

Questionnaire

Win £200
worth of Eurostar
vouchers

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WE KNOW FROM YOUR

LETTERS AND EMAILS

THAT, while many readers are home PC users, many of you make decisions

about how PC equipment is purchased for business and work purposes. Here at *Personal Computer World* we try to provide the information you need to make better business decisions — but we can only do that if we know what matters to you when you are choosing machines for business. You can help us provide the service you want by completing this questionnaire. And if an even better, more helpful *Personal Computer World* isn't a good enough reason on its own, we've got £200 of Eurostar vouchers to give away so that

you can whisk a friend or partner away for a special weekend. We are also giving away 50 *Personal Computer World* conference bags.

If you do not want to cut out the questionnaire, please photocopy it and send it to the address at the end of this survey [p237]. It doesn't need a stamp. The Eurostar vouchers will be given to the first name drawn out of the hat on 1st November 1998.

Your answers are confidential and your name will not be added to any mailing lists as a result of sending in this survey. If you don't want to enter the draw, then just leave the name and address blank — but please feel free to complete the questionnaire anyway.

**PERSONAL
COMPUTER
WORLD**

1 Are you involved in your company's decisions about buying PCs?

Yes ☐ ¹ - This questionnaire is for you. Please let us know your views.

No ☐ ² - This questionnaire isn't really for you. But you can still fill it out and enter the draw if you want.

2 Do you authorise, recommend or specify your company's PC or PC-related purchases?

I authorise purchases ☐ ¹ Please answer Q3

I recommend purchases ☐ ² Please answer Q4

I specify purchases ☐ ³ Please answer Q4

3a What is your annual PC equipment and software budget?

Under £1,000 ☐ ¹

£1,000 - £4,999 ☐ ²

£5,000 - £9,999 ☐ ³

£10,000 - £19,999 ☐ ⁴

£20,000 - £49,999 ☐ ⁵

£50,000 - £99,999 ☐ ⁶

£100,000 - £250,000 ☐ ⁷

Over £250,000 ☐ ⁸

3b Do you expect your budget for next year to increase, decrease or stay about the same?

I expect the budget will increase next year ☐ ¹

I expect the budget will decrease next year ☐ ²

I expect the budget will be about the same next year ☐ ³

4 How often are you involved in decisions to purchase PCs for your company?

Every week or two ☐ ¹

About once a month ☐ ²

Five or six times a year ☐ ³

Three or four times a year ☐ ⁴

Once or twice a year ☐ ⁵

Less often ☐ ⁶

5 Which of the following are you planning to buy for business use in the next twelve months?

Hardware

Network servers ☐ ¹

Desktop ☐ ²

Notebook ☐ ³

Palmtop/PDA ☐ ⁴

Laser printer ☐ ⁵

Inkjet printer ☐ ⁶

Scanner ☐ ⁷

Modem ☐ ⁸

17" monitor ☐ ⁹

21" monitor ☐ ¹⁰

Processor upgrade ☐ ¹¹

Memory upgrade ☐ ¹²

Storage ☐ ¹³

Digital Camera ☐ ¹⁴

Mobile phone ☐ ¹⁵

Services

Internet access ☐ ¹⁶

On line data ☐ ¹⁷

Other (please specify) ☐ ¹⁸

Software

Networking software (e.g. Windows NT) ☐ ¹

Office suite ☐ ²

Word processing ☐ ³

Spreadsheets ☐ ⁴

Graphics/DTP ☐ ⁵

Finance/accounting ☐ ⁶

Personal organiser/Scheduler ☐ ⁷

Project management ☐ ⁸

Database ☐ ⁹

Telephone contact management ☐ ¹⁰

E-mail or Internet related ☐ ¹¹

Other (please specify) ☐ ¹²

6 How many PCs did your company purchase last year?

None ☐ ¹

Less than five ☐ ²

6-10 ☐ ³

11-20 ☐ ⁴

21-50 ☐ ⁵

Over 50 ☐ ⁶

Don't know/can't remember ☐ ⁷

CHOOSING PCs AND PC PRODUCTS

7 Do you have a company policy to always buy PCs and PC products from the same supplier or from an approved list?

Yes

☐ ¹

No

☐ ²

IF YES: Which suppliers or manufacturers would you buy from? Please write the names of your top **three** approved suppliers in the space below.

