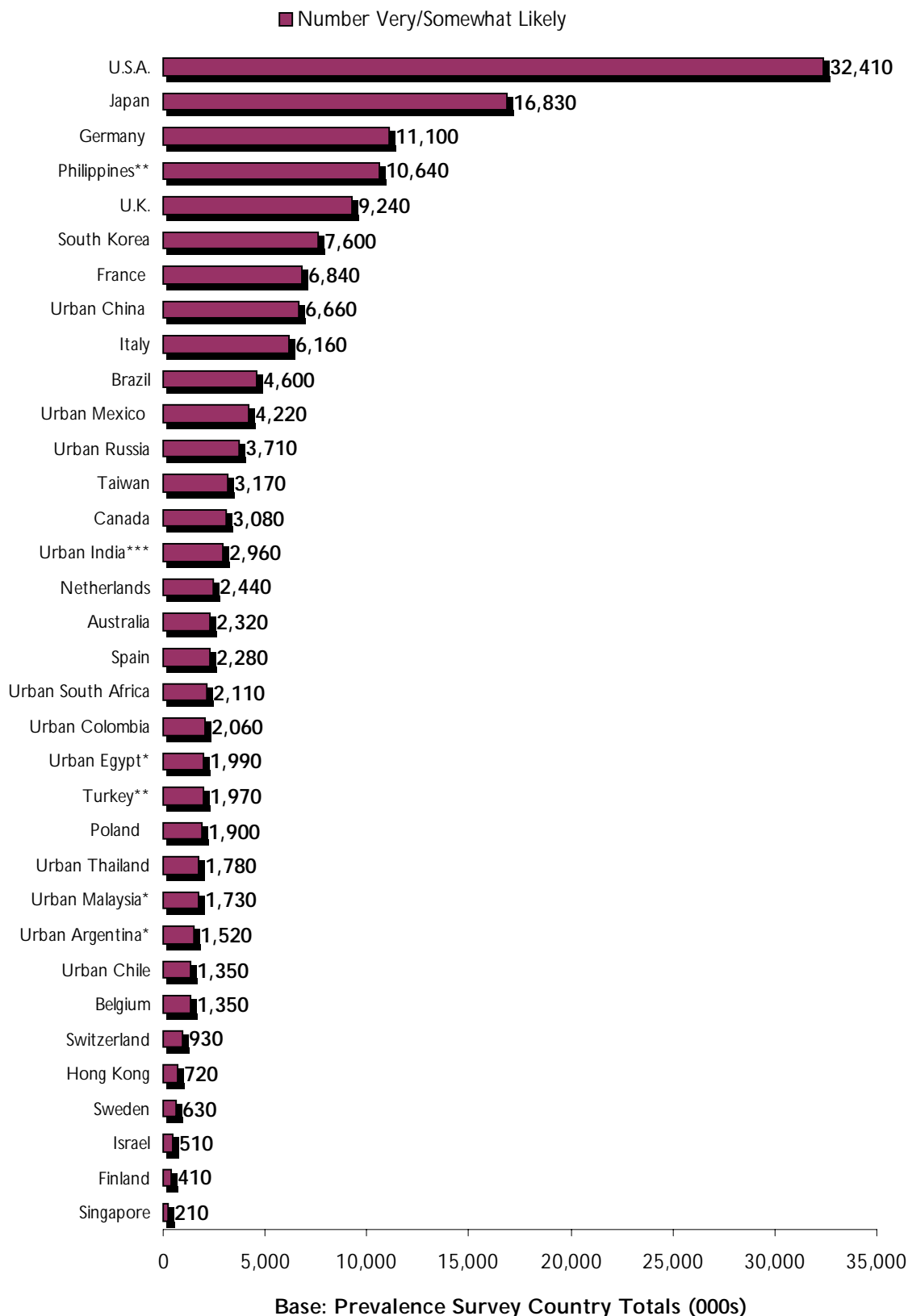## Internet Intenders: Population Projections
"How likely are you to actually use the Internet within the next 12 months?"

