

MOTIVATION QUESTIONNAIRE

1. How Knowledgeable are you about computers?

- Very Knowledgeable
 Slightly knowledgeable
 Some what knowledgeable
 Not Knowledgeable at all

2. Which of the following functions are extremely important to you when evaluating a computer equipment purchase? (Please 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. Please indicate which of the following sources of information you use to make decisions about what computer or software products to purchase. (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. Please indicate which of the following publications you rely on for information regarding your business or your plans to start a business. (Please check all that apply)

- Business Week
 Byte
 Computer shopper
 Entrepreneur
 Fortune
 Inc.
 Nation's Business
 Mac Week
 PC Computing
 PC Novice
 PC Week
 Windows Magazine
 Business Start-Ups
 Compute
 Computer world
 Forbes
 Home office Computing
 Independent Business
 Mac User
 Mac world
 PC Magazine
 PC Sources
 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. (Please check all that apply.)

- Tax information
 Financial (raising money, etc)
 Marketing strategies
 Latest office equipment
 Franchise information
 All of the above
 New ideas for business
 Computer technology
 Company profiles
 Management tips
 Latest small business trends and statistics
 None of these

6. Are you:

Male

Female

7. Please indicate your total 1994 household income. (please include income from all family members and all sources-salary, bonuses, investment income, rents, royalties, etc.)

Less than \$30,000

\$30,000 - \$39,999

\$40,000 - \$49,999

\$50,000 - \$59,999

\$60,000 - \$74,999

\$75,000 - \$99,999

\$100,000 - \$149,999

\$150,000 - \$249,999

\$250,000 - \$499,999

\$500,000 - \$999,999

\$1 million or more