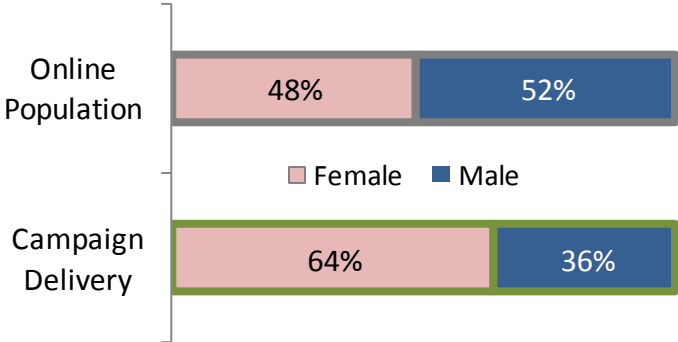
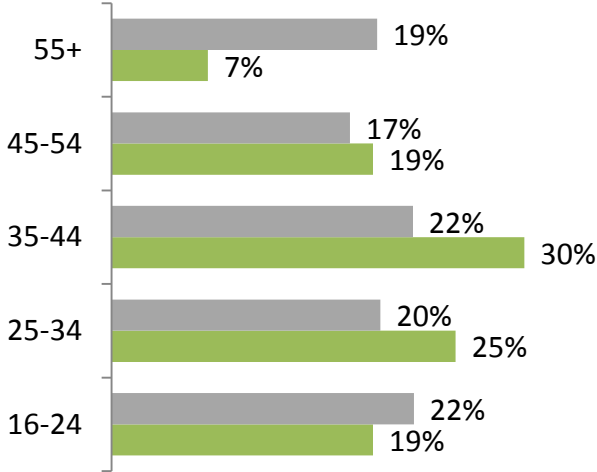


