

# Internet & eCommerce Use by Individuals Survey 2014

October 2014

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# PURPOSE OF PRESENTATION

To present the findings of the Internet and eCommerce Use by Individuals survey carried out by the MCA.

# SURVEY OBJECTIVES

**GAUGE** the growth of eCommerce use across Malta & Gozo.

**COMPARE** results to identify trends & changes in buying behaviour patterns.

## Sample

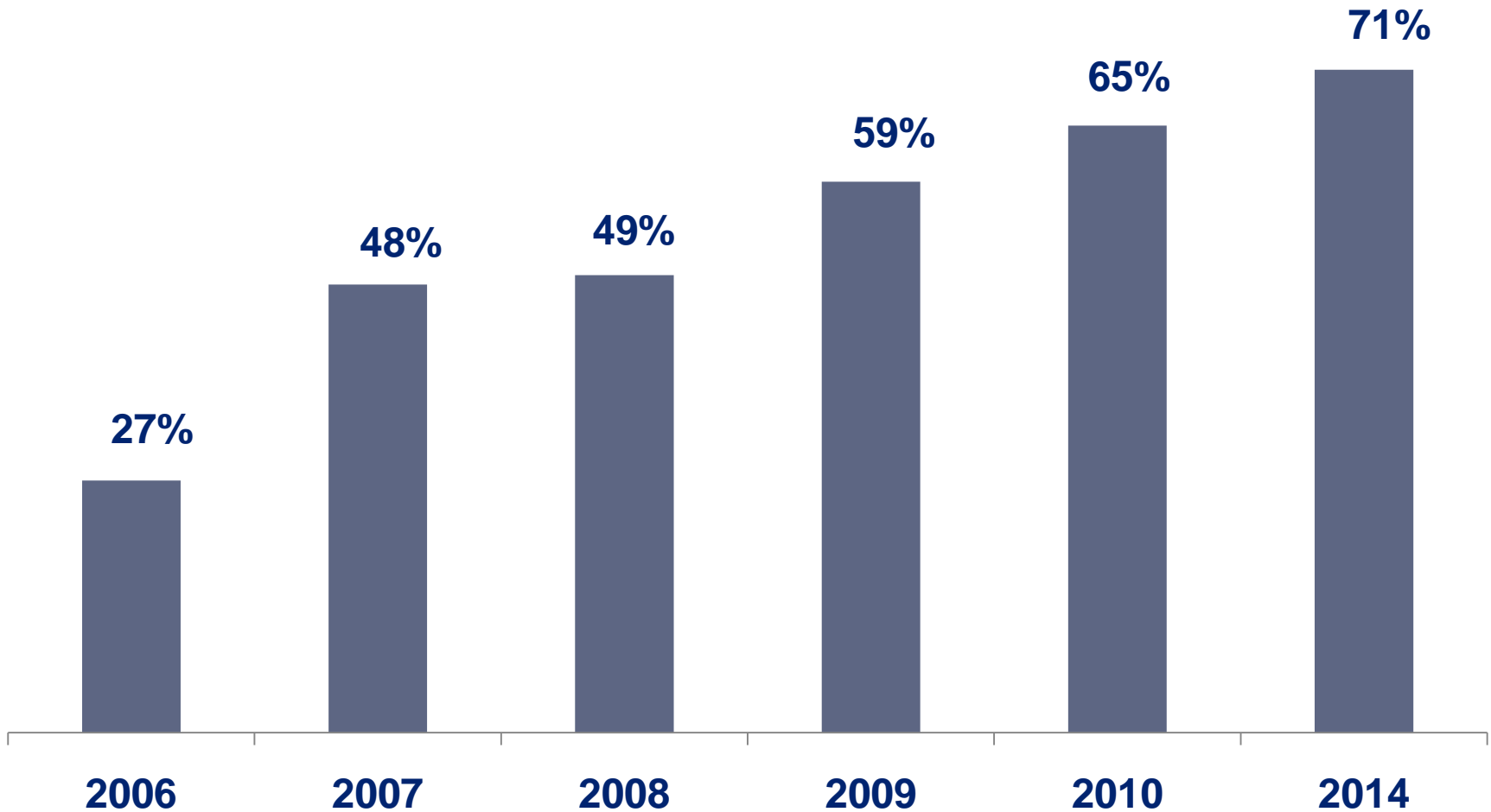
- 800 net respondents.
- An additional 118 interviews conducted to boost the eCommerce users cohort.

## Fieldwork

- 10-min CATI
- April-May 2014
- Margin of error of 3.46% at 95% confidence interval.

