



7th eCommerce Survey : September 2010

MCA eCommerce Survey 7

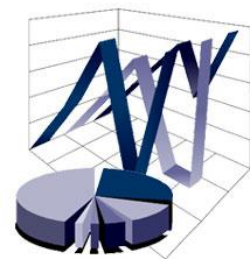
- ❑ MCA commissioned Informa to carry out its 7th e-Commerce survey.
- ❑ Previous surveys on Internet and eCommerce usage were held in Sept 06, April 07, Sept 07, Apr 08, Sept'08 and Sept'09.



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To obtain an indication of the level of eCommerce use across Malta and Gozo and its potential for growth.

To compare results across surveys so as to identify trends and changes in buying behaviour patterns.

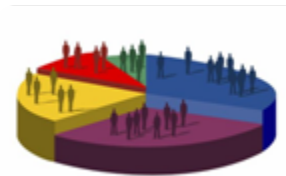




Telephone interviews (CATI)
26 close-ended questions



A stratified sample of 1600 respondents
At least 400 e-Commerce users



Data classified according to:
Gender
Age
Education
Occupation
Area

Sample Structure

Gender

Total	1600 (100%)
Male	764 (47.8%)
Female	836 (52.3%)

Age

Total	1598 (100.0%)
18 – 29	334 (20.9%)
30 – 39	265 (16.6%)
40 – 49	274 (17.1%)
50 – 65	452 (28.3%)
66 +	273 (17.1%)

Area

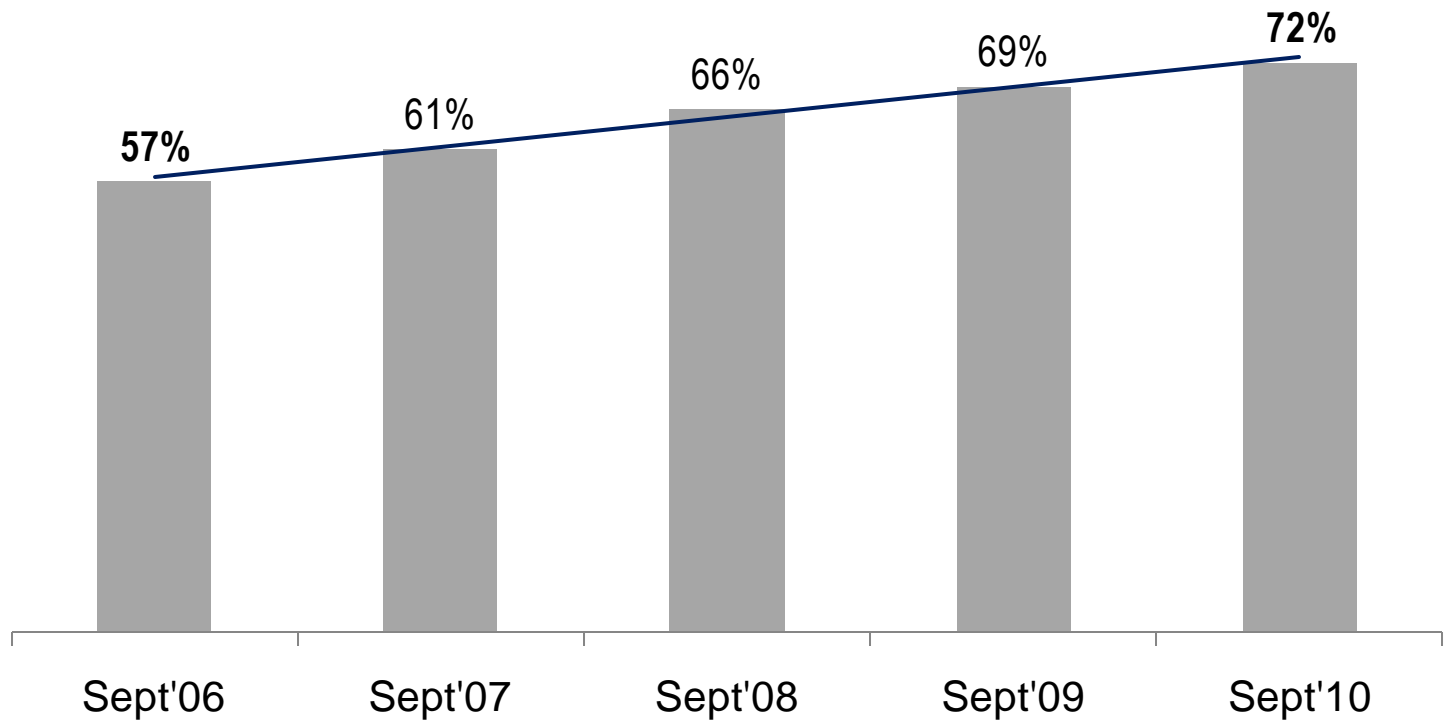
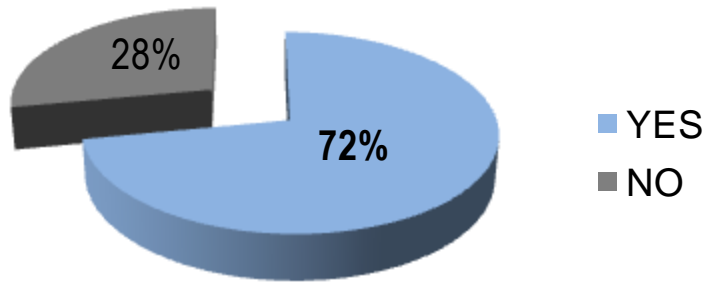
Total	1600 (100%)
Centre	463 (28.9%)
North	239 (14.9%)
South	197 (12.3%)
East	296 (18.5%)
West	306 (19.1%)
Gozo	99 (6.2%)

Survey Results



Internet Access

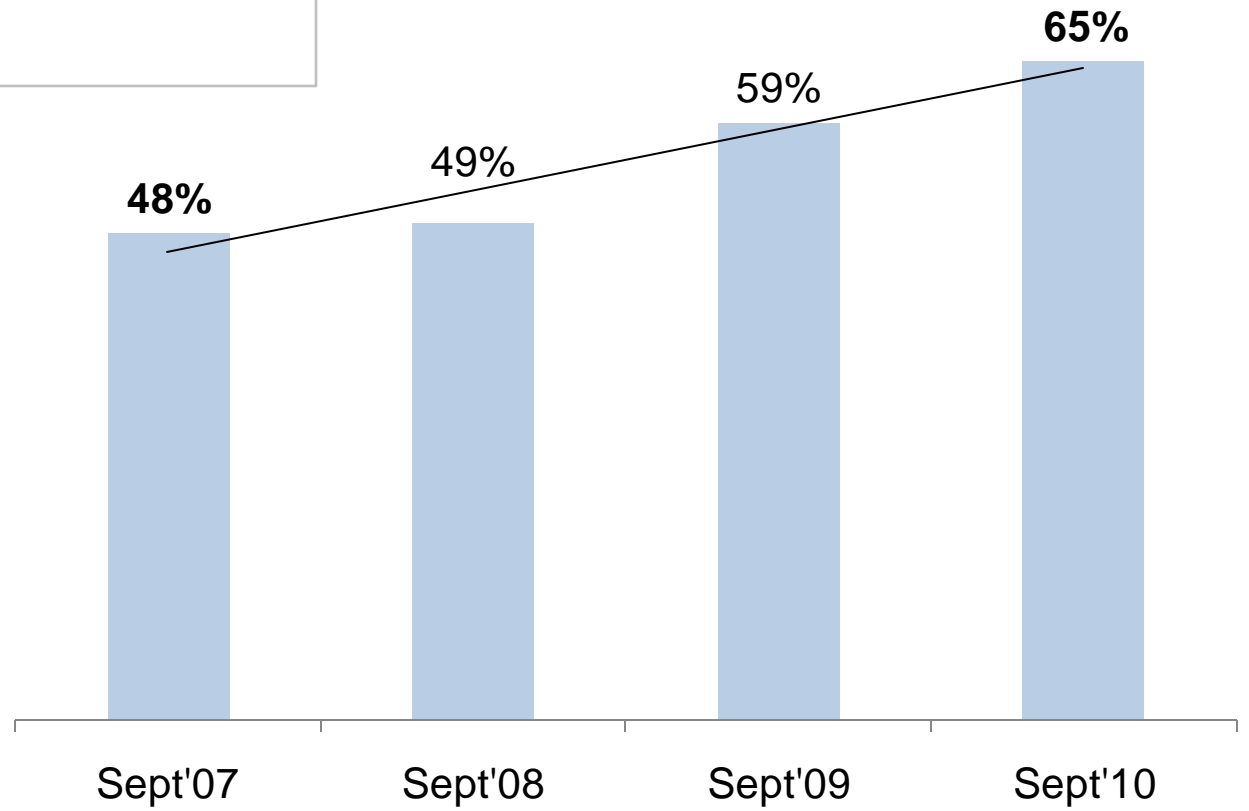
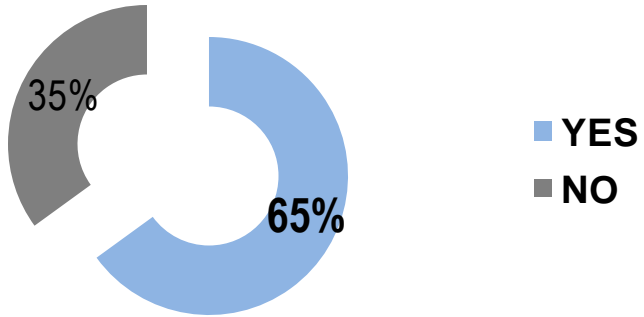
Sept'10



