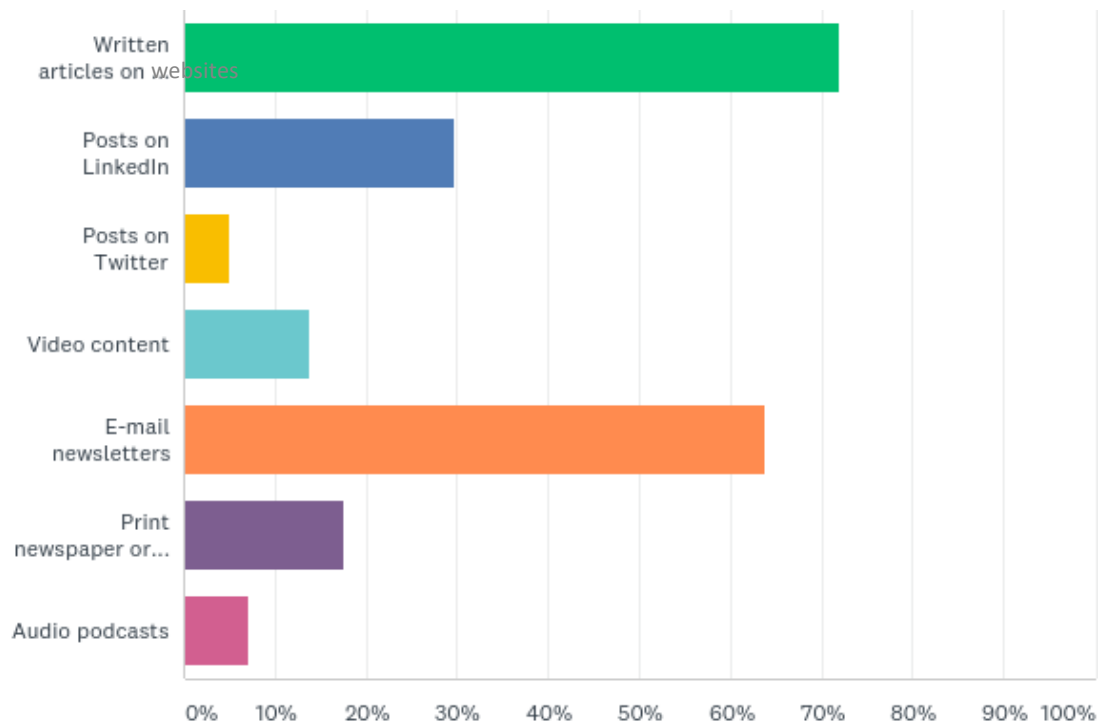# Q6: Your role in technology or business software decisions?
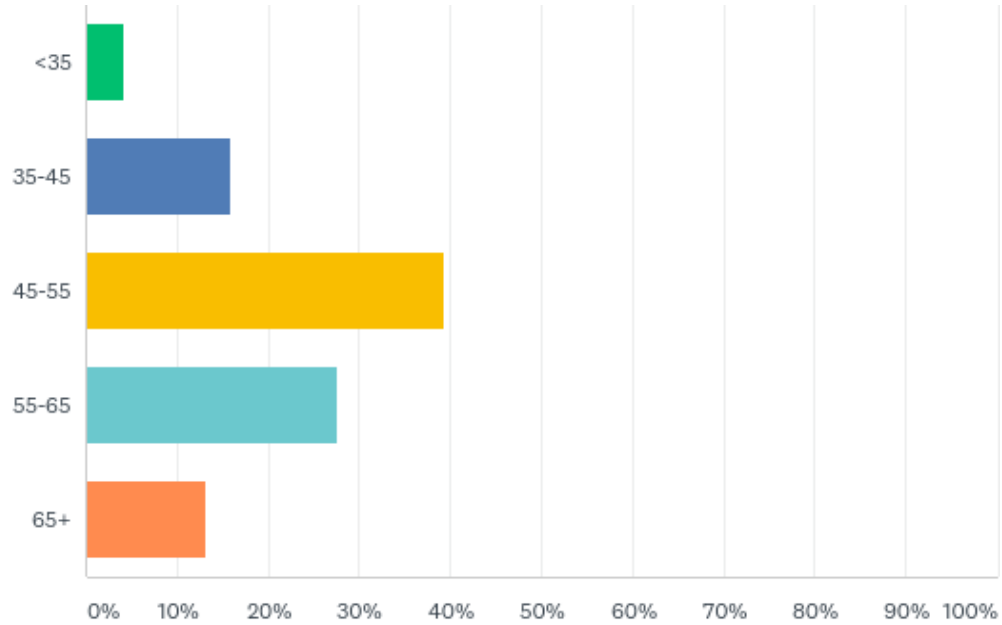
Answered: 198   Skipped: 1

External consultant
9% (18)

Analyst or user
(represent the
business
requirements)

15% (29)

Decision maker
37% (74)

Influencer
39% (77)

Q10: Select your two most preferred media formats when consuming business-related content.

Answered: 182   Skipped: 17

Q7: What is your age?

Answered: 196   Skipped: 3

Q8: What is your gender?

Answered: 197   Skipped: 2