

**Excerpt from Market Research Survey**  
**“How Buyers Use the Internet”**

*Survey Objective: To accumulate information about senior information technology and financial job functions related to the Internet.*

**Section One: Business Environment**

1. What have been the most significant technology/software trends your organization has faced over the past few years?
2. What are the most critical daily challenges confronting your organization today?
3. How do you plan on addressing those challenges?

**Section Two: Software Selection Process**

4. Has your organization purchased or conducted a search for new software solutions in the past year?
5. Please rate the usefulness of the following methods for learning about software vendors, as 1) very useful, 2) somewhat useful, 3) not at all useful.
6. Please rank how frequently you use these methods as a resource. (Rank from 1 to 5, with 1 being very frequently to 5 being not at all)
7. Please rank how likely each of these methods would be to influence your purchase decision. (Rank from 1 to 5, with 1 being most likely and 5 being least likely)

Methods	Very Useful	Somewhat Useful	Not at all Useful	Rank Frequency of Use	Rank Likelihood to Influence
RFP (request for proposal)					
Review web site					
Call references					
Word of mouth					
Advertising					
Direct mail					
Direct telephone contact					
Industry events/trade shows					

**Section Three: Internet Use and Behaviour**

8. In the past year have you used the Internet to search for information about software vendors?
9. What did you like most about your experience in these sites?
10. In what ways could the presentation of information on the web sites be improved to enhance your experience in this/these site(s)?
11. What information is most important to you on a web site when you are making decisions about software vendors?

**Section Four: E-mails and Communication via the Internet**

12. How would you describe your reaction to receiving unsolicited e-mail?
13. Have you ever requested to be included on an e-mail list?

**END OF SURVEY**