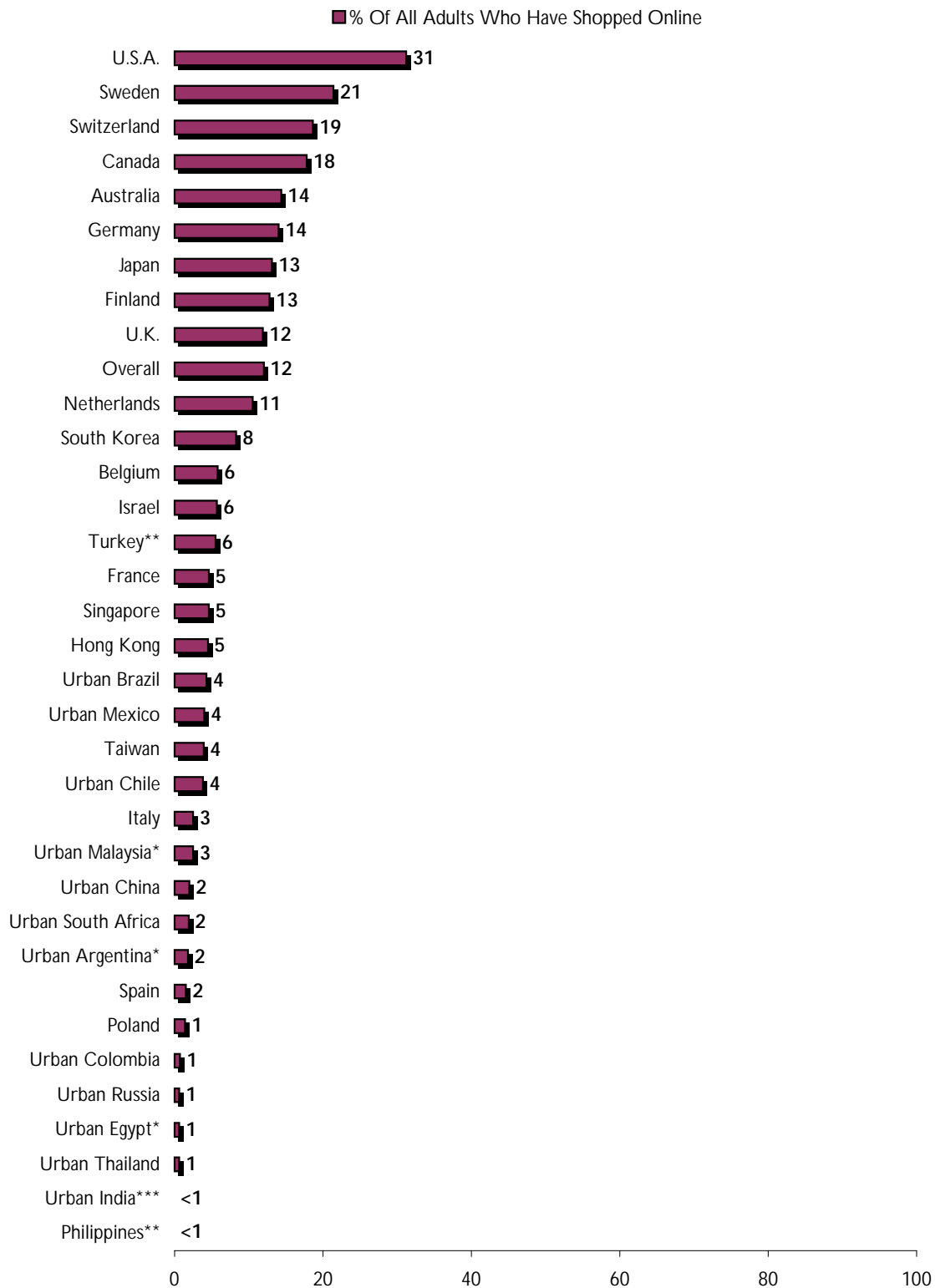


Country Level Penetration of Internet Commerce

"Have you ever purchased a product or service directly online – that is, placed an order for a product online?"



