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Interview dates: January 23-25, 2006
Interviews 1,000 adults, 841 registered voters
Margin of error: ±3.1 for all adults, ±3.5 for registered voters

**THE ASSOCIATED PRESS ROLLING STONE STUDY
CONDUCTED BY IPSOS PUBLIC AFFAIRS
RELEASE DATE: JANUARY 26, 2006
PROJECT #81-5139-76**

NOTE: all results shown are percentages unless otherwise labeled.

ROLLING STONE STUDY

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

| | |
|---|----|
| Rock 'n' roll (including "alt rock," "alternative rock," "indie rock," "oldies rock," "new wave," "punk," "post-punk") | 26 |
| Country/Western..... | 22 |
| Classical (including "orchestral") | 10 |
| Jazz | 7 |
| Hip hop or rap..... | 7 |
| Pop | 6 |
| Rhythm and blues (including "Motown") | 4 |
| Blues | 2 |
| Folk | 1 |
| Other | 10 |
| Don't listen to music | 4 |
| Not sure..... | 1 |

NOTE: REMINDER OF SURVEY WAS ASKED ONLY OF THOSE WHO IN Q1. SAY THAT 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 | - |

(ASKED ONLY OF THOSE WHO IN Q2. SAY THAT THEY OFTEN OR SOMETIMES 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 |

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 | 3 |
| None | 1 |
| Not sure | 1 |

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

| | |
|----------------------|----|
| Getting better | 24 |
| Getting worse | 58 |
| The same | 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 |

REGISTERED VOTERS/ PARTY AFFILIATION

1. Are you currently registered to vote at this address, or not?

| | ALL ADULTS |
|------------------------|-----------------------|
| Yes | 80 |
| No | 20 |
| Refused/not sure | - |

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these? *

INITIAL PARTY IDENTIFICATION

| | REGISTERED VOTERS |
|--------------------|------------------------------|
| Republican | 26 |
| Democrat | 35 |
| Independent | 22 |
| None of these..... | 13 |
| Not sure | 4 |

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
- 2c. Do you lean strongly or only moderately toward the Republican Party?
- 2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

| | REGISTERED VOTERS |
|---|------------------------------|
| Strongly Republican | 14 |
| Moderately Republican | 21 |
| Definitely Independent/neither | 11 |
| Moderately Democrat..... | 28 |
| Strongly Democrat | 22 |
| Refused/not sure..... | 4 |
| <hr style="border-top: 1px dashed black;"/> | |
| Total Republican | 35 |
| Total Democrat | 49 |

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 |