

## 4. DATABASE OF INTERNATIONAL STUDIES: SUMMARY TABLES

The following tables:

- ◆ Identify studies and their areas of focus; and
- ◆ Provide an overview of methodology and outcomes of these studies

As a means of identifying the studies, the following method of coding is used:

The first two digits indicate the year the study was conducted. This is followed by the letter A which indicates that the data is Australian or I which indicates the data is International. This is followed by one to two numbers indicating the report number (eg. the first study listed in the attachments by the Australian Bureau of Statistics listed is 4.1. The second study listed is 4.2, the third is 4.3 etc.)

To identify the kinds of measures included in these studies, the following key is used:

A = access  
U1 = use of online services (how many using, percentage)  
U2 = use for different activities  
U3 = user demographics  
E = effective use  
G = general

Table 4.1: Summary of International Data on Access, Use and Effective Use

Organisation	Report Title	Internet	Other Technology	Sector					
				Gov't	Business	Education	Health	Residential	Rural/Remote
Deloitte & Touche Consulting Group <sup>98133</sup> (International)	1998 Global CIO Survey	*		G	G		G	G	
G 7 <sup>9511</sup> (International)	G7 Government On-Line Project (started 1995)	*	*	B,E,U2					
GVU <sup>9712</sup> (International)	8 <sup>th</sup> WWW User Survey 1997	*						U1, U3	
International Council for IT in Govt Administration (ICA) <sup>96127</sup>	Electronic Government in the Information Society Conference 1996	*	*	G, U2					
International Data Corporation (IDC) <sup>9713</sup> (International)	1997 Global IT Survey	*			A, U1				
NUA <sup>9815</sup> (International)	How Many Online (started 1996)	*						U1	
Spectrum Strategy Consultants <sup>9817.2</sup> (International)	Moving into the Information Age – An International Benchmarking Study (1998)	*	*		A, B, U1, U2				
Spectrum Strategy Consultants <sup>9717.1</sup> (International)	Moving into the Information Society – An International Benchmarking Study (1997)	*	*		A, B, U1, U2			A, U1,U2	
Spectrum Strategy Consultants <sup>9616</sup> (International)	Development of the Information Society (1996)	*	*	U1	A, B, U1			A, B, U1	

Organisation	Report Title	Internet	Other Technology	Sector					
				Gov't	Business	Education	Health	Residential	Rural/ Remote
American Library Association, Office for IT Policy <sup>97128</sup> (US)	The 1997 National Survey of US Public Libraries and the Internet	*						A	
Find/SVP <sup>9719</sup> (US)	1997 US Small Business Internet Survey	*			U2,U3				
Find/SVP <sup>96110</sup> (US)	American Interactive Healthcare Professionals Survey (1996)	*	*				B, U1, U2, U3		
Forrester <sup>98112</sup> (US)	Consumer eCommerce Readiness (1998)	*	*					G	
Forrester <sup>98113</sup> (US)	Consumers and Technographics (1998)	*	*					G	
IDC <sup>97129</sup> (US)	Targeting the Small Business PC Market 1997	*	*		G				
INTECO <sup>93114</sup> (US)	PC's in the Home Tracking Service (started 1993)	*						U	
NTIA & PULP <sup>98130</sup> (US)	Connecting All Americans Conference 1998	*	*						A, G
CommerceNet/ Nielsen <sup>97118</sup> (US and Canada)	1997 Internet Demographic Survey (US and Canada)	*			G			B, U2, U3	
MCI <sup>98119</sup> (US and Canada)	MCI LibraryLINK study (1998)	*						A	
ACNielsen / Nordicity <sup>96120</sup> (Canada)	1996 Canadian Internet Survey	*		A	A	A	A	A, U3	
Information Highway Advisory Council <sup>97122</sup> (Canada)	Preparing Canada for a Digital World, 1997	*	*		A			U1	G