Overall profile

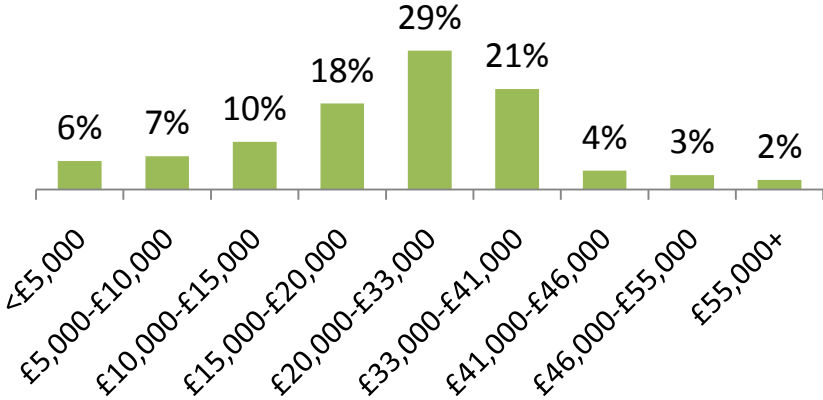
Gender



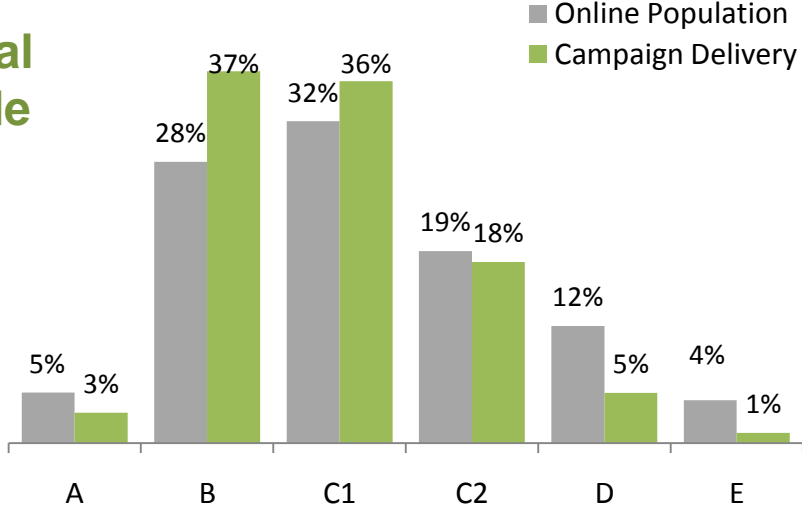
Age



Income



Social Grade



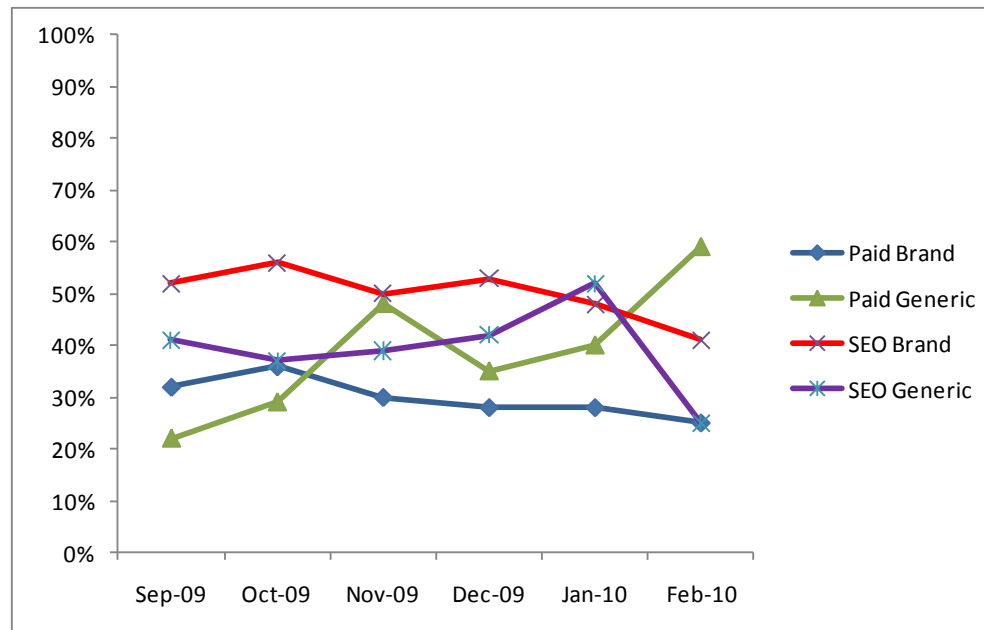
UK online population stats source=NRS

S.A.M.
Search Audience Monitor



Profiles- Age: Under 35

	Paid Brand	Paid Generic	SEO Brand	SEO Generic
Sep-09	32%	22%	52%	41%
Oct-09	36%	29%	56%	37%
Nov-09	30%	48%	50%	39%
Dec-09	28%	35%	53%	42%
Jan-10	28%	40%	48%	52%
Feb-10	25%	59%	41%	25%

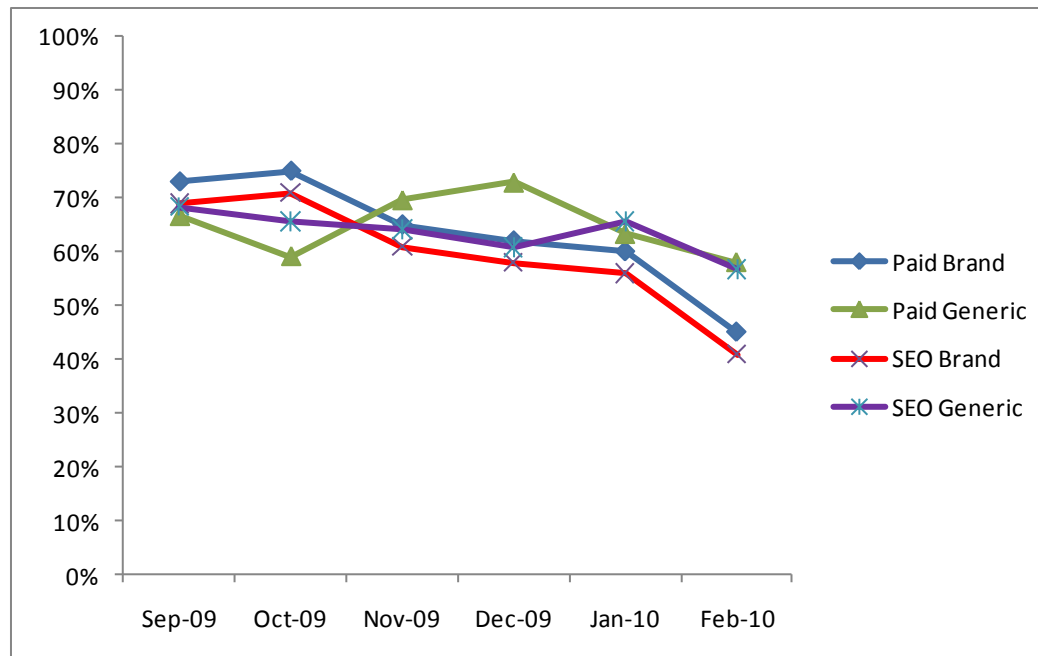


Younger people in this audience are more inclined to use natural search than PFS



Profiles- Gender: Female

Female	Paid Brand	Paid Generic	SEO Brand	SEO Generic
Sep-09	73%	67%	69%	68%
Oct-09	75%	59%	71%	66%
Nov-09	65%	70%	61%	64%
Dec-09	62%	73%	58%	61%
Jan-10	60%	63%	56%	66%
Feb-10	45%	58%	41%	57%



Women are more likely to click on branded terms than
SEO banded



Profiles – “I have bought insurance over the internet and intend to do it again”

	Paid Brand	Paid Generic	SEO Brand	SEO Generic
Sep-09	85%	75%	87%	82%
Oct-09	83%	67%	86%	82%
Nov-09	92%	83%	87%	91%
Dec-09	87%	82%	86%	93%
Jan-10	75%	78%	84%	85%
Feb-10	87%	87%	82%	93%

