



Harris ecommercePulsesm

Thank you very much for accepting our invitation to view a summary of the results from the Harris ecommercePulse Quarter 3, 1999 survey. Data reported here were collected over a three month period and come from a sample of over 100,000 U.S. adults. Only those respondents who completed this survey are being invited to view some key findings from the survey. We value your contribution and look forward to your continued participation in other Harris Poll Online surveys.



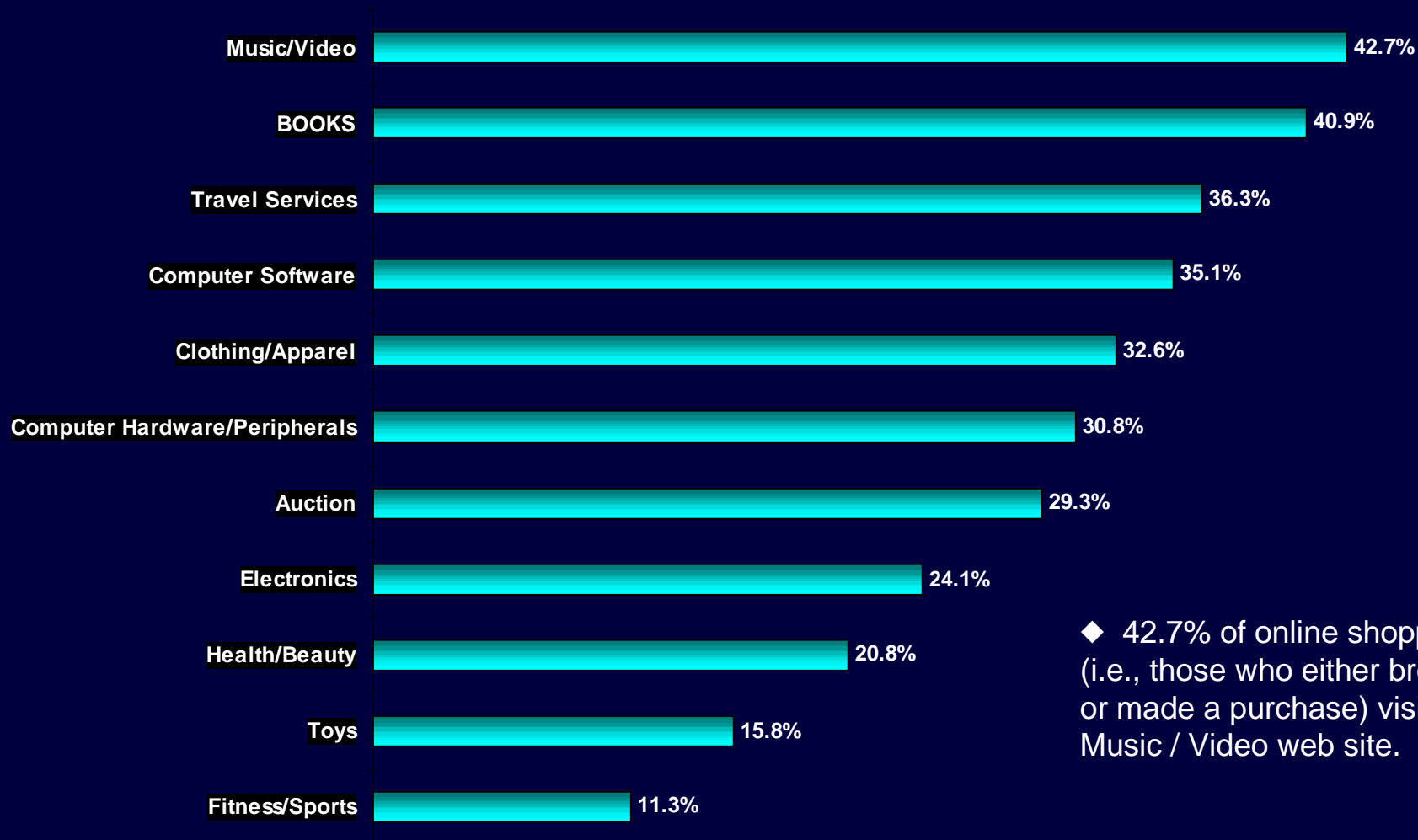
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Online Consumer Behavior



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Percent of Online Shoppers that Visited a Particular Category