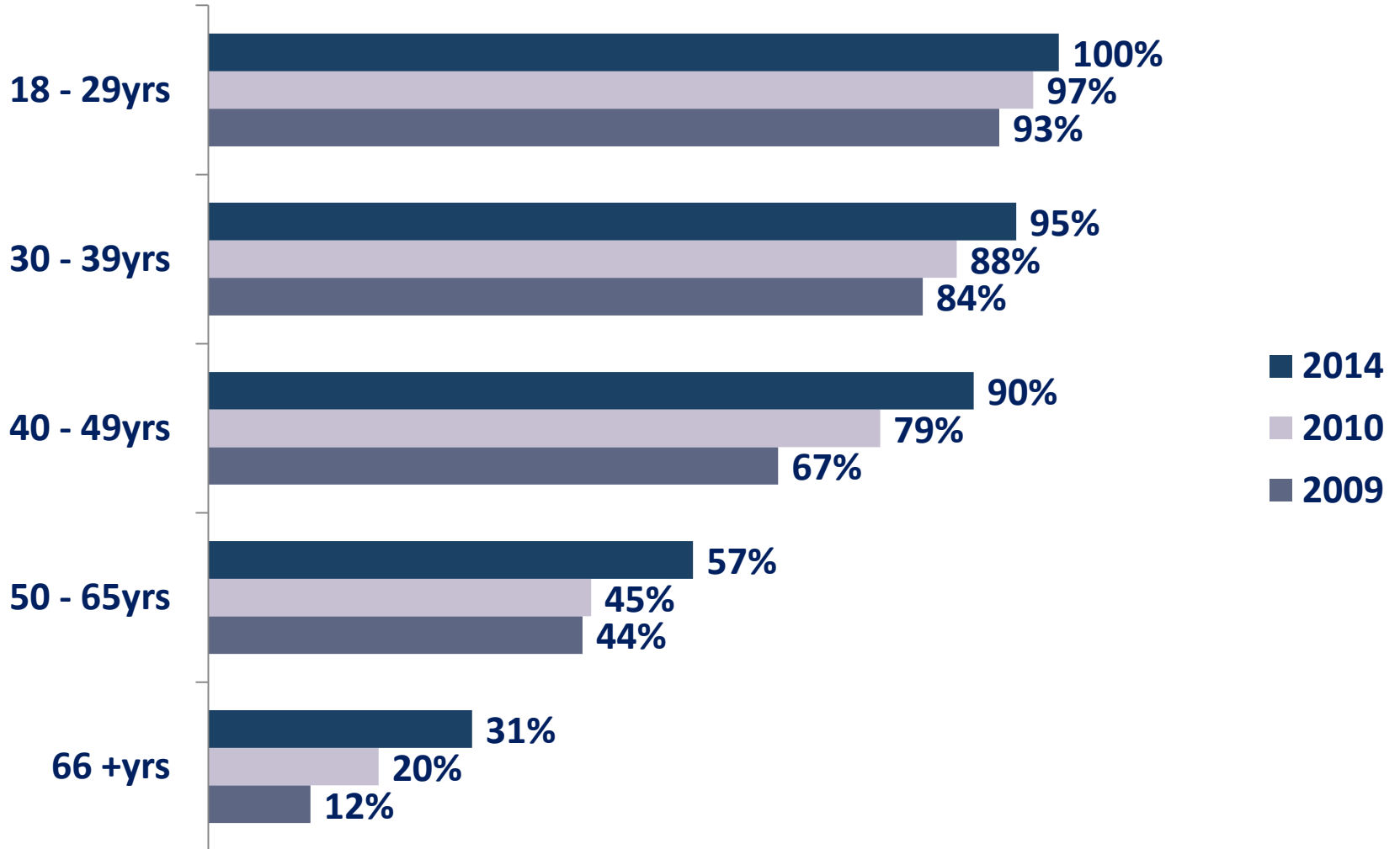
# Internet Use

*% of total respondents*



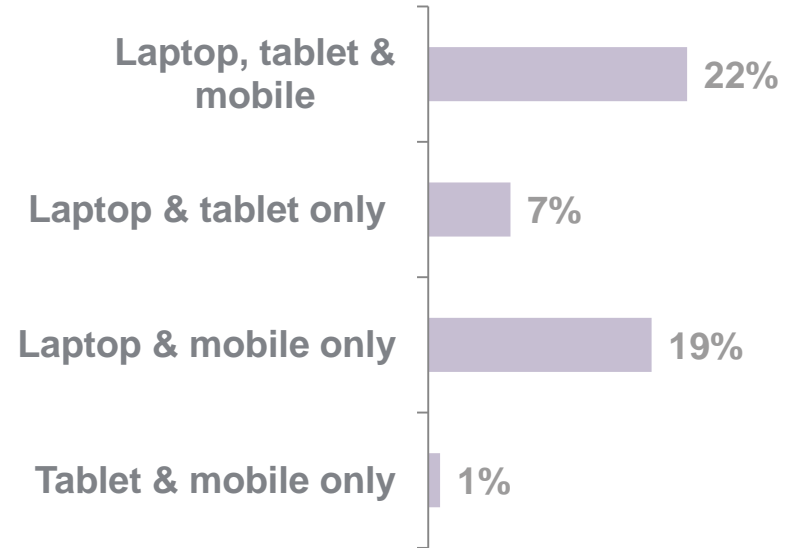
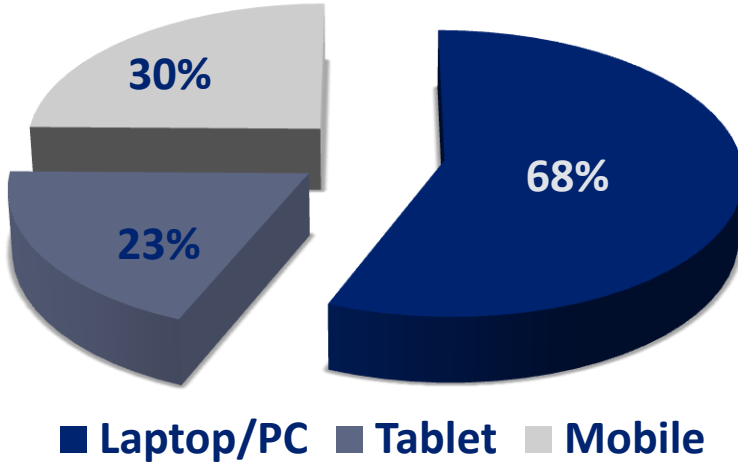
# Internet Use by Age

