Background on The Face of the Web

The Face of the Web is the most comprehensive international study of consumers and the Internet ever done, based on a total of 28,000 interviews with online users in 30 countries and general consumers in 34 countries. The study is not limited to a few leading markets but rather spread across every major economic region in the world.

This project addresses a major need that many of our multinational clients have for comprehensive international research on *who* is on the Internet in all the major markets; *what* these people are doing when they are browsing the Web; *how* they are hooking up to the Internet; and *why* they use the Internet.

The Face of the Web also explores emerging trends in global e-commerce. It details the online shopping and transactional behaviors of Internet Users through findings that reveal what shoppers bought and how they paid for it, how they found the site, and how likely they are to buy online again. It also examines the extent to which people use the Internet to comparison shop prior to making purchases through more traditional transactional routes. Importantly, *The Face of the Web* provides answers as to why some online users are *not* using the Internet to shop.

In light of the growing online world of banking, financing, insurance transactions, and investing, *The Face of the Web* looks at the Internet's evolving intermediary role for many households as they interact with their financial institutions. Not surprisingly, findings from this line of inquiry suggest that within the next few years, traditional forms of financial service delivery in Europe, Asia, and North America will be radically transformed.

To provide the means by which corporations and agencies can understand and respond intelligently to the Web's evolving heterogeneity, we go beyond simple descriptive reporting and analyze and differentiate for our readers each of the major social and psychological consumer segments as they appear within the global regions.

This report should serve as a major international benchmark for understanding online behavior and IT-related perceptions. In the coming year, we will be offering our clients an opportunity to participate in new global research projects. These projects will include a second global wave of *The Face of the Web*, a youth-specific global study of online behaviors, and a worldwide study of business-to-business research issues.

Until then, this inaugural wave of *The Face of the Web* answers some of the most pressing questions about global Internet markets today. Enjoy! ■