t J. Tally (279)

COMPUTER ENTHUSIAST STUDY

PLEASE CHECK THE APPROPRIATE BOX OR COMMENT IN THE SPACE PROVIDED. USE THE BACK OF THE COVER LETTER FOR ADDITIONAL COMMENTS.

1.	Which of the following best describes your interest in computers? (CHECK ONE BOX ONLY)	3.	A POCKET COMPUTER (such as the TRS-80 "POCKET" COMPUTER or the Sharp PC 1211, Casio FX-702P, etc.)
	I consider myself a computer professional and earn my living by operating or programming, selling (etc.)		a. I personally own one (or more)
	computers		What brand?
	Computers are not my main occupation, but I am very		What model?
	familiar with computers or use a computer directly in my		When purchased?
	work		Month Year
	I am familiar with computers or use them indirectly in		b. I do not own, but I do use one
	my work		What brand?
	I am a computer hobbyist or student who has a strong		What model?
	knowledge of and interest in computers, but do not	1	I do not use one
	necessarily use them in my work	- 4	A Lawrence of DOOKET COMPLITED complime
	I am and the amount of but have an interest in		c. I expect to purchase a POCKET COMPUTER sometime within the next 12 months
	I am really a novice with computers, but have an interest in the field and expect to learn more about them in		I do not expect to purchase within 12 months
	the future		Tuo not expect to purchase within 12 months
		4.	A DESKTOP PERSONAL COMPUTER (such as an Apple II, a
	Some other description of my interest in computers (PLEASE WRITE IN)		TRS-80, a Commodore Fat, etc.)
		120	a. I personally own che (or more)
			What brand?
		**********	What model?
			When purchased?
1	ASE ANSWER THE FOLLOWING FOR QUESTIONS 2, 3 and 4:		Month Year
	CH OF THE FOLLOWING DEVICES DO YOU:	deft.	b. I do not own, but I do use one
	PERSONALLY OWN? IF NOT PERSONALLY OWNED, WHICH DO YOU USE?		What brand?
	EXPECT TO PURCHASE WITHIN THE NEXT 12 MONTHS?	to a street	What model?
			I do not use one.
2.	A PROGRAMMABLE CALCULATOR (such as the HP 41C,		
	the TI-59, the Casio 502P, etc.)	*	c. I expect to purchase a DESKTOP PERSONAL COM PUTER sometime within the next 12 months.
	a. I personally own one (or more)		[개발] :
	(If more than one, list most recently purchased.)		I do not expect to purchase within 12 months
	What brand?		The second of th
	What model?		The second of th
	When purchased?	7.475	aa talay ya aga dagaa saara agaa asaa ta dabaada
	Month Year	e Share	A CONTRACT THE CONTRACT OF THE
	b. I do not own, but I do use one		Controller (1) and account of the control of the co
	What brand?	The second secon	사회들이 즐겁게 되었다. 그는 사람들은 그는 사람들이 되었다면 되는 것이 되었다. 그는 사람들이 얼마를 하는 것이다.
	What model?	and the second	a company of the contract of t
	I do not use one		APUCATO ACCUSE AND ACC
	c. I expect to purchase a PROGRAMMABLE CALCULATOR		
	sometime within the next 12 months		
	I do not expect to purchase within 12 months	94E-8	nja možny se op začanja poslike se zame
1	그 그리고 그리고 있다. 그는 학교 내가 그는 생생님, 나를 하는 것이 없는 것이 없다.		

ABOUT PROGRAMMABLE CALCULATORS

	ding to buy (or use) a PROGRAMMABLE CALCULATOR?	
,		
How satisfied are you with the PR	OGRAMMABLE CALCULATOR that you mentioned in Question #2? (PLEASE CHE	CK ON
The substitute and you with the The		LON ON
	Completely satisfied	
가는 사람이 하게 되었다고 있다는 것이 되었다. 그 경험이다. 그 사람이 사용하게 하고 무섭섭하지만	Somewhat satisfied	
	Somewhat dissatisfied	
	Very dissatisfied	
	Completely dissatisfied	
What do you use this PROGRAMM	IABLE CALCULATOR FOR?	
		
