



Nielsen Online

The Nielsen Company
770 Broadway
New York, NY 10003
www.nielsen-online.com

News Release

Media Contacts:

Suzy Bausch (415) 617-0181
Michelle McGiboney (408) 941-2930
pr.us@nielsen.com

ONLINE “POWER MOMS” NEARLY TWICE AS LIKELY TO PROVIDE FREQUENT ADVICE ON PARENTING, HOUSEHOLD PRODUCTS AND BEAUTY, ACCORDING TO NIELSEN ONLINE

Scholastic.com and BirthdayExpress.com are Top Web Sites among Women 25-54 with at Least One Child at Home

New York, NY – October 15, 2008 – Nielsen Online, a service of The Nielsen Company, today reported that women online ages 25-54 with at least one child are nearly twice as likely as the average Web user to provide frequent advice about Parenting/Family, Non-food Household Products and Beauty/Cosmetics (see Table 1).

Other topics these women frequently provide advice about include: Clothes/Fashion, Food & Beverages, Home Decorating/Interior Design, and Health/Dieting/Exercising.

Table 1: Topics about which “Power Moms”* Provide Frequent Advice (U.S.)

Profile Point (provides frequent advice)	Audience Composition Index
Parenting / Family	188
Household Products - Non-food	184
Beauty / Cosmetics	182
Clothes / Fashion	151
Household Products - Food & Beverages	139
Home Decorating / Interior Design	136
Health / Dieting / Exercising	127

Source: Nielsen Online, @Plan Fall 2008 Release

*Women 25-54 with at least one child. Average composition index is 100.

“We’re seeing women using online avenues like email, online forums and social networking Web sites to extend a role they’ve long held as information seekers and relationship builders. Moms, in particular, look to the Web to connect with other parents for tips and support, and they aren’t afraid of new technologies - this group is nearly 25 percent more likely than average to author a blog,” said Chuck Schilling, research director, agency and media analytics, Nielsen Online.

Top Web Sites

Scholastic.com and BirthdayExpress.com tied for the No. 1 Web site among this target group, with a composition index of 366, more than 3.5 times the average index. General Mills and The Gap ranked



No. 2 and 3, with composition indexes of 298 and 291, respectively. FamilyFun.com rounded out the top five sites with a composition index of 278 (see Table 2).

Table 2: Top 5 Web Sites among “Power Moms”* for September 2008 (U.S., Home only)

Web Site	Audience Composition Index
Scholastic	366
BirthdayExpress.com	366
General Mills	298
The Gap	291
FamilyFun.com	278

Source: Nielsen Online, NetView

*Women 25-54 with a child 2-17 at home. Average composition index is 100.

Among sites with minimum 500,000 unique visitors.

Nielsen Online also reported September 2008 data for the Top Parent Companies/Divisions and Top Brands.

Table 3: Top 10 Parent Companies/Divisions for September 2008 (U.S., Home and Work)

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	127,137	1:54:30
2. Microsoft	120,997	2:26:49
3. Yahoo!	116,715	3:24:00
4. Time Warner (**Division)	95,203	3:28:57
5. News Corp. Online	79,158	1:36:36
6. InterActiveCorp	67,212	0:20:47
7. eBay	63,259	1:43:00
8. Wikimedia Foundation	56,778	0:19:27
9. Amazon	55,052	0:25:51
10. Walt Disney Internet Group	53,213	0:51:08

**Time Warner division excludes Turner Network’s audience.

Example: The data indicates that 53.2 million home and work Internet users visited at least one of the Walt Disney Internet Group-owned sites or launched a Walt Disney Internet Group-owned application during the month, and each person spent, on average, a total of 51 minutes and 8 seconds at one or more of their sites or applications.

The parent level is defined as a consolidation of multiple domains and URLs owned by a single company or division. The brand level is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content.

Table 4: Top 10 Web Brands for September 2008 (U.S., Home and Work)

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	120,294	1:21:20
2. Yahoo!	115,165	3:25:26
3. MSN/Windows Live	98,989	2:21:54
4. Microsoft	93,634	0:39:31
5. AOL Media Network	87,366	3:40:56
6. YouTube	76,696	0:51:51
7. Fox Interactive Media	69,613	1:37:07



8. Wikipedia	56,353	0:19:24
9. eBay	52,265	1:47:03
10. Apple	49,662	1:09:30

Table 5: Average U.S. Internet Usage, Combined Home & Work, Month of September 2008

Sessions/Visits per Person	59
Domains Visited per Person	106
Web Pages per Person	2,369
Duration of a Web Page Viewed (hh:mm:ss)	0:00:49
PC Time per Person (hh:mm:ss)	68:33:23
Active Digital Media Universe	163,036,813
Current Digital Media Universe Estimate	224,134,576

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.

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