

Studienresultate gfs für SUIA (Auszug)

Januar 2009

Dr. Peter Spichiger–Carlsson

Nina Blumenfeld

gfs–zürich, Markt– & Sozialforschung

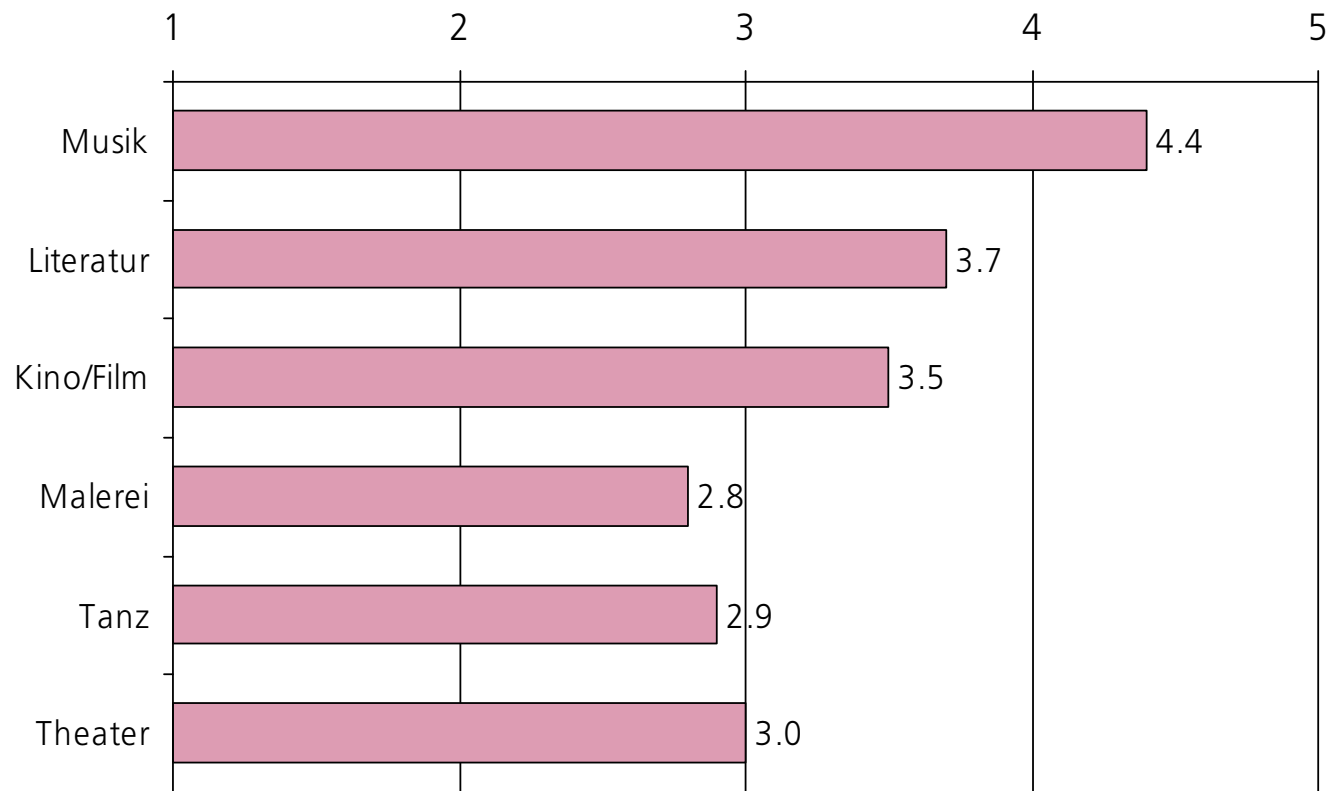


Angaben zur Stichprobe

- **Ausgewertete Interviews: 1017**
- **Methode: CATI**
- **Erhebungszeitraum: 19.11.2008 bis 10.01.2009**

Ganz persönlich, wie wichtig ist Ihnen ... ?

n=1017, Mittelwerte: Skala von 1=unwichtig bis 5=sehr wichtig



Frage F1

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

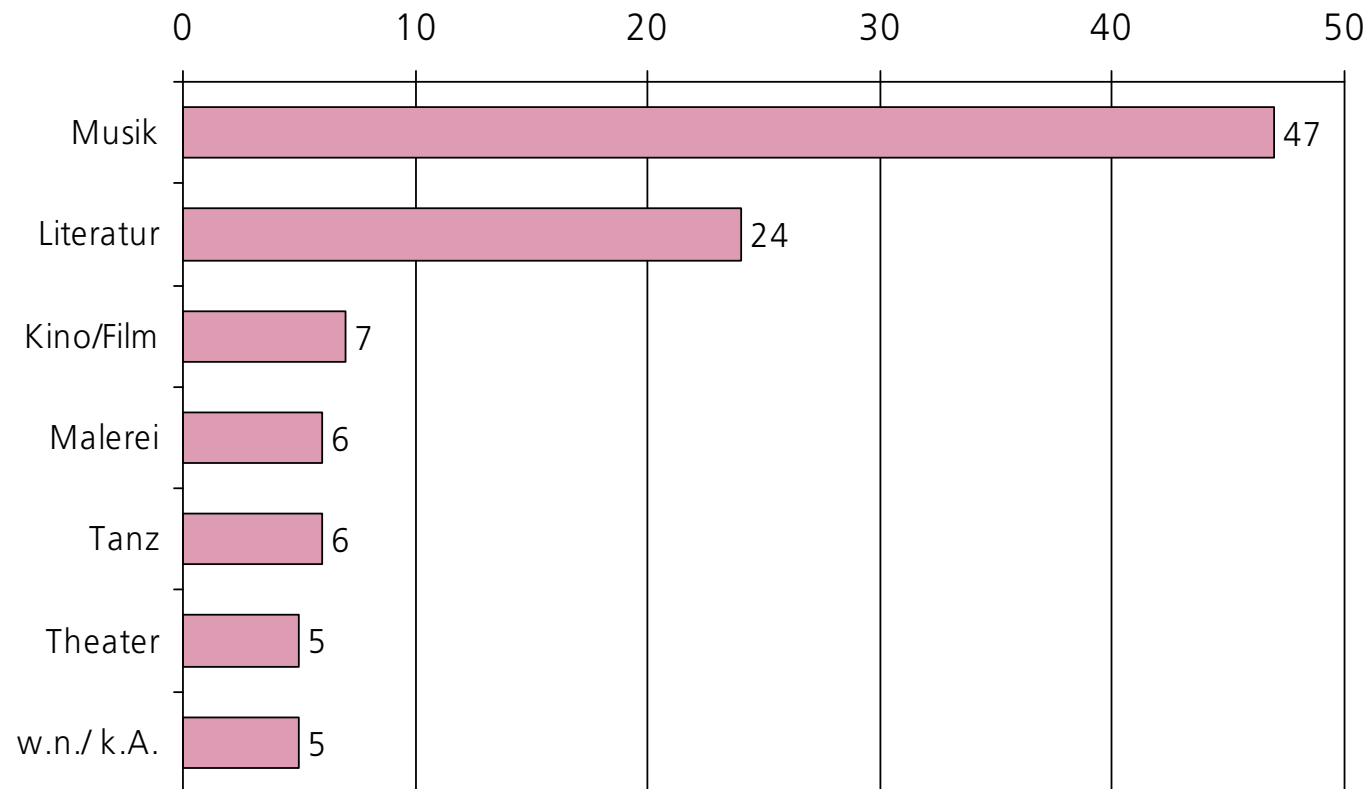
Frage: F1_1
 Ganz persönlich, wie wichtig ist Ihnen ... ?
 Musik
 Skala von 1=unwichtig bis 5=sehr wichtig

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|---------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| unwichtig (=1) | 9 | 6 | 3 | 2 | 4 | 3 | 1 | 8 | 0 | 4 | 5 | 1 | 7 | 1 | 7 | 0 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 2% | 0% | 2% | 0% | 2% | 0% | 1% |
| eher unwichtig | 16 | 10 | 6 | 3 | 7 | 6 | 0 | 12 | 4 | 12 | 4 | 5 | 5 | 6 | 11 | 4 | 1 |
| | 2% | 2% | 1% | 1% | 2% | 2% | 0% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 4% | 1% | 1% |
| teils/teils | 124 | 70 | 54 | 37 | 61 | 26 | 13 | 90 | 21 | 89 | 35 | 28 | 49 | 47 | 62 | 50 | 12 |
| | 12% | 14% | 11% | 10% | 16% | 10% | 13% | 13% | 9% | 13% | 11% | 11% | 13% | 12% | 20% | 10% | 7% |
| eher wichtig | 306 | 150 | 156 | 112 | 118 | 76 | 30 | 218 | 58 | 222 | 84 | 80 | 112 | 114 | 105 | 163 | 38 |
| | 30% | 30% | 30% | 30% | 32% | 28% | 29% | 32% | 26% | 31% | 28% | 32% | 29% | 30% | 34% | 31% | 21% |
| sehr wichtig (=5) | 562 | 269 | 293 | 221 | 184 | 157 | 60 | 361 | 140 | 385 | 177 | 138 | 210 | 214 | 128 | 305 | 129 |
| | 55% | 53% | 57% | 59% | 49% | 59% | 58% | 52% | 63% | 54% | 58% | 55% | 55% | 56% | 41% | 58% | 71% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Mittelwert | 4.4 | 4.3 | 4.4 | 4.5 | 4.3 | 4.4 | 4.4 | 4.3 | 4.5 | 4.4 | 4.4 | 4.4 | 4.3 | 4.4 | 4.1 | 4.5 | 4.6 |
| Anzahl Nennungen | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |

Suisa Image / 8138 / November 08-Januar 09

Welches ist für Sie die wichtigste Kunstform?

n=445, in Prozent, Filter F1: Falls mehrere Kunstformen sehr wichtig (Wert 5)



Frage F2

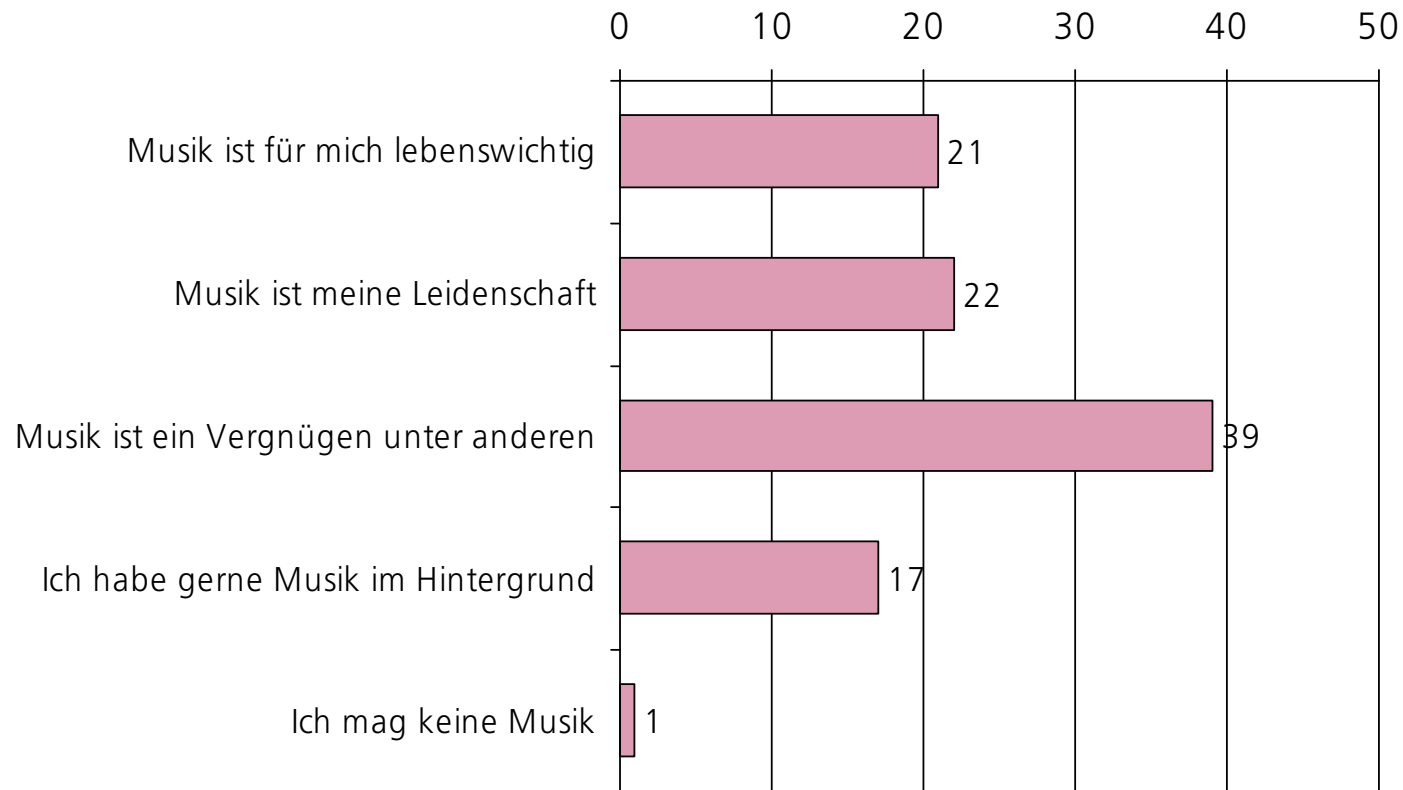
GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F2
 Welches ist für Sie die wichtigste Kunstform?
 Filter F1_1 bis F1_6: Falls mehrere Kunstformen sehr wichtig

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|----------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| Musik | 210 | 103 | 107 | 89 | 60 | 61 | 27 | 140 | 43 | 143 | 67 | 49 | 85 | 76 | 32 | 124 | 54 |
| | 47% | 57% | 41% | 55% | 39% | 46% | 69% | 52% | 32% | 48% | 45% | 41% | 53% | 46% | 27% | 52% | 61% |
| Literatur | 107 | 27 | 80 | 21 | 49 | 37 | 2 | 57 | 48 | 69 | 38 | 30 | 33 | 44 | 48 | 49 | 10 |
| | 24% | 15% | 30% | 13% | 32% | 28% | 5% | 21% | 36% | 23% | 26% | 25% | 20% | 27% | 41% | 21% | 11% |
| Kino/Film | 31 | 23 | 8 | 13 | 15 | 3 | 2 | 20 | 9 | 20 | 11 | 13 | 10 | 8 | 12 | 17 | 2 |
| | 7% | 13% | 3% | 8% | 10% | 2% | 5% | 7% | 7% | 7% | 7% | 11% | 6% | 5% | 10% | 7% | 2% |
| Malerei | 27 | 6 | 21 | 6 | 8 | 13 | 0 | 17 | 10 | 17 | 10 | 8 | 12 | 7 | 10 | 13 | 4 |
| | 6% | 3% | 8% | 4% | 5% | 10% | 0% | 6% | 7% | 6% | 7% | 7% | 7% | 4% | 9% | 5% | 4% |
| Tanz | 26 | 7 | 19 | 14 | 9 | 3 | 8 | 9 | 9 | 20 | 6 | 6 | 7 | 13 | 5 | 14 | 7 |
| | 6% | 4% | 7% | 9% | 6% | 2% | 21% | 3% | 7% | 7% | 4% | 5% | 4% | 8% | 4% | 6% | 8% |
| Theater | 21 | 7 | 14 | 7 | 4 | 10 | 0 | 15 | 6 | 11 | 10 | 7 | 3 | 11 | 6 | 11 | 4 |
| | 5% | 4% | 5% | 4% | 3% | 8% | 0% | 6% | 4% | 4% | 7% | 6% | 2% | 7% | 5% | 5% | 4% |
| weiss nicht/ keine Antwort | 23 | 9 | 14 | 11 | 7 | 5 | 0 | 12 | 10 | 16 | 7 | 6 | 11 | 6 | 4 | 11 | 8 |
| | 5% | 5% | 5% | 7% | 5% | 4% | 0% | 4% | 7% | 5% | 5% | 5% | 7% | 4% | 3% | 5% | 9% |
| Total der Befragten | 445 | 182 | 263 | 161 | 152 | 132 | 39 | 270 | 135 | 296 | 149 | 119 | 161 | 165 | 117 | 239 | 89 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Welcher Satz umschreibt am besten Ihre Beziehung zur Musik?

