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CIO Tech Poll:
Tech Priorities 2024

Insight into the technology areas IT leaders will focus on over the next 12 months

Purpose and methodology

CIO Tech Poll: Tech Priorities 2024 was conducted to gauge which technology areas IT leaders will focus on over the next 12 months, and to measure the direction of spending within those categories.

Total respondents: 271

Audience base
CIO Audience

Job titles
CIO **22%**
IT manager/director **28%**
VP/SVP/EVP of IT **10%**
CEO/President/Owner/Partner/ General manager/COO **15%**
CTO **8%**
IT staff **12%**
Chief Digital Officer **2%**
CSO/CISO **2%**

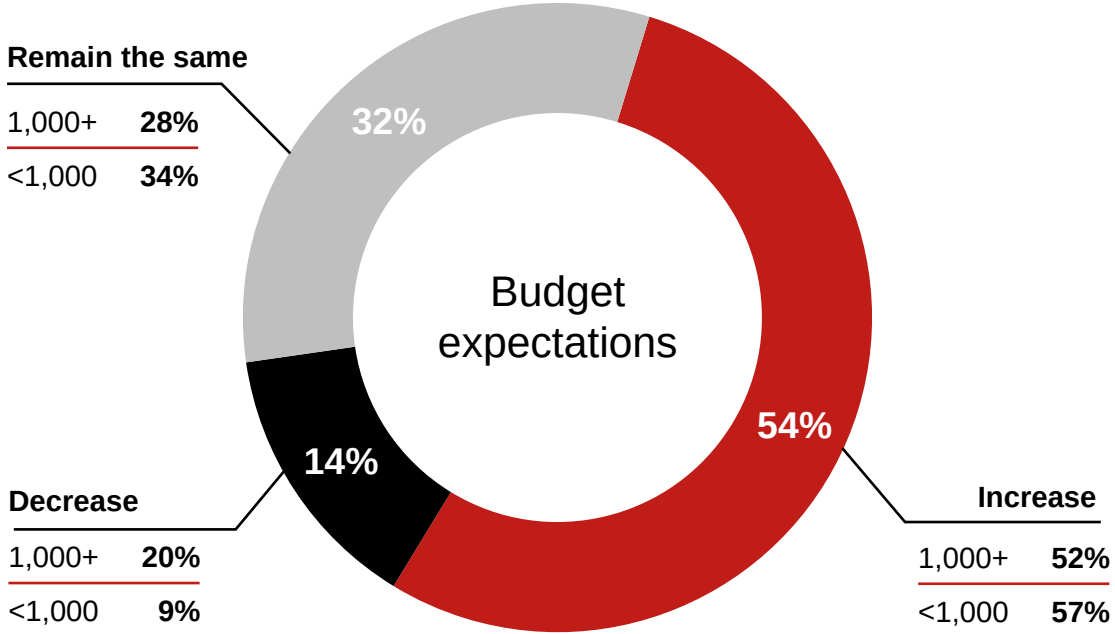
Region
North America **50%**
EMEA **23%**
APAC **23%**

Top represented industries
High tech **17%**
Financial services **14%**
Manufacturing **11%**
Healthcare **7%**
Services **13%**
Education **8%**
Government **5%**
Telecommunications **6%**
Retail **5%**

Company size (number of employees)
5,000+ **28%**
1,000-4,999 **20%**
100-999 **23%**
Less than 100 **25%**

Source: CIO Tech Poll: Tech Priorities, 2024

Technology budgets continue to see growth



Q: Will your overall IT budget increase, decrease or remain the same in the next 12 months compared to the past 12 months?

