

perform well with little servicing; another explained that its service expectations depend on the product and its price.

4. Do you service the equipment you sell yourselves?
- 54.3% do service their products themselves
 - 31.4% do not service their products
 - 8.6% service their products sometimes
 - 5.7% did not answer
5. What is the cost of your average installation?
- 14.3% answered \$1,000-\$10,000
 - 22.3% answered \$10,000-\$30,000
 - 37.0% answered \$30,000 and above (highest answer \$2,000,000)
 - 25.7% did not answer

6. How many installations do you complete in one year?
in each category:

Category	Average #	High	Low
\$1,000-\$10,000	141	320	10
\$10,000-\$30,000	125	400	12
> \$30,000	28	105	2

7. What percentage of your sales is hardware as opposed to software?

average answer: 54.5% hardware
extremes: 0.0%
100.0%

8. Do you operate in a specific geographic area?

- 5.7% did not answer
- 17.1% operate nationally
- 17.1% operate nationally and in Canada
- 11.4% operate nationally and internationally
- 20.0% operate only on the West Coast
- 14.3% operate in specific areas such as a single state or part of the state, or a foreign country (i.e. Japan)
- 14.3% do not operate in a specific geographic area

9. Do you aim at specific groups, i.e. commercial, business, professional, etc.?

- 5.7% did not answer
- 17.1% do not aim at specific groups
- 77.2% do aim at specific groups

The groups most often mentioned were business, commercial, government and manufacturing. Other groups mentioned were professional, accounting, medical, agricultural, banking, insurance, and construction.

10. How many salesmen do you employ?
How many do you have on commission?

8.6% did not answer
average number of salesmen: 8
high: 128

low: 0
77% of the salesmen employed are on commission.

11. Please check the product categories which interest you?

- 5.7% were not interested in any of the categories
- 17.1% did not answer
- 77.2% checked the categories which interested them and made a total of 59 checks

of these 59 checks,

- 5.1% were for board level products
- 8.5% were for peripheral controllers
- 25.4% were for graphic/business/scientific and word processing software
- 16.9% were for graphic/non-impact/data processing/portable/telex and word processing terminals
- 10.2% were for STD BUS peripherals
- 33.9% were for 8 and 16 bit microcomputers

12. Would you like more information on any of the product categories you have checked?

- 68.6% answered yes
- 14.3% answered no
- 17.1% did not answer

13. Could you be interested in the possibility of formulating a joint marketing venture with a Canadian manufacturer?

- 80.0% answered yes
- 11.4% answered no
- 8.6% did not answer

14. Would you be interested in attending government sponsored seminars to learn more about Canadian capabilities?

- 45.7% answered yes
- 31.4% answered no
- 22.9% did not answer

15. Have you dealt with Canadian companies before? If so, what has been your experience?

- 51.4% said they had not
- 14.3% did not answer
- 34.3% said they have dealt with Canadian companies

of these

- 75.0% said it was positive experience and that they were satisfied with Canadian products and service
- 25.0% said it was a negative experience and explained that their dissatisfaction was partially due to long customs delays