



PayPal Sales Impact

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16	(Credit card or debit card payments (e.g. VISA, MasterCard) processed through PayPal Website Payments Pro or Virtual Terminal) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.
17	(Direct-debit payments or eCheck) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.

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- [18](#) (Wire transfers and other bank transfers sent to your account) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.
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- [19](#) (Cash, checks or money orders) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.
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Has accepting PayPal increased the sales revenue of your company?

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	485	404	81*	332	87*	66*	347	83*	55*	214	271	184	30*	271	123
Yes	404	404	0	273	75	56	285	71	48	177	227	149	28	227	101
	83.3%	100.0%	-	82.2%	86.2%	84.8%	82.1%	85.5%	87.3%	82.7%	83.8%	81.0%	93.3%	83.8%	82.1%
No		B													
	81	0	81	59	12	10	62	12	7	37	44	35	2	44	22
	16.7%	-	100.0%	17.8%	13.8%	15.2%	17.9%	14.5%	12.7%	17.3%	16.2%	19.0%	6.7%	16.2%	17.9%
Not sure		A													
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base

By what percent has accepting PayPal Express Checkout increased your sales? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer Not sure at Q5	485	404	81*	332	87*	66*	347	83*	55*	214	271	184	30*	271	123
Not Sure	259	178	81	194	36	29	197	34	28	120	139	106	14	139	70
	53.4%	44.1%	100.0%	58.4%	41.4%	43.9%	56.8%	41.0%	50.9%	56.1%	51.3%	57.6%	46.7%	51.3%	56.9%
			A	DE			G								
Base: Total answering	307	226	81*	197	63*	47*	212	61*	34*	131	176	113	18**	176	75*
0%	81	0	81	59	12	10	62	12	7	37	44	35	2	44	22
	26.4%	-	100.0%	29.9%	19.0%	21.3%	29.2%	19.7%	20.6%	28.2%	25.0%	31.0%	11.1%	25.0%	29.3%
			A												
Less than 10%	44	44	0	25	12	7	30	9	5	20	24	17	3	24	11
	14.3%	19.5%	-	12.7%	19.0%	14.9%	14.2%	14.8%	14.7%	15.3%	13.6%	15.0%	16.7%	13.6%	14.7%
		B													
10%-15%	65	65	0	40	16	9	41	15	9	31	34	26	5	34	16
	21.2%	28.8%	-	20.3%	25.4%	19.1%	19.3%	24.6%	26.5%	23.7%	19.3%	23.0%	27.8%	19.3%	21.3%
		B													
16%-30%	64	64	0	31	17	16	34	19	11	26	38	21	5	38	13
	20.8%	28.3%	-	15.7%	27.0%	34.0%	16.0%	31.1%	32.4%	19.8%	21.6%	18.6%	27.8%	21.6%	17.3%
		B			C	C		F	F						
31%-75%	46	46	0	37	5	4	39	5	2	13	33	11	2	33	10
	15.0%	20.4%	-	18.8%	7.9%	8.5%	18.4%	8.2%	5.9%	9.9%	18.8%	9.7%	11.1%	18.8%	13.3%
		B		D							I			K	
76% or more	7	7	0	5	1	1	6	1	0	4	3	3	1	3	3
	2.3%	3.1%	-	2.5%	1.6%	2.1%	2.8%	1.6%	-	3.1%	1.7%	2.7%	5.6%	1.7%	4.0%
MEAN	17.64	23.97	0	18.7	14.38	17.6	18.79	15.31	14.71	15.7	19.09	14.96	20.33	19.09	17.33
		B													
STD. DEV.	20.74	20.81	0	22.5	14.69	19.9	22.73	15.55	14.82	19.75	21.39	19.48	21.4	21.39	21.66
STD. ERR.	1.18	1.38	0	1.6	1.85	2.9	1.56	1.99	2.54	1.73	1.61	1.83	5.04	1.61	2.5

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

How long after you added PayPal Express Checkout did you see an increase in your sales?

