

Have you heard of the technology called MP3, which is a file format that allows you to compress audio into compact, high quality sound files that can be stored on a computer hard drive and played back?

	Total	Age				Gender		Region					Length of Internet Access		
		18-24	25-34	35-54	55+	Male	Female	BC/AB	SK/MB	ON	PQ	Atl	< 1 yr	1- <3 yrs	3+ yrs
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1018	73	295	490	160	548	470	274	67	427	170	80	37	375	582
Weighted	1018	91*	326	467	134*	568	450	248	70**	440	181*	79*	166*	473	267
Yes	749	91	252	321	85	470	279	175	45	320	152	58	97	328	242
	73.6%	100.0%	77.2%	68.6%	63.9%	82.7%	62.0%	70.4%	63.4%	72.8%	83.7%	73.8%	58.5%	69.3%	90.6%
No	265	0	74	143	48	96	169	72	26	118	28	21	69	142	24
	26.0%	-	22.6%	30.6%	36.1%	16.9%	37.5%	29.0%	36.6%	26.9%	15.6%	26.2%	41.5%	30.1%	9.1%
(DK/NS)	4	0	0	4	0	2	2	1	0	1	1	0	0	3	1
	0.4%	-	0.1%	0.8%	-	0.3%	0.5%	0.5%	-	0.3%	0.8%	-	-	0.7%	0.3%

Have you or has anyone in your family downloaded any MP3 files in the past six months?

	Total	Age				Gender		Region					Length of Internet Access		
		18-24	25-34	35-54	55+	Male	Female	BC/AB	SK/MB	ON	PQ	Atl	< 1 yr	1- <3 yrs	3+ yrs
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Heard of MP3	789	73	246	363	107	475	314	200	51	326	145	67	21	242	510
Weighted	749	91*	252	321	85*	470	279	175*	45**	320	152*	58*	97**	328	242
Yes	399	61	163	156	18	272	127	88	29	168	90	24	45	159	152
	53.2%	66.9%	64.8%	48.8%	21.4%	57.9%	45.4%	50.4%	64.3%	52.5%	59.3%	41.9%	46.8%	48.4%	62.9%
No	312	24	84	145	59	191	122	76	16	135	54	31	45	157	84
	41.7%	26.5%	33.3%	45.3%	69.0%	40.6%	43.6%	43.4%	35.2%	42.3%	35.9%	53.2%	46.0%	48.0%	34.8%
(DK/NS)	38	6	5	19	8	7	31	11	0	17	7	3	7	12	6
	5.1%	6.6%	1.9%	5.9%	9.6%	1.5%	11.0%	6.2%	0.5%	5.3%	4.8%	4.8%	7.2%	3.6%	2.3%

How often do you or your family members download MP3 files?

	Total	Age				Gender		Region					Length of Internet Access		
		18-24	25-34	35-54	55+	Male	Female	BC/AB	SK/MB	ON	PQ	Atl	< 1 yr	1- <3 yrs	3+ yrs
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Downloaded MP3 files	420	51	159	183	27	283	137	103	30	166	90	31	8	107	297
Weighted	399	61**	163*	156*	18**	272	127*	88*	29**	168*	90*	24**	45**	159*	152
Every day	18 4.5%	11 17.9%	5 3.2%	2 1.2%	0 -	16 5.8%	2 1.8%	5 5.8%	2 6.5%	4 2.5%	4 4.2%	3 12.0%	0 -	5 3.1%	13 8.5%
A few times per week	70 17.6%	12 20.4%	24 15.0%	27 17.5%	6 32.2%	55 20.1%	15 12.1%	23 26.3%	2 5.4%	29 17.0%	13 15.0%	3 13.1%	0 -	25 15.6%	30 19.5%
Once a week	48 12.0%	4 7.4%	27 16.4%	16 10.3%	1 3.4%	35 13.0%	12 9.9%	15 17.4%	1 4.7%	18 10.6%	7 8.1%	6 25.7%	6 14.3%	19 12.2%	16 10.8%
A couple of times a month	102 25.6%	17 27.2%	42 25.5%	40 25.5%	4 23.8%	67 24.5%	36 28.1%	23 26.7%	8 27.0%	44 26.3%	25 27.4%	2 9.3%	5 12.0%	57 35.7%	36 23.9%
Once a month or less	150 37.6%	16 26.4%	63 38.4%	64 40.9%	7 38.7%	92 33.8%	58 45.7%	20 22.6%	16 54.8%	70 41.7%	35 38.4%	10 39.8%	28 60.9%	52 32.8%	53 34.7%
(DK/NS)	11 2.7%	0 0.8%	3 1.6%	7 4.7%	0 1.8%	8 2.8%	3 2.5%	1 1.2%	0 1.6%	3 1.9%	6 6.9%	0 -	6 12.8%	1 0.6%	4 2.6%

Have you or has anyone in your family made MP3 files and uploaded them on the internet for sharing with others in the past six months?