n=1017, in Prozent



Frage F4

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F4

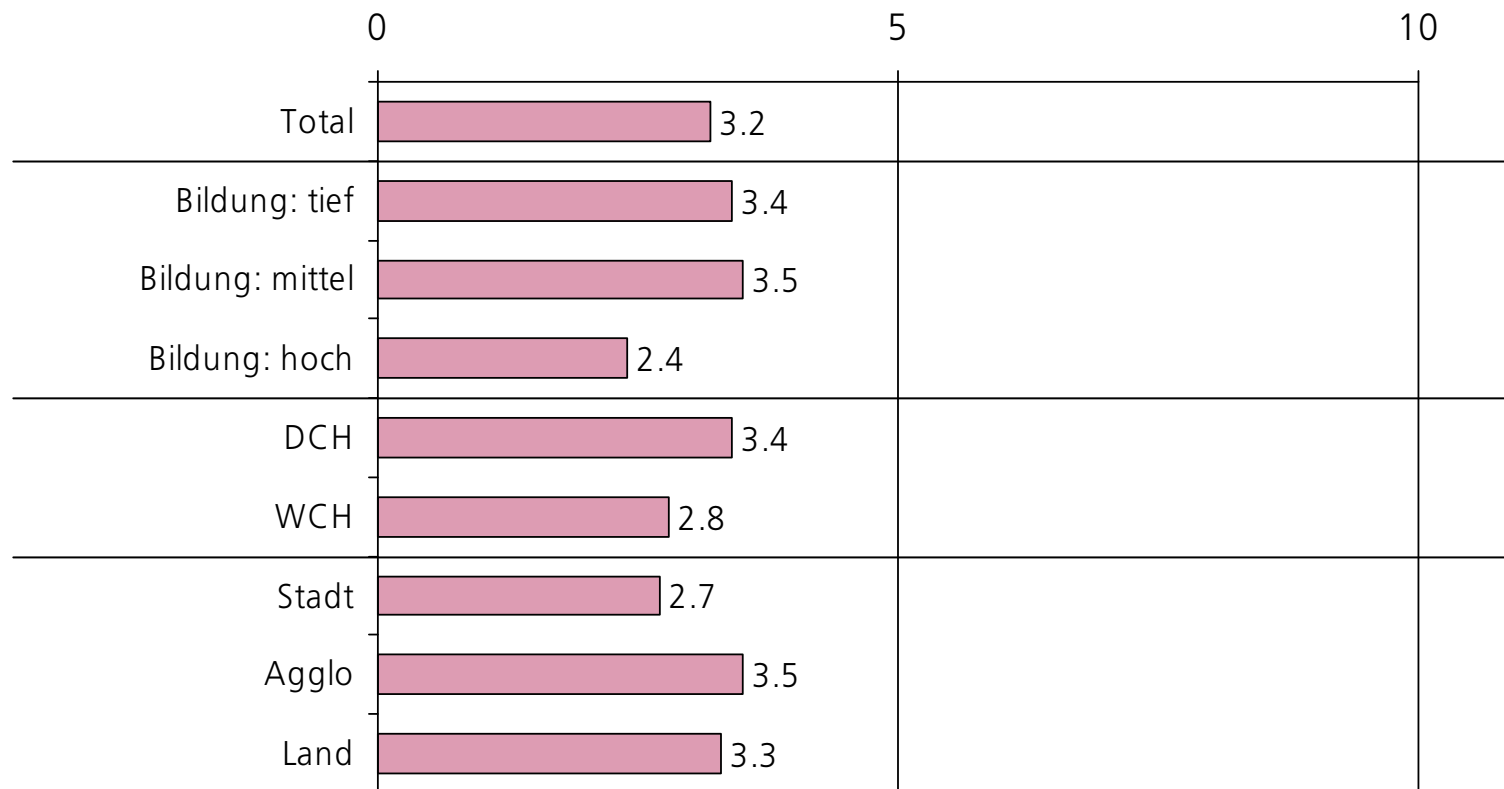
Welcher Satz umschreibt am besten Ihre Beziehung zur Musik?

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|---------------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|-------------|---------------------|-------------|-------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| Musik ist für mich lebenswichtig | 217 21% | 88 17% | 129 25% | 96 26% | 53 14% | 68 25% | 25 24% | 140 20% | 51 23% | 134 19% | 83 27% | 49 19% | 84 22% | 84 22% | 32 10% | 130 25% | 55 30% |
| Musik ist meine Leidenschaft | 225 22% | 106 21% | 119 23% | 88 23% | 93 25% | 44 16% | 21 20% | 137 20% | 67 30% | 148 21% | 77 25% | 51 20% | 86 22% | 88 23% | 59 19% | 123 24% | 43 24% |
| Musik ist ein Vergnügen unter anderen | 393 39% | 217 43% | 176 34% | 130 35% | 164 44% | 99 37% | 32 31% | 275 40% | 86 39% | 297 42% | 96 31% | 109 43% | 144 38% | 140 37% | 161 51% | 193 37% | 39 21% |
| Ich habe gerne Musik im Hintergrund | 174 17% | 91 18% | 83 16% | 59 16% | 61 16% | 54 20% | 26 25% | 131 19% | 17 8% | 129 18% | 45 15% | 42 17% | 65 17% | 67 18% | 56 18% | 74 14% | 44 24% |
| Ich mag keine Musik | 6 1% | 3 1% | 3 1% | 1 0% | 2 1% | 3 1% | 0 0% | 5 1% | 1 0% | 4 1% | 2 1% | 1 0% | 4 1% | 1 0% | 5 2% | 1 0% | 0 0% |
| weiss nicht/ keine Antwort | 2 0% | 0 0% | 2 0% | 1 0% | 1 0% | 0 0% | 0 0% | 1 0% | 1 0% | 0 0% | 2 1% | 0 0% | 0 0% | 2 1% | 0 0% | 1 0% | 1 1% |
| Total der Befragten | 1017 100% | 505 100% | 512 100% | 375 100% | 374 100% | 268 100% | 104 100% | 689 100% | 223 100% | 712 100% | 305 100% | 252 100% | 383 100% | 382 100% | 313 100% | 522 100% | 182 100% |

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Wie lange hören Sie im Schnitt Musik an einem Tag?

n=1017, **Mittelwerte in Stunden**



Frage F5

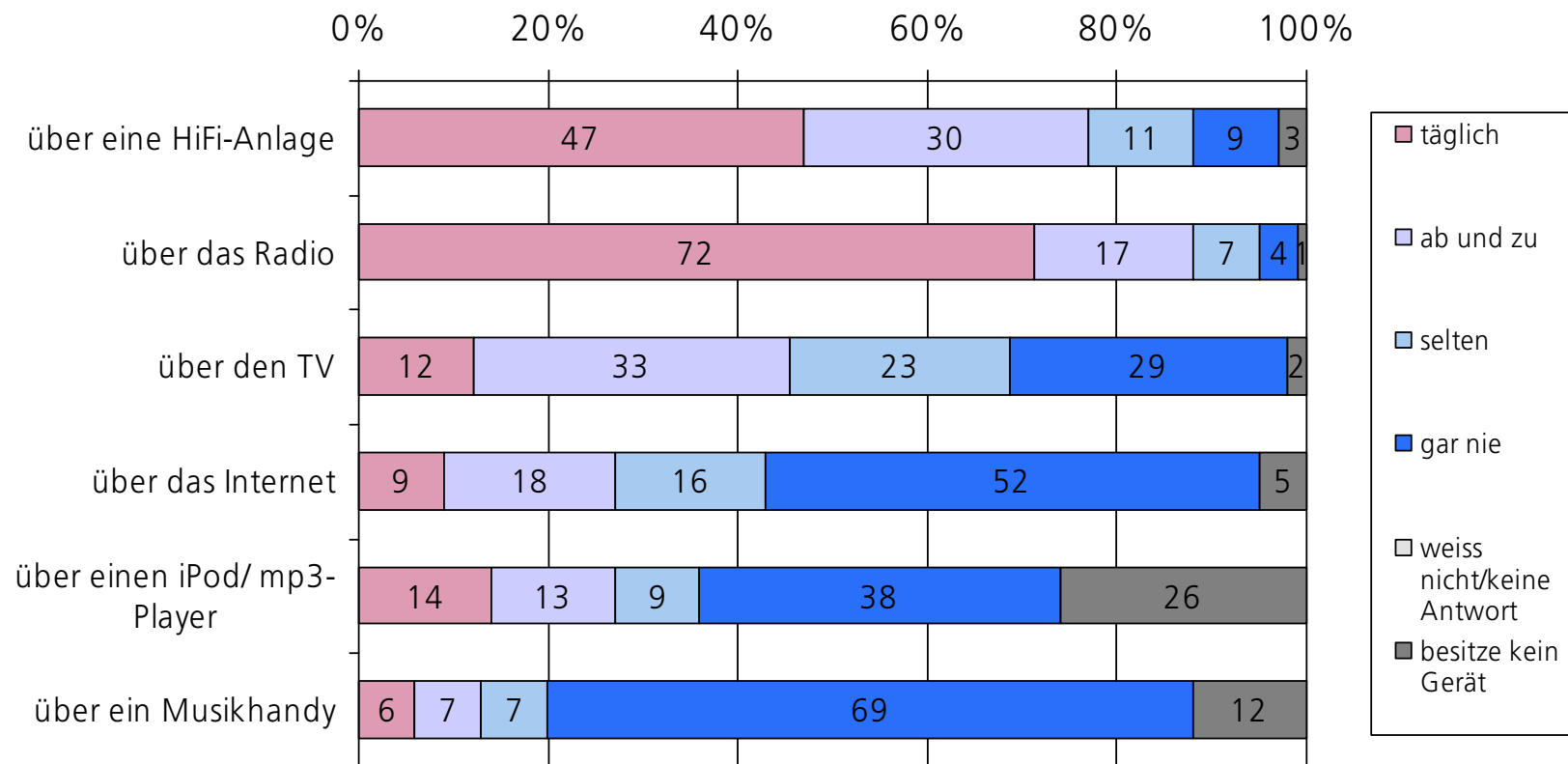
GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F5h
Wie lange hören Sie im Schnitt Musik an einem Tag (in Stunden)?

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|-----|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| .00 | 9 | 3 | 6 | 2 | 4 | 3 | 1 | 7 | 1 | 7 | 2 | 0 | 8 | 1 | 9 | 0 | 0 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 2% | 0% | 3% | 0% | 0% |
| .08 | 10 | 3 | 7 | 1 | 6 | 3 | 0 | 4 | 6 | 4 | 6 | 5 | 4 | 1 | 10 | 0 | 0 |
| | 1% | 1% | 1% | 0% | 2% | 1% | 0% | 1% | 3% | 1% | 2% | 2% | 1% | 0% | 3% | 0% | 0% |
| .15 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| .17 | 4 | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 3 | 2 | 2 | 0 | 4 | 0 | 0 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 1% | 0% | 0% |
| .25 | 5 | 5 | 0 | 0 | 2 | 3 | 0 | 2 | 3 | 3 | 2 | 2 | 2 | 1 | 5 | 0 | 0 |
| | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 1% | 0% | 2% | 0% | 0% |
| .33 | 6 | 2 | 4 | 5 | 1 | 0 | 1 | 2 | 3 | 3 | 3 | 4 | 0 | 2 | 6 | 0 | 0 |
| | 1% | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 2% | 0% | 1% | 2% | 0% | 0% |
| .50 | 63 | 27 | 36 | 20 | 24 | 19 | 6 | 34 | 23 | 42 | 21 | 19 | 21 | 23 | 63 | 0 | 0 |
| | 6% | 5% | 7% | 5% | 6% | 7% | 6% | 5% | 10% | 6% | 7% | 8% | 5% | 6% | 20% | 0% | 0% |
| .67 | 2 | 2 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 1 | 1 | 2 | 0 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| .75 | 7 | 6 | 1 | 1 | 4 | 2 | 0 | 5 | 2 | 5 | 2 | 3 | 2 | 2 | 7 | 0 | 0 |
| | 1% | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 0% | 0% |
| .83 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| .97 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 1.00 | 204 | 96 | 108 | 80 | 72 | 52 | 25 | 135 | 44 | 112 | 92 | 53 | 74 | 77 | 204 | 0 | 0 |
| | 20% | 19% | 21% | 21% | 19% | 19% | 24% | 20% | 20% | 16% | 30% | 21% | 19% | 20% | 65% | 0% | 0% |
| 1.08 | 3 | 2 | 1 | 2 | 0 | 1 | 0 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 0 | 3 | 0 |
| | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% |
| 1.50 | 51 | 31 | 20 | 20 | 15 | 16 | 6 | 27 | 18 | 41 | 10 | 12 | 19 | 20 | 0 | 51 | 0 |
| | 5% | 6% | 4% | 5% | 4% | 6% | 6% | 4% | 8% | 6% | 3% | 5% | 5% | 5% | 0% | 10% | 0% |
| 1.75 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2.00 | 180 | 98 | 82 | 67 | 68 | 45 | 15 | 122 | 43 | 131 | 49 | 46 | 66 | 68 | 0 | 180 | 0 |
| | 18% | 19% | 16% | 18% | 18% | 17% | 14% | 18% | 19% | 18% | 16% | 18% | 17% | 18% | 0% | 34% | 0% |
| 2.25 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2.50 | 29 | 16 | 13 | 14 | 10 | 5 | 2 | 22 | 5 | 23 | 6 | 9 | 9 | 11 | 0 | 29 | 0 |
| | 3% | 3% | 3% | 4% | 3% | 2% | 2% | 3% | 2% | 3% | 2% | 4% | 2% | 3% | 0% | 6% | 0% |
| 2.83 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3.00 | 99 | 50 | 49 | 33 | 38 | 28 | 10 | 68 | 21 | 72 | 27 | 31 | 31 | 37 | 0 | 99 | 0 |
| | 10% | 10% | 10% | 9% | 10% | 10% | 10% | 10% | 9% | 10% | 9% | 12% | 8% | 10% | 0% | 19% | 0% |
| 3.08 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

Wie oft hören Sie Musik über folgende Möglichkeiten?

n=1017, in Prozent



Frage F6

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F6_1
 Wie oft hören Sie Musik über folgende Möglichkeiten?
 über eine HiFi-Anlage

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|-------------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| täglich | 476 | 224 | 252 | 167 | 185 | 124 | 36 | 322 | 117 | 343 | 133 | 105 | 187 | 184 | 102 | 278 | 96 |
| | 47% | 44% | 49% | 45% | 49% | 46% | 35% | 47% | 52% | 48% | 44% | 42% | 49% | 48% | 33% | 53% | 53% |
| ab und zu | 307 | 158 | 149 | 118 | 118 | 71 | 29 | 209 | 69 | 206 | 101 | 86 | 111 | 110 | 102 | 154 | 51 |
| | 30% | 31% | 29% | 31% | 32% | 26% | 28% | 30% | 31% | 29% | 33% | 34% | 29% | 29% | 33% | 30% | 28% |
| selten | 110 | 63 | 47 | 44 | 38 | 28 | 14 | 78 | 18 | 78 | 32 | 27 | 43 | 40 | 48 | 45 | 17 |
| | 11% | 12% | 9% | 12% | 10% | 10% | 13% | 11% | 8% | 11% | 10% | 11% | 11% | 10% | 15% | 9% | 9% |
| gar nie | 89 | 44 | 45 | 35 | 25 | 29 | 21 | 57 | 11 | 62 | 27 | 23 | 32 | 34 | 41 | 32 | 16 |
| | 9% | 9% | 9% | 9% | 7% | 11% | 20% | 8% | 5% | 9% | 9% | 9% | 8% | 9% | 13% | 6% | 9% |
| besitze dieses Gerät nicht | 32 | 16 | 16 | 11 | 8 | 13 | 4 | 20 | 8 | 20 | 12 | 9 | 9 | 14 | 19 | 12 | 1 |
| | 3% | 3% | 3% | 3% | 2% | 5% | 4% | 3% | 4% | 3% | 4% | 4% | 2% | 4% | 6% | 2% | 1% |
| weiss nicht/ keine Antwort | 3 | 0 | 3 | 0 | 0 | 3 | 0 | 3 | 0 | 3 | 0 | 2 | 1 | 0 | 1 | 1 | 1 |
| | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

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GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F6_2
Wie oft hören Sie Musik über folgende Möglichkeiten?
über das Radio