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: PayPal has increased sales	404	404	-**	273	75*	56*	285	71*	48*	177	227	149	28**	227	101
Immediately	183	183	0	117	35	31	120	35	28	73	110	61	12	110	40
	45.3%	45.3%	-	42.9%	46.7%	55.4%	42.1%	49.3%	58.3%	41.2%	48.5%	40.9%	42.9%	48.5%	39.6%
Within the first 3 months									F						
	155	155	0	115	23	17	115	24	16	79	76	71	8	76	47
	38.4%	38.4%	-	42.1%	30.7%	30.4%	40.4%	33.8%	33.3%	44.6%	33.5%	47.7%	28.6%	33.5%	46.5%
Within 4 to 6 months										J		M			
	33	33	0	19	10	4	25	5	3	13	20	10	3	20	7
	8.2%	8.2%	-	7.0%	13.3%	7.1%	8.8%	7.0%	6.3%	7.3%	8.8%	6.7%	10.7%	8.8%	6.9%
More than 6 months															
	33	33	0	22	7	4	25	7	1	12	21	7	5	21	7
	8.2%	8.2%	-	8.1%	9.3%	7.1%	8.8%	9.9%	2.1%	6.8%	9.3%	4.7%	17.9%	9.3%	6.9%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(PayPal) Thinking of the time since you added PayPal, about what percentage of your company's online sales transactions came from each of the following payment methods? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	467	289	54*	284	98*	85*	309	93*	65*	202	265	173	29**	265	112
PayPal															
0%	63	35	13	49	9	5	51	9	3	27	36	25	2	36	14
	13.5%	12.1%	24.1%	17.3%	9.2%	5.9%	16.5%	9.7%	4.6%	13.4%	13.6%	14.5%	6.9%	13.6%	12.5%
			A	E			H								
1%-24%	224	133	27	115	55	54	124	53	47	99	125	87	12	125	46
	48.0%	46.0%	50.0%	40.5%	56.1%	63.5%	40.1%	57.0%	72.3%	49.0%	47.2%	50.3%	41.4%	47.2%	41.1%
					C	C		F	F						
25%-49%	109	77	7	67	22	20	75	21	13	48	61	38	10	61	28
	23.3%	26.6%	13.0%	23.6%	22.4%	23.5%	24.3%	22.6%	20.0%	23.8%	23.0%	22.0%	34.5%	23.0%	25.0%
		B													
50%-74%	61	39	6	44	11	6	49	10	2	23	38	18	5	38	19
	13.1%	13.5%	11.1%	15.5%	11.2%	7.1%	15.9%	10.8%	3.1%	11.4%	14.3%	10.4%	17.2%	14.3%	17.0%
				E			H								
75% or more	10	5	1	9	1	0	10	0	0	5	5	5	0	5	5
	2.1%	1.7%	1.9%	3.2%	1.0%	-	3.2%	-	-	2.5%	1.9%	2.9%	-	1.9%	4.5%
MEAN	22.21	23.63	15.89	23.8	20.67	18.65	24.11	20.41	15.75	21.72	22.58	20.89	26.66	22.58	26.23
		B		E			H								
STD. DEV.	20.02	19.22	20.56	21.82	17.11	16.03	21.72	17.49	11.99	20	20.07	19.94	19.92	20.07	22.69
STD. ERR.	0.93	1.13	2.8	1.3	1.73	1.74	1.24	1.81	1.49	1.41	1.23	1.52	3.7	1.23	2.14

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Other online payment services) Thinking of the time since you added PayPal, about what percentage of your company's online sales transactions came from each of the following payment methods? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	467	289	54*	284	98*	85*	309	93*	65*	202	265	173	29**	265	112
Other online payment services															
0%	334	203	39	209	72	53	230	68	36	145	189	127	18	189	82
	71.5%	70.2%	72.2%	73.6%	73.5%	62.4%	74.4%	73.1%	55.4%	71.8%	71.3%	73.4%	62.1%	71.3%	73.2%
1%-24%				E			H	H							
	96	58	11	48	20	28	52	20	24	40	56	31	9	56	20
	20.6%	20.1%	20.4%	16.9%	20.4%	32.9%	16.8%	21.5%	36.9%	19.8%	21.1%	17.9%	31.0%	21.1%	17.9%
25%-49%				C					FG						
	22	17	2	16	3	3	16	2	4	13	9	11	2	9	7
	4.7%	5.9%	3.7%	5.6%	3.1%	3.5%	5.2%	2.2%	6.2%	6.4%	3.4%	6.4%	6.9%	3.4%	6.3%
50%-74%															
	14	11	2	10	3	1	10	3	1	4	10	4	0	10	3
	3.0%	3.8%	3.7%	3.5%	3.1%	1.2%	3.2%	3.2%	1.5%	2.0%	3.8%	2.3%	-	3.8%	2.7%
75% or more															
	1	0	0	1	0	0	1	0	0	0	1	0	0	1	0
	0.2%	-	-	0.4%	-	-	0.3%	-	-	-	0.4%	-	-	0.4%	-
MEAN															
	5	5.64	5.13	5.13	5.1	4.47	4.83	4.7	6.28	4.8	5.15	4.77	4.97	5.15	5.18
STD. DEV.															
STD. ERR.															
	12.26	12.87	13.55	12.67	12.8	10.15	12.31	12.51	11.77	11.33	12.94	11.74	8.63	12.94	12.53
	0.57	0.76	1.84	0.75	1.29	1.1	0.7	1.3	1.46	0.8	0.8	0.89	1.6	0.8	1.18

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Credit card or debit card payments (e.g. VISA, MasterCard) processed through a merchant account) Thinking of the time since you added PayPal, about what percentage of your company's onlin came from each of the following payment methods? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
Base: Did not answer not sure	467	A 289	B 54*	C 284	D 98*	E 85*	F 309	G 93*	H 65*	I 202	J 265	K 173	L 29**	M 265	112
Credit card or debit card payments (e.g. VISA, MasterCard) processed through a merchant account															
0%	102	62	14	74	19	9	78	18	6	39	63	35	4	63	28
	21.8%	21.5%	25.9%	26.1%	19.4%	10.6%	25.2%	19.4%	9.2%	19.3%	23.8%	20.2%	13.8%	23.8%	25.0%
1%-24%				E			H								
	26	16	5	12	9	5	16	5	5	8	18	5	3	18	7
	5.6%	5.5%	9.3%	4.2%	9.2%	5.9%	5.2%	5.4%	7.7%	4.0%	6.8%	2.9%	10.3%	6.8%	6.3%
25%-49%															
	38	25	4	27	5	6	28	9	1	17	21	14	3	21	12
	8.1%	8.7%	7.4%	9.5%	5.1%	7.1%	9.1%	9.7%	1.5%	8.4%	7.9%	8.1%	10.3%	7.9%	10.7%
50%-74%							H	H							
	126	86	10	72	25	29	85	19	22	57	69	48	9	69	30
	27.0%	29.8%	18.5%	25.4%	25.5%	34.1%	27.5%	20.4%	33.8%	28.2%	26.0%	27.7%	31.0%	26.0%	26.8%
75% or more															
	175	100	21	99	40	36	102	42	31	81	94	71	10	94	35
	37.5%	34.6%	38.9%	34.9%	40.8%	42.4%	33.0%	45.2%	47.7%	40.1%	35.5%	41.0%	34.5%	35.5%	31.3%
MEAN							F	F							
	51.66	50.96	47.8	48.87	52.81	59.62	48.48	54.26	63.02	54.04	49.83	53.95	54.62	49.83	46.91
STD. DEV.	34.13	33.54	37.08	35.28	33.99	29.02	34.73	34.08	28.54	33.16	34.8	33.36	32.49	34.8	34.9
STD. ERR.	1.58	1.97	5.05	2.09	3.43	3.15	1.98	3.53	3.54	2.33	2.14	2.54	6.03	2.14	3.3

