

The #1 Apple II Magazine

1986

**APPLE
MARKETING
AND
MEDIA
FACTS.**



1986 APPLE MARKETING AND MEDIA FACTS.

The #1 Apple II Magazine

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**A+ Magazine
Subscriber
Study**

Methodology

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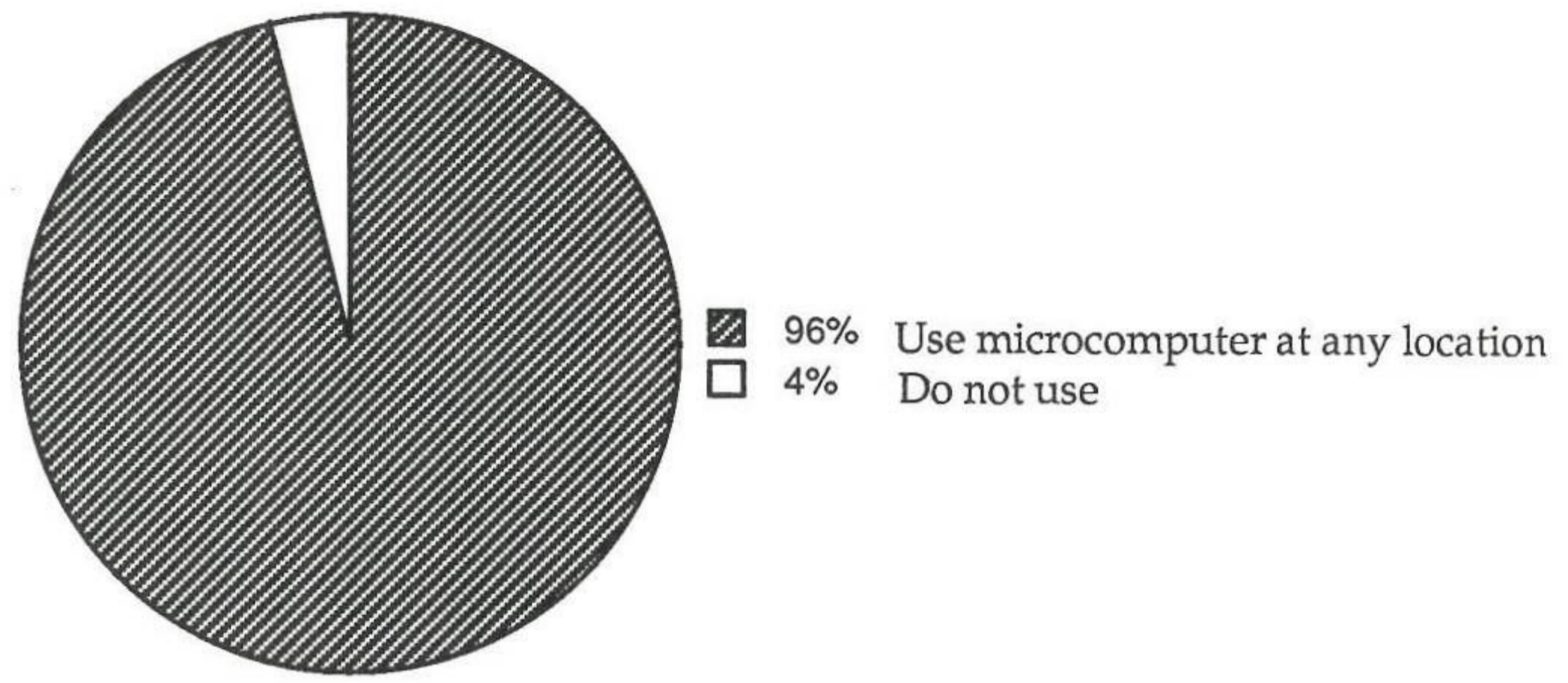


| | |
|-----------------------------------|--|
| Method | Mail survey |
| Sample size | 2,000 |
| Sample selection | Nth name from among all subscribers in the continental United States |
| Field date | April - May 1986 |
| Number of mailings | Two |
| Incentive (First mailing only) | \$1.00 |
| Questionnaire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

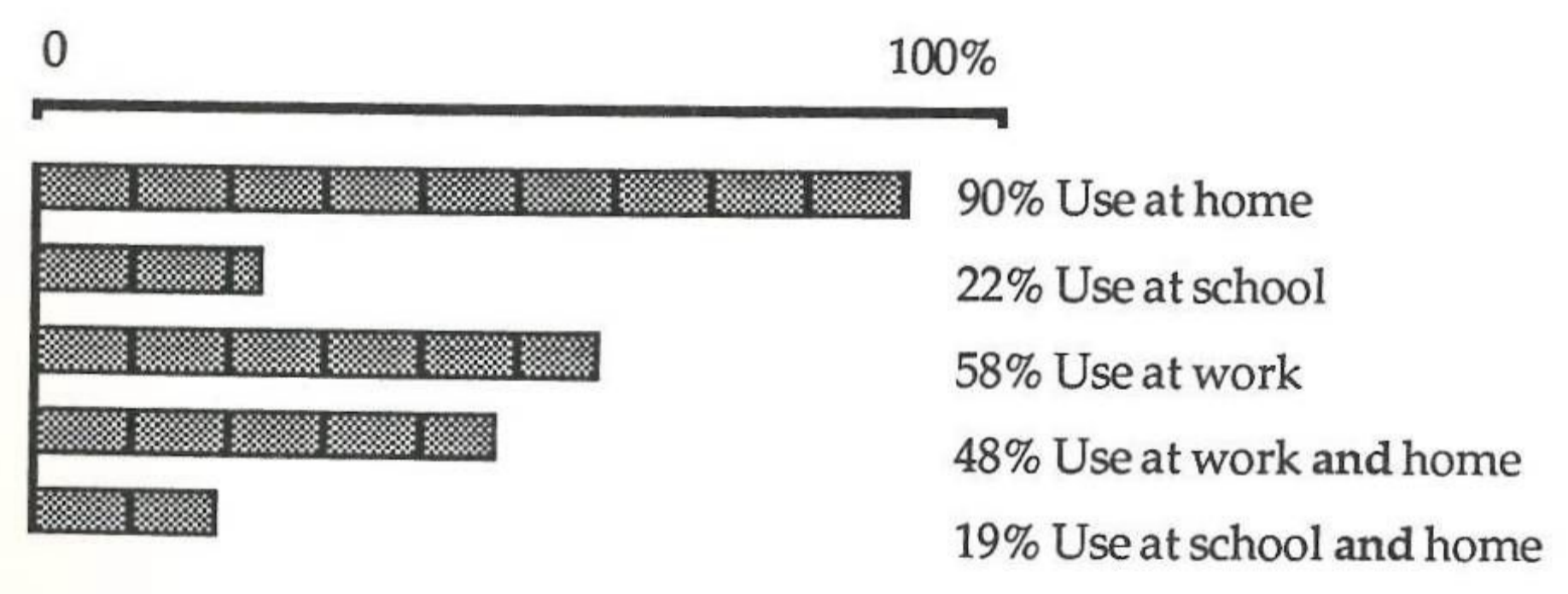
Personal Ownership and Usage of Microcomputer Products



Microcomputer Usage



Where Microcomputer is Used



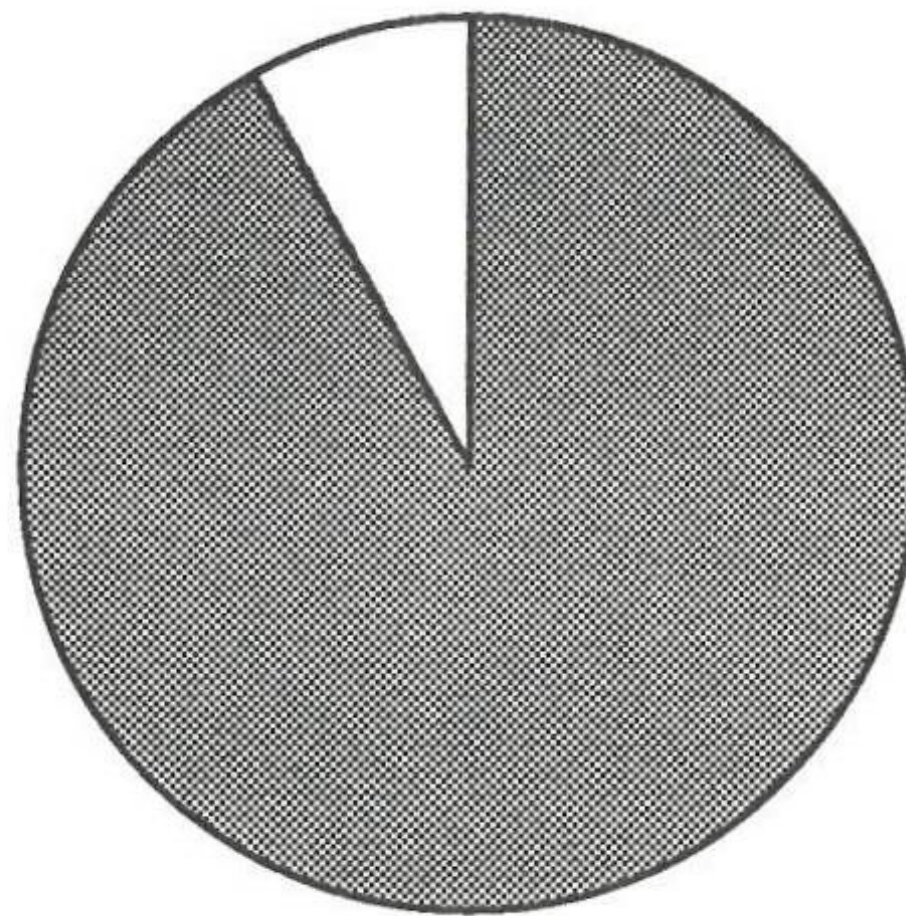
Base: 1,300 subscribers

Personal Ownership and Usage of Microcomputer Products

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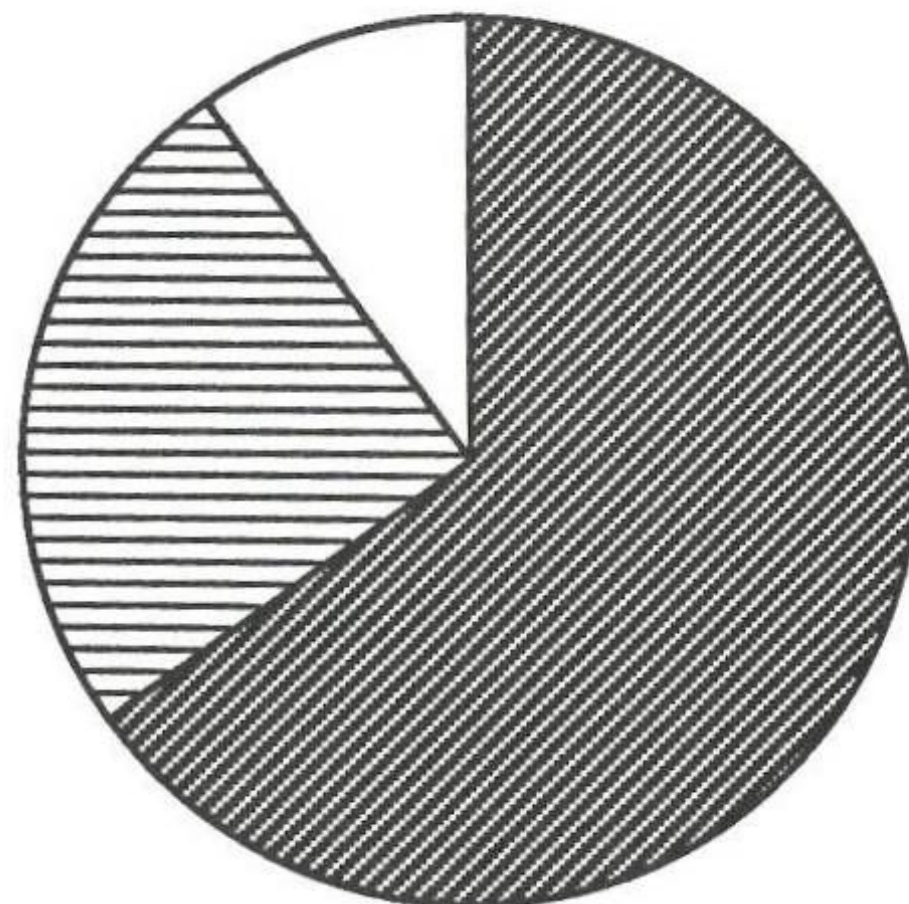
Household Ownership



