Nielsen//NetRatings

A global leader in Internet media and market research

## Young women now the most dominant group online

The online landscape is shifting as 18-34 year old women are now the most dominant group online in the UK – accounting for 18% of the UK Internet population and over one-fifth of all UK computer time

Nielsen//NetRatings, a global leader in Internet media and market research, looks at how the UK Internet population is composed and who accounts for all UK time spent on computers.

How the UK Internet Population is composed

- 18-34 year old women are the single most prevalent demographic group, accounting for 18% of all active online Britons. 18-34 year olds are the most prevalent group, accounting for 32% of all active online Britons

- The Internet isn't all about the young; one in four Britons online is at least 50 years old – in fact there are 1.7 times more 50+ year olds than children under 18 active on the Internet

- The UK Internet population is split almost equally between males (51.5%) and females (48.5%)

How the UK Internet Population is composed by age and gender – March 2007
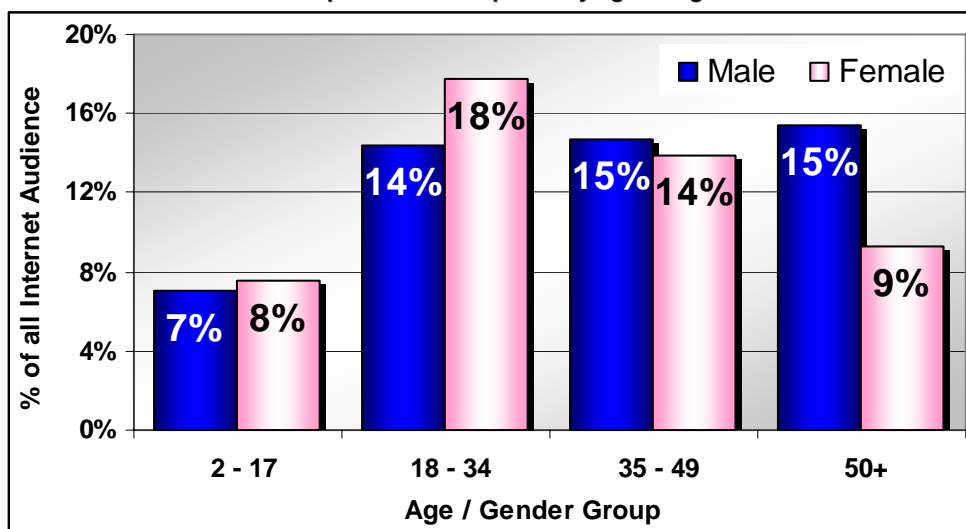
E.g. In Mar 07, 7% of the active UK Internet population were 2-17 year old males

- There are twice as many women aged 18-34 than girls under 18 or women 50+ active online

- In contrast, amongst males active online, the 50+ age group is the most prevalent; for example, there are twice as many men aged 50+ than boys under 18 active online

Alex Burmaster, European Internet Analyst, Nielsen//NetRatings says, "The Internet is no longer dominated by young male adults. Times have changed considerably and many will be very surprised to see that women aged 18-34 are now the most prevalent group online and that a quarter of the online population is at least 50 years of age. Companies who understand this composition when providing services or content through the web or simply advertising online will maximise their chances of success in the Internet of the future."

Who are the UK's biggest computer users?

- Women aged 18-34 account for 21% of all time spent on computers by Britons. I.e. for every hour Britons spend on computers, 13 minutes are accounted for by 18-34 year old women

- Under 18s account for just 4% of all UK computer time – or two minutes of every hour Britons spend on computers

