



## **2008 High School Senior/Incoming ISU Freshmen Media Survey** **Data Compilation**

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The following information represents the third year of data collection using a one-page survey administered to high school seniors/incoming freshmen who are visiting campus for ISU Preview, an ISU summer experience during which incoming freshmen register for fall classes, get some exposure to basic campus technology, stay in the residence halls and generally become familiar with campus.

The survey data was collected June 2 through July 16, 2008 with 451 usable responses. The observations and responses below are the results of the 2008 data only.

### Observations Based on the 2008 Data:

- Apple continues to dominate the portable music player market with 82% of incoming Illinois State University students who have a portable device owning an iPod.
- Physical media still carry major weight as DVDs are first for video and CDs are second for music as a means of acquiring media.
- Not only does the iPod lead in portable media devices, but the Apple iTunes music store and video store are even more dominant with 93% (music) and 42% (video) of the students using those respectively. No other source is even remotely close.
- YouTube also is very popular, but services like Hulu and Vuze have very little usage (even though they are free).
- Only 30% of incoming Illinois State students responded to the question about which peer-to-peer services they had used with Limewire the top service. However, a significant number of students responded with facebook, myspace, YouTube, and ichat which
  - 1) brings the total percentage down and
  - 2) shows great student confusion in terminology or knowledge of downloading.
- A new question for 2008 indicated, overwhelmingly, incoming students want to purchase media by the track/title/album rather than subscription. However, a

large number (41%) said “I don’t purchase online”, so this requires more investigation and research.

- Of the top artists/bands, Lil Wayne was at the top. But the wide variety of students’ interests holds true with 433 unique names mentioned.
- 97% of respondents made it to the next to last question – good indicator that the survey was treated seriously.

### Responses to Questions

Note: We have transferred respondent’s written text directly with only minor interpretation or correction. Numbers after text indicate multiple instances of that response.

Key to the typefaces is:

**Bold** – text from original written survey

*Italic* – text written from respondent

Regular – DG analysis and/or comments

#### **1) Do you have a portable music player(s)?** (99% responded—447 of 451)

**Yes** – 417 (93%)

**No** – 30 (7%)

**What type of device is it? Check all that apply.** (98% who answered question responded - 436 of 447)

**Apple iPod/iPhone** - 365 (82% of those who have a portable music player)

**Microsoft Zune** - 14 (3% of those who have a portable music player)

**Other. Please specify all...** (57 responses)

*CD*

*player/discman/walkman* 11

*Cell phone* 6

*Creative Zen* 5

*MP3 player* 4

*Samsung* 4

*Playstation portable* 3

*Sansa MP3* 3

*Zen* 3

*Creative Zen Vision* 2

*Dell DJ* 2

*BlackJackII* 1

*Cowon A2* 1

*Creative Muvo* 1

*GPS w/ mp3* 1

*LG8200* 1

*Nokia Cell phone* 1

*Phillips MP3* 1

<i>Radio</i>	1
<i>RCA mp3 player</i>	1
<i>Sandisk</i>	1
<i>Sansa Clip</i>	1
<i>Toshiba Gigabeat</i>	1
<i>Verizon Chocalate</i>	1
<i>ZMAT</i>	1

**2) Do you play music from your computer at home?** (97% responded—439 of 451)

**Yes** – 426 (97%)

**No** – 13 (3%)

**How do you get the music you play on your computer?** [note multiple responses recorded by some respondents]

<i>iTunes</i>	236
<i>CDS</i>	156
<i>Limewire</i>	90
<i>Downloads</i>	59
<i>Windows Media Player</i>	13
<i>Torrents</i>	12
<i>Internet</i>	9
<i>Youtube</i>	9
<i>Friends</i>	9
<i>Download illegally</i>	7
<i>Websites</i>	5
<i>Borrow CD's from Friends</i>	3
<i>Burn to Computer</i>	3
<i>iPod</i>	3
<i>Burn from CD's</i>	2
<i>Buy</i>	2
<i>Buy on line</i>	2
<i>Family</i>	2
<i>Azures</i>	2
<i>online radio</i>	2
<i>online samples</i>	2
<i>Rhapsody</i>	2
<i>online</i>	2
<i>Imeem</i>	2

