Profit Magazine
Summary Report
Erdos & Morgan Print Readership Survey

June 2010

EXECUTIVE SUMMARY

- **Readers have been reading *Profit* Magazine for an average of 2.7 years.**

- **One-third (33%) of *Profit* subscriptions are received in North America; 27% in Asia/Pacific and 15% in Europe.**

- **Readers read an average of 3.1 (of 4) issues and spend an average of 61 minutes with the magazine.**

- **Over one-third (35%) read the issue by looking at every page from front to back while 29% quickly thumb through their issue pausing on selected pages, and 24% read articles from the Table of Contents.**

- **An average of 2.4 other people read the respondent's copy of *Profit* generating a 3.4 RPC.**

- **Well over half (56%) of *Profit* readers say they discussed an article or referred someone to it, while 46% both visited a URL contained in/at end of an article or visited an advertiser's web site.**

- **Around 9 in 10 find coverage or types of articles on 1) strategic, high-level trends and issues (93%), 2) Applications Unlimited (89%), 3) Fusion (89%), 4) Oracle partner product news (89%) or 5) customer relation management (89%) "Very/Somewhat Useful".**

- **Well over 4 in 5 readers "Strongly Agree/Agree" that 1) *Profit* provides information that helps me make better strategic decisions or recommendations in my job (88%), 2) I visit oracle.com to get product and industry information (86%), 3) I go online to read more about the products and services I see in *Profit* (85%), or 4) *Profit* provides me enough information to help me understand the technology issues behind Oracle products (84%).**

- **Readers of *Profit* prefer reading authors/viewpoints of business people with first-hand experience (81%) or analysts and consultants (72%).**

- **Two-thirds (66%) of *Profit* readers also read *Oracle* Magazine.**

- **Three-fourths (75%) of *Profit* readers visit oracle.com once a month or more often and 43% attend Oracle events once a year or more often.**

- **Four in five (81%) prefer to receive *Profit* content via their computer (desktop/laptop).**

- **Six in ten (60%) have either used blogging or considered blogging as part of their organizations communications strategy.**

- ***Profit* readers are employed in many business industries, most often in financial (11%) and professional services (11%).**

- **Well over half (54%) of respondents are in IT/IS management/staff, while 43% are corporate management/staff in an average company size of 10,969.**

- **Nine in ten (90%) are involved in evaluating, specifying, recommending, or authorizing the purchase of products and services for their company: 1) 59% involved with database products, 2) 50% with desktop/laptop computers, 3) 46% with application or web development tools and 4) 45% with servers (including server appliances).**

- **Respondents anticipate their organization will spend an average of $327,000 on computer hardware, software, peripherals and services for their location in the next 12 months.**

- **Respondents are:**

    - **92% male**
    - **Median age: 39.4 years**
    - **95% graduated college or better**
    - **Median HHI: $73,700**

READERSHIP OF *PROFIT* MAGAZINE

How long respondent has been a reader of *Profit: The Executive's Guide to Oracle Applications**

		N = 869
▪	Less than 1 year	38%
▪	One to two years	20%
▪	Three to four years	23%
▪	Five to six years	11%
▪	Seven years or more	9%
Mean		2.7 years
Median		2.2 years

*Does not add to 100% due to rounding.

Subscription to *Profit* received in these countries:

		N = 869
▪	**North America – net**	**33%**
♦	United States	26%
♦	Canada	3%
♦	Mexico	3%
▪	**South America* – net**	**12%**
♦	Brazil	5%
♦	Argentina	4%
♦	Columbia	3%
♦	Chile	1%
▪	**Europe* – net**	**15%**
♦	Germany	2%
♦	Spain	2%
♦	Italy	1%
♦	Sweden	1%
♦	The Netherlands	1%
▪	**Mideast* – net**	**5%**
♦	Israel	1%
▪	**Africa* – net**	**7%**
♦	Nigeria	4%
▪	**Asia* – net**	**24%**
♦	India	14%
♦	Indonesia	2%
♦	Pakistan	2%
♦	Malaysia	2%
♦	Philippines	1%
♦	Singapore	1%
▪	**Pacific* – net**	**3%**
♦	Australia	3%
▪	**All other**	**1%**

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

Number of issues out of every 4 issues *Profit* readers read*:

	N = 869
▪ **Read 1 or more issues**	**84%**
◆ Read 4 out of 4	45%
◆ Read 3 out of 4	17%
◆ Read 2 out of 4	14%
◆ Read 1 out of 4	9%
▪ **None out of 4**	**2%**
▪ **New reader, have not yet obtained 4 issues**	**15%**
Mean	3.1 issues
Median	4.0 issues

*Does not add to 100% due to rounding.

