

IT in the Workplace Survey
Data Report



- 1 Which of the following do you read/watch/listen to/follow on a day-to-day basis in your professional life? Please pick the three you use most and rank in order of the trust you place in them
- 2 Which of the following do you read/watch/listen to/follow on a day-to-day basis in your professional life? - Responses ranked '1'
- 3 Which of the following do you read/watch/listen to/follow on a day-to-day basis in your professional life? - Responses ranked '2'
- 4 Which of the following do you read/watch/listen to/follow on a day-to-day basis in your professional life? - Responses ranked '3'
- 5 From which of the following do you get your most trusted information when you need to make technology decisions? Please pick the three most important and rank in order of priority
- 6 From which of the following do you get your most trusted information when you need to make technology decisions? - Responses ranked '1'
- 7 From which of the following do you get your most trusted information when you need to make technology decisions? - Responses ranked '2'
- 8 From which of the following do you get your most trusted information when you need to make technology decisions? - Responses ranked '3'
- 9 Which of these analyst houses do you use/know?
- 10 Please rank the following analyst houses according to the amount of trust you place in them
- 11 Please rank the following analyst houses according to the amount of trust you place in them - Responses ranked '1'
- 12 Please rank the following analyst houses according to the amount of trust you place in them - Responses ranked '2'
- 13 Please rank the following analyst houses according to the amount of trust you place in them - Responses ranked '3'
- 14 Which of the following give you more trust in one analyst house over another? Please pick the 3 most important factors and rank them according to priority
- 15 Which of the following make you place more trust in one analyst house over another? - Responses ranked '1'
- 16 Which of the following make you place more trust in one analyst house over another? - Responses ranked '2'
- 17 Which of the following make you place more trust in one analyst house over another? - Responses ranked '3'
- 18 What do you want to see more of from analysts?
- 19 Which of the following are the highest technology priorities you face today? Please pick your top 3 and rank according to priority
- 20 Which of the following are the highest technology priorities you face today? - Responses ranked '1'
- 21 Which of the following are the highest technology priorities you face today? - Responses ranked '2'
- 22 Which of the following are the highest technology priorities you face today? - Responses ranked '3'
- 23 How many employees work in your organisation?



Which of the following do you read/watch/listen to/follow on a day-to-day basis in your professional life? Please pick the three you use most and rank in order of the trust you place in them

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Other (please specify)	3.00	-	3.00	-	-	-
Television/radio documentaries	2.60	-	3.00	2.67	2.00	-
Social media (e.g. Twitter, communities, forums)	2.53	2.83	2.40	2.50	2.25	-
Regional newspapers	2.33	2.00	-	3.00	-	-
Radio news	2.25	3.00	2.00	2.67	2.00	-
Current affairs/business magazines	2.17	2.00	2.50		2.50	1.67
Trade and technical magazines	2.15	1.75	1.25	2.67	2.60	2.50
National newspapers	1.94	1.83	1.00	1.00	2.17	2.67
Television news	1.71	2.00	1.60	1.50	2.00	1.00
Online news sites	1.68	1.90	2.33	1.25	1.38	1.67
Blogs	1.50	1.50	1.67		1.00	-
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Other (please specify)	3.00	-	3.00	-
Television/radio documentaries	2.60	3.00	2.50	2.50
Social media (e.g. Twitter, communities, forums)	2.53	2.83	2.20	2.50
Regional newspapers	2.33	-	1.00	3.00
Radio news	2.25	2.50	3.00	2.11
Current affairs/business magazines	2.17	1.67	2.40	2.25
Trade and technical magazines	2.15	2.20	2.29	2.00
National newspapers	1.94	1.60	1.83	2.29
Television news	1.71	1.67	1.86	1.64
Online news sites	1.68	2.00	1.63	1.57
Blogs	1.50	1.40	1.00	2.00
Base	50	13	15	22

Source: Vanson Bourne



Which of the following do you read/watch/listen to/follow on a day-to-day basis in your professional life? Please pick the three you use most and rank in order of the trust you place in them. Responses ranked '1'

