

Los Angeles Times / Bloomberg

Music and Passion is Always the Fashion *A Look Inside The Entertainment Life Of 12-24 Year Olds*

This is the first annual Los Angeles Times/Bloomberg survey of pop culture and entertainment in the United States. The survey focused on teenagers between the ages of 12 and 17 and young adults between the ages of 18 and 24, an age group important to the entertainment industry. The industry is busy working out ways to target and keep this audience. Do they release music for downloading and CD sales at the same time? Do they release movies to DVD and for downloading when they are first being screened in theaters? Is piracy affecting their profit margins and is there a way to financially tap into file sharing networks? The survey took a look at the group of young people who are driving an industry to innovate, shape and adapt.

This is the third of four poll releases, a look at way teens and young adults find, download or purchase the music they consume. Poll stories and this release can be found at: www.latimes.com/timespoll.

Music

On average, teens and young adults each reported listening to about 4 hours of music a day. And a majority, 57%, of each age group said they heard a song or interview on the radio about the music they most recently acquired, followed by 47% of teenagers and 40% of young adults who said a friend recommended the music and at least three in 10 of both age groups said they saw a music video or ad on TV. Females of all age groups rank heard a song as the top reason where they first heard about the music they wanted to buy, more so than males of any age. However, the younger teenage girl was persuaded more by the music video or TV ad she saw (42%), than either teenage boys (30% each age group) or the older teenage girl (28%).

When respondents were asked about the type of music they were most passionate about, not one came out loud and clear, but rock and rap/hip-hop were the only ones that were ranked highest. For the teenagers, 30% said their music tastes ranged across many different genres, but 25% were passionate about rap/hip-hop and another 18% mentioned pure rock. More than a third of young adults also said that their music crossed many boundaries, but a fifth said rap/hip-hop and less than a fifth mentioned rock.

Listening to Music

The survey found that teens don't treat music as an entertainment destination. Four out of five reported that they think of music as supplemental to something else, and only 18% said that they focus on the music as they listen. A big favorite among males who listen to music while doing other things is to play video games – 60% of boys 12 to 14; 46% of boys 15 to 17; and 45% of young men 18 to 20 said they listen to music and play games. The combination of music and gaming is much less appealing to females - 20% of younger teens, 17% of older teenagers, and just over 1 in 10 of women over 18 reported doing so. About two thirds of teenage girls who multitask said they did homework while listening to music, along with 54% of teenage boys. Almost half of teenage girls reported talking on the phone while they listen to music, 54% said they surf the web.

Young adults are no more likely than teens to focus on the music they are listening to – 83% reported doing something else at the same time. Half of young adults who multitask to music said they listen to music while they surf the web, 40% talk on the phone, 38% send or read email.

How about listening to music - do you usually prefer to focus on just the music you are listening to, or do you like to do other things at the same time?

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Focus on the music	18	22	15	20	13	15	18	12	21	8
Do other things	80	73	84	78	87	83	80	88	77	89
Don't listen to music	2	5	1	2	0	2	2	0	2	3

Attitudes Toward Illegal Downloading and Piracy

Downloading music from Internet file sharing services is fairly common among teens and young adults, but most said they have never illegally downloaded music. Also, most said they have not downloaded a movie of any kind.

When asked if they had ever downloaded music, about half of teens overall said they had -- from legal file sharing services. About seven in 10 said their friends had done so. Barely over one in 10 reported downloading from unauthorized file sharing services but 25% said their friends had done so. Among young adults, 39% said they had downloaded music legally, 18% had downloaded music illegally, 33% said their friends were downloading illegally.

While more than six out of 10 teens and just over half of young adults proclaimed they would never download music from an unauthorized file-sharing service, 12% of teens and 17% of young adults said they would not pay for music that is available on such services no matter how inexpensive it was. About a quarter of teens and three in 10 young adults said they would pay for it if the price were right.