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|-------------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| täglich | 731 | 360 | 371 | 231 | 298 | 202 | 55 | 513 | 162 | 533 | 198 | 167 | 276 | 288 | 183 | 386 | 162 |
| | 72% | 71% | 72% | 62% | 80% | 75% | 53% | 74% | 73% | 75% | 65% | 66% | 72% | 75% | 58% | 74% | 89% |
| ab und zu | 169 | 97 | 72 | 78 | 48 | 43 | 25 | 104 | 40 | 106 | 63 | 55 | 59 | 55 | 75 | 83 | 11 |
| | 17% | 19% | 14% | 21% | 13% | 16% | 24% | 15% | 18% | 15% | 21% | 22% | 15% | 14% | 24% | 16% | 6% |
| selten | 67 | 27 | 40 | 41 | 17 | 9 | 16 | 40 | 11 | 48 | 19 | 14 | 31 | 22 | 29 | 33 | 5 |
| | 7% | 5% | 8% | 11% | 5% | 3% | 15% | 6% | 5% | 7% | 6% | 6% | 8% | 6% | 9% | 6% | 3% |
| gar nie | 41 | 17 | 24 | 22 | 9 | 10 | 6 | 28 | 7 | 21 | 20 | 12 | 15 | 14 | 17 | 20 | 4 |
| | 4% | 3% | 5% | 6% | 2% | 4% | 6% | 4% | 3% | 3% | 7% | 5% | 4% | 4% | 5% | 4% | 2% |
| besitze dieses Gerät nicht | 8 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 5 | 4 | 1 | 3 | 8 | 0 | 0 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 0% | 1% | 0% | 2% | 2% | 0% | 1% | 3% | 0% | 0% |
| weiss nicht/ keine Antwort | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F6_3
Wie oft hören Sie Musik über folgende Möglichkeiten?
über den TV

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|-------------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| täglich | 127 | 60 | 67 | 59 | 39 | 29 | 30 | 78 | 19 | 83 | 44 | 29 | 45 | 53 | 37 | 70 | 20 |
| | 12% | 12% | 13% | 16% | 10% | 11% | 29% | 11% | 9% | 12% | 14% | 12% | 12% | 14% | 12% | 13% | 11% |
| ab und zu | 340 | 192 | 148 | 120 | 117 | 103 | 35 | 243 | 61 | 223 | 117 | 91 | 131 | 118 | 92 | 179 | 69 |
| | 33% | 38% | 29% | 32% | 31% | 38% | 34% | 35% | 27% | 31% | 38% | 36% | 34% | 31% | 29% | 34% | 38% |
| selten | 232 | 114 | 118 | 86 | 87 | 59 | 17 | 156 | 59 | 174 | 58 | 52 | 93 | 87 | 75 | 122 | 35 |
| | 23% | 23% | 23% | 23% | 23% | 22% | 16% | 23% | 26% | 24% | 19% | 21% | 24% | 23% | 24% | 23% | 19% |
| gar nie | 293 | 129 | 164 | 103 | 120 | 70 | 20 | 200 | 73 | 212 | 81 | 77 | 104 | 112 | 99 | 140 | 54 |
| | 29% | 26% | 32% | 27% | 32% | 26% | 19% | 29% | 33% | 30% | 27% | 31% | 27% | 29% | 32% | 27% | 30% |
| besitze dieses Gerät nicht | 23 | 10 | 13 | 7 | 11 | 5 | 2 | 10 | 11 | 18 | 5 | 2 | 9 | 12 | 9 | 10 | 4 |
| | 2% | 2% | 3% | 2% | 3% | 2% | 2% | 1% | 5% | 3% | 2% | 1% | 2% | 3% | 3% | 2% | 2% |
| weiss nicht/ keine Antwort | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F6_4
Wie oft hören Sie Musik über folgende Möglichkeiten?
über das Internet

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|-------------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| täglich | 96 | 51 | 45 | 68 | 20 | 8 | 16 | 55 | 25 | 58 | 38 | 26 | 34 | 36 | 28 | 48 | 20 |
| | 9% | 10% | 9% | 18% | 5% | 3% | 15% | 8% | 11% | 8% | 12% | 10% | 9% | 9% | 9% | 9% | 11% |
| ab und zu | 182 | 104 | 78 | 100 | 63 | 19 | 25 | 109 | 48 | 113 | 69 | 52 | 75 | 55 | 59 | 93 | 30 |
| | 18% | 21% | 15% | 27% | 17% | 7% | 24% | 16% | 22% | 16% | 23% | 21% | 20% | 14% | 19% | 18% | 16% |
| selten | 164 | 89 | 75 | 78 | 60 | 26 | 12 | 102 | 49 | 133 | 31 | 44 | 59 | 61 | 39 | 96 | 29 |
| | 16% | 18% | 15% | 21% | 16% | 10% | 12% | 15% | 22% | 19% | 10% | 17% | 15% | 16% | 12% | 18% | 16% |
| gar nie | 524 | 243 | 281 | 123 | 216 | 185 | 42 | 388 | 94 | 379 | 145 | 115 | 201 | 208 | 161 | 266 | 97 |
| | 52% | 48% | 55% | 33% | 58% | 69% | 40% | 56% | 42% | 53% | 48% | 46% | 52% | 54% | 51% | 51% | 53% |
| besitze dieses Gerät nicht | 49 | 18 | 31 | 6 | 15 | 28 | 9 | 33 | 7 | 27 | 22 | 14 | 13 | 22 | 25 | 18 | 6 |
| | 5% | 4% | 6% | 2% | 4% | 10% | 9% | 5% | 3% | 4% | 7% | 6% | 3% | 6% | 8% | 3% | 3% |
| weiss nicht/ keine Antwort | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F6_5
 Wie oft hören Sie Musik über folgende Möglichkeiten?
 über einen iPod/ mp3-Player

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|-------------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| täglich | 144 | 85 | 59 | 104 | 25 | 15 | 27 | 70 | 47 | 91 | 53 | 40 | 60 | 44 | 38 | 80 | 26 |
| | 14% | 17% | 12% | 28% | 7% | 6% | 26% | 10% | 21% | 13% | 17% | 16% | 16% | 12% | 12% | 15% | 14% |
| ab und zu | 133 | 62 | 71 | 64 | 51 | 18 | 15 | 85 | 32 | 92 | 41 | 41 | 46 | 46 | 37 | 72 | 24 |
| | 13% | 12% | 14% | 17% | 14% | 7% | 14% | 12% | 14% | 13% | 13% | 16% | 12% | 12% | 12% | 14% | 13% |
| selten | 89 | 45 | 44 | 50 | 25 | 14 | 9 | 58 | 22 | 74 | 15 | 24 | 39 | 26 | 26 | 46 | 17 |
| | 9% | 9% | 9% | 13% | 7% | 5% | 9% | 8% | 10% | 10% | 5% | 10% | 10% | 7% | 8% | 9% | 9% |
| gar nie | 389 | 183 | 206 | 100 | 169 | 120 | 33 | 280 | 76 | 289 | 100 | 86 | 144 | 159 | 110 | 207 | 72 |
| | 38% | 36% | 40% | 27% | 45% | 45% | 32% | 41% | 34% | 41% | 33% | 34% | 38% | 42% | 35% | 40% | 40% |
| besitze dieses Gerät nicht | 260 | 130 | 130 | 57 | 104 | 99 | 20 | 194 | 46 | 164 | 96 | 60 | 93 | 107 | 101 | 116 | 43 |
| | 26% | 26% | 25% | 15% | 28% | 37% | 19% | 28% | 21% | 23% | 31% | 24% | 24% | 28% | 32% | 22% | 24% |
| weiss nicht/ keine Antwort | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

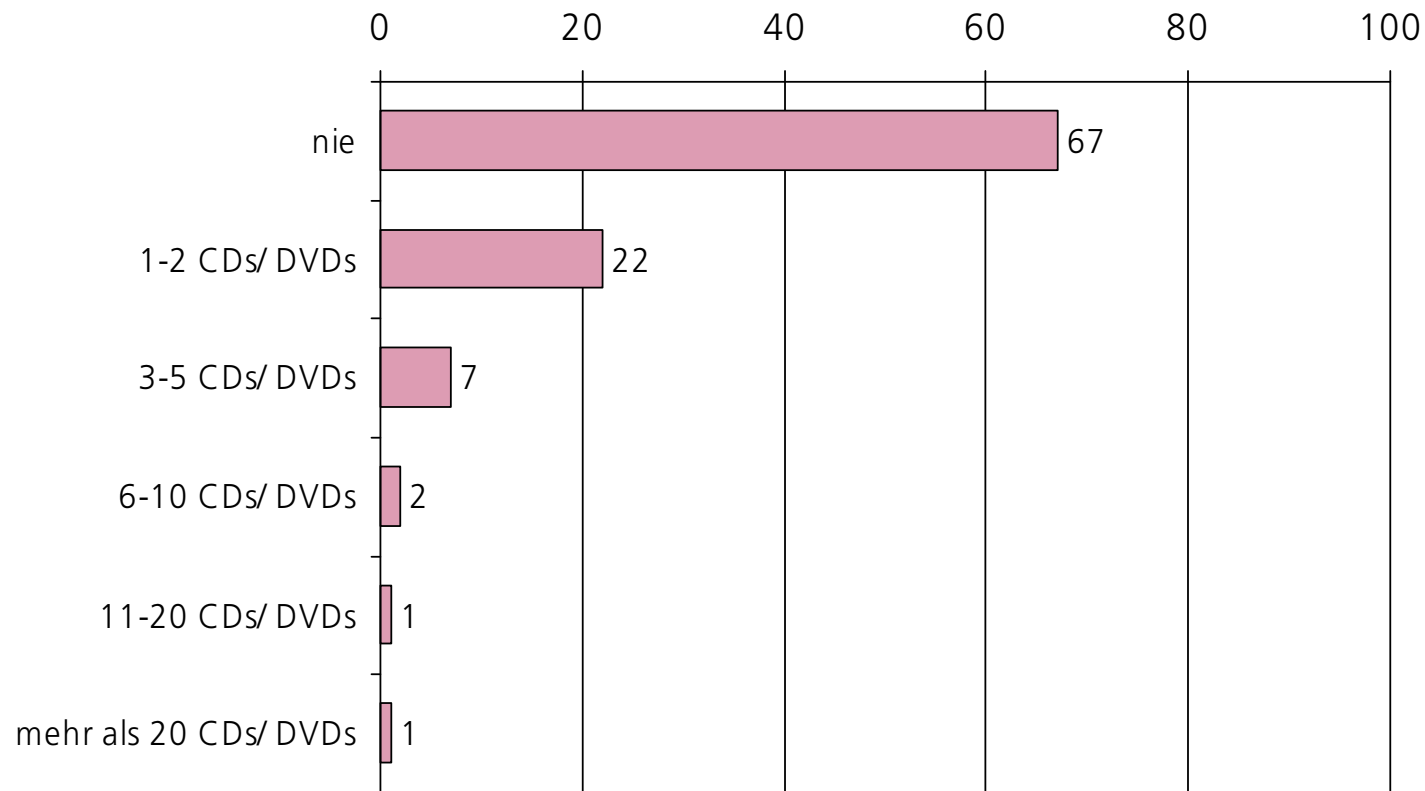
GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F6_6
Wie oft hören Sie Musik über folgende Möglichkeiten?
über ein Musikhandy

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|-------------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| täglich | 56 | 33 | 23 | 43 | 8 | 5 | 20 | 28 | 8 | 37 | 19 | 16 | 19 | 21 | 10 | 37 | 9 |
| | 6% | 7% | 4% | 11% | 2% | 2% | 19% | 4% | 4% | 5% | 6% | 6% | 5% | 5% | 3% | 7% | 5% |
| ab und zu | 71 | 38 | 33 | 55 | 15 | 1 | 18 | 45 | 8 | 60 | 11 | 20 | 22 | 29 | 18 | 40 | 13 |
| | 7% | 8% | 6% | 15% | 4% | 0% | 17% | 7% | 4% | 8% | 4% | 8% | 6% | 8% | 6% | 8% | 7% |
| selten | 73 | 43 | 30 | 43 | 23 | 7 | 5 | 58 | 10 | 62 | 11 | 18 | 29 | 26 | 17 | 43 | 13 |
| | 7% | 9% | 6% | 11% | 6% | 3% | 5% | 8% | 4% | 9% | 4% | 7% | 8% | 7% | 5% | 8% | 7% |
| gar nie | 698 | 352 | 346 | 208 | 286 | 204 | 49 | 479 | 169 | 451 | 247 | 169 | 269 | 260 | 222 | 348 | 128 |
| | 69% | 70% | 68% | 55% | 76% | 76% | 47% | 70% | 76% | 63% | 81% | 67% | 70% | 68% | 71% | 67% | 70% |
| besitze dieses Gerät nicht | 117 | 39 | 78 | 26 | 42 | 49 | 12 | 77 | 28 | 100 | 17 | 28 | 43 | 46 | 45 | 53 | 19 |
| | 12% | 8% | 15% | 7% | 11% | 18% | 12% | 11% | 13% | 14% | 6% | 11% | 11% | 12% | 14% | 10% | 10% |
| weiss nicht/ keine Antwort | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

Wie häufig pro Monat kopieren oder überspielen Sie eine Musik-
CD/DVD auf eine andere CD/DVD, einen Computer oder einen mp3-
Player/iPod?
n=1017, **in Prozent**



Frage F8

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F8

Wie häufig pro Monat kopieren oder überspielen Sie eine Musik-CD/DVD auf eine andere CD/DVD, einen Computer oder einen mp3-Player/iPod?

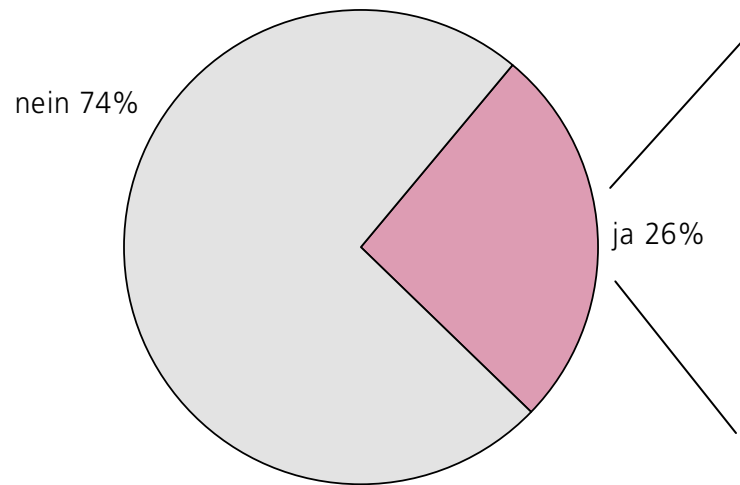
| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|----------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| nie | 679 | 324 | 355 | 169 | 271 | 239 | 64 | 488 | 126 | 491 | 188 | 163 | 261 | 255 | 214 | 337 | 128 |
| | 67% | 64% | 69% | 45% | 72% | 89% | 62% | 71% | 57% | 69% | 62% | 65% | 68% | 67% | 68% | 65% | 70% |
| 1-2 CDs/DVDs | 226 | 112 | 114 | 129 | 77 | 20 | 24 | 137 | 65 | 146 | 80 | 57 | 81 | 88 | 78 | 118 | 30 |
| | 22% | 22% | 22% | 34% | 21% | 7% | 23% | 20% | 29% | 21% | 26% | 23% | 21% | 23% | 25% | 23% | 16% |
| 3-5 | 68 | 46 | 22 | 45 | 17 | 6 | 8 | 41 | 19 | 46 | 22 | 21 | 21 | 26 | 12 | 42 | 14 |
| | 7% | 9% | 4% | 12% | 5% | 2% | 8% | 6% | 9% | 6% | 7% | 8% | 5% | 7% | 4% | 8% | 8% |
| 6-10 | 22 | 10 | 12 | 16 | 5 | 1 | 4 | 11 | 7 | 15 | 7 | 4 | 13 | 5 | 3 | 12 | 7 |
| | 2% | 2% | 2% | 4% | 1% | 0% | 4% | 2% | 3% | 2% | 2% | 2% | 3% | 1% | 1% | 2% | 4% |
| 11-20 | 10 | 8 | 2 | 6 | 4 | 0 | 2 | 5 | 3 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 1 |
| | 1% | 2% | 0% | 2% | 1% | 0% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% |
| mehr als 20 | 7 | 3 | 4 | 6 | 0 | 1 | 0 | 5 | 2 | 5 | 2 | 3 | 3 | 1 | 0 | 5 | 2 |
| | 1% | 1% | 1% | 2% | 0% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 1% |
| weiss nicht/ keine Antwort | 5 | 2 | 3 | 4 | 0 | 1 | 2 | 2 | 1 | 4 | 1 | 1 | 1 | 3 | 1 | 4 | 0 |
| | 0% | 0% | 1% | 1% | 0% | 0% | 2% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

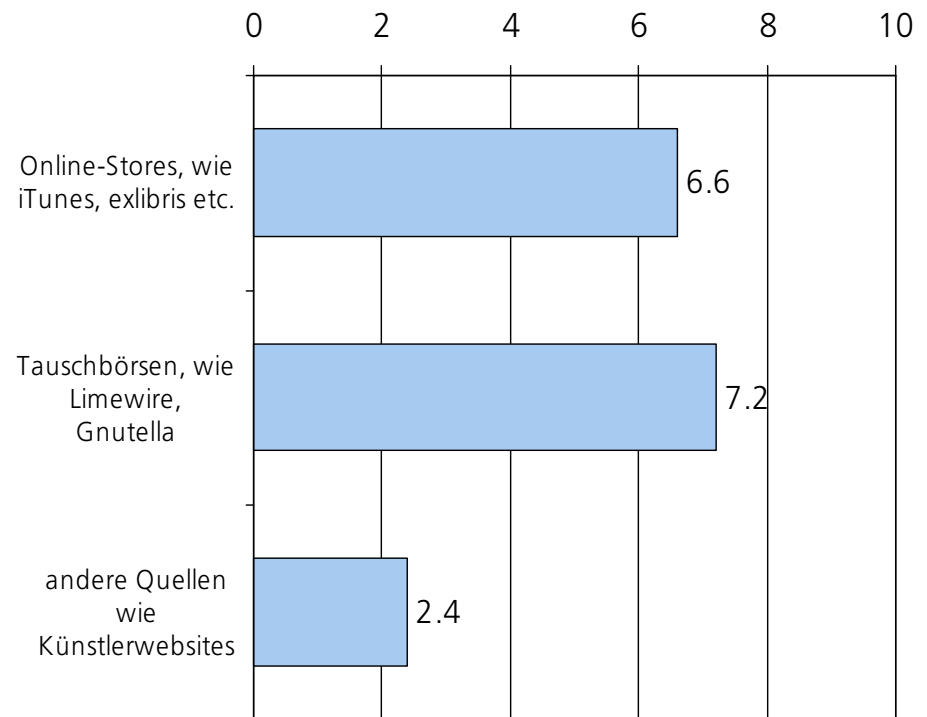
Beziehen Sie Musik über Internet?