Base: All respondents

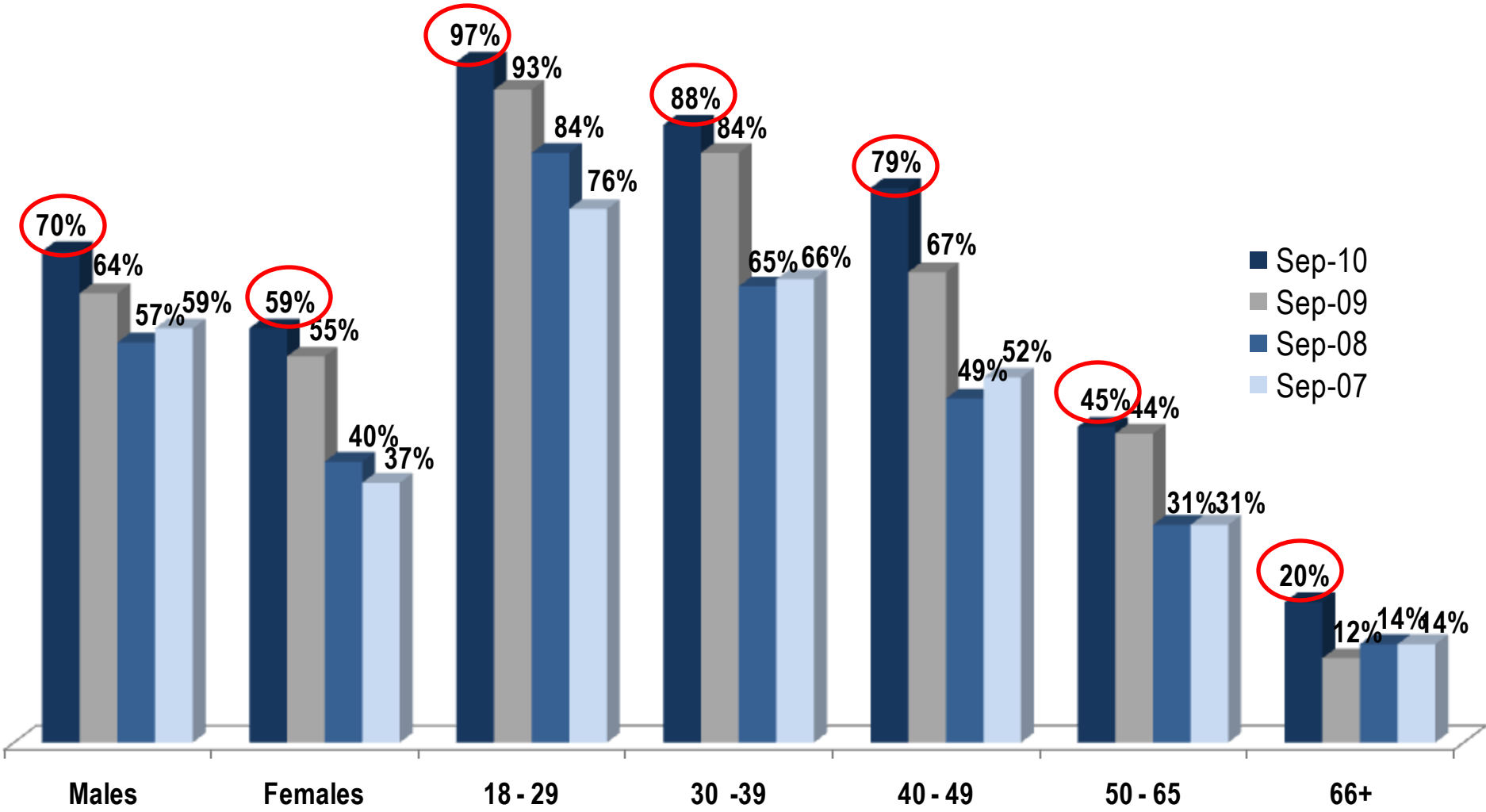
Internet Usage

Sept'10



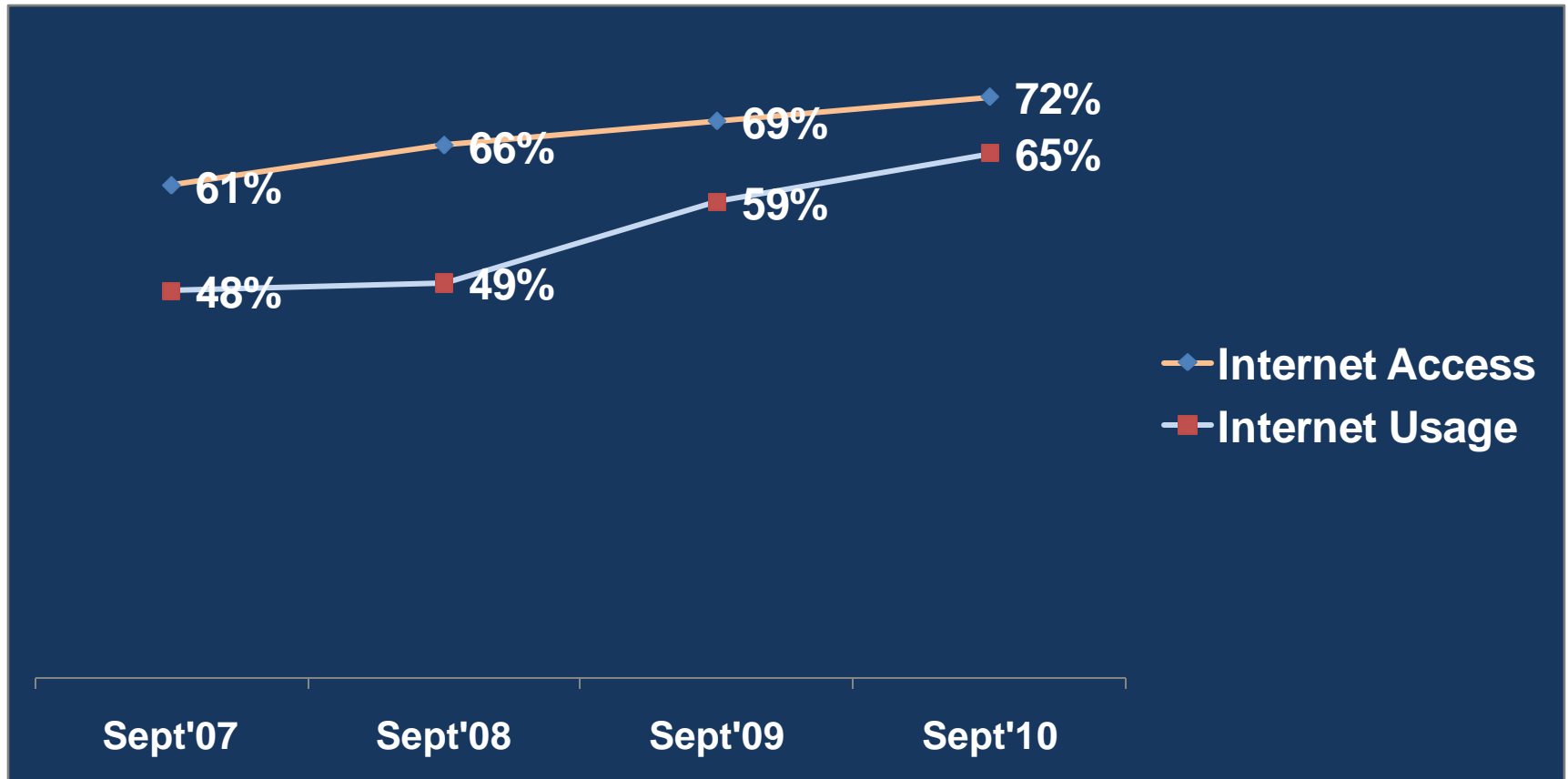
Base: All respondents

Internet Usage by Demographic Variables



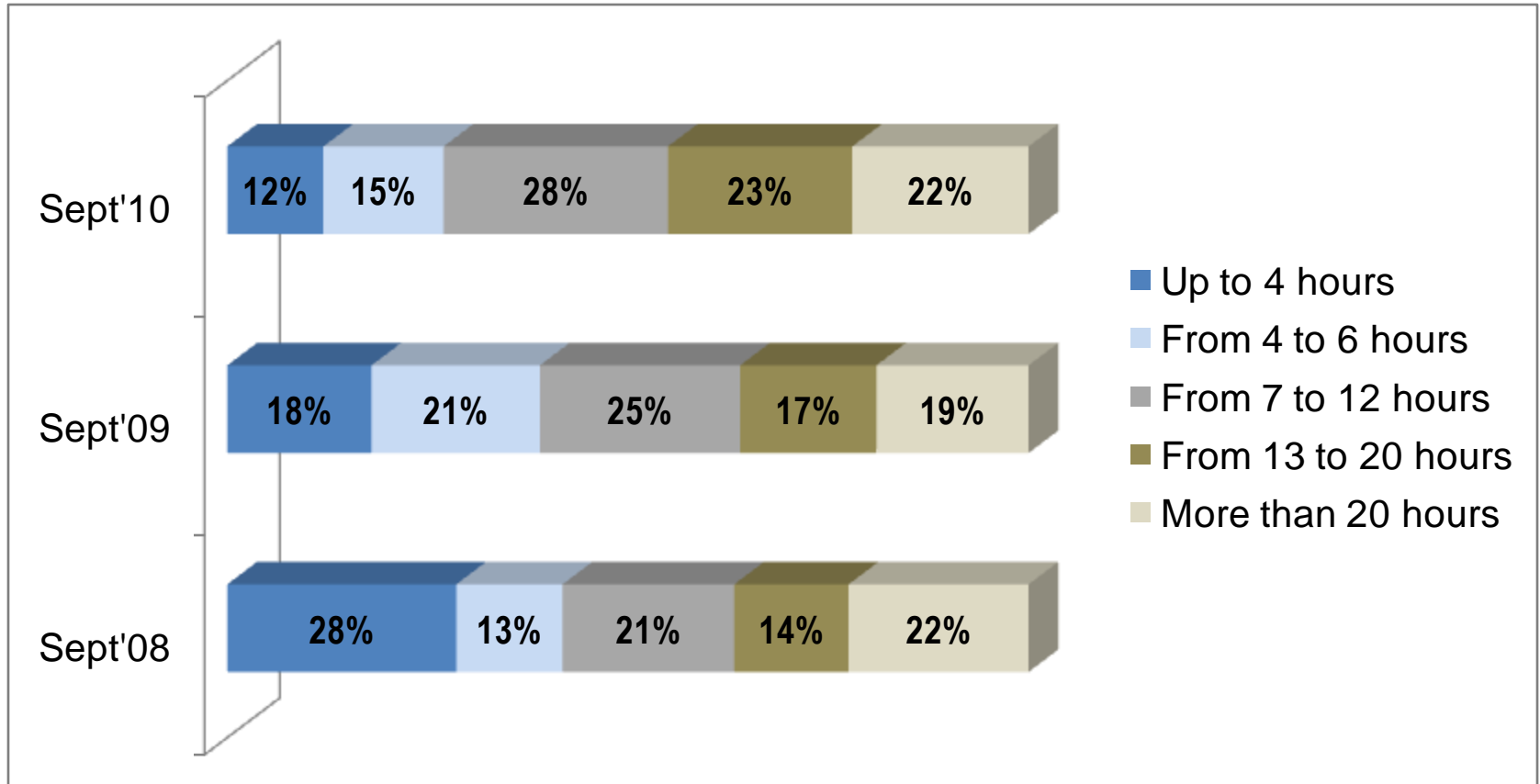
Base - All respondents

Internet Access vs. Internet Usage

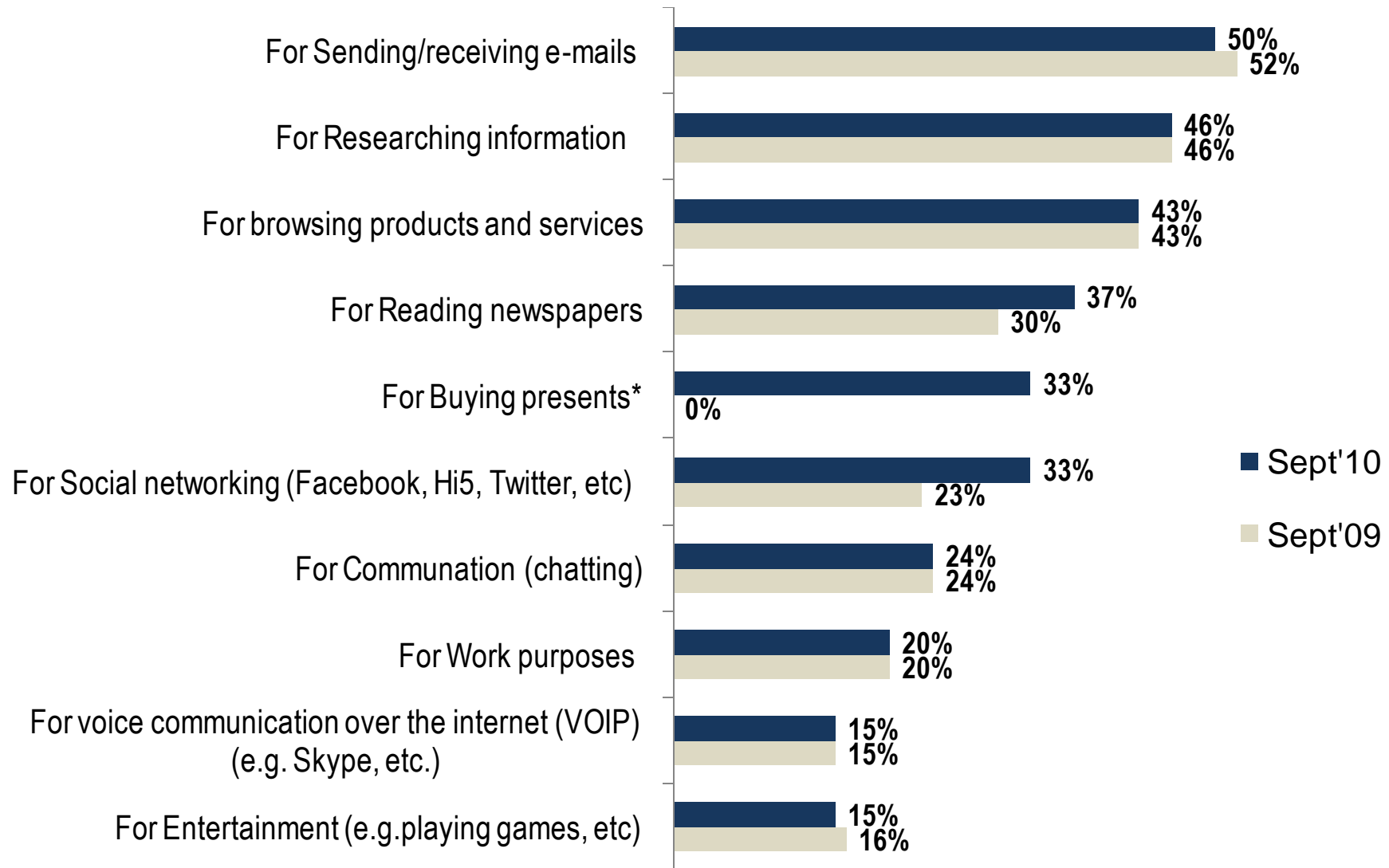


Base: All respondents

Time Spent Using the Internet/Week



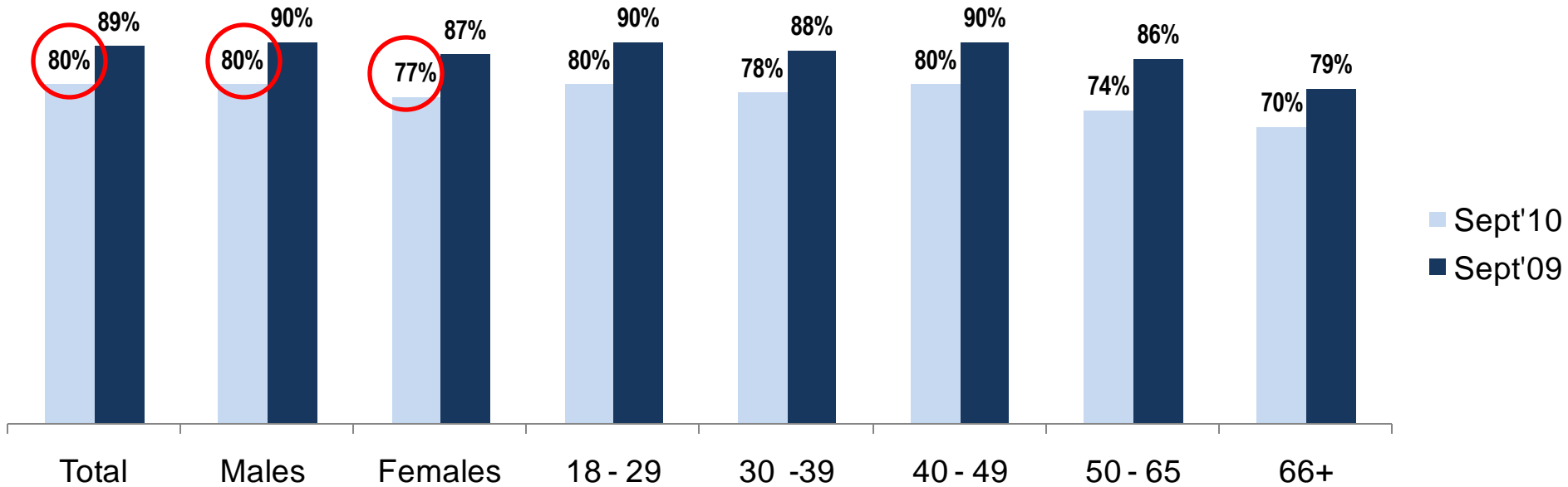
Reasons For Using the Internet



