Nielsen//NetRatings: The global standard for digital media measureme...

Nielsen//NetRatings

The global standard for Internet audience measurement and analysis

**United States: Average Web Usage**
**Month of November 2003**
**Work Panel**

| | |
|---|---|
| Sessions/Visits Per Person | 61 |
| Domains Visited Per Person | 94 |
| PC Time Per Person | 70:18:44 |
| Duration of a Web Page Viewed | 00:00:59 |
| Active Digital Media Universe | 46,333,546 |
| Current Digital Media Universe Estimate | 50,749,087 |

Nielsen//NetRatings: The global standard for digital media measureme...

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**United States: Average Web Usage**
**Month of November 2003**
**Home Panel**

| | |
|---|---|
| Sessions/Visits Per Person | 31 |
| Domains Visited Per Person | 56 |
| PC Time Per Person | 27:19:10 |
| Duration of a Web Page Viewed | 00:00:55 |
| Active Digital Media Universe | 131,052,267 |
| Current Digital Media Universe Estimate | 185,813,238 |