

YouGov / Softwareload Survey Results

Sample Size: 2094

Fieldwork: 27th - 29th January

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2094	989	1105	110	324	351	398	911	1265	829	488	306	182	292	508	115	203
All GB Adults	2094	1004	1090	251	365	362	382	733	1151	943	516	343	201	269	479	105	182

Thinking about buying and downloading free computer software...

Which, if any, of the following statements do you agree with? (Please tick all that apply)

I prefer to buy software physically from a store	20%	23%	17%	25%	16%	20%	25%	19%	19%	22%	19%	22%	22%	19%	20%	14%	23%
I prefer to buy software online and download directly	21%	26%	15%	25%	24%	20%	18%	19%	23%	18%	20%	18%	18%	25%	21%	23%	19%
When buying software online, I am not totally sure how to re-load it onto another PC if my original PC has a problem or I change PCs	18%	19%	17%	22%	17%	20%	16%	17%	20%	15%	15%	19%	19%	22%	18%	19%	15%
I always read online reviews and blogs before making a software purchasing decision	21%	27%	16%	29%	22%	23%	21%	18%	22%	20%	22%	18%	20%	23%	22%	28%	19%
I installed less than five software packages in 2009 (including free software)	33%	35%	31%	29%	30%	29%	32%	38%	37%	28%	32%	32%	38%	34%	32%	33%	34%
In future I'd like to always buy software online	7%	11%	4%	10%	11%	7%	5%	6%	8%	7%	8%	5%	6%	12%	8%	5%	5%
None of these	24%	14%	33%	18%	28%	26%	22%	25%	23%	26%	26%	26%	22%	22%	25%	22%	20%

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Total	Working Status						Marital Status					Children in Household				
	Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	2094	1099	289	63	396	49	198	1151	228	197	57	420	1496	282	194	64
All GB Adults	2094	1125	263	116	320	67	203	1035	250	177	50	545	1445	314	208	74

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Which, if any, of the following statements do you agree with? (Please tick all that apply)

I prefer to buy software physically from a store	20%	20%	19%	19%	20%	28%	25%	20%	16%	22%	7%	24%	19%	26%	22%	19%
I prefer to buy software online and download directly	21%	22%	19%	27%	18%	22%	12%	19%	22%	19%	23%	23%	21%	20%	17%	17%
When buying software online, I am not totally sure how to re-load it onto another PC if my original PC has a problem or I change PCs	18%	19%	13%	23%	17%	17%	15%	18%	13%	12%	24%	22%	18%	16%	20%	14%
I always read online reviews and blogs before making a software purchasing decision	21%	21%	18%	32%	16%	25%	26%	22%	16%	15%	10%	26%	22%	17%	25%	14%
I installed less than five software packages in 2009 (including free software)	33%	33%	29%	34%	40%	28%	27%	34%	29%	37%	36%	32%	35%	23%	34%	26%
In future I'd like to always buy software online	7%	8%	6%	15%	4%	13%	5%	7%	10%	4%	4%	9%	8%	9%	7%	1%
None of these	24%	23%	28%	21%	24%	22%	31%	24%	32%	24%	25%	21%	24%	24%	19%	36%

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Unweighted Base 2094	989	1105	110	324	351	398	911	1265	829	488	306	182	292	508	115	203
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Thinking about if you have had to use a new computer in the last 12 months either for personal or business purposes...

How much money (in lost license keys and software packages etc.) do you estimate that you've lost by not being able to transfer programmes from your old computer to your new one? (If you have not had to use a new computer in the last 12 months please select the 'Not applicable' answer option)

£0 - I have not lost any money	29%	30%	28%	29%	30%	29%	29%	28%	27%	31%	30%	27%	28%	27%	29%	31%	29%
£1 to £25	2%	2%	1%	3%	3%	1%	3%	1%	2%	1%	2%	1%	2%	3%	1%	3%	2%
£26 to £50	4%	4%	4%	7%	5%	3%	3%	3%	4%	4%	4%	4%	3%	3%	4%	6%	6%
£51 to £100	5%	7%	3%	8%	4%	7%	4%	3%	4%	6%	5%	5%	6%	4%	4%	7%	6%
£101 to £200	4%	5%	3%	6%	5%	6%	3%	3%	5%	3%	2%	5%	6%	6%	5%	2%	2%
More than £200	3%	3%	3%	2%	4%	3%	4%	2%	4%	2%	3%	2%	2%	5%	3%	2%	2%
Not applicable - I have not had to use a new computer in the last 12 months	54%	49%	58%	45%	48%	51%	55%	60%	55%	52%	54%	55%	53%	52%	54%	50%	53%

Total	Working Status						Marital Status					Children in Household			
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Unweighted Base 2094	1099	289	63	396	49	198	1151	228	197	57	420	1496	282	194	64
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£0 - I have not lost any money	29%	29%	29%	34%	25%	28%	29%	28%	30%	30%	23%	30%	29%	31%	22%	25%
£1 to £25	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	-	3%	1%	3%	4%	-
£26 to £50	4%	4%	3%	7%	4%	2%	2%	3%	5%	2%	1%	5%	3%	5%	8%	1%
£51 to £100	5%	5%	3%	11%	3%	5%	5%	4%	7%	3%	2%	6%	5%	5%	4%	9%
£101 to £200	4%	5%	4%	3%	3%	6%	4%	4%	5%	5%	1%	5%	4%	6%	5%	7%
More than £200	3%	3%	2%	4%	1%	2%	4%	3%	2%	3%	1%	3%	3%	3%	3%	3%
Not applicable - I have not had to use a new computer in the last 12 months	54%	51%	58%	40%	63%	56%	53%	56%	50%	54%	71%	48%	55%	48%	53%	55%