



For Immediate Release:
Nielsen//NetRatings

Jennifer Reddington (09) 970 4143

Travel, entertainment are the most popular categories shopped online

AUCKLAND — 30 AUGUST 2005. The online channel clearly needs to be a key focus for marketers of products and services in the travel and entertainment sectors. On the ranking below, which is from Nielsen//NetRatings' online demographic surveys in July 2005, these categories ranked the highest when respondents were asked about categories of products and services that they had either investigated or purchased via the internet in the last two months.

Just over 30% of respondents reported having investigated and purchased any products or services online, and an additional 50% of respondents had investigated products and services online but had either paid for the products offline or had not yet made a purchase.

 TOP SHOPPING CATEGORIES July 2005		
1	Accommodation or travel	44%
2	Movie/concert/event tickets	31%
3	CD/DVD/videos	28%
4	Computer software	26%
5	Books	24%
6	Apparel/fashion accessories	23%
7	Consumer electronics	22%
8	Computer hardware	21%
9	Car, other automotive	19%
10	Furniture/appliances	16%
Source Nielsen//NetRatings Market Intelligence Demographic Surveys Investigated (for purchase) online July 2005, Total Traffic		



About Nielsen//NetRatings

Nielsen//NetRatings, formerly RedSheriff in New Zealand, is a global leader in internet media and market research and is the industry's premier source for online advertising intelligence with its SiteCensus, Market Intelligence, Netwatch, AdIntelligence, NetView, and Custom Research 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. Partly owned by international media and information company VNU, NetRatings, Inc. is a sister company to ACNielsen and Nielsen Media Research. For more information, please visit www.nielsen-netratings.co.nz.

Editor's Note: Please source all data to Nielsen//NetRatings. Also, please note that these rankings can be customised to the needs of your publications and articles. Additional information outlining data on unique visitors, page impressions, visit durations, and demographics of visitors can also be forwarded for incorporation into articles.

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