- 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

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Household Ownership of Microcomputer by Brand and Model

| | |
|-----------------------------|------------|
| <u>Any Apple</u> | <u>94%</u> |
| <u>Any Apple II Series</u> | <u>88%</u> |
| Apple II | 2 |
| Apple II+ | 22 |
| Apple IIe | 50 |
| Apple IIc | 22 |
| <u>Any Macintosh Series</u> | <u>12%</u> |
| Macintosh | 10 |
| Mac Plus | 2 |
| | |
| <u>Any IBM</u> | <u>5</u> |
| 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

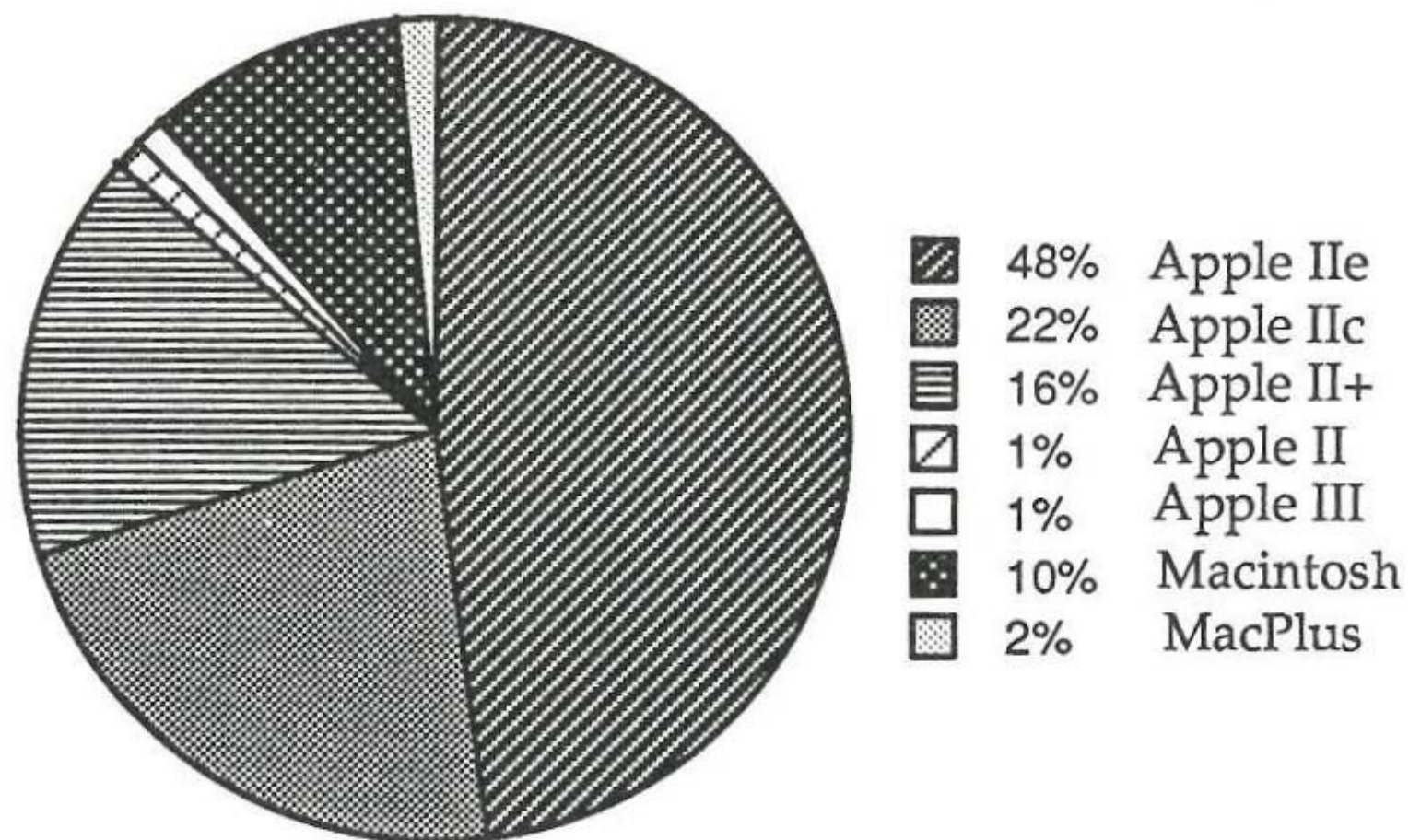
Base: 1,188 subscribers owning microcomputers

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Most Recent Purchase of Apple Computer



| | |
|----------------------------|-----|
| 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% |

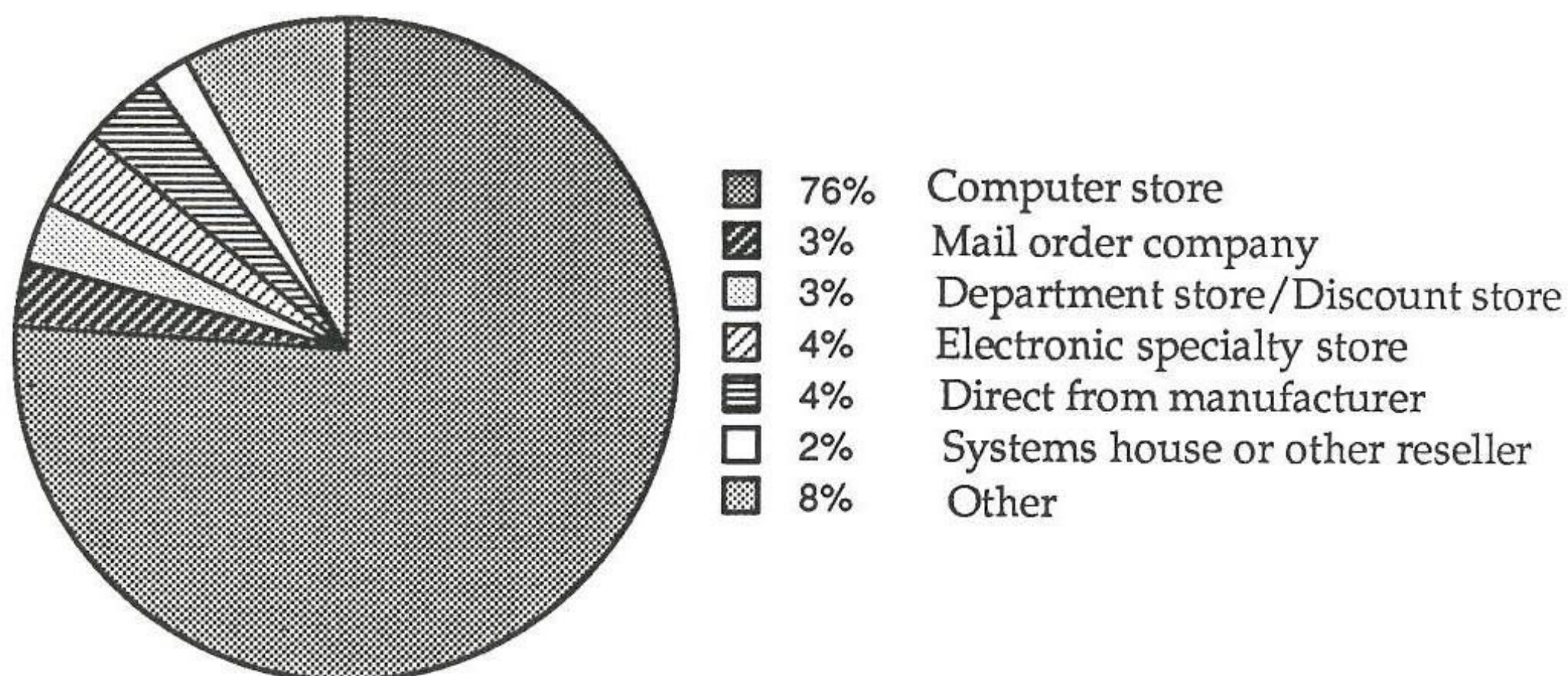
Base: 1,070 subscriber households owning Apple computer

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Where Apple Computer was Acquired



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

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

| | <u>At Time of Purchase</u> | <u>At Present</u> |
|----------------|--------------------------------|-------------------|
| 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 |

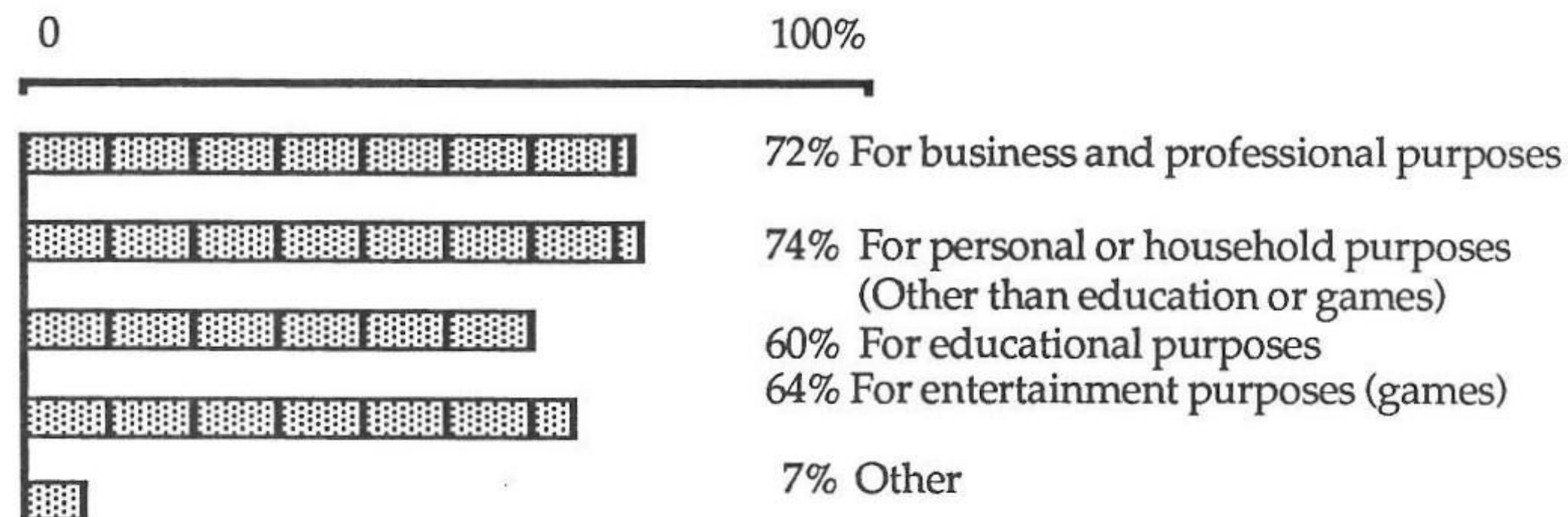
Base: 1,070 subscriber households owning Apple computer

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How Household Apple Computer Is Used



Primary and Secondary Users of Household Apple Computer

| | <u>Primary User</u> | <u>Secondary Users</u> |
|---|---------------------|------------------------|
| 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 |
| | <u>100%</u> | <u>*</u> |

Base: 1,070 subscriber households owning Apple computer

Note: * Total exceeds 100% due to multiple responses

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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 |
| | <hr/> * |

Base: 1,070 subscriber households owning Apple computer

Note: * Total exceeds 100% due to multiple responses

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Household Use of Apple Computer for Personal Applications

