

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 1  
**Q.1 Where do you buy music these days - in that I am including CD's, DVD's, records, MP3 tracks etc?**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	449	553	80	150	225	162	188	197	311	230	156	305	267	263	246	139	87
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
CD's etc at Specialist music retailer (eg, HMV, Virgin)	349 35%	174 36%	175 34%	63 57%	58 34%	81 40%	57 34%	49 33%	41 20%	107 43%	107 37%	70 33%	66 26%	100 38%	94 36%	75 31%	47 34%	33 37%
CD's etc at Supermarket	293 29%	117 24%	176 34%	26 24%	64 37%	70 35%	48 28%	47 31%	39 20%	82 33%	70 24%	73 34%	69 28%	53 20%	80 31%	79 32%	51 37%	30 34%
CD's etc at General retailer (eg Woolworths, WHSmith)	233 23%	108 22%	125 24%	21 19%	42 24%	49 25%	42 25%	36 24%	43 22%	66 26%	56 19%	39 19%	72 29%	61 23%	56 21%	50 20%	43 31%	23 26%
CD's etc at On-line music specialist (eg Amazon.com)	164 16%	81 17%	82 16%	30 27%	42 25%	43 21%	35 21%	11 7%	3 1%	64 25%	73 25%	12 6%	15 6%	53 20%	42 16%	24 10%	24 17%	22 25%
CD's etc at On-line general retailer (eg Tesco.com)	95 9%	48 10%	47 9%	21 19%	21 12%	30 15%	15 9%	7 5%	1 *	32 13%	32 11%	19 9%	11 4%	36 13%	23 9%	17 7%	7 5%	12 13%
MP3 /digital files downloaded on-line (e.g. from iTunes, Napster ect) - NB: does not have to be 'paid for', can be file sharing	49 5%	28 6%	21 4%	9 8%	10 6%	15 7%	11 6%	1 1%	3 1%	17 7%	24 8%	6 3%	2 1%	12 4%	10 4%	15 6%	5 4%	6 7%
Second-hand/ from markets	31 3%	15 3%	16 3%	4 3%	7 4%	7 4%	3 2%	4 3%	6 3%	4 2%	11 4%	7 4%	8 3%	8 3%	10 4%	7 3%	4 3%	1 2%
Don't buy music these days	210 21%	99 21%	111 21%	10 9%	12 7%	24 12%	34 20%	38 25%	91 45%	40 16%	45 16%	49 23%	76 31%	50 19%	53 20%	62 25%	33 24%	11 12%
Varies/ from no particular place	36 4%	16 3%	20 4%	3 3%	6 4%	3 2%	8 4%	8 5%	9 4%	6 2%	15 5%	7 3%	8 3%	10 4%	9 3%	9 4%	6 4%	2 2%
Don't know	13 1%	6 1%	7 1%	2 2%	1 1%	2 1%	- -	4 3%	4 2%	1 1%	6 2%	1 *	5 2%	6 2%	2 1%	2 1%	2 2%	1 1%

Prepared by ICM Research



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**Q.1 Where do you buy music these days - in that I am including CD's, DVD's, records, MP3 tracks etc?**

**Base: All respondents**

	Total	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?			
		Yes	No	Don't buy music	Don't know
Unweighted base	1002	521	424	36	21
Weighted base	1002	522	426	33	20
CD's etc at Specialist music retailer (eg, HMV, Virgin)	349 35%	252 48%	87 20%	1 3%	9 45%
CD's etc at Supermarket	293 29%	167 32%	117 27%	-	9 45%
CD's etc at General retailer (eg Woolworths, WHSmith)	233 23%	162 31%	66 16%	1 3%	4 18%
CD's etc at On-line music specialist (eg Amazon.com)	164 16%	93 18%	67 16%	-	3 17%
CD's etc at On-line general retailer (eg Tesco.com)	95 9%	49 9%	44 10%	-	2 9%
MP3 /digital files downloaded on-line (e.g. from iTunes, Napster ect) - NB: does not have to be 'paid for', can be file sharing	49 5%	25 5%	24 6%	-	-
Second-hand/ from markets	31 3%	17 3%	12 3%	-	2 11%
Don't buy music these days	210 21%	35 7%	144 34%	29 87%	2 8%
Varies/ from no particular place	36 4%	20 4%	12 3%	1 4%	3 15%
Don't know	13 1%	1 *	10 2%	2 5%	-

