Digital Music Survey
12/11/2005

We're interested in finding out about your music listening habits. Your opinions are very important to us. Remember, as always this information is confidential and used for research purposes only.

Do you work in any area of the recorded music industry (i.e. manufacturer, distributor, retailer, radio station, music TV channel/show, music magazine, professional DJ, etc...)? *(Note: Industry workers screened out of study)*

Yes
No
Not Sure

Have you done each of the following activities for yourself in the past 12 months?

Bought a commercially released CD (CDs sold in stores, web sites, clubs and catalogs)
Downloaded music from a free file-sharing service (i.e. LimeWire, KaZaA)
Bought music download(s) from a digital music store (i.e. iTunes, MSN Music Store)
Subscribed or listened to a digital music service (i.e. Rhapsody, Napster Unlimited)
Burned a copy of an album or a mix of music to a blank CD
Ripped a copy of an album to a computer hard drive
Listened to music on a Portable Digital Music Player (i.e. iPod, Rio)
Subscribed or listened to satellite radio (i.e. XM, Sirius)
Purchased a ringtone or ringback for your cell phone
Streamed music from a free website (i.e. Yahoo! Launch, AOL Music, artist website)
Listened to terrestrial radio (FM or AM)
(RANDOMIZE)

In the past 12 months, about how many commercially-released music CDs did you buy for yourself? *Type in number for each. If none type "0".*

Full Length CD Albums _____
CD Singles _____

About how many commercially-released music CDs did you buy in the 12 months before that? *Type in number for each. If none type "0".*

Full Length CD Albums _____
CD Singles _____

In the past 12 months, about how many digital downloads did you buy for yourself? *Type in number for each. If none type "0".*

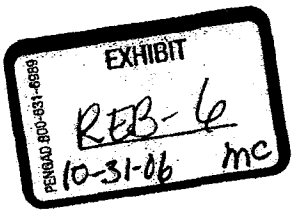
Full Length Digital Albums _____
Digital Songs/Tracks _____

About how many digital downloads did you buy for yourself in the 12 months before that? *Type in number for each. If none type "0" ".*

Full Length Digital Albums _____
Digital Songs/Tracks _____

When was the first time that you...? *Select one for each*

Drop-down Grid
Within the past 3 months
4 to 6 months ago
7 months to less than 12 months/ 1 year ago



Svc. Reb. Ex. 3a

1 year to less than 2 years ago
2 years to less than 3 years ago
3 years to less than 5 years ago
5 years ago or longer
Don't know

Downloaded music for free
Bought music download(s)
Subscribed to a digital music service
Burned a copy of an album or a mix of music to a blank CD
Ripped a copy of an album to a computer hard drive
Bought/owned a portable digital music player
Listened to satellite radio
Bought or downloaded a new ringtone or ringback
Streamed music from a free website (i.e. Yahoo! Launch, AOL Music, artist website)
RANDOMIZE

What is the monthly fee you (or someone in your household) paid for the digital music subscription service?
Please select the fee that is closest to what you last paid

Drop-Down
Less than $4.99
$4.99
$5.99
$6.99
$8.99
$9.99
$10.99
$11.99
$12.99
$13.99
$14.99
$15.99
$16.99
$17.99
$18.99
$19.99 or more
Don't know