Girls and young women are more likely to report downloading music than boys and young men. Among the 12 to 14 year olds, 46% of girls compared to 35% of boys said they'd downloaded legally. Twelve percent of girls of that age reported downloading illegally, compared to 7% of boys.

The gender gap faded among the 15 to 17 age group, but reappeared in the young adults in reverse. Among men aged 18 to 24, 45% said they legally download music, compared to 33% of women of that age. Twenty percent of young men reported downloading music illegally, compared to 16% of women.

Movies were less often downloaded than music – almost all teens and young adults asserted that they would never download a movie from an unauthorized file sharing service, and only a handful said they had ever downloaded movies. Only 6% each of teens and young adults reported having downloaded movies legally. Three percent of teens and 6% of young adults reported doing so illegally. The numbers went up slightly when asked a safer question about their friends, but still only two in 10 teens and one in four young adults said their friends have downloaded movies legally, and 12% of teens and 21% said their friends have downloaded movies illegally.

Table: summary of respondent and respondent's estimate of friends downloading of music and movies

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Music										
Respondent – legal download	49	35	46	57	57	39	55	39	37	29
Respondent – illegal download	11	7	12	15	11	18	25	19	16	14
Never downloaded music	46	62	48	37	39	53	36	52	56	63
Friends – legal download	69	53	74	73	74	59	71	72	55	47
Friends – illegal download	25	17	23	31	30	33	41	40	32	26
Never downloaded music	23	40	21	18	14	29	20	17	31	40
Movies										
Friends – legal download	21	20	18	26	19	26	27	24	29	23
Friends – illegal download	12	8	13	17	10	21	30	22	24	12
Never downloaded movies	73	76	76	65	76	60	55	61	55	68
Self – legal download	6	5	5	8	7	6	9	5	6	4
Self – illegal download	3	1	2	5	2	6	10	4	8	2
Never downloaded movie	92	94	94	89	92	89	82	92	88	94

Most teens and young adults draw clear distinctions between the criminality of copying a friend's purchased CDs or DVDs; downloading or purchasing bootleg or unauthorized copies of CDs or DVDs; and shoplifting. Almost no one of any age or gender said that shoplifting an item worth less than \$20 was not a criminal act, yet roughly two-thirds of each group did not think that copying a friend's purchased CD was a crime. A quarter of teens and 29% of young adults characterized it as a minor crime. This was particularly true of girls aged 12 to 14 – more than three in four said it wasn't a crime to share purchased music among friends.

Nearly three out of five teens overall said that copying a DVD or video from someone who bought it isn't a crime, and about that same proportion of 18 to 24 year olds agreed with them. If a friend had a CD or DVD that had not been purchased, however, roughly four out of five teens and more than seven out of 10 young adults said it would be a crime to make a copy of it.

A majority (53%) of teens know it is not legal to download music from unauthorized file sharing services, but consider it a minor crime. However, only 37% said that shoplifting an item worth less than \$20 is a minor crime. Young adults were more consistent, 57% said that downloading free music is a minor crime and 55% said the same thing about shoplifting an item worth less than \$20.