## Retail Week Music Purchases Survey

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Absolutes/col percents

Table 2

**Q.2 If you download music digitally, what percentage of the music you buy is downloaded? (this includes anything downloaded by file sharing)**  
**Base: All respondents who download**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	44	24	20	6	8	17	8	2	3	20	17	4	3	11	10	13	5	5
Weighted base	49	28	21	9	10	15	11	1	3	17	24	6	2	12	10	15	5	6
None	(0)	10 20%	3 10%	7 34%	1 13%	2 17%	3 23%	3 25%	- 35%	1 33%	4 18%	-	-	-	3 32%	2 13%	2 38%	3 42%
Less than 10%	(5)	7 14%	3 12%	3 16%	-	-	3 19%	4 37%	-	-	3 11%	2 29%	1 30%	-	4 37%	2 13%	1 20%	-
11% - 25%	(18)	8 17%	7 26%	1 6%	3 36%	1 11%	2 11%	1 8%	1 55%	1 27%	5 28%	3 13%	-	1 27%	6 47%	2 16%	1 7%	-
26% - 50%	(38)	6 11%	3 9%	3 14%	1 13%	1 11%	2 11%	1 14%	-	-	1 5%	4 15%	-	1 43%	3 25%	-	1 10%	-
50% - 75%	(62.5)	6 12%	4 14%	2 10%	-	3 33%	3 18%	-	-	-	1 4%	4 16%	2 26%	-	-	1 8%	3 23%	-
More than 75%	(87.5)	9 18%	6 22%	3 14%	4 38%	2 20%	2 11%	2 17%	-	-	-	6 27%	3 44%	-	3 23%	-	4 28%	2 42%
Don't know		3 7%	2 7%	1 6%	-	1 7%	1 6%	-	1 45%	1 39%	3 19%	-	-	-	1 5%	1 7%	1 6%	-
Mean	34.03	39.10	27.30	44.92	47.76	30.55	22.88	18.00	7.82	12.11	42.07	56.83	22.74	39.79	10.45	47.22	37.76	26.60
Standard deviation	33.50	33.45	33.22	36.87	32.95	32.45	32.73	-	-	16.00	35.02	38.25	18.33	29.24	18.04	35.51	47.28	30.75
Standard error	5.30	7.13	7.83	15.05	12.45	8.11	11.57	-	-	4.00	8.49	19.12	10.58	9.25	6.01	10.25	21.15	15.37

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Table 2

**Q.2 If you download music digitally, what percentage of the music you buy is downloaded? (this includes anything downloaded by file sharing)**

**Base: All respondents who download**

	Total	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?		
		Yes	No	Don't buy music
Unweighted base	44	23	21	-
Weighted base	49	25	24	-
None	(0) 10 20%	2 9%	8 32%	- -
Less than 10%	(5) 7 14%	5 20%	2 7%	- -
11% - 25%	(18) 8 17%	2 9%	6 25%	- -
26% - 50%	(38) 6 11%	4 16%	1 6%	- -
50% - 75%	(62.5) 6 12%	3 13%	3 11%	- -
More than 75%	(87.5) 9 18%	6 25%	3 12%	- -
Don't know	3 7%	2 7%	2 7%	- -
Mean	34.03	41.83	25.81	-
Standard deviation	33.50	34.57	30.99	-
Standard error	5.30	7.54	7.11	-

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### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 3

**Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	449	553	80	150	225	162	188	197	311	230	156	305	267	263	246	139	87
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
Yes	522 52%	257 53%	265 51%	71 64%	100 59%	112 56%	98 58%	73 49%	67 34%	134 54%	143 49%	118 56%	127 51%	154 58%	137 52%	117 48%	71 51%	43 49%
No	426 43%	200 42%	226 43%	39 35%	66 39%	84 42%	64 37%	68 45%	106 53%	107 43%	133 46%	86 41%	101 40%	97 36%	109 42%	116 47%	63 45%	42 47%
Don't buy music	33 3%	12 2%	21 4%	1 1%	2 1%	3 1%	6 3%	5 4%	17 8%	6 2%	10 4%	4 2%	13 5%	9 3%	12 5%	8 3%	3 2%	1 1%
Don't know	20 2%	12 2%	8 2%	- -	3 2%	1 1%	3 2%	3 2%	10 5%	4 1%	4 1%	3 2%	9 4%	7 3%	4 1%	5 2%	2 1%	2 3%