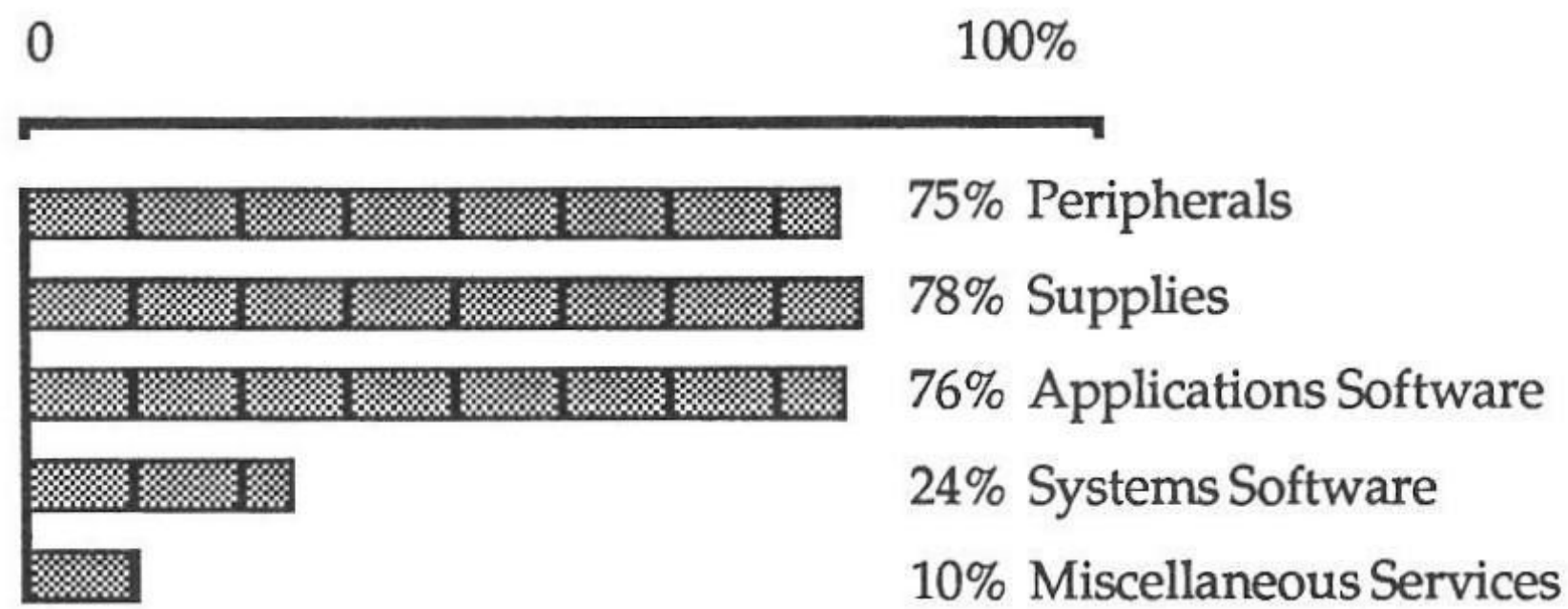
| | |
|---|-----|
| Word processing | 86% |
| Recreation/Entertainment | 64 |
| Database/Files | 46 |
| Managing household accounts/Budget | 44 |
| Programming/Software development | 38 |
| Home education programs for children | 37 |
| Spreadsheet analysis | 34 |
| Communications with on-line information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



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

| | Subscribers Purchased Specific Type 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

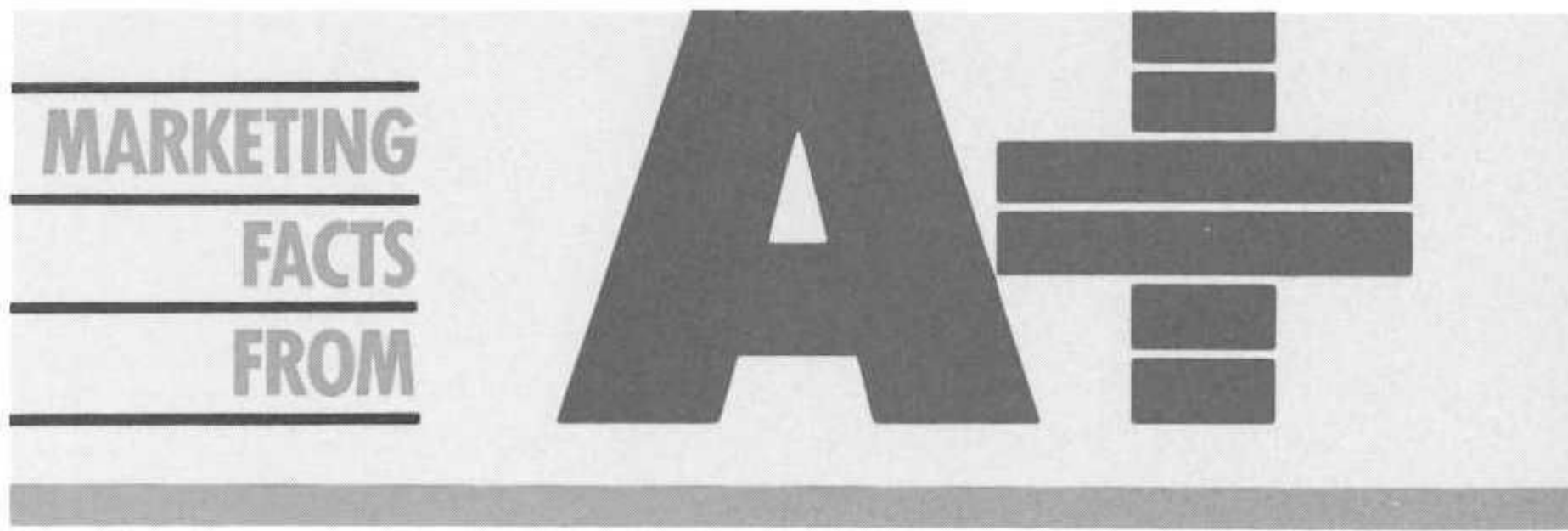
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Peripheral Equipment, Supplies, and Software Purchased by Household in the Past 12 Months by Category

| | |
|---------------------------|------------|
| <u>Peripherals</u> | <u>75%</u> |
| <u>Any Printer</u> | <u>41</u> |
| Dot-matrix printer | 36 |
| Laser printer | 1 |
| Letter quality printer | 6 |
| <u>Any Monitor</u> | <u>22</u> |
| 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 |
| <u>Supplies</u> | <u>78</u> |
| 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)

| | |
|-------------------------------|------------|
| <u>Applications Software</u> | <u>76%</u> |
| 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 |
| <u>Systems Software</u> | <u>24</u> |
| Language | 13% |
| Compilers | 4 |
| Utilities | 14 |
| <u>Miscellaneous Services</u> | <u>10</u> |
| On-line information services | 9 |
| Training classes | 2 |
| | <hr/> |
| | * |

Base: 1,070 subscriber households owning Apple computer

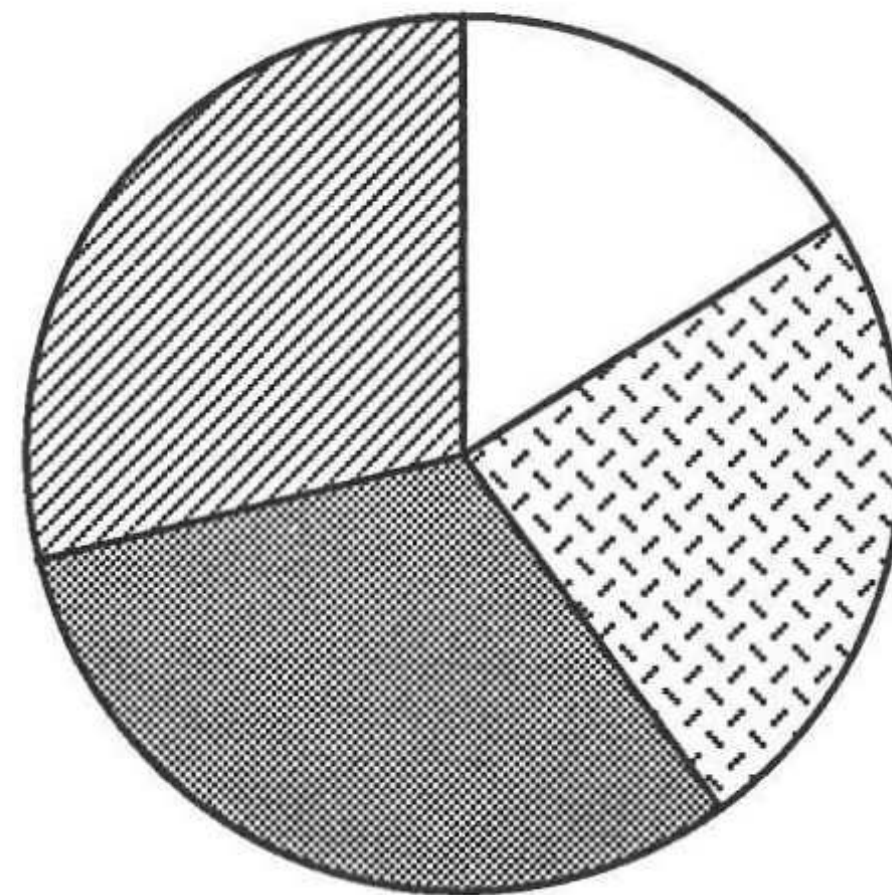
Note: * Total exceeds 100% due to multiple responses

Personal Ownership and Usage of Microcomputer Products

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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

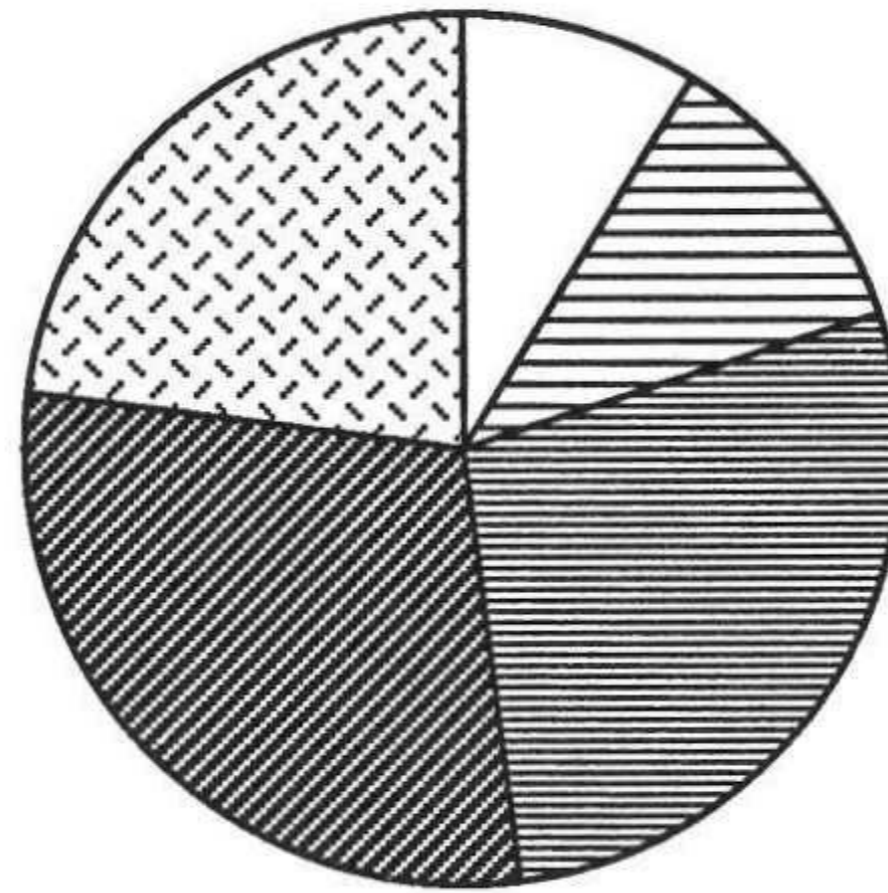
Base: 767 subscriber households owning Apple computers
that purchased software

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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

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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 | <u> </u> * | <u> </u> * | <u> </u> * | <u> </u> * |
| Base: Subscriber households owning Apple computer | 154 | 199 | 268 | 70 |

