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## EUROPEAN WOMEN ON THE WEB

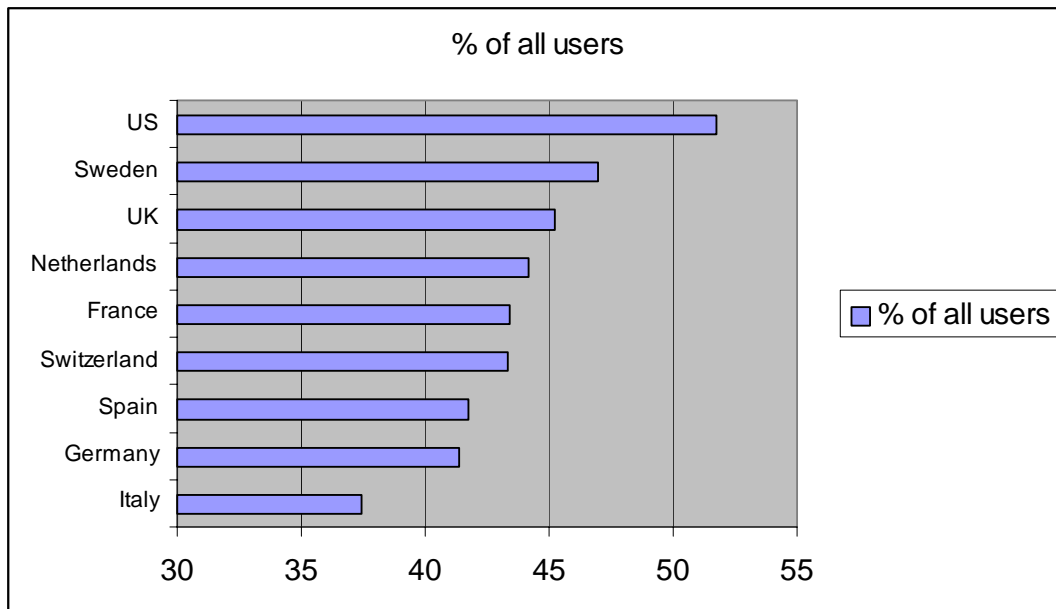
The number of European women online is growing, but it may be years before as many women as men surf the net in Europe, according to the latest research from Nielsen//NetRatings, the global standard for Internet audience measurement and analysis.

In May 2003, 42% of European surfers, or 35 million people, were women, up very slightly from 41% last year. The speed of growth is so slow that by current rates of demographic change it will be 2010 before there is gender parity among European Internet users. In America, meanwhile, 51% of surfers are female.

“Getting more women online matters,” according to Nielsen//NetRatings European Market Analyst Tom Ewing, “Because there is still the perception of the Internet as a very male-dominated place. That needs to change in order for a greater range of sites to win a large female audience. Changes are taking place but it’s a very slow process in some markets.”

The proportion of female Internet users varies greatly across Europe (see chart below). Sweden and the UK have the highest percentage of women surfers, but women still account for less than 40% of Italy’s online population, and this figure has actually decreased since May 2002.

**Women as a Percentage of total Audience in European Markets, May 2003**



Source: Nielsen//NetRatings at home data, May 2003

The sites that tend to attract female surfers include shopping, travel, education, finance and health and beauty sites, particularly in those countries with a higher proportion of women online. “The market responds to women coming online by providing sites they will want to see,” commented Ewing, “What’s interesting is how well specialised, and practical sites do – shopping or local guides, for instance – whereas portals specifically designed for women have a much lower profile.”



**Top Women's Sites in the UK, by composition, May 2003**

Domain	Unique Female Audience (000)	Female % of Total Audience	Category
next.co.uk	234	82.9	Shopping
neopets.com	183	67.85	Gaming
gus-secure.co.uk	241	65.28	Shopping
marksandspencer.com	255	57.16	Shopping
debenhams.com	250	54.34	Shopping
abbeynational.co.uk	261	49.23	Finance
mytravel.com	241	49.18	Travel
ox.ac.uk	239	47.1	Education
ivillage.co.uk	324	46.56	Women's Portal
tesco.net	265	46.38	Shopping

Source: Nielsen//NetRatings at home and work, May 2003

**Please source all information to Nielsen//NetRatings**

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**About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis. Covering 70% of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and customised data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

**About NetRatings, Inc.**

NetRatings, Inc., (Nasdaq: NTRT) is the provider of the Nielsen//NetRatings services, which set the global standard for Internet audience measurement and analysis. Nielsen//NetRatings enables its customers to make informed business-critical decisions regarding their Internet strategies with its technology driven products and services, which include the Nielsen//NetRatings NetView Internet audience measurement service, WebRF, an Internet reach and frequency planning tool, and custom data, research and analysis. In addition, AdRelevance online advertising intelligence and @Plan Web user lifestyle, demographic and product brand preferences data are available in the US. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).