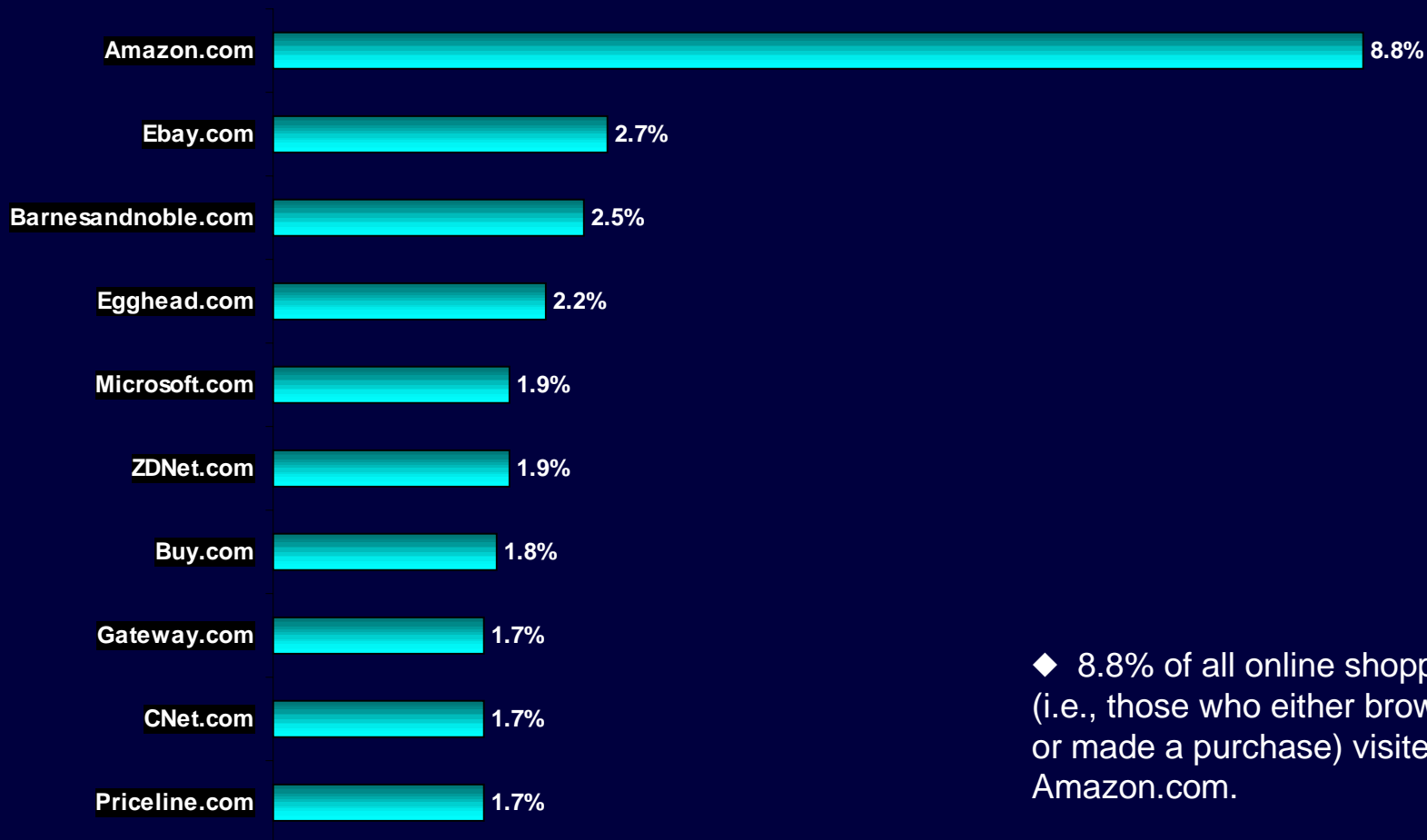


◆ 42.7% of online shoppers (i.e., those who either browsed or made a purchase) visited a Music / Video web site.



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Top Ten Sites Online Shoppers Visited

