

NetRatings, Inc.	Maria Bumatay Christine Chan	(408) 586-7560 (408) 586-7572
Harris Interactive	Nancy Wong	(716) 214-7316
Goldman Sachs	Ed Canaday	(212) 357-0005

ONLINE SPENDING REACHES \$13.8 BILLION FOR 2001 HOLIDAY SEASON, ACCORDING TO GOLDMAN SACHS, HARRIS INTERACTIVE AND NIELSEN//NETRATINGS

NEW YORK AND ROCHESTER, NY – January 7, 2002 – The 2001 online holiday shopping season comes to a close with Americans spending \$13.8 billion during the eight weeks in November and December, according to the eSpending report released today by Goldman Sachs, Harris InteractiveSM and Nielsen//NetRatings.

Preliminary results reveal that online spending grew 15 percent year-over-year, with consumers reporting that 13 percent of their holiday shopping budget was spent online. By comparison, during the 2000 holiday season, Americans spent more than \$12 billion online, based on eCommercePulse, a monthly survey of 36,000 Internet users by Harris Interactive and Nielsen//NetRatings. Online spending in December 2001 increased 41 percent as compared to November 2001.

“Online holiday spending continued its growth, despite pressures from the slowing U.S. economy. However, the 15 percent increase is more modest than the higher gains experienced in seasons past,” said Lori Iventosch-James, director of ecommerce research at Harris Interactive.

Holiday spending during the last two weeks in November and the first two weeks in December comprised 65 percent of the season’s total, marking more than \$9 billion in revenue (see Table 1). Spending peaked during the first week of December, as more than one in five Internet users, or 20 percent, made a purchase online.

“Unlike traditional retailers who have the luxury of time and are able to sell to shoppers till the very last minute, ecommerce sites must move their products within a much shorter shopping season,” added Iventosch-James. “The steady stream of special sales and free shipping offers during the peak online shopping weeks attracted consumers and helped retailers achieve higher revenue growth.”

Table 1. Weekly Holiday Online Spending and Purchase Percent

	Week Ending 11/9	Week Ending 11/16	Week Ending 11/23	Week Ending 11/30	Week Ending 12/7	Week Ending 12/14	Week Ending 12/21	Week Ending 12/28
Weekly Online Spending (in millions)	\$ 1,069	\$ 857	\$ 2,041	\$ 1,740	\$ 2,593	\$ 2,629	\$ 1,615	\$ 1,220
Percent of Americans Who Made a Purchase Online	14%	12%	16%	18%	20%	18%	17%	13%

Source: Goldman Sachs, Harris Interactive & Nielsen//NetRatings, December 2001

2001 Holiday Shopping Sets Best Year for Higher Overall Customer Satisfaction

Overall customer satisfaction rose during the holiday season, as 86 percent of online shoppers surveyed cited that they were satisfied with their experience. Of those surveyed, 24 percent said that they had a better experience shopping on the Web this season compared to last year.

“While 1999 was nearly a disaster for customer service online, most major problems had been addressed in 2000. With 15 percent spending growth this year, retailers were well prepared and able to deliver a consistent or even improved level of service in 2001,” said Sean Kaldor, vice president of analytical services, NetRatings. “The future of retailing will depend heavily upon how well merchants are able to maintain this consistent satisfaction level despite varying levels of spending growth and in the face of increasing demands for profit.”

About eSpending Report

The eSpending Report by Goldman Sachs, Harris Interactive and Nielsen//NetRatings is based upon a weekly national survey of 500 online shoppers randomly chosen from Harris Interactive's multimillion-member panel of Internet users. The survey data is weighted to represent the online population and has an overall precision of +/- 4.4 percent, which varies by question. The eSpending report offers weekly intelligence on online shopping and spending by market segment and tracks consumer attitudes and motivations that drive online shopping.

About Goldman Sachs

Goldman Sachs is a leading global investment banking and securities firm that provides a wide range of services worldwide to a substantial and diversified client base that includes corporations, financial institutions, governments and high-net-worth individuals. Founded in 1869, it is one of the oldest and largest investment banking firms. The firm is headquartered in New York and maintains offices in London, Frankfurt, Tokyo, Hong Kong and other major financial centers around the world.

About Harris InteractiveSM

Harris Interactive (Nasdaq: HPOL) is a worldwide market research and consulting firm, best known for The Harris Poll[®] and its pioneering use of the Internet to conduct scientifically accurate market research. Strengthened by its recent merger with Total Research Corporation, the Company now combines the power of technology with international expertise in predictive, custom, strategic research. Headquartered in the United States, with offices in the United Kingdom, Japan and a global network of local market and opinion research firms, the Company conducts international research with fluency in multiple languages. For more information about Harris Interactive, visit www.harrisinteractive.com. EOE M/F/D/V

About Nielsen//NetRatings

Through strategic partnerships between NetRatings, Inc. (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings audience measurement service collects real-time data from more than 233,000 individuals with access to the Internet in 29 countries around the world. Nielsen//NetRatings uses unique technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive Internet usage data and advertising information in the global marketplace. For more information, please visit www.nielsen-netratings.com.

Editor's Note: Please source data to Goldman Sachs, Harris Interactive and Nielsen//NetRatings.

###