

Forrester Research, Inc.

Media Buyers' Table

UK INTERNET USER MONITOR™

2001 Wave 2 Online Survey

Field Date	October 2001 - November 2001
Total N	63,932
Geography	UK

This table contains data that represents the UK Internet users and visitors of various UK Internet Web sites.

Questions from the survey, comprising the rows in this Media Buyers Table, include:

- Age
- Gender
- Household income
- TV region
- Estimated social grade
- Online buyers
- Frequency of visit to Web site
- Year first started using the Internet
- Frequency of use of the Internet
- Weekly TV viewing

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UK Internet User Monitor™ Media Buyers' Table
2001 Wave 2 Online Survey

	All UK internet users	AOL, proprietary	aol.co.uk	arsmall.com	asserdhome.com	baa.com	beeb.com	beeb.net	criticinfo.com	EPLsoccer.com	femall.co.uk	fishcars.co.uk	fishhomes.co.uk	fishjobs.co.uk	FT.com combined internet business	Guardian combination	icMidlands	icNorth East	icNorth West	icScotland	icWales	iil.co.uk	itv.com	itv-ft.com	itv-football.co.uk	liverpoolfc.tv	manchestronline.co.uk	
Age																												
16 to 34 years	44%	31%	40%	66%	52%	42%	35%	10%	55%	58%	31%	55%	57%	68%	34%	58%	38%	38%	38%	44%	38%	26%	51%	61%	71%	73%	65%	
35 to 54 years	44%	54%	53%	28%	37%	47%	48%	52%	37%	38%	57%	39%	39%	29%	46%	35%	37%	51%	53%	49%	53%	56%	37%	37%	27%	21%	29%	
55 years or older	12%	15%	8%	6%	11%	11%	17%	37%	8%	4%	13%	7%	3%	4%	20%	7%	26%	12%	9%	7%	9%	18%	12%	2%	2%	6%	6%	
Gender																												
Male	55%	54%	62%	70%	32%	43%	45%	52%	89%	75%	8%	61%	24%	37%	80%	52%	54%	58%	45%	39%	52%	84%	35%	57%	80%	81%	39%	
Female	45%	46%	38%	31%	68%	57%	55%	48%	11%	25%	92%	39%	76%	63%	20%	48%	46%	42%	55%	61%	48%	16%	66%	43%	20%	19%	62%	
Household income																												
Low income (Less than £14,999)	18%	20%	17%	13%	9%	9%	10%	30%	20%	19%	27%	12%	23%	33%	5%	13%	33%	17%	21%	27%	19%	5%	35%	14%	23%	18%	12%	
Medium income (£15,000 to £29,999)	35%	45%	30%	25%	31%	34%	44%	46%	20%	29%	32%	49%	36%	40%	21%	26%	32%	39%	52%	43%	34%	19%	37%	43%	37%	27%	41%	
High income (£30,000 or more)	47%	36%	53%	62%	60%	58%	46%	24%	60%	52%	41%	38%	41%	27%	74%	61%	35%	44%	27%	30%	47%	76%	28%	43%	39%	56%	47%	
TV region																												
London	23%	20%	26%	50%	35%	32%	32%	12%	32%	30%	30%	8%	22%	14%	34%	40%	2%	2%	5%	1%	6%	34%	17%	23%	20%	20%	5%	
South (South/South East/South West)	14%	14%	14%	14%	22%	17%	12%	19%	9%	10%	11%	12%	17%	14%	15%	11%	2%	1%	12%	1%	7%	17%	15%	14%	10%	10%	4%	
Middle (East/Midlands/Wales/NI)	31%	30%	25%	25%	32%	27%	33%	37%	35%	32%	27%	35%	23%	27%	25%	24%	92%	7%	10%	2%	86%	25%	32%	38%	32%	29%	4%	
North (North East/North West/Yorkshire)	24%	26%	28%	7%	8%	9%	16%	25%	19%	25%	22%	38%	36%	38%	16%	17%	3%	88%	72%	4%	2%	18%	27%	16%	31%	37%	86%	
Scotland (Borders/North Scotland/Central Scotland)	9%	10%	8%	3%	4%	15%	7%	8%	5%	3%	9%	8%	2%	7%	10%	8%	1%	2%	1%	93%	0%	7%	9%	10%	8%	4%	1%	
Estimated social grade																												
