

Excerpt from Survey Results **“How Buyers Use the Internet”**

Background of Survey

During May 2000, senior managers in Fortune 500 organizations were surveyed to provide general insights into how the Internet is used to locate and evaluate software and technology vendors. This research is qualitative and is not statistically significant. XXX company, an independent market research company, conducted the research.

Profile of Survey Respondents

- Survey respondents held senior level Financial and Information Technology job functions within Fortune 500 organizations throughout Canada. Some respondent organizations included: XXX companies.
- Respondent organizations encompassed a wide range of business type, employed work forces of up to several thousands of employees; and had annual revenues of between \$18 million and \$19 billion.

Survey Highlights

- 90 per cent of respondent organizations have either *purchased or conducted* a search for new software and technology solutions in the past year.
- Two-thirds of the Information Technology respondents *prefer* to use the *Internet* as a method of learning about software and technology vendors. Approximately 90 per cent of Information Technology respondents have used the Internet for this purpose within the past year; 50% of Financial respondents have used the Internet for this purpose within the past year.
- The primary reason respondents leave a vendor's web site is because the site is *difficult to navigate*, therefore making it difficult to find information. Both Financial and Information Technology respondents rated *ease of navigation* and *functional organization* as very important web site characteristics.
- In reviewing vendors' web sites, respondents cited *product information* as being the most important type of information when making decisions about software and technology vendors. *Corporate information* (such as financials, locations, contact information) was also considered important to respondents.
- Over 70% of respondents have received *five or more unsolicited email messages* from software and technology vendors within a three-month period. Two-thirds of respondents had negative comments about receiving unsolicited email messages. (*Note: It is assumed that these comments were not directed at email messages received via opt-in/permission marketing lists.*)
- When receiving an email message from software and technology vendors, respondents prefer to receive a *brief, concise summary* of less than one page in length. A *URL link* within the email message was rated as the content most likely to motivate them to respond.
- Approximately two-thirds of respondents have, at some point, requested to be included on an email list.
- All respondents indicated that they *receive newsletters by email* on a regular basis; approximately half of these newsletters are received from *industry/professional sources*.