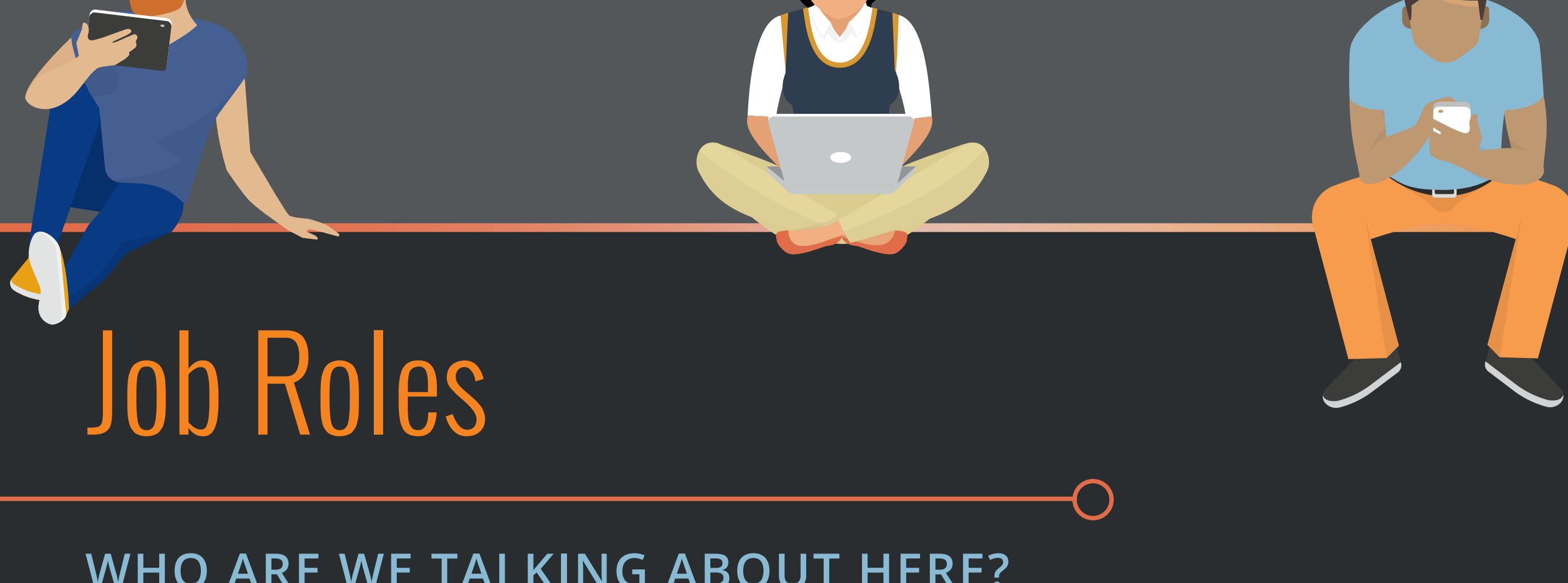


# The Content Tech Pros Really Want

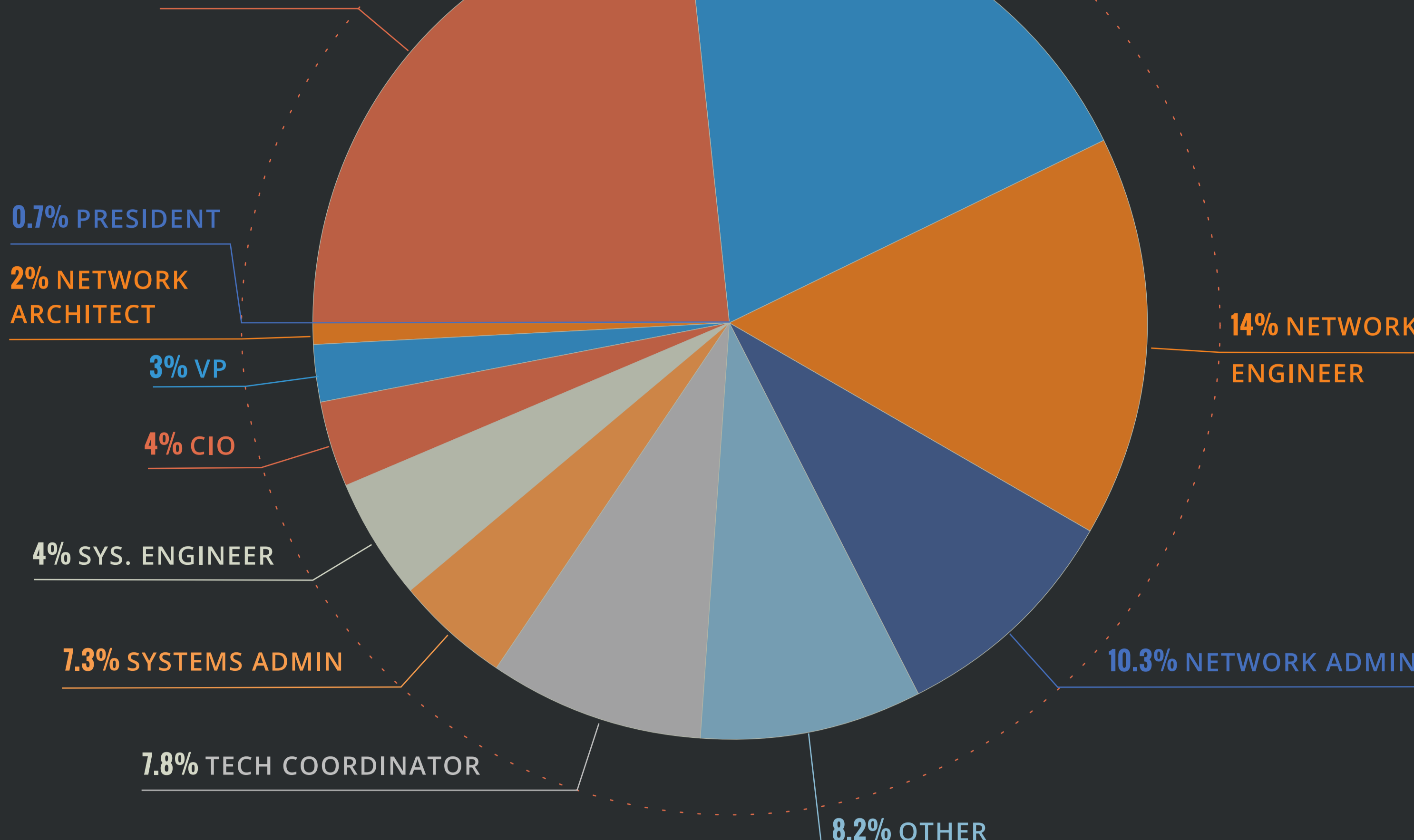
We asked more than 650 IT professionals about their tech content viewing habits. Here's the content they want to see in 2018.



## Job Roles

WHO ARE WE TALKING ABOUT HERE?

681 RESPONDENTS

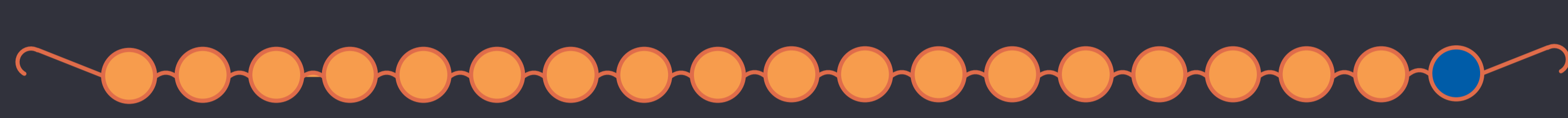


## Interest Level

DO THEY ACTUALLY READ & VIEW TECH-RELATED CONTENT?

