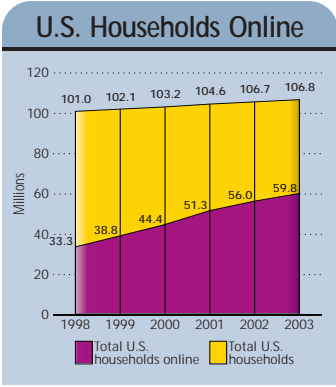




# INTERNET AT A GLANCE

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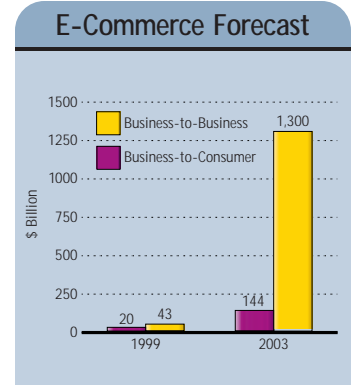
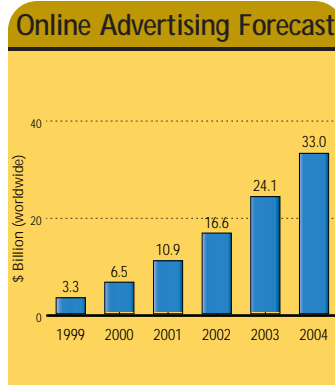


### U.S. Online Demographics

TOTAL ADULTS: 198,388  
TOTAL INTERNET USERS: 78,174

	INTERNET USAGE	INDEX*
<b>Gender</b>		
MEN	51%	106
WOMEN	49	94
<b>Age</b>		
18-34	40	121
35-54	48	120
55 PLUS	12	43
<b>Education</b>		
GRADUATED COLLEGE PLUS	40	182
ATTENDED COLLEGE	36	133
DID NOT ATTEND COLLEGE	25	49
<b>Occupation</b>		
PROFESSIONAL	20	200
EXEC./MANAGER/ADMIN.	18	180
CLERICAL/SALES/TECHNICAL	26	139
PRECISION/CRAFTS/REPAIR	6	86
<b>Household Income</b>		
\$150,000 OR MORE	7	195
\$75,000-\$149,000	33	173
\$50,000-\$74,999	26	128
LESS THAN \$50,000	33	59
<b>Census Region</b>		
NORTHEAST	20	99
NORTH CENTRAL	22	96
SOUTH	33	94
WEST	25	115

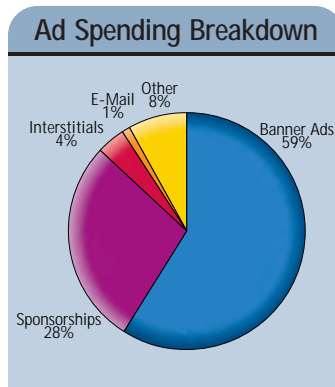
\*If greater than 100, Internet population exceeds population average. The inverse also applies (100=average).



### Top 10 Sites

RNK	SITE	UNIQUE VISITORS
1.	Yahoo!	35.4M
2.	AOL	30.9
3.	MSN	30.8
4.	Microsoft	22.9
5.	GeoCities	21.8
6.	Netscape	20.8
7.	Go	19.2
8.	Amazon	14.8
9.	Passport	14.7
10.	Hotmail	14.5

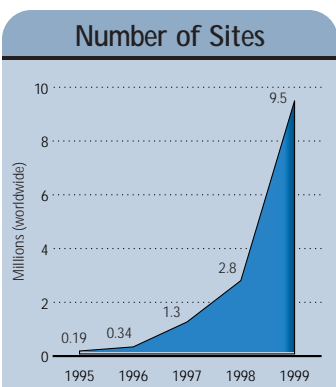
SOURCE: NOV. 1999 MEDIA METRIX



### E-Commerce Projections

TOP CATEGORIES	1999	2004	%*
Leisure travel	\$7,798M	\$32,097M	12
Apparel	1,620	27,128	9
Food & beverage	513	16,863	3
Automobiles	0	16,567	4
Computer hardware	1,964	12,541	40
Consumer electronics	1,205	11,670	10
Health & beauty	509	10,335	5
Tools & garden	177	7,156	5
Appliances & furniture	446	5,908	9
Household goods	250	5,755	8

SOURCE: SEP. 1999 FORRESTER RESEARCH \* OF 2004 TOTAL



### Top 10 Internet Countries

USERS	1998*	2002*
U.S.	70.1M	154.6M
Germany	10.3	32.9
U.K.	8.9	23.3
Japan	8.8	23.0
France	4.0	23.0
Canada	4.0	13.2
Australia	3.4	12.3
Italy	3.1	9.4
Sweden	2.5	7.6
Netherlands	2.5	5.8

SOURCE: APR. 1999 INTERNATIONAL DATA CORP.

### Online Usage Patterns

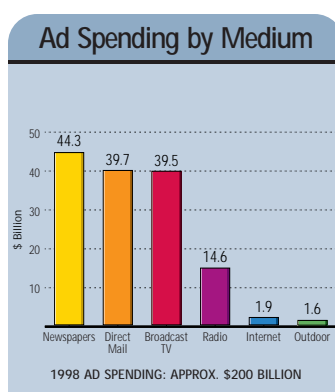
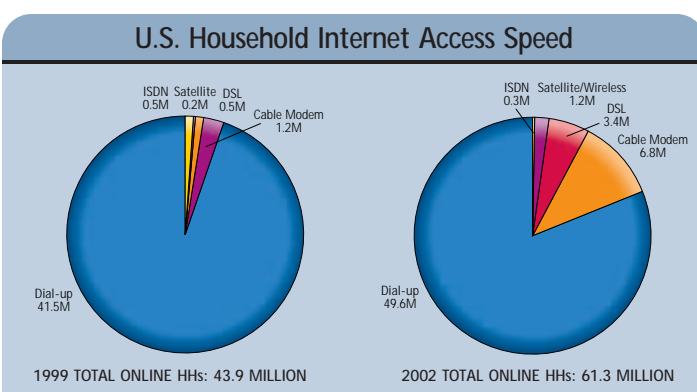
Number of sessions per month	16
Number of unique sites visited	10
Pageviews per month	521
Pageviews per surfing session	32
Time spent per month	8:06:59
Time spent during surfing session	29:38
Duration of a page viewed	0:56
Average clickthrough rate (%)	0.45

SOURCE: NOV. 1999 NIELSEN/NETRATING

### Top 10 E-Commerce Sites

RNK	SITE	EST. CONSUMER SALES
1.	eBay	\$1.1-1.3B
2.	Amazon	\$1.0-1.1B
3.	Dell	\$500-600M
4.	Buy.com	\$350-400M
5.	OnSale	\$300-350M
6.	Gateway	\$250-300M
7.	Egghead	\$150-200M
8.	BarnesandNoble.com	\$125-175M
9.	CDnow	\$125-175M
10.	AOL	\$100-150M

SOURCE: SEP. 1999 NATIONAL RETAIL FEDERATION



### Top 10 E-Commerce Countries

SPENDING	1998	2002
U.S.	\$37.4B	\$409.0B
Japan	2.0	62.8
Germany	1.7	47.6
U.K.	1.4	28.8
Canada	1.4	28.5
Australia	0.4	19.9
France	0.4	18.1
Italy	0.4	12.6
Netherlands	0.4	8.7
Sweden	0.3	8.0

SOURCE: AUG. 1999 INTERNATIONAL DATA CORP.