

Frequencies

[DataSet1] C:\Documents and Settings\nmalhotr\Desktop\Book 5E SPSS Files B\Dell Burke Nancy\Dell Data Recoded.sav

Statistics

		Approximately how many total hours per week do you spend online? This would be the total from all the locations you might use.	Please indicate which of these you have ever done on the Internet: Newsgroup or Chatrooms	Please indicate which of these you have ever done on the Internet: Looked for a job
N	Valid	372	372	372
	Missing	0	0	0
Mean		3.0027	1.4247	1.5672
Median		3.0000	1.0000	2.0000
Mode		2.00	1.00	2.00
Std. Deviation		1.25141	.49497	.49613
Skewness		.742	.306	-.272
Std. Error of Skewness		.126	.126	.126
Kurtosis		-.130	-1.917	-1.936
Std. Error of Kurtosis		.252	.252	.252
Minimum		1.00	1.00	1.00
Maximum		6.00	2.00	2.00

Statistics

		Please indicate which of these you have ever done on the Internet: Booked trips	Please indicate which of these you have ever done on the Internet: Downloaded picture	Please indicate which of these you have ever done on the Internet: Downloaded audio
N	Valid	372	372	372
	Missing	0	0	0
Mean		1.35753	1.1425	1.2903
Median		1.00000	1.0000	1.0000
Mode		1.000	1.00	1.00
Std. Deviation		.479917	.35001	.45452
Skewness		.597	2.054	.928
Std. Error of Skewness		.126	.126	.126
Kurtosis		-1.653	2.231	-1.146
Std. Error of Kurtosis		.252	.252	.252
Minimum		1.000	1.00	1.00
Maximum		2.000	2.00	2.00

Statistics

		Please indicate which of these you have ever done on the Internet: Information about TV show or movie	Please indicate which of these you have ever done on the Internet: Downloaded video	Are there any other types of things you use the Internet for?
N	Valid	371	372	372
	Missing	1	0	0
Mean		1.3073	1.4355	1.5215
Median		1.0000	1.0000	2.0000
Mode		1.00	1.00	2.00
Std. Deviation		.46199	.49649	.50021
Skewness		.839	.261	-.086
Std. Error of Skewness		.127	.126	.126
Kurtosis		-1.303	-1.942	-2.003
Std. Error of Kurtosis		.253	.252	.252
Minimum		1.00	1.00	1.00
Maximum		2.00	2.00	2.00

Statistics

		Overall, how satisfied are you with your Dell computer system?	How likely would you be to recommend Dell to a friend or relative?	If you could make your computer purchase decision again, how likely would you be to choose Dell?
N	Valid	372	372	372
	Missing	0	0	0
Mean		1.4892	1.7366	1.3978
Median		1.0000	2.0000	1.0000
Mode		1.00	1.00	1.00
Std. Deviation		.59412	.82773	.58073
Skewness		.856	.897	1.318
Std. Error of Skewness		.126	.126	.126
Kurtosis		.164	.186	1.607
Std. Error of Kurtosis		.252	.252	.252
Minimum		1.00	1.00	1.00
Maximum		4.00	5.00	4.00

Statistics

		And how much do you agree that Dell Computers makes ordering a computer system easy?	And how much do you agree that Dell Computers has computers that run quickly?	And how much do you agree that Dell Computers prices its products competitively?	And how much do you agree that Dell Computers has high-quality computers with no technical problems?
N	Valid	372	369	372	372
	Missing	0	3	0	0
Mean		7.7419	7.58266	6.8978	8.1962
Median		8.0000	8.00000	7.0000	9.0000
Mode		9.00	9.000	7.00	9.00
Std. Deviation		1.47871	1.628324	1.86623	1.30588
Skewness		-1.520	-1.373	-.971	-2.376
Std. Error of Skewness		.126	.127	.126	.126
Kurtosis		2.727	1.553	.596	6.792
Std. Error of Kurtosis		.252	.253	.252	.252
Minimum		1.00	2.000	1.00	1.00
Maximum		9.00	9.000	9.00	9.00

Statistics

		And how much do you agree that Dell Computers allows users to easily assemble components?	And how much do you agree that Dell Computer s lets customer s order computer systems customiz ed to their specificati ons?	And how much do you agree that Dell Computers bundles its computers with appropriate software?	And how much do you agree that Dell Computers features attractively designed computer system components?
N	Valid	359	370	369	372
	Missing	13	2	3	0
Mean		6.4485	7.5027	7.6369	7.5430
Median		7.0000	8.0000	8.0000	8.0000
Mode		7.00	9.00	9.00	9.00
Std. Deviation		1.88555	1.79165	1.89918	1.64695
Skewness		-.654	-1.616	-2.014	-1.461
Std. Error of Skewness		.129	.127	.127	.126
Kurtosis		-.091	2.642	4.177	2.024
Std. Error of Kurtosis		.257	.253	.253	.252
Minimum		1.00	1.00	1.00	1.00
Maximum		9.00	9.00	9.00	9.00

