

Copyright - Questionnaire adults ([date] 2014)

Questionnaire for adults

Online copyright questionnaire	
	<p>Introduction</p> <p>Nowadays, there are many ways to acquire or access music, films and series, books and games.</p> <p>Not only can one buy physical products (CDs, DVDs, Blu-ray discs or books) in a physical store or an online store, and visit live concerts and cinemas. One can also download or stream this content digitally from services such as iTunes, Spotify, Deezer, Amazon, YouTube, Steam, Google Play, Apple's App-store or from video-on-demand services from cable TV providers, etc. Also, content can be downloaded or streamed from unlawful sources which offer content without permission of the copyright holder, e.g. using The Pirate Bay, Mega-upload, Torrents, etc.</p> <p>The purpose of this questionnaire is to how the internet and social media affect consumer choices and willingness to pay.</p> <p>Your responses will only be used anonymously, and any reporting will be done at country level only, and not at any regional level. Where opinions are asked, there is no "good" or "bad" answer – it is your opinion that counts. Whenever you do not know the exact answer, please give your best estimate.</p> <p>After 6 general questions on how you use internet, we ask 13 questions about how often you acquire or access music, films and series, books and games. Lastly, we ask 12 questions about your last download.</p> <p>The survey will take between 10 and 15 minutes to complete. Your contribution will help improve copyright policy.</p>
	<p>General questions</p>
	<p>Known for all panel members:</p> <p>Gender, age, region, city size</p> <p>A question about educational level is at the end of the survey</p>
1.	<p>ALL RESPONDENTS</p> <p>Researcher comment (not for respondent): Regular internet use has been used as IV for "internet familiarity" and hence "ease of downloading" and can be used at least as control variable.</p> <p>On average, how many hours per week do you access internet or apps for private use?</p>

Comment [MvdE1]: This is an alternative phrase for "illegal".

Next-best could be to use only the formulation "sources where content is offered without permission of copyright holders". But this may result in over-reporting of the category "illegal" due to uncertainty about YouTube.

We also considered just classifying examples such as The Pirate Bay etc. as "other sources" but this comes with the risk that people may not see "The Pirate Bay" as illegal and report download from legal sources in this category as well.

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	<p>Please leave out time spent on emails</p> <p><input type="checkbox"/> Less than 5 hours per week</p> <p><input type="checkbox"/> 5 to 9 hours per week</p> <p><input type="checkbox"/> 10 to 19 hours per week</p> <p><input type="checkbox"/> 20 or more hours per week</p>																								
2.	<p>ALL RESPONDENTS</p> <p>Researcher comment (not for respondent): DangNguyen, Dejean and Moreau use this as an IV.</p> <p>How often do you use internet to read news from:</p> <p>a. National newspapers</p> <table border="1"> <tr> <td>Every day</td> <td>At least each week</td> <td>At least each month</td> <td>Rarely or never</td> </tr> </table> <p>b. Local newspapers</p> <table border="1"> <tr> <td>Every day</td> <td>At least each week</td> <td>At least each month</td> <td>Rarely or never</td> </tr> </table> <p>c. Google News or Yahoo News</p> <table border="1"> <tr> <td>Every day</td> <td>At least each week</td> <td>At least each month</td> <td>Rarely or never</td> </tr> </table> <p>d. Website of TV channels</p> <table border="1"> <tr> <td>Every day</td> <td>At least each week</td> <td>At least each month</td> <td>Rarely or never</td> </tr> </table> <p>e. Blogs</p> <table border="1"> <tr> <td>Every day</td> <td>At least each week</td> <td>At least each month</td> <td>Rarely or never</td> </tr> </table> <p>f. Other internet news providers</p> <table border="1"> <tr> <td>Every day</td> <td>At least each week</td> <td>At least each month</td> <td>Rarely or never</td> </tr> </table>	Every day	At least each week	At least each month	Rarely or never	Every day	At least each week	At least each month	Rarely or never	Every day	At least each week	At least each month	Rarely or never	Every day	At least each week	At least each month	Rarely or never	Every day	At least each week	At least each month	Rarely or never	Every day	At least each week	At least each month	Rarely or never
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3.	<p>ALL RESPONDENTS</p> <p>Researcher comment (not for respondent): This variable is another general control variable for taste for content, used in various articles on this topic, and relevant to compare our results with theirs using a similar control variable.</p> <p>Compared to a random other person of your age and from your country, how would you describe your interest in:</p> <p>a. Music</p> <table border="1"> <tr> <td>Much lower than average</td> <td>Lower than average</td> <td>Average</td> <td>Higher than average</td> <td>Much higher than average</td> </tr> </table> <p>b. Films and series</p> <table border="1"> <tr> <td>Much lower than average</td> <td>Lower than average</td> <td>Average</td> <td>Higher than average</td> <td>Much higher than average</td> </tr> </table> <p>c. Books</p> <table border="1"> <tr> <td>Much lower than average</td> <td>Lower than average</td> <td>Average</td> <td>Higher than average</td> <td>Much higher than average</td> </tr> </table> <p>d. Computer games</p> <table border="1"> <tr> <td>Much lower than average</td> <td>Lower than average</td> <td>Average</td> <td>Higher than average</td> <td>Much higher than average</td> </tr> </table>	Much lower than average	Lower than average	Average	Higher than average	Much higher than average	Much lower than average	Lower than average	Average	Higher than average	Much higher than average	Much lower than average	Lower than average	Average	Higher than average	Much higher than average	Much lower than average	Lower than average	Average	Higher than average	Much higher than average				
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5.	<p>ALL RESPONDENTS</p> <p>Researcher comment (not for respondent): To be used to calculate average internet speed per region as a proxy for "affordable internet speed". We like to try this as a quite exogenous variable that eases (illegal) downloading. High internet speed may be universal in most countries but there seems to be high regional variation in maximum internet speed in Poland.</p> <p>How fast is your internet connection at home?</p> <p> <input type="checkbox"/> 0-2 Mbit per second <input type="checkbox"/> 3-4 Mbit per second <input type="checkbox"/> 5-9 Mbit per second <input type="checkbox"/> 10-19 Mbit per second <input type="checkbox"/> 20 Mbit per second or more <input type="checkbox"/> I really do not know but it is fast <input type="checkbox"/> I really do not know but it is slow </p> <p><i>Note: if you are not sure, please provide your best estimate.</i></p>																
6.	<p>ALL RESPONDENTS</p> <p>Researcher comment (not for respondent): This variable is another more or less objective control variable for taste for content, since people who use a lot of content are more likely to own related devices.</p> <p>Do you own any of the following devices:</p> <p> a. Universal media players such as Roku, Blu-Ray Player, Apple TV? [YES/NO] b. Mp3 player or mp3 player function on phone? [YES/NO] c. HDTV screen [YES/NO] d. Digital decoder [YES / NO] e. Game console [YES/NO] f. E-reader [YES/NO] </p>																

