

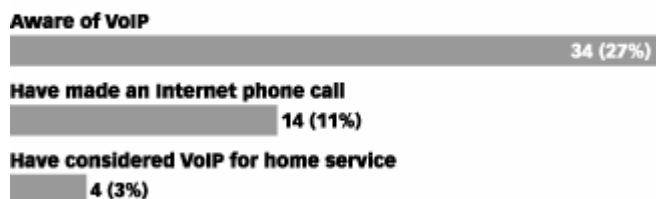
VoIP Awareness Low, But Set to Grow?

July 02, 2004

Though research firms and government policy makers have recently been very concerned about voice over Internet protocol (VoIP), most consumers still don't know about the technology which allows voice communications to be transmitted online.

The latest research firm to find that most consumers are still unfamiliar with VoIP is the [Pew Internet & American Life Project](#), which reports that just 27% of US Internet users have heard of the technology. This total translates into 17% of the population of the US.

US Adult Internet Users Who Are Aware of VoIP, February 2004 (in millions and as a % of Internet users)



Source: *Pew Internet & American Life Project, June 2004*

058751 ©2004 eMarketer, Inc.

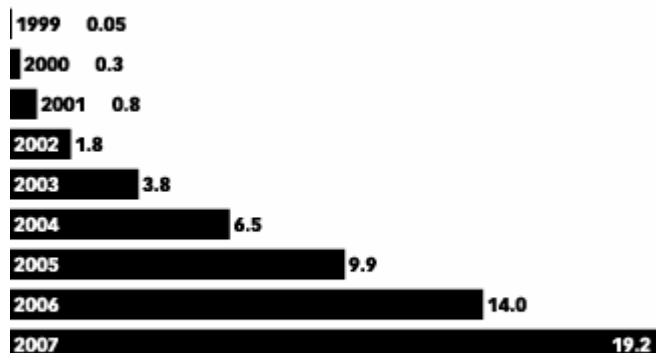
www.eMarketer.com

Of those people in the US who have heard of VoIP, 13% say they have considered buying the technology. Pew surveyed 2,204 people in the US in February 2004 – 63% of whom were Internet users. Pew figures that exactly 3% of Internet users, or 4 million people, in particular have considered buying VoIP.

Last week, in the article "[VoIP: Faraway Dream of Coming Trend?](#)", eMarketer reported that according to Ipsos-Insight, only 41% of US adults are aware of VoIP but do not really know much about it and of those who have heard of it, 56% do not know how it works.

Nonetheless, according to data released two weeks ago from the TIA and Wilkofsky Gruen and Associates (also covered by eMarketer), VoIP access in the US will rise from 6.5 million lines this year to 19.2 million by the end of 2007.

VoIP Access Lines in the US, 1999-2007 (in millions)



Source: *Telecommunications Industry Association (TIA), Wilkofsky Gruen Associates, May 2004*

058491 ©2004 eMarketer, Inc.

www.eMarketer.com

The Pew study notes, however, that out of the 2,204 people it surveyed, only one person said VoIP was being used in the home.

For a clear picture of what to expect from VoIP adoption and implementation, read eMarketer's 2004 [VoIP: Spending & Trends](#) report.

