



**INDUSTRY TRENDS & RESEARCH REPORTS**  
**FOR INDUSTRIAL MARKETERS**

# **Trends in Internet Usage by Canadian Engineering, Industrial, Technical and Manufacturing Professionals 2007**

**GLOBALSPEC®**



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## Introduction

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During February 2007, GlobalSpec conducted a survey of the Canadian segment of its registered user base of engineers, technical buyers, scientific professionals and other members of the industrial community. The objective of the GlobalSpec Canadian Industrial Engineering Trends Survey was to determine the work-related Internet usage patterns among engineering, manufacturing, technical and industrial professionals from Canada.

You can use the data reported in these surveys to help formulate marketing strategies to better reach your target audience, reallocate your marketing mix, or support marketing programs already in place. With the vast majority of your customers and prospects now using the Internet to find components and suppliers, understanding and deploying an effective Internet marketing program will greatly affect your company's ability to acquire new customers, gain a competitive advantage and tap into new markets.

Of the 2,466 Canadian survey respondents, 92% are involved in the purchasing of products or services. Highlights from the survey results include:

- 88% have used the Internet to find components and suppliers
- 84% have used the Internet to obtain product specifications
- 75% spend at least 3 hours per week on the Internet for work purposes
- 37% stated their use of printed trade magazines has gone down in the past year



## Conclusions & Recommendations

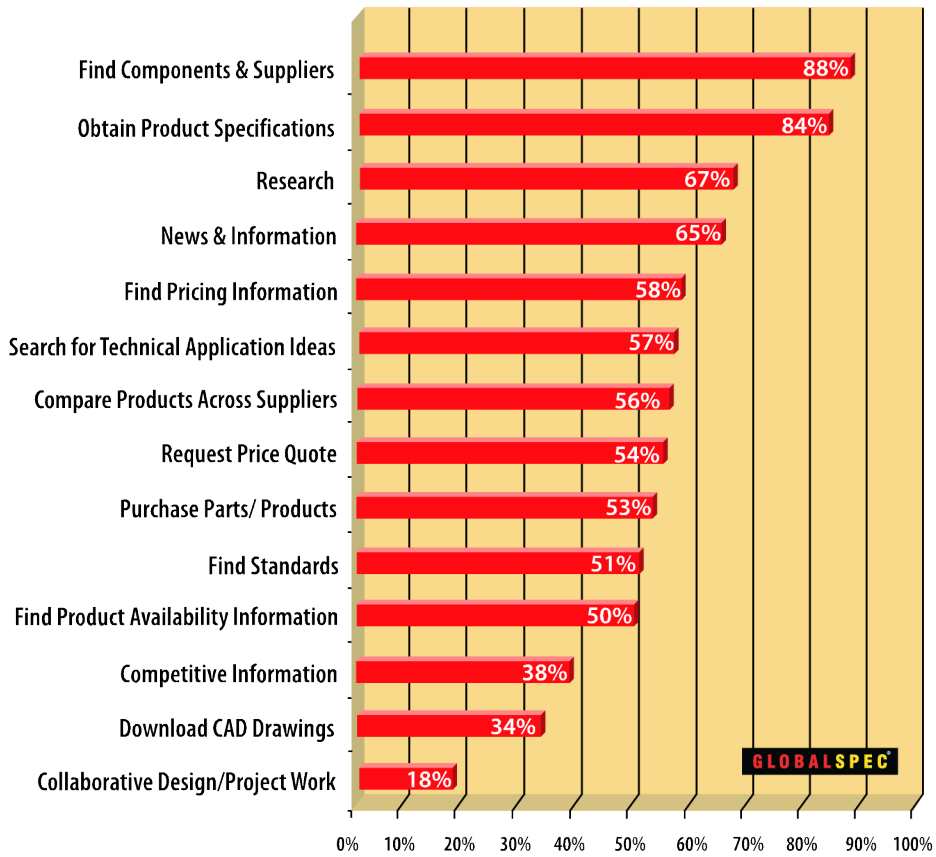
- 1. Traditional media continues to give ground to online media.** The use of printed trade magazines and trade show attendance continues to decline. 37% stated their use of printed trade magazines has gone down while only 5% stated it has increased. In addition, 45% attended no trade shows in the past 12 months. As traditional media usage declines, new media usage grows. 88% of engineers use the Internet to find components and suppliers, 75% spend at least 3 hours per week on the Internet for work and 67% have used the Internet for work-related research. Manufacturers, distributors and service providers should consider reallocating their traditional marketing mix to include a greater percentage of online programs. Otherwise, they will find themselves at a competitive disadvantage.
- 2. Manufacturers should have a strong online presence.** The top three resources used to search for products and services were all online resources: general search engines, GlobalSpec and supplier Web sites. 41% use GlobalSpec at least once a week to search for components. 61% use two or more search engines when searching the Internet for work purposes and 49% cited GlobalSpec as one of their top three search engines for work — second only to Google. In addition to having a highly visible and robust Web site, manufacturers, distributors and service providers should have a strong presence on search engines and online directories used by their target audience, allowing them to increase their brand recognition and opportunities for potential sales.
- 3. Engineers seek technical information.** 51% of respondents selected product/component specifications as the most valuable information when searching for components — far above all other options offered. And 84% have used the Internet to obtain product specifications. The implication is that manufacturers must have up-to-date technical information available online, including product specifications and preferably specification-based search mechanisms, to meet the needs of their customers and prospects. Engineers will quickly abandon Web sites that do not meet their needs, costing a company leads and potential sales.

