

Forrester Research, Inc.

Media Buyers' Table

UK INTERNET USER MONITOR™

Wave 1 2001 Online Survey

Field Date	April 2001 - May 2001
Total N	60,809
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
- Personal income
- TV region
- Social grade
- Access point (right now)
- Online buyers
- Online ad attitude
- Online ad clickers
- Online ad action

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UK Internet User Monitor™ Media Buyers' Table
Wave 1 2001 Online Survey

	All UK Internet users	icMidlands	icNorth East	icNorth West	icScotland	icSouth	icWales	www.4car.co.uk	www.arsenal.com	www.beeb.net	www.carlton.com	www.cricinfo.com	www.f1-premier.com	www.fish4cars.co.uk	www.fish4homes.co.uk	www.fish4jobs.co.uk	www.fmarketwatch.com	www.fyourmoney.com	www.gardenersworld.beeb.com	www.guardian.co.uk	www.griffain.co.uk	www.iii.co.uk	www.itv.co.uk	www.itv-f1.com	www.itv-football.co.uk
Age																									
16 to 34 years	44%	38%	29%	49%	31%	37%	31%	50%	55%	12%	47%	49%	62%	50%	40%	56%	20%	41%	17%	54%	40%	21%	54%	60%	66%
35 to 54 years	43%	49%	54%	42%	58%	48%	56%	47%	41%	46%	38%	42%	31%	44%	49%	42%	48%	49%	68%	39%	57%	56%	40%	34%	30%
55 years or older	13%	13%	17%	9%	11%	15%	13%	3%	4%	42%	16%	9%	8%	6%	11%	2%	33%	10%	15%	8%	3%	24%	6%	6%	4%
Gender																									
Male	55%	51%	56%	65%	69%	46%	51%	76%	75%	48%	32%	86%	69%	65%	37%	41%	90%	49%	21%	51%	12%	90%	44%	66%	87%
Female	45%	49%	44%	35%	31%	54%	49%	24%	25%	53%	68%	14%	31%	35%	64%	59%	10%	51%	79%	49%	89%	10%	56%	34%	13%
Personal income																									
Low income (£14,999 or less)	40%	58%	41%	39%	39%	28%	32%	25%	44%	43%	35%	25%	48%	46%	31%	64%	11%	22%	44%	31%	50%	6%	47%	38%	45%
Medium income (£15,000 to £24,999)	29%	25%	27%	40%	27%	50%	25%	39%	26%	18%	45%	28%	22%	20%	36%	30%	19%	25%	27%	35%	21%	33%	22%	31%	22%
High income (£25,000 or more)	31%	17%	33%	21%	33%	23%	42%	35%	30%	39%	20%	46%	30%	34%	33%	5%	70%	53%	29%	34%	14%	74%	21%	40%	24%
TV region																									
London	23%	1%	4%	5%	1%	70%	6%	14%	52%	9%	41%	22%	32%	20%	25%	11%	27%	27%	15%	46%	7%	24%	17%	13%	15%
South (South/South East/South West)	17%	2%	2%	4%	1%	22%	1%	28%	17%	21%	19%	15%	7%	12%	20%	16%	17%	13%	28%	8%	13%	19%	10%	21%	11%
Middle (East/Midlands/Wales/Northern Ireland)	28%	90%	5%	12%	5%	7%	90%	31%	20%	39%	19%	31%	21%	34%	23%	30%	38%	35%	33%	26%	33%	37%	31%	37%	24%
North (North East/North West/Yorkshire)	24%	7%	87%	78%	1%	2%	3%	18%	8%	21%	6%	29%	38%	28%	28%	37%	13%	12%	20%	16%	34%	13%	25%	21%	34%