Statistics

		And how much do you agree that Dell Computers bundles its computers with Internet access?	And how much do you agree that Dell Computers has computer systems that users can readily upgrade?	And how much do you agree that Dell Computers delivers its products quickly?	And how much do you agree that Dell Computers offer easily accessible technical support?
N	Valid	364	366	346	369
	Missing	8	6	26	3
Mean		6.0742	6.5546	7.3844	7.7317
Median		8.0000	8.0000	9.0000	8.0000
Mode		9.00	9.00	9.00	9.00
Std. Deviation		3.18787	2.79648	2.48350	1.68629
Skewness		-.554	-.875	-1.478	-1.904
Std. Error of Skewness		.128	.128	.131	.127
Kurtosis		-1.330	-.620	.917	4.062
Std. Error of Kurtosis		.255	.254	.261	.253
Minimum		1.00	1.00	1.00	1.00
Maximum		9.00	9.00	9.00	9.00

Statistics

		And how much do you agree that Dell Computers has high-quality peripherals (e.g., monitor, keyboard, mouse, speakers, disk drives)?	If the price of the Dell computer system you purchased had been 5% higher, and all other personal computer prices had been the same, how likely would you have been to have purchased your Dell computer system?	If the price of the Dell computer system you purchased had been 10% higher, and all other personal computer prices had been the same, how likely would you have been to have purchased your Dell computer system?	What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I like introducing new brands and products to my friends.
N	Valid	372	372	372	372
	Missing	0	0	0	0
Mean		8.1989	3.0780	3.9032	4.3522
Median		9.0000	3.0000	4.0000	5.0000
Mode		9.00	3.00	4.00	5.00
Std. Deviation		1.30650	1.06239	1.01274	1.91945
Skewness		-2.072	.088	-.666	-.176
Std. Error of Skewness		.126	.126	.126	.126
Kurtosis		4.732	-.578	-.244	-1.127
Std. Error of Kurtosis		.252	.252	.252	.252
Minimum		2.00	1.00	1.00	1.00
Maximum		9.00	5.00	5.00	7.00

Statistics

		What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I like helping people by providing them with information about many kinds of products.	What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; People ask me for information about products, places to shop, or sales.	What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; My friends think of me as a good source of information when it comes to new products or sales.
N	Valid	369	372	366
	Missing	3	0	6
Mean		4.4417	4.3629	4.2650
Median		5.0000	5.0000	5.0000
Mode		5.00	5.00	5.00
Std. Deviation		1.85111	1.89624	1.84709
Skewness		-.258	-.266	-.218
Std. Error of Skewness		.127	.126	.128
Kurtosis		-.998	-1.070	-.983
Std. Error of Kurtosis		.253	.252	.254
Minimum		1.00	1.00	1.00
Maximum		7.00	7.00	7.00

Statistics

		What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I like to take a chance.	What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; Buying a new product that has not yet been proven is usually a waste of time and money.	What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; If people would quit wasting their time experimenting, we would get a lot more accomplished.
N	Valid Missing	372 0	368 4	366 6
Mean		4.6048	3.4022	2.0191
Median		5.0000	3.0000	1.0000
Mode		5.00	3.00	1.00
Std. Deviation		1.75824	1.71424	1.53754
Skewness		-.251	.401	1.778
Std. Error of Skewness		.126	.127	.128
Kurtosis		-.941	-.634	2.542
Std. Error of Kurtosis		.252	.254	.254
Minimum		1.00	1.00	1.00
Maximum		7.00	7.00	7.00

Statistics

		What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I like to try new and different things.	What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I often try new brands before my friends and neighbors do.	What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I like to experiment with new ways of doing things.
N	Valid	371	360	372
	Missing	1	12	0
Mean		5.4367	4.6722	5.1747
Median		6.0000	5.0000	5.0000
Mode		7.00	5.00	7.00
Std. Deviation		1.48803	1.64319	1.53455
Skewness		-.708	-.302	-.463
Std. Error of Skewness		.127	.129	.126
Kurtosis		-.363	-.739	-.728
Std. Error of Kurtosis		.253	.256	.252
Minimum		1.00	1.00	1.00
Maximum		7.00	7.00	7.00