Man kann Musikstücke von Online-Stores, von Tauschbörsen oder z.B. von Künstlerwebsites beziehen. Wie ist das bei Ihnen?

n=1017, in Prozent



Anzahl Stücke pro Monat:
n=261, Mittelwerte, Filter F10: falls ja



Frage F9 und F10

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F9
Beziehen Sie Musik über Internet?

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|---------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| ja | 261 | 148 | 113 | 161 | 73 | 27 | 38 | 144 | 79 | 182 | 79 | 73 | 100 | 88 | 65 | 145 | 51 |
| | 26% | 29% | 22% | 43% | 20% | 10% | 37% | 21% | 35% | 26% | 26% | 29% | 26% | 23% | 21% | 28% | 28% |
| nein | 756 | 357 | 399 | 214 | 301 | 241 | 66 | 545 | 144 | 530 | 226 | 179 | 283 | 294 | 248 | 377 | 131 |
| | 74% | 71% | 78% | 57% | 80% | 90% | 63% | 79% | 65% | 74% | 74% | 71% | 74% | 77% | 79% | 72% | 72% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F10A
 Wie viele Stücke beziehen Sie pro Monat durchschnittlich über Online-Stores, wie iTunes, exlibris etc.?
 Filter F9: Falls ja

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|-----|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| Mittelwert | 6.6 | 8.2 | 4.1 | 8.1 | 4.2 | 4.3 | 10.0 | 6.3 | 5.4 | 7.2 | 5.3 | 6.9 | 5.3 | 7.7 | 3.0 | 7.6 | 8.5 |
| Anzahl Nennungen | 231 | 139 | 92 | 138 | 70 | 23 | 32 | 127 | 72 | 158 | 73 | 67 | 87 | 77 | 59 | 130 | 42 |

Suisa Image / 8138 / November 08-Januar 09

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F10A
Wie viele Stücke beziehen Sie pro Monat durchschnittlich über Online-Stores, wie iTunes, exilbri etc.?
Filter F9: Falls ja

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|---------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| 0 | 81 | 50 | 31 | 46 | 23 | 12 | 13 | 46 | 22 | 55 | 26 | 24 | 37 | 20 | 23 | 43 | 15 |
| | 31% | 34% | 27% | 29% | 32% | 44% | 34% | 32% | 28% | 30% | 33% | 33% | 37% | 23% | 35% | 30% | 29% |
| 1 | 27 | 9 | 18 | 12 | 12 | 3 | 0 | 16 | 11 | 18 | 9 | 7 | 10 | 10 | 11 | 13 | 3 |
| | 10% | 6% | 16% | 7% | 16% | 11% | 0% | 11% | 14% | 10% | 11% | 10% | 10% | 11% | 17% | 9% | 6% |
| 2 | 23 | 11 | 12 | 13 | 10 | 0 | 2 | 16 | 5 | 16 | 7 | 4 | 7 | 12 | 6 | 10 | 7 |
| | 9% | 7% | 11% | 8% | 14% | 0% | 5% | 11% | 6% | 9% | 9% | 5% | 7% | 14% | 9% | 7% | 14% |
| 3 | 14 | 10 | 4 | 7 | 5 | 2 | 2 | 6 | 6 | 11 | 3 | 6 | 3 | 5 | 1 | 10 | 3 |
| | 5% | 7% | 4% | 4% | 7% | 7% | 5% | 4% | 8% | 6% | 4% | 8% | 3% | 6% | 2% | 7% | 6% |
| 5 | 23 | 12 | 11 | 13 | 8 | 2 | 4 | 6 | 13 | 15 | 8 | 7 | 10 | 6 | 8 | 13 | 2 |
| | 9% | 8% | 10% | 8% | 11% | 7% | 11% | 4% | 16% | 8% | 10% | 10% | 10% | 7% | 12% | 9% | 4% |
| 6 | 4 | 1 | 3 | 3 | 1 | 0 | 0 | 2 | 2 | 1 | 3 | 0 | 1 | 3 | 1 | 1 | 2 |
| | 2% | 1% | 3% | 2% | 1% | 0% | 0% | 1% | 3% | 1% | 4% | 0% | 1% | 3% | 2% | 1% | 4% |
| 7 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 2% |
| 8 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% |
| 10 | 20 | 14 | 6 | 11 | 6 | 3 | 3 | 11 | 6 | 12 | 8 | 5 | 6 | 9 | 6 | 12 | 2 |
| | 8% | 9% | 5% | 7% | 8% | 11% | 8% | 8% | 8% | 7% | 10% | 7% | 6% | 10% | 9% | 8% | 4% |
| 12 | 5 | 5 | 0 | 5 | 0 | 0 | 3 | 2 | 0 | 5 | 0 | 2 | 1 | 2 | 1 | 4 | 0 |
| | 2% | 3% | 0% | 3% | 0% | 0% | 8% | 1% | 0% | 3% | 0% | 3% | 1% | 2% | 2% | 3% | 0% |
| 15 | 3 | 0 | 3 | 3 | 0 | 0 | 0 | 3 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | 1% | 0% | 3% | 2% | 0% | 0% | 0% | 2% | 0% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% |
| 20 | 11 | 9 | 2 | 10 | 1 | 0 | 1 | 8 | 2 | 6 | 5 | 4 | 3 | 4 | 1 | 8 | 2 |
| | 4% | 6% | 2% | 6% | 1% | 0% | 3% | 6% | 3% | 3% | 6% | 5% | 3% | 5% | 2% | 6% | 4% |
| 24 | 2 | 2 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 2 | 0 |
| | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 3% | 0% | 0% | 0% | 1% | 0% |
| 25 | 2 | 2 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 0 |
| | 1% | 1% | 0% | 1% | 1% | 0% | 3% | 0% | 1% | 1% | 0% | 0% | 2% | 0% | 0% | 1% | 0% |
| 30 | 4 | 4 | 0 | 4 | 0 | 0 | 1 | 1 | 2 | 2 | 2 | 1 | 3 | 0 | 0 | 3 | 1 |
| | 2% | 3% | 0% | 2% | 0% | 0% | 3% | 1% | 3% | 1% | 3% | 1% | 3% | 0% | 0% | 2% | 2% |
| 40 | 4 | 4 | 0 | 3 | 1 | 0 | 0 | 3 | 1 | 3 | 1 | 1 | 2 | 1 | 0 | 4 | 0 |
| | 2% | 3% | 0% | 2% | 1% | 0% | 0% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 0% | 3% | 0% |
| 45 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 2% |
| 50 | 4 | 4 | 0 | 2 | 1 | 1 | 1 | 2 | 1 | 4 | 0 | 2 | 0 | 2 | 0 | 3 | 1 |
| | 2% | 3% | 0% | 1% | 1% | 4% | 3% | 1% | 1% | 2% | 0% | 3% | 0% | 2% | 0% | 2% | 2% |
| 100 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| | 0% | 0% | 1% | 1% | 0% | 0% | 3% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 2% |
| weiss nicht | 30 | 9 | 21 | 23 | 3 | 4 | 6 | 17 | 7 | 24 | 6 | 6 | 13 | 11 | 6 | 15 | 9 |
| | 11% | 6% | 19% | 14% | 4% | 15% | 16% | 12% | 9% | 13% | 8% | 8% | 13% | 13% | 9% | 10% | 18% |
| Total der Befragten | 261 | 148 | 113 | 161 | 73 | 27 | 38 | 144 | 79 | 182 | 79 | 73 | 100 | 88 | 65 | 145 | 51 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F10B
 Wie viele Stücke beziehen Sie pro Monat durchschnittlich über Tauschbörsen, wie Limewire, Gnutella?
 Filter F9: Falls ja

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|---------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| weiss nicht | 21 | 7 | 14 | 12 | 4 | 5 | 5 | 11 | 5 | 18 | 3 | 7 | 7 | 7 | 5 | 10 | 6 |
| | 8% | 5% | 12% | 7% | 5% | 19% | 13% | 8% | 6% | 10% | 4% | 10% | 7% | 8% | 8% | 7% | 12% |
| Total der Befragten | 261 | 148 | 113 | 161 | 73 | 27 | 38 | 144 | 79 | 182 | 79 | 73 | 100 | 88 | 65 | 145 | 51 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Mittelwert | 7.2 | 7.1 | 7.3 | 10.8 | 1.5 | .8 | 23.2 | 5.2 | 3.6 | 7.8 | 5.9 | 6.0 | 6.7 | 8.6 | 1.7 | 7.9 | 12.3 |
| Anzahl Nennungen | 240 | 141 | 99 | 149 | 69 | 22 | 33 | 133 | 74 | 164 | 76 | 66 | 93 | 81 | 60 | 135 | 45 |

Suisa Image / 8138 / November 08-Januar 09

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F10B
 Wie viele Stücke beziehen Sie pro Monat durchschnittlich über Tauschbörsen, wie Limewire, Gnutella?
 Filter F9: Falls ja

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|-----|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|-----|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| 0 | 157 | 88 | 69 | 82 | 56 | 19 | 15 | 87 | 55 | 112 | 45 | 42 | 64 | 51 | 42 | 85 | 30 |
| | 60% | 59% | 61% | 51% | 77% | 70% | 39% | 60% | 70% | 62% | 57% | 58% | 64% | 58% | 65% | 59% | 59% |
| 1 | 9 | 2 | 7 | 4 | 5 | 0 | 0 | 7 | 2 | 6 | 3 | 2 | 5 | 2 | 5 | 3 | 1 |
| | 3% | 1% | 6% | 2% | 7% | 0% | 0% | 5% | 3% | 3% | 4% | 3% | 5% | 2% | 8% | 2% | 2% |
| 2 | 6 | 4 | 2 | 5 | 1 | 0 | 1 | 5 | 0 | 3 | 3 | 1 | 1 | 4 | 2 | 2 | 2 |
| | 2% | 3% | 2% | 3% | 1% | 0% | 3% | 3% | 0% | 2% | 4% | 1% | 1% | 5% | 3% | 1% | 4% |
| 3 | 3 | 1 | 2 | 2 | 0 | 1 | 0 | 1 | 2 | 3 | 0 | 1 | 1 | 1 | 0 | 3 | 0 |
| | 1% | 1% | 2% | 1% | 0% | 4% | 0% | 1% | 3% | 2% | 0% | 1% | 1% | 1% | 0% | 2% | 0% |
| 4 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 2 | 0 | 1 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 0% | 2% | 0% | 1% | 2% |
| 5 | 13 | 9 | 4 | 11 | 1 | 1 | 3 | 7 | 3 | 8 | 5 | 4 | 4 | 5 | 4 | 7 | 2 |
| | 5% | 6% | 4% | 7% | 1% | 4% | 8% | 5% | 4% | 4% | 6% | 5% | 4% | 6% | 6% | 5% | 4% |
| 6 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 2% | 0% | 0% |
| 7 | 2 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 |
| | 1% | 1% | 0% | 1% | 1% | 0% | 3% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 2% | 1% | 0% |
| 8 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 |
| | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% |
| 10 | 15 | 12 | 3 | 12 | 2 | 1 | 3 | 9 | 3 | 12 | 3 | 6 | 4 | 5 | 3 | 10 | 2 |
| | 6% | 8% | 3% | 7% | 3% | 4% | 8% | 6% | 4% | 7% | 4% | 8% | 4% | 6% | 5% | 7% | 4% |
| 15 | 3 | 1 | 2 | 3 | 0 | 0 | 1 | 1 | 1 | 2 | 1 | 0 | 1 | 2 | 2 | 1 | 0 |
| | 1% | 1% | 2% | 2% | 0% | 0% | 3% | 1% | 1% | 1% | 1% | 0% | 1% | 2% | 3% | 1% | 0% |
| 20 | 8 | 6 | 2 | 8 | 0 | 0 | 1 | 5 | 2 | 2 | 6 | 4 | 2 | 2 | 0 | 5 | 3 |
| | 3% | 4% | 2% | 5% | 0% | 0% | 3% | 3% | 3% | 1% | 8% | 5% | 2% | 2% | 0% | 3% | 6% |
| 23 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% |
| 25 | 2 | 0 | 2 | 2 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 2 | 0 | 0 | 1 | 1 |
| | 1% | 0% | 2% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 2% | 0% | 0% | 1% | 2% |
| 30 | 5 | 4 | 1 | 5 | 0 | 0 | 3 | 2 | 0 | 4 | 1 | 2 | 2 | 1 | 0 | 4 | 1 |
| | 2% | 3% | 1% | 3% | 0% | 0% | 8% | 1% | 0% | 2% | 1% | 3% | 2% | 1% | 0% | 3% | 2% |
| 40 | 2 | 2 | 0 | 2 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 1 | 1 | 0 | 2 | 0 |
| | 1% | 1% | 0% | 1% | 0% | 0% | 3% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 0% |
| 45 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 3% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 0% |
| 50 | 5 | 4 | 1 | 4 | 1 | 0 | 1 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 0 | 4 | 1 |
| | 2% | 3% | 1% | 2% | 1% | 0% | 3% | 1% | 3% | 1% | 4% | 1% | 2% | 2% | 0% | 3% | 2% |
| 90 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% |
| 100 | 2 | 1 | 1 | 2 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 0 |
| | 1% | 1% | 1% | 1% | 0% | 0% | 3% | 1% | 0% | 1% | 0% | 0% | 2% | 0% | 0% | 1% | 0% |
| 350 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| | 0% | 0% | 1% | 1% | 0% | 0% | 3% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 2% |