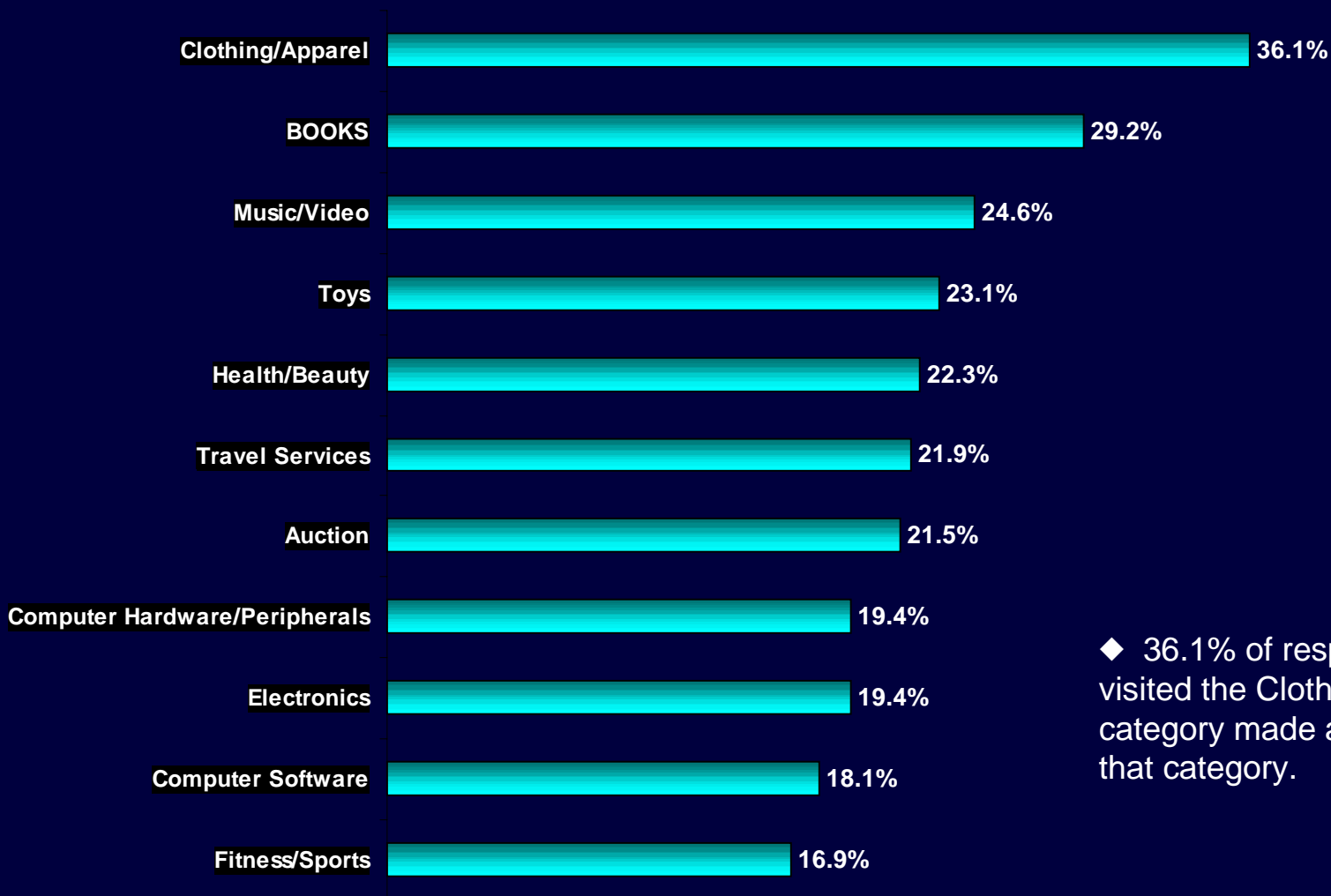


◆ 8.8% of all online shoppers (i.e., those who either browsed or made a purchase) visited Amazon.com.



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Percent of Category Visitors that Made a Purchase in that Category

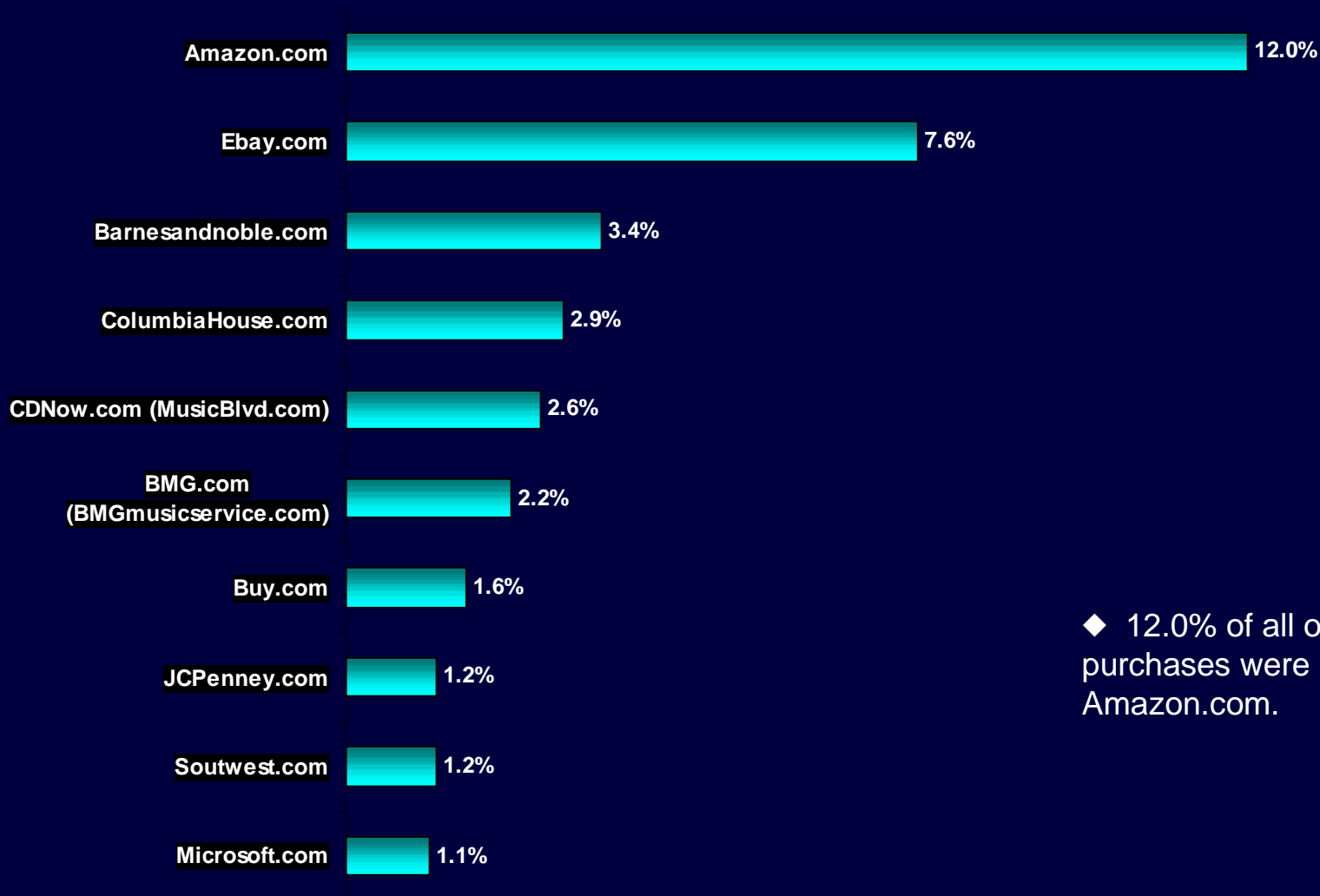


◆ 36.1% of respondents who visited the Clothing / Apparel category made a purchase in that category.



