A+

The #1 Apple II Magazine

1986
APPLE MARKETING AND MEDIA FACTS.

A+ Magazine
Subscriber
Study

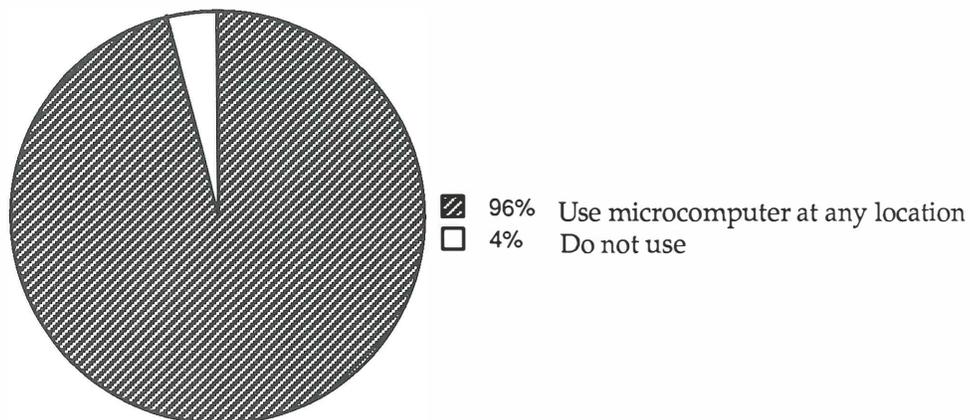# Methodology

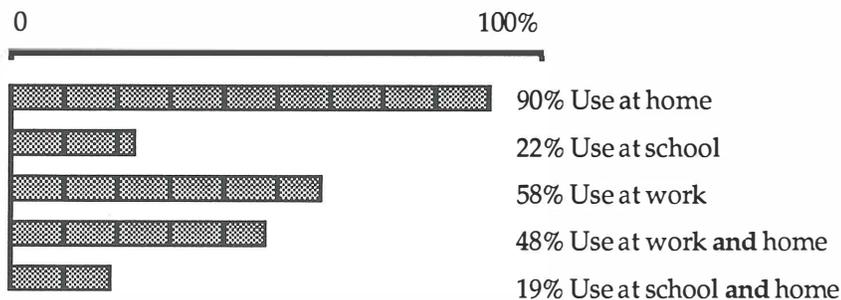|	
Method	Mail survey
Sample size	2,000
Sample selection	Nth name from among all subscribers in the continental United States
Field date	April - May 1986
Number of mailings	Two
Incentive (First mailing only)	$1.00
Questionnaire length	Eight Pages
Number of returns	1,300
Response rate	66%
Researcher	Simmons Market Research Bureau, Inc.

Personal Ownership and Usage of Microcomputer Products

Microcomputer Usage

■ 96% Use microcomputer at any location
□ 4%   Do not use

Where Microcomputer is Used

0   100%

90% Use at home

22% Use at school

58% Use at work

48% Use at work **and** home

19% Use at school **and** home

Base: 1,300 subscribers

Personal Ownership and Usage of Microcomputer Products

Household Ownership

▨	92%	Household owns microcomputer
☐	8%	Household does not own
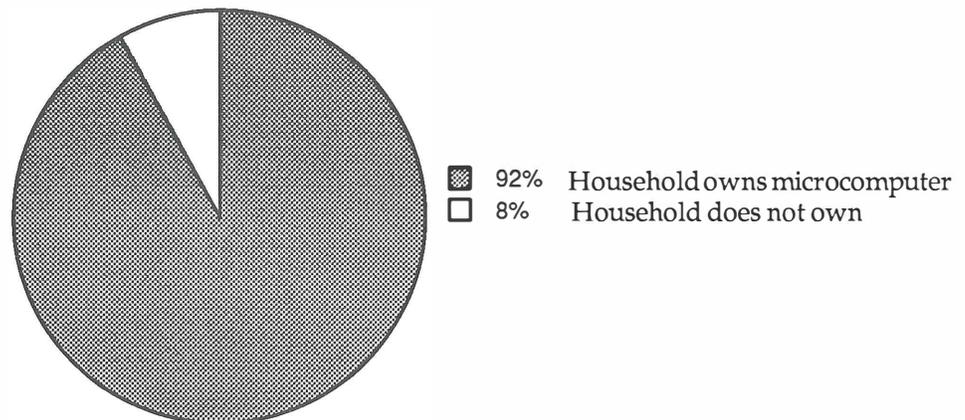
Base: 1,300 subscribers

Number of Microcomputers Owned by Household

▨	65%	One
▤	25%	Two
☐	10%	Three or more
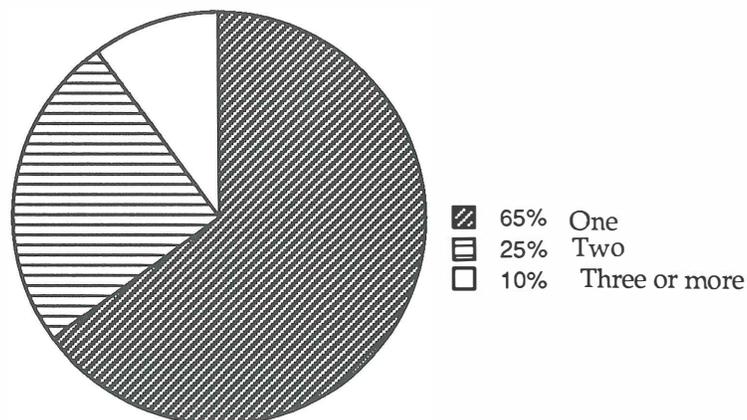
Average number owned: 1.5 microcomputers
Average number of hours microcomputer used at home: 9.5 hours
Average number of years using microcomputers: 3.6 years

Base: 1,188 subscriber households owning microcomputers

Personal Ownership and Usage of Microcomputer Products

Household Ownership of Microcomputer by Brand and Model

Any Apple	**94%**
Any Apple II Series	88%
Apple II	2
Apple II+	22
Apple IIe	50
Apple IIc	22
Any Macintosh Series	12%
Macintosh	10
Mac Plus	2
Any IBM	**5**
IBM PC	1
IBM PC XT	1
IBM PC AT	2
Other IBM	1
Commodore	6
Radio Shack/Tandy	4
Texas Instruments	3
Atari	3
Timex / Sinclair	3
Franklin	2
Compaq	1
Heath/Zenith	1

Note: Models owned by fewer than 0.5% not reported
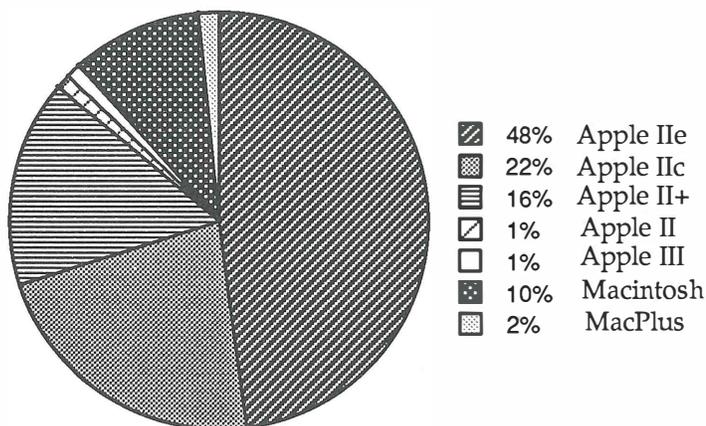
Base: 1,188 subscribers owning microcomputers

Personal Ownership and Usage of Microcomputer Products

Most Recent Purchase of Apple Computer

48%	Apple IIe	
22%	Apple IIc	
16%	Apple II+	
1%	Apple II	
1%	Apple III	
10%	Macintosh	
2%	MacPlus	