<i>various sources</i>	2
<i>Yahoo</i>	2
<i>Bearshare</i>	1
<i>buy music as least as possible</i>	1
<i>Websites</i>	1
<i>Burn</i>	1
<i>CD Burning</i>	1
<i>DC Drive</i>	1
<i>friends Music Device</i>	1
<i>Ares</i>	1
<i>Altavista.com</i>	1
<i>Music Services</i>	1
<i>rip off internet some other people</i>	1
<i>file sharing apps</i>	1
<i>live down load websites</i>	1
<i>buy off library online</i>	1
<i>Microsoft</i>	1
<i>import CD's to iTunes</i>	1
<i>isohunt.com</i>	1
<i>market race</i>	1
<i>Myspace</i>	1
<i>Frostwire</i>	1
<i>Ripping Disc</i>	1
<i>upload cd's to iTunes</i>	1
<i>upload download</i>	1
<i>Library</i>	1
<i>Xmradio</i>	1
<i>Napster</i>	1
<i>Pandora</i>	1
<i>Apple music store</i>	1
<i>cd - rip to harddrive</i>	1
<i>pure volume</i>	1
<i>cd's on limewire</i>	1
<i>Ruckus</i>	1
<i>Speakers</i>	1
<i>Winamp</i>	1

<i>archive/nugs/phishows.com</i>	1
<i>Blubster</i>	1
<i>Playlist</i>	1

**3) Do you watch movies/TV/video on your computer?** (98% responded—442 of 451)

**Yes** – 270 (61%)

**No** – 172 (39%)

**How do you get the movies/TV/video?**

<i>DVD's</i>	90
<i>Youtube</i>	71
<i>iTunes</i>	38
<i>Internet</i>	25
<i>Downloads</i>	18
<i>websites</i>	12
<i>Websites</i>	10
<i>buy from local stores</i>	8
<i>Limewire</i>	7
<i>Online</i>	7
<i>abc.com</i>	5
<i>Streaming</i>	5
<i>rent</i>	4
<i>Azereus</i>	3
<i>Netflix</i>	3
<i>Hulu</i>	3
<i>DVD on computer</i>	2
<i>Bittorrent</i>	2
<i>I put them in the CD Drive</i>	2
<i>media player</i>	2
<i>surf the chanel.com</i>	2
<i>Torrents</i>	2
<i>a little</i>	1
<i>a program</i>	1
<i>cw.com</i>	1
<i>bearshare</i>	1
<i>blockbuster</i>	1
<i>bought</i>	1
<i>veontv</i>	1

<i>movies</i>	1
<i>borrow</i>	1
<i>comcast.net</i>	1
<i>Copy</i>	1
<i>download from iTunes</i>	1
<i>transfer</i>	1
<i>play from disc</i>	1
<i>DVD Drive</i>	1
<i>DVD player</i>	1
<i>DVD through Vista</i>	1
<i>slingbox</i>	1
<i>family</i>	1
<i>own movies from home</i>	1
<i>gnutella</i>	1
<i>I could, but I don't</i>	1
<i>illegal down loads</i>	1
<i>isohunt</i>	1
<i>jurinis</i>	1
<i>music videos</i>	1
<i>movies bought from store</i>	
<i>or rented</i>	1
<i>mtv.com</i>	1
<i>my own</i>	1
<i>N/A</i>	1
<i>network websites</i>	1
<i>same</i>	1
<i>same as above</i>	1
<i>secret</i>	1
<i>tvnetwork websites</i>	1
<i>tv, wgn.com</i>	1
<i>tv shows</i>	1
<i>various places</i>	1
<i>various sources</i>	1
<i>video stream</i>	1
<i>watch pirated films</i>	1
<i>college humor</i>	1
<i>face book</i>	1
<i>Goggle</i>	1

<i>my space</i>	1
<i>tvlinks.com</i>	1
<i>Phone</i>	1

**4) Have you used any of the following paid/sponsored music services?**

**Check all that apply.** (86% responded by marking at least one box—387 of 451; respondent could choose more than one and 92 of the 387 did)

