



FOR IMMEDIATE RELEASE

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SEASONS CLICKINGS – A GUIDE TO AN ONLINE CHRISTMAS 2005

Nielsen//NetRatings, the leading provider of Internet research, today releases its latest research on what’s happening online when it comes to shopping for Christmas 2005:

CHOOSE YOUR GIFTS CAREFULLY!

- Only half of online shoppers have ruled out selling unwanted Christmas gifts on online classified/auction sites
- One in seven (15%) say they will be getting rid of unwanted gifts this way but more than one third (35%) haven’t decided if they’ll be selling unwanted gifts online yet
- Women are more likely to raise money for Christmas spending by selling items on classified/auction sites – one in five doing this compared to one in six men



Source: Nielsen//NetRatings, MegaPanel Christmas Survey, November 2005

INTERNET RETAIL NOW ACCOUNTS FOR OVER HALF OF TOTAL CHRISTMAS GIFT SPEND

- Almost three-quarters (72%) of online shoppers have already, or are likely to, buy Christmas presents online.
- One in four (24%) have already, or are likely to, buy their Christmas groceries online
- Online shoppers will spend an average of £445 on Christmas presents this year - £242 being spent online, therefore, online spend now accounts for over half (54%) of total Christmas present spend
- Women are more likely to turn to the web for Christmas purchasing than men – 80% will do so for presents and 33% for groceries compared to 66% and 18% respectively for men

2005 AVERAGE CHRISTMAS PRESENT SPENDING FIGURES			
	ALL	MEN	WOMEN
TOTAL SPEND	£445	£476	£407
ONLINE SPEND	£242	£274	£204
% = ONLINE	54%	58%	50%

Source: Nielsen//NetRatings, MegaPanel Christmas Survey, November 2005



- Male shoppers will outspend their female counterparts; averaging £476 in total compared to £407 for women, spending an average of £274 online compared to £204 for women online

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings says “The fact that online Britons intend to spend more money online for Christmas presents than they will on the high street highlights how rapidly the web has affected one of our most important traditions. The implications for the high street retailers in future years are enormous as is the potential for those with an online retail presence.”

TESCO TOP OF THE SUPERMARKET TREE AT CHRISTMAS

- Tesco is by far the most popular supermarket when it comes to ordering Christmas groceries online
- Over two-thirds of online shoppers citing they are likely to, or already have, ordered through Tesco compared to one-third for nearest rival Asda
- Online shoppers, however, are likely to spread ordering their Christmas groceries across one or two supermarkets

Supermarkets likely to (or already have) place Christmas grocery shopping order with online

Rank	Supermarket	% of Online Shoppers
1	Tesco	69%
2	Asda	31%
3	Sainsbury	23%
4	Marks & Spencer	14%
5	Iceland	11%
6	Morrison/Safeway	9%
7	Waitrose	7%
8	Ocado (in association with Waitrose)	4%
9	Somerfield	3%

Source: Nielsen//NetRatings, MegaPanel Christmas Survey, November 2005

Burmaster continues, “When it comes to online consumers, Tesco will no doubt be delighted to hear how well it is performing compared to its competitors - being more than twice as popular as its nearest rival Asda and three times more popular than its traditional rival Sainsbury’s. The popularity of the supermarkets is consistent across the genders with only Iceland performing notably different – being the fourth most popular supermarket for women but only the seventh for men.”

PARTNERS AND KIDS THE RECIPIENTS OF ONLINE GIFTS

- Online shoppers are most likely to be buying gifts online for their partner / spouse or children
- 6% will be buying gifts online for their pets!

Who Online Shoppers are Purchasing Gifts for Online		
Rank	Family Member	% Shopping for that Family Member
1	Partner / Spouse	57%
2	Children	55%
3	Brother / Sister	29%
4	Mum	28%
5	Friends	27%
6	Dad	22%
7	Grandparents/Cousins/Other Family	17%
8	Pets	6%

Source: Nielsen//NetRatings, MegaPanel Christmas Survey, November 2005



GIFTS INCLUDE HOLIDAYS AND EVEN PETS!

- Films, books and music remain the most popular presents purchased online
- However, online shoppers are also purchasing more imaginative gifts such as holidays, subscriptions and even a few are buying pets
- One in five online shoppers will purchase some form of holiday / trip as a present, one in four will purchase tickets for an event or show

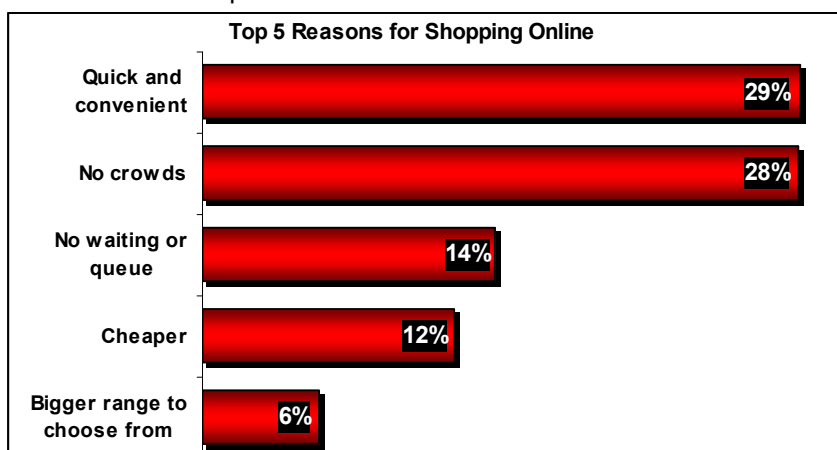
SELECTED PRESENTS PURCHASED ONLINE	MEN	WOMEN
Tickets for entertainment such as cinema/theatre	23%	24%
Holidays/mini-breaks/day trips	23%	17%
Jewellery	15%	24%
Subscriptions to magazines/websites	13%	15%
Car/bikes or other form of transport	5%	3%
Pets	1%	3%

Source: Nielsen//NetRatings, MegaPanel Christmas Survey, November 2005

Burmester comments, "Whilst films, books and music remain the staple of the online shopper's basket, the Internet has encouraged people to be more creative or thoughtful when it comes to purchasing Christmas presents. This has benefited many sectors, not least travel. One in five purchasing holidays or trips is a very healthy number, indeed, and is likely to be a more common purchase than Christmas' before the Internet."

SPEED AND CONVENIENCE THE BEST THINGS ABOUT SHOPPING ONLINE

- Reasons for shopping online at Christmas are similar across the genders but men are more likely than women to do so because its cheaper



Source: Nielsen//NetRatings, MegaPanel Christmas Survey, November 2005

EDITOR'S NOTES

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