How long readers spend looking through a typical issue of *Profit**:

	N = 856
▪ Less than 30 minutes	16%
▪ 30 to less than 45 minutes	28%
▪ 45 minutes to less than 1 hour	20%
▪ 1 to less than 1 ½ hours	16%
▪ 1 ½ to less than 2 hours	7%
▪ 2 hours or more	12%
Mean	61.0 minutes
Median	49.4 minutes

*Does not add to 100% due to rounding.

Usual method of reading *Profit* among (readers of 1+ of last 4 issues or new readers):

	N = 856
▪ **Any of these methods***	**99%**
◆ Turn pages one at a time, from one end of issue to the other, looking at nearly every page	35%
◆ Quickly thumb through the issue pausing only on selected pages	28%
◆ Pick articles from Table of Contents and read those	24%
◆ Turn mostly to the feature sections or summaries that appear in every issue	7%
◆ Look at the cover or Table of Contents and occasionally go beyond this	5%
▪ **None of these**	**1%**

*Does not add to 100% due to rounding.

Number of *other* persons who read or looked through copy of *Profit* (among readers of 1+ of last 4 issues or new readers):

		N = 856
▪ **One or more other people – net**		**66%**
	◆ 1 person	17%
	◆ 2 people	17%
	◆ 3 people	12%
	◆ 4 people	6%
	◆ 5 or more people	14%
▪ **No other people**		**34%**
Mean		2.4 people
Median		1.0 people

ACTIONS, ARTICLE USEFULNESS, PREFERENCE FOR CONTENT & AUTHORS

Actions taken in the past 12 months as a result of reading *Profit* (among readers of 1+ of last 4 issues or new readers):

		N = 856
▪ **Any action**		**86%**
	◆ Discussed an article or referred someone to it	56%
	◆ Visited a URL contained in or at the end of an article	46%
	◆ Visited an advertiser's website	46%
	◆ Used *Profit* to justify an IT purchase/decision to management	27%
	◆ Cut out an article	16%
	◆ Requested information or bought/ordered an advertiser's product/service	16%
	◆ Requested information or bought/ordered an Oracle product/service	16%
	◆ Cut out an advertisement	4%
	◆ Called OracleDirect for product information	3%
▪ **Took none of the above actions**		**14%**

Topics of coverage or types of articles found "Very/Somewhat Useful" among (readers of 1+ of last 4 issues or new readers of *Profit*):

	N = 856
▪ Strategic, high-level trends and issues	93%
▪ Applications Unlimited	89%
▪ Fusion	89%
▪ Oracle partner product news	89%
▪ Customer relation management	89%
▪ On-demand computing	88%
▪ Finance	88%
▪ Self-service	88%
▪ Globalization	87%
▪ Small and Medium Business issues	86%
▪ Supply chain management	83%
▪ Procurement	81%
▪ Sales	81%
▪ Human resources	81%
▪ Marketing	80%
▪ Manufacturing	76%

Readers of 1+ of last 4 issues or new readers of *Profit* "Agree Strongly/Agree" with each of these statements:

	N = 856
▪ *Profit* provides information that helps me make better strategic decisions or recommendations in my job	88%
▪ I visit oracle.com to get product and industry information	86%
▪ I go online to read more about the products and services I see in *Profit*	85%
▪ *Profit* provides me enough information to help me understand the technology issues behind Oracle products	84%
▪ *Profit* is a "Must Read" for me	80%
▪ Reading *Profit* convinces me that Oracle Corporation understands my company's challenges	76%
▪ *Profit* provides information I cannot get from other publications	72%
▪ I make recommendations or buying decisions based on Partner advertisements in *Profit* Magazine	57%

Readers of 1+ of last 4 issues or new readers of *Profit* prefer to read these authors/viewpoints:

	N = 856
▪ Business people with first-hand experience	81%
▪ Analysts and consultants	71%
▪ Academic business experts	43%
▪ Oracle executives	40%

OTHER MAGAZINE READERSHIP

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

		N = 869
▪	**Any mentioned**	**92%**
◆	*Oracle Magazine*	66%
◆	*BusinessWeek*	32%
◆	*CIO*	24%
◆	*The Economist*	22%
◆	*Financial Times*	21%
◆	*The Wall Street Journal*	19%
◆	*Fortune*	17%
◆	*Forbes*	17%
◆	*Harvard Business Review*	17%
◆	*InfoWeek*	14%
◆	*New York Times*	14%
◆	*Insight (OAUG)*	8%
◆	*Baseline*	7%
◆	*Business 2.0*	6%
◆	*Quest Q&A (International online magazine)*	6%
◆	*Fast Company*	5%
◆	*Inc.*	4%
◆	*South China Morning Post*	2%
▪	**None of these**	**8%**

