

## The Online Population is Skyrocketing Nationally and Globally

According to Research and Markets and eMarketer.com, the U.S. Internet population will grow to nearly 200 million users by the end of 2009! eMarketer also projects that 221 million people in the U.S. will be using the Web by 2013!

### US Internet Users and Penetration, 2008-2013 (millions and % of population)

2008	192.8 (63.4%)
2009	199.2 (64.8%)
2010	205.3 (66.2%)
2011	210.9 (67.3%)
2012	216.0 (68.3%)
2013	221.1 (69.2%)

*Note: an Internet user is a person of any age who uses the Internet from any location at least once per month*

*Source: eMarketer, February 2009*

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[www.eMarketer.com](http://www.eMarketer.com)

A Pew Internet survey released in January 2009 found that 74% of adults in the U.S. now use the Internet, and the demographic profile of the online population has evolved to look more like the whole U.S. population, spanning a diverse range of ages, ethnicities and income levels.

## Demographics of Internet Users

Below is the percentage of each group who use the internet, according to our December 2008 survey. As an example, 75% of adult women use the internet.

	Use the internet
<b>Total Adults</b>	<b>74%</b>
Women	75
Men	73
<b>Age</b>	
18-29	87%
30-49	82
50-64	72
65+	41
<b>Race/ethnicity</b>	
White, Non-Hispanic	77%
Black, Non-Hispanic	64
Hispanic**	58
<b>Geography</b>	
Urban	71%
Suburban	74
Rural	63
<b>Household income</b>	
Less than \$30,000/yr	57%
\$30,000-\$49,999	77
\$50,000-\$74,999	90
\$75,000 +	94
<b>Educational attainment</b>	
Less than High School	35%
High School	67
Some College	85
College +	95

Source: Pew Internet & American Life Project, November 19-December 20, 2008 Tracking Survey. N=2,253 adults, 18 and older, including 502 cell phone interviews. Margin of error is  $\pm 2\%$ .

Please note that prior to our January 2005 survey, the question used to identify internet users read, Do you ever go online to access the Internet or World Wide Web or to send and receive email? The current two-part question wording reads, Do you use the internet, at least occasionally? and Do you send or receive email,

Jupiter Research found that by 2012, one quarter of the world's population will access the Internet regularly. The increase in emerging global markets will grow at double-digit rates, boosting the growth of the global online population.

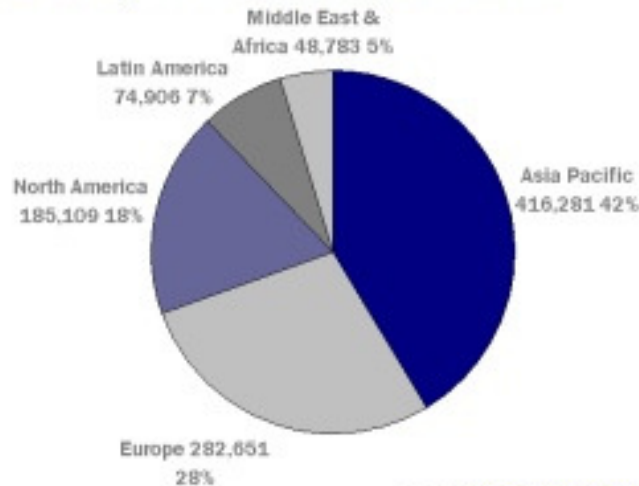
ComScore recently reported that the global Internet population has reached the 1 billion mark! And according to ComScore's Magid Abraham, the next billion is right around the corner:

"Surpassing one billion global users is a significant landmark in the history of the Internet ... a monument to the increasingly global community in which we live. The second billion will be online before we know it, and the third billion will arrive even faster than that."

## Total worldwide internet audience

Total unique visitors (000) and % share

December 2008, 15+years old, home & work locations



[www.DigitalStrategyConsulting.com](http://www.DigitalStrategyConsulting.com)

Source: comScore World Metrix, December 2008

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