	<i>Purchases, downloads, streaming and live visits of content</i>
7.	<p>ALL RESPONDENTS</p> <p>Researcher comment (not for respondent): This is an overarching question to enable skipping subsequent detailed questions if they are not relevant.</p> <ol style="list-style-type: none"> In the past year, have you purchased, rented, downloaded or streamed music or visited a live concert? [YES/NO] In the past year, have you purchased, rented, downloaded or streamed films or tv-series or visited a cinema? [YES/NO] In the past year, have you purchased, downloaded, or streamed books or audio-books or borrowed or e-borrowed any of these from a library? [YES/NO] In the past year, have you purchased, downloaded or streamed computer games, played online games or downloaded games of your smartphone or tablet? [YES/NO]
8.	<p>RESPONDENTS WHO PURCHASED, DOWNLOADED OR STREAMED MUSIC OR VISITED A LIVE CONCERT</p> <p>[MUSIC: Skip If 7a = NO] The next few question are about the way you acquire or experience music .</p> <p>When was the last time you:</p> <ol style="list-style-type: none"> Bought music on a CD or vinyl record in a physical store or an online store? Downloaded music from services such as iTunes, AOL Music, eMusic, directly from the website of a band or musician etc? Streamed music from services such as Soundcloud, Grooveshark, Last.fm, Yahoo! Music, Spotify or directly from the website of a band or musician, etc? Downloaded (or streamed) music from unlawful sources such as isoHunt, Btjunkie, Hypster, Torrents etc. Visited a live concert or a music festival? <p>1 Less than a week ago 2 More than a week ago, but less than a month ago 3 Between 1 and 3 months ago 4 Between 3 and 6 months ago 5 Between 6 and 12 months ago 6 More than a year ago or never</p>
9.	<p>RESPONDENTS WHO PURCHASED, DOWNLOADED OR STREAMED MUSIC OR VISITED A LIVE CONCERT IN THE LAST YEAR BUT NOT THE LAST 3 MONTHS</p> <p>[MUSIC: Skip If 7a = NO; questions conditional on previous question]</p> <p>In the last year, how many:</p> <ol style="list-style-type: none"> If 8a = 4 or 5 CDs or vinyl records did you buy in a physical or online store? ... CDs or vinyl records

Comment [MvdE2]: This phrase implicitly excludes concert registrations, documentaries, porn, sports. We think this is in line with the scope of the study but would like to make sure.

Comment [MvdE3]: The top-3 most clicked legal download sites in the UK according to the clickstream data. The site prompts will be different per country.

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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b. If 8b = 4 or 5

Music tracks did you download from services such as iTunes, AOL Music, eMusic, directly from the website of a band or musician etc.?

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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c. If 8c = 4 or 5

Music tracks did you stream from services such as Soundcloud, Grooveshark, Last.fm, Yahoo! Music, Spotify or directly from the website of a band or musician, etc?

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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d. If 8d = 4 or 5

Music tracks did you download (or stream) from unlawful sources such as isoHunt, Btjunker, Hypster, Torrents, etc.?

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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e. If 8e = 4 or 5

Live concerts or music festivals did you visit?

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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If you do not recall the exact number, please give your best estimate.

Comment [MvdE4]: We will think of a way to present the choices in a graphically attractive way, perhaps a slide bar.

An alternative would be to ask respondent to (repeatedly) type in a number between 0 and 999.

10.

RESPONDENTS WHO PURCHASED, DOWNLOADED OR STREAMED MUSIC OR VISITED A LIVE CONCERT IN THE LAST 3 MONTHS

[MUSIC: Skip If 7a = NO; questions conditional on previous question]

In the last 3 months, how many:

a. If 8a = 1 or 2 or 3

CDs or vinyl records did you buy in a physical or online store?

... CDs or vinyl records

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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b. If 8b = 1 or 2 or 3

Music tracks did you download from services such as iTunes, AOL Music, eMusic, directly from the website of a band or musician etc.?