**Apple iTunes** – 360 (93% of those who have used a music service; 80% of all responses)

**Amazon mp3** – 6 (2% of those who have used a music service; 1% of all responses)

**eMusic** – 4 (1% of those who have used a music service; 1% of all responses)

**Ruckus** - 3 (1% of those who have used a music service; 1% of all responses)

**Napster** – 30 (8% of those who have used a music service; 7% of all responses)

**Rhapsody** – 38 (10% of those who have used a music service; 8% of all responses)

**Microsoft Zune Marketplace** – 11 (3% of those who have used a music service; 2% of all responses)

**Walmart Music Downloads** - 11 (3% of those who have used a music service; 2% of all responses)

**Others. Please specify...** - 29 (8% of those who have used music service; 6% of all responses)

<i>Limewire</i>	18
<i>Atlantic Records</i>	1
<i>best buy online</i>	1
<i>BitTorrent</i>	1
<i>CD's</i>	1
<i>datpiff.com</i>	1
<i>download limewire</i>	1
<i>Kazaa</i>	1
<i>musicmatchjukebox</i>	1
<i>N/A</i>	1
<i>None</i>	1
<i>Playlist</i>	1
<i>VCast</i>	1
<i>YouTube</i>	1

**5) Have you used any of the following paid/sponsored music services? Check all that apply.** (79% responded by marking at least one box—355 of 451; respondent could choose more than one and 131 of the 355 did)

*Apple iTunes* – 148 (42% of those who have used a video service; 33% of all responses)

*Amazon unbox* – 1 (0% of those who have used a video service; 0% of all responses)

*Hulu* – 14 (4% of those who have used a video service; 3% of all responses)

*Vuze* - 4 (1% of those who have used a video service; 1% of all responses)

*Netflix Online* – 26 (7% of those who have used a video service; 6% of all responses)

*YouTube* – 299 (84% of those who have used a video service; 66% of all responses)

*Others. Please specify...* - 11 (3% of those who have used video service; 2% of all responses)

*blockbuster* 3

*limewire* 2

*espn.com* 1

*google video* 1

*Download limewire* 1

*surfthechannel.com* 1

**6) What peer-to-peer services have you used (if any)?** (35% responded—156 of 451; however 19 said none so 137 (30%) responded they had used a P2P service).

*Limewire* 58

*Facebook* 28

*None* 19

*Myspace* 17

*Aim* 16

*Bittorent* 13

*Youtube* 13

*Ichat* 11

*Ares* 8

*Utorrent* 6

*Kazaa* 6

*Azureas* 5

*Frostwire* 3

*Torrent* 3

*Email* 2

*Yahoo* 2

*MSN* 2



<i>N/A</i>	2
<i>?</i>	1
<i>Hotmail</i>	1
<i>Texting</i>	1
<i>animecrazy.net</i>	1
<i>Apple</i>	1
<i>archive.org</i>	1
<i>Aresgalaxy</i>	1
<i>Bearshare</i>	1
<i>mintorrent</i>	1
<i>msn</i>	1
<i>napster</i>	1
<i>acquisitional</i>	1
<i>isohunt</i>	1
<i>archive.org</i>	1
<i>umlive</i>	1
<i>idk</i>	1
<i>lming</i>	1
<i>instant</i>	
<i>messaging</i>	1
<i>piratebay</i>	1
<i>soulseek</i>	1
<i>fomDB</i>	1
<i>msn</i>	
<i>messenger</i>	1
<i>email</i>	1
<i>notsure</i>	1
<i>ovguide.com</i>	1
<i>pandora</i>	1
<i>seekasong</i>	1
<i>skype</i>	1
<i>ichat</i>	1
<i>tvlinks.com</i>	1
<i>demonid</i>	1
<i>mininova</i>	1
<i>winmx</i>	1
<i>stickam.com</i>	1

**7) When purchasing media online, do you prefer to pay... Check one.** (97% responded by marking one box—438 of 451; no respondents chose more than one – just as the instructions asked)

*By the track/title/album* – 237 (54% of those who responded to question)  
*subscription* – 21 (5% of those who responded to question)

