



## INTERNET MARKETING RESEARCH PAST --- PRESENT --- FUTURE

THE INTERNET IS here to stay as a research tool. Naysayers are rapidly being replaced by industry believers as more and more research is being conducted in this medium.

In less than a decade e-mail has become a fundamental communication tool in the United States. **Forty-two percent of Americans check their e-mail every day.** And the speed with which the technology has been adopted by households is blinding, twice as fast as adoption of the television and five times as fast as the telephone.

As of May 2001, 66 percent (133 million) of U.S. adults had Internet access, either at home or at work. **Projections are that 75 percent of all U.S. households will have Internet access by 2005 and 90 percent by 2010.**

Until recently those aged 55+ years were one of the populations most often left out of Web-based research. Research reveals that **the number of baby boomers and seniors online was the fastest-growing demographic in 2000, increasing by 18.4 percent since April 2000 and continuing to rise.**

The percentage of minority groups moving on-line is also on the rise. **Sixty-five percent of the Asian-American population currently uses the Internet, more than the 45 percent of their Caucasian counterparts online. African-American and Hispanic populations rate at 32 percent and 38 percent respectively and are the groups with the fastest growing penetration, projected to continue double-digit growth through 2005.**

The African-American online population is the fastest growing primarily among young adults, with 110 percent growth for the group as a whole over the last two years. **The Hispanic growth rate was 100 percent over 2000, and, as of 2001, 50 percent of Hispanic adults have used the Internet.** The Hispanic population's representation online is now reflective of their percentage of the total U.S. population.

People at all income levels and occupation groups are also becoming Internet users. **Fueled by lower computer prices, the number of households online earning less than \$25,000 annually has more than doubled in the past two years to 22 percent, bringing the average annual income of today's Internet users down to \$49,800 from \$62,700 in 1996.**

**Home Internet use by blue-collar workers and homemakers has also grown by the millions since March of 2000, increasing by 52 percent for the former and 49 percent for the latter.**

The gender barrier for the online population has already been broken. **The percentages of women and men online as of the beginning of 2001 are roughly equivalent to the national average -- 52 percent women and 48 percent men.**

The Web already provides researchers access to portions of the general population that are traditionally difficult to reach by telephone; young Asian, Caucasian, African-American and Hispanic males and upper income households.

In the Council on Marketing and Opinion Research's 1999 Respondent Cooperation Survey study, **people who refused to take telephone surveys indicated that the Internet was their second most favored medium of participation, following mail surveys.**

The future of Internet survey research for general populations hinges on perfecting sampling methodology. Many sample houses already have large samples of listed respondents available and are building e-mail address sample by recruiting respondents through banner ads, email recruitment, list purchases and RDD calls using their own formidable telephone sample.

The United States Postal Service is currently testing e-mail based postal services to all postal patrons. One service would create an e-mail address for every postal patron. Patrons could then send e-mails to others who do not have e-mail and the USPS would turn the e-mail into First Class Mail and deliver it.

*Established in 1995, THE CYBER GROUP CORPORATION is a full service marketing and media research firm with special emphasis on Internet research. Perhaps one of the most important qualifications of a research firm is the experience and energy it can bring to bear on a research project. Over three decades of research experience among an exhaustive range of marketing issues offers THE CYBER GROUP CORPORATION an almost unparalleled level of research support. The high degree of involvement, flexibility, and determination of a dedicated client service staff, from initial project consultation to delivery, ensures that the resources offered by CGC are appropriately focused.*