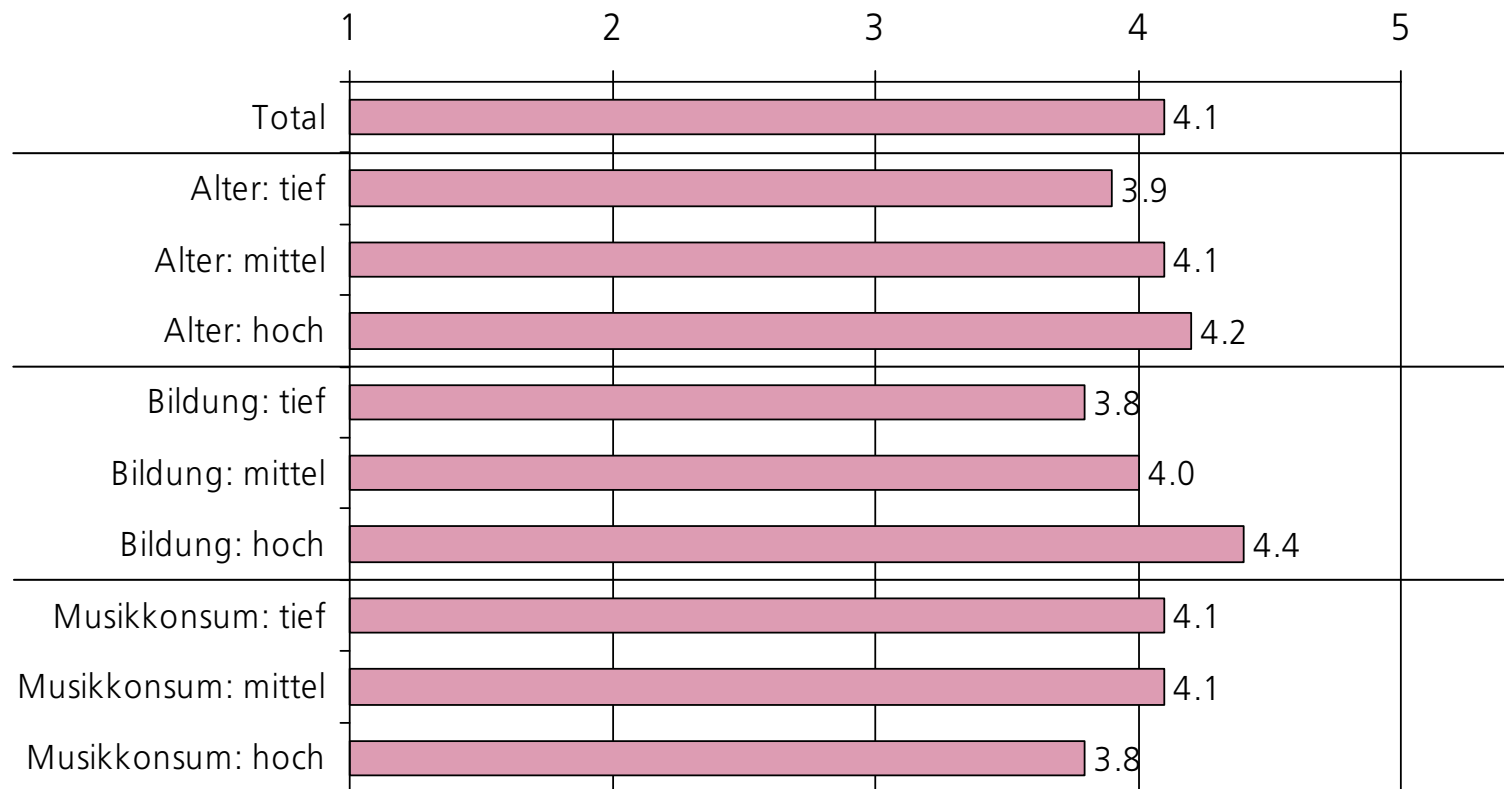
GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F10C
 Wie viele Stücke beziehen Sie pro Monat durchschnittlich über andere Quellen wie Künstlerwebsites?
 Filter F9: Falls ja

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|---------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| 0 | 162 | 84 | 78 | 89 | 53 | 20 | 20 | 91 | 51 | 119 | 43 | 37 | 70 | 55 | 40 | 93 | 29 |
| | 62% | 57% | 69% | 55% | 73% | 74% | 53% | 63% | 65% | 65% | 54% | 51% | 70% | 63% | 62% | 64% | 57% |
| 1 | 10 | 7 | 3 | 4 | 5 | 1 | 0 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 6 | 0 |
| | 4% | 5% | 3% | 2% | 7% | 4% | 0% | 3% | 6% | 3% | 6% | 4% | 3% | 5% | 6% | 4% | 0% |
| 2 | 11 | 5 | 6 | 9 | 2 | 0 | 4 | 3 | 4 | 6 | 5 | 2 | 3 | 6 | 5 | 2 | 4 |
| | 4% | 3% | 5% | 6% | 3% | 0% | 11% | 2% | 5% | 3% | 6% | 3% | 3% | 7% | 8% | 1% | 8% |
| 3 | 4 | 4 | 0 | 2 | 2 | 0 | 0 | 4 | 0 | 3 | 1 | 2 | 1 | 1 | 1 | 3 | 0 |
| | 2% | 3% | 0% | 1% | 3% | 0% | 0% | 3% | 0% | 2% | 1% | 3% | 1% | 1% | 2% | 2% | 0% |
| 4 | 5 | 5 | 0 | 3 | 2 | 0 | 0 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 2 | 2 |
| | 2% | 3% | 0% | 2% | 3% | 0% | 0% | 2% | 3% | 1% | 4% | 3% | 1% | 2% | 2% | 1% | 4% |
| 5 | 10 | 7 | 3 | 7 | 3 | 0 | 0 | 7 | 3 | 3 | 7 | 3 | 5 | 2 | 2 | 6 | 2 |
| | 4% | 5% | 3% | 4% | 4% | 0% | 0% | 5% | 4% | 2% | 9% | 4% | 5% | 2% | 3% | 4% | 4% |
| 6 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 |
| | 0% | 1% | 0% | 0% | 0% | 4% | 3% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 2% |
| 7 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 0% |
| 10 | 17 | 13 | 4 | 15 | 2 | 0 | 2 | 13 | 2 | 13 | 4 | 10 | 4 | 3 | 2 | 12 | 3 |
| | 7% | 9% | 4% | 9% | 3% | 0% | 5% | 9% | 3% | 7% | 5% | 14% | 4% | 3% | 3% | 8% | 6% |
| 12 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 2% | 0% | 0% |
| 18 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 2% |
| 20 | 6 | 6 | 0 | 6 | 0 | 0 | 2 | 2 | 2 | 4 | 2 | 3 | 1 | 2 | 0 | 5 | 1 |
| | 2% | 4% | 0% | 4% | 0% | 0% | 5% | 1% | 3% | 2% | 3% | 4% | 1% | 2% | 0% | 3% | 2% |
| 23 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 2% |
| 25 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 3% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 2% | 0% | 0% |
| 30 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| | 0% | 1% | 0% | 0% | 0% | 4% | 0% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 2% | 0% | 0% |
| 40 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 |
| | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% |
| weiss nicht | 28 | 10 | 18 | 20 | 4 | 4 | 8 | 13 | 7 | 24 | 4 | 9 | 10 | 9 | 7 | 14 | 7 |
| | 11% | 7% | 16% | 12% | 5% | 15% | 21% | 9% | 9% | 13% | 5% | 12% | 10% | 10% | 11% | 10% | 14% |
| Total der Befragten | 261 | 148 | 113 | 161 | 73 | 27 | 38 | 144 | 79 | 182 | 79 | 73 | 100 | 88 | 65 | 145 | 51 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Mittelwert | 2.4 | 3.5 | .9 | 3.3 | .8 | 1.6 | 3.3 | 2.4 | 2.1 | 2.1 | 3.2 | 3.7 | 1.8 | 2.1 | 2.0 | 2.5 | 2.8 |
| Anzahl Nennungen | 233 | 138 | 95 | 141 | 69 | 23 | 30 | 131 | 72 | 158 | 75 | 64 | 90 | 79 | 58 | 131 | 44 |

Sind Sie der Meinung, dass Komponisten oder Musikautoren Geld erhalten sollen, wenn ihre Musik genutzt wird, z.B. wenn ihre Musik an einem Konzert gespielt oder am Radio gesendet wird?

n=1017, **Mittelwerte: Skala von 1=überhaupt nicht bis 5=sicher**



Frage F13

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F13

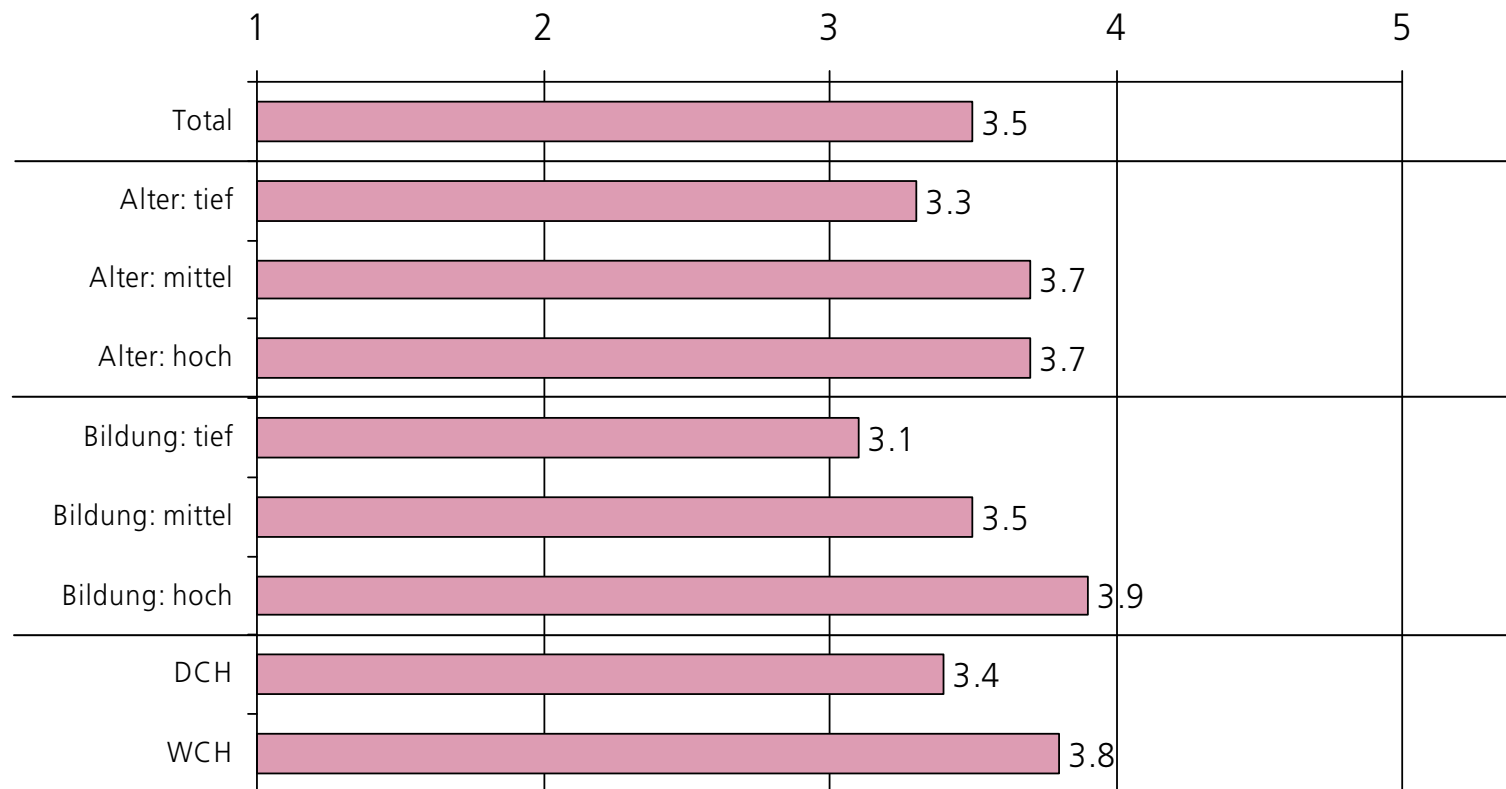
Sind Sie der Meinung, dass Komponisten oder Musikaufkoren Geld erhalten sollen, wenn ihre Musik genutzt wird, z.B. wenn ihre Musik an einem Konzert gespielt oder am Radio gesendet wird?
Skala von 1=überhaupt nicht bis 5=sicher

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|---------------------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| überhaupt nicht (=1) | 42 | 19 | 23 | 20 | 17 | 5 | 4 | 32 | 6 | 21 | 21 | 14 | 19 | 9 | 11 | 17 | 14 |
| | 4% | 4% | 4% | 5% | 5% | 2% | 4% | 5% | 3% | 3% | 7% | 6% | 5% | 2% | 4% | 3% | 8% |
| eher nicht | 55 | 29 | 26 | 25 | 19 | 11 | 9 | 41 | 5 | 44 | 11 | 10 | 19 | 26 | 12 | 29 | 14 |
| | 5% | 6% | 5% | 7% | 5% | 4% | 9% | 6% | 2% | 6% | 4% | 4% | 5% | 7% | 4% | 6% | 8% |
| teils/teils | 171 | 73 | 98 | 67 | 59 | 45 | 29 | 121 | 21 | 121 | 50 | 38 | 66 | 67 | 53 | 79 | 39 |
| | 17% | 14% | 19% | 18% | 16% | 17% | 28% | 18% | 9% | 17% | 16% | 15% | 17% | 18% | 17% | 15% | 21% |
| eher schon | 273 | 130 | 143 | 106 | 92 | 75 | 20 | 205 | 48 | 225 | 48 | 73 | 102 | 98 | 81 | 155 | 37 |
| | 27% | 26% | 28% | 28% | 25% | 28% | 19% | 30% | 22% | 32% | 16% | 29% | 27% | 26% | 26% | 30% | 20% |
| sicher sollen sie etwas erhalten (=5) | 476 | 254 | 222 | 157 | 187 | 132 | 42 | 290 | 143 | 301 | 175 | 117 | 177 | 182 | 156 | 242 | 78 |
| | 47% | 50% | 43% | 42% | 50% | 49% | 40% | 42% | 64% | 42% | 57% | 46% | 46% | 48% | 50% | 46% | 43% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Mittelwert | 4.1 | 4.1 | 4.0 | 3.9 | 4.1 | 4.2 | 3.8 | 4.0 | 4.4 | 4.0 | 4.1 | 4.1 | 4.0 | 4.1 | 4.1 | 4.1 | 3.8 |
| Anzahl Nennungen | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |

Suisa Image / 8138 / November 08-Januar 09

Sind Sie der Meinung, dass der Komponist oder Autor eines Musikstücks auch etwas erhalten soll, wenn sein Musikstück kopiert wird?

n=1017, **Mittelwerte: Skala von 1=überhaupt nicht bis 5=sicher**



Frage F14

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F14

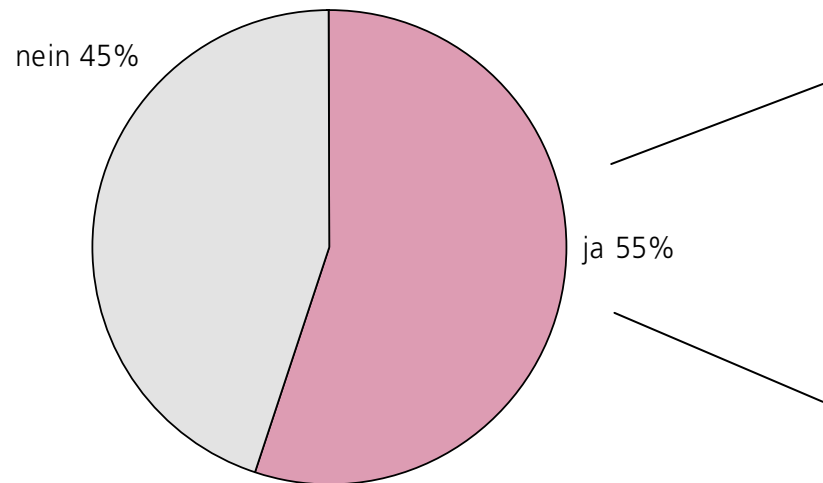
Songs werden häufig kopiert. Sind Sie der Meinung, dass der Komponist oder Autor eines Musikstücks auch etwas erhalten soll, wenn sein Musikstück kopiert wird?
Skala von 1=überhaupt nicht bis 5=sicher

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|------------------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| überhaupt nicht (=1) | 119 | 72 | 47 | 59 | 40 | 20 | 21 | 79 | 18 | 86 | 33 | 32 | 53 | 34 | 27 | 66 | 26 |
| | 12% | 14% | 9% | 16% | 11% | 7% | 20% | 11% | 8% | 12% | 11% | 13% | 14% | 9% | 9% | 13% | 14% |
| eher nicht | 109 | 51 | 58 | 49 | 35 | 25 | 12 | 86 | 11 | 91 | 18 | 24 | 40 | 45 | 35 | 56 | 18 |
| | 11% | 10% | 11% | 13% | 9% | 9% | 12% | 12% | 5% | 13% | 6% | 10% | 10% | 12% | 11% | 11% | 10% |
| teils/teils | 206 | 108 | 98 | 90 | 61 | 55 | 29 | 138 | 39 | 143 | 63 | 56 | 73 | 77 | 68 | 100 | 38 |
| | 20% | 21% | 19% | 24% | 16% | 21% | 28% | 20% | 17% | 20% | 21% | 22% | 19% | 20% | 22% | 19% | 21% |
| eher schon | 283 | 124 | 159 | 85 | 116 | 82 | 20 | 202 | 61 | 222 | 61 | 74 | 107 | 102 | 80 | 151 | 52 |
| | 28% | 25% | 31% | 23% | 31% | 31% | 19% | 29% | 27% | 31% | 20% | 29% | 28% | 27% | 26% | 29% | 29% |
| sicher soll er etwas erhalten (=5) | 300 | 150 | 150 | 92 | 122 | 86 | 22 | 184 | 94 | 170 | 130 | 66 | 110 | 124 | 103 | 149 | 48 |
| | 29% | 30% | 29% | 25% | 33% | 32% | 21% | 27% | 42% | 24% | 43% | 26% | 29% | 32% | 33% | 29% | 26% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Mittelwert | 3.5 | 3.5 | 3.6 | 3.3 | 3.7 | 3.7 | 3.1 | 3.5 | 3.9 | 3.4 | 3.8 | 3.5 | 3.5 | 3.6 | 3.6 | 3.5 | 3.4 |
| Anzahl Nennungen | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |

