

1981 Apple II Owner Survey

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In 1981, Apple commissioned an extensive survey of registered Apple II owners. The results were compiled into hardback and presented to the executive board and project managers in 1982.

The archive that houses this copy of the survey did not provide access to a proper scanning device, so captures were made with a small point-and-shoot camera. The book was held open on a table with one hand while the pictures were snapped with the camera in the other. The resulting images aren't optimal for proper "archiving" and one or two pages are badly blurred, but the information may be of interest to anyone researching Apple history.

Though the surveyor(s) are not fully credited in the presentation of results, "H. Furer" is likely Howard Furer of Infocorp.

1981 APPLE II OWNER SURVEY

H. FURER

Scott Lov...

1981 APPLE II OWNER SURVEY

(Purchased April 1981 - March 1982)

Presentation Of Results

H. Firer
Market Research
July 1982

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OBJECTIVES

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To obtain a wide range of information, on a continuing basis (once a year), from Apple II purchasers.

- Identify nature of current market and how it is shifting.

- Useful for:

Targeting of advertising and promotions.

Dealer training and support efforts.

Product development.

Providing direction for our salesforce.

METHOD

- 5,000 questionnaires mailed last week of April 1982 to people who sent in warranty cards indicating a purchase date between April 1, 1981 and March 31, 1982.

- Names randomly selected.

- Also included in mailout:

Cover letter signed by F.M. Hoar, V.P. Communications on Apple letterhead.

Return-addressed, postage-free envelope.

- 1,472 usable questionnaires (purchasers from authorized dealers) were returned by the June 8, 1982 cutoff date.

No incentive was provided respondents.

RECOMMENDATIONS

WE NEED TO MAKE IT EASIER TO USE

- BETTER SOFTWARE
- BETTER MANUALS

55% OF NOVICES TOOK 4 WEEKS OR MORE TO BECOME COMFORTABLE OR STILL ARE NOT COMFORTABLE WITH THEIR APPLE, AND WE EXPECT THE NOVICE SEGMENT TO CONTINUE TO GROW AS A PERCENT OF APPLE II PURCHASERS.

MAJOR OPPORTUNITY TO SELL SOFTWARE TO INSTALLED BASE, BUT IT'S DIFFICULT:

- CURRENT OWNERSHIP OF ANY CATEGORY OF SOFTWARE FAR BELOW SATURATION LEVEL, BUT, -- PLANS TO BUY ARE AT A LOW LEVEL.

NEED TO INCREASE AWARENESS, COMMUNICATE/EDUCATE ABOUT SOFTWARE APPLICATIONS AVAILABLE BEYOND THEIR COMPUTER-PURCHASE-MOTIVATING APPLICATIONS.

OUR INSTALLED BASE OFFERS APPLE AND OUR DEALERS GREAT POTENTIAL FOR SALES IN THE HARDWARE AFTERMARKET AS WELL.

- THE TRAFFIC IS THERE; A CAPTIVE AUDIENCE MUCH OF WHICH IS BEING IGNORED.
- WE MUST CONTINUE TO IMPROVE OUR EFFORTS IN ASSISTING DEALERS IN SELLING THEIR CUSTOMERS, ESPECIALLY IN THE AREAS OF:

ANSWERING CUSTOMERS QUESTIONS IN LANGUAGE THEY UNDERSTAND

UNDERSTANDING CUSTOMERS' NEEDS

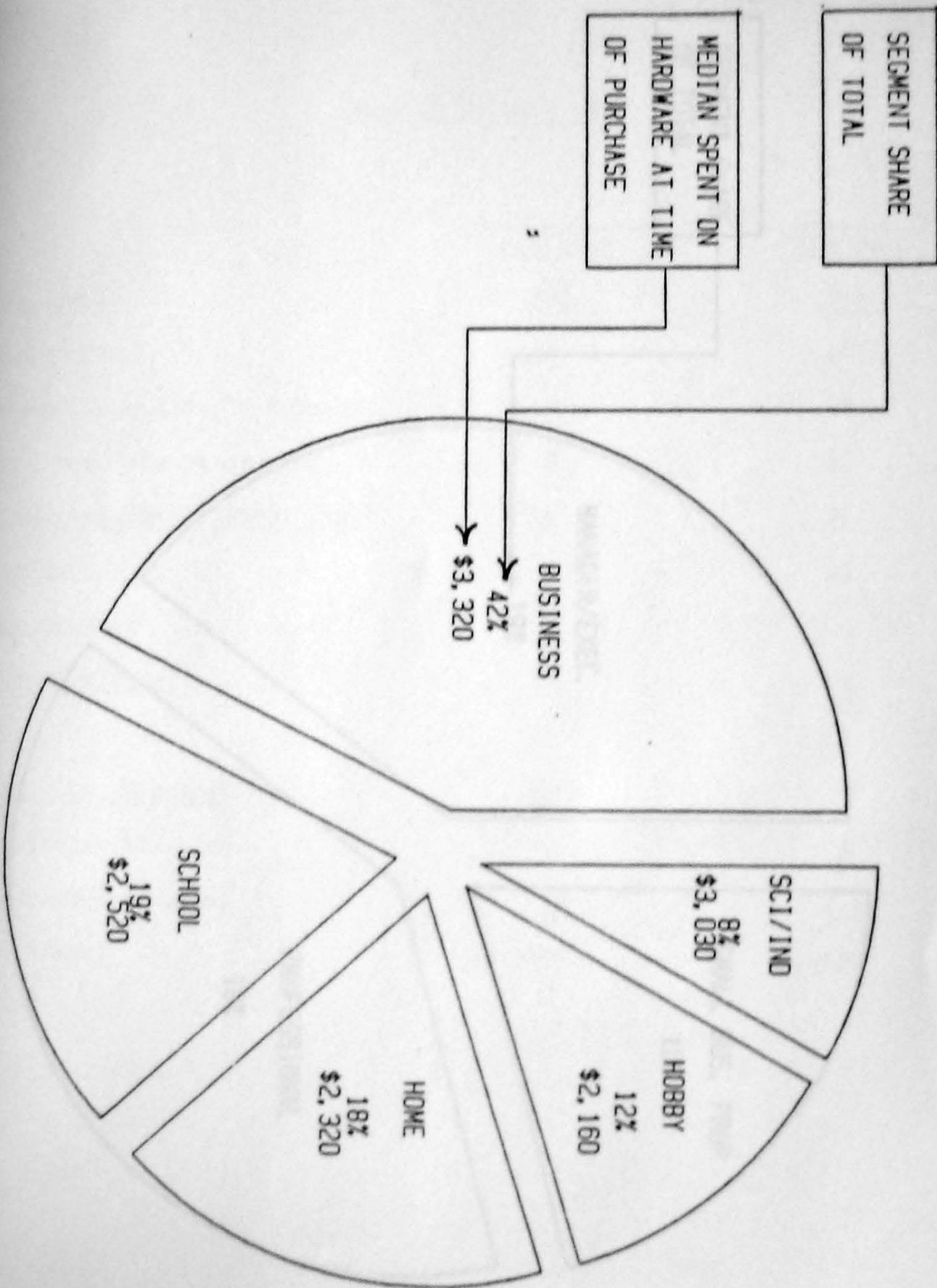
SOFTWARE KNOWLEDGE

- ENCOURAGE DEALERS TO PROVIDE FORMAL TRAINING OR CLASSES (AND CHARGE FOR IT).
- DEVELOP A PROGRAM TO INCREASE THE PERCENTAGE OF WARRANTY CARD RETURNS (CURRENTLY 30%-35%) TO ENABLE FOLLOW-UP TO MORE OWNERS.

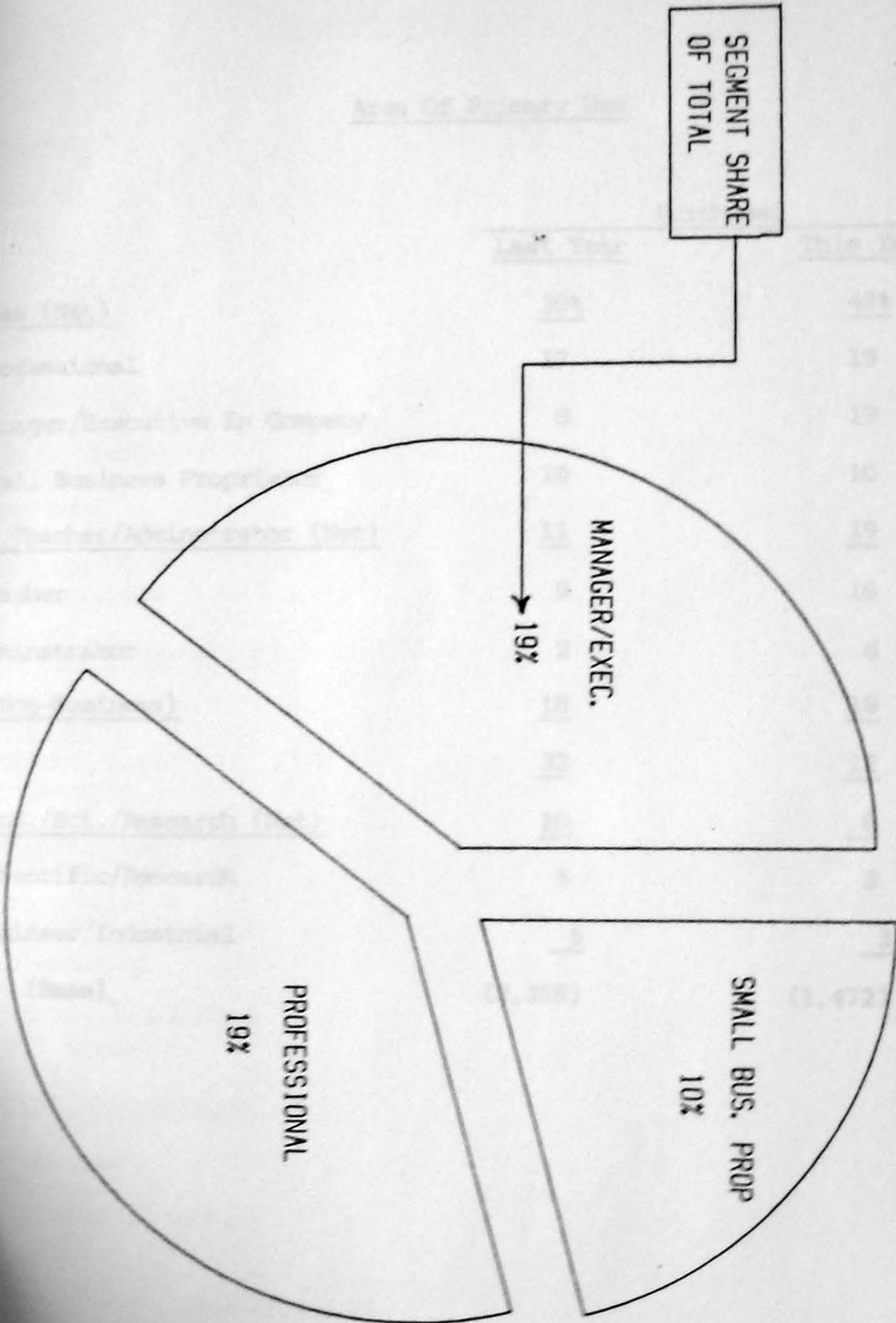
NEED TO IMPROVE CUSTOMER TECHNICAL SUPPORT PHONE LINES.

CONTINUE WORKING TO GET DEALERS TO PROMOTE THE EXTENDED WARRANTY MORE TO CUSTOMERS.

AREA OF PRIMARY USE



AREA OF PRIMARY USE



Area Of Primary Use

	<u>Purchased</u>	
	<u>Last Year</u>	<u>This Year</u>
<u>Business (Net)</u>	<u>30%</u>	<u>42%</u>
Professional	17	19
Manager/Executive In Company	8	19
Small Business Proprietor	10	10
<u>School Teacher/Administrator (Net)</u>	<u>11</u>	<u>19</u>
Teacher	9	16
Administrator	2	6
<u>Home (Non-Business)</u>	<u>18</u>	<u>18</u>
<u>Hobby</u>	<u>32</u>	<u>12</u>
<u>Eng./Ind./Sci./Research (Net)</u>	<u>10</u>	<u>8</u>
Scientific/Research	5	5
Engineer/Industrial	<u>5</u>	<u>3</u>
(Base)	(2,359)	(1,472)

Area Of Primary Use

<u>Professional</u>	<u>19%</u>
Consultant	6
Doctor	2
Lawyer	1*
CPA	2
Architect	*
Other	7
<u>Manager/Executive In Company</u>	<u>19</u>
General Management	5
Finance	6
Operations	4
Sales	3
Marketing	1
Administrative	2
<u>Small Business Proprietor</u>	<u>10</u>
Retail	5
Wholesale	2
Manufacturing	3
Not Specific	1
<u>School Teacher/Administrator</u>	<u>19</u>
<u>School Teacher</u>	<u>16</u>
Elementary	3
High	7
College/University	5
Not Specific	1
<u>School Administrator</u>	<u>6</u>
Elementary	2
High	2
College/University	2

* Less Than 0.5%

TABLE 90

Q.28- TAKE BACK AND FORTH BETWEEN HOME AND WORK

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PRDP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
YES, TAKE BACK AND FORTH	27	19	27	33	40	32	49	51	16	9	23	29	35	48	12
HOW OFTEN															
LESS THAN ONCE A MONTH	11	6	9	13	18	15	21	19	10	4	13	10	16	19	7
ONE TIME PER MONTH	4	3	3	4	5	5	8	9	3	1	3	3	5	8	2
2-3 TIMES PER MONTH	6	5	6	8	15	4	10	17	2	<	3	7	8	12	1
ONE TIME PER WEEK	3	2	5	4	3	3	5	1	1	1	1	4	3	5	1
2+ TIMES PER WEEK	2	1	2	2		4	3	3	1	1	3	2	3	3	<
DO NOT TAKE BACK AND FORTH	71	80	71	66	58	66	49	48	84	90	75	70	63	50	87
NO ANSWER	1	1	2	1	3	3	1	1		1	3	1	3	1	1

TABLE 92

Q.29- PRIMARY USE OF APPLE WHEN PURCHASED

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
PRIMARILY FOR BUSINESS USE	51	73	70	72	63	63	71	80	3	3	48	70	63	73	3
PRIMARILY FOR PERSONAL USE	23	1	3	4	5	5	5	5	70	71	22	3	5	5	71
EQUALLY FOR BUSINESS AND PERSONAL USE	24	25	27	23	33	29	23	12	26	25	29	26	30	20	25
NO ANSWER	1	1	<	1		3	1	3		<	2	1	2	1	<

TABLE 93

Q.30- PRIMARY USE OF APPLE PRESENTLY

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	413	274	413
PRIMARYLY FOR BUSINESS USE	51	70	63	74	73	58	72	84	3	2	47	68	63	75	2
PRIMARYLY FOR PERSONAL USE	27	4	4	3		7	6	4	79	79	29	4	4	6	79
EQUALLY FOR BUSINESS AND PERSONAL USE	22	25	33	21	25	33	20	9	18	19	23	27	30	18	18
NO ANSWER	1	1		1	3	3	2	3	1	1	2	1	3	1	<

Demographics

Age: 68% Between 25-44

Sex:	<u>Last Year</u>	<u>This Year</u>
Male	93%	84%
Female	5	11

Family Income:

