

The Internet is the Essential Medium for Women

For many consumer segments the Internet has become the essential tool to organize and plan their daily lives. This is particularly true for women, who now outnumber men online in the US (source: comScore Media Metrix). This move online can be attributed to several factors: content, convenience and community to name a few. The web has become an indispensable component of women's daily lives, so much so that:

- Over one-half (54.5%) say the Internet is their primary source of information when researching products they might purchase
- Two-thirds (66.1%) say their lives would be disrupted if they did not have access to the Internet for one week.

These findings are part of a June 2007 Burst Media survey of over 1,800 women, age 25 years and older, who visit content websites.

Women are Online Throughout the Day

Respondents to the Burst survey were asked what times during the day they go online, and what their primary reason for being online was during these visits. The study found that during most dayparts over 80% of women we surveyed are online. **(Chart 1)**

Work Takes Precedence During the Morning and Afternoon

The Burst study found that four out of five women online use the Internet between 7am and midnight. The early morning hours are a time when older women (65+ years) are online. Over one-half (53.1%) of women 65 years and older say they are online before 7am. All age segments are online during the morning (7am-noon) and afternoon (noon-4pm) dayparts. A plurality says they are online primarily for work; 41.0% between 7am-noon, and 40.1% between noon and 4pm. During both of these dayparts only one-third of women say they are online primarily for personal use.

Evening Hours are for Personal Internet Use

A vast majority of women remain online in the late afternoon (4pm-7pm) and

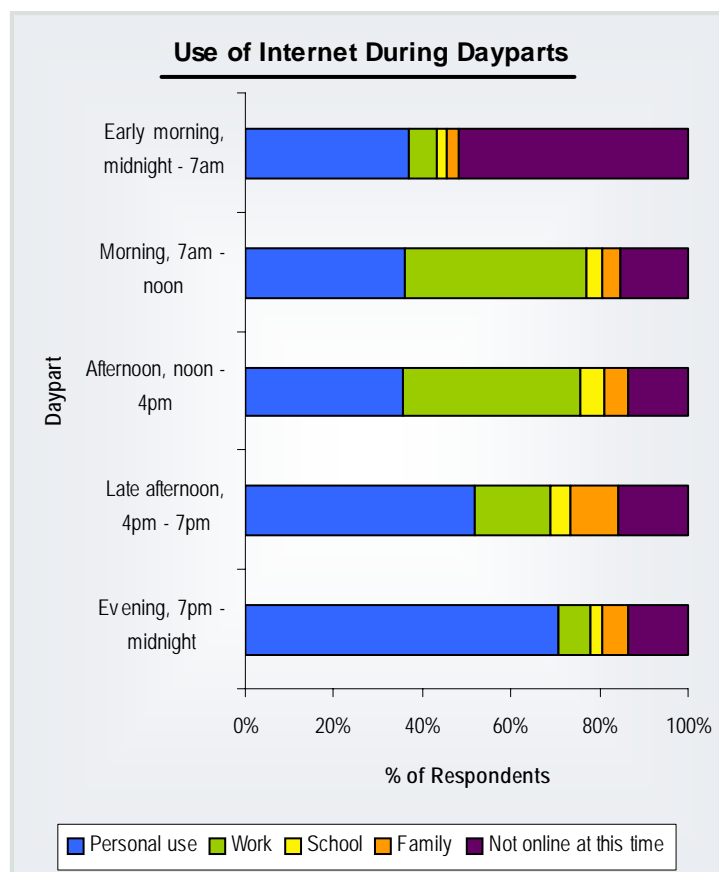


Chart 1: Use of the Internet During Dayparts
Burst Media Research, June 2007; n=1,869

during the evening (7pm-midnight). During these dayparts there is a dramatic shift from using the Internet for work to using it for personal reasons. The number of women saying they are online for personal use increases to 52.0% between 4pm and 7pm, and climbs to 70.8% between 7pm to midnight. Additionally, during the 4pm to 7pm daypart one out of ten women is online for family purposes.

Women Have First Use of the Home Computer, But Children Take Their Share of That Time

Overall, two-thirds (66.3%) of women say they are “first in line” to use the home’s computer. Among those women who are not first in line to use the home’s computer, a majority (60.9%) say another adult household member is “first in line,” and 39.1% say children in the household are “first in line” to use the home computer.