8 When you are considering the choice of **supplier** of a PC or PC related equipment, what factors influence you in choosing one supplier over another? (We are assuming that there is a choice of suppliers, all of whom offer the basic spec required at similar prices.) Please indicate (i) the most important factor, (ii) the second most important factor, and (iii) the third most important factor by ticking **once** in each column below.

| | (i) Most most important | (ii) 2nd most important | (iii) 3rd most important |
|---|---------------------------------------|---------------------------------------|---------------------------------------|
| Low price | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Reputation of supplier | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Speed of delivery | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| After-sales service | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Global presence | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Availability of specific brands | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Quality of service/product support | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Reputation of products | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Knowledge of business (user) requirements | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Location of supplier | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Installation support | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Previous business relationship | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Recommendation | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Full service vendor | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |
| Other (please specify) | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ |

9 IF PRICE IS A FACTOR (i.e. ticked at question 8): How do you find the cheapest available supplier?

Please tick all that apply

| | |
|---|--|
| Compare advertised prices in a monthly IT magazine (e.g. PERSONAL COMPUTER WORLD) | <input type="checkbox"/> ¹ |
| Compare advertised prices in national newspapers | <input type="checkbox"/> ² |
| Compare advertised prices in the business press (e.g. The Economist) | <input type="checkbox"/> ³ |
| Compare advertised prices on the Internet | <input type="checkbox"/> ⁴ |
| Compare prices at a large outlet (eg PC World) | <input type="checkbox"/> ⁵ |
| Ring round a number of suppliers for quotes | <input type="checkbox"/> ⁶ |
| Rely on previous experience of suppliers | <input type="checkbox"/> ⁷ |
| Personal recommendation | <input type="checkbox"/> ⁸ |
| Delegate price comparisons to someone else | <input type="checkbox"/> ⁹ |
| Other (please specify) | <input type="checkbox"/> ¹⁰ |

10 IF REPUTATION IS A FACTOR (i.e. ticked at question 8): Listed below are some of the things that go towards making up the reputation of PC suppliers. For each one, please indicate how important you think it is by ticking the appropriate box.

| | Very important | Quite important | Not very important | Not at all important |
|--|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Advertisements in specialist IT magazines (like PERSONAL COMPUTER WORLD) | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |
| Advertisements in national newspapers | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |
| Advertisements in the business press | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |
| Advertisements on television/radio | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |
| Brands available | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |
| Suppliers' own web-sites | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |
| Manufacturer or supplier literature and mailings | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |
| Recommendations/test results in magazines like PERSONAL COMPUTER WORLD | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |
| Recommendations from friends/colleagues/consultants | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |
| Previous experience of the company | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |
| Other (please specify) | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ |

- 11** When you are considering the choice of products, what factors influence you in choosing one **brand** over another? (We are assuming that there is a choice of brands which offer a similar specification or function.) Please indicate (i) the most important factor, (ii) the second most important factor, and (iii) the third most important factor by ticking **once** in each column below.

| | (i) Most important | (ii) 2nd most important | (iii) 3rd most important |
|--------------------------------------|----------------------------|----------------------------|----------------------------|
| Low price | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Reputation of products | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Speed of delivery | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Technical superiority/Innovation | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| After-sales service | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Compatibility with existing machines | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Global presence | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Low cost of ownership | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Reliability | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Installation support | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Upgradability | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Recommendation | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Full service vendor | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Other (please specify) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |

- 12** IF PRICE IS A FACTOR (i.e. ticked at question 11): How do you find the cheapest available brand?

Please tick all that apply

| | |
|---|----------------------------|
| Compare advertised prices in a monthly IT magazine (e.g. PERSONAL COMPUTER WORLD) | <input type="checkbox"/> 1 |
| Compare advertised prices on the Internet | <input type="checkbox"/> 2 |
| Compare prices at a large outlet (e.g. PC World) | <input type="checkbox"/> 3 |
| Read reviews/comparative tables in the PC press | <input type="checkbox"/> 4 |
| Ring round a number of suppliers for quotes | <input type="checkbox"/> 5 |
| Personal recommendation | <input type="checkbox"/> 6 |
| Delegate price comparisons to someone else | <input type="checkbox"/> 7 |
| Other (please specify) | <input type="checkbox"/> 8 |

- 13** Listed below are some of the factors that might lead people to **change** the brand of PC or PC related products that they buy. Please tick all of the factors that you think might affect you.