If you have any questions about these surveys please call us toll free at 800.261.2052.



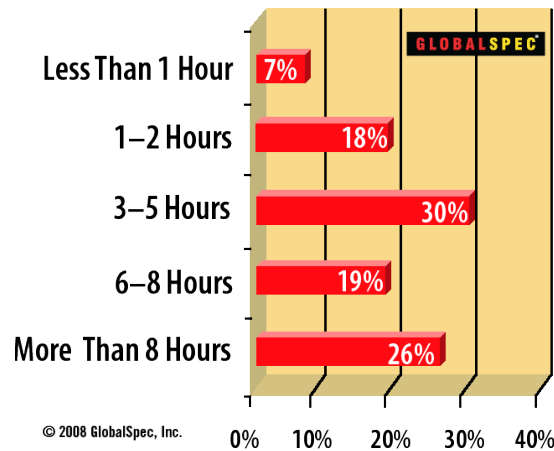
## Results

### For which of the following do you use the Internet?



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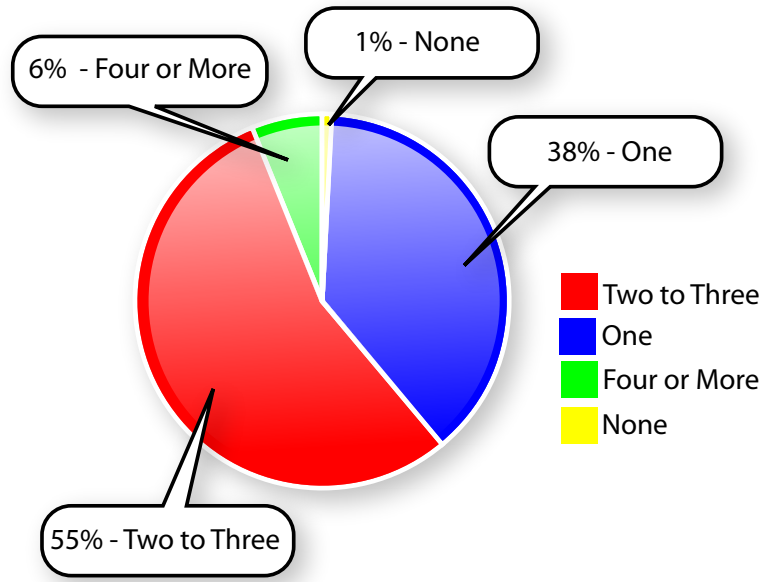
### How much time during the week do you spend on the Internet for work purposes?



