

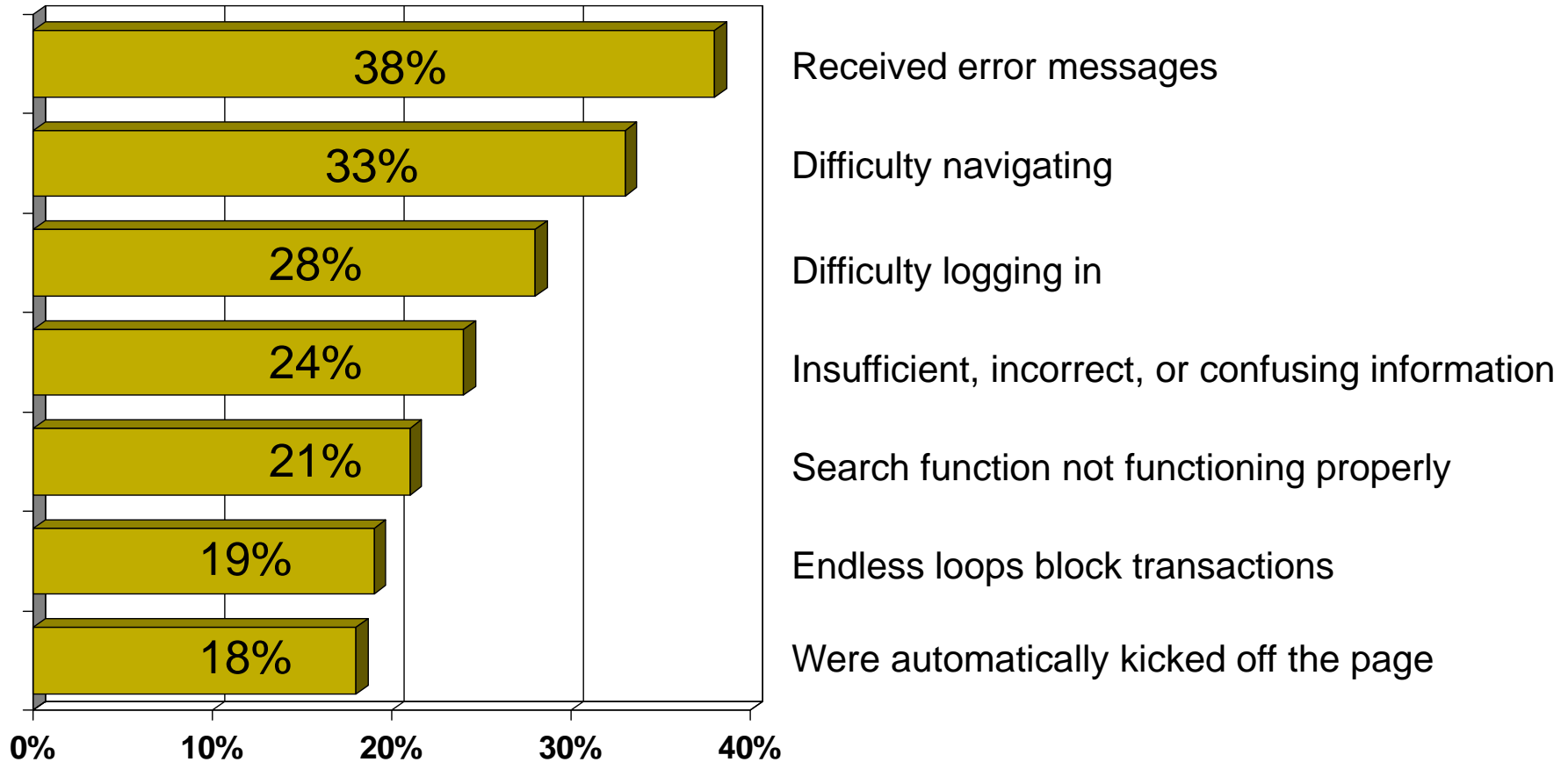
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Top Online Transaction Issues: Overall and Vertical Breakdowns

Top Problems Experienced by Consumers Across Shopping, Banking, Travel, Insurance



Source: 2009 US Tealeaf Survey of Online Consumer Behavior, conducted by Harris Interactive

Key Problems Encountered

41% Received error messages.

35% The website was difficult to navigate.

30% Difficulty checking in/ logging on to the website.

26% Insufficient, incorrect, or confusing information on the website.

23% Unable to complete an action or transaction due to an endless loop.

22% Search function on the website was not functioning properly.

20% Were automatically kicked off the page.

Top Online Problems for those Who Conducted Online Insurance Transactions



Key Problems Encountered

42% Received error messages.

35% Difficulty checking in/ logging on to the website.

33% The website was difficult to navigate.

29% Insufficient, incorrect, or confusing information on the website.

27% Unable to complete an action or transaction due to an endless loop.

25% Search function on the website was not functioning properly.

24% Were automatically kicked off the page.

Source: 2009 US Tealeaf Survey of Online Consumer Behavior, conducted by Harris Interactive

Key Problems Encountered

39% Received error messages.

35% The website was difficult to navigate.

30% Difficulty checking in/ logging on to the website.

26% Insufficient, incorrect, or confusing information on the website.

23% Search function on the website was not functioning properly.

22% Unable to complete an action or transaction due to an endless loop.

19% Were automatically kicked off the page

Top Online Problems for those Who Conducted Online Banking Transactions



Key Problems Encountered

38% Received error messages.

34% The website was difficult to navigate.

31% Difficulty checking in/ logging on to the website.

24% Insufficient, incorrect, or confusing information on the website.

24% Search function on the website was not functioning properly.

22% Unable to complete an action or transaction due to an endless loop.

20% Were automatically kicked off the page.

Source: 2009 US Tealeaf Survey of Online Consumer Behavior, conducted by Harris Interactive