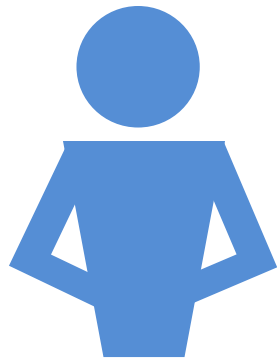


"I would interact with my communications provider on Facebook to..."



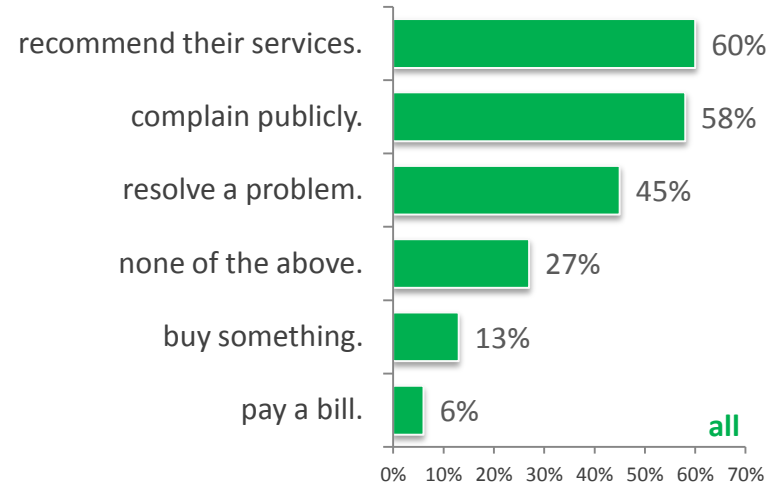
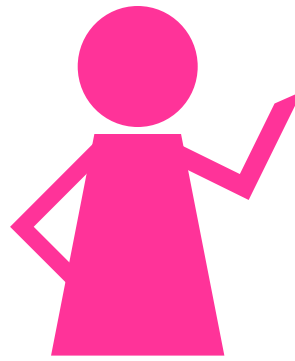
Survey Panel

100 Consumers

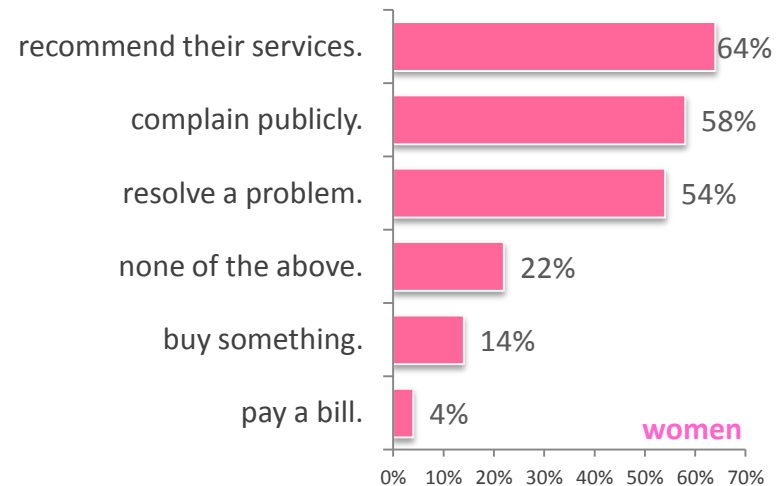
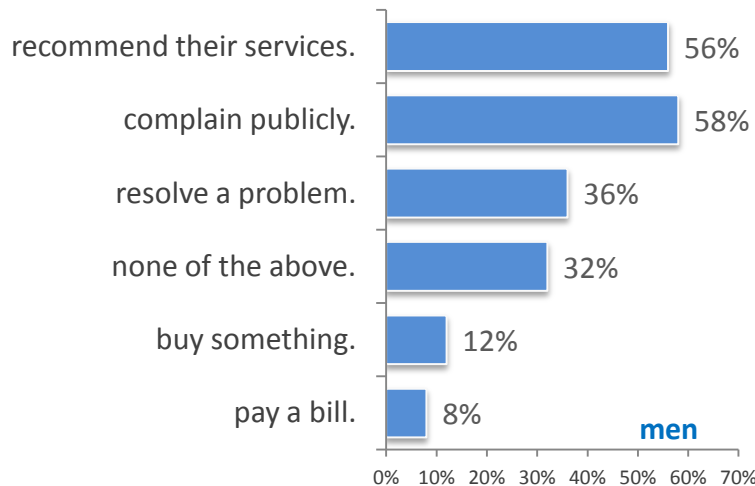
50 Men

50 Women

All professionals in
technology-related
disciplines



"I wouldn't pay for anything on Facebook!" "I'd complain and get a problem solved, but never buy something or pay a bill on Facebook."
 "I don't think I trust the security of Facebook to store credit cards ..." "When it comes to money, I don't think you can trust Facebook."
 "I pay bills online, but I don't trust Facebook." "I would buy with good recommendations or a deal unique to the channel."



"My cell provider can't even take payments on their own website, so I wouldn't go to Facebook for that."

"I don't feel it (Facebook) is secure enough to actually execute a business transaction."