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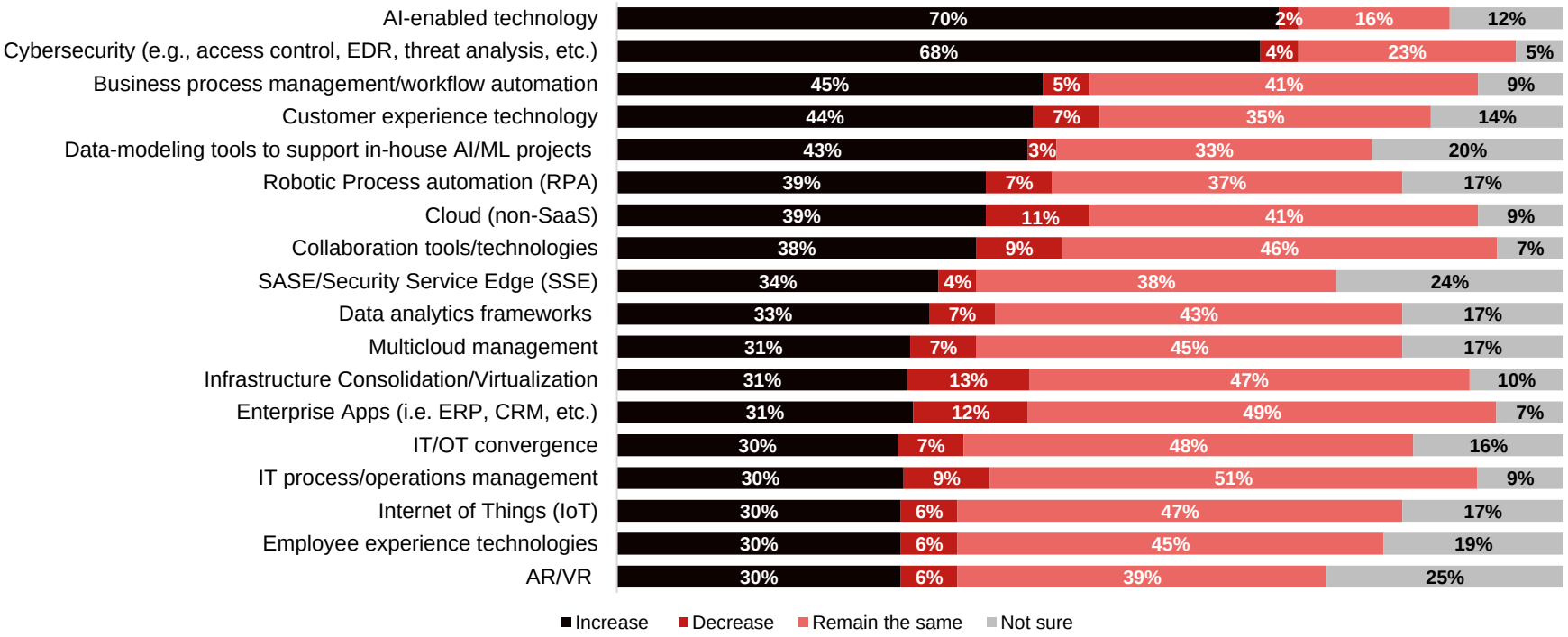
Source: CIO Tech Poll: Tech Priorities, 2024

