

## Media Survey Exercise - The Questionnaire To Take Home

### What age are you? (Circle one answer)

Younger people: Under 5 6 7 8 9 10 11 12 13 14 15 16 17

Adults: 18-29 30-39 40-49 50-59 60 or older

### A song by your favourite band has just been released. You want to listen to it. Do you: (Tick one box)

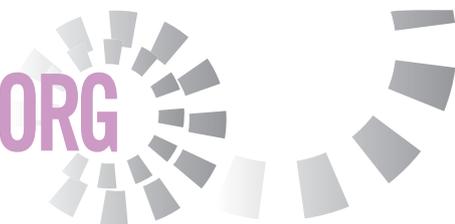
- Go into town to buy it on CD
- Go to an online store like iTunes or Amazon to buy a download version
- Go to the band's website to listen to it there
- Listen to the radio and keep your fingers crossed that they will play it
- Phone up your local radio station to ask them to play it
- Ask your friends if they already have the song
- Download it illegally (without paying for it)
- Search for the track on YouTube

### You want to watch a video from your favourite artist. What do you do? (Tick one box)

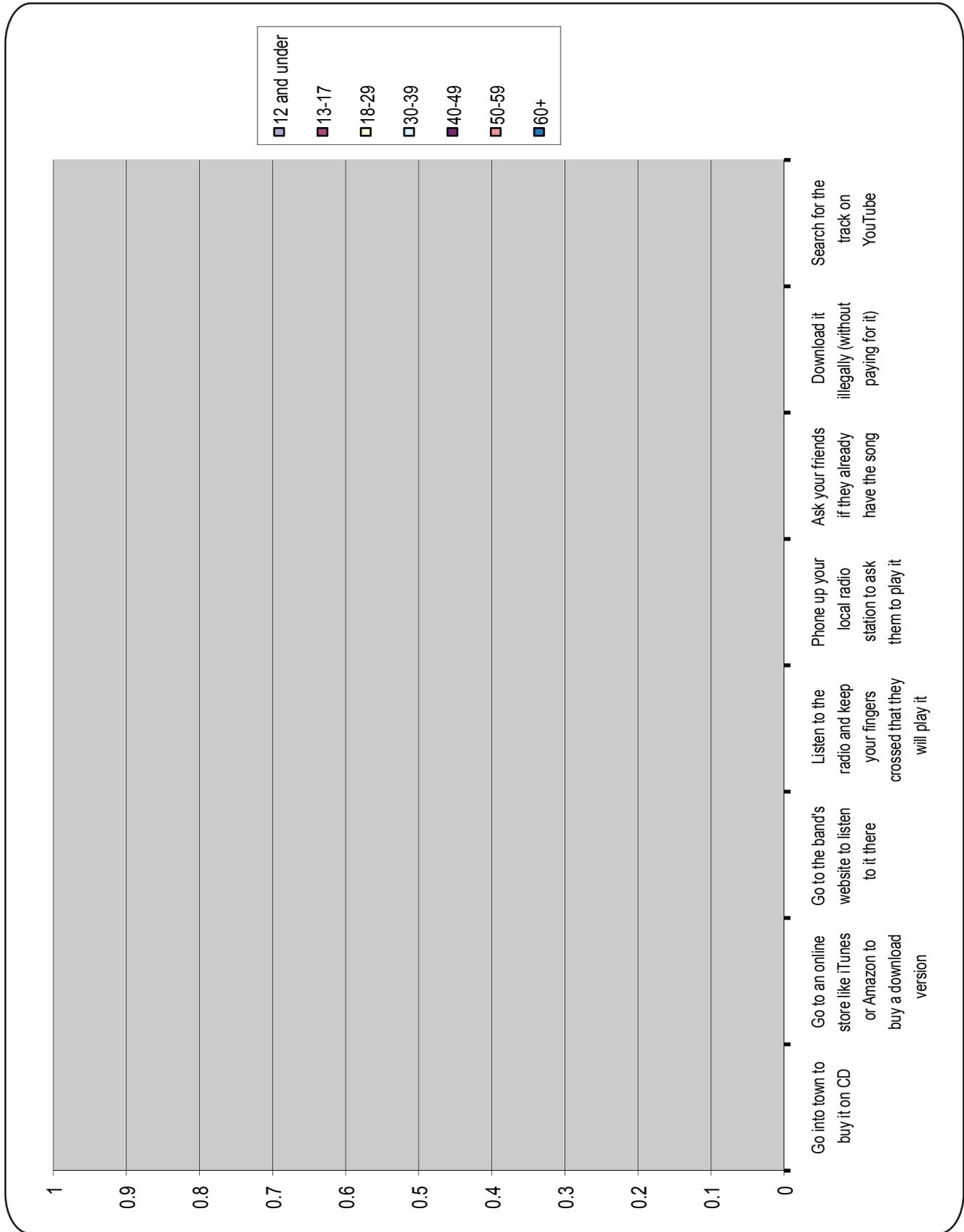
- Go into town to buy it on DVD
- Go to an online store like Amazon or Play.com to buy it
- Go to the band's website to watch it there
- Watch the music TV channels and keep your fingers crossed that they will show it
- Text in a request to a music TV channel like The Box to ask them to show it
- Ask your friends if they already have a copy of the video
- Download it illegally (without paying for it)
- Search for the track on YouTube