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Base: All respondents						
Online news sites	28%	21%	9%	38%	50%	20%
Television news	18%	7%	18%	38%	8%	40%
National newspapers	16%	21%	9%	25%	17%	0%
Blogs	14%	29%	18%	0%	8%	0%
Trade and technical magazines	10%	14%	27%	0%	0%	0%
Radio news	6%	0%	18%	0%	8%	0%
Current affairs/business magazines	4%	0%	0%	0%	0%	40%
Regional newspapers	2%	7%	0%	0%	0%	0%
Social media (e.g. Twitter, communities, forums)	2%	0%	0%	0%	8%	0%
Television/radio documentaries	0%	0%	0%	0%	0%	0%
Other (please specify)	0%	0%	0%	0%	0%	0%
Base	50	14	11	8	12	5

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Base: All respondents				
Online news sites	28%	15%	27%	36%
Television news	18%	15%	13%	23%
National newspapers	16%	23%	20%	9%
Blogs	14%	31%	13%	5%
Trade and technical magazines	10%	8%	13%	9%
Radio news	6%	0%	0%	14%
Current affairs/business magazines	4%	8%	0%	5%
Regional newspapers	2%	0%	7%	0%
Social media (e.g. Twitter, communities, forums)	2%	0%	7%	0%
Television/radio documentaries	0%	0%	0%	0%
Other (please specify)	0%	0%	0%	0%
Base	50	13	15	22

Source: Vanson Bourne



Which of the following do you read/watch/listen to/follow on a day-to-day basis in your professional life? Please pick the three you use most and rank in order of the trust you place in them. Responses ranked '2'

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Television news	26%	14%	27%	38%	42%	0%
Online news sites	18%	36%	0%	13%	8%	40%
Trade and technical magazines	14%	7%	9%	13%	17%	40%
Current affairs/business magazines	12%	21%	18%	0%	8%	0%
Social media (e.g. Twitter, communities, forums)	12%	7%	27%	13%	8%	0%
National newspapers	6%	7%	0%	0%	8%	20%
Radio news	6%	0%	18%	13%	0%	0%
Television/radio documentaries	4%	0%	0%	13%	8%	0%
Blogs	2%	7%	0%	0%	0%	0%
Regional newspapers	0%	0%	0%	0%	0%	0%
Other (please specify)	0%	0%	0%	0%	0%	0%
Base	50	14	11	8	12	5

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Television news	26%	31%	27%	23%
Online news sites	18%	15%	20%	18%
Trade and technical magazines	14%	15%	7%	18%
Current affairs/business magazines	12%	15%	20%	5%
Social media (e.g. Twitter, communities, forums)	12%	8%	13%	14%
National newspapers	6%	8%	7%	5%
Radio news	6%	8%	0%	9%
Television/radio documentaries	4%	0%	7%	5%
Blogs	2%	0%	0%	5%
Regional newspapers	0%	0%	0%	0%
Other (please specify)	0%	0%	0%	0%
Base	50	13	15	22

Source: Vanson Bourne



Which of the following do you read/watch/listen to/follow on a day-to-day basis in your professional life? Please pick the three you use most and rank in order of the trust you place in them. Responses ranked '3'

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Social media (e.g. Twitter, communities, forums)	20%	36%	18%	13%	17%	0%
Trade and technical magazines	16%	7%	0%	25%	25%	40%
National newspapers	14%	14%	0%	0%	25%	40%
Radio news	12%	7%	18%	25%	8%	0%
Online news sites	10%	14%	18%	0%	8%	0%
Current affairs/business magazines	8%	0%	18%	0%	8%	20%
Television/radio documentaries	6%	0%	9%	25%	0%	0%
Regional newspapers	4%	7%	0%	13%	0%	0%
Television news	4%	7%	0%	0%	8%	0%
Blogs	4%	7%	9%	0%	0%	0%
Other (please specify)	2%	0%	9%	0%	0%	0%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Social media (e.g. Twitter, communities, forums)	20%	38%	13%	14%
Trade and technical magazines	16%	15%	27%	9%
National newspapers	14%	8%	13%	18%
Radio news	12%	8%	7%	18%
Online news sites	10%	15%	7%	9%
Current affairs/business magazines	8%	0%	13%	9%
Television/radio documentaries	6%	8%	7%	5%
Regional newspapers	4%	0%	0%	9%
Television news	4%	0%	7%	5%
Blogs	4%	8%	0%	5%
Other (please specify)	2%	0%	7%	0%
Base	50	13	15	22