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Top Ten Sites that Online Shoppers Purchased From

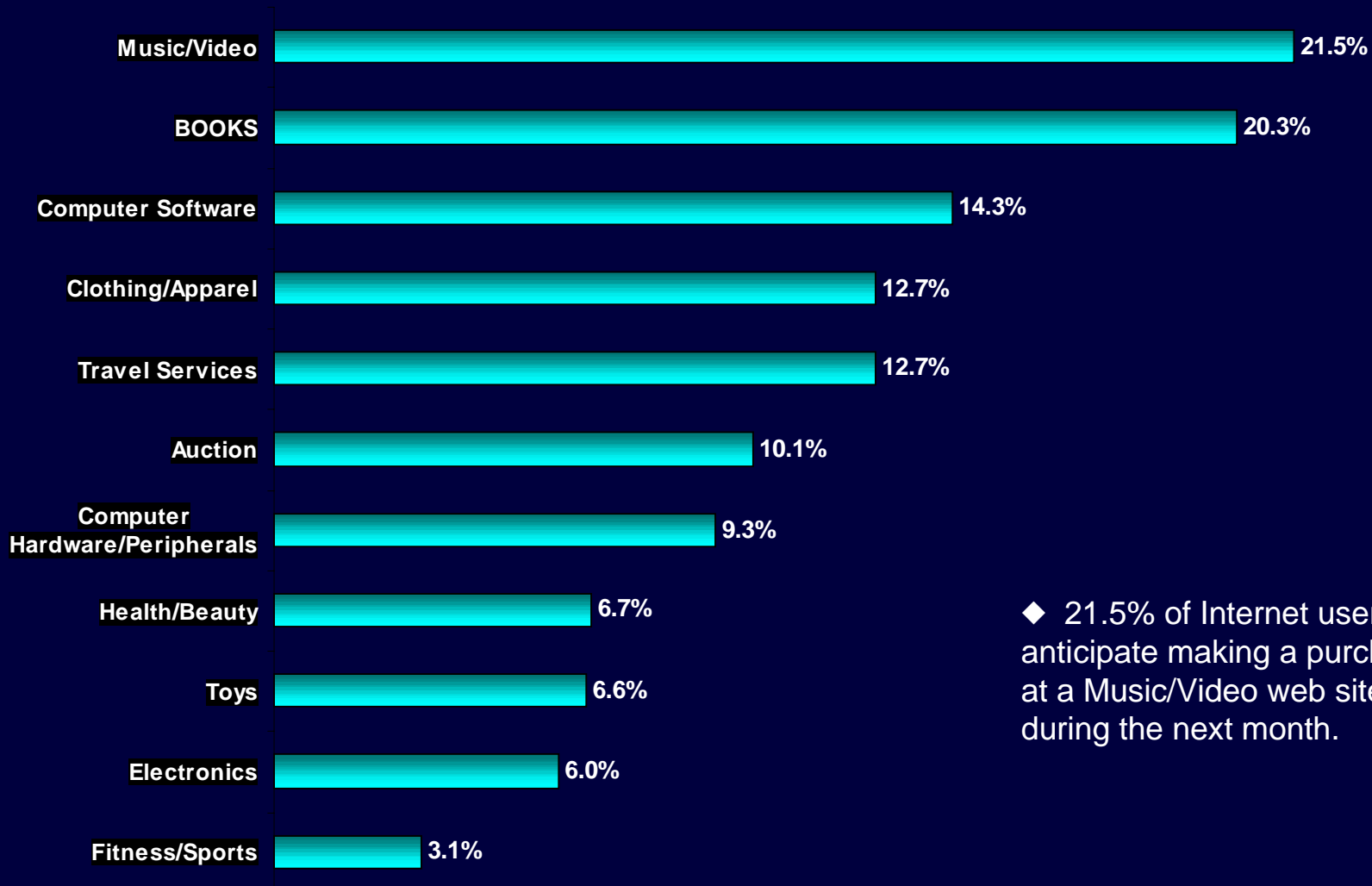


◆ 12.0% of all online purchases were made at Amazon.com.



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Percent of Internet Users that Anticipate Making a Purchase from a Particular Product Category Within the Next Month



◆ 21.5% of Internet users anticipate making a purchase at a Music/Video web site during the next month.