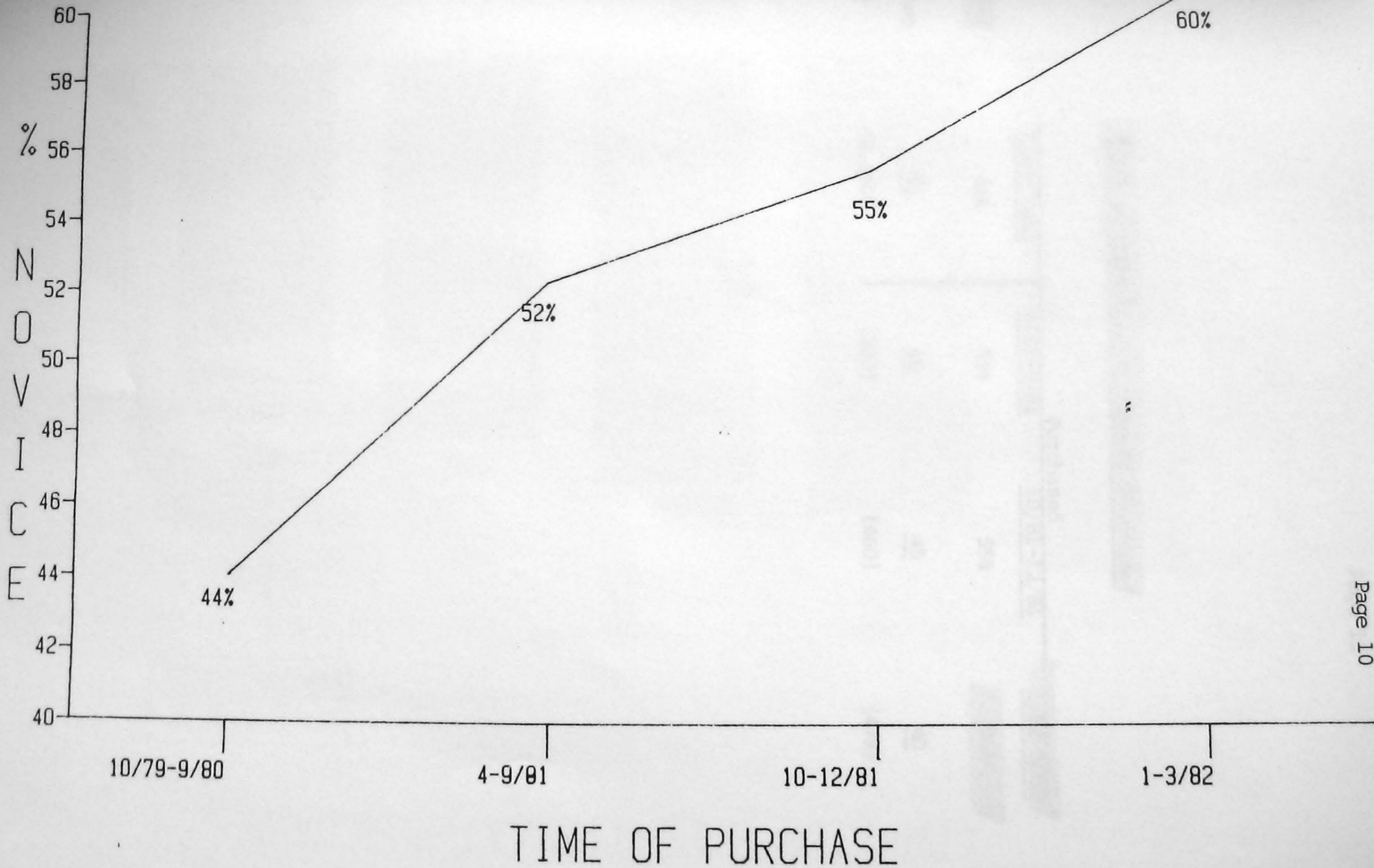
Median	\$34,200	\$41,250
\$25K+	70%	77%
\$35K+	46%	56%

Education:

College Degree	70%	78%
Post Graduate Work/Degree	49%	57%

TIME OF PURCHASE

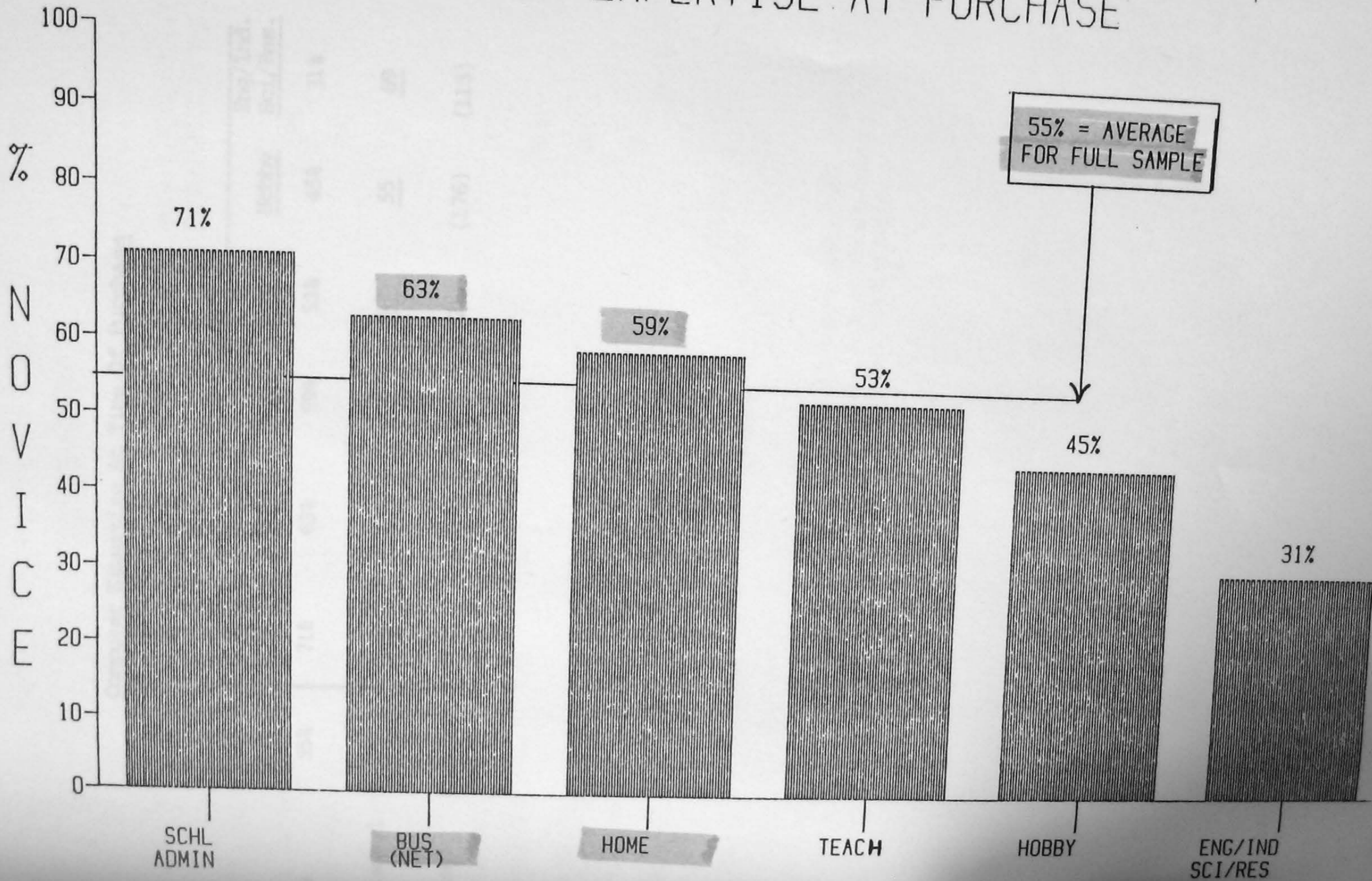
COMPUTER EXPERTISE AT TIME OF PURCHASE



Computer Expertise At Time Of Purchase

	Purchased			
	Last Year	4/81-9/81	10/81-3/82	1/82-3/82
Age	448	528	558	628
Experienced	<u>55</u>	<u>65</u>	<u>65</u>	<u>40</u>
(Doll)	(2,259)	(533)	(460)	(479)

COMPUTER EXPERTISE AT PURCHASE



Computer Expertise At Time Of Purchase

	Total Sample	Primary Use					Eng/Ind. Sci/Res.
		School Admin.	Business (Net)	Home	Teacher	Hobby	
Novice	55%	71%	63%	59%	53%	45%	31%
Experienced	45	29	37	41	47	55	69
(Base)	(1,472)	(75)	(611)	(261)	(221)	(176)	(113)

* At the time of the survey, all respondents had owned their Apple at least 4 weeks. 11% of those owning 10 months or more still were not comfortable.

Ease Of Use

	<u>Total Sample</u>		<u>Never Worked With/ Programmed Computer</u>	<u>Worked With Often/ Computers A Hobby</u>
	<u>Last Year</u>	<u>This Year</u>		
<u>Apple Is —</u>				
Easier To Use	30%	22%	27%	18%
Same As Expected	53	65	54	74
More Difficult	<u>14</u>	<u>10</u>	<u>17</u>	<u>8</u>
<u>To Become Comfortable, Took —</u>				
Less Than One Week	33%	29%	13%	51%
1-3 Weeks	32	33	32	29
4 Or More Weeks	23	24	34	16
Not Comfortable Yet	<u>11</u>	<u>13*</u>	<u>21*</u>	<u>4*</u>
(Base)	(2,359)	(1,472)	(419)	(428)

34 > 55%
 21*

16 > 20%
 4*

* At the time of the survey, all respondents had owned their Apple at least 6 weeks. 11% of those owning 10 months or more still were not comfortable.

Money Spent On Hardware At Time Of Apple Purchase *

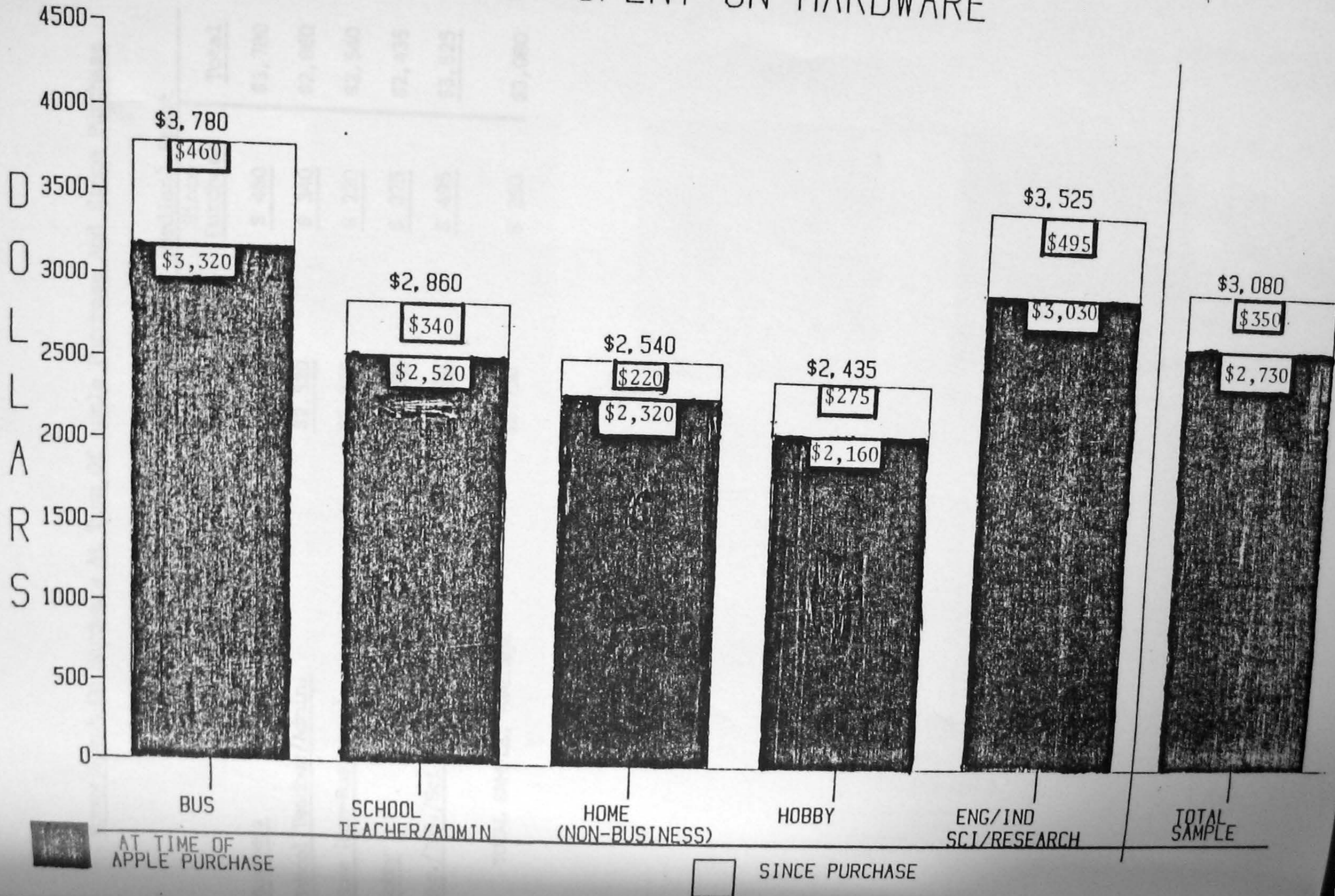
\$1,000 Or Less	8%	} 53%
\$1,001-\$2,000	15	
\$2,001-\$3,000	30	

\$3,001-\$4,000	17	} 37%
\$4,001-\$5,000	10	
\$5,001 Or More	10	

No Answer	<u>10</u>
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Average (Median) Expenditure \$2,730