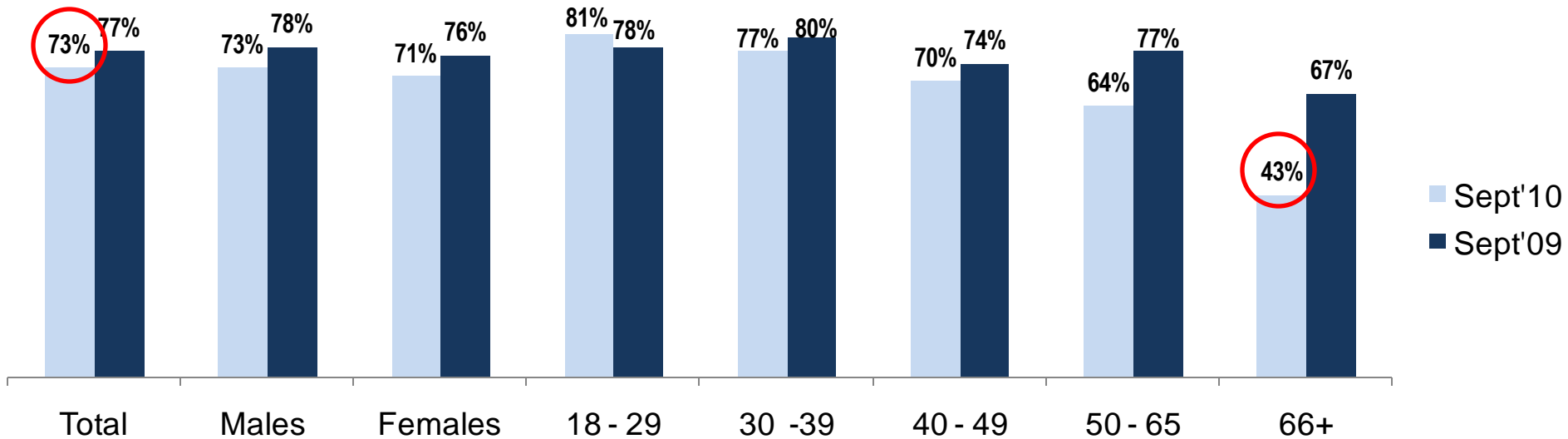
*added this year

Base: All respondents

Sending/Receiving eMails

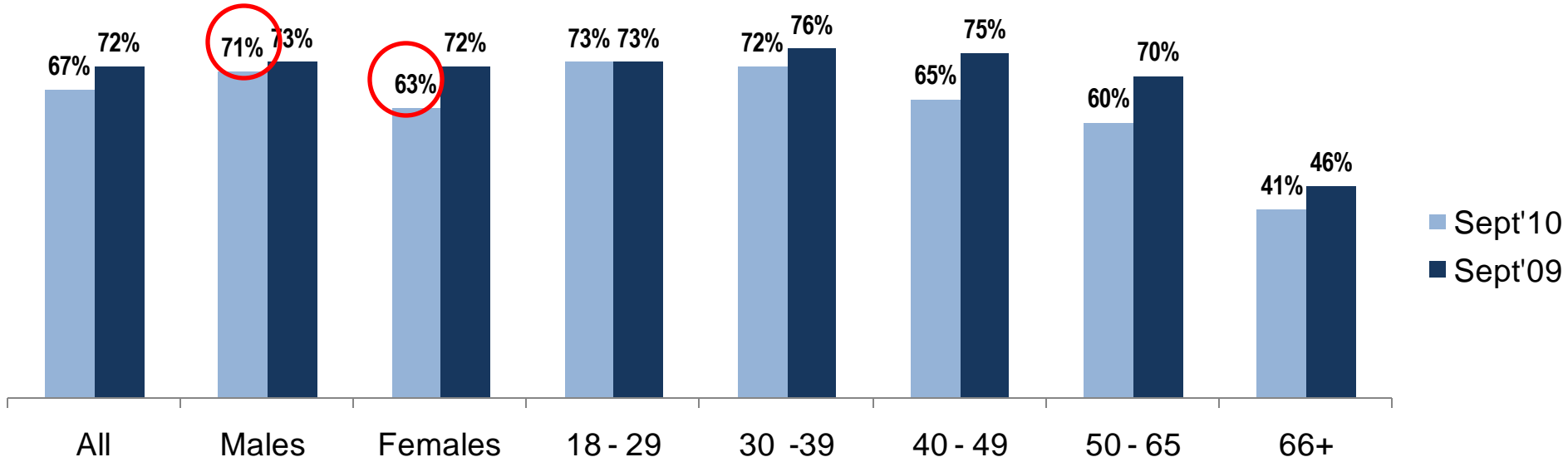


Researching Information

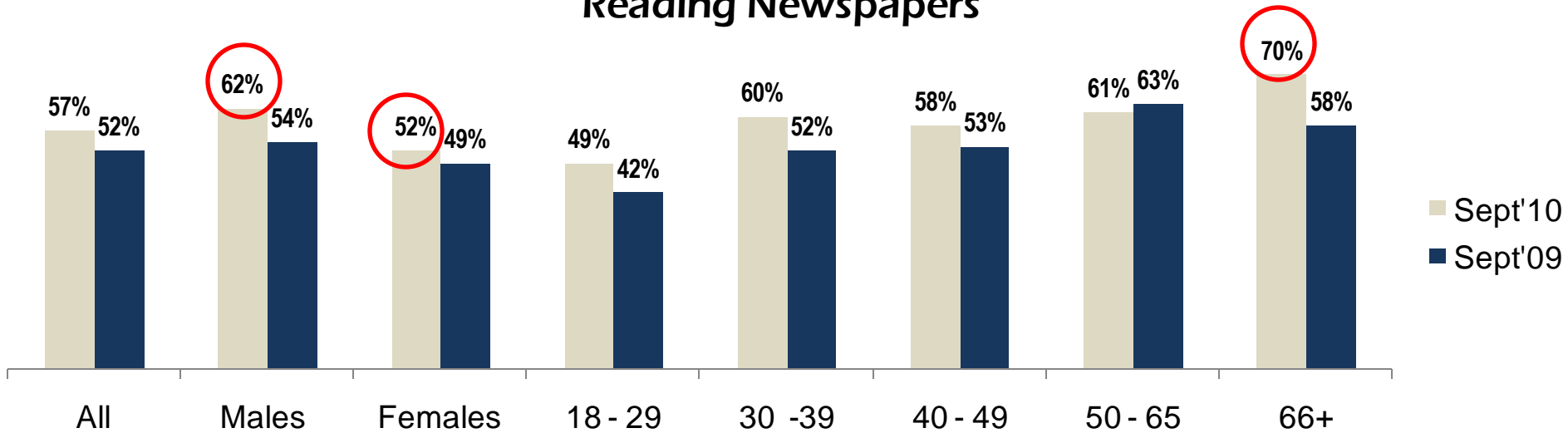


Base: Internet Users

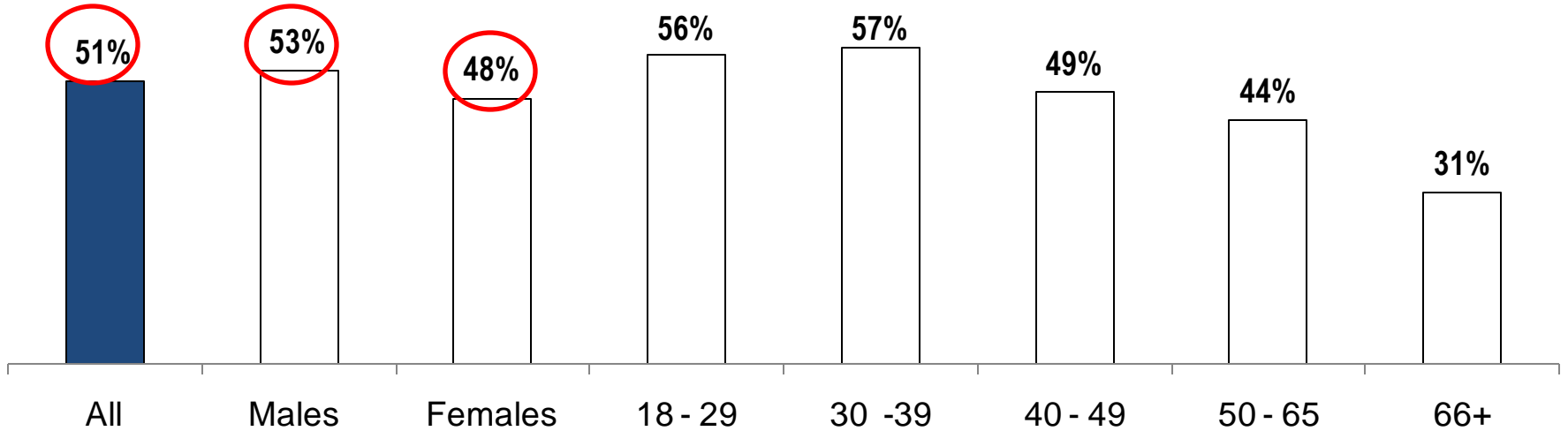
Browsing for Products and Services



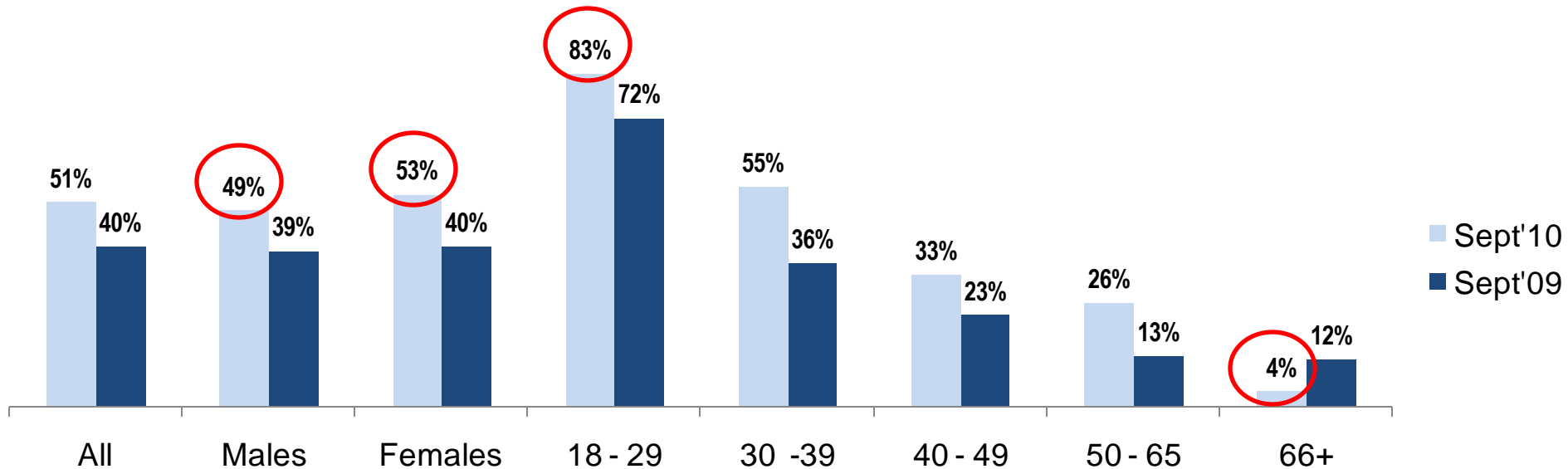
Reading Newspapers



Buying Presents

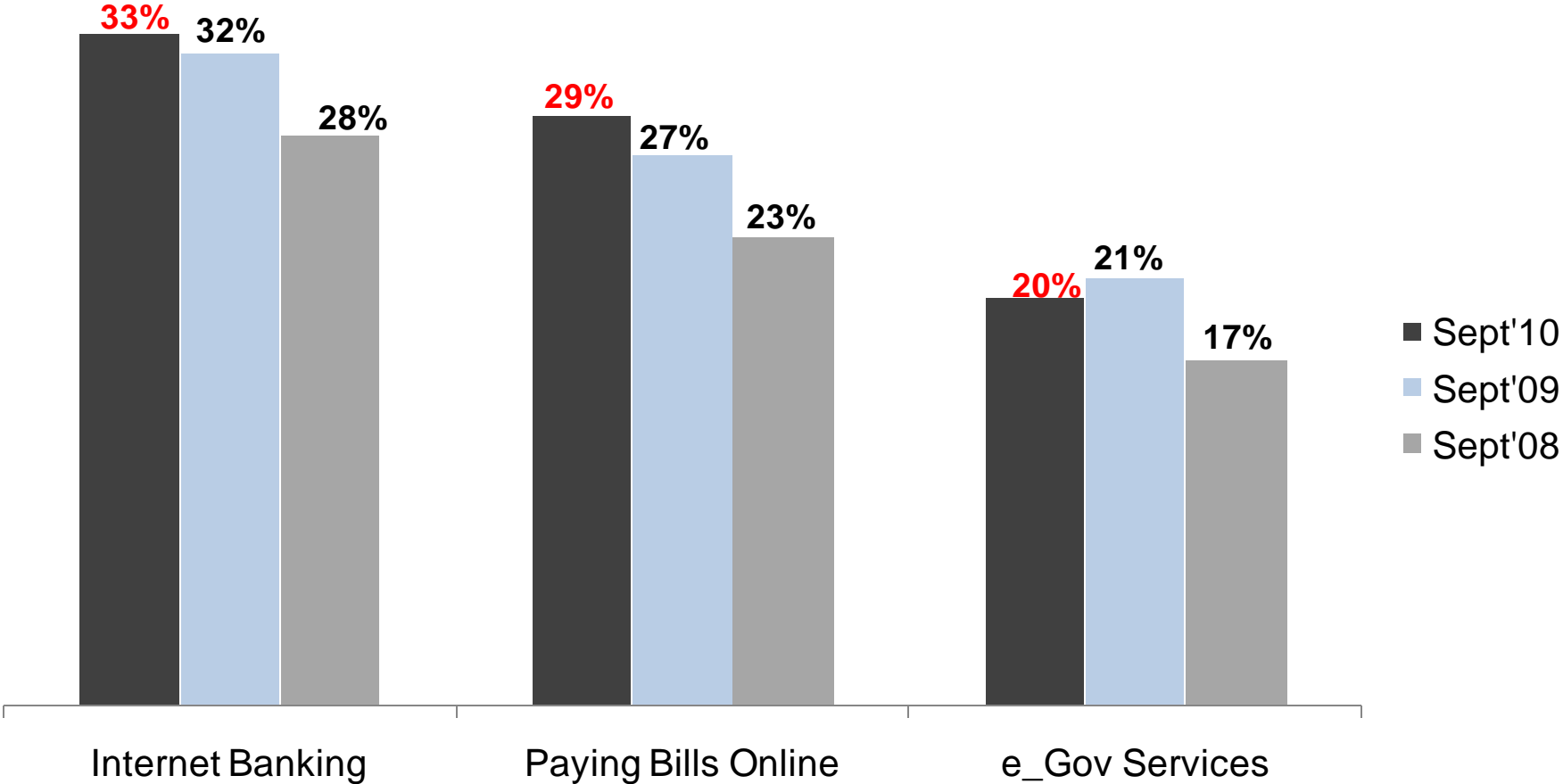


Social Networking (Facebook, Hi5, Twitter)