	Total	Age				Gender		Region					Length of Internet Access		
		18-24	25-34	35-54	55+	Male	Female	BC/AB	SK/MB	ON	PQ	Atl	< 1 yr	1- <3 yrs	3+ yrs
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Heard of MP3	789	73	246	363	107	475	314	200	51	326	145	67	21	242	510
Weighted	749	91*	252	321	85*	470	279	175*	45**	320	152*	58*	97**	328	242
Yes	71 9.5%	18 19.9%	31 12.4%	15 4.6%	7 8.2%	53 11.3%	18 6.5%	17 10.0%	8 17.0%	28 8.8%	10 6.7%	8 13.3%	0 -	24 7.5%	32 13.4%
No	646 86.3%	64 70.2%	210 83.2%	301 94.0%	71 83.7%	414 88.1%	232 83.1%	154 88.4%	37 83.0%	266 83.0%	141 92.7%	48 83.6%	87 89.3%	293 89.3%	205 84.6%
(DK/NS)	32 4.2%	9 9.8%	11 4.4%	5 1.4%	7 8.1%	3 0.6%	29 10.4%	3 1.5%	0 -	26 8.2%	1 0.6%	2 3.1%	10 10.7%	11 3.2%	5 2.0%

Do you plan to continue downloading MP3 files?

	Total	Age				Gender		Region					Length of Internet Access		
		18-24	25-34	35-54	55+	Male	Female	BC/AB	SK/MB	ON	PQ	Atl	< 1 yr	1- <3 yrs	3+ yrs
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Downloaded MP3 files	420	51	159	183	27	283	137	103	30	166	90	31	8	107	297
Weighted	399	61**	163*	156*	18**	272	127*	88*	29**	168*	90*	24**	45**	159*	152
Yes	331	56	139	120	15	235	96	74	18	139	77	22	39	130	132
	83.0%	91.9%	85.3%	77.1%	84.6%	86.4%	75.7%	84.6%	64.3%	83.1%	85.7%	89.3%	85.5%	81.7%	86.6%
No	14	0	5	8	1	10	4	3	3	3	6	0	3	8	3
	3.6%	-	3.1%	5.3%	4.0%	3.6%	3.4%	3.3%	9.4%	1.8%	6.3%	-	7.0%	4.9%	2.1%
(DK/NS)	54	5	19	28	2	27	26	11	8	26	7	3	3	21	17
	13.4%	8.1%	11.6%	17.6%	11.4%	9.9%	20.9%	12.2%	26.3%	15.2%	8.0%	10.7%	7.5%	13.4%	11.3%

Since you plan to continue downloading MP3 files, do you think that this will cause you to buy more or less compact discs by recording artists, or would it have no impact?

	Total	Age				Gender		Region					Length of Internet Access		
		18-24	25-34	35-54	55+	Male	Female	BC/AB	SK/MB	ON	PQ	Atl	< 1 yr	1- <3 yrs	3+ yrs
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Plan to continue downloading MP3 files	348	48	137	142	21	243	105	83	24	138	77	26	6	86	250
Weighted	331	56**	139*	120*	15**	235	96*	74*	18**	139*	77**	22**	39**	130*	132
Will buy more	52	15	23	13	0	33	18	12	2	24	10	4	7	23	22
	15.6%	26.9%	16.9%	10.5%	2.6%	14.2%	19.0%	15.6%	11.4%	17.0%	13.1%	18.4%	18.6%	17.4%	16.5%
No impact in how many I buy	238	34	97	97	9	166	72	51	14	93	62	17	32	96	91
	71.8%	61.7%	69.4%	80.8%	60.4%	70.6%	74.8%	69.1%	76.3%	66.9%	80.9%	76.8%	81.4%	74.1%	69.1%
Will buy less	41	6	19	10	6	35	6	11	2	22	5	1	0	11	19
	12.5%	11.4%	13.7%	8.4%	37.0%	15.0%	6.3%	15.3%	9.8%	16.1%	6.0%	4.8%	-	8.5%	14.1%
(DK/NS)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.1%	-	-	0.4%	-	0.2%	-	-	2.5%	-	-	-	-	-	0.3%