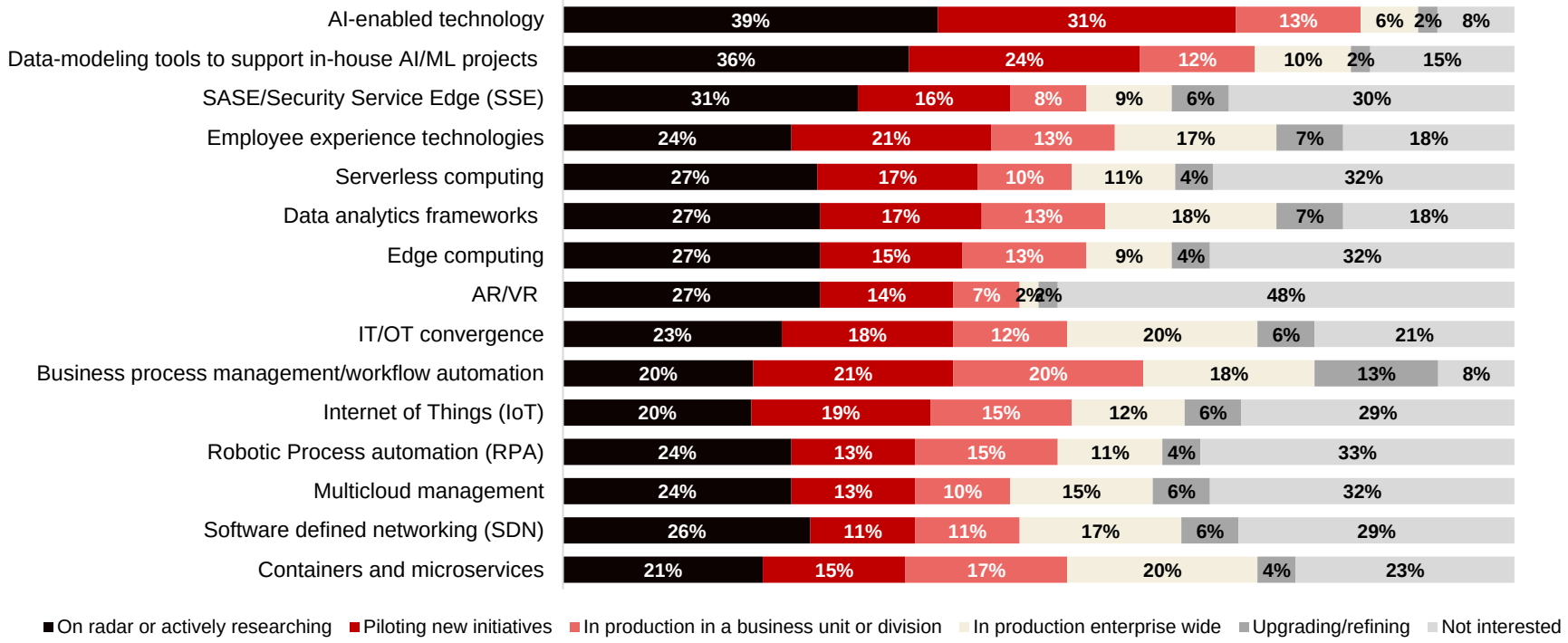
Increasing investments in these tools



Q: Will your spending for each of the following categories increase, decrease or remain the same in the next 12 months compared to the past 12 months?

Source: CIO Tech Poll: Tech Priorities, 2024

Top tools being researched and piloted



Q: Which option best describes your current activity for each of the following technology initiatives?

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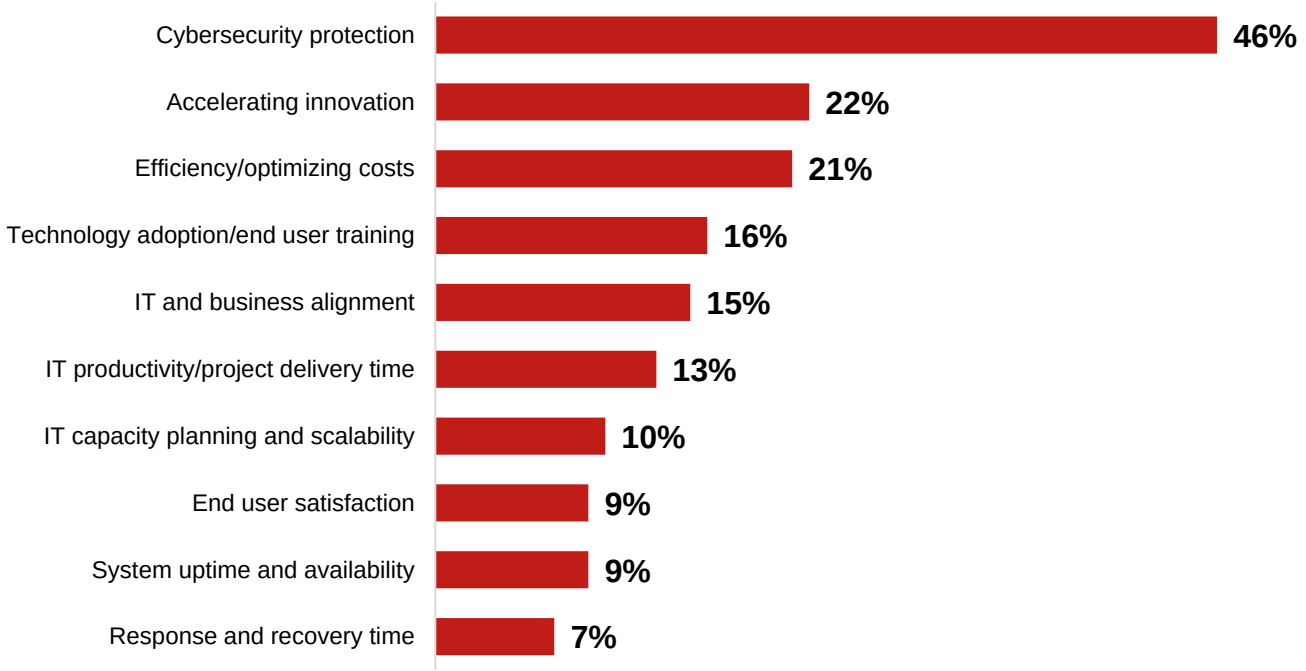
Source: CIO Tech Poll: Tech Priorities, 2024