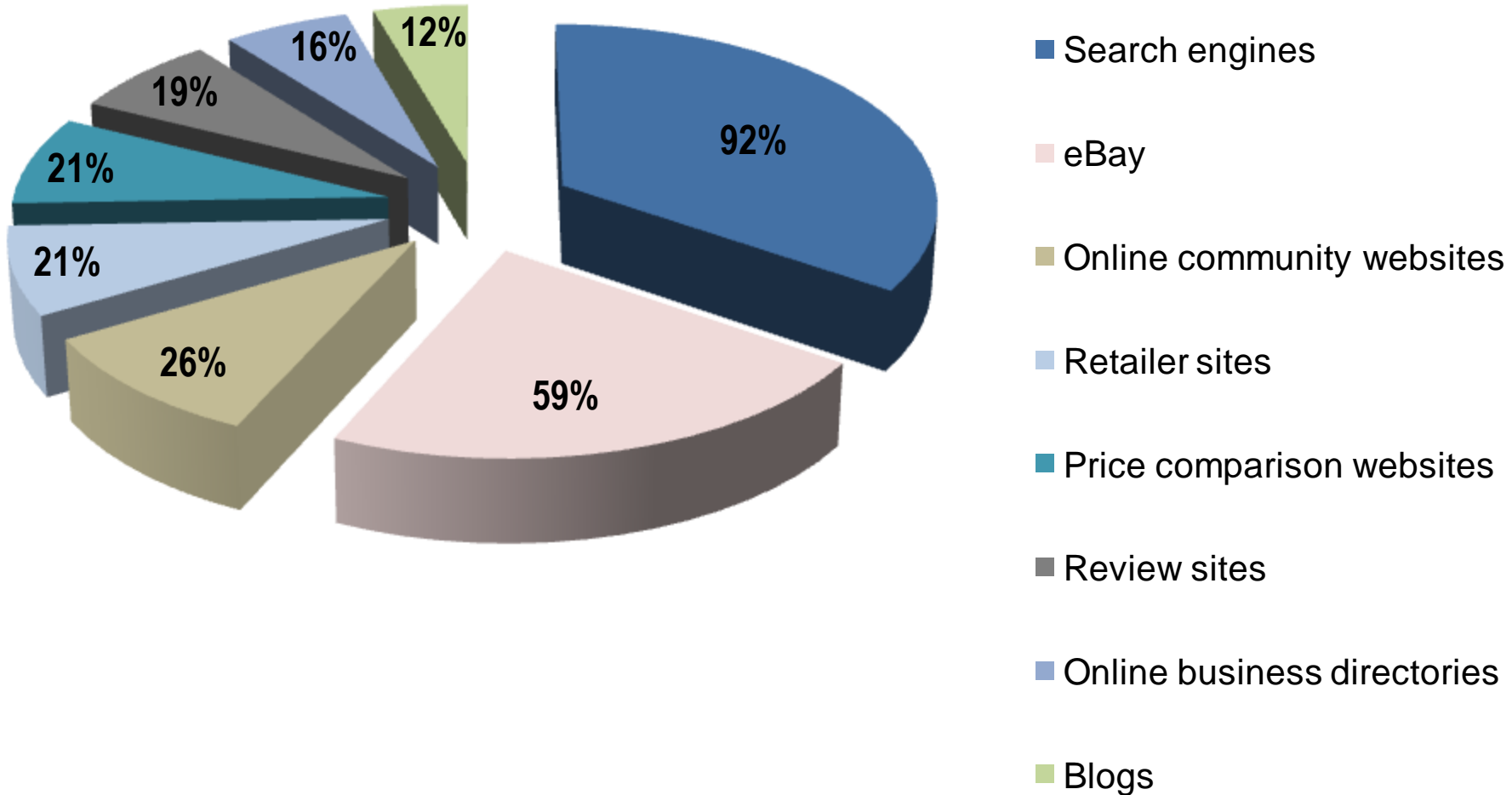
Base: Internet Users

Internet
Banking, Online
Payments & e-Gov
Services



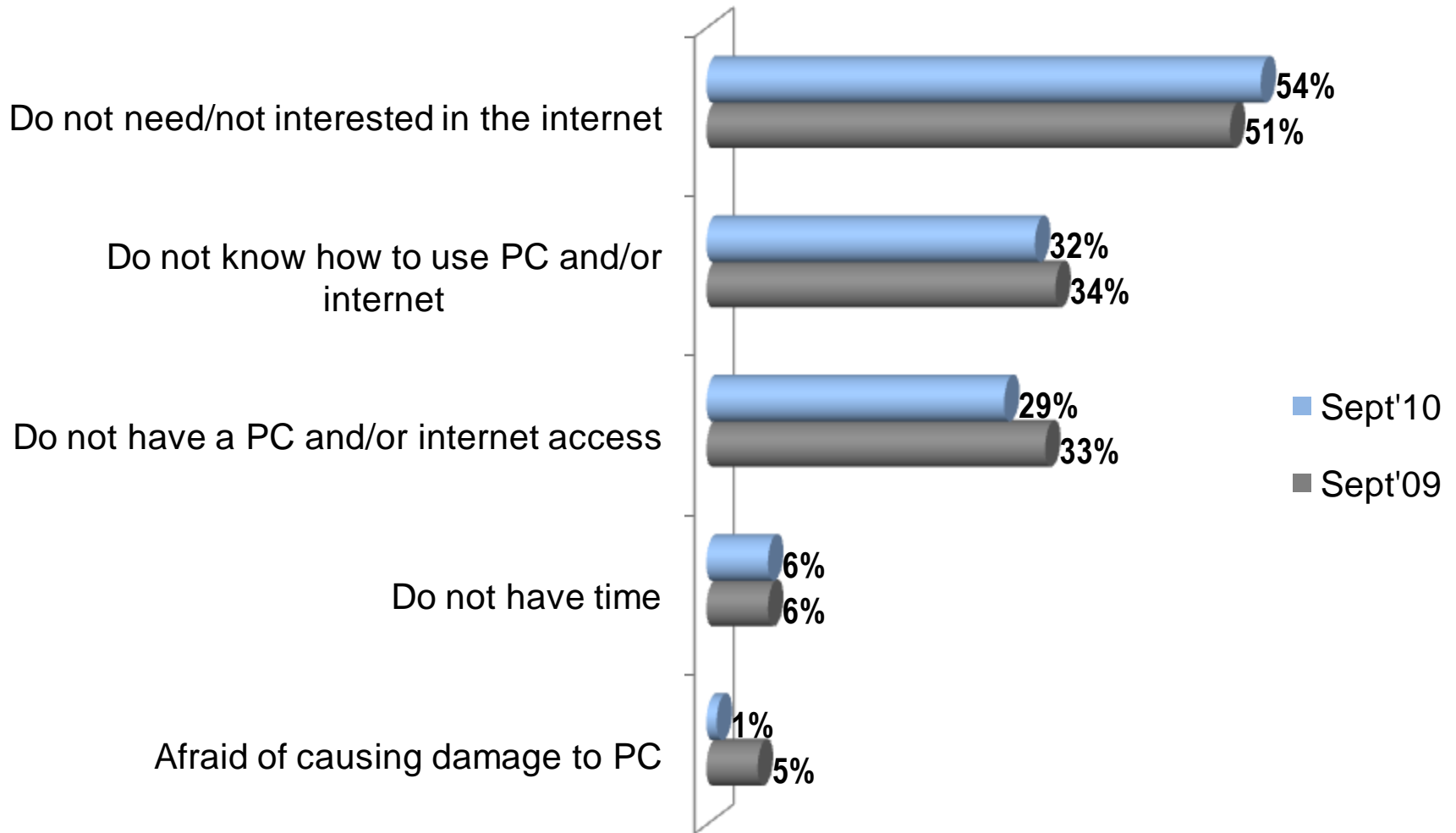
Base: All respondents

Looking for Information on the Internet



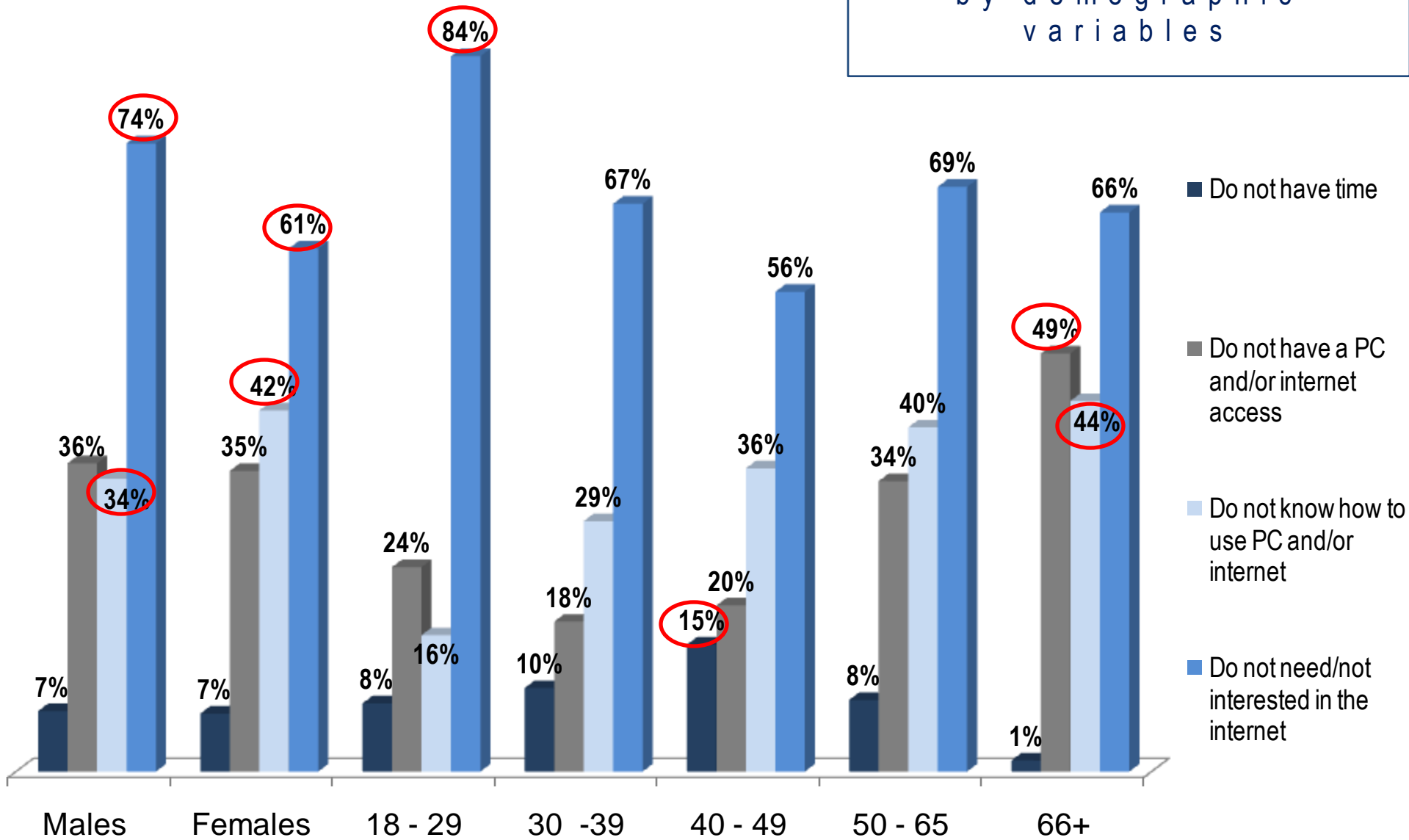
Base: Internet Users

Reasons For Not Using the Internet



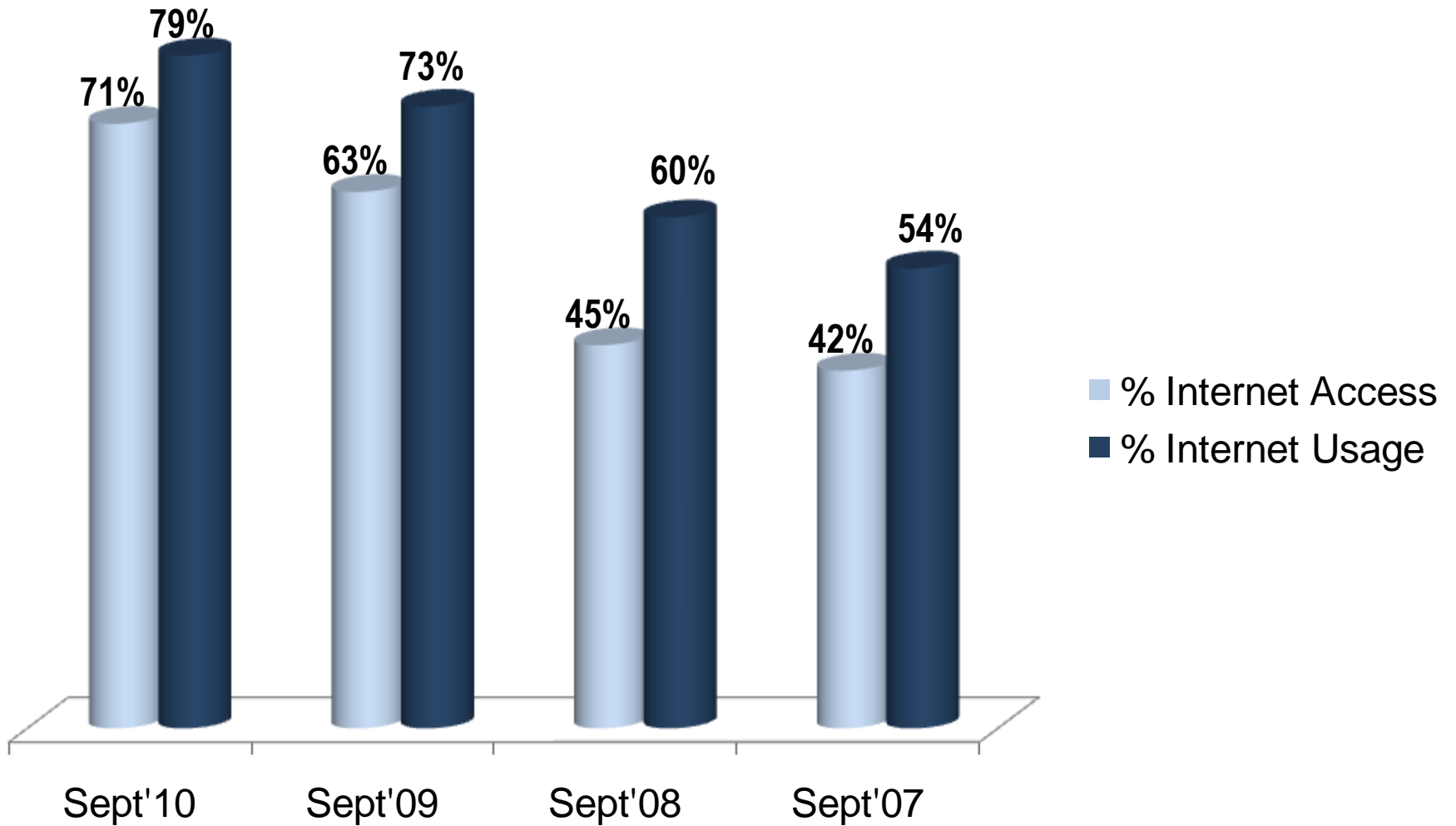
Base: Non- Internet Users

Reasons For Not Using the Internet - by demographic variables

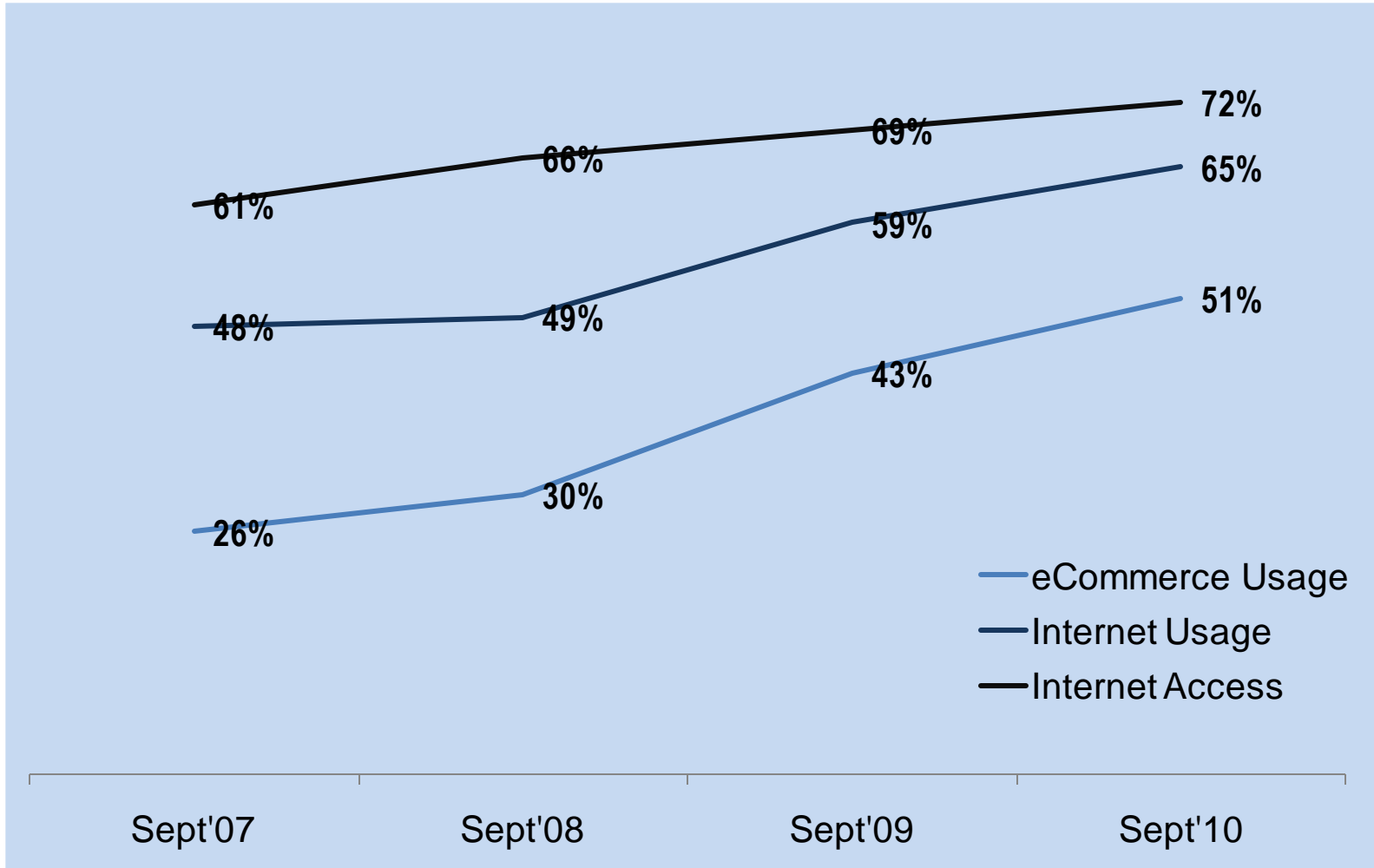


Base: Non-Internet Users

eCommerce Usage

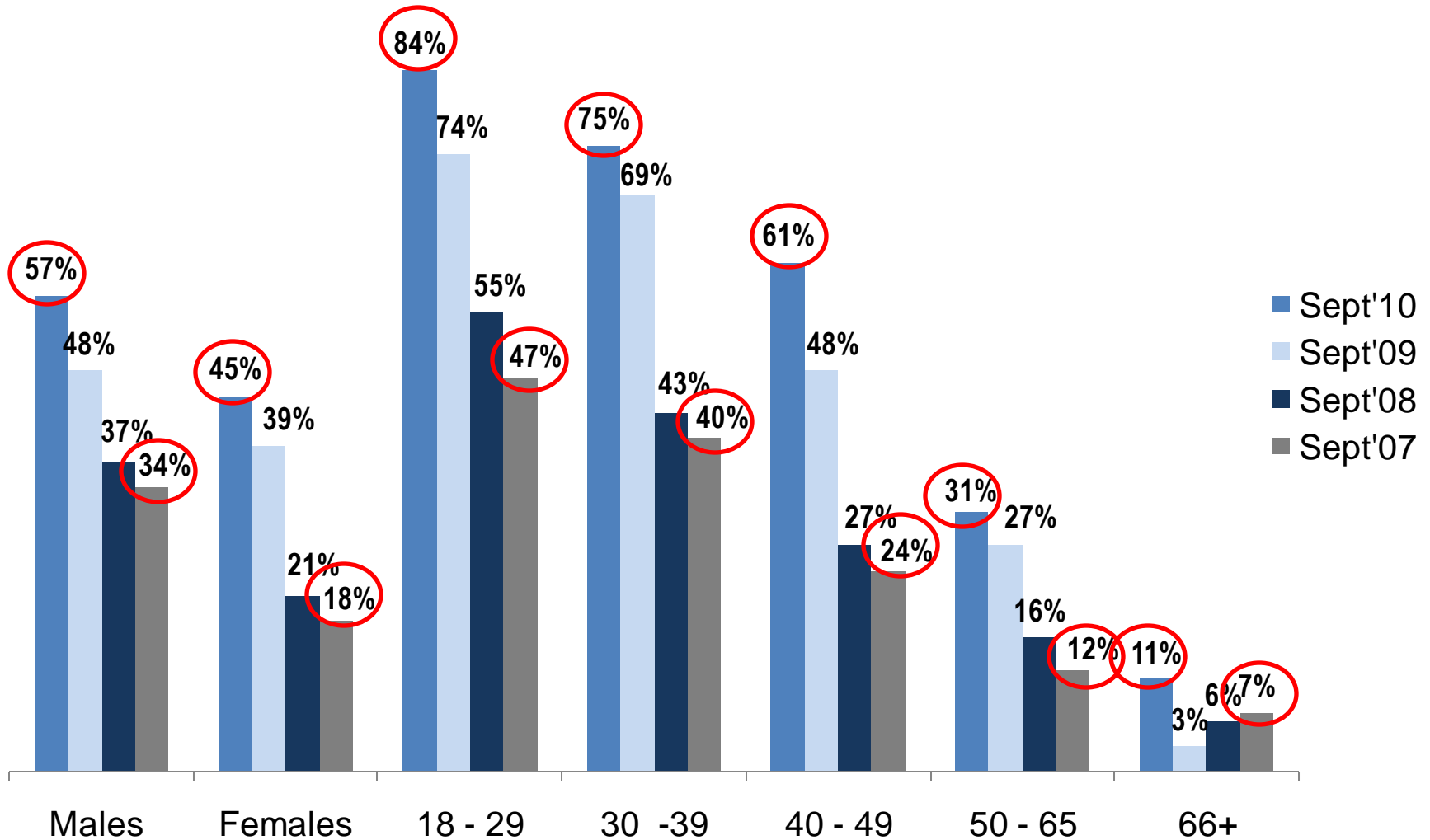


Internet Access
Internet Usage
eCommerce Usage



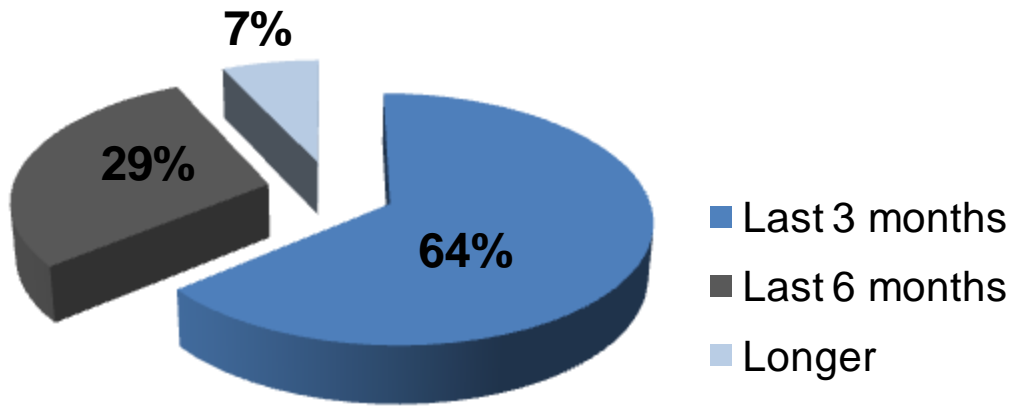
Base - All respondents

eCommerce Usage by Demographic Variables

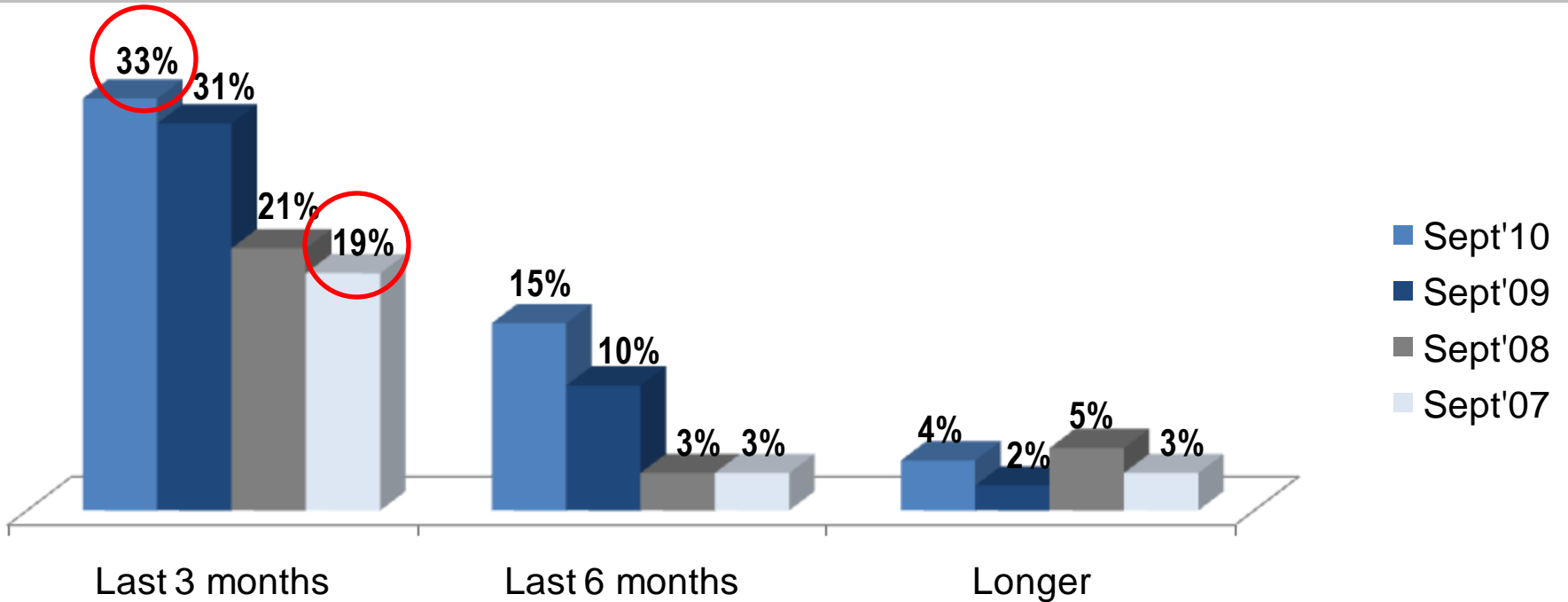


Base: All respondents

Frequency of Purchases (last 6 months)

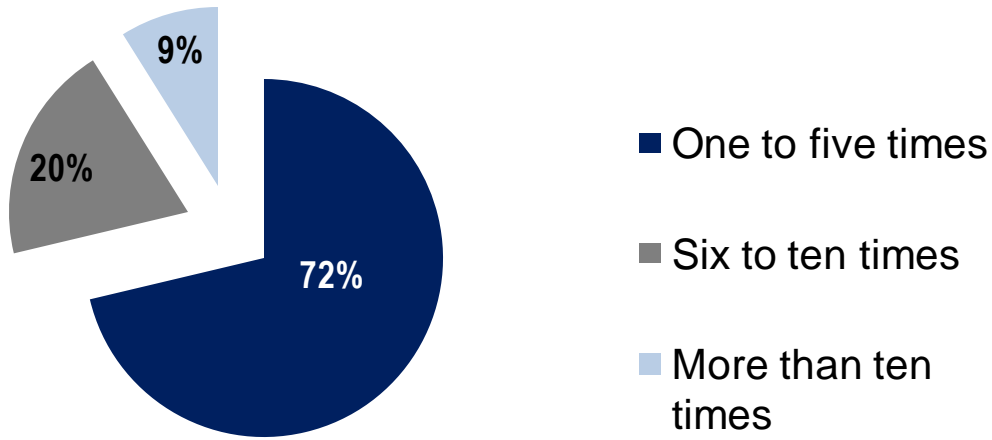


Base – eCommerce Users

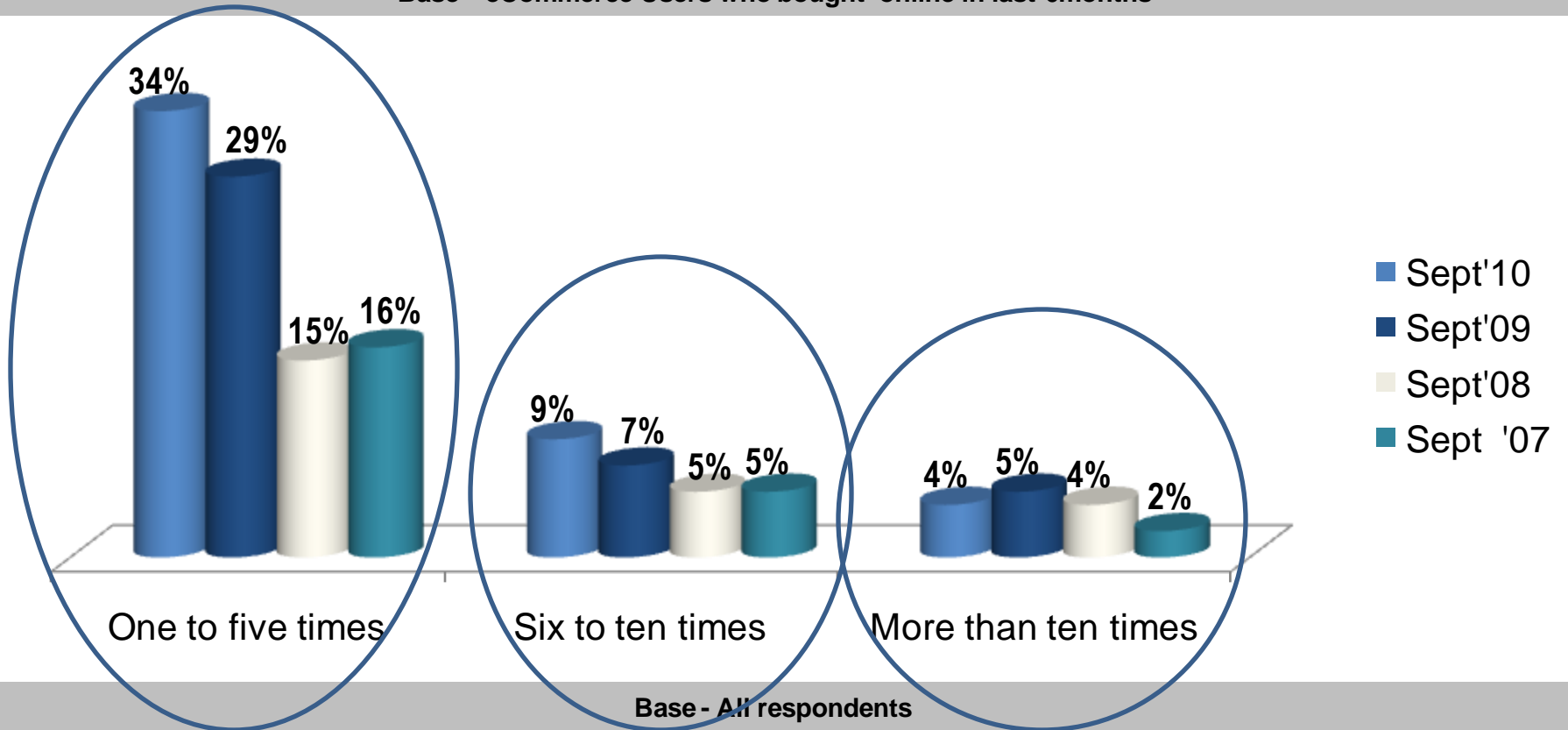


Base - All respondents

Frequency of Purchases (last 6 months)