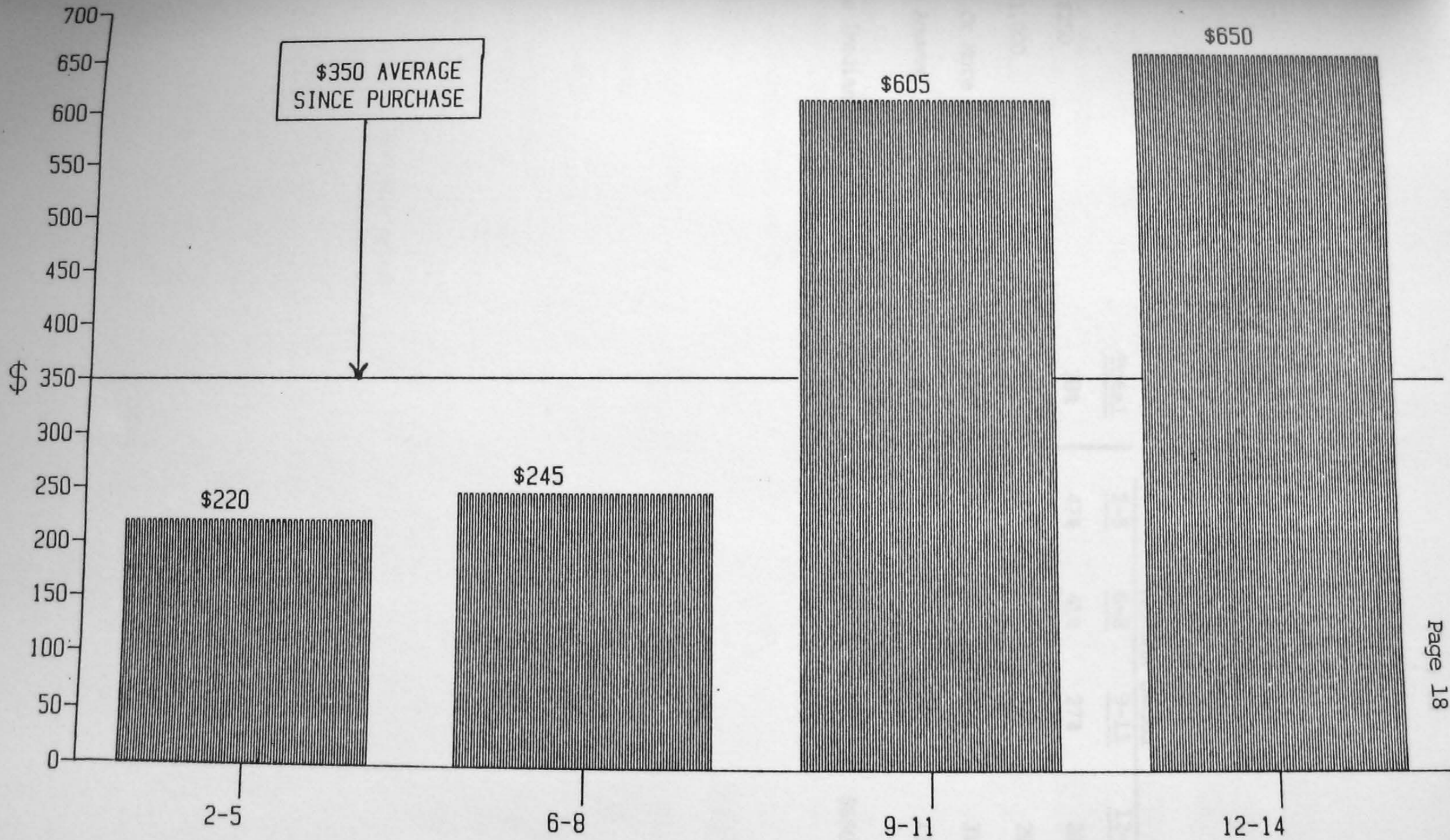
MONEY SPENT ON HARDWARE



Money Spent On Hardware At Time Of Apple Purchase And Since Purchase

	Average (Median) Spent		<u>Total</u>
	<u>At Time Of Purchase</u>	<u>Since Purchase</u>	
<u>Business</u>	<u>\$3,320</u>	<u>\$ 460</u>	\$3,780
<u>School Teacher/Admin.</u>	<u>\$2,520</u>	<u>\$ 340</u>	\$2,860
<u>Home (Non-Business)</u>	<u>\$2,320</u>	<u>\$ 220</u>	\$2,540
<u>Hobby</u>	<u>\$2,160</u>	<u>\$ 275</u>	\$2,435
<u>Eng./Ind./Sci./Research</u>	<u>\$3,030</u>	<u>\$ 495</u>	<u>\$3,525</u>
TOTAL SAMPLE, Average	\$2,730	\$ 350	\$3,080

MONEY SPENT ON HARDWARE



SINCE PURCHASE, BY MONTHS OWNED

Money Spent On Hardware Since Apple Purchase

	<u>Total</u>	<u>Months Owned</u>			
		<u>2-5</u>	<u>6-8</u>	<u>9-11</u>	<u>12-14</u>
Under \$250	38%	47%	41%	27%	28%
\$251-\$1,000	25	22	23	36	28
\$1,001 Or More	21	13	17	25	31
No Answer	16	18	19	12	13
Average (Median) Expenditure	\$350	\$220	\$245	\$605	\$650

NA = Not Asked
 ** Total, Not Req.

* Hardware/Peripherals Owned At Time Of Survey

	<u>Last Year</u>	<u>This Year</u>
First Disk Drive	86%	94%
Second Disk Drive	34	52
Additional Disk Drive	NA	5
<u>Monitor, (Net)</u>	<u>56**</u>	<u>75</u>
Black & White Monitor	38	58
Color Monitor	18	23
<u>Printer, (Net)</u>	<u>51**</u>	<u>67</u>
Draft Quality (Under \$800/\$1000)	23	35
Draft Quality Multicopy, Fast (\$800/\$1000-\$2000)	14	24
Letter Quality (\$2000+)	14	13
Integer Card/Applesoft Card	49	31
16K Memory Expansion	NA	31
Microsoft/Softcard/CPM/Z80 Card	NA	22
Modem	17	19
Pascal Language System	20	14
80-Column Card	NA	15
Graphics Tablet	4	5
Clock/Calendar Card	6	4
Thunderclock	NA	2
IEEE 488	—	1

NA = Not Asked
 ** Total, Not Net

Hardware/Peripherals Purchased

	<u>Same Time As Apple</u>		<u>Since Buying Apple</u>	
	<u>Last</u> <u>Year</u>	<u>This</u> <u>Year</u>	<u>Last</u> <u>Year</u>	<u>This</u> <u>Year</u>
First Disk Drive	55%	91%	31%	3%
Second Disk Drive	17	40	17	13
Black & White Monitor	24	49	14	9
Color Monitor	11	16	7	7
Draft Quality Printer (Under \$800-\$1000)	7	24	16	11
Draft Quality Multicopy, Fast Printer (\$800/\$1000-\$2000)	6	17	8	8
Letter Quality Printer (\$2000+)	6	10	8	4
Integer Card/Applesoft Card	26	24	23	7
16K Memory Expansion	NA	17	NA	14
Pascal Language Card	9	9	11	5
80-Column Card	NA	9	NA	6
Modem	6	10	11	9
Microsoft/Softcard/CPM/Z80	NA	11	NA	12
Clock/Calendar Card	2	2	4	3
Thunderclock	NA	1	NA	1
Graphics Tablet	1	3	3	3
IEEE 488	—	1	—	*

* Less Than 0.5%

NA = Not Asked

TABLE 104

Q.36- HARDWARE/PERIPHERALS:
PURCHASED AT SAME TIME BOUGHT APPLE

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
FIRST DISK DRIVE	91	93	92	91	90	95	90	89	84	94	91	92	93	91	90
SECOND DISK DRIVE	40	57	52	57	43	55	39	52	11	15	47	54	50	42	14
ADDITIONAL DISK DRIVE	2	2	3	4	8	3	3	5	1	<	2	3	4	3	<
PRINTERS (NET)	48	54	62	64	65	56	49	60	23	25	54	60	59	51	23

LETTER QUALITY PRINTER (\$2,000 +)	10	9	18	13	20	12	10	24	1	2	8	13	15	12	1
DRAFT QUALITY MULTICOPY, FAST PRINTER (\$800-\$2,000)	17	19	20	33	23	18	12	17	6	7	17	25	19	13	6
DRAFT QUALITY (UNDER \$800) PRINTER	24	27	27	19	25	29	31	24	16	16	32	25	27	30	16
MONITORS (NET)	63	70	73	73	70	75	72	79	38	39	67	72	73	73	37

BLACK/WHITE MONITOR	49	56	59	63	53	62	46	51	28	29	56	60	58	47	28
COLOR MONITOR	16	15	16	11	18	15	33	39	10	11	14	13	16	34	11
INTEGER CARD/APPLESOFT CARD	24	27	21	28	28	22	31	41	15	18	19	25	24	33	17
PASCAL LANGUAGE SYSTEM	9	2	7	10	10	19	17	16	3	5	8	8	16	16	4
16K MEMORY EXPANSION	17	17	15	25	28	19	15	20	11	13	21	20	22	16	12
MODEM	10	10	10	18	15	22	10	9	4	4	10	13	19	9	4
GRAPHICS TABLET	3	1	2	3	5	7	6	7		<	4	2	6	7	<
IEEE 488	1		<	<	5	3	1		1	<		<	4	1	<
THUNDERCLOCK	1		<	1	3	3	<			1		<	3	<	<
CLOCK/CALENDER CARD	2	2	1	1	3	8	1	3			1	2	6	2	

Q.36- HARDWARE/PERIPHERALS:
PURCHASED AT SAME TIME BOUGHT APPLE

TABLE 104 (CONTINUED)

	-----PRIMARY USE OF APPLE-----														
	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL	1472	147	285	275	40	13	221	74	115	251	113	511	175	274	112
5.25" DISK DRIVE	3	3	3	2	5	1	2	2	4	2	2	3	3	2	4
8" DISK DRIVE	13	15	15	12	15	15	14	15	4	5	12	15	15	15	14
APPLE II/II+ DISK DRIVE	2	4	2	3	10						1	2	7	2	1
PRINTERS	62	25	20								20	15	25	15	12
80-COLUMN CARD	9	7	13	13	15	12	8	12	4	2	7	12	13	8	3
MICROSOFT/SOFTCARD/ CPM/Z80 CARD	11	13	10	9	13	11	10	8	5	9	18	11	12	10	7
OTHER HARDWARE/PERIPHERALS	4	6	4	4	13	5	5	4	1	3	8	5	8	4	2
NO ANSWER	5	4	3	4	3	3	5	4	12	4	2	4	3	4	7
APPLE II/II+ SOFTWARE CARD	7	2	10	7	10	10	11	5	5	7	1	5	10	5	5
APPLE II/II+ SYSTEM	5	4	5	5	20	15	5	7	5	3	4	5	15	5	5
IBM PC/XT EXPANDED	14	15	16	12	15	23	12	12	7	11	15	17	15	15	10
MOUSE	5	4	13	11	15	15	5	12	7	5	11	12	15	5	5
NUMERIC TABLET	2	2	2	2	2	7	3	4	1	1	5	2	5	5	1
TELETYPE	5	4	4	4	3	1	4	5	2	1	2	4	2	5	1
PARALLEL PORT	1	1	1	1	5	4	7	2	2	1	1	1	5	1	1
GRAPHIC CARD	2	2	3	2	3	7	2	2	1	2	5	2	5	2	2

TABLE 105

Q.36- HARDWARE/PERIPHERALS:
PURCHASED SINCE BOUGHT APPLE

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
FIRST DISK DRIVE	3	3	3	2	5	1	3	3	6	3	3	3	3	3	4
SECOND DISK DRIVE	13	16	16	13	18	10	14	19	9	8	13	15	12	15	8
ADDITIONAL DISK DRIVE	3	4	2	3	10	5	2	4		1	4	2	7	3	<
PRINTERS (NET)	22	26	20	21	30	23	21	23	26	20	19	22	26	22	22

LETTER QUALITY PRINTER (\$2,000 +)	4	7	4	4	3	4	6	7	1	<	4	5	4	6	1
DRAFT QUALITY MULTICOPY, FAST PRINTER (\$800-\$2,000)	8	9	8	9	18	4	5	15	8	7	7	9	9	7	7
DRAFT QUALITY (UNDER \$800) PRINTER	11	12	9	8	10	16	11	4	16	13	10	9	14	10	14
MONITORS (NET)	15	9	14	16	25	14	13	9	23	16	13	14	18	12	20

BLACK/WHITE MONITOR	9	6	9	9	18	5	4	3	16	10	9	9	10	4	13
COLOR MONITOR	7	4	5	8	13	10	9	7	8	7	5	5	11	8	8
INTEGER CARD/APPLESOFT CARD	7	8	10	7	10	10	11	5	5	7	4	9	10	9	6
PASCAL LANGUAGE SYSTEM	5	4	6	5	20	16	5	7	3	3	4	5	18	6	3
1GK MEMORY EXPANSION	14	15	16	18	13	23	12	13	7	11	16	17	19	13	10
MODEM	9	4	13	11	15	15	6	13	7	5	11	10	15	8	6
GRAPHICS TABLET	3	3	2	2	3	7	3	4	1	1	5	2	5	3	1
IEEE 488	<		1		3	1	<				2	<	2	<	
THUNDERCLOCK	1	1	1	1	8	4	<	3	2	1		1	5	1	1
CLOCK/CALENDER CARD	3	2	3	2	3	7	2	3	1	2	4	2	5	2	2

TOTAL	SMALL	BUSI.	PROF-	MAN./	ENGIN	SCIEN	TEA-	SCH	HOBBY	HOME	OTHER	SMALL	ENG/	SCH	
SAMPL	PROP	MAN/	FESS.	EXEC.	INDUS	RESER	CHER	ADMIN	HOBBY	HOME	OTHER	MAN/	SC1/	CHER/	
		EXEC										EXEC	RESER	ADMIN	
1472	142	204	275	40	72	223	75	475	261	110		611	119	214	812
94	26	42	47	51	58	63	51	52	50	52		54	58	52	54
54	12	24	23	20	24	22	21	20	22	20		18	22	17	21
4	2	2	1	1	1	2	2	1	1	2		5	1	1	1
47	27	38	72	22	35	47	27	47	42	11		28	51	72	44

TABLE 105 (CONTINUED)

Q.36- HARDWARE/PERIPHERALS:
PURCHASED SINCE BOUGHT APPLE

-----PRIMARY USE OF APPLE-----

	TOTAL	SMALL	PROF-	MAN./	ENGIN	SCIEN	TEA-	SCH	HOBBY	HOME	OTHER	SMALL	ENG/	SCH	
	SAMPL	BUSI.	FESS.	EXEC.	INDUS	RESER	CHER	ADMIN	HOBBY	HOME	OTHER	MAN/	SC1/	CHER/	
		PROP										EXEC	RESER	ADMIN	
BO-COLUMN CARD	6	6	8	9	5	16	3	9	3	3	10	8	12	5	3
MICROSOFT/SOFTCARD/ CPM/Z80 CARD	12	11	13	13	15	25	10	15	7	12	13	12	21	11	10
OTHER HARDWARE/PERIPHERALS	7	6	7	9	15	12	6	4	3	6	8	8	13	5	5
NO ANSWER	48	55	48	46	33	38	52	45	48	51	46	47	36	49	49
80-COLUMN CARD	24	2	12	12	20	22	13	20	6	8	12	12	24	22	1
FILE SERVER EXPANSION	11	22	21	42	40	42	27	33	18	24	27	26	42	22	23
MOUSE	17	14	22	28	20	27	10	22	11	6	21	22	26	18	10
GRAPHICS TABLET	2	4	5	5	6	14	9	11	1	9	8	4	12	8	1
1200-400	1	1	1	1	2	4	2	1	1	1	2	1	2	1	1
386/486	2	1	2	2	10	7	1	2	2	2	1	2	2	1	1
CD-ROM/ZIP DRIVE	4	2	2	3	6	15	2	2	1	2	6	4	12	4	3
80-COLUMN CARD	16	14	21	22	20	28	10	24	7	6	17	12	26	13	8

TABLE 106

Q.36- HARDWARE PURCHASED SAME TIME/SINCE BOUGHT APPLE = *Total owned*

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA-CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA-CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
FIRST DISK DRIVE	94	96	95	92	95	96	93	91	90	96	92	94	96	93	94
SECOND DISK DRIVE	52	73	68	70	60	64	52	71	20	23	60	69	63	57	21
ADDITIONAL DISK DRIVE	4	6	5	7	18	8	5	9	1	1	6	5	12	5	1
PRINTERS (NET)	67	77	78	79	85	78	67	81	47	43	71	78	81	70	44

LETTER QUALITY PRINTER (\$2,000 +)	13	15	22	17	23	16	16	31	2	2	13	18	19	19	2
DRAFT QUALITY MULTICOPY, FAST PRINTER (\$800-\$2,000)	24	28	28	43	40	22	17	32	14	13	24	33	28	20	13
DRAFT QUALITY (UNDER \$800) PRINTER	35	39	37	27	33	45	41	28	32	29	42	35	41	39	30
MONITORS (NET)	75	77	84	83	85	86	80	84	60	53	79	82	86	81	56

