#4319CD/ws tracking.doc

MICROSOFT CORPORATION
Internet Explorer/Windows 95 Tracking
March 6, 1996

.itroduction

Hello, my name is _____, calling from Market Decisions Corporation, an independent marketing research firm. We're conducting a study of computer usage and the internet, and would like to include your household. May I please speak to a head of the household? → ***If respondent volunteers that they do not have a home PC at this point, record "No" in S1 and continue to S2.***

Screening

S1. Do you have a home computer?

1 Yes → ***If respondent has more than one home computer, tell them we want to talk about the newest one.***
2 No

S2. Do you use a personal computer at work?

1 Yes → ***If respondent has more than one work computer, tell them we want to talk about the newest one***
2 No → ***Ask:*** S2a. Does anyone else in your household use a personal computer at work?
  1 Yes → ***Ask to speak to that person***
  2 No

→ ***If "No" to both S1 and S2a, go to S7.***

S3. → ***If "Yes" in S1:*** Is your home computer an IBM compatible PC or an Apple Macintosh?

1 IBM compatible → ***Ask:*** S3a. Did you acquire that computer **after** August of 1995?
  1 Yes
  2 No
  7 DK
2 Mac
7 DK → ***Probably the wrong person. Ask for a referral***

S4. → ***If "Yes" in S2 or S2a:*** Is your work computer an IBM compatible PC or an Apple Macintosh?

1 IBM compatible
2 Mac
7 DK → ***Probably the wrong person. Ask for a referral***

S5. → ***If using IBM compatible, ask:*** Does your ***(insert as appropriate:*** home PC/work PC) use Windows 3.1 or 3.11, Windows for Workgroups, Windows 95, DOS only, or OS/2?

Home	Work	
1	1	Windows 3.1 or 3.11
2	2	Windows for Workgroups
3	3	Windows 95 → ***Ask S6***
4	4	DOS only
5	5	OS/2
9	9	Other → ***Specify***
7	7	DK

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S6. Did Windows 95 come already installed on your ***(insert as appropriate:*** home PC/work PC), or did you have it installed or install it yourself?

Home	Work	
1	1	Came installed
2	2	Installed myself/had it installed → ***Ask:***
7	7	DK

S6a. Did you acquire Windows 95 in the last 30 days?

1 Yes
2 No
7 DK

S7. **RECORD QUOTA GROUP/INCIDENCE:**

1 IBM-compatible with Windows 3.1/3.11 or Windows for Workgroups → ***APPLIED TO QUOTA OF n=100***
2 IBM-compatible with Windows 95 → ***APPLIED TO QUOTA OF n=100***
3 Macintosh→ ***APPLIED TO QUOTA OF n=100***
4 IBM-compatible with Windows 3.1/3.11 or Windows for Workgroups → ***QUOTA FILLED, record and terminate***
5 IBM-compatible with Windows 95 → ***QUOTA FILLED, record and terminate***
6 Macintosh→ ***QUOTA FILLED, record and terminate***
7 No computers used at home or at work → ***Record and terminate***
8 Other/DK operating system → ***No quota***

Question Base

Q1. Have you, or has anyone in your household accessed the Internet or World Wide Web from your home computer in the past 2 weeks?

1 Yes → ***Ask:*** Q1a. How long have you been using that machine to access the Internet or World Wide Web?
2 No
7 DK

_____**MONTHS**
00 Less than 1 month
97 DK

Q2. → ***If use work computer:*** Have you accessed the Internet or World Wide Web from your work computer in the past 2 weeks?

1 Yes → ***Ask:*** Q2a. How long have you been using that machine to access the Internet or World Wide Web?
2 No

_____**MONTHS**
00 Less than 1 month
97 DK

→ ***If "No" in BOTH Q1 and Q2, finish Screener, record and terminate.***

Q3. Do you keep a list of bookmarks or favorite Internet or World Wide Web sites?

1 Yes
2 No

Q4. → ***If "Yes" in Q3:*** What are those? → ***Probe***
→ ***If "No" in Q3:*** What Internet or World Wide Web sites do you or does someone in your household visit *most often*, either from home or from work? → ***Probe***

_____

Q5. The last time you connected to the Internet, either from home or from work, which of the following online services or Internet access providers did you use? → ***Read list***

11 America Online
12 CompuServe
13 Prodigy
14 Microsoft Network/MSN
15 An independent Internet access provider (e.g., NetCom, Teleport, Europa, The Well)
16 A corporate network or gateway
89 Some other service → ***Specify***
97 DK

Q6. During that SAME connection to the Internet, which of the following web browsers did you use? → ***Read list***

