



Summary Of Poll Responses

MSO 2006 PC Poll

Number of responses: 185

Poll opened on: 8/17/2006 at 12:01 AM

Poll closed on: 9/25/2006 at 9:40 AM

QUESTION 1:How many computers have you purchased for your own personal use? (*Numerical response*)**Number of responses: 185****Mean = 2.5****Min. = 0.0****Max. = 10.0****QUESTION 2:**Consider the statement, "Brand is an important input into my selection of computer for my own personal use." On a scale of 1 to 10, to what degree do you agree with the statement? "10" indicates full agreement. "0" indicates full disagreement. (*Numerical response*)**Number of responses: 185****Mean = 7.6****Min. = 0.0****Max. = 10.0****QUESTION 3:**

If you were to purchase a computer in the coming weeks for your own personal use, how much help would you want from salespeople in making decisions about your computer purchase?

I prefer to be left
aloneI prefer limited
helpI prefer a great deal of
help**Number of responses: 185**

30.8%

53.5%

15.7%

QUESTION 4:

Which is your preferred purchase channel for personal computers?

I prefer to make a purchase in physical stores


I prefer to make a purchase via phone

I prefer to make a purchase online


Other [Text response limited to 250 characters]

Number of responses: 185

16.2% 

8.1% 

69.2% 

6.5% 

Number of text responses to final choice: 12

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