BLACK/WHITE MONITOR	58	61	67	71	70	67	50	53	44	39	66	67	68	51	40
COLOR MONITOR	23	19	21	19	30	25	41	44	18	18	19	19	27	41	18
INTEGER CARD/APPLESOFT CARD	31	35	31	34	38	32	40	47	19	25	24	34	34	41	23
PASCAL LANGUAGE SYSTEM	14	6	13	15	30	36	23	23	6	8	13	13	34	22	7
16K MEMORY EXPANSION	31	32	31	42	40	42	27	33	18	24	37	36	42	29	22
MODEM	19	14	22	28	30	37	15	23	11	9	21	23	35	18	10
GRAPHICS TABLET	5	4	5	5	8	14	9	11	1	2	9	4	12	9	1
IEEE 488	1		1	<	8	4	2		1	<	2	1	5	1	<
THUNDERCLOCK	2	1	2	2	10	7	1	3	2	2		2	8	1	1
CLOCK/CALENDER CARD	4	4	5	3	5	15	3	5	1	2	5	4	12	4	2
80-COLUMN CARD	15	13	21	22	20	29	10	21	7	6	17	19	26	13	6

TABLE 106 (CONTINUED)

Q.36- HARDWARE PURCHASED SAME TIME/SINCE BOUGHT APPLE

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
MICROSOFT/SOFTCARD/ CPM/Z80 CARD	22	24	23	22	28	36	20	23	13	20	31	23	33	21	17
OTHER HARDWARE/PERIPHERALS	10	11	10	12	20	18	9	7	3	8	15	11	19	9	6
NO ANSWER	2	1	1	2		1	2	3	6	2	1	1	1	2	4

Hardware/Peripherals Purchased/Intend To Buy

	Purchased		Will Buy Within 3 Months	Considering Within 4- 12 Months	Don't Own Or Intend
	Same Time I Bought Apple	Since I Bought Apple			
First Disk Drive	91%	3%	1%	1%	4%
Second Disk Drive	40	13	4	18	25
Additional Disk Drive	2	3	1	4	92
Black & White Monitor	49	9	1	2	39
Color Monitor	16	7	2	11	64
Draft Quality Printer (Under \$800)	24	11	4	9	52
Draft Quality Multicopy, Fast Printer (\$800-\$2000)	17	8	2	5	68
Letter Quality Printer (\$2000+)	10	4	1	7	78
Integer Card/ Applesoft Card	24	7	1	4	64
16K Memory Expansion	17	14	3	9	57
Microsoft/Softcard/ CPM/Z80	11	12	3	6	68
Pascal Language System	9	5	2	7	67
Modem	10	9	4	16	61
80-Column Card	9	6	3	15	67
Clock/Calendar Card	2	3	1	6	88
Thunderclock	1	1	*	2	96
Graphics Tablet	3	3	1	6	87
IEEE 488	1	*	*	1	98

* Less Than 0.5%

- 29% CONSIDERING BUYING A DRIVE

- 2% A 1ST DRIVE
- 22% A 2ND DRIVE
- 5% AN ADDITIONAL DRIVE

- 26% CONSIDERING BUYING A PRINTER

- 20% CONSIDERING BUYING A MODEM

- 18% CONSIDERING BUYING AN 80-COLUMN CARD

- 16% CONSIDERING BUYING A MONITOR (13% COLOR,
3% B&W)

- 12% CONSIDERING BUYING A 16K MEMORY EXPANSION
CARD

TABLE 107

Q.36- HARDWARE/PERIPHERALS:
WILL BUY WITHIN THREE MONTHS

	-----PRIMARY USE OF APPLE-----											SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER				
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
FIRST DISK DRIVE	1		<	<			1		2	1	1	<		1	1
SECOND DISK DRIVE,	4	4	4	4	8	7	5	7	3	3	2	4	7	5	3
ADDITIONAL DISK DRIVE	1	1	1	1		1	<	1		1	1	2	1	1	<
PRINTERS (NET)	7	3	7	7		12	8	5	10	9	7	6	8	7	9

LETTER QUALITY PRINTER (\$2,000 +)	1	1	2	4		4	<	1		1		2	3	<	<
DRAFT QUALITY MULTICOPY, FAST PRINTER (\$800-\$2,000)	2	1	3	2		1	4		2	3	2	2	1	3	2
DRAFT QUALITY (UNDER \$800) PRINTER	4	1	2	1		7	5	4	9	5	6	1	4	4	7
MONITORS (NET)	3	1	1	3		7	4		4	3	1	2	4	3	3

BLACK/WHITE MONITOR	1		1	1		4	2		1	<		1	3	2	<
COLOR MONITOR	2	1	1	3		3	1		3	2	1	2	2	1	3
INTEGER CARD/APPLESOFT CARD	1	1	1	1	3	1	2	3	1	3		1	2	2	2
PASCAL LANGUAGE SYSTEM	2	1	1	2		1	4	3	1	1	1	1	1	3	1
16K MEMORY EXPANSION	3	3	4	4	8		1	1	3	3	3	4	3	1	3
MODEM	4	2	6	6	13	5	3	5	2	5	4	5	8	3	4
GRAPHICS TABLET	1	1	1	2	5	1	1		1	1		1	3	1	1
IEEE 488	<			<								<			
THUNDERCLOCK	<		<	1			<	1	1	<		<		1	<
CLOCK/CALENDER CARD	1	1	1	2	10	1	1	1	1	1		1	4	1	1

TABLE 107 (CONTINUED)

Q.36- HARDWARE/PERIPHERALS:
WILL BUY WITHIN THREE MONTHS

	-----PRIMARY USE OF APPLE-----											SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY
	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER				
80-COLUMN CARD	3	3	4	5	5	3	2	3	4	3	2	4	4	2	3
MICROSOFT/SOFTCARD/ CPM/Z80 CARD	3	1	3	4	8	3	1	1	2	3	3	4	4	1	2
OTHER HARDWARE/PERIPHERALS	1		2	2	3	1	1	1	1	2	2	1	2	1	1
NO ANSWER	77	88	77	74	60	66	77	79	74	77	80	78	64	77	77

TOTAL SAMPL	SMALL BUSI. PROP	PROF. FESS.	MAN. / EXEC.	ENGIN INDUS	SCIEN RESER	TEA-CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUSI. PROP	ENG/INDUS	SCH TEA-CHER	HOBBY HOME
1472	143	288	279	40	73	221	75	172	261	419	111	113	374	413

TABLE 108 (CONTINUED)

Q.36- HARDWARE/PERIPHERALS:
CONSIDERING BUYING WITHIN ~~THE NEXT~~ ⁴⁻¹² MONTHS

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF. FESS.	MAN. / EXEC.	ENGIN INDUS	SCIEN RESER	TEA-CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUSI. PROP	ENG/INDUS	SCH TEA-CHER	HOBBY HOME
BO-COLUMN CARD	15	8	15	8	28	10	12	7	21	18	17	12	16	11	19
MICROSOFT/SOFTCARD/ CPM/Z80 CARD	6	4	7	5	10	5	3	1	8	8	4	6	7	3	8
OTHER HARDWARE/PERIPHERALS	3	3	3	3	8	3	1	1	3	4	4	4	4	1	4
NO ANSWER	44	53	47	59	38	56	52	60	23	27	53	51	50	54	25

TABLE 109

Q.36- HARDWARE PRODUCTS WILL BUY WITHIN 12 MONTHS

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
FIRST DISK DRIVE	2		1	<			2	1	7	3	2	<		2	4
SECOND DISK DRIVE	22	15	17	15	25	19	18	13	31	34	16	17	21	17	34
ADDITIONAL DISK DRIVE	5	7	6	5	3	4	3	4	4	5	3	7	4	3	4
PRINTERS (NET)	26	15	25	17	10	25	24	20	42	44	17	20	19	24	44

LETTER QUALITY PRINTER (\$2,000 +)	8	8	14	9	3	11	5	11	8	8	5	11	8	6	8
DRAFT QUALITY MULTICOPY, FAST PRINTER (\$800-\$2,000)	7	8	8	6	5	4	8	4	7	11	6	7	4	7	9
DRAFT QUALITY (UNDER \$800) PRINTER	13	1	6	3	3	10	14	8	30	27	10	4	7	12	29
MONITORS (NET)	16	14	16	10	20	14	11	8	24	22	9	14	16	11	23

BLACK/WHITE MONITOR	3	3	2	2	3	5	5	1	4	5	3	2	4	4	5
COLOR MONITOR	13	12	15	9	20	10	7	7	21	19	8	12	13	7	20
INTEGER CARD/APPLESOFT CARD	6	6	4	4	5	4	6	9	11	11	3	4	4	7	10
PASCAL LANGUAGE SYSTEM	9	3	7	5	15	3	13	9	16	8	4	6	7	12	12
16K MEMORY EXPANSION	12	8	14	11	18	5	6	7	19	16	11	11	10	7	17
MODEM	20	16	21	19	25	15	12	13	27	31	18	19	19	12	29
GRAPHICS TABLET	7	5	7	5	13	10	10	4	11	5	3	6	11	9	8
IEEE 488	1	1	1	1	3	3			2	<		1	3		1
THUNDERCLOCK	2	3	2	2	10		1	3	5	2	3	2	4	1	3
CLOCK/CALENDER CARD	7	4	7	8	18	7	4	3	7	10	6	7	11	3	9
80-COLUMN CARD	18	11	19	13	33	12	14	9	25	21	18	16	19	13	23

TABLE 109 (CONTINUED)

Q.36- HARDWARE PRODUCTS WILL BUY WITHIN 12 MONTHS

	-----PRIMARY USE OF APPLE-----											SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SC1/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER				
MICROSOFT/SOFTCARD/ CPM/Z80 CARD	9	5	10	9	18	8	5	3	10	10	7	9	12	4	11
OTHER HARDWARE/PERIPHERALS	5	3	5	5	8	3	3	3	4	5	6	5	4	3	4
NO ANSWER	36	49	38	47	30	40	41	51	20	21	44	42	36	42	20

Disk Storage Capacity

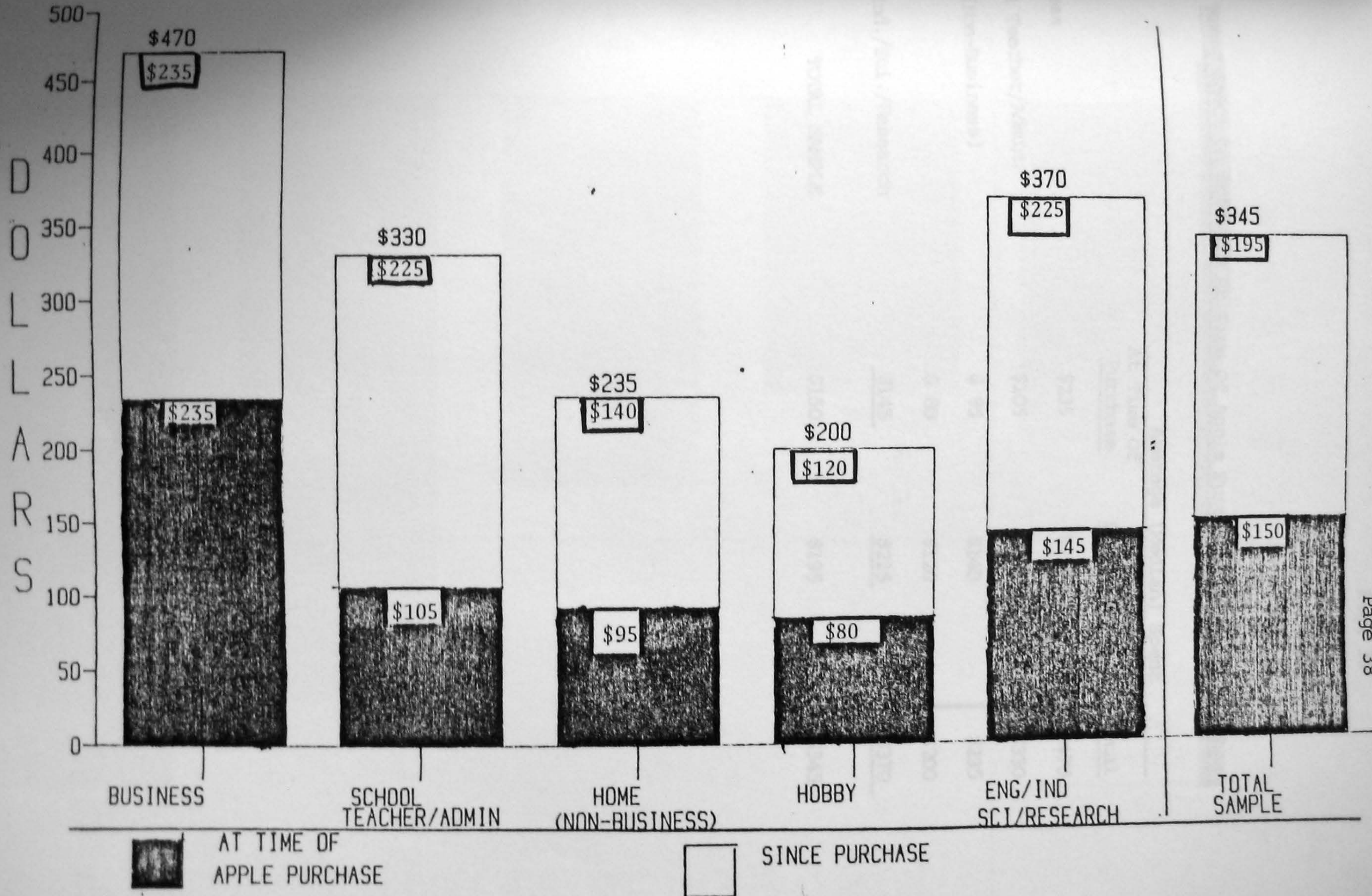
	<u>Per Drive Current Owned</u>	<u>Feels Is Needed Per Drive</u>
Under 100K	4% 39	2% 9
	43%	11%
100-199K		
200-499K	8% 24	13% 20
	13%	32%
500K+	5% 31	19% 48
Don't Know/No Answer	44	57
(Base = Total Sample)	(1,472)	(1,472)
	(792)	(1,472)
	(680)	(1,472)

Disk Storage Capacity Needed

(Among Those Claiming To Know Current Drive Capacity)

<u>Need, Per-Drive --</u>	<u>Current Drive Capacity</u>		
	<u>Total</u>	<u>Under 200K</u>	<u>200K+</u>
Under 200K	20%	25%	1%
200-499K	24	25	20
500K+	31	28	49
Don't Know/No Answer	25	22	29
(Base = # Knowing Current Drive Capacity)	(792)	(630)	(188)