FREQUENCY OF VISITS TO ORACLE WEB SITE AND EVENT ATTENDANCE

Frequency of visits to Oracle.com:

		N = 869
▪	**Any visits - total**	**96%**
◆	Frequently – once or twice a week	38%
◆	Occasionally – once or twice a month	37%
◆	Seldom – every two to three months	21%
▪	**Never**	**4%**

Frequency of attendance at Oracle events:

		N = 869
▪	**Ever attend – total**	**75%**
◆	Frequently – two or three a year	16%
◆	Occasionally – one or two a year	27%
◆	Seldom – one every year or so	31%
▪	**Never**	**25%**

Does not add to 100% due to rounding.

TYPE OF MEDIUM WOULD PREFER TO RECEIVE *PROFIT* CONTENT

Preferred media to receive *Profit* content:

		N = 869
■	**Any medium mentioned - net**	**94%**
◆	Computer (desktop/laptop)	81%
◆	Cell/mobile phone	17%
◆	iPhone	15%
◆	Blackberry	15%
◆	iPad	9%
◆	Hard copy/paper/print	7%
◆	Kindle	4%
◆	Sony eReader	3%
◆	Palm	3%
◆	Magazine/book (non-electronic)	2%
◆	Nook	1%
◆	Mail	1%
■	**None of these**	**6%**

* Media with 1% or more are listed. Not listed: Android phone, Email, Windows mobile, Other.

ORGANIZATIONAL CHARACTERISTICS

Whether corporate blogs are becoming part of organization's communications strategy: **N = 869**

- Yes, we use blogging to communicate outside the company   24%
- We have considered it but are undecided/have not used it yet   36%
- No, but I read them myself   41%

Does not add to 100% due to rounding.

Employer's primary business*:

	N = 869
Financial services/insurance	11%
Professional services	11%
Education	8%
Telecommunications	7%
Systems integrator/VAR/VAD	7%
Government (total)	6%
Independent software vendor	5%
Retail/wholesale/distribution	5%
Application service provider	5%
Industrial manufacturing	4%
High technology/manufacturing/OEM	4%
Construction and engineering	4%
Health care	3%
Oil and gas	2%
Travel and transportation	2%
Consumer sector/consumer package goods	2%
Utilities (electric, gas, sanitation, water)	2%
Media and entertainment	1%
Research	1%
Automotive manufacturing	1%
Aerospace and defense manufacturing	1%
Other business and services	9%

*Primary business with 1% or more is listed. Not listed: Chemicals, Life sciences, Natural resources.

Respondent's job function*:

		N = 869
■	**IT/IS management/staff – (total)**	**54%**
◆	DBA/Systems administrator	16%
◆	Consulting	12%
◆	Systems development/programming management	11%
◆	Systems development/programming staff	6%
◆	Technical support director/manager	4%
◆	Education/training	3%
◆	Other technical management/staff	3%
■	**Corporate management/staff – (total)**	**43%**
◆	Computer systems/operations management	15%
◆	Executive management	14%
◆	Finance/administrative management	5%
◆	Sales/marketing management	5%
◆	Service VP or manager	1%
■	**Other job function**	**3%**

* Job functions with 1% or more are listed. Not listed under corporate management: 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 rounding or omitted functions less than 1%.

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

		N = 869
■	Under 10	13%
■	10 – 24	8%
■	25 – 49	5%
■	50 – 99	6%
■	100 – 499	14%
■	500 – 999	7%
■	1,000 – 2,499	10%
■	2,500 – 9,999	16%
■	10,000 – 24,999	7%
■	25,000 – 49,999	5%
■	50,000 +	11%
	Mean	10,969 employees
	Median	835 employees

Does not add to 100% due to rounding.

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

	N = 869
▪ **Any***	**90%**
◆ Database products	59%
◆ Desktop/laptop computers	50%
◆ Application or web development tools	46%
◆ Servers (including server appliances)	45%
◆ Enterprise/business applications	41%
◆ Other software	41%
◆ Consulting services	40%
◆ Storage products	37%
◆ Products middleware software	33%
◆ Infrastructure and systems management tools	29%
◆ Industry specific applications	26%
▪ **None of the above**	**11%**

*Does not add to 100% due to rounding.

