

## News Release

**Contact:**

Alex Burmaster

Email: [alexander.burmaster@nielsen.com](mailto:alexander.burmaster@nielsen.com)

Direct: +44 20 7014 0597

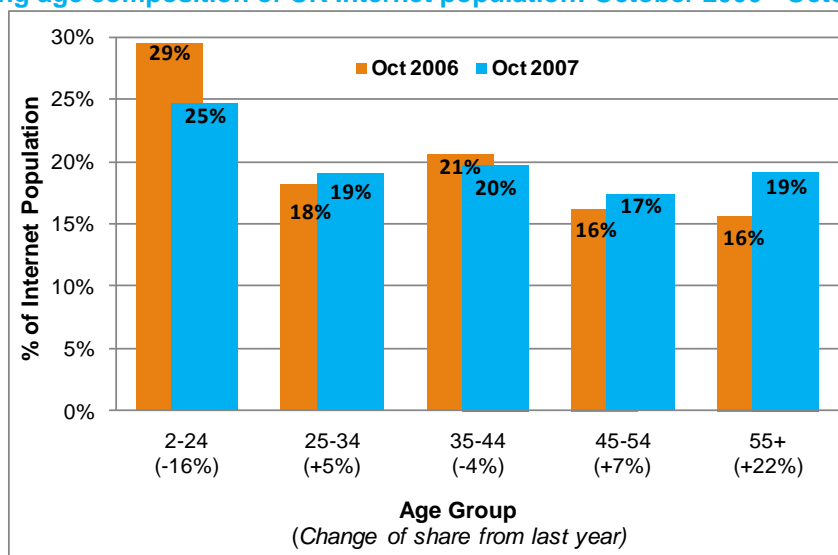
### THE AGEING UK INTERNET POPULATION

**Silver surfers are claiming a bigger share of the online population at the expense of people under 25. MiniClip has the youngest UK audience, Marks & Spencer the oldest.**

**London – December 18<sup>th</sup>, 2007** – Nielsen Online, a service of The Nielsen Company, today reveals the changing age make-up of the UK Internet population as well as the youngest and oldest audiences amongst the 100 most popular brands in the UK.

- Over the last year (Oct 06 – Oct 07), the share of the UK Internet population made up by under 25 year-olds has decreased from 29% to 25% - a relative drop in share of 16%
- During the same period the share made of 55+ year-olds has increased from 16% to 19% - a relative increase of 22%
- Overall, the average age of the UK Internet population has risen from 35.7 to 37.9 in this period

#### Changing age composition of UK Internet population: October 2006 - October 2007



Source: Nielsen Online, UK NetView, home & work data, including applications, October 2006-October 2007

\*In Oct 06, 55+ made up 16% of the Internet population, in Oct 07 they made up 19% - a relative growth in share of 22%

Alex Burmaster, Internet Analyst, Nielsen Online, “When looking at how a particular audience is composed by age, a change in share - even by just a few percentage points - actually represents quite a fundamental shift. Age compositions tend to evolve subtly over a number of years so to see such large changes in the course of just a year shows that the Internet population is undergoing a significant ageing process.

It will be very interesting to see whether this trend continues over the next 12 months and, if so, whether the types of services and products offered and marketed online adapt to reflect this changing population. New online offerings and technology are usually targeted at the young, but it’s possible brands could be missing a trick if they continue down this path in the future.”

### Brands with the youngest and oldest audiences

- Online games portal MiniClip has the youngest UK online audience average age (28.1). High street retailer Marks & Spencer has the oldest online average age (46.5)
- Five of the ten online brands with the youngest average age concern entertainment, four concern social networking
- The five online brands with the oldest average age are all familiar ‘high-street’ brands

#### Brands\* with youngest UK Unique Audience average age: October 2007

Rank	Brand*	Average Age	Primary nature of offering
1	MiniClip	28.1	Online games
2	LimeWire	28.9	File-sharing
3	Bebo	29.4	Social network
4	Nickelodeon Kids & Family Network	29.6	Entertainment (kids)
5	RockYou!	31.1	Social network tool
=6	Slide	31.4	Social network tool
=6	Disney Online	31.4	Entertainment (kids)
8	CNET Networks Entertainment	33.2	Entertainment (TV/games)
9	Fox Interactive Media	33.4	Social network
10	Gorilla Nation Media	34.2	Entertainment (various)

Source: Nielsen Online, UK NetView, home & work data, including applications, October 2007

#### Brands\* with oldest UK Unique Audience average age: October 2007

Rank	Brand*	Average Age	Primary nature of offering
100	Marks & Spencer	46.5	Retailer
=97	The National Lottery	44.9	Lottery
=97	John Lewis	44.9	Retailer
=97	BT	44.9	Telecoms
96	Nationwide	44.5	Financial services
95	Ciao!	43.9	Price comparison / reviews
94	Friends Reunited	43.8	Social network
=92	Money Saving Expert	43.5	Financial advice
=92	Tiscali	43.5	Telecoms
91	TUI	43.2	Travel

Source: Nielsen Online, UK NetView, home & work data, including applications, October 2007



**UK Unique Audience average age for other selected brands\*: October 2007**

Rank	Brand*	Average Age	Primary nature of offering
11	YouTube	34.4	Videos
12	Facebook	34.6	Social network
=15	MSN/Windows Live	36.2	Portal
=27	Google	38	Search
=27	Wikipedia	38	Reference / information
=31	Blogger	38.5	Blogging
=34	BBC	38.7	Broadcasting
=51	Amazon	40.3	Retail
=66	Tesco	41	Retail
=84	British Airways	42.7	Travel

Source: Nielsen Online, UK NetView, home & work data, including applications, October 2007

“Apart from age, there are two very obvious distinctions between brands with the youngest and oldest audiences. Firstly, young-audience brands tend to be about being entertained or making friends whereas older-audience brands are about products and services.

Secondly, those with the youngest audiences tend to be pure online players – only Nickelodeon and Disney have recognisable online offerings – whereas brands with the oldest audiences are dominated by those who have a real-world presence.

After all, it isn't surprising that older audiences who haven't grown up with the Internet should gravitate towards brands with which they've had a familiar 'bricks and mortar' relationship with in the past. Their use of the Internet also tends to be more functional than younger age groups for whom it is very much about fun.”

**ENDS**

**EDITOR'S NOTES**

Please source all information to [Nielsen Online](#) (Nielsen Online is the new name for services previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands)

**Methodology**

All figures in this release come from NetView - the Nielsen//NetRatings panel of around 45,000 UK Internet users who have opted in to download a meter which records all their PC, online and application usage on a continual and ongoing basis.

*\*The research for this release only looks at the 100 most popular online brands in the UK*

**About Nielsen Online**

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behaviour, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

**About The Nielsen Company:**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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