MONEY SPENT ON SOFTWARE



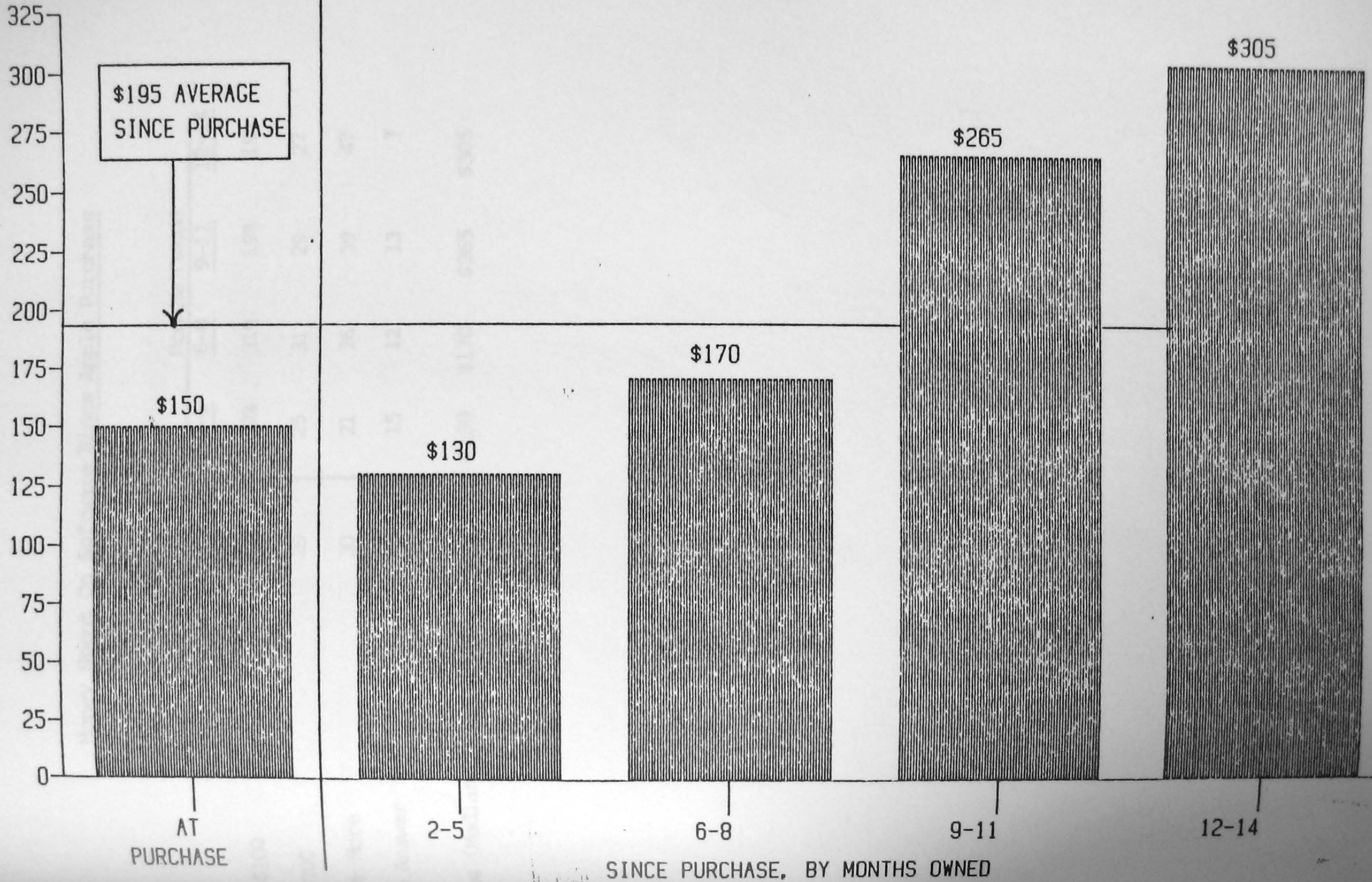
Money Spent On Software At Time Of Apple Purchase And Since Purchase

	Average (Median) Spent		<u>Total</u>
	<u>At Time Of Purchase</u>	<u>Since Purchase</u>	
Business	\$235	\$235	\$470
School Teacher/Admin.	\$105	\$225	\$330
Home (Non-Business)	\$ 95	\$140	\$235
Hobby	\$ 80	\$120	\$200
Eng./Ind./Sci./Research	<u>\$145</u>	<u>\$225</u>	<u>\$370</u>
TOTAL SAMPLE	\$150	\$195	\$345

MONEY SPENT ON SOFTWARE

\$

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Money Spent On Software Since Apple Purchase

	<u>Total</u>	<u>Months Owned</u>			
		<u>2-5</u>	<u>6-8</u>	<u>9-11</u>	<u>12-14</u>
Under \$100	29%	39%	31%	19%	19%
\$100-\$300	28	25	31	29	27
\$301 Or More	30	21	26	39	47
No Answer	13	15	12	13	7
Average (Median) Expenditure	\$195	\$130	\$170	\$265	\$305

Source Of Application Software Used On Apple

Money Spent On Software Since Apple Purchase

	Ownership Month			
	<u>1-5</u>	<u>6-8</u>	<u>9-11</u>	<u>12-14</u>
Average (Median) Expenditure During Ownership Month	\$130	\$40	\$95	\$40
Source	50	27	32	32
Through Mail	3	2	4	4
Other				

Self 60%
Friend, Co-Worker 33%
(Not Not Calculated)

NC = Not Not Calculated

Sources Of Application Software Used On Apple

Primary Source Of Application Software Used On Apple

	Primary Source		All Sources This Year
	Last Year	This Year	
<u>Bought From Dealer</u>	<u>41%</u>	<u>61%</u>	<u>NC</u>
Non-Apple	31	44	72%
Apple	10	17	71
Written By Self, Friend, Co-Worker	50	27	Self 60% Friend, Co-Worker 33% (Net Not Calculated)
Bought Through Mail	9	11	32
Custom Written For Fee	3	2	6

NC = Net Not Calculated

Number Of Software Packages Used,
Primary Source Of Application Software Used On Apple

	<u>Total Sample</u>	<u>Pro- Fess</u>	<u>Mgr/ Exec</u>	<u>Small Bus. Prop</u>	<u>Home</u>	<u>Hobby</u>	<u>School Teacher</u>	<u>Sch. Admin</u>	<u>Sci/ Res</u>	<u>Eng/ Ind</u>
<u>Bought From Dealer</u>	<u>61%</u>	<u>71%</u>	<u>75%</u>	<u>75%</u>	<u>71%</u>	<u>50%</u>	<u>33%</u>	<u>67%</u>	<u>23%</u>	<u>54%</u>
Non-Apple	44	52	59	53	45	41	18	32	17	47
Apple	17	19	16	22	26	9	15	35	6	7
<u>Written By Self, Friend, Co-Worker</u>	<u>27</u>	<u>16</u>	<u>16</u>	<u>16</u>	<u>22</u>	<u>38</u>	<u>42</u>	<u>21</u>	<u>69</u>	<u>40</u>
<u>Bought Through Mail</u>	<u>11</u>	<u>10</u>	<u>7</u>	<u>5</u>	<u>6</u>	<u>12</u>	<u>23</u>	<u>11</u>	<u>6</u>	<u>3</u>
<u>Custom Written For Fee</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>—</u>	<u>—</u>	<u>2</u>	<u>—</u>	<u>2</u>	<u>3</u>

Number Of Software Packages Owned,
And Sources Of Free Software

	<u>Total Sample</u>	<u>Prof. Mgr./Exec./ Small Bus. Prop.</u>	<u>School Teacher/ Admin.</u>	<u>Home/ Hobby</u>	<u>Sci./ Ind.</u>
<u>Average (Median) # Software Packages Currently Owned (Excluding Games)</u>	5	5	6	5	7
<u>Average (Median) # Of Them Gotten FREE Of Charge (Including Those Written By Yourself); (Includes Respondents Who Got <u>None</u> Free)</u>	2	2	3	2	4
<u>% Of Respondents With Any Free Software</u>	75%	66%	82%	80%	86%
<u>All Sources Of Free Software (Among Those Who Got Free Software)</u>					
Written By Yourself	68%	59%	70%	66%	87%
Written By Friend Or Co-Worker	42%	37%	56%	33%	53%
Got Free From Dealers	37%	41%	38%	39%	19%
Copied Someone Elses	34%	30%	40%	38%	31%
Computer Club/User Group	27%	22%	35%	25%	31%
	78% Net	73% Net	81% Net	75% Net	90% Net
	48% Net	43% Net	59% Net	48% Net	44% Net

Category Of Software Purchased

	<u>Purchased</u>		<u>Total Owned</u>
	<u>Same Time I Bought Apple</u>	<u>Since I Bought Apple</u>	
<u>Business Software</u>	<u>42%</u>	<u>30%</u>	<u>62%</u>
Electronic Spreadsheet	25	21	46
Database Management	21	15	35
Business Accounting	5	4	8
Word Processing	24	15	37
Education	18	14	30
Games	16	7	22
Operating Systems	8	12	20
Personal	13	7	20
Graphics	6	10	16
Language	2	2	4
Communications	*	1	1

* Less Than 0.5%

TABLE 117

Q.37- SOFTWARE PRODUCTS PURCHASED SAME TIME/SINCE BOUGHT APPLE = TOTAL OWNED

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL ENG/ BUS./ INDUS SCH PROF/ OR MAN/ EXEC SCI/ RESER CHER/ ADMIN HOBBY HOME			
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
GRAND NET: ELECTRONIC SPREADSHEET/DATA BASE MGT/ BUSINESS ACCOUNTING	62%	75%	73%	85%	83%	48%	38%	65%	42%	60%	53	79%	60%	45%	53%
NET: ELECTRONIC SPREADSHEET	46	53	59	79	75	37	29	47	21	31	39	65	50	33	27
VISICALC	45	53	58	79	75	37	29	47	21	31	39	64	50	33	27
DESKTOP PLAN	3	3	4	10	5		1	4	2	2	3	6	2	2	2
NET: DATA BASE MANAGEMENT	35	38	39	40	38	26	21	44	32	42	25	40	30	26	38
PERSONAL FILING SYSTEM (PFS)	21	24	22	18	23	15	13	15	26	34	14	21	18	13	31
D B MASTER	13	11	14	22	20	11	10	31	6	9	11	17	14	15	7
VISIDEX	5	7	10	9	5	5	1	1	3	3	3	8	5	1	3
NET: BUSINESS ACCOUNTING	8	26	15	14	5		7	8	1	1	5	15	2	7	1
THE CONTROLLER	2	7	4	4	3		2	3		1		4	1	2	<
SUBNET: BPI PACKAGES	7	20	12	11	5		6	7	1	1	5	12	2	6	1
BPI GENERAL LEDGER	5	15	11	8	3		5	5	1	1	4	10	1	5	1
BPI ACCOUNTS RECEIVABLE	2	11	3	3	3		3	3	1	1	3	4	1	2	<
BPI PAYROLL	2	9	4	3			2	1	1	1	2	4		1	<
BPI INVENTORY CONTROL	2	8	2	4	5		3	1		<	3	3	2	2	<
BPI JOB COSTING	<	2	<				1	1		<		1		1	<
NET: WORD PROCESSING	37	32	41	38	53	40	33	49	34	43	29	38	44	35	40
APPLE WRITER	30	24	29	28	35	29	28	40	31	38	25	27	31	30	36

TABLE 117 (CONTINUED)

Q.37- SOFTWARE PRODUCTS PURCHASED SAME TIME/SINCE BOUGHT APPLE = *TOTAL OWNED*

-----PRIMARY USE OF APPLE-----

TOTAL SAMPL	PRIMARY USE OF APPLE										SMALL ENG/ BUS./ INDUS SCH PROF/ OR TEA- MAN/ SCI/ CHER/ HOBBY EXEC RESER ADMIN HOME				
	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	PROF/ MAN/ EXEC	INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME	
EASY WRITER	8	9	9	10	13	10	7	13	5	7	3	9	11	8	6
WORDSTAR	4	3	6	6	23	5	4	8	1	3	3	5	12	5	2
NET: EDUCATION	30	24	24	23	25	15	35	37	32	46	32	24	19	36	41
TYPING TUTOR	21	18	18	19	18	7	17	15	27	37	18	18	11	16	34
SHELL GAMES	6	2	3	2	3	5	11	17	5	9	7	3	4	13	7
APPLE PILOT	6	1	5	2	8	5	19	21	2	2	8	3	6	19	2
ELEMENTARY, MY DEAR APPLE	5	4	3	3	3	3	8	7	6	10	6	3	3	7	8
APPLE HOW TO	2	2	2	2	5	1	3	4	3	4	2	2	3	3	3
APPLE MUSIC THEORY	2	1	1	<		1	4	3	1	2	3	1	1	4	1
HAND HOLDING BASIC	1	1	1	1	5		2	3		1	2	1	2	2	<
GAMES	22	15	20	14	23	11	15	12	31	48	14	17	15	14	42
OLYMPIC DECATHALON	17	11	13	10	20	5	9	8	27	38	11	11	11	9	35
APPLE STELLAR INVADERS	14	11	13	10	10	4	8	8	19	31	5	12	6	7	27
APPLE ADVENTURE	14	13	12	10	10	5	5	4	21	31	12	11	7	4	27
NET: OPERATING SYSTEMS	20	13	20	15	33	37	25	35	15	17	18	17	35	28	17
DOS TOOL KIT	13	6	12	7	23	25	14	15	11	11	14	10	24	15	11
DOS 3.3 UPGRADE KIT	11	8	10	9	18	18	15	28	7	7	9	9	18	19	8
NET: PERSONAL	20	15	20	20	28	7	8	15	23	38	13	19	14	9	32
PERSONAL FINANCE MANAGER	15	13	13	13	15	5	6	13	20	34	9	13	9	7	29
HOME MONEY MINDER	3	1	4	2	5	1	2	1	4	5	4	3	3	2	4
DOW JONES PORTFOLIO EVALUATOR	3	2	4	5	8			1	1	3	3	5	3	<	2

TABLE 117 (CONTINUED)

Q.37- SOFTWARE PRODUCTS PURCHASED SAME TIME/SINCE BOUGHT APPLE = *TOTAL OWNED*

-----PRIMARY USE OF APPLE-----

SOFTWARE PRODUCT	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA-CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL ENG/ BUS./ INDUS SCH PROF/ OR TEA- MAN/ SCI/ CHER/ HOBBY EXEC RESER ADMIN HOME			
												SMALL BUSI. PROP	ENG/ INDUS	SCH TEA-CHER	HOBBY HOME
TIME MANAGER	1		1	2	3		<	1				1	1	<	
NET: GRAPHICS	16	8	18	31	38	23	14	16	5	10	11	22	28	14	8
VISILOT	9	5	12	23	20	7	3	8	2	5	6	15	12	4	4
APPLE PLOT	8	2	8	8	18	18	10	12	3	6	7	8	18	10	5
APPLEGRAPHICS II	1	1	1	2	3		1			<		1	1	1	<
NET: LANGUAGE	4		2	2	8	14	5	7	3	3	5	2	12	6	3
APPLE FORTRAN	4		2	2	8	14	5	7	3	3	5	2	12	6	3
CIS COBOL	<			<			1					<		1	
NET: COMMUNICATIONS	1	1	2	<		1	<	3		<	1	1	1	1	<
MICRO COURIER	<	1	1				<	1		<	1	1		<	<
MICRO TELEGRAM	<	1	1	<								1			
VT-100 EMULATOR	<		<			1		1				<	1	<	
MISCELLANEOUS															
APPLE POST	2	5	4	2	3	5	4	8	1	2	1	3	4	4	1
AGENDA FILES	1	1	1	2		1	1			<	1	1	1	1	<
STEPWISE REGRESSION	1		<	<		3	1	1			2	<	2	1	
APPLE PATH METHOD (APM)	<		<		5				1		1	<	2		<
NO ANSWER	19	15	13	9	10	18	33	15	30	15	26	11	15	29	21

