

Background

A global tracking survey of SMB customers, commissioned by HP.

Target audience and qualification criteria

SMB consumers, aged 18-75, who are self employed, work full time for an employer, or work part time for an employer. Must be employed by a company with 1-9 (Micro), 10-99 (Small) or 100-999 (Medium) employees that uses a printer, or must be considering a printer purchase in the next 6 months, and have been with the company for at least six months. SMB consumers must have at least equal decision making capacity in selecting the brands of printer to be purchased or leased at the business.

Methodology

Research is based on a continuous tracking survey, collecting opinions from a weekly sample of respondents. The printer damage questions were asked randomly to owners of HP LaserJet printers. Research was conducted on-line for Germany, Italy and South Korea. Research for China was conducted by phone and India was conducted face-to-face. Research base included 119 respondents in Germany, 114 in Italy, 132 in China, 109 in South Korea, 223 in India and 131 in the U.S.

Time frame

'Damage questions' data collected from May 3, 2010 to August 1, 2010.

Statistical testing

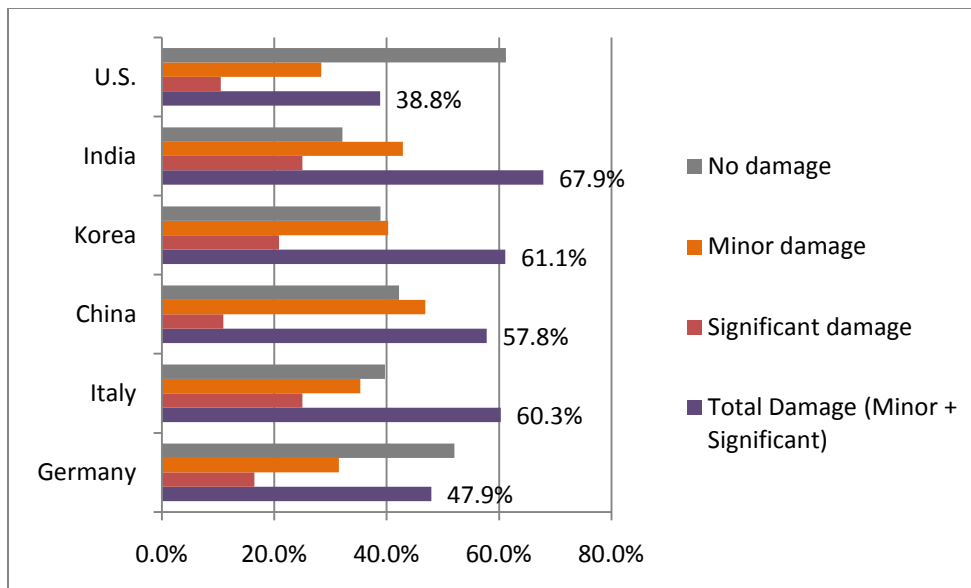
Statistical testing was conducted at 90% confidence level.

Top level findings

Question: If you have used non-original TONER cartridges in the HP LaserJet printer(s) your company currently has in use, which of the following best describes your experience? What kind of damage did using non-original toner cartridges cause?

- Actually caused significant damage to the printer requiring repair or replacement;
- Actually caused minor damage to the printer;
- Actually caused no damage to the printer.

Results:



Question: What kind of damage did using non-original toner cartridges cause? (Fill-in the blank)

Responses included:

- Toner leaks, loses toner
- Printer stops working/ruined/had to take it to maintenance for repair
- Printer jams/ keeps on clogging/ blocking up
- Bad print,/bad print quality
- Stains/dirt
- Print smeared/uneven printing
- Cartridge/roller damaged
- Machine indicated not-compatible
- Needs to be changed frequently
- Interior printer damage