■ Number Very/Somewhat Likely

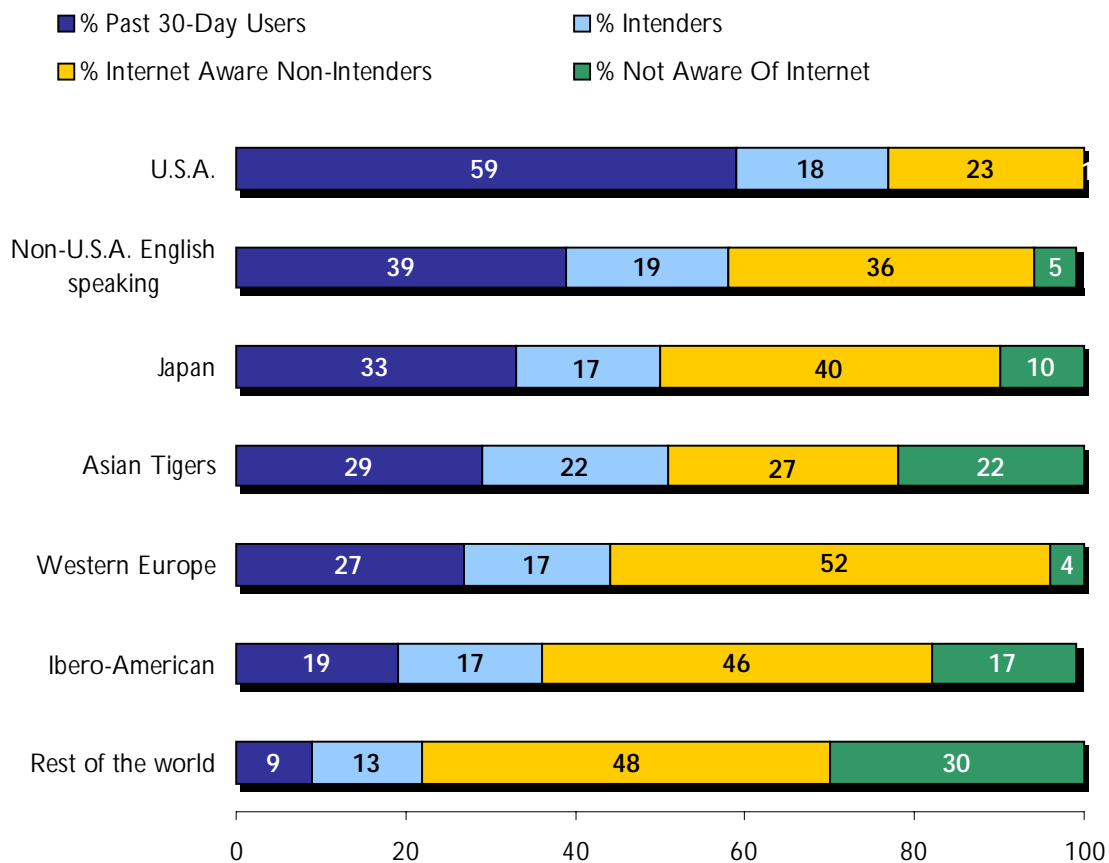| Country	Number Very/Somewhat Likely
U.S.A.	32,410
Japan	16,830
Germany	11,100
Philippines**	10,640
U.K.	9,240
South Korea	7,600
France	6,840
Urban China	6,660
Italy	6,160
Brazil	4,600
Urban Mexico	4,220
Urban Russia	3,710
Taiwan	3,170
Canada	3,080
Urban India***	2,960
Netherlands	2,440
Australia	2,320
Spain	2,280
Urban South Africa	2,110
Urban Colombia	2,060
Urban Egypt*	1,990
Turkey**	1,970
Poland	1,900
Urban Thailand	1,780
Urban Malaysia*	1,730
Urban Argentina*	1,520
Urban Chile	1,350
Belgium	1,350
Switzerland	930
Hong Kong	720
Sweden	630
Israel	510
Finland	410
Singapore	210

Base: Prevalence Survey Country Totals (000s)

* Main Urban samples, not exclusively.
** Quasi-National samples.
*** Middle, upper SEC's.

The Face of the Web *Wave One, 2000*

Angus Reid Group, Inc.

