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WEB SURFERS ARE MORE POLITICALLY ACTIVE THAN GENERAL POPULATION, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK —March 19, 2004— Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports today that Web surfers are more politically active than the general population as the online population reported greater levels of voter registration and political activity than the general population.

Nielsen//NetRatings @Plan Political View data revealed that 86 percent of the online audience aged 18+ reported being registered voters (see Table 1). According to the U.S. Census Bureau, only 70 percent of the U.S. Population was registered to vote during the last presidential elections. During the 2000 presidential elections, only 60 percent of the U.S. population actually cast a ballot. In comparison, the Political View data revealed that 77 percent of the online population reported to have voted in the 2000 presidential election.

“Internet penetration has increased to 75 percent of the U.S. population,” said Greg Bloom, senior Internet analyst, Nielsen//NetRatings. “The Web will play a greater role in this year’s presidential elections as more campaigns include online advertisements and as surfers take to the Internet to research issues and candidates.”

Table 1: Nielsen//NetRatings @Plan Political View, Percentage of Registered Voters Online, March 2004 (U.S., Home and Work)

	Share of Online Population	Share of U.S. Population
Yes	86%	70%
No/Don't Remember/Not Sure	14%	30%

Source: Nielsen//NetRatings @Plan Political View, March 2004

Survey Question Asked: Are you currently a registered voter?

U.S. Population – “Voting & Registration in the Election of November 2000,” U.S. Census, February 2002

The Political Activities of the Online Audience

Web users tend to participate in more activities than the general public. Of those surveyed, more than 50 percent reported to have signed a petition on a political issue (see Table 2). Thirty-seven percent of the online audience reported to have written a letter to an elected official and 28 percent of the online audience has donated money to a political campaign or party.

“Web sites enable citizens to get involved whether it’s signing an online petition or accessing candidate Web sites,” continued Bloom.



Table 2: Nielsen//NetRatings @Plan Political View, Political Activities of the Online Audience, March 2004 (U.S., Home and Work)

Political Activity	Share of Online Audience
1. Signed a petition on a political issue	50.4%
2. Wrote a letter/email to an elected official	37.0%
3. Donated money to a political campaign or party	28.2%
4. Wore a sticker or button for a particular political candidate or cause	26.3%
5. Attended a political meeting, rally or dinner	23.1%

Source: Nielsen//NetRatings @Plan Political View, March 2004

Survey Question Asked: Which of the following political activities have you personally done?

Nielsen//NetRatings @Plan Political View data revealed that 12 percent of the online population considers the Internet the most important source of political news and information. Of those donating money to a political campaign or party, the top current events and global news site was National Review Online with 74 percent of the site's audience having donated to a political campaign or party (see Table 3). NewsMax.com had the second highest composition of donors with 68 percent, while Drudge Report consisted of 57 percent of political campaign or party donors.

Table 3: Nielsen//NetRatings Top Current Events and Global News Sites For Those Donating Money to A Political Campaign or Party, March 2004 (U.S., Home and Work)

Site	Composition %
1. NRO (National Review Online)	73.5%
2. NewsMax.com	68.4%
3. Drudge Report	57.4%
4. WorldNetDaily	55.9%
5. KansasCity.com	54.9%
6. MSN Slate	54.2%
7. washingtonpost.com	51.1%
8. Economist.com	50.4%
9. MSNBC Newsweek	48.4%
10. latimes.com (Los Angeles Times)	47.0%

Source: Nielsen//NetRatings @Plan Political View, March 2004

Note: Charles Buchwalter, vice president, client analytics, Nielsen//NetRatings will be presenting additional findings from this study on The Effectiveness of Political Advertising at the Politics Online Conference 2004 at The George Washington University on Friday, March 19. Tom Acquaviva, director of sales, Nielsen//NetRatings will also be presenting on the 'Influentials -- Who Really Controls Public Opinion' Panel.



About Nielsen//NetRatings' @Plan

Nielsen//NetRatings' @Plan service is the industry's leading target-marketing platform for Internet media planning, buying and selling. Today's study from @Plan's March 2004 Political View is benchmarked off an index number of 100, representing the average usage patterns of the Internet audience as a whole.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan, WebRF, LemonAd, MegaPanel and SiteCensus services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

Editor's Note: Please source all data to Nielsen//NetRatings.

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