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How often do you use a PROGRAN	t satisfied tops	mewha
How often do you use a PROGRA	t dissatisfied	mewna
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	Why or why not?							
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U	OWN OR USE A POCKET COMPUTER	, PLEASE CONTINUE	E WITH QUESTI	ON #12.				
U	DO NOT OWN OR USE A POCKET CO	MPUTER, PLEASE A	NSWER QUEST	ION #25 NE	XT.		VENTO, 100 000 000 000 000 000 000 000 000 00	_ ل
	Which of the following statements be	est describes your vie	ew of your own	experience v	vith the PO	CKET COMPUTE	R?	
	Just learning how to use it							
	Have learned to use it, but do not appl	it very often						
	Have learned to use it, and apply it free	quently at home or at	work	••••••		🗖		
	Consider myself an expert who could	vrite programs for cor	mmercial sale	• • • • • • • • • • • • • • • • • • • •	• • • • • • • • • • • • • • • • • • • •			
	How satisfied would you say that yo	u have been with the	POCKET COM	PUTER that	you own (o	r use)? (Please o	check the a	p- '
	propriate spaces below.)							
	Your POCKET COMPUTER	In The	The Display	Overall	Instruction Manual	The state of the s		
	Ratings:	General Keyboa	ird Display	Size	Manual	- ~~~	Astri	
	a							
	Completely satisfied					And the second s	N# 8/	
	Very satisfied	0					garasta s	
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17.	How often do you use the	POCKET COMPUTER?				
		Times per week	OR	Times per month		
18.	What are some programs (titles or general description	ons) that you w	ould like to have ava	ilable for the POC	KET COMPUTER?
^						
· · · · · ·						
	*					
19.	How important for a POCK	ET COMPUTER are each of	of the features I	isted below with res	spect to your uses	for the device?
					44 N. J.	!! Va
	(Please circle the rating you	u choose for each feature.	"5" is "Very Im	ortant, means	"Not very importa	ant. You may sele
	any rating from "1" to "5")	u choose for each feature.	"5" is "Very Im			
	any rating from "1" to "5") Feature To Be Rated			Very Important	Not at A	All
	any rating from "1" to "5") Feature To Be Rated For A POCKET COMPUTER			Very		All
L	any rating from "1" to "5") Feature To Be Rated For A POCKET COMPUTER Pocketable size			Very Important	Not at A	All nt_
~	any rating from "1" to "5") Feature To Be Rated For A POCKET COMPUTER			Very Important	Not at A	All nt_
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ASSUME ALL FACTORS OTHER THAN THOSE IN THE "TRADE-OFF" QUESTIONS TO BE EQUAL BETWEEN THE TWO APPROACHES. Please check the approach you prefer for each pair ("1" vs. "2" below). 1. A handheld computer the size of a small book (5" x 8") with a miniature QWERTY keyboard VERSUS (OR) 2. A handheld computer the size of a notebook (8½" x 11") with a full sized QWERTY keyboard 3. No preference between "1" and "2" 1. A handheld computer with a one-line LCD alphanumeric display at \$250 **VERSUS (OR)** 2. A handheld computer with a six-line LCD alphanumeric display at \$550 1. A handheld computer with a six-line LCD alphanumeric display with characters 2/10 inch high **VERSUS (OR)** 3. No preference between "1" and "2" 1. A handheld computer with 20 hours battery life using rechargeable batteries VERSUS (OR) 2. A handheld computer with 200 hours battery life using disposable (AA size) batteries 3. No preference between "1" and "2" Yearing that the POCKET COMPUTER has (or will) significantly again and you go of computer style (GWERTY) Yearing the computer style (GWERT 22 BASIC programming language5 ASSEMBLE: yogracining language Constant memory A removable non-volatile nemory module. Assuming that abundant pre-written programs were available for the POCKET COMPUTER that you use, what percentage of all the programs that you use the very think you use the programs that you use the program the programs that you use go you think you would write yourself and what percent would be pre-written? Self-written programs __ Pre-written programs _ (TOTAL POCKET COMPUTER PROGRAMS = 100%) 3 What specific changes, additions, or improvements would you like to see made to POCKET COMPUTERS in the future? Ability to expand memory after purposse Do you trink that 339 programming paguages other man those in the previous question (BASIG, PASCAL, ASSEMBLER) would be particularly useful for a POCKET COMPUTER? If so, which ones?

