

LATAM Business Decision-Makers

Statistics at a Glance

Total Recruitment Pool	750,000 Registered Users
Stable Panel Size	25,000
Avg. Response Rate	32%
Avg. Freq. of Use	40 days

Employment Status

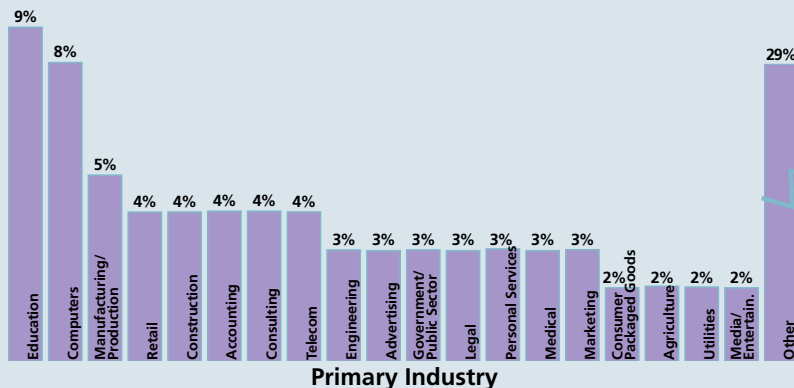
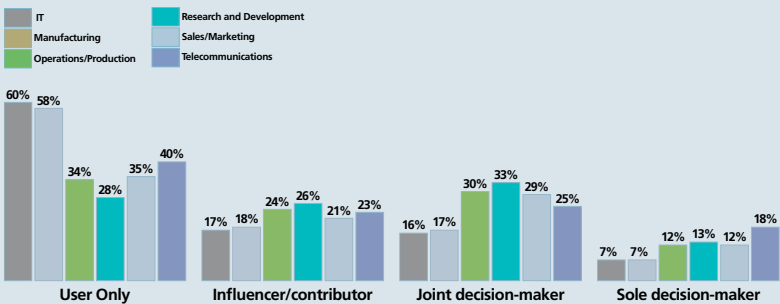
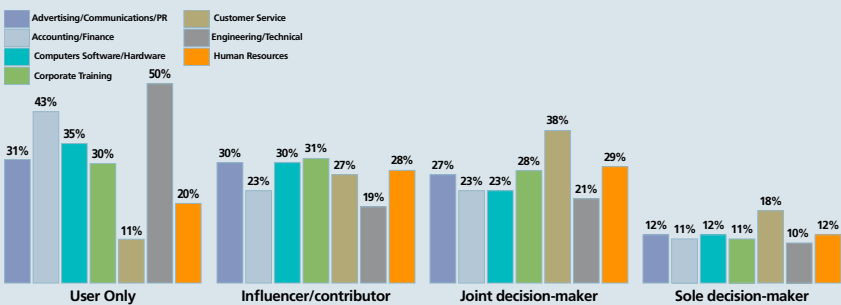
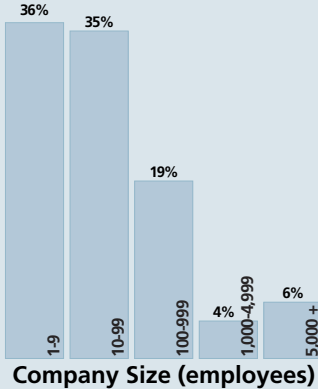
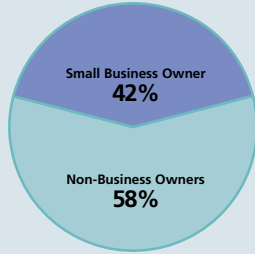
Employed by someone else working outside your home	68%
Employed by someone else working from home	2%
Self-employed working outside your home	30%

Current Occupations

Management and senior operations	30%
Technical positions	14%
Manufacturing/Construction	11%
Service management	8%
Education	8%
Sales & marketing	7%
Healthcare	4%
Administrative services	2%
Other	16%

Conducts Business In

United States	17%
Canada	5%
Mexico	25%
Europe	9%
Middle East	3%
Asia	5%
South America	65%
Central America	17%
Africa	3%
Australia/New Zealand	3%



Market Notes

Medium-sized businesses are beginning to leverage their IT assets by adopting new applications designed to boost productivity and help them catch up with their enterprise customers and suppliers. The latter are increasingly influencing medium businesses to conduct business over the Internet and adopt more sophisticated IT solutions. Last year, medium-sized Mexican and Brazilian businesses underestimated their IT requirements and actually spent far more than expected. Based on this and a host of other economic and firmographic indicators, AMI is forecasting 2005 IT/telecom expenditures to increase at a rate of approximately 7%. Growth will come from expanded telecom investment in addition to the IT areas already mentioned. Increases in communications expenditures are expected to occur in traditional categories such as fixed services (local and long-distance telephony and WAN) and wireless, but also, particularly among medium businesses, the emerging areas of IP-PBX, IP-Centrex, unified messaging and soft phones as Lat-Am embraces the benefits of "voz sobre IP" (VoIP).