Organisation	Report Title	Internet	Other Technology	Sector					
				Gov't	Business	Education	Health	Residential	Rural/Remote
Fletcher Research <sup>98125</sup> (UK)	The UK Internet Survey 1998	*			G				
Information Society Initiative <sup>97131</sup> (UK)	IT for All (1997)	*	*					G	
Parliamentary Office of Science and Technology <sup>98126</sup> (UK)	Electronic Government – information technologies and the citizen (1998)	*		A,U1	A, U1			A	
Office of Telecommunications (OFTEL)	Towards Better Telecoms for Customers – 1997/98 Progress Report – Market Research Report	*	*		A			A	
Poon and Strom <sup>97132</sup> (UK and Australia)	Small Businesses' Use of the Internet: Some Realities (1997)	*			A,U1,U2				
National Computer Board <sup>96137</sup> (Singapore)	IT Household Survey Report 1996	*	*					A, U1, U3	

- A Access
- B Benchmarking
- E Effective use
- G General
- U1 Use of online services
- U2 Use for different activities
- U3 User demographics

Table 4.2: Overview of International Reports and Data Sources

<b>Organisation</b>	<b>Report Title</b>	<b>Status</b>	<b>Methodology</b>	<b>Overview of Content</b>	<b>Source</b>
Deloitte & Touche Consulting Group <sup>98133</sup> (International)	1998 Global CIO Survey		The survey polled more than 1,000 chief executives in 6 major industries in 25 countries.	The survey provides a snapshot of the present and a projection of what the IT landscape will look like in two years, based on CIO's current and projected technology use.  The survey provided some electronic commerce specific findings: <ul style="list-style-type: none"> <li>• 23% of the energy industry sector conducts business transactions over the Internet, 6.1% for health, 20.4% in the public sector</li> </ul>	<a href="http://www.dtcg.com/research/announcements/rls/copy.html">http://www.dtcg.com/research/announcements/rls/copy.html</a>
G7 <sup>9511</sup> (International)	Government On-Line Project (started 1995)	The Government On-Line project started in 1995, and has just hosted its 9 <sup>th</sup> meeting in April 1998.		This project examines ways of reducing costs and improving service delivery through the effective and innovative use of on-line information technology. It encourages the exchange of experiences and best practice on the changing emphasis within government towards on-line business so that there can be a significant improvement in the accessibility to the public of government information and services.	Access to G7 Government On-Line project through the following site <a href="http://www.open.gov.uk/">http://www.open.gov.uk/</a> Look for links to G7 Information Society

<b>Organisation</b>	<b>Report Title</b>	<b>Status</b>	<b>Methodology</b>	<b>Overview of Content</b>	<b>Source</b>
Graphic, Visualisation, & Usability Centre (GVU) <sup>9712</sup> (International)	8 <sup>th</sup> WWW User Surveys	Six-monthly surveys, which was started in 1994 as the first public web-based survey. The 8 <sup>th</sup> survey is conducted between 10/10/1997 through to 16/11/1997.	Surveys conducted over the web, with participants solicited through Internet newsgroups announcements, Internet banners on specific and random sites, announcement made to www-surveying mailing list, and announcements in popular media (newspapers, magazines)  Uses non-probabilistic sampling	General demographics, technology demographics, data privacy, cultural issues, internet shopping, e commerce <ul style="list-style-type: none"> <li>• 55% of respondents are connected at modem speed 33.6K or less</li> <li>• 42% have one email account, 56% have more than one</li> <li>• 36.62% of users have gone online</li> <li>• 84% say email is essential</li> <li>• 82% say the web is essential</li> <li>• 85% uses Internet daily</li> <li>• 65% says web shopping is convenient</li> </ul>	<a href="http://www.gvu.gatech.edu/user_surveys/survey-1997-10/">http://www.gvu.gatech.edu/user_surveys/survey-1997-10/</a>
International Data Corporation (IDC) <sup>9713</sup> (International)	Global IT Survey 1997		Survey of 11,000 senior Information Systems executives on importance of Internet strategy	Looks at business attitudes about the Internet. <ul style="list-style-type: none"> <li>• 23% of businesses surveyed have access to corporate intranet in the US, 7% in Japan, 6% in Western Europe</li> <li>• 37% of businesses surveyed have or plan to have homepage by end of 1997 in US, 53% in Japan, 24% in Western Europe</li> </ul>	<a href="http://www.idcresearch.com/F/Ei/gens15.htm">http://www.idcresearch.com/F/Ei/gens15.htm</a>

