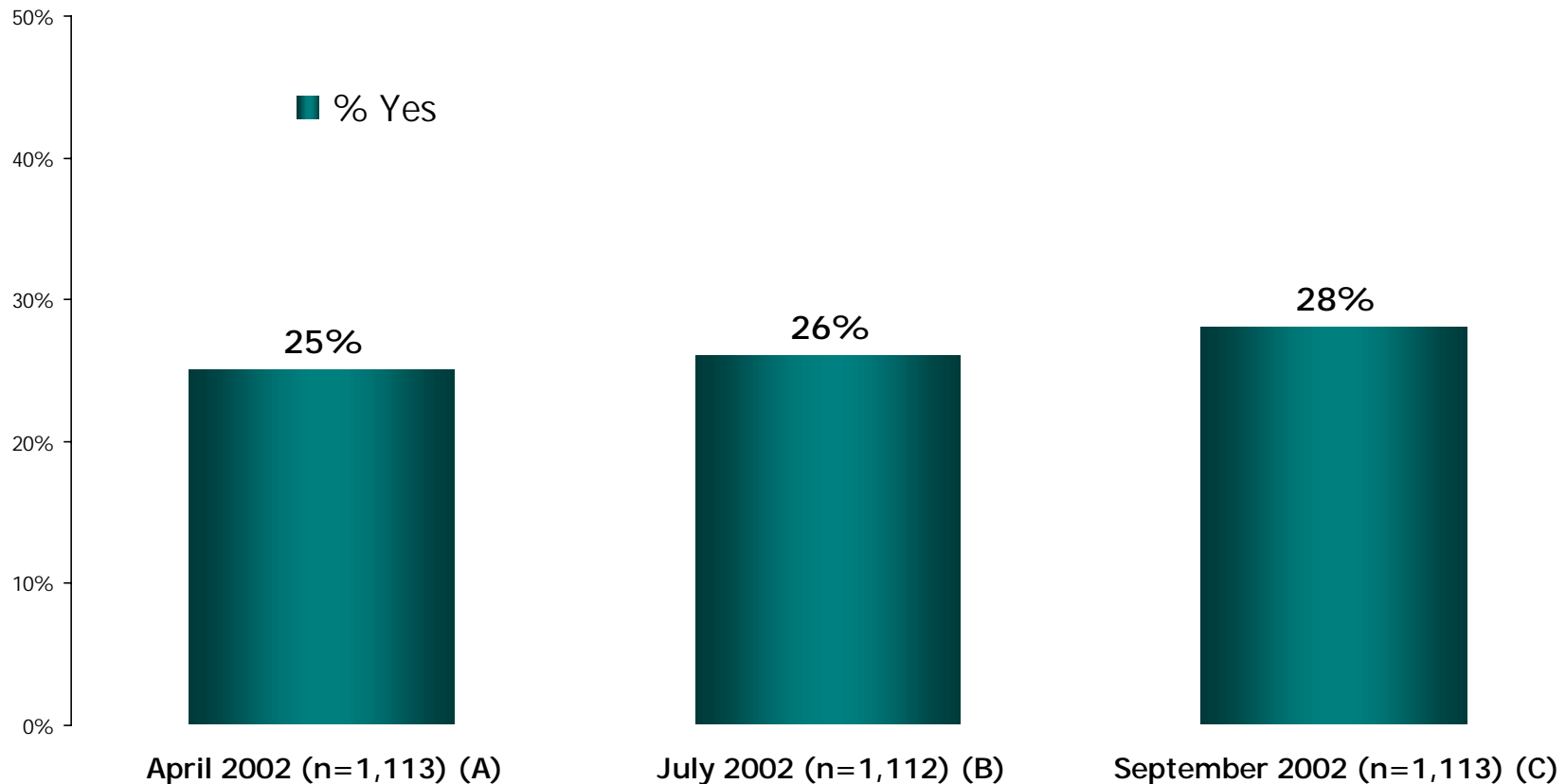


Prevalence of Music Downloading - 2002 Trending

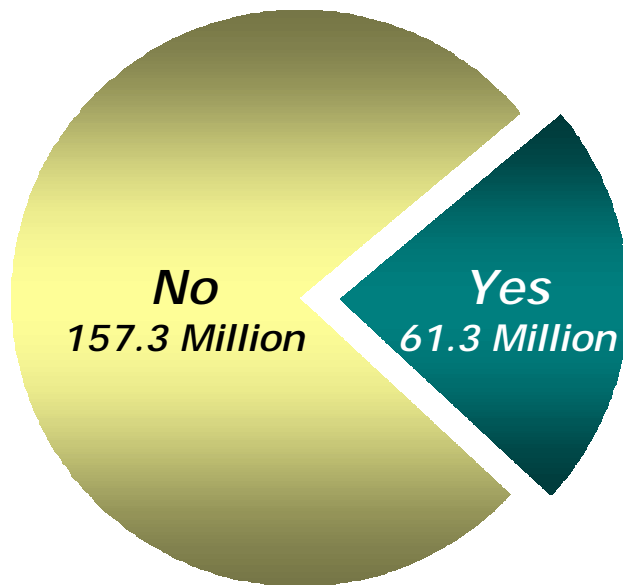
t3. Have you ever downloaded a music or MP3 file off of the Internet from a PC?



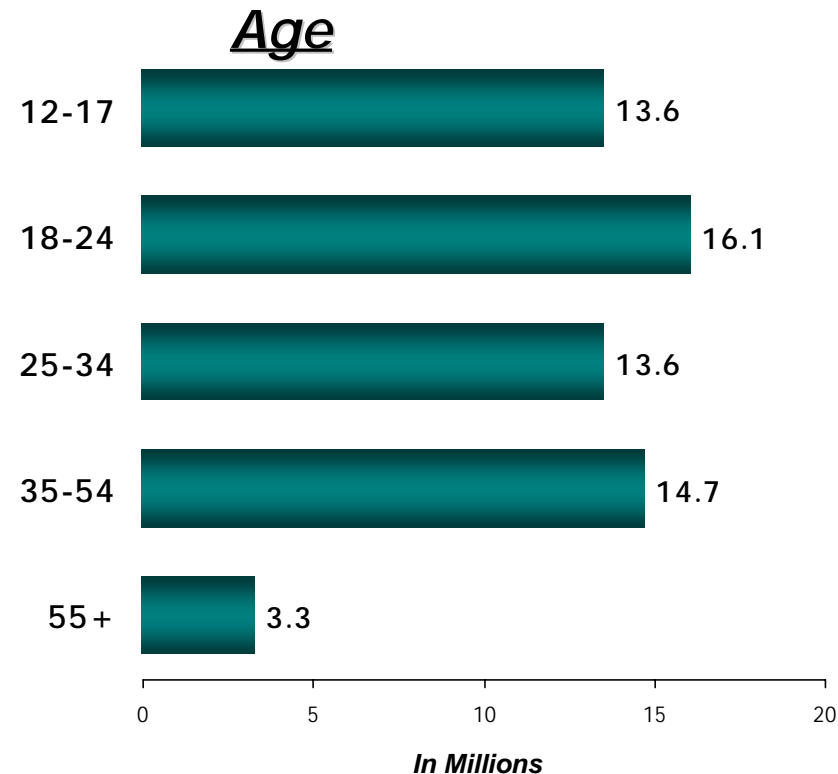
Base: All respondents

Projected Population of Downloaders

- With a total population age 12 and over of 218.6 million* people, the projected population of Downloaders in the U.S. was roughly 61.3 million in late September 2002.