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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c. If 8c = 1 or 2 or 3

Music tracks did you stream from services such as Soundcloud, Grooveshark, Last.fm, Yahoo! Music, Spotify, or directly from the website of a band or musician, etc?

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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d. If 8d = 1 or 2 or 3

Music tracks did you download (or stream) from unlawful sources such as isoHunt, Btjunker, Hypster, Torrents, etc.?

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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e. If 8e = 1 or 2 or 3

Live concerts or music festivals did you visit?

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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If you do not recall the exact number, please give your best estimate.

11.

RESPONDENTS WHO PURCHASED, DOWNLOADED OR STREAMED FILMS OR TV-SERIES OR VISITED A CINEMA

[FILMS AND SERIES: Skip If 7b = NO]

The next few question are about the way you purchase or experience **films and tv-series**.

When was the last time you:

- Bought a film or tv-series on a DVD or Blu-ray disk in a physical store or an online store?
- Rent a film or tv-series on DVD or Blu-ray disk in a physical store?
- Downloaded a film or tv-series from services such as Vudu, Amazon Instant, iTunes, iCloud, Blinkbox etc?
- Streamed a film or tv-series from services such as YouTube, Hulu, Netflix, pay-tv, catch-up services etc.
- Downloaded (or streamed) a film or tv-series from unlawful sources such as The Pirate Bay, Mega, Torrents, etc.?
- Watched a film in a cinema?

1 Less than a week ago

2 More than a week ago, but less than a month ago

3 Between 1 and 3 months ago

4 Between 3 and 6 months ago

5 Between 6 and 12 months ago

6 More than a year ago or never

12.

RESPONDENTS WHO PURCHASED, DOWNLOADED OR STREAMED FILMS OR TV-SERIES OR VISITED A CINEMA IN THE LAST YEAR BUT NOT THE LAST 3 MONTHS

[FILMS AND SERIES: Skip If 7b = NO; questions conditional on previous question]

In the last year, how many:

- a. If 11a = 4 or 5

Films and TV-series did you buy on DVD or Blu-ray disk in a physical or online store?

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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- b. If 11b = 4 or 5

Films and TV-series did you rent on DVD or Blu-ray disk in a physical store?

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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- c. If 11c = 4 or 5

Films and tv-series episodes did you download from services such as Vudu, Amazon Instant, iTunes, iCloud, Blinkbox etc.?

For season downloads, please count all its episodes

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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- d. If 11d = 4 or 5

Films and tv-series episodes did you stream from services such as YouTube, Hulu,Netflix, pay-tv, catch-up services etc.

For season downloads, please count all its episodes

0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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- e. If 11e = 4 or 5

Films and tv-series episodes did you download (or stream) from unlawful sources such as The Pirate Bay, Mega, Torrents, Usenet etc.?

	<p><i>For season downloads, please count all its episodes</i></p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td></tr> </table> <p>f. If 11f = 4 or 5</p> <p>Films did you see in the cinema?</p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td></tr> </table> <p><i>If you do not recall the exact number, please give your best estimate.</i></p>	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more																																																								
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13.	<p>RESPONDENTS WHO PURCHASED, DOWNLOADED OR STREAMED FILMS OR TV-SERIES OR VISITED A CINEMA IN THE LAST 3 MONTHS</p> <p>[FILMS AND SERIES: Skip If 7b = NO; questions conditional on previous question]</p> <p>In the <u>last 3 months</u>, how many:</p> <p>a. If 11a = 1 or 2 or 3</p> <p>Films and TV-series did you buy on DVD or Blu-ray disk in a physical or online store?</p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td></tr> </table> <p>b. If 11b = 1 or 2 or 3</p> <p>Films and TV-series did you rent on DVD or Blu-ray disk in a physical store?</p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td></tr> </table> <p>c. If 11c = 1 or 2 or 3</p> <p>Films and tv-series episodes did you download from services such as Vudu, Amazon Instant, iTunes, iCloud, Blinkbox etc.?</p> <p><i>For season downloads, please count all its episodes</i></p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td></tr> </table> <p>d. If 11d = 1 or 2 or 3</p> <p>Films and tv-series episodes did you stream from services such as YouTube, Hulu, Netflix, pay-tv, catch-up services etc.</p> <p><i>For season downloads, please count all its episodes</i></p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td></tr> </table> <p>e. If 11e = 1 or 2 or 3</p> <p>Films and tv-series episodes did you download or stream from unlawful sources such as The Pirate Bay, Mega, Torrents, Usenet etc.?</p> <p><i>For season downloads, please count all its episodes</i></p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td></tr> </table> <p>f. If 11f = 1 or 2 or 3</p> <p>Films did you see in the cinema?</p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td></tr> </table> <p><i>If you do not recall the exact number, please give your best estimate.</i></p>	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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14.	<p>RESPONDENTS WHO PURCHASED OR DOWNLOADED BOOKS OR AUDIO-BOOKS OR BORROWED OR E-BORROWED ANY OF THESE FROM A LIBRARY</p> <p>[BOOKS: Skip If 7c = NO]</p> <p>The next few question are about the way you purchase or experience books.</p> <p>When was the last time you:</p>																																																																																				