Organisation	Report Title	Status	Methodology	Overview of Content	Source
ITU <sup>0014</sup> (International)				Information on telecommunications indicators, performance indicators for different countries	<a href="http://www.itu.ch">http://www.itu.ch</a>
NUA <sup>9815</sup> (International)	How Many Online (started 1996)	The survey started on the WWW since 1996. The results provided below is as of April 1998  It also generates weekly emails on what's new in surveys on the Internet	represent both adults and children who have accessed the Internet at least once during the 3 months prior to being surveyed.  An Internet User represents a person with access to the Internet and is not specific to Internet Account holders.	Provides information of the number of people online throughout the world <ul style="list-style-type: none"> <li>• 119 million in the whole world</li> <li>• 1 million in Africa</li> <li>• 17.25 million in Asia/Pacific (including Australia and New Zealand)</li> <li>• 23 million in Europe</li> <li>• 0.75 million in Middle East</li> <li>• 70 million in Canada and US</li> <li>• 7 million in South America</li> </ul>	<a href="http://www.nua.ie/surveys/how_many_online/index.html">http://www.nua.ie/surveys/how_many_online/index.html</a>  subscription to weekly free emails available at: <a href="http://www.nua.ie">http://www.nua.ie</a>
Spectrum Strategy Consultants <sup>9616</sup> (International)	Development of the Information Society (1996)	This is a feasibility study conducted in 1996. A second report is produced in 1997, titled <i>Moving into the Information Society – An International Benchmarking Study</i>	Data gathered through existing published research and interviews.	This report identifies indicators that will be useful for benchmarking UK's progress towards the Information Society.	Report was published as part of DTI's Information Society Initiative.
Spectrum Strategy Consultants <sup>9717.1</sup> (International)	Moving into the Information Society – An International Benchmarking Study (1997)	This is a follow-up of the first report <i>Development of the Information Society</i> by Spectrum in conjunction with the Department of Trade and Industry UK.	Business Survey: Telephone survey of small, medium and large businesses (500 from UK, 200 each in US, Japan, France and Germany.	Provides demand for and usage of information society products and services, and factors that stimulate or constrain further development  Measures of ICT ownership and usage	Spectrum Strategy Consultants 9 Chester Close London SW1X 7BE Tel: 0171 235 0525 Fax: 0171 259 5787

Organisation	Report Title	Status	Methodology	Overview of Content	Source
			<p>Consumer Survey: 1000 random telephone interviews of households</p> <p>Internet Survey: A series of interview over time of UK Internet users. Each series of interviews consists of 1000 telephone interviews of Internet users from a sample of 35,000 households.</p> <p>Other secondary sources of data from ITU, OECD and EITO.</p>	<p>Case studies on impact of ICTs on business processes and competitiveness</p> <p>Eg. online shopping, banking, use of email, use of Internet, video conferencing.</p> <ul style="list-style-type: none"> <li>• 86% of large companies surveyed have PCs with modems, compared to 39% of very small companies</li> <li>• 44% of large companies surveyed use EDI, 6% for very small companies and 17% for SMEs.</li> <li>• 53% of large companies surveyed have Internet access, 27% of SMEs and 19% of very small companies</li> <li>• 67% of large companies surveyed use E-mail, 36% of SMEs, and 18% of very small companies</li> <li>• 16% of large companies surveyed use video conferencing, 3% of SMEs, and 3% of very small companies</li> </ul> <p>69% of companies surveyed in UK use E-mail frequently or quite often, 54% in US, 53% in Japan and France, 47% in Germany</p>	<p>email: spectrum@spectrumsc.co.uk</p> <p>report can be obtained from <a href="http://www.isi.gov.uk/isi/mitis/">http://www.isi.gov.uk/isi/mitis/</a></p>