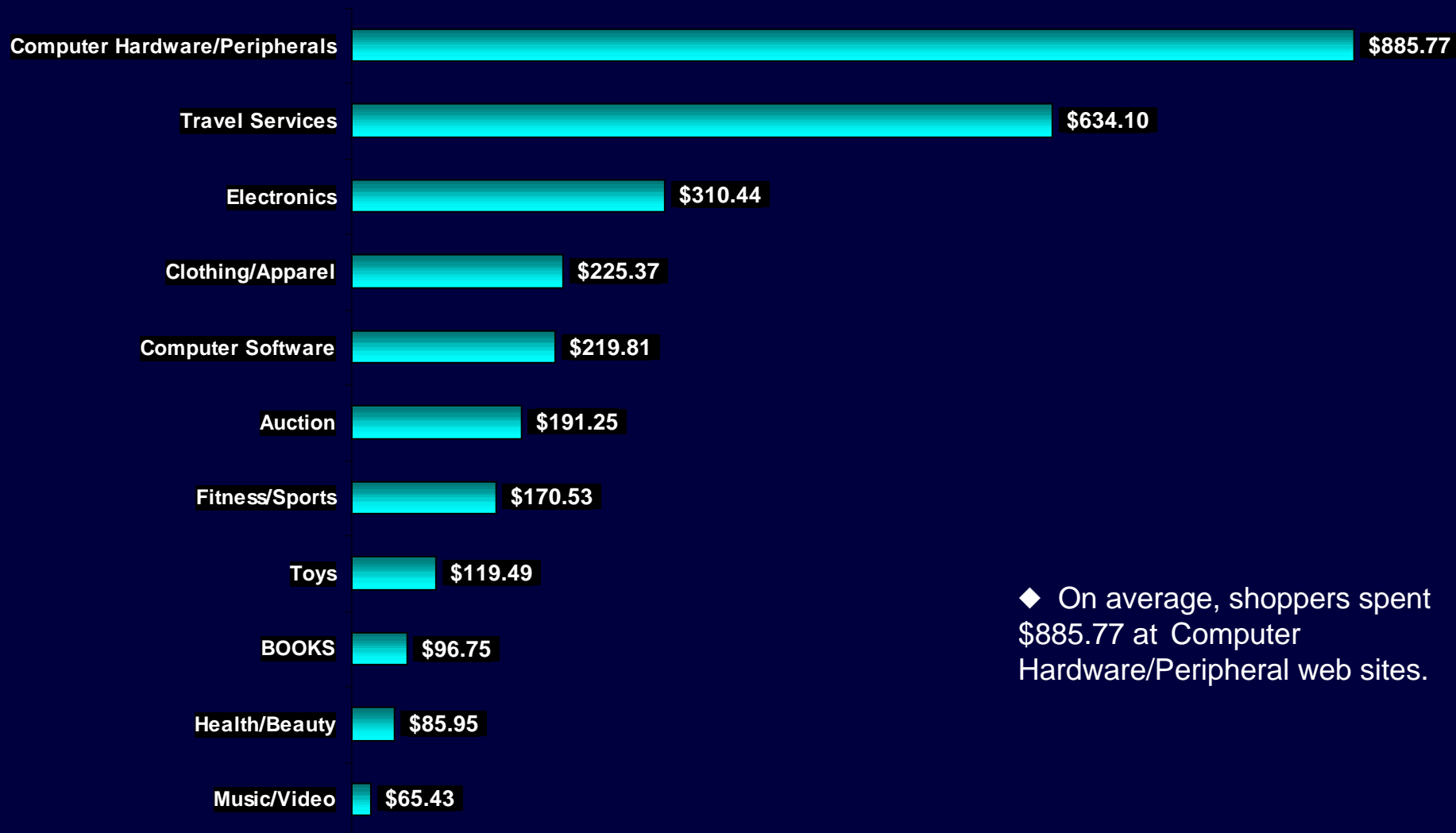
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Average Expenditure



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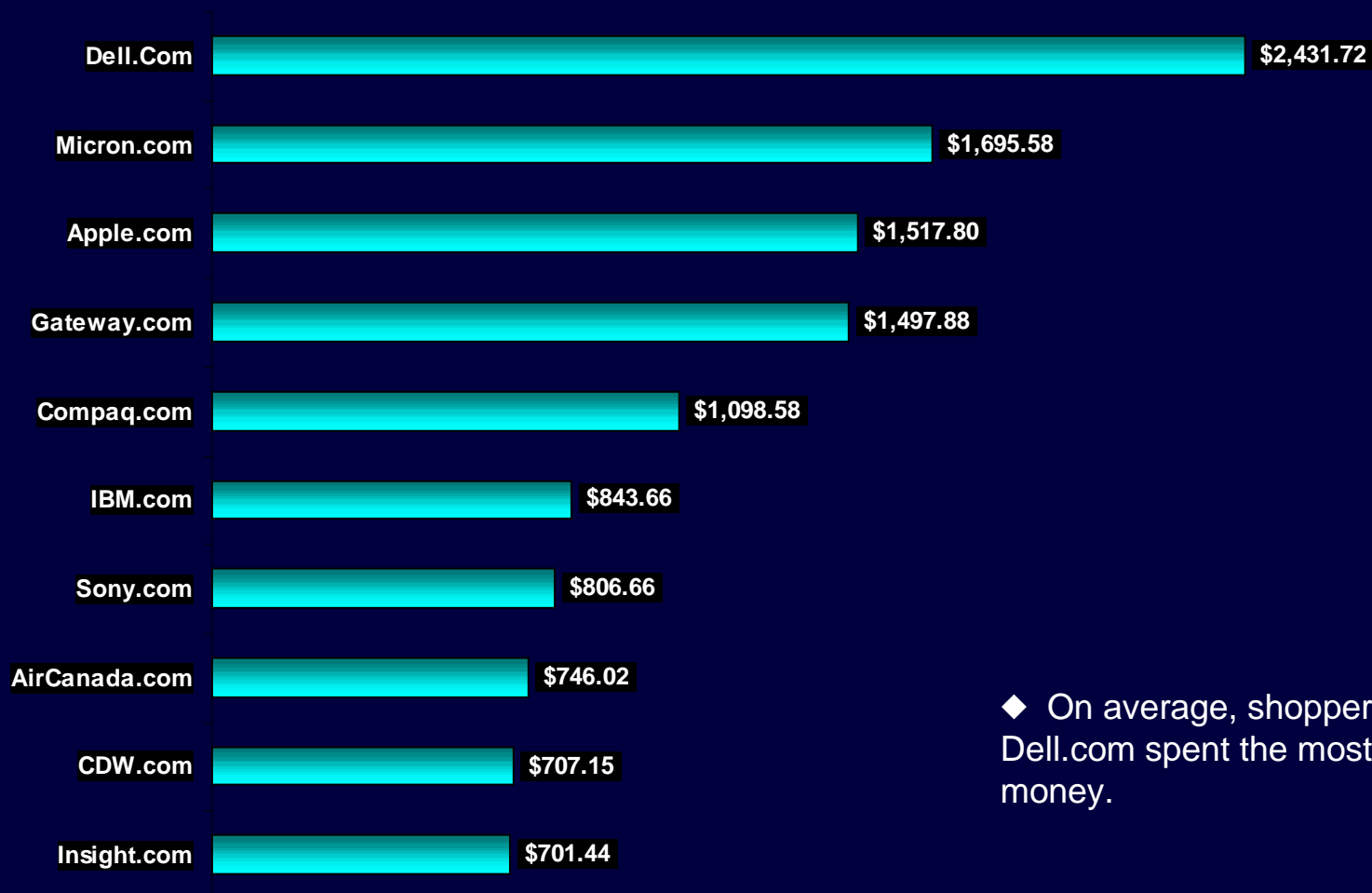
Average Expenditure (Online and Offline) By Product Category





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Average Online Expenditure Top Ten Sites



◆ On average, shoppers at Dell.com spent the most money.