*% of total respondents*



# Devices used to Access the Internet

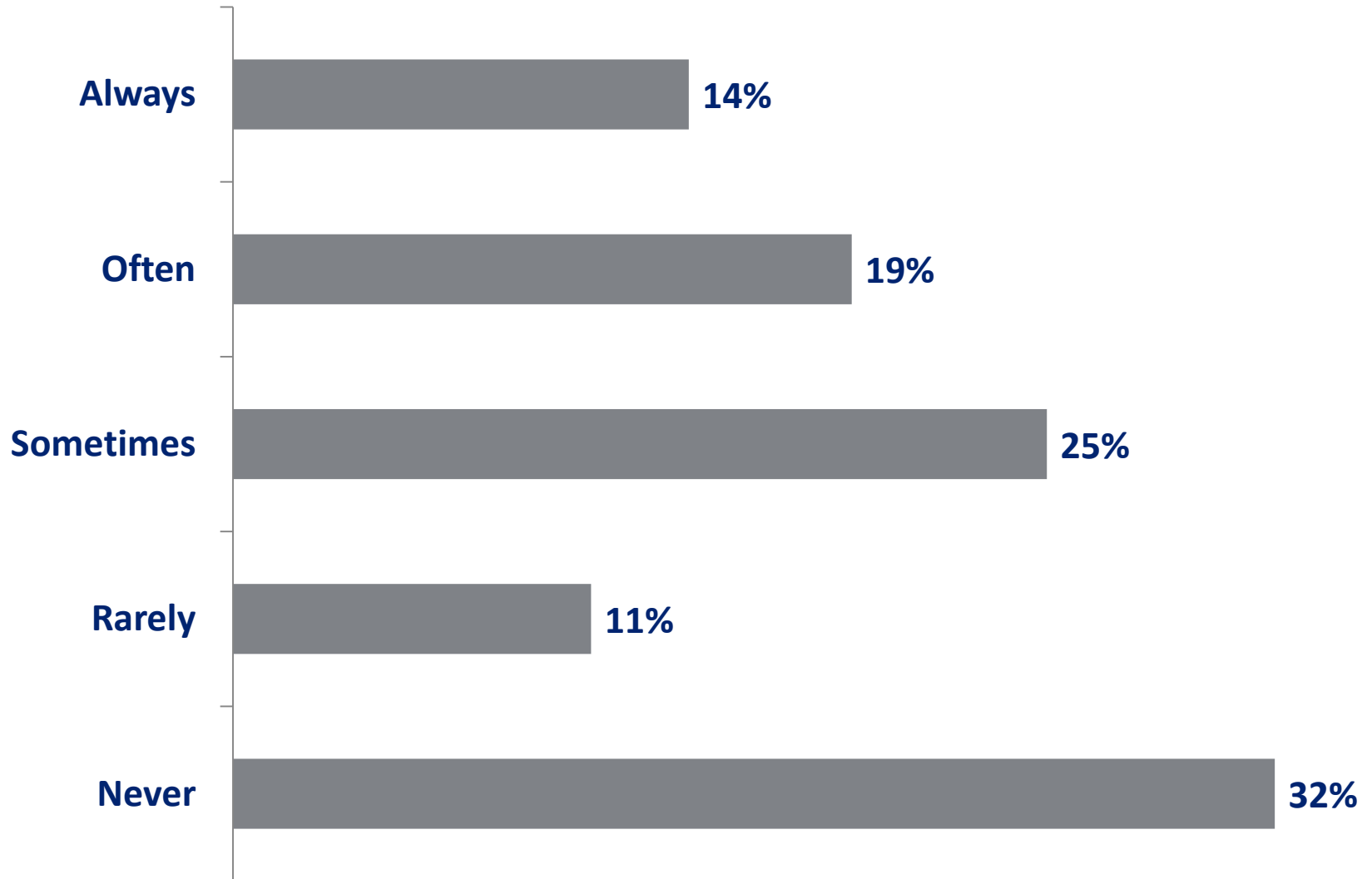
*% of total respondents*



*% of internet users*