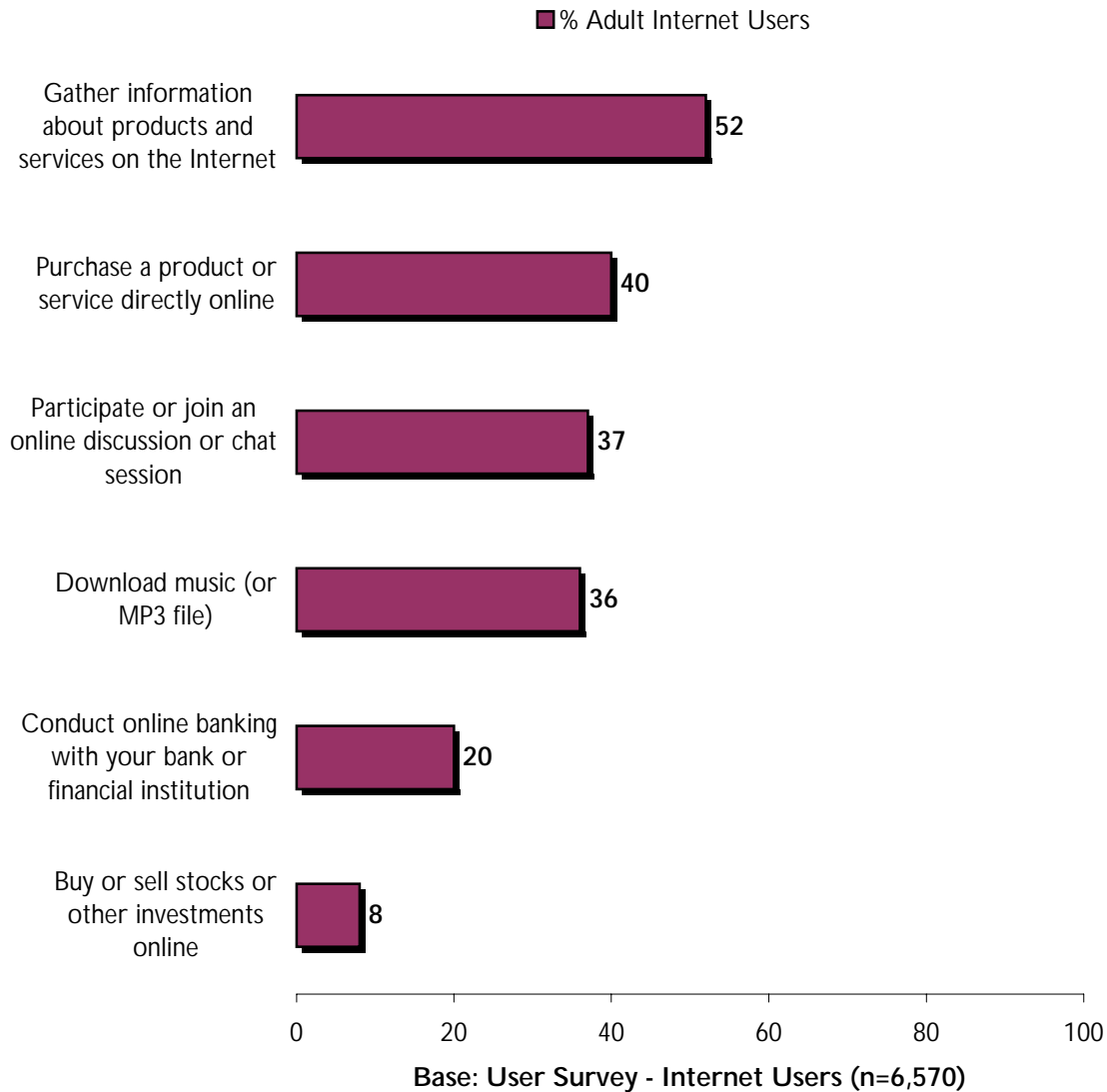
* Main Urban samples, not exclusively.