Statistics

		What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; When it comes to computer-related products, my friends are very likely to ask my opinion.	What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I am often used as a source of advice about computer-related products by friends and neighbors.	What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I often tell my friends what I think about computer-related products.
N	Valid Missing	369 3	370 2	372 0
Mean		4.2737	4.1000	4.2446
Median		5.0000	4.5000	5.0000
Mode		7.00	5.00	7.00
Std. Deviation		2.13877	2.15478	2.13982
Skewness		-.191	-.123	-.163
Std. Error of Skewness		.127	.127	.126
Kurtosis		-1.338	-1.354	-1.328
Std. Error of Kurtosis		.253	.253	.252
Minimum		1.00	1.00	1.00
Maximum		7.00	7.00	7.00

Statistics

		What was the last grade of school you completed?	Which of the following best describes your age?	Which of the following best describes your household's total yearly income before taxes?	Gender
N	Valid	372	372	334	372
	Missing	0	0	38	0
Mean		3.4409	5.5134	3.9311	1.5081
Median		4.0000	5.0000	4.0000	2.0000
Mode		4.00	6.00	4.00	2.00
Std. Deviation		.75895	2.56817	1.41995	.50061
Skewness		-1.268	.303	-.112	-.032
Std. Error of Skewness		.126	.126	.133	.126
Kurtosis		1.033	-.393	-.689	-2.010
Std. Error of Kurtosis		.252	.252	.266	.252
Minimum		1.00	1.00	1.00	1.00
Maximum		4.00	13.00	6.00	2.00

Statistics

		Recoded satisfaction	Recoded Would Recommend	Recoded Likelihood of Choosing	Recoded Q9 5
N	Valid	372	372	372	372
	Missing	0	0	0	0
Mean		1.4409	1.5242	1.3548	2.0296
Median		1.0000	2.0000	1.0000	2.0000
Mode		1.00	2.00	1.00	2.00
Std. Deviation		.49716	.50009	.47911	.79533
Skewness		.239	-.097	.609	-.053
Std. Error of Skewness		.126	.126	.126	.126
Kurtosis		-1.953	-2.001	-1.638	-1.416
Std. Error of Kurtosis		.252	.252	.252	.252
Minimum		1.00	1.00	1.00	1.00
Maximum		2.00	2.00	2.00	3.00

Statistics

		Recoded Q9_10	Recoded Education	Recoded Age	Recoded Income
N	Valid	372	372	372	334
	Missing	0	0	0	38
Mean		2.0188	2.4651	2.4731	2.9880
Median		2.0000	3.0000	2.0000	3.0000
Mode		2.00	3.00	3.00	3.00
Std. Deviation		.80909	.69373	1.09978	1.31742
Skewness		-.034	-.921	.020	.181
Std. Error of Skewness		.126	.126	.126	.133
Kurtosis		-1.471	-.410	-1.316	-1.070
Std. Error of Kurtosis		.252	.252	.252	.266
Minimum		1.00	1.00	1.00	1.00
Maximum		3.00	3.00	4.00	5.00

Statistics

		Recoded Hours Per Week Two Groups	Recoded Hours Per Week Three Groups	Recoded Q2_1	Recoded q2_2
N	Valid	372	372	372	372
	Missing	0	0	0	0
Mean		1.5726	1.8629	.5753	.4328
Median		2.0000	2.0000	1.0000	.0000
Mode		2.00	1.00	1.00	.00
Std. Deviation		.49537	.83716	.49497	.49613
Skewness		-.295	.263	-.306	.272
Std. Error of Skewness		.126	.126	.126	.126
Kurtosis		-1.924	-1.526	-1.917	-1.936
Std. Error of Kurtosis		.252	.252	.252	.252
Minimum		1.00	1.00	.00	.00
Maximum		2.00	3.00	1.00	1.00

Statistics

		Recoded q2_3	Recoded q2_4	Recoded q2_5	Recoded q2_6
N	Valid	372	372	372	371
	Missing	0	0	0	1
Mean		.6425	.8575	.7097	.6927
Median		1.0000	1.0000	1.0000	1.0000
Mode		1.00	1.00	1.00	1.00
Std. Deviation		.47992	.35001	.45452	.46199
Skewness		-.597	-2.054	-.928	-.839
Std. Error of Skewness		.126	.126	.126	.127
Kurtosis		-1.653	2.231	-1.146	-1.303
Std. Error of Kurtosis		.252	.252	.252	.253
Minimum		.00	.00	.00	.00
Maximum		1.00	1.00	1.00	1.00

Statistics

		recoded q2_7	Total Number of Things
N	Valid	372	371
	Missing	0	1
Mean		.5645	4.4744
Median		1.0000	5.0000
Mode		1.00	5.00
Std. Deviation		.49649	1.76337
Skewness		-.261	-.509
Std. Error of Skewness		.126	.127
Kurtosis		-1.942	-.470
Std. Error of Kurtosis		.252	.253
Minimum		.00	.00
Maximum		1.00	7.00