16 Netscape Navigator (has a large capital "N" logo)
11 Microsoft Internet Explorer (has a Windows logo in the upper-right hand corner)
Mosaic (has a spinning globe logo) → ***Clarify brand***
22 QuarterDeck Mosaic
18 Lynx
21 Built-in America On-Line (AOL) web browser (red letters say "wwwelcome to the web" & a blue AOL icon spins at the right of the browser window)
14 NCSA Mosaic
12 Spry Mosaic
13 Air Mosaic
17 IBM Web Explorer (comes with OS/2)
24 NetCruiser
25 Apple Cyberdog
26 PRODIGY WB
15 Mosaic – brand unknown
19 Web browser - name unknown
98 No Web browser used
99 Other Web browser → ***Specify*** _____
97 DK

IF MICROSOFT INTERNET EXPLORER NOT MENTIONED IN Q6, ASK:

Q7. Are you aware of the Microsoft Internet Explorer web browser?

1 Yes
2 No → ***Go to Q9***

Q8. Have you ever used the Microsoft Internet Explorer web browser?

1 Yes
2 No
7 DK

IF NETSCAPE NOT MENTIONED IN Q6, ASK:

Q9. Are you aware of the NetScape web browser?

1 Yes
2 No → ***Go to Q11***

Q10. Have you ever used the NetScape web browser?

1 Yes
2 No
7 DK

IF MICROSOFT NETWORK NOT MENTIONED IN Q5, ASK:

Q11. Have you ever tried using the Microsoft network?

1 Yes
2 No → ***Go to Q13***

Q12. Are currently subscribing to the Microsoft Network?

1 Yes
2 No
7 DK

IF AMERICA ONLINE NOT MENTIONED IN Q5, ASK:

Q13. Have you ever tried using America Online?

1 Yes
2 No → ***Go to Q15***

Q14. Are currently subscribing to America Online?

1 Yes
2 No
7 DK

IF COMPUSERVE NOT MENTIONED IN Q5, ASK:

Q15. Have you ever tried using CompuServe?

1 Yes
2 No → ***Go to PROFILES***

Q16. Are currently subscribing to CompuServe?

1 Yes
2 No
7 DK

→ ***If using IBM compatible PC with Win3.1, 3.11, WfW, or other operating system, continue. If using Windows 95, go to Q19. If Mac, go to PROFILES***

Q17. Does your *(insert as appropriate:* home PC/work PC*)* have at least a 486 processor with 8 megabytes of memory (RAM) or more?

Home	Work	
1	1	Yes
2	2	No
7	7	DK → ***Probe DK's with:*** Typical processors in personal computers are 386's, 486's, and Pentiums. Typical amounts of memory are 4, 8, or 16 megabytes. Do you know if any of these fit your machine?

→ ***If "No" on both go to PROFILES***

Q18. Microsoft has two new operating systems for personal computers – Windows 95, and Windows NT. Which best describes your interest in or usage of Windows 95 for your *(insert as appropriate:* home PC/work PC*)*? **(READ LIST)**

Home	Work	
1	1	I HAVE NEVER CONSIDERED GETTING IT FOR MY CURRENT MACHINE;
2	2	I CONSIDERED GETTING IT FOR MY CURRENT MACHINE, BUT DECIDED AGAINST IT;
3	3	I AM THINKING ABOUT GETTING IT FOR MY CURRENT MACHINE; OR
4	4	I WILL NOT UPGRADE MY CURRENT PC, BUT WILL GET IT WITH A NEW PC?
5	5	→ ***Do not read:*** I HAD IT, BUT REMOVED OR UN-INSTALLED IT? → ***Go to Q18b***

Q18a. → ***If not using Windows 95 AND have a 486/8MB PC (Q17), ask:*** How likely are you to acquire Windows 95 for your present (home)(work) PC in the next 30 days?

Home	Work	
5	5	VERY LIKELY
4	4	SOMEWHAT LIKELY
3	3	NEITHER LIKELY NOR UNLIKELY
2	2	NOT VERY LIKELY
1	1	NOT AT ALL LIKELY
7	7	DK

Q18b. Why is that?

Q19. Microsoft has another advanced operating system for personal computers, Windows NT. Which best describes your interest in or usage of Windows NT for your ***(insert as appropriate:*** home PC/work PC***)***? **(READ LIST)**

Home	Work	
1	1	I HAVE NEVER CONSIDERED GETTING IT FOR MY CURRENT MACHINE;
2	2	I CONSIDERED GETTING IT FOR MY CURRENT MACHINE, BUT DECIDED AGAINST IT;
3	3	I AM THINKING ABOUT GETTING IT FOR MY CURRENT MACHINE;
4	4	I WILL NOT UPGRADE MY CURRENT PC, BUT WILL GET IT WITH A NEW PC; OR
5	5	I AM CURRENTLY USING IT? → ***Go to Q20***
6	6	→ ***Do not read:*** I HAD IT, BUT REMOVED OR UN-INSTALLED IT?