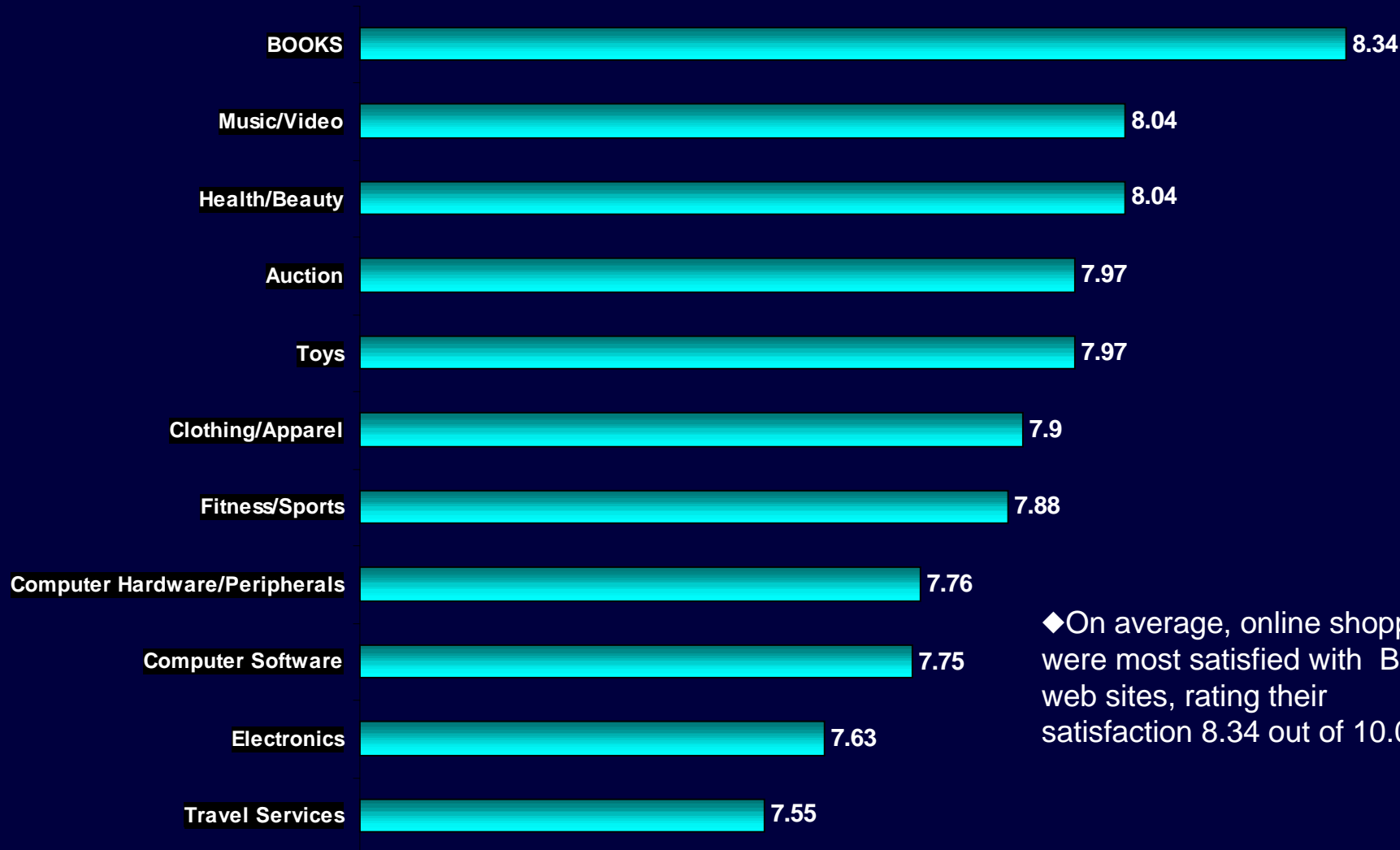
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Customer Satisfaction and Loyalty



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Average Overall Customer Satisfaction by Product Category

