

eCards Data Brief

Highlights

In January 2007, comScore reported that eCards retail rose 15 percent in December, 2006, and that more than 45 million visitors sent eCards during this time.

From: <http://www.comscore.com/press/release.asp?press=1177>

Demographics

- According to Internet management firms and greeting card companies, eCard sites tend to skew heavily female, and toward relatively high income and education levels. Likewise, 123Greetings.com says that 60 percent of their users are college graduates.
- Similarly, in looking at visits to greeting card sites only, a January 2004 Nielsen/NetRatings study found that women represent about two-thirds of those going to eCard sites.
- The same Nielsen//NetRatings study also found that people aged 35 to 49 are more likely to visit these sites, as are those who reported making between \$50,000 and 100,000 a year.

From: <http://www.imediaconnection.com/content/2890.asp>

Age Breakdown of eCard Site Visits, January 2004

2 - 11	1.9
12 - 17	7.21
18 - 24	5.25
25 - 34	16.36
35 - 49	31.30
55 - 64	16.68
65+	10.52

Nielsen//NetRatings

From: <http://www.imediaconnection.com/content/2890.asp>

Income Breakdown of eCard Site Visits, January 2004

\$0 - 24999	8.84
\$25000 - 49999	28.3
\$50000 - 74999	26.87
\$75000 - 99999	15.84
100000 - 149999	11.42
\$150000+	6.40
No Response	2.32

Nielsen//NetRatings

From: <http://www.imediaconnection.com/content/2890.asp>