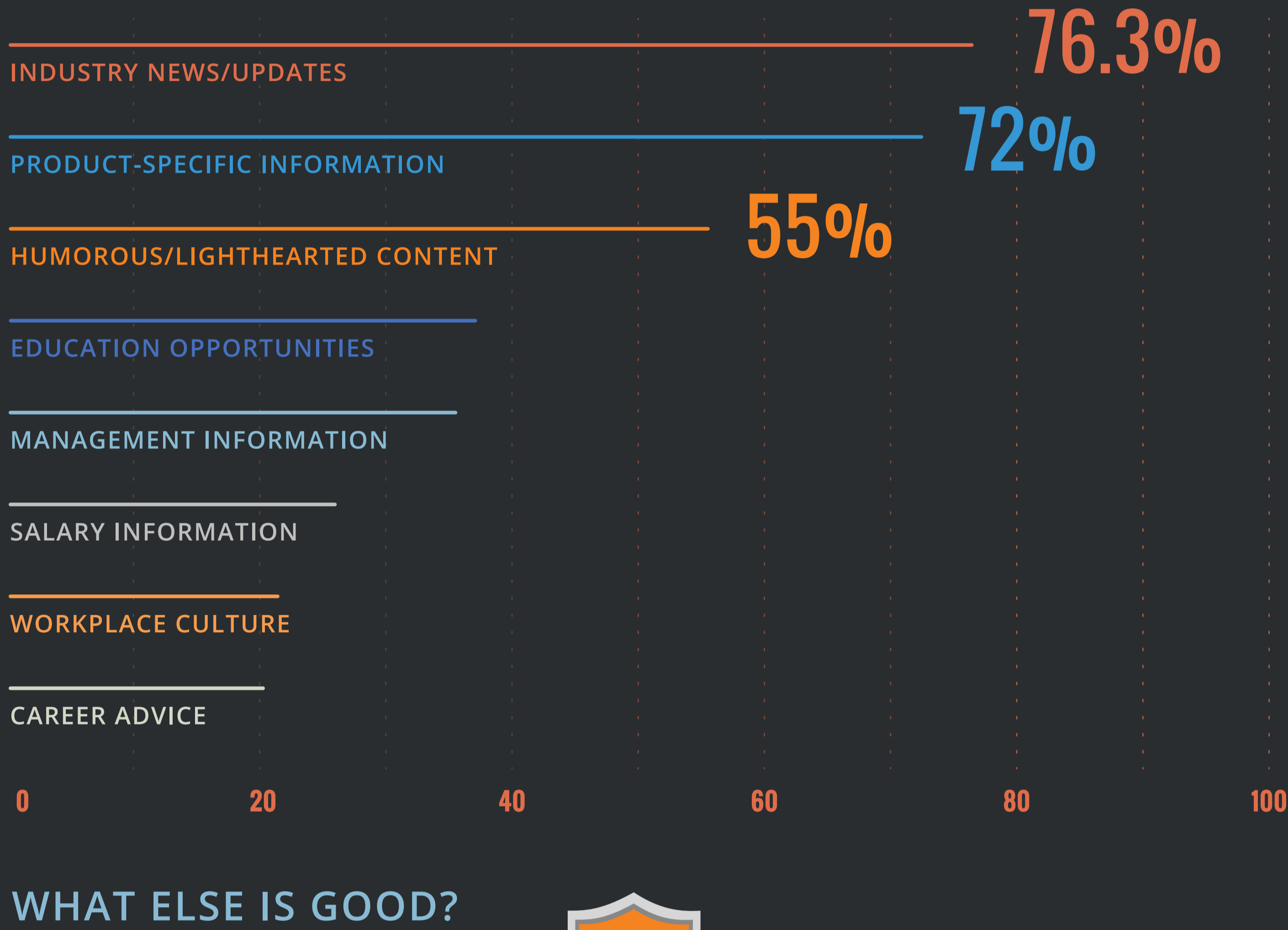
A RESOUNDING YES: 97.2%

Clearly content matters. Only 2.8% said no.



## Content Type

WHAT'S GOOD?