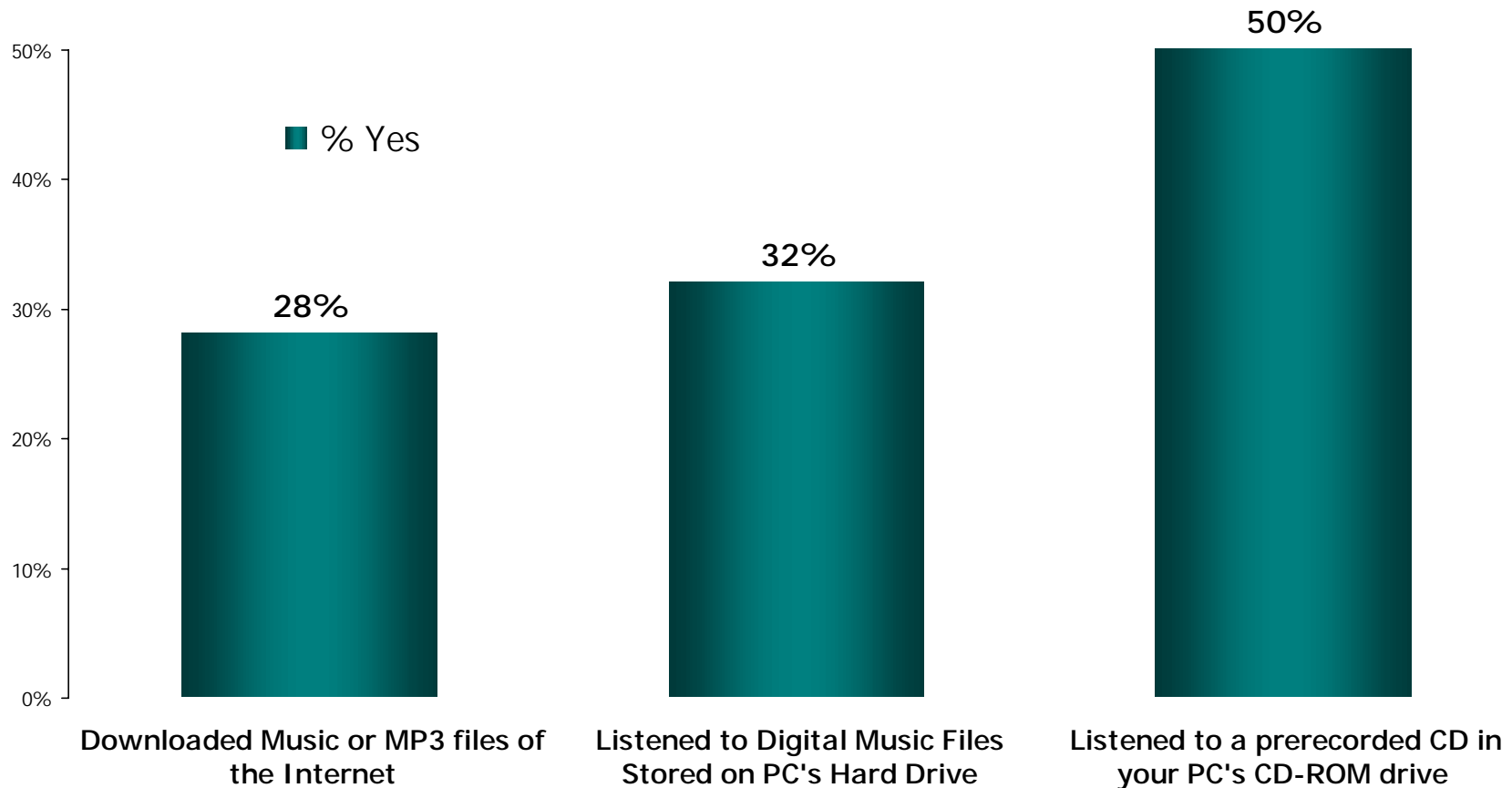
Base: U.S. Population age 12 and over*



* This 2000 US Census figure takes into account a US household telephone penetration rate of 94%.

