

Survey Results  
& Analysis

for

**Sample Internet User Survey**

Friday, January 12, 2007

Provided by:

**AdsValue**

[www.adsvalue.com](http://www.adsvalue.com)

# Executive Summary

This report contains a detailed statistical analysis of the results to the survey titled *Sample Internet User Survey*. The results analysis includes answers from all respondents who took the survey in the 977 day period from Wednesday, June 16, 1999 to Saturday, February 16, 2002. 264 completed responses were received to the survey during this time.

Internet usage in 1999 is increasing in general, and specifically among 25-44 year olds in their peak income producing years. This data supports the notion that the Internet is a viable economic engine. For retail companies, adoption of the Internet as a sales channel will become a critical success factor in reaching these market demographics.

# Survey Results & Analysis

**Survey:** Sample Internet User Survey

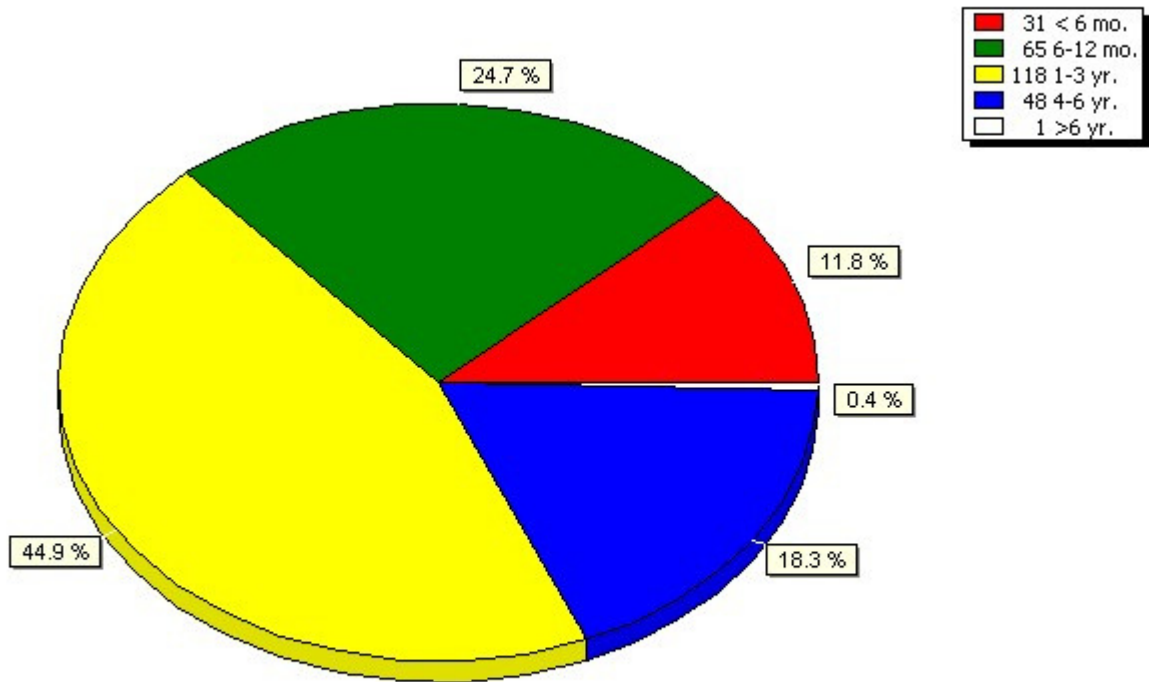
**Author:** AdsValue

**Filter:**

**Responses Received:** 264

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**How long have you been using the Internet?**