### You want to see a film that's just been released on DVD. Do you: (Tick one box)

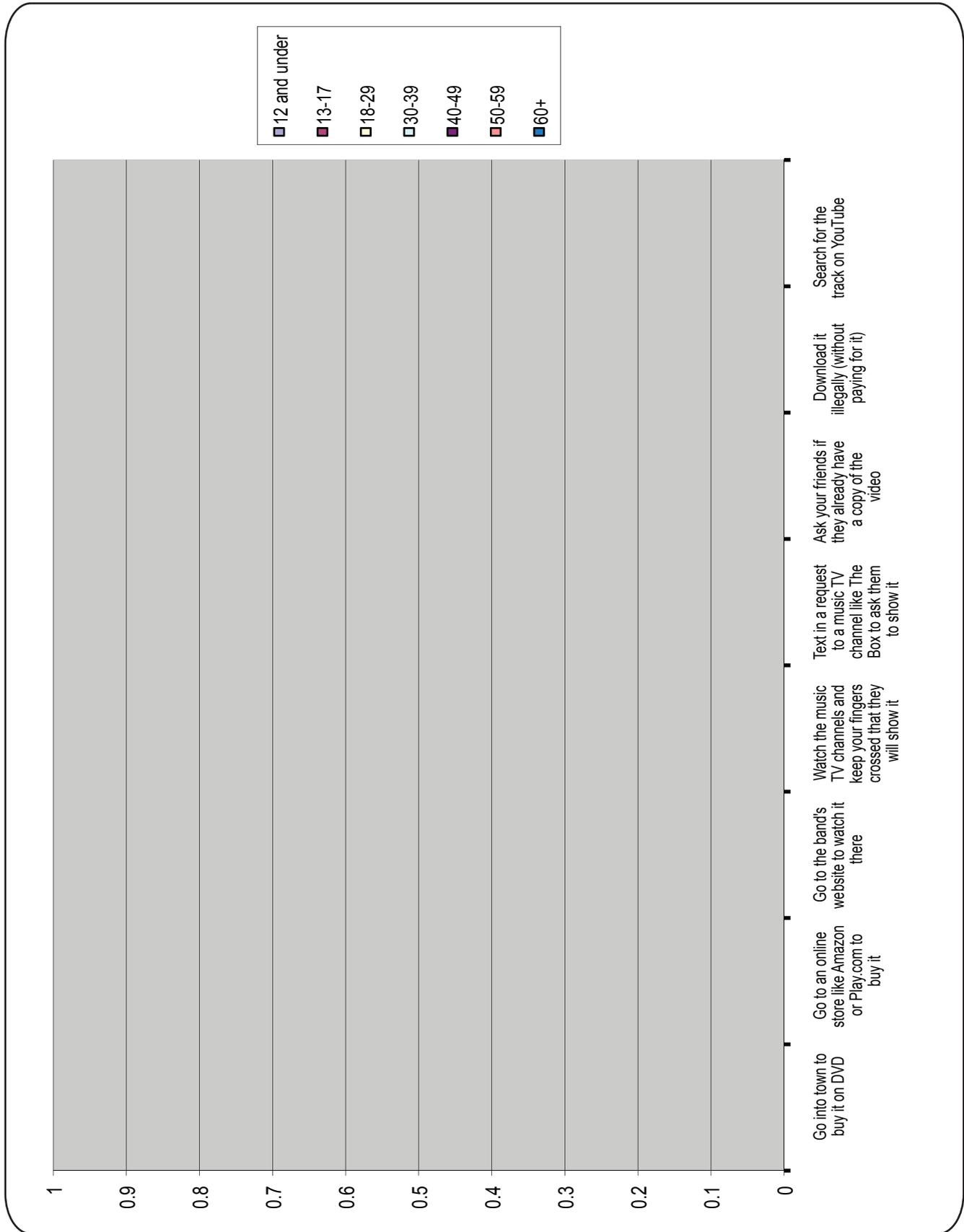
- Not bother - you've already seen it the day it came out at the cinema
- Go into town to buy it on DVD
- Rent it in town from Blockbuster
- Rent it online (from LoveFilm or a similar website)
- Go to an online store like Amazon or Play.com to buy it
- Ask your friends if they already have a copy of the film
- Download it illegally (without paying for it) using BitTorrent
- Wait for it to be shown on TV



## Media Survey Exercise - Plot Results to Question 2



## Media Survey Exercise - Plot Results to Question 3



# Media Survey Exercise - Plot Results to Question 4