White-collar workers (ABC1)	76%	64%	75%	77%	78%	86%	77%	66%	89%	83%	75%	56%	68%	71%	88%	91%	72%	68%	72%	71%	73%	93%	65%	66%	74%	76%	87%	
Blue-collar workers (C2DE)	24%	36%	25%	23%	23%	14%	23%	35%	11%	18%	25%	44%	32%	29%	12%	9%	28%	33%	28%	29%	27%	7%	35%	35%	26%	24%	13%	
Online buyers																												
Buyers	62%	59%	69%	62%	70%	82%	75%	48%	69%	66%	58%	53%	51%	39%	80%	74%	50%	61%	43%	64%	59%	87%	47%	64%	56%	69%	61%	
Non-buyers	38%	41%	31%	38%	30%	18%	25%	52%	32%	34%	42%	47%	50%	61%	20%	26%	50%	39%	57%	36%	41%	13%	53%	36%	44%	31%	39%	
Frequency of visit to Web site																												
First time I've visited	27%	46%	35%	13%	35%	53%	39%	22%	21%	50%	21%	63%	37%	49%	21%	11%	31%	28%	57%	33%	45%	5%	58%	2%	44%	9%	44%	
Daily (weekdays and weekend)	21%	15%	26%	13%	3%	2%	2%	6%	15%	6%	15%	2%	4%	4%	33%	21%	7%	10%	6%	5%	6%	42%	5%	14%	5%	41%	2%	
Weekly (several times/once a week)	34%	29%	32%	48%	25%	8%	21%	38%	45%	32%	47%	12%	26%	25%	38%	55%	20%	33%	18%	22%	29%	46%	22%	48%	26%	45%	21%	
Monthly (several times/once a month)	12%	8%	3%	21%	21%	15%	20%	25%	12%	7%	12%	11%	21%	4%	5%	10%	41%	26%	10%	34%	12%	6%	10%	22%	15%	4%	18%	
Less often	6%	1%	5%	5%	16%	22%	18%	8%	7%	5%	4%	12%	12%	18%	2%	3%	1%	4%	9%	6%	7%	1%	5%	14%	10%	1%	15%	
Year first started using the Internet																												
1997 or before	38%	23%	38%	35%	43%	48%	42%	21%	46%	57%	25%	29%	29%	32%	54%	65%	31%	42%	32%	29%	39%	56%	22%	51%	30%	51%	42%	
1998 to 1999	33%	37%	32%	40%	28%	35%	38%	49%	39%	29%	41%	36%	37%	33%	28%	26%	38%	34%	28%	59%	39%	37%	34%	30%	39%	25%	32%	
2000	17%	25%	12%	11%	19%	13%	13%	21%	12%	9%	21%	18%	21%	18%	13%	7%	25%	17%	25%	11%	13%	6%	27%	13%	16%	14%	10%	
2001	12%	15%	18%	14%	11%	4%	8%	9%	3%	6%	14%	18%	14%	17%	6%	3%	6%	7%	14%	1%	9%	1%	18%	6%	15%	10%	17%	
Frequency of use of the Internet																												
Daily (weekdays and weekend)	41%	31%	57%	35%	42%	50%	39%	12%	47%	52%	42%	25%	31%	25%	61%	48%	39%	45%	32%	22%	45%	63%	38%	47%	49%	51%	41%	
Several times a week	30%	31%	28%	32%	27%	32%	29%	21%	37%	26%	34%	25%	27%	30%	27%	43%	33%	35%	25%	27%	29%	31%	30%	25%	30%	31%	30%	
Once a week	13%	15%	7%	13%	18%	11%	10%	30%	3%	22%	21%	16%	15%	16%	5%	6%	11%	12%	11%	19%	14%	5%	20%	11%	16%	11%	8%	
Less often	17%	23%	8%	20%	13%	7%	21%	37%	13%	0%	3%	35%	27%	29%	8%	4%	18%	9%	31%	33%	13%	0%	12%	18%	5%	7%	21%	
Weekly TV viewing																												
Heavy (20+ hours)	33%	43%	35%	46%	33%	28%	21%	22%	27%	35%	30%	41%	28%	29%	23%	22%	41%	34%	52%	27%	40%	24%	41%	43%	40%	40%	20%	
Medium (5 to 19 hours)	59%	49%	53%	43%	60%	60%	69%	70%	64%	59%	54%	56%	68%	58%	66%	63%	56%	56%	45%	71%	55%	66%	56%	51%	49%	53%	65%	
Light (up to 4 hours)	8%	7%	11%	12%	6%	10%	7%	8%	7%	6%	16%	2%	4%	11%	10%	13%	2%	9%	3%	2%	4%	9%	3%	5%	10%	6%	15%	
Don't watch TV	1%	1%	1%	0%	3%	3%	1%	2%	1%	0%	0%	0%	1%	2%	1%	2%	0%	2%	0%	0%	1%	1%	0%	2%	1%	1%	1%	
Mean (hours)	15.63	17.23	15.33	17.20	16.50	14.85	14.37	15.25	14.46	16.20	14.15	16.25	15.18	15.05	13.98	13.31	16.78	16.01	17.45	14.77	16.76	14.27	18.00	18.43	16.96	17.98	13.21	