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Credit card or debit card payments (e.g. VISA, MasterCard) processed through PayPal Website Payments Pro or Virtual Terminal) Thinking of the time since you added PayPal, about what perce came from each of the following payment methods? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	467	289	54*	284	98*	85*	309	93*	65*	202	265	173	29**	265	112
Credit card or debit card payments (e.g. VISA, MasterCard) processed through PayPal Website Payments Pro or Virtual Terminal															
0%	347	223	33	211	74	62	229	70	48	152	195	128	24	195	86
	74.3%	77.2%	61.1%	74.3%	75.5%	72.9%	74.1%	75.3%	73.8%	75.2%	73.6%	74.0%	82.8%	73.6%	76.8%
		B													
1%-24%	52	25	9	29	12	11	35	11	6	23	29	20	3	29	11
	11.1%	8.7%	16.7%	10.2%	12.2%	12.9%	11.3%	11.8%	9.2%	11.4%	10.9%	11.6%	10.3%	10.9%	9.8%
25%-49%	21	12	4	11	5	5	13	3	5	8	13	8	0	13	4
	4.5%	4.2%	7.4%	3.9%	5.1%	5.9%	4.2%	3.2%	7.7%	4.0%	4.9%	4.6%	-	4.9%	3.6%
50%-74%	17	9	2	12	2	3	12	3	2	9	8	8	1	8	5
	3.6%	3.1%	3.7%	4.2%	2.0%	3.5%	3.9%	3.2%	3.1%	4.5%	3.0%	4.6%	3.4%	3.0%	4.5%
75% or more	30	20	6	21	5	4	20	6	4	10	20	9	1	20	6
	6.4%	6.9%	11.1%	7.4%	5.1%	4.7%	6.5%	6.5%	6.2%	5.0%	7.5%	5.2%	3.4%	7.5%	5.4%
MEAN	10.49	10.43	15.43	11.37	8.57	9.78	10.63	9.72	10.91	9.46	11.28	10.03	6.03	11.28	9.63
STD. DEV.	24.39	25.27	27.6	25.86	21.04	23	24.6	24.04	24.24	22.65	25.65	23.12	19.66	25.65	23.39
STD. ERR.	1.13	1.49	3.76	1.53	2.13	2.49	1.4	2.49	3.01	1.59	1.58	1.76	3.65	1.58	2.21

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Direct-debit payments or eCheck) Thinking of the time since you added PayPal, about what percentage of your company's online sales transactions came from each of the following payment methods? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
Base: Did not answer not sure	467	289	54*	284	98*	85*	309	93*	65*	202	265	173	29**	265	112
Direct-debit payments or eCheck															
0%	428	262	49	260	92	76	285	86	57	192	236	164	28	236	106
	91.6%	90.7%	90.7%	91.5%	93.9%	89.4%	92.2%	92.5%	87.7%	95.0%	89.1%	94.8%	96.6%	89.1%	94.6%
										J		M			
1%-24%	35	24	5	20	6	9	20	7	8	9	26	8	1	26	5
	7.5%	8.3%	9.3%	7.0%	6.1%	10.6%	6.5%	7.5%	12.3%	4.5%	9.8%	4.6%	3.4%	9.8%	4.5%
										I				K	
25%-49%	3	3	0	3	0	0	3	0	0	1	2	1	0	2	1
	0.6%	1.0%	-	1.1%	-	-	1.0%	-	-	0.5%	0.8%	0.6%	-	0.8%	0.9%
50%-74%	1	0	0	1	0	0	1	0	0	0	1	0	0	1	0
	0.2%	-	-	0.4%	-	-	0.3%	-	-	-	0.4%	-	-	0.4%	-
75% or more	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	0.73	0.83	0.37	1.01	0.34	0.27	0.94	0.38	0.26	0.39	1	0.43	0.17	1	0.54
STD. DEV.	4.1	4.2	1.23	5.15	1.43	0.93	4.95	1.47	0.85	2.43	5	2.6	0.93	5	3.1
STD. ERR.	0.19	0.25	0.17	0.31	0.14	0.1	0.28	0.15	0.11	0.17	0.31	0.2	0.17	0.31	0.29