Summary table: Proportion who said it was **not a crime** to

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Copy a CD - friend paid	<u>69</u>	<u>68</u>	<u>77</u>	<u>62</u>	<u>69</u>	<u>64</u>	<u>71</u>	<u>63</u>	<u>60</u>	<u>64</u>
Copy a CD - friend not pay	<u>21</u>	<u>22</u>	<u>19</u>	<u>21</u>	<u>22</u>	<u>29</u>	<u>31</u>	<u>24</u>	<u>35</u>	<u>25</u>
Copy a DVD friend paid	<u>58</u>	<u>58</u>	<u>64</u>	<u>54</u>	<u>58</u>	<u>60</u>	<u>63</u>	<u>55</u>	<u>60</u>	<u>59</u>
Copy a DVD friend not pay	<u>19</u>	<u>18</u>	<u>19</u>	<u>20</u>	<u>20</u>	<u>26</u>	<u>24</u>	<u>21</u>	<u>30</u>	<u>26</u>
Music— illegal download	<u>20</u>	<u>18</u>	<u>24</u>	<u>20</u>	<u>18</u>	<u>24</u>	<u>32</u>	<u>27</u>	<u>20</u>	<u>23</u>
Movies – illegal download	<u>17</u>	<u>16</u>	<u>18</u>	<u>19</u>	<u>16</u>	<u>23</u>	<u>27</u>	<u>24</u>	<u>21</u>	<u>21</u>
Buy a bootleg CD	<u>17</u>	<u>15</u>	<u>22</u>	<u>15</u>	<u>17</u>	<u>24</u>	<u>27</u>	<u>20</u>	<u>26</u>	<u>22</u>
Buy a bootleg DVD	<u>16</u>	<u>13</u>	<u>20</u>	<u>15</u>	<u>16</u>	<u>21</u>	<u>20</u>	<u>19</u>	<u>24</u>	<u>22</u>
Shoplift less than \$20	<u>3</u>	<u>5</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>6</u>	<u>2</u>
Shoplift more than \$20	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>4</u>	<u>2</u>

Analysis by Susan H. Pinkus and Jill Darling Richardson

**Results from the Los Angeles Times/Bloomberg
Entertainment Poll**
(of teenagers and young adults)
June 23-July 03, 2006

Note: indicates less than 0.5%

Q22. How about listening to music - do you usually prefer to focus on just the music you are listening to, or do you like to do other things at the same time?

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Focus on the music	18	22	15	20	13	15	18	12	21	8
Do other things at the same time	80	73	84	78	87	83	80	88	77	89
Don't listen to music	2	5	1	2	-	2	2	-	2	3

(ASKED OF THOSE WHO DO OTHER THINGS AT THE SAME TIME WHILE LISTENING TO MUSIC)

Q22A. Which of the following do you usually like to do while listening to music? (SELECT ALL THAT APPLY)

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Instant messaging	29	15	30	36	32	30	41	44	23	22
Going on the internet	52	36	53	59	54	50	53	66	46	43
Doing my homework	59	51	61	56	68	30	42	39	26	23
Sending or reading email	32	14	33	35	44	38	41	48	32	36
Text messaging	21	11	18	21	31	20	18	31	15	19
Talking on the phone	42	27	45	43	51	40	34	57	35	40
Playing a video game	34	60	20	46	17	24	45	14	35	8
Watch a TV show	15	9	15	20	16	12	9	12	13	12
Watch a movie	9	7	6	12	8	9	5	12	14	7
It depends on the music I'm listening to	5	5	5	6	5	13	15	6	11	16
Domestic activities (housework/chores/cook)	7	3	11	5	7	13	-	9	10	24
Read	3	3	5	-	3	1	-	1	-	2
Exercise	2	3	1	3	1	2	2	1	4	1
Other	8	6	11	5	8	7	3	6	7	8

CNT22A: Number of multitasking things respondent does while listening to music.

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Don't multitask / don't listen	<u>19</u>	<u>27</u>	<u>16</u>	<u>23</u>	<u>14</u>	<u>17</u>	<u>20</u>	<u>12</u>	<u>23</u>	<u>11</u>
One	<u>24</u>	<u>27</u>	<u>28</u>	<u>20</u>	<u>21</u>	<u>30</u>	<u>28</u>	<u>19</u>	<u>30</u>	<u>37</u>
Two	<u>12</u>	<u>17</u>	<u>11</u>	<u>10</u>	<u>10</u>	<u>13</u>	<u>13</u>	<u>21</u>	<u>12</u>	<u>11</u>
Three	<u>13</u>	<u>10</u>	<u>14</u>	<u>14</u>	<u>12</u>	<u>12</u>	<u>7</u>	<u>8</u>	<u>13</u>	<u>16</u>
Four	<u>9</u>	<u>8</u>	<u>5</u>	<u>9</u>	<u>14</u>	<u>9</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>9</u>
Five+ (net)	<u>22</u>	<u>11</u>	<u>25</u>	<u>24</u>	<u>29</u>	<u>19</u>	<u>24</u>	<u>30</u>	<u>13</u>	<u>15</u>
Five	<u>11</u>	<u>8</u>	<u>11</u>	<u>9</u>	<u>15</u>	<u>10</u>	<u>14</u>	<u>14</u>	<u>4</u>	<u>9</u>
Six	<u>7</u>	<u>3</u>	<u>9</u>	<u>7</u>	<u>9</u>	<u>5</u>	<u>5</u>	<u>9</u>	<u>4</u>	<u>5</u>
Seven	<u>3</u>	<u>-</u>	<u>3</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>1</u>
Eight	<u>1</u>	<u>-</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>1</u>
Nine	<u>1</u>	<u>-</u>	<u>1</u>	<u>2</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>1</u>	<u>-</u>	<u>-</u>