Frequency Table

Approximately how many total hours per week do you spend online? This would be the total from all the locations you might use.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hour	20	5.4	5.4	5.4
	1 to 5 hours	139	37.4	37.4	42.7
	6 to 10 hours	105	28.2	28.2	71.0
	11 to 20 hours	55	14.8	14.8	85.8
	21 to 40 hours	34	9.1	9.1	94.9
	41 hours or more	19	5.1	5.1	100.0
	Total	372	100.0	100.0	

Please indicate which of these you have ever done on the Internet: Newsgroup or Chatrooms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Communicated with others via newsgroups or chat rooms	214	57.5	57.5	57.5
	Did not communicate with others via newsgroups or chat rooms	158	42.5	42.5	100.0
	Total	372	100.0	100.0	

Please indicate which of these you have ever done on the Internet: Looked for a job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Looked for a job	161	43.3	43.3	43.3
	Did not look for a job	211	56.7	56.7	100.0
	Total	372	100.0	100.0	

Please indicate which of these you have ever done on the Internet: Booked trips

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Planned or booked trips	239	64.2	64.2	64.2
	Did not plan or booked trips	133	35.8	35.8	100.0
	Total	372	100.0	100.0	

Please indicate which of these you have ever done on the Internet: Downloaded picture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Downloaded a picture or graphic	319	85.8	85.8	85.8
	Did not download a picture or graphic	53	14.2	14.2	100.0
	Total	372	100.0	100.0	

Please indicate which of these you have ever done on the Internet: Downloaded audio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Downloaded sounds or audio clips	264	71.0	71.0	71.0
	Did not download sounds or audio clips	108	29.0	29.0	100.0
	Total	372	100.0	100.0	

Please indicate which of these you have ever done on the Internet: Information about TV show or movie

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Looked up information about a TV show or movie	257	69.1	69.3	69.3
	Did not look up information about a TV show or movie	114	30.6	30.7	100.0
	Total	371	99.7	100.0	
Missing	Don't know	1	.3		
Total		372	100.0		

Please indicate which of these you have ever done on the Internet: Downloaded video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Downloaded a video clip	210	56.5	56.5	56.5
	Did not download a video clip	162	43.5	43.5	100.0
	Total	372	100.0	100.0	

Are there any other types of things you use the Internet for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	178	47.8	47.8	47.8
	No	194	52.2	52.2	100.0
	Total	372	100.0	100.0	

Overall, how satisfied are you with your Dell computer system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	208	55.9	55.9	55.9
	Somewhat satisfied	147	39.5	39.5	95.4
	Somewhat dissatisfied	16	4.3	4.3	99.7
	Very dissatisfied	1	.3	.3	100.0
	Total	372	100.0	100.0	

How likely would you be to recommend Dell to a friend or relative?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely would recommend	177	47.6	47.6	47.6
	Probably would	127	34.1	34.1	81.7
	Might or might not	58	15.6	15.6	97.3
	Probably would not	9	2.4	2.4	99.7
	Definitely would not recommend	1	.3	.3	100.0
	Total	372	100.0	100.0	

If you could make your computer purchase decision again, how likely would you be to choose Dell?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely would	240	64.5	64.5	64.5
	Probably would	118	31.7	31.7	96.2
	Might or might not	12	3.2	3.2	99.5
	Probably would not	2	.5	.5	100.0
	Total	372	100.0	100.0	

And how much do you agree that Dell Computers makes ordering a computer system easy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Do Not Agree at All	2	.5	.5	.5
	3	6	1.6	1.6	2.2
	4	6	1.6	1.6	3.8
	5	19	5.1	5.1	8.9
	6	24	6.5	6.5	15.3
	7	74	19.9	19.9	35.2
	8	90	24.2	24.2	59.4
	9 - Agree Completely	151	40.6	40.6	100.0
	Total	372	100.0	100.0	

And how much do you agree that Dell Computers has computers that run quickly?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	1.3	1.4	1.4
	3	8	2.2	2.2	3.5
	4	9	2.4	2.4	6.0
	5	24	6.5	6.5	12.5
	6	23	6.2	6.2	18.7
	7	69	18.5	18.7	37.4
	8	92	24.7	24.9	62.3
	9 - Agree Completely	139	37.4	37.7	100.0
	Total	369	99.2	100.0	
Missing	Do Not Know	3	.8		
Total		372	100.0		