Regional Categorization of the Internet Market
"When was the last time you used the Internet from any location for any reason?"
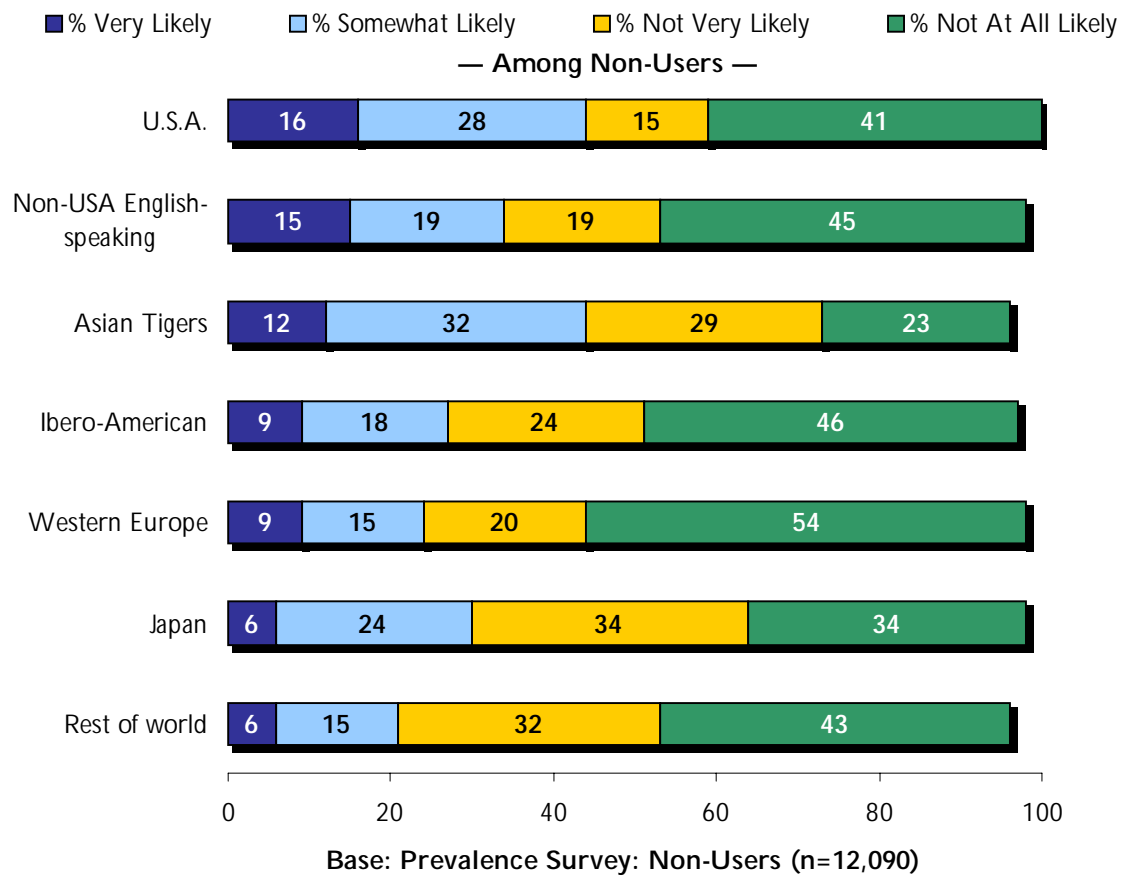**"How likely are you to actually use the Internet within the next 12 months?"**

■ % Past 30-Day Users   □ % Intenders
□ % Internet Aware Non-Intenders   ■ % Not Aware Of Internet

Region	% Past 30-Day Users	% Intenders	% Internet Aware Non-Intenders	% Not Aware Of Internet
U.S.A.	59	18	23	
Non-U.S.A. English speaking	39	19	36	5
Japan	33	17	40	10
Asian Tigers	29	22	27	22
Western Europe	27	17	52	4
Ibero-American	19	17	46	17
Rest of the world	9	13	48	30

0   20   40   60   80   100

Base: Prevalence Survey Country Totals (N=21,298)

Strength of Internet Intender Activity Across Global Regions
"How likely are you to actually use the Internet within the next 12 months?"

■ % Very Likely   □ % Somewhat Likely   □ % Not Very Likely   ■ % Not At All Likely

— Among Non-Users —

Region	% Very Likely	% Somewhat Likely	% Not Very Likely	% Not At All Likely
U.S.A.	16	28	15	41
Non-USA English-speaking	15	19	19	45
Asian Tigers	12	32	29	23
Ibero-American	9	18	24	46
Western Europe	9	15	20	54
Japan	6	24	34	34
Rest of world	6	15	32	43

Base: Prevalence Survey: Non-Users (n=12,090)

Internet Use and Intent by Age

■ % Of Respondents

Base: Total Prevalence Survey Respondents (N=21,298)

	USERS			INTENDERS			NON-INTENDERS		
18 to 34	49			40			24		
35 to 54		40			39			37	
55+			11			20			38

USERS
Mean = 36.8 years

INTENDERS
Mean = 40.1 years

NON-INTENDERS
Mean = 48.5 years