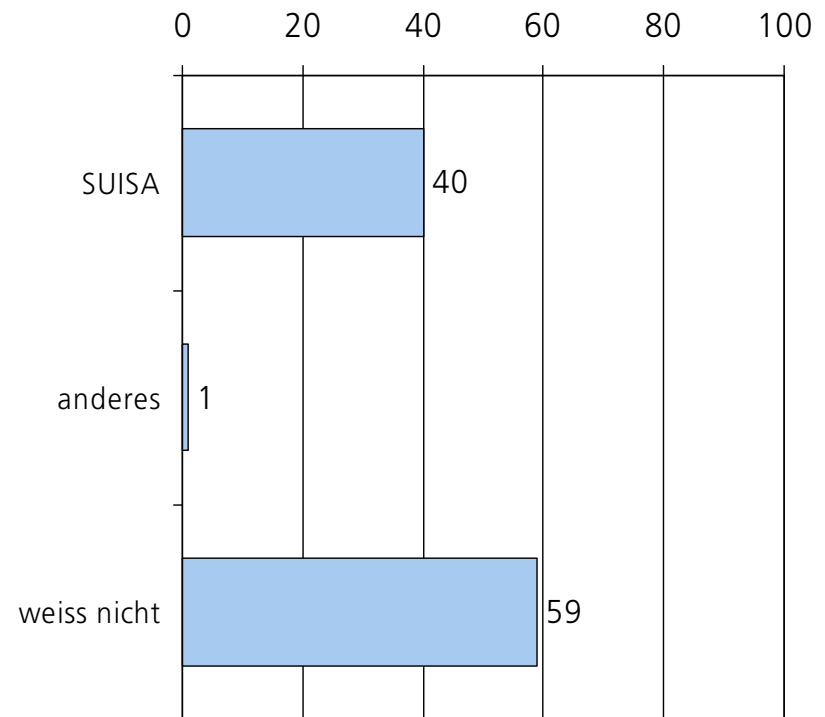
Suisa Image / 8138 / November 08-Januar 09

Wissen Sie, ob es in der Schweiz eine Organisation gibt, welche die Urheberrechte der Komponisten und Musikautoren vertritt?
Wenn ja, wissen Sie, wie die Organisation heisst?

n=1017, in Prozent



n=560, in Prozent, Filter F15: falls ja



Frage F15 und F16

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F15

Wissen Sie, ob es in der Schweiz eine Organisation gibt, welche die Urheberrechte der Komponisten und Musikautoren vertritt?

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|---------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| ja | 560 | 320 | 240 | 167 | 221 | 172 | 31 | 373 | 156 | 394 | 166 | 144 | 206 | 210 | 177 | 298 | 85 |
| | 55% | 63% | 47% | 45% | 59% | 64% | 30% | 54% | 70% | 55% | 54% | 57% | 54% | 55% | 57% | 57% | 47% |
| nein | 457 | 185 | 272 | 208 | 153 | 96 | 73 | 316 | 67 | 318 | 139 | 108 | 177 | 172 | 136 | 224 | 97 |
| | 45% | 37% | 53% | 55% | 41% | 36% | 70% | 46% | 30% | 45% | 46% | 43% | 46% | 45% | 43% | 43% | 53% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

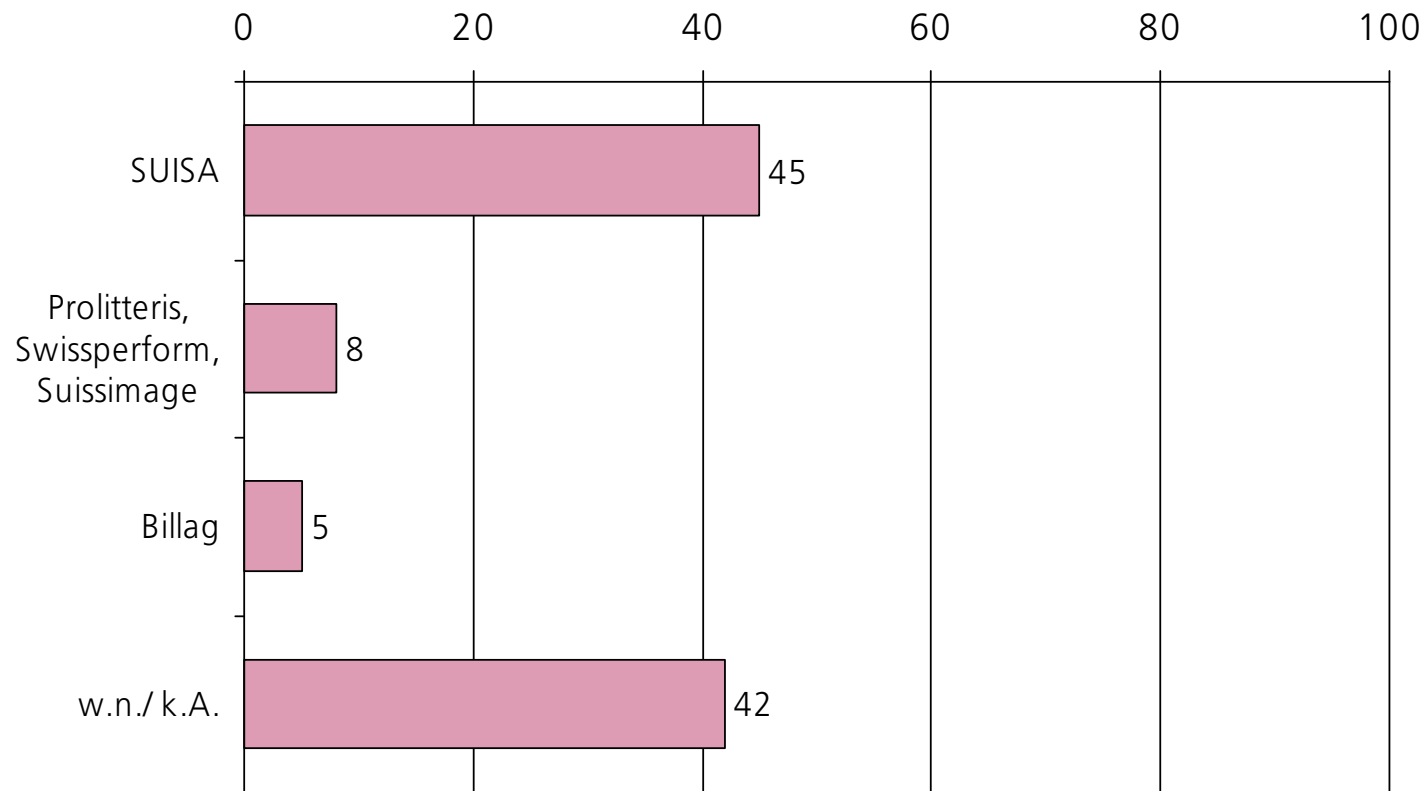
Frage: F16text
 Wissen Sie, wie die Organisation heisst, welche die Urheberrechte der Musikschaffenden, der Komponisten vertritt?
 Filter F15: Falls ja

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|---------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| SUISA | 224 | 155 | 69 | 53 | 95 | 76 | 6 | 149 | 69 | 174 | 50 | 57 | 79 | 88 | 55 | 139 | 30 |
| | 40% | 48% | 29% | 32% | 43% | 44% | 19% | 40% | 44% | 44% | 30% | 40% | 38% | 42% | 31% | 47% | 35% |
| anderes | 6 | 5 | 1 | 0 | 4 | 2 | 0 | 3 | 3 | 5 | 1 | 3 | 1 | 2 | 4 | 2 | 0 |
| | 1% | 2% | 0% | 0% | 2% | 1% | 0% | 1% | 2% | 1% | 1% | 2% | 0% | 1% | 2% | 1% | 0% |
| weiss nicht | 330 | 160 | 170 | 114 | 122 | 94 | 25 | 221 | 84 | 215 | 115 | 84 | 126 | 120 | 118 | 157 | 55 |
| | 59% | 50% | 71% | 68% | 55% | 55% | 81% | 59% | 54% | 55% | 69% | 58% | 61% | 57% | 67% | 53% | 65% |
| Total der Befragten | 560 | 320 | 240 | 167 | 221 | 172 | 31 | 373 | 156 | 394 | 166 | 144 | 206 | 210 | 177 | 298 | 85 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

Ist das die SUIA, ist das Pro Litteris, Swissperform, Swissimage oder die Billag?

n=307, in Prozent, Filter F16: falls weiss nicht



Frage F17

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F17

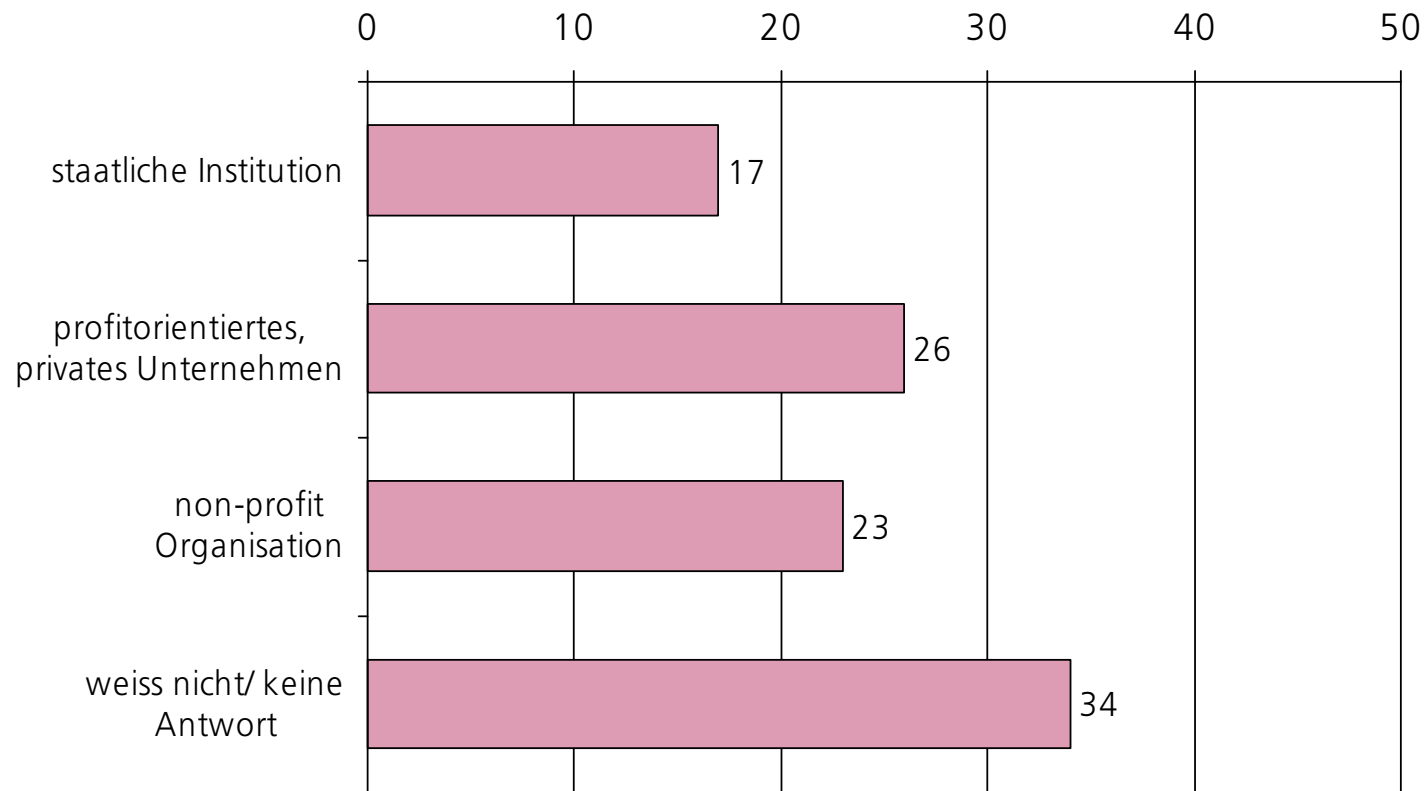
Wie heisst diese Organisation? Ist das die SUIISA, ist das Pro Litteris, Swissperform, Swissimage oder die Billag?

Filter F16: Falls weiss nicht

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|---------------------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| SUIISA | 137 | 76 | 61 | 40 | 56 | 41 | 9 | 86 | 42 | 82 | 55 | 41 | 44 | 52 | 54 | 60 | 23 |
| | 45% | 50% | 39% | 37% | 51% | 46% | 39% | 42% | 54% | 42% | 50% | 52% | 37% | 47% | 47% | 42% | 48% |
| Prolitteris, Swissperform, Suissimage | 25 | 11 | 14 | 12 | 8 | 5 | 3 | 16 | 6 | 21 | 4 | 7 | 11 | 7 | 10 | 14 | 1 |
| | 8% | 7% | 9% | 11% | 7% | 6% | 13% | 8% | 8% | 11% | 4% | 9% | 9% | 6% | 9% | 10% | 2% |
| Billag | 15 | 5 | 10 | 6 | 5 | 4 | 0 | 12 | 3 | 9 | 6 | 4 | 5 | 6 | 8 | 5 | 2 |
| | 5% | 3% | 6% | 6% | 5% | 4% | 0% | 6% | 4% | 5% | 5% | 5% | 4% | 5% | 7% | 3% | 4% |
| weiss nicht/ keine Antwort | 130 | 59 | 71 | 50 | 41 | 39 | 11 | 92 | 27 | 84 | 46 | 27 | 58 | 45 | 44 | 64 | 22 |
| | 42% | 39% | 46% | 46% | 37% | 44% | 48% | 45% | 35% | 43% | 41% | 34% | 49% | 41% | 38% | 45% | 46% |
| Total der Befragten | 307 | 151 | 156 | 108 | 110 | 89 | 23 | 206 | 78 | 196 | 111 | 79 | 118 | 110 | 116 | 143 | 48 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

Ist Ihrer Meinung nach die SUISA eher eine staatliche Institution, ein
profitorientiertes, privates Unternehmen oder eine non-profit
Organisation?
n=1017, **in Prozent**



Frage F18

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F18

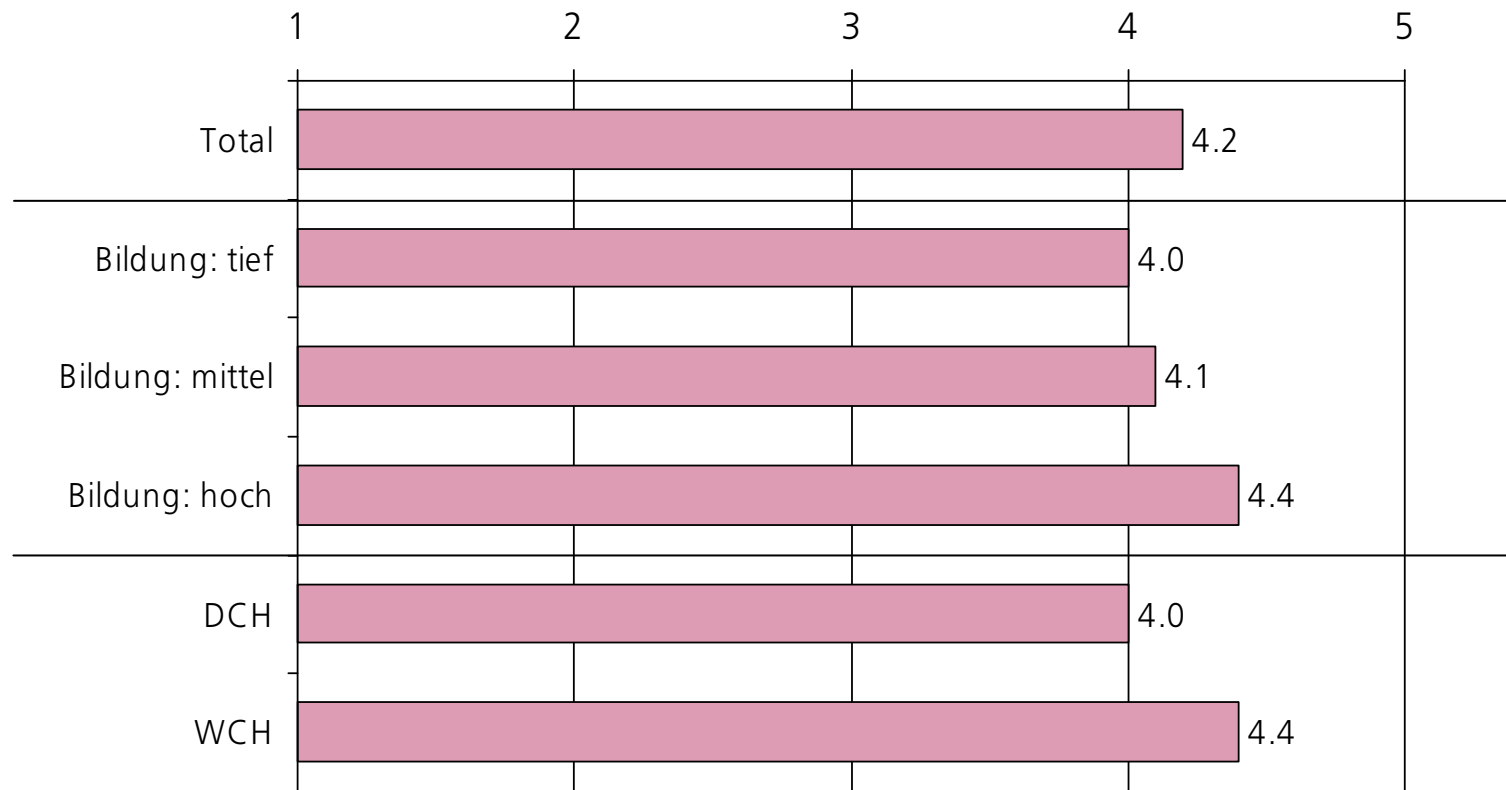
In der Schweiz werden die Rechte der Musikschaaffenden durch die SUISA vertreten. Ist Ihrer Meinung nach die SUISA eher eine staatliche Institution, ein profitorientiertes, privates Unternehmen oder eine non-profit Organisation?

