

Music File Sharing Survey Questionnaire for Canada

0. Entry question

Good [morning/evening], my name is _____ and I'm calling from Decima Research. We are conducting a survey on behalf of the Government of Canada's Department of Industry. This is a national survey to obtain data on Canadians' music purchasing and listening habits. Your telephone number was randomly selected and all responses will be kept strictly confidential and analysed in the aggregate. Would you have time to help us out this [morning/evening]?

Screening/Profiling

1.1 Is there anyone in your household currently between the ages of 15 and 19 inclusive? We are looking to complete surveys with young Canadians to gain their unique insights - would it be possible to complete the survey with this individual?

- | | | |
|--------------------|---|--|
| Nobody of this age | 1 | CONTINUE WITH ORIGINAL RESPONDENT |
| Speaking | 2 | GO TO MAIN SURVEY [SKIP TO 1.3] |
| Gets the person | 3 | REPEAT INTRO |
| Refusal | 4 | THANK AND TERMINATE |

1.2 Could you tell me whether you are under 25 years old or 25 years of age or older?

- 24 years old or younger
- 25 years old or older

1.3 Since this survey is going to revolve around music habits of Canadians, I'd like to ask you about the ways in which you acquired music during 2005. If you are in any way uncertain of the meaning of any terminology referred to in this survey, please do not hesitate to ask me for clarification. Please indicate whether you obtain music in the following ways:

	YES	NO
a) Buy music CDs.	1	2
b) Buy music tracks from pay-sites like iTunes or Archambault	1	2
c) Download free music from promotional websites [IF NECESSARY: For example, myspace.com or a band's website]	1	2
d) Download free music from P2P file sharing networks, like Kazaa or LimeWire [IF NECESSARY: Other examples are eDonkey, BearShare and Gnutella]	1	2
e) Copy MP3s from friends.	1	2
f) Rip songs from CDs [IF NECESSARY: Copy CDs onto your computer]	1	2
g) Download music from peoples' private Internet websites [IF NECESSARY: Personal non-commercial websites whose content can be downloaded free of charge]	1	2

2. Music purchasing and pricing

[SKIP TO 2.2 IF DID NOT PURCHASE CD ALBUMS IN 2005 (1.3a≠1)]

2.1 (a) In 2005, how many music CDs did you buy for your personal use?

(NO CATEGORIES PROVIDED)

_____ (#)

RESPONDENTS TO BE FIRST ASKED 2.1a, AND IF UNABLE TO PROVIDE ANSWER, ASK A2.1b. SHOULD NOT BE AN ANSWER FOR BOTH QUESTIONS. INTENTION IS TO MINIMIZE “DON’T KNOW” RESPONSES.

2.1 (b) Would you say that the number of music CDs that you purchased for your personal use in 2005 was... **[READ LIST]**

None	0
1 to 2	1
3 to 5	2
6 to 10	3
11 to 15	4
16 to 20	5
21 to 30	6
31 or more	7

2.2 (ASK IF 2.1a≠0 or 2.1b≠0)

Did you purchase more, less or about the same number of music CDs for your personal use in 2005, as compared to 2004?

(ASK IF 2.1a=0 OR 2.1b=0 or 1.3≠1)

Did you purchase less or about the same number of music CDs for your personal use in 2005, as compared to 2004?

More	1 (NOT IF 2.1a=0 OR 2.1b=0 OR 1.3≠1)
Less	2
Same	3

2.3 (ASK IF 2.2=1 OR 2)

How many **[MORE/FEWER]** music CDs did you purchase for your personal use in 2005, as compared to 2004?

_____ (#)

[SKIP 2.4 IF (2.1a=0 OR 2.1b=0) OR (1.3a≠1)]

2.4 What was the price per CD purchased during 2005?

\$ _____

[SKIP 2.5 IF (1.3a≠1 OR 2.1a=0) AND (2.2=3)]

2.5 (a) Did the average price of music CDs increase, decrease or stay the same in 2005, as compared to 2004?