And how much do you agree that Dell Computers prices its products competitively?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Do Not Agree at All	4	1.1	1.1	1.1
2	9	2.4	2.4	3.5
3	12	3.2	3.2	6.7
4	13	3.5	3.5	10.2
5	41	11.0	11.0	21.2
6	42	11.3	11.3	32.5
7	94	25.3	25.3	57.8
8	72	19.4	19.4	77.2
9 - Agree Completely	85	22.8	22.8	100.0
Total	372	100.0	100.0	

And how much do you agree that Dell Computers has high-quality computers with no technical problems?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Do Not Agree at All	1	.3	.3	.3
2	1	.3	.3	.5
3	6	1.6	1.6	2.2
4	2	.5	.5	2.7
5	7	1.9	1.9	4.6
6	16	4.3	4.3	8.9
7	38	10.2	10.2	19.1
8	86	23.1	23.1	42.2
9 - Agree Completely	215	57.8	57.8	100.0
Total	372	100.0	100.0	

And how much do you agree that Dell Computers allows users to easily assemble components?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Do Not Agree at All	4	1.1	1.1	1.1
2	9	2.4	2.5	3.6
3	17	4.6	4.7	8.4
4	24	6.5	6.7	15.0
5	52	14.0	14.5	29.5
6	51	13.7	14.2	43.7
7	86	23.1	24.0	67.7
8	66	17.7	18.4	86.1
9 - Agree Completely	50	13.4	13.9	100.0
Total	359	96.5	100.0	
Missing Do Not Know	13	3.5		
Total	372	100.0		

And how much do you agree that Dell Computers lets customers order computer systems customized to their specifications?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Do Not Agree at All	7	1.9	1.9	1.9
	2	3	.8	.8	2.7
	3	8	2.2	2.2	4.9
	4	6	1.6	1.6	6.5
	5	22	5.9	5.9	12.4
	6	35	9.4	9.5	21.9
	7	54	14.5	14.6	36.5
	8	98	26.3	26.5	63.0
	9 - Agree Completely	137	36.8	37.0	100.0
	Total	370	99.5	100.0	
Missing	Do Not Know	2	.5		
Total		372	100.0		

And how much do you agree that Dell Computers bundles its computers with appropriate software?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Do Not Agree at All	15	4.0	4.1	4.1
	2	2	.5	.5	4.6
	3	2	.5	.5	5.1
	4	1	.3	.3	5.4
	5	19	5.1	5.1	10.6
	6	27	7.3	7.3	17.9
	7	58	15.6	15.7	33.6
	8	79	21.2	21.4	55.0
	9 - Agree Completely	166	44.6	45.0	100.0
	Total	369	99.2	100.0	
Missing	Do Not Know	3	.8		
Total		372	100.0		

And how much do you agree that Dell Computers features attractively designed computer system components?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Do Not Agree at All	1	.3	.3	.3
	2	5	1.3	1.3	1.6
	3	10	2.7	2.7	4.3
	4	8	2.2	2.2	6.5
	5	17	4.6	4.6	11.0
	6	30	8.1	8.1	19.1
	7	72	19.4	19.4	38.4
	8	97	26.1	26.1	64.5
	9 - Agree Completely	132	35.5	35.5	100.0
	Total	372	100.0	100.0	

And how much do you agree that Dell Computers bundles its computers with Internet access?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Do Not Agree at All	68	18.3	18.7	18.7
	2	15	4.0	4.1	22.8
	3	15	4.0	4.1	26.9
	4	17	4.6	4.7	31.6
	5	33	8.9	9.1	40.7
	6	13	3.5	3.6	44.2
	7	19	5.1	5.2	49.5
	8	32	8.6	8.8	58.2
	9 - Agree Completely	152	40.9	41.8	100.0
	Total	364	97.8	100.0	
Missing	Do Not Know	8	2.2		
Total		372	100.0		

And how much do you agree that DellComputers has computer systems that users can readily upgrade?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Do Not Agree at All	41	11.0	11.2	11.2
	2	11	3.0	3.0	14.2
	3	18	4.8	4.9	19.1
	4	13	3.5	3.6	22.7
	5	32	8.6	8.7	31.4
	6	18	4.8	4.9	36.3
	7	49	13.2	13.4	49.7
	8	37	9.9	10.1	59.8
	9 - Agree Completely	147	39.5	40.2	100.0
	Total	366	98.4	100.0	
Missing	Do Not Know	6	1.6		
Total		372	100.0		