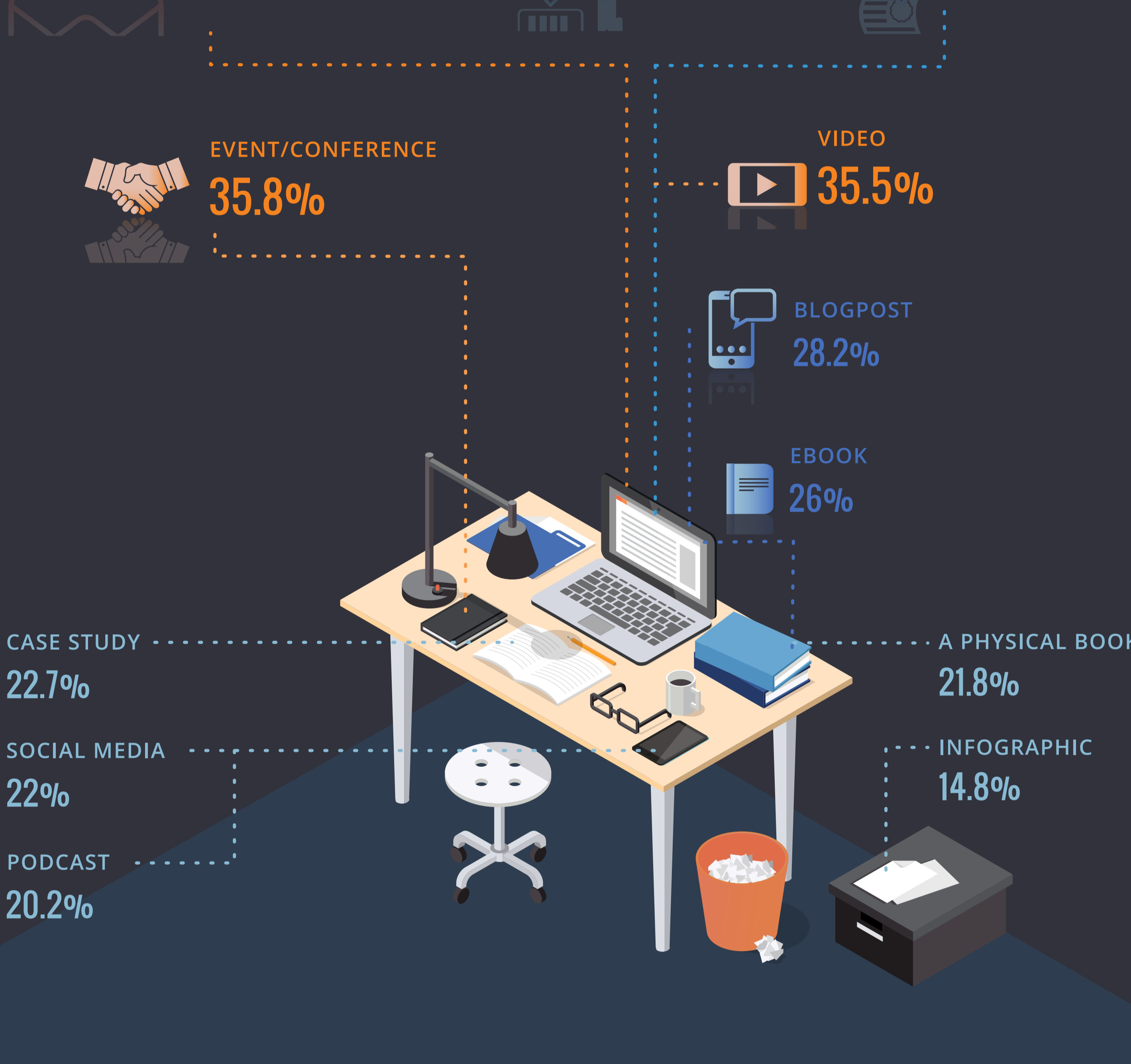
WHAT ELSE IS GOOD?

The most popular "other" was security-related content.