Household size does impact who is first in line to use the home computer. In two person households 81.3% of women say they are “first in line” to use the home’ computer. This figure drops dramatically to 54.8% among women in three to four person households, and 52.2% in households with five or more members.

The Internet is Now the Most Important Medium for Product Research

The Internet Dominates all Other Media as Source of Product Information

More than half (54.5%) of women say the Internet is their primary resource for information on products they might purchase. In a distant second is “asking family and friends” (10.9%); followed by, newspapers and magazines (9.9%), television (5.8%), brochures/pamphlets (5.1%), and radio (1.3%). **(Chart 2)**

At least one-half of all household size segments and all women 25-64 years point to the Internet as their primary information resource. The Internet is utilized by women 65 years and older -- nearly one-third (31.8%) of this senior segment say the Internet is the primary resource they turn to for product information.

One Out of Two Women Have Shopped Online In the Past Six Months – Travel and Adult Clothing are the Top Products

Over half (54.1%) of women shopped online in the past six months; this finding is consistent among all age and household size segments. The likelihood of having shopped online increases with household income (HHI), rising from 48.7% among respondents reporting HHI of less than \$35,000, to 68.0% among households with income of \$100,000 or more.

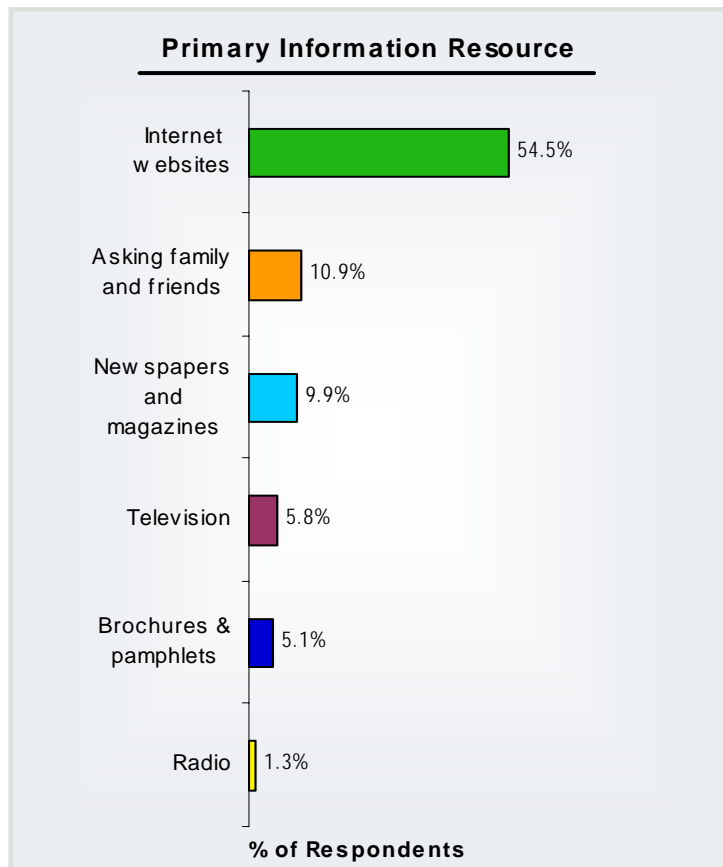


Chart 2: Primary Information Resource When Research Products
Burst Media Research, June 2007; n=1,869

Products and services purchased by women online in the past six months include travel (37.5%), adult clothing (32.4%), health and beauty products (27.0%), children/teens clothing (18.8%), financial products (15.0%), and food and groceries (14.9%).

Taking Away Internet Access Disrupts the Daily Routine

Two-thirds (66.1%) of women 25 years and older say their daily routine would be disrupted if their Internet access was taken away and not available for one week.

(Chart 3) Interestingly, 43.6% said their daily routine would be disrupted “significantly”. Among women, all age segments see being without Internet access as a disruptions to their routine; and a similar result was found among all household size segments. Among household income (HHI) segments, respondents reporting HHI of \$100,000 or more are most likely to say their daily routine would be disrupted (77.9%) if they did not have Internet access.