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Absolutes/col percents

Table 3

**Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?**

**Base: All respondents**

	Total	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?			
		Yes	No	Don't buy music	Don't know
Unweighted base	1002	521	424	36	21
Weighted base	1002	522	426	33	20
Yes	522 52%	522 100%	-	-	-
No	426 43%	-	426 100%	-	-
Don't buy music	33 3%	-	-	33 100%	-
Don't know	20 2%	-	-	-	20 100%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 4  
**Q.4 Where do you think you will buy most of your books in five years time?**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	449	553	80	150	225	162	188	197	311	230	156	305	267	263	246	139	87
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
Specialist bookshop (e.g. Borders, Waterstones)	300 30%	148 31%	152 29%	32 29%	50 29%	71 35%	47 28%	46 31%	54 27%	95 38%	83 28%	61 29%	61 24%	90 34%	75 29%	69 28%	36 25%	29 33%
On-line	216 22%	107 22%	109 21%	36 32%	55 33%	58 29%	37 22%	22 14%	8 4%	73 29%	89 31%	30 14%	24 10%	59 22%	64 25%	44 18%	32 23%	17 19%
General retailer (e.g. WHSmith, department store)	182 18%	85 18%	98 19%	18 16%	27 16%	28 14%	35 20%	26 17%	49 24%	30 12%	51 18%	47 22%	54 21%	55 21%	59 23%	36 15%	19 13%	14 16%
Supermarket	89 9%	34 7%	56 11%	8 8%	9 6%	25 12%	19 11%	18 12%	11 5%	17 7%	27 9%	21 10%	23 9%	16 6%	19 7%	23 9%	15 11%	16 18%
Second-hand/from markets	26 3%	9 2%	17 3%	- -	3 2%	4 2%	6 3%	3 2%	11 5%	3 1%	6 2%	7 3%	10 4%	7 3%	6 2%	8 3%	2 2%	2 2%
Don't buy books/ won't be buying in 5 years time	136 14%	71 15%	65 12%	13 11%	16 9%	12 6%	19 11%	28 18%	48 24%	19 8%	26 9%	38 18%	52 21%	25 9%	23 9%	51 21%	31 22%	6 7%
Don't know/ can't say	53 5%	26 6%	26 5%	3 3%	10 6%	3 1%	7 4%	9 6%	20 10%	12 5%	8 3%	6 3%	26 10%	14 5%	15 6%	15 6%	5 3%	4 4%

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Table 4

**Q.4 Where do you think you will buy most of your books in five years time?**

**Base: All respondents**

	Total	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?			
		Yes	No	Don't buy music	Don't know
Unweighted base	1002	521	424	36	21
Weighted base	1002	522	426	33	20
Specialist bookshop (e.g. Borders, Waterstones)	300 30%	185 35%	96 23%	11 34%	7 35%
On-line	216 22%	84 16%	129 30%	1 4%	2 9%
General retailer (e.g. WHSmith, department store)	182 18%	114 22%	57 13%	7 21%	4 22%
Supermarket	89 9%	53 10%	36 8%	-	1 4%
Second-hand/from markets	26 3%	12 2%	12 3%	1 3%	-
Don't buy books/ won't be buying in 5 years time	136 14%	52 10%	73 17%	9 26%	3 13%
Don't know/ can't say	53 5%	22 4%	23 5%	4 12%	3 17%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

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Table 5  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	449	553	80	150	225	162	188	197	311	230	156	305	267	263	246	139	87
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
<b>Sex</b>																		
Male	481	481	-	56	87	88	86	85	79	136	138	108	99	140	124	110	60	49
	48%	100%	-	51%	51%	44%	51%	56%	39%	54%	47%	51%	40%	52%	47%	44%	43%	55%
Female	521	-	521	55	83	113	84	66	121	114	153	103	151	127	137	137	80	40
	52%	-	100%	49%	49%	56%	49%	44%	61%	46%	53%	49%	60%	48%	53%	56%	57%	45%
<b>Age</b>																		
18-24	(21)	110	56	55	110	-	-	-	-	28	42	30	11	26	27	24	20	13
		11%	12%	10%	100%	-	-	-	-	11%	15%	14%	4%	10%	10%	10%	15%	15%
25-34	(29.5)	170	87	83	-	170	-	-	-	44	57	41	27	51	47	46	12	15
		17%	18%	16%	-	100%	-	-	-	18%	20%	20%	11%	19%	18%	19%	9%	17%
35-44	(39.5)	200	88	113	-	-	200	-	-	56	68	44	33	53	50	45	36	16
		20%	18%	22%	-	-	100%	-	-	22%	23%	21%	13%	20%	19%	18%	26%	18%
45-54	(49.5)	170	86	84	-	-	-	170	-	47	48	40	34	52	40	45	20	13
		17%	18%	16%	-	-	-	100%	-	19%	17%	19%	14%	20%	15%	18%	14%	14%
55-64	(59.5)	150	85	66	-	-	-	-	150	42	46	30	32	33	45	37	21	15
		15%	18%	13%	-	-	-	-	100%	17%	16%	14%	13%	12%	17%	15%	15%	17%
65+	(70)	200	79	121	-	-	-	-	200	32	29	25	113	52	52	49	30	17
		20%	16%	23%	-	-	-	-	100%	13%	10%	12%	45%	19%	20%	20%	22%	19%
Average age		46.56	45.87	47.20	21.00	29.50	39.50	49.50	59.50	44.91	42.73	43.36	55.34	46.16	46.89	46.79	46.97	45.52