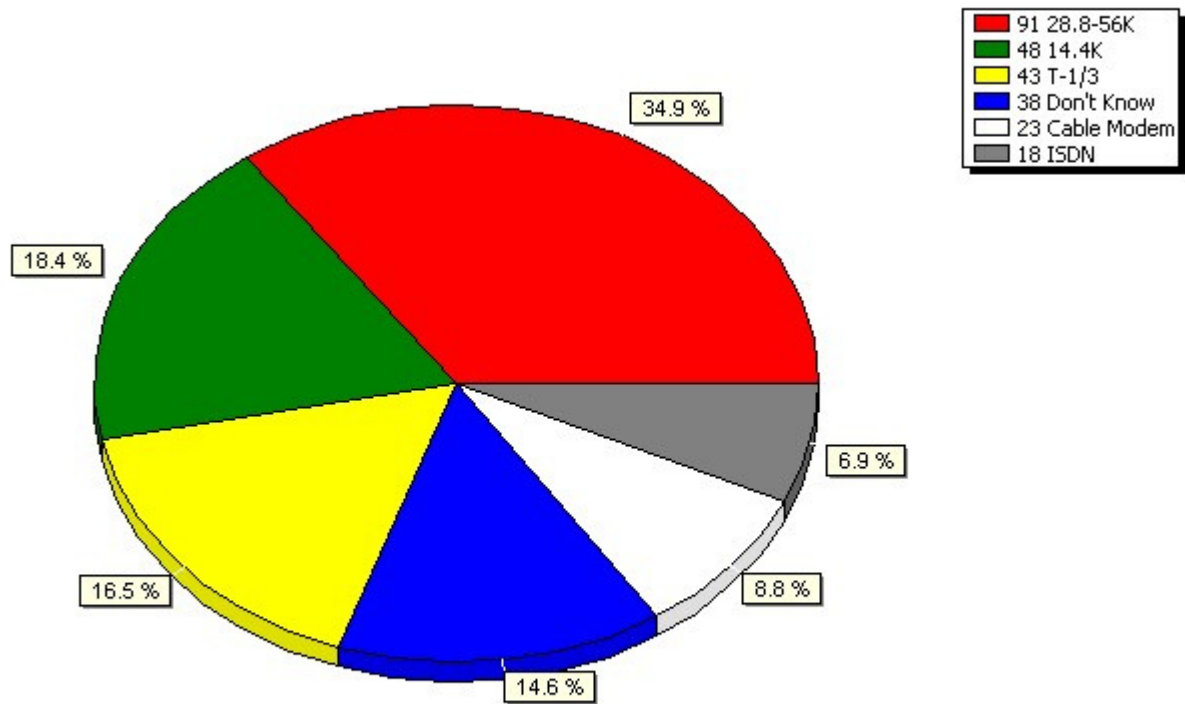


Analysis Commentary:

Adoption in use of the Internet began in earnest 3 years ago in 2003, and continues to be strong today. The market of Internet-enabled consumers is clearly still growing.

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**What is your primary type of Internet connection?**