Planning to partner with security vendors to improve performance



Q: For which of these areas will your IT organization partner with a technology vendor to help you improve performance over the next 12 months?

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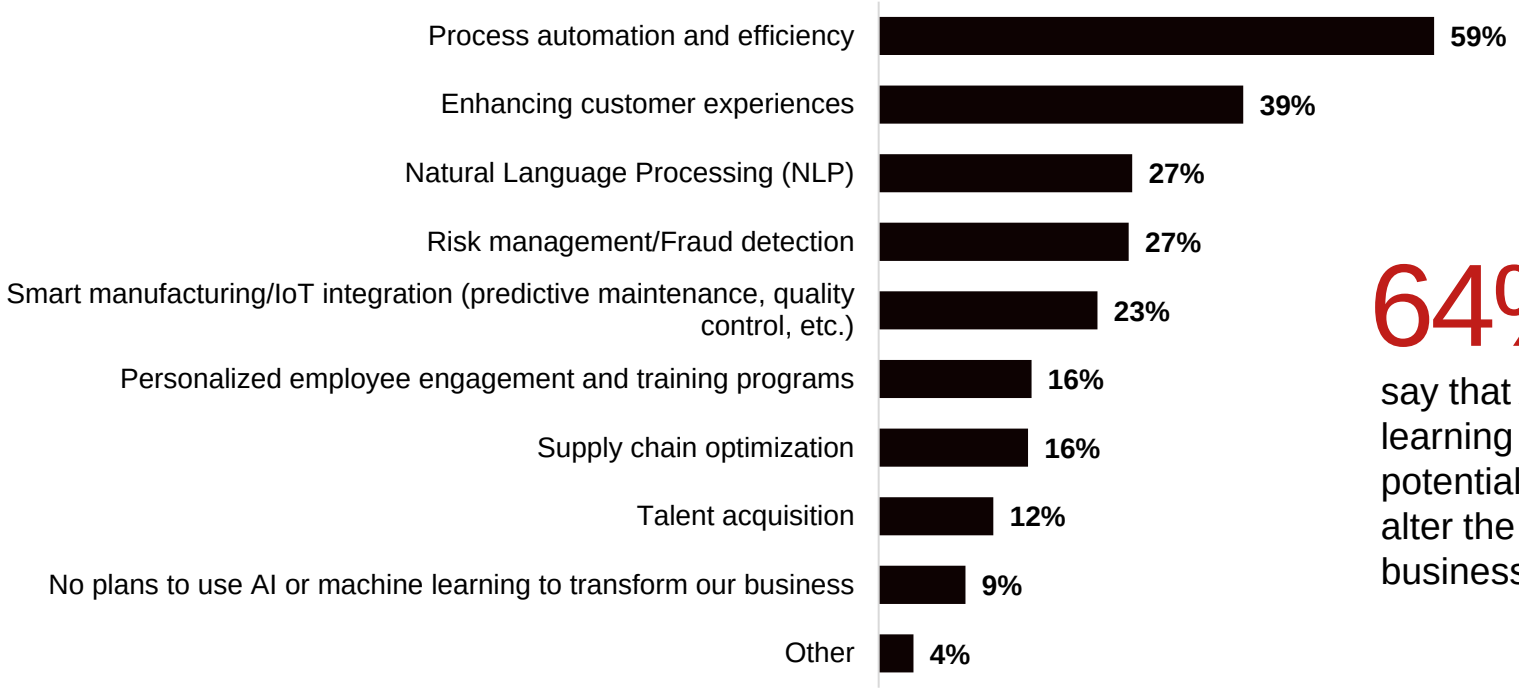
Source: CIO Tech Poll: Tech Priorities, 2024