(ASKED OF EVERYONE)

Q29. When it comes to downloading music, which of the following applies to any of your friends? (SELECT ALL THAT APPLY)

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
My friends have downloaded music from a legal file-sharing service	69	53	74	73	74	59	71	72	55	47
My friends have downloaded music from an unauthorized file-sharing service	25	17	23	31	30	33	41	40	32	26
My friends have ever downloaded music	23	40	21	18	14	29	20	17	31	40

Q30. How about yourself. When it comes to downloading music, which of the following applies to you? (SELECT ALL THAT APPLY)

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
I have downloaded music from a legal file-sharing service	49	35	46	57	57	39	55	39	37	29
I have downloaded music from an unauthorized file-sharing service	11	7	12	15	11	18	25	19	16	14
I have never downloaded music	46	62	48	37	39	53	36	52	56	63

Q33. Which statement comes closest to describing your attitude toward downloading music for free from an unauthorized file sharing service:

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
I would pay for it if the price was right	26	21	30	27	25	30	26	35	36	25
I would not pay for it at any price	12	9	10	18	9	17	23	16	15	15
I would never download music from an unauthorized file sharing service	62	70	60	55	66	53	51	49	49	60

Indicate if you think you would be committing a crime in each of the following situations, and if so, how serious it would be.

Q35A. BUYING A BOOTLEG (COPIED OR RECORDED) CD

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Crime (net)	83	86	78	85	83	76	73	80	74	78
Minor crime	61	68	56	60	62	63	59	66	60	67
Serious crime	22	17	22	25	21	13	14	14	14	11
Not a crime	17	15	22	15	17	24	27	20	26	22

Q35B. BUYING A BOOTLEG (COPIED OR RECORDED) DVD OR VIDEOTAPE

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Crime (net)	84	87	80	85	84	78	80	81	76	79
Minor crime	60	67	55	56	62	65	65	68	61	66
Serious crime	24	20	25	29	22	14	15	13	15	12
Not a crime	16	13	20	15	16	21	20	19	24	22

Q35C. COPYING A CD FROM A FRIEND WHO PAID FOR IT

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Crime (net)	31	32	23	38	31	36	29	37	40	36
Minor crime	24	25	18	29	24	29	24	27	31	31
Serious crime	7	7	5	9	7	7	5	10	9	5
Not a crime	69	68	77	62	69	64	71	63	60	64

Q35D. COPYING A CD FROM A FRIEND WHO DIDN'T PAY FOR IT

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Crime (net)	<u>79</u>	<u>78</u>	<u>80</u>	<u>79</u>	<u>78</u>	<u>71</u>	<u>68</u>	<u>75</u>	<u>66</u>	<u>75</u>
Minor crime	<u>51</u>	<u>49</u>	<u>51</u>	<u>54</u>	<u>48</u>	<u>55</u>	<u>49</u>	<u>49</u>	<u>52</u>	<u>63</u>
Serious crime	<u>28</u>	<u>29</u>	<u>30</u>	<u>25</u>	<u>30</u>	<u>16</u>	<u>20</u>	<u>27</u>	<u>13</u>	<u>12</u>
Not a crime	<u>21</u>	<u>22</u>	<u>19</u>	<u>21</u>	<u>22</u>	<u>29</u>	<u>31</u>	<u>24</u>	<u>35</u>	<u>25</u>

