



Summer Media Survey Comparative Data 2006 & 2007

Media Survey

Summer 2006 & 2007

217 high school graduates/incoming freshmen
July 6 – July 21, 2006

549 high school graduates/incoming freshmen
June 4 – July 20, 2007

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Do you play music from your computer at home?

2006 - 93% Yes

2007 - 95% yes

Do you watch Movies/TV/Video on your computer?

2006 - 51% Yes

2007 - 52% yes

Do you have a portable music player?

2006 - 89% yes

2007 - 91% yes

➤ Of those who responded yes:

➤ 2006 - 67% reported having an Apple iPod

➤ 2007 - 81% reported having an Apple iPod

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How do you get the music you play
on your computer?

2006

1. CD's
2. Limewire
3. Downloading
4. iTunes

2007

1. iTunes
2. CDs
3. Limewire
4. Downloading

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2006 & 2007

How do you get movies/TV/videos?

2006

1. DVDs
2. Download
3. Internet/Websites
4. Buy

2007

1. DVDs
2. YouTube
3. iTunes
4. Download

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What paid music services do you use?

2006

1. Apple iTunes
2. Napster
3. Rhapsody
4. MTV's Urge

**63% of sample reported
using a paid music
service.**

2007

1. iTunes
2. Napster
3. Rhapsody
4. MTV Urge
5. Microsoft Zune

**74% of sample reported
using a paid music
service.**

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What peer-to-peer software do you use?

2006

1. Limewire
2. Kazaa
3. MIRC
4. Bearshare

**39% of total sample
reported using a P2P
software.**

2007

1. Limewire
2. Kazaa
3. BitTorrent
4. Bearshare

**36% of total sample
reported using a P2P
software.**

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Significant Points of Interest:

- When asked about the peer-to-peer software they used, a portion of the respondents answered none, N/A, or no.
 - In 2006, 37 of 122 responses were none, N/A or no – making it 30% of the given answers
 - In 2007, 82 of 288 responses were none or N/A – making it 28% of the given answers

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Significant Points of interest:

- Percentage of students owning a portable music device did not increase significantly.
- Percentage of students owning an iPods increased **12%** from 69% in 2006 to 81% in 2007.

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Significant Points of interest:

- In 2007 students identified **YouTube & iTunes** as the most popular means of watching movies on their computers but in 2006 it was DVDs and downloading.