Any Apple II Series	87%
Any Apple Macintosh Series	12%
Apple III	1%

When Apple Computer was Purchased by Household

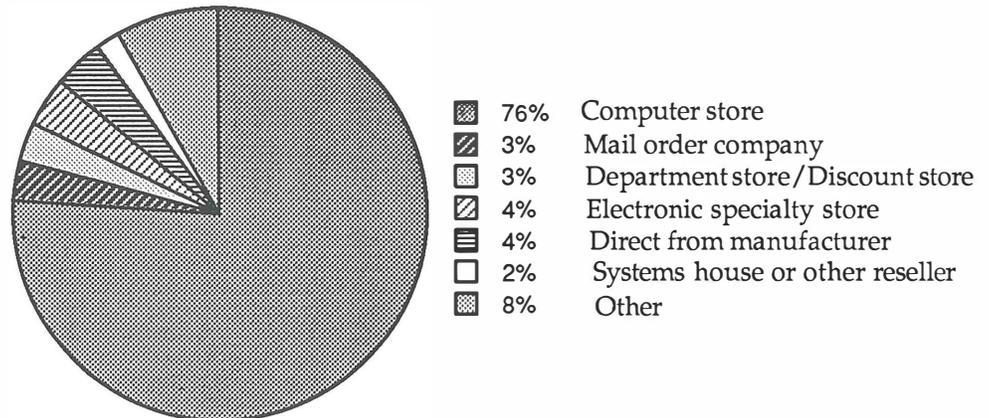|	
January 1985 - April 1986	31%
1984	34
1983	16
1982	10
Earlier than 1982	9
Total	100%

Base: 1,070 subscriber households owning Apple computer

Personal Ownership and Usage of Microcomputer Products

Where Apple Computer was Acquired

	76%	Computer store
	3%	Mail order company
	3%	Department store/Discount store
	4%	Electronic specialty store
	4%	Direct from manufacturer
	2%	Systems house or other reseller
	8%	Other

Cost of Apple Computer Purchased by Household

Less than $1,000	8%
$1,000 - $1,999	40
$2,000 - $2,999	35
$3,000 or more	17
	100%

Average purchase price - $2,270

Base: 1,070 subscriber households owning Apple computers

Personal Ownership and Usage of Microcomputer Products

Memory Capacity of Household's Apple Computer
[At Time of Purchase versus at Present]

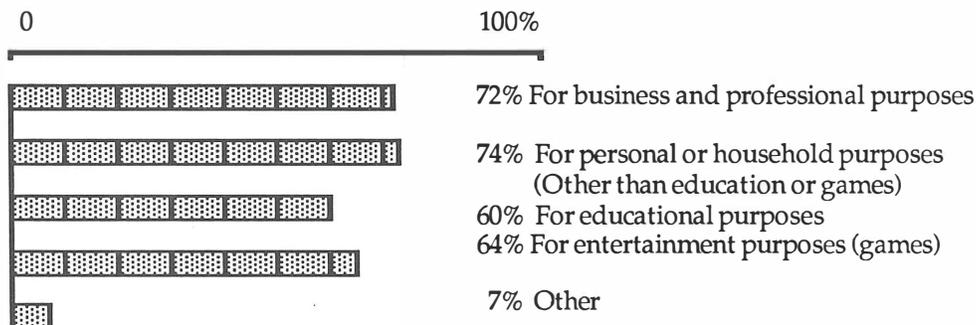|	At Time of Purchase	At Present
Under 64K RAM	13%	4%
64 -255K	78	74
256 - 511K	2	5
512-639K	5	11
640K or more	2	6
Total	100%	100%
Average Memory	140K	208K

Base: 1,070 subscriber households owning Apple computer

Personal Ownership and Usage of Microcomputer Products

How Household Apple Computer Is Used

0   100%

72% For business and professional purposes

74% For personal or household purposes
(Other than education or games)
60% For educational purposes
64% For entertainment purposes (games)

7% Other

Primary and Secondary Users of Household Apple Computer

	Primary User	Secondary Users
Subscriber	86%	11%
Other male 18 years or older	3	14
Other female 18 years or older	4	32
One or more children under 18 years old	7	40
No secondary user	-	31
	100%	*

Base: 1,070 subscriber households owning Apple computer

Note: * Total exceeds 100% due to multiple responses

Personal Ownership and Usage of Microcomputer Products

Household Use of Apple Computer for Business/Professional Applications

Word processing	78%
Database/Files	54
Spreadsheet analysis	45
Programming/Software Development	31
Data communications	20
Accounting/Payroll	19
Communications with on-line information services	17
Job training	5
Other	9
	*

Base: 1,070 subscriber households owning Apple computer

Note: * Total exceeds 100% due to multiple responses

Personal Ownership and Usage of Microcomputer Products

Household Use of Apple Computer for Personal Applications

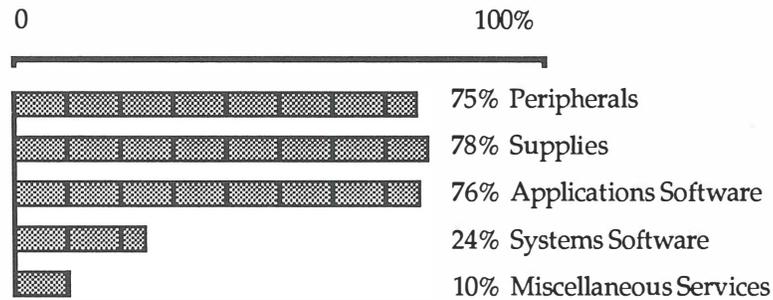|	
Word processing	86%
Recreation/Entertainment	64
Database/Files	46
Managing household accounts/Budget	44
Programming/Software development	38
Home education programs for children	37
Spreadsheet analysis	34
Communications with on-line information services	20
Home education programs for adults	19
Other	4
	*

Base: 1,070 subscriber households owning Apple computer
Note * Total exceeds 100% due to multiple responses

Personal Ownership and Usage of Microcomputer Products

Peripheral Equipment, Supplies, and Software Purchased by Household in the Past 12 Months

0   100%

75% Peripherals

78% Supplies

76% Applications Software

24% Systems Software

10% Miscellaneous Services

Summary of Amount Spent by Household in the Past 12 Months for the Above:

	Subscribers Purchased SpecificType of Product	Average Amount Spent
All Products	944	$800
Peripherals	558	$590
Software	767	$340
Supplies	798	$170
Other products	83	$270

Base: 1,070 subscriber households owning Apple computer

Personal Ownership and Usage of Microcomputer Products

Peripheral Equipment, Supplies, and Software Purchased by Household in the Past 12 Months by Category

Peripherals	**75%**
Any Printer	41
Dot-matrix printer	36
Laser printer	1
Letter quality printer	6
Any Monitor	22
Color monitor	14
B & W monitor	9
Keyboard	4
Graphics tablet/Digitizer	4
Joystick	24
Light pen	1
Floppy disk drive	28
Hard disk drive	6
Accessory boards	15
Added memory product	19
Modem	17
Plotter	1
Music/Voice synthesizer	3
Other peripherals	10
Supplies	**78**
Floppy/Mini disks	70
Tape	1
Computer furniture	17
Computer books	36
Other supplies	17

Personal Ownership and Usage of Microcomputer Products

Peripheral Equipment, Supplies, and Software Purchased by Household in the Past 12 Months by Category (continued)

Applications Software	76%
Integrated	26
Word processing	27
Accounting/Payroll	6
Spreadsheet/Financial planner	11
Graphics	24
Database management	12
Data communications	9
Desktop publishing	8
Educational	19
Tutorials or training	8
Home/Personal finance	13
Home entertainment	26
Tax aids	6

Systems Software	24
Language	13%
Compilers	4
Utilities	14

Miscellaneous Services	10
On-line information services	9
Training classes	2
	*

Base: 1,070 subscriber households owning Apple computer
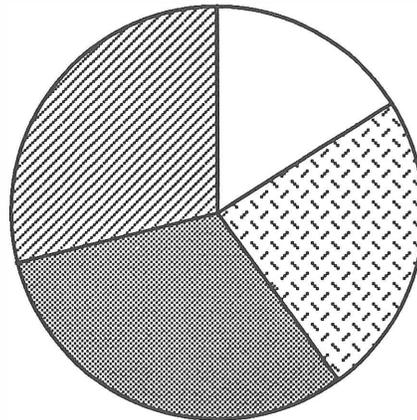
Note: * Total exceeds 100% due to multiple responses