- Increased 1
- Decreased 2
- Stayed the same 3

(b) By how much did the price of music CDs **[INCREASE/DECREASE]** in 2005, as compared to 2004?

_____(\$)

[SKIP 2.6 IF DO NOT PURCHASE CDs (Q1.3a≠1)]

2.6 (a) In 2005, how many music CDs did you buy as gifts for family or friends?

(NO CATEGORIES PROVIDED)

_____ (#)

RESPONDENTS TO BE FIRST ASKED 2.6a, AND IF UNABLE TO PROVIDE ANSWER, ASK A2.6b.

2.6 (b) Would you say that the number of music CDs that you purchased as gifts in 2005 was...

READ LIST:

- None 0
- 1 to 2 1
- 3 to 5 2
- 6 to 10 3
- 11 to 15 4
- 16 or more 5

[SKIP 2.7 IF (1.3f≠1)]

2.7 (a) In an average month during 2005, how many music CDs did you rip? **[IF NECESSARY: That is, how many CDs did you copy onto your computer?]**

_____ (#)

(b) In an average month during 2004, how many music CDs did you rip?

_____ (#)

Paid Music Downloads

[SKIP 2.8 IF (1.3b≠1)]

2.8 (a) In an average month during 2005, how many paid music tracks did you purchase from pay-sites such as iTunes or Archambault ?

_____ (#)

RESPONDENTS TO BE FIRST ASKED 2.8a, AND IF UNABLE TO PROVIDE ANSWER, ASK 2.8b.

2.8 (b) In an average month during 2005, would you say that the number of paid music tracks you purchased from pay-sites was...

[READ IF NECESSARY: Pay sites include iTunes, PureTracks, Archambault and Napster]

[READ IF NECESSARY: Music track formats include MP3, AAC and WMA]

READ LIST:

None	0
1 to 5	1
6 to 10	2
11 to 20	3
21 to 50	4
51 or more	5

2.9 Did you purchase [**“more” NOT IF 2.8a=0 OR 2.8b=0 or 1.3b≠1**], less or about the same number of paid music tracks in 2005, as compared to 2004?

[READ IF NECESSARY: Pay sites include: iTunes, PureTracks, Archambault and Napster]

More	1 [NOT IF 2.8a=0 OR 2.8b=0 OR 1.3b≠1]
Less	2
Same	3

2.10 **[ASK IF 2.9=1 OR 2]** How many [**MORE/FEWER**] paid music tracks did you purchase in 2005, as compared to 2004?

_____ (#)

[SKIP 2.11 IF (2.8a=0 OR 2.8b=0 or 1.3b≠1)]

2.11 Thinking of the paid music tracks that you purchased from pay sites in 2005:

[READ IF NECESSARY: Pay sites include iTunes, PureTracks, Archambault and Napster]

What was the price per track in 2005?

\$ _____

[SKIP 2.12 IF (2.8a=0 OR 2.8b=0) AND (2.9=3)]

2.12 Did the price of paid music tracks increase, decrease or stay the same in 2005, as compared to 2004?

[READ IF NECESSARY: Pay sites include iTunes, PureTracks, Archambault and Napster]

Increased	1
Decreased	2
Stayed the same	3

2.13 **(ASK IF 2.12=1 OR 2)** By how much did the price of paid music tracks **[INCREASE/DECREASE]** in 2005, as compared to 2004?

_____ (\$)

3. Substitute Entertainment Goods

3.1 (a) Did you purchase any non-writable DVDs for your personal use during 2005?

Yes 1
No 2

(b) **[ASK IF 3.1a=1]** How many DVDs did you purchase during 2005? _____ (#)

(c) **[ASK IF 3.1a=1]** What was the average price per DVD? _____ (\$)

3.2 (a) Did you purchase any video games for your personal use during 2005?

Yes 1
No 2

(b) **[ASK IF 3.2a=1]** How many video games did you purchase during 2005?
_____ (#)

(c) **[ASK IF 3.2a=1]** What was the average price per video game? _____ (\$)

3.3 (a) Did you go to the cinema during 2005?

