

PCW Cover Disc Questionnaire

Now that you've seen what's on this month's PCW CD, it's your turn to tell us what you'd like to see in the future. Please spend a few moments filling out this questionnaire, and remember — the more help you give us, the more we are able to deliver the product you want! If you don't want to cut this questionnaire out of the magazine, just photocopy it and send it to the FREEPOST address at the foot of this survey — no stamp required.

1. Please indicate how free software, cover-mounted on the front of our magazine, influences your purchase decision of PC magazines (the scale ranges from strongly DISAGREE 1, to strongly AGREE 5).

I am more interested in the content of the magazine than the free software	1	2	3	4	5
I would buy a magazine that I didn't necessarily want to buy if it had software that interested me	1	2	3	4	5
I look at all the free software before deciding which publication to buy	1	2	3	4	5
I always buy the same publications regardless of the free software	1	2	3	4	5
I choose the magazine with the highest-value software	1	2	3	4	5

2. What type of software are you most interested in? Please tick your preferred 1 and second option 2:

Office (word processor, spreadsheets)	1	2	PDA software	1	2
Programming languages	1	2	Strategy games	1	2
Operating systems	1	2	Simulator games	1	2
Accounting and finance	1	2	Arcade games	1	2
Desktop and web publishing	1	2	Home improvement (DIY, gardening)	1	2
Photo and drawing	1	2	Reference (encyclopaedias, dictionaries, maps)	1	2
Music, audio and MIDI	1	2	Tutorials and training	1	2
Maintenance and anti-virus utilities	1	2	Children's stories	1	2
Web and internet utilities	1	2	Clipart	1	2
Schedule and contact management	1	2	Other (please specify) _____		

3. Which format of software do you prefer to receive (please tick):

Full working versions of recent programs	<input type="checkbox"/>	Free internet access trials	<input type="checkbox"/>
Full working versions of older programs	<input type="checkbox"/>	Drivers, updates and large downloads...	<input type="checkbox"/>
"Time-bombed" trial versions	<input type="checkbox"/>	...if "yes" to drivers or updates, please tell us which are the	
Limited functionality demonstration software	<input type="checkbox"/>	most useful _____	

4. Have you ever bought the full version of a software package after trialling the demo version from a magazine?

If so, please tell us which software _____

5. What other types of free gift or offer would motivate you to purchase the magazine on which they appear?

	Yes	No
Booklets or supplements	<input type="checkbox"/>	<input type="checkbox"/>
Price reduction of the magazine	<input type="checkbox"/>	<input type="checkbox"/>
Internet trial discs	<input type="checkbox"/>	<input type="checkbox"/>
Show tickets (Windows/Networks/Live 98 etc)	<input type="checkbox"/>	<input type="checkbox"/>
Mouse mats	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

(please specify) _____

6. If you could name just one piece of software to go on the PCW CD, what would it be?

(please specify) _____

Once you have completed this questionnaire, please return it to: Katy Lefevre, PCW Software Questionnaire, Freepost 2532-34, Broadwick Street, London W1E 6EZ. REMEMBER — YOU DO NOT NEED A STAMP!