	<p>a. Bought a printed book or audio-book in a physical store or an online store?</p> <p>b. Borrowed a printed book or audio-book from a library?</p> <p>c. Downloaded, streamed or e-borrowed an e-book or audio-book from services such as Amazon, iBooks, Google Play, e-lending, the website of an e-book seller, publisher, author, etc.?</p> <p>d. Downloaded (or streamed) an e-book from unlawful sources such as The Pirate Bay, Mega, Torrents, etc.?</p> <p>1 Less than a week ago 2 More than a week ago, but less than a month ago 3 Between 1 and 3 months ago 4 Between 3 and 6 months ago 5 Between 6 and 12 months ago 6 More than a year ago or never</p>																																																								
15.	<p>RESPONDENTS WHO PURCHASED OR DOWNLOADED BOOKS OR AUDIO-BOOKS OR BORROWED OR E-BORROWED ANY OF THESE FROM A LIBRARY IN THE LAST YEAR BUT NOT THE LAST 3 MONTHS</p> <p>[BOOKS: Skip If 7c = NO; questions conditional on previous question]</p> <p>In the last <u>year</u>, how many:</p> <p>a. If 14a = 4 or 5 Printed books or audio books did you buy in a physical store or an online store? <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td> </tr> </table> </p> <p>b. If 14b = 4 or 5 Printed books or audio books did you borrow from a physical library? <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td> </tr> </table> </p> <p>c. If 14c = 4 or 5 E-books or audio books did you download, stream or e-borrow from services such as Amazon, iBooks, e-lending, Google Play, the website of an e-book seller, publisher, author, etc.? <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td> </tr> </table> </p> <p>d. If 14d = 4 or 5 E-books or audio books did you download from unlawful sources such as The Pirate Bay, Mega, Torrents, etc.? <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td> </tr> </table> </p> <p><i>If you do not recall the exact number, please give your best estimate.</i></p>	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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Comment [MvdE5]: The reason to include this and not listening to the radio or watching television is that repeatedly playing the same game can be addictive and this does not apply to music or films.

We keep the last "play" moment separate from the last "pay" moment because if one daily plays a free online game, the last "pay or play" moment will always be the last "play" moment of a free online game.

	<p>Games did you buy on a CD, DVD, Bly-ray disk, or memory card in a physical store or an online store?</p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td> </tr> </table> <p>b. If 17b = 4 or 5</p> <p>Games did you download from services such as Steam, Google Play, App-store, online via your Xbox, Playstation, Kinekt, Nintendo or Wii, etc.?</p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td> </tr> </table> <p>c. If 17c = 4 or 5</p> <p>Pay to play online or smartphone or tablet games did you pay for?</p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td> </tr> </table> <p>d. If 17d = 4 or 5</p> <p>Different free online games did you play?</p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td> </tr> </table> <p>e. If 17e = 4 or 5</p> <p>Games did you download (or stream) from other sources such as The Pirate Bay, Mega, Torrents, Goomia, Fullypcgames, Icore Games, , etc.?</p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>...</td><td>9</td><td>10</td><td>20</td><td>...</td><td>90</td><td>100</td><td>200</td><td>...</td><td>900</td><td>1,000 or more</td> </tr> </table> <p><i>If you do not recall the exact number, please give your best estimate.</i></p>	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more	0	1	2	...	9	10	20	...	90	100	200	...	900	1,000 or more
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	<p>The last download or stream</p> <p>If (7a = NO OR (8b = 6 AND 8c = 6 AND 8d = 6) AND</p>																																																																						

	<p>(7b = NO OR (11c = 6 AND 11d = 6 AND 11e = 6) AND (7c = NO OR (14c = 6 AND 14d = 6) AND (7d = NO OR (17b = 6 AND 17c = 6 AND 17d = 6 AND 17e = 6 AND 17f = 6) LAST_CONTENT = NONE.</p> <p>If LAST_CONTENT <> NONE:</p> <ol style="list-style-type: none"> 1. If [7c = YES] AND ([14c or 14d = 1-5] and book quotum not filled: LAST_CONTENT = e-book 2. Else if [7d = YES] AND ([17b, 17c, 17d, 17e or 17f = 1-5]) and video game quotum not filled: LAST_CONTENT = computer game 3. Else LAST_CONTENT = OPEN <p>If LAST_CONTENT = NONE GO TO QUESTION ... (EDUCATIONAL LEVEL AND FINAL REMARKS)</p>
20.	<p>RESPONDENTS WHO ARE NOT AUTOMATICALLY ROUTED TO QUESTIONS ABOUT THE LAST E-BOOK OR VIDEO GAME DOWNLOAD OR STREAM TO FILL THE QUOTUM</p> <p>These calculations and the question are for further routing to the type of content last downloaded or streamed</p> <p>Skip if LAST_CONTENT = e-book or LAST_CONTENT = computer game Note: in the above cases the routing is already determined by the need to fill one of two quotums.</p> <p>Define help variables to determine how long ago the last download or stream of each type took place MIN_MUSIC = MIN(8b, 8c, 8d) MIN_AUDIOVISUAL = MIN(11c, 11d, 11e) MIN_EBOOKS = MIN(14c, 14d) MIN_GAMES = MIN(17b, 17c, 17d, 17e, 17f).</p> <p>If (book quotum = filled) and (video game quotum = filled) or If (book quotum = filled) and (17b, 17c, 17d, 17e and 17f = 6) or If (video game quotum = filled) and (14c and 14d = 6) or If (14c and 14d = 6) and (17b, 17c, 17d, 17e and 17f = 6)</p> <p>If (MIN_MUSIC < MIN_AUDIOVISUAL) AND (MIN_MUSIC < MIN_EBOOKS), AND (MIN_MUSIC < MIN_GAMES) LAST_CONTENT = music Else if (MIN_AUDIOVISUAL < MIN_MUSIC) AND (MIN_AUDIOVISUAL < MIN_EBOOKS) AND (MIN_AUDIOVISUAL < MIN_GAMES) LAST_CONTENT = film or tv-series Else if (MIN_EBOOKS < MIN_MUSIC) AND (MIN_EBOOKS < MIN_AUDIOVISUAL) AND (MIN_EBOOKS < MIN_GAMES) LAST_CONTENT = e-books Else if (MIN_GAMES < MIN_MUSIC) AND (MIN_GAMES < MIN_AUDIOVISUAL) AND (MIN_GAMES < MIN_EBOOKS) LAST_CONTENT = computer game.</p> <p>If LAST_CONTENT = OPEN:</p> <p>What type of content did you last download or stream? In the case of video games, we mean the last time you tried a <u>new game</u>.</p>