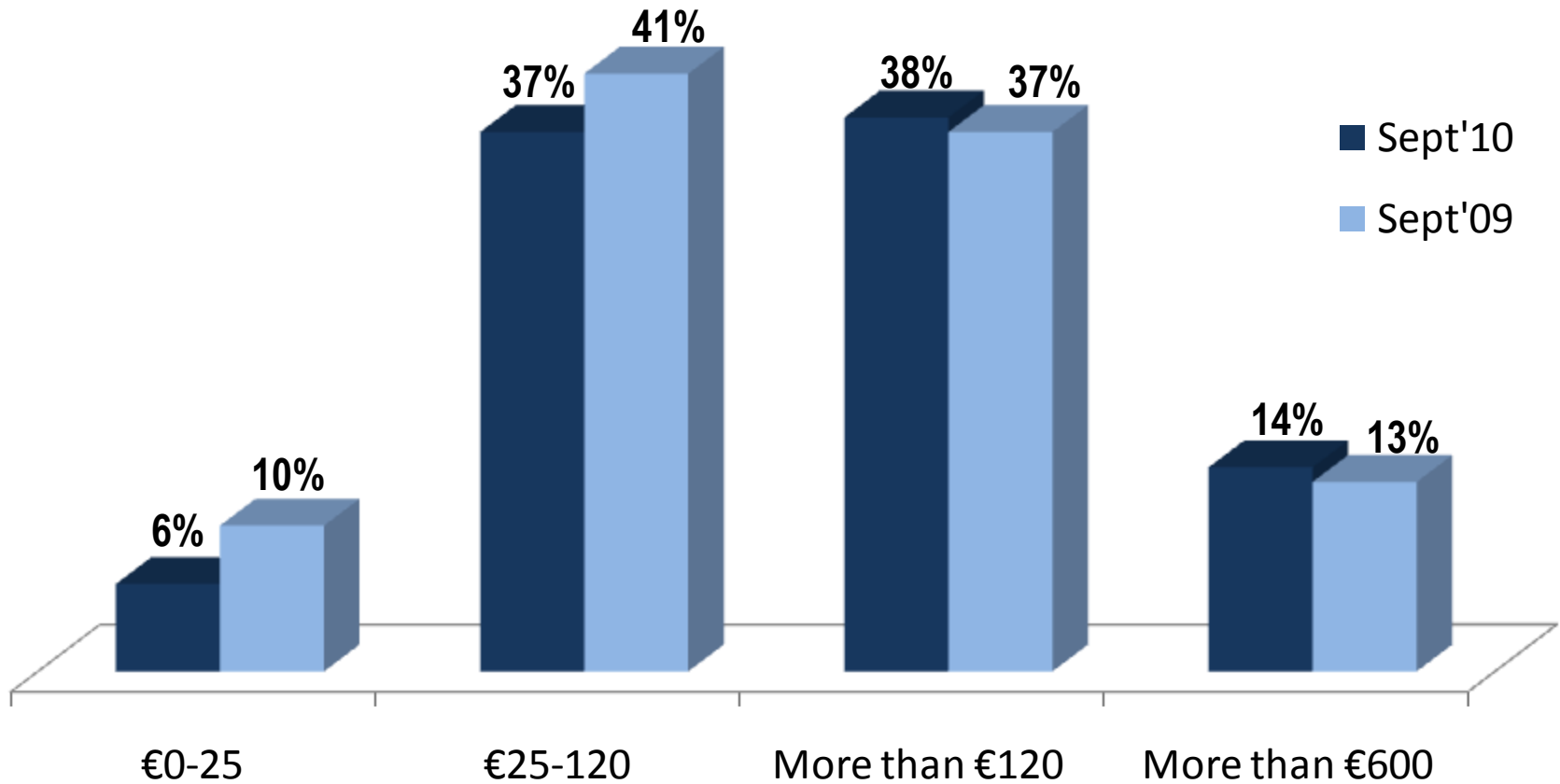


Base – eCommerce Users who bought online in last 6months

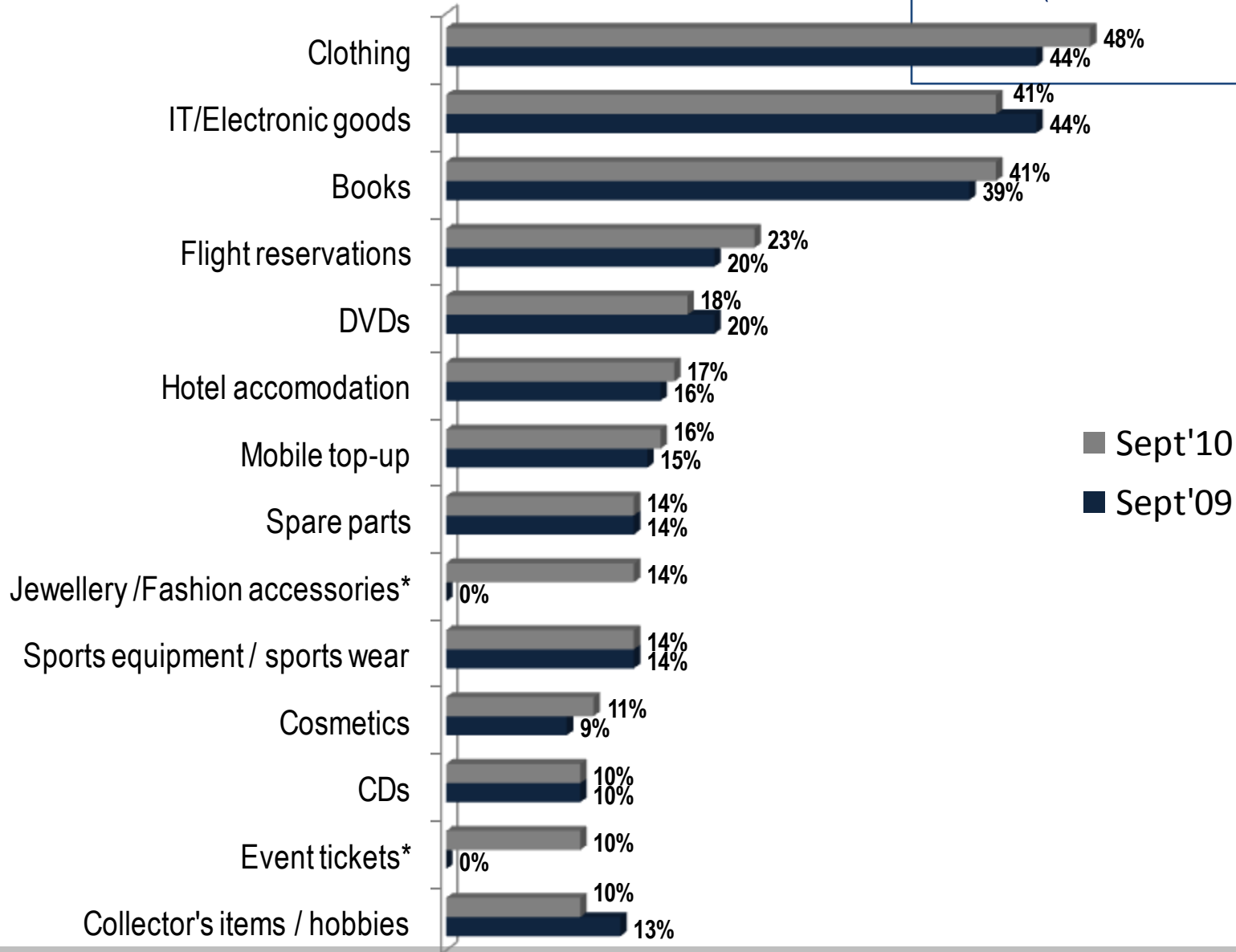


Base - All respondents

Amount Spent (last 6 months)



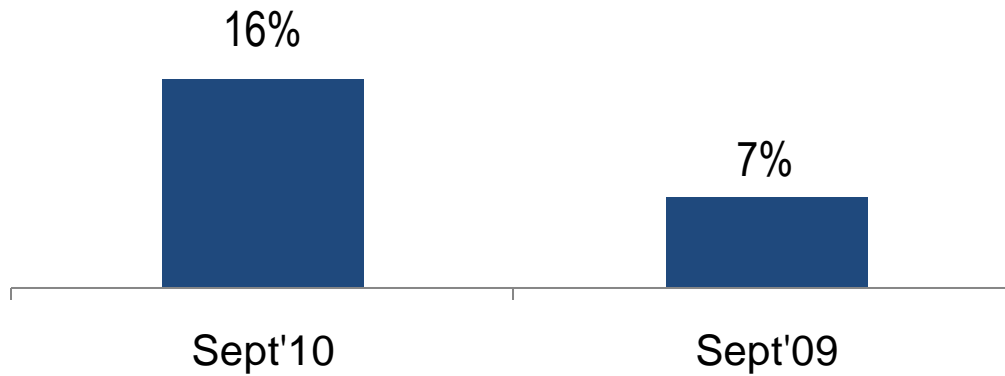
Items Purchased Online (last 6 months)



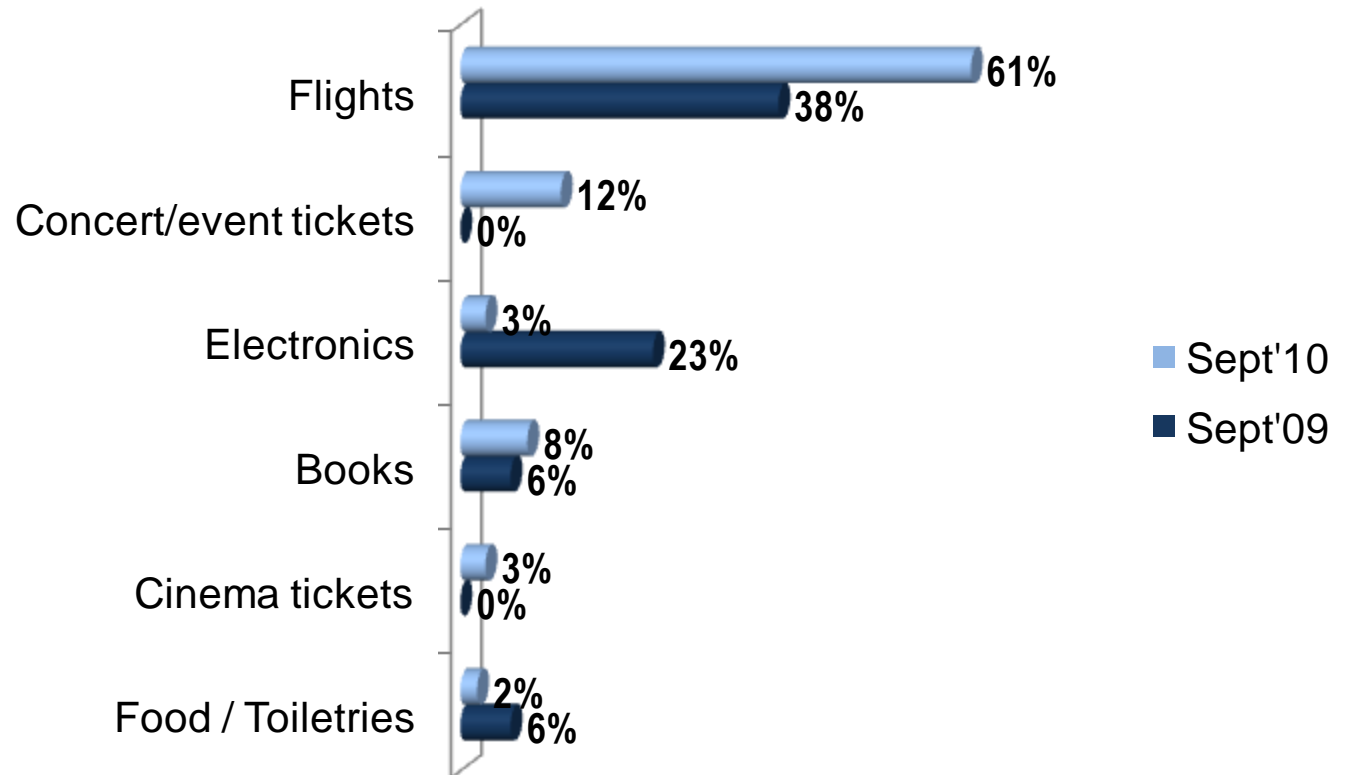
*added in 2010

Base – eCommerce Users who bought in last 6months

Online Purchases from Maltese Websites

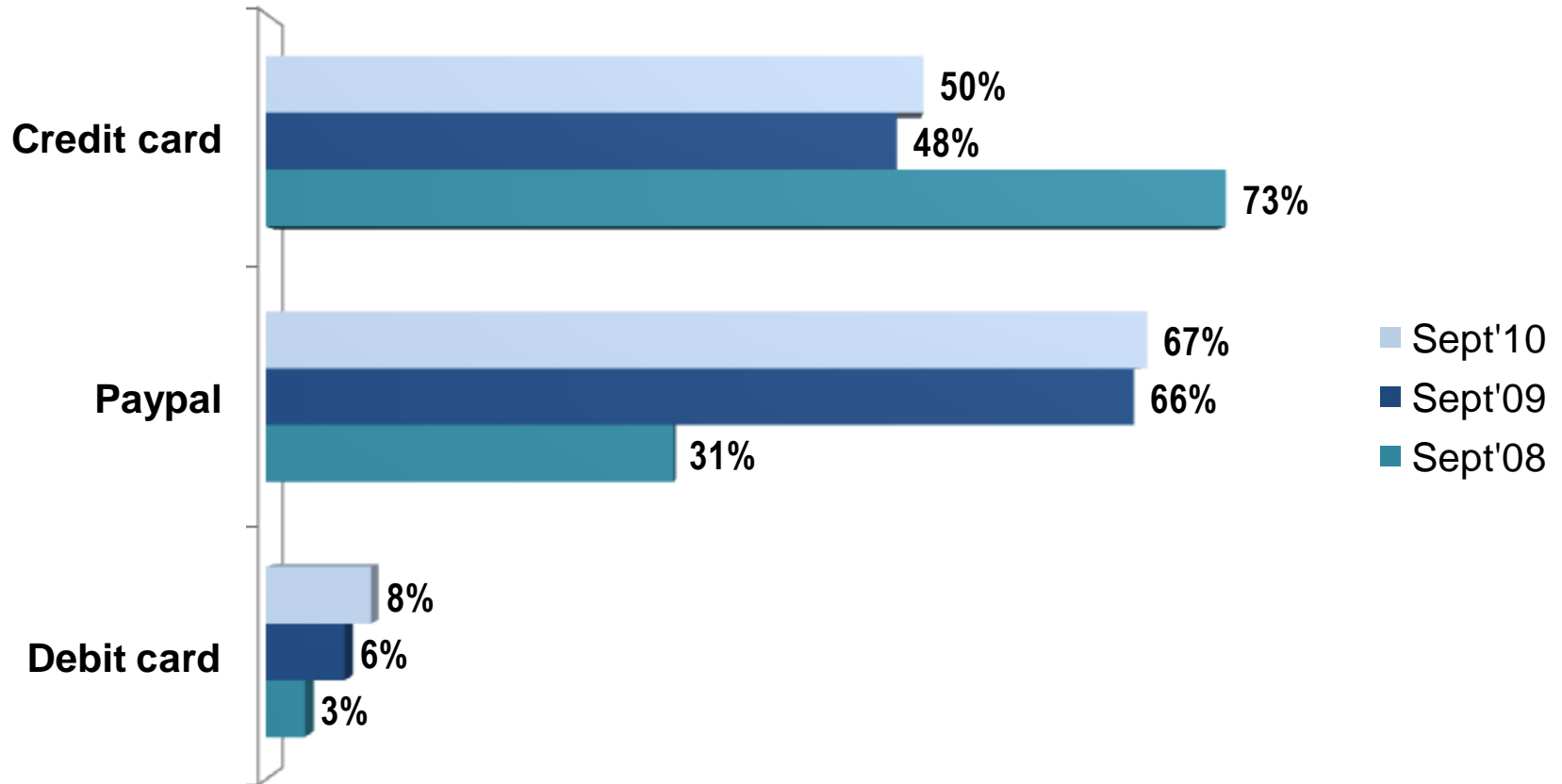


Base – eCommerce Users who bought online in last 6 months



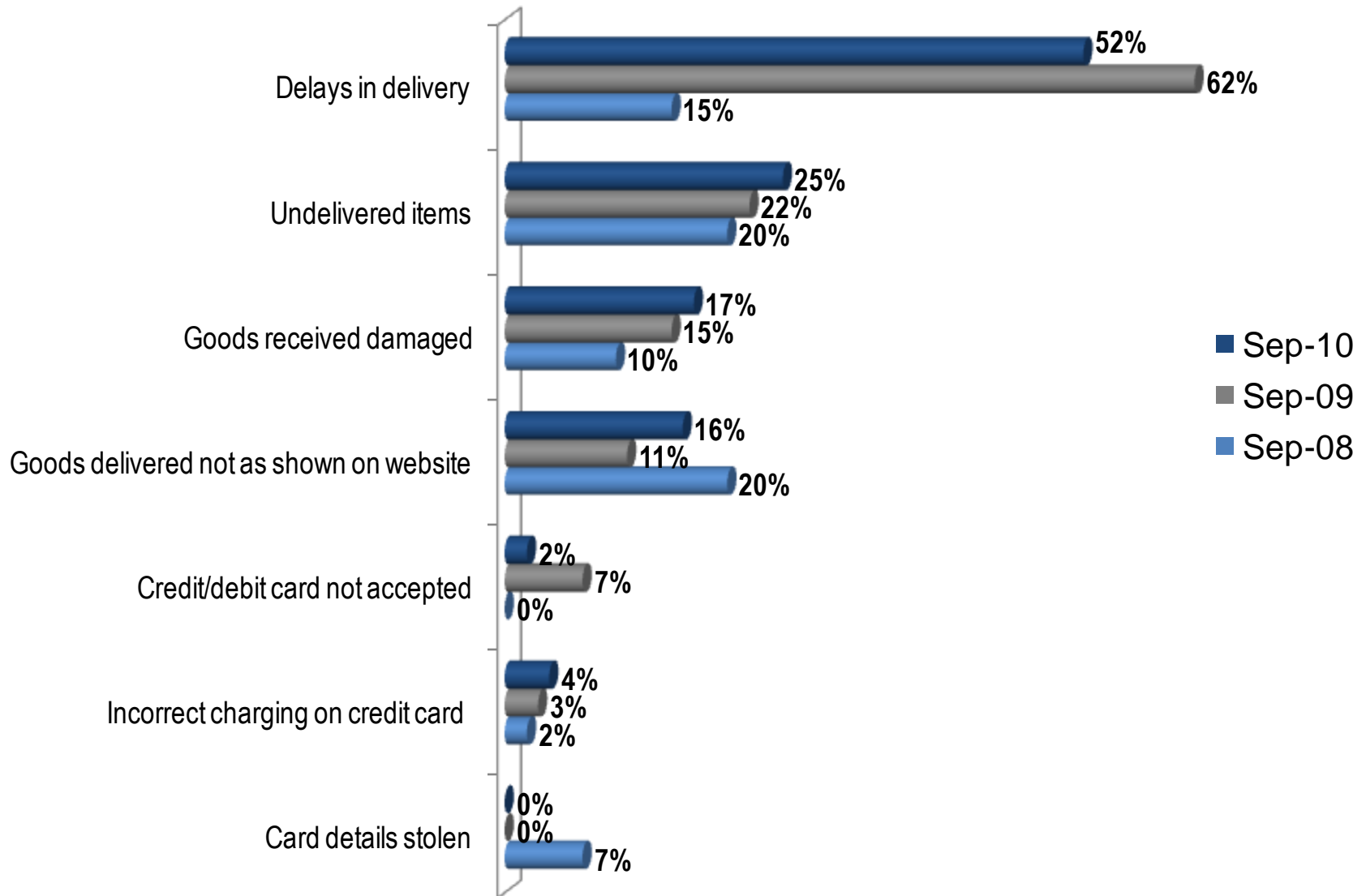
Base – those who bought online from Maltese sites in last 6 months

Method of Payment Used



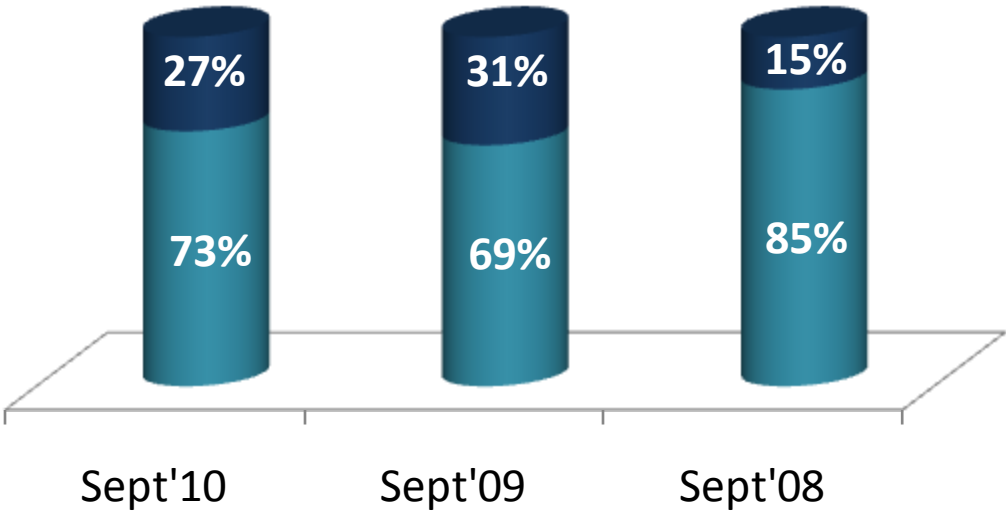
Base – eCommerce Users who bought in last 6months