Software Purchased/Intend To Buy

	Purchased		Total Owned	Intend Within A Year	Don't Own Or Intend
	Same Time I Bought Apple	Since I Bought Apple			
Visicalc Applewriter	25% 19	20% 10	45% 30	12% 4	43% 66
Personal Filing System (PFS)	15	6	21	6	73
Typing Tutor	13	8	21	3	76
Olympic Decathlon	13	4	17	1	82
Personal Finance Manager	11	4	15	4	81
Apple Stellar Invaders	11	3	14	*	86
Apple Adventure	12	2	14	1	85
DB Master	5	8	13	5	82
DOS Tool Kit	3	10	13	4	83
DOS 3.3 Upgrade Kit	6	5	11	1	88
Visiplot	3	6	9	5	86
Apple Plot	3	5	8	1	91
Easy Writer	4	4	8	3	89
Shell Games	3	3	6	1	93
Apple Pilot	2	4	6	1	93
Elementary, My Dear Apple	3	2	5	1	94
BPI General Ledger	3	2	5	3	94
Visidex	1	3	5	2	93
Wordstar	1	3	4	4	92
Apple Fortran	2	2	4	4	92
Desktop Plan	1	2	3	1	96
Home Money Minder	1	2	3	2	95
Dow Jones Portfolio Evaluator	1	2	3	3	94
BPI Accounts Receivable	2	1	2	2	96
Apple Post	1	1	2	*	97
The Controller	1	1	2	1	97
Apple How To	2	1	2	*	98
BPI Payroll	1	1	2	2	96
BPI Inventory Control	1	1	2	2	96
Apple Music Theory	1	1	2	2	96
Hand Holding Basic	*	1	1	1	98
Agenda Files	*	1	1	1	99
Applegraphics II	*	1	1	2	97
Time Manager	*	*	1	1	98
Stepwise Regression	*	1	1	1	98
BPI Job Costing	*	*	*	1	99
Apple Path Method (APM)	*	*	*	*	99
Micro Courier	*	*	*	1	99
Micro Telegram	*	*	*	*	99
VT-100 Emulator	*	*	*	1	99
CIS Cobol	*	*	*	2	99
Other Software	13	24	36	6	98

TABLE 125

Q.37- SOFTWARE PRODUCTS WILL BUY WITHIN 12 MONTHS

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
GRAND NET: ELECTRONIC SPREADSHEET/DATA BASE MGT/ BUSINESS ACCOUNTING	24	25	27	25	18	15	17	15	28	30	23	26	16	16	30
NET: ELECTRONIC SPREADSHEET	13	11	12	11	8	5	10	8	17	19	13	11	6	10	19
VISICALC	12	11	11	7	8	5	10	8	16	18	12	9	6	10	18
DESKTOP PLAN	1	1	1	3		1	<		1	1	1	2	1	<	1
PLAN 80	<			<								<			
NET: DATA BASE MANAGEMENT	11	6	13	11	5	11	8	9	13	13	8	11	9	9	13
PERSONAL FILING SYSTEM (PFS)	6	4	6	7		3	5	5	6	9	5	6	2	5	8
D B MASTER	5	4	6	5		7	3	3	7	3	3	6	4	3	5
VISIDEX	2	1	3	2	5	3	1	4	1	2	3	2	4	1	2
NET: BUSINESS ACCOUNTING	6	14	9	7	10		2	3	5	4	7	9	4	2	4
THE CONTROLLER	1	1	1	1	5		<		2		1	1	2	<	1
SUBNET: BPI PACKAGES	5	13	8	5	5		2	3	3	4	7	8	2	2	3
BPI GENERAL LEDGER	3	6	5	3	3		2	1	2	2	3	5	1	1	2
BPI INVENTORY CONTROL	2	8	3	2	3		1	1	1	<	3	4	1	1	1
BPI ACCOUNTS RECEIVABLE	2	4	3	2	3		1	3	1	2	1	3	1	1	1
BPI PAYROLL	2	3	2	2	5		1	1	1	1	3	2	2	1	1
BPI JOB COSTING	1	2	3	2			1	1	1	<	2	2		1	<
NET: WORD PROCESSING	11	10	11	7	5	7	11	8	18	12	6	10	6	11	14

TABLE 125 (CONTINUED)

Q.37- SOFTWARE PRODUCTS WILL BUY WITHIN 12 MONTHS

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
WORDSTAR	4	3	6	4	3	1	5	5	6	4	4	5	2	5	5
APPLE WRITER	4	5	3	1		3	5	4	10	5	2	3	2	5	7
EASY WRITER	3	3	2	2	3	3	4	3	5	5	1	3	3	4	5
NET: PERSONAL	8	4	7	11	10	4	4	4	10	12	10	9	6	3	11

PERSONAL FINANCE MANAGER	4	2	3	4	8	1	3	1	4	7	6	4	4	2	5
DOW JONES PORTFOLIO EVALUATOR	3	1	2	6	3	3	1	1	5	4	3	4	3	1	4
HOME MONEY MINDER	2	1	1	1			1		3	3		2		1	3
TIME MANAGER	1		2	1	3	1	<	1		1	2	1	2	1	<
NET: EDUCATION	8	6	5	4	3	1	11	4	11	13	4	5	2	10	12

TYPING TUTOR	3	3	2	1		1	4		4	4	3	2	1	3	4
APPLE MUSIC THEORY	2	1	1	1			2	3	6	3	1	1		2	4
SHELL GAMES	1			<			4		1	2	1	<		3	2
HAND HOLDING BASIC	1	1	1	1	3				2	2		1	1		2
APPLE PILOT	1	1	<				4	1		1		<		3	<
ELEMENTARY, MY DEAR APPLE	1		<				1			3		<		1	2
APPLE HOW TO	<		<				<			1		<		<	1
NET: GRAPHICS	7	4	5	9	8	10	6	5	9	8	6	7	9	5	9

VISILOT	5	4	4	8	8	5	3	3	3	6	3	6	6	3	5
APPLEGRAPHICS II	2	1	<			4	2	1	6	2	2	<	3	2	3
APPLE PLOT	1	1	1	1		3	1	1	2	2	1	1	2	1	2
NET: LANGUAGE	6	4	5	3	15	8	6	3	10	5	8	4	11	5	7

TABLE 125 (CONTINUED)

Q.37- SOFTWARE PRODUCTS WILL BUY WITHIN 12 MONTHS

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
WORDSTAR	4	3	6	4	3	1	5	5	6	4	4	5	2	5	5
APPLE WRITER	4	5	3	1		3	5	4	10	5	2	3	2	5	7
EASY WRITER	3	3	2	2	3	3	4	3	5	5	1	3	3	4	5
NET: PERSONAL	8	4	7	11	10	4	4	4	10	12	10	9	6	3	11

PERSONAL FINANCE MANAGER	4	2	3	4	8	1	3	1	4	7	6	4	4	2	5
DOW JONES PORTFOLIO EVALUATOR	3	1	2	6	3	3	1	1	5	4	3	4	3	1	4
HOME MONEY MINDER	2	1	1	1			1		3	3		2		1	3
TIME MANAGER	1		2	1	3	1	<	1		1	2	1	2	1	<
NET: EDUCATION	8	6	5	4	3	1	11	4	11	13	4	5	2	10	12

TYPING TUTOR	3	3	2	1		1	4		4	4	3	2	1	3	4
APPLE MUSIC THEORY	2	1	1	1			2	3	6	3	1	1		2	4
SHELL GAMES	1			<			4		1	2	1	<		3	2
HAND HOLDING BASIC	1	1	1	1	3				2	2		1	1		2
APPLE PILOT	1	1	<				4	1		1		<		3	<
ELEMENTARY, MY DEAR APPLE	1		<				1			3		<		1	2
APPLE HOW TO	<		<				<			1		<		<	1
NET: GRAPHICS	7	4	5	9	8	10	6	5	9	8	6	7	9	5	9

VISIPILOT	5	4	4	8	8	5	3	3	3	6	3	6	6	3	5
APPLEGRAPHICS II	2	1	<			4	2	1	6	2	2	<	3	2	3
APPLE PLOT	1	1	1	1		3	1	1	2	2	1	1	2	1	2
NET: LANGUAGE	6	4	5	3	15	8	6	3	10	5	8	4	11	5	7

TABLE 125 (CONTINUED)

Q.37- SOFTWARE PRODUCTS WILL BUY WITHIN 12 MONTHS

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
APPLE FORTRAN	4	3	3	2	15	8	4	1	9	3	5	3	11	3	6
CIS COBOL	2	2	2	1			4	3	2	2	4	2		3	2
NET: OPERATING SYSTEMS	5	4	4	4	3	1	5	3	9	6	1	4	2	5	8

DOS TOOL KIT	4	3	3	4	3	1	4	1	9	5	1	4	2	4	7
DOS 3.3 UPGRADE KIT	1	1	1	<			1	1	1	2		1		1	1
GAMES	2		2	1	3	1	1	3	4	5		1	2	1	4

OLYMPIC DECATHALON	1		1	1	3				3	2		1	1		2
APPLE ADVENTURE	1		1			1	1	3	1	2		<	1	1	1
APPLE STELLAR INVADERS	<		<	<					1	1		<			1
NET: COMMUNICATIONS	1	1	2	1		1	1		1	1	4	1	1	1	1

VT-100 EMULATOR	1		1				1		1	<	3	<		1	>
MICRO COURIER	1	1	1	1					1		2	1			>
MICRO TELEGRAM	<	1	1	1		1				<		1	1		>

MISCELLANEOUS															
STEPWISE REGRESSION	1		1	1	3	3	2	1	1	1		1	3	1	1
APPLE POST	<	1	1				<		1	1		1		<	1
APPLE PATH METHOD (APM)	<		1	<			<				1	<		<	
AGENDA FILES	<	1	1	<						<		1			<
NO ANSWER	60	63	63	62	63	70	69	77	45	49	61	62	67	70	46

On-Line Data Bases

(Last Year's Numbers In Parenthesis)

	<u>Aware Of</u>	<u>Currently Use</u>	<u>Plan To Buy</u>
The Source	61% (52%)	5% (6%)	3% (6%)
Dow Jones	61% (56%)	3% (3%)	3% (3%)
Compuserve	40% (47%)	1% (3%)	2% (3%)

TABLE 97
Q.33- ON-LINE DATA BASES --

-----PRIMARY USE OF APPLE-----															
TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA-CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL ENG/ BUS./ INDUS SCH PROF/ OR TEA- MAN/ SCI/ CHER/ HOBBY EXEC RESER ADMIN HOME				
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
COMPU SERVE (FORMERLY MICRONET)	40%	31%	45%	37%	40%	41%	37%	40%	44%	45%	36	40%	41%	38%	45%

AWARE OF	40	31	45	37	40	41	37	40	44	45	36	40	41	38	45
CURRENTLY USE	1	1	2	3	3		1	1	2	1		2	1	1	1
PLAN TO BUY	2	1	4	3	5		<		3	3	3	2	2	<	2
DOW JONES NEWS & QUOTES REPORTER	61	51	65	64	68	62	48	49	64	63	57	64	64	48	65

AWARE OF	61	51	65	64	68	62	48	49	64	63	57	64	64	48	65
CURRENTLY USE	3	3	5	5	5				1	2	3	5	2		2
PLAN TO BUY	3	6	3	6	5	1	<		2	3	2	4	3	<	3
THE SOURCE	61	60	65	58	63	66	51	47	66	67	63	62	65	51	67

AWARE OF	61	60	65	58	63	66	51	47	66	67	63	62	65	51	67
CURRENTLY USE	5	6	7	8	8	3	<	1	5	4	7	7	4	1	4
PLAN TO BUY	3	2	3	6	8	8	1	4	1	1	3	4	8	2	1
OTHER	8	5	12	9	10	12	8	8	6	8	9	9	12	8	8

AWARE OF	8	5	12	9	10	12	8	8	6	8	9	9	12	8	8
CURRENTLY USE	3	2	3	6	8	8	1	4	1	1	3	4	8	2	1
PLAN TO BUY	1		2	1			1		1	1	1	1		1	1
NO ANSWER	24	29	19	23	13	21	39	40	20	18	28	22	18	39	18

Applications Or Software Packages That Owners Would Like To See Provided

Word Processing	34%
Graphics Generator	32
Writing Programs	31
Teaching About Computers, Programming	30
Database Management	28
Home Security/Environmental Control	25
Computer Aided Instruction	22
Basic Tutorial	22
Pascal Tutorial	21
Personal Filing System	21
Personal Financial Planning	21
Scheduling	20
Report Generator	19
Strategy Games/Simulation	19
Statistical Analysis	18
Business Financial Planning (Budgeting, ROI, etc.)	18
Mailing Lists	17
Engineering Design/Calculations	16
Forecasting	16
Communications/Networking	15
Accounting	15
Inventory	13
Classroom Management	13
Cost Estimating	11
Instrumentation Control	10
COBOL	9
Payroll	9
Sales Analysis	8
Client Billing	7
Cash Register	4
Process Control Measurement	4
Order Entry/Sales Tracking	4

TABLE 140

Q.45A- APPLICATIONS OR SOFTWARE PACKAGES WOULD LIKE

~~APPLE TO PROVIDE~~
TO SEE PROVIDED

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA-CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA-CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
WORD PROCESSING	34	32	36	28	33	36	41	43	35	35	32	33	35	41	35
GRAPHICS GENERATER	32	21	30	26	58	41	35	21	41	36	26	27	47	32	38
WRITING PROGRAMS	31	29	27	27	20	15	38	49	25	41	31	27	17	40	34
TEACHING ABOUT COMPUTERS/ PROGRAMMING	30	29	24	22	8	16	45	60	27	40	28	25	13	46	35
DATABASE MANAGEMENT	28	19	33	28	43	29	23	39	23	26	27	31	34	26	25
HOME SECURITY/ENVIRONMENTAL CONTROL	25	22	22	22	35	21	13	16	32	41	22	23	26	14	38
BASIC TUTORIAL	22	18	18	17	20	16	32	31	23	29	20	18	18	31	26
COMPUTER AIDED INSTRUCTION	22	13	16	12	5	15	43	49	22	27	22	14	12	43	25
PERSONAL FINANCIAL PLANNING	21	17	23	19	15	10	15	15	27	35	15	21	12	15	32
PASCAL TUTORIAL	21	10	19	16	33	32	29	28	24	19	14	17	32	30	20
PERSONAL FILE SYSTEM	21	18	20	15	18	15	21	28	29	28	17	18	16	23	28
SCHEDULING	20	20	20	24	18	11	27	53	13	13	12	22	13	32	13
STRATEGY GAMES/SIMULATIONS	19	4	11	12	10	15	26	19	38	28	13	11	13	23	32
REPORT GENERATER	19	15	20	27	28	19	14	17	16	16	20	23	22	16	15
BUSINESS FINANCIAL PLANNING (BUDGETING, ROI, ETC.)	18	25	27	35	13	8	7	17	10	14	10	30	10	9	12
STATISTICAL ANALYSIS	18	11	19	18	23	58	15	25	14	10	15	18	45	18	11
MAILING LISTS	17	23	22	17	8	7	19	25	15	16	15	20	7	20	15
ENGINEERING DESIGN/ CALCULATIONS	16	13	13	13	80	33	11	8	21	17	13	13	50	10	19
FORECASTING	16	16	21	30	23	10	5	15	9	11	13	24	14	8	10

TABLE 140 (CONTINUED)

Q.45A- APPLICATIONS OR SOFTWARE PACKAGES WOULD LIKE

~~APPLE TO PROVIDE~~
TO SEE PROVIDED

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
ACCOUNTING	15	28	24	18	13	5	13	23	11	11	8	22	8	15	11
COMMUNICATIONS/NETWORKING	15	13	18	18	15	14	8	23	15	17	18	18	14	11	15
CLASSROOM MANAGEMENT	13	2	5	2		3	56	63	5	5	4	3	2	56	5
INVENTORY	13	29	13	13	18	7	16	23	9	9	4	16	11	17	8
COST ESTIMATING	11	18	14	14	30	5	4	7	7	9	12	15	14	4	8
INSTRUMENTATION CONTROL	10	6	7	5	43	33	11	5	10	10	4	6	36	10	10
PAYROLL	9	22	18	11	10	3	10	12	6	5	3	14	5	10	5
COBOL	9	8	7	5	8	7	13	8	10	10	9	7	7	11	9
SALES ANALYSIS	8	23	10	17	8	1	2	3	3	6	5	15	4	3	5
CLIENT BILLING	7	10	15	7	3	3	2	4	5	5	3	11	3	2	5
ORDER ENTRY/SALES TRACKING	4	16	4	5	5	1	2		3	2	3	8	3	2	2
CASH REGISTER	4	11	5	3	3	1	5	5	5	5	2	5	2	4	5
PROCESS CONTROL/MEASUREMENT	4	2	4	5	13	8	2	1	2	2	2	4	10	2	2
OTHER	8	5	9	6	10	10	7	5	5	10	15	7	10	6	8
NO *ANSWER	9	13	11	8	5	12	10	1	7	6	11	9	10	8	7

Purchase Process *

Median

# Different Dealers Visited Before Purchase	3 Dealers
# Times Visited Dealers Before Purchase	3 Visits
# Weeks From 1st Visit To Purchase	5 Weeks *

First Heard About Dealers By:

Word Of Mouth	30%
Advertising	17
Yellow Pages	14
Passed Store On Street	13
Article In Local Press	5
Apple Dealer List	3
Trade Show	2
Sales Call	1
Seminar	1

Dealer Training From Purchase

	Total Sample	Last Year	This Year
Did Dealer Offer Or Provide Formal Training Or Classes?			
Yes	25%	25%	29%
No	72	72	69

		Last Year	This Year	Home/Novices
Would You Be Willing To Pay For Training About Computers Or Writing Programs?				
Yes	49%	49%	54%	81%
No	48	48	46	15

Dealer Visits Since Purchase *

	<u>Total Sample</u>	<u>Purchased</u>			
		<u>4-6/81</u>	<u>7-9/81</u>	<u>10-12/81</u>	<u>1-3/82</u>
Visited A Dealer Since Purchase	94%	96%	95%	95%	91%
Median # Times Visited Since Purchase	6	10	8	6	5

Two-Thirds Visited A Dealer In Past Month -- True For Earlier
As Well As More Recent Purchasers.