How all UK computer time is allocated by age and gender – March 2007
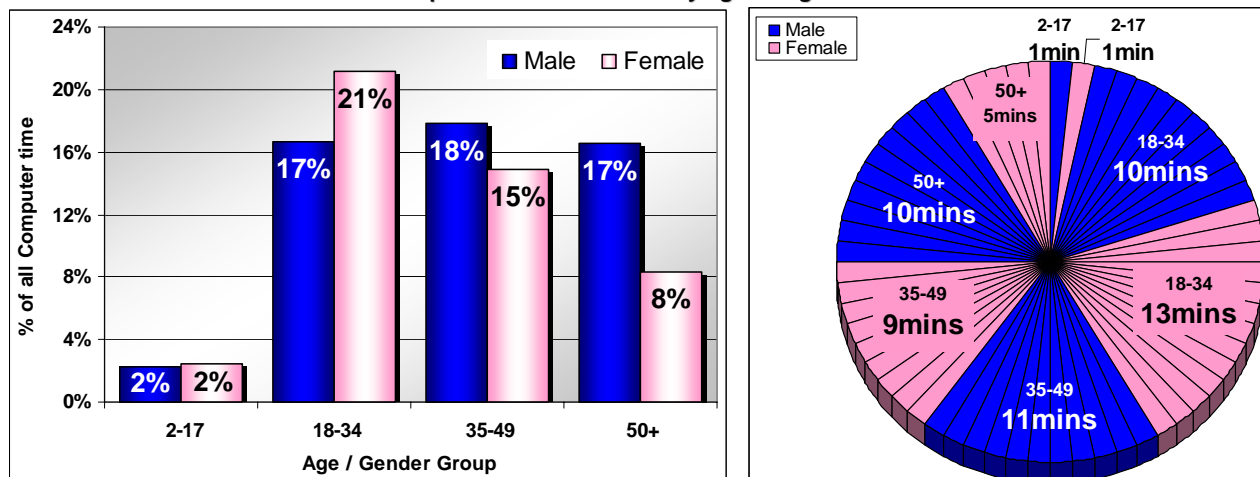
E.g. In Mar 07, 2-17 year old males accounted for 2% of all UK computer time; or 1 minute of every hour Britons spend on computers

- 18-34 year olds are the most active – spending around 60 hours a month on their computer - under 18 year olds are the least active, spending around 16 hours

Average computer time (hours) by age and gender – March 2007
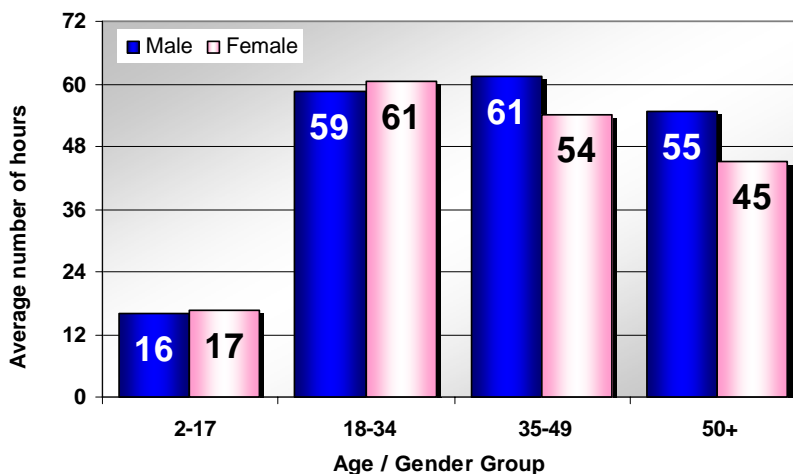
E.g. In Mar 07, the average 2-17 year old male Briton online spent 16 hours on their computer

"There is little doubt we are entering a new era of the Internet. The results of the research, showing young adult women now account for 27% more of total UK computer time than their male counterparts, indicates how the Internet landscape is shifting; a shift which is sure to send shockwaves through the entire online industry."

ENDS
EDITOR'S NOTES
Please source all information to Nielsen//NetRatings or NetRatings. Please note that ACNielsen and Nielsen are both separate, unrelated companies and should NOT be quoted when sourcing the attached data. If an abbreviated name is required then please use NetRatings

For further information, please contact:
Alex Burmaster, European Internet Analyst: Tel: 020 7014 0597 / 0780 3131144 / aburmaster@netratings.com