And how much do you agree that Dell Computers delivers its products quickly?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Do Not Agree at All	22	5.9	6.4	6.4
	2	9	2.4	2.6	9.0
	3	9	2.4	2.6	11.6
	4	10	2.7	2.9	14.5
	5	22	5.9	6.4	20.8
	6	12	3.2	3.5	24.3
	7	28	7.5	8.1	32.4
	8	36	9.7	10.4	42.8
	9 - Agree Completely	198	53.2	57.2	100.0
	Total	346	93.0	100.0	
Missing	Do Not Know	26	7.0		
Total		372	100.0		

And how much do you agree that Dell Computers offer easily accessible technical support?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Do Not Agree at All	5	1.3	1.4	1.4
	2	6	1.6	1.6	3.0
	3	4	1.1	1.1	4.1
	4	2	.5	.5	4.6
	5	17	4.6	4.6	9.2
	6	24	6.5	6.5	15.7
	7	66	17.7	17.9	33.6
	8	80	21.5	21.7	55.3
	9 - Agree Completely	165	44.4	44.7	100.0
	Total	369	99.2	100.0	
Missing	Do Not Know	3	.8		
Total		372	100.0		

And how much do you agree that Dell Computers has high-quality peripherals (e.g., monitor, keyboard, mouse, speakers, disk drives)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	.5	.5	.5
	3	3	.8	.8	1.3
	4	5	1.3	1.3	2.7
	5	10	2.7	2.7	5.4
	6	13	3.5	3.5	8.9
	7	51	13.7	13.7	22.6
	8	60	16.1	16.1	38.7
	9 - Agree Completely	228	61.3	61.3	100.0
	Total	372	100.0	100.0	

If the price of the Dell computer system you purchased had been 5% higher, and all other personal computer prices had been the same, how likely would you have been to have purchased your Dell computer system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely would have purchased	22	5.9	5.9	5.9
	Probably would have purchased	90	24.2	24.2	30.1
	Might or might not have purchased	137	36.8	36.8	66.9
	Probably would not have purchased	83	22.3	22.3	89.2
	Definitely would not have purchased	40	10.8	10.8	100.0
	Total	372	100.0	100.0	

If the price of the Dell computer system you purchased had been 10% higher, and all other personal computer prices had been the same, how likely would you have been to have purchased your Dell computer system?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Definitely would have purchased	6	1.6	1.6	1.6
Probably would have purchased	31	8.3	8.3	9.9
Might or might not have purchased	81	21.8	21.8	31.7
Probably would not have purchased	129	34.7	34.7	66.4
Definitely would not have purchased	125	33.6	33.6	100.0
Total	372	100.0	100.0	

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I like introducing new brands and products to my friends.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Disagree Completely	34	9.1	9.1	9.1
2	39	10.5	10.5	19.6
3	67	18.0	18.0	37.6
4	40	10.8	10.8	48.4
5	73	19.6	19.6	68.0
6	52	14.0	14.0	82.0
7 - Agree Completely	67	18.0	18.0	100.0
Total	372	100.0	100.0	

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I like helping people by providing them with information about many kinds of products.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Disagree Completely	28	7.5	7.6	7.6
2	39	10.5	10.6	18.2
3	56	15.1	15.2	33.3
4	45	12.1	12.2	45.5
5	85	22.8	23.0	68.6
6	52	14.0	14.1	82.7
7 - Agree Completely	64	17.2	17.3	100.0
Total	369	99.2	100.0	
Missing Do Not Know	3	.8		
Total	372	100.0		

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; People ask me for information about products, places to shop, or sales.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Disagree Completely	36	9.7	9.7	9.7
2	38	10.2	10.2	19.9
3	58	15.6	15.6	35.5
4	42	11.3	11.3	46.8
5	76	20.4	20.4	67.2
6	65	17.5	17.5	84.7
7 - Agree Completely	57	15.3	15.3	100.0
Total	372	100.0	100.0	

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; My friends think of me as a good source of information when it comes to new products or sales.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Disagree Completely	36	9.7	9.8	9.8
2	39	10.5	10.7	20.5
3	54	14.5	14.8	35.2
4	50	13.4	13.7	48.9
5	87	23.4	23.8	72.7
6	50	13.4	13.7	86.3
7 - Agree Completely	50	13.4	13.7	100.0
Total	366	98.4	100.0	
Missing Do Not Know	6	1.6		
Total	372	100.0		

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I like to take a chance.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Disagree Completely	16	4.3	4.3	4.3
2	35	9.4	9.4	13.7
3	61	16.4	16.4	30.1
4	52	14.0	14.0	44.1
5	83	22.3	22.3	66.4
6	54	14.5	14.5	80.9
7 - Agree Completely	71	19.1	19.1	100.0
Total	372	100.0	100.0	

