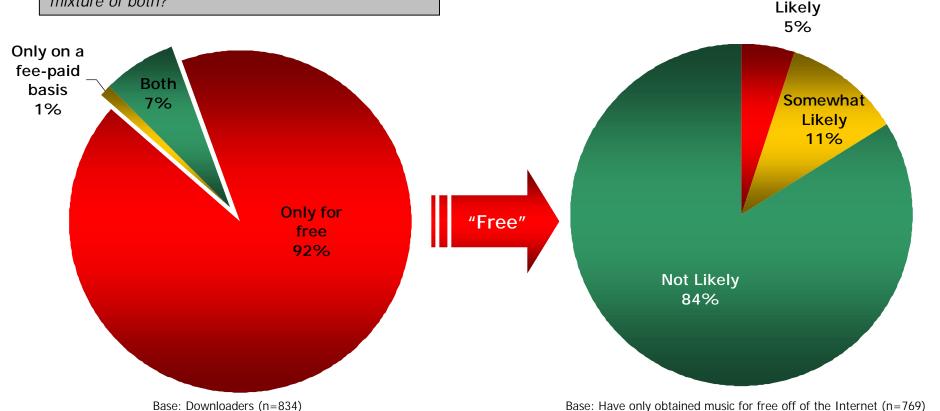
Paid vs. Free Online Music

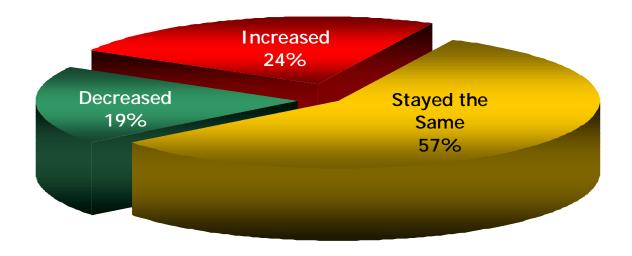
"Thinking of the music that you have either downloaded or streamed off of the Internet, or the Internet radio stations you have listened to off of the Internet, would you say you have done this for free, on a fee-basis either by subscription or per-use, or a mixture of both?"

"And how likely would you be to actually pay to download or stream music off of the Internet if there was NO free material available?"



Effects of Downloading Compact Disc Purchases

"Since you initially began downloading music or MP3 files off of the Internet, would you say that your Compact Disc purchases have...?"

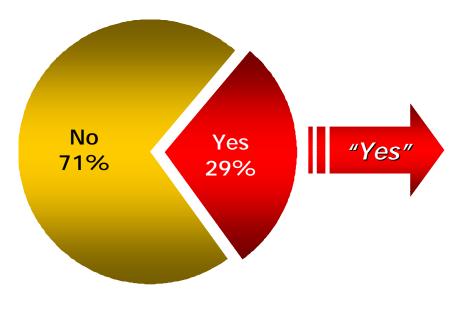


Base: Downloaded music (n=834)



Effects of Downloading Genre of Music

"And has the genre of music that you typically listen to/ or purchase changed since you initially began downloading music or MP3 files off of the Internet? In what ways...?"



Was able to experiment 27% with different forms of music Like different/ a range 23% of music (unsp) Introduced to new age/ 10% techno/ electronica More aware of new 10% bands/ groups/ artist's/ songs etc. Listening to more 6% country/ Introduced to country music Listening to more 5% classical/ Introduced to classical Listening to more pop/ 4% Introduced to pop Listening to more hip 4% hop/rap/Introduced to more hip Listening to Jazz more/ 4% Had the opportunity to learn more 19% Other 10% 20% 30% 0%

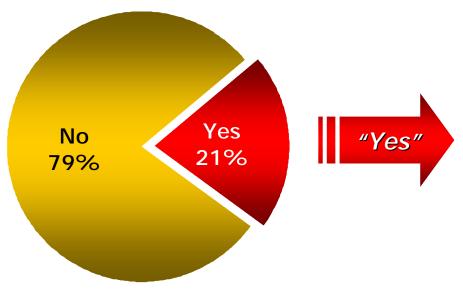
Base: Genre has changed (n=242)

Base: Downloaded music (n=834)



Effects of Downloading Radio Listening Habits

"Have your radio listening habits changed since you initially began downloading music or MP3 files off of the Internet? In what ways...?"



Don't listen/ listen 28% less to radio Listen to different 25% types of music Listen to more 19% stations Listen to CD's 9% m ore Listen more to 7% ra dio Listen to net radio 5% now Other 8% 10% 20% 30%

Base: Radio-listening habits has changed (n=173)

Base: Downloaded music (n=834)