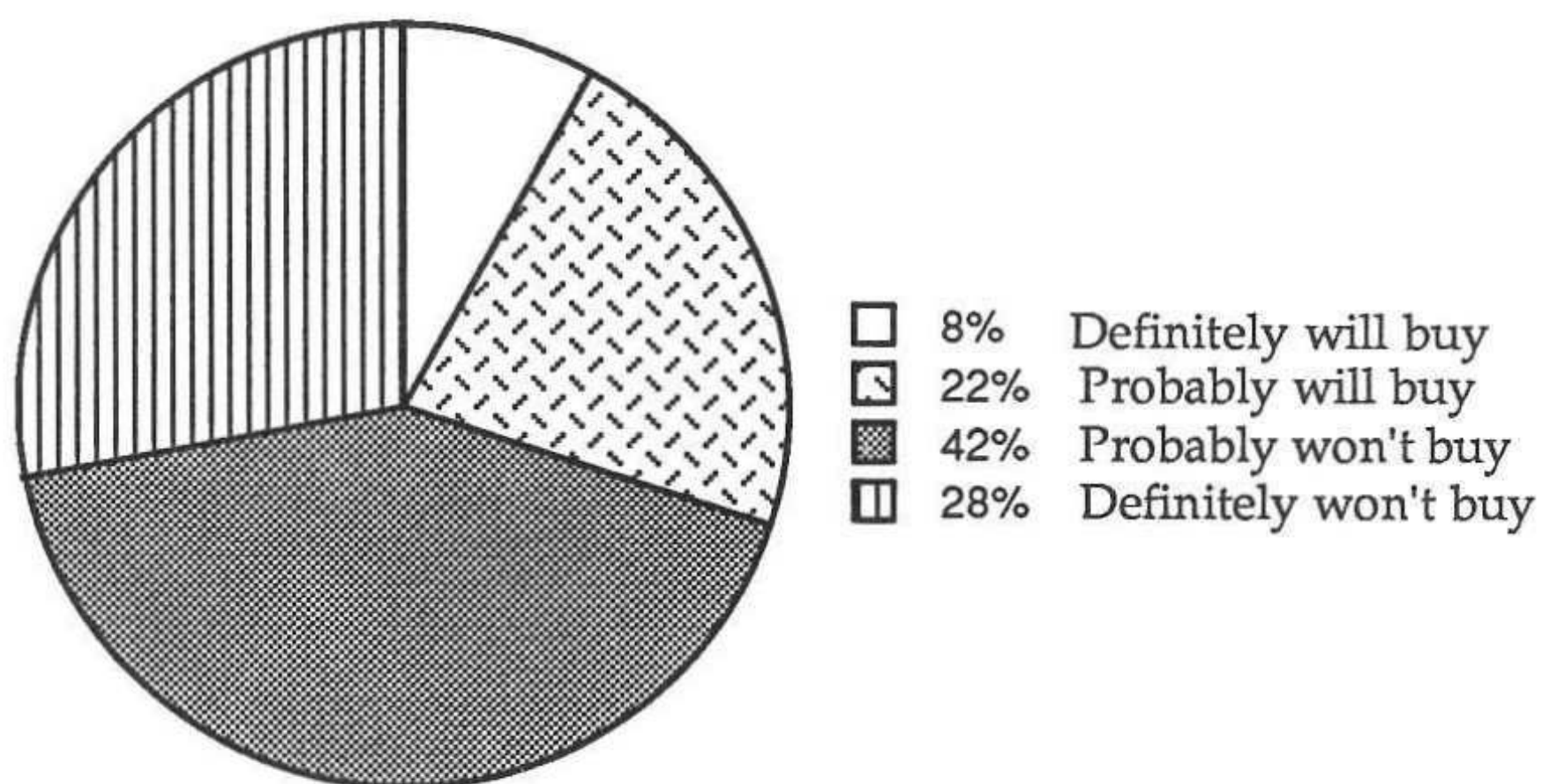
Note:* Total exceeds 100% due to multiple responses

Personal Ownership and Usage of Microcomputer Products

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Microcomputer Purchasing Planned by Household in the Next 12 Months



Base: 1,300 subscribers

Personal Ownership and Usage of Microcomputer Products

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Future Microcomputer Purchasing and Brands Considered in the Next 12 Months

| | |
|----------------------------|------------|
| <u>Any Apple</u> | <u>59%</u> |
| <u>Any Apple II Series</u> | <u>31</u> |
| Apple IIe | 21 |
| Apple IIc | 14 |
| <u>Any Macintosh</u> | <u>35%</u> |
| Macintosh | 18 |
| Mac Plus | 21 |
| Other Apple | 3 |
| | |
| <u>Any IBM</u> | <u>21%</u> |
| 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 | <u>16</u> |
| | * |

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

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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

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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

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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

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Brands of Color Monitors Purchased in the Past 12 Months

| | |
|--------------------|------|
| 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

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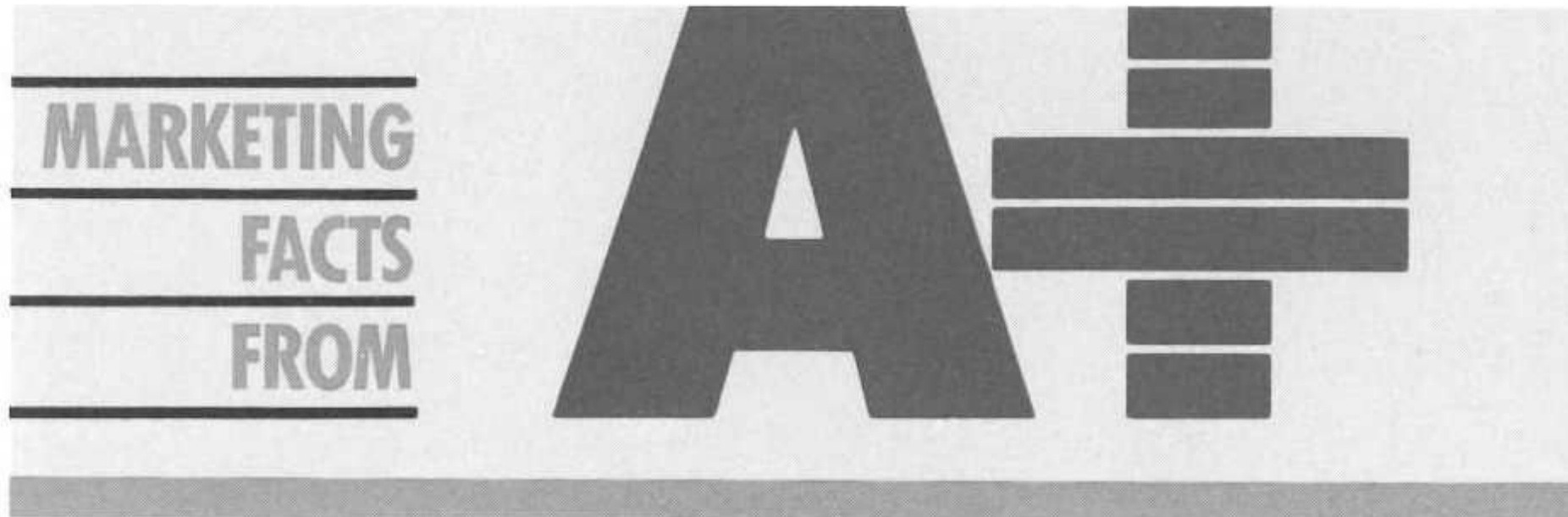


Brands of Black & White Monitors Purchased in the Past 12 Months

| | |
|-------------------|------|
| 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

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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

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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

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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

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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

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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

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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

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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

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Brands of Spreadsheets/Financial Planner Software Purchased 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

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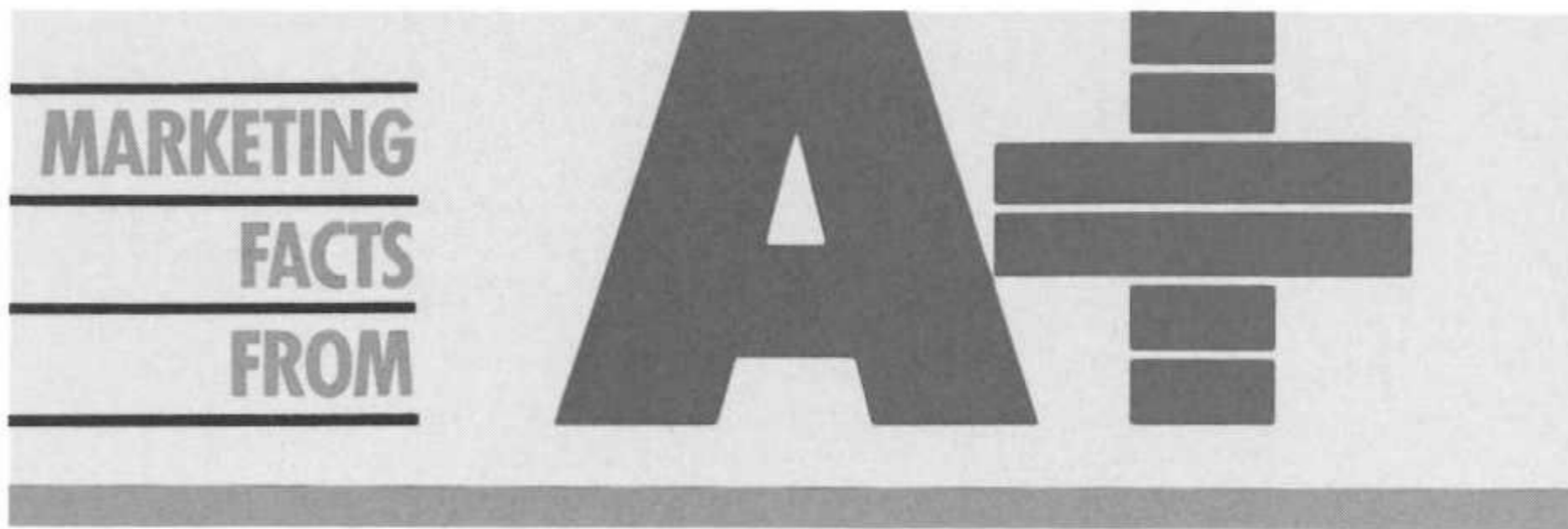


Brands of Integrated Software Purchased in The Past 12 Months

| | |
|-------------------|------|
| 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

MARKETING
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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



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

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FROM



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

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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 | <u>15%</u> |
| Total | 100% |

Base: 628 subscribers

Company Ownership and Purchasing Activities of Microcomputers

MARKETING
FACTS
FROM



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

| | |
|-----------------------------|------------|
| <u>Any Apple</u> | <u>46%</u> |
| <u>Any Apple II Series</u> | 29 |
| Apple IIe | 25 |
| Apple IIc | 6 |
| <u>Any Macintosh Series</u> | 20 |
| Macintosh | 10 |
| MacPlus | 10 |
| Other Apple | 1 |
| | |
| <u>Any IBM</u> | <u>39</u> |
| 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 | <u>12</u> |
| | |
| Total | * |

Base: 373 subscribers

Note: * Total exceeds 100% due to multiple responses

Company Ownership and Purchasing Activities of Microcomputers

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

| | |
|--------------------------|------------|
| Peripherals | 62% |
| <u>Any Printer</u> | <u>48</u> |
| Dot Matrix | 38 |
| Letter quality printer | 22 |
| Laser printer | 18 |
| <u>Any Monitor</u> | <u>37</u> |
| 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

MARKETING
FACTS
FROM



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

| | |
|---|------------------|
| Applications Software | <u>52</u> |
| 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 | <u>26</u> |
| | |
| Total | * |

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

Base: 601 subscribers

Magazine Readership

MARKETING
FACTS
FROM



Subscriber receives copies of A+ Magazine at:

Home - 86%

Work - 16%

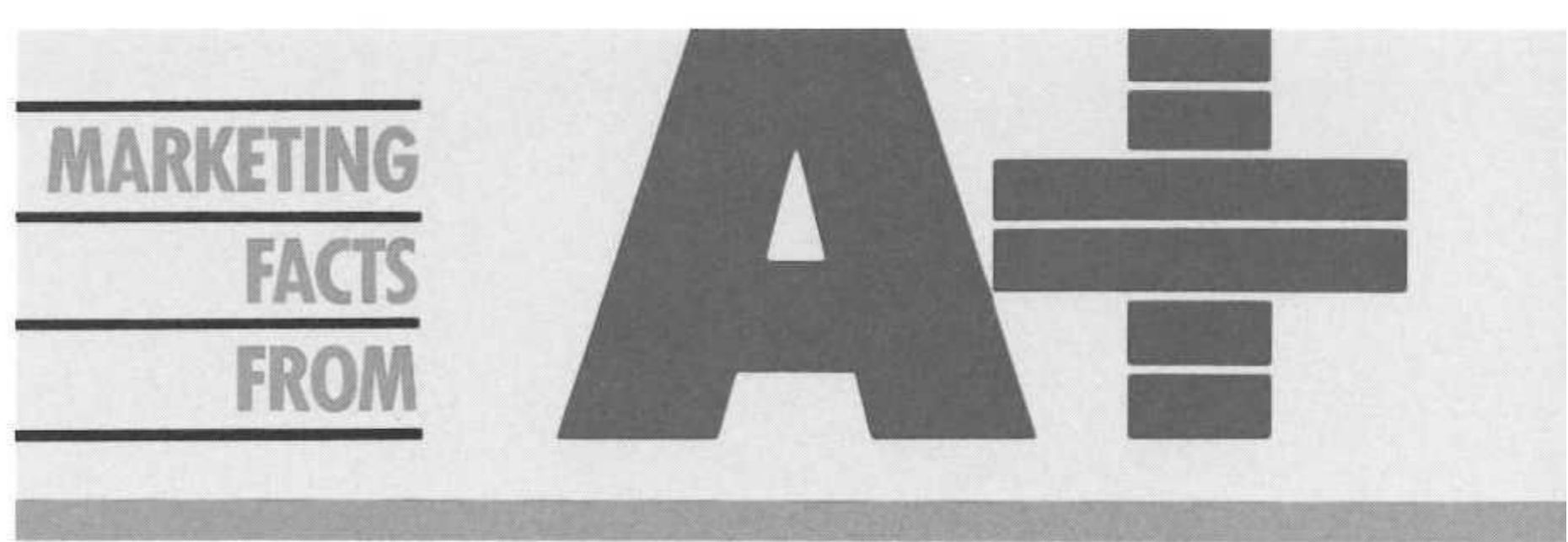
Total exceeds 100% due to multiple responses