| | |
|--|-----------------------------|
| Press advertisements | <input type="checkbox"/> 1 |
| Poster/outdoor advertising | <input type="checkbox"/> 2 |
| Television/Radio | <input type="checkbox"/> 3 |
| Word of mouth | <input type="checkbox"/> 4 |
| Reviews and lab tests | <input type="checkbox"/> 5 |
| Price/value for money | <input type="checkbox"/> 6 |
| Product literature/direct mail from manufacturer | <input type="checkbox"/> 7 |
| Design and technology | <input type="checkbox"/> 8 |
| Reputation | <input type="checkbox"/> 9 |
| Web presence | <input type="checkbox"/> 10 |
| Availability of product | <input type="checkbox"/> 11 |
| Personal experience | <input type="checkbox"/> 12 |
| Other (please specify) | <input type="checkbox"/> 13 |

YOUR WORK

- 14** Is your job principally concerned with IT?

| | |
|---|----------------------------|
| Yes - my main work area is IT | <input type="checkbox"/> 1 |
| No - my main work area is outside IT | <input type="checkbox"/> 2 |
| I have a general responsibility which includes IT but I am not an IT professional | <input type="checkbox"/> 3 |

- 15** Please tick the box below which best describes your job title.

| | |
|---------------------------------------|-----------------------------|
| Owner/Partner | <input type="checkbox"/> 1 |
| Director | <input type="checkbox"/> 2 |
| General manager | <input type="checkbox"/> 3 |
| IT/network/telecomms manager | <input type="checkbox"/> 4 |
| Technical support manager | <input type="checkbox"/> 5 |
| Purchasing manager | <input type="checkbox"/> 6 |
| Other manager/Department head | <input type="checkbox"/> 7 |
| Executive | <input type="checkbox"/> 8 |
| IT Consultant | <input type="checkbox"/> 9 |
| Management consultant | <input type="checkbox"/> 10 |
| Other (please specify your job title) | <input type="checkbox"/> 11 |

16 About how many people does your company employ?

- Less than ten ☐ ¹
 10 - 49 ☐ ²
 50 - 99 ☐ ³
 100 - 199 ☐ ⁴
 200 - 499 ☐ ⁵
 500 or more ☐ ⁶

17 What type of work does your company do? (Please tick the **one** item that best describes your company's work.)

- Civil Engineering/Construction ☐ ¹
 Computers/Information technology ☐ ²
 Defence ☐ ³
 Education ☐ ⁴
 Energy (Oil, gas, electricity) ☐ ⁵
 Finance/Banking/Insurance ☐ ⁶
 Government/public services ☐ ⁷
 Industry/industrial engineering/manufacturing ☐ ⁸
 Law/Accountancy/Management consultancy ☐ ⁹
 Media ☐ ¹⁰
 Medical/pharmaceutical ☐ ¹¹
 Retail and distribution ☐ ¹²
 Telecommunications ☐ ¹³
 Travel ☐ ¹⁴
 Other (please specify) ☐ ¹⁵

18 Which of the following areas do you get involved in?

- General Management ☐ ¹
 Sales & Marketing ☐ ²
 Finance ☐ ³
 Production ☐ ⁴
 Information Technology/Networks/Communications ☐ ⁵
 Research and Development/Corporate Planning ☐ ⁶
 Customer service ☐ ⁷
 Other (please write on the line below) ☐ ⁸

19 When your company buys computers are these purchased retail or direct? (Please tick all that apply.)

- Retail ☐ ¹
 Direct from manufacturer ☐ ²
 Direct from reseller ☐ ³
 PC dealers ☐ ⁴
 Via consultant ☐ ⁵
 Other (please write in) ☐ ⁶

PERSONAL COMPUTER WORLD

20 Do you have a subscription to **PERSONAL COMPUTER WORLD**?

- Yes ☐ ¹ No ☐ ²

21 How often do you read **PERSONAL COMPUTER WORLD**?

- I read almost every issue ☐ ¹
 I read most issues (around 3 out of 4) ☐ ²
 I only read it occasionally ☐ ³

22 Here are a number of things that people have said about **PERSONAL COMPUTER WORLD**. Please tick the appropriate box beside each statement to indicate how much you personally agree or disagree.

