

**Industry Canada
Music File Sharing Study 2006**

Date: August 2006

Industry Canada Music File Sharing Study 2006

QREGN. Regions - for quotas
Base: All Respondents
BANNER 1

	DL/N-DL		REGION		AGE		GENDER		DOWNLOADER BY REGION				DOWNLOADER BY AGE				AGE BY GENDER				
	TOTAL	DOWN LOADER	NON-DWN LOADER	QUEBEC	ROC	< 25	25+	MEN	WOMEN	DL- QUEBEC	DL- ROC	N-DL- QUEBEC	N-DL- ROC	DL- < 25	DL- 25+	N-DL- < 25	N-DL- 25+	< 25 MEN	25+ MEN	< 25 WOMEN	25+ WOMEN
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,100 100%	602 100%	1,498 100%	514 100%	1,586 100%	529 100%	1,571 100%	1,009 100%	1,091 100%	147 100%	454 100%	367 100%	1,131 100%	246 100%	356 100%	283 100%	1,216 100%	280 100%	729 100%	249 100%	842 100%
Unweighted 'N'	2,100	1,000	1,100	1,006	1,094	1,155	945	1,035	1,065	500	500	506	594	640	360	515	585	577	458	578	487
Atlantic	162 8%	46 8%	116 8%	-	162 10%	41 8%	121 8%	78 8%	84 8%	-	46 10%	-	116 10%	19 8%	27 8%	22 8%	94 8%	22 8%	56 8%	19 8%	65 8%
Quebec	514 24%	147 24%	367 24%	514 100%	-	129 24%	385 24%	247 24%	267 24%	147 100%	-	367 100%	-	60 24%	87 24%	69 24%	298 24%	68 24%	179 24%	61 24%	206 24%
Ontario	794 38%	227 38%	566 38%	-	794 50%	200 38%	594 38%	381 38%	412 38%	-	227 50%	-	566 50%	93 38%	134 38%	107 38%	459 38%	106 38%	276 38%	94 38%	318 38%
Manitoba/Sask	173 8%	59 10%	114 8%	-	173 11%	45 9%	128 8%	81 8%	92 8%	-	59 13%	-	114 10%	27 11%	32 9%	18 7%	96 8%	25 9%	56 8%	20 8%	72 9%
Alberta	219 10%	70 12%	149 10%	-	219 14%	67 13%	152 10%	97 10%	121 11%	-	70 15%	-	149 13%	30 12%	40 11%	37 13%	112 9%	33 12%	64 9%	34 13%	88 10%
British Columbia	238 11%	52 9%	186 12%	-	238 15%	47 9%	192 12%	124 12%	114 10%	-	52 11%	-	186 16%	17 7%	35 10%	29 10%	157 13%	25 9%	99 14%	21 9%	93 11%
CHI-SQUARE SIGNIFICANCE	<---8.802--->		<---2100.007-->		<---7.548--->		<---2.772--->		<-----2111.663----->				<-----15.668----->				<-----11.68----->				
	88%*		100%*		82%*		26%*		100%*				60%*				30%*				

Comparison Groups: BC/DE/FG/HI/JKLM/NOPQ/RSTU
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 *** Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

Industry Canada Music File Sharing Study 2006

Q1.3a. Did you buy music CD's during 2005?

Base: All Respondents

BANNER 1

	DL/N-DL		REGION		AGE		GENDER		DOWNLOADER BY REGION				DOWNLOADER BY AGE				AGE BY GENDER				
	TOTAL	DOWN LOADER	NON-DWN LOADER	QUEBEC	ROC	< 25	25+	MEN	WOMEN	DL- QUEBEC	DL- ROC	N-DL- QUEBEC	N-DL- ROC	DL- < 25	DL- 25+	N-DL- < 25	N-DL- 25+	< 25 MEN	25+ MEN	< 25 WOMEN	25+ WOMEN
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,100 100%	602 100%	1,498 100%	514 100%	1,586 100%	529 100%	1,571 100%	1,009 100%	1,091 100%	147 100%	454 100%	367 100%	1,131 100%	246 100%	356 100%	283 100%	1,216 100%	280 100%	729 100%	249 100%	842 100%
Unweighted 'N'	2,100	1,000	1,100	1,006	1,094	1,155	945	1,035	1,065	500	500	506	594	640	360	515	585	577	458	578	487
Yes	1,618 77%	489 81%	1,129 75%	401 78%	1,216 77%	436 82%	1,182 75%	748 74%	870 80%	120 82%	368 81%	281 77%	848 75%	198 80%	291 82%	238 84%	891 73%	229 82%	518 71%	207 83%	663 79%
No	479 23%	113 19%	366 24%	113 22%	366 23%	93 17%	386 25%	261 26%	217 20%	27 18%	86 19%	86 23%	280 25%	48 20%	64 18%	44 16%	322 26%	50 18%	211 29%	42 17%	175 21%
Don't Know/Refused	4 **	0 **	4 **	0 **	4 **	0 **	4 **	0 **	4 **	0 **	-	-	4 **	0 **	-	-	4 **	0 **	-	-	4 **
CHI-SQUARE SIGNIFICANCE	<---7.916---> 100%		<---.298---> 42%		<---11.377---> 100%		<---10.367---> 100%		<---8.232---> 96%				<---23.604---> 100%				<---25.796---> 100%				

Comparison Groups: BC/DE/FG/HI/JKLM/NOPQ/RSTU
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Industry Canada Music File Sharing Study 2006

Q1.3b. Did you buy music tracks from pay-sites like iTunes or Archambault during 2005?