Personal Ownership and Usage of Microcomputer Products

Software Purchased in the Past 12 Months

Amount spent for software

	%	
☐	16%	Less than $99
◨	24%	$100 - $199
▦	31%	$200 - $399
▨	29%	$400 or more

Average amount spent: $340
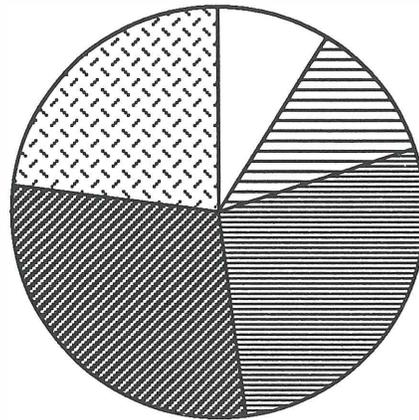**Purchased an average of six applications software packages**

Base: 767 subscriber households owning Apple computers
that purchased software

Personal Ownership and Usage of Microcomputer Products

Peripherals Purchased in the Past 12 Months

Amount spent for peripherals

- 9% Less than $99
- 11% $100 - $199
- 28% $200 - $239
- 29% $400 - $749
- 23% $750 or more

Average amount spent - $590

Base: 558 subscriber households owning Apple computer that purchased peripherals

Personal Ownership and Usage of Microcomputer Products
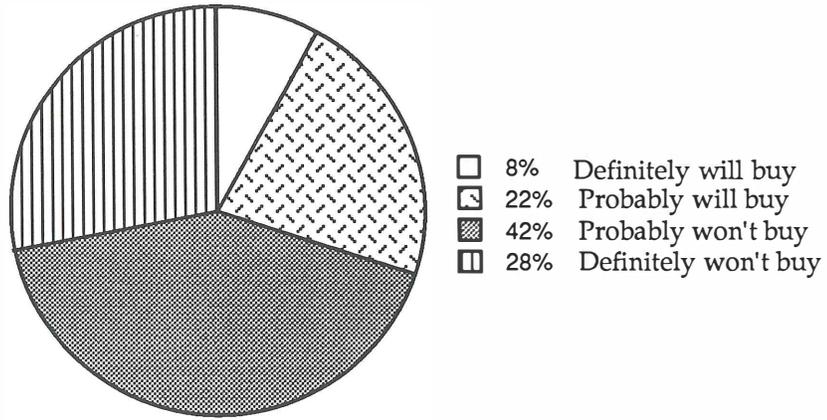
Individuals Who Determine Brand to Be Purchased

	Accessory Boards	Educational Software	Entertainment Software	Other Applications Software
Subscriber	88%	75%	72%	63%
Other male 18 years or older	5	5	7	5
Other female 18 years or older	6	15	11	7
One or more children under 18 years of age	3	18	27	3
Not specified	10	16	11	32
Total	*	*	*	*
Base: Subscriber households owning Apple computer	154	199	268	70

Note:* Total exceeds 100% due to multiple responses

Personal Ownership and Usage of Microcomputer Products

Microcomputer Purchasing Planned by Household in the Next 12 Months

□	8%	Definitely will buy
◨	22%	Probably will buy
▨	42%	Probably won't buy
⊞	28%	Definitely won't buy

Base: 1,300 subscribers

Personal Ownership and Usage of Microcomputer Products

Future Microcomputer Purchasing and Brands Considered in the Next 12 Months

Any Apple	**59%**
Any Apple II Series	31
Apple IIe	21
Apple IIc	14
Any Macintosh	35%
Macintosh	18
Mac Plus	21
Other Apple	3
Any IBM	**21%**
IBM PC	5
IBM PC XT	9
IBM PC AT	6
Other IBM	5
Compaq	8
Commodore	6
Atari	3
Heath/Zenith	3
Kaypro	2
Radio Shack/Tandy	2
Digital Equipment	1
Franklin	1
Hewlett Packard	1
Other Brands	12
Brand unspecified	16
	*

Base: 375 subscribers likely to buy a microcomputer in the next 12 months

Note: * Total exceeds 100% due to multiple responses

Personal Ownership and Usage of Microcomputer Products

Apple Microcomputers, Peripherals, Supplies and Software Planned to Purchase in the Next 12 Months

Amount planned to spend	
0-$399	15%
$400-$900	16%
$1000-$1999	11%
$2000-$2999	6%
$3000 or more	6%
not specified	46%

**Total Amount Household Plans to Spend
in Next 12 Months: $1,280**

Base: 1,104 subscriber households that plan to buy Apple
computer(s), peripherals, supplies, or software in
the next 12 months

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Dot Matrix Printers Purchased in the Past 12 Months

Apple	50%
Epson	21
Panasonic	5
Okidata	5
Star Micronics	4
C. Itoh	2
Brother	1
Citizen	1
Copal	1
Other	4
Brand unspecified	6
Total	100%

Base: 372 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Letter Quality Printers Purchased in the Past 12 Months

Brother	20%
Apple	12
Epson	9
Panasonic	6
Okidata	6
Olympia	6
Silver Reed	5
Qume	3
Diablo	3
Royal	3
Star Micronics	3
Other	5
Brand unspecified	19
Total	100%

Base : 65 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Color Monitors Purchased in the Past 12 Months

Brand	Percent
Apple	49%
Amdek	15
Technika	4
Panasonic	4
Commodore	3
Sony	3
Taxan	3
Hitachi	2
Comrex	1
Magnavox	1
Princeton Graphics	1
NEC	1
Other	5
Brand unspecified	8
Total	100%

Base: 142 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

**Brands of Black & White Monitors
Purchased in the Past 12 Months**

Apple	55%
Zenith	8
Amdek	5
Sakata	2
Taxan	2
NEC	2
Other	11
Brand unspecified	15
Total	100%

Base: 97 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Keyboards
Purchased in the Past 12 Months

Apple	73%
Other	9
Brand unspecified	18
Total	100%

Base: 45 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

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**Brands of Graphic Tablet/Digitizers
Purchased in the Past 12 Months**

Koala	65%
Apple	10
Other	15
Brand unspecified	10
Total	100%

Base: 39 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Joysticks Purchased in the Past 12 Months

Apple	33%
Hayes/CH Products	20
Kraft	9
Wico	2
Suncom	1
Other	9
Brand unspecified	26
Total	100%

Base: 249 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

**Brands of Hard Disk Drives
Purchased in The Past 12 Months**

First Class Peripheral	29%
Apple	26
Corvus	5
Micro-Design	5
Iomega	15
Other	9
Brand unspecified	18
Total	100%

Base: 57 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Floppy Disk Drives Purchased in The Past 12 Months

Apple	77%
Mitac	7
Micro Sci	4
Gamma	2
Rana	2
Pico	1
Comrex	1
Other	9
Brand unspecified	14
Total	*

Base: 292 subscribers

Note: *Total exceeds 100% due to multiple responses

Household Ownership and Purchasing Activities of Microcomputer Products

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**Brands of Added Memory Products
Purchased in the Past 12 Months**

Applied Engineering	39%
Apple	19
Checkmate	3
Titan	2
Legend	1
Other	16
Brand unspecified	22
Total	*

Base: 198 subscribers

Note: *Total exceeds 100% due to multiple responses

Household Ownership and Purchasing Activities of Microcomputer Products

**Brands of Accessory Boards
Purchased in The Past 12 Months**

Applied Engineering	23%
Apple	17
Orange Micro	5
Street Electronics	2
Titan Technology	2
Star Micronics	1
ThunderWare	1
Video - 7	1
Other	24
Brand unspecified	28
Total	*

Base: 154 subscribers

Note: *Total exceeds 100% due to multiple responses

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Modems Products Purchased in The Past 12 Months

Hayes	25%
Apple	24
Prometheus	10
Zoom	6
Novation	3
US Robotics	2
Other	14
Brand unspecified	16
Total	100%

Base: 178 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Music/Voice Synthesizer Purchased in The Past 12 Months

Sweet Micro Systems	35%
Street Electronics	18
Versatracs	3
Other	20
Brand unspecified	24
Total	100%

Base: 34 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Floppy/Mini Disks
Purchased in The Past 12 Months

Maxell	17%
Verbatim	8
3-M	6
Memorex	5
Sony	5
Dennison	4
Apple	3
BASF	2
Fuji	2
Nashua	2
Kodak	2
Opus	1
Polaroid	1
Precision	1
Radio Shack	1
Scotch	1
Sentinel	1
Dysan	1
Bonus	1
Other	5
Brand unspecified	37
Total	*