Comment [MvdE6]: Note: this together is equivalent with LAST_DOWNLOAD_CONTENT = OPEN after the first calculation round.

Comment [MvdE7]: This refers to LAST_DOWNLOAD_CONTENT after the second calculation round.

Comment [MvdE8]: Otherwise it is like listening to the radio or watching tv, something that gamers do daily.

	<ul style="list-style-type: none"> a. Music b. Film or tv-series c. E-book or audio-book d. Computer game <p> If Q20 = a LAST_CONTENT = music If Q20 = b LAST_CONTENT = film or tv-series If Q20 = c LAST_CONTENT = e-book If Q20 = d LAST_CONTENT = computer game </p>
21.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED SOMETHING IN THE PAST YEAR</p> <p>LAST_CONTENT <> NONE</p> <p>The last time you downloaded or streamed a [LAST_CONTENT], was that:</p> <ul style="list-style-type: none"> a. A paid for download? b. A free download? c. Paid for streaming? d. Free streaming but you pay a periodical contribution for it? e. Free streaming? f. Otherwise, please explain <div style="border: 1px solid black; height: 50px; width: 100%;"></div>
22.	<p>RESPONDENTS WHO PAID SUBSCRIPTION FOR STREAMING</p> <p>LAST_CONTENT <> NONE</p> <p>How long was the period you paid contribution for?</p> <ul style="list-style-type: none"> a. Longer than one year b. One year c. 6 months or more but less than one year d. 2 months or more but less than 6 months e. 1 month
23.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED SOMETHING IN THE PAST YEAR</p> <p>LAST_CONTENT <> NONE</p> <p>If 21 = a or b: The last download, was that:</p> <p>If 21 = c or d or e: The last stream, was that:</p>

Comment [MvdE9]: Question 20 determines LAST_DOWNLOAD_CONTENT in a third round.

	<ul style="list-style-type: none"> a. On a PC b. On a laptop c. On Android d. On iOS e. On Blackberry f. On a Windows Smartphone
24.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED SOMETHING IN THE PAST YEAR</p> <p>LAST_CONTENT <> NONE</p> <p>If (21 = a OR b) Were there ads on the site you last downloaded from?</p> <p>If (21 = c OR d OR e) Were there ads on the site you last streamed from?</p> <ul style="list-style-type: none"> a. Yes b. No
25.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED FROM A SITE WITH ADS</p> <p>If 24 = Yes</p> <p>Did the ads annoy you?</p> <ul style="list-style-type: none"> a. Yes b. No
LAST DOWNLOAD = MUSIC	
26.	<p>RESPONDENTS WHO LAST DOWNLOADED OR STREAMED MUSIC</p> <p>LAST_CONTENT = MUSIC</p> <p>Note: to be supplemented from the response of music record labels</p> <p>Which type of music did you last download or stream? (More than one description may apply)</p> <ul style="list-style-type: none"> a. Modern music b. Classic music c. Popular music d. Otherwise, please explain <div style="border: 1px solid black; height: 50px; width: 100%;"></div>