# Use of Digital for Product Research

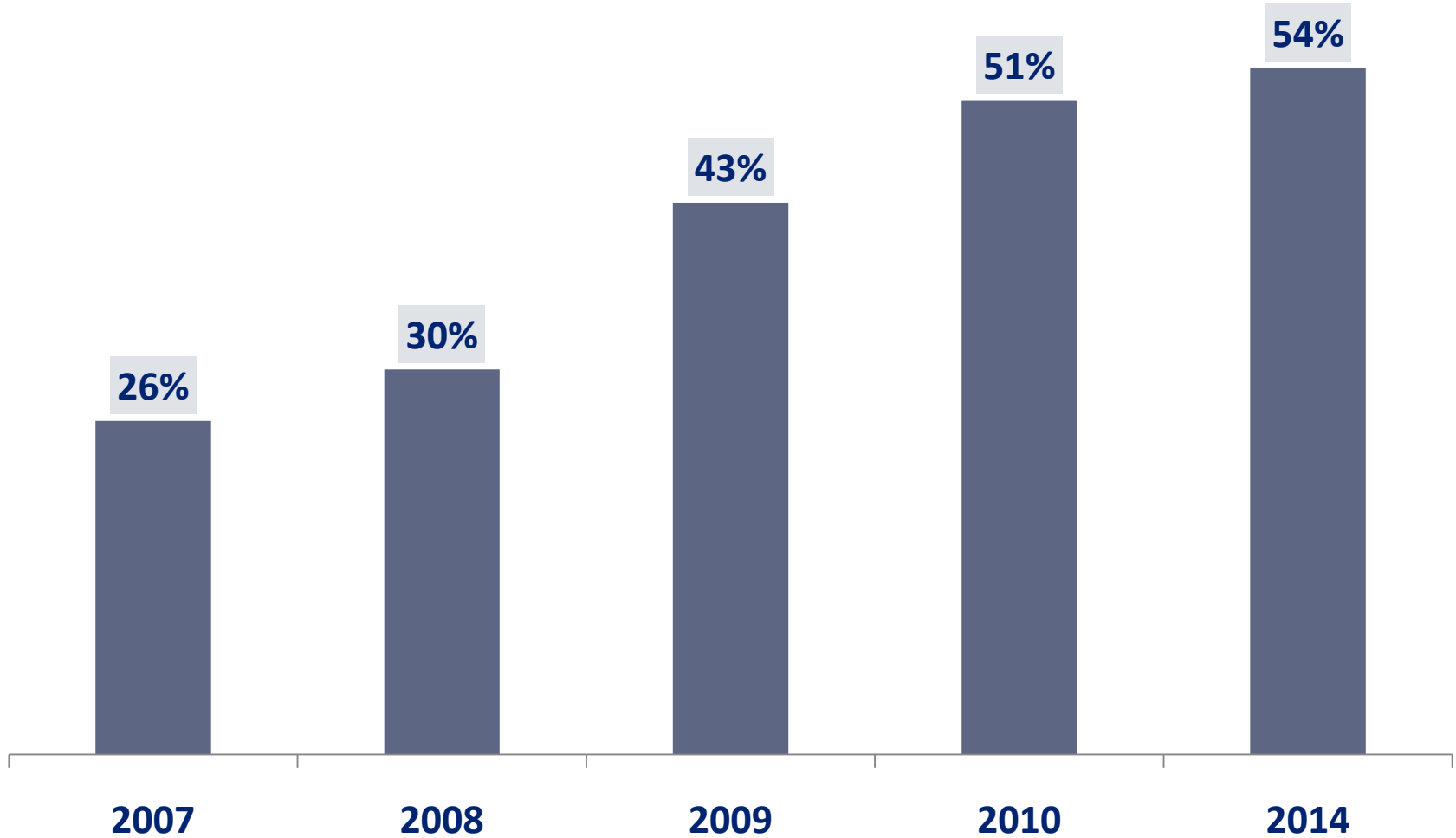
*% of internet users*





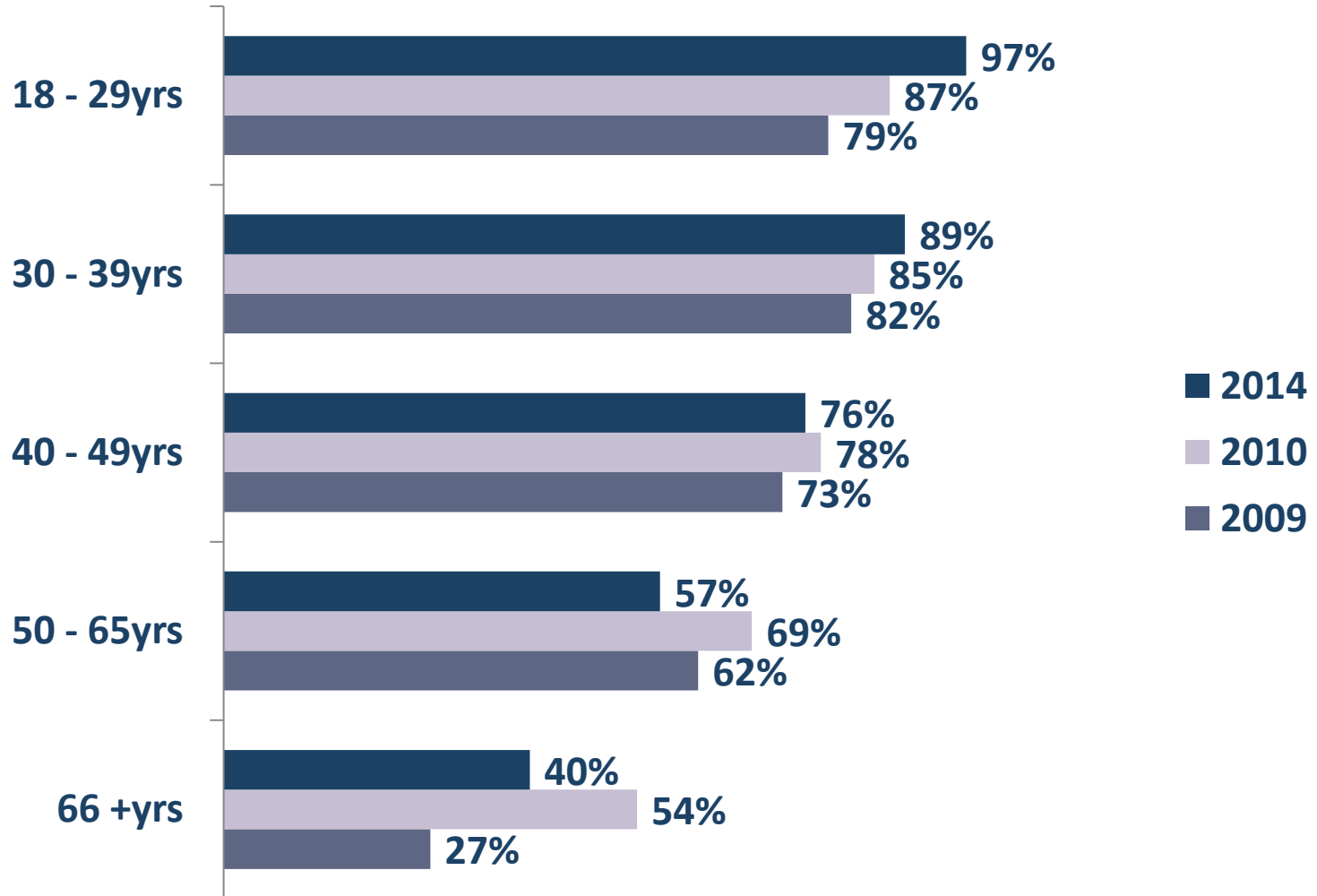
# eCommerce Use

*% of total respondents*