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|--|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| staatliche Institution | 172 | 96 | 76 | 73 | 75 | 24 | 13 | 126 | 33 | 135 | 37 | 35 | 66 | 71 | 43 | 98 | 31 |
| | 17% | 19% | 15% | 19% | 20% | 9% | 13% | 18% | 15% | 19% | 12% | 14% | 17% | 19% | 14% | 19% | 17% |
| profitorientiertes, privates Unternehmen | 265 | 144 | 121 | 94 | 93 | 78 | 25 | 183 | 57 | 193 | 72 | 78 | 104 | 83 | 68 | 144 | 53 |
| | 26% | 29% | 24% | 25% | 25% | 29% | 24% | 27% | 26% | 27% | 24% | 31% | 27% | 22% | 22% | 28% | 29% |
| non-profit Organisation | 237 | 126 | 111 | 90 | 95 | 52 | 13 | 146 | 78 | 152 | 85 | 55 | 93 | 89 | 82 | 125 | 30 |
| | 23% | 25% | 22% | 24% | 25% | 19% | 13% | 21% | 35% | 21% | 28% | 22% | 24% | 23% | 26% | 24% | 16% |
| weiss nicht/ keine Antwort | 343 | 139 | 204 | 118 | 111 | 114 | 53 | 234 | 55 | 232 | 111 | 84 | 120 | 139 | 120 | 155 | 68 |
| | 34% | 28% | 40% | 31% | 30% | 43% | 51% | 34% | 25% | 33% | 36% | 33% | 31% | 36% | 38% | 30% | 37% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Suisa Image / 8138 / November 08-Januar 09

Wie beurteilen Sie folgende Aussage?
Die Arbeit der SUIISA ist wichtig für die Schweizer Musikszene.

n=925, Mittelwerte: Skala von 1=trifft überhaupt nicht zu bis 5=trifft voll und ganz zu



Frage F19

GFS-ZÜRICH MARKT- & SOZIALFORSCHUNG

Frage: F19

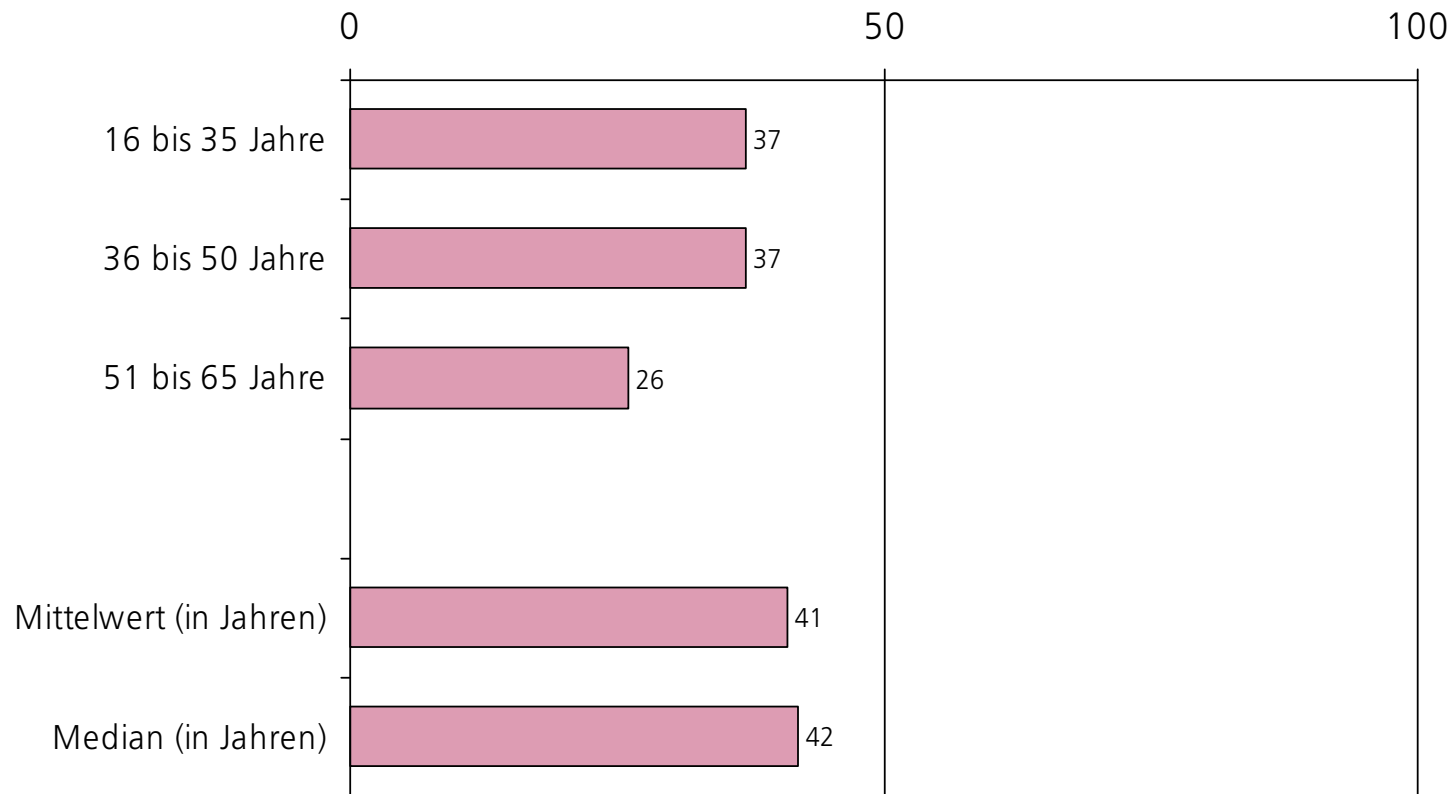
Wie beurteilen Sie folgende Aussage? Die Arbeit der SUIISA ist wichtig für die Schweizer Musikszene.
Skala von 1=trifft überhaupt nicht zu bis 5=trifft voll und ganz zu

| | Total | Geschlecht | | Alter | | | Bildung | | | Sprachregion | | Gemeindetyp | | | Musikkonsum pro Tag | | |
|--------------------------------|-------|------------|------|----------|----------|----------|---------|--------|------|--------------|------|-------------|-------|------|---------------------|-----------|------------|
| | | Mann | Frau | 16-35 J. | 36-50 J. | 51-65 J. | tief | mittel | hoch | DCH | WCH | Stadt | Agglo | Land | 0-1h | 1h5min-5h | 5h5min-16h |
| trifft überhaupt nicht zu (=1) | 23 | 11 | 12 | 9 | 6 | 8 | 3 | 17 | 3 | 17 | 6 | 4 | 9 | 10 | 11 | 9 | 3 |
| | 2% | 2% | 2% | 2% | 2% | 3% | 3% | 2% | 1% | 2% | 2% | 2% | 2% | 3% | 4% | 2% | 2% |
| trifft eher nicht zu | 36 | 24 | 12 | 13 | 18 | 5 | 3 | 24 | 9 | 33 | 3 | 8 | 13 | 15 | 13 | 19 | 4 |
| | 4% | 5% | 2% | 3% | 5% | 2% | 3% | 3% | 4% | 5% | 1% | 3% | 3% | 4% | 4% | 4% | 2% |
| teils/ teils | 147 | 76 | 71 | 63 | 47 | 37 | 17 | 111 | 19 | 121 | 26 | 37 | 48 | 62 | 35 | 82 | 30 |
| | 14% | 15% | 14% | 17% | 13% | 14% | 16% | 16% | 9% | 17% | 9% | 15% | 13% | 16% | 11% | 16% | 16% |
| trifft eher zu | 289 | 155 | 134 | 117 | 114 | 58 | 28 | 206 | 55 | 222 | 67 | 67 | 114 | 108 | 90 | 148 | 51 |
| | 28% | 31% | 26% | 31% | 30% | 22% | 27% | 30% | 25% | 31% | 22% | 27% | 30% | 28% | 29% | 28% | 28% |
| trifft voll und ganz zu (=5) | 430 | 202 | 228 | 141 | 158 | 131 | 34 | 272 | 123 | 259 | 171 | 113 | 162 | 155 | 130 | 220 | 80 |
| | 42% | 40% | 45% | 38% | 42% | 49% | 33% | 39% | 55% | 36% | 56% | 45% | 42% | 41% | 42% | 42% | 44% |
| weiss nicht/ keine Antwort | 92 | 37 | 55 | 32 | 31 | 29 | 19 | 59 | 14 | 60 | 32 | 23 | 37 | 32 | 34 | 44 | 14 |
| | 9% | 7% | 11% | 9% | 8% | 11% | 18% | 9% | 6% | 8% | 10% | 9% | 10% | 8% | 11% | 8% | 8% |
| Total der Befragten | 1017 | 505 | 512 | 375 | 374 | 268 | 104 | 689 | 223 | 712 | 305 | 252 | 383 | 382 | 313 | 522 | 182 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Mittelwert | 4.2 | 4.1 | 4.2 | 4.1 | 4.2 | 4.3 | 4.0 | 4.1 | 4.4 | 4.0 | 4.4 | 4.2 | 4.2 | 4.1 | 4.1 | 4.2 | 4.2 |
| Anzahl Nennungen | 925 | 468 | 457 | 343 | 343 | 239 | 85 | 630 | 209 | 652 | 273 | 229 | 346 | 350 | 279 | 478 | 168 |

Suisa Image / 8138 / November 08-Januar 09

Alter

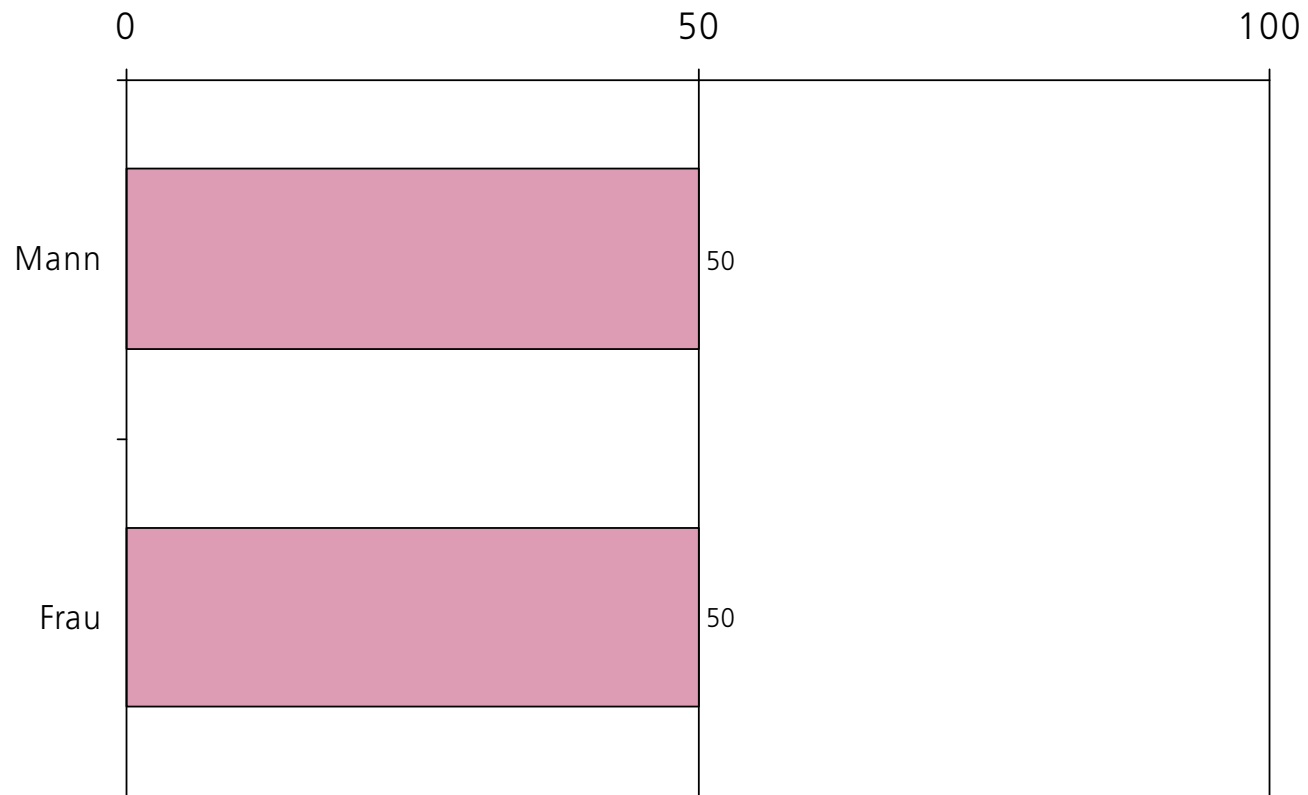
n=1017, in Prozent



Frage alter_kat

Geschlecht

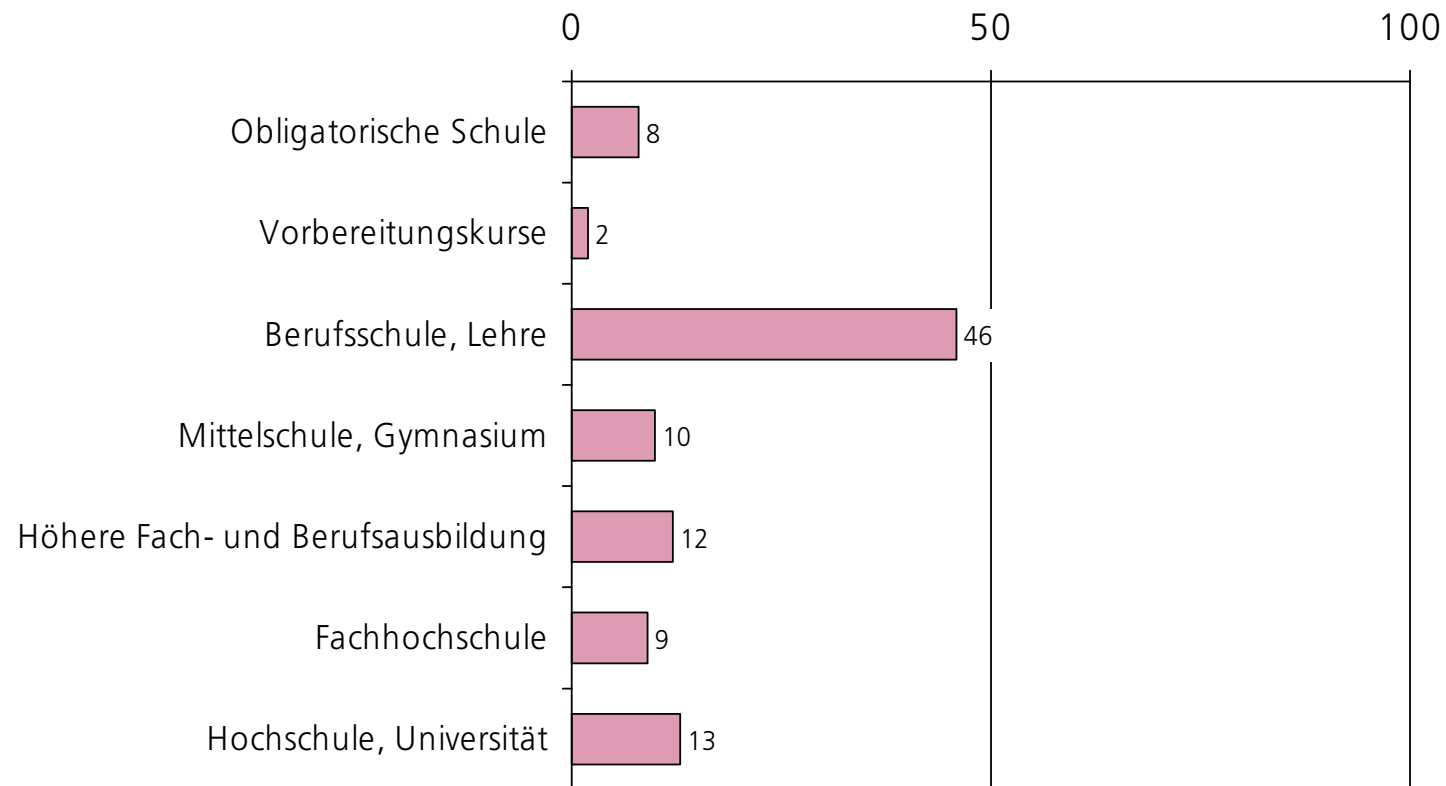
n=1017, **in Prozent**



Frage geschlecht

Welches ist Ihre höchste abgeschlossene Ausbildung?

