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Interview dates: June 17-29, 2004  
Interviews: 303 Accountants, 330 Architects,  
301 Engineers, 300 Financial services, 314 Graphic designers

**ONLINE SOFTWARE PIRACY POLL  
CONDUCTED BY IPSOS-PUBLIC AFFAIRS**

***Professionals Know Software Piracy Is Risky And Wrong;  
Workplace Policies Appear To Curb Violations, Increase Compliance***

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**Washington, D.C., November 12, 2004** — Professionals across the United States are well aware that software piracy is wrong, but nearly one in four (23%) say some, most or all the software used in their workplace doesn't have the proper licenses, according to an independent survey recently released by the **Business Software Alliance (BSA)**.

"The Ipsos survey reveals a disconnect between what people know is right and what they do," said Bob Kruger, vice president of enforcement for BSA. "Businesses are aware of the risk of copying software but...many fail to put in place policies and practices that prevent the problem from occurring."

However, in workplaces where software management policies are in place, professionals are less likely to condone piracy, are more aware of specific measures in place to prevent it, believe even suggesting the use of unlicensed software could lead to discipline, and are more likely to report piracy in the workplace.

The survey of more than 1,500 professionals in the accounting, architecture, engineering, financial services and graphic design industries focused on attitudes toward software piracy, the perceived prevalence of the piracy problem, and the impact that workplace policies and procedures have on piracy.

Other key findings of the survey include:

- Piracy is seen as a risk for companies: Nearly nine in ten professionals nationwide agree software piracy is "a risk no business can afford to take."
- There is also the element of personal risk: 45% feel they would be reprimanded or fired for advocating the use of pirated software at work.
- Most (84%) of the professionals who make purchasing decisions say getting legitimate licenses is an important consideration when deciding which commercial software to buy.
- However, there is some degree of tolerance of piracy when costs are involved.
  - 36% agree that since software companies make their money from sales to large companies, it doesn't make a difference if a few small companies use unlicensed software.
  - One in three (33%) agree that because software is expensive, it's "only fair" for businesses to use a few unlicensed copies.
  - More than a quarter (28%) say it's acceptable to save money by distributing copies of software to coworkers without the right licenses.
- 68% of professionals say their workplace has policies in place to keep people from downloading, installing or using unlicensed commercial software – and virtually all say these policies are effective.
- Over half (56%) of professionals say the most important reason not to use unlicensed software at work is because "it's against the law and my company could get in trouble."

- One in four (26%) oppose piracy on principle, saying the most important reason not to use unlicensed software is because “it’s just wrong.”

This survey found striking differences in the attitudes of professionals in each sector.

**Accountants** and people employed in **financial services** appear most concerned about following regulations on the proper licensing of commercial software. For many, using pirated software would pose an unacceptable risk. Majorities (55% in each group) believe they would be reprimanded or fired for recommending the use of unlicensed software.

**Engineers** appear to be the most tech-savvy of these professional groups, and also the most inclined to respect the copyright protection given to software developers. Three-quarters (75%) say anti-piracy policies are in place at their work, although they are skeptical on how useful these policies actually are. That said, engineers (13%) are second only to accountants (10%) in having the lowest reported incidence of workplace piracy.

**Architects** are more ambivalent than other professionals toward software piracy. Eight in ten say piracy is an unacceptable risk, but half or more also say it’s okay to share commercial software with unlicensed colleagues (49%) or to use a few unlicensed copies of expensive programs (57%). Nearly half (48%) say at least some of the software in their own workplace is unlicensed, more than in any other group. They also see the risk of piracy as lower: Architects say they would be “discouraged” (54%) or even “rewarded” (19%) rather than punished (19% reprimanded, 8% fired) for proposing to save money by using unlicensed software.

**Graphic designers** are much like architects in their attitudes toward software and piracy. Perhaps because of the large number of small business owners in this sector, four in ten say it’s okay for businesses to use a few unlicensed copies of expensive software, and that such use by small companies won’t make much of a difference to software companies’ revenues. Graphic designers are the least likely of these five groups to say preventative measures are in effect at their workplace (59% have policies in place, 30% do not, 11% don’t know).

*Survey Methodology: The study was conducted by Ipsos-Public Affairs from June 17-29, 2004 among 303 accountants, 330 architects, 301 engineers, 300 people employed in the financial services sector, and 314 graphic designers. The survey was conducted online*

The Business Software Alliance ([www.bsa.org](http://www.bsa.org)) is the foremost organization dedicated to promoting a safe and legal digital world. BSA is the voice of the world's commercial software industry before governments and in the international marketplace. Its members represent one of the fastest growing industries in the world. BSA educates consumers on software management and copyright protection, cyber security, trade, e-commerce and other Internet-related issues. BSA members include Adobe, Apple, Autodesk, Avid, Bentley Systems, Borland, CNC Software/Mastercam, Internet Security Systems, Macromedia, Microsoft, Network Associates and Symantec.

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