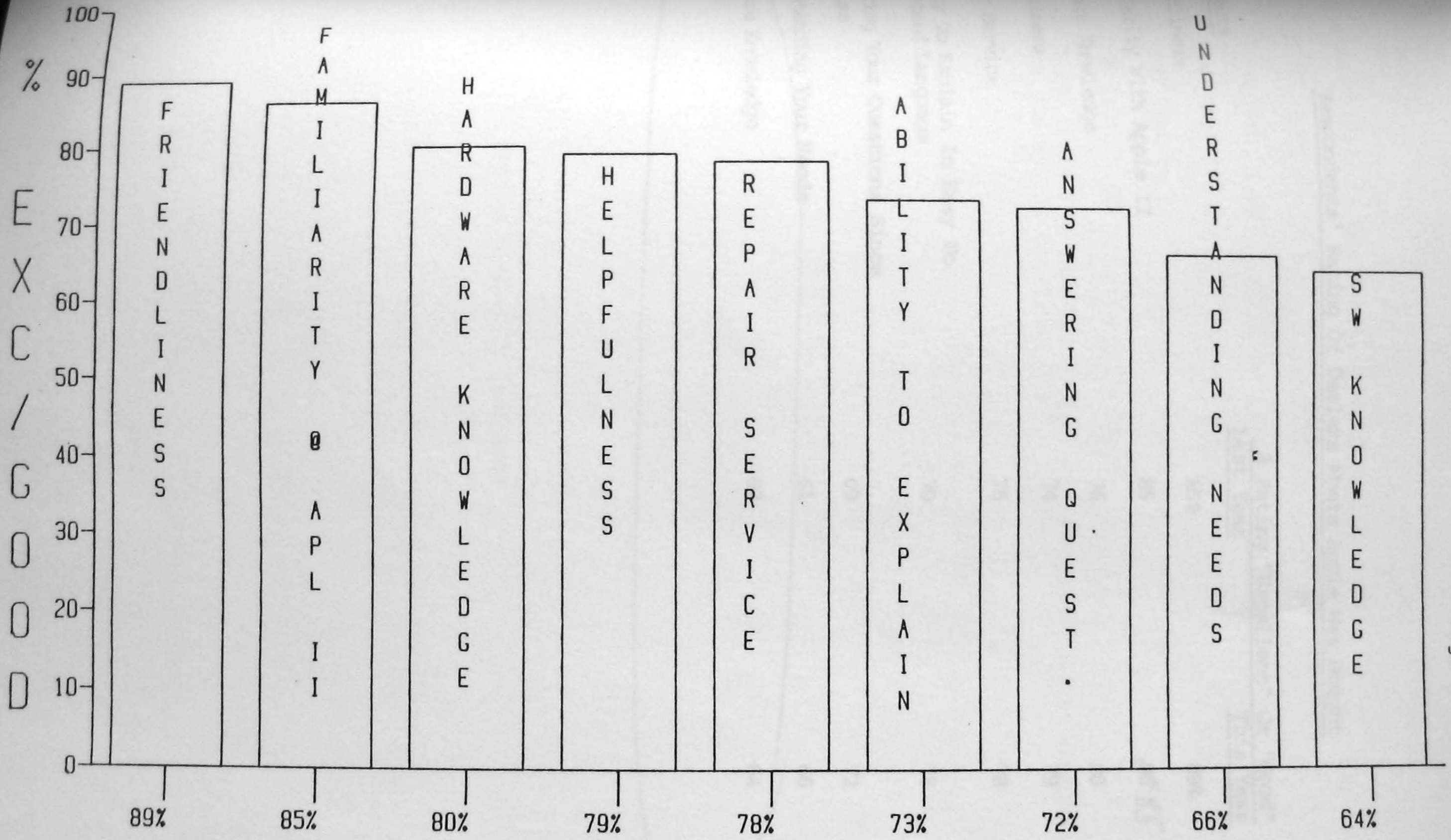
" Dealer Visits Since Purchase *

<u># Times Visited During Ownership Month</u>	<u>Ownership Month</u>			
	<u>1-5</u>	<u>6-8</u>	<u>9-11</u>	<u>12-14</u>
Median # Times	5	1	2	2

Dealer Visits Since Purchase *

<u>Reason</u>	<u>Total Sample</u>
Shop For/Purchase Software	67%
Shop For/Purchase Hardware	52
Just To Browse	49
Service/Repairs	41
Purchase Literature	33
Seminar/Training/Technical Support	11
Other Reasons	7

RATING OF DEALER WHERE PURCHASED





Respondents' Rating Of Dealers Where Apple Was Bought

<u>Attribute</u>	<u>% Rating "Excellent" Or "Good"</u>	
	<u>Last Year</u>	<u>This Year</u>
Friendliness	85%	89%
Familiarity With Apple II	85	88 85
Hardware Knowledge	76	80
Helpfulness	74	79
Repair Service	76	78
Ability To Explain In Easy To Understand Language	70	73
Answering Your Questions Since Purchase	69	72
Understanding Your Needs	61	66
Software Knowledge	63	64

* Results Similar To Last Year

Service

49% Have Taken Apple In For Repairs Since Purchasing*

<u>Of Those</u>	<u># Times</u>
54% Took It In	1 Time
25% Took It In	2 Times
15% Took It In	3-4 Times
6% Took It In	5+

83% Were "Very" Or "Fairly Well" Satisfied. Others Not Satisfied Because "Problems Not Solved" Or "Too Long, Slow".

	<u>Months Owned</u>			
	<u>2-5</u>	<u>6-8</u>	<u>9-11</u>	<u>12-14</u>
% Repaired	39%	46%	54%	63%

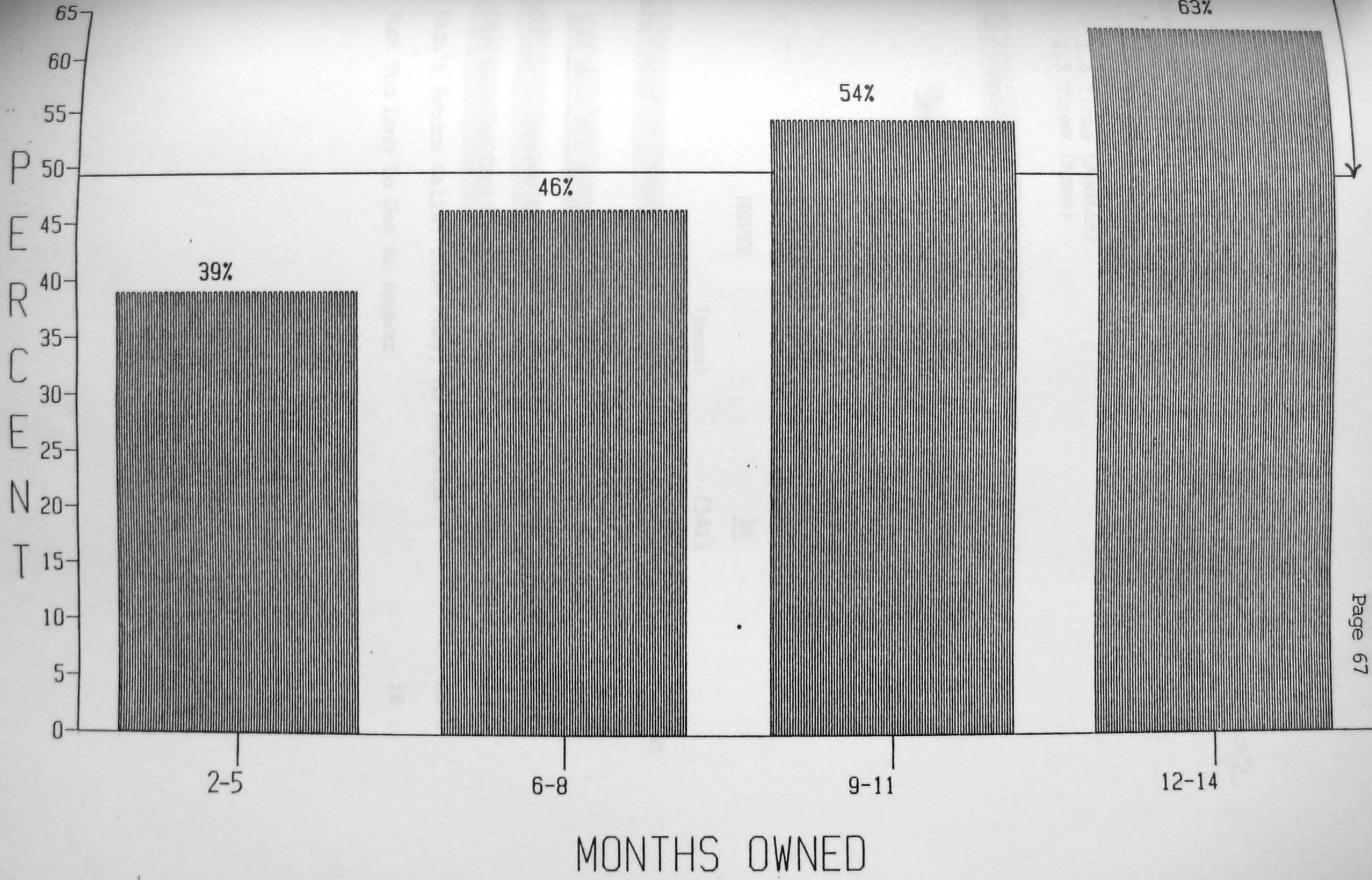
Length Of Time Until Ready

24 Hours Or Less	61%
2-6 Days	28
1 Week Or More	<u>11</u>
(Base)	(613)

* Results Similar To Last Year

TAKEN FOR REPAIR

49% OF TOTAL SAMPLE



Technical Support * SUE & George

10% Have Used Apple's Customer Technical Support Phone Lines

... An Average Of:

1.4 Times (Median)
2.5 Times (Mean)

57% "Didn't Know They Had Them"

Last Time Called, Got Questions Answered Within:

24 Hours Or Less	53%
2-6 Days	17
1 Week Or More	4
NEVER	<u>26</u>
(Base)	(141)

54% Were "Very" Or "Fairly Well" Satisfied With The Help They Received

46% Were Not Satisfied Because:

Couldn't, Wouldn't Answer Questions, Gave Wrong Answer	52%
Poor Service (Not Specific)	19
Didn't Return Calls; Line Busy; No Response	18
Took Too Long To Get An Answer	16

TABLE 135

Q.43- USED CUSTOMER TECHNICAL SUPPORT PHONE LINES

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
YES	10	15	11	11	20	23	6	9	4	3	17	11	22	7	4
NO	33	30	32	36	40	27	34	47	31	33	34	33	32	36	32
DIDNT KNOW THEY HAD THEM	56	53	56	51	40	48	57	41	64	61	48	55	45	55	62
NO ANSWER	2	2	1	1		1	3	3	1	2	2	1	1	3	2

Extended Warranty

	<u>Last Year</u>	<u>This Year</u>
Purchased Extended Warranty	8%	16%
Did Not Purchase	" <u>92</u>	<u>84</u> *
<u>Reasons:</u>		
Reliability; Wasn't Needed; Reputation	31	33
Cost; Too Expensive	26	22
Not Aware Of It	19	16

TABLE 133

Q.42- PURCHASE 12-MONTH EXTENDED WARRANTY

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
YES	16	14	17	23	20	18	17	12	9	8	18	20	19	15	8
NO	82	80	81	74	78	78	80	85	89	90	80	78	78	81	90
NO ANSWER	3	6	1	3	3	4	3	3	2	2	3	3	4	3	2

Measure Of Overall Satisfaction

..

Overall, How Satisfied Would You Say You Have Been With Your Apple Relative To Expectations?

Greater Than Expectations	34%
Equal To Expectations	60
Less Than Expectations	6

Would You Recommend An Appple To A Friend Or Co-Worker?