Base: 728 subscribers

*Total exceeds 100% due to multiple responses

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Accounting/Payroll Software
Purchased in the Past 12 Months

Monogram	16%
BPI	12
Continental	11
Apple	9
Peachtree	7
Howardsoft	2
Farm Plan	2
Other	13
Brand unspecified	28
Total	100%

Base: 57 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Spreadsheets/Financial Planner SoftwarePurchased in The Past 12 Months

Microsoft	23%
Microsoft (Multiplan)	10
Microsoft (Excel)	9
Microsoft (not specified)	4
Apple (AppleWorks)	18
Software Arts (Visicalc)	8
Computer Associates (Supercalc)	6
Paladin (Flashcalc)	3
Software Publishing (PFS:Plan)	3
Practicorp (Practicalc)	2
Other	14
Brand unspecified	23
Total	100%

Base: 115 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Integrated Software Purchased in The Past 12 Months

Apple	73%
Microsoft Press	5
Lotus	2
Megahaus	1
Other	5
Brand unspecified	14
Total	100%

Base: 268 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Graphics Software Purchased in The Past 12 Months

<u>Brøderbund</u>	<u>45%</u>
Brøderbund (Printshop)	20
Brøderbund (Dazzle Draw)	6
Brøderbund (Fantavision)	1
Brøderbund (not specified)	18
Apple (MacDraw)	10
Penquin (Graphics Magician)	4
PBI (Graphworks)	3
Koala	2
Data Transforms (Fontrix)	2
Software Publishing (PFS Graph)	2
Springboard (Newsroom)	1
Microsoft (Chart)	1
MacroMind (Video Works)	1
Other	12
Brand unspecified	20
Total	*

Base: 249 subscribers

Note: *Total exceeds 100% due to multiple responses

Household Ownership and Purchasing Activities of Microcomputer Products

**Brands of Data Communications Software
Purchased in the Past 12 Months**

United	20%
Apple	17
Hayes (Red Ryder - public domain)	6
Softronics	4
Zoom	2
Software Publishing	1
Other	14
Brand unspecified	25
Total	100%

Base: 95 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

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Brands of Desktop Publishing Software Purchased in the Past 12 Months

Springboard (Newsroom)	27%
Brøderbund (Print Shop)	12
Boston Software (MacPublisher)	6
Aldus (Pagemaker)	5
Manhattan Graphics (Ready Set Go)	4
Apple (MacDraw)	4
Other	8
Brand unspecified	34
Total	100%

Base: 79 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Educational Software Purchased in The Past 12 Months

Apple	7%
Field (StickyBear)	5
Brøderbund (Print Shop)	5
Davidson	5
Springboard	4
Barron's SAT	3
CBS	3
Spinnaker	3
Hayden	3
Electronic Arts	2
Harcourt Brace Javonovich	2
Scholastic	2
Scarborough (Master Type)	2
Avante Garde	1
Eduware	1
Simon & Schuster (Typing Tutor III)	1
Other	15
Brand unspecified	44
Total	*

Base: 199 subscribers

Note: *Total exceeds 100% due to multiple responses

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Tutorial Software Purchased in The Past 12 Months

Apple	15%
Scarborough (Master Type)	7
DCH	4
Borland	2
Davidson	2
Hayden	1
Plantir Software (Mac Type)	1
Other	15
Brand unspecified	44
Total	100%

Base: 83 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Home/Personal Finance Software Purchased in The Past 12 Months

Monogram (Dollars & Sense)	32%
Continental (Home Accountant)	11
MECA (Managing Your Money)	7
Apple	4
Other	14
Brand unspecified	32
Total	100%

Base: 132 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Home Entertainment Software Purchased in the Past 12 Months

Brøderbund	8%
Infocom	7
Apple	3
Electronic Arts	3
Origin Systems	3
Hayden (Sargon)	3
Epyx	3
CBS	2
Sir-Tech	2
Spectrum Holobyte	2
One on One	1
Springboard	1
Activision	1
Sublogic	1
Strategic Simulations Inc	1
Other	13
Brand unspecified	46
Total	100%

Base: 268 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

**Brands of Word Processing Software
Purchased in the Past 12 Months**

Apple	33%
Brøderbund	9
Microsoft	9
MicroPro	5
Software Publishing	4
WordPerfect	4
Sierra On-Line	4
MECA	2
Quark	2
ARTSCI	1
Advanced Logic Systems	1
Other	10
Brand unspecified	16
Total	100%

Base: 277 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

**Brands of Tax Aids Software
Purchased in the Past 12 Months**

HowardSoft (Tax Preparer)	35%
Continental (Tax Advantage)	17
Softview (Macintax)	8
Monogram (Forecast)	5
Alpine (TaxPax)	5
Other	14
Brand unspecified	28
Total	*

Base: 60 subscribers

Note: *Total exceeds 100% due to multiple responses

Company Ownership and Purchasing Activities of Microcomputers

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**Peripheral Equipment, Supplies and Software
Purchased by Company in the Past 12 Months (continued)**

Applications Software	79
Integrated (includes more than one application)	47
Word processing	56
Database management	49
Accounting/payroll	20
Spreadsheet/financial planner	42
Data communications	29
Desktop Publishing	15
Graphics	39
Other	8

Base: 601 subscribers

Note: * Total exceeds 100% due to multiple responses.

Company Ownership and Purchasing Activities of Microcomputers

Company or Organization Plans to Purchase Microcomputers in The Next 12 Months

Yes, company plans to purchase microcomputers in the next 12 months	59%
No, company does not	26%
Not specified	15%
Total	100%

Base: 628 subscribers

Company Ownership and Purchasing Activities of Microcomputers

Brands and Models of Microcomputers
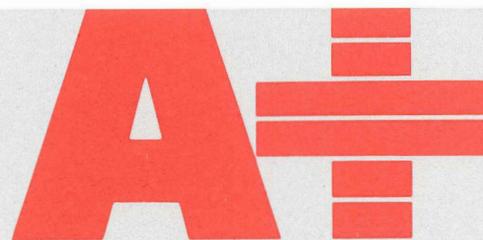## Company Plans to Purchase in the Next 12 Months

Any Apple	**46%**
Any Apple II Series	29
Apple IIe	25
Apple IIc	6
Any Macintosh Series	20
Macintosh	10
MacPlus	10
Other Apple	1
Any IBM	**39**
IBM PC	10
IBM XT	18
IBM AT	20
Compaq	8
Heath/Zenith	5
Radio Shack/Tandy	3
Digital Equipment	2
Hewlett Packard	2
Commodore	1
Kaypro	1
Corona	1
Other brands	13
Brand unspecified	12
Total	*

Base: 373 subscribers

Note: * Total exceeds 100% due to multiple responses

Company Ownership and Purchasing Activities of Microcomputers

**Number of Specified Brands and Models
of Microcomputers Company or Organization
Plans to Purchase in the Next 12 Months**

Any Microcomputer	24
<u>**Any Apple**</u>	<u>**16**</u>
<u>Any Apple II Series</u>	15
Apple IIe	16
Apple IIc	6
<u>Any Macintosh Series</u>	15
Macintosh	19
MacPlus	7
<u>**Any IBM**</u>	<u>23</u>
IBM PC	17
IBM XT	16
IBM AT	21
Compaq	6
Other brands	15

Base: 328 subscribers

Company Ownership and Purchasing Activities of Microcomputers

Peripheral Equipment, Supplies and Software Company Plans to Purchase in the Next 12 Months

Peripherals	**62%**
Any Printer	48
Dot Matrix	38
Letter quality printer	22
Laser printer	18
Any Monitor	37
Color monitor	27
B & W monitor	22
Added memory products	32
Floppy disk drive	27
Hard disk drive	30
Modem	25
Accessory boards	26
Plotters	13
Supplies	**56**
Floppy/Mini floppy disks	54
Tape	11
Computer furniture	29
Operating Systems	**21**

Company Ownership and Purchasing Activities of Microcomputers

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Peripheral Equipment, Supplies and Software Company Plans to Purchase in the Next 12 Months (continued)

Applications Software	**52**
Integrated (includes more than one application)	29
Word processing	30
Database management	28
Accounting/payroll	14
Spreadsheet/financial planner	22
Data communications	18
Graphics	25
Other	9
None of these	3
No answer	26
Total	*

Note: * Total exceeds 100% due to multiple responses.