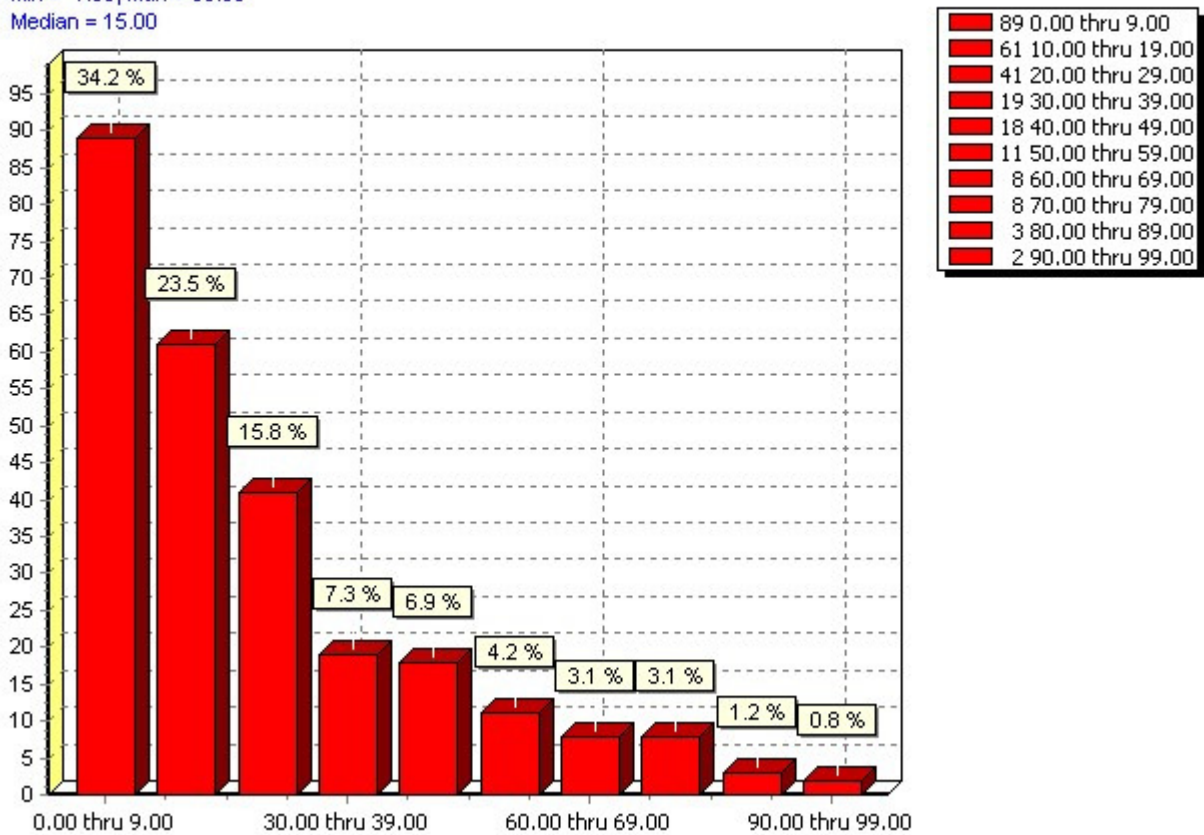


Analysis Commentary:

While most people are still on dialup, broadband is making increasing inroads in the form of cable and ISDN. In corporate environments broadband is typical, with T1 links becoming standardized.

