

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. ① What type of software are you most interested in? (choose one only).

② What other piece of software are you interested in? (choose one only).

Office (word processor, spreadsheets)

①

②

Schedule and contact management

①

②

Programming languages

①

②

PDA software

①

②

Operating systems

①

②

Strategy games

①

②

Accounting and finance

①

②

Simulator games

①

②

Desktop and web publishing

①

②

Arcade games

①

②

Photo and drawing

①

②

Home improvement (DIY, gardening)

①

②

Music, audio and MIDI

①

②

Reference (encyclopaedias, dictionaries, maps)

①

②

Maintenance and anti-virus utilities

①

②

Tutorials and training

①

②

Web and internet utilities

①

②

Children's stories

①

②

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

Full working versions of recent programs

☐

Free internet access trials

☐

Full working versions of older programs

☐

Drivers, updates and large downloads...

☐

"Time-bombed" trial versions

☐

...if "yes" to drivers or updates, please tell us which are the most useful _____

Limited functionality demonstration software

☐

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?

Booklets or supplements

Yes

☐

No

☐

Price reduction of the magazine

☐
☐

Internet trial discs

☐
☐

Show tickets (Windows/Networks/Live 98 etc)

☐
☐

Mouse mats

☐
☐

Other

☐
☐

(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 25, 32-34 Broadwick Street, London W1E 6EZ. REMEMBER — YOU DO NOT NEED A STAMP!