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

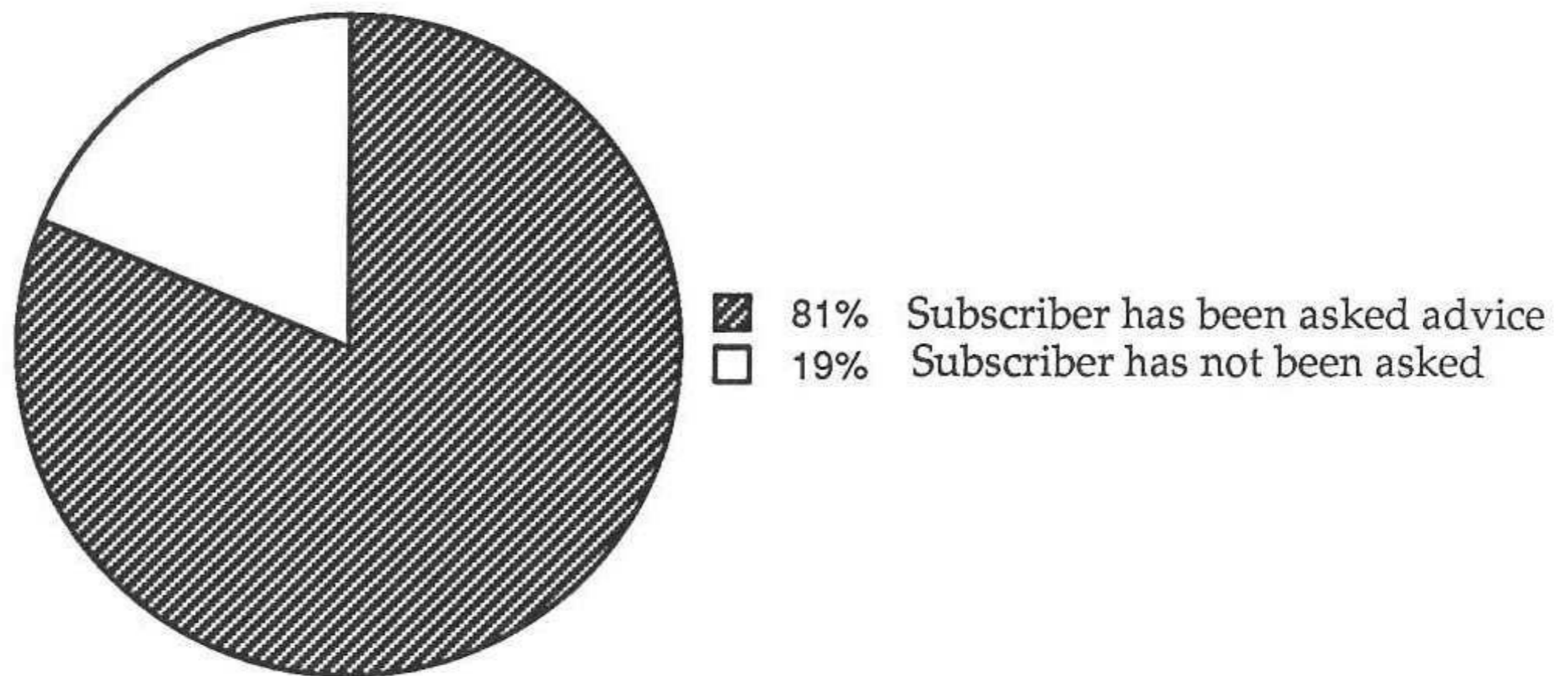
Subscribers spend an average of 3.5 hours reading an issue of A+ Magazine

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

Base: 1,300 subscribers



Incidence of Advice Giving About Micro Products



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

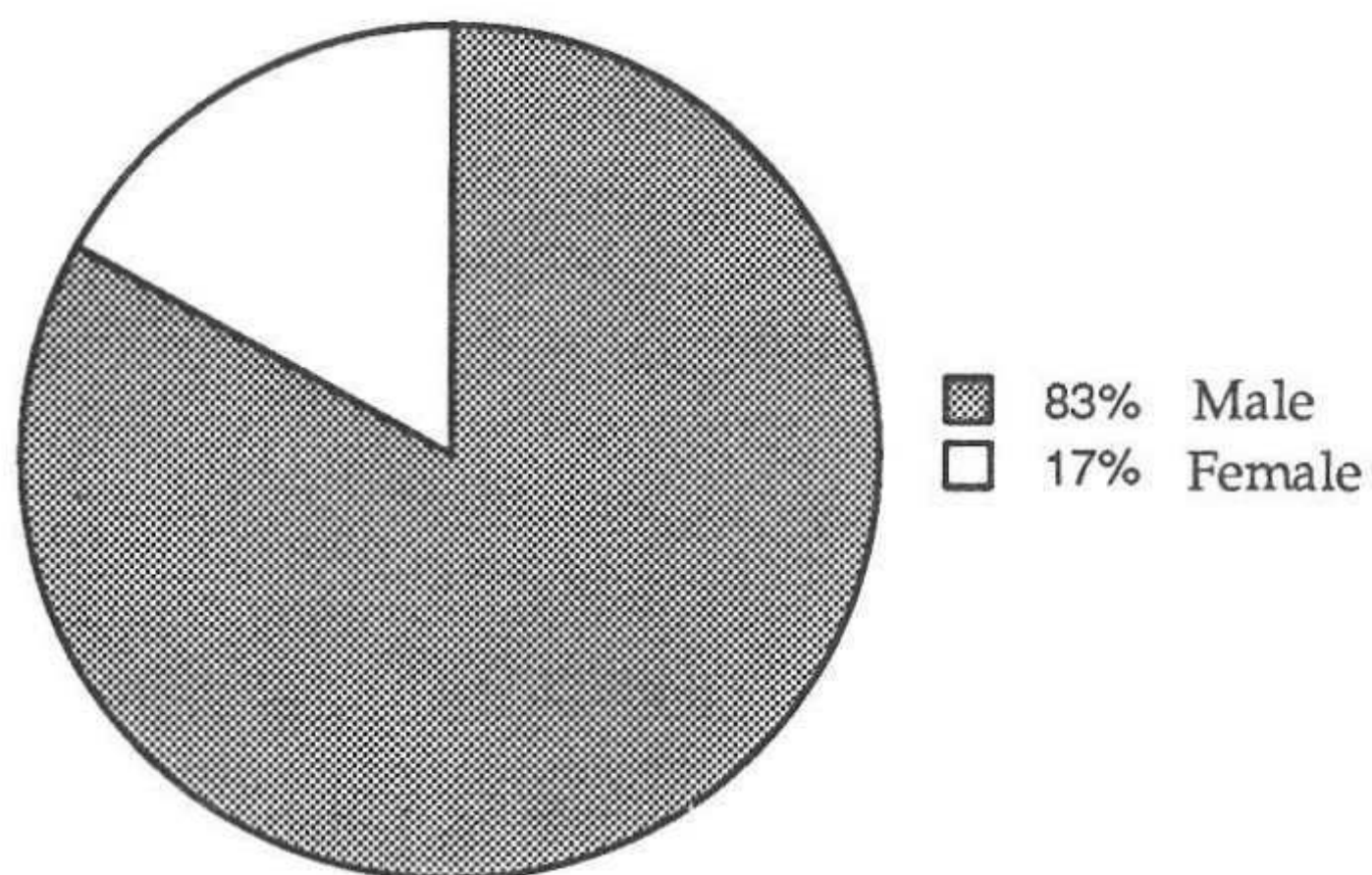
An average of 3.4 followed the advice given by A+ Magazine subscribers about brand and model