- | | Agree
a lot | Agree
a little | Neither agree
nor disagree | Disagree
a little | Disagree
a lot |
|--|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| I use information that I get from Personal Computer World in choosing PCs to purchase | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ | <input type="checkbox"/> ⁵ |
| I use information that I get from PERSONAL COMPUTER WORLD in purchasing peripherals/components | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ | <input type="checkbox"/> ⁵ |
| PERSONAL COMPUTER WORLD's reviews help me choose between brands | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ | <input type="checkbox"/> ⁵ |
| The main value of PERSONAL COMPUTER WORLD is in the editorial information | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ | <input type="checkbox"/> ⁵ |
| The main value of PERSONAL COMPUTER WORLD is in the advertisements | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ | <input type="checkbox"/> ⁵ |
| I value both the editorial and the advertisements | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ | <input type="checkbox"/> ⁵ |
| The new look in this issue is a big improvement | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ | <input type="checkbox"/> ⁵ |
| It is much easier to find things in the new layout | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ | <input type="checkbox"/> ⁵ |
| The new look PERSONAL COMPUTER WORLD is much easier to read | <input type="checkbox"/> ¹ | <input type="checkbox"/> ² | <input type="checkbox"/> ³ | <input type="checkbox"/> ⁴ | <input type="checkbox"/> ⁵ |

23 If you could change one thing about the new look Personal Computer World, what would it be?

24a Do you ever retain **features or reviews** from **PERSONAL COMPUTER WORLD** for future reference on products or prices?

Yes ☐ ¹ Please answer Q24b

No ☐ ² Please skip to Q25

24b About how often do you do so?

Every issue ☐ ¹

Most issues ☐ ²

Only occasionally ☐ ³

25a Do you ever retain **advertisements** from **PERSONAL COMPUTER WORLD** for future reference on products or prices?

Yes ☐ ¹ Please answer Q25b

No ☐ ² Please skip to Q26

25b About how often do you do so?

Every issue ☐ ¹

Most issues ☐ ²

Only occasionally ☐ ³

26 Have you ever made an enquiry or bought something as a result of an advertisement in **PERSONAL COMPUTER WORLD**?

Yes ☐ ¹

No ☐ ²

27a Which of these other computer magazines have you read or referred to in the past six months?

27b Which do you find gives you the most useful information that you can use in making buying decisions?

| | a/ read | b/ find most useful |
|-------------------------|--|--|
| Computer Buyer | <input type="checkbox"/> ¹ | <input type="checkbox"/> ¹ |
| Computer Shopper | <input type="checkbox"/> ² | <input type="checkbox"/> ² |
| ComputerAct!ve | <input type="checkbox"/> ³ | <input type="checkbox"/> ³ |
| Computing | <input type="checkbox"/> ⁴ | <input type="checkbox"/> ⁴ |
| Information Week | <input type="checkbox"/> ⁵ | <input type="checkbox"/> ⁵ |
| IT Week | <input type="checkbox"/> ⁶ | <input type="checkbox"/> ⁶ |
| PC Advisor | <input type="checkbox"/> ⁷ | <input type="checkbox"/> ⁷ |
| PC Direct | <input type="checkbox"/> ⁸ | <input type="checkbox"/> ⁸ |
| PC Magazine | <input type="checkbox"/> ⁹ | <input type="checkbox"/> ⁹ |
| PC Plus | <input type="checkbox"/> ¹⁰ | <input type="checkbox"/> ¹⁰ |
| PC Pro | <input type="checkbox"/> ¹¹ | <input type="checkbox"/> ¹¹ |
| PERSONAL COMPUTER WORLD | <input type="checkbox"/> ¹² | <input type="checkbox"/> ¹² |
| What PC? And Software | <input type="checkbox"/> ¹³ | <input type="checkbox"/> ¹³ |

28 Do you ever retain **features or reviews** in computer magazines other than **PERSONAL COMPUTER WORLD**?

Yes ☐ ¹

No ☐ ²

29 Do you ever retain **advertisements** in computer magazines other than **PERSONAL COMPUTER WORLD**?

Yes ☐ ¹

No ☐ ²

30 Have you ever made an enquiry or bought something as a result of an advertisement in another computer magazine?

Yes ☐ ¹

No ☐ ²

31a Have you ever made an enquiry or bought something as a result of an advertisement in the national or business press?

Yes ☐ ¹ Please answer Q31b

No ☐ ² Please skip to Q32

31b Which newspaper/magazine was this? (Please specify)

AND FINALLY

32 How old are you?

Under 25 ☐ ¹

25 - 34 ☐ ²

35 - 44 ☐ ³

45 - 54 ☐ ⁴

55 - 64 ☐ ⁵

65+ ☐ ⁶

THANK YOU FOR YOUR HELP

Your reply will be treated in the strictest confidence and analysed in statistical form only. However, if you want to take part in the prize draw to **win £200 worth of Eurostar vouchers**, please fill in your name and address in the space below.

Name: _____

Address: _____

Please return this questionnaire to:

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