Source: Vanson Bourne



From which of the following do you get your most trusted information when you need to make technology decisions? Please pick the three most important and rank in order of priority

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Base: All respondents						
Peers and colleagues	1.73	2.00	1.40	1.50	1.88	2.00
Broadcast media	1.83	2.00	-	2.50	1.00	-
Analysts (e.g. Gartner, Forrester, IDC)	1.84	1.67	2.00	1.67	2.14	1.67
Industry events	2.00	2.50	1.80	2.33	2.00	1.00
IT press specific to your vertical sector (e.g. Government Computing, Retail Technology, Financial Sector Technology)	2.00	2.00	1.80	2.20	2.00	2.00
General IT press (e.g. Computer Weekly, Computing, CIO Magazine)	2.18	1.83	2.50	2.00	2.00	2.67
National/business press (e.g. FT, Economist, BBC, The Times)	2.21	2.50	2.20	2.00	2.00	2.00
Blogs	2.33	2.00	3.00	-	-	-
Online news sites	2.40	3.00	1.50	3.00	3.00	-
Social media	2.67	-	3.00	-	2.50	-
Other (please specify)	2.00	2.00	-	-	-	-
Base	50	14	11	8	12	5

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Base: All respondents				
Peers and colleagues	1.73	1.80	1.43	1.86
Broadcast media	1.83	2.00	1.00	3.00
Analysts (e.g. Gartner, Forrester, IDC)	1.84	1.20	2.20	1.93
Industry events	2.00	2.00	2.33	1.67
IT press specific to your vertical sector (e.g. Government Computing, Retail Technology, Financial Sector Technology)	2.00	2.09	1.89	2.00
General IT press (e.g. Computer Weekly, Computing, CIO Magazine)	2.18	1.75	2.50	2.33
National/business press (e.g. FT, Economist, BBC, The Times)	2.21	2.80	2.00	1.75
Blogs	2.33	3.00	-	2.00
Online news sites	2.40	2.50	-	2.33
Social media	2.67	-	2.50	3.00
Other (please specify)	2.00	-	-	2.00
Base	50	13	15	22

Source: Vanson Bourne



From which of the following do you get your most trusted information when you need to make technology decisions? Responses ranked '1'

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Peers and colleagues	26%	14%	27%	38%	33%	20%
Analysts (e.g. Gartner, Forrester, IDC)	22%	36%	9%	25%	17%	20%
IT press specific to your vertical sector (e.g. Government Computing, Retail Technology, Financial Sector Technology)	16%	7%	18%	25%	17%	20%
General IT press (e.g. Computer Weekly, Computing, CIO Magazine)	12%	21%	9%	13%	8%	0%
Industry events	8%	0%	18%	0%	8%	20%
National/business press (e.g. FT, Economist, BBC, The Times)	6%	7%	9%	0%	0%	20%
Broadcast media	6%	7%	0%	0%	17%	0%
Online news sites	2%	0%	9%	0%	0%	0%
Blogs	2%	7%	0%	0%	0%	0%
Social media	0%	0%	0%	0%	0%	0%
Other (please specify)	0%	0%	0%	0%	0%	0%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Peers and colleagues	26%	23%	33%	23%
Analysts (e.g. Gartner, Forrester, IDC)	22%	31%	7%	27%
IT press specific to your vertical sector (e.g. Government Computing, Retail Technology, Financial Sector Technology)	16%	15%	13%	18%
General IT press (e.g. Computer Weekly, Computing, CIO Magazine)	12%	31%	7%	5%
Industry events	8%	0%	7%	14%
National/business press (e.g. FT, Economist, BBC, The Times)	6%	0%	13%	5%
Broadcast media	6%	0%	20%	0%
Online news sites	2%	0%	0%	5%
Blogs	2%	0%	0%	5%
Social media	0%	0%	0%	0%
Other (please specify)	0%	0%	0%	0%
Base	50	13	15	22

Source: Vanson Bourne



From which of the following do you get your most trusted information when you need to make technology decisions? Responses ranked '2'