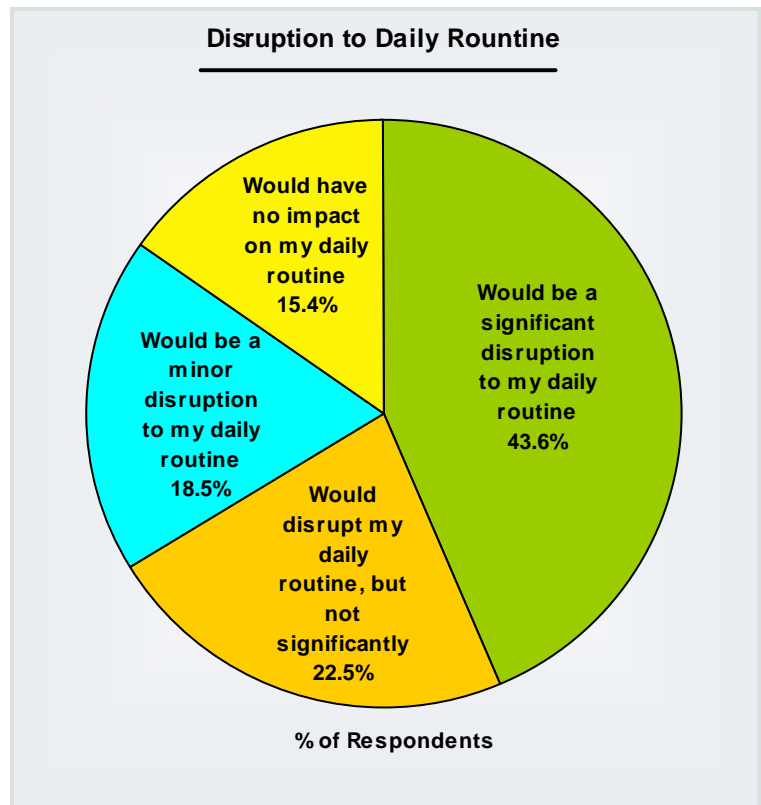


Chart 3: Disruption of Daily Routine
Burst Media Research, June 2007; n=1,869

How you can use this information

Reach women where they are – and where they get information. Advertisers must keep up with women’s changing media habits. The Internet expands marketers’ ability to reach women adjacent to great content, and to cost effectively increase the **reach** and **frequency** of their media buys. Additionally, no other media type comes close to the Internet’s **influence** on women’s purchase decisions and its **impact** on their daily lives. Lastly, the Internet affords marketers a unique set of creative and targeting capabilities. Marketers should take advantage of advanced technologies such as rich media, video units, and retargeting to deliver their advertising at a time when the consumer is engaged from the right perspective to be influence by or act on an advertising message - be it preparing for a business trip or looking for a new sweater.

Burst’s Audience of Households with Kids

The US Census estimates that there are 73.5 million US households with a child 18 years or younger present. For many of these households, the Internet provides a convenient and time saving way make household purchases; for many more, it provides essential information for making more informed purchasing decisions - both online and offline. To help marketers reach households with children present, Burst offers a number of content channels that draw a significant percentage of their audience from this important segment **(Chart 4)**.

- ✎ Burst's [Education channel](#) offers subject guides and resources to further any level of education. Three-out-of-five (61.0%) channel visitors shop online. In the past month, 50.5% of channel visitors attended a movie, and 40.1% purchased a music CD/MP3.
- ✎ Burst's [Family channel](#) provides resources to handle all stages of life: from dating, to marriage, to parenting. Three-out-of-five (60.4%) channel visitors have households with three or more individuals. More than half (53.3%) of channel visitors say they shop online.
- ✎ Burst's [Games channel](#) offers guides, hints, and actual game playing for your favorite online and offline games. Four-out-of-five (81.8%) channel visitors use a home video gaming system or play internet games. During the past month, over half (57.3%) of channel visitors went to the movies, 45.4% purchased a movie video/DVD, 44.0% purchased a video game, and 43.2% say they purchased a music CD/MP3.
- ✎ The Burst [Women's channel](#) is a collection of web sites that provide women with information to succeed in all aspects of their lives. Topics covered in the channel include; money and careers, health and beauty, parenting and relationships. Nearly half (47.7%) of visitors to the channel purchase online.

