
Global Enterprise Magazine

SURVEY OF SUBSCRIBERS
A Sample Detailed
Cross-Tabulations Report

(Example Only)



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PURPOSE [← Purpose and Methodology page \(data is for illustration only\)](#)

Global Enterprise Magazine retained Wilson Research Group to conduct a survey of embedded systems developers for the purpose of learning what hardware and software systems and development tools these developers currently use and plan to use, and what they are looking for from vendors who supply their tools. In addition to the focus on embedded systems tools used, workplace demographics and background information were also collected for the purposes of profiling specific segments of the embedded development market.

METHODOLOGY

The survey questionnaire was developed jointly by *Global Enterprise Magazine* and Wilson Research Group and programmed for disk-based survey deployment by Wilson Research Group. A total of 1000 nth-name selected U.S. subscribers to *Global Enterprise Magazine* were used as the sample. Each member of this 1000 total sample was sent a disk mailing that consisted of a cover letter, a survey disk, a self addressed hand stamped return disk mailer, and a crisp two dollars incentive to respond to the survey. A follow-up postcard was mailed to all members of the sample two weeks after the original mailing.

Respondents returned a total of 520 disks, and the post office returned another 15 disks as undeliverable. Of the 520 disks returned from respondents, 492 disks were valid and complete, and 28 disks were damaged, incomplete or otherwise unreadable or unusable. **The response rate for the survey was 49.2%.** Overall confidence in data from 492 respondents is 95% plus or minus 4.7%.

All aspects of the survey were conducted by Wilson Research Group, including all disk programming and design, disk duplication, printing, postage, mailing, fielding, data cumulation, programming for cross-tabulations, and preparation of the following data tables.

Larry J. Wilson, President
Wilson Research Group

●NOTE: Table 1 is a typical cross-tabulation table. In the left column is the total number in the survey. Each cell contains the number of respondents and the vertical percent. Each column is a cross-tab group. Each group is by number of employees ❶ (under 100, 100-999, 1,000-9,999, 10,000 or more) and the columns for the group are labeled A-E ❷.

This cross-tab illustrates how respondents from smaller companies differ in their answers from those in larger companies. For example, the job title "Network and Systems Administrator" is not very common in small companies, but is found very frequently in larger companies ❸. *Significant differences* point to where banner groups truly differ beyond the error of the survey.

TABLE 1

2002 GLOBAL ENTERPRISE MAGAZINE SURVEY--DECEMBER/2002

WHAT IS YOUR PRIMARY JOB TITLE/JOB FUNCTION?

	NUMBER OF EMPLOYEES				
	TOTAL	UNDER 100	100-999	1,000-9,999	10,000 PLUS
	(A)	(B)	(C)	(D)	(E)
BASE: ALL RESPONDENTS	492 100.0	112 100.0	160 100.0	118 100.0	88 100.0
NETWORK/SYSTEMS ADMINISTRATOR	159 32.3 B	17 15.2	55 34.4 B	49 41.5 B	32 36.4 B
NETWORK IS/MIS MANAGER	117 23.8	24 21.4	46 28.8	28 23.7	17 19.3
CIO, CTO, CKO, TECHNICAL VP	40 8.1 D	14 12.5 D	21 13.1 D	4 3.4	-
SYSTEMS ENGINEER	39 7.9	5 4.5	7 4.4	10 8.5	16 18.2 ABCD
CHAIRMAN, CEO, COO, PRESIDENT, CFO	20 4.1 CD	17 15.2 ACD	2 1.2	1 0.8	-

❶ Banner groups by size of company

❷ Column Letter

❸ Significant difference: Column B is significantly lower than all other columns

❹ Significant difference: Column E is significantly higher than A, B, C, D.

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TABLE 2

2002 GLOBAL ENTERPRISE MAGAZINE SURVEY--DECEMBER/2002

WHAT IS YOUR COMPANY'S PRIMARY BUSINESS ACTIVITY?