Base: 601 subscribers

Magazine Readership

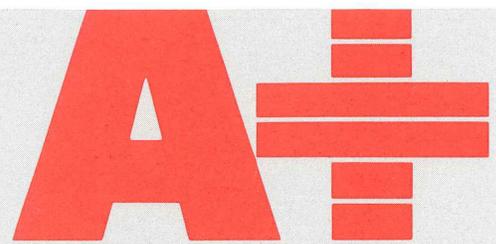**Subscriber receives copies of A+ Magazine at:**

Home - 86%

Work - 16%

Total exceeds 100% due to multiple responses

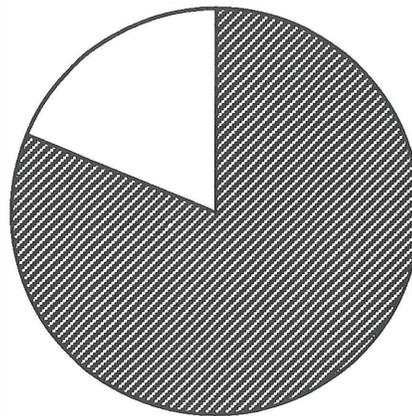**Subscribers read A+ Magazine an average of 4.4 days per issue**

Subscribers spend an average of 3.5 hours reading an issue of A+ Magazine

There are 2.2 other people reading a subscriber's copy of A+ Magazine

Base: 1,300 subscribers

Magazine Readership

Incidence of Advice Giving About Micro Products

- ▨ 81% Subscriber has been asked advice
- ☐ 19% Subscriber has not been asked

Base: 1,300 subscribers

An average of 9.7 people were advised by A+ Magazine subscribers in the past 12 months

An average of 3.8 people purchased products after receiving advice

An average of 3.4 followed the advice given by A+ Magazine subscribers about brand and model
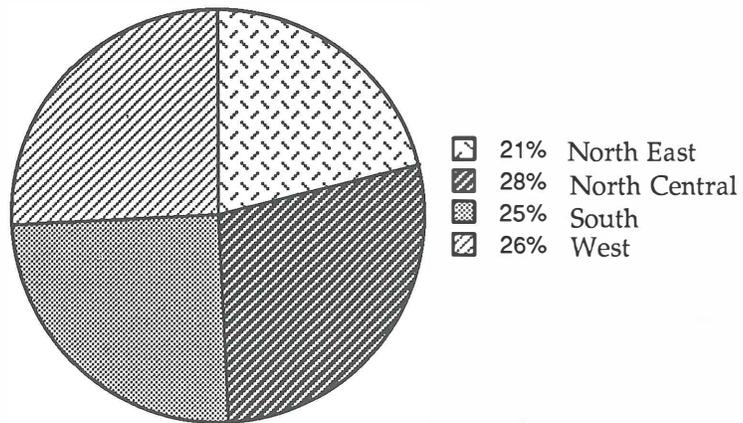
Base: 1,035 subscribers who gave advice in the past 12 months

Magazine Readership
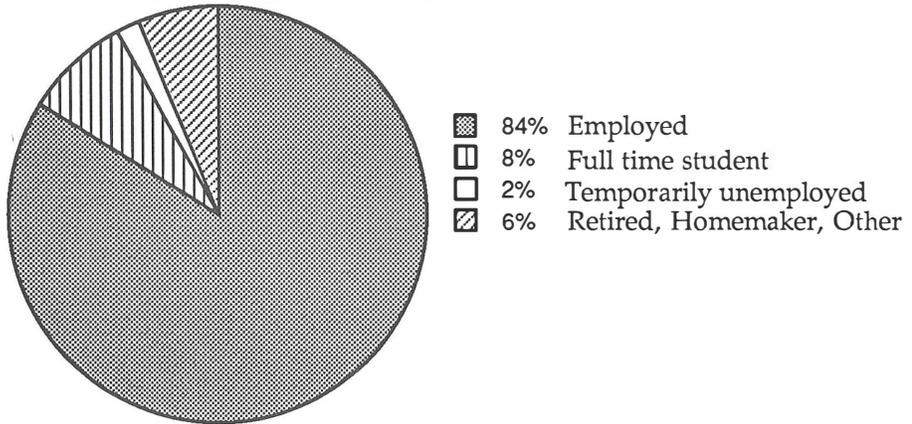

Sex of A+ Subscribers

- 83% Male
- 17% Female
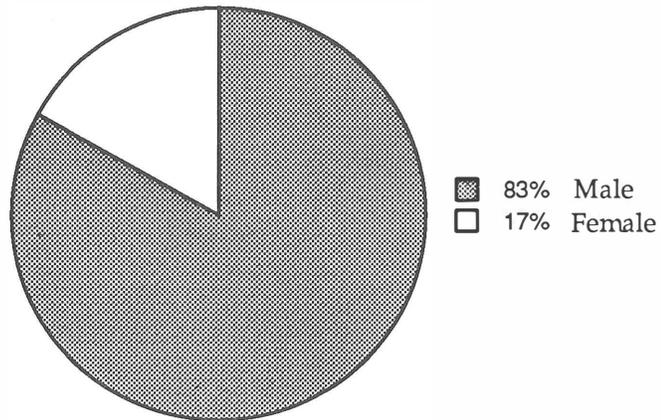
Median age is 39 years old

Residence in The Continental United States by Region

- 21% North East
- 28% North Central
- 25% South
- 26% West

Base: 1,300 subscribers

Magazine Readership

Employment Status

- 84% Employed
- 8% Full time student
- 2% Temporarily unemployed
- 6% Retired, Homemaker, Other

Highest Level of Education Received

77% Total college educated

63% Total college graduates

33% Total postgraduate degree

Base: 1,300 subscribers

Magazine Readership

Specific Title By Category:

<u>Managerial</u>	<u>38%</u>
President/Owner/CEO	8
Vice President	2
Manager	10
Director	4
Department Head	4
Administrator	3
Supervisor	3
Officer (Military)	2
All other managerial	2
<u>Professional/Technical</u>	<u>54%</u>
Educator	19
Engineer	8
Technician	4
Specialist	3
Physician	3
Programmer	2
Systems Analyst	2
Consultant	2
Accountant	1
Scientist	1
Analyst	1
Lawyer	1
Salesman	1
All other professional	3
<u>Clerical/Sales</u>	<u>3</u>
<u>All other job titles</u>	<u>5</u>
<u>Total</u>	<u>100%</u>
Total computer related job titles	**19%**

Base: 1,076 employed subscribers

Magazine Readership

Household Income of Subscribers

Less than $20,000	7%
$20,000 - 29,999	11%
$30,000 - 39,999	18%
$40,000 - 74,999	46%
$75,000 or more	18%
Total	100%

Average Household Income -- $54,500.
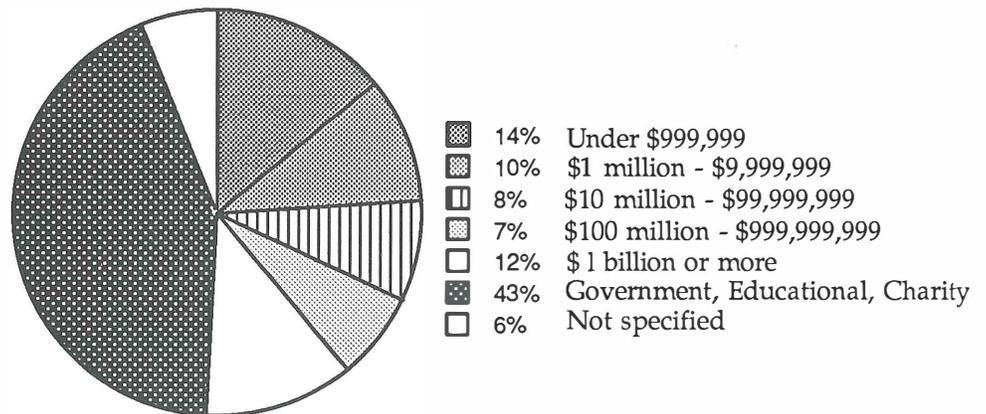
Median Household Income -- $47,900.