"1F YES " Which languages?

IN THE FOLLOWING QUESTIONS, YOU WILL BE ASKED FOR YOUR OPINION OF POSSIBLE "TRADE-OFFS" IN DESIGN OF A

HANDHELD OR POCKET COMPUTER.

ABOUT DESKTOP PERSONAL COMPUTERS

Wh		DESKTOP PERSONAL COMPUTER PLEASE ANSWER QUES	STION #27 NEXT.
	hat were your reasons for deci	ding to buy (or use) a DESKTOP PERSONAL COMPUTER?	
— — — Wh			
— — Wh			
— — Wh			
Wh	•		——————————————————————————————————————
•••	/hat do you usa this DESKTOP P	ERSONAL COMPUTER for)?	
	mat do you doo mis beott of t		
		· · · · · · · · · · · · · · · · · · ·	
P CI	CLASSIFY YOUR OPINIONS		
(Pl		s are confidential and will be used only in combination with th	ose of other respondents to
	/hat is your age:		
	mat is your age:	Under 25	
		25 - 34	
		45 - 54	
		55 - 64	
	*	ple are there in your household? ACUAL NUMBE	
Wh	/hat is your job or occupation? (I	Please describe fully)	
	22. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.		
/ ad			and the same of
W	hat is the last year you comple	ited in school? (Please check one)	
	and the second s	Completed elementary school	
		Some high school	
i i i i Wali M		Some college	그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그
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		Post-graduate work	
If y	you attended college, what was	your area of specialization?	
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POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY OWNERSHIP

OWNERSHIP OWNERSHIP	POCKET COMPUTER	PROGRAMMABLE CALCULATOR	DESKTOP PERSONAL COMPUTER
DO NOT OWN, BUT DO USE	92%	8 61X	702
DO NOT USE	100%	31 100%	1 <u>5</u> 100 %
EXPECT TO PURCHASE WITH/IN NEXT 12 MOS.	10%	5 %	(38%)

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POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY EXPERIENCE WITH POCKET COMPUTERS - 11

QUESTION: "HOW SATISFIED WOULD YOU SAY THAT YOU HAVE BEEN WITH THE POCKET COMPUTER THAT YOU OWN (OR USE)?"

SATISFACTION WITH POCKET COMPUTER	IN GENERAL	THE <u>Keyboard</u>	THE DISPLAY	OVER-ALL SIZE	INSTRUC.
("N")=	(310)	(308)	(308)	(308)	(308)
COMPLETELY SATISFIED	17%	27%	17%	46%	12%
VERY SATISFIED	56	42	35	40	21
SOMEWHAT SATISFIED	[21]	21	[31]	[11]	27
SOMEWHAT DISSATISFIED	5	8	14	1	22
VERY DISSATISFIED	1	2	2	1	11
COMPLETELY DISSATISFIED	_0	_0	_0	_	
	100%	100%	100%	100%	100%

POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY IMPORTANCE OF POCKET COMPUTER FEATURES - I

•		VERY		NOT A	IT ALI			
FEATURES TO BE RATED		PORTA	MI	IMPOR	LIANI		MEAN	
FOR A POCKET COMPUTER:	_5_	4	_3_	_2_	1	IOIAL	SCORE	<u>"N"</u>
POCKETABLE SIZE	62%	26%	10%	2%	07	100%	42	(307)
TYPEWRITER-STYLE (QWERTY) KEYBOARD	53	30	13	3	1	100%	41	(304)
ALPHANUMERIC DISPLAY	88	10	2	0	0	100%	48 🗢	(305)
BASIC PROGRAMMING LANGUAGE	78	18	2	1	1	100%	46 •	(303)
PASCAL PROGRAMMING LANGAUGE	18	21	3 3	12	16	10%	24	(287)
ASSEMBLER PROGRAMMING LANGUAGE	28	26	27	9	10	100%	28	(291)
CONSTANT MEMORY	87	10	2	1	0	100%	48 •	(304)
A REMOVABLE NON-VOLATILE MEMORY	53	29	16	2	0	100%	41	(301)
PORTABLE PRINTER PERIPHERAL	67	24	7	2	0	100%	44	(306)
RELIABILITY MAGNETIC MEMORY MASS	70	20	8	1	1	100%	44	(303)
STORAGE PERIPHERAL								
TELEPHONE MODEM PERIPHERAL	32	23	29	10	6	100%	31	(303)
TV DISPLAY PERIPEHRAL	34	32	26	5	3	100%	34	(306)
ABILITY TO EXPAND MEMORY AFTER	76	20	4	0	0	100%	46 🗢	(305)
PURCHASE								

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PREFERRED "TRADE-OFFS" IN DESIGN OF A HANDHELD OR POCKET COMPUTER

FULL-SIZED QWERTY A. SIZE: MINIATURE QWERTY (65**%**) 35% **B**. **ALPHANUMERIC** 1 LINE LCD (\$250) 6-LINE LCD (\$550) VS. DISPLAY: 55% 45% CHARACTER LINES 6-LINE LCD, VS MINATURE CRT 12 LINES, AND SIZE: 0.2" HIGH CHARACTERS 0.1" HIGH CHARACTERS 47% 20-HOUR BATTERY LIFE VS. 200-HOUR BATTERY LIFE BATTERY TYPE: RECHARGEABLES "AD" DISPOSABLES 417

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QUESTION: "DO YOU THINK THAT ANY PROGRAMMING LANGUAGES OTHER THAN THOSE IN THE PREVIOUS QUESTION (BASIC, PASCAL, ASSEMBLER) WOULD BE PARTICULARLY USEFUL FOR A POCKET COMPUTER? IF SO, WICH ONES?"

•	IF YES. WHICH	ONES:
	FORTRAN	371
	FORTH	22
	APL	10
	COBOL	8
	C	6
	MACHINE	4
	ASSEMBLER	4
	LISP	3
	BASIC	2
	COMPLETE BASIC	2
	ALGOL	2

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SOFTWARE USAGE; CLASSIFICATION

<pre>% PREPARED SOFTWA</pre>	RE PRE- PROGRAMMED (320)		No.
0 1 - 241	♦	SCHOOL COMPLETED	
25% - 49%	19	SOME HIGH SCHOOL	37
50% - 74%	24	HIGH SCHOOL	2
75% - 100%	_21	TRADE/VOCATIONAL	6
	100%	SOME COLLEGE	25
AVERAGE	632	COLLEGE POST-GRADUATE WORK	25 39 100%

CLASSIFICATION:

AGE

UNDER 25	52
25-34	21
35-44	30
45-54	24
55-64	16
65 AND OVER	_4
	1002

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TI STRICTLY PRIVATE

POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY PERIPHERAL OWNERSHIP

QUESTION: "IN ADDITION TO YOUR POCKET COMPUTER, DO YOU ALSO OWN (OR USE) A CASSETTE PERIPHERAL OR A PRINTER?"