Q35E. COPYING A DVD OR VIDEOTAPE FROM A FRIEND WHO PAID FOR IT

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Crime (net)	<u>42</u>	<u>42</u>	<u>36</u>	<u>46</u>	<u>42</u>	<u>41</u>	<u>37</u>	<u>45</u>	<u>40</u>	<u>41</u>
Minor crime	<u>31</u>	<u>33</u>	<u>24</u>	<u>34</u>	<u>32</u>	<u>32</u>	<u>29</u>	<u>33</u>	<u>30</u>	<u>35</u>
Serious crime	<u>11</u>	<u>9</u>	<u>12</u>	<u>12</u>	<u>10</u>	<u>8</u>	<u>8</u>	<u>12</u>	<u>10</u>	<u>6</u>
Not a crime	<u>58</u>	<u>58</u>	<u>64</u>	<u>54</u>	<u>58</u>	<u>60</u>	<u>63</u>	<u>55</u>	<u>60</u>	<u>59</u>

Q35F. COPYING A DVD OR VIDEOTAPE FROM A FRIEND WHO DIDN'T PAY FOR IT

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Crime (net)	<u>81</u>	<u>81</u>	<u>81</u>	<u>81</u>	<u>80</u>	<u>74</u>	<u>76</u>	<u>79</u>	<u>70</u>	<u>74</u>
Minor crime	<u>52</u>	<u>53</u>	<u>49</u>	<u>54</u>	<u>51</u>	<u>55</u>	<u>53</u>	<u>51</u>	<u>51</u>	<u>60</u>
Serious crime	<u>29</u>	<u>29</u>	<u>32</u>	<u>26</u>	<u>29</u>	<u>19</u>	<u>23</u>	<u>28</u>	<u>19</u>	<u>14</u>
Not a crime	<u>19</u>	<u>18</u>	<u>19</u>	<u>20</u>	<u>20</u>	<u>26</u>	<u>24</u>	<u>21</u>	<u>30</u>	<u>26</u>

Q35G. DOWNLOADING FREE MUSIC FROM AN UNAUTHORIZED FILE-SHARING SERVICE

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Crime (net)	<u>80</u>	<u>82</u>	<u>77</u>	<u>79</u>	<u>83</u>	<u>75</u>	<u>68</u>	<u>73</u>	<u>81</u>	<u>77</u>
Minor crime	<u>53</u>	<u>54</u>	<u>46</u>	<u>54</u>	<u>59</u>	<u>57</u>	<u>46</u>	<u>52</u>	<u>61</u>	<u>62</u>
Serious crime	<u>27</u>	<u>28</u>	<u>30</u>	<u>26</u>	<u>23</u>	<u>19</u>	<u>22</u>	<u>21</u>	<u>19</u>	<u>15</u>
Not a crime	<u>20</u>	<u>18</u>	<u>24</u>	<u>20</u>	<u>18</u>	<u>24</u>	<u>32</u>	<u>27</u>	<u>20</u>	<u>23</u>

Q35H. DOWNLOADING FREE MOVIES FROM AN UNAUTHORIZED FILE-SHARING SERVICE

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Crime (net)	<u>83</u>	<u>84</u>	<u>82</u>	<u>82</u>	<u>84</u>	<u>77</u>	<u>73</u>	<u>76</u>	<u>79</u>	<u>79</u>
Minor crime	<u>53</u>	<u>57</u>	<u>45</u>	<u>52</u>	<u>57</u>	<u>57</u>	<u>51</u>	<u>55</u>	<u>58</u>	<u>62</u>
Serious crime	<u>30</u>	<u>27</u>	<u>37</u>	<u>29</u>	<u>27</u>	<u>20</u>	<u>22</u>	<u>21</u>	<u>21</u>	<u>17</u>
Not a crime	<u>17</u>	<u>16</u>	<u>18</u>	<u>19</u>	<u>16</u>	<u>23</u>	<u>27</u>	<u>24</u>	<u>21</u>	<u>21</u>