BASE: 1,300 Subscribers

Magazine Readership

Number of Employees at Work Location

	32%	24 employees or less
	23%	25 - 99 employees
	20%	100 - 499 employees
	10%	500 - 1,999 employees
	15%	2,000 or more employees
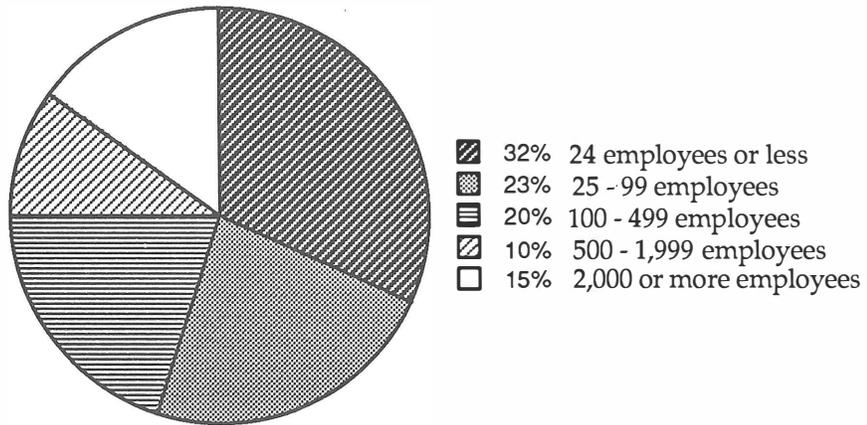
Average number of employees at work station - 860

Company's 1985 Sales Volume

	14%	Under $999,999
	10%	$1 million - $9,999,999
	8%	$10 million - $99,999,999
	7%	$100 million - $999,999,999
	12%	$ 1 billion or more
	43%	Government, Educational, Charity
	6%	Not specified

Average 1985 sales volume - $307 million
Median 1985 sales volume - $ 18 million
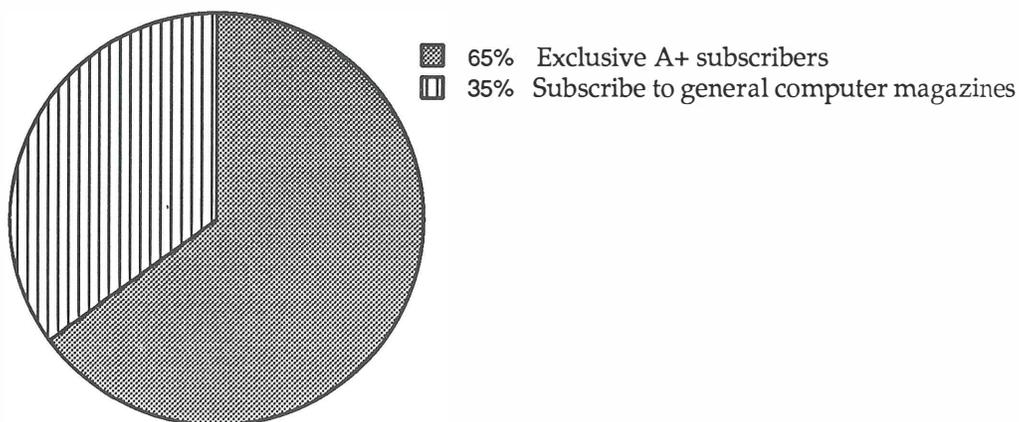
Base: 1,076 subscribers who are employed

Magazine Readership

Subscriber Profile
Subscription to other Apple-Specific Magazines

- 66% Exclusive A+ subscribers
- 34% Subscribe to other Apple magazines

Subscriber Profile
Subscription to General Computer Magazines

- 65% Exclusive A+ subscribers
- 35% Subscribe to general computer magazines

41% of all A+ subscribers do not subscribe to other Apple or general magazines

Base: 1,300 subscribers

Magazine Readership

Computer Magazines Subscribed To

<u>Any Other Apple-Specific Magazine</u>	<u>34%</u>
Call A.P.P.L.E.	5
II Computing	1
Incider	19
Nibble	11
<u>Either Incider or Nibble</u>	<u>24</u>
Macworld	8
Nibble Mac	2
Macazine	3
MacUser	6
<u>Any General Computer Magazines</u>	<u>35</u>
Byte	11
Compute!	6
Family Computing	11
Infoworld	10
Personal Computing	<u>14</u>
Total	*
No other Apple-specific magazines	66%
No general computer magazines	65%
No other computer magazines	41%

* Total exceeds 100% due to multiple responses

Base: 1,300 subscribers

Magazine Readership

Computer Magazines Read Regularly

<u>Any Other Apple-Specific Magazine</u>	<u>42%</u>
Call A.P.P.L.E.	7
II Computing	3
Incider	24
Nibble	16
<u>Either Incider or Nibble</u>	<u>31</u>
Macworld	10
Nibble Mac	2
Macazine	4
MacUser	7
<u>Any General Computer Magazines</u>	<u>46</u>
Byte	18
Compute!	11
Family Computing	14
Infoworld	14
Personal Computing	<u>20</u>
Total	*
No other Apple-specific magazines	58%
No general computer magazines	54%
No other computer magazines	33%

* Total exceeds 100% due to multiple responses

Base: 1,300 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

**Brands of Language Software
Purchased in the Past 12 Months**

<u>Apple</u>	<u>53%</u>
Apple (Pascal)	28
Apple (Logo)	5
Apple (not specified)	20
<u>Microsoft</u>	<u>17</u>
Microsoft (Basic)	6
Microsoft (Fortran)	1
Microsfot (not specified)	10
Borland (Turbo Pascal)	8
Manx (Aztec C)	4
John Wiley (Visuble Pascal)	2
TML (Pascal)	2
Expertelligence (Lisp)	1
Kyan (Pascal)	1
Systems Management Associates (Promal)	1
Other	11
Brand unspecified	10
Total	*

Base: 133 subscribers

Note: *Total exceeds 100% due to multiple responses

Household Ownership and Purchasing Activities of Microcomputer Products

**Brands of Compiler Software
Purchased in the Past 12 Months**

Manx (Aztec C)	8%
Borland	8
Consulaire	5
Microsoft	5
TML Systems	3
Other	27
Brand unspecified	44
Total	100%

Base: 38 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

On-Line Information Services Purchased in the Past 12 Months

CompuServe	39%
The Source	8
Viewtron	6
Dow Jones	5
Delphi	3
General Electric	2
Instant Update	1
Other	16
Brand unspecified	20
Total	100%

Base: 90 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Other Utilities
Purchased in the Past 12 Months

Central Point	20%
Beagle Brothers	17
Apple	7
Alpha Logic (Locksmith)	2
Funk (Sideways)	2
International Solutions (Mouse Desk)	2
Nibble Notch (Disk Optimizer)	1
Borland (Sidekick)	1
Megahaus (Megaworks)	1
Other	20
Brand unspecified	27
Total	100%

Base: 143 subscribers

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Computer Books Purchased in The Past 12 Months

Apple	10%
Microsoft Press (AppleWorks)	5
Sam's	2
Sybex	1
Compute!	1
Hayden	1
McGraw Hill	1
Quality Software	1
Other	5
Brand unspecified	74
Total	*

Base: 372 subscribers

Note: *Total exceeds 100% due to multiple responses

Household Ownership and Purchasing Activities of Microcomputer Products

Brands of Database Management Software Purchased in The Past 12 Months

|	
Software Publishing (PFS:File)	17%
Apple	14
Ashton-Tate (dBase)	8
Microsoft	7
Microsoft (File)	3
Microsoft (not specified)	4
ProVue Development (Overvue)	4
PM Software (ProFILER)	4
Blythe (Omnis)	4
Odesta (Helix)	4
Applied Software (Versaform)	2
Forethought (Filemaker)	2
MicroPro (DataStar)	2
Brøderbund (Bank Street)	2
Telos (Bus. Filevision)	2
Precision Software (Superbase)	2
Insurance Sales Systems (Masterfile)	2
Other	10
Brand unspecified	13
Total	*