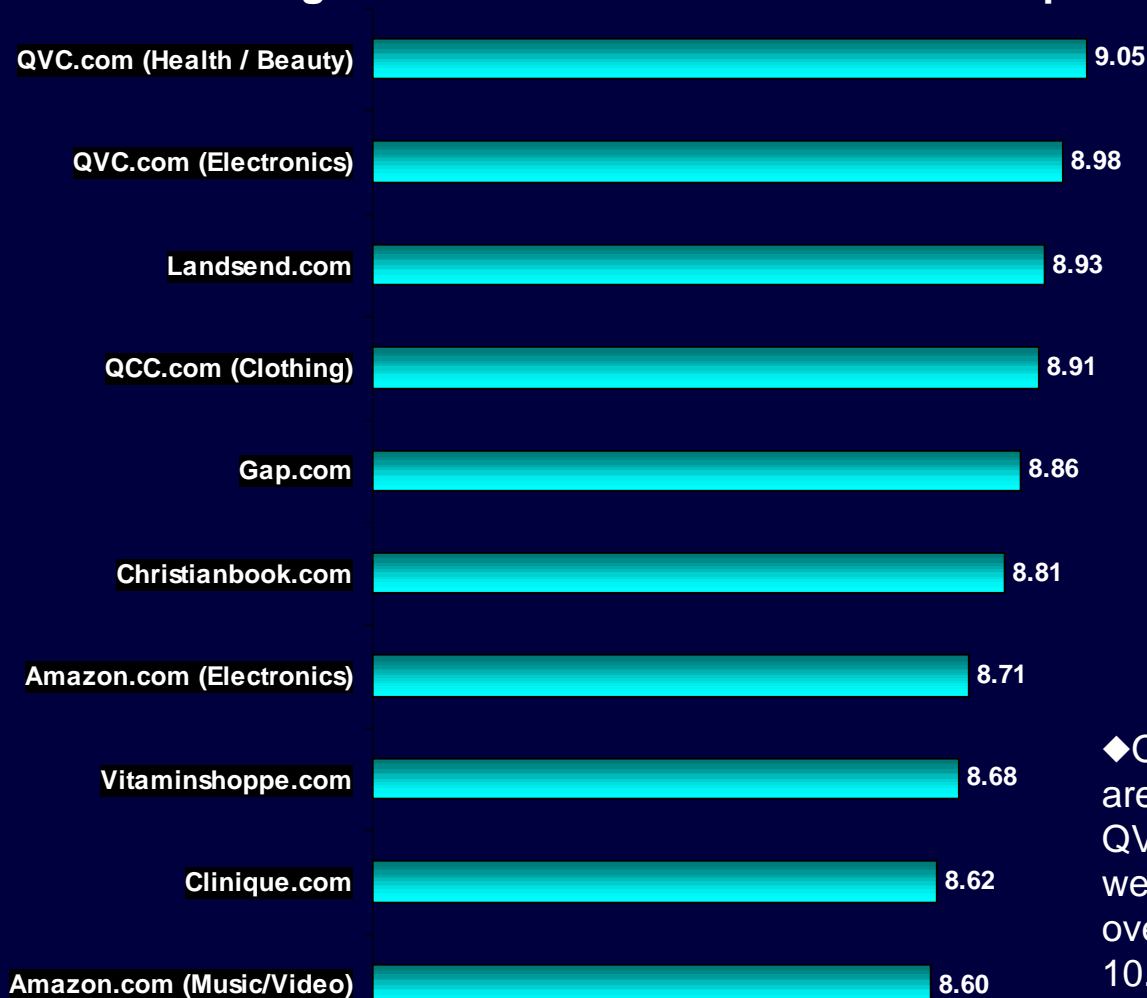


◆ On average, online shoppers were most satisfied with Book web sites, rating their satisfaction 8.34 out of 10.0.



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Average Overall Customer Satisfaction: Top Ten Sites