27.	<p>RESPONDENTS WHO LAST DOWNLOADED OR STREAMED MUSIC</p> <p>LAST_CONTENT = MUSIC</p> <p>How do you rate the availability of <u>the type of music</u> on the site you last downloaded or streamed from?</p> <ul style="list-style-type: none"> a. Excellent (more than 1,000,000 tracks) b. Good (more than 100,000 tracks) c. Poor (more than 10,000 track) d. Very poor (less than 10,000 songs)
28.	<p>RESPONDENTS WHO LAST DOWNLOADED MUSIC</p> <p>If (21 = a) OR (21 = b)</p> <p>Your last music download, was that:</p> <ul style="list-style-type: none"> a. A single song (track) b. An album c. A compilation of songs?
	<p>ACCORDING TO AN OVERVIEW STUDY OF WILLINGNESS TO PAY STUDY, SURVEY-BASED MEASUREMENTS OF WILLINGNESS TO PAY CAN BE DIRECT (WHAT PRICE?) OR INDIRECT (WOULD YOU BUY THAT AT THIS PRICE?). THE MAIN DRAWBACK OF DIRECT QUESTIONS IS THAT IT IS NOT CLEAR WHAT EXACTLY THE RESPONDENT IS PAYING FOR, LIMITING THE VALIDITY OF THE MEASUREMENT.</p> <p>INDIRECT MEASUREMENTS FALL IN ONE OF TWO CLASSES: DISCRETE CHOICE OR CONJOINT. A DRAWBACK OF A PURE CONJOINT ANALYSIS IS THAT ACTUAL PURCHASE BEHAVIOUR IS NOT OBSERVED AT ALL. FOR THIS REASON WE CENTER THE WILLINGNESS-TO-PAY QUESTIONS AROUND THE LAST DOWNLOAD OR STREAM: Breidert et al. (2006), 'A review of methods for measuring willingness-to-pay', Innovative Marketing, vol.2, issue 4, 8-32.</p> <p>THE FOLLOWING QUESTIONS ARE DESIGNED TO MEASURE WILLINGNESS TO PAY. FIRST, THE RESPONDENT IS ASKED THE PRICE RANGE OF THE LAST DOWNLOAD, STREAM OR SUBSCRIPTION.</p> <p>THIS ACTUAL PRICE RANGE SERVES AS THE BASE FOR ALTERNATIVES WITH DIFFERENT AVAILABILITY OF CONTENT AND WITH/WITHOUT ADS, WITH THIRD VARIATION IN SPEED OF DOWNLOADING / STREAMING FOR THOSE PEOPLE WHO ARE NOT ANNOYED BY ADS.</p> <p>THE FIRST OPTION (FOR THOSE WHO USED A SITE WITH LESS THAN EXCELLENT AVAILABILITY OF CONTENT), IS A SITE WITH EXCELLENT AVAILABILITY OF CONTENT IN A HIGHER PRICE RANGE.</p> <p>THE RESPONDENT IS THEN OFFERED A SITE WITHOUT (OR WITH) ADS, IN A HIGHER PRICE RANGE IF THE RESPONDENT IS LIKELY TO PAY FOR THE FIRST ALTERNATIVE.</p> <p>THIS VARIATION IN PRICES HAS BEEN USED IN A PREVIOUS WILLINGNESS TO PAY STUDY: SINHA ET AL. (2010), 'Don't think twice, It's alright: Music piracy and pricing in</p>

	<p><i>a DRM-FREE environment', Journal of Marketing, vol. 74, 40-54.</i></p> <p>THE IDEA TO COMBINE PRICE RANGES AND LIKERT SCALES IS BASED ON TWO RECENT STUDIES:</p> <p><i>Schlereth et al. (2012), 'Using discrete choice experiments to estimate willingness to pay intervals', Marketing Letters 23(3), 761-776</i></p> <p><i>Dost, F. and R. Wilken (2012), 'Measuring willingness to pay as a price range: When should we care?', International Journal of Research in Marketing, 29(2), 148-166.</i></p>
29.	<p>RESPONDENTS WHO PAID FOR THEIR LAST DOWNLOAD OR STREAM OF MUSIC (21 = a OR c OR d)</p> <p>If (21 = a OR c) What price did you pay for the download (in \$ or €)?</p> <ul style="list-style-type: none"> a. Less than 0.25 b. Between 0.25 and 0.50 c. Between 0.50 and 0.75 d. Between 0.75 and 1.00 e. Between 1.00 and 1.50 f. More than 1.50 <p>If (21 = d) What is the price per month you paid for the subscription (in \$ or €)?</p> <ul style="list-style-type: none"> g. Less than 5 h. Between 5 and 10 i. Between 10 and 15 j. More than 15. <p>DEFINE THE FOLLOWING "MUSIC_PRICE" (CONJOINT): MUSIC_PRICE_-1 = (one price range down)</p> <p>If 29 = a: Free If 29 = b: Not free but less than 0.25 If 29 = c: Between 0.25 and 0.50 If 29 = d: Between 0.50 and 0.75 If 29 = e: Between 0.75 and 1.00 If 29 = f: Between 1.00 and 1.50</p> <p>If 29 = g: Free If 29 = h: Less than 5 If 29 = i: Between 5 and 10 If 29 = j: Between 10 and 15</p> <p>IF 21 = b or e (free downloads): Between 0.25 and 0.50 MUSIC_PRICE_0 = (price range of actual download)</p> <p>If 29 = a: Less than 0.25 If 29 = b: Between 0.25 and 0.50 If 29 = c: Between 0.50 and 0.75 If 29 = d: Between 0.75 and 1.00</p>

	<p>If 29 = e: Between 1.00 and 1.50 If 29 = f: Between 1.50 and 2.00</p> <p>If 29 = g: Not free but less than 5 If 29 = h: Between 5 and 10 If 29 = i: Between 10 and 15 If 29 = j: Between 15 and 20</p> <p>IF 21 = b or e (free downloads): Between 0.50 and 0.75 MUSIC_PRICE_+1 = (one price range up) If 29 = a: Between 0.25 and 0.50 If 29 = b: Between 0.50 and 0.75 If 29 = c: Between 0.75 and 1.00 If 29 = d: Between 1.00 and 1.50 If 29 = e: Between 1.50 and 2.00 If 29 = f: Between 2.00 and 2.50.</p> <p>If 29 = g: Between 5 and 10 If 29 = h: Between 10 and 15 If 29 = i: Between 15 and 20 If 29 = j: Between 20 and 25</p> <p>IF 21 = b or e (free downloads): Between 0.75 and 1.00 MUSIC_PRICE_+2 = (two price ranges up) If 29 = a: Between 0.50 and 0.75 If 29 = b: Between 0.75 and 1.00 If 29 = c: Between 1.00 and 1.50 If 29 = d: Between 1.50 and 2.00 If 29 = e: Between 2.00 and 2.50 If 29 = f: Between 2.50 and 3.00</p> <p>If 29 = g: Between 10 and 15 If 29 = h: Between 15 and 20 If 29 = i: Between 20 and 25 If 29 = j: Between 25 and 30</p> <p>IF 21 = b or e (free downloads): Between 1.00 and 1.50</p>														
	<p>The next two question are about how likely you will download or stream music from a new site with different characteristics and prices, ranging from “never” to “always” indicating the following percentages:</p> <table><tr><td>Never</td><td>Very unlikely</td><td>Unlikely</td><td>Perhaps</td><td>Likely</td><td>Very likely</td><td>Always</td></tr><tr><td>0%</td><td>1-20%</td><td>20-40%</td><td>40-60%</td><td>60-80%</td><td>80-99%</td><td>100%</td></tr></table>	Never	Very unlikely	Unlikely	Perhaps	Likely	Very likely	Always	0%	1-20%	20-40%	40-60%	60-80%	80-99%	100%
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0%	1-20%	20-40%	40-60%	60-80%	80-99%	100%									
30.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED MUSIC: FROM A SITE THAN EXCELLENT AVAILABILITY OF TRACKS (27 = b, c, d)</p> <p>If (27 = b or c or d)</p>														