Yes 1
No 2

(b) **[ASK IF 3.3a=1]** How many movies did you go to during 2005? _____ (#)

(c) **[ASK IF 3.3a=1]** What was the average price per movie ticket? _____ (\$)

3.4 (a) Did you attend any live concerts during 2005?

Yes 1
No 2

(b) **[ASK IF 3.4a=1]** How many live concerts did you attend during 2005? _____ (#)

(c) **[ASK IF 3.4a=1]** What was the average concert ticket price? _____ (\$)

4. The Effects of unauthorized MP3 downloading and Miscellaneous

Source	Average #/month in 2005 (i)	And how many per month in 2004? (ii)
4.1a. (SKIP IF 1.3c≠1) How many free music tracks did you download from promotional websites in an average month during 2005? [IF NECESSARY: For example, myspace.com or a band's website]?		
4.1b. (SKIP IF 1.3d≠1) How many free music tracks did you download from P2P networks in an average month during 2005? [READ IF NECESSARY: Examples of P2P networks are Kazaa, eDonkey and LimeWire]		
4.1c. (SKIP IF 1.3g≠1) How many free music tracks did you download from peoples' private Internet websites in an average month during 2005?		
4.1.d. (SKIP IF 1.3e≠1) How many MP3 files did you copy from friends or family in an average month during 2005?		

[SKIP TO 4.9 IF NO P2P DOWNLOADING (4.1bi=0 AND 4.1bii=0)]

4.2 Please indicate how frequently you use each of the following for storing MP3 files that you acquire. Please use a scale from 1 to 10, where '1' means 'you never use this storage method' and '10' means 'you always use this storage method'.

- (a) Hard drive/ CPU
- (b) Portable hard drive or memory stick
- (c) Portable MP3 player
- (d) On writable CDs
- (e) On writable DVDs

Never use								Always use	
1	2	3	4	5	6	7	8	9	10

4.3 (skip if 4.1bi=0) Considering the songs that you downloaded from P2P networks during 2005:

(a) What percentage did you purchase as paid music tracks from pay-sites?

[INTERVIEWER NOTE: 0% MEANS THAT THEY DID NOT SUBSEQUENTLY PURCHASE ANY TRACKS; 100% MEANS THAT THEY SUBSEQUENTLY PURCHASED ALL TRACKS]

_____ (%)

(b) What percentage did you purchase as part of a music CD?

[INTERVIEWER NOTE: 0% MEANS THAT THEY DID NOT PURCHASE ANY TRACKS AS PART OF A CD; 100% MEANS THAT THEY PURCHASED ALL TRACKS AS PART OF A CD]

_____ (%)

4.4 (skip if 4.1bi=0) Considering the songs that you downloaded for free from P2P networks during 2005:

(a) What percentage would you have purchased as paid music tracks if they were not available through P2P networks?

[INTERVIEWER NOTE: 0% MEANS THAT THEY WOULD NOT PURCHASE ANY TRACKS; 100% MEANS THAT THEY WOULD PURCHASE ALL TRACKS]

_____ (%)

(b) What percentage would you have purchased as part of a music CD if they were not available through P2P networks?

[INTERVIEWER NOTE: 0% MEANS THAT THEY WOULD NOT PURCHASE ANY TRACKS; 100% MEANS THAT THEY WOULD PURCHASE ALL TRACKS]

_____ (%)

4.5 (skip if 4.1bi=0) What percentage of songs downloaded from P2P networks do you erase after listening to them only once or twice?

[INTERVIEWER NOTE: 0% MEANS THAT THEY KEEP ALL MUSIC THAT IS DOWNLOADED; 100% MEANS THEY ERASE ALL MUSIC THAT THEY DOWNLOADED]

_____ %

4.6 (a) (skip if 4.1bi=0) If the price of paid music tracks from sites like iTunes were reduced by half, do you believe you would download fewer or about the same number of free music tracks from P2P networks?

