

In The Name Of Cool

For Immediate Release

BURN IT BABY, ONE MORE TIME!

OVER 2.5 MILLION CANADIANS HAVE USED A CD BURNER TO RECORD THEIR FAVOURITE MUSIC ACCORDING TO A RECENT FOLLOW-UP TO THE NATIONAL [IN THE NAME OF COOL](#) STUDY.

TORONTO – July 18, 2001. More than one-in-ten (11%) Canadians aged 12 and older say they have personally used a CD burner to record music, according to results from a national survey released today. Among the key findings:

- Use of CD burners to record music peaks in younger demographic groups, especially among males. More than one-in-four (27%) 12-17 year old Canadians, and 26% of 18-24 year olds have used a CD burner to record music, while nearly one-in-three (31%) 12-29 year old males report using the technology to record music.
- Canadians are more likely to have either bought or received a music CD created using a CD burner than to have created one themselves. 16% of Canadians aged 12+ say they have bought or received a “burnt” music CD.
- Purchase or receipt of burnt music CDs is greatest among the musically-active 12-24 year olds, with 31% of the 12-17 and 38% of the 18-24 age groups reporting that they have either bought or received a music CD created using a CD burner.

“One of the most appealing uses of CD burners is to make compilation or mixed CDs for personal use or for friends,” says Kaan Yigit, Research Director for the study. “This is an extension of what we are seeing in all of our research – a strong “song” orientation versus an “album” orientation among many of today’s younger music consumers.”

The research findings are based on a scientific survey among 1,101 Canadians between March 1-7, 2001. The results of the survey are accurate to ± 3.0 points for the population of Canadians 12 and older, 19 times out of 20. This survey is part of an on-going series of updates to [In the Name of Cool](#), a national, syndicated consumer research study which provides a detailed report card on Canadians’ music preferences and media use, as well as their attitudes toward music, entertainment and technology.

Contact

Stacey Atkin, satkin@srgnet.com 416.323.1337 ext. 27
Solutions Research Group Consultants Inc.