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Wire transfers and other bank transfers sent to your account) Thinking of the time since you added PayPal, about what percentage of your company's online sales transactions came from each of the following payment methods? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	467	289	54*	284	98*	85*	309	93*	65*	202	265	173	29**	265	112
Wire transfers and other bank transfers sent to your account															
0%	411	255	46	255	85	71	276	79	56	182	229	158	24	229	104
	88.0%	88.2%	85.2%	89.8%	86.7%	83.5%	89.3%	84.9%	86.2%	90.1%	86.4%	91.3%	82.8%	86.4%	92.9%
1%-24%	48	27	7	23	12	13	26	13	9	17	31	12	5	31	7
	10.3%	9.3%	13.0%	8.1%	12.2%	15.3%	8.4%	14.0%	13.8%	8.4%	11.7%	6.9%	17.2%	11.7%	6.3%
25%-49%	5	5	0	4	0	1	5	0	0	3	2	3	0	2	1
	1.1%	1.7%	-	1.4%	-	1.2%	1.6%	-	-	1.5%	0.8%	1.7%	-	0.8%	0.9%
50%-74%	3	2	1	2	1	0	2	1	0	0	3	0	0	3	0
	0.6%	0.7%	1.9%	0.7%	1.0%	-	0.6%	1.1%	-	-	1.1%	-	-	1.1%	-
75% or more	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1.28	1.48	1.93	1.29	1.32	1.24	1.34	1.56	0.62	0.88	1.59	0.86	0.97	1.59	0.46
STD. DEV.	6.17	7.02	7.47	6.8	5.71	4.18	6.73	6.15	2.01	3.92	7.43	4.09	2.69	7.43	2.62
STD. ERR.	0.29	0.41	1.02	0.4	0.58	0.45	0.38	0.64	0.25	0.28	0.46	0.31	0.5	0.46	0.25

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Cash, checks or money orders) Thinking of the time since you added PayPal, about what percentage of your company's online sales transactions came from each of the following payment methods? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	467	289	54*	284	98*	85*	309	93*	65*	202	265	173	29**	265	112
Cash, checks or money orders															
0%	269	179	30	165	51	53	176	53	40	118	151	100	18	151	65
	57.6%	61.9%	55.6%	58.1%	52.0%	62.4%	57.0%	57.0%	61.5%	58.4%	57.0%	57.8%	62.1%	57.0%	58.0%
1%-24%	151	86	15	87	36	28	96	31	24	61	90	50	11	90	29
	32.3%	29.8%	27.8%	30.6%	36.7%	32.9%	31.1%	33.3%	36.9%	30.2%	34.0%	28.9%	37.9%	34.0%	25.9%
25%-49%	24	13	4	18	4	2	17	6	1	12	12	12	0	12	9
	5.1%	4.5%	7.4%	6.3%	4.1%	2.4%	5.5%	6.5%	1.5%	5.9%	4.5%	6.9%	-	4.5%	8.0%
50%-74%	14	8	2	7	5	2	11	3	0	6	8	6	0	8	4
	3.0%	2.8%	3.7%	2.5%	5.1%	2.4%	3.6%	3.2%	-	3.0%	3.0%	3.5%	-	3.0%	3.6%
75% or more	9	3	3	7	2	0	9	0	0	5	4	5	0	4	5
	1.9%	1.0%	5.6%	2.5%	2.0%	-	2.9%	-	-	2.5%	1.5%	2.9%	-	1.5%	4.5%
			A												
MEAN	7.09	5.76	11.26	7.57	8.57	3.78	8.62	5.51	2.09	7.65	6.66	8.61	1.93	6.66	10.58
			A		E		H	H							
STD. DEV.	16.81	14.51	22.97	17.5	18.5	11.2	19.18	12.43	4.84	18.28	15.62	19.54	3.78	15.62	22.21
STD. ERR.	0.78	0.85	3.13	1.04	1.87	1.21	1.09	1.29	0.6	1.29	0.96	1.49	0.7	0.96	2.1

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Collect on Delivery (C.O.D.) payments) Thinking of the time since you added PayPal, about what percentage of your company's online sales transactions came from each of the following payment methods? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
	A	B	C	D	E	F	G	H	I	J	K	L	M		
Base: Did not answer not sure	467	289	54*	284	98*	85*	309	93*	65*	202	265	173	29**	265	112
Collect on Delivery (C.O.D.) payments															
0%	446	274	52	274	92	80	295	88	63	191	255	165	26	255	108
	95.5%	94.8%	96.3%	96.5%	93.9%	94.1%	95.5%	94.6%	96.9%	94.6%	96.2%	95.4%	89.7%	96.2%	96.4%
1%-24%	17	13	2	8	4	5	11	4	2	11	6	8	3	6	4
	3.6%	4.5%	3.7%	2.8%	4.1%	5.9%	3.6%	4.3%	3.1%	5.4%	2.3%	4.6%	10.3%	2.3%	3.6%
25%-49%	3	2	0	1	2	0	2	1	0	0	3	0	0	3	0
	0.6%	0.7%	-	0.4%	2.0%	-	0.6%	1.1%	-	-	1.1%	-	-	1.1%	-
50%-74%	1	0	0	1	0	0	1	0	0	0	1	0	0	1	0
	0.2%	-	-	0.4%	-	-	0.3%	-	-	-	0.4%	-	-	0.4%	-
75% or more	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	0.56	0.51	0.17	0.48	0.97	0.33	0.56	0.76	0.25	0.34	0.72	0.17	1.38	0.72	0.38
STD. DEV.	4.27	3.3	1.09	4.51	4.96	1.95	4.56	4.48	1.86	1.96	5.4	1.06	4.41	5.4	2.27
STD. ERR.	0.2	0.19	0.15	0.27	0.5	0.21	0.26	0.46	0.23	0.14	0.33	0.08	0.82	0.33	0.21