<b>Organisation</b>	<b>Report Title</b>	<b>Status</b>	<b>Methodology</b>	<b>Overview of Content</b>	<b>Source</b>
Spectrum Strategy Consultants <sup>9817.2</sup> (International)	Moving into the Information Age – An International Benchmarking Study (1998)	This study builds on the results of the 1997 survey. This report concentrates on business users, and there is no residential data reported.	Surveys, interviews and extensive reference to secondary sources.	It provides updated information on the understanding of the progress of the UK in the information age, in comparison to US, Japan, Germany and France. It is based on the 1998 NOP survey into the uptake, use and understanding of ICTs.	<a href="http://www.isi.gov.uk/isi/bench/mitia/index.html">http://www.isi.gov.uk/isi/bench/mitia/index.html</a>
CommerceNet <sup>97136</sup> (US)	Barriers & Inhibitors to the Widespread Adoption of Electronic Commerce (1997)	Results of the 1997 study on the major barriers and inhibitors to electronic commerce. Released on the 4 April 1997.	One-on-one interviews, physical surveys, web surveys and related research studies.	The study looks at the overall barriers and inhibitors to the widespread adoption of electronic commerce. The 1997 survey focused on barriers for businesses to conduct electronic commerce, and also on content providers and consumers.	CommerceNet Research Report #97-05 <a href="http://www.commerce.net">http://www.commerce.net</a>
Cyber Dialogue/ FindSVP <sup>9718</sup> (US)		From news clips (14/1/1998). Report should be late 1997.		<ul style="list-style-type: none"> <li>• 11% adult Net users in US (4.6 million) actively trade stocks online.</li> <li>• Online banking grew 30% in 1997 (4.2 million adult users, including 900,000 users aged 50+)</li> </ul>	<a href="http://www.news.com/News/Item/0,4,18101,00.html">http://www.news.com/News/Item/0,4,18101,00.html</a>

Organisation	Report Title	Status	Methodology	Overview of Content	Source
Find/SVP – Emerging Technologies Research Group, In association with C+C Data, Inc. <sup>9719</sup> (US)	1997 US Small Business Internet Survey		Random sample telephone survey of 1000 small business who are current modem users or plan to begin use of modems in the coming year.	<p>Explores impact of technology on small business (less than 100 employees), important trends, preferences. Info include: PC, Intranet and LAN penetration trends, marketshare, current and planned use of online applications, e commerce, Internet access methods, reactions to new products and services; revenue size.</p> <ul style="list-style-type: none"> <li>• Small business employees account for more than 40% of work-related Internet users in the US</li> <li>• 84% of online small businesses send email to customers</li> <li>• 11% of small businesses online have integrated online banking into their business process</li> <li>• 38% of small businesses online purchase business products and services online.</li> </ul>	<p><a href="http://etrq.findsvp.com/sb/sbbrochure.html">http://etrq.findsvp.com/sb/sbbrochure.html</a>  <a href="http://www.techweb.com/wire/story/TWB19980331S0012">http://www.techweb.com/wire/story/TWB19980331S0012</a></p>
Find/SVP – Emerging Technologies Research Group <sup>96110</sup> (US)	The American Interactive Healthcare Professionals Survey (1996)	Report released in December 1996.	In-depth focus groups and a large sample telephone survey of physicians and continuum-of-care business executives. Also uses FIND/SVP's Internet Consumer Database	<p>Survey looks at current utilisation level of interactive technologies, factors influencing purchase and use, requirements and content interest of healthcare professionals.</p> <ul style="list-style-type: none"> <li>• 42% of physicians' organisations uses E-mail, compared to 61% of executive's organisations</li> </ul>	<a href="http://etrq.findsvp.com/health/prsp-aihps.html">http://etrq.findsvp.com/health/prsp-aihps.html</a>