Products a company owns (among respondents who evaluate, specify, recommend or authorize purchases):

		N = 778
▪ **Any (net)**		**94%**
◆ **Servers (including server appliances) (subnet)**		**87%**
	○ Dell	42%
	○ Hewlett Packard	40%
	○ IBM	37%
	○ Sun	27%
	○ Fujitsu-Siemens	5%
	○ Other	15%
◆ **Operating systems (subnet)**		**84%**
	○ Windows Server	61%
	○ Red Hat Linux	35%
	○ Solaris	23%
	○ HP/UX	19%
	○ AIX	15%
	○ Novell SUSE Linux Enterprise	10%
	○ Asianux	2%
	○ Other	15%
◆ **Processors (subnet)**		**74%**
	○ Intel (Xeon or X86)	63%
	○ AMD Opteron	19%
	○ SPARC	15%
	○ Ultra SPARC	12%
	○ Other	12%
◆ **Storage products (subnet)**		**71%**
	○ Hewlett Packard	24%
	○ Dell	23%
	○ IBM	22%
	○ EMC	18%
	○ Veritas	9%
	○ Network Appliance	9%
	○ Hitachi	8%
	○ Fujitsu-Siemens	4%
	○ EqualLogic	2%
	○ Other	15%
◆ **Consulting services (subnet)**		**53%**
	○ IBM	17%
	○ Accenture	8%
	○ Deloitte	8%
	○ Capgemini	4%
	○ Bearing Point	2%
	○ Other	34%
◆ **All other**		**6%**
▪ **None of these**		**6%**

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

	N = 778
▪ **Any (net)**	**81%**
♦ **Servers (including server appliances) (subnet)**	**53%**
○ Dell	20%
○ Hewlett Packard	17%
○ IBM	16%
○ Sun	14%
○ Fujitsu-Siemens	6%
○ Other	11%
♦ **Operating systems (subnet)**	**40%**
○ Windows Server	20%
○ Red Hat Linux	17%
○ Solaris	10%
○ HP/UX	7%
○ AIX	7%
○ Novell SUSE Linux Enterprise	6%
○ Asianux	4%
○ Other	8%
♦ **Processors (subnet)**	**37%**
○ Intel (Xeon or X86)	26%
○ AMD Opteron	10%
○ SPARC	7%
○ Ultra SPARC	6%
○ Other	9%
♦ **Storage products (subnet)**	**39%**
○ Hewlett Packard	11%
○ Dell	11%
○ IBM	10%
○ EMC	10%
○ Network Appliance	7%
○ Veritas	6%
○ Hitachi	6%
○ EqualLogic	4%
○ Fujitsu-Siemens	4%
○ Other	9%
♦ **Consulting services (subnet)**	**33%**
○ IBM	12%
○ Deloitte	6%
○ Accenture	6%
○ Capgemini	5%
○ Bearing Point	4%
○ Other	19%
♦ **All other**	**9%**
▪ **None of these**	**19%**

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 = 778
▪ Less than $10,000	21%
▪ $10,000 - $49,999	25%
▪ $50,000 - $99,999	13%
▪ $100,000 - $499,999	17%
▪ $500,000 - $999,999	8%
▪ $1,000,000 and over	16%
Mean	$327,000
Median	$66,000

RESPONDENT DEMOGRAPHICS

Respondent gender:

	N = 869
▪ Male	92%
▪ Female	8%

Respondent age:

	N = 869
▪ Under 25 years	4%
▪ 25 – 34	30%
▪ 35 – 44	38%
▪ 45 – 54	18%
▪ 55 +	11%
Mean	40.4 yrs.
Median	39.4 yrs.

*Does not add to 100% due to rounding.

Education:

	N = 869
▪ **College graduated or higher**	**95%**
◆ Graduated from college	40%
◆ Postgraduate study without degree	14%
◆ MBA	15%
◆ Other master's degree	24%
◆ Doctoral degree	3%
▪ **Attended college or less**	**5%**

*Does not add to 100% due to rounding.

Respondent's Household Income in 2009:

	N = 869
▪ Less than $25,000	18%
▪ $25,000-$29,999	9%
▪ $30,000-$39,999	8%
▪ $40,000-$49,999	6%
▪ $50,000-$74,999	10%
▪ $75,000-$99,999	10%
▪ $100,000-$124,999	13%
▪ $125,000-$149,999	7%
▪ $150,000-$174,999	5%
▪ $175,000-$199,999	3%
▪ $200,000 or more	11%
Mean	$88,300
Median	$73,700