	<p>If 21 = a: Suppose that you can easily search and download music from a new site with over 1 million tracks:</p> <p>If 21 = c or d: Suppose that you can easily search and stream music from a new site with over 1 million tracks:</p> <p>If 21 = b or e: Suppose that the band or musician gets the track you last downloaded successfully removed from all free download sites. But you can still access the track from a pay site.</p> <p>The characteristics of the other site are:</p> <ul style="list-style-type: none"> A. more than one million tracks B. {if 23 = a: With ads, if 23 = b: Without ads} C. A price in the range MUSIC_PRICE_+1 <p>How likely are you to download the music from this new site:</p> <table border="1"> <tr> <td>a. Never</td><td>b. Very unlikely</td><td>c. Unlikely</td><td>d. Perhaps</td><td>e. Likely</td><td>f. Very likely</td><td>g. Always</td></tr> </table>	a. Never	b. Very unlikely	c. Unlikely	d. Perhaps	e. Likely	f. Very likely	g. Always
a. Never	b. Very unlikely	c. Unlikely	d. Perhaps	e. Likely	f. Very likely	g. Always		
31.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED MUSIC: FROM A SITE WITH LESS THAN EXCELLENT AVAILABILITY OF TRACKS (27 = b, c, d) WITH ANNOYING ADS (23 = a AND 24 = a)</p> <p>If (27 = b OR c OR d) AND (23 = a) AND (24 = a)</p> <p>If 21 = a: Suppose that you can easily search and download music from a new site with over 1 million tracks and without ads:</p> <p>If 21 = c or d: Suppose that you can easily search and stream music from a new site with over 1 million tracks and without ads:</p> <p>If 21 = b or e: Suppose that the band or musician gets the track you last downloaded successfully removed from all free download sites. But you can still access the track from a pay site, now without ads</p> <p>The characteristics of the other site are:</p> <ul style="list-style-type: none"> A. More than one million tracks B. Without ads C. If 30 = d OR e OR f OR g: A price in the range MUSIC_PRICE_+2 If 30 = a OR b OR c: A price in the range MUSIC_PRICE_+1 <p>How likely are you to download the music from this new site:</p> <table border="1"> <tr> <td>Never</td><td>Very unlikely</td><td>Unlikely</td><td>Perhaps</td><td>Likely</td><td>Very likely</td><td>Always</td></tr> </table>	Never	Very unlikely	Unlikely	Perhaps	Likely	Very likely	Always
Never	Very unlikely	Unlikely	Perhaps	Likely	Very likely	Always		
32.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED MUSIC: FROM A SITE WITH LESS THAN EXCELLENT AVAILABILITY OF TRACKS (27 = b, c, d) WITHOUT ANNOYING ADS (23 = b OR 24 = b)</p> <p>If (27 = b OR c OR d) AND ((23 = b) OR (24 = b))</p> <p>If 21 = a Suppose that a new site offers music at the same price but searching and downloading music takes a little more time.</p> <p>If 21 = c or d Suppose that a new site offers music at the same price but searching and streaming music takes a little more time.</p>							