Fewer	1	
Same	2	[SKIP TO 4.8]

4.7 (b) By what percentage would you reduce your free downloads from P2P networks?

[INTERVIEWER NOTE: 0% MEANS THAT THEY WOULD NOT REDUCE AT ALL; 100% MEANS THEY WOULD COMPLETELY STOP DOWNLOADING FROM P2P]

_____ %

4.8 (skip if 4.1bi=0) Thinking of the music tracks that you downloaded from P2P networks during 2005, what percentage did you download because:

- (a) The song was not available in stores or from pay sites.
- (b) You did not want to buy the whole album.
- (c) You wanted to hear the song before buying it.
- (d) The song or album cost too much.
- (e) Other. Please specify: _____

4.9 (a) Between 2004 and 2005, do you feel that the quality of music improved, declined or stayed the same? By "quality" I am referring only to musical content.

Improved	1
Declined	2
Stayed the same	3

(b) Over the course of 2005, do you feel that the quality of music improved, declined or stayed the same?

[REPEAT IF NECESSARY: By "quality" I am referring only to musical content]

Improved	1
Declined	2
Stayed the same	3

4.10 How would you describe your interest in listening to music? Would you describe it as...

Very strong	1
Somewhat strong	2
Moderate	3
Somewhat limited	4
Very limited	5

4.11 How would you describe your skill level in using the Internet?

Very skilled	1
Skilled	2
Somewhat skilled	3
Not very skilled	4
Not at all skilled	5

DEMOGRAPHICS

I have just a few final questions that will help us analyze the results...

D1 Please stop me at the age category to which you belong: (READ AND PAUSE AFTER EACH)

- | | |
|------------|---|
| 15 to 19 | 1 |
| 20 to 24 | 2 |
| 25 to 34 | 3 |
| 35 to 44 | 4 |
| 45 to 54 | 5 |
| 55 to 64 | 6 |
| or over 64 | 7 |

D2 Please stop me at the highest level of schooling you have attained: (READ AND PAUSE AFTER EACH)

- | | |
|---|---|
| Less than grade 9 | 1 |
| Some high school grades | 2 |
| Completed high school | 3 |
| Some college, technical school (Quebec: CEGEP) | 4 |
| Completed college, technical school (Quebec: CEGEP) | 5 |
| Some university | 6 |
| Graduated university | 7 |
| Graduate degree (Masters, Ph.D.) | 8 |

D3 Which of the following best describes you? Are you...? (READ AND PAUSE AFTER EACH)

- | | |
|--|----|
| A student | 1 |
| Working full-time, which is 35 hours or more per week | 2 |
| Working part-time, which is less than 35 hours per week) | 3 |
| Not employed at the present time | 4 |
| Not able to work | 5 |
| A homemaker | 6 |
| or retired | 7 |
| OTHER (SPECIFY) | 77 |

ASK IF D3=1 (STUDENTS ONLY)

D4 Do you work...

- | | |
|---------------|---|
| Full-time | 1 |
| Part-time | 2 |
| I do not work | 3 |

D5 Which of the following categories best reflects your household's total income before taxes in 2005. That means the total income earned by all those living in your home?

- | | |
|--------------------------------|---|
| Under \$10 000 | |
| \$10 000 to less than \$20,000 | 1 |
| \$20,000 to less than \$40,000 | 2 |
| \$40,000 to less than \$60,000 | 3 |
| \$60,000 or more | 4 |

D6 Compared to your total household income in 2004, did your total household income in 2005...
(READ LIST)

- Increase 1
- Decrease 2
- Stay the same 3

D7 **(IF D6=1 OR 2)** In either percentages or dollars, how much did your total household income in 2005 [INCREASE/DECREASE] from 2004?

_____ % OR \$ _____

D8 CODE GENDER OF RESPONDENT (DO NOT ASK)

- MALE 1
- FEMALE 2

D9 LANGUAGE OF SURVEY (RECORDED BY CATI)

- ENGLISH 1
- FRENCH 2