Type of Problems Encountered

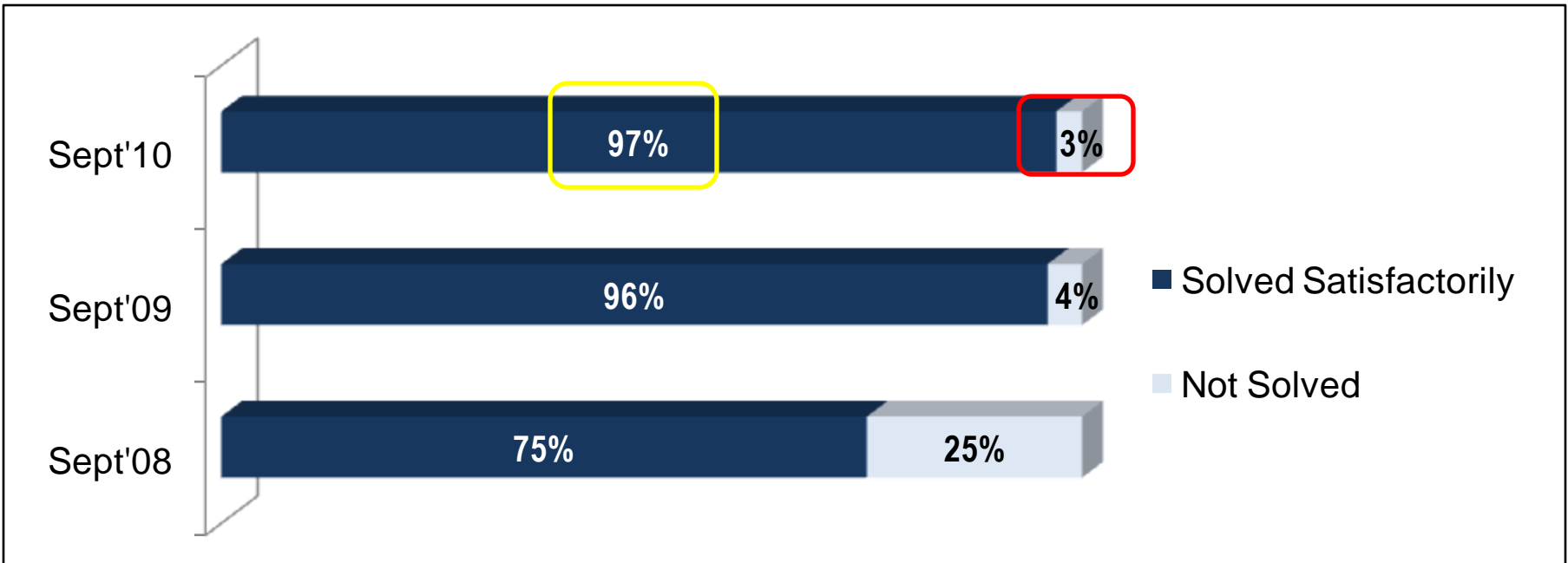


Base – eCommerce Users who encountered problems in last 6months

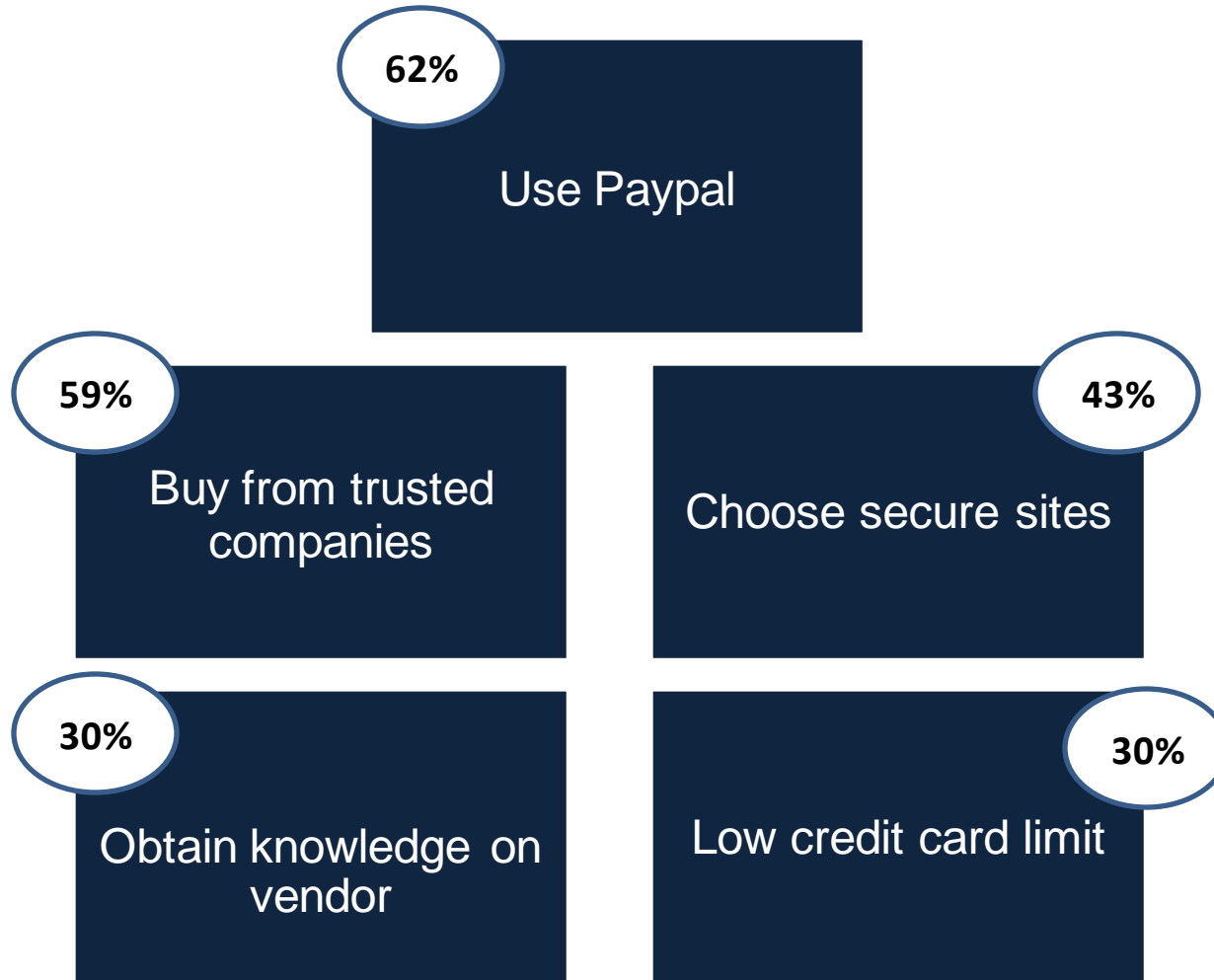
Problems Encountered (last 6 months)



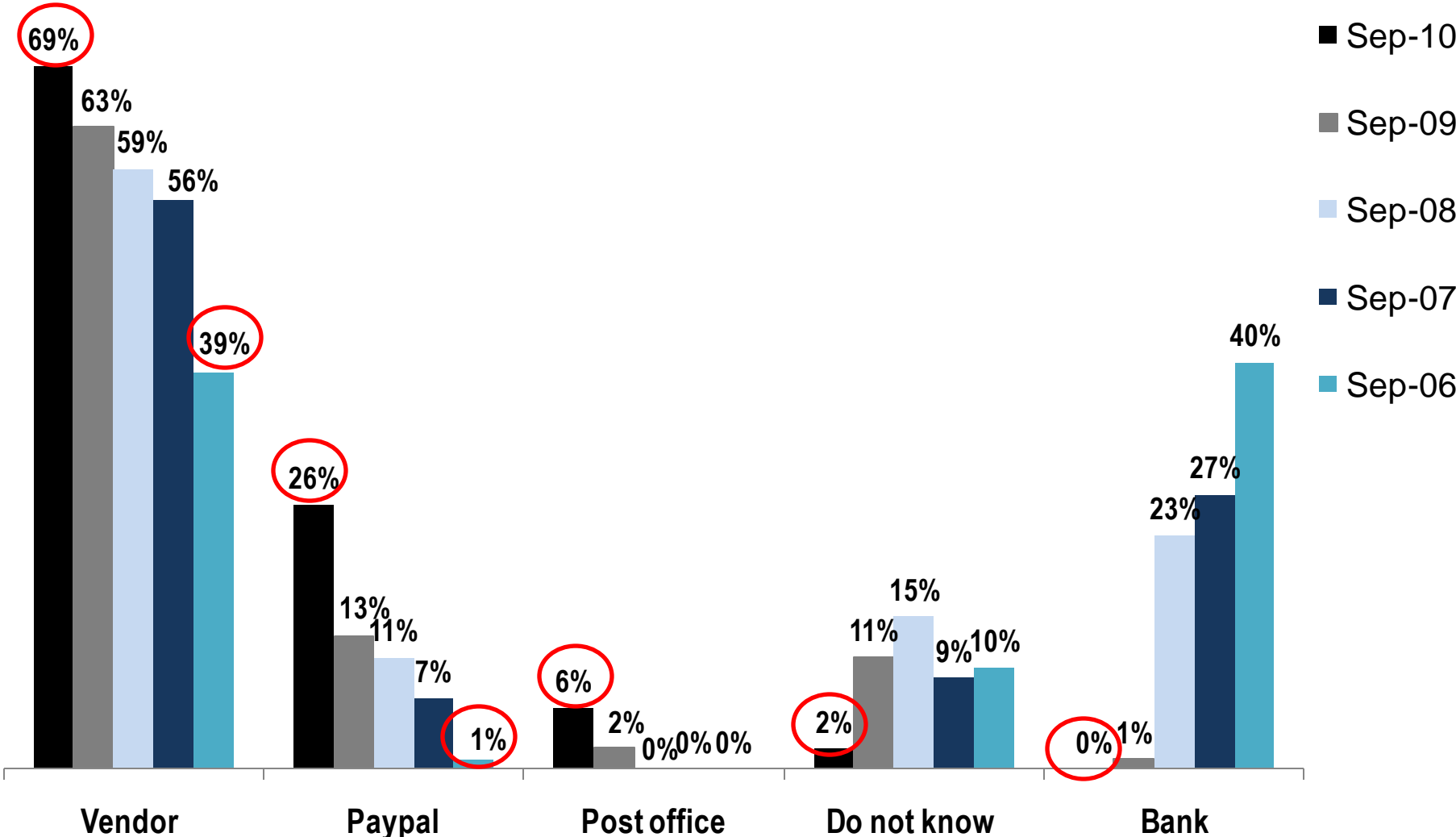
- At least one problem
- No problem



Precautions when Buying Online

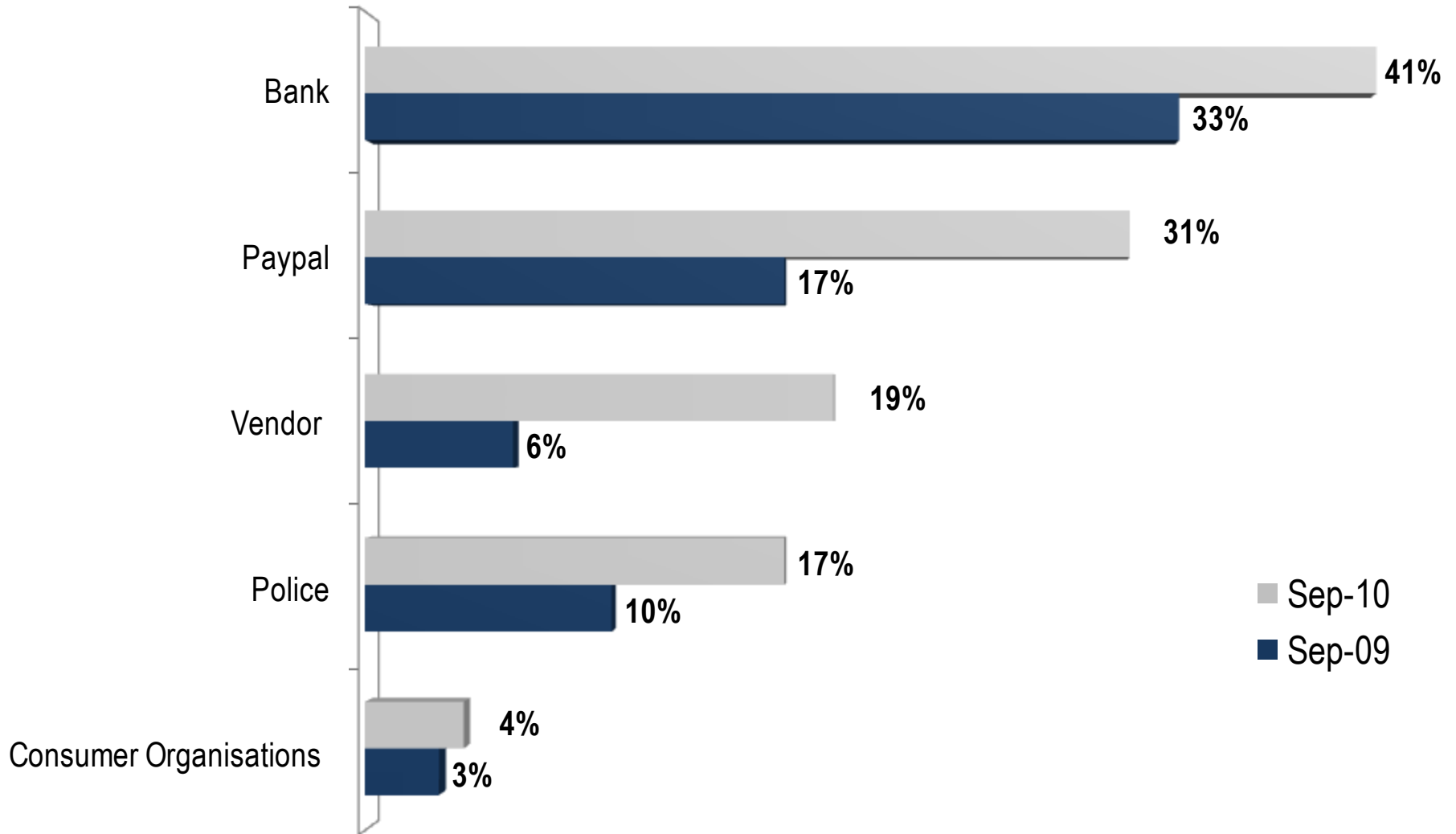


Contact Person in case of eCommerce Difficulty



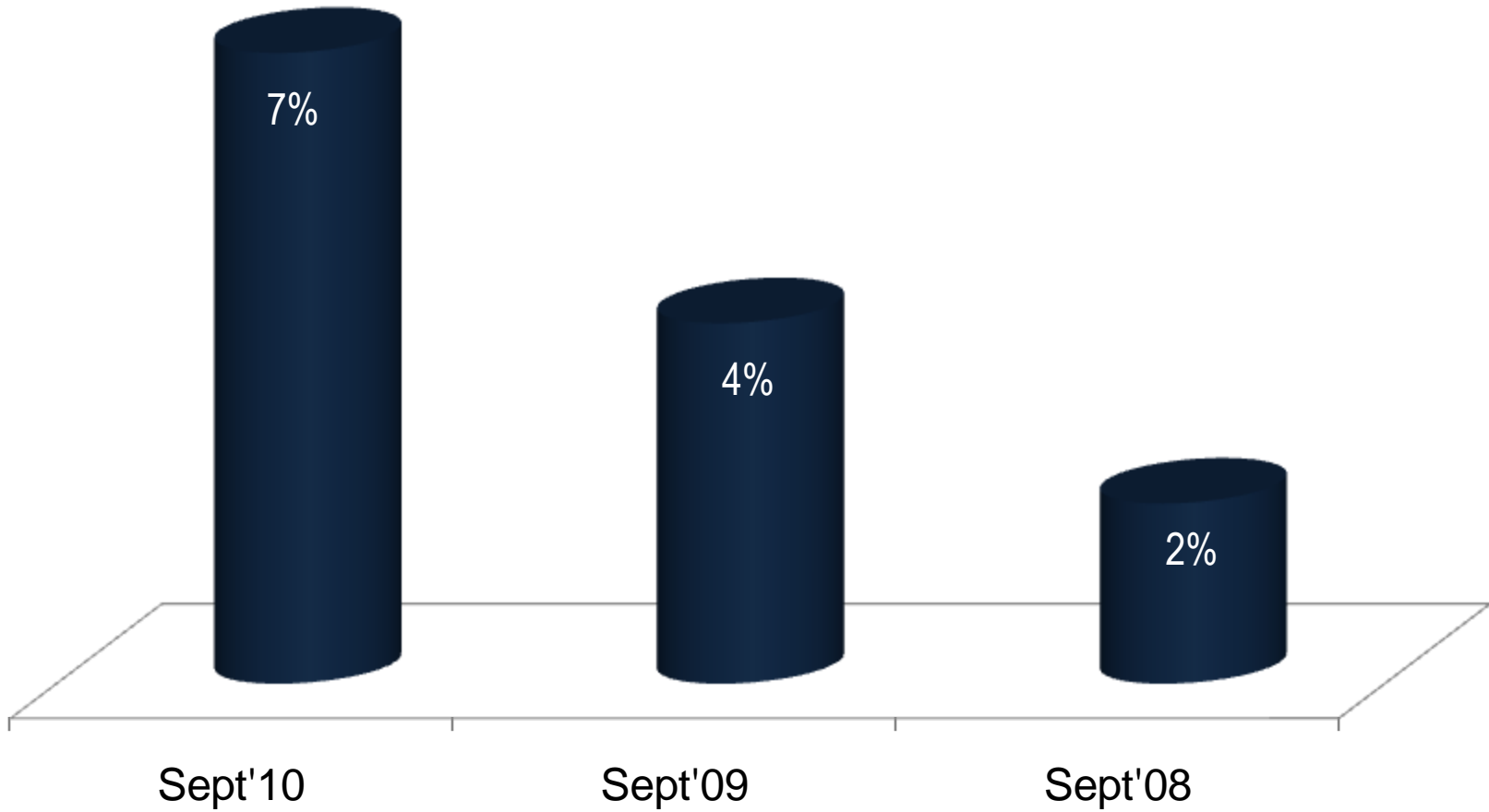
Base – eCommerce Users

Contact Person in case of Scam or Fraud



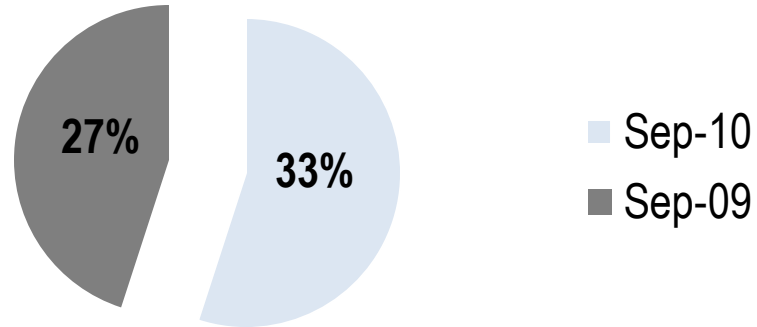
Base – eCommerce Users who bought in last 6months

