

Digital Citizen Project

Media Survey

Summer 2007

549 high school graduates/incoming freshmen

June 4 – July 20, 2007

Summer 2007 Media Survey

Do you play music from your computer at home?

95% Yes

Do you watch movies/TV / video on your computer?

52% Yes

Do you have a portable music player?

91% Yes

(of these, 81% report having an Apple iPod)

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How do you get music?

Percent is how many times the means was mentioned from the 523 students that responded "yes"

- 1.iTunes – 42% or 218 students
- 2.CDs – 40% or 209 students
- 3.Limewire – 19% or 97 students
- 4.Downloading – 16% or 86 students

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Have you used any of the following paid music services?

- 1.iTunes – 68% or 373 students of 549
- 2.Napster – 10% or 53 students of 549
- 3.Rhapsody – 7% or 38 students of 549
- 4.MTV Urge – 2% or 9 students of 549
- 5.Microsoft Zune – 1% or 8 students of 549

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How do you get movies/TV/videos?

Percent is how many times the means was mentioned from the 286 students that responded "yes"

1. DVDs – 38% or 109 students
2. YouTube – 21% or 59 students
3. iTunes – 12% or 34 students
4. Downloaded – 8% or 22 students

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What peer-to-peer services have you used (if any)

Percent is how many times the means was mentioned from the 197 students that responded with legitimate answers.

1. Limewire – 57% or 112 students of 197
2. Kazaa – 18% or 35 students of 197
3. Bit torrent – 9% or 18 students of 197
4. Bearshare – 7% or 14 students of 197