Prevalence of Digital Music Behaviors

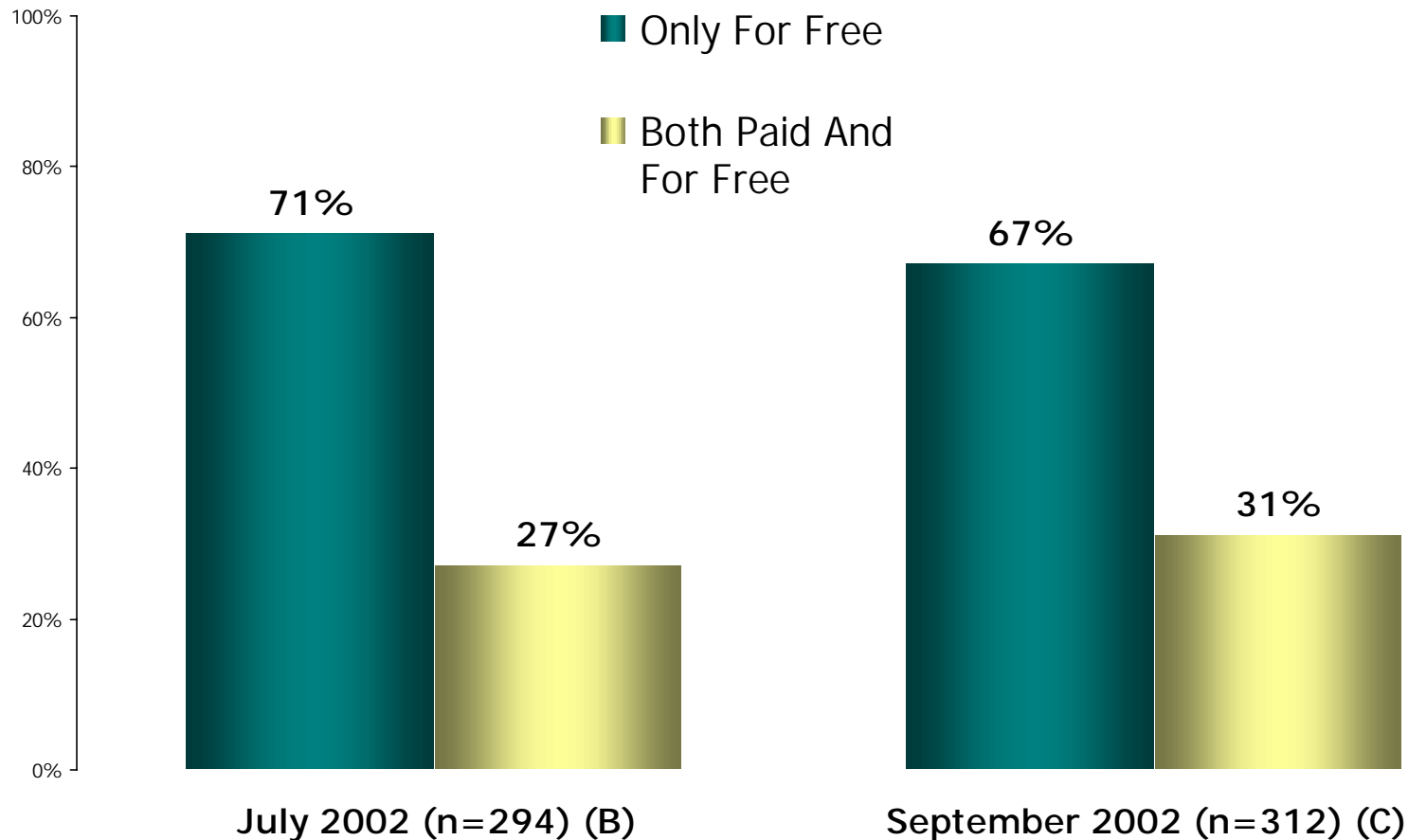
t3/ t5. Have you ever downloaded a music or MP3 file off of the Internet from your PC/ listened to digital music files stored on a PC's hard drive / listened to a prerecorded CD in your PC's CD-ROM Drive?



Base: All respondents (n=1113): September 2002

Methods of Online Music Acquisition - 2002 Trending

Thinking of the music that you have downloaded off of the Internet, would you say you have done this for free, on a fee-basis, or a mixture of both?



Base: All Respondents