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Some other form of payment) Thinking of the time since you added PayPal, about what percentage of your company's online sales transactions came from each of the following payment methods? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	463	287	53*	282	97*	84*	307	91*	65*	200	263	172	28**	263	111
Some other form of payment															
0%	447	278	50	275	93	79	300	86	61	194	253	168	26	253	110
	96.5%	96.9%	94.3%	97.5%	95.9%	94.0%	97.7%	94.5%	93.8%	97.0%	96.2%	97.7%	92.9%	96.2%	99.1%
1%-24%	10	6	1	5	2	3	4	2	4	5	5	4	1	5	1
	2.2%	2.1%	1.9%	1.8%	2.1%	3.6%	1.3%	2.2%	6.2%	2.5%	1.9%	2.3%	3.6%	1.9%	0.9%
									F						
25%-49%	2	1	1	1	0	1	2	0	0	0	2	0	0	2	0
	0.4%	0.3%	1.9%	0.4%	-	1.2%	0.7%	-	-	-	0.8%	-	-	0.8%	-
50%-74%	2	1	1	1	1	0	1	1	0	0	2	0	0	2	0
	0.4%	0.3%	1.9%	0.4%	1.0%	-	0.3%	1.1%	-	-	0.8%	-	-	0.8%	-
75% or more	2	1	0	0	1	1	0	2	0	1	1	0	1	1	0
	0.4%	0.3%	-	-	1.0%	1.2%	-	2.2%	-	0.5%	0.4%	-	3.6%	0.4%	-
								F							
MEAN	0.99	0.77	2.08	0.49	1.67	1.89	0.5	2.77	0.83	0.72	1.19	0.28	3.39	1.19	0.09
								F							
STD. DEV.	7.31	6.43	9.06	4.03	10.56	10.53	4.07	14.29	3.63	6.61	7.8	1.95	17	7.8	0.95
STD. ERR.	0.34	0.38	1.24	0.24	1.07	1.15	0.23	1.5	0.45	0.47	0.48	0.15	3.21	0.48	0.09

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(PayPal) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	323	202	40*	192	76*	55*	208	70*	45*	139	184	119	20**	184	81*
PayPal															
0%	53	25	14	37	11	5	39	11	3	24	29	22	2	29	16
	16.4%	12.4%	35.0%	19.3%	14.5%	9.1%	18.8%	15.7%	6.7%	17.3%	15.8%	18.5%	10.0%	15.8%	19.8%
			A				H								
1%-24%	137	83	14	71	36	30	77	32	28	62	75	57	5	75	33
	42.4%	41.1%	35.0%	37.0%	47.4%	54.5%	37.0%	45.7%	62.2%	44.6%	40.8%	47.9%	25.0%	40.8%	40.7%
						C			F						
25%-49%	68	51	3	37	17	14	43	13	12	30	38	24	6	38	16
	21.1%	25.2%	7.5%	19.3%	22.4%	25.5%	20.7%	18.6%	26.7%	21.6%	20.7%	20.2%	30.0%	20.7%	19.8%
			B												
50%-74%	41	27	4	30	7	4	29	11	1	11	30	7	4	30	8
	12.7%	13.4%	10.0%	15.6%	9.2%	7.3%	13.9%	15.7%	2.2%	7.9%	16.3%	5.9%	20.0%	16.3%	9.9%
							H	H			I			K	
75% or more	24	16	5	17	5	2	20	3	1	12	12	9	3	12	8
	7.4%	7.9%	12.5%	8.9%	6.6%	3.6%	9.6%	4.3%	2.2%	8.6%	6.5%	7.6%	15.0%	6.5%	9.9%
MEAN	24.95	27.49	21.77	26.57	24.08	20.53	27.04	24.1	16.62	23.76	25.86	21.7	36	25.86	25.77
							H								
STD. DEV.	26.07	26.06	32.49	27.43	24.3	23.23	27.78	24.39	17.82	26.69	25.62	25.47	31.02	25.62	27.77
STD. ERR.	1.45	1.83	5.14	1.98	2.79	3.13	1.93	2.91	2.66	2.26	1.89	2.33	6.94	1.89	3.09

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Other online payment services) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	323	202	40*	192	76*	55*	208	70*	45*	139	184	119	20**	184	81*
Other online payment services															
0%	247	155	27	151	59	37	168	55	24	111	136	96	15	136	63
	76.5%	76.7%	67.5%	78.6%	77.6%	67.3%	80.8%	78.6%	53.3%	79.9%	73.9%	80.7%	75.0%	73.9%	77.8%
1%-24%							H	H							
	52	31	10	26	11	15	25	10	17	17	35	15	2	35	11
	16.1%	15.3%	25.0%	13.5%	14.5%	27.3%	12.0%	14.3%	37.8%	12.2%	19.0%	12.6%	10.0%	19.0%	13.6%
25%-49%						C			FG						
	12	7	1	7	3	2	7	2	3	7	5	4	3	5	3
	3.7%	3.5%	2.5%	3.6%	3.9%	3.6%	3.4%	2.9%	6.7%	5.0%	2.7%	3.4%	15.0%	2.7%	3.7%
50%-74%															
	11	8	2	8	2	1	8	2	1	3	8	3	0	8	3
	3.4%	4.0%	5.0%	4.2%	2.6%	1.8%	3.8%	2.9%	2.2%	2.2%	4.3%	2.5%	-	4.3%	3.7%
75% or more															
	1	1	0	0	1	0	0	1	0	1	0	1	0	0	1
	0.3%	0.5%	-	-	1.3%	-	-	1.4%	-	0.7%	-	0.8%	-	-	1.2%
MEAN	4.57	5	5.55	4.48	5.2	4	4.07	5.06	6.11	4.21	4.84	4.14	4.6	4.84	4.81
STD. DEV.	12.42	13.59	12.92	12.56	14.11	9.19	12.2	14.04	10.75	12.43	12.45	12.86	9.74	12.45	14.37
STD. ERR.	0.69	0.96	2.04	0.91	1.62	1.24	0.85	1.68	1.6	1.05	0.92	1.18	2.18	0.92	1.6