## How many hours per week do you spend using the Internet?

Mean = 21.64  
Min = 1.00, Max = 90.00  
Median = 15.00

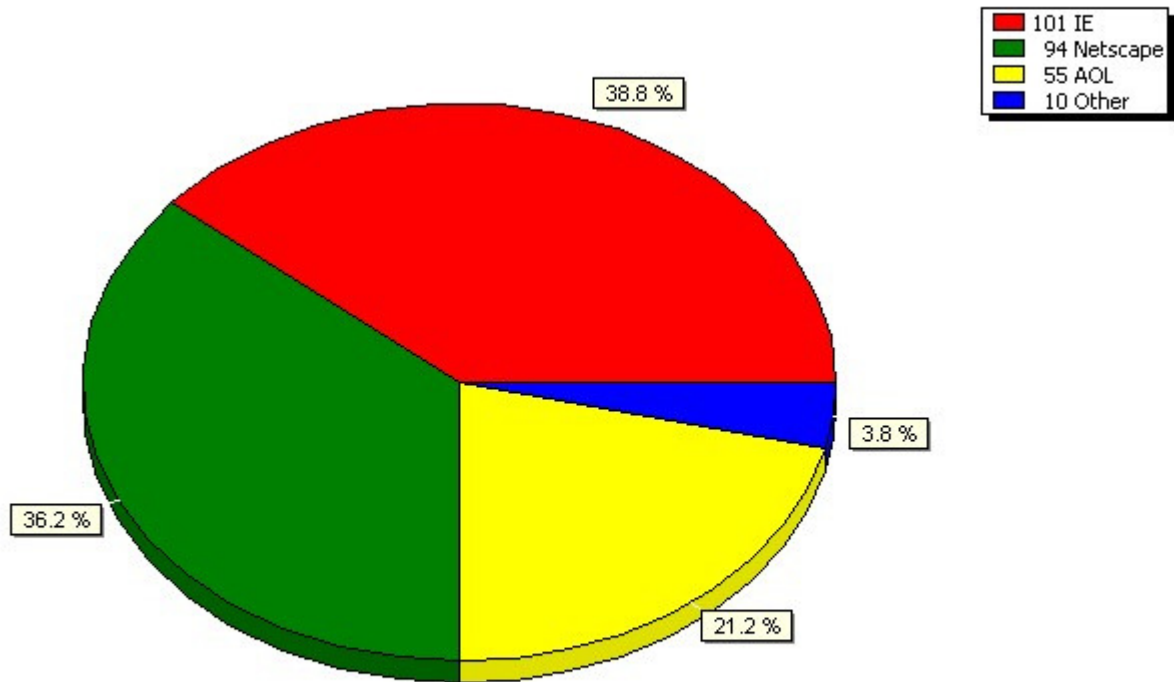


### Analysis Commentary:

One third of all respondents use the Internet less than 9 hours per week, while two-thirds use it more than 9 hours. This suggests that the net usage is becoming increasingly important both at work and possibly at home as an entertainment medium. As broadband acceptance increases and as more content becomes available on the net, it's nearly certain these usage numbers will continue to increase.

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**Which web browser do you use most often?**



Analysis Commentary:

The trend of adoption of Internet Explorer over Netscape has finally caught up to Netscape, with IE outpacing Netscape usage for the first time in our survey. AOL remains a significant player as well, primarily for home usage. We have seen nothing from Netscape to suggest they will be able to reverse this trend in the short to medium term.

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**What is your gender?**

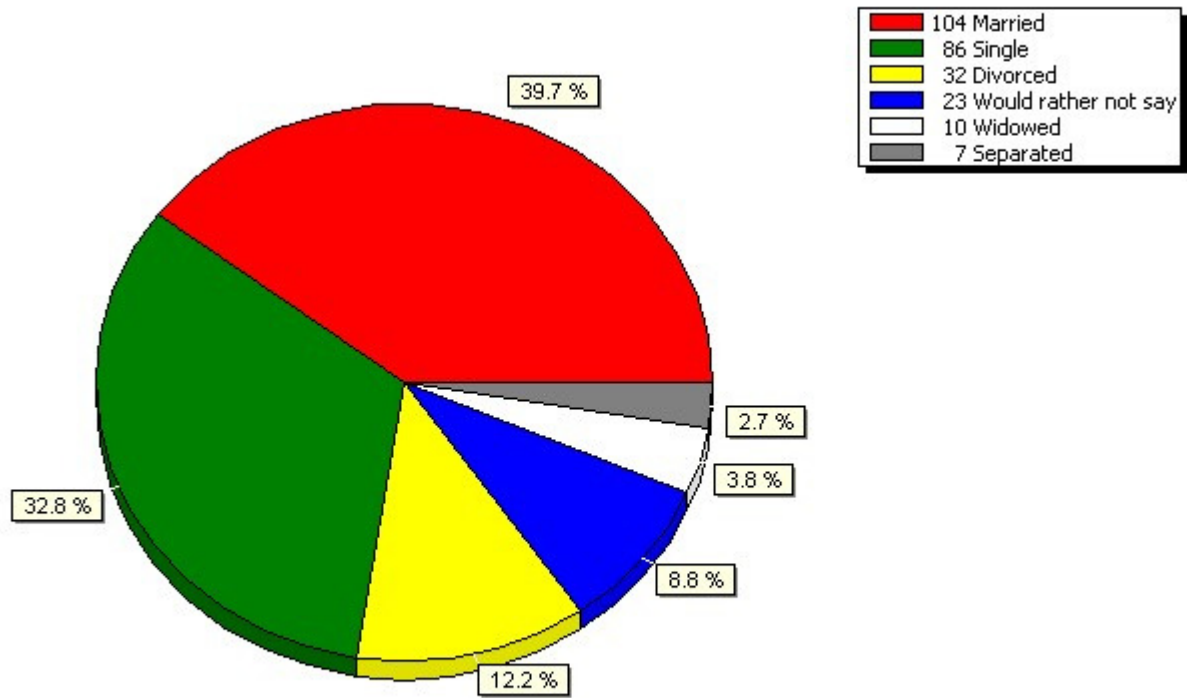


Analysis Commentary:

While Internet usage is still heavily male-dominated, increasingly women are using the net as well. While it's too early to tell when near-parity will occur, it is safe to presume it will happen sometime in the next decade.