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
IT press specific to your vertical sector (e.g. Government Computing, Retail Technology, Financial Sector Technology)	32%	57%	18%	0%	33%	40%
Peers and colleagues	14%	7%	18%	38%	8%	0%
Analysts (e.g. Gartner, Forrester, IDC)	14%	14%	9%	0%	17%	40%
General IT press (e.g. Computer Weekly, Computing, CIO Magazine)	12%	7%	9%	0%	25%	20%
Industry events	10%	7%	18%	25%	0%	0%
National/business press (e.g. FT, Economist, BBC, The Times)	10%	0%	18%	25%	8%	0%
Online news sites	2%	0%	9%	0%	0%	0%
Social media	2%	0%	0%	0%	8%	0%
Broadcast media	2%	0%	0%	13%	0%	0%
Blogs	0%	0%	0%	0%	0%	0%
Other (please specify)	2%	7%	0%	0%	0%	0%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
IT press specific to your vertical sector (e.g. Government Computing, Retail Technology, Financial Sector Technology)	32%	46%	40%	18%
Peers and colleagues	14%	0%	7%	27%
Analysts (e.g. Gartner, Forrester, IDC)	14%	8%	13%	18%
General IT press (e.g. Computer Weekly, Computing, CIO Magazine)	12%	15%	13%	9%
Industry events	10%	8%	13%	9%
National/business press (e.g. FT, Economist, BBC, The Times)	10%	8%	7%	14%
Online news sites	2%	8%	0%	0%
Social media	2%	0%	7%	0%
Broadcast media	2%	8%	0%	0%
Blogs	0%	0%	0%	0%
Other (please specify)	2%	0%	0%	5%
Base	50	13	15	22

Source: Vanson Bourne



From which of the following do you get your most trusted information when you need to make technology decisions? Responses ranked '3'

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
General IT press (e.g. Computer Weekly, Computing, CIO Magazine)	20%	14%	36%	13%	8%	40%
IT press specific to your vertical sector (e.g. Government Computing, Retail Technology, Financial Sector Technology)	16%	7%	9%	38%	17%	20%
Analysts (e.g. Gartner, Forrester, IDC)	14%	14%	9%	13%	25%	0%
Peers and colleagues	12%	14%	0%	0%	25%	20%
National/business press (e.g. FT, Economist, BBC, The Times)	12%	21%	18%	0%	0%	20%
Industry events	8%	7%	9%	13%	8%	0%
Online news sites	6%	7%	0%	13%	8%	0%
Blogs	4%	7%	9%	0%	0%	0%
Social media	4%	0%	9%	0%	8%	0%
Broadcast media	4%	7%	0%	13%	0%	0%
Other (please specify)	0%	0%	0%	0%	0%	0%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
General IT press (e.g. Computer Weekly, Computing, CIO Magazine)	20%	15%	33%	14%
IT press specific to your vertical sector (e.g. Government Computing, Retail Technology, Financial Sector Technology)	16%	23%	7%	18%
Analysts (e.g. Gartner, Forrester, IDC)	14%	0%	13%	23%
Peers and colleagues	12%	15%	7%	14%
National/business press (e.g. FT, Economist, BBC, The Times)	12%	31%	13%	0%
Industry events	8%	0%	20%	5%
Online news sites	6%	8%	0%	9%
Blogs	4%	8%	0%	5%
Social media	4%	0%	7%	5%
Broadcast media	4%	0%	0%	9%
Other (please specify)	0%	0%	0%	0%
Base	50	13	15	22

Source: Vanson Bourne



Which of these analyst houses do you use/know?

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Gartner	80%	93%	73%	100%	58%	80%
Forrester	66%	100%	55%	75%	42%	40%
IDC	54%	86%	36%	38%	42%	60%
None of above	12%	0%	18%	0%	33%	0%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Gartner	80%	85%	67%	86%
Forrester	66%	77%	53%	68%
IDC	54%	85%	60%	32%
None of above	12%	8%	27%	5%
Base	50	13	15	22

Source: Vanson Bourne



Please rank the following analyst houses according to the amount of trust you place in them

Base: Respondents who know or use the following analyst houses

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
IDC	2.19	1.92	2.25	3.00	2.40	2.00
Forrester	1.88	1.93	1.83	1.67	2.00	2.00
Gartner	1.43	1.92	1.25	1.25	1.14	1.00
Base	44	14	9	8	8	5

