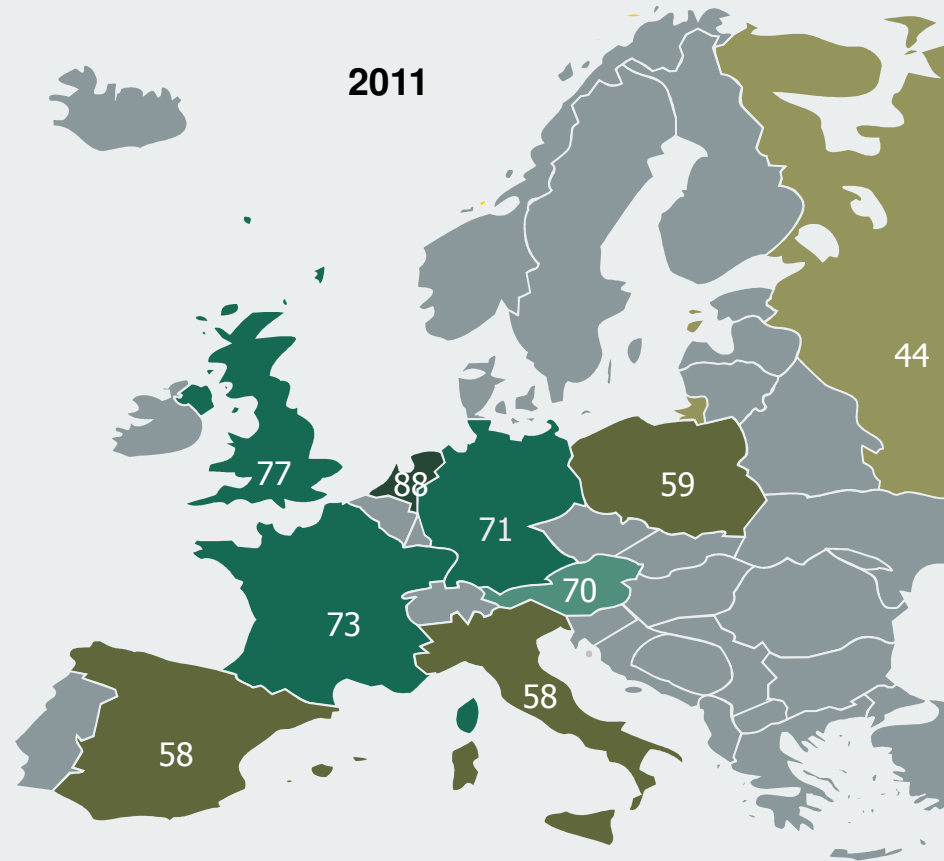


The Netherlands are the leading nation for internet use, while Germany is middle of the range.

Share of respondents aged 14 and over who have used the internet in the last 3 months (in %)

- Less than 20
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60 to 69
- 70 to 79
- More than 80
- No data



Source: European Consumer Study 2011 (Q1 2011, 10,226 individuals)

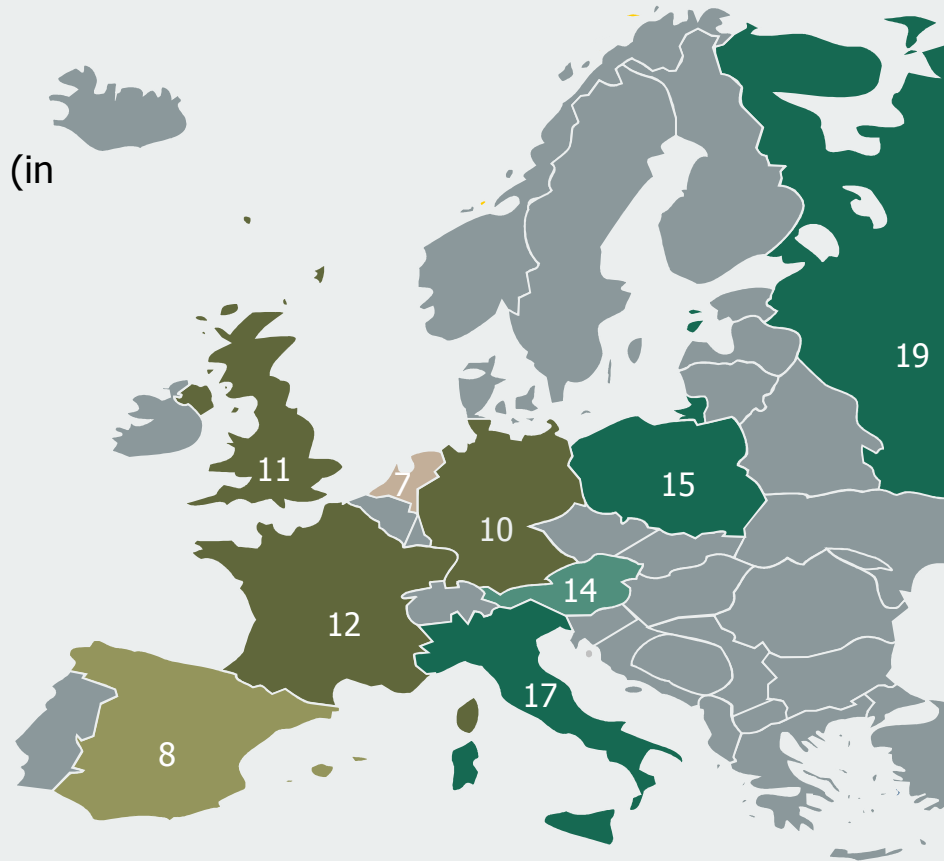
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Greatest increase in internet users recorded in Eastern Europe, in particular.

