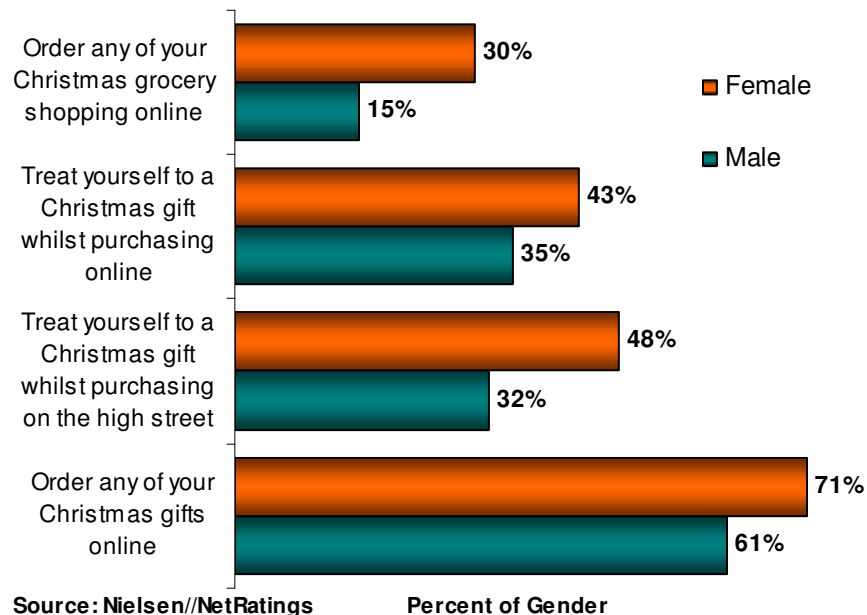
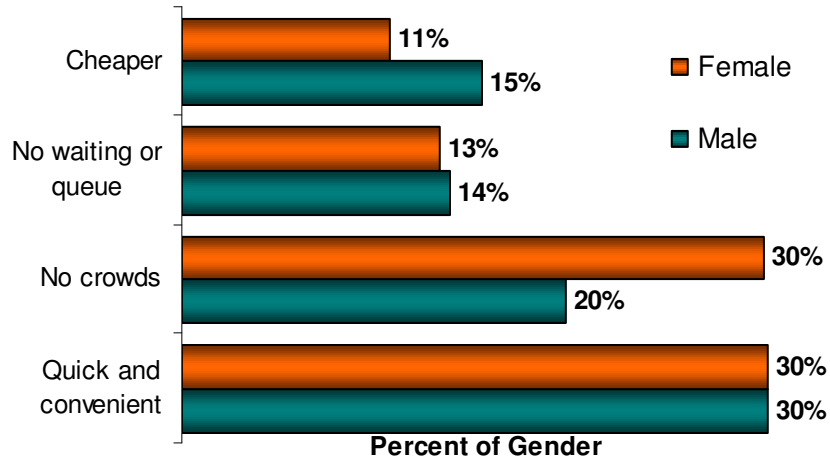


Women shopped smarter online this Christmas

The latest research from the Nielsen//NetRatings *MegaPanel* @ shows that British women shopped smarter online than their male counterparts during Christmas 2004. The survey, carried out in the first week of December, questioned 950 people about their plans for buying gifts on the Internet this year. Almost three quarters of women planned to, or had already done at least some of their Christmas gift shopping online, compared to 61% of men.

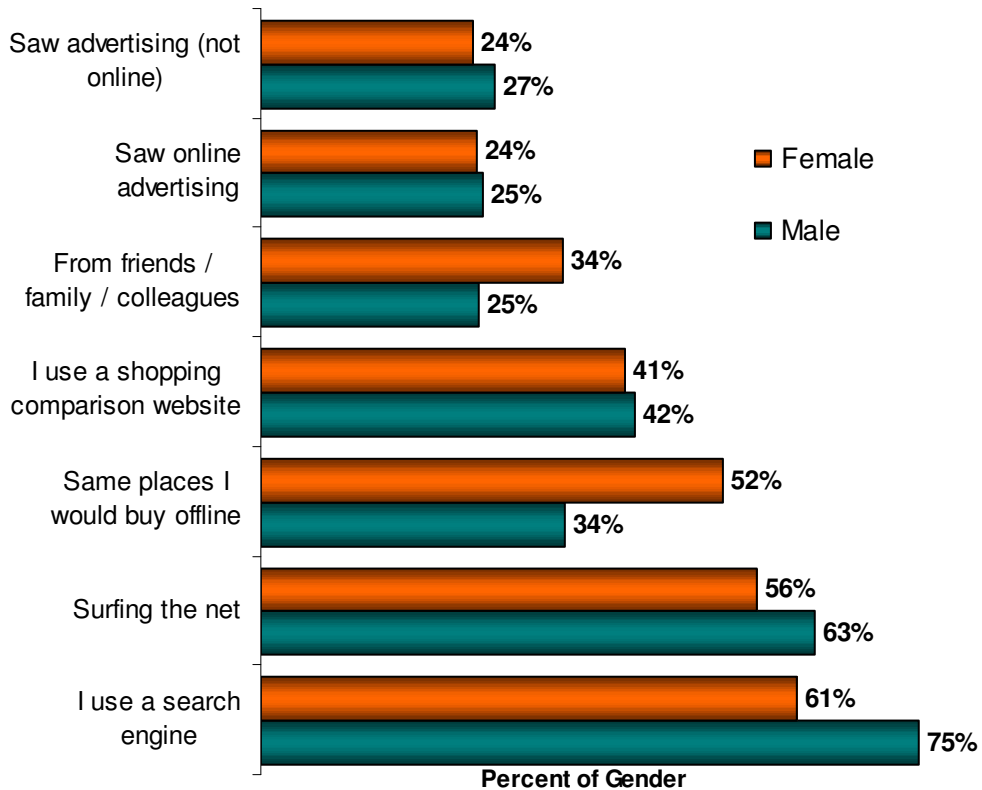


The survey showed that both men and women agree that the Internet is a quick and convenient way to shop, but women are 10% more likely to say that they choose the Internet to avoid the Christmas shopping crush. Finding a bargain online is much less of a reason given for choosing to shop online than in the past, although men rate finding Christmas gifts at a cheaper price as a more important factor for them when buying online than women.



Source: Nielsen/NetRatings

And how does the British shopper decide which websites to buy from? The research shows that both men and women are influenced by advertising, either online or in more traditional media. However, over one third of online shoppers have bought from a website they have been recommended by a friend, their family or a colleague. Women are also much more likely to choose to buy from the website of a store they already use on the high street, suggesting that they do indeed find online shopping more convenient. Finally, at least 61% of women and 75% of men are using a search engine to find what they are looking for!



Source: Nielsen/NetRatings

Gabrielle Prior, European Internet Analyst says “According to our survey, women shopped smarter this Christmas than British men, turning to the Internet for convenience and a less stressful shopping experience. Not only are they shopping online to avoid the Christmas crowds., but they are also using the Internet to organise delivery of their Christmas groceries.

Perhaps because they bear the burden of the Christmas gift shopping they are more likely to impulse buy themselves a gift as a reward – whether it’s online or on the high street. However – they won’t let the spending go to their heads – they planned to spend less online than the men.”

Please source all information to Nielsen//NetRatings

For further information, please contact:

Media Office
Gabrielle Prior, European Internet Analyst
Tel: 01865 384108 / gprior@intl.netratings.com

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, 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