Q35I. SHOPLIFTING AN ITEM WORTH LESS THAN \$20

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Crime (net)	<u>97</u>	<u>95</u>	<u>98</u>	<u>97</u>	<u>98</u>	<u>97</u>	<u>98</u>	<u>98</u>	<u>94</u>	<u>98</u>
Minor crime	<u>37</u>	<u>36</u>	<u>32</u>	<u>41</u>	<u>41</u>	<u>55</u>	<u>57</u>	<u>44</u>	<u>62</u>	<u>55</u>
Serious crime	<u>60</u>	<u>59</u>	<u>66</u>	<u>56</u>	<u>57</u>	<u>42</u>	<u>41</u>	<u>54</u>	<u>32</u>	<u>43</u>
Not a crime	<u>3</u>	<u>5</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>6</u>	<u>2</u>

Q35J. SHOPLIFTING AN ITEM MORE THAN \$20

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Crime (net)	<u>99</u>	<u>99</u>	<u>99</u>	<u>99</u>	<u>100</u>	<u>98</u>	<u>99</u>	<u>99</u>	<u>96</u>	<u>98</u>
Minor crime	<u>14</u>	<u>14</u>	<u>8</u>	<u>16</u>	<u>17</u>	<u>26</u>	<u>26</u>	<u>20</u>	<u>28</u>	<u>28</u>
Serious crime	<u>85</u>	<u>85</u>	<u>91</u>	<u>83</u>	<u>83</u>	<u>72</u>	<u>73</u>	<u>79</u>	<u>68</u>	<u>70</u>
Not a crime	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	-	<u>2</u>	<u>1</u>	<u>1</u>	<u>4</u>	<u>2</u>

Q38. On an average day, how much time do you spend listening to music?

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Under 2hrs (net)	<u>42</u>	<u>60</u>	<u>45</u>	<u>33</u>	<u>34</u>	<u>47</u>	<u>39</u>	<u>46</u>	<u>56</u>	<u>45</u>
30 minutes to under 1 hour	<u>20</u>	<u>35</u>	<u>23</u>	<u>11</u>	<u>13</u>	<u>19</u>	<u>17</u>	<u>20</u>	<u>21</u>	<u>19</u>
1 hour to under 1.5 hours	<u>13</u>	<u>17</u>	<u>13</u>	<u>10</u>	<u>14</u>	<u>14</u>	<u>14</u>	<u>14</u>	<u>12</u>	<u>15</u>
1.5 hours to under 2 hours	<u>9</u>	<u>8</u>	<u>9</u>	<u>12</u>	<u>6</u>	<u>14</u>	<u>9</u>	<u>12</u>	<u>23</u>	<u>10</u>
Under 4hrs (net)	<u>36</u>	<u>25</u>	<u>32</u>	<u>41</u>	<u>43</u>	<u>30</u>	<u>34</u>	<u>32</u>	<u>27</u>	<u>30</u>
2 hours to under 2.5 hours	<u>12</u>	<u>12</u>	<u>9</u>	<u>17</u>	<u>9</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>9</u>	<u>12</u>
2.5 hours to under 3 hours	<u>9</u>	<u>6</u>	<u>9</u>	<u>8</u>	<u>14</u>	<u>7</u>	<u>9</u>	<u>4</u>	<u>8</u>	<u>7</u>
3 hours to under 3.5 hours	<u>10</u>	<u>6</u>	<u>9</u>	<u>12</u>	<u>12</u>	<u>9</u>	<u>11</u>	<u>9</u>	<u>7</u>	<u>9</u>
3.5 hours to under 4 hours	<u>5</u>	<u>1</u>	<u>6</u>	<u>5</u>	<u>9</u>	<u>3</u>	<u>1</u>	<u>4</u>	<u>3</u>	<u>3</u>
More than 4 hrs (net)	<u>21</u>	<u>12</u>	<u>22</u>	<u>25</u>	<u>23</u>	<u>20</u>	<u>26</u>	<u>22</u>	<u>13</u>	<u>20</u>
4 hours to under 4.5 hours	<u>4</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>6</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>2</u>
4.5 hours to under 5 hours	<u>2</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>3</u>
5 hours or more a day	<u>15</u>	<u>9</u>	<u>16</u>	<u>18</u>	<u>14</u>	<u>14</u>	<u>19</u>	<u>18</u>	<u>8</u>	<u>15</u>
Don't listen to music	<u>1</u>	<u>3</u>	-	<u>1</u>	-	<u>3</u>	<u>1</u>	-	<u>4</u>	<u>5</u>