Organisation	Report Title	Status	Methodology	Overview of Content	Source
Find/SVP – Emerging Technologies Research Group <sup>96110</sup> (US) (cont)				<ul style="list-style-type: none"> <li>35% of physician's organisations uses Internet/Online services, compared to 50% of executive's organisations</li> </ul>	
Forrester <sup>97111</sup> (US)	Sizing Intercompany Commerce 1997		<p>Researched the electronic commerce plans of 150 companies across 12 major industrial categories.</p> <p>In-depth interviews with 63 executives, suppliers of Internet commerce software.</p>	<p>Examine experiences of businesses using the Internet for intercompany commerce.</p> <ul style="list-style-type: none"> <li>15% of revenue generated from Internet commerce</li> </ul>	Blane Erwin, Mary Modahl, Jesse Johnson (1997), <i>Business Trade and Technology Strategies: Sizing Intercompany Commerce</i> , Forrester Report, July.
Forrester <sup>98112</sup> (US)	Consumer eCommerce Readiness (1998)	Report released in March 1998	survey of 119,000 consumers to access the current state of North American consumers' PC and on-line adoption	5% of North Americans participates in on-line commerce	Consumer and Technographics Series <a href="http://www.forrester.com">http://www.forrester.com</a>
Forrester <sup>98113</sup> (US)	Consumers and Technographics (1998)		<p>over 120,000 in-depth surveys.</p> <p>Forrester captures data from over 100,000 US and Canadian households.</p> <p>Re-interview 7,000 to 10,000 respondents 4 times a year.</p>	This segment introduces a combination of data, segmentation, and insight to analyse the impact of technology on today's consumers.	<a href="http://www.forrester.com/tgfx_ex.htm">http://www.forrester.com/tgfx_ex.htm</a>

Organisation	Report Title	Status	Methodology	Overview of Content	Source
Internet Advertising Bureau (IAB) <sup>97115</sup> (US)	Online Advertising Effectiveness Study 1997	Study was fielded from 1/6/1997 to 12/6/1997.	Study was conducted over 12 web sites simultaneously, with 16,750 respondents out of over one million targeted members.	Review of online advertising effectiveness concludes that: <ul style="list-style-type: none"> <li>• Online advertising has the potential to increase sales</li> <li>• Online advertising is more likely to be noticed than TV advertising.</li> </ul>	<a href="http://www.mbinteractiv e.com/site/iab/exec.html">http://www.mbinteractiv e.com/site/iab/exec.html</a>
International Data Corporation (IDC) <sup>97116</sup> (US)	Targeting the Small Business PC Market 1997		Based on results of IDC/LINK's US Small Business Survey 1997, with 1,011 US businesses that have less than 100 employees.	An analysis of the small business market for PCs. Concentrates on the use of PCs, software, online services, and the Internet by small businesses.	Warren Childs IDC report #15048 – December 1997 <a href="http://www.idcresearch.com">http://www.idcresearch.com</a>
Massachusetts Institute of Technology <sup>97117</sup> (US)	Economics of Residential Internet Access in US, 1997			Issues on access charges, proposed solutions	<a href="http://www.isoc.org/inet97/proceedings/C2/C2_3.HTM">http://www.isoc.org/inet97/proceedings/C2/C2_3.HTM</a> , asears@mit.edu
Morgan Stanley Dean Witter <sup>97134</sup> (US)	Internet Quarterly: The Business of the Web (1997)	Produced on the 23 Sept 1997, which includes updated information from Morgan Stanley's previous reports		Report provides figures on email, WWW users and online/hybrid users in the US.  It also provides a comparison of costs to deliver an online message tot he cost of delivering the same message via direct mail.  Web advertising revenue has grown from \$46M in Q2:96 to \$102M in Q4:96	<a href="http://www.ms.com">http://www.ms.com</a>

