

Quick Facts

Internet Industry Facts:

- ❖ 65 million people spent \$150 billion on the Internet in 2003.
- ❖ Only \$400 billion was spent in all restaurants in the US in 2003.
- ❖ The total of all US Grocery spending in 2003 equaled \$750 billion

Internet Consumer Facts:

- ❖ The average Internet Consumer spent \$1,800 on the Internet in 2003.
- ❖ This number is a 50% increase from 2002.
- ❖ The average is expected to be \$2,700 in 2004.
- ❖ It is approximated, 70% of all households in the US have Internet access either at work or at home.

Edvantage® Facts:

- ❖ There are over 600 merchants participating on the Edvantage® Web Site. New merchants are added every month.
- ❖ The merchants resident on the Edvantage® Web Site account for 80% of all consumer Internet shopping in 2003.
- ❖ Edvantage® numbers reflect a 20 times increase in the percentage of members' participation when the rebates are given to the member.
- ❖ Members can easily generate over \$100 in personal rebates annually.