*I don't purchase online – 180 (41% of those who responded to question)*

**8) Name three bands or artists whose songs you own, want, or like to listen to?**

There were 433 unique bands/artists listed. The top 20 list is as follows:

01	<i>Lil Wayne</i>	4.9%	56
	<i>Dave Mathews</i>		
02	<i>Band</i>	3.7%	43
03	<i>Taylor Swift</i>	2.9%	33
04	<i>Rascal Flatts</i>	2.6%	30
05	<i>Chris Brown</i>	1.8%	21
	<i>John Mayer</i>	1.8%	21
	<i>Red Hot Chili</i>		
07	<i>Peppers</i>	1.7%	20
08	<i>Jack Johnson</i>	1.6%	18
	<i>O.A.R.</i>	1.6%	18
10	<i>Kanye West</i>	1.3%	15
11	<i>Beatles</i>	1.2%	14
	<i>Coldplay</i>	1.2%	14
13	<i>Carrie Underwood</i>	1.1%	13
	<i>Sublime</i>	1.1%	13
15	<i>Kenny Chesney</i>	1.0%	12
16	<i>Three Days Grace</i>	0.9%	10
	<i>T-Pain</i>	0.9%	10
17	311	0.8%	9
	<i>Boys Like Girls</i>	0.8%	9
	<i>Breaking</i>		
	<i>Benjamin</i>	0.8%	9
20	<i>Blink 182</i>	0.7%	8
	<i>Brad Paisley</i>	0.7%	8
	<i>Brand New</i>	0.7%	8
	<i>Linkin Park</i>	0.7%	8
	<i>Mayday Parade</i>	0.7%	8
	<i>Nickelback</i>	0.7%	8
	<i>Rihanna</i>	0.7%	8

## Digital Music and Media 2008: Your Input Needed

Illinois State University is studying how students acquire and use digital media – music, movies, TV shows and games. As new members of the ISU community, would you take a few minutes to fill out the short survey below?

Your participation is voluntary. The survey is anonymous and cannot be tied back to you in any way. If you choose not to participate, there is no penalty. The results of this survey may be published or presented at conferences, but no specific information about you or your responses will be used. The outcomes of this survey will be used in designing legal online music/media services as well as educational programs & copyright compliance processes.

Your consent to participate is implied by your completion of the survey. If you have any questions, please call one of us:

Sue Stroyan  
309/438-7535

Cheryl Elzy  
309/438-3481

David Greenfield  
309/438-8334

Mark Walbert  
309/438-2430

If you have questions about your rights as a subject/participant in this research study, or if you feel you have been placed at risk, you can contact the Research Ethics & Compliance Office at Illinois State University at 309/438-8451.

### PART 1:

I confirm that I am at least 18 years of age and can participate in this survey as an adult.  Yes  No

Select ONE: I am a  New student  Parent  Other

List your home town and state \_\_\_\_\_

### PART 2: Please answer for yourself (*not for your student if a parent*)

1) Do you have a portable music player(s)?  Yes  No

What type of device is it? Check all that apply.

Apple iPod/iPhone  Microsoft Zune

Other - Please specify all \_\_\_\_\_

2) Do you play music from your computer at home?  Yes  No

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

\_\_\_\_\_

3) Do you watch movies/TV/video on your computer?  Yes  No

How do you get the movies/TV/video? \_\_\_\_\_

\_\_\_\_\_

4) Have you used any of the following **paid/sponsored music** services? *Check all that apply.*

Apple iTunes  Ruckus  Microsoft Zune Marketplace

Amazon mp3  Napster  Walmart Music Downloads

eMusic  Rhapsody  Others - Please specify \_\_\_\_\_

5) Have you used any of the following **paid/sponsored video** services? *Check all that apply.*

Apple iTunes  Hulu  NetFlix Online  YouTube

Amazon unbox  Vuze  Others - Please specify \_\_\_\_\_

6) What peer-to-peer and/or streaming services have you used (if any)? \_\_\_\_\_

\_\_\_\_\_

7) When purchasing media online, do you prefer to pay... *Check one.*

by the track/title/album  subscription  I don't purchase online

8) Name three bands or artists whose songs you own, want, or like to listen to?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_