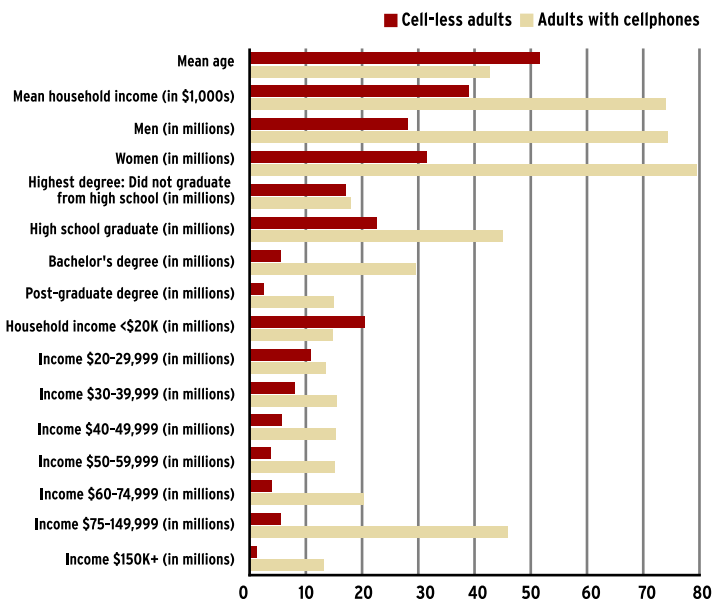


## OUT OF REACH

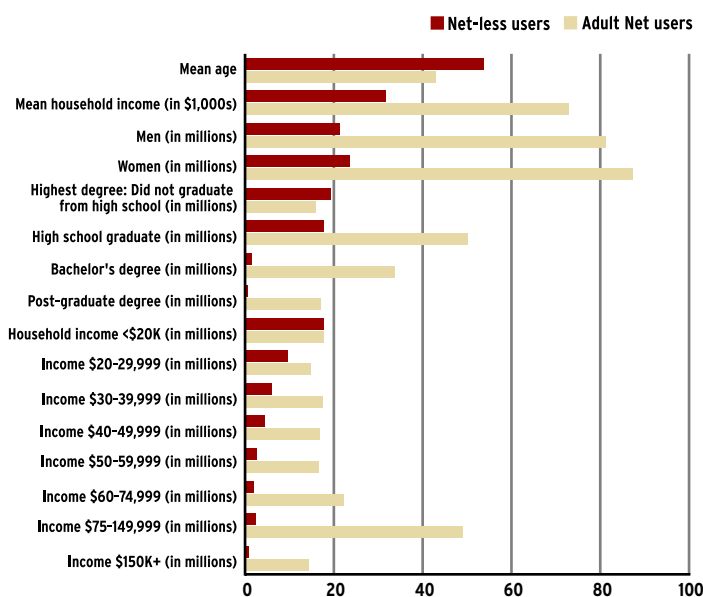
Sixty million American adults—28%—do not own a cellphone. A look at the wireless-less demo:



Source: Mediamark Research Inc. Fall 2004 Survey of the American Consumer. More information: [mediamark.com](http://mediamark.com)

## TOTAL DISCONNECT

Forty-five million American adults—21%—have no access to the Internet. A look at the Net-less demo:



Source: Mediamark Research Inc. Fall 2004 Survey of the American Consumer. More information: [mediamark.com](http://mediamark.com)

## I DON'T GET IT

What Luddites think.

**Question: Is life better today than 50 years ago due to advanced technology?**

	Adults with no cellphone	Adults with no Net access	All American adults
Life is better today	41%	41%	50%
Life is worse today	15%	18%	13%
Just different; no better, no worse	39%	37%	33%
Don't know	5%	4%	3%

Numbers are rounded. Source: Roper Reports, NOP World February 2004 survey