

European Internet Users Spend Three Billion Hours Online a Day

- **UK one of the least connected but faster online**
- **One third of European consumers access internet via smart phone**
- **One in 25 shop online daily in Europe**

London, UK, May 2012: Europeans spend an average of four hours a day online, amassing an accumulated figure of over three billion* hours spent surfing the web, according to the new G2 eCulturesEUROPE Report. The study, produced by G2 a top-five global marketing services agency, analyzes consumer habits and perceptions of the digital world across Europe.

The research also revealed Romanians and Russians were logged on the longest, spending 5.4 and the 5.03 hours per day respectively. In contrast the UK is one of the least connected in countries in Europe, clocking up a total of 3.6 hours daily. The report's findings suggest the lower internet usage in the UK is due to the British nation's advanced IT abilities to carry out activities online quicker and more efficiently.

COUNTRY	NUMBER OF HOURS SPENT ONLINE
Romania	5.44
Russia	5.03
Spain	3.89
UK	3.69
Germany	3.27
France	3.16

Rather than accessing the internet whilst on the go, 78 per cent of both Spanish and French users prefer to use their home computer. This sentiment was similar across Europe as more traditional devices were revealed to be favoured by 76 per cent of EU respondents. Although, given the continued demand for smart phones and tablets, this is expected to change over the next year.

Currently, 31 per cent of respondents state they access the internet via a smart phone. The UK is at the forefront in Europe with two in five people regularly accessing the internet via a handset device, compared to 26 per cent in Germany and 25 per cent in France.

The study further reveals that the internet is becoming a more central part of everyday lives with one in 25 EU users claiming to spend over 10 hours a day engaging in online activity. Yet despite this, two thirds of the people surveyed in Europe state that being constantly connected is not essential to them.

Time spent online is dominated by various life management activities rather than entertainment. Email is the most common practice, with 92 per cent using it as a daily tool. This is followed by sourcing information (68 per cent) and news (64 per cent). Nine in ten of those surveyed use social networks and have an average of 138 Facebook friends. Despite online shopping being cited as one of the most practical uses of the internet, findings suggest it is one of the least popular ways to pass time online, with only 5 per cent of EMEA respondents shopping daily.

When translated into purchases, only 29 per cent of EU respondents made a retail transaction in the previous six months, while nine per cent made none at all. However, obtaining shopping incentives was the main reason for joining brand communities, indicating there is increasing

potential for online purchases. Advantageous prices and increased specialisation were identified as the main incentives to drive people online for shopping purposes.

Pietro Leone, CEO, G2 EMEA, commented:

“Europeans clearly have quite a specific agenda when navigating the digital world, communication and gathering information is crucial. If brands are to maintain engagement with consumers they need to ensure their activities are relevant to the consumers need and look to offer benefits and incentives to galvanise initial interest.

“The key is to create targeted and relevant communications that build engagement with consumers along the purchase decision journey in an enduring and meaningful way.”

ENDS

Notes to editors

Methodology

The e-culturesEurope Report was conducted in September 2011 and polled 6.572 consumers in six countries (UK, Spain, France, Germany, Romania and Russia) chosen to cover the range of internet penetration across Europe). In each market, the sample is representative of the internet-user population, and thus skews slightly older in UK and Germany and slightly younger in Romania and Russia. The study is fielded via online panels, using G2's proprietary online research tool ENGAGE™, and has a maximum margin of error of ±2.5%.

*Figure worked out from the EU population of 857 million x four (average number of hours EU respondents spent online) and rounded to the nearest billion

G2 EMEA is a global brand activation agency network that helps marketers Maximize Brand CommitmentSM. Ranked number five among the top global marketing services agencies, G2's multifaceted service offering brings together direct marketing, data analytics, shopper marketing, branding & design, promotional marketing, communications planning and digital/interactive marketing, to create innovative and compelling marketing programs for our clients. G2 utilizes unique and proprietary tools to gain insight into the consumer's Purchase Decision JourneySM, from consideration to brand selection. The G2 network operates 40 offices in 28 countries, and clients include Adobe, Aetna, Campbell Soup Company, The Coca-Cola Company, GlaxoSmithKline, Heineken, Kraft, Procter & Gamble and Pfizer. G2 is part of the WPP group (NASDAQ: WPPGY). For more information, visit www.g2.com

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