



MEDIA AND MUSIC SURVEY

The “experts” are saying that you and your peers are wired-up more than any other generation in history. **Media and music** are a huge part of your world. Is that true? Here’s a little survey we’d like you to take to help us become “experts” on your music and media preferences.

✓ Which of the following do you have in your home? (Circle all that apply)

Television	MP3 Player or iPod
Stereo System	Video Game System
Personal Stereo System (Walkman, etc.)	DVD Player
Computer	VCR
Internet Access	Other _____










✓ Which of the following do you have in your room? (Circle all that apply)

Television	Video Game System
Stereo System	DVD Player
Personal Stereo System (Walkman, etc.)	VCR
Computer	Phone
Internet Access	Cell phone
MP3 Player or iPod	Other _____






Television

- What TV show(s) do you try to watch on a regular basis?
- What is your favorite TV show? What do you like most about it?
- How much time do you think you spend watching TV every week?
- Do you usually watch TV with your parents, your family, friends, or alone?
- Do you tape any shows?
- Do you watch any programs of which your parents would disapprove?

Movies

-  What are the last three movies you've seen at the movie theater?
-  What is the best movie you've seen in the movie theater in the last twelve months? Why?
-  What are the last three movies on video or DVD that you've rented and watched at home?
-  What are the last three rented movies on video or DVD that you've watched on somebody else's house?
-  What is your favorite movie of all time? Why?
-  How much time do you spend watching movies (either rented or in a movie theater) each week?
-  Have you ever been admitted to an R or NC-17 rated movie without being accompanied by an adult?
-  Do your parents have guidelines for what movies/videos you see? What are they?
-  Have you seen any movies/videos of which your parents would disapprove?

Video Gaming

-  Do you have a video game system in your home? What systems?
-  What are your three favorite video or computer games? Why?
-  What are the last three video/computer games you've purchased or received as gifts?
-  Do you rent video games? Which ones most recently?
-  Where do you typically play video games (home, friend's, other)?

- 🎮 Do your parents play video games with you?
- 🎮 Do your parents have any guidelines for which games you play/rent/buy?
- 🎮 Do you have any video games of which your parents would disapprove?
- 🎮 Have your parents ever bought you a game that they would disapprove of if they knew what was on it?
- 🎮 How much time do you think you spend playing video/computer games each week?

Computer/Internet

- 💻 Do you have Internet access? What type of connection (dial-up, DSL, Cable, Wireless, etc.)?
- 💻 Do you have an IM screen name?
- 💻 What IM programs do you use (AIM, MSN, Yahoo, ICQ, etc.)?
- 💻 What do you like most about instant messaging?
- 💻 Do you ever chat with people whom you don't know?
- 💻 Have you ever had IM conversations which you wouldn't want your parents to see?
- 💻 How much time do you think you spend online each week?
- 💻 What are your three favorite websites? Why?
- 💻 Do you have any content filters on your computer that limit what websites you go to?
- 💻 Do you ever go to any websites of which your parents would disapprove?
- 💻 Have you ever viewed pornography on the Internet?
- 💻 Do you use e-mail?
- 💻 How many different e-mail addresses do you have?
- 💻 How many e-mails do you get on average per day?
- 💻 What percentage would you say is spam?
- 💻 Do you ever get unsolicited sexually explicit email?
- 💻 Do you have your own website?

- ☞ Do you blog?
- ☞ Are you a member of any on-line communities (chat rooms, discussion boards, forums, etc.)? Which ones?
- ☞ How much time do you spend in chat rooms?
- ☞ Do you play games online?
- ☞ Do you own a digital camera? Still or video?
- ☞ Do you have a webcam?
- ☞ What percentage of your time on the internet is used to do the following?
 - _____ Homework/Research
 - _____ Browsing
 - _____ Entertainment
 - _____ Communication (E-mail, IM, Chatting, Blogging, Forum discussions)
 - _____ Playing Games
 - _____ Downloading Files/Music
 - _____ Shopping/Purchasing
 - _____ Other – Please List _____

Music

- ☞ What type of music is your favorite?
- ☞ Who is your favorite musical artist or band? Why?
- ☞ What is your favorite album? Why?
- ☞ What is your favorite song? Why?
- ☞ Is there a song you can think of that has deep significance for you? What is it? Why is it significant?
- ☞ If you could see any artist or band – living or dead – in concert, who would it be? Why?
- ☞ Do you download music?
- ☞ Do you pay for the music you download or do you get the songs through file sharing networks (KaZaA, etc.)?
- ☞ What are the last three CDs you've either purchased or downloaded?

- 🎧 Do you burn CDs on your computer?
- 🎧 Do your parents have any guidelines for the music you purchase/listen to?
- 🎧 Are your parents aware of the music that you have?
- 🎧 Do you have any CDs/music of which your parents would disapprove?
- 🎧 How do you learn lyrics (websites, liner notes, etc.)?
- 🎧 Have you ever gone to a live concert? Which ones?
- 🎧 Do you have MTV or other music video channels in your home?
- 🎧 Do you watch MTV or other music video channels? If yes, which ones? How much do you typically watch in a week?
- 🎧 What is currently your favorite music video? Why?
- 🎧 What is your favorite music video of all time? Why?

Radio

- 📻 What is your favorite radio station? Why?
- 📻 At what time(s) of day do you most often listen to the radio?
- 📻 Do you listen to any talk radio shows? Which ones?
- 📻 How much time do you think you spend listening to the radio every week?

Magazines

- 📖 What magazines do you read regularly?
- 📖 What magazines do you have a subscription to?
- 📖 What magazines do you buy on a regular basis?
- 📖 Do you ever read magazines of which your parents would disapprove?

Cell Phones

- Do you have your own cell phone?
- How often do you use your cell phone?
- Who do you use it to call?
- Do you download ring-tones?
- Do you use text messaging?
- Do you access the internet with your cell phone?
- Do you use your cell phone to take, send, or receive pictures?
- Who pays your cell phone bill, you or your parents?