	EMPLOYEES IN COMPANY				
	TOTAL	UNDER 100	100- 999	1,000 9,999	10,000 PLUS
	(A)	(B)	(C)	(D)	(E)
BASE: ALL RESPONDENTS	492 100.0	112 100.0	160 100.0	118 100.0	88 100.0
MANUFACTURING AND PROCESSING	74 15.0 B	7 6.2	18 11.2	23 19.5 B	24 27.3 ABC
GOVERNMENT/MILITARY	45 9.1	-	19 11.9	11 9.3	13 14.8
CONSULTING	45 9.1 E	24 21.4 ACDE	12 7.5	6 5.1	3 3.4
INSURANCE/REAL ESTATE/LEGAL	38 7.7	9 8.0	15 9.4	8 6.8	5 5.7
SOFTWARE DEVELOPMENT	38 7.7	18 16.1 ACDE	10 6.2	5 4.2	4 4.5
FINANCIAL/ACCOUNTING/BANKING	36 7.3	9 8.0	15 9.4	5 4.2	7 8.0
EDUCATION	33 6.7 B	3 2.7	13 8.1 B	10 8.5	5 5.7
HEALTHCARE/PHARMACEUTICAL	26 5.3	3 2.7	8 5.0	6 5.1	8 9.1
WHOLESALE/RETAIL/DISTRIBUTION	24 4.9 E	7 6.2 E	10 6.2 E	6 5.1	1 1.1
UTILITIES (GAS, WATER, ELECTRIC)	13 2.6	-	4 2.5	3 2.5	6 6.8
CONSTRUCTION/ARCHITECT/ENGINEER	13 2.6	4 3.6	5 3.1	4 3.4	-
TELECOM (CABLE, INTERNET, DATA COMM, ETC.)	13 2.6	1 0.9	2 1.2	4 3.4	6 6.8 BC
VAR/SYSTEMS ADMINISTRATOR	12 2.4	9 8.0 ADE	-	2 1.7	1 1.1
PUBLISHING/AD/PR/MARKETING MEDIA	12 2.4	3 2.7	6 3.8	2 1.7	-

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TABLE 3

2002 GLOBAL ENTERPRISE MAGAZINE SURVEY--DECEMBER/2002

HOW MANY EMPLOYEES ARE IN YOUR ENTIRE COMPANY AT ALL SITES?

	EMPLOYEES IN COMPANY				
	TOTAL	UNDER 100	100-999	1,000-9,999	10,000 PLUS
	(A)	(B)	(C)	(D)	(E)
BASE: ALL RESPONDENTS	492 100.0	112 100.0	160 100.0	118 100.0	88 100.0
UNDER 100	112 22.8	112 100.0 A	-	-	-
100 - 499	107 21.7	-	107 66.9 A	-	-
500 - 999	53 10.8	-	53 33.1 A	-	-
1,000 - 4,999	76 15.4	-	-	76 64.4 A	-
5,000 - 9,999	42 8.5	-	-	42 35.6 A	-
10,000 - 19,999	28 5.7	-	-	-	28 31.8 A
OVER 20,000	60 12.2	-	-	-	60 68.2 A
DON'T KNOW	12 2.4	-	-	-	-
NO ANSWER	2 0.4	-	-	-	-
STATISTIC BASE	478	112	160	118	88
MEAN	4687	50	449	4601	18409
MEDIAN	688	50	398	4104	21333

⑤ Typical mean / median

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TABLE 4

2002 GLOBAL ENTERPRISE MAGAZINE SURVEY--DECEMBER/2002

WHAT SERVER-SIDE OPERATING SYSTEMS ARE CURRENTLY IN USE IN YOUR COMPANY?