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Credit card or debit card payments (e.g. VISA, MasterCard) processed through PayPal Website Payments Pro or Virtual Terminal) Now thinking specifically of new customers to your online bu has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
Base: Did not answer not sure	323	A	B	C	D	E	F	G	H	I	J	K	L	M	81*
Credit card or debit card payments (e.g. VISA, MasterCard) processed through PayPal Website Payments Pro or Virtual Terminal															
0%	238	157	27	138	57	43	150	53	35	102	136	86	16	136	59
	73.7%	77.7%	67.5%	71.9%	75.0%	78.2%	72.1%	75.7%	77.8%	73.4%	73.9%	72.3%	80.0%	73.9%	72.8%
1%-24%	33	13	5	19	10	4	25	5	3	16	17	14	2	17	9
	10.2%	6.4%	12.5%	9.9%	13.2%	7.3%	12.0%	7.1%	6.7%	11.5%	9.2%	11.8%	10.0%	9.2%	11.1%
25%-49%	10	7	1	5	2	3	5	2	3	3	7	3	0	7	3
	3.1%	3.5%	2.5%	2.6%	2.6%	5.5%	2.4%	2.9%	6.7%	2.2%	3.8%	2.5%	-	3.8%	3.7%
50%-74%	18	7	4	12	4	2	11	6	1	9	9	8	1	9	6
	5.6%	3.5%	10.0%	6.3%	5.3%	3.6%	5.3%	8.6%	2.2%	6.5%	4.9%	6.7%	5.0%	4.9%	7.4%
75% or more	24	18	3	18	3	3	17	4	3	9	15	8	1	15	4
	7.4%	8.9%	7.5%	9.4%	3.9%	5.5%	8.2%	5.7%	6.7%	6.5%	8.2%	6.7%	5.0%	8.2%	4.9%
MEAN	12.13	11.93	13.55	13.94	9.41	9.56	12.69	11.9	9.91	12.17	12.1	12.82	8.25	12.1	11.9
STD. DEV.	26.45	27.48	26.59	28.58	22.1	23.99	27.04	26.33	24.23	26.43	26.54	26.94	23.41	26.54	25.47
STD. ERR.	1.47	1.93	4.2	2.06	2.53	3.23	1.87	3.15	3.61	2.24	1.96	2.47	5.23	1.96	2.83

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Credit card or debit card payments (e.g. VISA, MasterCard) processed through a merchant account) Now thinking specifically of new customers to your online business, for each payment meth has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
Base: Did not answer not sure	323	A	B	C	D	E	F	G	H	I	J	K	L	M	81*
Credit card or debit card payments (e.g. VISA, MasterCard) processed through a merchant account															
0%	82	53	12	58	16	8	61	16	5	33	49	28	5	49	22
	25.4%	26.2%	30.0%	30.2%	21.1%	14.5%	29.3%	22.9%	11.1%	23.7%	26.6%	23.5%	25.0%	26.6%	27.2%
				E			H								
1%-24%	14	9	3	7	5	2	8	5	1	8	6	5	3	6	4
	4.3%	4.5%	7.5%	3.6%	6.6%	3.6%	3.8%	7.1%	2.2%	5.8%	3.3%	4.2%	15.0%	3.3%	4.9%
25%-49%	27	18	2	16	7	4	16	9	2	10	17	8	2	17	7
	8.4%	8.9%	5.0%	8.3%	9.2%	7.3%	7.7%	12.9%	4.4%	7.2%	9.2%	6.7%	10.0%	9.2%	8.6%
50%-74%	78	56	7	46	18	14	51	12	15	32	46	27	5	46	20
	24.1%	27.7%	17.5%	24.0%	23.7%	25.5%	24.5%	17.1%	33.3%	23.0%	25.0%	22.7%	25.0%	25.0%	24.7%
									G						
75% or more	122	66	16	65	30	27	72	28	22	56	66	51	5	66	28
	37.8%	32.7%	40.0%	33.9%	39.5%	49.1%	34.6%	40.0%	48.9%	40.3%	35.9%	42.9%	25.0%	35.9%	34.6%
						C									
MEAN	50.57	48.58	49.45	46.7	52.43	61.49	47.4	50.24	65.71	52.18	49.35	53.77	42.7	49.35	49.32
						C			FG						
STD. DEV.	35.77	35.29	40.32	36.51	35.1	32.03	36.15	36.29	29.51	36	35.65	35.87	36.2	35.65	36.97
STD. ERR.	1.99	2.48	6.38	2.63	4.03	4.32	2.51	4.34	4.4	3.05	2.63	3.29	8.1	2.63	4.11

