



FOR IMMEDIATE RELEASE

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## THE AGES OF THE INTERNET

Nielsen//NetRatings, the leading provider of Internet research, reveals the brands where you are most likely to find different age groups - providing an illuminating look at how the Internet fits into the lives of modern UK society:

UK Age Group	% of the active UK Internet Population	Theme of "most likely" brands	Brand where MOST LIKELY to find this UK age group
Kids & Teenagers	24%	Friends & Fun	Bebo
20's	12%	Web Giants	BSkyB
30's	18%	Money	Barclays
40's	22%	Variety	Premium TV
50's+	24%	Information	IncrediMail

### Brands where most likely to find UK kids & teenagers (Under 20's)

- Social networking and games brands dominate the sites with the greatest proportion of kids and teenagers

Rank	Most likely brands for UK Under 20's	UA Composition Jan 06	U20's Unique Audience (000's) Jan 06
1	bebo	69%	1,042
2	Piczo	62%	854
3	Nickelodeon	52%	392
4	MiniClip	50%	781
5	RuneScape	49%	493
6	Tickle	48%	422
7	MySpace	43%	766
8	IGN/GameSpy	43%	457
9	UGO	41%	673
10	Disney Online	39%	460

*E.g. In Jan 2006 69% (just over 1 million people) of bebo's online UK audience was under 20 years of age  
Source: Nielsen//NetRatings UK NetView, home & work data, including Internet applications, Jan 2006*

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings says "Children and teenagers are, not surprisingly, most likely to be found on sites that are all about fun and friends. Whether it be playing games through MiniClip and RuneScape or making friends through sites such as bebo or MySpace it is clear to see how the Internet is an extension of the things most important to them in their daily lives."

### Brands where most likely to find UK Twenty-somethings

- The traditional web giants dominate the sites with the greatest proportion of twenty-somethings

Rank	Most likely brands for UK 20's	UA Composition Jan 06	20's Unique Audience (000's) Jan 06
1	BSkyB	18%	465
2	PayPal	13%	566
3	Amazon	13%	991
4	Wanadoo	12%	640
5	MSN	12%	2,087
6	eBay	12%	1,478
7	Google	12%	2,225
8	AOL	12%	705
9	Yahoo!	11%	1,639
10	Microsoft	11%	1,973



“The brands where you are most likely to find twenty-somethings read like a ‘who’s who’ of the Internet giants with seven of the brands being in the top ten most popular web brands overall. All the major portals are there as well as Amazon, eBay and Google showing that this age group is defined very much as mainstream when it comes surfing the web – most likely to be found at the most popular sites.”

### Brands where most likely to find UK Thirty-somethings

- o Many of the brands with the highest proportion of thirty-somethings concern money – whether it’s spending or saving it!

Rank	Most likely brands for UK 30’s	UA Composition Jan 06	30’s Unique Audience (000’s) Jan 06
1	Barclays	30%	564
2	Argos	28%	972
3	Halifax	28%	642
4	Play.com	26%	666
5	PayPal	26%	1,172
6	The National Lottery	26%	840
7	Tesco	25%	981
8	eBay	23%	2,796
9	Channel 4	22%	586
10	Amazon	22%	1,764

*E.g. In Jan 2006 30% (564,000 people) of Barclays’ online UK audience was 30-39 years of age  
Source: Nielsen//NetRatings UK NetView, home & work data, including Internet applications, Jan 2006*

“Half of the online brands with the greatest proportion of thirty-somethings are retailers which highlight this age-groups’ propensity to spend online. This is backed up by the fact that they make up a quarter of the audience of leading online payment solution PayPal. Factor in that two of the top three most likely brands are financial institutions - and that the National Lottery also appears - it is safe to acknowledge that for thirty-somethings the web is most likely to be all about money – whether it’s spending it, saving it or winning it!”

### Brands where most likely to find UK Forty-somethings

Rank	Most likely brands For UK 40’s	UA Composition Jan 06	40’s Unique Audience (000’s) Jan 06
1	Premium TV	45%	626
2	Abbey National	44%	497
3	Genes Reunited	40%	505
4	Demon	40%	447
5	Ryanair	40%	530
6	Alliance Leicester	38%	479
7	NHS	38%	707
8	Marks & Spencer	37%	503
9	Ebuyer	37%	509
10	Yell	37%	795

*E.g. In Jan 2006 45% (626,000 people) of Premium TV’s’ online UK audience was 40-49 years of age  
Source: Nielsen//NetRatings UK NetView, home & work data, including Internet applications, Jan 2006*

“The brands where you are most likely to find forty-somethings represent a wide variety of sectors from football to finance, travel to retail and family to health. This age group, therefore, represents one of the great attributes of the Internet in how it helps people meet all manner of needs they have in their daily lives more effectively.”



### Brands where most likely to find UK 50's+

- Many of the brands with the highest proportion of 50's+ are about providing information

Rank	Most likely brands for UK 50+	UA Composition Jan 06	50+ Unique Audience (000's) Jan 06
1	IncrediMail	55%	224
2	uSwitch	51%	285
3	OneTel	48%	246
4	Ebookers	44%	363
5	Information Britain	44%	241
6	ViaMichelin	44%	265
7	Telegraph	43%	396
8	Symantec	42%	477
9	Epson	41%	255
10	Weather Channel	41%	347

E.g. In Jan 2006 55% (224,000 people) of IncrediMail's online UK audience was at least 50 years of age  
Source: Nielsen//NetRatings UK NetView, home & work data, including Internet applications, Jan 2006

“As with people in their forties, the most likely brands to find the over 50's generation tend to come from a variety of sectors. However, the use of the web as a source of information comes across strongly. This could take the form of comparing prices on electricity, phone and gas services through sites such as uSwitch – the latter particularly relevant with the recent concerns about the hike in gas prices. Or it could take the form of looking for information on travelling around the country or news and weather info. What's clear is the over 50's are using the web to find out about the world around them and how their lives can be made easier.”

### EDITOR'S NOTES

The brands are all ranked by Unique Audience (UA) composition which is another way of showing:

- Brands with the highest proportion of a particular demographic and/or...
- Brands with the greatest probability of finding this demographic (i.e. most likely to)

It does not show brands that are most likely to be visited by this demographic. E.g. take the case of the 20's demographic:

Brands for UK 20's	UA Composition Jan 06	20's Unique Audience (000's) Jan 06
BSkyB	18%	465
MSN	12%	2,087

MSN has a greater number of visitors in their 20's than BSKyB. However, as it is a much more popular site generally, the % that this group makes up is smaller (12%) than the % this group makes up at BSKyB (18%). Therefore, in terms of probability, you are MORE likely to find someone in their 20's on BSKyB although people in their 20's are MORE likely to visit MSN.

**Please source all information to Nielsen//NetRatings.**

**Please note that ACNielsen and Nielsen are both separate, unrelated companies and should NOT be quoted when sourcing the attached data. If an abbreviated name is required then please use NetRatings**

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### About Nielsen//NetRatings

Nielsen//NetRatings is a global leader in Internet media and market research, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis.

For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com)