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## AMERICANS TURN TO WEB TO MANAGE FINANCES, ACCORDING TO NIELSEN//NETRATINGS

**NEW YORK — March 14, 2003** — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that traffic to various financial sites spiked higher during the week ending March 9<sup>th</sup>, with office workers logging online to conduct money management activities.

“Money management is top of mind for many surfers, as tax season swings into full gear,” said Patrick Thomas, senior Internet analyst, Nielsen//NetRatings. “The Web allows ease of financial management with the ability to pay bills, check balances and trade stocks.”

“The continued economic uncertainty filling the headlines provide even more incentive for surfers to find ways to manage their finances easily and quickly,” added Thomas.

Traffic to Bank One Card Services surged 40 percent, attracting 722,000 surfers from work (see Table 1). Personal finance management site, Quicken jumped 18 percent in traffic with 720,000 surfers compared to 609,000 surfers the previous week. Traffic to Washington Mutual Bank’s site jumped 16 percent to 447,000 surfers from work, while Ameritrade drew 12 percent more surfers to 526,000 at work unique visitors. Citibank attracted nearly 1.4 million surfers, driving traffic up by 8 percent. Top pages for these sites reveal that surfers were logging on to manage their finances.

**Table 1: Nielsen//NetRatings’ Top 10 Fastest Growing Financial Sites, Ranked by Percent Growth (U.S., Work)**

Brand or Channel	Unique Audience (000)		
	3/2/2003	3/9/2003	% Growth
1. Bank One Card Services	517	722	40%
2. Quicken.com	609	720	18%
3. Washington Mutual Bank	384	447	16%
4. Ameritrade	471	526	12%
5. Citibank	1,259	1,355	8%
6. Capital One	1,129	1,197	6%
7. Quickbooks.com	955	1,004	5%
8. Wells Fargo	1,046	1,093	4%
9. MBNA Net Access	457	469	3%
10. Bank of America	1,611	1,648	2%

Source: Nielsen//NetRatings, March 2003

### Additional Highlights from Nielsen//NetRatings' Week on The Web:

- **White House Press Corp News Draws Traffic to The Washington Times**

Traffic to the Washington Times Web site rose 27 percent at home, for the week ending March 9<sup>th</sup>. The news site attracted 404,000 unique visitors compared to 318,000 the week prior, with the top story attracting 35 percent of the total audience. The most visited page featured an article on Helen Thomas, member of the White House press corp, and the role she played at a recent press conference with President Bush.

- **Dilbert Attracts Office Workers Online**

United Media spiked 51 percent at work for the week ending March 9<sup>th</sup>, according to Nielsen//NetRatings. Of the 487,000 unique visitors, 46 percent of the audience visited the dilbert.com site.

- **Wellness Sweepstakes Draws Surfers to LifetimeTV.com**

Traffic to LifetimeTV.com jumped 40 percent to 302,000 unique visitors at home, for the week ending March 9<sup>th</sup>. Twenty-five percent of the site's audience entered for a chance to win \$10,000 and a trip to the Boulders Resort and Golden Door Spa.

#### **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 and WebRF 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](http://www.nielsen-netratings.com).

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

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