

The Internet -- an "Indispensable" Medium

Editorial Staff

Ten years ago, most Americans were not even aware of the existence of the Internet, let alone surfing the World Wide Web or sending and receiving e-mail. Now, nearly 3/4 of American adult Internet users say they simply can't do without that access.

According to the latest results from the "1997 American Internet User Survey," 73% of the adults queried said the Internet was "very indispensable" or "somewhat indispensable." Only 27% said that they could manage without Internet access.

Considering the fact that 31 million Americans currently use the Internet and e-mail, the survey results would extrapolate to more than 20 million users dependent on the Internet being in their daily lives. It also strongly indicates that the Internet is not a fad; that it is here to stay and will only continue to grow as a medium for communications, advertising, information gathering, and the exchange of ideas.

Reference

The 1997 American Internet User Survey. Available from the Emerging Technologies Research Group ([url=<http://etrg.findsvp.com>]<http://etrg.findsvp.com>[/url]).

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