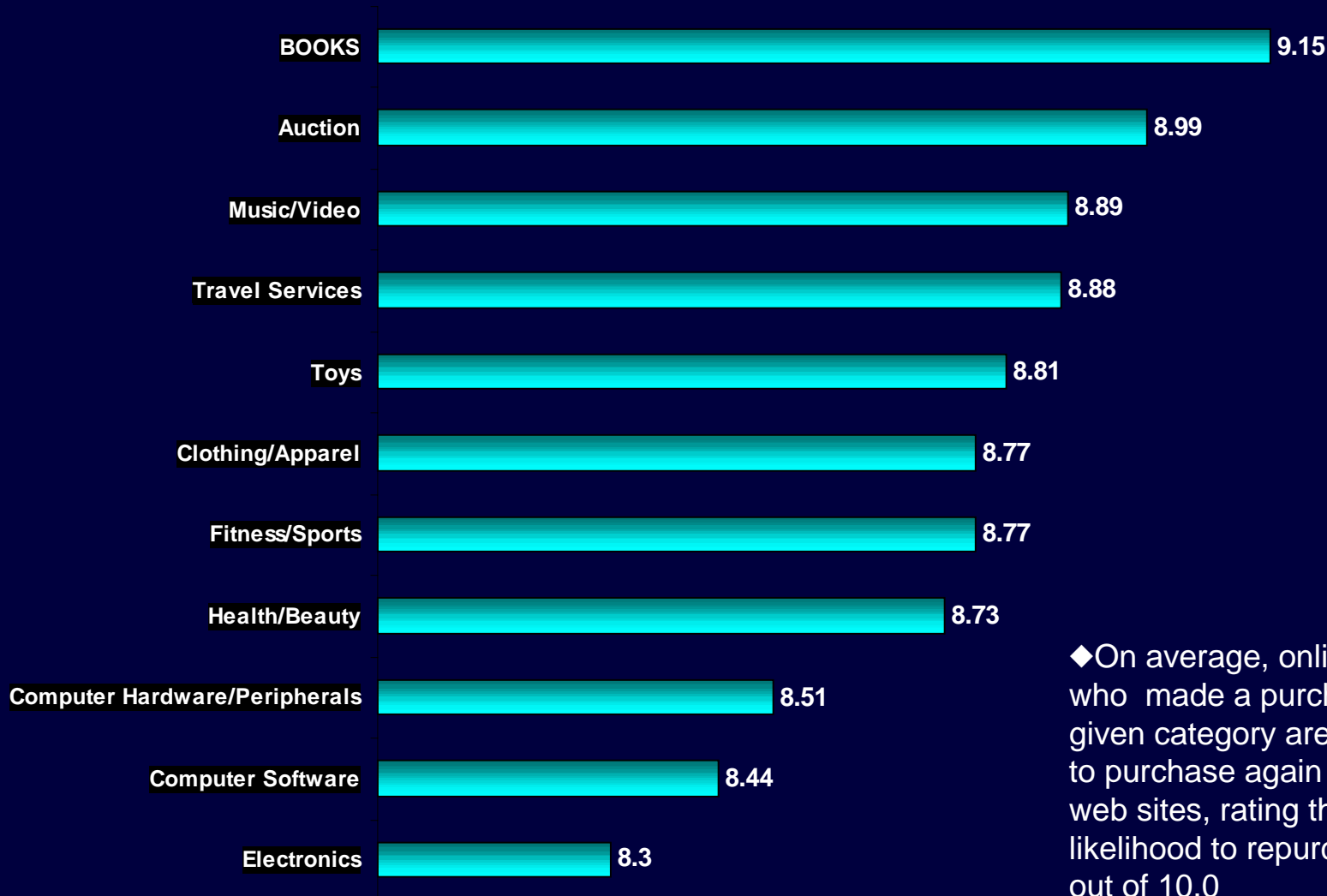


◆ On average, online shoppers are most satisfied with QVC.com's Health / Beauty website rating their average overall satisfaction 9.05 out of 10.0



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Likelihood to Repurchase by Product Category

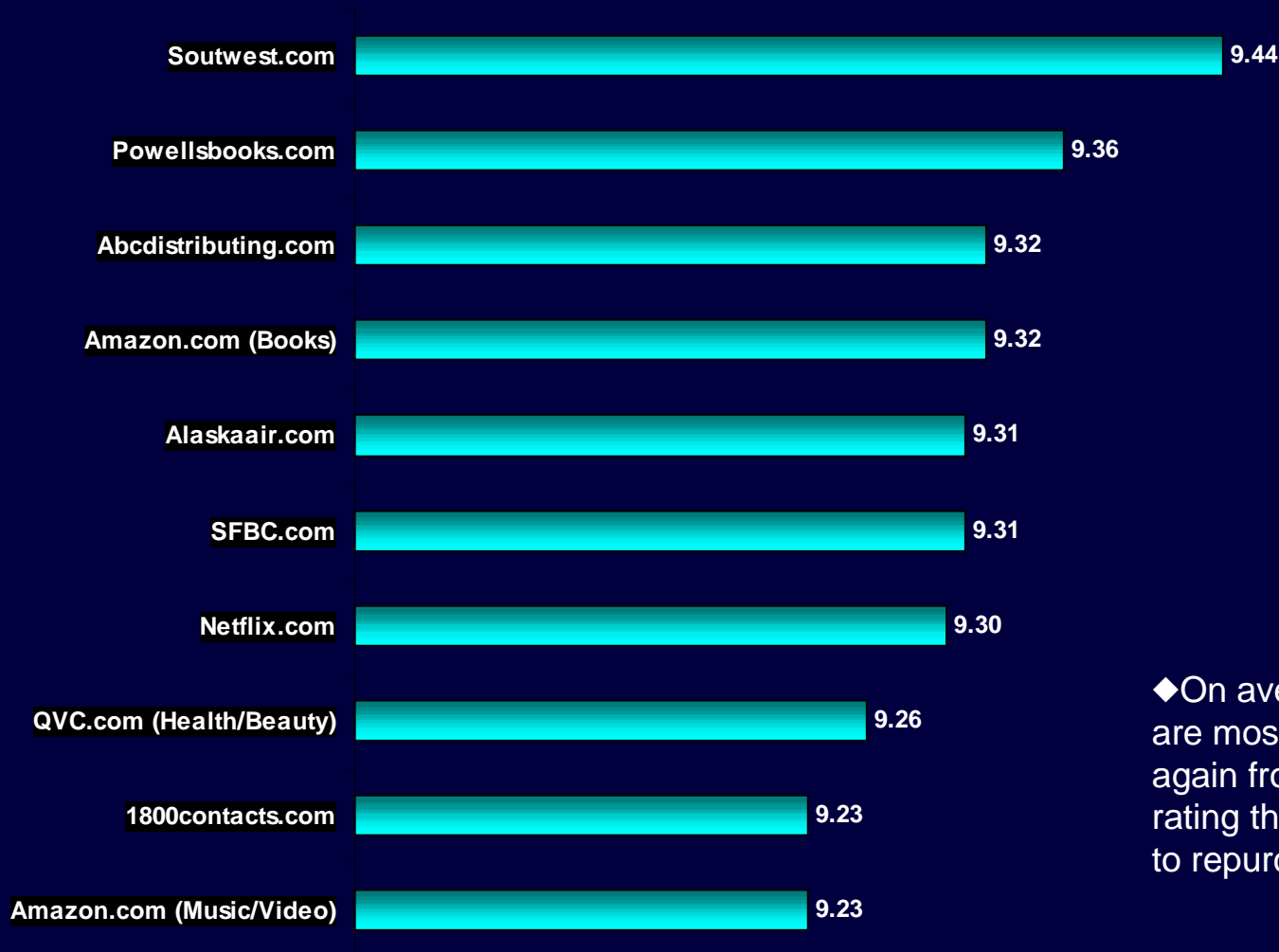


◆ On average, online shoppers who made a purchase in a given category are most likely to purchase again from Book web sites, rating their average likelihood to repurchase 9.15 out of 10.0



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Likelihood to Repurchase: Top Ten Sites



◆ On average, online shoppers are most likely to purchase again from Southwest.com rating their average likelihood to repurchase 9.44 out of 10.0



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Thank you very much for viewing the results of the survey.
We greatly appreciate your contribution and look forward to
your continued participation in other Harris Poll Online
surveys.