Base: All Respondents

BANNER 1

	DL/N-DL		REGION		AGE		GENDER		DOWNLOADER BY REGION				DOWNLOADER BY AGE				AGE BY GENDER				
	TOTAL	DOWN LOADER	NON-DWN LOADER	QUEBEC	ROC	< 25	25+	MEN	WOMEN	DL- QUEBEC	DL- ROC	N-DL- QUEBEC	N-DL- ROC	DL- < 25	DL- 25+	N-DL- < 25	N-DL- 25+	< 25 MEN	25+ MEN	< 25 WOMEN	25+ WOMEN
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,100 100%	602 100%	1,498 100%	514 100%	1,586 100%	529 100%	1,571 100%	1,009 100%	1,091 100%	147 100%	454 100%	367 100%	1,131 100%	246 100%	356 100%	283 100%	1,216 100%	280 100%	729 100%	249 100%	842 100%
Unweighted 'N'	2,100	1,000	1,100	1,006	1,094	1,155	945	1,035	1,065	500	500	506	594	640	360	515	585	577	458	578	487
Yes	275 13%	144 24% C	131 9%	62 12%	213 13%	84 16% G	191 12%	146 14%	129 12%	39 26% LM	105 23% LM	23 6%	108 10%	56 23% PQ	88 25% PQ	28 10%	103 8%	40 14%	106 15%	44 18% U	86 10%
No	1,814 86%	456 76%	1,357 91% B	452 88%	1,361 86%	444 84%	1,370 87%	858 85%	956 88%	108 74%	348 77%	344 94% JKM	1,013 90% JK	190 77%	266 75%	254 90% NO	1,104 91% NO	239 86%	618 85%	205 82%	751 89% T
Don't Know/Refused	11 1%	1 **	10 1%	-	11 1%	1 **	10 1%	5 1%	6 1%	-	1 **	-	10 1%	-	1 **	1 **	9 1%	-	5 1%	1 **	5 1%
CHI-SQUARE SIGNIFICANCE	<---86.12---> 100%		<---.749---> 61%		<---4.571---> 97%		<---3.184---> 93%		<---89.899---> 100%				<---87.223---> 100%				<---12.285---> 99%				

Comparison Groups: BC/DE/FG/HI/JKLM/NOPQ/RSTU

Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Industry Canada Music File Sharing Study 2006

Q1.3d. Did you download free music from P2P file sharing networks, like Kazaa or LimeWire during 2005?

Base: All Respondents

BANNER 1

	DL/N-DL		REGION		AGE		GENDER		DOWNLOADER BY REGION				DOWNLOADER BY AGE				AGE BY GENDER				
	TOTAL	DOWN LOADER	NON-DWN LOADER	QUEBEC	ROC	< 25	25+	MEN	WOMEN	DL- QUEBEC	DL- ROC	N-DL- QUEBEC	N-DL- ROC	DL- < 25	DL- 25+	N-DL- < 25	N-DL- 25+	< 25 MEN	25+ MEN	< 25 WOMEN	25+ WOMEN
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	2,100 100%	602 100%	1,498 100%	514 100%	1,586 100%	529 100%	1,571 100%	1,009 100%	1,091 100%	147 100%	454 100%	367 100%	1,131 100%	246 100%	356 100%	283 100%	1,216 100%	280 100%	729 100%	249 100%	842 100%
Unweighted 'N'	2,100	1,000	1,100	1,006	1,094	1,155	945	1,035	1,065	500	500	506	594	640	360	515	585	577	458	578	487
Yes	602 29%	602 100%	-	147 29%	454 29%	246 47% G	356 23%	346 34% I	255 23%	147 100%	454 100%	-	-	246 100%	356 100%	-	-	152 54% STU	195 27% U	94 38% SU	161 19%
No	1,490 71%	-	1,490 99%	367 71%	1,123 71%	282 53%	1,208 77% F	655 65%	835 77% H	-	-	367 100%	1,123 99%	-	-	282 100%	1,208 99%	127 45%	528 72% RT	155 62% R	681 81% RST
Don't Know/Refused	8 **	-	8 1%	0 **	8 1%	1 **	7 **	8 1% I	0 **	-	-	0 **	8 1%	-	-	1 **	7 1%	1 **	7 1%	0 **	-
CHI-SQUARE SIGNIFICANCE	<---2091.742---> 100%		<---.003---> 4%		<---110.107---> 100%		<---31.985---> 100%		<-----2091.742-----> 100%				<-----2091.742-----> 100%				<-----139.431-----> 100%				

Comparison Groups: BC/DE/FG/HI/JKLM/NOPQ/RSTU
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.