Q19b. Why is that?

→ ***Go to Q21***

Q20. Did Windows NT come already installed on your ***(insert as appropriate:*** home PC/work PC***)***, or did you have it installed or install it yourself?

Home	Work	
1	1	Came installed
2	2	Installed myself/had it installed
7	7	DK

Q21. Were you aware of Microsoft Plus, the add-on for Windows 95?

1	Yes
2	No → ***Go to PROFILES***

Q22. Which best describes your interest in or usage of Plus for your ***(insert as appropriate:*** home PC/work PC***)***? **(READ LIST)**

Home	Work	
1	1	I HAVE NEVER CONSIDERED GETTING IT FOR MY CURRENT MACHINE;
2	2	I CONSIDERED GETTING IT FOR MY CURRENT MACHINE, BUT DECIDED AGAINST IT;
3	3	I AM THINKING ABOUT GETTING IT FOR MY CURRENT MACHINE;
4	4	I WILL NOT UPGRADE MY CURRENT PC, BUT WILL GET IT WITH A NEW PC; OR
5	5	I AM CURRENTLY USING IT?
6	6	→ ***Do not read:*** I HAD IT, BUT REMOVED OR UN-INSTALLED IT?

Respondent Profiles → ***I have just a few more questions that will help us to classify your answers...***

D1. → ***If have a home computer in Screener S1, ask:*** Which of the following is your home computer used for MOST? Please listen to the entire list before you answer.→ ***Read list***

11 Running a home-based business
12 Bringing work home from the office, or for volunteer work
13 Education or entertainment other than games
14 Games
15 Accessing online services, the Internet, or the World Wide Web
99 Other → ***Specify***

D2. What games do you or does anyone in your household play most often, <u>*other than*</u> games that came with an operating system, such as the Solitare game in Windows? → ***Probe***

D3. → ***If using Windows 95 on home computer, ask:*** Do you have any games written specifically for Windows 95?
D4. → ***If using Windows 95 on home computer, ask:*** In the next six months, do you plan to acquire any games written specifically for Windows 95?

D3	D4	
1	1	Yes
2	2	No
7	7	DK

D5. → ***If recently accessed the Internet in Q1 or Q2, ask:*** Thinking about your usage of the Internet, would you consider yourself to be . . . **(READ LIST)**

1 A BEGINNING USER
2 AN INTERMEDIATE USER, or
3 AN ADVANCED USER?
7 DK

D6. Which of the following statements best describes you. Would you say . . . **(READ LIST)**

1 You like to have the latest versions of the software you use and typically consider upgrading to the latest versions soon after they are made available, or
2 You typically do not consider upgrading to the latest versions of software you use soon after they are made available.

D7. → ***If have home computer:*** In the last six months, did you acquire any software for your home computer? This would include upgrades you've made to existing products.

1 YES
2 NO

D8. → ***If have IBM compatible at home:*** Have you, or has anyone in your household ever purchased an operating system upgrade for your home PC, by this we mean you have moved from one version of DOS to another or from one version of Windows to another?

1 YES
2 NO

D9. What is your age, please?

1 UNDER 18
2 18 - 24
3 25 - 34
4 35 - 44
5 45 - 54
6 55 - 64
7 65 - 74
8 75 OR OLDER
9 Refused

D10. Does your household currently include any children under the age of 18?

1 YES
2 NO

D11. And, what is the highest level of education you've had the opportunity to complete?

1 HIGH SCHOOL GRADUATE OR LESS
2 VOCATIONAL/TECHNICAL OR BUSINESS SCHOOL
3 SOME COLLEGE
4 COLLEGE GRADUATE
5 POST GRADUATE STUDY
6 POST GRADUATE DEGREE (MBA, Ph.D., JD, MD, ETC.)
7 REFUSED

D12. Are you currently employed either full-time or part-time?

1 YES → ***Ask:*** D13. And, how many employees does your company have in total, including all its locations?
2 NO

1 Fewer than 50
2 50 - 250
3 251 or more
7 DK

D14. Is your total annual household income under $50,000, or is it $50,000 or more?

1 Under $50,000
2 $50,000 or more
8 Refused

D15. **RECORD GENDER**

1 MALE
2 FEMALE

V1. Record first name
V2. Verify phone #