

Questionnaire

Editor's Note: Not all the questions asked on this survey are available here. Data analysis is still being done on several aspects of this survey.

Daily Internet Tracking Survey Topline 8.21.2000
 July-August 2000

Princeton Survey Research Associates
 for the Pew Internet & American Life Project

Sample: $n = 2,109$ adults 18 and older
 Interviewing dates: July 24-August 20, 2000
 Margin of error is plus or minus 2.5 percentage points for results based on the full sample
 Margin of error is plus or minus 3 percentage points for results based on Internet users

QUESTIONS 28 - 34 BASED ON INTERNET USERS WHO HAVE DOWNLOADED MUSIC ONLINE [N = 238]

Q28 Now on another subject...Thinking about the music you have downloaded to your computer, here are some of the Web sites where people go to download music. Not everyone has been to these. Have you ever used (INSERT ITEMS; ROTATE ITEMS) , or isn't that a Web site you've used?

| | YES | NO, HAVEN'T USED | DON'T KNOW /REFUSED |
|-------------|-----|------------------------|------------------------|
| a. Napster | 54 | 45 | 1 |
| b. Gnutella | 7 | 91 | 2 |
| c. MP3.com | 45 | 54 | 1 |

Q29 Overall, about how many music files have you downloaded onto your computer?

| | JULY/AUG 2000 | |
|---|------------------|--------------------|
| % | 6 | None |
| | 32 | Fewer than 10 |
| | 25 | 10-25 |
| | 6 | 26-50 |
| | 2 | 51-75 |
| | 11 | 76-100 |
| | 7 | 101-500 |
| | 2 | 501-1,000 |
| | 1 | More than 1,000 |
| | 8 | Don't know/Refused |

The Pew Internet & American Life Project's Online Music Report
For release at 6:00pm Eastern on Thursday, September 28, 2000

Q30 Did you buy the music you downloaded, or did you get it for free?
(IF ANSWERS "BOTH", ASK: Which have you done MOST often — bought the music you downloaded, or gotten it for free?)

| | | JULY/AUG 2000 | |
|---|----|------------------|--------------------|
| % | 15 | | Bought it |
| | 79 | | Got it for free |
| | 6 | | Don't know/Refused |

Q31 Did you download music that you already owned on a CD or tape, or did you download new music?
(IF ANSWERS "BOTH", ASK: Which have you done MOST often — downloaded music you already owned, or downloaded new music?)

| | | JULY/AUG 2000 | |
|---|----|------------------|---------------------|
| % | 28 | | Music already owned |
| | 63 | | New music |
| | 9 | | Don't know/Refused |

Q32 What type of music have you downloaded? Have you ever downloaded ...

| | | YES, HAVE DONE THIS | NO, HAVE NOT | DON'T KNOW/ REFUSED |
|----|---|------------------------|-----------------|------------------------|
| a. | Music you'd heard before, by artists you were already familiar with | 86 | 9 | 5 |
| b. | New music by artist you were already familiar with | 69 | 27 | 4 |
| c. | Music by artist you had NEVER heard before | 31 | 65 | 4 |

Q33 After you download music to your computer and listen to it, how many times, if ever, have you bought that SAME music on a CD or cassette — most of the time, some of the time, only a few times, or never?

| | | JULY/AUG 2000 | |
|---|----|------------------|--------------------|
| % | 21 | | Most of the time |
| | 29 | | Some of the time |
| | 19 | | Only a few times |
| | 26 | | Never |
| | 5 | | Don't know/Refused |

Q34 Do you care whether or not the music you download onto your computer is copyrighted, or isn't that something you care much about?

| | | JULY/AUG 2000 | |
|---|----|------------------|---|
| % | 31 | | Care if the music download is copyrighted |
| | 61 | | Isn't something care much about |
| | 8 | | Don't know/Refused |

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ASK ALL— INTERNET USERS AND NON-USERS:

Q35 Please tell me which statement comes closer to your own views...

| | | JULY/AUG 2000 |
|---|----|--|
| % | 35 | People who download music off the Internet are stealing |
| | 40 | People who download music off the Internet aren't doing anything wrong |
| | 5 | Both/Neither |
| | 20 | Don't know/Refused |