

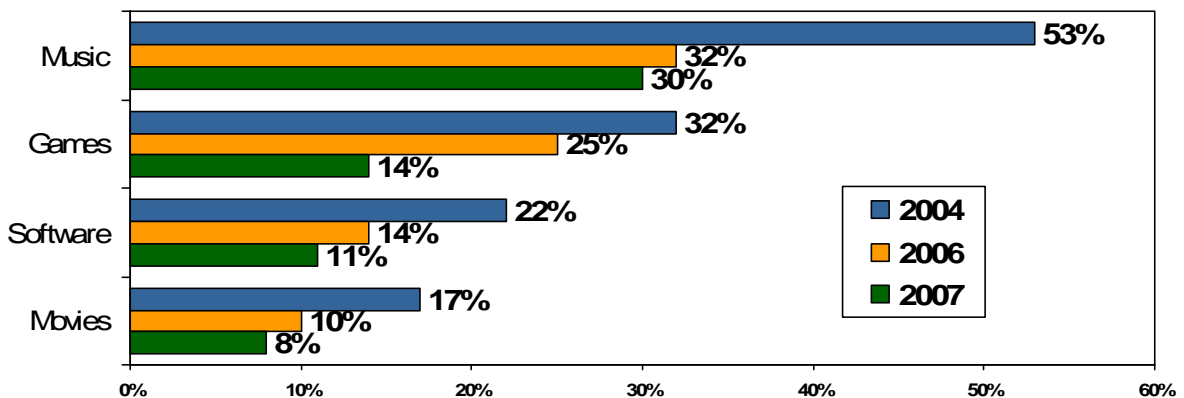


Youth and Downloading

The following is a commissioned study conducted by Harris Interactive on behalf of the Business Software Alliance. This nationwide online survey of 1,196 youths 8-18 years of age was conducted in March 2007. The data from 2006 was from a Harris online survey conducted in February 2006 among a nationwide cross section of 1,644 respondents aged 8-18 years old. The data from 2004 was from a Harris online survey conducted in April 2004 among a nationwide cross section of 1,183 respondents aged 8-18 years old.

The percentage of youths, ages 8 to 18, reporting downloading software, music, movies or games without paying for it has declined since 2004.

Percentage of all young people who have downloaded without paying:



Youths' top concerns about downloading software, music or movies without paying for it:

All Youths	2007	2006
Accidentally downloading a virus onto the computer	62%	63%
Getting in trouble with the law	52%	55%
Accidentally downloading spyware onto the computer (software that spies on me)	51%	52%
Getting in trouble with my parents	48%	40%

Two-thirds of youth report having parental rules about what they can do on the Internet:

Do your parents have rules about what you can do when you are on the Internet?	
	All Youths
Yes	66%
No	27%
Not Sure	7%

The difference in youths' online activities when comparing young people without parental rules to youths with parental rules:

All Youths	<u>Without Parental Rules</u>	<u>With Parental Rules</u>
Surf (the Web)	87%	63%
Buy something	55%	19%
Download software	52%	19%
Download music without paying a download fee	47%	16%