	EMPLOYEES IN COMPANY				
	TOTAL	UNDER 100	100- 999	1,000 9,999	10,000 PLUS
	(A)	(B)	(C)	(D)	(E)
BASE: ALL RESPONDENTS	492	112	160	118	88
	100.0	100.0	100.0	100.0	100.0
NOTE: MULTIPLE RESPONSE					
ANY SERVER-SIDE OPERATING SYSTEM (NET)	489	110	160	118	88
	99.4	98.2	100.0	100.0	100.0
ANY WINDOWS (NET)	487	110	160	116	88
	99.0	98.2	100.0	98.3	100.0
			A		A
WINDOWS NT SERVER	461	96	153	112	87
	93.7	85.7	95.6	94.9	98.9
		B	B	B	AB
WINDOWS 2000 SERVER	263	56	85	64	50
	53.5	50.0	53.1	54.2	56.8
WINDOWS 2000 ADVANCED SERVER	177	30	45	56	42
	36.0	26.8	28.1	47.5	47.7
				ABC	ABC
UNIX	202	13	52	70	61
	41.1	11.6	32.5	59.3	69.3
		BC	B	ABC	ABC
NETWARE	132	13	40	45	28
	26.8	11.6	25.0	38.1	31.8
		B	B	ABC	B
LINUX	102	16	27	33	23
	20.7	14.3	16.9	28.0	26.1
				BC	B
AS/400	88	6	18	30	32
	17.9	5.4	11.2	25.4	36.4
		BC		BC	ABC
MVS, VMS, VM, ETC.	66	-	10	22	32
	13.4		6.2	18.6	36.4
		C		C	ACD
OTHER	15	1	5	4	4
	3.0	0.9	3.1	3.4	4.5
NONE OF THESE	1	1	-	-	-
	0.2	0.9			
NO ANSWER	2	1	-	-	-
	0.4	0.9			

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TABLE 5

2002 GLOBAL ENTERPRISE MAGAZINE SURVEY--DECEMBER/2002

WHAT SERVER-SIDE OPERATING SYSTEMS ARE PLANNED FOR USE IN NEXT 12 MONTHS?

	EMPLOYEES IN COMPANY				
	TOTAL	UNDER 100	100- 999	1,000 9,999	10,000 PLUS
	(A)	(B)	(C)	(D)	(E)
BASE: ALL RESPONDENTS	492	112	160	118	88
	100.0	100.0	100.0	100.0	100.0
NOTE: MULTIPLE RESPONSE					
ANY SERVER-SIDE OPERATING SYSTEM (NET)	443	98	147	104	80
	90.0	87.5	91.9	88.1	90.9
ANY WINDOWS (NET)	438	97	145	103	80
	89.0	86.6	90.6	87.3	90.9
WINDOWS 2000 SERVER	321	57	109	75	67
	65.2	50.9	68.1	63.6	76.1
	B		B		ABD
WINDOWS NT SERVER	238	47	69	58	54
	48.4	42.0	43.1	49.2	61.4
					ABC
WINDOWS 2000 ADVANCED SERVER	234	31	67	73	55
	47.6	27.7	41.9	61.9	62.5
	B		B	ABC	ABC
WINDOWS XP SERVER	116	29	38	24	21
	23.6	25.9	23.8	20.3	23.9
WINDOWS XP ADVANCED SERVER	91	21	24	19	25
	18.5	18.8	15.0	16.1	28.4
					CD
UNIX	140	10	33	45	48
	28.5	8.9	20.6	38.1	54.5
	BC		B	ABC	ABCD
LINUX	94	17	27	28	19
	19.1	15.2	16.9	23.7	21.6
NETWARE	60	7	14	17	18
	12.2	6.2	8.8	14.4	20.5
	B			B	BC
AS/400	52	6	10	14	21
	10.6	5.4	6.2	11.9	23.9
	B				ABCD
MVS, VMS, VM, ETC.	43	-	5	14	22
	8.7		3.1	11.9	25.0
	C			C	ACD
OTHER	13	1	3	3	5
	2.6	0.9	1.9	2.5	5.7

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TABLES 6-45

2002 GLOBAL ENTERPRISE MAGAZINE SURVEY--DECEMBER/2002

PLACE HOLDER TABLE FOR TABLES 6-45?

