

Latin American Community

Statistics at a Glance

Total Recruitment Pool	21 Million Registered Users
Stable Panel Size	40,000
Avg. Response Rate	52%
Avg. Freq. of Use	72 days

Employment Status

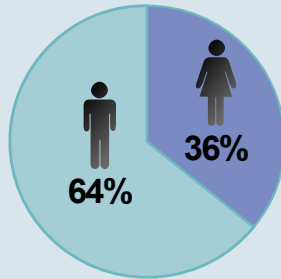
Employed by someone else working outside your home	58%
Employed by someone else working from home	2%
Self-employed working outside your home	28%
Self-employed working from home	16%
Homemaker	6%

Age

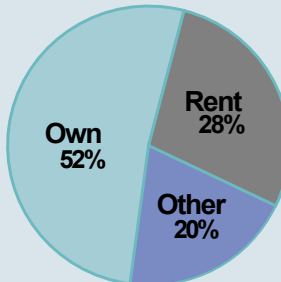
15-24	10%
25-34	39%
35-44	41%
44-55	18%
64-70	3%
65 +	1%

Household Income

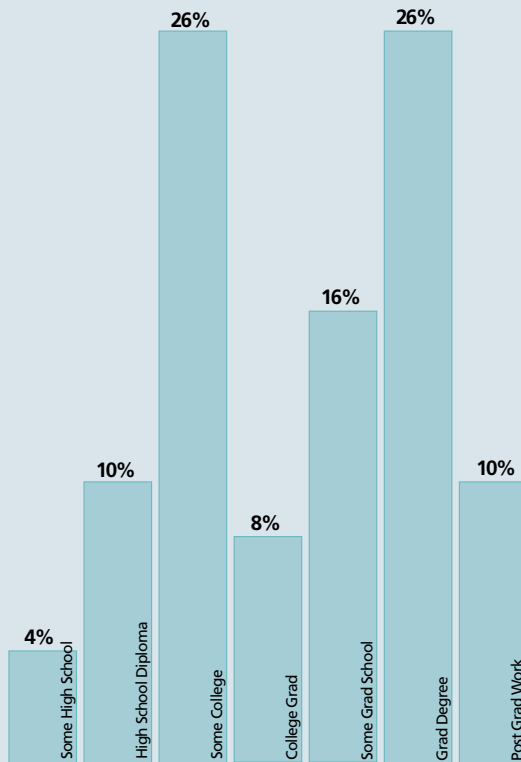
< \$20k	50%
\$20k - \$49,999	24%
\$50k - \$74,999	8%
\$75k - \$99,999	5%
\$100k - \$149,999	4%
\$150k - \$199,999	3%
\$200k +	6%
Avg. HHI (\$)	49,032



Gender



Home Ownership



Education

Market Notes

Latin America is the fastest growing region in terms of Internet usage, at over 75% per year, reaching 77 million users in 2005. Revenues for Internet usage is expected to reach \$15.2 billion in 2005 and \$28.5 billion by 2010.

Currently Brazil, Mexico and Argentina account for 80% of all Net users in Latin America. Argentina, Brazil, Chile, Columbia, Mexico and Venezuela are expected to be the strongest eCommerce markets in Latin America.

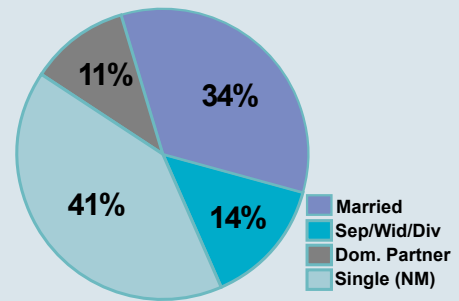
- The typical Latin American Internet user is 29 years old.
- 71% of the Latin American net users have been online for at least one year, typically spending 9.7 hours online each week.
- 59% are planning to make a purchase online in the future.
- The most researched products by Latin Americans are: *Travel, Electronic Products, Consumer Goods.*

eCommerce in Latin America generated \$66.5 billion in 2004.

- B2B: \$58.4 billion
- B2C: \$8.1 billion

eCommerce is expected to generate over \$85 billion in 2005.

More information on next page



Marital Status



Latin American Community (continued)