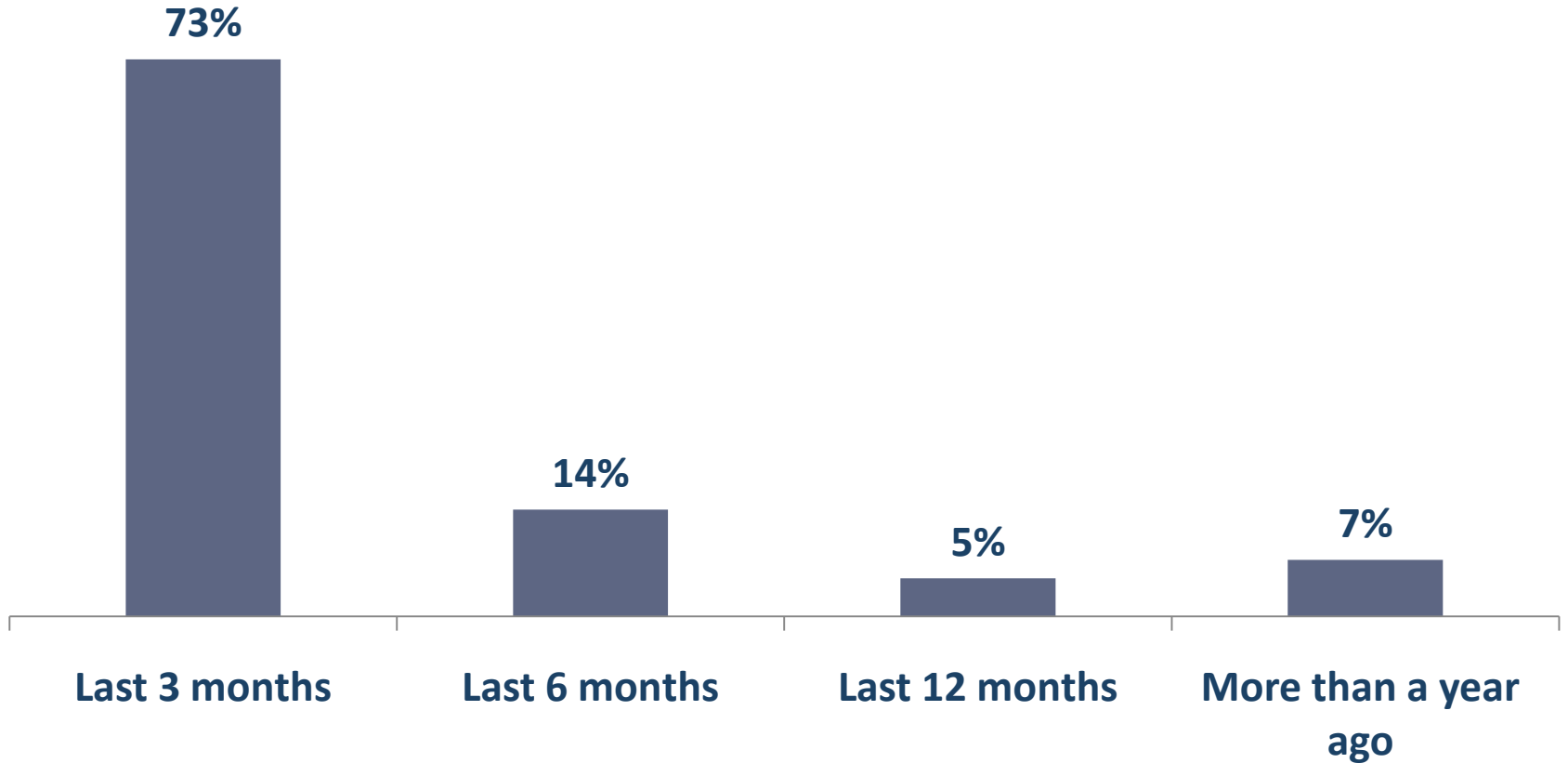
# eCommerce Use – *by age*

*% of internet users*



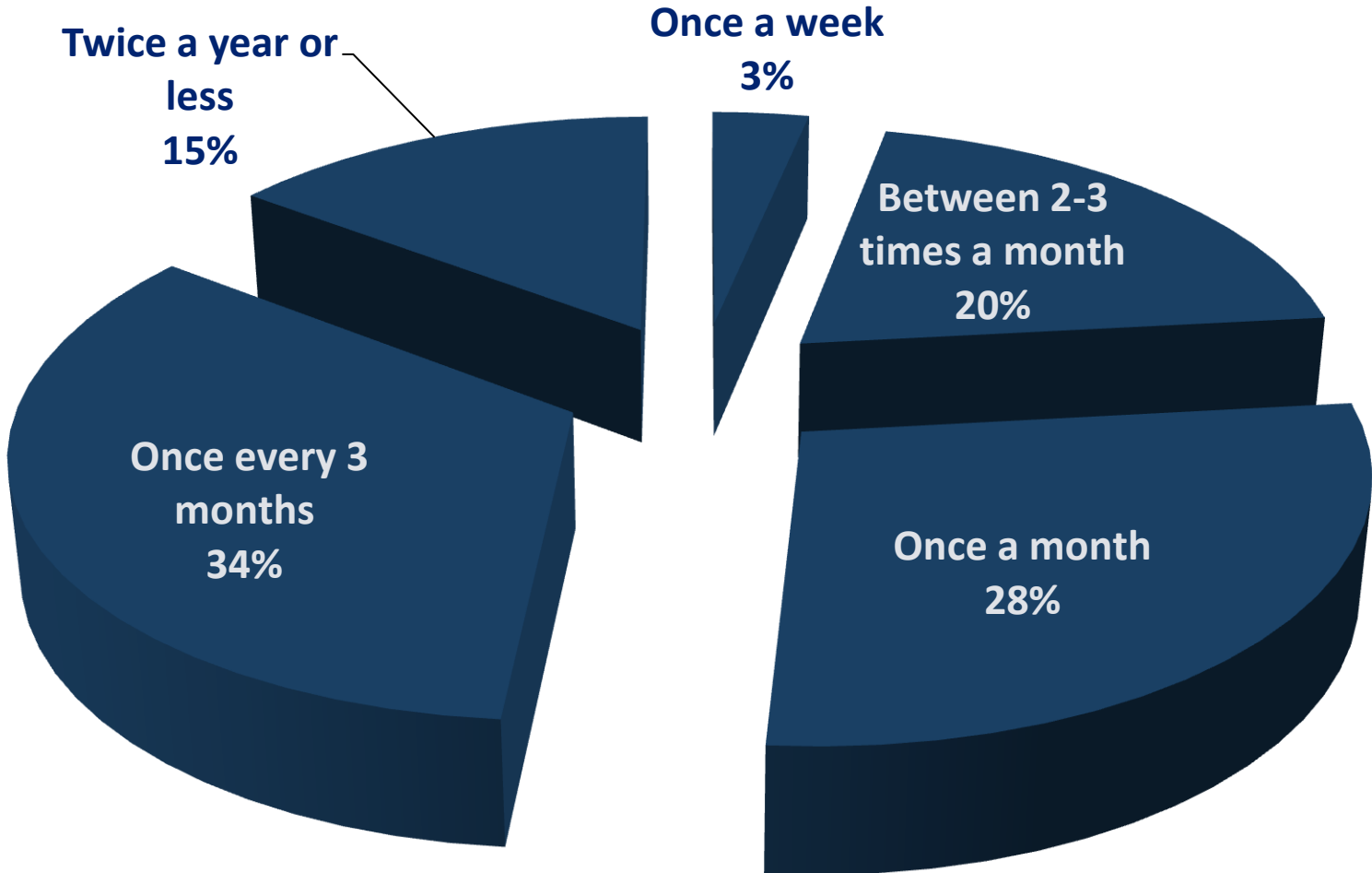
