

Internet Access

Internet Trends: AMPS Universe (Adult Poulation in '000)

	Jul00-Jun01(2001A)	Jan-Dec2001(2001B)	Jul01-Jun02(2002A)	Jan-Dec2002(2002B)	Jul02-Jul03(2003A)	Jan-Dec2003(2003B)	Jul03-Jun04(2004)	Jan-Jun04+Mar-Sep05(2005)	Mar-Sep05+Feb-Jul06(2006)	Feb-Jun06+Feb-Jun07(2007)	
	29 013	29 007	29 583	29 583	29 773	29 773	30 310	30 656	30 903	31 109	
WWW Accessed:										0	
Past 12 Months	—	—	—	—	—	—	—	—	—	2586	8.3
Past 4 Weeks	4.7	4.5	4.7	4.6	5	5.9	5.8	6	6.4	2205	7.1
Past 7 Days	3.9	3.7	3.7	3.5	3.8	4.4	4.3	4.7	5.3	1867	6
Yesterday	—	—	—	2	2.3	2.6	2.7	3	3.4	1206	3.9
Place Accessed:											
Educational Institution where study	—	—	—	—	—	1.1	—	—	—	373	1.2
Home	—	2.4	2.5	2.4	2.5	2.8	—	—	—	1147	3.7
Internet Café	—	—	—	—	—	—	—	—	—	327	1.1
Office	—	1.7	1.7	1.7	1.9	2.3	—	—	—	1050	3.4
Elsewhere	—	0.9	1	1	1.2	0.6	—	—	—	217	0.7
Emails Penetration:											
Sent/Received e-mail Past 4 Weeks	—	—	—	—	—	—	5.7	5.9	6.5	2357	7.6
Used Internet:											
Search	—	—	—	—	—	—	—	—	—	1837	5.9
Directory Services	—	—	—	—	—	—	—	—	—	319	1
Games	—	—	—	—	—	—	—	—	—	346	1.1
Gambling	—	—	—	—	—	—	—	—	—	26	0.1
Dating	—	—	—	—	—	—	—	—	—	64	0.2
E-mail	3.6	3.5	3.6	3.6	4	4.5	—	—	—	1526	4.9
Instant Messaging	—	—	—	—	—	—	—	—	—	506	1.6
Chat (Excl Mail/Instant Mess)	—	0.5	0.7	0.7	0.7	0.7	—	—	—	355	1.1
Music Downloads	—	—	—	—	—	—	—	—	—	473	1.5
Shopping	0.3	0.2	0.2	0.3	0.3	0.4	—	—	—	241	0.8
Banking	1	1.1	1.2	1.3	1.5	1.9	—	—	—	867	2.8
Share Trading	—	—	—	—	—	—	—	—	—	93	0.3
Reasearch/Obtaining info	3.7	1.6	1.5	1.5	3.4	3.6	—	—	—	1695	5.4
Listen Radio on-line	—	0.2	0.2	0.2	0.3	0.4	—	—	—	188	0.6
Watch TV On-line	—	—	—	—	—	—	—	—	—	55	0.2
Read Magazine/newspaper on-line	—	0.8	0.8	0.7	0.8	1	—	—	—	472	1.5
Obtain Latest News	—	1.4	1.4	1.3	1.5	1.5	—	—	—	434	1.4
Internet Connection at Home											
Dail-Up	—	—	—	—	—	—	—	—	—	1039	3.3
ADSL	—	—	—	—	—	—	—	—	—	361	1.2
ISDN	—	—	—	—	—	—	—	—	—	101	0.3
Wireless	—	—	—	—	—	—	—	—	—	305	1
Cellphone/GPRS/Edge	—	—	—	—	—	—	—	—	—	30	0.1