

	2007 I	2006 II	2006 I	2005 II	2005 I	2004 II	2004 I	2003 II	2003 I
Interest in eCommerce									
(% of all respondents)									
very interested	3%	4%	2%	2%	3%	2%	2%	3%	2%
in general interested	15%	18%	12%	12%	12%	10%	12%	15%	11%
very interested + generally interested	18%	21%	15%						
AGE									
15-24	31%	34%	24%						
25-34	26%	36%	25%						
35-49	21%	24%	13%						
50-74	7%	5%	5%						
REGION									
Tallinn	20%	20%	14%						
North-Estonia	18%	22%	15%						
West-Estonia	20%	17%	17%						
Tartu region	22%	29%	19%						
South-Estonia	13%	19%	13%						
Viru County	15%	21%	12%						
in general not interested	20%	18%	20%	17%	16%	15%	18%	18%	16%
AGE									
15-24	27%	26%	30%						
25-34	33%	22%	27%						
35-49	21%	20%	23%						
50-74	10%	9%	8%						
REGION									
Tallinn	23%	20%	25%						
North-Estonia	16%	15%	17%						
West-Estonia	26%	19%	18%						
Tartu region	22%	21%	26%						
South-Estonia	26%	20%	18%						
Viru County	10%	11%	12%						
not at all interested	58%	57%	62%	65%	65%	69%	66%	60%	66%
AGE									
15-24	41%	38%	44%						
25-34	40%	39%	44%						
35-49	55%	52%	61%						
50-74	79%	80%	82%						
REGION									
Tallinn	54%	55%	57%						
North-Estonia	60%	57%	63%						
West-Estonia	50%	58%	64%						
Tartu region	54%	47%	48%						
South-Estonia	60%	59%	67%						
Viru County	72%	66%	74%						
do not know	3%	3%	4%	4%	5%	5%	2%	4%	2%
Purchasing or ordering of products/services via the Internet in the last 6 months									
(% of all respondents)	-	10%	9%	6%	7%	6%	4%	4%	4%

Source: TNS Emor e-Track survey

I - spring

II - autumn