



For Immediate Release:
NetRatings, Inc.

Grace Kim (408) 941-2932
Max Heineman (212) 703-5953

MARRIED WEB SURFERS CONDUCT MORE ECOMMERCE THAN SINGLE SURFERS, ACCORDING TO NIELSEN//NETRATINGS

Singles Online Behavior Varies Substantially From Married Surfing Habits

NEW YORK — October 30, 2003— Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that married Web surfers were found to make more online purchases than single surfers. Additionally, according to a recent Nielsen//NetRatings @Plan Fall 2003 report, while married surfers spend much of their online time visiting family-oriented sites and activities, single surfers seek to benefit from the social convenience of the Internet.

E-commerce Activities

Nielsen//NetRatings found that married surfers took the lead in e-commerce activities. According to Nielsen//NetRatings @Plan Fall 2003 data, 10 percent more married surfers made an online purchase than was expected as compared to the average. More than 52 percent of married surfers made an online purchase during the period as compared to 47 percent of singles making an online purchase.

Purchases also mirrored the varied interests of single and married surfers (See Table 1). Top items purchased within the last six months by married surfers were related to home life, such as garden supplies and educational software. For single surfers, online purchases concentrated on entertainment and financial services.

“When children are worked into the equation for oft-overly extended married individuals, the convenience of online shopping can’t be beat,” said Jason Levin, Internet analyst, Nielsen//NetRatings. “For married surfers, the Web seems to be a far more functional rather than recreational resource.”

Table 1: Nielsen//NetRatings @Plan Fall 2003 Top Items Purchased for Singles vs. Married Surfers, Ranked by Online Index (U.S., 18+ Data)

Item Purchased - Singles	Single Index	Item Purchased - Married	Married Index
1. Student Loans	136	1. Drugs/Remedies – Prescrip.	119
2. Credit Card	117	2. Home Improvement	119
3. Video Game Cart.	117	3. Computer Software - Educational	117
4. Computer Software - Games	113	4. Gardening Tools/Supplies	117
5. Music CD's/Tapes	111	5. Toys/Non-Computer Games	117

Source: Nielsen//NetRatings @Plan Fall 2003

Top Online Destinations for Singles vs. Married Surfers

Top destinations between single and married surfers revealed life style variations that are generally true in the offline world. For singles, seven of the top 10 online destinations were dating/personal related (See Table 2). Match.com led all sites in attaining the highest composition of singles at 84 percent. Singles were 152 percent more likely to have visited Match.com than married surfers. For married surfers, six of the top ten frequented sites were family/child-oriented. Familyfun.com, had the highest composition of married surfers at 85 percent.

Table 2: Nielsen//NetRatings @Plan Top Ad-Supported Sites for Single vs. Married Individuals, Ranked by Online Index (U.S., 18+ Data)



Top Sites Among Singles	% Comp	Online Index	Top Site Among Married Individuals	% Comp	Online Index
1. Match.com	84.4	252	1. FamilyFun	85.8	131
2. TheSpark.com	83.6	249	2. BabyCenter	83.8	128
3. Gay.com	80.4	240	3. American baby	82.9	126
3. Matchmaker.com	80.4	240	4. Nick Jr.	82.8	126
5. Date.com	79.5	237	5. iVillage ParentsPlace.com	80.1	122
6. PlanetOutPartners	77.5	231	6. PBS Kids	79.7	121
7. PlanetOut	75.4	225	7. NewsMax.com	78.9	120
8. SparkNotes	73.5	219	8. GolfOnline	77.8	119
9. Yahoo! Personals	70.9	211	9. Quicken.com	77.8	118
10. Student Advantage	69.2	206	10. Edgar Online	77.5	118

Source: Nielsen//NetRatings @Plan Fall 2003

Nielsen//NetRatings found that single surfers spend far more time online than married surfers and consumed more page views, based on data compiled from the top ten sites for singles and married surfers. Single surfers spent more than 46 minutes online per month, 70 percent higher than their married counterparts and visited 113 pages per month, 216 percent more than married surfers. Amongst single sites, two of the stickiest sites from home and work were PlanetOut Partners and gay.com with surfers spending more than three hours and nearly five hours at the site, respectively, from home and work.

“Given the central role that marriage plays in many people’s lives, it’s clear that divergent interests in the offline world are consistent with behavior in the online world,” said Levin.

Nielsen//NetRatings’ @Plan service is the industry’s leading target-marketing platform for Internet media planning, buying and selling. Today’s study from @Plan’s Fall 2003 release is benchmarked off an index number of 100, representing the average usage patterns of the Internet audience as a whole.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry’s premier source for online advertising intelligence with its NetView, AdRelevance, @Plan, WebRF, LemonAd, MegaPanel and SiteCensus services. Covering 70 percent of the world’s Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

Editor’s Note: Please source all data to Nielsen//NetRatings.

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