

1. How knowledgeable are you about computers?

- Very
- Slightly
- Somewhat
- Not at all

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

- After-sales support
- Best price for features
- Easy to use
- Lowest price available
- Newest technology available
- Reputation of vendor
- Warranty
- Attractive product
- Brand name
- Hardware compatibility
- Most features/functions
- Product quality
- Compact size
- 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.)

- Business publications
- Colleagues
- In-store displays
- PC Publications
- Radio
- Trade shows
- Other: \_\_\_\_\_ (please specify)
- Catalogs
- Consultants
- Manufacturer's reps
- Personal experience/knowledge
- Television
- Newspaper

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.)

- Business Nation
- Business Week
- Byte
- Computer Shopper
- Computerworld
- Entrepreneur
- eWeek
- Forbes
- Fortune
- Home Office Computing
- Inc.
- Independent Business
- MacCentral
- Macworld Online
- PC Magazine
- PC Novice
- PC World
- 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:

- |                               |                                 |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> 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.)

- |  |  |
|--|--|
| <input type="checkbox"/> Less than \$30,000    | <input type="checkbox"/> \$30,000 - \$39,999   |
| <input type="checkbox"/> \$40,000 - \$49,999   | <input type="checkbox"/> \$50,000 - \$59,999   |
| <input type="checkbox"/> \$60,000 - \$74,999   | <input type="checkbox"/> \$75,000 - \$99,999   |
| <input type="checkbox"/> \$100,000 - \$149,999 | <input type="checkbox"/> \$150,000 - \$249,999 |
| <input type="checkbox"/> \$250,000 - \$499,999 | <input type="checkbox"/> \$500,000 - \$999,999 |
| <input type="checkbox"/> \$1 million or more   |  |