** Quasi-National samples.

*** Middle, upper SEC's.

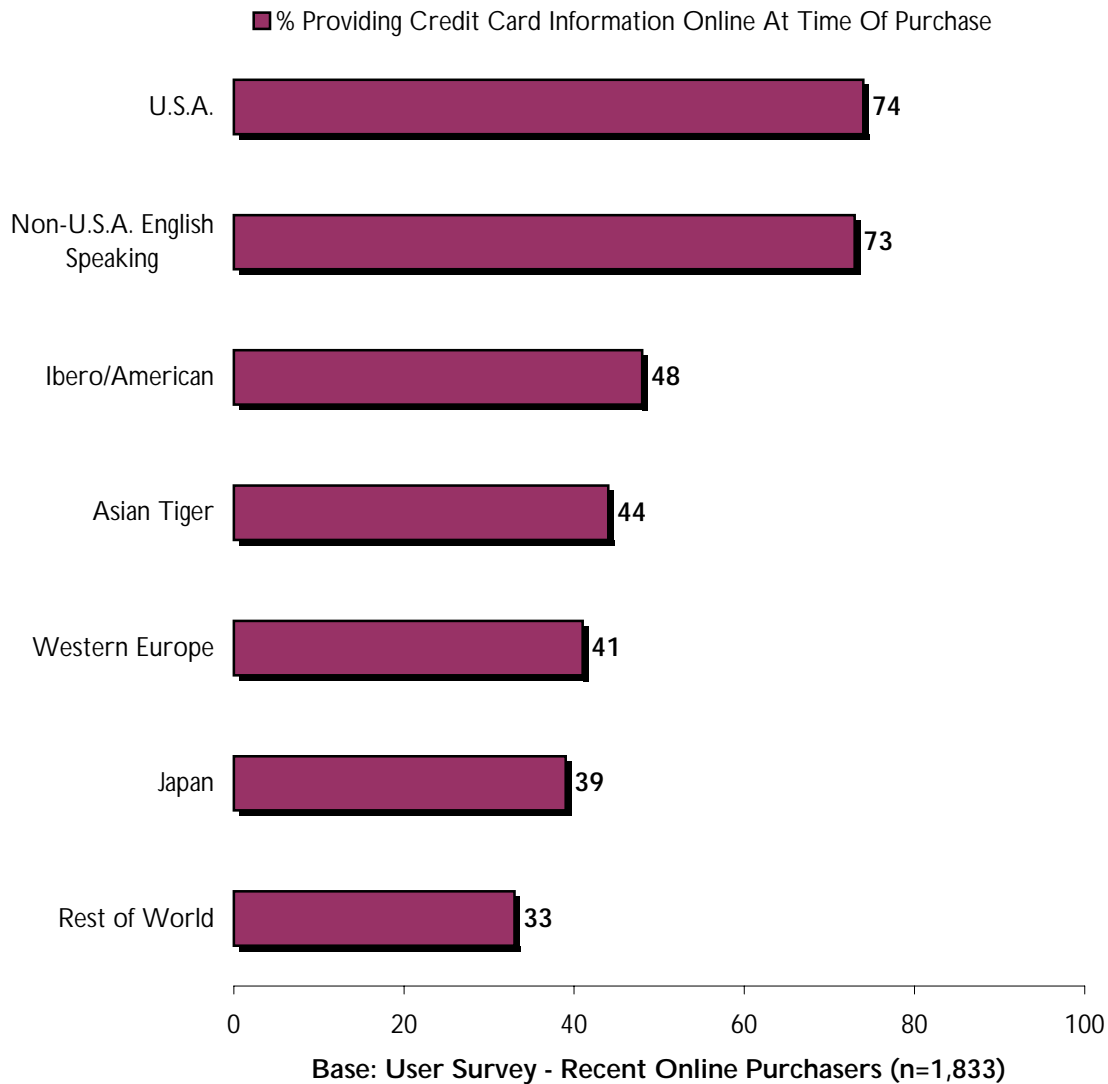
Internet User's Experience with Internet Commerce

"Which of the following activities have you ever done?"



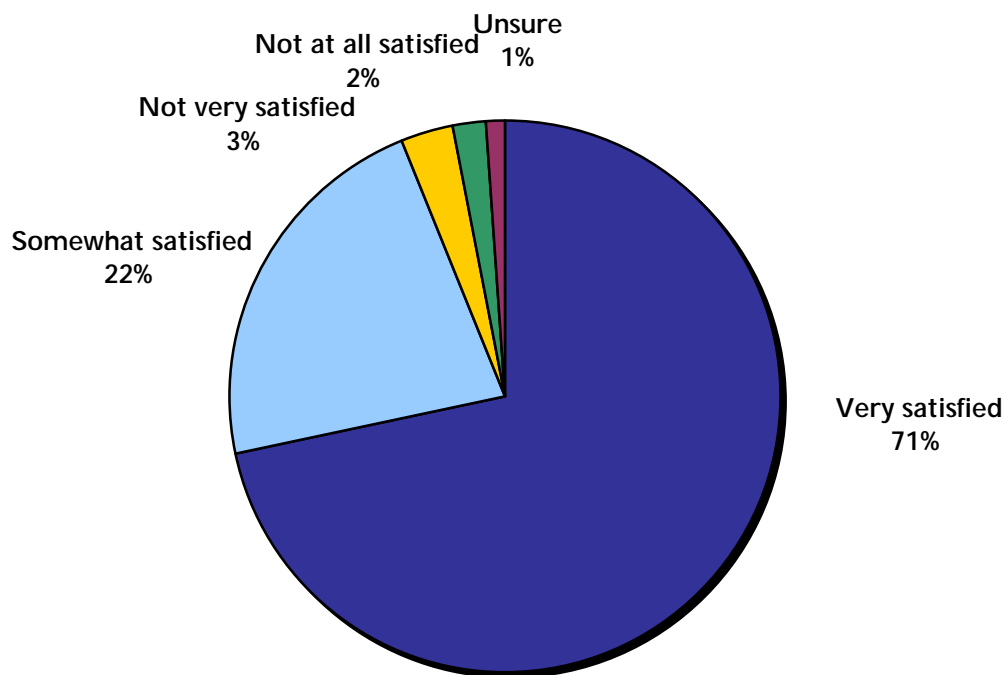
Credit Card Payment for Most Recent Online Shopping Purchase

"How did you pay for that purchase?"



Online Shopping Satisfaction

"Still thinking of your last online purchase, please tell me how satisfied you were overall with the online purchase process?"



Base: User Survey - Online Purchasers (n=1,833)