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**What is your current marital status?**



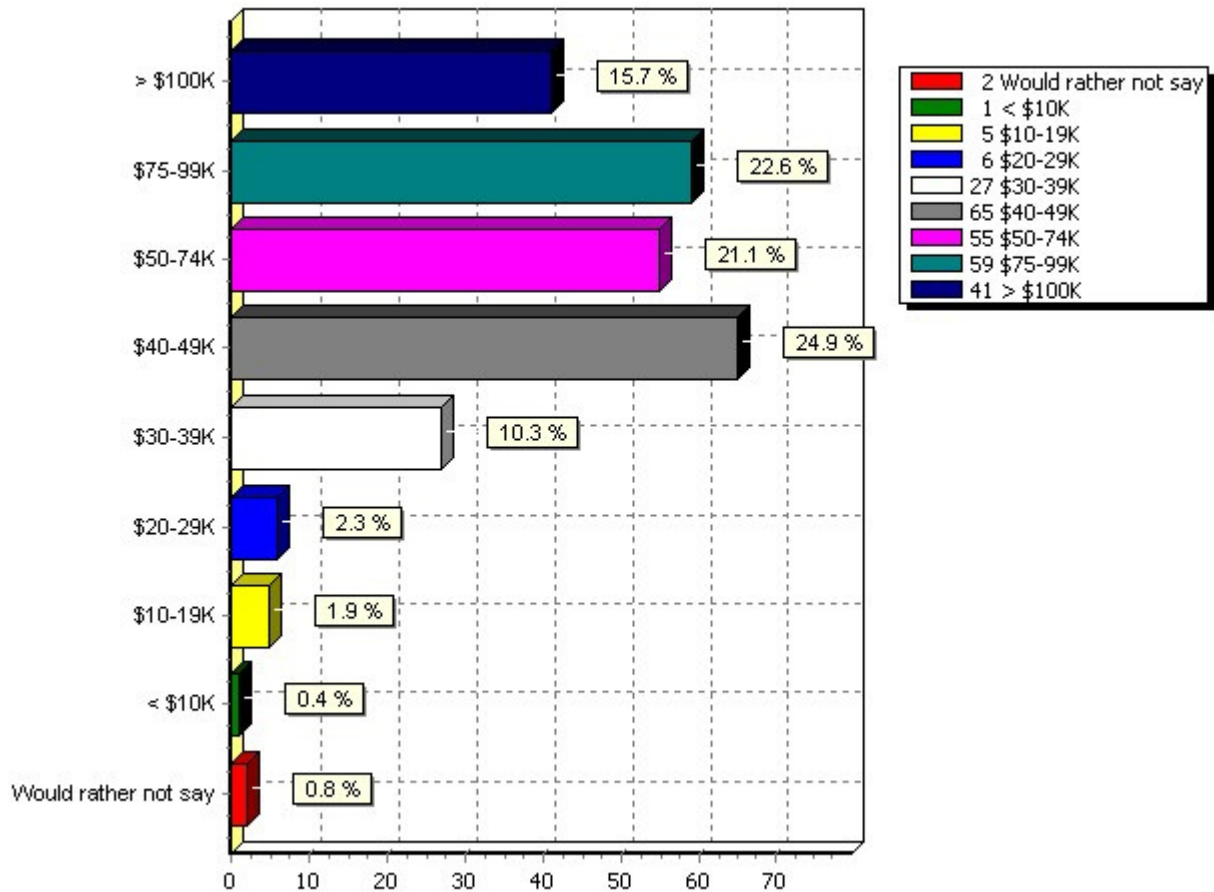
Analysis Commentary:

Compared with overall demographics, single people are more likely to be Internet users than married individuals. Put another way, the prevalence of Internet usage is higher among non-married individuals than married.



