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Interview dates: January 23-25, 2006
Interviews 1,000 adults including 963 music listeners
Margin of error: ± 3.1 for all adults, ± 3.2 for music listeners

**THE ASSOCIATED PRESS-ROLLING STONE POLL
CONDUCTED BY IPSOS PUBLIC AFFAIRS**

NOTE: all results shown are percentages unless otherwise labeled.

MUSIC STUDY

1. What is your favorite type of music to listen to? Would you say ...

Rock 'n' roll.....	26
Country/Western.....	22
Classical	10
Jazz	7
Hip hop or rap.....	7
Pop.....	6
Rhythm and blues.....	4
Blues	2
Folk	1
Other (VOL.).....	10
Don't listen to music (VOL.).....	4
Not sure.....	1

NOTE: Q2 WAS ASKED ONLY OF THOSE WHO IN Q1. SAID THEY LISTEN TO MUSIC.

2. For each of the following, please tell me whether this is something you do often, sometimes, seldom, or never. How often do you ...? Do you do this often, sometimes, seldom or never?

	<u>Often</u>	<u>Some- times</u>	<u>Seldom</u>	<u>Never</u>	<u>Not Sure</u>
Buy music from stores that specialize in records or CDs	14	32	27	27	-
Buy music from large retailers like Best Buy or Wal-Mart.....	14	34	24	28	-
Buy music from internet sites like iTunes that charge a fee for downloading.....	6	4	5	85	-
Download music for free from Web sites where the copyright holder authorizes the downloads.....	2	6	7	85	-
Download music for free from peer-to-peer networks or other places where the downloads may not be authorized by the copyright holder...	1	3	4	92	-

NOTE: Q2a WAS ASKED ONLY OF THOSE WHO IN Q2. SAY THAT THEY OFTEN, SOMETIMES OR SELDOM DOWNLOAD MUSIC FROM AUTHORIZED COPYRIGHT HOLDERS OR UNAUTHORIZED PEER-TO-PEER NETWORKS

- 2a. Do you care whether or not the music you download onto your computer is copyrighted, or is that something you do not care much about?

Yes, care	38
No, do not care much about	61
Not sure	1

NOTE: REMAINDER OF SURVEY WAS ASKED ONLY OF THOSE WHO IN Q1. SAID THEY LISTEN TO MUSIC.

3. If someone downloads music for free when the copyright holder has not authorized the download, would you consider that stealing, or not?

Yes	80
Not	16
Not sure	4

4. What's the main way you find out about new music these days? Is it from ...?

FM Radio	55
Music channels on television, like MTV or VH1	10
Shows on network television, like ABC, CBS, Fox or NBC	9
Friends	9
The Internet	4
Satellite radio	4
Magazines or other print publications	4
Other (VOL.)	3
None (VOL.)	1
Not sure	1

5. Do you think music, in general, is?

Getting better	24
Getting worse	58
The same (VOL.)	15
Not sure	3

6. Do you think music CDs these days are?

Very expensive	23
Somewhat expensive	51
Not too expensive	17
Not at all expensive	4
Not sure	5
Total expensive	74
Total not expensive	21

7. As you may know, music sales have been declining in the past five years. Which of the following four statements comes closest to your view?

Music sales have been declining mostly because people make illegal copies of music.....	33
Music sales have been declining mostly because of competition from other forms of entertainment, like video games, movies, TV and the Internet.....	29
Music sales have been declining mostly because the quality of new music is getting worse	21
Music sales have been declining mostly because music CDs are too expensive.....	13
Not sure	4

8. Do you think a 99-cent price for the digital download of a song is?

Too expensive	19
A fair price	52
A bargain	19
Not sure	10

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	30
35-49	28
50-64	22
65 and over	15
Refused/not sure	5

D2. Are you employed:

TOTAL EMPLOYED	56
- Full time.....	45
- Part time.....	11
Not employed	19
Retired.....	21
Refused/not sure	4

D3. What is the last year of school you completed?

Grade school or some high school	8
Completed high school	28
Some community college or university, but did not finish	17
Completed technical school or a community college	11
Completed a university or Bachelor's degree	19
Completed a post-graduate degree such as a Master's or Ph.D.	13
Refused/not sure	4

D4. Are you currently married?

Yes	54
No.....	42
Refused/not sure	4

D5. Including yourself and any children, how many people are currently living in your household?

1	19
2	29
3	16
4	16
5	8
6 or more	6
Refused/not sure	6

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	37
Under 6.....	18
6-12	18
13-17	15
NO CHILDREN	57
Refused/not sure	6

D10a. Are you of Hispanic ethnicity?

(Q.D10b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D10a.)

D10b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	71
Black.....	11
Hispanic.....	13
Asian.....	4
American Indian.....	-
Other.....	1
Refused	-

D11. Could you please tell me your household income from all sources in 2005?

Under \$15,000.....	11
\$15,000 to less than \$20,000	5
\$20,000 to less than \$25,000	6
\$25,000 to less than \$30,000	5
\$30,000 to less than \$40,000	8
\$40,000 to less than \$50,000	8
\$50,000 to less than \$75,000	14
\$75,000 to less than \$100,000	8
\$100,000 or more	13
Refused/not sure	22

REGION:

Northeast.....	18
Midwest	24
South.....	36
West	22

METROPOLITAN STATUS:

Urban.....	31
Suburban.....	49
Rural.....	20

GENDER:

Male	48
Female	52