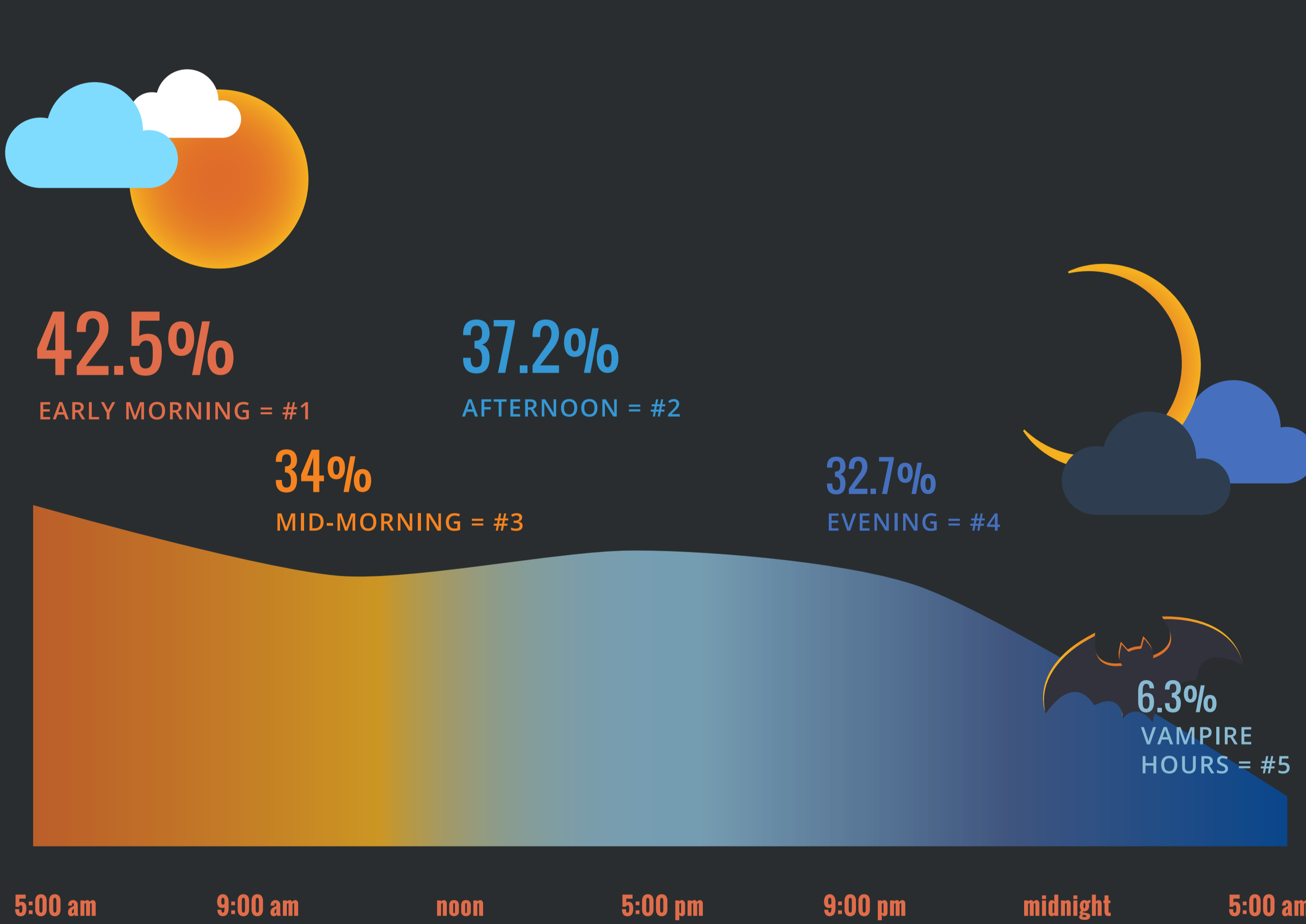
## Content Format

HOW DO THEY TAKE THEIR CONTENT?



## Times of day

WHAT ARE THE MOST POPULAR TIMES TO VIEW CONTENT?