(ASKED OF RESPONDENTS WHO LISTEN TO MUSIC)

Q39. Where or how did you first find out about the music you most recently acquired? (SELECT ALL THAT APPLY)

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Heard a song or interview on the radio	57	48	60	56	66	57	53	68	54	58
Saw a music video or advertisement on TV	33	30	42	30	28	30	31	37	29	27
Read a review in magazine or paper	5	1	8	3	7	6	10	8	4	4
A friend recommended / played it for me / loaned it to me	47	38	56	51	43	40	48	50	37	30
Music website - MTV, iTunes, Yahoo music, etc.	23	11	31	24	23	13	21	11	15	7
Heard about it in an online social site such as Myspace, etc.	12	3	12	17	12	5	4	15	2	4
Heard it on a TV show (like the O.C.)	15	9	23	7	21	8	9	15	4	9
Read about it in a blog, online journal or other personal website	2	1	2	2	2	2	2	4	1	2
It was recommended to me by a website	2	1	3	1	3	2	3	3	2	2
Found it on a peer-to-peer or friend-to-friend network like Kazaa or Grokster	3	4	2	5	2	2	3	4	1	2
My parents	15	18	17	14	12	4	5	5	2	4
Brother or sister	20	22	18	19	20	14	19	17	10	11
Heard it in a movie	26	26	35	19	25	19	18	33	9	19
Other	5	4	8	4	4	6	1	2	4	13
Don't acquire music	3	5	4	2	1	6	7	4	4	7

(ASKED OF EVERYONE)

Q40. How would you describe the type of music you are most passionate about? (SELECT ONE ANSWER)

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Rock	18	23	12	23	13	17	21	16	21	12
Pop	7	6	14	1	8	3	1	4	-	5
Rap/hip-hop	25	25	21	27	28	20	23	19	21	18
Country	5	3	4	6	6	10	12	7	11	10
Classical	-	-	1	-	-	1	1	1	2	1
Trance/techno	1	-	-	1	-	1	1	-	2	-
Jazz	-	1	-	1	-	1	-	1	2	1
Other	9	8	12	9	8	7	5	7	5	10
My music tastes ranges across genres	30	27	31	29	33	36	34	42	31	39
I am not passionate about any type of music	5	7	5	3	4	4	2	3	5	4

How the poll was conducted

The Los Angeles Times/ Bloomberg poll was conducted between June 23 and July 3, 2006 using the Knowledge Networks web-enabled panel, which provides a representative nationwide sample of U.S. households. Of the 4,466 minors and young adults invited to participate in the survey, 1,904 (43%) responded to the survey with 1,650 qualifying. The 1,650 qualified respondents included 839 minors between the ages of 12 and 17 years old and 811 young adults between the ages of 18 and 24 years old. The margin of sampling error for both groups is plus or minus 3 percentage points in either direction. In order to provide as representative a sample as possible, the survey results were weighted to U.S. Census population benchmarks for 12 to 24 year olds residing in the United States in terms of age, race/ethnicity, gender, region, urban/rural and internet access.