Base: 1,035 subscribers who gave advice in the past 12 months

Magazine Readership

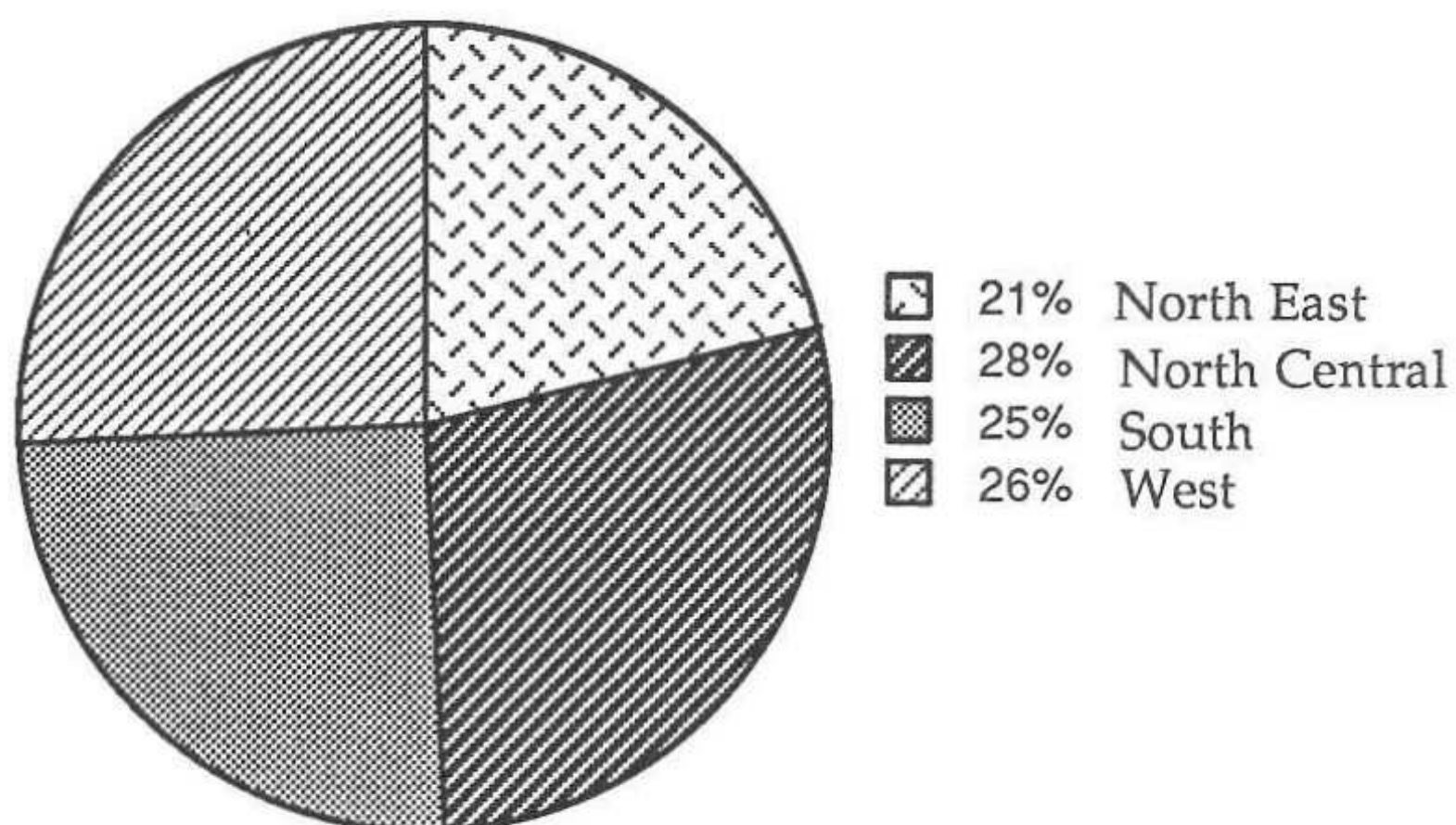


Sex of A+ Subscribers



Median age is 39 years old

Residence in The Continental United States by Region



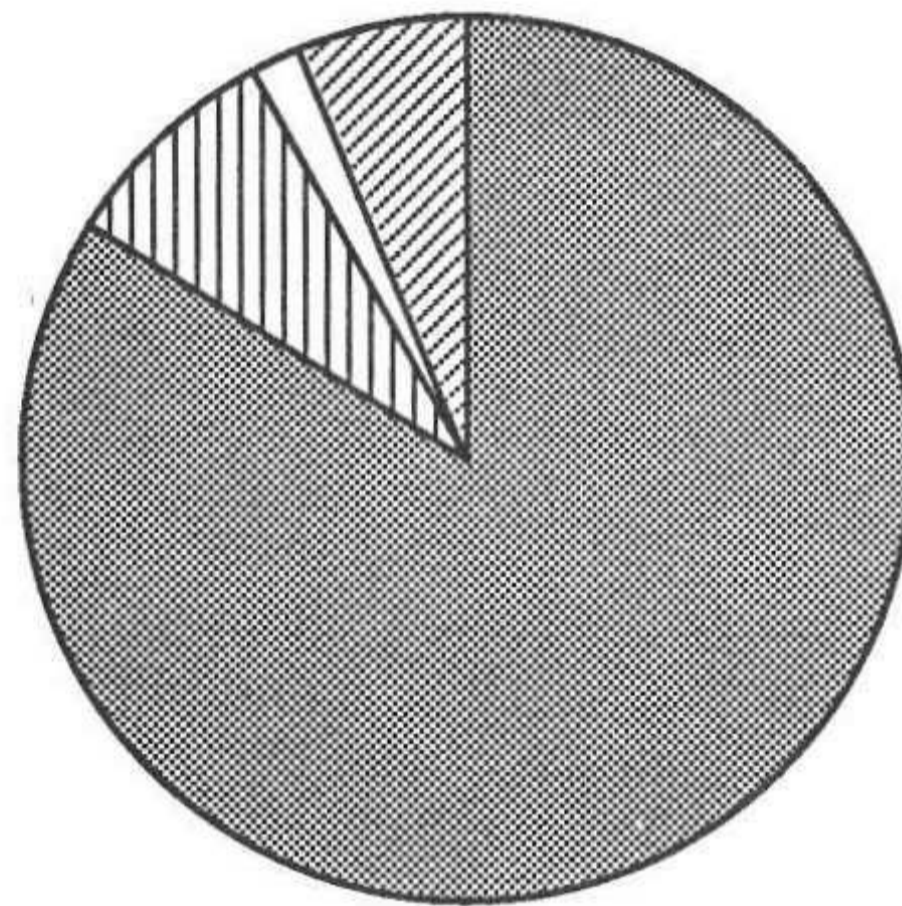
Base: 1,300 subscribers

Magazine Readership

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

**MARKETING
FACTS
FROM**



Household Income of Subscribers

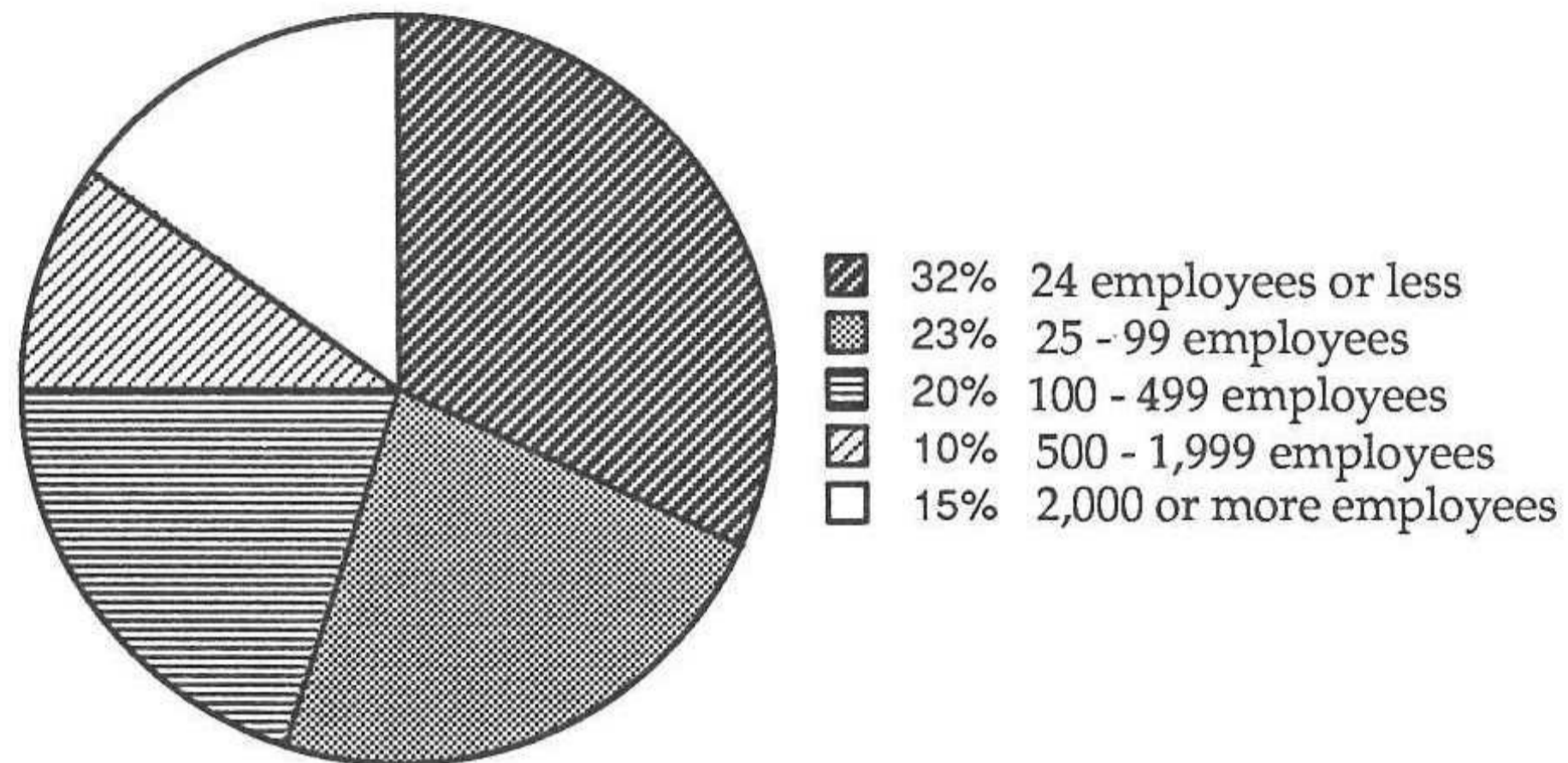
| | |
|--------------------|-------------|
| Less than \$20,000 | 7% |
| \$20,000 - 29,999 | 11% |
| \$30,000 - 39,999 | 18% |
| \$40,000 - 74,999 | 46% |
| \$75,000 or more | 18% |
| Total | 100% |

Average Household Income -- \$54,500.

Median Household Income -- \$47,900.