	EMPLOYEES IN COMPANY				
	TOTAL	UNDER 100	100-999	1,000 9,999	10,000 PLUS
	(A)	(B)	(C)	(D)	(E)
BASE: ALL RESPONDENTS	492	112	160	118	88
	100.0	100.0	100.0	100.0	100.0
NOTE: MULTIPLE RESPONSE					
ANY CLIENT-SIDE OPERATING SYSTEM (NET)	488	111	160	116	88
	99.2	99.1	100.0	98.3	100.0
			A		A
ANY WINDOWS (NET)	477	111	153	114	87
	97.0	99.1	95.6	96.6	98.9
WINDOWS 2000	416	98	128	107	72
	84.6	87.5	80.0	90.7	81.8
				C	
WINDOWS 98	365	84	129	81	60
	74.2	75.0	80.6	68.6	68.2
			DE		
WINDOWS 95	289	48	92	80	62
	58.7	42.9	57.5	67.8	70.5
		B	B	B	ABC
WINDOWS CE	161	33	39	44	40
	32.7	29.5	24.4	37.3	45.5
		C		C	ABC
WINDOW ME	99	28	33	14	20
	20.1	25.0	20.6	11.9	22.7
		D	D		D
WINDOWS 3.X	29	2	5	10	10
	5.9	1.8	3.1	8.5	11.4
		B		B	BC
PALM OS	225	43	74	54	50
	45.7	38.4	46.2	45.8	56.8
					B
MACINTOSH OS	100	11	35	29	22
	20.3	9.8	21.9	24.6	25.0
		B	B	B	B
JAVA OS	7	-	2	3	1
	1.4		1.2	2.5	1.1
OTHER	99	19	31	24	21
	20.1	17.0	19.4	20.3	23.9
DON'T KNOW	-	-	-	-	-

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TABLE 46

2002 GLOBAL ENTERPRISE MAGAZINE SURVEY--DECEMBER/2002

Ⓢ Possible incentive for Web base survey.

PLEASE SELECT ONE OF THE FIVE WORTHY CHARITIES TO WHICH YOU WOULD LIKE A TWO DOLLAR CONTRIBUTION MADE.

	EMPLOYEES IN COMPANY				
	TOTAL	UNDER 100	100- 999	1,000 9,999	10,000 PLUS
	(A)	(B)	(C)	(D)	(E)
BASE: ALL RESPONDENTS	492 100.0	112 100.0	160 100.0	118 100.0	88 100.0
AMERICAN RED CROSS	120 24.4	22 19.6	43 26.9	29 24.6	20 22.7
WORLD WILDLIFE FEDERATION	80 16.3	22 19.6	22 13.8	12 10.2	22 25.0
		D			CD
AMERICAN CANCER SOCIETY	198 40.2	47 42.0	63 39.4	54 45.8	30 34.1
DOCTORS WITHOUT BORDERS	70 14.2	16 14.3	25 15.6	17 14.4	11 12.5
UNICEF INDIA EARTHQUAKE RELIEF FUND	16 3.3	4 3.6	6 3.8	2 1.7	4 4.5
NO ANSWER	8 1.6	1 0.9	1 0.6	4 3.4	1 1.1

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TABLE 47

2002 GLOBAL ENTERPRISE MAGAZINE SURVEY--DECEMBER/2002

HOW DO YOU RATE YOUR EXPERIENCE OF TAKING THIS SURVEY COMPARED TO ANY OTHER SURVEYS YOU HAVE RECENTLY TAKEN?