Organisation	Report Title	Status	Methodology	Overview of Content	Source
CommerceNet/ Nielsen <sup>97118.1</sup> (US and Canada)	Internet Demographic Survey (US and Canada), Spring 1997	First Internet Demographic survey conducted in August 1995.  Based on a probability sample of persons 16 years or older among telephone households in US and Canada. Internet users and non-users were included in the sample.		User demographics, industry statistics on online advertising, e commerce, entertainment, world wide statistics <ul style="list-style-type: none"> <li>• 39% of all web users have searched for product information online prior to making a purchase</li> <li>• 42% of users in the past three months are women</li> <li>• 15% (5.6 million people) have used the Web to purchase a product or service online</li> </ul>	<a href="http://www.commerce.net/stats/stats.html">http://www.commerce.net/stats/stats.html</a> <a href="http://www.commerce.net/stats/3-12-97.html">http://www.commerce.net/stats/3-12-97.html</a>
CommerceNet/ Nielsen <sup>97118.2</sup> (US and Canada)	Internet Demographic Survey (US and Canada), Fall 1997 (December)	Fourth in the series (refer above)		<ul style="list-style-type: none"> <li>• More than 58 million adults using the Internet in the US and Canada</li> <li>• 59 million email users age 16 and older in North America</li> </ul>	<a href="http://www.commerce.net/news/press/121197.html">http://www.commerce.net/news/press/121197.html</a>
MCI <sup>98119</sup> (US and Canada)	MCI LibraryLINK study, 1998	2 <sup>nd</sup> annual study, released in April 1998	A random telephone survey of US and Canadian residents, asking 3,241 Internet users where they log on to the Internet	Study shows that public libraries are the most common alternative point for Internet access. <ul style="list-style-type: none"> <li>• Number of people access Internet from their public library increased 86% since Jan 1997.</li> <li>• 16% of respondents have accessed the Internet through alternative access point. Of this 16%, half of them used the public library as an alternative.</li> </ul>	<a href="http://www.mci.com/news/news-news/top-headline-89264998.shtml">http://www.mci.com/news/news-news/top-headline-89264998.shtml</a>

Organisation	Report Title	Status	Methodology	Overview of Content	Source
ACNielsen / Nordicity <sup>96120</sup> (Canada)	1996 Canadian Internet Survey	<p>First survey was conducted in 1995.</p> <p>This is the second survey conducted in October 1996</p>	Anyone aged 12 and above in 8173 Canadian households were sent copies of the survey, more than 13,000 responded.	<p>Results from 1995 survey:</p> <ul style="list-style-type: none"> <li>• One in 6 Canadian households have access to and use Internet from their homes.</li> <li>• One in 5 Canadian individuals have access to and use Internet from their place of work, school and/or homes.</li> <li>• 6.5 million Canadians have some access and use of Internet from their place of work, school or homes.</li> <li>• 1.8 million Canadian households have access to Internet from their homes.</li> </ul> <p>Preliminary results from 1996 survey:</p> <ul style="list-style-type: none"> <li>• 23% of population access the Internet</li> <li>• 13% of population access from home</li> <li>• 8% of population access from work</li> <li>• 5% of population access from school</li> <li>• 5% of population access from elsewhere</li> </ul> <p>(some access from more than one location)</p>	<a href="http://www.nordicity.com/communications/survey96/survey.htm">http://www.nordicity.com/communications/survey96/survey.htm</a>