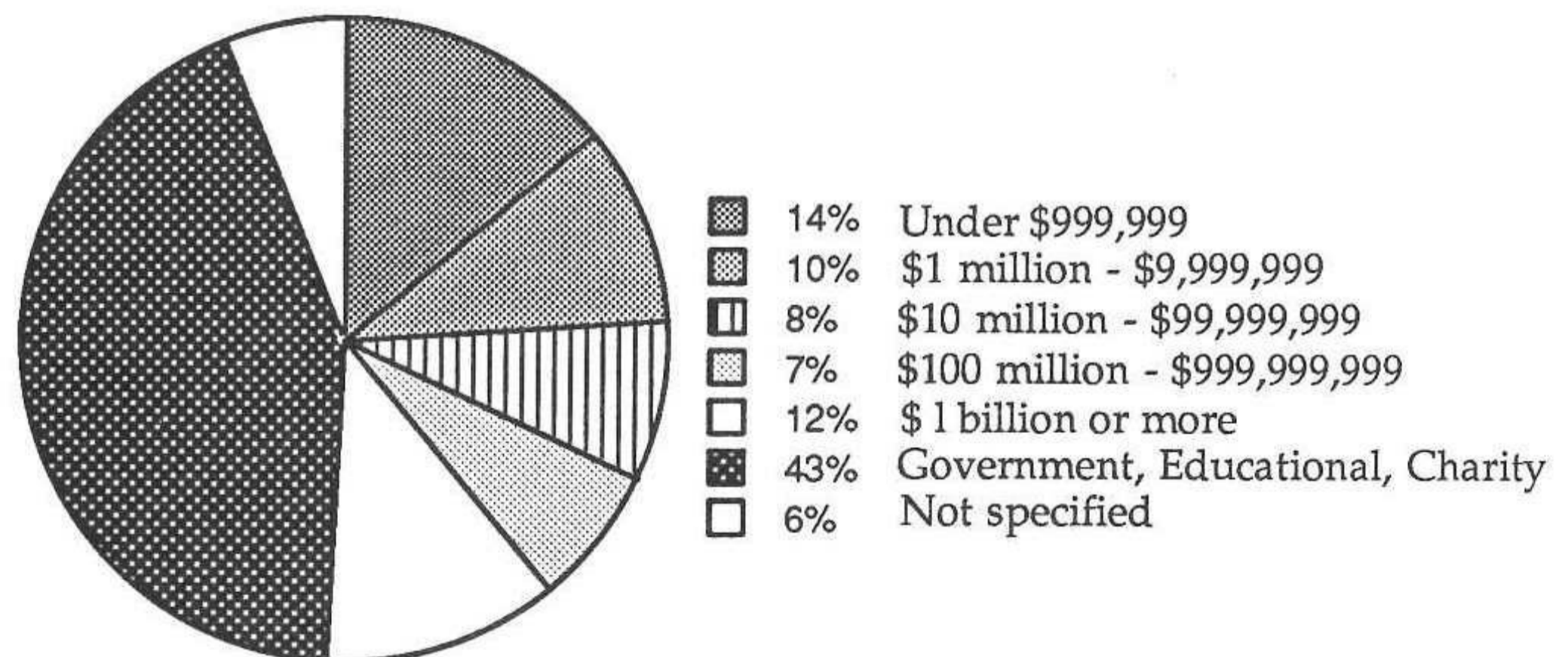
BASE: 1,300 Subscribers

Number of Employees at Work Location



Average number of employees at work station - 860

Company's 1985 Sales Volume



Average 1985 sales volume - \$307 million

Median 1985 sales volume - \$ 18 million

Base: 1,076 subscribers who are employed

Magazine Readership

MARKETING
FACTS
FROM



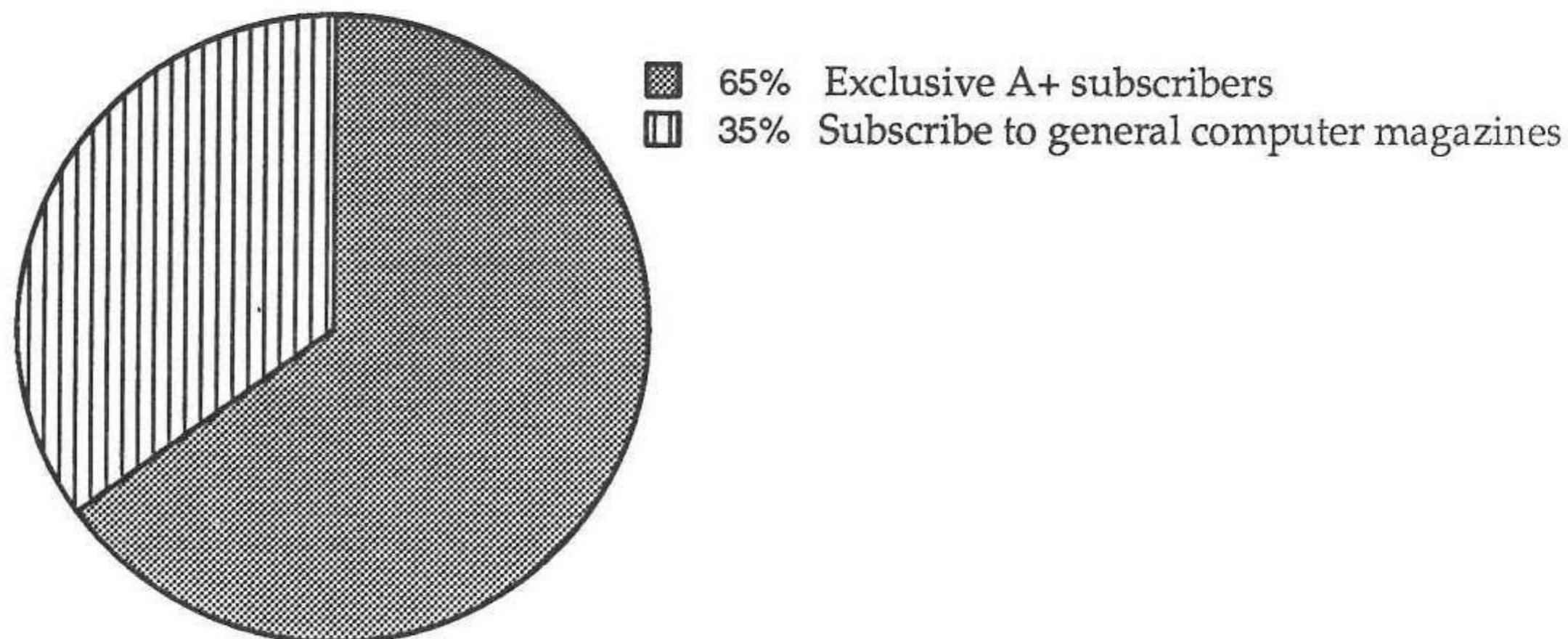
Subscriber Profile

Subscription to other Apple-Specific Magazines



Subscriber Profile

Subscription to General Computer Magazines



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

Base: 1,300 subscribers

Magazine Readership

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



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

MARKETING
FACTS
FROM



Brands of Database Management Software Purchased in The Past 12 Months

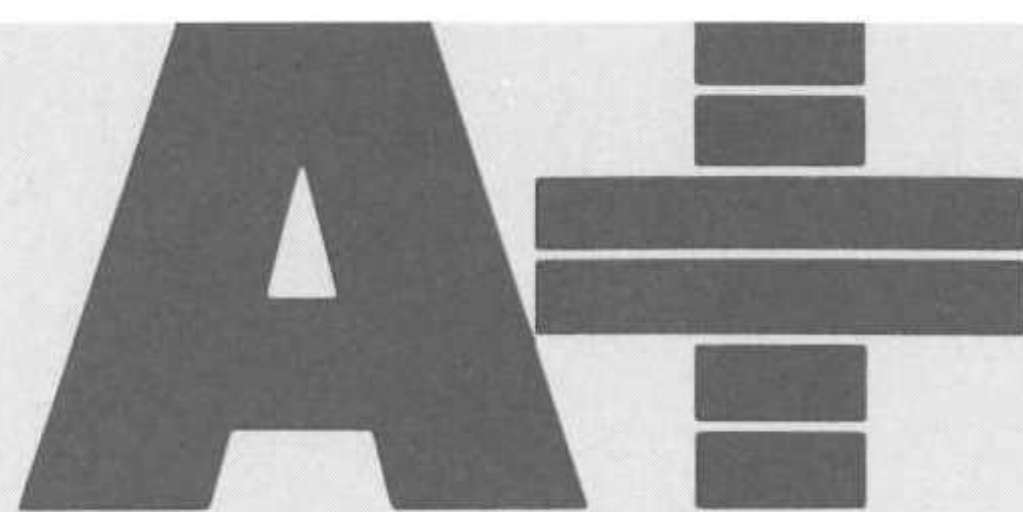
| | |
|--------------------------------------|----------|
| Software Publishing (PFS:File) | 17% |
| Apple | 14 |
| Ashton-Tate (dBase) | 8 |
| <u>Microsoft</u> | <u>7</u> |
| Microsoft (File) | 3 |
| Microsoft (not specified) | 4 |
| ProVue Development (Overvue) | 4 |
| PM Software (ProFILER) | 4 |
| 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

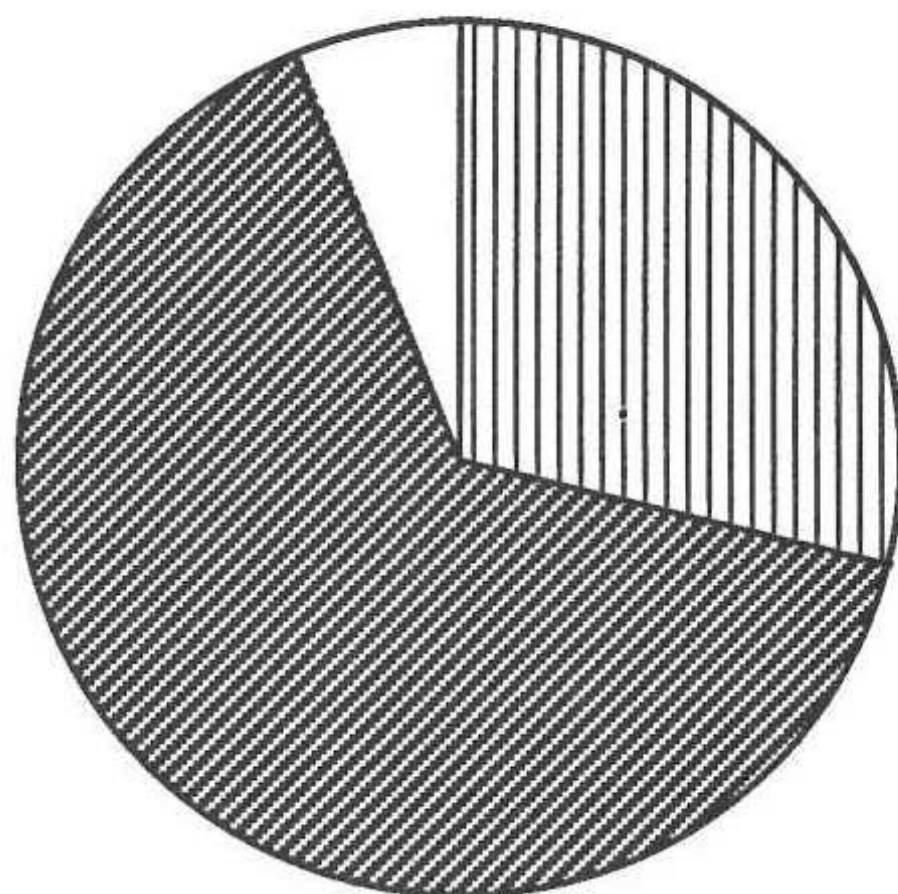
Note: *Total exceeds 100% due to multiple responses

