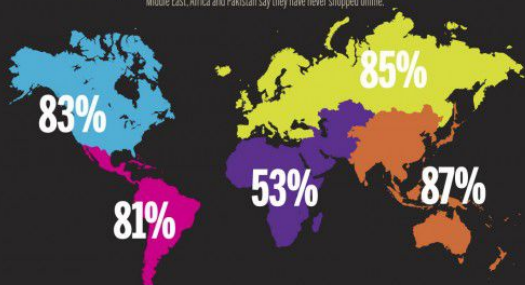


ONLINE SHOPPING AROUND THE WORLD: HOW WE SPEND OUR MONEY

The Internet has transformed many aspects of life, but perhaps none more so than how we shop for goods and services. While it's still nice to stop by a store to touch and see products, the convenience of online shopping can't be beat. And for some services, such as booking travel or buying concert tickets, the ability to do so online has made the process much easier and more efficient.

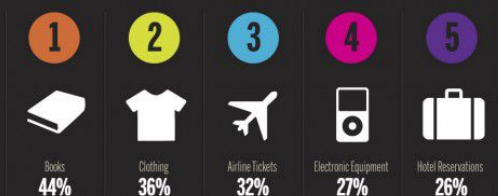
Percentage Of People Who Have Shopped Online By Area

Half of North Americans said they most frequently purchase from online-only stores, while one-third of Latin Americans prefer sites that also have traditional offline stores. Almost half (47%) of online consumers in the Middle East, Africa and Pakistan say they have never shopped online.



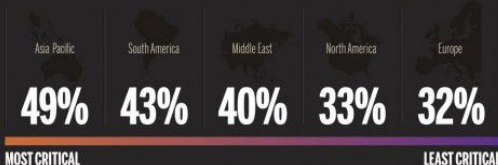
Top 5 Things People Intend To Buy Online In The Near Future

Global online consumers say that books and clothing will continue to top the list for planned online purchases in the next six months. However, intent to purchase airline tickets and to book tours and hotel reservations show signs the economy is improving. In fact, compared to 2009 where 24 percent of connected consumers said they purchased airline tickets online and 17 percent made hotel/tour reservations via the Internet, intent to make travel arrangements online in 2010 has increased.



Most Critical Audience

One of the great benefits of online shopping is the ability read others' reviews of a product, be they experts or simply fellow shoppers. These opinions are most important when it comes to purchasing consumer electronics; 57 percent of online respondents consider reviews prior to buying. Reviews on cars (45%) and software (37%) rounded out the top three most important online influences when making a purchase.



East vs West Comparison Of How Much Of Total Monthly Spending Is Made Online

Legend: Less Than 5% (orange), 6-10% (yellow), 11-25% (blue), 26-50% (purple), 51-75% (green), More Than 75% (red)