Base: Respondents who know or use the following analyst houses

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
IDC	2.19	1.91	2.33	2.43
Forrester	1.88	2.20	1.88	1.67
Gartner	1.43	1.64	1.40	1.32
Base	44	12	11	21

Source: Vanson Bourne



**Please rank the following analyst houses according to the amount of trust you place in them.
Responses ranked '1'**

Base: Respondents who know or use the following analyst houses

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Gartner	59%	29%	67%	75%	75%	80%
Forrester	23%	29%	22%	25%	13%	20%
IDC	18%	43%	11%	0%	13%	0%
Base	44	14	9	8	8	5

Base: Respondents who know or use the following analyst houses

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Gartner	59%	50%	55%	67%
Forrester	23%	8%	27%	29%
IDC	18%	42%	18%	5%
Base	44	12	11	21

Source: Vanson Bourne



**Please rank the following analyst houses according to the amount of trust you place in them.
Responses ranked '2'**

Base: Respondents who know or use the following analyst houses

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Forrester	50%	50%	50%	67%	60%	0%
Gartner	32%	43%	33%	33%	20%	0%
IDC	18%	7%	17%	0%	20%	100%
Base	34	14	6	6	5	3

Base: Respondents who know or use the following analyst houses

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Forrester	50%	55%	33%	57%
Gartner	32%	27%	44%	29%
IDC	18%	18%	22%	14%
Base	34	11	9	14

Source: Vanson Bourne



**Please rank the following analyst houses according to the amount of trust you place in them.
Responses ranked '3'**

Base: Respondents who know or use the following analyst houses

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
IDC	59%	45%	67%	100%	75%	0%
Forrester	27%	27%	33%	0%	25%	100%
Gartner	14%	27%	0%	0%	0%	0%
Base	22	11	3	3	4	1

Base: Respondents who know or use the following analyst houses

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
IDC	59%	44%	71%	67%
Forrester	27%	33%	29%	17%
Gartner	14%	22%	0%	17%
Base	22	9	7	6

Source: Vanson Bourne



Which of the following give you more trust in one analyst house over another? Please pick the 3 most important factors and rank them according to priority

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Evidence of accurately predicting market trends	1.77	1.71	1.50	2.33	1.75	2.00
Focus on hard facts and statistics	1.83	1.86	2.50	1.00	2.00	1.50
Produce research on a wide range of topics	1.92	1.33	3.00	2.33	1.33	2.00
Have a very clear focus in expertise	2.00	2.71	1.80	1.80	2.00	1.00
Offer in-depth opinion, commentary and analysis	2.06	2.20	2.14	2.00	1.88	2.00
Quoted in the press more often	2.10	2.00	2.00	3.00	2.00	-
Openness (a certain degree of information is available without purchasing reports)	2.35	1.67	2.00	2.00	2.63	3.00
Other (please specify)	2.00	1.00	-	3.00	2.00	-
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Evidence of accurately predicting market trends	1.77	1.63	1.86	1.82
Focus on hard facts and statistics	1.83	1.50	2.00	2.00
Produce research on a wide range of topics	1.92	2.20	1.00	2.00
Have a very clear focus in expertise	2.00	1.75	2.00	2.07
Offer in-depth opinion, commentary and analysis	2.06	2.22	2.14	1.94
Quoted in the press more often	2.10	2.25	1.67	2.33
Openness (a certain degree of information is available without purchasing reports)	2.35	3.00	2.27	2.17
Other (please specify)	2.00	-	-	2.00
Base	50	13	15	22

Source: Vanson Bourne



Which of the following make you place more trust in one analyst house over another? Responses ranked '1'