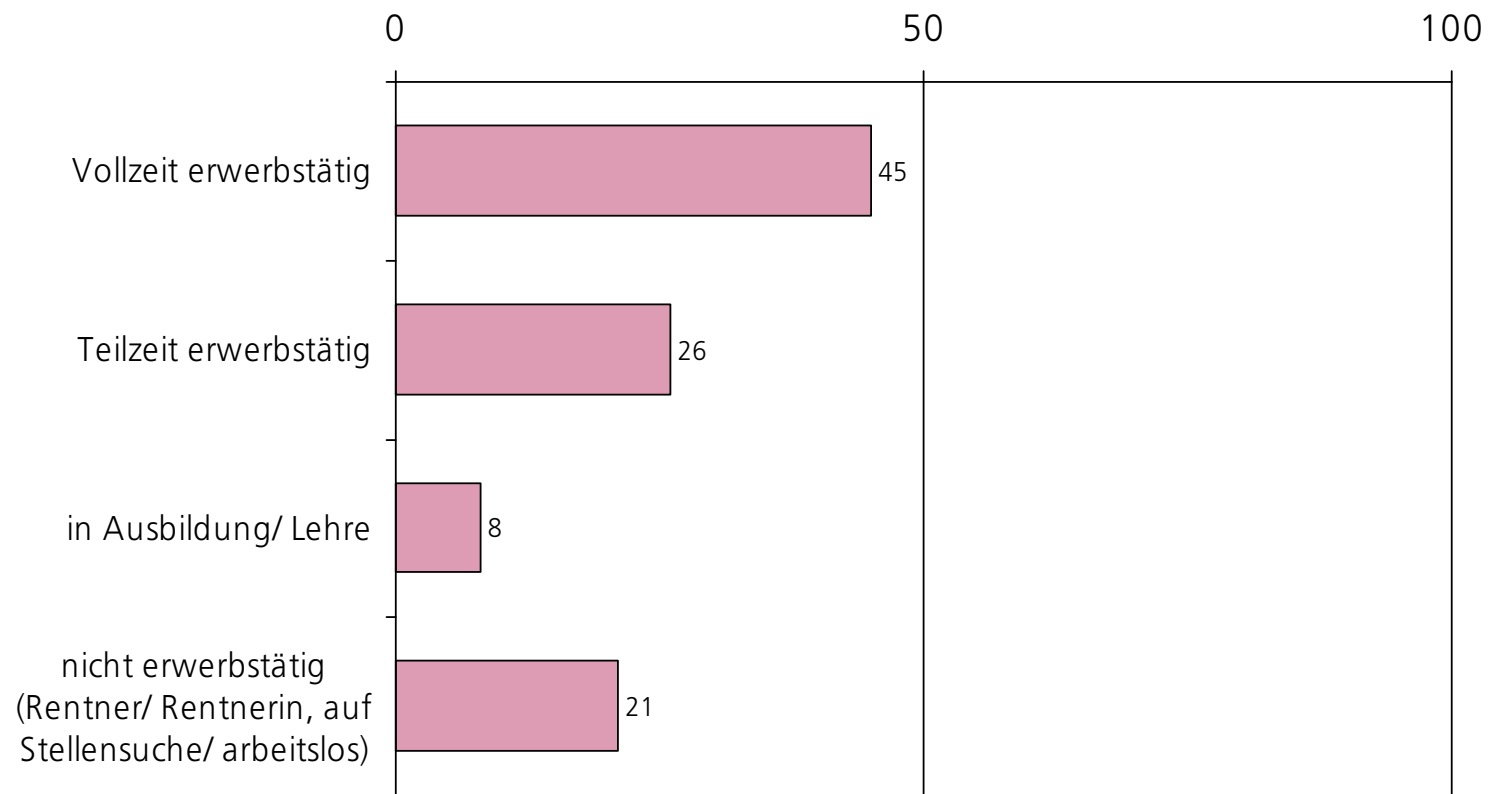
n=1017, in Prozent



Frage bildung8neu

Sind Sie erwerbstätig?

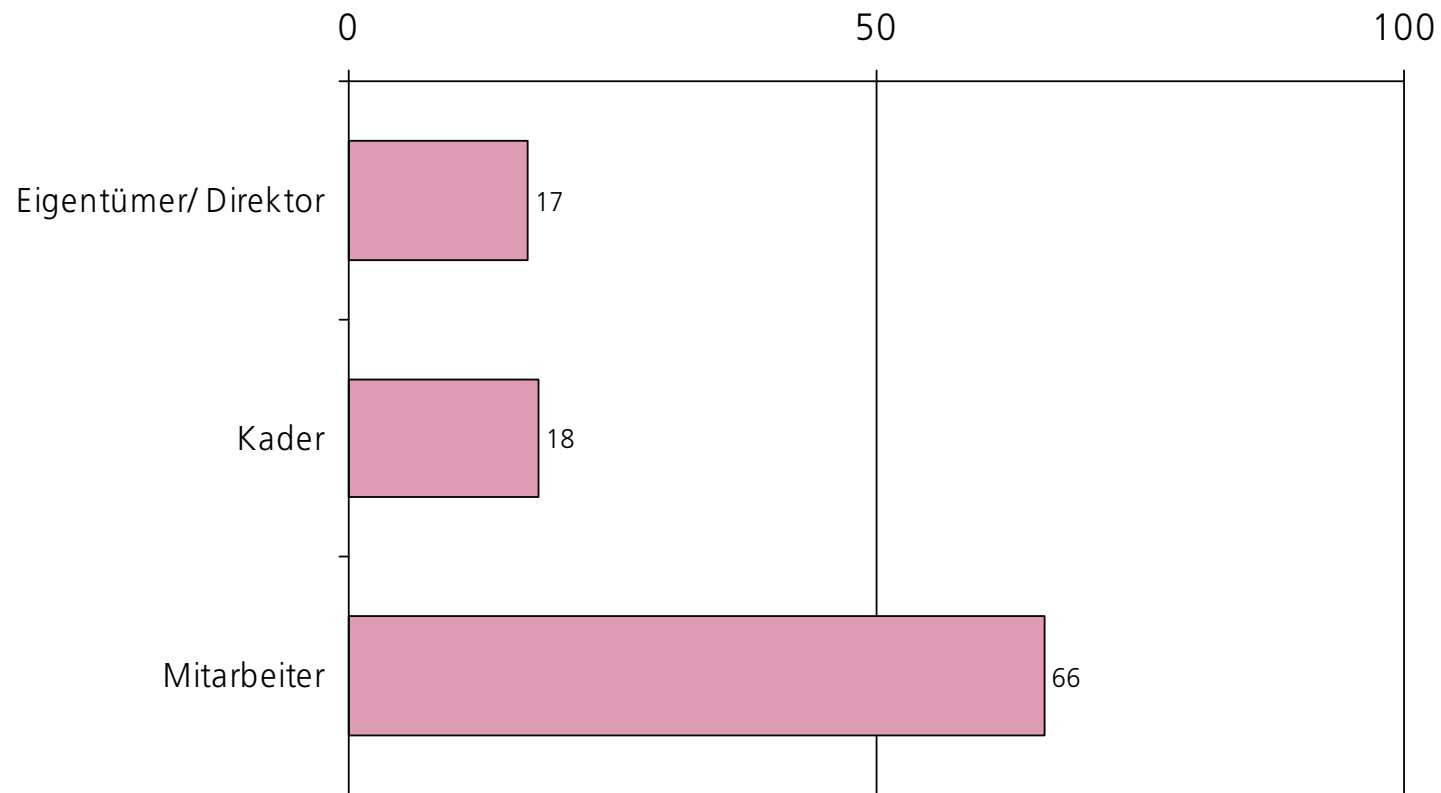
n=1017, in Prozent



Frage erwerb

Auf welcher Funktionsstufe sind Sie tätig?

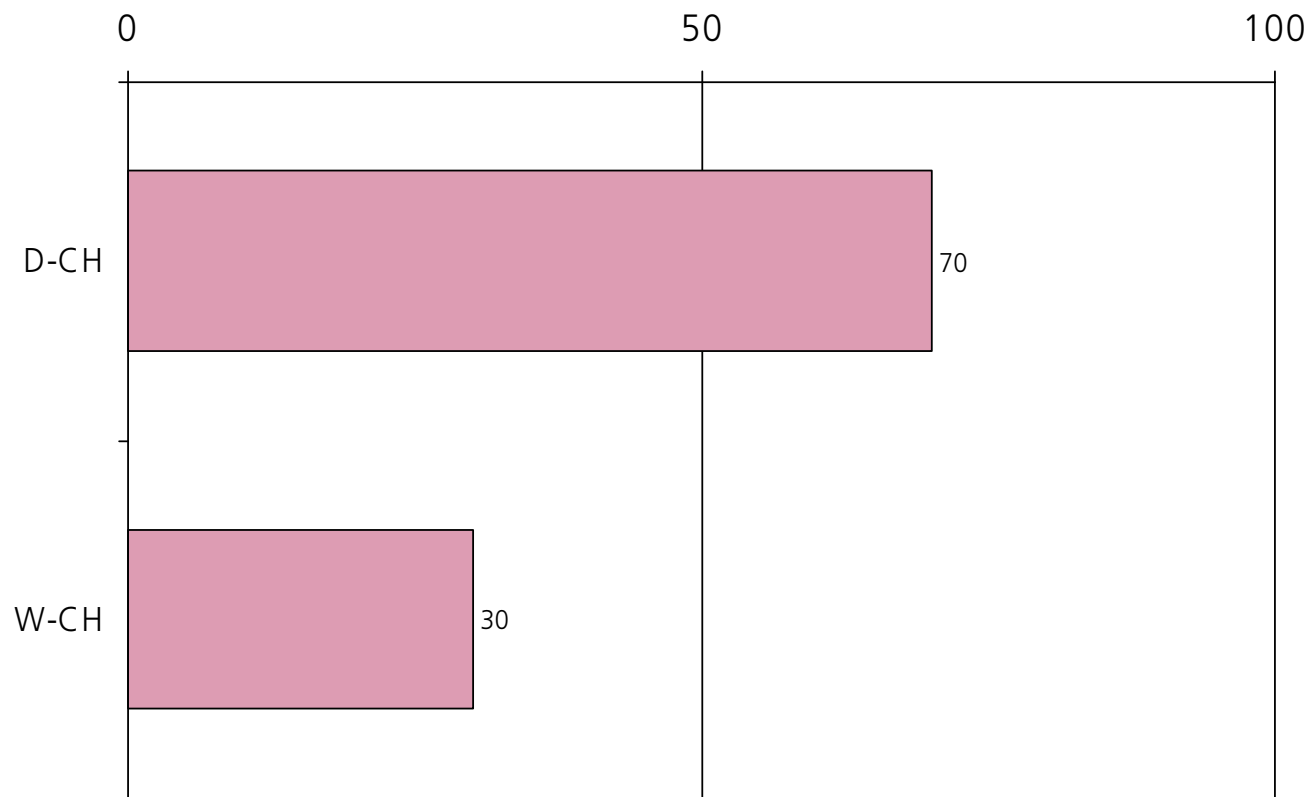
n=720, in Prozent, Filter erwerb: falls erwerbstätig



Frage funktion

Sprachregion

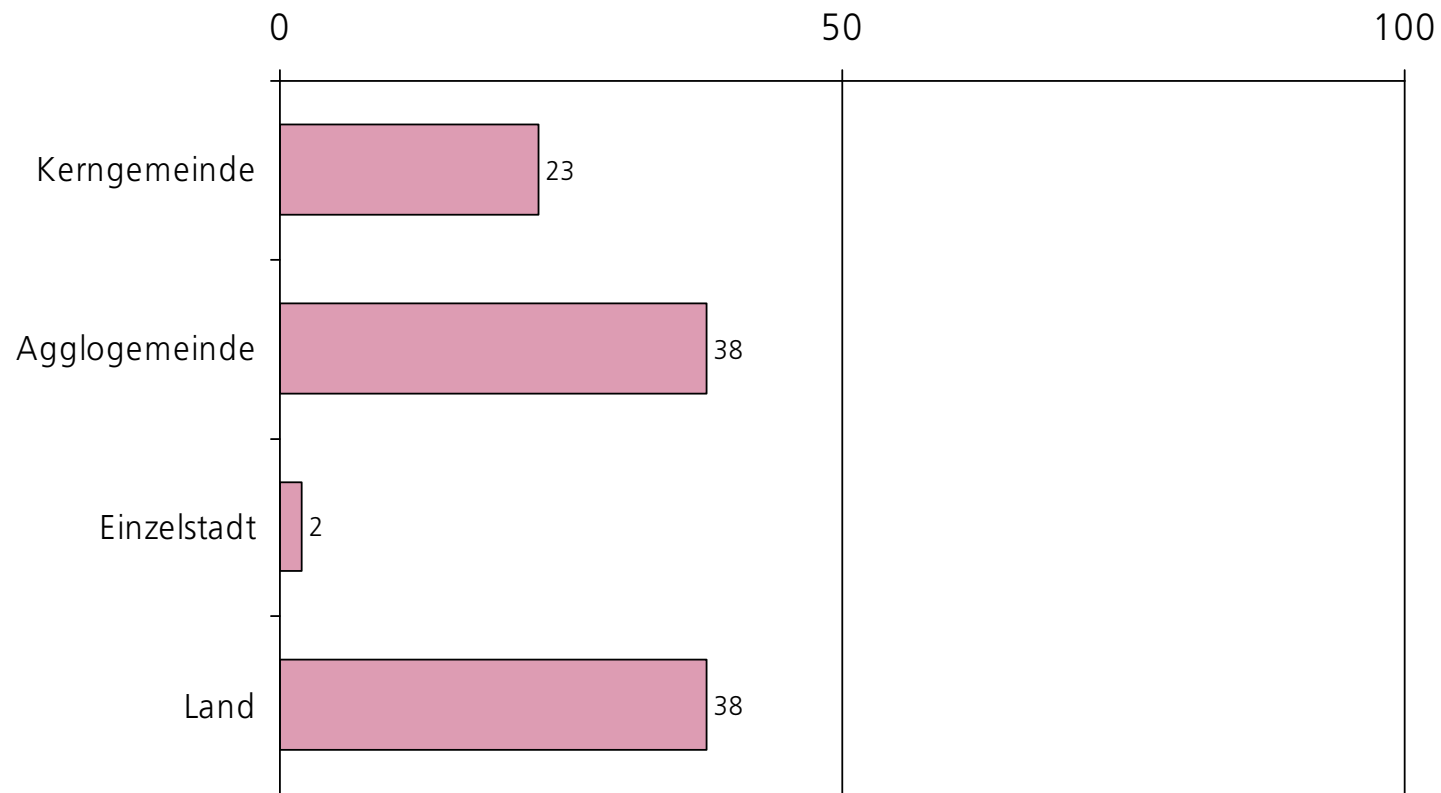
n=1017, **in Prozent**



Frage sprache

Gemeindetyp

n=1017, in Prozent



Frage aggtyp