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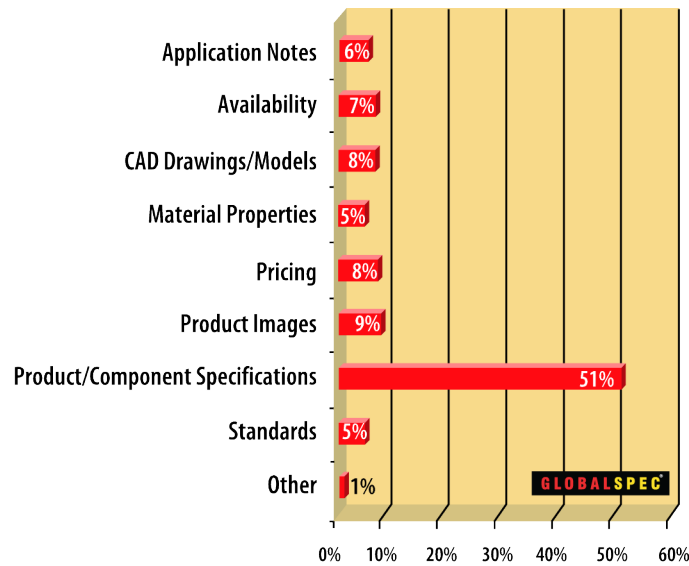
### When searching, how many search engines do you use?



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### What information do you find the most valuable when searching for components?



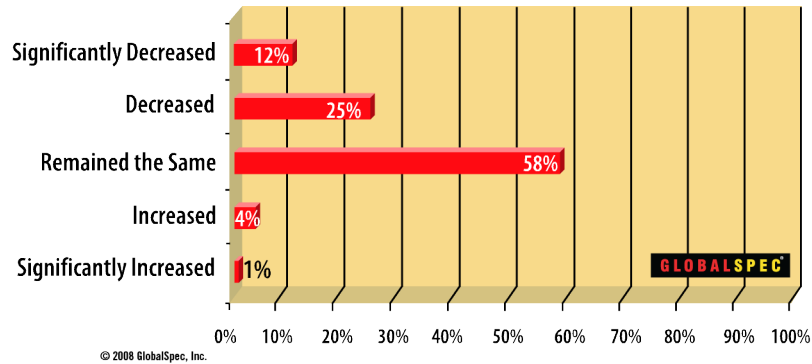
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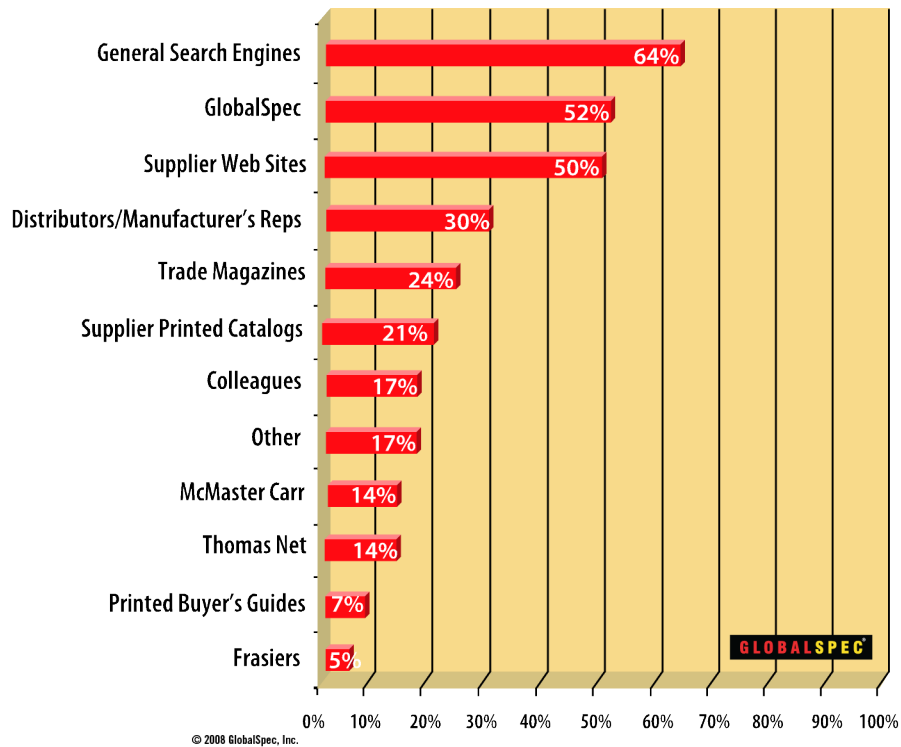


