

# NetValue

## US & THEM : HOW INTERNET USAGE IN THE USA COMPARES WITH EUROPE?

*Millions more Internet users in the USA - but all they want to do is surf*

London - April 2000 - NetValue, the only company to deliver effective Internet usage measurement, published its first panels' figures in the United States at the Internet World salon in L.A.

NetValue provides an integrated view of how the Internet is actually used from a directly observed consumer perspective. The results allow, for the first time, an insight into how the Web, Internet chat, e-mail, instant messaging, streaming media and all other Internet applications fit into the usage patterns of consumers. In doing so, NetValue is the only company to give a world-wide picture of what Internet users are really doing online.

*The following data is derived from NetValue Internet Observatory data in the United States, the UK, France and Germany. Internet usage is derived from home user panellists for the month of February 2000. All data may be republished with either of the following acknowledgements: "© NetValue" or "Source: NetValue"*

- ▶ **48,7 % of the USA population is connected to the Internet at home**
- ▶ **More users online in the UK than in France and Germany**
- ▶ **American women spend more time surfing and visiting e-commerce sites than European women**
- ▶ **More male surfers in the UK visit e-commerce sites than men in USA, Germany and France**
- ▶ **Online applications and tools are not being as widely adopted in the USA as in Europe**

### HOW MANY PEOPLE ARE ONLINE?

The **UK** is leading the way in Europe with over **6.4 million households** connected to the Internet, representing **27% of the UK population**. **Germany** comes next with **7.1 million households (20.7%)**, followed by **France** with almost **3 million households** online (**12.1%**). The **USA** remains way ahead in terms of Internet penetration with **50.5 million households** connected (**48.7% of the US population**).

### EUROPEANS ARE RELATIVE "NET ROOKIES"

Home connection to the Internet is a relatively new phenomenon in Europe in comparison to the USA. The percentage of new users is therefore sharply more significant in Europe. Amongst the European nations, Germany has the highest percentage of earlier Internet adopters.

Time Household Connected	USA	UK	France	Germany
< 6 months	16 %	27,1 %	30,1 %	27,4 %
> 6 months < 1 year	10 %	18,3 %	17,2 %	13,8 %
> 1 year	74 %	54,8 %	52,7 %	58,8 %

### AMERICAN WOMEN ARE SURFING MORE THAN THEIR EUROPEAN SISTERS...

In the United States almost as many women as men are regularly surfing the Internet at home. This is in stark contrast to France, UK and Germany where the majority of home surfers are male.

Internet Usage by Gender	USA	UK	France	Germany
Male	51,8 %	61,3 %	67,1 %	64,2 %
Female	48,2 %	38,7 %	32,9 %	35,8 %

#### AND THEY'RE DOING IT MORE OFTEN...

American women spend more days per month online than American men.

Days Online Per Month	USA	UK	France	Germany
Male	11,1	11,5	10,3	10,8
Female	13,1	9,3	7,0	8,3

#### AND THEY'RE SHOPPING...

In February 2000 almost 80% of female American surfers visited an e-commerce website.

% of Surfers Visiting e-commerce Sites	USA	UK	France	Germany
Male	66,9 %	74,6 %	69,8 %	66,5 %
Female	78,6 %	63,4 %	54,6 %	48,7 %

#### AMERICANS SPEND MORE TIME ONLINE AT HOME

American Internet users go online on average 12 days in each month (covers all Net activities including surfing, email, chat etc.) Europeans connect less frequently: an average of 9.9 days per net surfer in the UK, 9.9 in Germany and 9.3 in France.

#### SURFING ACTIVITY AT HOME: AMERICANS COVER MORE GROUND

American Internet users visit more websites (and in more depth) than their European counterparts :

Surfing Activity	USA	UK	France	Germany
Unique pages per visitor per month	670	374	344,5	354
Pages displayed	1254	657	625	648,1
Number of sessions	30,6	18,5	17,3	17,3
Duration per session (minutes)	22	16,6	16,9	16,9
Domains per visitor	60	48,8	50	49,7
Duration on the web (hours)	11,3	5,1	4,9	4,9

#### BUT EUROPEANS AREN'T JUST SURFING

Online applications and tools such as Internet chat, file transfer, audio/video and news are not being as widely adopted in the USA as in Europe.

The French are the most enthusiastic Net-chatters - 10.2% of French web-users visit chat sites as opposed to 5.4% in UK and 4.6% in Germany. The British prefer instant messaging - 18.1% of UK surfers use it against 16.5% of Americans, 11.5% of Germans and 11.7 % of French.

Type of activity	United States	Days connected per Internet user
Web	97,9 %	11,4

<b>Mail*</b>	<b>37,5 %</b>	<b>8,5</b>
<b>File transfers</b>	<b>5,7 %</b>	<b>1,3</b>
<b>Audio-video</b>	<b>4,0 %</b>	<b>1,2</b>
<b>Instant messaging</b>	<b>16,5 %</b>	<b>1,8</b>
<b>Chat</b>	<b>1,2 %</b>	<b>1,5</b>
<b>News</b>	<b>1,3 %</b>	<b>2,1</b>
<b>Games</b>	<b>0,7 %</b>	<b>1,7</b>

<b>Type of activity</b>	<b>United Kingdom</b>	<b>Days connected per Internet user</b>
<b>Web</b>	<b>97,2 %</b>	<b>8,9</b>
<b>Mail*</b>	<b>58,1 %</b>	<b>7,3</b>
<b>File transfers</b>	<b>18,8 %</b>	<b>2,8</b>
<b>Audio-video</b>	<b>12,1 %</b>	<b>1,6</b>
<b>Instant messaging</b>	<b>18,1 %</b>	<b>8,6</b>
<b>Chat</b>	<b>5,4 %</b>	<b>5,8</b>
<b>News</b>	<b>8,7 %</b>	<b>6,6</b>
<b>Games</b>	<b>1,5 %</b>	<b>4,5</b>

<b>Type of activity</b>	<b>Germany</b>	<b>Days connected per Internet user</b>
<b>Web</b>	<b>96,2 %</b>	<b>8,9</b>
<b>Mail*</b>	<b>51,1 %</b>	<b>7,3</b>
<b>File transfers</b>	<b>22,8 %</b>	<b>2,9</b>
<b>Audio-video</b>	<b>11,3 %</b>	<b>1,9</b>
<b>Instant messaging</b>	<b>11,5 %</b>	<b>8,0</b>
<b>Chat</b>	<b>4,6 %</b>	<b>3,2</b>
<b>News</b>	<b>5,9 %</b>	<b>6,2</b>
<b>Games</b>	<b>1,8 %</b>	<b>4,9</b>

<b>Type of activity</b>	<b>France</b>	<b>Days connected per Internet user</b>
<b>Web</b>	<b>97,3 %</b>	<b>8,3</b>
<b>Mail*</b>	<b>64,9 %</b>	<b>6,5</b>
<b>File transfers</b>	<b>23,0 %</b>	<b>2,6</b>
<b>Audio-video</b>	<b>12,6 %</b>	<b>1,9</b>
<b>Instant messaging</b>	<b>11,7 %</b>	<b>8,1</b>
<b>Chat</b>	<b>10,2 %</b>	<b>3,3</b>
<b>News</b>	<b>8,0 %</b>	<b>4,2</b>
<b>Games</b>	<b>1,5 %</b>	<b>2,9</b>

\*The data relating to e-mail concerns the protocols POP3 and SMTP (Internet standards in which messages are downloaded to the user's PC) and not Web-based mail such as Hotmail.com.

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