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Evidence of accurately predicting market trends	26%	29%	36%	13%	33%	0%
Have a very clear focus in expertise	16%	0%	36%	13%	8%	40%
Focus on hard facts and statistics	16%	14%	9%	38%	8%	20%
Offer in-depth opinion, commentary and analysis	16%	14%	9%	13%	25%	20%
Produce research on a wide range of topics	10%	14%	0%	0%	17%	20%
Openness (a certain degree of information is available without purchasing reports)	10%	14%	9%	25%	0%	0%
Quoted in the press more often	4%	7%	0%	0%	8%	0%
Other (please specify)	2%	7%	0%	0%	0%	0%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Evidence of accurately predicting market trends	26%	38%	20%	23%
Have a very clear focus in expertise	16%	8%	13%	23%
Focus on hard facts and statistics	16%	31%	13%	9%
Offer in-depth opinion, commentary and analysis	16%	8%	13%	23%
Produce research on a wide range of topics	10%	8%	13%	9%
Openness (a certain degree of information is available without purchasing reports)	10%	0%	20%	9%
Quoted in the press more often	4%	8%	7%	0%
Other (please specify)	2%	0%	0%	5%
Base	50	13	15	22

Source: Vanson Bourne



Which of the following make you place more trust in one analyst house over another? Responses ranked '2'

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Offer in-depth opinion, commentary and analysis	30%	29%	36%	25%	25%	40%
Have a very clear focus in expertise	22%	14%	36%	50%	8%	0%
Evidence of accurately predicting market trends	12%	7%	9%	0%	17%	40%
Quoted in the press more often	10%	14%	18%	0%	8%	0%
Focus on hard facts and statistics	10%	29%	0%	0%	0%	20%
Produce research on a wide range of topics	8%	7%	0%	25%	8%	0%
Openness (a certain degree of information is available without purchasing reports)	6%	0%	0%	0%	25%	0%
Other (please specify)	2%	0%	0%	0%	8%	0%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Offer in-depth opinion, commentary and analysis	30%	38%	13%	36%
Have a very clear focus in expertise	22%	23%	33%	14%
Evidence of accurately predicting market trends	12%	8%	13%	14%
Quoted in the press more often	10%	8%	13%	9%
Focus on hard facts and statistics	10%	8%	13%	9%
Produce research on a wide range of topics	8%	15%	0%	9%
Openness (a certain degree of information is available without purchasing reports)	6%	0%	13%	5%
Other (please specify)	2%	0%	0%	5%
Base	50	13	15	22

Source: Vanson Bourne



Which of the following make you place more trust in one analyst house over another? Responses ranked '3'

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Openness (a certain degree of information is available without purchasing reports)	24%	7%	9%	25%	42%	60%
Offer in-depth opinion, commentary and analysis	20%	29%	18%	13%	17%	20%
Have a very clear focus in expertise	16%	36%	18%	0%	8%	0%
Evidence of accurately predicting market trends	14%	14%	9%	25%	17%	0%
Focus on hard facts and statistics	10%	7%	27%	0%	8%	0%
Produce research on a wide range of topics	8%	0%	18%	13%	0%	20%
Quoted in the press more often	6%	7%	0%	13%	8%	0%
Other (please specify)	2%	0%	0%	13%	0%	0%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Openness (a certain degree of information is available without purchasing reports)	24%	23%	40%	14%
Offer in-depth opinion, commentary and analysis	20%	23%	20%	18%
Have a very clear focus in expertise	16%	0%	13%	27%
Evidence of accurately predicting market trends	14%	15%	13%	14%
Focus on hard facts and statistics	10%	8%	13%	9%
Produce research on a wide range of topics	8%	15%	0%	9%
Quoted in the press more often	6%	15%	0%	5%
Other (please specify)	2%	0%	0%	5%
Base	50	13	15	22

Source: Vanson Bourne



What do you want to see more of from analysts?

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
More market predictions	40%	0%	45%	63%	58%	60%
More analysis of data	30%	50%	27%	25%	17%	20%
More commentary and opinion around data	30%	50%	27%	13%	25%	20%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
More market predictions	40%	38%	40%	41%
More analysis of data	30%	31%	33%	27%
More commentary and opinion around data	30%	31%	27%	32%
Base	50	13	15	22

Source: Vanson Bourne



Which of the following are the highest technology priorities you face today? Please pick your top 3 and rank according to priority