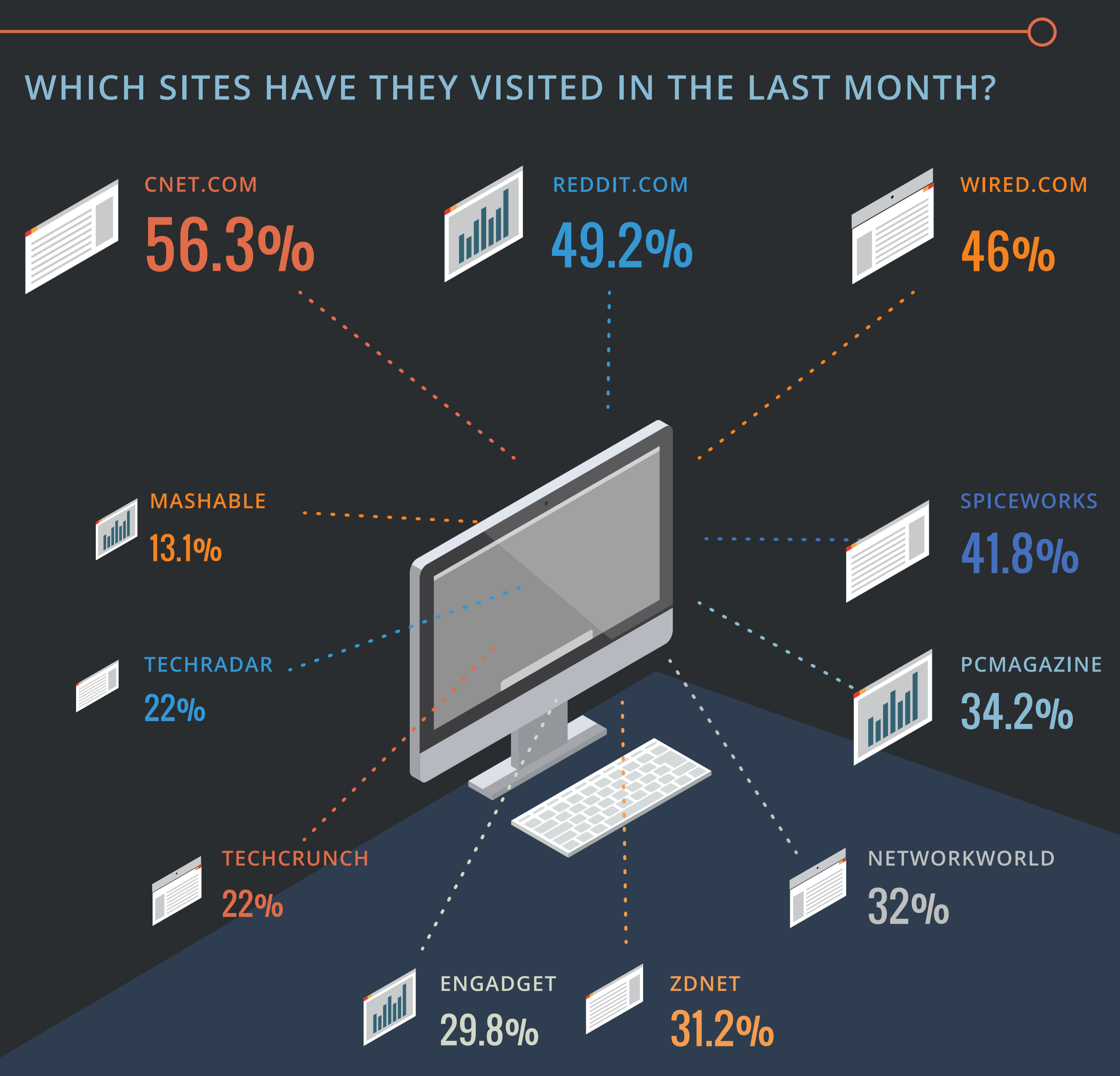
## Frequency

HOW OFTEN DO THEY CONSUME CONTENT?



## Websites

WHICH SITES HAVE THEY VISITED IN THE LAST MONTH?



VISIT [SUMMITIR.COM/OUR-BLOG/](http://SUMMITIR.COM/OUR-BLOG/) FOR MORE TECH-RELATED CONTENT