MCA as the
eCommerce
Regulator

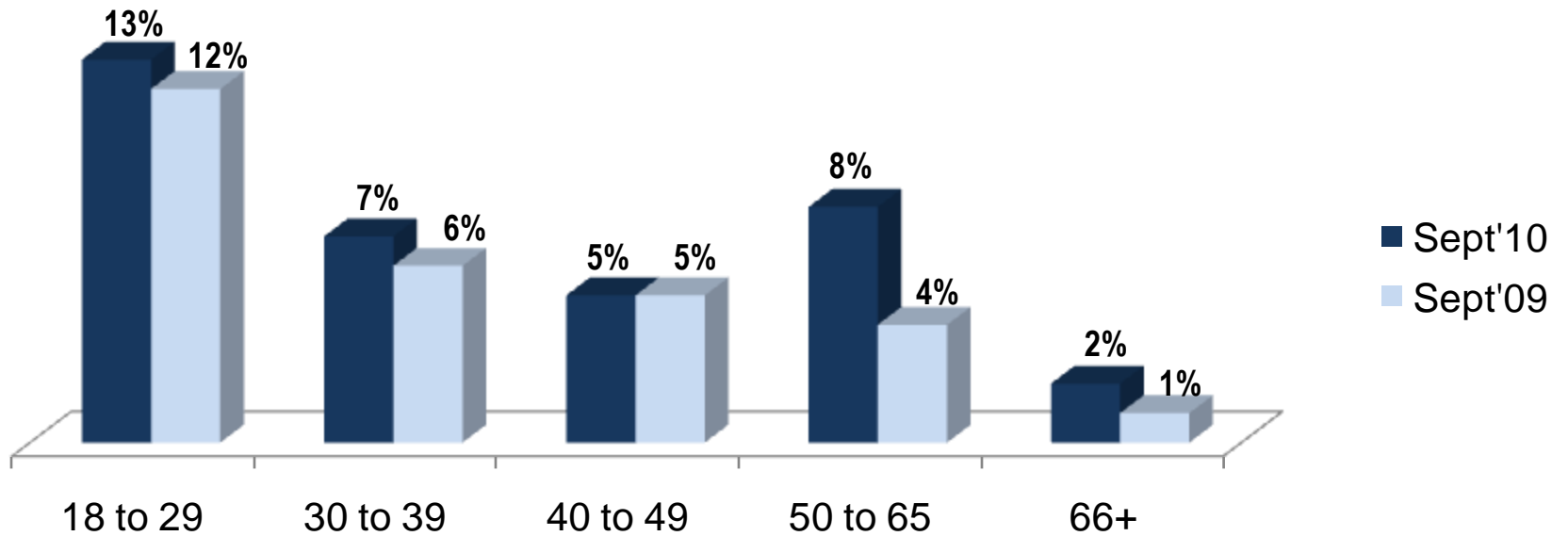


Base – eCommerce Users who bought in last 6months

Buying on Behalf of Others

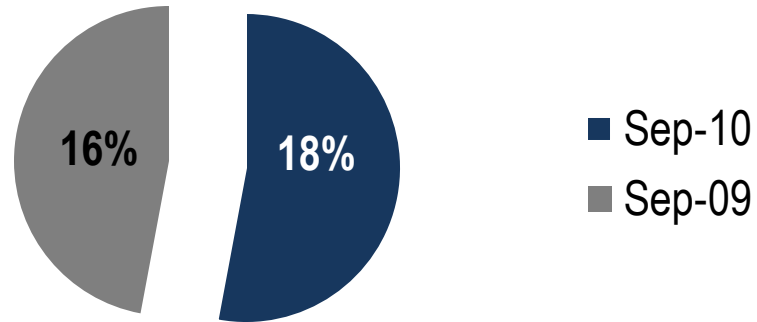


Base – eCommerce Users who bought in last 6months

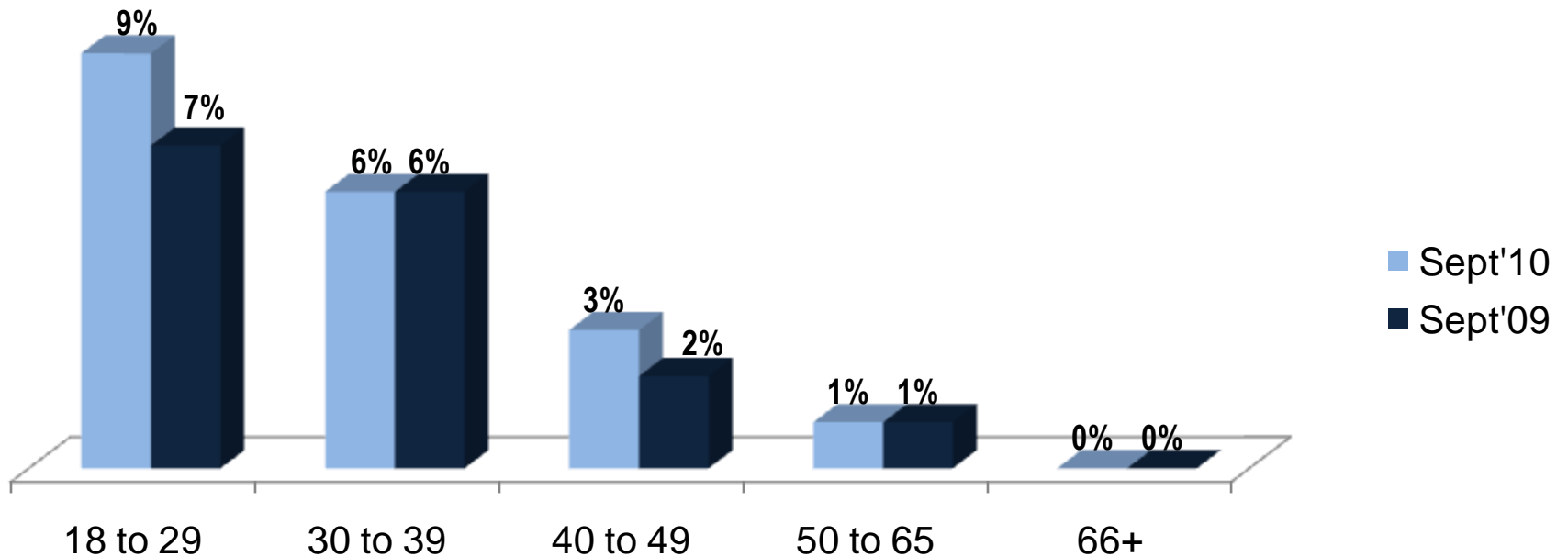


Base – eCommerce Users who bought for others in last 6months

Commissioned
others to buy for
them

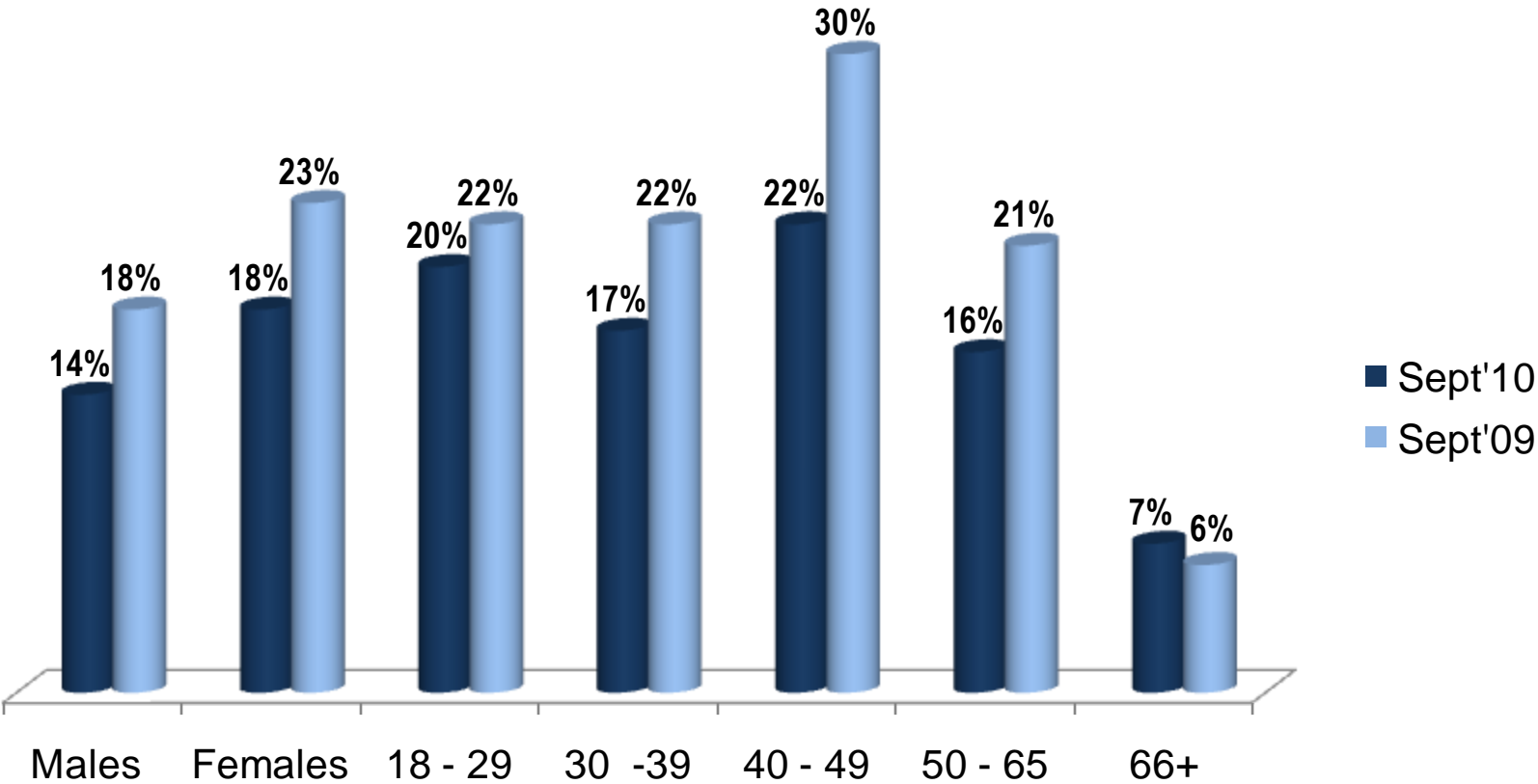
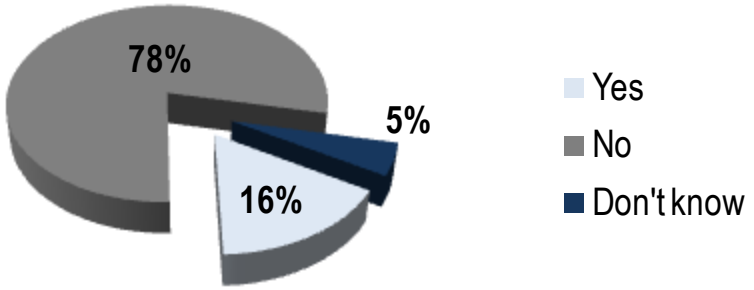


Base – as a % of non-Internet or non-eCommerce users

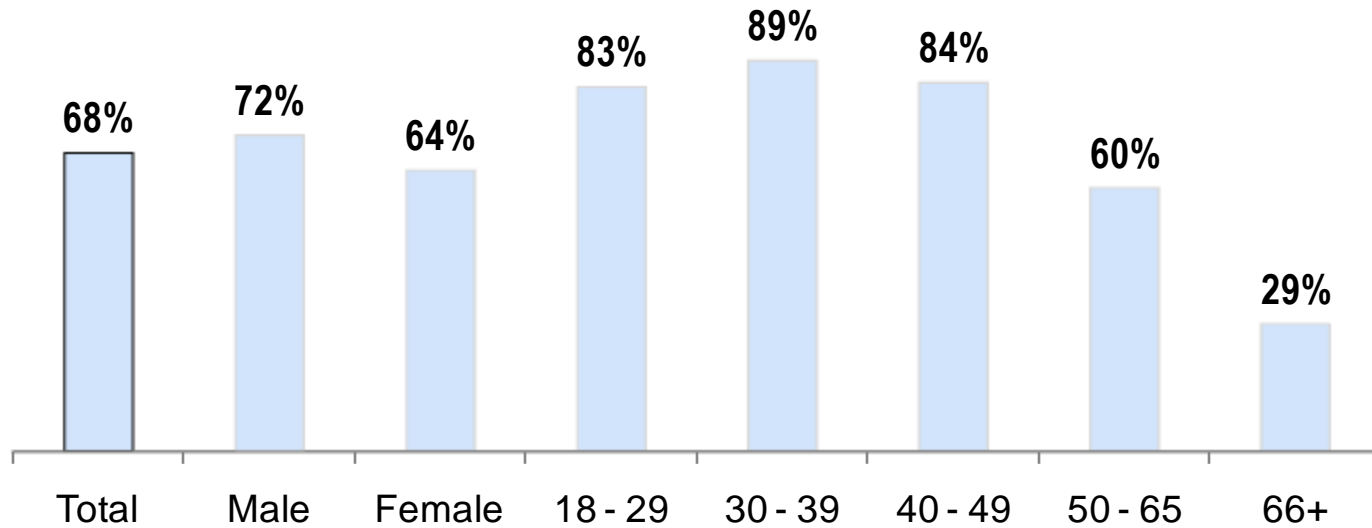


Base – as a % of those who commissioned others to buy for them

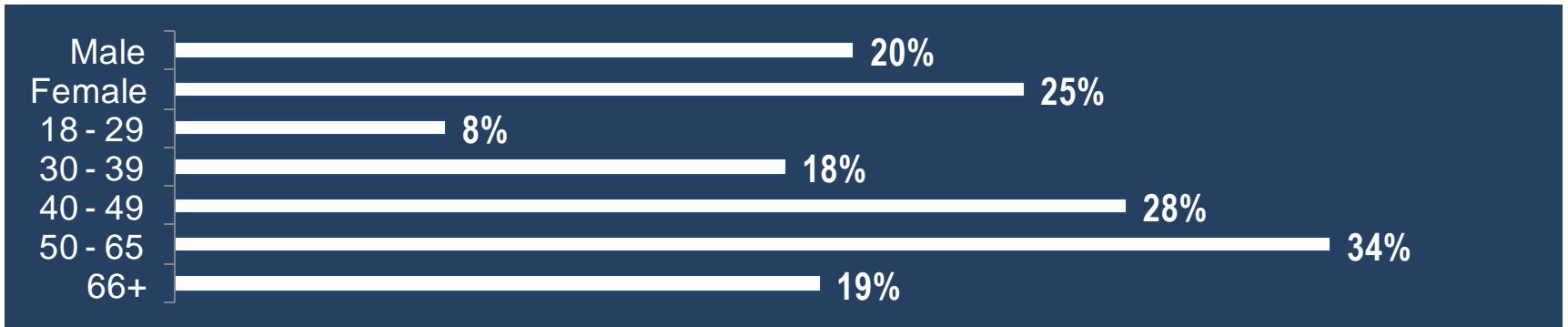
Attending a Short Course about Online Buying



Owns a Credit/Debit Card



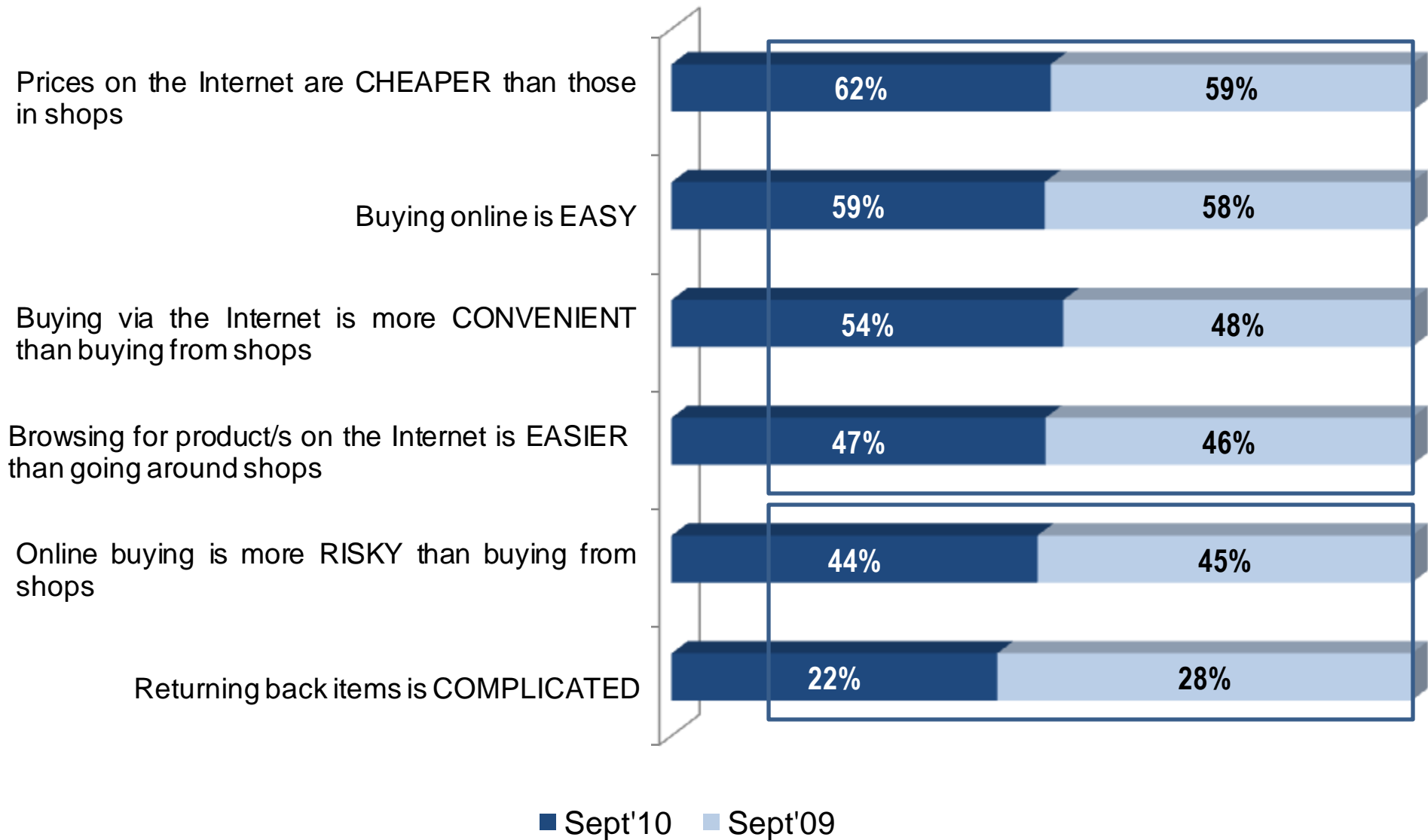
Base - All respondents



Base - as a % of non-Internet or non-eCommerce users

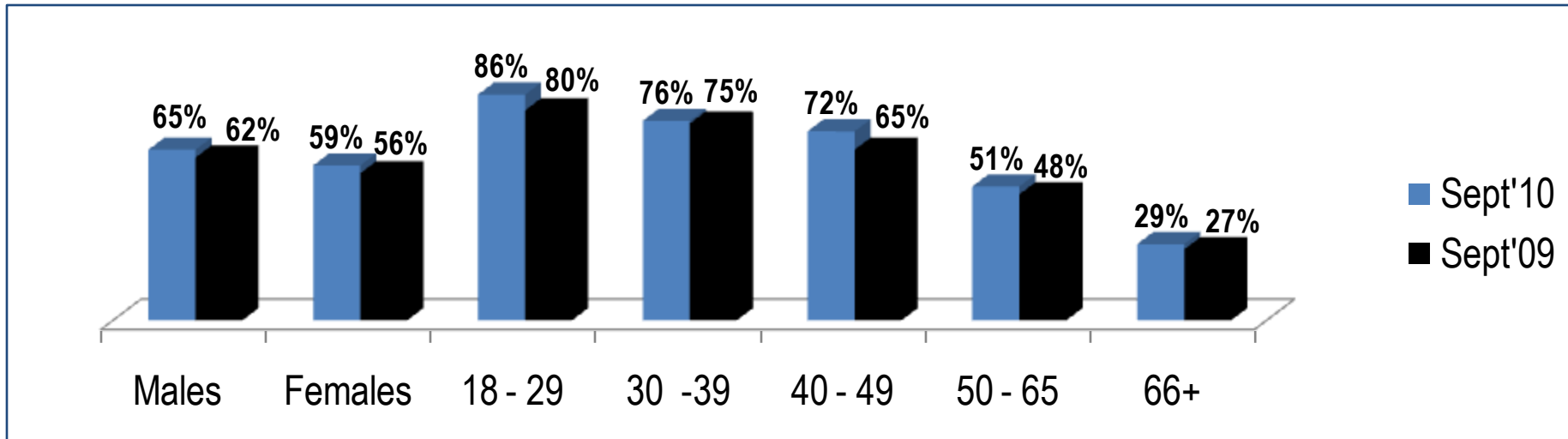
PERCEPTIONS

Online Buying

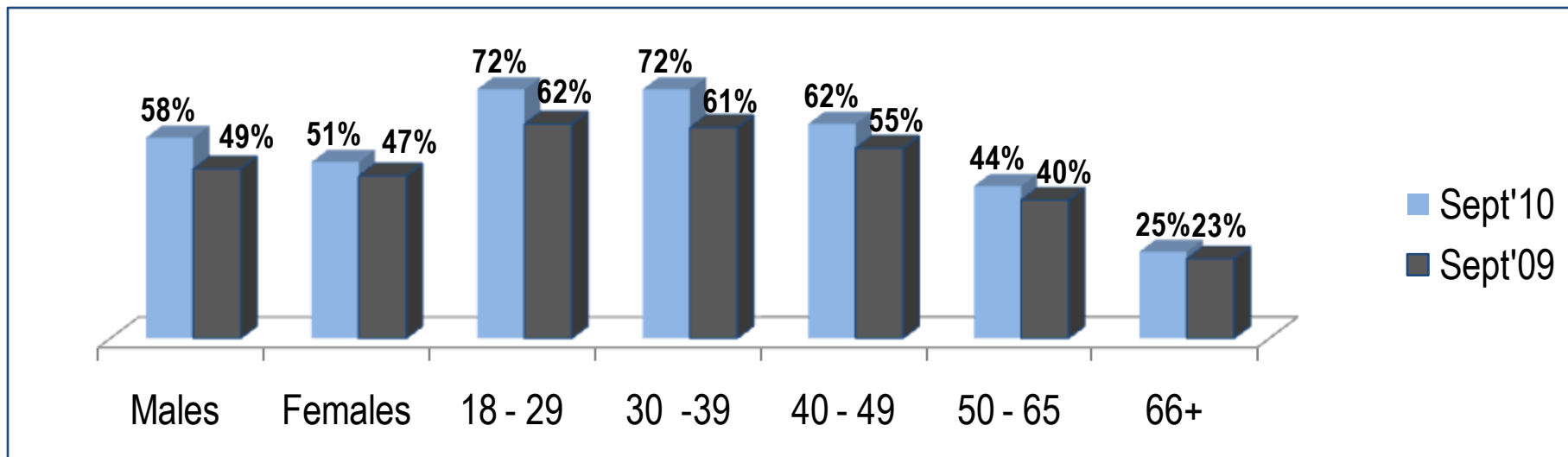


Base - All respondents

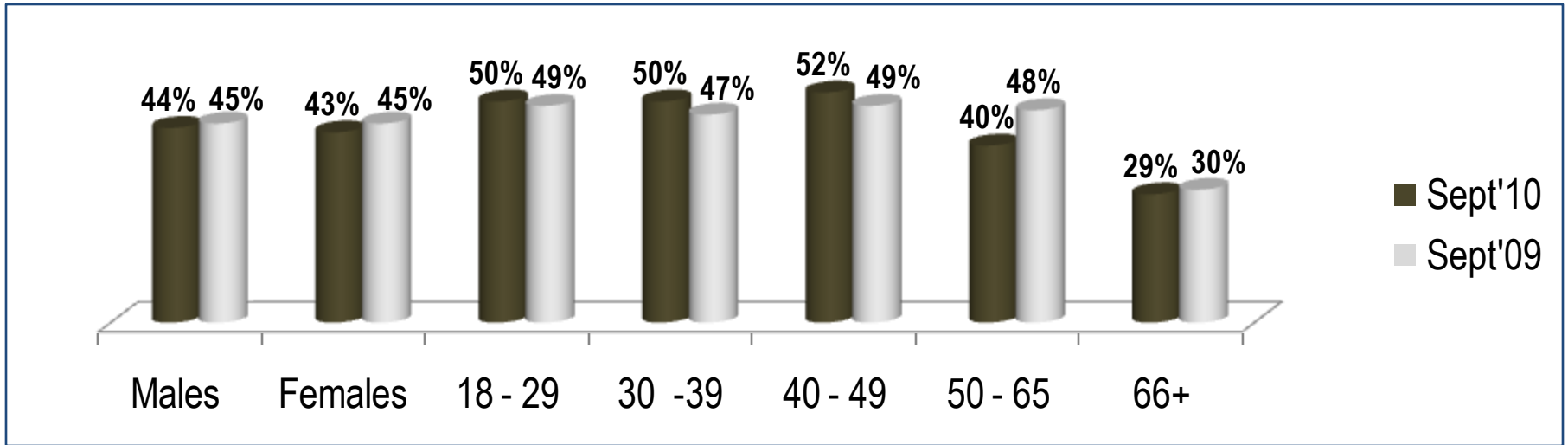
Prices on the Internet are CHEAPER than those in shops



