

Internet usage in European markets

LONDON, UK: comScore, Inc, a leader in measuring the digital world, has released an overview of internet usage in Europe, showing 376.6 million unique visitors went online in October 2011 for an average of 27.8 hours per person.



This study highlights internet usage in 49 European markets aggregated into the European region and provides individual reporting on 18 markets. The study also analysed the online behaviour of mothers, defined as females age 25 and older with children in the household, showing their heavy propensity to visit retail sites.

Retail sites resonate with British mums

A demographic analysis of UK mothers (females age 25 and older with at least one child under 18 in the household) showed that they are 82% more likely to visit Retail Toys sites (index of 182) than the average internet user, making it the top indexing category amongst this consumer segment. Several retail categories, such as Flowers/Gifts/Greetings and Fragrances/Cosmetics, also made the top 10 with indices of 167 and 164, respectively.

Top 10 Site-Categories for Mothers by Composition Index of Unique Visitors* October 2011 Total United Kingdom: Mothers** (Home and Work Locations) Source: (comScore Media Metrix)		
	Composition Index*	Total Unique Visitors (000)
Total Internet : Mothers	100	5,400
Retail - Toys	182	915
Services - E-cards	179	343
Retail - Flowers/Gifts/Greetings	167	877
Retail - Fragrances/Cosmetics	164	699
Community - Pets	157	607
Entertainment - Kids	153	2,214
Travel - Transactions	150	724
Retail - Department Stores	145	2,122
Retail - Home Furnishings	145	1,676
Retail - Health Care	144	513

*Composition Index = % of "Mum" Visitors to Category/% of Total Internet Users to Category x 100; Index of 100 indicates average representation.

** Females age 25+ with at least 1 child under the age of 18 living in the household.

Fastest growing properties in Europe

Google Sites was the top online destination in Europe in October 2011, attracting 346 million unique visitors, or 92% of the total European internet audience. A look at the fastest growing online properties over the past month shows that online video destination Vimeo had the fastest audience growth, increasing 49% to 18.4 million visitors. For the second consecutive month EA Online appeared in the top 5, growing by 30% from September to October, nearly double its 16% growth rate between August and September.

Top 15 Fastest Growing Properties* in Europe by Total Unique Visitors (000) September 2011 vs. October 2011 Total Europe Audience, Age 15+, Home and Work Locations Source: (comScore Media Metrix)			
	Total Unique Visitors (000)		
	Sep-2011	Oct-2011	% Change
Total Internet Audience: Age 15+	373,433	376,644	1

Vimeo	12,367	18,374	49
Rakuten Inc	14,564	20,925	44
METRO Group	12,473	16,243	30
RCS Media Group	15,347	19,915	30
EAOnline	15,336	19,635	28
New York Times Digital	19,351	23,818	23
Apple Inc.	74,376	87,058	17
Shopzilla.com Sites	14,372	16,747	17
Otto Gruppe	29,578	33,945	15
Ask Network	62,932	72,189	15
Wikia Sites	14,332	16,398	14
Guardian Media Group	13,792	15,618	13
Spil Games	20,437	23,140	13
IDG Network	19,658	22,182	13
Ucoz Web Services	31,162	35,067	13

**Amongst the top 100 online properties*

European Internet usage by country - European internet audience more engaged

Below is a snapshot of European internet usage in the 18 markets for which comScore provides individual reporting. The average user spent 27.8 hours online in Europe during the month, considerably longer than the global average of 24.6 hours per visitor. The number of internet users in Russia grew 1.6% since September as the market remained the largest in Europe for the second consecutive month.

Overview of European Internet Usage by Country Ranked by Total Unique Visitors (000) October 2011 Total Europe Audience, Age 15+, Home and Work Locations Source: (comScore Media Metrix)

	Total Internet		
	Total Unique Visitors (000)	Average Hours per Visitor	Average Pages per Visitor
World-Wide	1,431,939	24.6	2,402
Europe	376,644	27.8	3,013
Russian Federation	51,641	24.4	2,664
Germany	50,704	25.4	2,967
France	42,520	28.3	2,957
United Kingdom	37,404	37.5	3,510
Italy	23,986	19.1	2,132
Turkey	23,234	33.4	4,017
Spain	21,382	28.3	2,475
Poland	18,193	26.7	3,189
Netherlands	11,987	35.5	3,562
Sweden	6,219	26.5	2,761
Belgium	6,047	20.4	2,282
Switzerland	4,764	19.5	2,121
Austria	4,733	15.0	1,720
Portugal	4,263	21.6	2,240
Denmark	3,676	23.5	2,483
Finland	3,381	26.2	2,633
Norway	3,264	29.2	2,703
Ireland	2,349	21.4	2,139