

elcome to the ATPM Reader's Survey! Please take a few moments to answer the following questions for us, to help make ATPM more responsive to your needs. There are two ways to participate. The best way is to go to the ATPM Web site and fill out the form at <<http://www.atpm.com/4.08/page5.shtml>>. Or, you could copy this form, fill it in, and e-mail it to: <survey@atpm.com>. Either way, we would appreciate your participation! Thanks from the entire staff!

1. What is your age?

- A. Under 15
- B. 16-25
- C. 26-35
- D. 36-50
- E. 50+

2. What is your gender?

- A. Male
- B. Female

3. Where do you live?

- A. USA-East of Mississippi (State-_____)
- B. USA-West of Mississippi (State-_____)
- C. Canada
- D. Mexico, Central or South America
- E. Europe
- F. Asia
- G. Australia or New Zealand
- H. Other (Venus doesn't count, ladies!) _____

4. Which Web browser do you use?

- A. Netscape 3.x
- B. Netscape 4.x
- C. Internet Explorer 3.x
- D. Internet Explorer 4.x
- E. Other _____

5. How do you receive your copy of ATPM?

- A. Subscribe to ATPM DOCMaker (attachment list)
- B. Subscribe to ATPM Notify
- C. Get copy on CD
- D. Follow link from news Web site
- E. From a friend (You have good friends!)
- F. Other _____

6. I prefer the _____ edition of ATPM:

- A. Online (WWW)
- B. DOCMaker stand-alone

7. How did you hear about ATPM?

- A. Word of mouth
- B. Search engine result
- C. Guy Kawasaki's Evangelist
- D. Link to ATPM from another site
- E. Other _____

8. Approximately how many people do you believe read ATPM?

- A. Less than 1,000
- B. 1,000 - 5,000
- C. 5,000 - 10,000
- D. 10,000 - 50,000
- E. 50,000 - 100,000
- F. 100,000 - 200,000
- G. 200,000 +

9. Do you forward a copy of ATPM to any of your friends and colleagues?

- A. Yes
- B. No

If yes, approximately how many people do you forward the e-zine to?

10. How do you purchase your Macintosh hardware and software?

(Select all that apply)

- A. Mail order catalogues
- B. Direct from the manufacturer via the internet
- C. Direct from the manufacturer by phone
- D. Going to computer stores (i.e. Comp USA)
- E. Other _____

11. Do you subscribe to any of the following?

(Select all that apply)

- A. EvangeList
- B. MacAddict
- C. MacHome
- D. MacToday
- E. Macworld
- F. PC Computing

12. What is your education level?

- A. Grammar School (Or, up to age 14)
- B. High School (Or, up to age 18)
- C. College (Or, up to age 22)

D. Graduate work (Or, any age you can get your parents to pay for!)

13. How many years of Mac experience do you have?

- A. Less than one
- B. 1-3
- C. 4-6
- D. 7+

14. If you were offered a million US dollars right now to give up filling out this form, would you do it?

- A. No way! Do you think I am crazy?
- B. I wouldn't give it up; not even for a Doom game.
- C. Of course! But my Mac would have to crash first.
- D. I would think about it if you doubled the amount.

Optional Written Answers

1. How long have you known about ATPM?

2. What do you like most about ATPM?

3. What do you like least about ATPM?

4. If you could add one feature to ATPM, what would it be?

5. What is your favorite color? _____

6. Do you find the overall design of ATPM appealing or you think it can be improved?

7. If you were given charge of ATPM's design for a day, which way would you direct it? More "MTV/Wired"? Or a more a "elegant" style?

8. Anything else you would like to tell us? _____
