



## Internet Usage Cannibalizes TV Watching For Women With Children, Reports Jupiter Media Metrix

70 percent of women with kids indicate it is most important to find deals while shopping online

New Jupiter Online Behavior and Demographics Service profiles the behavior, size, composition and characteristics of the current and future online consumer population

**NEW YORK, April 18, 2002** - Jupiter Media Metrix (NASDAQ: JMXI), the global leader in Internet and new technology analysis and measurement, today reports that Internet usage more heavily affects the television viewing habits of women with children than women without children in the U.S. According to the first report from Jupiter's new Online Behavior & Demographics service, 44 percent of women with children admit that their usage of the Internet decreases the time they spend watching TV. Jupiter analysts forecast that marketers and publishers will have the opportunity to reach more than 49 million women online between the ages of 18 and 49, in addition to another eight million female college and graduate students by 2006.

"Because women with children often have time constraints, and therefore a limited time budget for media consumption, increased use of the Internet is more likely to cannibalize time that was once spent watching television," said Jon Gibs, Jupiter Research analyst. "Advertisers and programmers interested in reaching mothers should therefore consider increasing their online marketing efforts relative to TV advertising."

The debut Report from Jupiter's newly launched Online Behavior & Demographics service - titled "Demographic Profile: Women Online" - reveals that women with children enjoy using the Internet to play games online (29 percent), download music (29 percent) and conduct research for school and homework-related projects (40 percent). In contrast, women without children are more inclined to turn to the Internet for utility-related activities, such as making travel arrangements (54 percent), doing research for work (41 percent), checking stock quotes (20 percent) and reading the news online (47 percent). In addition to segmenting female Web users by popular online activities, the Jupiter Research Report examines women's Web site visitation habits, attitudes toward online advertising and online shopping patterns.

"Now more than ever, all companies, regardless of their particular industry or market segment, need to know as much as possible about the online audience and customer," said Evan Cohen, senior vice president of data research for Jupiter Research. "Jupiter's Online Behavior and Demographics service provides the baseline understanding of online population trends that businesses are looking for to build targeted marketing strategies."

### Women with Kids Looking for Deals Online

According to a Jupiter Consumer Survey, 41 percent of women with kids say they buy things online on sale that they wouldn't have bought otherwise. This subset of women also tend to use coupons obtained online for local services (23 percent) and grocery products, such as food (50 percent) and household products (43 percent), far more often than women without kids. On the other hand, women without kids tend to have higher brand affinity as 20 percent of them say that the brands they use reflect their personality (versus 14 percent of women with kids).

"Women with kids look for online bargains, while those without children tend to be more brand loyal. Therefore, companies looking to reach women online with kids should focus on price promotions and marketing programs such as online coupons," Gibs said.

### Women Without Children Spend More Online

According to Jupiter analysts, women without children spend more money online than women with children. The Survey reveals that 63 percent of women without children spent over \$100 online over the past three months, while only 52 percent of women with children said the same. Meanwhile, 47 percent of women with children spent \$100 or less online in the previous three months, while this was true for only 35 percent of women without children. Jupiter analysts attribute these findings to levels of disposable income - which tend to skew higher for women without children.

Companies interested in purchasing the new Jupiter Research Report - titled "Demographic Profile: Women Online" - can call toll-free at 1-877-464-6627 or visit <http://www.jmm.com/>. Jupiter Research helps companies develop, extend and integrate business strategies across online and emerging channels. Backed by proprietary data, Jupiter's industry-specific analysis, competitive insight and strategic advice give businesses the tools they need to exploit new technologies and business processes.

#### **Jupiter Online Behavior and Demographics Research Methodology**

Jupiter Consumer Survey - Jupiter designed and fielded a survey to online consumers selected randomly from NPD consumer panels in May 2001. A total of 3,150 individuals responded to the survey. Respondents received an e-mail invitation to participate in the survey, with an attached URL linked to the Web-based survey form. The sample was weighted by a series of demographic and behavioral characteristics to ensure that it was representative of the online population. Demographic weighting variables included age, gender, household income, household education, household type, region, and market size. Additionally, Jupiter took the unconventional step of weighting the data by online tenure and AOL usage, two key determinants of online behavior. The survey data are fully projectable to the US online population within a confidence interval of plus or minus five percent.

In this survey effort, Jupiter worked with its research partner NPD on the technical tasks of survey fielding, sample building, balancing, and data processing. NPD, founded in 1953, is one of the largest market research companies in the US and maintains a general research panel of 400,000 households as well as an online panel of 450,000 Internet users.