2011 BSA Global Software Piracy Study
Questionnaire – May launch data only

[INTRODUCTION; READ]

Hello, my name is [INSERT NAME] and I am from [INSERT COMPANY]. Today we are conducting a survey on computer software issues. Thank you for participating in this survey.–Your opinions are very important to us. We would appreciate your time in completing this important survey.

We value your time; the survey should take about 15 minutes. Your responses will be kept strictly confidential. Results will be reported in aggregate form only for all respondents. We will not report your individual responses, nor will we identify you as a participant in the survey. This survey is for research purposes only. We fully abide by the professional codes of standards and ethics for survey research.

To ensure that we include appropriate respondents in our study, first we'd like to ask a few questions to ensure that you qualify for this research.

[SCREENING QUESTIONS]

S1.   Do you or does someone in your household own a personal computer or PC (e.g. desktop, portable/laptop, netbook)?

[TERMINATE IF NO OR DO NOT KNOW IN S1]

S1a.   How many computers are in your household?

S1b.   How many people in your household use those computers?

[IF MORE THAN 1 PC IN HOUSEHOLD]
For the rest of the survey, we would like to focus on the PC that you primarily use.

S2.   Do you know what software is installed on that PC?

S3.   What operating system is installed on the PC your household owns that you use most often at home?

Windows
Linux
Mac
Other

S4.   Which of the following best represents your age? [READ LIST]

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

S5.   [INTERVIEWER, CODE GENDER. IF NECESSARY ASK:] Are you……

Male
Female

S6.   Do you work outside the home and use a computer in that job?

For the following questions, please refer to the PC your household owns that you use most often at home.

Q1.   When did you acquire this PC? [READ LIST]

Before 2011
In 2011

ASK ONLY OF RESPONDENTS WHO USE A PC AT WORK IN S6
Q14.   At work, do you have significant business decision-making authority for… (READ LIST; CHOOSE ONLY ONE RESPONSE.)

Your organization as a whole
Multiple departments or divisions
Your own department or division only
A team within your department or division
Do not have decision-making authority
(DK/NS)

ASK ONLY OF RESPONDENTS WHO WORK OUTSIDE OF THE HOME AND USE A PC AT WORK IN S6
Q15.   What is the approximate number of employees in your company at all locations (worldwide)? [READ LIST IF NECESSARY] [PROBE FOR BEST ESTIMATE]

Less than 10
10 to 49
50 to 99
100 to 249
250 to 499
500 or more
(DK/NS)

ASK ONLY OF RESPONDENTS WHO WORK OUTSIDE OF THE HOME AND USE A PC AT WORK IN S6
Q16.   Does your company have a formal process for tracking the number of software licenses you have purchased for your users?

Yes
No
Not sure
(DK/NS)

A1.   If you had to sell the following items, what sort of price would you put on them?

	Very high	Somewhat high	Somewhat low	Very low	[DK/NS]
a. Software on your computer					
b. Your computer without any software					
c. A piece of office furniture					
d. A set of nice clothing					
e. Your cellphone					

MODES OF SW ACQUISITION

ASK EVERYONE

Q17.   Here are some ways that people have said they acquire software. For each one, please tell me how often you acquire software this way: all of the time, most of the time, occasionally, rarely, never. [READ ITEM; ROTATE LIST; READ RESPONSES IF NECESSARY AFTER ITEM]

	All of the time	Most of the time	Occassionally	Rarely	Never	[NOT READ] DK/NS
a. Have software preinstalled on your computer at the time of purchase						
b. Purchase packaged software from a retail store						
c. Download software from a peer-to-peer network such as Bittorrent, Kazaa or Morpheus without paying for it						
d. Buy software from an online auction site						
e. Purchase software licensed for one computer and install the program on additional computers in your home						
f. Purchase software licensed for one computer and install the program on additional computers in your office						
g. Install software that was lent to you by a friend or co-worker						
h. Purchase software at a street market						
i. Purchase software that allows multiple licenses for your home						

Q18.   In addition to price, how important are each of the following to you when determining what software to use? Please use any number from "1" to "5" where a "5" means very important and a "1" means not at all important. (Select one for each row) [RANDOMIZE LIST]

	1 – Not at all important	2	3 – Somewhat important	4	5 – Very Important	DK/ NS
a. Technical support						
b. The brand of the software						
c. The functions and features of the software						
d. Reliability of the software						
e. Compatibility with other software you already have						
f. Compatibility with software used by friends, family, or colleagues						
g. Protection against computer viruses or hackers						

INTELLECTUAL PROPERTY RIGHTS

[READ INTRO] Many countries around the world have laws that give someone who invents a new product or technology the right to decide how that product is sold. These laws prohibit others from buying or selling those products without the inventor's permission.

Q19.   Overall please indicate which of the following two statements you agree with more: [READ STATEMENTS; ROTATE] And do you strongly agree with that statement or only somewhat agree?

Statement A: It is important for people who create new products or technologies to be paid for them, because it provides an incentive for people to produce more innovations. That is good for society because it drives technological progress and economic growth.

Statement B: No company or individual should be allowed to control a product or technology that could benefit the rest of society. Laws like that limit the free flow of ideas, stifle innovation, and give too much power to too few people.