Scotland (Borders/North Scotland/Central Scotland)	9%	1%	3%	1%	92%	1%	0%	8%	3%	11%	15%	2%	2%	6%	4%	6%	5%	13%	4%	5%	13%	8%	17%	7%	16%
Social grade																									
White-collar workers (ABC1)	71%	37%	55%	55%	86%	55%*	66%	90%	78%	88%*	77%	88%	82%*	76%	73%	60%	92%	93%	55%*	94%	60%	94%	70%	64%	81%
Blue-collar workers (C2DE)	29%	63%	45%	45%	14%	45%*	34%	10%	22%	12%*	23%	12%	18%*	24%	27%	41%	8%	7%	45%*	7%	40%	6%	30%	36%	19%
Access point (right now)																									
Home	57%	55%	67%	75%	81%	46%	71%	56%	63%	90%	75%	38%	48%	72%	60%	64%	49%	62%	83%	29%	82%	41%	63%	58%	41%
Work (workplace/home office)	28%	30%	23%	15%	17%	39%	24%	33%	28%	5%	15%	38%	26%	21%	24%	11%	44%	30%	17%	60%	17%	45%	17%	26%	33%
Other (educational/Internet café/on the move/other)	16%	16%	10%	9%	2%	15%	5%	11%	9%	5%	10%	23%	26%	7%	16%	25%	7%	7%	0%	11%	1%	14%	20%	16%	26%
Online buyers																									
Buyers	48%	28%	52%	48%	47%	50%	49%	49%	48%	51%	43%	58%	31%	44%	35%	29%	71%	56%	55%	66%	67%	67%	37%	63%	39%
Non-buyers	53%	73%	48%	52%	53%	50%	51%	51%	52%	50%	57%	42%	69%	56%	66%	71%	29%	45%	45%	34%	33%	33%	63%	37%	61%
Online ad attitude																									
Positive (useful/informative/entertaining)	23%	20%	14%	20%	39%	64%*	16%	17%	19%	17%	14%	16%	36%	22%	14%	30%	48%	23%	16%	13%	15%	17%	23%	16%	18%
Negative (annoying/irritating/time-wasting /intrusive)	65%	59%	72%	76%	49%	34%*	56%	74%	66%	56%	35%	65%	48%	73%	67%	42%	55%	67%	43%	74%	66%	70%	63%	76%	74%
No opinion	16%	25%	16%	7%	16%	8%*	33%	12%	20%	29%	54%	23%	21%	8%	21%	30%	9%	14%	44%	19%	21%	17%	17%	13%	12%
Online ad clickers																									
Clicked on an online ad anywhere	59%	68%	44%	68%	66%	43%*	64%	72%	50%	39%	41%	66%	63%	64%	64%	56%	55%	64%	42%	68%	38%	64%	65%	54%	54%
Never clicked on an online ad	41%	32%	56%	32%	34%	57%*	36%	28%	50%	61%	60%	34%	37%	36%	36%	44%	45%	36%	58%	33%	62%	36%	35%	46%	46%
Online ad action																									
Purchased (in a store/online)	8%	4%	9%*	10%	9%	5%*	4%*	8%	6%	8%*	9%	14%	30%*	4%	2%	3%	8%	9%	7%*	6%	13%*	10%	14%	6%	9%
Researched (asked for quote/more information/sent an email)	31%	48%	40%*	54%	30%	34%*	66%*	29%	22%	54%*	29%	25%	49%*	42%	37%	24%	31%	41%	39%*	20%	38%*	31%	14%	18%	16%
Other (visited store/Web site/participated in competition/other)	84%	88%	88%*	52%	86%	90%*	49%*	91%	90%	66%*	84%	90%	82%*	72%	73%	89%	86%	90%	90%*	91%	87%*	82%	89%	95%	92%