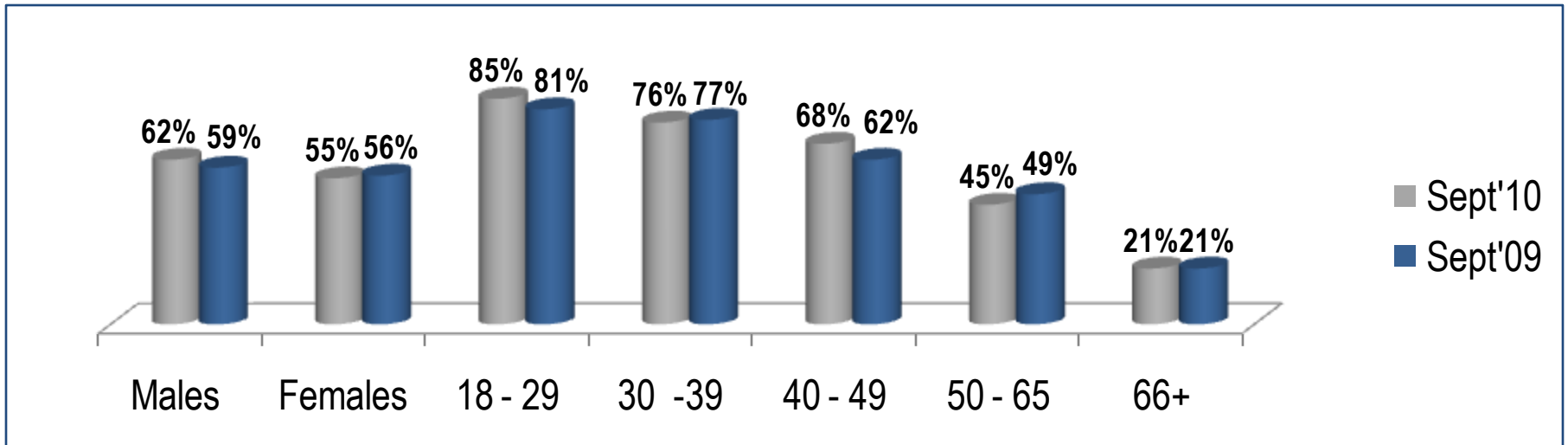
Buying via the Internet is more CONVENIENT than buying from shops



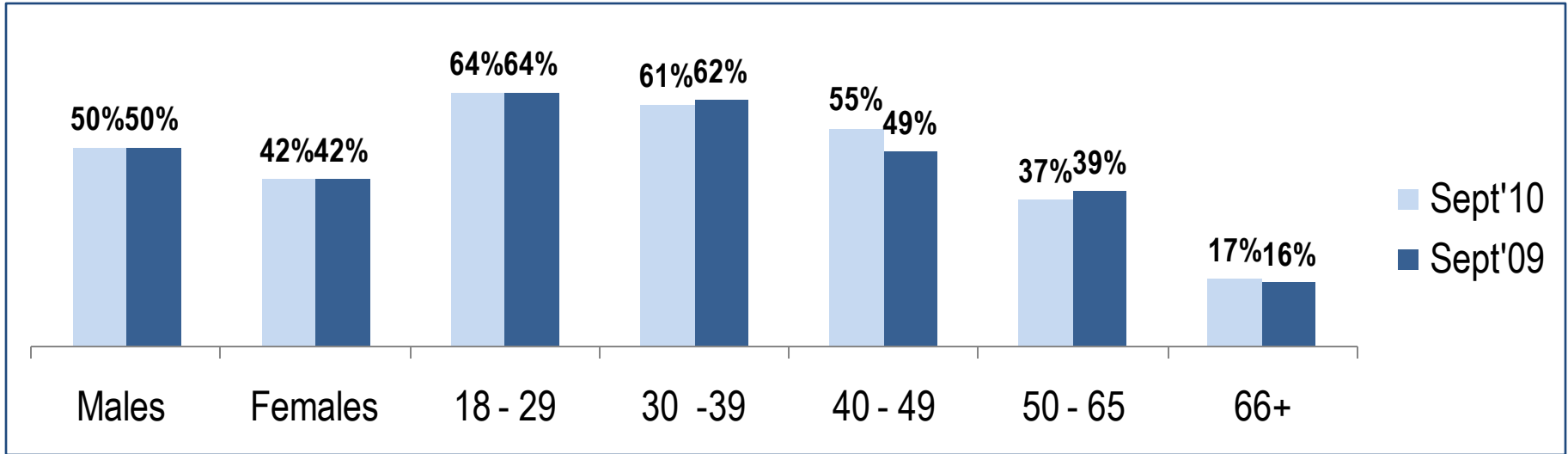
Online buying is more RISKY than buying from shops



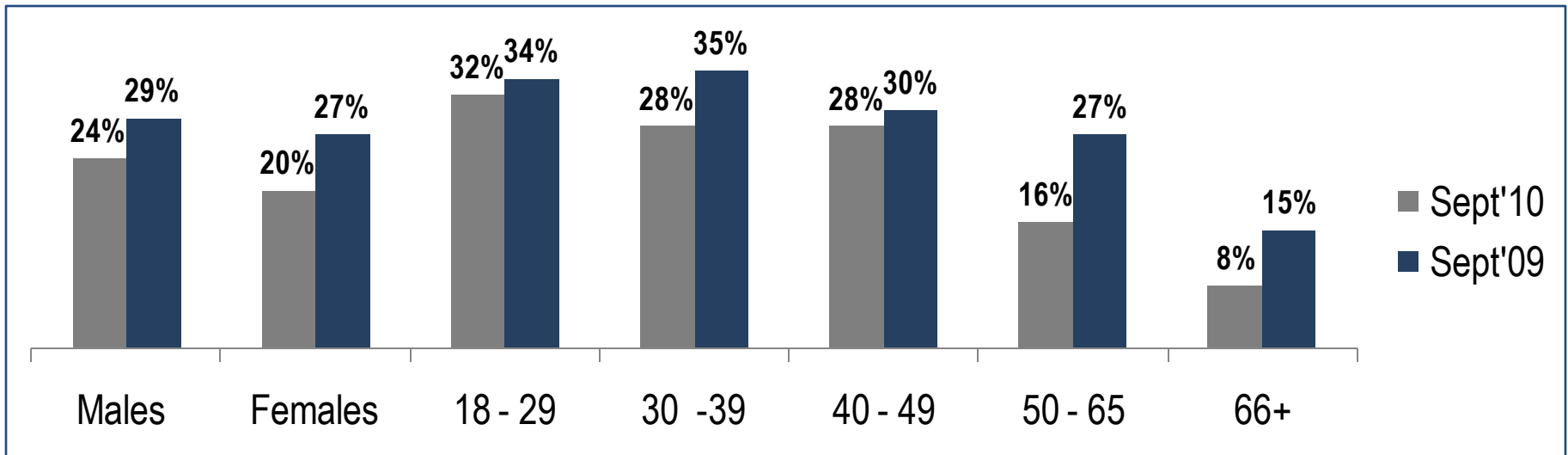
Buying online is EASY



Browsing for product/s on the Internet is EASIER than going around shops



Returning back items is COMPLICATED

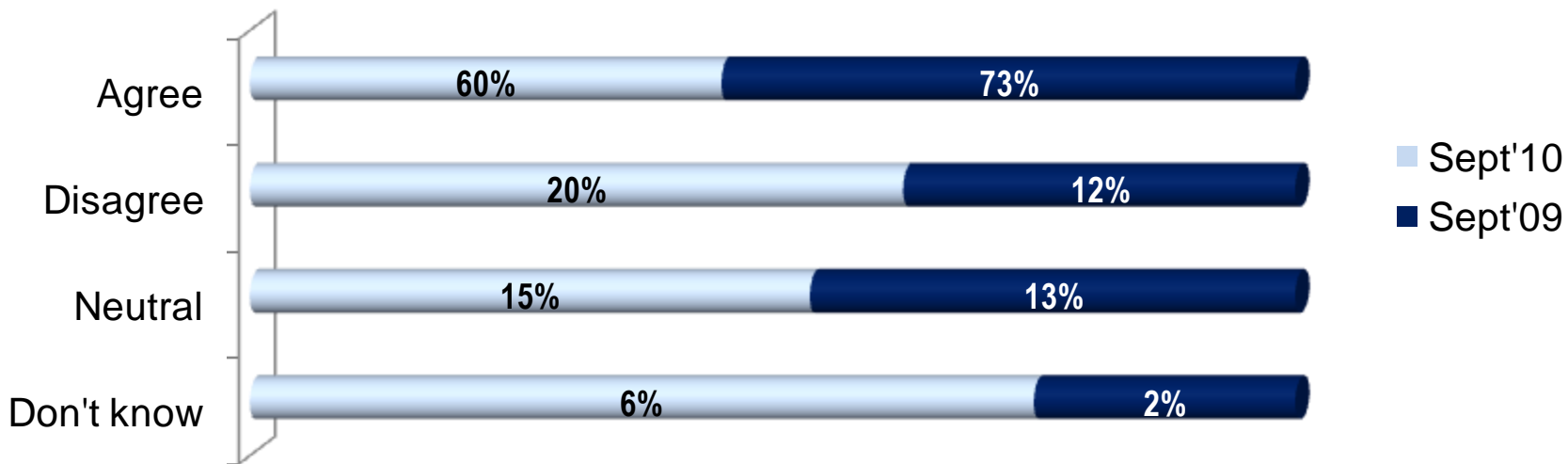


Reasons For Not Buying Online

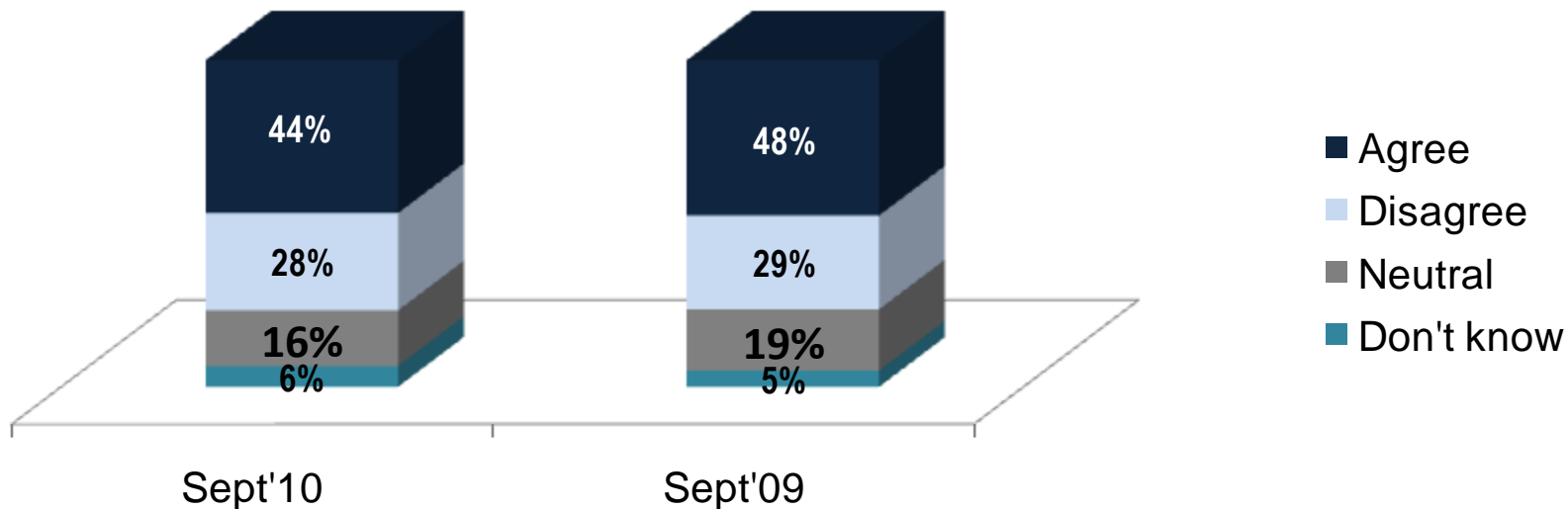


Base - As a % of those who NEVER bought online and those who bought online more than 6 months ago

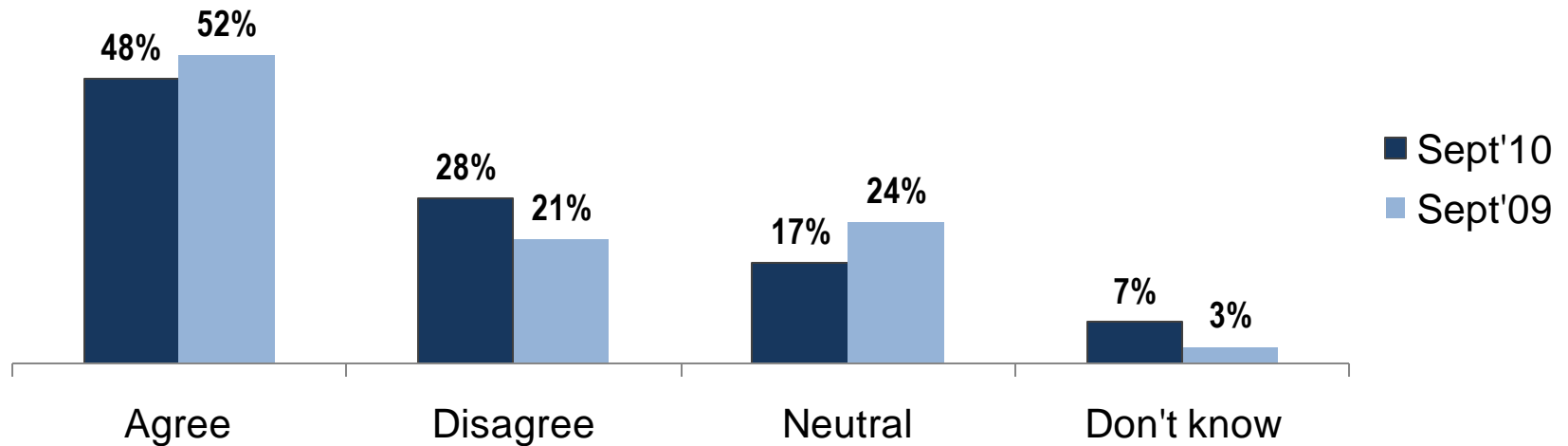
You don't buy online because you prefer to see and/ or try on items before buying



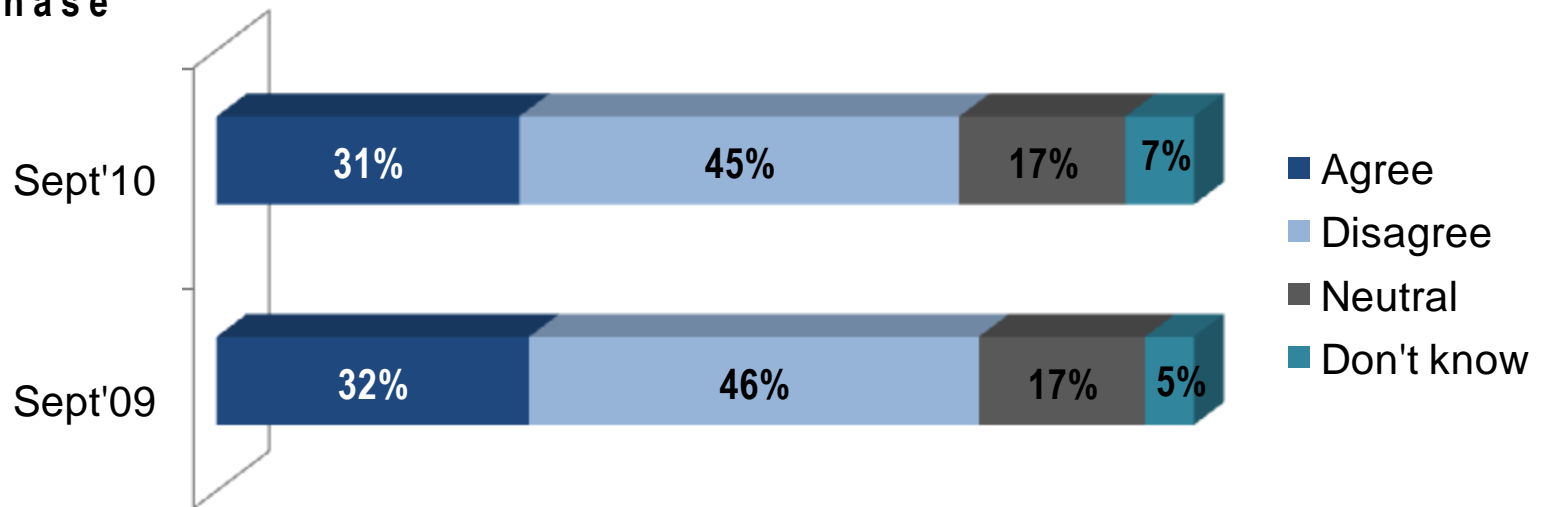
You don't buy online because you're concerned about security



You don't buy online because you're afraid that item/s will not be delivered or damaged or different from what you ordered



You don't buy online because you don't know how to make an online purchase



You don't buy online because **you're not interested or do not need to**

