



Nielsen Online

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News Release

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ONLINE HOLIDAY SHOPPERS OVERWHELMINGLY ENTHUSIASTIC ABOUT THEIR EXPERIENCE THIS YEAR, ACCORDING TO NIELSEN ONLINE

Flowers, Gift Baskets and Event Tickets Categories Should See Late Season Growth

New York – December 19, 2007 – Nielsen Online, a service of The Nielsen Company, reported today that a large majority of online shoppers, 82 percent, reported being very satisfied or somewhat satisfied with the customer support available during their online holiday shopping experience this year. Among the 46 percent of respondents who had posted or planned to post reviews about their online shopping experience, 88 percent said those reviews either were, or would be positive. This high level of satisfaction resulted in nearly half of online shoppers, 46 percent, doing the majority of their holiday shopping online so far this year.

"The holiday season has always been important to retailers because it generates a material percentage of the year's sales," said Ken Cassar, vice president, industry solutions analytics, Nielsen Online. "But the season also sets the stage for the upcoming year. Negative customer experiences can hamper growth significantly, especially in this age of Consumer-Generated media. Online retailers should be thrilled that, regardless of whether or not sales meet expectations, this holiday season will provide a solid foundation for 2008 from a customer service perspective."

A number of online shopping destinations clearly impressed shoppers, and the top 10 ranked by customer satisfaction earned "Very Satisfied" ratings from more than 80 percent of respondents.

Table 1: Customer Satisfaction among Top Online Shopping Destinations

Online Shopping Destination	Percent of "Very Satisfied" Respondents
Netflix.com	90.3
NexTag.com	87.0
Amazon.com	86.6
Shopping.Yahoo.com	84.3
Kohls.com	84.1
Barnesandnoble.com	82.8
HomeDepot.com	82.5
Circuitcity.com	82.0
eBay.com	80.5
JCPenney.com	80.3

Source: Nielsen Online Holiday Survey, December 2007



Procrastinators' Picks

Among late-season shoppers, flowers, gift baskets, event tickets, and gift cards should be the most popular, with the largest percentage of shoppers still intending to buy from these categories compared to purchases already made. Procrastinators can rest assured that gift cards are a welcome gift – 62 percent of respondents said they would prefer a gift card to a pre-selected gift.

Traditionally popular gift categories have done well again this year, led by clothing, books and movies.

Table 2: Top Product Categories

Product Category	Percent Who Already Made a Purchase
Clothes/Shoes/Accessories	43.2
Books	35.3
Movies (DVDs/Video Tapes)	33.8
Music (Digital,CDs,Tapes)	29.2
Toys/non-electronic games	27.6

Source: Nielsen Online Holiday Survey, December 2007

Among those who have purchased a game console, Nintendo's Wii has been the most popular this holiday season, followed by the PlayStation 2 and the Nintendo DS.

Table 3: Top Video Game Consoles

Video Game Console	Share of Console Purchases Already Made
Nintendo Wii	20.0
PlayStation 2	15.0
Nintendo DS	14.5
Sony PSP	12.4
Xbox 360	7.7

Source: Nielsen Online Holiday Survey, December 2007

About the Nielsen Online Holiday Survey

Nielsen Online fielded a holiday online shopping survey from December 13 –17, 2007 with nearly 900 respondents, age 18+.

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 behavior, 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.

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

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