* = Sample size for that site's data for that question is under 100

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Wave 1 2001 Online Survey

	All UK Internet users	www.jamba.co.uk	www.lastminute.com	www.liverpoolfc.tv	www.locktagain.co.uk	www.lycos.co.uk	www.manchesteronline.co.uk	www.motorcyclenews.com	www.msn.co.uk-shopping	www.parkers.co.uk	www.popcorn.co.uk	www.sportinglife.com	www.taste.co.uk	www.taste.co.uk-eatingout	www.teletext.co.uk	www.teletext.co.uk-finance	www.teletext.co.uk-holidays	www.topgear.beeb.com	www.totp.beeb.com	www.tripod.co.uk	www.wellbeing.com
Age																					
16 to 34 years	44%	55%	47%	57%	76%	78%	53%	36%	34%	42%	57%	39%	28%	37%	44%	45%	28%	51%	81%	66%	62%
35 to 54 years	43%	39%	40%	42%	24%	21%	41%	59%	42%	45%	28%	56%	38%	47%	47%	46%	68%	47%	18%	30%	37%
55 years or older	13%	7%	13%	1%	0%	1%	7%	6%	25%	13%	15%	5%	35%	16%	9%	9%	5%	3%	1%	5%	1%
Gender																					
Male	55%	25%	30%	86%	4%	40%	39%	87%	36%	76%	54%	89%	41%	37%	59%	54%	19%	87%	31%	72%	8%
Female	45%	75%	71%	14%	96%	61%	61%	13%	64%	24%	46%	11%	59%	63%	41%	46%	81%	13%	69%	28%	92%
Personal income																					
Low income (£14,999 or less)	40%	65%	20%	36%	66%	66%	41%	24%	50%	30%	36%	21%	37%	35%	27%	37%	60%	25%	68%	59%	66%
Medium income (£15,000 to £24,999)	29%	24%	40%	34%	28%	19%	47%	43%	28%	29%	32%	23%	23%	23%	42%	23%	17%	27%	17%	15%	22%
High income (£25,000 or more)	31%	11%	40%	31%	6%	16%	12%	33%	22%	41%	32%	44%	40%	42%	31%	40%	23%	48%	15%	25%	11%
TV region																					
London	23%	16%	54%	13%	19%	22%	2%	10%	21%	25%	28%	24%	34%	28%	23%	21%	8%	19%	17%	20%	14%
South (South/South East/South West)	17%	9%	13%	15%	18%	13%	1%	29%	23%	16%	20%	7%	12%	8%	10%	21%	11%	26%	10%	11%	20%
Middle (East/Midlands/Wales/Northern Ireland)	28%	41%	15%	38%	41%	33%	8%	33%	21%	32%	23%	23%	17%	44%	21%	23%	38%	30%	36%	40%	26%
North (North East/North West/Yorkshire)	24%	25%	12%	31%	14%	23%	90%	23%	24%	21%	22%	37%	25%	12%	29%	21%	37%	18%	30%	17%	29%
Scotland (Borders/North Scotland/Central Scotland)	9%	10%	7%	3%	8%	9%	0%	6%	11%	6%	7%	10%	12%	9%	17%	14%	7%	7%	7%	12%	12%
Social grade																					
White-collar workers (ABC1)	71%	56%	93%	78%	75%	62%	76%	43%	78%	62%	79%	56%	84%	92%*	63%	68%	73%	92%	72%	65%	57%
Blue-collar workers (C2DE)	29%	45%	7%	22%	25%	38%	24%	57%	22%	38%	21%	44%	16%	8%*	37%	32%	27%	9%	28%	35%	43%
Access point (right now)																					
Home	57%	71%	53%	65%	72%	35%	54%	51%	76%	50%	66%	37%	63%	79%	52%	39%	73%	53%	61%	65%	64%
Work (workplace/home office)	28%	19%	20%	25%	21%	27%	26%	31%	17%	38%	26%	47%	20%	18%	44%	42%	20%	38%	15%	15%	15%
Other (educational/Internet café/on the move/other)	16%	11%	27%	10%	7%	38%	20%	17%	6%	12%	8%	16%	17%	2%	4%	19%	7%	10%	23%	20%	21%
Online buyers																					
Buyers	48%	43%	58%	56%	63%	40%	47%	37%	42%	55%	57%	65%	44%	62%	53%	71%	38%	71%	48%	32%	43%
Non-buyers	53%	58%	42%	44%	37%	60%	53%	63%	58%	45%	43%	35%	56%	38%	47%	29%	62%	29%	52%	68%	57%
Online ad attitude																					
Positive (useful/informative/entertaining)	23%	33%	24%	26%	34%	20%	32%	24%	36%	23%	23%	17%	33%	11%	25%	35%	25%	28%	25%	42%	16%
Negative (annoying/irritating/time-wasting /intrusive)	65%	61%	54%	43%	43%	77%	49%	79%	53%	66%	52%	71%	59%	66%	57%	50%	39%	59%	67%	61%	53%
No opinion	16%	12%	26%	35%	26%	9%	24%	4%	14%	15%	29%	15%	11%	27%	24%	20%	37%	25%	14%	7%	33%
Online ad clickers																					
Clicked on an online ad anywhere	59%	68%	47%	43%	73%	46%	64%	29%	86%	70%	50%	65%	68%	58%	80%	78%	69%	62%	47%	77%	57%
Never clicked on an online ad	41%	32%	53%	57%	27%	54%	36%	71%	14%	30%	50%	35%	32%	42%	20%	22%	31%	38%	53%	23%	43%
Online ad action																					
Purchased (in a store/online)	8%	8%	26%	10%	6%*	12%	2%	5%	7%	13%	13%	6%	4%	6%*	6%	9%	31%	5%*	10%*	5%	6%
Researched (asked for quote/more information/sent an email)	31%	29%	38%	31%	22%*	42%	41%	42%	40%	52%	41%	30%	27%	36%*	51%	32%	27%	28%*	35%*	44%	35%
Other (visited store/Web site/participated in competition/other)	84%	89%	87%	90%	91%*	77%	87%	82%	72%	65%	83%	87%	85%	96%*	93%	89%	87%	89%*	88%*	61%	71%

* = Sample size for that site's data for that question is under 100

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