AI/machine learning tools transforming the business



64%

say that AI/machine learning has the most potential to significantly alter the way their business operates

Q: Which of these technologies has the most potential to significantly alter the way your business operates over the next three to five years? AND How does your organization plan to use AI and or/machine learning technology to transform your business over the next three to five years?

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Source: CIO Tech Poll: Tech Priorities, 2024

Data/analytics tools transforming the business

41%

say that data/analytics tools have the most potential to significantly alter the way their business operates

Q: Which of these technologies has the most potential to significantly alter the way your business operates over the next three to five years? AND How does your organization plan to use data/analytics technology to transform your business over the next three to five years?

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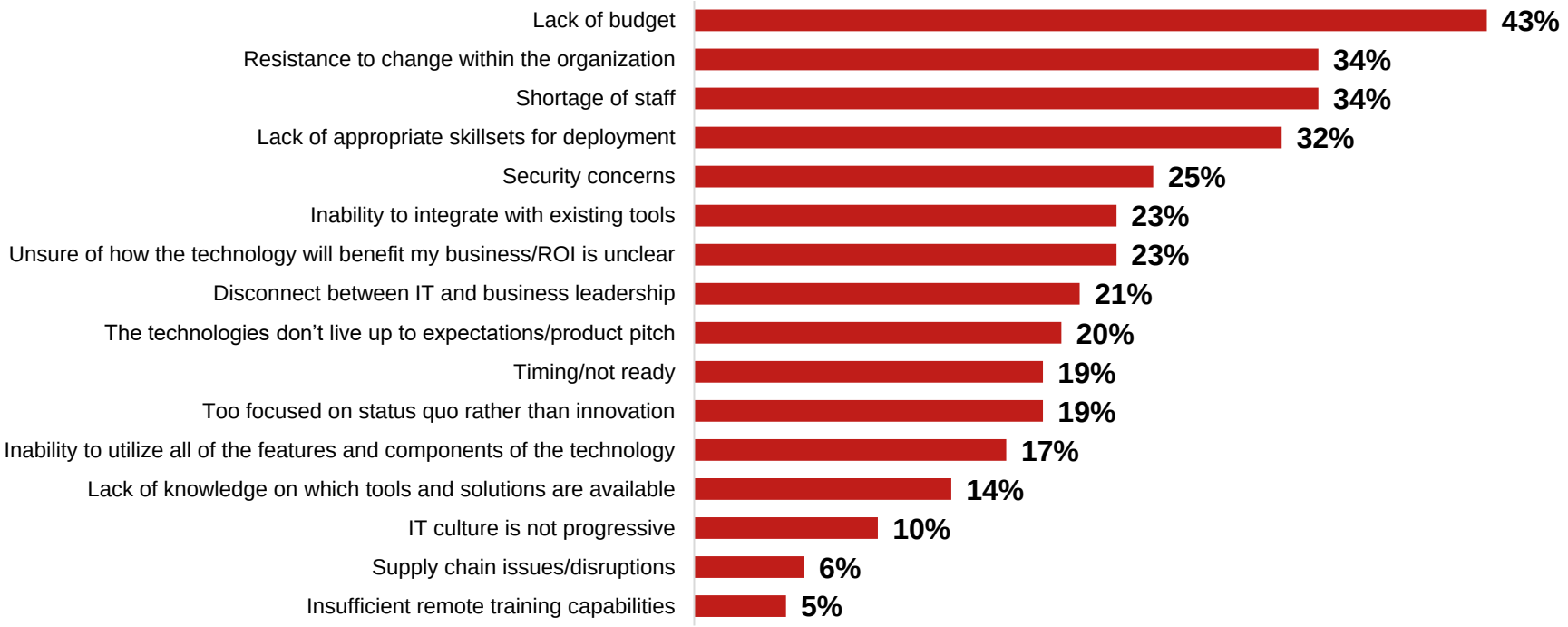
Source: CIO Tech Poll: Tech Priorities, 2024

