John Mitchell

From: Brad Fay
Sent: Monday, October 27, 1997 4:30 PM
To: kmehta@microsoft.com
Cc: John Mitchell
Subject: RE: questions

John and I have been talking further about this question 7. We think the issue relates to the question wording: "How did you obtain that browser?" Some people are interpreting the question as being WHERE they got it; others HOW they got it; still others, FROM WHOM did you get it. A person who got the AOL browser could answer "came with my AOL subscription" or they could answer "came in the mail" or "got it at work" if they copied a workplace AOL program" or they could even have "downloaded it" if they were upgrading from an earlier AOL program. They might also have had it built into their computer

Hence, we've got apples and oranges here—different frames reference, depending on the respondent.

We recommend that the question be re-written to prompt only for those mutually exclusive categories that we care about—it was on the computer when purchased, it was downloaded, bought it with my operating system, or got it some other way.

What do you think? If we want to make change for November, we should move quickly.

From: kmehta@microsoft.com[SMTP:PC @INTERNET (kmehta@microsoft.com)]
Sent: Sunday, October 26, 1997 8:54 AM
To: Mitchell, John; Fay, Brad
Subject: questions

<<File: ENVELOPE.TXT>>

Hi John, i am trying to figure out how people obtain their browser; q7.
this data does not make sense. according to your data only 9% say they get
their browser from their online service/isp. however, the data shows that
aol browser is used by some 25% of people and also all other data sources we
have say that this is the most common way for people to get browsers.

let's discuss on Monday. thanks.

thanks.

PS. Brad, i am including you on this mail as my last mail to you both only
went to you and not John.

PENGAD-Bayonne, N. J.
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