Base: 119 subscribers

Note: *Total exceeds 100% due to multiple responses

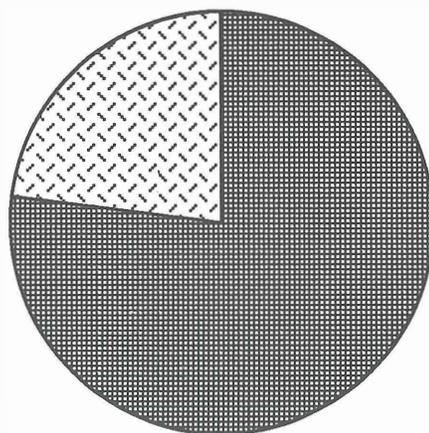# Microcomputer
Use at School

Subscriber Attends School
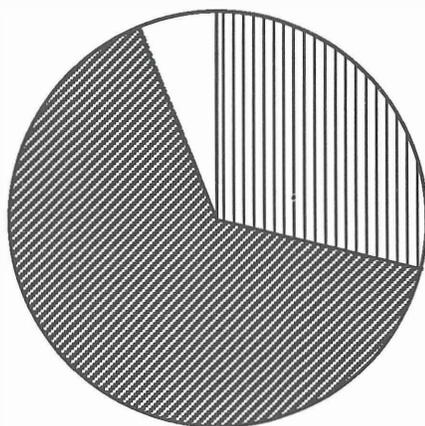
☐ 29% Attends school full or part time
▨ 65% Does not attend school
☐ 6% Not specified

Base: 1,300 subscribers
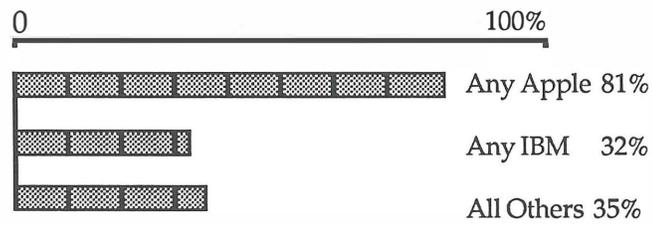
Microcomputer Use at School

▦ 77% Uses microcomputer at school
☑ 23% Does not use microcomputer at school

Base: 377 subscribers who attend school

Microcomputer Use at School

Brand and Model of Microcomputer Used At School

0   100%

Any Apple 81%

Any IBM   32%

All Others 35%

Average number of hours microcomputer is used
at school - 11 hours

Base: 283 subscribers who use microcomputers at school

Microcomputer Use at School

Brands and Models of Microcomputers Used At School

<u>Any Apple</u>	<u>81%</u>
<u>Any Apple II Series</u>	<u>77</u>
Apple II	7
Apple II+	24
Apple IIe	64
Apple IIc	13
<u>Any Macintosh Series</u>	<u>9</u>
Macintosh	8
MacPlus	1
Other Apple	*
<u>Any IBM</u>	<u>32</u>
IBM PCjr	1
IBM PC	18
IBM PC XT	8
IBM PC AT	4
Other IBM	4
Radio Shack/Tandy	8
Commodore	4
Digital Equipment	3
Franklin	2
Heath/Zenith	2
Hewlett Packard	2
Atari	2
Kaypro	1
Texas Instruments	1
Other brands	<u>10</u>
	**

** Total exceeds 100% due to multiple responses

 * Less than 0.5%
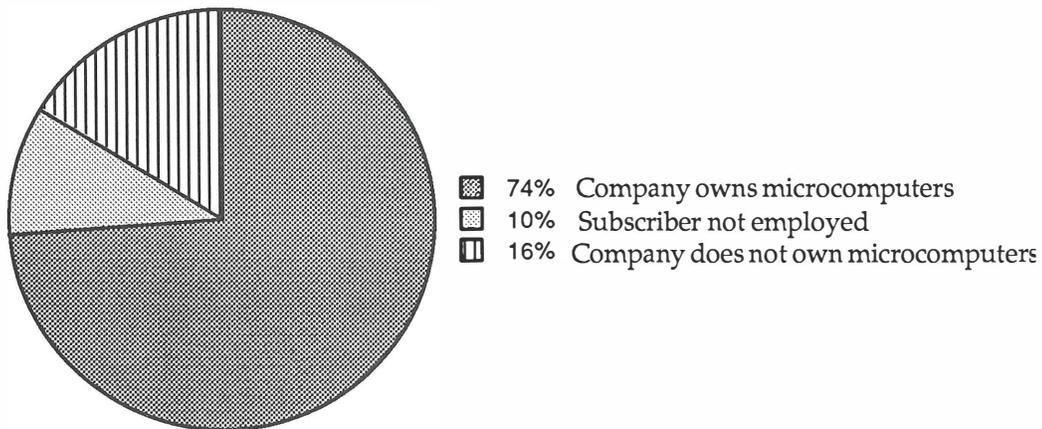
Base: 283 subscribers who use a microcomputer at school

Company Ownership and Purchasing Activities of Microcomputers

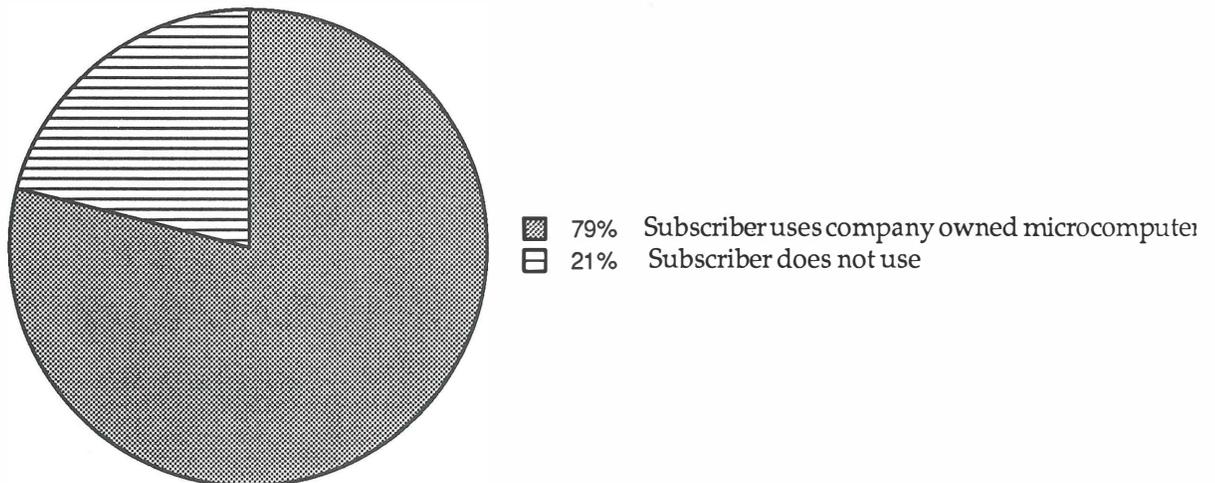## Company Ownership of Microcomputers

- 74% Company owns microcomputers
- 10% Subscriber not employed
- 16% Company does not own microcomputers

Base: 1,300 subscribers

Subscriber Usage of Microcomputers

- 79% Subscriber uses company owned microcomputer
- 21% Subscriber does not use

Base: 926 subscribers employeed by companies owning microcomputers

Company Ownership and Purchasing Activities of Microcomputers

Company Ownership Of Microcomputers By Brands, Model And Subscriber Usage

	Brand Company Owns	Brand Subscriber Uses
Any Apple	**58%**	**42%**
Any Apple II Series	47	35
Apple II	4	1
Apple II+	15	10
Apple IIe	39	29
Apple IIc	9	5
Any Macintosh Series	19%	16%
Macintosh	16	9
MacPlus	4	2
Any IBM	**47%**	**27%**
IBM PCjr.	2	1
IBM PC	23	11
IBM PC XT	23	13
IBM PC AT	17	7
Other IBM	6	3
Compaq	7	4
Digital Equipment	7	4
Hewlett Packard	7	3
Radio Shack/Tandy	6	3
Heath/Zenith	5	3
Commodore	4	2
Franklin	2	1
Texas Instruments	2	1

Company Ownership and Purchasing Activities of Microcomputers

Company Ownership Of Microcomputers By Brands, Model And Subscriber Usage (continued)

	Brand Company Owns	Brand Subscriber Uses
Kaypro	1	1
Atari	1	*
Corona	1	*
Other brands	15	9
Brand unspecified	9	2
Do Not Use A Microcomputer At Work	- **	21 **

Base: 926 Subscribers who work in companies owning a microcomputer

Note: * Less than 0.5%
       ** Total exceeds 100% due to multiple responses

Average Number Of Hours Subscriber Uses a Microcomputer At Work - 13 Hours

Base: 691 subscribers who use a microcomputer at work.