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Base: All respondents						
Supply chain management	1.40	-	1.33	-	2.00	1.00
IT assets	1.60	1.00	2.00	-	1.67	-
Identify and Access Management	1.75	3.00	1.00	-	1.00	2.00
Data / document management	1.75	1.38	3.00	2.00	1.50	2.00
Enterprise resource planning	1.78	2.00	2.00	1.00	2.00	-
Outsourcing	1.83	3.00	1.00	1.50	3.00	1.00
Service Oriented Architecture	1.88	2.50	1.00	2.00	2.00	1.50
Enterprise architecture	2.00	1.50	2.67	2.00	1.00	-
Business Intelligence	2.07	2.50	2.25	2.33	1.75	1.50
Data centre security	2.08	1.83	3.00	1.00	2.00	3.00
PPM and IT governance	2.09	2.25	1.67	2.00	3.00	-
Collaboration	2.09	2.25	2.25	3.00	1.00	1.00
Cloud computing	2.15	2.33	1.33	3.00	2.22	2.00
Application Development	2.25	2.00	-	1.00	2.33	3.00
Business process management	2.50	-	2.33	3.00	2.25	3.00
Other (please specify)	-	-	-	-	-	-
Base	50	14	11	8	12	5

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Base: All respondents				
Supply chain management	1.40	-	1.50	1.33
IT assets	1.60	3.00	1.00	1.33
Identify and Access Management	1.75	1.50	-	2.00
Data / document management	1.75	1.50	2.00	2.00
Enterprise resource planning	1.78	3.00	1.40	2.00
Outsourcing	1.83	1.50	3.00	1.00
Service Oriented Architecture	1.88	1.00	1.80	2.50
Enterprise architecture	2.00	3.00	2.00	1.88
Business Intelligence	2.07	2.33	2.25	1.88
Data centre security	2.08	2.00	2.00	2.33
PPM and IT governance	2.09	3.00	2.00	2.00
Collaboration	2.09	1.50	2.00	2.40
Cloud computing	2.15	2.25	2.17	2.00
Application Development	2.25	3.00	2.33	2.00
Business process management	2.50	2.00	2.33	2.67
Other (please specify)	-	-	-	-
Base	50	13	15	22

Source: Vanson Bourne



Which of the following are the highest technology priorities you face today? Responses ranked '1'

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Data / document management	14%	36%	0%	13%	8%	0%
Data centre security	10%	21%	0%	13%	8%	0%
Cloud computing	10%	7%	18%	0%	17%	0%
Business Intelligence	8%	0%	9%	0%	17%	20%
Collaboration	8%	7%	9%	0%	8%	20%
Enterprise architecture	6%	7%	0%	13%	8%	0%
PPM and IT governance	6%	0%	18%	13%	0%	0%
IT assets	6%	7%	0%	0%	17%	0%
Enterprise resource planning	6%	7%	0%	25%	0%	0%
Outsourcing	6%	0%	9%	13%	0%	20%
Supply chain management	6%	0%	18%	0%	0%	20%
Identify and Access Management	4%	0%	9%	0%	8%	0%
Service Oriented Architecture	4%	0%	9%	0%	0%	20%
Application Development	4%	7%	0%	13%	0%	0%
Business process management	2%	0%	0%	0%	8%	0%
Other (please specify)	0%	0%	0%	0%	0%	0%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Data / document management	14%	31%	13%	5%
Data centre security	10%	23%	7%	5%
Cloud computing	10%	15%	7%	9%
Business Intelligence	8%	0%	7%	14%
Collaboration	8%	8%	13%	5%
Enterprise architecture	6%	0%	0%	14%
PPM and IT governance	6%	0%	7%	9%
IT assets	6%	0%	7%	9%
Enterprise resource planning	6%	0%	20%	0%
Outsourcing	6%	8%	0%	9%
Supply chain management	6%	0%	7%	9%
Identify and Access Management	4%	8%	0%	5%
Service Oriented Architecture	4%	8%	7%	0%
Application Development	4%	0%	0%	9%
Business process management	2%	0%	7%	0%
Other (please specify)	0%	0%	0%	0%
Base	50	13	15	22

Source: Vanson Bourne



Which of the following are the highest technology priorities you face today? Responses ranked '2'