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Table 5  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
<b><u>Social Class</u></b>																		
AB	251	136	114	28	44	56	47	42	32	251	-	-	-	76	63	56	37	18
	25%	28%	22%	25%	26%	28%	28%	28%	16%	100%	-	-	-	28%	24%	23%	27%	21%
C1	291	138	153	42	57	68	48	46	29	-	291	-	-	85	80	49	36	41
	29%	29%	29%	39%	33%	34%	28%	31%	15%	-	100%	-	-	32%	31%	20%	26%	46%
C2	210	108	103	30	41	44	40	30	25	-	-	210	-	47	61	65	26	11
	21%	22%	20%	27%	24%	22%	24%	20%	13%	-	-	100%	-	18%	23%	27%	19%	12%
DE	250	99	151	11	27	33	34	32	113	-	-	-	250	59	57	76	40	18
	25%	21%	29%	10%	16%	16%	20%	21%	57%	-	-	-	100%	22%	22%	31%	29%	21%
<b><u>Region</u></b>																		
North	334	158	176	37	61	61	58	51	66	75	90	76	94	-	-	246	-	88
	33%	33%	34%	34%	36%	30%	34%	34%	33%	30%	31%	36%	37%	-	-	100%	-	100%
Midlands	312	149	164	35	52	61	50	56	58	78	94	65	75	-	261	-	51	-
	31%	31%	31%	32%	31%	31%	29%	38%	29%	31%	32%	31%	30%	-	100%	-	37%	-
South	355	174	181	38	57	78	63	42	76	98	107	69	82	267	-	-	88	-
	35%	36%	35%	35%	34%	39%	37%	28%	38%	39%	37%	33%	33%	100%	-	-	63%	-

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**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
<b><u>Working status</u></b>																		
Full-time	445	291	154	43	107	117	97	73	7	145	144	111	45	130	126	109	46	35
	44%	60%	30%	39%	63%	58%	57%	49%	4%	58%	50%	53%	18%	49%	48%	44%	33%	40%
Part-time	112	24	88	14	16	36	21	18	7	30	41	21	21	32	22	29	21	9
	11%	5%	17%	13%	10%	18%	12%	12%	3%	12%	14%	10%	8%	12%	8%	12%	15%	10%
Not working but seeking work or temporarily unemployed/sick	58	36	22	4	10	16	25	3	-	5	14	14	26	21	12	13	6	6
	6%	7%	4%	4%	6%	8%	14%	2%	-	2%	5%	7%	10%	8%	5%	5%	4%	7%
Not working/not seeking work	89	14	74	14	23	22	16	11	2	13	23	21	32	23	24	22	12	8
	9%	3%	14%	13%	14%	11%	9%	7%	1%	5%	8%	10%	13%	9%	9%	9%	9%	9%
Retired	240	98	142	-	-	2	9	45	184	46	40	31	123	54	67	57	40	21
	24%	20%	27%	-	-	1%	5%	30%	92%	18%	14%	15%	49%	20%	26%	23%	29%	24%
Student	56	16	40	34	13	7	2	-	-	12	28	13	3	6	10	17	15	8
	6%	3%	8%	31%	8%	3%	1%	-	-	5%	10%	6%	1%	2%	4%	7%	11%	9%
Refused	2	2	-	1	-	-	1	-	-	-	1	-	1	1	1	-	-	-
	*	*	-	1%	-	-	1%	-	-	-	*	-	*	*	*	-	-	-