Company Ownership and Purchasing Activities of Microcomputers

Company Ownership Of Microcomputers By Size Of Company

| | | Private Sector | | |
	Total	Under $50 Million	$50 Million or more	Government Educational
Any Apple	**58%**	**54%**	**42%**	**67%**
Any Apple II Series	47%	41%	26%	61%
Apple II	4	2	1	6
Apple II+	15	9	8	22
Apple IIe	39	33	20	52
Apple IIc	9	7	3	13
Any Macintosh Series	19	19	25	15
Macintosh	16	15	20	14
MacPlus	4	3	6	3
Other Apple	1	1	-	1
Any IBM	**47**	**41**	**68**	**42**
IBM PC jr.	2	2	3	1
IBM PC	23	16	36	23
IBM PCXT	23	20	41	17
IBM PC AT	17	15	27	10
Other IBM	6	4	9	5
Compaq	7	8	12	3
Digital Equipment	7	4	12	6
Hewlett Packard	7	4	14	6
Radio Shack/Tandy	6	5	2	8
Heath/Zenith	5	*	3	8

Company Ownership and Purchasing Activities of Microcomputers

Company Ownership Of Microcomputers By Size Of Company (continued)

		Private Sector		Government Educational
	Total	Under $50 Million	$50 Million or more	
Commodore	4	4	1	6
Franklin	2	3	*	1
Texas Instruments	2	1	2	2
Kaypro	1	2	*	1
Atari	1	1	-	1
Corona	1	2	-	*
Other brands	15	17	14	15
Brand unspecified	9	8	11	8
Do not use a microcomputer at work	21	17	27	21
Total	**	**	**	**
Base: Company owns microcomputers	926	251	208	412

Note: ** Total exceeds 100% due to multiple responses
* Less than .05%

Company Ownership and Purchasing Activities of Microcomputers

Subscriber Involvement in Company Purchase Decisions

	Total	Private Sector Under $50 Million	Private Sector $50 Million Or more	Government Educational
Initiation	61%	68%	52%	64%
Determining need for product	59	65	50	61
Determining capabilities/ features needed	54	62	45	56
Selection	56	64	46	59
Evaluating alternative brands/vendors	46	58	34	47
Approving specific brands/vendors	35	50	22	34
Authorizing The Expenditure	25	46	18	18
Not involved	23	16	33	23
No answer	11	12	11	9
	*	*	*	*
Base: subscribers employed by company that owns microcomputers	926	251	208	412

Note: * Total exceeds 100% due to multiple responses

Company Ownership and Purchasing Activities of Microcomputers

How The Subscriber Involved in Company Purchase of Specified Types of Microcomputer Products

	Micro-computers	Peri-pherals	Media	Operating Systems	Appli-cations Software
Initiation	54%	49%	38%	34%	55%
Determining need for product	52	47	36	31	51
Determining capabilities/ features needed	47	43	33	30	48
Selection	47	44	35	32	50
Evaluating alternative brands/vendors	38	36	29	26	40
Recommending specific brands/vendors	41	39	31	28	44
Approving specific brands/vendors	29	27	25	23	31
Authorizing The Expenditure	21	20	19	17	23
Not involved	30	28	29	31	26
No answer	15 *	22 *	31 *	33 *	18 *

Base: 928 subscribers employed by company with microcomputers

Note: * Total exceeds 100% due to multiple responses

Company Ownership and Purchasing Activities of Microcomputers

Company or Organization Purchase of Microcomputers in The Past 12 Months

Yes, company purchased microcomputers in the past 12 months	83%
No, company did not	<u>17%</u>
Total	100%

Base: 628 subscribers

Company Ownership and Purchasing Activities of Microcomputers

Number of Specified Brands and Models of Microcomputers Company or Organization Purchased in the Past 12 Months

<u>Any Microcomputer</u>	<u>24</u>
<u>Any Apple</u>	<u>8</u>
<u>Any Apple II Series</u>	<u>5</u>
Apple IIe	5
Apple IIc	*
<u>Any Macintosh Series</u>	<u>3</u>
Macintosh	2
MacPlus	1
<u>Any IBM</u>	<u>10</u>
IBM PC	2
IBM XT	3
IBM AT	5
Compaq	1
Other brands	5

Base: 373 subscribers

Company Ownership and Purchasing Activities of Microcomputers

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Brands and Models of Microcomputers Purchased by Company or Organization in the Past 12 Months

Any Apple	**56%**
Any Apple II Series	39
Apple IIe	35
Apple IIc	8
Apple II+	1
Any Macintosh Series	20
Macintosh	17
MacPlus	5
Apple III	1
Other Apple	*
Any IBM	**47**
IBM PC jr	1
IBM PC	15
IBM XT	22
IBM AT	20
Other IBM	4
Compaq	7
Heath/Zenith	5
Radio Shack/Tandy	4
Hewlett Packard	3
Digital Equipment	2
Commodore	2
Corona	1
Other brands	11
	**

Base: 475 subscribers

Note: ** Total exceeds 100% due to multiple responses

      * Less than 0.5%

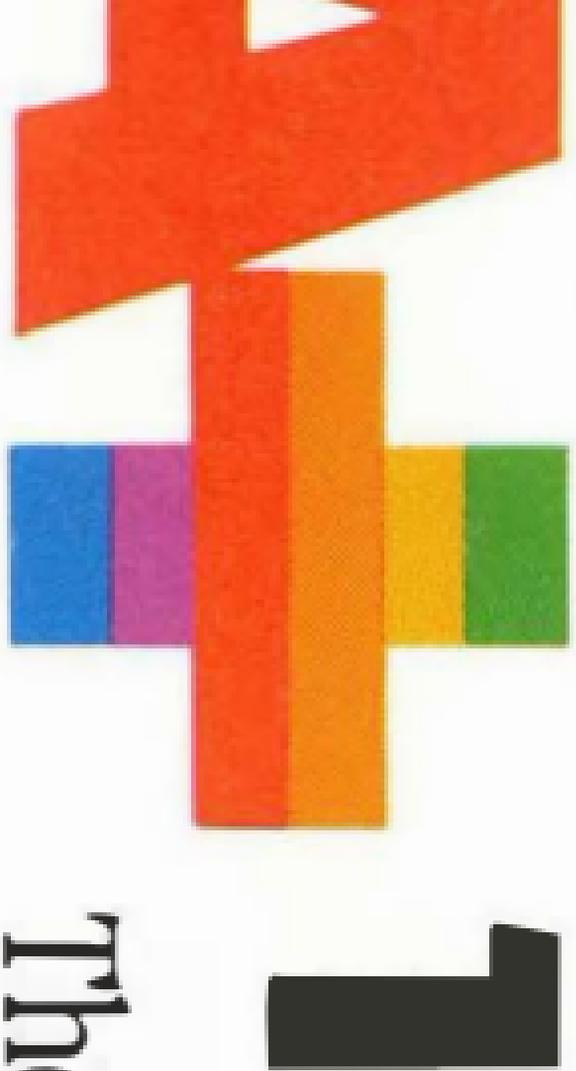# Company Ownership and Purchasing Activities of Microcomputers

Peripheral Equipment, Supplies and Software Purchased by Company in the Past 12 Months

Peripherals	**90%**
<u>Any Printer</u>	<u>79</u>
Dot Matrix	69
Letter quality printer	37
Laser printer	20
<u>Any Monitor</u>	<u>61</u>
Color monitor	44
B & W monitor	39
Added memory products	46
Floppy disk drive	47
Hard disk drive	43
Modem	39
Accessory boards	38
Plotters	23
Supplies	**88**
Floppy/Mini floppy disks	85
Tape	16
Computer furniture	43
Operating Systems	**35**

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A+

The #1 Apple II Magazine