# Last Time Bought Online

*% of internet users*



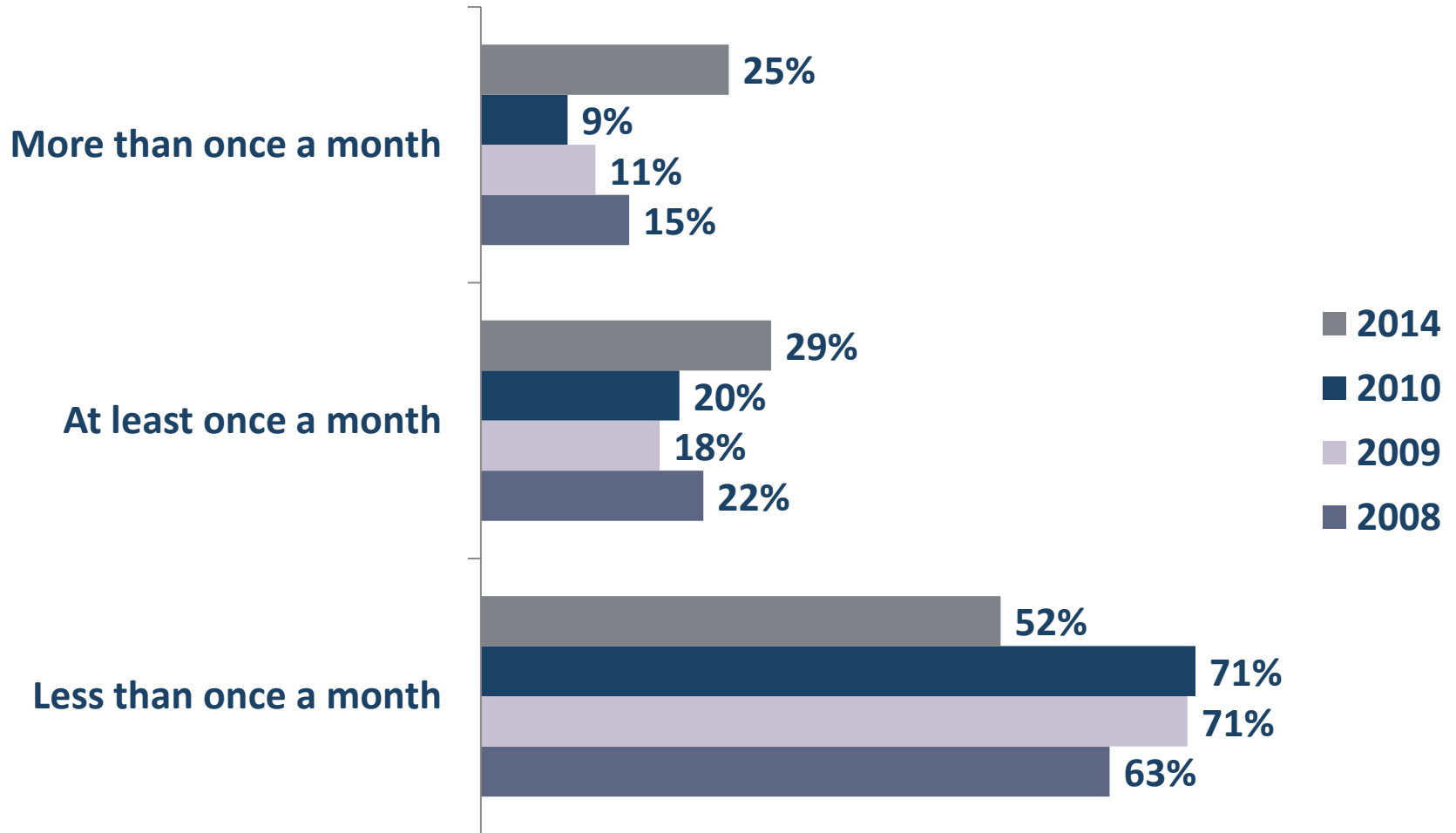
# Frequency of Purchases

*% of eCommerce users*



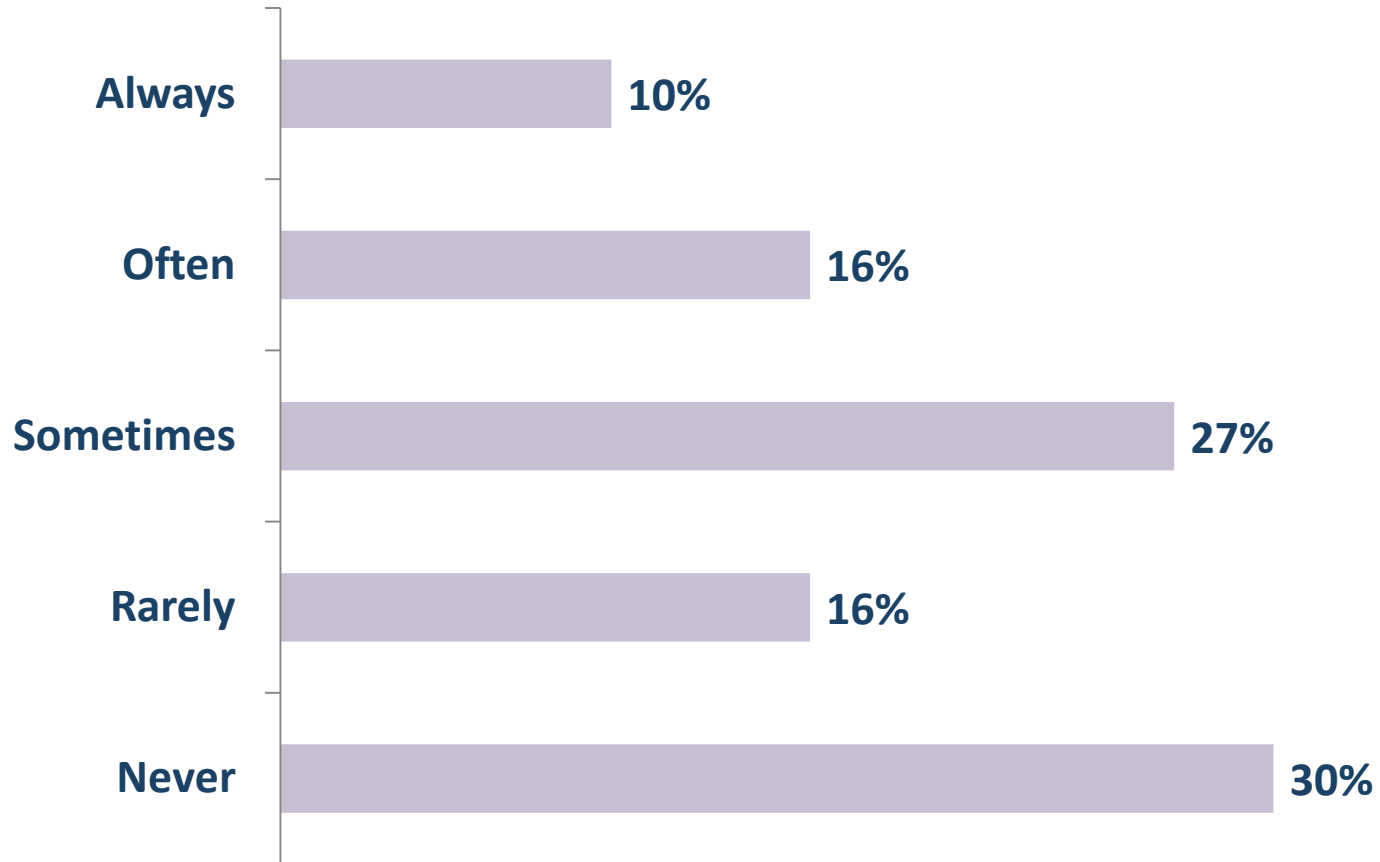
