

# **SELECTING A SUPPLIER IN A DOWN ECONOMY**



**A SURVEY OF  
CANON COMMUNICATIONS LLC SUBSCRIBERS**



# Methodology

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As the leading Business-to-Business media provider for the world's advanced manufacturing industries, Canon Communications has unique access to thousands of professionals in a variety of niche manufacturing markets.

This survey was conducted to learn how the current economic climate has effected our audience and what factors are influencing their purchasing decisions.

The study was sent to randomly selected readers from Canon print publications. The numbers were selected evenly across each title. 200 total responses were collected. The margin of error on usable responses is +/- 6.9 at the 95% confidence level.

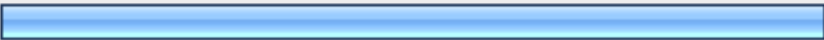
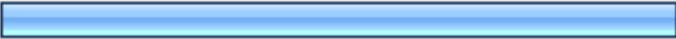

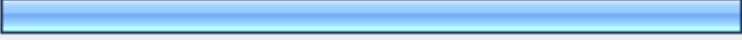
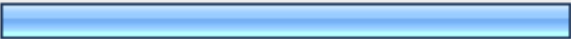

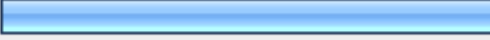


## Q: How have the following factors influenced your purchasing decisions?

	Heavy Influence	Some Influence	No Influence	Rating Average
Budget Reductions	<b>49.5% (91)</b>	38.0% (70)	12.5% (23)	1.63
International Exchange Rates	15.0% (28)	<b>43.9% (82)</b>	41.2% (77)	2.26
Layoffs	29.5% (54)	<b>37.7% (69)</b>	32.8% (60)	2.03
Stock Market Fluctuations	19.4% (36)	<b>41.4% (77)</b>	39.2% (73)	2.20
Negative Press on the Economy	19.4% (36)	<b>52.7% (98)</b>	28.0% (52)	2.09
Positive Industry Projections for 2009	21.5% (40)	<b>48.9% (91)</b>	29.6% (55)	2.08
Projected Business Growth/Capabilities	39.8% (74)	<b>50.0% (93)</b>	10.2% (19)	1.70



## Q: Where do you learn about suppliers/service providers?

		Response Percent
Trade Magazines		77.9%
Online/Email Information		63.7%
Supplier Directories		32.1%
Search Engines (Google, Yahoo)		70.0%
Contact from a Sales Representative		53.7%
Trade Shows		65.3%
Word-of-Mouth		46.3%

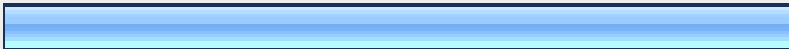
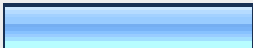


## Q: How have your purchasing behaviors changed in 2009?

	More	Less	No Change	Rating Average
Reading Trade Magazines	22.9% (43)	17.0% (32)	<b>60.1% (113)</b>	2.37
Attending Trade Events	13.9% (26)	<b>47.1% (88)</b>	39.0% (73)	2.25
Researching other Markets	<b>47.1% (88)</b>	12.8% (24)	40.1% (75)	1.93
Attending Webinars	27.6% (50)	16.0% (29)	<b>56.4% (102)</b>	2.29
Reading E-newsletters and other Digital Media	36.6% (68)	16.7% (31)	<b>46.8% (87)</b>	2.10
Reviewing vendor relationships	42.2% (79)	9.6% (18)	<b>48.1% (90)</b>	2.06

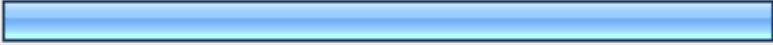



**Q: Do you feel companies with a consistent advertising presence are more viable during a recession?**

		Response Percent
Yes		76.1%
No		23.9%



**Q: Are you more likely to choose a supplier with a recognizable brand over a less established company due to concerns about supplier sustainability?**

		Response Percent
Yes		74.9%
No		25.1%



## Q: What are the most important factors when choosing a supplier or service provider?

	Not Important	Somewhat Important	Important	Very Important	Rating Average
Price	1.0% (2)	18.3% (35)	<b>53.9% (103)</b>	26.7% (51)	3.06
Quality	3.1% (6)	0.5% (1)	20.9% (40)	<b>75.4% (144)</b>	3.69
Reputation	3.2% (6)	16.4% (31)	<b>54.0% (102)</b>	26.5% (50)	3.04
Recognizable Brand	5.8% (11)	<b>46.8% (89)</b>	37.9% (72)	9.5% (18)	2.51
Years Serving the Market	5.4% (10)	39.2% (73)	<b>40.9% (76)</b>	14.5% (27)	2.65
Other	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.00

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