Challenges associated with new tech deployment



Q: What are your primary challenges when attempting to buy and deploy new technologies over the past 12 months?

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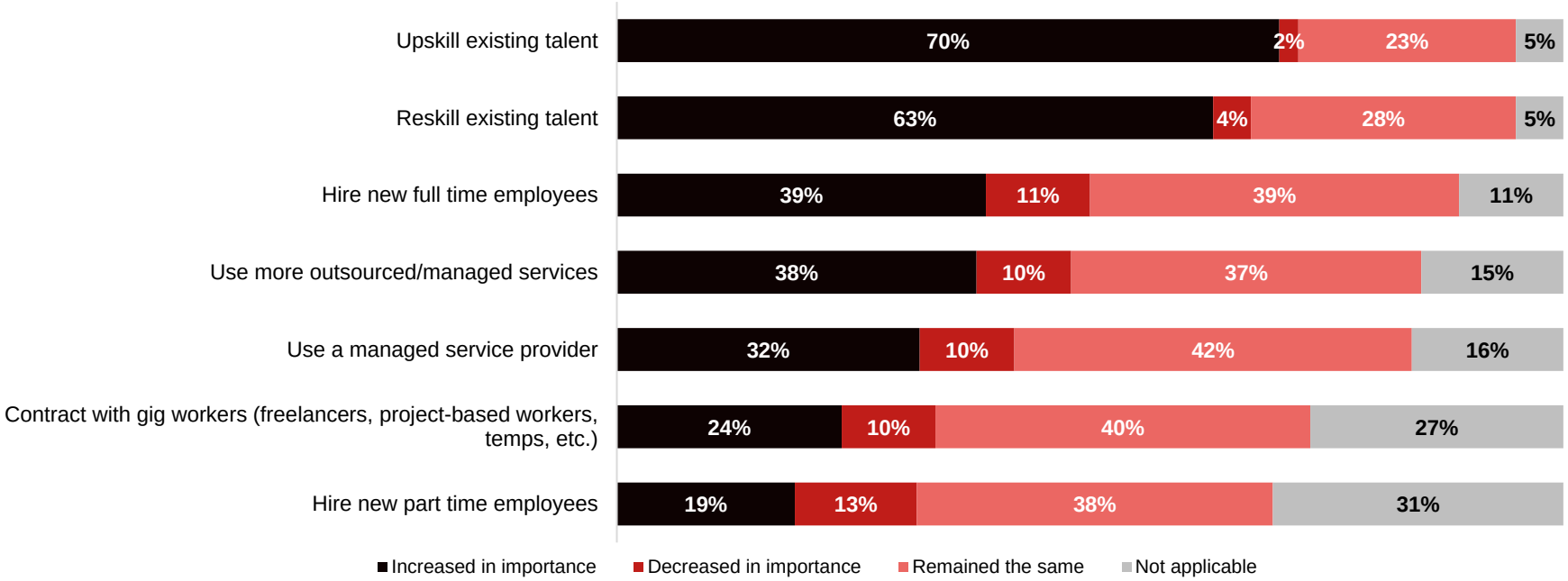
Source: CIO Tech Poll: Tech Priorities, 2024

Upskilling and reskilling talent to keep pace



Q: How have the following changed in importance over the past 12 months to ensure your IT skill sets can keep pace with the new technology implementations?

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Source: CIO Tech Poll: Tech Priorities, 2024