### **MOTIVATION SURVEY**

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?

* 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 tick all that apply.)

* Business publications
* Colleagues
* In-store displays
* PC Publications
* Radio
* Trade shows
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (please specify)
* Catalogues
* 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 tick 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 tick those of the following topics that you consider useful.

* 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. What is your total annual household income? (Include income from all family members and all sources—salary, bonuses, investment income, rents, royalties, etc.)

* Less than R30,000
* R40,000 - R49,999
* R60,000 - R74,999
* R100,000 - R149,999
* R250,000 - R499,999
* R1 million or more
* R30,000 - R39,999
* R50,000 - R59,999
* R75,000 - R99,999
* R150,000 - R249,999
* R500,000 - R999,999