



## Is The U.S. Online Population Misunderstood?

### Media-Screen's new Netpop | Portraits study investigates the broadband population and finds a diverse marketplace

(SAN FRANCISCO) – Nov. 1, 2006 – Recent studies of the online population have either focused on individual behavior or on a particular demographic within the population as a whole - the online personality types that have emerged don't necessarily reflect the reality. Is it really just a world dominated by MySpace teens, obsessive gamers and technophiles? Netpop | Portraits™, a new research report on the U.S. broadband population, dispels these myths and uncovers much more about who is going online and why.

To uncover the true attitudes and behaviors of the broadband population, Media-Screen (<http://www.media-screen.com>), a market research firm that focuses on the online consumer, developed Netpop | Portraits, the first syndicated segmentation analysis of U.S. broadband users aged 13 and over. Designed for companies who want to better understand how to reach their customers online, Netpop | Portraits provides a holistic picture of the modern consumer online, and builds rich and distinct profiles of five personas that represent a vibrant culture of more than 90 million Americans.

“On average, a broadband user spends more than two hours a week day accessing web sites that speak to their special interests,” Cate Riegner, director of research for Media-Screen said. “The Internet experience is changing the consumer mindset from laid-back channel surfers into engaged content searchers. As more advertising dollars are invested in reaching consumers online, understanding these users beyond the traditional metrics of gender, age and income is imperative for anyone doing business online.”

Josh Crandall, managing director of Media-Screen, adds: “Netpop | Portraits is designed to help companies understand where the market is headed and compete more effectively. Currently, more than one-third of all Americans access the Internet via a broadband connection; they are the leading indicators of how consumers will shape the success and failure of products and services over the next decade.”

Netpop | Portraits' segments reflect real users -- what they like to do online, why they do it and how they do it. The report focuses on how companies can appeal to consumers' needs and interests and where their target audience can be found on the web. The five distinct segments of users differ by attitudes and behaviors, as well as by gender, age, income and other factors:

#### **1. The Content King™**

Content Kings value *entertainment*. By deciding when, where and how to access entertainment, Content Kings create their own entertainment experiences from a spectrum of established and user generated content sources.

- 76% regularly play games online

- 75% visit websites for personal reasons, spending more than 2.5 hours on a typical weekday

## **2. The Social Clicker™**

Social Clickers particularly value *communications*. The group relies on the Internet to maintain relationships with friends and family, as well as to seek out new ones. Younger Social Clickers are a powerful force within online communities (e.g., MySpace, Classmates) and capable of swaying opinion surrounding topics of interest to them.

- 78% contribute to Internet content or information in a typical month
- This groups spends 57% of their time going online for communications versus going online 10% of their time for news/information and 8% on shopping

## **3. The Online Insider™**

Online Insiders value every aspect of the web with *equal enthusiasm* and see the Internet as a rich personal and cultural phenomenon. Exhibiting characteristics similar to those of early adopters, Online Insiders are most likely to be receptive to groundbreaking online products and services.

- 86% of Online Insiders contribute to Internet content or information in a typical month via blogs, community sites, rating sites, chat rooms, etc.
- This group spends over \$130 a month shopping online

## **4. The Fast Tracker™**

Fast Trackers particularly value *news and information*, including news, sports, and weather. This segment is particularly loyal to sources that provide frequent updates and real-time information.

- 77% regularly read news online
- 65% regularly look for maps, directions, public transportation information

## **5. The Everyday Pro™**

Everyday Pros value *personal productivity and* incorporates the efficiency of the Internet into executing their daily tasks. Everyday Pros are smart, and motivated to adopt the more complex tools that will make their lives easier and more efficient in the long run.

- 84% regularly bank online
- 68% regularly shop online

Netpop | Portraits is available through prepared reports and custom consulting engagements to address specific client needs. For more information about Netpop, please visit [www.NetpopResearch.com](http://www.NetpopResearch.com) or call 415-647-1007.

## **About the Research**

Netpop | Portraits is a segmentation analysis of a survey of 4,000+ broadband users ages 13 and older. The survey was fielded to people in the U.S. who access the internet via a broadband connection. Based on a randomly chosen sample of this size (N=4190), there is 95% confidence that the results are statistically accurate to within 1.51 percent of the entire U.S. internet population if the entire population had been polled.

### **About Netpop™**

Netpop is an ongoing study that marks the maturation of the consumer broadband market in the U.S. The study highlights the diversity within the broadband population, with a special focus on their attitudes and behaviors around advertising, shopping, entertainment and mobile devices. Netpop helps companies better understand their customers, constructing an industry-wide framework to drive more successful online products and marketing initiatives. For more information, please visit [www.NetpopResearch.com](http://www.NetpopResearch.com).

### **About Media-Screen**

Media-Screen provides strategic market research services focusing on the online consumer in the US and around the world. Since 1997, the firm's research and consumer insights have influenced the product development and marketing decisions of companies competing in the digital and physical marketplaces. Based in San Francisco, Media-Screen works with Fortune 1000 companies interested in competing effectively in the modern consumer market. For more information, please visit [www.media-screen.com](http://www.media-screen.com).

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