

DATABASE BY DESIGN, INC.

What's Up with the Web? Latest Web Usage Trends

How many are using the Internet?

As of September 2002, approximately 605.60 million people world wide now use the Internet.¹

Over 72% of Americans used the Internet at least once in the last 30 days. Usage for other countries is up as well for 2002: ²

<u>Country</u>	<u>Percentage of on line users</u>
Canada	62%
South Korea	53%
United Kingdom	50%
Japan	47%
Germany	43%
Urban Mexico	37%
France	37%
Urban China	30%
Urban India	19%
Brazil	24%



What are they doing on line? ³

- 77% Gather hobby information
- 62% Do e-shopping
- 50% Buy/make travel arrangements
- 32% Do banking/money management



E-mail is Essential! ⁴

- 62% of employed Americans have e-mail
- 98% use e-mail at work

50% say e-mail is essential to work productivity, and most find e-mail manageable.

Spam is Surging

More than 5.5 million pieces of spam were intercepted in November, 2002, alone. Your e-mail now contains approximately 40% of spam messages. Last year, you had to sift through "only" 8% of spam messages in your e-mail in-box.⁵



HTML problems ruin effectiveness of e-mail messages

42% of all HTML e-mail messages were difficult to read due to errors such as missing graphics or poorly functioning HTML code. Fixing these problems could increase reader's response rates by 30%.⁶

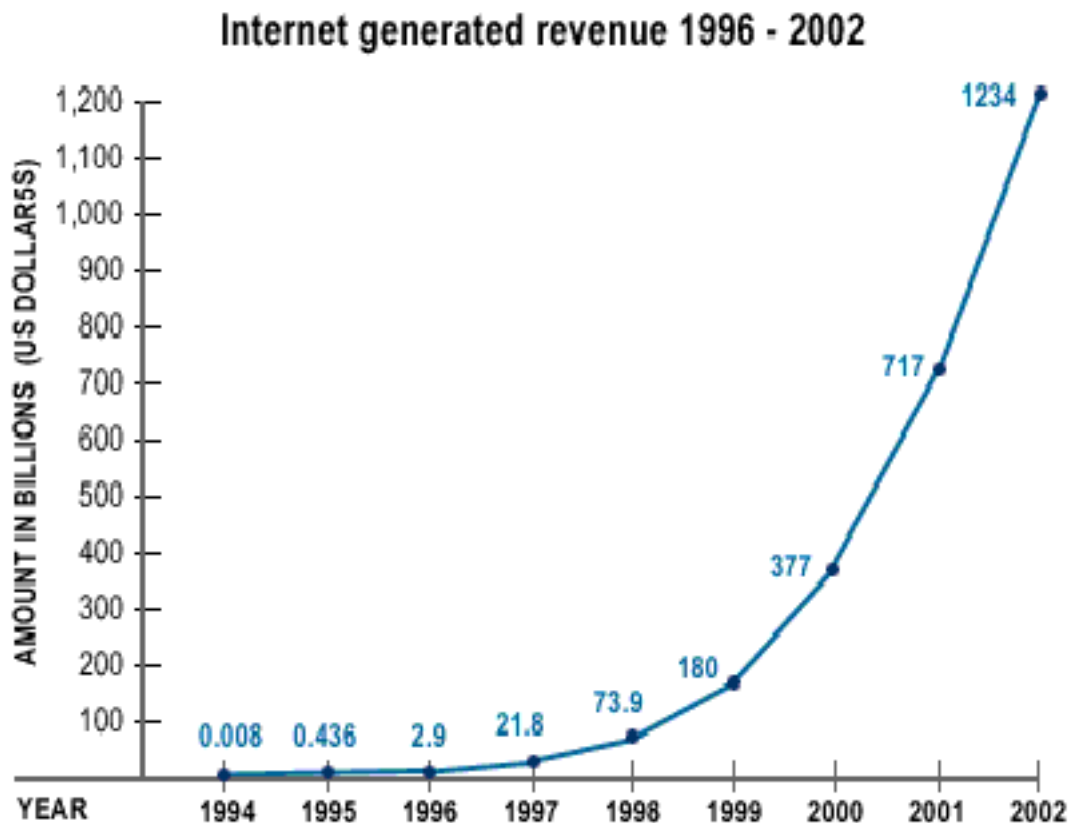
Business E-Strategy is Important

A recent Gartner study of large and medium sized companies showed that 90% are doing e-business, but only 40% of those doing e-business have a clear e-business strategy.⁷

More Sites Utilize Programming

“[The] number of sites making some use of scripting languages on the front page has increased by over half.”⁸

Internet Continues to Provide Revenue Opportunities⁹



If you want to take advantage of the increasing usage of the Internet, we would be happy to assist you in identifying beneficial opportunities for your organization. At Database by Design, Inc., we can help you create the right system for your needs. Contact us so we can partner with you to utilize the Internet to your advantage!

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<http://www.mycustomdatabase.com>

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(Previous Newsletters)

Next Month's Topic: Disaster Prevention Checklist - Backup strategies and options

- ¹ “How Many Online?”, http://www.nua.ie/surveys/how_many_online/.
- ² “The Web Continues to Spread”,
http://cyberatlas.internet.com/big_picture/geographics/article/0,,5911_1556641,00.html.
- ³ “Users Bank on the Internet”,
http://cyberatlas.internet.com/markets/finance/article/0,,5961_1557811,00.html.
- ⁴ “Americans not drowning in e-mail”
http://www.nua.ie/surveys/index.cgi?f=VS&art_id=905358650&rel=true.
- ⁵ “Spam levels still rising”, http://www.nua.ie/surveys/?f=VS&art_id=905358665&rel=true.
- ⁶ “HTML errors ruin e-mail marketing campaigns”,
http://www.nua.ie/surveys/index.cgi?f=VS&art_id=905358567&rel=true.
- ⁷ “Move Beyond Web Sites”, <http://www.infoworld.com/articles/op/xml/01/08/27/010827oppulse.xml>.
- ⁸ “Netcraft Web Server Survey”, <http://www.netcraft.com/survey/>.
- ⁹ http://www.nua.com/surveys/analysis/graphs_charts/comparisons/total_revenue_generated_2002.html.