# Frequency of Purchases

*% of eCommerce users that bought online in last 6 months*



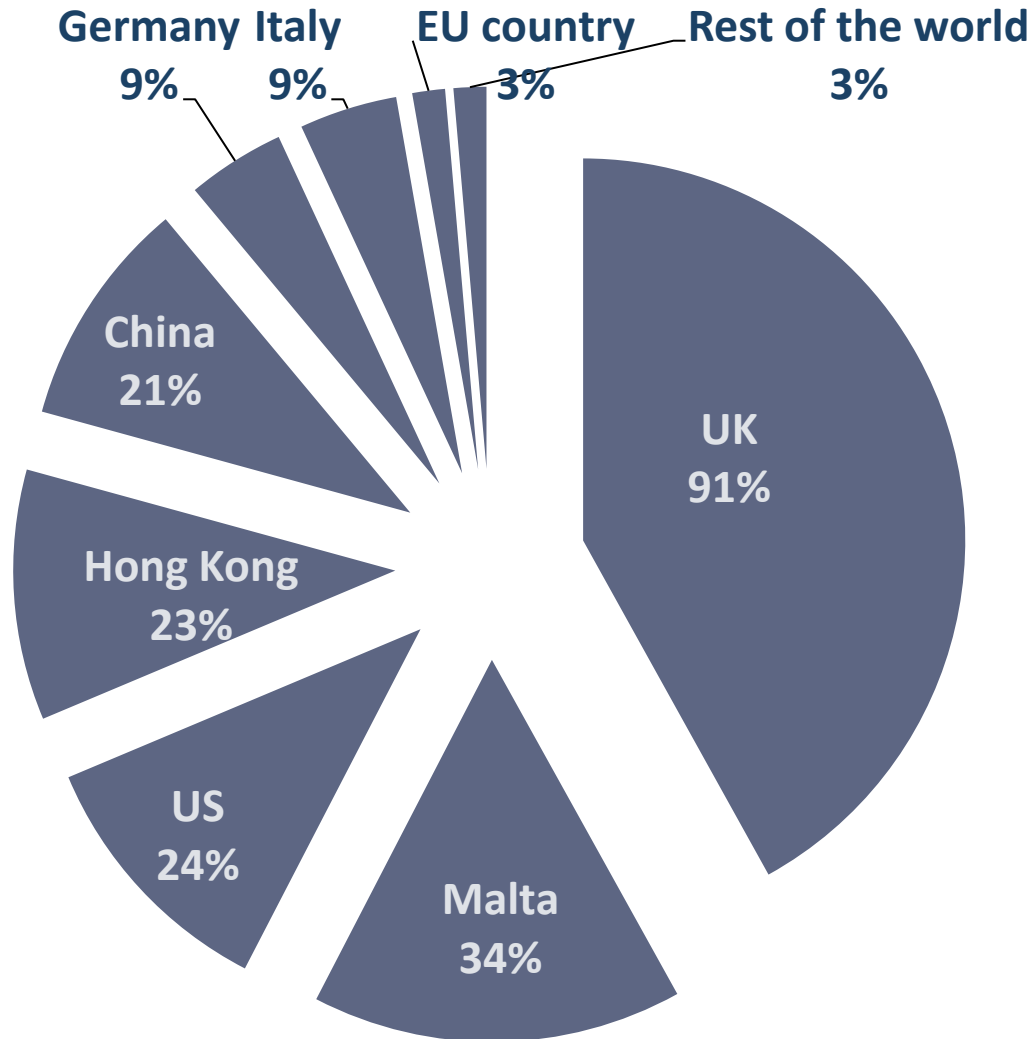
# Checking Items In-store ('showrooming')

