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Where are the UK's Richest Netizens?

One quarter of Britons online come from households with a £50K+ annual income; finance and travel-related sites tend to be those with the greatest concentration of wealthy visitors

Nielsen//NetRatings, a global leader in Internet media and market research, looks at how the UK Internet population is composed in terms of household income and where you are likely to find the wealthiest Britons online.

Online brands with the greatest concentration of traffic from high-income households

- The ten sites with the greatest concentration of wealthy visitors using the Internet from home and work comprise four business / career-related brands, two finance sites, two travel sites, one translation site and one football club
- Barclays Business Banking has the greatest concentration of wealthy visitors from a home or work computer - 59% of its visitors coming from a household with an annual income of at least £50,000

Online Brands with the greatest concentration of UK £50K+ income households (home & work audience and home only audience) – June 2007

Rank	Brand (home & work Internet audience)	% of audience from £50K+ h-holds	Unique Audience (000s)	Brand (home Internet audience only)	% of audience from £50K+ h-holds	Unique Audience (000s)
1	Barclays Business Banking	59%	158	American Express	37%	107
2	Companies House	53%	243	Transport for London	33%	222
3	Freetranslation	51%	124	Sainsburys to you	32%	91
4	Interactive Investor	49%	87	Cricinfo	31%	90
5	Arsenal FC	43%	114	dabs	31%	102
6	CareerBuilder Network	43%	160	Liverpool FC	31%	114
7	Transport for London	42%	602	InterContinental Hotels Group	30%	145
8	LinkedIn	42%	114	Club Penguin	30%	130
9	Virgin Flights	42%	183	Flairview Travel Network	30%	116
10	American Express	42%	213	Hilton	30%	99

Nielsen//NetRatings, UK, home & work data, and home only data, including Internet applications, June 2007

E.g. In June 07, 59% of Barclays' Business Banking home & work audience was from a household with an annual income of at least £50K

- The ten sites with the greatest concentration of wealthy visitors using the Internet from home only comprise four travel- related brands, two retailers, two sports sites, one finance site and a site for children
- American Express has the greatest concentration of wealthy visitors from a home computer - 37% of its visitors coming from a household with an annual income of at least £50,000

Alex Burmaster, Internet Analyst, Nielsen//NetRatings, "A variety of sectors are represented through sites with the largest concentration of wealthy visitors. Whilst business and finance brands are expected, many will be surprised to see the number of travel-related brands – which cover flights, hotels or just getting around London!

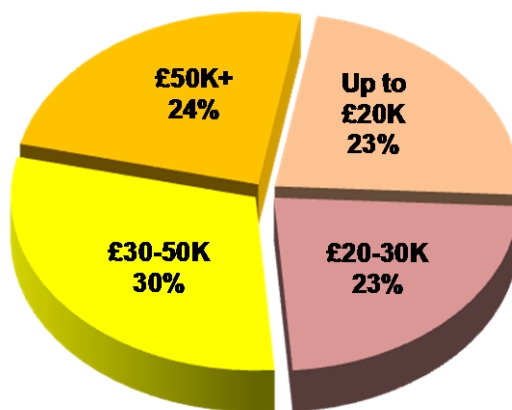
It's interesting to see how Internet location affects the highest-income brands. For example, Arsenal Football Club shows as one of the leading brands in terms of wealthy visitors when looking at home and work Internet use but when looking at home Internet use only, Liverpool FC shows up instead. Perhaps wealthy Arsenal fans are less conscientious about looking at their club website whilst at work than their Liverpool counterparts!"



How the UK Internet population is composed by household income

- Almost a quarter (24%) of the UK Internet population comes from households with an annual income of at least £50,000

How the UK Internet Population is composed by household income*



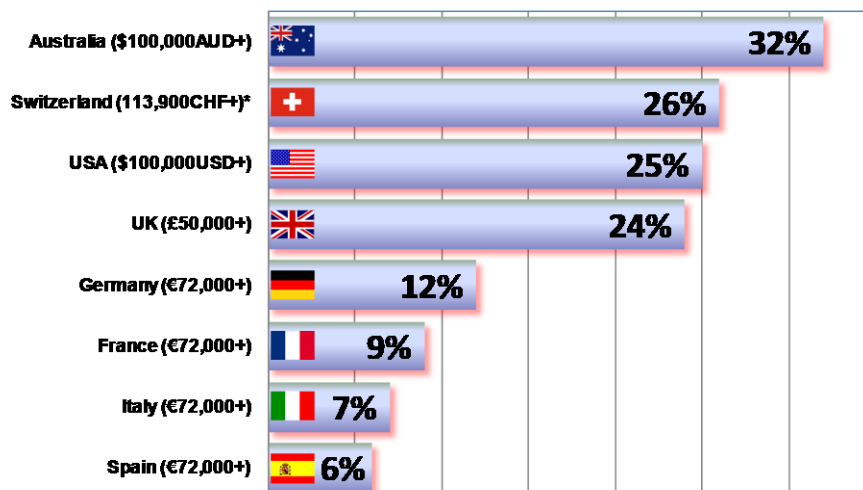
Source: Nielsen//NetRatings, UK, home and work data, including Internet applications, June 2007

E.g. In June 2007, 23% of the active UK Internet audience was from a household with an annual income of less than £20,000

*Amongst respondents divulging household income

- The Australian Internet tends to have the largest concentration of households from the highest domestic income bracket; 32% come from households with an income of at least \$100,000 AUD
- The Spanish Internet tends to have the lowest concentration of households from the highest domestic income bracket; only 6% come from households with an income of at least €72,000 Euros

Internet population composition of highest-household domestic income* bracket by country



Source: Nielsen//NetRatings, home and work data, including Internet applications, June 2007 (*Switzerland = home only)

E.g. In June 2007, 32% of the active Australian Internet audience was from a household with an annual income of at least \$100,000AUD

*Amongst respondents divulging household income

“Although all the UK certainly has a wealthy Internet population and performs well against its Western European neighbours, it falls behind other countries in terms of the concentration of the richest households. Although one in four Britons online comes from a household with a £50K+ income, Australia, for example, sees one in three of its Internet population coming from \$100,000AUD+ households.”

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EDITOR'S NOTES

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