



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? 25 At work? £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

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, within 6 months, in 6-12 months, in 1-2 years, in 3 or more years

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

- 28 At Home? 29 At Work? desktop PC, notebook or laptop, printer, CD-Rom or multimedia kit, modem, Internet connection, educational software, entertainment software, business software

30 Do you subscribe to any of the following?

- CompuServe, America Online, direct Internet access, other online service, UK Online, CIX

Computer information sources...

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

- 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, fairly useful, of little or no use

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, 3-4, 5-6, 7-8, 9-10, 11 or more

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

- None, 1, 2, 3, 4 or more

38 Which of the PC magazines below do you regularly read? No. of issues read in past 12 months

Table with columns: Have Read, Yes, 1-2, 3-4, 5-6, 7-8, 9-10, 11+. Rows include PC Magazine, Computer Shopper, Computer Buyer, PC Direct, PC Pro, PC Plus, Personal, Computer World, PC Advisor, What Personal, Computer (EMAP).

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

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

40 How well does our editorial style meet your needs?

- too technical, too simple, about right, other comments

41 How useful or entertaining is our cover CD?

- excellent, good, fair, poor

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

- better, about the same, worse, 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.