

Inter@ctive Reid Core Tracking - Quarter 3, 2004 (60-3892o28)

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ACTIVITIES LIST

A2_1. (Click on online advertisements) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Click on online advertisements	
Every day	12
	1.0%
A few times a week	59
	4.8%
A few times a month	151
	12.3%
A few times a year	187
	15.2%
Never	817
	66.6%

ACTIVITIES LIST

A2.2. (Do online banking with your bank or financial institution) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Do online banking with your bank or financial institution	
Every day	4 0.3%
A few times a week	24 1.9%
A few times a month	68 5.5%
A few times a year	58 4.7%
Never	1072 87.5%

ACTIVITIES LIST

A2.3. (Compare prices on things you eventually buy at stores) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Compare prices on things you eventually buy at stores	
Every day	21
	1.7%
A few times a week	84
	6.9%
A few times a month	189
	15.4%
A few times a year	289
	23.5%
Never	643
	52.5%

ACTIVITIES LIST

A2.4. (Buy things online) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Buy things online	
Every day	3 0.2%
A few times a week	8 0.6%
A few times a month	43 3.5%
A few times a year	139 11.4%
Never	1032 84.2%

ACTIVITIES LIST

A2.5. (Visit news or information websites) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Visit news or information websites	
Every day	78 6.4%
A few times a week	198 16.1%
A few times a month	307 25.1%
A few times a year	229 18.7%
Never	414 33.8%

ACTIVITIES LIST

A2_6. (Download digital music or MP3 files) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Download digital music or MP3 files	
Every day	130 10.6%
A few times a week	227 18.5%
A few times a month	287 23.4%
A few times a year	155 12.7%
Never	427 34.8%

ACTIVITIES LIST

A2_7. (Download full-length motion pictures (i.e. movies)) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Download full-length motion pictures (i.e. movies)	
Every day	11 0.9%
A few times a week	32 2.6%
A few times a month	72 5.9%
A few times a year	122 10.0%
Never	990 80.7%

ACTIVITIES LIST

A2.8. (Download television shows) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Download television shows	
Every day	7 0.6%
A few times a week	19 1.6%
A few times a month	40 3.3%
A few times a year	71 5.8%
Never	1089 88.8%

ACTIVITIES LIST

A2_9. (Send or receive email) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Send or receive email	
Every day	524
	42.8%
A few times a week	367
	29.9%
A few times a month	168
	13.7%
A few times a year	122
	9.9%
Never	45
	3.7%

ACTIVITIES LIST

A2_10. (Play games online against friends who are at another location) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Play games online against friends who are at another location	
Every day	109 8.9%
A few times a week	235 19.2%
A few times a month	220 17.9%
A few times a year	171 13.9%
Never	491 40.1%

ACTIVITIES LIST

A2_11. (Play games online against people you don't know from another location) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Play games online against people you don't know from another location	
Every day	98 8.0%
A few times a week	182 14.9%
A few times a month	183 15.0%
A few times a year	134 10.9%
Never	628 51.2%

ACTIVITIES LIST

A2_12. (Upload photos to a website) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Upload photos to a website	
Every day	48
	3.9%
A few times a week	134
	10.9%
A few times a month	205
	16.7%
A few times a year	163
	13.3%
Never	677
	55.2%

ACTIVITIES LIST

A2_13. (Look for movie show times and critic reviews) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Look for movie show times and critic reviews	
Every day	24
	1.9%
A few times a week	156
	12.7%
A few times a month	309
	25.2%
A few times a year	273
	22.3%
Never	464
	37.8%

ACTIVITIES LIST

A2_14. (Do research online for school projects or homework assignments) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Do research online for school projects or homework assignments	
Every day	86 7.0%
A few times a week	463 37.7%
A few times a month	476 38.8%
A few times a year	180 14.7%
Never	21 1.7%

ACTIVITIES LIST

A2_15. (Use instant messaging to chat with friends or family) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Use instant messaging to chat with friends or family	
Every day	592 48.3%
A few times a week	260 21.2%
A few times a month	89 7.3%
A few times a year	66 5.3%
Never	220 17.9%

ACTIVITIES LIST

A2_16. (Listen to radio stations broadcasting over the Internet) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Listen to radio stations broadcasting over the Internet	
Every day	46
	3.7%
A few times a week	104
	8.5%
A few times a month	155
	12.6%
A few times a year	153
	12.4%
Never	769
	62.7%

ACTIVITIES LIST

A2_17. (Post at online forums) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Post at online forums	
Every day	65
	5.3%
A few times a week	71
	5.8%
A few times a month	86
	7.1%
A few times a year	105
	8.6%
Never	898
	73.3%

ACTIVITIES LIST

A2_18. (Visit web logs or Blogs) How often do you

	Total
Base: All respondents	1226
Weighted	1226
Visit web logs or Blogs	
Every day	53 4.3%
A few times a week	72 5.9%
A few times a month	90 7.3%
A few times a year	100 8.1%
Never	911 74.3%

ENTERTAINMENT

MP7. During a typical month, how many songs do you download from free services such as Kazaa or Morpheus?

	Total
Base: Download from peer-to-peer services	829
Weighted	758
None	39
	5.2%
1 to 5	396
	52.2%
6 to 10	127
	16.8%
11 to 20	105
	13.8%
21 to 50	66
	8.6%
51 to 100	18
	2.4%
101 or more	26
	3.4%
Summary	
Mean	15.0
Standard Deviation	58.4
Standard Error	2.0
Median	4.5

ENTERTAINMENT

MP8. During a typical month, how many songs do you download from fee-based services such as Puretracks?

	Total
Base: Have downloaded from fee-based services	87
Weighted	77
None	7
	9.4%
1 to 5	50
	65.8%
6 to 10	8
	9.8%
11 to 20	9
	11.4%
21 to 50	2
	2.7%
51 to 100	1
	0.7%
Summary	
Mean	5.5
Standard Deviation	10.2
Standard Error	1.1
Median	1.5

ENTERTAINMENT

MP15. Why don't you download MP3s or digital music files from the Internet?

	Total
Base: Have never downloaded a music or MP3 file	356
Weighted	427
My parents won't allow it	179
Don't feel it is right	41.8%
Worried that I'll download a virus	80
Don't want/ need to	18.8%
Don't know how	74
Worried that I'll get sued	17.3%
Don't have an MP3 player	35
Can't burn CD's (don't have a CD burners, etc.)	8.3%
Not interested in music	33
Prefer to buy the music/ CD's	7.6%
Slow computer/ slow Internet connection	17
Don't like the music that's available	4.0%
Other	16
None	3.7%
(DK/NS)	12
	2.8%
	8
	1.8%
	6
	1.5%
	4
	1.0%
	2
	0.5%
	8
	2.0%
	6
	1.5%
	3
	0.7%