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2001 Wave 2 Online Survey

	All UK Internet users	moneycentral.msn.co.uk	motorcyclenews.com	partners.co.uk	radiotimes.beeb.com	rivals.net	sky.com	sky.com-news	skysports.com	sportinglife.com	teamtalk.com	telelex.co.uk	telelex.co.uk-finance	telexholidays.co.uk	thesun.co.uk	thetimes.co.uk	thisislondon.co.uk	thisismoney.com	tiscali.co.uk	tiscali.co.uk-community	tiscali.co.uk-shopping	tiscali.co.uk-travel	topgear.beeb.com	topjobs.co.uk	uplus.co.uk	virgin.net	working.com
Age																											
16 to 34 years	44%	39%	34%	44%	55%	51%	44%	54%	68%	41%	61%	44%	26%	40%	62%	55%	64%	10%	21%	17%	31%	24%	42%	49%	32%	27%	67%
35 to 54 years	44%	40%	60%	43%	38%	45%	32%	40%	30%	52%	34%	46%	48%	46%	33%	37%	34%	53%	52%	56%	54%	48%	48%	44%	54%	31%	
55 years or older	12%	21%	6%	13%	7%	4%	24%	6%	2%	8%	6%	10%	27%	14%	6%	8%	2%	36%	27%	27%	15%	29%	10%	7%	14%	2%	
Gender																											
Male	55%	67%	92%	79%	53%	83%	55%	58%	87%	87%	94%	60%	68%	23%	56%	55%	42%	61%	62%	59%	44%	46%	87%	44%	38%	55%	32%
Female	45%	33%	8%	21%	47%	17%	45%	42%	13%	13%	7%	40%	32%	77%	44%	45%	59%	39%	38%	41%	56%	54%	13%	56%	62%	45%	68%
Household income																											
Low income (Less than £14,999)	18%	21%	5%	11%	19%	13%	20%	10%	10%	11%	14%	12%	5%	20%	18%	16%	6%	13%	28%	34%	19%	21%	10%	17%	31%	16%	25%
Medium income (£15,000 to £29,999)	35%	32%	43%	38%	38%	32%	37%	33%	29%	33%	27%	35%	29%	33%	27%	35%	19%	16%	38%	41%	35%	34%	19%	37%	36%	30%	32%
High income (£30,000 or more)	47%	46%	53%	51%	45%	55%	43%	57%	61%	56%	59%	53%	66%	51%	48%	65%	78%	51%	32%	31%	47%	35%	72%	46%	33%	54%	43%
TV region																											
London	23%	21%	14%	18%	28%	14%	17%	29%	31%	27%	28%	22%	20%	19%	26%	39%	84%	26%	15%	18%	11%	12%	14%	26%	20%	23%	32%
South (South/South East/South West)	14%	12%	13%	16%	13%	11%	11%	14%	10%	21%	8%	12%	17%	10%	13%	14%	6%	20%	17%	20%	21%	17%	13%	13%	16%	18%	13%
Middle (East/Midlands/Wales/NI)	31%	27%	34%	31%	35%	30%	30%	23%	27%	28%	32%	35%	33%	38%	36%	26%	6%	27%	36%	30%	29%	29%	39%	23%	31%	27%	28%
North (North East/North West/Yorkshire)	24%	26%	33%	26%	15%	28%	24%	28%	26%	17%	28%	22%	22%	24%	19%	13%	3%	19%	23%	24%	31%	30%	25%	21%	26%	22%	22%
Scotland (Borders/North Scotland/Central Scotland)	9%	15%	5%	9%	17%	18%	17%	6%	8%	5%	10%	8%	8%	7%	7%	1%	8%	9%	8%	10%	12%	10%	18%	8%	10%	22%	6%
Estimated social grade																											
White-collar workers (ABC1)	76%	79%	62%	85%	84%	83%	85%	88%	87%	81%	87%	81%	83%	84%	73%	92%	95%	80%	65%	54%	58%	70%	78%	74%	77%	79%	83%
Blue-collar workers (C2DE)	24%	21%	38%	15%	16%	17%	15%	12%	13%	19%	13%	19%	17%	17%	27%	8%	5%	20%	35%	47%	42%	30%	22%	26%	23%	21%	17%
Online buyers																											