	<p>If 21 = b or e: Suppose that the band or musician gets the track you last downloaded successfully removed from all free download sites. But you can still access the track from a pay site, but searching and downloading takes a little more time.</p> <p>The characteristics of the other site are:</p> <ul style="list-style-type: none"> A. less than one million tracks B. Without ads C. If 30 = d OR e OR f OR g: <ul style="list-style-type: none"> A price in the range MUSIC_PRICE_+1 If 30 = a OR b OR c: <ul style="list-style-type: none"> A price in the range MUSIC_PRICE_0 <p>How likely are you to download the music from this new site:</p> <table border="1" data-bbox="268 680 1251 719"> <tr> <td>Never</td> <td>Very unlikely</td> <td>Unlikely</td> <td>Perhaps</td> <td>Likely</td> <td>Very likely</td> <td>Always</td> </tr> </table>	Never	Very unlikely	Unlikely	Perhaps	Likely	Very likely	Always
Never	Very unlikely	Unlikely	Perhaps	Likely	Very likely	Always		
33.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED MUSIC: FROM A SITE WITH EXCELLENT AVAILABILITY OF TRACKS (27 = a) WITH ANNOYING ADS (23 = a AND 24 = a)</p> <p>If (27 = a) AND (23 = a AND 24 = a)</p> <p>If 21 = a: Suppose that you can easily search and download music from a new site with over 1 million tracks but now without ads.</p> <p>If 21 = c or d: Suppose that you can easily search and stream music from a new site with over 1 million tracks but now without ads.</p> <p>If 21 = b or e: Suppose that the band or musician gets the track you last downloaded successfully removed from all free download sites. But you can still access the track from a pay site.</p> <p>The characteristics of the other site are:</p> <ul style="list-style-type: none"> A. more than one million tracks B. Without ads C. A price in the range MUSIC_PRICE_+1 <p>How likely are you to download the music from this new site:</p> <table border="1" data-bbox="268 1391 1251 1429"> <tr> <td>a. Never</td> <td>b. Very unlikely</td> <td>c. Unlikely</td> <td>d. Perhaps</td> <td>e. Likely</td> <td>f. Very likely</td> <td>g. Always</td> </tr> </table>	a. Never	b. Very unlikely	c. Unlikely	d. Perhaps	e. Likely	f. Very likely	g. Always
a. Never	b. Very unlikely	c. Unlikely	d. Perhaps	e. Likely	f. Very likely	g. Always		
34.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED MUSIC: FROM A SITE WITH EXCELLENT AVAILABILITY OF TRACKS (27 = a) WITH ANNOYING ADS (23 = a AND 24 = a)</p> <p>If (27 = a) AND (23 = a AND 24 = a)</p> <p>Suppose that another site offers music without ads at the same price but searching and downloading music takes a little more time.</p> <p>The characteristics of the new site are:</p> <ul style="list-style-type: none"> A. less than one million tracks B. Without ads 							

	<p>C. If 33 = d OR e OR f OR g: A price in the range MUSIC_PRICE_+1 If 33 = a OR b OR c: A price in the range MUSIC_PRICE_0</p> <p>How likely are you to download the music from this new site:</p> <table border="1"> <tr> <td>a. Never</td><td>b. Very unlikely</td><td>c. Unlikely</td><td>d. Perhaps</td><td>e. Likely</td><td>f. Very likely</td><td>g. Always</td></tr> </table>	a. Never	b. Very unlikely	c. Unlikely	d. Perhaps	e. Likely	f. Very likely	g. Always
a. Never	b. Very unlikely	c. Unlikely	d. Perhaps	e. Likely	f. Very likely	g. Always		
35.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED MUSIC: FROM A SITE WITH EXCELLENT AVAILABILITY OF TRACKS (27 = a) WITHOUT ANNOYING ADS (23 = b OR 24 = b)</p> <p>If (27 = a) AND (23 = b OR 24 = b)</p> <p>Suppose that a new site offers music at the same price but searching and downloading music takes a little more time.</p> <p>The characteristics of the new site are:</p> <p>A. less than one million tracks B. Without ads C. A price in the range MUSIC_PRICE_0</p> <p>How likely are you to download the music from this new site:</p> <table border="1"> <tr> <td>a. Never</td><td>b. Very unlikely</td><td>c. Unlikely</td><td>d. Perhaps</td><td>e. Likely</td><td>f. Very likely</td><td>g. Always</td></tr> </table>	a. Never	b. Very unlikely	c. Unlikely	d. Perhaps	e. Likely	f. Very likely	g. Always
a. Never	b. Very unlikely	c. Unlikely	d. Perhaps	e. Likely	f. Very likely	g. Always		
36.	<p>RESPONDENTS WHO DOWNLOADED OR STREAMED MUSIC: FROM A SITE WITH EXCELLENT AVAILABILITY OF TRACKS (27 = a) WITHOUT ADS WHICH WOULD HAVE ANNOYED RESPONDENT (23 = b AND 24 = a)</p> <p>If (27 = a) AND (23 = b OR 24 = b)</p> <p>Suppose that a new site offers music at the same price but searching and downloading music takes a little more time and there are ads.</p> <p>The characteristics of the new site are:</p> <p>A. less than one million tracks B. With ads C. If (35 = d OR e OR f OR g): A price in the range MUSIC_PRICE_0 If (35 = a OR b OR c): A price in the range MUSIC_PRICE_-1</p> <p>How likely are you to download the music from this new site:</p> <table border="1"> <tr> <td>a. Never</td><td>b. Very unlikely</td><td>c. Unlikely</td><td>d. Perhaps</td><td>e. Likely</td><td>f. Very likely</td><td>g. Always</td></tr> </table>	a. Never	b. Very unlikely	c. Unlikely	d. Perhaps	e. Likely	f. Very likely	g. Always
a. Never	b. Very unlikely	c. Unlikely	d. Perhaps	e. Likely	f. Very likely	g. Always		

29.	SIMILAR AS PREVIOUS 29 – 36 FOR MUSIC BUT NOW FOR FILMS OR TV-SERIES INSTEAD OF MUSIC (AND FURTHER ON FOR EBOOKS AND COMPUTER GAMES)
30.	
31.	
37.	<p>ALL RESPONDENTS</p> <p>Researcher comment (not for respondent): educational level is a standard and significant control variable in piracy studies</p> <p>What is the highest level of education or training you successfully completed?</p> <p> <input type="checkbox"/> Primary school or none <input type="checkbox"/> Lower secondary education <input type="checkbox"/> Upper secondary education <input type="checkbox"/> Tertiary education or higher </p>
Final remarks	
37.	<p>Questions or remarks on this survey or the topic of the survey can be given below.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p><i>We thank you cordially for your time and dedication to respond to this survey.</i></p>