



1996 reader survey

We want to know who reads *What PC?* and what our readers feel about the magazine. Please take a few moments to answer the following questionnaire and send it FREEPOST to us. For every completed entry received we'll donate 19p to help Oxfam

We want you to tell us what interests you, and how you feel about *What PC?* This will help us to ensure that our editorial programme meets your needs and interests. Please take a few moments to answer the following questionnaire and send it FREEPOST to us. For every completed entry received we'll donate 19p to help *What PC?*'s adopted charity project in Kenya.

About Yourself...

1 Are you?

☐ male ☐ female

2 Your Age:

☐ 20-29 ☐ 50-59
☐ 30-39 ☐ 60 or over
☐ 40-49

3 Marital status:

☐ married ☐ single
☐ divorced ☐ separated

4 Do you have children?

☐ yes ☐ no
If so, how many? _____

5 What are their ages? (please tick all that apply)

☐ under 5 years ☐ 16-20
☐ 11-15 ☐ 21 or over

6 Household income:

☐ under £15,000 ☐ £30-39,999
☐ £15-19,999 ☐ £40-49,999
☐ £20-29,999 ☐ over £50,000

7 Company turnover:

☐ £0-499,000 ☐ £21-50 million
☐ £500-999,000 ☐ £51-250 million
☐ £1-5 million ☐ over £250 million
☐ £6-20 million

8 Employed in: (choose one)

☐ computer related ☐ insurance/bank/finance
☐ goods/services ☐ education/health/gov't
☐ manufacturing ☐ construction/mining/chems
☐ wholesale/retail ☐ other

9 Your role is:

☐ director ☐ partner/proprietor
☐ manager (non-IT) ☐ administrator
☐ IT professional/manager ☐ other

10 Self-employed:

☐ sole trader
☐ with less than 10 employees
☐ with 10 or more employees

11 Student: ☐

12 Unemployed: ☐ 12a Retired: ☐ 12b Other: ☐

PC usage...

13 Do you have a PC?

☐ at home ☐ at work

If so, what type is it? (tick all that apply)

14 At home:

☐ desktop
☐ notebook
☐ multimedia
☐ 386
☐ 486
☐ Pentium
☐ Apple Mac

15 At work:

☐ desktop
☐ notebook
☐ multimedia
☐ 386
☐ 486
☐ Pentium
☐ Apple Mac

16 Is this your first home PC?

☐ yes ☐ no

17 Do you use a modem?

☐ at home ☐ at work

18 Do your children use a PC at home?

☐ yes ☐ no

19 If you have a home PC, was this purchased...

☐ by you personally ☐ by your company

20 What do you and your family use the PC for at home:

(tick all that apply)

☐ running a home business
☐ taking work home from the office
☐ entertainment
☐ education
☐ Internet

21 Where did you purchase your home PC?

☐ mail order, from a magazine
☐ mail order, from a catalogue
☐ computer superstore
☐ high street shop ☐ other dealer

22 Are you self-employed?

☐ yes ☐ no



23 How much of your income do you generally earn as a result of using your computer at home?

- ☐ all ☐ some
☐ most ☐ none

24 How much do you plan to spend in the next 12 months on computer related goods and services?

For your home?

- ☐ £0-499
☐ £500-1499
☐ £1500-2,999
☐ £3,000-4,999
☐ £5,000-7,999
☐ £8,000-9,999
☐ £10,000-14,999
☐ over £15,000

25 At work?

- ☐ £0-500
☐ £501-1500
☐ £1501-3000
☐ £3001-10,000
☐ £10,001-20,000
☐ £20,001-30,000
☐ £30,001-50,000
☐ over £50,000

26 In your business, which of the following best describes your role in PC purchases? (please tick only one)

- ☐ I recommend which products to purchase
☐ I specify which products to purchase
☐ I authorise or order the products purchased