PERIPHERALS OWNED/USED	RESPONSE	
("N"=)	(308)	
A CASSETTE PERIPHERAL A PRINTER BOTH A CASSETTE PERIPHERAL AND	7 64	
A PRINTER NEITHER	_5	
	100%	

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POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY EXPERIENCE WITH POCKET COMPUTERS - I

QUESTION: "WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR VIEW OF YOUR OWN EXPERIENCE WITH THE POCKET COMPUTER?"

EXPERIENCE WITH POCKET COMPUTER: (N"=)	RESPONSE (308)
JUST LEARNING HOW TO USE IT	13%
HAVE LEARNED TO USE IT, BUT DO NOT APPLY IT VERY OFTEN	24
HAVE LEARNED TO USE IT, AND APPLY IT FREQUENTLY AT HOME OR AT WORK	41 +
CONSIDER MYSELF AN EXPERT WHO COULD WRITE PROGRAMS FOR COMMERCIAL SALE	22 •
WALLE INCOMMICTION COMMENCIAL SALL	100%

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20

POCKET COMPUTER USE FREQUENCY

NUMBER OF TIMES USED: ("N"=)	<u>TIMES PER WEEK</u> (287)
1-3 TIMES	42% +
4-6 TIMES	19
7-10 TIMES	13
MORE THAN 10 TIMES	20
OTHER - INDETERMINATE	_6
	100%

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POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY OPINIONS CONCERNING GROWTH OF POCKET COMPUTER (CONT'D)

QUESTION: "DO YOU FEEL THAT THE BASIC LANGUAGE PROGRAMMABLE POCKET COMPUTERS WILL MAKE KEYSTROKE PROGRAMMABLE CALCULATORS OBSOLETE IN (VARIOUS TIME PERIODS)?"

KEYSTROKE OBSOLETE IN:

("N")

2 YEARS
3-5 YEARS
6 YEARS OR LATER
NEVER

RESPONSE
(336)
28

7

100%

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NO IDEA

POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY OPINIONS CONCERNING GROWTH OF POCKET COMPUTER

QUESTION: "IN GENERAL, WHAT HAVE BEEN YOUR FEELINGS AND THE REACTIONS OF YOUR FRIENDS AND ASSOCIATES TO POCKET COMPUTERS?"

YOUR

		YOUR	FRIEND'S
REAC	TIONS:	EEELINGS.	EEELINGS
	("N"=)	(340)	(299)
◆ VERY	ENTHUSIASTIC - THE WAVE OF THE FUTURE	58 % <	20%
+ INTE	<u>rested</u> - It is appropriate for some users	39	57
	RAL - NO PARTICULAR FEELING ONE WAY OR HE OTHER	0	18
	TIVE - NOT FAVORABLY IMPRESSED WITH THE OCKET COMPUTER	2	5
OTHE	R - ANY OTHER ATTITUDE	<u></u> 100%	_ <u>0</u> 100 %

QUESTION: "HOW MANY OF YOUR FRIENDS AND ASSOCIATES DO YOU FEEL ARE LIKELY TO BUY A POCKET COMPUTER IN THE NEXT FEW YEARS?"

FRIENDS/ASSOCIATES REACTIONS:		<u>response</u>
	("N"=)	(338)
MANY		72
QUITE A FEW		24
FEW		49
NONE		5
DON'T KNOW		_15
		100%

POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY SATISFACTION WITH PRODUCT OWNED/USED

QUESTION: "HOW SATISFIED ARE YOU WITH THE (POCKET COMPUTER,

PROGRAMMABLE CALCULATOR) THAT YOU MENTIONED

(PREVIOUSLY)?"

SATISFACTION ("N"-)	POCKET COMPUTER	PROGRAMMABLECALCULATOR_
	(310)	(169)
COMPLETELY SATISFIED	17%	(33 2)
VERY SATISFIED	56	30
SOMEWHAT SATISFIED	21	28
SOMEWHAT DISSATISFIED	5	8
VERY DISSATISFIED	1	1
COMPLETE DISSATISFIED	_0	_0
* * * * * * * * * * * * * * * * * * *	100%	100%
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