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; Buying a new product that has not yet been proven is usually a waste of time and money.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Disagree Completely	58	15.6	15.8	15.8
	2	60	16.1	16.3	32.1
	3	94	25.3	25.5	57.6
	4	58	15.6	15.8	73.4
	5	51	13.7	13.9	87.2
	6	24	6.5	6.5	93.8
	7 - Agree Completely	23	6.2	6.3	100.0
	Total	368	98.9	100.0	
Missing	Do Not Know	4	1.1		
Total		372	100.0		

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; If people would quit wasting their time experimenting, we would get a lot more accomplished.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Disagree Completely	198	53.2	54.1	54.1
	2	82	22.0	22.4	76.5
	3	34	9.1	9.3	85.8
	4	16	4.3	4.4	90.2
	5	18	4.8	4.9	95.1
	6	5	1.3	1.4	96.4
	7 - Agree Completely	13	3.5	3.6	100.0
	Total	366	98.4	100.0	
Missing	Do Not Know	6	1.6		
Total		372	100.0		

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I like to try new and different things.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Disagree Completely	2	.5	.5	.5
	2	14	3.8	3.8	4.3
	3	31	8.3	8.4	12.7
	4	46	12.4	12.4	25.1
	5	79	21.2	21.3	46.4
	6	78	21.0	21.0	67.4
	7 - Agree Completely	121	32.5	32.6	100.0
	Total	371	99.7	100.0	
Missing	Do Not Know	1	.3		
Total		372	100.0		

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I often try new brands before my friends and neighbors do.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Disagree Completely	11	3.0	3.1	3.1
	2	30	8.1	8.3	11.4
	3	51	13.7	14.2	25.6
	4	60	16.1	16.7	42.2
	5	90	24.2	25.0	67.2
	6	58	15.6	16.1	83.3
	7 - Agree Completely	60	16.1	16.7	100.0
	Total	360	96.8	100.0	
Missing	Do Not Know	12	3.2		
Total		372	100.0		

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I like to experiment with new ways of doing things.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Disagree Completely	2	.5	.5	.5
	2	18	4.8	4.8	5.4
	3	44	11.8	11.8	17.2
	4	51	13.7	13.7	30.9
	5	90	24.2	24.2	55.1
	6	68	18.3	18.3	73.4
	7 - Agree Completely	99	26.6	26.6	100.0
	Total	372	100.0	100.0	

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; When it comes to computer-related products, my friends are very likely to ask my opinion.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Disagree Completely	57	15.3	15.4	15.4
	2	44	11.8	11.9	27.4
	3	40	10.8	10.8	38.2
	4	37	9.9	10.0	48.2
	5	64	17.2	17.3	65.6
	6	45	12.1	12.2	77.8
	7 - Agree Completely	82	22.0	22.2	100.0
	Total	369	99.2	100.0	
Missing	Do Not Know	3	.8		
Total		372	100.0		

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I am often used as a source of advice about computer-related products by friends and neighbors.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Disagree Completely	72	19.4	19.5	19.5
	2	36	9.7	9.7	29.2
	3	44	11.8	11.9	41.1
	4	33	8.9	8.9	50.0
	5	73	19.6	19.7	69.7
	6	40	10.8	10.8	80.5
	7 - Agree Completely	72	19.4	19.5	100.0
	Total	370	99.5	100.0	
Missing	Do Not Know	2	.5		
Total		372	100.0		

What number from 1 to 7 best indicates how much you agree or disagree that this statement describes you; I often tell my friends what I think about computer-related products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Disagree Completely	61	16.4	16.4	16.4
	2	35	9.4	9.4	25.8
	3	53	14.2	14.2	40.1
	4	34	9.1	9.1	49.2
	5	64	17.2	17.2	66.4
	6	42	11.3	11.3	77.7
	7 - Agree Completely	83	22.3	22.3	100.0
	Total	372	100.0	100.0	

What was the last grade of school you completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some High School or less	9	2.4	2.4	2.4
	High School Graduate	34	9.1	9.1	11.6
	Some College/Technical School	113	30.4	30.4	41.9
	College Graduate or higher	216	58.1	58.1	100.0
	Total	372	100.0	100.0	

Which of the following best describes your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 to 19	15	4.0	4.0	4.0
20 to 24	36	9.7	9.7	13.7
25 to 29	42	11.3	11.3	25.0
30 to 34	43	11.6	11.6	36.6
35 to 39	52	14.0	14.0	50.5
40 to 44	59	15.9	15.9	66.4
45 to 49	40	10.8	10.8	77.2
50 to 54	35	9.4	9.4	86.6
55 to 59	28	7.5	7.5	94.1
60 to 64	9	2.4	2.4	96.5
65 to 69	8	2.2	2.2	98.7
70 to 74	3	.8	.8	99.5
75 to 79	2	.5	.5	100.0
Total	372	100.0	100.0	

