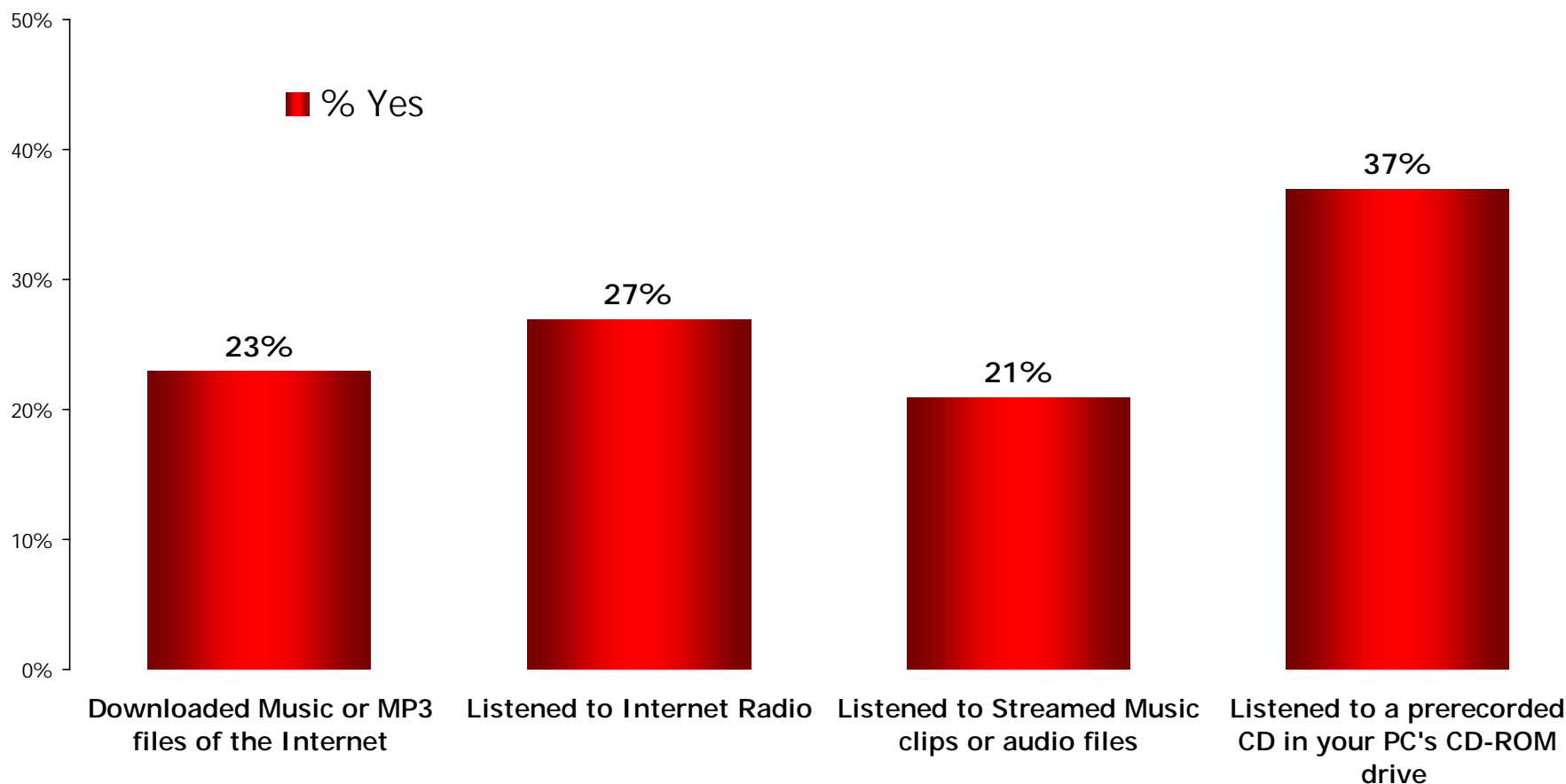


Prevalence of Internet Radio and Streaming

t3/ t5. Have you ever downloaded a music or MP3 file off of the Internet from your PC/ listened to Internet radio/ listened to Streamed Music clips or audio files?