27 When do you next plan to upgrade your home PC?

- ☐ I have no plans to upgrade ☐ in 1-2 years
☐ within 6 months ☐ in 3 or more years
☐ in 6-12 months

Which of the following do you plan to purchase within the next 12 months?(tick all that apply)

28 At Home?

- ☐ desktop PC
☐ notebook or laptop
☐ printer
☐ CD-Rom or multimedia kit
☐ modem
☐ Internet connection
☐ educational software
☐ entertainment software
☐ business software

(e.g. word processing, etc.)

please specify _____

29 At Work?

- ☐ desktop PC
☐ notebook or laptop
☐ printer
☐ CD Rom or multimedia kit
☐ modem
☐ Internet connection
☐ educational software
☐ entertainment software
☐ business software

(e.g. word processing, etc.)

please specify _____

30 Do you subscribe to any of the following?

- ☐ Compuserve ☐ UK Online
☐ America Online ☐ CIX
☐ direct Internet access (state service provider) _____
☐ other online service (please state) _____

Computer information sources...

31 Which sources of information are most useful to you when deciding which products and services to buy?

(tick all that apply)

- ☐ computer magazine editorial
☐ computer magazine advertisements
☐ daily or Sunday newspapers
☐ friends who are IT professionals
☐ other friends (non-IT)
☐ television or radio advertisements
☐ retail outlets/dealers

32 Do you find *What PC?* a trustworthy source of information about computer products?

- ☐ yes ☐ no

33 What prompted you to purchase this issue of *What PC?* (tick all that apply)

- ☐ seeking information in preparation for making a purchase
☐ generally interested in PCs
☐ trying to learn about PCs
☐ cover story
☐ cover CD
☐ buyer's guide tables
☐ product tests
☐ After Hours section
☐ 'Getting Started' section

34 How useful is *What PC?* in assisting your buying decisions?

- ☐ extremely useful ☐ of little or no use
☐ fairly useful

35 How valuable is *What PC?* in informing you about products prior to purchase?

- ☐ extremely valuable
☐ of some value
☐ of little or no value

36 How many issues of *What PC?* have you read in the past 12 months?

- ☐ 1-2 ☐ 7-8
☐ 3-4 ☐ 9-10
☐ 5-6 ☐ 11 or more

37 How many others, on average, read your copy of *What PC?*

- ☐ None ☐ 3
☐ 1 ☐ 4 or more
☐ 2

38 Which of the PC magazines below do you regularly read?

Have Read	Yes	No. of issues read in past 12 months	1-2	3-4	5-6	7-8	9-10	11+
PC Magazine	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer Shopper	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer Buyer	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC Direct	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC Pro	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC Plus	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal								
Computer World	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC Advisor	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What Personal								
Computer (EMAP)	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

39 Which of the following sections of *What PC?*... are most useful to you?

- ☐ news ☐ cover CD
☐ product and group reviews ☐ 'Computer Class' section
☐ Lab performance tests ☐ 'After Hours' section
☐ buyers guide tables ☐ 'Getting Started' section
☐ advertisements

40 How well does our editorial style meet your needs?

- ☐ too technical ☐ about right
☐ too simple ☐ other comments _____

41 How useful or entertaining is our cover CD?

- ☐ excellent ☐ fair
☐ good ☐ poor

42 How does our cover CD compare with those from other magazines?

- ☐ better ☐ worse
☐ about the same ☐ I can't compare

The information will remain confidential and will not be used for any other purpose unless requested below.

Name: _____

Job Title: (if appropriate) _____

Address: _____

City: _____ County: _____

Post Code: _____ Telephone: (_____) _____

Please post to: **What PC?, FREEPOST 25, 32-34 Broadwick Street, London W1E 6EZ**

- ☐ Tick here if you do NOT wish to receive promotional material.
☐ Tick here if you would be willing to participate in a further telephone interview or group discussions about *What PC?*
☐ Tick here if you would like information on becoming a *What PC?* subscriber.