Which of the following best describes your households total yearly income before taxes?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid under \$20,000	19	5.1	5.7	5.7
\$20,000 - \$29,999	27	7.3	8.1	13.8
\$30,000 - \$49,999	87	23.4	26.0	39.8
\$50,000 - \$74,999	92	24.7	27.5	67.4
\$75,000 - \$99,999	43	11.6	12.9	80.2
\$100,000 or over	66	17.7	19.8	100.0
Total	334	89.8	100.0	
Missing No Answer	38	10.2		
Total	372	100.0		

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	183	49.2	49.2	49.2
Female	189	50.8	50.8	100.0
Total	372	100.0	100.0	

Recoded satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Satisfied	208	55.9	55.9	55.9
Not Very satisfied	164	44.1	44.1	100.0
Total	372	100.0	100.0	

Recoded Would Recommend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely Recommend	177	47.6	47.6	47.6
	Less Likely to Recommend	195	52.4	52.4	100.0
	Total	372	100.0	100.0	

Recoded Likelihood of Choosing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely Choose	240	64.5	64.5	64.5
	Less Likely to Choose	132	35.5	35.5	100.0
	Total	372	100.0	100.0	

Recoded Q9_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Would Have Purchased	112	30.1	30.1	30.1
	Might or Might Not Have Purchased	137	36.8	36.8	66.9
	Would Not Have Purchased	123	33.1	33.1	100.0
	Total	372	100.0	100.0	

Recoded Q9_10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Would Have Purchased	118	31.7	31.7	31.7
	Might or Might Not Have Purchased	129	34.7	34.7	66.4
	Would Not Have Purchased	125	33.6	33.6	100.0
	Total	372	100.0	100.0	

Recoded Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School or Less	43	11.6	11.6	11.6
	Some College	113	30.4	30.4	41.9
	College Graduate	216	58.1	58.1	100.0
	Total	372	100.0	100.0	

Recoded Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 29 Years	93	25.0	25.0	25.0
	30 to 39 Years	95	25.5	25.5	50.5
	40 to 49 Years	99	26.6	26.6	77.2
	50 and Older	85	22.8	22.8	100.0
	Total	372	100.0	100.0	

Recoded Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$30,000	46	12.4	13.8	13.8
	\$30,000 - \$49,999	87	23.4	26.0	39.8
	\$50,000 - \$74,000	92	24.7	27.5	67.4
	\$75,000 - \$99,999	43	11.6	12.9	80.2
	\$100,000 or over	66	17.7	19.8	100.0
	Total	334	89.8	100.0	
Missing	System	38	10.2		
Total		372	100.0		

Recoded Hours Per Week Two Groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Light Users	159	42.7	42.7	42.7
	Heavy users	213	57.3	57.3	100.0
	Total	372	100.0	100.0	

Recoded Hours Per Week Three Groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Light Users	159	42.7	42.7	42.7
	Medium Users	105	28.2	28.2	71.0
	Heavy Users	108	29.0	29.0	100.0
	Total	372	100.0	100.0	

Recoded Q2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	158	42.5	42.5	42.5
	1.00	214	57.5	57.5	100.0
	Total	372	100.0	100.0	

Recoded q2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	211	56.7	56.7	56.7
	1.00	161	43.3	43.3	100.0
	Total	372	100.0	100.0	

Recoded q2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	133	35.8	35.8	35.8
	1.00	239	64.2	64.2	100.0
	Total	372	100.0	100.0	

Recoded q2_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	53	14.2	14.2	14.2
	1.00	319	85.8	85.8	100.0
	Total	372	100.0	100.0	

Recoded q2_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	108	29.0	29.0	29.0
	1.00	264	71.0	71.0	100.0
	Total	372	100.0	100.0	

Recoded q2_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	114	30.6	30.7	30.7
	1.00	257	69.1	69.3	100.0
	Total	371	99.7	100.0	
Missing	System	1	.3		
Total		372	100.0		

recoded q2_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	162	43.5	43.5	43.5
	1.00	210	56.5	56.5	100.0
	Total	372	100.0	100.0	

Total Number of Things

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	5	1.3	1.3	1.3
	1.00	23	6.2	6.2	7.5
	2.00	32	8.6	8.6	16.2
	3.00	38	10.2	10.2	26.4
	4.00	67	18.0	18.1	44.5
	5.00	91	24.5	24.5	69.0
	6.00	69	18.5	18.6	87.6
	7.00	46	12.4	12.4	100.0
	Total	371	99.7	100.0	
Missing	System	1	.3		
Total		372	100.0		