Buyers	62%	62%	56%	75%	82%	69%	61%	77%	69%	76%	78%	74%	59%	55%	69%	80%	84%	65%	55%	39%	68%	42%	62%	53%	56%	63%	53%
Non-buyers	38%	38%	44%	26%	19%	32%	39%	23%	31%	24%	22%	26%	41%	45%	31%	20%	16%	35%	45%	61%	32%	58%	38%	47%	44%	37%	47%
Frequency of visit to Web site																											
First time I've visited	27%	37%	10%	39%	23%	8%	37%	11%	12%	9%	4%	19%	30%	42%	16%	12%	6%	27%	20%	52%	44%	49%	61%	64%	35%	31%	61%
Daily (weekdays and weekend)	21%	12%	14%	3%	7%	41%	10%	42%	36%	25%	51%	13%	18%	3%	28%	21%	27%	11%	28%	10%	7%	7%	1%	5%	4%	16%	5%
Weekly (several times/once a week)	34%	21%	49%	17%	48%	48%	21%	43%	44%	40%	44%	48%	41%	16%	41%	53%	54%	39%	39%	23%	22%	23%	16%	18%	32%	34%	18%
Monthly (several times/once a month)	12%	27%	26%	21%	12%	4%	25%	3%	7%	22%	1%	13%	9%	25%	13%	12%	10%	14%	12%	7%	19%	16%	10%	9%	7%	8%	7%
Less often	6%	4%	1%	21%	8%	1%	8%	1%	2%	4%	0%	8%	3%	14%	2%	3%	4%	9%	1%	2%	10%	5%	13%	4%	24%	11%	10%
Year first started using the Internet																											
1997 or before	38%	38%	28%	50%	57%	42%	40%	59%	47%	50%	58%	48%	53%	23%	46%	61%	66%	30%	29%	21%	20%	22%	37%	39%	30%	32%	36%
1998 to 1999	33%	28%	32%	26%	29%	33%	32%	29%	37%	32%	31%	35%	33%	30%	35%	28%	26%	39%	39%	26%	33%	35%	29%	26%	40%	37%	36%
2000	17%	13%	18%	16%	8%	19%	17%	10%	10%	13%	6%	14%	9%	34%	12%	8%	5%	24%	14%	28%	29%	27%	22%	19%	17%	16%	16%
2001	12%	21%	22%	9%	6%	5%	12%	3%	7%	6%	5%	3%	5%	13%	7%	3%	2%	7%	17%	26%	19%	17%	12%	16%	13%	16%	13%
Frequency of use of the Internet																											
Daily (weekdays and weekend)	41%	42%	33%	49%	71%	58%	37%	72%	58%	56%	61%	57%	40%	33%	54%	57%	52%	33%	36%	22%	21%	16%	34%	38%	29%	23%	37%
Several times a week	30%	28%	30%	32%	26%	28%	22%	21%	35%	27%	33%	31%	29%	25%	40%	39%	43%	33%	30%	19%	26%	22%	29%	28%	28%	25%	31%
Once a week	13%	15%	9%	16%	2%	13%	11%	1%	5%	7%	1%	12%	22%	13%	1%	1%	5%	18%	17%	25%	17%	24%	21%	18%	16%	27%	18%
Less often	17%	15%	28%	2%	3%	2%	31%	6%	2%	10%	5%	0%	9%	29%	5%	2%	0%	16%	17%	34%	36%	39%	15%	15%	27%	24%	14%
Weekly TV viewing																											
Heavy (20+ hours)	33%	39%	39%	29%	33%	42%	40%	25%	39%	30%	33%	36%	19%	40%	33%	20%	20%	33%	28%	39%	49%	33%	44%	32%	21%	30%	30%
Medium (5 to 19 hours)	59%	54%	53%	65%	59%	53%	53%	62%	58%	63%	62%	51%	68%	54%	60%	64%	60%	60%	65%	55%	45%	59%	48%	58%	66%	66%	61%
Light (up to 4 hours)	8%	6%	7%	6%	8%	5%	7%	12%	3%	7%	5%	13%	12%	5%	7%	14%	15%	7%	6%	5%	7%	8%	7%	6%	12%	3%	8%
Don't watch TV	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	0%	1%	0%	0%	2%	2%	0%	1%	1%	0%	0%	2%	4%	1%	0%	2%
Mean (hours)	15.63	16.12	16.19	14.81	15.60	17.35	17.83	14.08	17.53	15.53	15.84	15.41	12.94	16.57	15.84	12.42	12.49	15.87	15.08	17.41	18.94	14.89	17.55	15.93	13.52	16.11	15.49

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