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**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
<b>Tenure</b>																		
Own outright	321 32%	141 29%	179 34%	18 17%	18 11%	26 13%	53 31%	79 53%	126 63%	81 32%	77 27%	56 27%	107 43%	74 28%	90 34%	79 32%	48 35%	29 33%
Own with a mortgage	411 41%	222 46%	189 36%	49 44%	95 56%	128 64%	80 47%	35 23%	25 12%	135 54%	144 49%	92 44%	40 16%	106 40%	107 41%	105 43%	58 42%	36 40%
Council	130 13%	57 12%	73 14%	24 21%	19 11%	22 11%	19 11%	23 16%	23 12%	9 4%	30 10%	30 14%	61 24%	37 14%	32 12%	32 13%	16 12%	12 14%
Housing Assoc.	38 4%	13 3%	25 5%	1 1%	10 6%	9 4%	5 3%	2 1%	10 5%	3 1%	9 3%	5 3%	21 8%	13 5%	11 4%	9 4%	4 3%	2 2%
Rented from someone else	78 8%	34 7%	44 8%	17 15%	25 15%	15 7%	8 5%	6 4%	7 4%	17 7%	24 8%	19 9%	17 7%	27 10%	16 6%	17 7%	11 8%	7 8%
Rent free	6 1%	2 *	4 1%	- -	1 1%	1 *	1 *	2 1%	2 1%	* *	1 1%	2 1%	2 1%	3 1%	1 1%	- -	1 *	1 1%
Refused	18 2%	11 2%	8 1%	1 1%	2 1%	1 1%	4 2%	3 2%	7 4%	4 2%	4 1%	6 3%	4 2%	7 3%	4 1%	4 2%	1 1%	2 3%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
<b>Foreign Holiday in last 3 years</b>																		
Yes	621	310	311	72	118	132	109	89	103	183	210	121	107	193	161	136	77	53
	62%	64%	60%	65%	69%	66%	64%	59%	51%	73%	72%	57%	43%	72%	62%	55%	55%	60%
No	381	171	210	38	53	69	61	62	98	68	80	89	143	73	100	111	62	35
	38%	36%	40%	35%	31%	34%	36%	41%	49%	27%	28%	43%	57%	28%	38%	45%	45%	40%
<b>Number of cars</b>																		
None	202	75	127	19	26	26	25	27	79	19	50	33	101	63	37	58	20	25
	20%	16%	24%	17%	15%	13%	14%	18%	39%	7%	17%	16%	41%	24%	14%	24%	14%	28%
1	436	201	235	31	86	90	67	67	94	109	118	93	116	113	103	119	64	37
	43%	42%	45%	28%	50%	45%	39%	45%	47%	44%	41%	44%	46%	42%	40%	48%	46%	42%
2	283	157	125	36	49	72	60	42	24	99	93	62	28	79	90	53	40	21
	28%	33%	24%	32%	29%	36%	35%	28%	12%	40%	32%	30%	11%	30%	34%	22%	28%	24%
3+	81	48	33	24	9	11	19	14	3	23	30	23	5	12	31	16	17	6
	8%	10%	6%	22%	6%	6%	11%	9%	2%	9%	10%	11%	2%	4%	12%	7%	12%	6%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
<b>Internet Access</b>																		
At all	636	321	315	86	134	163	127	86	41	214	223	123	76	182	174	134	85	61
	63%	67%	60%	78%	79%	81%	75%	57%	20%	85%	77%	58%	30%	68%	67%	54%	61%	70%
At home (net)	579	295	285	79	121	147	121	73	39	194	208	106	71	172	159	115	76	57
	58%	61%	55%	71%	71%	73%	71%	48%	20%	77%	72%	50%	28%	64%	61%	47%	55%	65%
At work (net)	256	147	109	29	63	73	57	30	5	126	97	27	7	83	62	58	33	21
	26%	31%	21%	26%	37%	36%	33%	20%	3%	50%	33%	13%	3%	31%	24%	23%	24%	24%
At home	361	169	192	54	66	86	69	52	34	81	123	91	65	97	107	72	47	37
	36%	35%	37%	49%	39%	43%	41%	35%	17%	33%	42%	43%	26%	36%	41%	29%	34%	42%
At work	38	22	16	4	8	12	5	9	-	14	11	12	1	8	10	15	4	1
	4%	5%	3%	4%	5%	6%	3%	6%	-	6%	4%	6%	*	3%	4%	6%	3%	2%
Both at home and at work	218	126	93	25	55	61	52	20	5	112	86	15	6	75	52	43	29	20
	22%	26%	18%	23%	32%	31%	31%	13%	3%	45%	29%	7%	2%	28%	20%	17%	21%	22%
Somewhere else	19	4	14	3	6	4	1	4	1	6	4	5	4	2	5	4	5	3