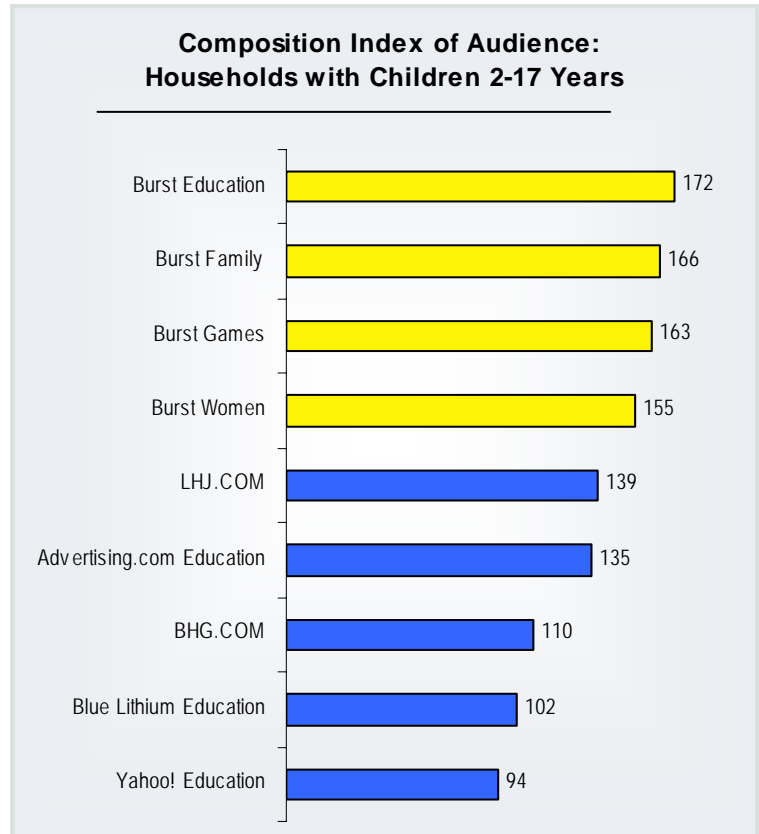


Chart 4: comScore Media Metrix, May 2007
Index of 100 equals Internet average

Sites in the Burst Network That Reach Women

Burst is always adding quality, content-rich sites to its network. All sites added to Burst are subject to a rigorous screening process. Burst also periodically reviews network sites to ensure they continue to meet our standards. Our continuous auditing guarantees your advertising message is placed in a high quality content environment, and is receiving the maximum exposure it deserves. Below are several of the many interesting Burst sites featuring content targeted to women.



ConnectingMoms.com is a hip, new social-networking website designed specifically for expecting, new and savvy moms in mind. The site allows members to set up unique, personal profiles describing their individual interests that allow them to build and establish bonds with other mothers. Imagine giving and receiving real everyday know-how on the many stages of

motherhood. ConnectingMoms is the place for moms to meet and greet, stop and shop, and post and boast about their fantastic families and experiences.



BlueSuitMom.com is the premier resource of work and family balance information for executive working mothers and their employers. You'll find advice on parenting, career advancement, the balancing act, meal planning and family health and fitness, delivered in a format that nurtures respect for professional mothers.



ModernMom.com is required reading for today's busy moms. A comprehensive guide, the site features smart and practical advice on topics such as parenting, finances, career, health, wellness, beauty, entertainment and more. With one click, women can also access a worldwide network of moms who are ready to chat, ask questions and share their most clever tips and advice. Another popular interactive feature is the polls on topics like childcare that offer instant results and let moms compare their experiences to others.

About Burst Media

An online media and technology company founded in 1995, Burst Media (www.burstmedia.com) is a leading provider of advertising representation, services and technology to independent Web Publishers. Burst Media levels the playing field for independent web publishers and allows advertisers to reach finely segmented, engaged consumers — in a clutter-free environment — through an extensive number of interest-based sub-channels. Through its Burst Network and Burst Direct offerings, the company represents the broadest and deepest number of interest-based websites online. Burst also markets its ad management platform, AdConductor™, which empowers content web sites, online ad networks, and web portals to manage the complete process of ad sales and service. Burst Media is headquartered in Burlington, Massachusetts, with offices throughout the United States and in London, UK. For more information, visit www.burstmedia.com or call 781.272.5544.

Online Insights is a monthly publication that highlights emerging trends in online usage and purchasing patterns. Learn about the latest online usage trends and purchase patterns with your free subscription to [Online Insights](#).

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