Organisation	Report Title	Status	Methodology	Overview of Content	Source
ACNielsen / Nordicity <sup>96120</sup> (Canada) (cont)				Users experience with the Internet: <ul style="list-style-type: none"> <li>• 37% has less than 6 months</li> <li>• 25% has between 6 to 12 months</li> <li>• 24% has between 1 to 2 years</li> <li>• 14% has more than 2 years</li> </ul>	
Canadian Government <sup>00121</sup> (Canada)				May be useful to look at their Information Highway Strategy. Some stats provided: 98.5% of households have a phone; 95% have access to cable TV; cellular services are available to 90% of Canadians; satellite services connect high arctic and remote Aboriginal communities; SchoolNet connects all 16,500 schools, 3,400 public libraries, 450 Aboriginal schools to the Internet; Community Access Program (CAP);	Industry Canada <a href="http://info.ic.gc.ca/">http://info.ic.gc.ca/</a> Strategis <a href="http://strategis.ic.gc.ca">http://strategis.ic.gc.ca</a> CAP <a href="http://cnet.unb.ca/cap">http://cnet.unb.ca/cap</a> SchoolNet <a href="http://www.schoolnet.ca">http://www.schoolnet.ca</a> CANARIE <a href="http://www.canarie.ca">http://www.canarie.ca</a>
Information Highway Advisory Council (IHAC) <sup>97122</sup> (Canada)	Preparing Canada for a Digital World, 1997	Established in 1994; first report released in 1995 ( <i>Connection Community Content</i> ) which recommended actions for government, private sector, and individuals;		This report concentrates on advising the government on outstanding issues and concerns related to the Information Highway. It also reports on Canada's progress in the transition to an information society and a knowledge-based economy. Issues addressed include economic growth, the Internet, access, Canadian content, learning and the workplace.	Strategis <a href="http://strategis.ic.gc.ca/SG/ih01650e.html">http://strategis.ic.gc.ca/SG/ih01650e.html</a>

Organisation	Report Title	Status	Methodology	Overview of Content	Source
				<p>Suggested that Industry Canada and other federal departments should work closely with international organisations to develop reliable measurement instruments that are appropriate to a knowledge-based economy.</p> <p>The report also provided key indicators for benchmarking the development of Canada's information highway.</p> <ul style="list-style-type: none"> <li>• 78% of Canadian homes subscribe to Cable-TV services</li> <li>• 98.7% of Canadian households connected to the telephone network</li> <li>• 13.3% of Canadian households use the Internet (Oct – Dec 1996 Nielsen survey)</li> </ul>	
European Commission <sup>97123</sup> (Europe)	Green Paper on the Convergence of the Telecommunications, Media and Information Technology Sectors, and the Implications for Regulation towards an Information Society Approach, 1997			Convergence of Telecomms Media and IT sector, Implications for Regulation: impacts, market trends, consumer perspective, barriers to convergence, meeting public interest objectives, regulatory implication	<a href="http://www.ispo.cec.be/convergencegp/97623.html">http://www.ispo.cec.be/convergencegp/97623.html</a>

Organisation	Report Title	Status	Methodology	Overview of Content	Source
INTECO <sup>93114</sup> (Europe)	PC's in the Home Tracking Service in Europe (started 1993)	Started in 1993. Then a six-monthly tracking service introduced in 1994. Became a quarterly service in 1995.	Quarterly research is conducted in France, Germany and the UK for this service. Approximately 13,000 households in each country are interviewed per quarter. Households that have bought a PC in the previous six months are then interviewed in-depth about their new PC	The service provides information to suppliers who need to know how PC-buying habits and usage patterns are evolving over time. <ul style="list-style-type: none"> <li>• 4 million adults purchased online during 1<sup>st</sup> quarter of 1996.</li> <li>• 9 million adults (earning US 25K or more) had made online purchases in April 1997</li> <li>• 7 million adults had made online purchases in September 1997 survey</li> </ul>	<a href="http://www.inteco.com">http://www.inteco.com</a>
Fletcher Research <sup>98125</sup> (UK)	The UK Internet Survey 1998	This is the latest of the Digital Information Series, which was release in January 1998	Examine 250 of Uk's most prominent web sites Case studies of 50 UK sites	Internet Survey on UK companies to benchmark their Internet strategies against the rest of the UK; info include frequency of updates, degree of interactivity, etc	<a href="http://www.fletch.co.uk/UKISdetailsmenu.htm">http://www.fletch.co.uk/UKISdetailsmenu.htm</a>
Parliamentary Office of Science and Technology <sup>98126</sup> (UK)	Electronic Government – information technologies and the citizen, 1998	Last updated 12 February 1998		Report on how ICTs can help the UK government to become more efficient in its operations and the delivery of services to the public. Quoted in the report: <ul style="list-style-type: none"> <li>• 70% of major companies in UK use the Internet for communication, 55% in France and 74% in Germany</li> <li>• about one third of small businesses are connected to any kind of network</li> </ul>	<a href="http://www.parliament.uk/post/egov.htm">http://www.parliament.uk/post/egov.htm</a>