### During the past 12 months, how has your use of printed trade magazines changed?

37% have decreased their usage of printed trade magazines

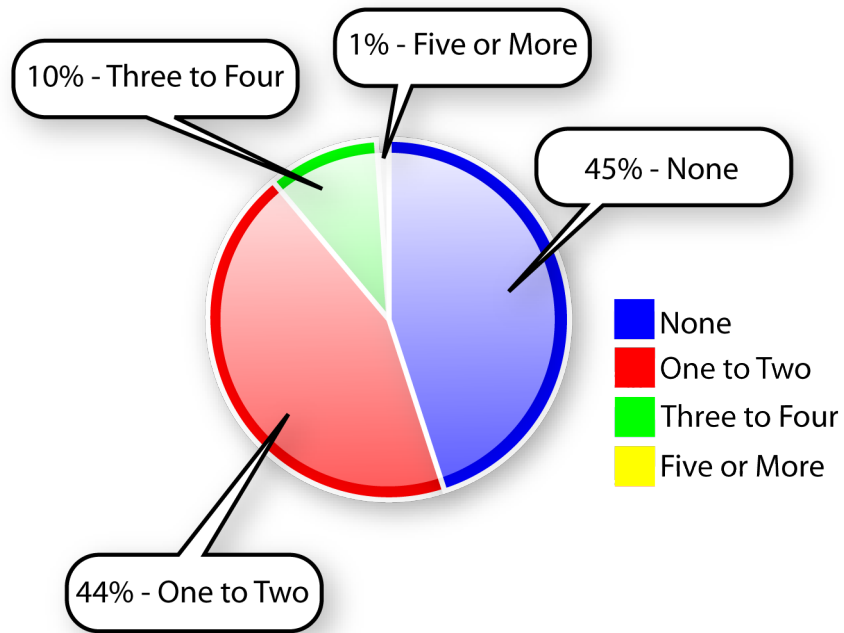


### What three resources do you use most when searching for products and services?





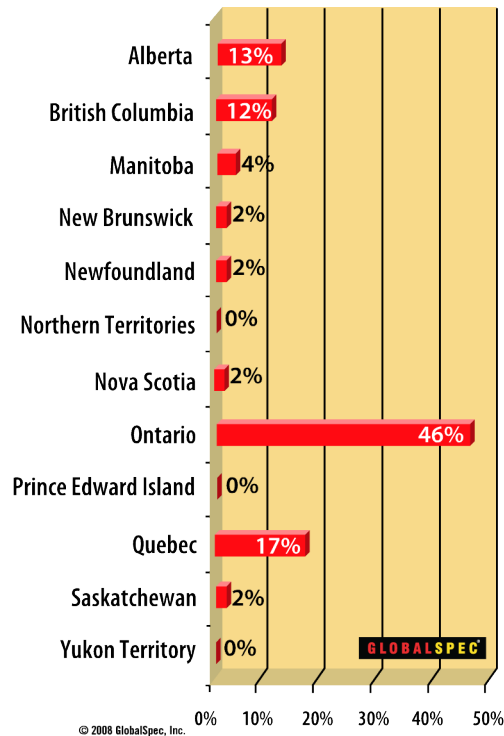
### How many tradeshows did you attend in the past 12 months?



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### In what province are you located?

