

# European women drive most engagement: Online retail, community websites

LONDON, UK: comScore, Inc, a leader in measuring the digital world, today released an overview of internet usage in Europe, showing that 395.7 million Europeans went online in May 2012 for an average of 27.6 hours each.



The data for May, which includes internet usage in 49 European markets aggregated into the European region and individual reporting on 18 markets, also highlights the site categories and web properties with the highest concentration of usage among women in Europe. Tumblr.com had the highest concentration of usage among women, who accounted for 69% time spent on the popular social network. The report also showed that women generated the majority of time spent on multiple Retail subcategories, such as Fragrances/Cosmetics (71% share), Apparel (67%) and Department Stores (65%).

## Women have highest concentration of usage on Tumblr, Otto and Groupon

In Europe, 191.5 million females age 15 and older went online in May 2012, representing 48.4% of the total internet audience and 46.9% of time spent online during the month. Among the top 100 web properties in Europe, Tumblr had the highest concentration of usage among women, who accounted for 69% of all time spent on the site. German retail site Otto Gruppe (68.8%) ranked second on this dimension, while leading daily deal site Groupon (61.7%) rounded out the top 3. The total amount of time European women spent on Mail.ru websites was particularly high, but perhaps not surprising, as this group includes email services and Russia's second largest social networking sites Odnoklassniki.

Top 10 Sites* for Females by Percent Share of Total Time Spent May 2012 Total Europe: Females Aged 15+ (Home & Work Locations) (Source: comScore MMX)			
	% Share of Total Time Spent	Total Minutes (MM)	Average Minutes per Visitor
Total Internet : Females Aged 15+	46.9%	308,096	1,608.8
Tumblr.com	69.0%	606	71.1
Otto Gruppe	68.8%	433	22.8
Groupon	61.7%	137	9.4
Mail.ru Group	61.1%	16,686	398.8
Groupe PPR	60.8%	195	13.7
Spil Games	60.2%	768	48.8
Ikea	57.5%	123	13.0
RTL Group Sites	57.4%	383	25.3
Iliad - Free.fr Sites	55.6%	251	22.7
Groupe Lagardere	55.3%	177	14.6

\*Among the top 100 online properties

## Retail and community sites score high with female audience

Retail subcategories made up half of top 10 site categories by share of time spent among females, showcasing the gender's penchant for online shopping in comparison to their male counterparts. Retail- Fragrances/Cosmetics came out on top, with women accounting for 70.9% of time spent in the category during the month, followed by Community - Beauty/Fashion/Style (67.9% share) and Retail - Apparel (66.8% share). Health Information also had a relatively high share of female engagement (63.6%), suggesting a greater likelihood of proactive engagement on health issues.

**Top 10 Categories for Females by Percent Share of Total Time Spent May 2012 Total Europe: Females Aged 15+ (Home & Work Locations) Source: comScore MMX**

	% Share of Time Spent	Total Mminutes (MM)	Average Mminutes per Visitor
Retail: Fragrances/Cosmetics	70.9%	256	13.5
Community: Beauty/Fashion/Style	67.9%	511	10.4
Retail: Apparel	66.8%	2,030	30.6
Retail: Department Stores	64.9%	208	14.3
Community: Pets	64.4%	94	8.8
Services: e-cards	64.0%	68	5.5
Health: Information	63.6%	604	11.5
Community: Food	62.2%	424	8.8
Retail: Food	61.2%	315	15.6
Retail: Mall	61.0%	203	13.5

## European internet usage by country

Below is a snapshot of European internet usage in the 18 reportable markets for which comScore provides individual reporting. The Russian internet audience continued to be the largest online market in Europe with 57.9 million users going online in May. The UK audience was the most engaged across Europe, with an average user spending 39.1 hours online, an increase of 5% over the past month. Turkey ranked first when it came to the average pages a user visited during the month at 3,674.

**Overview of European Internet Usage by Country Ranked by Total Unique Visitors (000) May 2012 Total European Internet Audience, Age 15+, Home and Work Locations (Source: comScore MMX)**

	Total Unique Visitors (000)	Average Hours per Visitor	Average Pages per Visitor
Worldwide	1,484,382	24.5	2,388
Europe	395,693	27.6	2,920
Russian Federation	57,856	25.5	2,737
Germany	51,714	25.2	2,889
France	43,212	28.9	2,872
United Kingdom	37,640	39.1	3,637
Italy	28,564	18.1	1,857
Turkey	23,710	30.7	3,674
Spain	21,775	26.3	2,315
Poland	18,451	29.3	3,308
Netherlands	12,006	33.1	3,247
Sweden	6,305	24.7	2,497
Belgium	6,199	22.8	2,392
Switzerland	4,951	18.9	1,970
Austria	4,842	15.0	1,621
Portugal	4,460	21.2	2,221
Denmark	3,719	22.0	2,341
Finland	3,428	27.8	3,028
Norway	3,310	29.0	2,767
Ireland	2,412	21.1	2,078

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