Base: All respondents (n=1112)

Prevalence of Music Downloading

By Age and Gender

t3. Have you ever downloaded a music or MP3 file off of the Internet from your PC?

Total (n=1112) 23%

Gender

Male (n=566) 26%

Female (n=546) 20%

Age

12-17 (n=111) 44%

18-24 (n=125) 42%

25-34 (n=194) 35%

35-54 (n=394) 18%

55+ (n=282) 5%

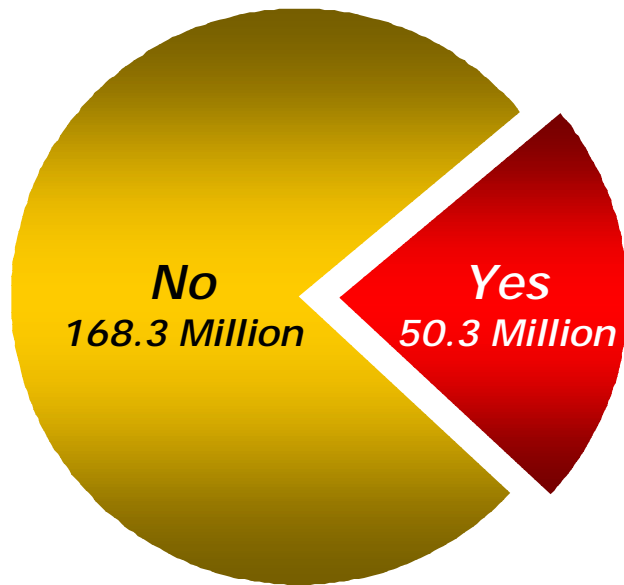
■ % Yes

0% 20% 40% 60%

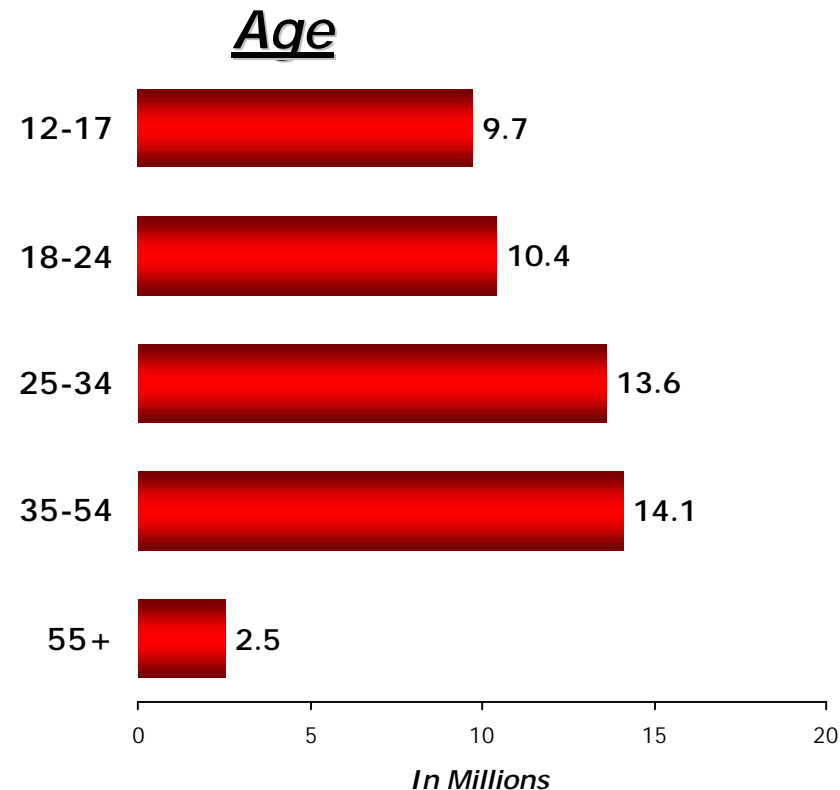
Base: All respondents

Projected Population of Downloaders

- With a total U.S. population age 12 and over of 218.6 million* people, the projected population of Downloaders in the U.S. is roughly 50.3 million.



Base: U.S. Population age 12 and over*



Base: Downloaders