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Direct-debit payments or eCheck) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
Base: Did not answer not sure	323	202	40*	192	76*	55*	208	70*	45*	139	184	119	20**	184	81*
Direct-debit payments or eCheck															
0%	304	188	38	182	72	50	199	65	40	135	169	116	19	169	79
	94.1%	93.1%	95.0%	94.8%	94.7%	90.9%	95.7%	92.9%	88.9%	97.1%	91.8%	97.5%	95.0%	91.8%	97.5%
1%-24%										J		M			
	18	13	2	9	4	5	8	5	5	3	15	2	1	15	2
	5.6%	6.4%	5.0%	4.7%	5.3%	9.1%	3.8%	7.1%	11.1%	2.2%	8.2%	1.7%	5.0%	8.2%	2.5%
25%-49%										F				K	
	1	1	0	1	0	0	1	0	0	1	0	1	0	0	0
	0.3%	0.5%	-	0.5%	-	-	0.5%	-	-	0.7%	-	0.8%	-	-	-
50%-74%															
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75% or more															
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	0.47	0.53	0.2	0.53	0.37	0.4	0.48	0.54	0.29	0.35	0.55	0.37	0.25	0.55	0.11
STD. DEV.	2.61	2.87	0.91	3.1	1.73	1.58	2.98	2.13	0.97	2.72	2.53	2.91	1.12	2.53	0.71
STD. ERR.	0.15	0.2	0.14	0.22	0.2	0.21	0.21	0.25	0.14	0.23	0.19	0.27	0.25	0.19	0.08

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Wire transfers and other bank transfers sent to your account) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
	A	B	C	D	E	F	G	H	I	J	K	L	M		
Base: Did not answer not sure	323	202	40*	192	76*	55*	208	70*	45*	139	184	119	20**	184	81*
Wire transfers and other bank transfers sent to your account															
0%	298	188	35	178	71	49	193	65	40	129	169	111	18	169	77
	92.3%	93.1%	87.5%	92.7%	93.4%	89.1%	92.8%	92.9%	88.9%	92.8%	91.8%	93.3%	90.0%	91.8%	95.1%
1%-24%	19	11	4	10	4	5	11	3	5	8	11	7	1	11	4
	5.9%	5.4%	10.0%	5.2%	5.3%	9.1%	5.3%	4.3%	11.1%	5.8%	6.0%	5.9%	5.0%	6.0%	4.9%
25%-49%	2	2	0	2	0	0	2	0	0	0	2	0	0	2	0
	0.6%	1.0%	-	1.0%	-	-	1.0%	-	-	-	1.1%	-	-	1.1%	-
50%-74%	4	1	1	2	1	1	2	2	0	2	2	1	1	2	0
	1.2%	0.5%	2.5%	1.0%	1.3%	1.8%	1.0%	2.9%	-	1.4%	1.1%	0.8%	5.0%	1.1%	-
75% or more	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1.2	0.94	1.98	1.23	1	1.33	1.16	1.73	0.51	0.97	1.36	0.7	2.6	1.36	0.12
STD. DEV.	6.59	5.61	8.29	6.78	5.94	6.88	6.53	8.51	1.8	6.08	6.97	4.75	11.17	6.97	0.66
STD. ERR.	0.37	0.39	1.31	0.49	0.68	0.93	0.45	1.02	0.27	0.52	0.51	0.44	2.5	0.51	0.07

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Cash, checks or money orders) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	323	202	40*	192	76*	55*	208	70*	45*	139	184	119	20**	184	81*
Cash, checks or money orders															
0%	226	144	27	132	50	44	141	46	39	99	127	85	14	127	57
	70.0%	71.3%	67.5%	68.8%	65.8%	80.0%	67.8%	65.7%	86.7%	71.2%	69.0%	71.4%	70.0%	69.0%	70.4%
1%-24%	73	40	11	46	16	11	49	18	6	30	43	24	6	43	15
	22.6%	19.8%	27.5%	24.0%	21.1%	20.0%	23.6%	25.7%	13.3%	21.6%	23.4%	20.2%	30.0%	23.4%	18.5%
25%-49%	14	12	1	7	7	0	9	5	0	5	9	5	0	9	5
	4.3%	5.9%	2.5%	3.6%	9.2%	-	4.3%	7.1%	-	3.6%	4.9%	4.2%	-	4.9%	6.2%
50%-74%	5	4	0	3	E	0	4	1	0	2	3	2	0	3	1
	1.5%	2.0%	-	1.6%	2.6%	-	1.9%	1.4%	-	1.4%	1.6%	1.7%	-	1.6%	1.2%
75% or more	5	2	1	4	1	0	5	0	0	3	2	3	0	2	3
	1.5%	1.0%	2.5%	2.1%	1.3%	-	2.4%	-	-	2.2%	1.1%	2.5%	-	1.1%	3.7%
MEAN	5.15	5.12	5.38	5.56	6.79	1.45	6.22	4.81	0.73	5.6	4.81	6.24	1.85	4.81	7.59
STD. DEV.	14.32	13.68	14.71	15.36	E	4	16.49	H	2.51	16.11	12.85	17.26	4.03	12.85	19.59
STD. ERR.	0.8	0.96	2.33	1.11	1.83	0.54	1.14	1.32	0.37	1.37	0.95	1.58	0.9	0.95	2.18