Increase in internet users between 2009 and 2011 (in percentage points)

- Less than 2.5
- 2.5 to less than 5
- 6 to less than 7.5
- 7.5 to less than 10
- 10 to less than 12.5
- 12.5 to less than 15
- 15 to less than 20
- More than 20

- No data



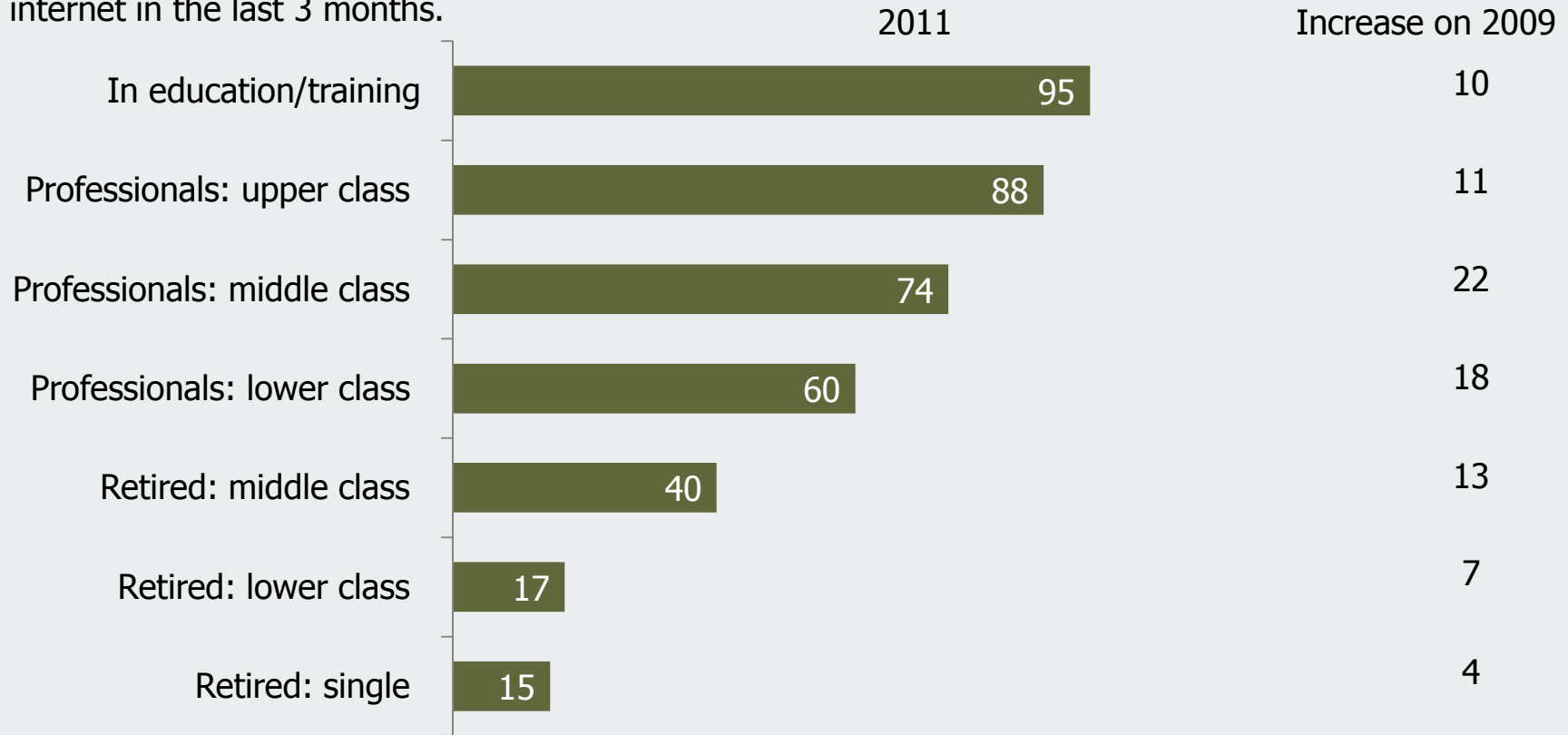
Source: European Consumer Study 2009 and 2011 (Q1 2009 – 10,294 individuals, Q1 2011 – 10,226 individuals)

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The internet is used by almost all younger and upper class Europeans.

Share of respondents aged 14 and over who have used the internet in the last 3 months.

- Figures in % -



The discrepancy in online usage disappears in the younger generation.

Consumers' lifestyle group	Total (in %)	Index of lifestyle groups per country (100 = average across all countries)								
		DEU	FRA	ESP	AUT	POL	ITA	NED	UK	RUS
In education/training	95	104	104	102	105	103	101	105	100	92
Professionals: upper class	88	108	105	103	102	92	91	111	107	79
Professionals: middle class	74	115	107	89	121	97	98	124	117	71
Professionals: lower class	60	135	122	106	125	114	105	143	130	78
Retired: middle class	40	121	135	84	103	50	88	226	164	22
Retired: lower class	17	131	159	44	136	107	52	336	264	19
Retired: single	15	116	155	68	101	33	80	281	208	10

Source: European Consumer Study 2011 (Q1 2011, 10,226 individuals)

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