	2%	1%	3%	3%	3%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	3%	3%
Not at all	366	160	206	25	36	38	43	65	160	36	67	87	175	85	87	113	55	27
	37%	33%	40%	22%	21%	19%	25%	43%	80%	15%	23%	42%	70%	32%	33%	46%	39%	30%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
<b>Age Finished Full Time Education</b>																		
Up to 15	198 20%	105 22%	93 18%	4 4%	6 3%	9 5%	29 17%	56 37%	93 47%	21 8%	32 11%	40 19%	104 42%	45 17%	53 20%	51 21%	27 19%	21 24%
16	273 27%	123 26%	150 29%	26 24%	53 31%	71 36%	45 26%	33 22%	44 22%	44 17%	77 26%	73 35%	79 32%	58 22%	76 29%	89 36%	35 25%	15 17%
17	74 7%	28 6%	46 9%	6 5%	6 4%	20 10%	20 12%	7 5%	15 7%	14 6%	25 9%	24 11%	11 5%	18 7%	20 8%	11 4%	14 10%	10 11%
18	106 11%	46 9%	60 12%	9 8%	24 14%	26 13%	26 15%	11 7%	10 5%	31 12%	33 11%	26 12%	16 7%	26 10%	34 13%	27 11%	11 8%	7 8%
19 or over	276 28%	149 31%	127 24%	28 25%	69 40%	67 34%	41 24%	40 27%	31 15%	122 49%	93 32%	30 14%	31 13%	102 38%	65 25%	49 20%	36 25%	25 28%
Still in full time education	49 5%	17 4%	32 6%	34 30%	6 3%	5 3%	3 2%	- -	1 1%	11 4%	23 8%	13 6%	3 1%	8 3%	9 3%	16 6%	12 8%	6 6%
Had no full time education	2 *	1 *	1 *	- -	- -	- -	- -	2 1%	- -	- -	1 *	- -	1 *	1 *	- -	- -	1 *	- -
Refused	24 2%	12 2%	13 2%	4 3%	7 4%	2 1%	6 3%	* *	6 3%	7 3%	7 2%	6 3%	4 2%	9 3%	3 1%	4 2%	4 3%	4 4%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
<b><u>Marital Status</u></b>																		
Single	239 24%	138 29%	101 19%	78 71%	59 34%	36 18%	26 15%	20 13%	22 11%	51 20%	91 31%	47 22%	51 20%	60 22%	57 22%	63 26%	36 26%	24 27%
Married/ co-habiting	540 54%	268 56%	272 52%	28 25%	98 58%	135 67%	109 64%	88 58%	83 41%	163 65%	143 49%	129 61%	106 42%	147 55%	152 58%	122 49%	73 52%	46 53%
Widowed/ separated/ divorced	207 21%	66 14%	141 27%	4 3%	11 7%	29 14%	31 18%	42 28%	90 45%	32 13%	52 18%	31 15%	92 37%	54 20%	50 19%	59 24%	29 21%	16 18%
Refused	15 2%	9 2%	6 1%	1 1%	2 1%	1 1%	5 3%	1 1%	5 3%	5 2%	4 1%	4 2%	2 1%	5 2%	3 1%	3 1%	2 1%	2 3%
<b><u>Children</u></b>																		
None aged 18 or under	665 66%	337 70%	328 63%	88 80%	95 56%	59 30%	90 53%	135 90%	197 98%	162 65%	187 65%	125 60%	190 76%	171 64%	170 65%	162 66%	99 71%	64 72%
NET: Yes	337 34%	144 30%	193 37%	22 20%	75 44%	141 70%	80 47%	15 10%	3 2%	88 35%	103 35%	85 40%	60 24%	96 36%	91 35%	84 34%	41 29%	24 28%
NET: Yes any aged 15 or under	296 30%	128 27%	168 32%	22 20%	74 44%	125 63%	63 37%	9 6%	2 1%	78 31%	88 30%	79 37%	51 20%	84 31%	76 29%	77 31%	38 27%	21 24%
- Aged under 5	114 11%	45 9%	69 13%	21 19%	46 27%	41 21%	3 2%	3 2%	- -	30 12%	35 12%	29 14%	20 8%	36 14%	29 11%	29 12%	13 9%	7 8%
- Aged 5-10	143 14%	60 12%	84 16%	3 3%	42 25%	73 37%	22 13%	2 1%	1 1%	35 14%	36 12%	44 21%	28 11%	31 12%	39 15%	47 19%	17 12%	9 10%
- Aged 11-15	145 14%	65 13%	80 15%	1 1%	19 11%	66 33%	50 30%	7 4%	2 1%	34 14%	47 16%	40 19%	24 10%	39 15%	36 14%	36 14%	23 16%	12 13%
- Aged 16-18	77 8%	29 6%	48 9%	1 1%	1 1%	33 16%	33 20%	7 4%	2 1%	24 9%	30 10%	12 6%	11 5%	23 9%	23 9%	18 7%	8 6%	4 5%