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Collect on Delivery (C.O.D.) payments) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	323	202	40*	192	76*	55*	208	70*	45*	139	184	119	20**	184	81*
Collect on Delivery (C.O.D.) payments															
0%	313	197	39	187	73	53	202	66	45	134	179	115	19	179	78
	96.9%	97.5%	97.5%	97.4%	96.1%	96.4%	97.1%	94.3%	100.0%	96.4%	97.3%	96.6%	95.0%	97.3%	96.3%
1%-24%	8	4	1	4	2	2	5	3	0	5	3	4	1	3	3
	2.5%	2.0%	2.5%	2.1%	2.6%	3.6%	2.4%	4.3%	-	3.6%	1.6%	3.4%	5.0%	1.6%	3.7%
25%-49%	1	1	0	0	1	0	0	1	0	0	1	0	0	1	0
	0.3%	0.5%	-	-	1.3%	-	-	1.4%	-	-	0.5%	-	-	0.5%	-
50%-74%	1	0	0	1	0	0	1	0	0	0	1	0	0	1	0
	0.3%	-	-	0.5%	-	-	0.5%	-	-	-	0.5%	-	-	0.5%	-
75% or more	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	0.52	0.39	0.13	0.52	0.72	0.24	0.5	0.9	0	0.29	0.68	0.18	1	0.68	0.37
STD. DEV.	4.6	3.24	0.79	5.13	4.74	1.4	4.94	5.04	0	1.98	5.85	1.12	4.47	5.85	2.34
STD. ERR.	0.26	0.23	0.13	0.37	0.54	0.19	0.34	0.6	0	0.17	0.43	0.1	1	0.43	0.26

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

(Some other form of payment) Now thinking specifically of new customers to your online business, for each payment method below, what percent of sales has come from new-to-file customers since you have added PayPal? If you are unsure, please use your best guess.

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Did not answer not sure	320	200	39*	190	75*	55*	206	69*	45*	137	183	118	19**	183	80*
Some other form of payment															
0%	316	199	38	188	75	53	204	68	44	134	182	117	17	182	80
	98.8%	99.5%	97.4%	98.9%	100.0%	96.4%	99.0%	98.6%	97.8%	97.8%	99.5%	99.2%	89.5%	99.5%	100.0%
1%-24%	2	1	0	1	0	1	1	0	1	2	0	1	1	0	0
	0.6%	0.5%	-	0.5%	-	1.8%	0.5%	-	2.2%	1.5%	-	0.8%	5.3%	-	-
25%-49%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50%-74%	1	0	0	0	0	1	0	1	0	1	0	0	1	0	0
	0.3%	-	-	-	-	1.8%	-	1.4%	-	0.7%	-	-	5.3%	-	-
75% or more	1	0	1	1	0	0	1	0	0	0	1	0	0	1	0
	0.3%	-	2.6%	0.5%	-	-	0.5%	-	-	-	0.5%	-	-	0.5%	-
MEAN	0.45	0.03	2.05	0.47	0	1	0.44	0.72	0.11	0.47	0.44	0.08	2.89	0.44	0
			A												
STD. DEV.	5.3	0.35	12.81	5.85	0	6.76	5.61	6.02	0.75	4.37	5.91	0.92	11.46	5.91	0
STD. ERR.	0.3	0.03	2.05	0.42	0	0.91	0.39	0.72	0.11	0.37	0.44	0.08	2.63	0.44	0

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base; ** very small base (under 30) ineligible for sig testing

How do your buyers like having the option to pay with PayPal?

		Impact on Offering Paypal		Total Gross Revenue			Online Gross Revenue			EC Tenure 1		EC Tenure 2			
	Total	Yes, increased sales	No, has not increased sales	Less \$50K	\$50K - <\$250K	\$250K+	Less \$50K	\$50K - <\$250K	\$250K+	12 months or less	Greater than 12 months	6 months or less	7-12 months	Greater than 12 months	<\$250K + <=12 EC Tenure
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: All respondents	659	404	81*	451	111	97*	475	106	78*	301	358	256	45*	358	161
Strongly appreciate	251	206	8	173	43	35	181	41	29	113	138	98	15	138	69
	38.1%	51.0%	9.9%	38.4%	38.7%	36.1%	38.1%	38.7%	37.2%	37.5%	38.5%	38.3%	33.3%	38.5%	42.9%
Somewhat appreciate		B													
	315	181	36	211	54	50	223	50	42	138	177	116	22	177	69
	47.8%	44.8%	44.4%	46.8%	48.6%	51.5%	46.9%	47.2%	53.8%	45.8%	49.4%	45.3%	48.9%	49.4%	42.9%
Do not appreciate	14	1	12	9	2	3	9	3	2	11	3	11	0	3	6
	2.1%	0.2%	14.8%	2.0%	1.8%	3.1%	1.9%	2.8%	2.6%	3.7%	0.8%	4.3%	-	0.8%	3.7%
Indifferent		A								J		M			
	79	16	25	58	12	9	62	12	5	39	40	31	8	40	17
	12.0%	4.0%	30.9%	12.9%	10.8%	9.3%	13.1%	11.3%	6.4%	13.0%	11.2%	12.1%	17.8%	11.2%	10.6%
			A												
Summary															
Total Appreciate	566	387	44	384	97	85	404	91	71	251	315	214	37	315	138
	85.9%	95.8%	54.3%	85.1%	87.4%	87.6%	85.1%	85.8%	91.0%	83.4%	88.0%	83.6%	82.2%	88.0%	85.7%
		B													

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M * small base