

# Motivation Survey

1. How knowledgeable are you about computers?

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> Very     | <input type="checkbox"/> Somewhat   |
| <input type="checkbox"/> Slightly | <input type="checkbox"/> Not at all |

2. Which of the following are important to you when evaluating a computer equipment purchase? Check all that apply.

- |  |  |
|--|--|
| <input type="checkbox"/> After-sales support         | <input type="checkbox"/> Attractive product            |
| <input type="checkbox"/> Best price for features     | <input type="checkbox"/> Brand name                    |
| <input type="checkbox"/> Easy to use                 | <input type="checkbox"/> Hardware compatibility        |
| <input type="checkbox"/> Lowest price available      | <input type="checkbox"/> Most features/functions       |
| <input type="checkbox"/> Newest technology available | <input type="checkbox"/> Product quality               |
| <input type="checkbox"/> Reputation of vendor        | <input type="checkbox"/> Compact size                  |
| <input type="checkbox"/> Warranty                    | <input type="checkbox"/> Other: _____ (please specify) |

3. Which of the following sources of information do you use to make decisions about computer or software purchases? (Please check all that apply.)

- |  |  |
|--|--|
| <input type="checkbox"/> Business publications         | <input type="checkbox"/> Catalogs                      |
| <input type="checkbox"/> Colleagues                    | <input type="checkbox"/> Consultants                   |
| <input type="checkbox"/> In-store displays             | <input type="checkbox"/> Manufacturer's reps           |
| <input type="checkbox"/> PC Publications               | <input type="checkbox"/> Personal experience/knowledge |
| <input type="checkbox"/> Radio                         | <input type="checkbox"/> Television                    |
| <input type="checkbox"/> Trade shows                   | <input type="checkbox"/> Newspaper                     |
| <input type="checkbox"/> Other: _____ (please specify) |  |

4. Which of the following publications do you rely on for information regarding your business or your plans to start a business? (Please check all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> Business Nation  | <input type="checkbox"/> Home Office Computing |
| <input type="checkbox"/> Business Week    | <input type="checkbox"/> Inc.                  |
| <input type="checkbox"/> Byte             | <input type="checkbox"/> Independent Business  |
| <input type="checkbox"/> Computer Shopper | <input type="checkbox"/> MacCentral            |
| <input type="checkbox"/> Computerworld    | <input type="checkbox"/> Macworld Online       |
| <input type="checkbox"/> Entrepreneur     | <input type="checkbox"/> PC Magazine           |
| <input type="checkbox"/> eWeek            | <input type="checkbox"/> PC Novice             |
| <input type="checkbox"/> Forbes           | <input type="checkbox"/> PC World              |
| <input type="checkbox"/> Fortune          | <input type="checkbox"/> None of these         |

5. As a small-business owner, please check those of the following topics covered in *Entrepreneur* magazine that you consider useful.

- |  |  |
|--|--|
| <input type="checkbox"/> Tax information                 | <input type="checkbox"/> New ideas for business                      |
| <input type="checkbox"/> Financial (raising money, etc.) | <input type="checkbox"/> Computer technology                         |
| <input type="checkbox"/> Marketing strategies            | <input type="checkbox"/> Company profiles                            |
| <input type="checkbox"/> Latest office equipment         | <input type="checkbox"/> Management tips                             |
| <input type="checkbox"/> Franchise information           | <input type="checkbox"/> Latest small-business trends and statistics |
| <input type="checkbox"/> All of the above                | <input type="checkbox"/> None of these                               |

6. Are you:

☐ Male

☐ Female

7. What is your total annual household income? (Include income from all family members and all sources—salary, bonuses, investment income, rents, royalties, etc.)

☐ Less than \$30,000

☐ \$40,000 - \$49,999

☐ \$60,000 - \$74,999

☐ \$100,000 - \$149,999

☐ \$250,000 - \$499,999

☐ \$1 million or more

☐ \$30,000 - \$39,999

☐ \$50,000 - \$59,999

☐ \$75,000 - \$99,999

☐ \$150,000 - \$249,999

☐ \$500,000 - \$999,999