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Base: All respondents						
Cloud computing	14%	14%	9%	0%	25%	20%
Business Intelligence	12%	7%	9%	25%	8%	20%
Data / document management	12%	21%	0%	13%	8%	20%
Service Oriented Architecture	10%	7%	0%	13%	17%	20%
Enterprise resource planning	10%	7%	27%	0%	8%	0%
Enterprise architecture	8%	7%	9%	25%	0%	0%
PPM and IT governance	8%	21%	0%	13%	0%	0%
Business process management	6%	0%	18%	0%	8%	0%
Application Development	4%	0%	0%	0%	17%	0%
Supply chain management	4%	0%	9%	0%	8%	0%
Collaboration	4%	7%	9%	0%	0%	0%
Identify and Access Management	2%	0%	0%	0%	0%	20%
Data centre security	2%	7%	0%	0%	7%	0%
IT assets	2%	0%	9%	0%	0%	0%
Outsourcing	2%	0%	0%	13%	0%	0%
Other (please specify)	0%	0%	0%	0%	0%	0%
Base	50	14	11	8	12	5

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Base: All respondents				
Cloud computing	14%	15%	20%	9%
Business Intelligence	12%	15%	7%	14%
Data / document management	12%	31%	0%	9%
Service Oriented Architecture	10%	0%	27%	5%
Enterprise resource planning	10%	0%	13%	14%
Enterprise architecture	8%	0%	7%	14%
PPM and IT governance	8%	0%	7%	14%
Business process management	6%	8%	0%	9%
Application Development	4%	0%	13%	0%
Supply chain management	4%	0%	7%	5%
Collaboration	4%	8%	0%	5%
Identify and Access Management	2%	8%	0%	0%
Data centre security	2%	8%	0%	0%
IT assets	2%	0%	0%	5%
Outsourcing	2%	8%	0%	0%
Other (please specify)	0%	0%	0%	0%
Base	50	13	15	22

Source: Vanson Bourne



Which of the following are the highest technology priorities you face today? Responses ranked '3'

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
Cloud computing	16%	21%	0%	13%	33%	0%
Business process management	12%	0%	9%	25%	17%	20%
Data centre security	12%	14%	9%	0%	8%	40%
Business Intelligence	10%	7%	18%	13%	8%	0%
Collaboration	10%	14%	18%	13%	0%	0%
PPM and IT governance	8%	7%	9%	13%	8%	0%
Application Development	8%	7%	0%	0%	8%	40%
Enterprise architecture	6%	0%	18%	13%	0%	0%
Data / document management	6%	0%	18%	13%	0%	0%
Outsourcing	4%	7%	0%	0%	8%	0%
Identify and Access Management	2%	7%	0%	0%	0%	0%
Service Oriented Architecture	2%	7%	0%	0%	0%	0%
IT assets	2%	0%	0%	0%	8%	0%
Enterprise resource planning	2%	7%	0%	0%	0%	0%
Supply chain management	0%	0%	0%	0%	0%	0%
Other (please specify)	0%	0%	0%	0%	0%	0%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
Cloud computing	16%	31%	13%	9%
Business process management	12%	0%	13%	18%
Data centre security	12%	23%	7%	9%
Business Intelligence	10%	8%	13%	9%
Collaboration	10%	0%	13%	14%
PPM and IT governance	8%	8%	7%	9%
Application Development	8%	8%	7%	9%
Enterprise architecture	6%	8%	0%	9%
Data / document management	6%	0%	13%	5%
Outsourcing	4%	0%	13%	0%
Identify and Access Management	2%	0%	0%	5%
Service Oriented Architecture	2%	0%	0%	5%
IT assets	2%	8%	0%	0%
Enterprise resource planning	2%	8%	0%	0%
Supply chain management	0%	0%	0%	0%
Other (please specify)	0%	0%	0%	0%
Base	50	13	15	22

Source: Vanson Bourne



How many employees work in your organisation?

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Business and professional services	Public sector
500 - 1000	26%	43%	9%	25%	17%	40%
1001 - 3000	30%	21%	27%	25%	58%	0%
More than 3000	44%	36%	64%	50%	25%	60%
Base	50	14	11	8	12	5

Base: All respondents

	Total	500 - 1000 employees	1001 - 3000 employees	More than 3000 employees
500 - 1000	26%	100%	0%	0%
1001 - 3000	30%	0%	100%	0%
More than 3000	44%	0%	0%	100%
Base	50	13	15	22

Source: Vanson Bourne