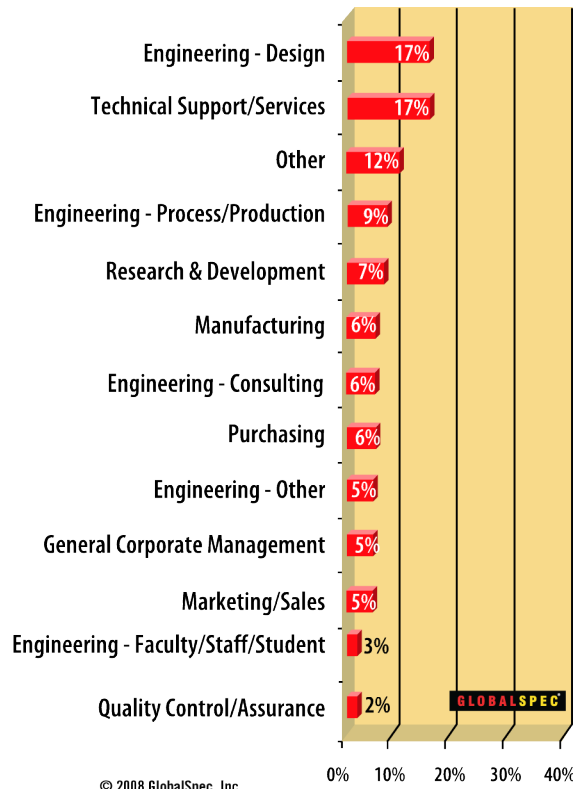


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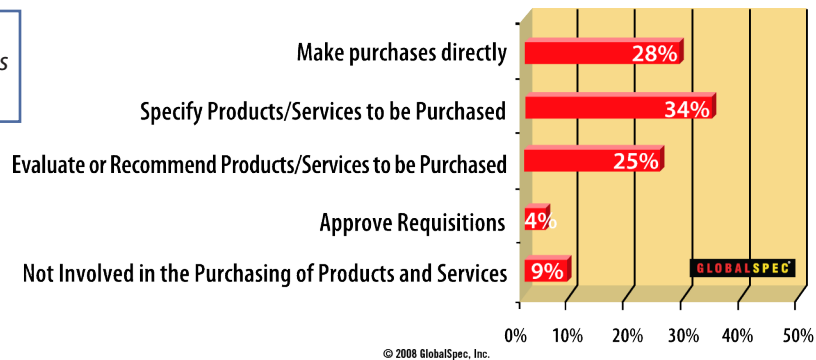
### How would you describe your position?



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### Which of the following best describes your level of involvement in the purchasing of components or services?

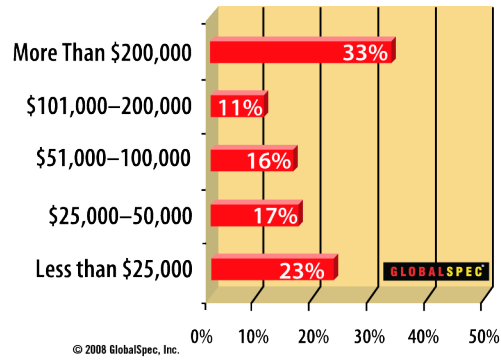
91% are involved in purchasing components and services



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### Which best describes the annual amount of component/equipment/services spending you influence?





## About GlobalSpec, Inc.

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GlobalSpec.com is used regularly by engineering, technical, manufacturing and industrial professionals worldwide to search for components, products, technical information and services. GlobalSpec users benefit from domain-expert search engines, a broad range of proprietary and aggregated Web-based content and 58 e-newsletters - helping them search for and locate products and services, learn about suppliers and access comprehensive technical content. SpecSearch®, GlobalSpec's trademarked search technology, allows users to search by specification more than 180 million parts in 2,300,000 product families from more than 23,000 supplier catalogs.

For manufacturers, distributors and service providers, GlobalSpec offers tailored marketing solutions that put you in control and expert online marketing advice to help you find new customers. We provide highly filtered sales leads and marketing opportunities, qualified Web traffic to your site, product promotion and brand advertising platforms, and a wide range of e-media advertising and marketing solutions including keyword ads, e-mail marketing, banner ad networks and industry-leading e-newsletter advertisements - allowing you to choose the options that fit your unique business needs.

The ability to find customers ... to tap into new markets or new regions that are actively seeking your products ... to understand what prospects are looking for ... to gain an integrated marketing program and a wealth of practical advice about online marketing - this is the GlobalSpec approach. And it's why many manufacturers and suppliers choose GlobalSpec to help their businesses grow.

For more information on GlobalSpec's comprehensive marketing solutions that complement your traditional programs, please call 800.261.2052 or visit <http://www.globalspec.com/advertising>.

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