<b>Organisation</b>	<b>Report Title</b>	<b>Status</b>	<b>Methodology</b>	<b>Overview of Content</b>	<b>Source</b>
Office of Telecommunications (OFTEL) <sup>98135</sup> (UK)	Towards Better Telecoms for Customers – 1997/98 Progress Report – Market Research Report	Released March 1998	Case studies were conducted on residential and business sector.	Gives a snapshot of how different customers (residential and business) are doing in getting the best deal from telecoms.  Report indicated 5% of UK household had a PC with Internet link, 1% in France and 11% in Sweden (as of May 1997).  19% of the population had used the Internet in 1997, compared to 13% in 1996.	<a href="http://www.oftel.gov.uk/consumer/tbt398.htm">http://www.oftel.gov.uk/consumer/tbt398.htm</a>
Poon and Strom <sup>97132</sup> (UK and Australia)	Small Businesses' Use of the Internet: Some Realities (1997)	Surveys conducted in 1996.	Survey of a group of 341 small businesses in Australia with 37.8% response rate.  Survey in UK had a response rate of 49% out of a group of 200 organisations in North West of England.	Reports on how small businesses can use the Internet for business development.  UK survey: <ul style="list-style-type: none"> <li>• 44% of those surveyed who have access to the Internet have a web page</li> <li>• 50% of respondents use the Internet for advertising</li> </ul>	Poon, Simpson, and Strom, Jim, (1997) <i>Small Businesses' Use of the Internet: Some Realities</i> , Proceedings from the 7 <sup>th</sup> Internet Society Conference, Kuala Lumpur, Malaysia, 25 and 26 June.

Organisation	Report Title	Status	Methodology	Overview of Content	Source
National Computer Board <sup>96137</sup> (Singapore)	IT Household Survey Report 1996	This is the third IT household survey carried out by NCB, with the first in 1990 and second in 1993. The survey was conducted in June 1996 together with the Faculty of Business Administration, National University of Singapore.	The surveyed covered 1,500 households in Singapore. The sample was picked from the Household Sampling Frame maintained by the Department of Statistics (DOS). Interviews were conducted with the head of households, with a total of 1154 out of the 1500 selected households successfully interviewed (76.9% response rate).	<p>The objectives of the survey was to:</p> <ul style="list-style-type: none"> <li>• assess the level of awareness and attitude towards IT</li> <li>• gauge the penetration of PCs in Singapore households</li> <li>• determine the type of usage in the households</li> <li>• find out the penetration of Internet in Singapore households</li> </ul> <p>Some results:</p> <ul style="list-style-type: none"> <li>• slightly more than one third of households owned a PC</li> <li>• 80% of households have 2 or more persons who use the PC</li> <li>• 24% of all households with PC have access to the Internet (8.6% of all households in Singapore)</li> <li>• Main reasons for having Internet access are for entertainment and personal communication. Internet is used mainly for the WWW and email.</li> <li>• Also provide figures for reasons not owning a computer, areas for planned usage</li> </ul>	<a href="http://www.ncb.gov.sg/ncb/hholdsurvey/">http://www.ncb.gov.sg/ncb/hholdsurvey/</a>