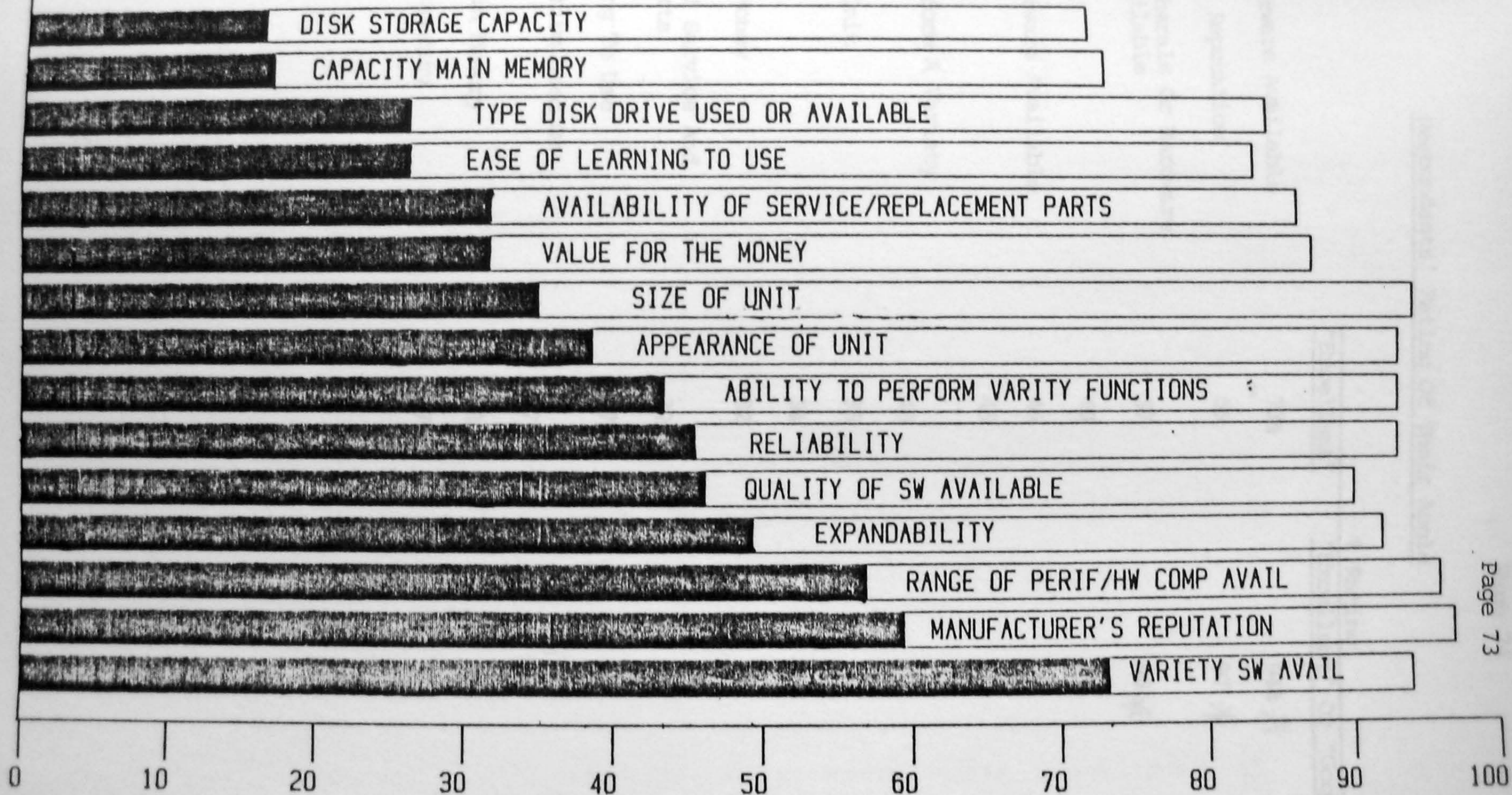
Yes	97% *
No	3

RESPONDENTS' RATING OF THEIR APPLE

A
T
T
R
I
B
U
T
E

EXCELLENT

GOOD



% RATING

Respondents' Rating Of Their Apple

<u>Attribute</u>	<u>% Rating</u>	
	<u>"Excellent"</u>	<u>"Excellent" Or "Good"</u>
Variety Of Software Available	73%	94% *
Manufacturer's Reputation	59	97 *
Range Of Peripherals Or Hardware Components Available	57	96 *
Expanability	49	92
Quality Of Software Available	46	90
Reliability	45	93
Ability To Perform A Variety Of Functions	43	93
Appearance Of Unit	38	93
Size Of Unit	34	94
Value For The Money	32	87
Availability Of Service And Replacement Parts	32	86
Ease Of Learning To Use	27	83
Type Of Disk Drive Used Or Available	27	84
Capacity Of Main Memory	18	73
Disk Storage Capacity	17	72

Other Brands Considered; 2nd Choice

<u>Considered Another Brand/ Specified A 2nd Choice</u>	<u>All Other Brands Seriously Considered</u>	<u>Second Choice</u>
	<u>78%</u>	<u>68%</u>
Radio Shack	54	24
IBM	30	19
Atari	19	6
Commodore	19	5
Apple ///	15	5
Texas Instruments	11	2
H-P	10	2
Osborne	6	2
Ohio Scientific	5	1
Zenith	5	1
Northstar	3	1
Xerox	3	1
Cromemco	3	*
Vector	2	*
Altos	1	*
Other	5	2
None	14	8
No Answer	<u>8</u>	<u>24</u>

* Less Than 0.5%

TABLE 51

Q.21A- COMPUTER MAKE SERIOUSLY CONSIDERED BEFORE BUYING

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
NONE	14	12	12	17	8	15	14	13	8	15	13	14	12	14	12
ALTOS	1	2	2	1		1	1		1		3	2	1	1	<
APPLE III	15	18	20	21	25	19	6	12	10	10	17	21	21	7	10
ATARI	19	10	13	12	13	11	18	25	35	31	13	13	12	20	33
COMMODORE	19	13	16	14	20	11	29	37	19	21	14	15	14	30	20
CROMEMCO	3	4	3	1	5	8	1		3	2	4	3	7	1	2
DYNABYTE	<			<		3				<		<	2		<
HEWLETT PACKARD	10	13	14	16	28	23	7	5	5	5	10	15	25	7	5
IBM	30	41	34	32	38	27	15	20	31	30	30	35	31	16	31
NORTH STAR	3	4	4	3	10	7	2	1	2	2	4	4	8	2	2
OHIO SCIENTIFIC	5	3	6	2	5	3	6	4	7	4	8	4	4	5	5
OSBORNE	6	4	10	5	5	12	4	4	7	6	8	7	10	4	6
RADIO SHACK	54	49	60	44	50	41	56	61	57	60	58	52	44	57	59
TEXAS INSTRUMENTS	11	8	11	9	13	10	13	15	12	13	7	10	11	13	13
VECTOR	2	1	2	2	8	5		1	1	2	3	2	6	<	1
XEROX	3	5	3	4	5	7	1		2	2	3	4	6	1	2
ZENITH	5	5	5	3	10	3	5	3	5	4	6	4	5	5	5
OTHER	5	6	3	4	5	5	3	4	7	7	8	4	5	3	7
NO ANSWER	8	8	5	10	5	16	11	7	6	5	8	8	12	10	5

TABLE 52

Q.21B- SECOND CHOICE COMPUTER MAKE

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
NONE	8	8	6	10	5	7	7	8	6	8	7	8	6	8	8
ALTIOS	<	1	<	<			<				1	<		<	
APPLE III	4	6	6	6	3	3	3	7	2	3	6	6	3	3	3
ATARI	6	2	3	4	5	3	5	9	15	13	3	3	4	6	14
COMMODORE	5	4	7	4	3	4	10	8	4	4	1	5	4	9	4
CROMEMCO	<		<	<		3				1		<	2		<
HEWLETT PACKARD	2	1	2	2	8	11	2	1	1		3	2	10	1	<
IBM	19	23	19	22	25	19	10	15	18	19	18	21	21	11	19
NORTH STAR	1	1	1	1	5	3	<		1		1	1	4	<	<
OHIO SCIENTIFIC	1		1	<		1	1	1	2	1		1	1	1	1
OSBORNE	2	4	4	2		1	2		3	2	2	3	1	2	2
RADIO SHACK	24	18	24	16	13	14	28	27	28	27	32	21	13	28	28
TEXAS INSTRUMENTS	2	1	2	1			4	3	2	2		2		3	2
VECTOR	<		1	1		1		1				1	1	<	
XEROX	1	1	2	<	3	1				<		1	2		<
ZENITH	1		1	<		1	1	3	1	<	1	<	1	2	<
OTHER	2	2	1	1		3			4	2	2	1	2		3
NO ANSWER	24	31	23	30	35	29	29	21	16	18	29	25	31	27	16

Reasons Bought Apple II Instead Of --

	Second Choice				
	<u>Radio Shack</u>	<u>IBM</u>	<u>Atari</u>	<u>Commodore</u>	<u>Apple III</u>
More, Better, Available Software	49%	61%	66%	57%	44%
Quality Product; Reputation; Reliability	20	12	13	10	13
Less Expensive	9	26	13	14	32
Versatile; Flexible	11	6	19	3	6
Graphics	13	3	5	8	3
(Base)	(360)	(276)	(94)	(72)	(63)

First Heard About Apple

	<u>Last Year</u>	<u>This Year</u>
Friend Or Co-Worker	35%	42%
Newspaper, Magazine Article	14	19
Magazine Ad	20	14
Computer Dealer	17	6
TV Ad	1	3
Newspaper Ad	2	2
Radio Ad	1	1
Other	10	12

Respondents' Usage Of Apple

<u>Hours Per Week Respondent Uses Apple</u>	<u>Total Sample</u>
Under 10	41%
10-19	32
20-29	26

Reference Manual

78% Used The Apple II Reference Manual

They Used It For:

General Information; Familiarization; Learning How
To Use It

66%

Program Reference Aid; Software Reference

15

Hardware Familiarization

18

My Apple Is —

Owned 98%

Leased 2

TABLE 8

Q.5- SPECIFIC APPLE OWNED

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
APPLE II WITH 16K	<			<								<			
APPLE II WITH 32K	<	1	1	1						<		1			<
APPLE II WITH 48K	7	11	9	6	8	5	10	11	3	5	5	8	6	9	5
APPLE II WITH 64K	1	1	1	2	3	1	1	4	1	2	2	1	2	2	1
APPLE II PLUS WITH 16K	<		<	<			1			<		<	1	1	<
APPLE II PLUS WITH 32K	<	1	<	1								1			
APPLE II PLUS WITH 48K	57	59	52	42	35	41	61	57	76	70	60	49	39	59	71
APPLE II PLUS WITH 64K	29	23	30	36	38	48	26	27	19	22	30	31	44	27	22
APPLE WITH 16K (NET)	<		<	1			1			<		<		1	<
APPLE WITH 32K (NET)	1	2	1	3						<		2			<
APPLE WITH 48K (NET)	64	70	61	48	43	47	71	68	80	75	65	57	45	69	76
APPLE WITH 64K (NET)	30	23	31	38	40	49	27	31	20	24	32	33	46	29	23
NO ANSWER	4	5	6	11	18	4	1	1	1	<	3	8	9	1	<

TABLE 158

Q.51- PUBLICATIONS READ REGULARLY

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
POPULAR ELECTRONICS	10	6	7	5	30	12	6	9	16	10	12	7	19	7	12
APPLE ORCHARD	29	26	29	27	28	30	31	32	28	30	25	27	29	32	30
BYTE	28	23	27	25	43	51	24	21	32	26	28	27	48	24	28
NEW YORKER	5	3	4	5	3	10	5	4	2	4	8	5	7	5	3
CREATIVE COMPUTING	26	15	21	16	13	19	43	47	31	26	28	18	17	45	28
TIME	28	27	28	24	33	42	28	40	26	27	22	27	39	30	27
NEWSWEEK	20	18	23	28	35	12	22	28	17	17	20	22	20	23	17
SPORTS ILLUSTRATED	8	8	8	8	8	4	8	15	13	8	7	9	5	9	10
SMALL BUSINESS	1	2	2	2						1		2			1
COMPUTERS	1	2	1	2	5	1	1		1	2	3	2	3	1	1
PLAYBOY	12	12	14	10	13	12	10	12	18	13	12	12	12	11	15
H.E. JOURNAL	3	1	2	1		1	10	12		1	2	1	1	11	1
MATH TEACHER	3		1				19	8	1	<		<		16	<
GARRONS	5	3	6	8		4	2	1	6	6	6	6	3	2	6
BUSINESS WEEK	14	18	15	31	10	11	4	4	11	16	10	22	11	4	13
FORBES	10	12	14	16	13	5	2	1	9	13	13	13	8	2	10
HARVARD BUSINESS REVIEW	6	6	7	12	3	1	2	5	3	7	4	8	2	3	5
SCIENTIFIC AMERICAN	14	6	13	8	30	37	20	11	14	12	13	9	35	19	14
AMATEUR	6	1	5	7	10	7	6	4	4	3	7	6	8	5	4
MI	7	6	7	5	8	4	9	9	12	7	9	6	5	9	9
IBM MICRO SYSTEMS	4	1	3	5	5	7	2		4	2	4	4	6	2	3
INTERFACE AGE	5	6	7	5	5	7	4	5	5	5	6	7	6	4	5

TABLE 158 (CONTINUED)

Q.51- PUBLICATIONS READ REGULARLY

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
KILOBAUD MICROCOMPUTING	5	2	6	5	3	8	6	4	7	4	6	5	6	6	6
INC	6	14	6	9	8	1	1	3	5	4	4	9	4	1	4
DISCOVER	6	6	6	4	8	8	7	4	7	7	2	5	8	6	7
PHYSICS TEACHER	1	1				3	5		1	1		<	2	4	<
TV GUIDE	11	11	14	14	8	8	9	16	14	13	9	12	8	11	14
FORTUNE	8	11	10	15	8	1	2	1	6	9	8	13	4	1	8
MONEY	10	20	12	12	13	3	4	5	7	13	7	13	6	4	11
SMITHSONIAN	13	6	13	10	13	14	16	11	14	17	13	11	13	15	16
NATURAL HISTORY	3	2	3	1	3	7	6	4	2	3	2	2	5	6	3
NATIONAL GEOGRAPHIC	32	30	29	28	33	42	28	29	31	41	29	29	39	29	38
IN-FLIGHT AIRLINE MAGAZINES	12	12	9	17	13	11	5	11	11	10	18	14	12	7	10
PSYCHOLOGY TODAY	4	4	3	3		4	5	13	5	3	3	3	3	7	4
ELECTRONIC DESIGN	4	3	2	3	18	7	2	1	4	5	3	3	11	2	5
PEOPLE	5	7	8	7	8		2	4	6	4	5	7	3	3	5
HARPERS	1	1	1	<		1	2	1	2	1	3	1	1	2	1
ON COMPUTING	5	5	6	4	3	8	3	7	6	5	3	5	6	4	5
PERSONAL COMPUTING	20	21	26	23	23	15	13	21	17	22	18	24	18	15	20
U.S. NEWS & WORLD REPORT	12	15	14	13	18	11	13	16	9	12	14	13	13	12	11
SCIENCE	9	4	9	3	8	48	14	7	7	7	6	6	34	12	7
VENTURE	1	4	2	2	3				1	1	2	3	1		1
ESQUIRE	1		1	2			<		2	3	1	1		<	3
INSIDE SPORTS	1		1	1					2	1	1	1			1
WALL ST. JOURNAL	30	39	42	50	25	14	10	9	15	33	34	46	18	9	25

TABLE 158 (CONTINUED)

Q.51- PUBLICATIONS READ REGULARLY

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
CHANGING TIMES	6	8	5	7	8	3	4	4	4	7	5	6	4	4	6
NO ANSWER	6	8	6	5	3	5	8	8	3	3	7	6	4	7	3

TABLE 13

Q.8A- KNOW HOW TO TYPE WITHOUT LOOKING AT KEYBOARD

-----PRIMARY USE OF APPLE-----

	TOTAL SAMPL	SMALL BUSI. PROP	PROF- FESS.	MAN./ EXEC.	ENGIN INDUS	SCIEN RESER	SCH TEA- CHER	SCH ADMIN	HOBBY	HOME	OTHER	SMALL BUS./ PROF/ MAN/ EXEC	ENG/ INDUS OR SCI/ RESER	SCH TEA- CHER/ ADMIN	HOBBY HOME
TOTAL.....	1472	142	286	275	40	73	221	75	176	261	119	611	113	274	413
YES	63	65	68	58	70	60	70	71	62	58	66	62	64	69	60
NO	36	33	31	41	28	38	29	28	38	41	34	37	35	31	39
NO ANSWER	1	1	1	1	3	1	<	1		1	1	1	2	1	<

Products Owned

	<u>Last Year</u>	<u>This Year</u>	<u>1981 % Of U.S. Households</u>
Color TV	92%	91%	
35mm Camera	72	72	
Electric Typewriter	58	60	
Microwave Oven	51	54	24.3%
Programmable Calculator	44	39	0.7
Video Game	35	34	22.0
Video Cassette Recorder	24	28	4.9
Projection TV	NA	3	0.4
Videodisc	1	1	

NA = Not Asked