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**Please indicate your current household income in U.S. dollars.**

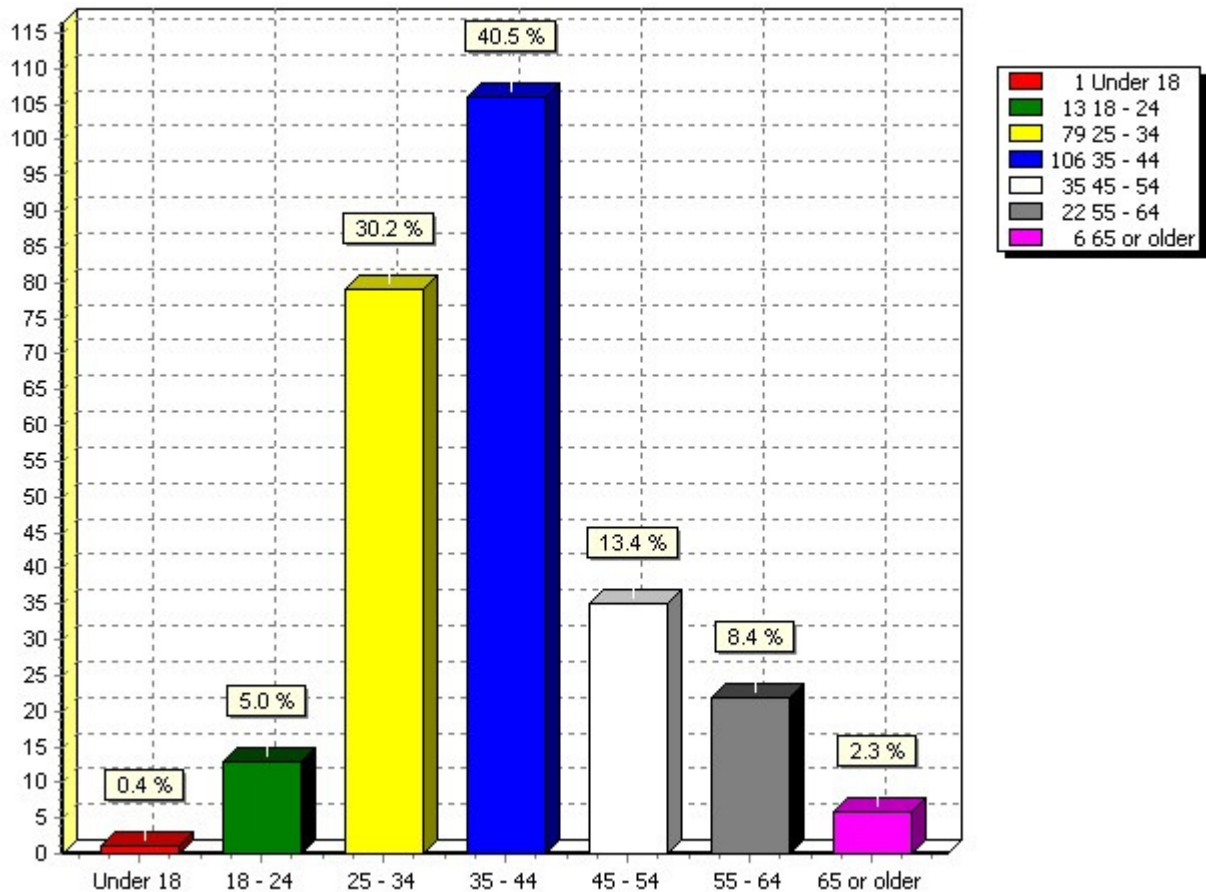


Analysis Commentary:

As would be expected, Internet usage correlates very strongly with household income level. People using the Internet have more disposable income than those who do not.

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## How old are you?



### Analysis Commentary:

The heavy usage from the 25-44 age ranges also correlates well with income potential, so those users in their peak earning years are the most likely to be on the Internet.