

Information Technology Decision-Makers Panel



Contact us:

For more information on how the Harris Interactive Technology Research Group can help you with your future business decisions contact us at 877.919.4765 or email us at info@harrisinteractive.com

Gain insight into IT decision makers' business issues and opinions.

Harris Interactive can help you conduct the research you need to develop better, cost effective marketing strategies by targeting key technology decision makers.

Who makes up the Harris Interactive IT Decision Makers Panel?

The IT decision makers panel encompasses the largest market research panel of its type with access to approximately 150,000 IT decision makers across the globe. It helps you quickly research those who purchase technology products and services for their firms.

All members of the IT Specialty Panel are confirmed, opt-in participants recruited from IT companies and our multimillion member online panel.

How do we do this?

Due to our cutting edge technology and our strong partnerships, we not only gather data faster and more cost effectively but also conduct research never before possible. We start by taking the time to fully understand your objectives and then determine the best way to meet these requirements.

"We specialize in both quantitative and qualitative research, utilizing both traditional as well as internet based methodologies."

Can we segment the panel?

We can break down the panel by more than a dozen attributes, enabling us to direct your questions to the members most able to produce useful, actionable responses. For example: type of business, role in organization, profession, employees department, title, decision making status, type of product, size of company and more.

Research Applications that can give you the edge

We can test advertising and packaging attitudes, usage and purchase behaviors, motivations and media consumption. You'll also have the data to develop successful marketing communications programs, launch new products or services, or focus on business solutions at hand.

At Harris Interactive we can provide you with information you can act on.

