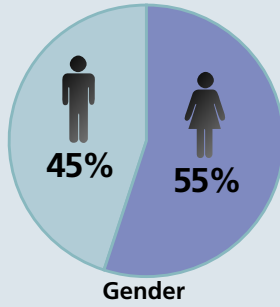


General Consumers Community

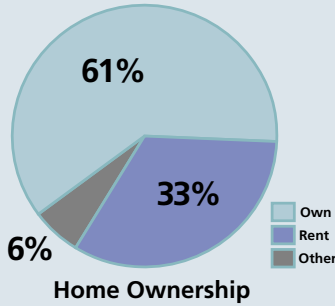
Statistics at a Glance

Total Recruitment Pool	8 Million Registered Users
Avg. Response Rate	34%
Avg. Freq. of Use	43 days



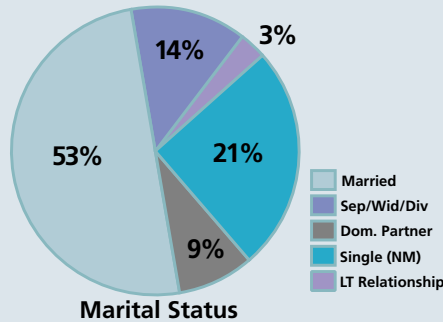
Employment Status

Employed by someone else working outside your home	57%
Employed by someone else working from home	3%
Self-employed working outside your home	10%
Self-employed working from home	10%
Homemaker	20%



Household Income

< \$20k	9%
\$20k - \$49,999	33%
\$50k - \$74,999	24%
\$75k - \$99,999	15%
\$100k - \$149,999	12%
\$150k - \$199,999	4%
\$200k +	3%
Avg. HHI (\$)	69,772

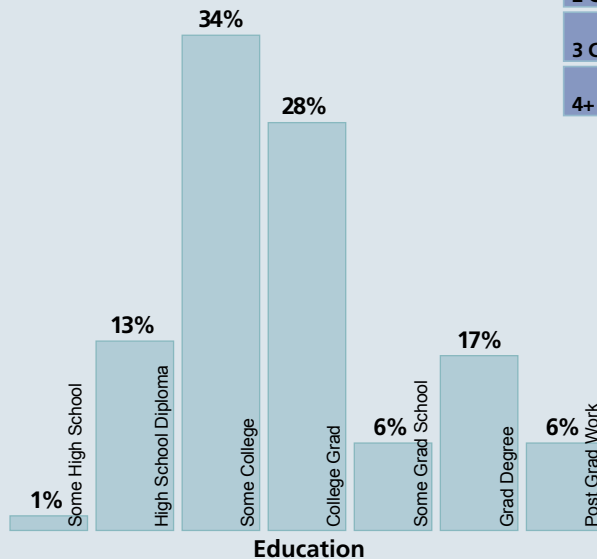


Age

15-24	7%
25-34	26%
35-44	28%
45-54	23%
55-64	12%
65-74	3%
75+	1%

Ethnic Background

American Indian or Alaska Native	1%
Asian	3%
Black or African American	7%
Hispanic or Latino	7%
White	79%
Other	3%



Market Notes

- The current U.S. population consists of over 293 million people. Of that number, approximately 201,661,159 (69%) Americans use the Internet. Net usage has more than doubled since 2000.
- With an overall 20% growth rate, the West grew more rapidly in population than any other region. The South was the second fastest growing region, increasing 17%. The Midwest and the Northeast grew almost 8% and 6%, respectively.
- Consumer spending accounts for roughly two-thirds of all economic activity in the US.
- Real median household income remained unchanged between 2002 and 2003, at a level of \$43,318. The median value home price equals \$119,600.

Source: U.S. Census Bureau