Prepared by ICM Research



## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	210	250	267	261	246	140	88
<b><u>Grocery shopping status</u></b>																		
I am the main grocery shopper in the household	673 67%	238 50%	435 83%	37 34%	118 69%	147 73%	117 69%	108 72%	147 73%	161 64%	188 65%	138 66%	187 74%	169 63%	172 66%	180 73%	94 68%	59 67%
I regularly do the main grocery shop	694 69%	256 53%	438 84%	49 45%	119 70%	148 74%	119 70%	107 71%	152 76%	160 64%	198 68%	147 70%	189 75%	183 68%	176 67%	180 73%	96 69%	59 67%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	806 80%	365 76%	440 85%	85 77%	139 82%	169 84%	138 81%	120 80%	155 77%	204 81%	239 82%	164 78%	199 79%	218 82%	202 77%	202 82%	110 79%	73 83%
I do not do grocery shopping	82 8%	62 13%	20 4%	14 13%	9 5%	11 5%	14 8%	13 8%	21 10%	14 6%	25 9%	17 8%	26 10%	16 6%	24 9%	21 9%	12 9%	9 10%
Refused	12 1%	8 2%	4 1%	1 1%	2 1%	1 *	3 2%	1 *	4 2%	3 1%	3 1%	4 2%	2 1%	3 1%	2 1%	3 1%	1 1%	2 3%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Total	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?			
		Yes	No	Don't buy music	Don't know
Unweighted base	1002	521	424	36	21
Weighted base	1002	522	426	33	20
<b>Sex</b>					
Male	481 48%	257 49%	200 47%	12 36%	12 59%
Female	521 52%	265 51%	226 53%	21 64%	8 41%
<b>Age</b>					
18-24	(21) 110 11%	71 14%	39 9%	1 2%	- -
25-34	(29.5) 170 17%	100 19%	66 15%	2 5%	3 14%
35-44	(39.5) 200 20%	112 21%	84 20%	3 8%	1 6%
45-54	(49.5) 170 17%	98 19%	64 15%	6 18%	3 14%
55-64	(59.5) 150 15%	73 14%	68 16%	5 16%	3 17%
65+	(70) 200 20%	67 13%	106 25%	17 51%	10 49%
Average age	46.56	43.70	48.55	59.14	57.96

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?				
	Total	Yes	No	Don't buy music	Don't know
Weighted base	1002	522	426	33	20
<b><u>Social Class</u></b>					
AB	251 25%	134 26%	107 25%	6 18%	4 18%
C1	291 29%	143 27%	133 31%	10 31%	4 22%
C2	210 21%	118 23%	86 20%	4 11%	3 17%
DE	250 25%	127 24%	101 24%	13 40%	9 44%
<b><u>Region</u></b>					
North	334 33%	160 31%	157 37%	9 28%	7 37%
Midlands	312 31%	170 33%	126 30%	12 36%	4 18%
South	355 35%	192 37%	143 34%	12 36%	9 44%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?				
	Total	Yes	No	Don't buy music	Don't know
Weighted base	1002	522	426	33	20
<b><u>Working status</u></b>					
Full-time	445 44%	254 49%	177 41%	9 27%	5 26%
Part-time	112 11%	60 12%	46 11%	3 10%	3 13%
Not working but seeking work or temporarily unemployed/sick	58 6%	39 8%	14 3%	2 5%	3 15%
Not working/not seeking work	89 9%	48 9%	39 9%	1 4%	* 2%
Retired	240 24%	87 17%	126 30%	18 53%	9 44%
Student	56 6%	33 6%	23 5%	- -	- -
Refused	2 *	1 *	1 *	- -	- -