	EMPLOYEES IN COMPANY				
	TOTAL	UNDER 100	100- 999	1,000 9,999	10,000 PLUS
	(A)	(B)	(C)	(D)	(E)
BASE: ALL RESPONDENTS	492	112	160	118	88
	100.0	100.0	100.0	100.0	100.0
HIGH RATING 5-7 (NET)	245	56	86	59	39
	49.8	50.0	53.8	50.0	44.3
LOW RATING 1-3 (NET)	12	-	6	4	1
	2.4		3.8	3.4	1.1
THE BEST I HAVE TAKEN =7	4	1	1	1	1
	0.8	0.9	0.6	0.8	1.1
FAR BETTER THAN OTHERS =6	59	16	20	11	12
	12.0	14.3	12.5	9.3	13.6
BETTER THAN OTHERS =5	182	39	65	47	26
	37.0	34.8	40.6	39.8	29.5
ABOUT THE SAME AS OTHERS=4	205	52	60	45	42
	41.7	46.4	37.5	38.1	47.7
WORSE THAN OTHERS =3	9	-	4	4	1
	1.8		2.5	3.4	1.1
FAR WORSE THAN OTHERS =2	3	-	2	-	-
	0.6		1.2		
THE WORST I HAVE TAKEN =1	-	-	-	-	-
NO OPINION	23	2	7	8	5
	4.7	1.8	4.4	6.8	5.7
NO ANSWER	7	2	1	2	1
	1.4	1.8	0.6	1.7	1.1
STATISTIC BASE	462	108	152	108	82
MEAN	4.64	4.69	4.66	4.63	4.63
MEDIAN	5.00	5.00	5.00	5.00	4.00

← Survey evaluation

APPENDIX A

2002 Global Enterprise Magazine Survey

Other Open Ended Responses [← 8 Appendix listing for "other" items](#)

Note: Responses were lightly edited for clarity, consistency, and readability.
Some multiple response answers are consolidated into one category, with the number of mentions count in parenthesis.

- [Q1.](#) Primary job title/job function (other responses)
- [Q2.](#) Company's primary business activity (other responses)
- [Q6a.](#) Company currently using for email messaging (other responses)
- [Q18.](#) Wireless communication or unified messaging technologies currently using (other responses)

Q1. What is your primary job title/job function?

EXCALIBER Administrator (2)	Engineer	Software developer
Technical Specialist (2)	IT analyst	Support technician
Attorney	MIS director	Systems analyst
DBA	MIS planning	Technical analyst
Editor	MIS plans/purchasing	VP
Email administrator	Process tools developer	
Email operations support	Programmer/Web manager	

Q2. What is your company's primary business activity?

Non-profit (6)	Entertainment labor union	Public relations
Business services (2)	Foundation	Recruitment
Oil & Gas (2)	Government/local	Research/statistical analysis
Aerospace/defense	Hospitality	Retail
Agriculture (wine)	Inventory	Services
Art Museum	IRS	Space exploration
Broadcast television	Legal	System integrators
Church	Library Staffing	Trade association
Computer training	Market research	Trade shows
Dot.com	No fail email/Instant EXCALIBER	Web site management
Engineering/project delivery	Petroleum	Wireless communications

Q6a. What is your company currently using for email messaging?

cc:Mail (3)	CMail	MSMail
GroupWise (2)	Fisher TAO Mail	SendMail
AIX mail server	HP Openmail	Solaris SIMS
Banyan BeyondMail	IMAP	Windows Mail

Q18. Which specific wireless communication or unified messaging technologies are you currently using?

Omni Sky (2)	Cisco	Active Voice
Omni Sky on Palm (2)	Developed in house	Palm OS devices
Palm Pilots (2)	EXCALIBER based phone system	Sprint AirCard 510
Unity VoiceMail (2)	Fujitsu	ThinAir (PalmVII)
Cisco Aironet	Intuity	Under Decision
ActiveVoice Unity	Microwave WAN link	Wireless Knowledge
Bluetooth	Nortel	Wireless Knowledge Workstyle S
Breeze	Notebooks with aircards	Wireless LAN
Cell Phones	Octel Unified Messenger	WISP
Cerulean MDT	Octel	

