Age: 56 Race: White Gender: Male

On a scale of 1 to 10, how important is music to you?

Not Imp. 1 2 3 4 5 6 7 8 9 10 Very Imp.

What is your favorite genre of music and why?

70s Rock and Roll because that was the music from his childhood.

Who is your favorite musical artist and why?

The Eagles for the same reason above.

What is your favorite album by this musical artist and why?

Hotel California again because it reminds him of his senior year in high school.

What is your favorite song by this musical artist and why?

Take it to the Limit, same reason.

What is your favorite album (not mentioned above) and why?

Stairway to Heaven, same reason.

What is your favorite song (not mentioned above) and why?

Sweet Home Alabama, because he’s from Alabama.

What is your favorite way to listen to music and why?

He listens everywhere but mainly in the car through radio and at home on YouTube.

What is the role that music plays in your life?

It’s very important and plays a big roll, because he’ll listen all the time.

How do you typically acquire new music and why?

Doesn’t really buy new music. He’ll discover new music through radio and then listen to it on YouTube.

Where do you typically like to listen to music and why?

Everywhere but in the car through radio in particular because that’s when he has time.

Tell me anything else that you think is important about your music consumption habits?

No.