> Agree with Statement A - strongly
> Agree with Statement A - somewhat/ slightly
> Agree with Statement B - somewhat/ slightly
> Agree with Statement B - strongly
> Not Sure/ Refused

[READ INTRO] The laws that give someone who invents a new product or technology the right to decide how it is sold are called intellectual property rights. From the following series of statements, please indicate which comes closer to your view. And do you strongly agree with that statement or somewhat agree?

Q20A.   [READ STATEMENTS; ROTATE]
Statement A: Intellectual property rights encourage creativity by rewarding people who create new things

Statement B: Intellectual property rights stifle creativity by keeping the benefits of new innovations in too few hands [PROMPT WITH STRONGLY/SOMEWHAT IF NECESSARY]

   Agree with Statement A - strongly
   Agree with Statement A - somewhat/ slightly
   Agree with Statement B - somewhat/ slightly
   Agree with Statement B - strongly
   Not Sure/ Refused

Q20B.   [READ STATEMENTS; ROTATE]
Statement A: Intellectual property rights benefit people like me by creating jobs and improving the economy

Statement B: Intellectual property rights hurt people like me by making products I need too expensive. [PROMPT WITH STRONGLY/SOMEWHAT IF NECESSARY]

   Agree with Statement A - strongly
   Agree with Statement A - somewhat/ slightly
   Agree with Statement B - somewhat/ slightly
   Agree with Statement B - strongly
   Not Sure/ Refused

Q20C.   [READ STATEMENTS; ROTATE]
Statement A: Individuals and companies should have the ability to profit from their ideas.

Statement B: Limits should be placed on how much individuals and companies can profit from their ideas to ensure creations can be accessed by the broadest segment of society. [PROMPT WITH STRONGLY/SOMEWHAT IF NECESSARY]

   Agree with Statement A - strongly
   Agree with Statement A - somewhat/ slightly
   Agree with Statement B - somewhat/ slightly
   Agree with Statement B - strongly
   Not Sure/ Refused

Q20D.   [READ STATEMENTS; ROTATE]
Statement A: Intellectual property rights allow companies to generate profits which in turn benefit local economies.

Statement B: Intellectual property rights concentrate wealth in the hands of multinational companies that do not deliver significant local economic benefits. [PROMPT WITH STRONGLY/SOMEWHAT IF NECESSARY]

Agree with Statement A - strongly
Agree with Statement A - somewhat/ slightly
Agree with Statement B - somewhat/ slightly
Agree with Statement B - strongly
Not Sure/ Refused

Q24.   If you were to convince a friend not to use pirated or unlicensed software, which two of the following arguments do you think would be most effective? [READ LIST; SHOW CARD, ROTATE; SELECT TWO]

Unlicensed software leaves your computer susceptible to computer viruses and hackers
Fully licensed software gives you access to technical assistance
Fully licensed software works better than copies or illegal software
Pirating software is unethical
Pirating software is illegal
Using unlicensed software sets a bad example for young people
Fully licensed software works better with other software you already have
Software piracy could get you in trouble with the police or law enforcement authorities
Pirating software hurts the local economy
Software piracy puts jobs in [INSERT COUNTRY NAME] at risk

Q25. For each of the following would you say that fully licensed software is definitely better, probably better, or that pirated software is probably better, or definitely better, or that there is no difference? [READ ITEM, SHOW CARD, IF NECESSARY PROMPT WITH RESPONSES; ROTATE ITEMS]

	Fully licensed software definitely better	Fully licensed software probably better	Pirated software probably better	Pirated software definitely better	No difference	[NOT READ] DK/NS
a. Price						
b. Technical assistance						
c. The functions and features of the software						
d. Reliability of the software						
e. Compatibility with other software you already have						
f. Compatibility with software used by friends, family, and colleagues						
g. Protection against computer viruses or hackers						

Q26. Below are some ways that people have said they acquire software. For each one, please tell me what whether getting software this way is always legal, nearly always legal, legal about half the time, legal less than half the time, or never legal ROTATE ITEMS]

	Always legal	Nearly always legal	Legal about half the time	Legal less than half the time	Never legal	[NOT READ] DK/NS
a. Have software preinstalled on your computer at the time of purchase						
b. Purchase packaged software from a retail store						
c. Download software from a peer-to-peer network such as Bittorrent, Kazaa or Morpheus without paying for it						
d. Buy software from an online auction site						
e. Purchase software licensed for one computer and install the program on additional computers in your home						
f. Purchase software licensed for one computer and install the program on additional computers in your office						
g. Install software that was lent to you by a friend or co-worker						
h. Purchase software at a street market						
i. Purchase software that allows multiple licenses for your home						

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D4.   For classification purposes only, are you the parent or guardian of any child under the age of 18 living in your household [READ LIST]

Yes
No

Q33.   Finally, and we remind you that this study is completely confidential, how often do you acquire pirated software or software that is not fully licensed - all of the time, most of the time, occasionally, rarely, or never?

Never
Rarely
Occasionally
Most of the time
All of the time
Don't know/Prefer not to say

This concludes the survey. Thank you for your time and participation.