Microcomputer Use at School

MARKETING
FACTS
FROM



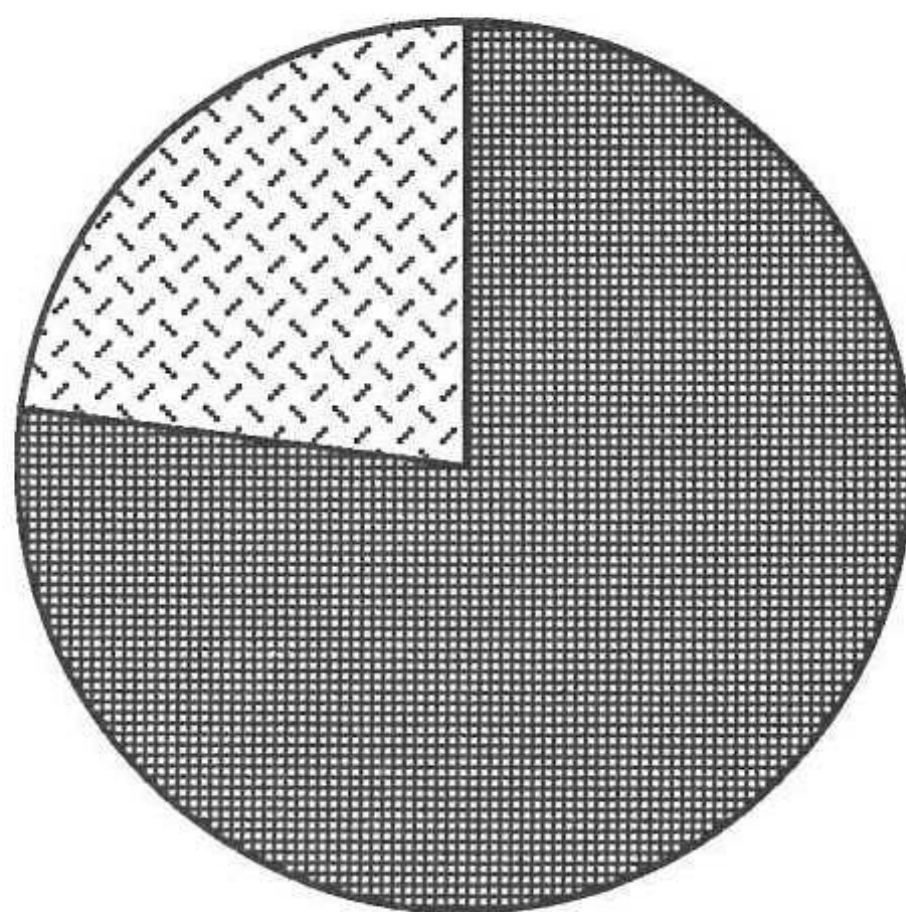
Subscriber Attends School



- 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

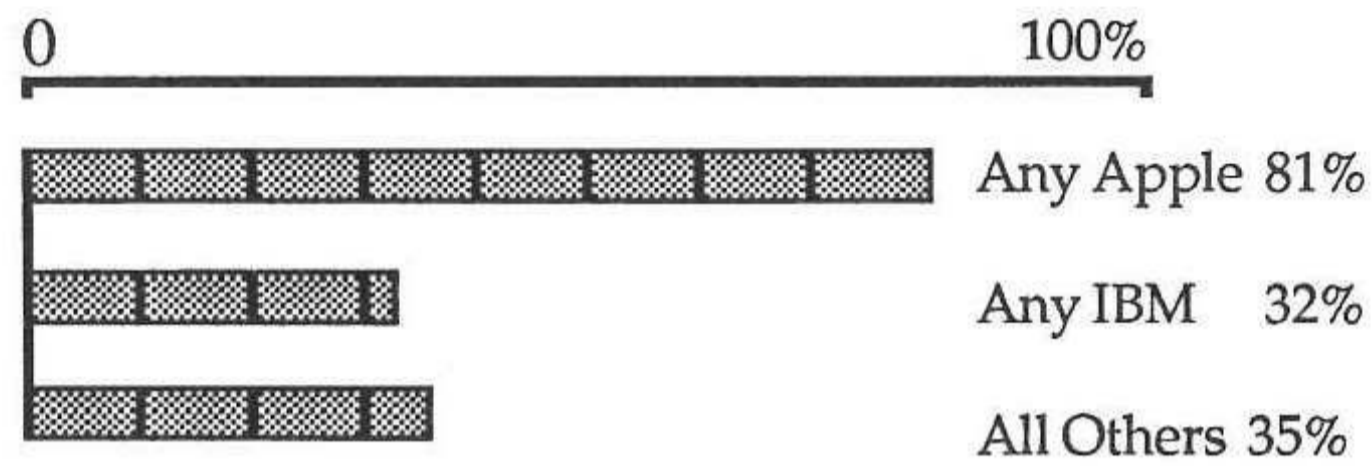
Base: 377 subscribers who attend school

Microcomputer Use at School

MARKETING
FACTS
FROM



Brand and Model of Microcomputer Used At School



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

Base: 283 subscribers who use microcomputers at school

Microcomputer Use at School

MARKETING
FACTS
FROM



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

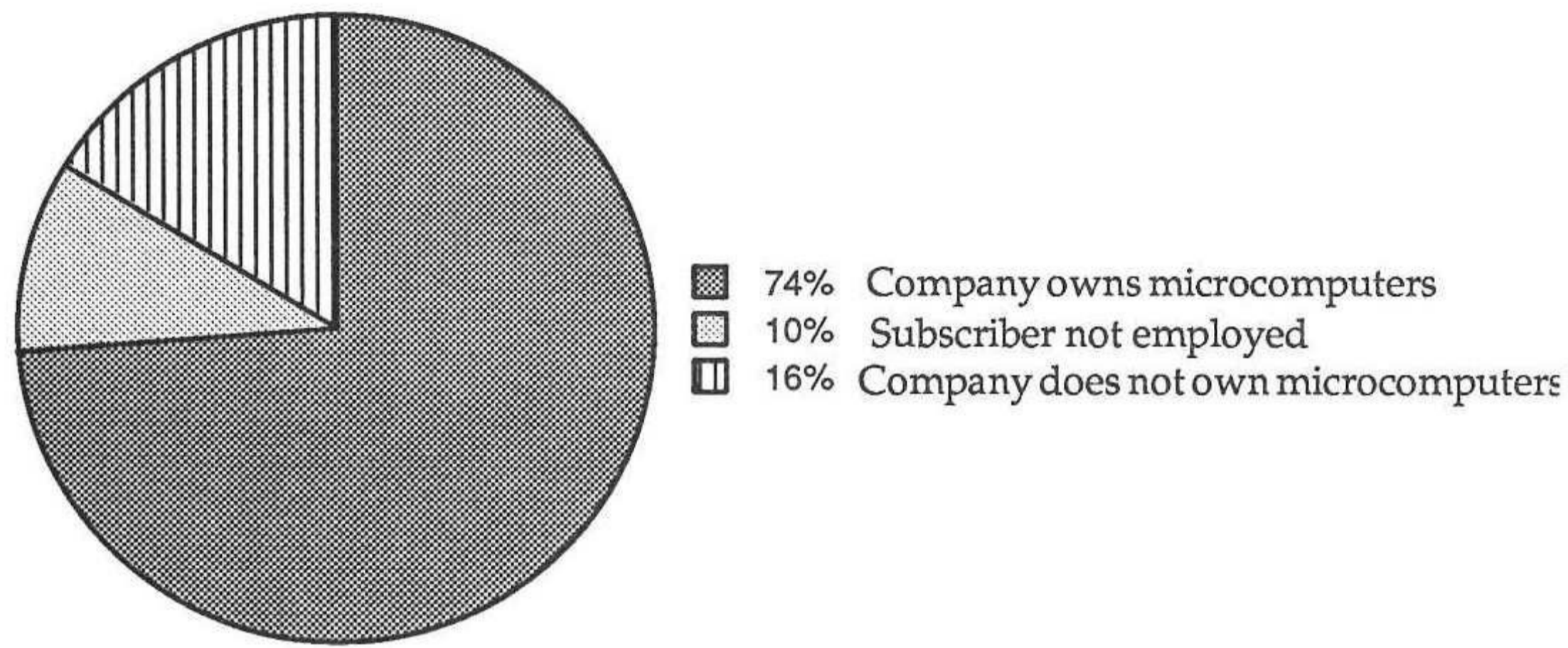
* Less than 0.5%

Base: 283 subscribers who use a microcomputer at school

Company Ownership and Purchasing Activities of Microcomputers

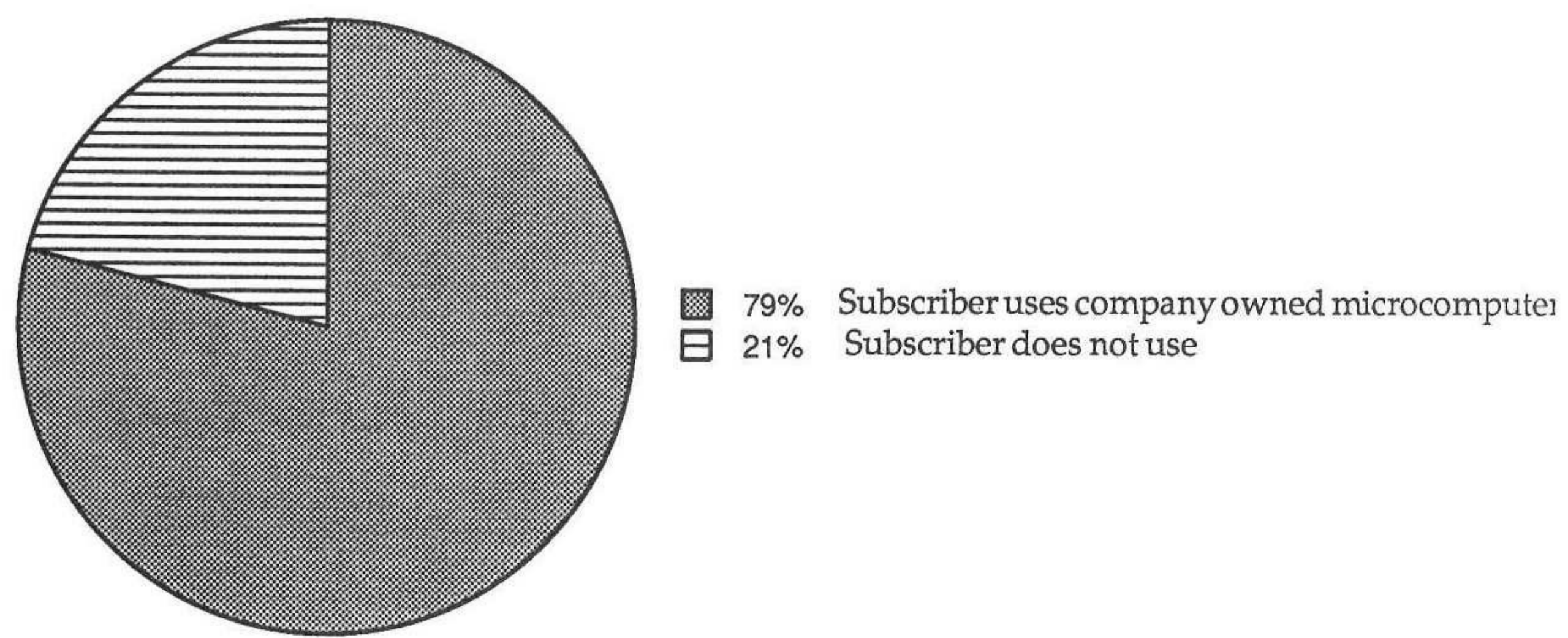


Company Ownership of Microcomputers



Base: 1,300 subscribers

Subscriber Usage of Microcomputers



Base: 926 subscribers employed by companies owning microcomputers

Company Ownership and Purchasing Activities of Microcomputers

MARKETING
FACTS
FROM



Company Ownership Of Microcomputers By Brands, Model And Subscriber Usage

| | Brand Company Owns | Brand Subscriber Uses |
|-----------------------------|-----------------------|--------------------------|
| <u>Any Apple</u> | <u>58%</u> | <u>42%</u> |
| <u>Any Apple II Series</u> | <u>47</u> | <u>35</u> |
| Apple II | 4 | 1 |
| Apple II+ | 15 | 10 |
| Apple IIe | 39 | 29 |
| Apple IIc | 9 | 5 |
| <u>Any Macintosh Series</u> | <u>19%</u> | <u>16%</u> |
| Macintosh | 16 | 9 |
| MacPlus | 4 | 2 |
| <u>Any IBM</u> | <u>47%</u> | <u>27%</u> |
| 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

MARKETING
FACTS
FROM



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 | <u>-</u> ** | <u>21</u> ** |

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

MARKETING
FACTS
FROM



Company Ownership Of Microcomputers By Size Of Company

| | <u>Total</u> | <u>Private Sector</u> | | <u>Government Educational</u> |
|-----------------------------|--------------|-------------------------------|---------------------------------|-----------------------------------|
| | | <u>Under \$50 Million</u> | <u>\$50 Million or more</u> | |
| <u>Any Apple</u> | <u>58%</u> | <u>54%</u> | <u>42%</u> | <u>67%</u> |
| <u>Any Apple II Series</u> | <u>47%</u> | <u>41%</u> | <u>26%</u> | <u>61%</u> |
| Apple II | 4 | 2 | 1 | 6 |
| Apple II+ | 15 | 9 | 8 | 22 |
| Apple IIe | 39 | 33 | 20 | 52 |
| Apple IIc | 9 | 7 | 3 | 13 |
| <u>Any Macintosh Series</u> | <u>19</u> | <u>19</u> | <u>25</u> | <u>15</u> |
| Macintosh | 16 | 15 | 20 | 14 |
| MacPlus | 4 | 3 | 6 | 3 |
| Other Apple | 1 | 1 | - | 1 |
| <u>Any IBM</u> | <u>47</u> | <u>41</u> | <u>68</u> | <u>42</u> |
| 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

MARKETING
FACTS
FROM

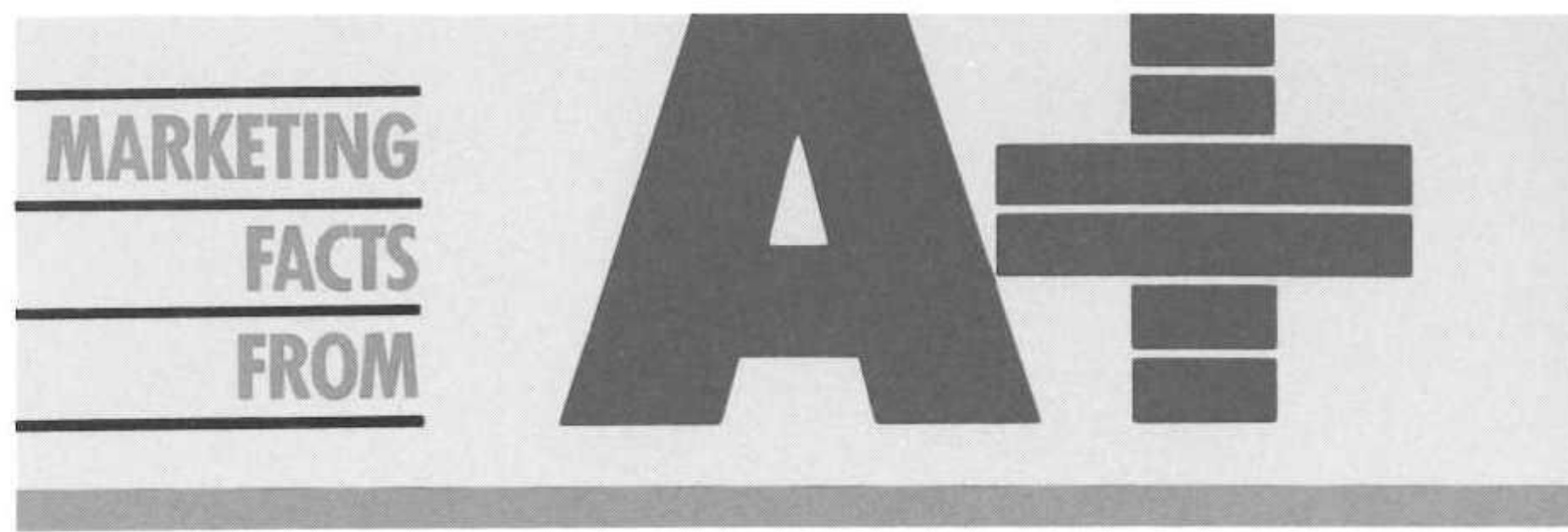


Company Ownership Of Microcomputers By Size Of Company (continued)

| | <u>Total</u> | <u>Private Sector</u> | | <u>Government Educational</u> |
|---------------------------------------|--------------|-------------------------------|---------------------------------|-----------------------------------|
| | | <u>Under \$50 Million</u> | <u>\$50 Million or more</u> | |
| 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 | <u>21</u> | <u>17</u> | <u>27</u> | <u>21</u> |
| 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

| | <u>Total</u> | <u>Private Sector</u> | | <u>Government Educational</u> |
|---|--------------|-----------------------------------|-------------------------------------|-----------------------------------|
| | | <u>Under \$50 Million</u> | <u>\$50 Million Or more</u> | |
| <u>Initiation</u> | <u>61%</u> | <u>68%</u> | <u>52%</u> | <u>64%</u> |
| Determining need for product | 59 | 65 | 50 | 61 |
| Determining capabilities/ features needed | 54 | 62 | 45 | 56 |
| <u>Selection</u> | <u>56</u> | <u>64</u> | <u>46</u> | <u>59</u> |
| Evaluating alternative brands/vendors | 46 | 58 | 34 | 47 |
| Approving specific brands/vendors | 35 | 50 | 22 | 34 |
| <u>Authorizing The Expenditure</u> | <u>25</u> | <u>46</u> | <u>18</u> | <u>18</u> |
| Not involved | 23 | 16 | 33 | 23 |
| No answer | <u>11</u> | <u>12</u> | <u>11</u> | <u>9</u> |
| | * | * | * | * |
| 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

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

| | <u>Micro- computers</u> | <u>Peri- pherals</u> | <u>Media</u> | <u>Operating Systems</u> | <u>Appli- cations Software</u> |
|--|-----------------------------|--------------------------|----------------|------------------------------|--|
| <u>Initiation</u> | <u>54%</u> | <u>49%</u> | <u>38%</u> | <u>34%</u> | <u>55%</u> |
| Determining need for product | 52 | 47 | 36 | 31 | 51 |
| Determining capabilities/ features needed | 47 | 43 | 33 | 30 | 48 |
| <u>Selection</u> | <u>47</u> | <u>44</u> | <u>35</u> | <u>32</u> | <u>50</u> |
| 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 |
| <u>Authorizing The Expenditure</u> | <u>21</u> | <u>20</u> | <u>19</u> | <u>17</u> | <u>23</u> |
| Not involved | 30 | 28 | 29 | 31 | 26 |
| No answer | <u>15</u> * | <u>22</u> * | <u>31</u> * | <u>33</u> * | <u>18</u> * |

Base: 928 subscribers employed by company with microcomputers

Note: * Total exceeds 100% due to multiple responses

Company Ownership and Purchasing Activities of Microcomputers

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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

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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

| | |
|-----------------------------|------------|
| <u>Any Apple</u> | <u>56%</u> |
| <u>Any Apple II Series</u> | <u>39</u> |
| Apple IIe | 35 |
| Apple IIc | 8 |
| Apple II+ | 1 |
| <u>Any Macintosh Series</u> | <u>20</u> |
| Macintosh | 17 |
| MacPlus | 5 |
| Apple III | 1 |
| Other Apple | * |
| | |
| <u>Any IBM</u> | <u>47</u> |
| 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 | <u>11</u> |
| | ** |

Base: 475 subscribers

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

* Less than 0.5%

Company Ownership and Purchasing Activities of Microcomputers

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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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