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Total	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?			
		Yes	No	Don't buy music	Don't know
Weighted base	1002	522	426	33	20
<b>Tenure</b>					
Own outright	321 32%	140 27%	151 36%	20 60%	9 47%
Own with a mortgage	411 41%	232 44%	173 41%	3 10%	3 15%
Council	130 13%	75 14%	47 11%	4 12%	4 22%
Housing Assoc.	38 4%	22 4%	13 3%	3 8%	1 4%
Rented from someone else	78 8%	43 8%	32 7%	2 7%	1 7%
Rent free	6 1%	3 1%	3 1%	- -	- -
Refused	18 2%	9 2%	8 2%	1 3%	1 6%

**Retail Week Music Purchases Survey**  
**Fieldwork : February 17th-19th 2006**

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Total	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?			
		Yes	No	Don't buy music	Don't know
Weighted base	1002	522	426	33	20
<b><u>Foreign Holiday in last 3 years</u></b>					
Yes	621 62%	325 62%	265 62%	19 57%	12 62%
No	381 38%	197 38%	162 38%	14 43%	8 38%
<b><u>Number of cars</u></b>					
None	202 20%	94 18%	89 21%	15 46%	4 18%
1	436 43%	229 44%	187 44%	8 23%	12 59%
2	283 28%	157 30%	113 26%	9 28%	4 18%
3+	81 8%	42 8%	36 9%	1 3%	1 6%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?				
	Total	Yes	No	Don't buy music	Don't know
Weighted base	1002	522	426	33	20
<b><u>Internet Access</u></b>					
At all	636 63%	334 64%	278 65%	18 53%	6 31%
At home (net)	579 58%	305 58%	252 59%	16 49%	6 30%
At work (net)	256 26%	137 26%	111 26%	5 15%	3 17%
At home	361 36%	187 36%	160 37%	11 34%	3 15%
At work	38 4%	19 4%	19 4%	- -	* 2%
Both at home and at work	218 22%	118 23%	92 22%	5 15%	3 15%
Somewhere else	19 2%	10 2%	8 2%	1 4%	- -
Not at all	366 37%	188 36%	148 35%	16 47%	14 69%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?				
	Total	Yes	No	Don't buy music	Don't know
Weighted base	1002	522	426	33	20
<b><u>Age Finished Full Time Education</u></b>					
Up to 15	198 20%	92 18%	88 21%	9 26%	9 44%
16	273 27%	147 28%	117 28%	5 15%	4 19%
17	74 7%	36 7%	32 7%	5 14%	2 8%
18	106 11%	60 11%	40 9%	4 11%	3 14%
19 or over	276 28%	149 29%	113 27%	11 32%	3 16%
Still in full time education	49 5%	24 5%	26 6%	- -	- -
Had no full time education	2 *	- -	2 *	- -	- -
Refused	24 2%	14 3%	9 2%	1 3%	- -

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Total	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?			
		Yes	No	Don't buy music	Don't know
Weighted base	1002	522	426	33	20
<b><u>Marital Status</u></b>					
Single	239 24%	150 29%	83 19%	5 14%	1 7%
Married/ co-habiting	540 54%	281 54%	231 54%	17 51%	11 55%
Widowed/ separated/ divorced	207 21%	83 16%	106 25%	11 33%	8 38%
Refused	15 2%	8 1%	7 2%	1 2%	- -
<b><u>Children</u></b>					
None aged 18 or under	665 66%	337 65%	283 66%	30 91%	15 74%
NET: Yes	337 34%	185 35%	143 34%	3 9%	5 26%
NET: Yes any aged 15 or under	296 30%	165 32%	124 29%	3 9%	5 23%
- Aged under 5	114 11%	56 11%	54 13%	3 9%	2 9%
- Aged 5-10	143 14%	73 14%	65 15%	2 6%	4 20%
- Aged 11-15	145 14%	85 16%	57 13%	1 2%	3 14%
- Aged 16-18	77 8%	40 8%	37 9%	- -	1 3%

## Retail Week Music Purchases Survey

### Fieldwork : February 17th-19th 2006

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Q.3 Do you think you will still be visiting record shops in five years time to buy music and DVDs?				
	Total	Yes	No	Don't buy music	Don't know
Weighted base	1002	522	426	33	20
<b><u>Grocery shopping status</u></b>					
I am the main grocery shopper in the household	673 67%	337 64%	301 71%	23 68%	13 67%
I regularly do the main grocery shop	694 69%	343 66%	313 74%	24 72%	13 67%
I regularly do top up grocery shopping (buy items as they are needed)	806 80%	422 81%	341 80%	28 84%	15 75%
I do not do grocery shopping	82 8%	39 7%	35 8%	4 13%	4 20%
Refused	12 1%	6 1%	6 1%	- -	- -