

You could win a bike from PCPC!



(not necessarily THIS bike, by the way)

We are PCPC — the personal computer purchase center for students, staff and faculty and are owned by Dalhousie University. We want to know what YOU want in a computer store so we can serve you better — and we're willing to give away a mountain bike to do it! Just fill out this survey and drop it off at PCPC and your name could be drawn to win! (And the coolest thing is that we won't use this to send you any mail or anything!) One entry per person, please.

1. Please help us identify you (in case you win the grand prize):

Name: _____
 University: _____
 Telephone: _____
 Address: _____

2. What year of study are you in? (circle one)

Yr. 1 Yr. 2 Yr. 3 Yr. 4 Higher

3. Which of the following programs are you in? (✓)

College technical program _____	Education _____
Arts & Sciences _____	Engineering _____
Dentistry _____	Law _____
Business _____	Medicine _____
Health Sciences _____	
Other _____	

4. How would you describe your computer skills? (✓)

Novice _____ Beginner _____
 Experienced _____ Very experienced _____

5. Did you purchase a computer in the last 12 months? yes no
 Are you aware that there's a university/college-owned
 computer store on your campus? yes no
 Have you ever shopped there? yes no
 Have you ever purchased a computer for home? yes no
 If so, where did you make your purchase? _____
 Why? _____

6. If you had shopped at your university computer store, how would you evaluate the service you received? (1-10, 1 is the poorest) _____

7. Name three computer stores/retailers that you would shop for a computer: _____

8. Do you have sole use of a computer? yes no
 Do you share with family or room-mate? yes no
 Use computing facilities on campus only? yes no

9. How much do you use the following applications? (1-10, 1 is very little or none):

Word-processing _____	Programming languages _____
Engineering CAD _____	Graphics (desktop publishing) _____
Spreadsheets _____	Educational Software _____
Accounting Packages _____	Games _____
Email and/or Internet _____	
Other _____	

10. Evaluate the following factors when purchasing a computer. (1-10, 1 is least important)

30 day satisfaction guarantee _____	Knowledgeable staff _____
Home delivery and installation _____	Name brand product _____
Exclusive student software _____	Bundled software _____
Lowest Price _____	1-800 line support _____
Attractive Student purchase programs _____	
Security in buying from University/College _____	

11. Do you think the following components should be standard on a new computer? (circle answer)

high-speed modems	yes	no
Works packages		
(word-processor, spreadsheet, database)	yes	no
multimedia	yes	no
colour printers	yes	no
Windows 95	yes	no

12. Which of the following forms of payment would you make to purchase a computer? (✓)

low interest student loans _____
 cash and cheque only _____
 credit card _____
 Interact _____

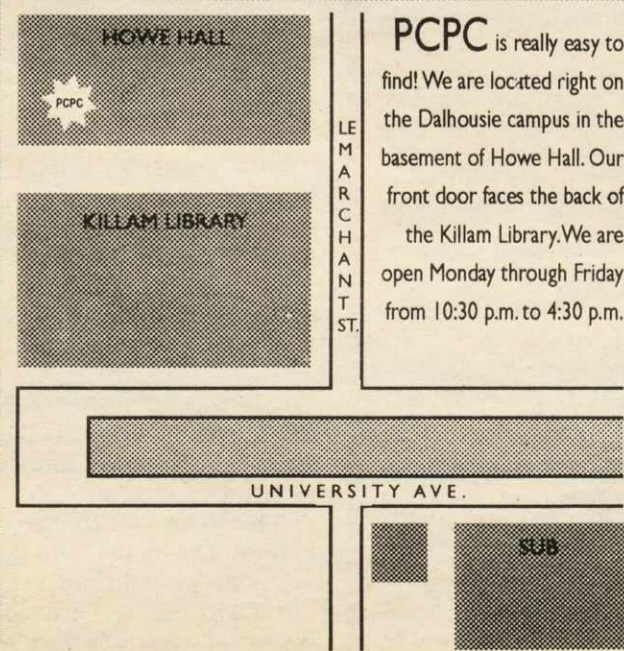
13. Would you purchase a used computer (in good condition) if it fit your needs? (circle one) yes no

14. Would you purchase from a computer store if they had better service than other stores and their price on hardware is... (circle answers)

10% less than competitor	yes	no
same price as competitor	yes	no
5% more than competitor	yes	no
10% more than competitor	yes	no

15. Where do you usually get pricing and product information? (✓)

school newspapers _____	word-of-mouth _____
local newspapers _____	computer store _____
friends/family _____	Internet web sites _____
Direct mail from university/college _____	
other _____	



PCPC is really easy to find! We are located right on the Dalhousie campus in the basement of Howe Hall. Our front door faces the back of the Killam Library. We are open Monday through Friday from 10:30 p.m. to 4:30 p.m.

PCPC

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