*% of eCommerce users*



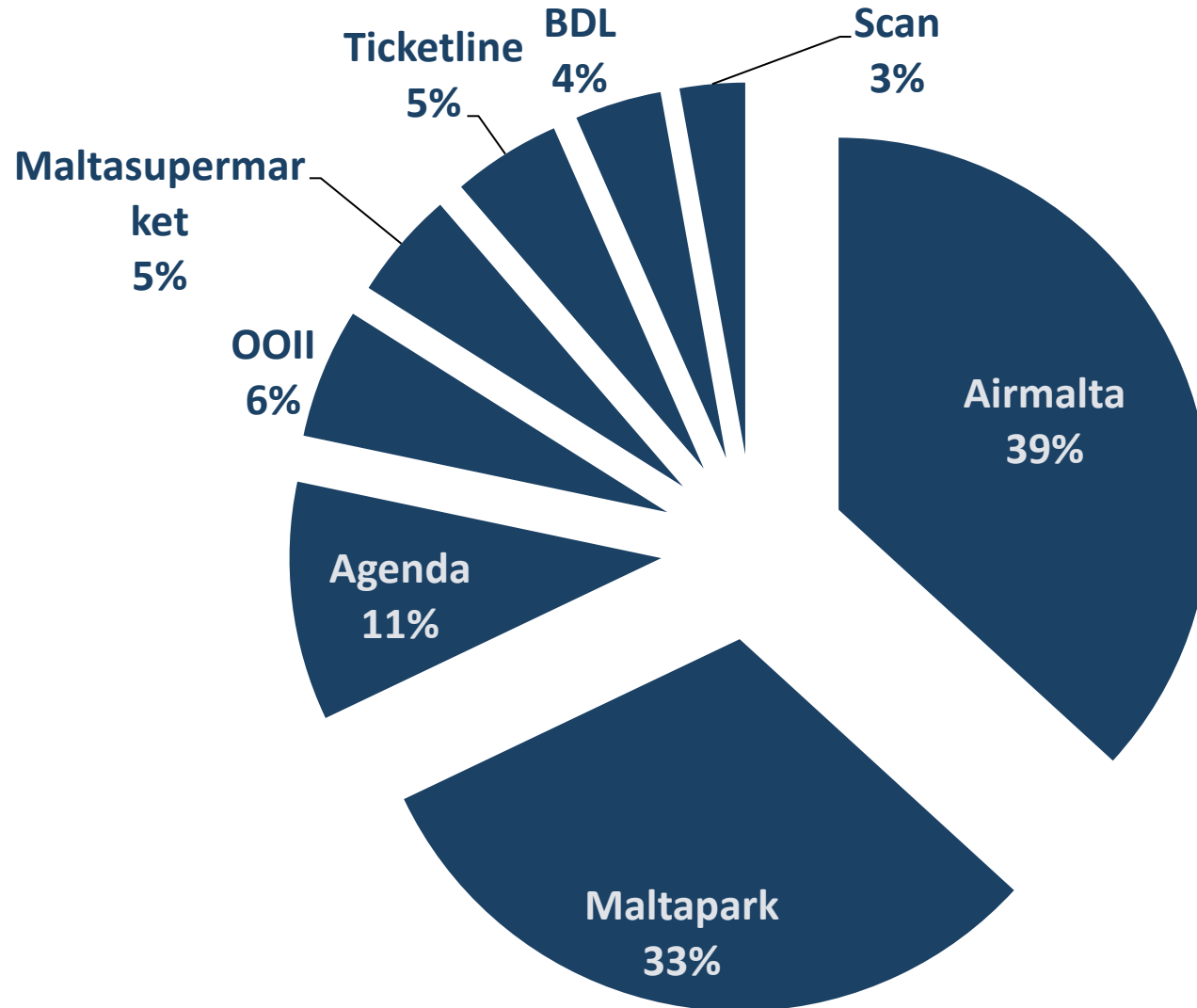
# Countries Bought From

*% of eCommerce users*



# Local Websites - *most mentioned*

*% of eCommerce users that buy from local sites*

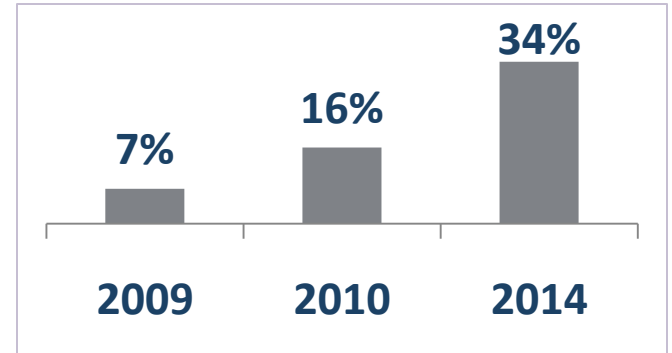




# Local eCommerce

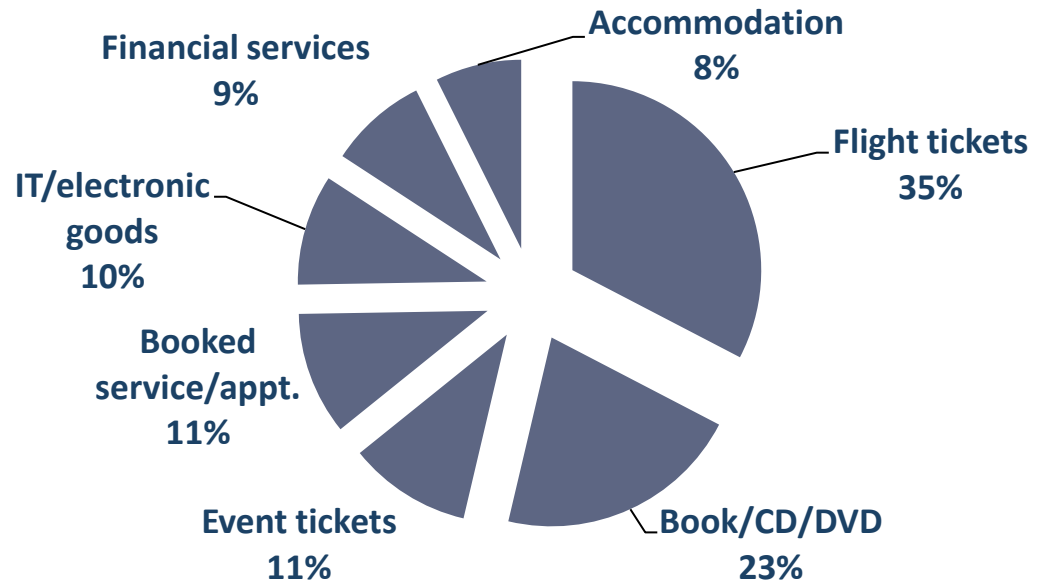
## Purchases from local websites

*% of eCommerce users that have bought in last 6 months*



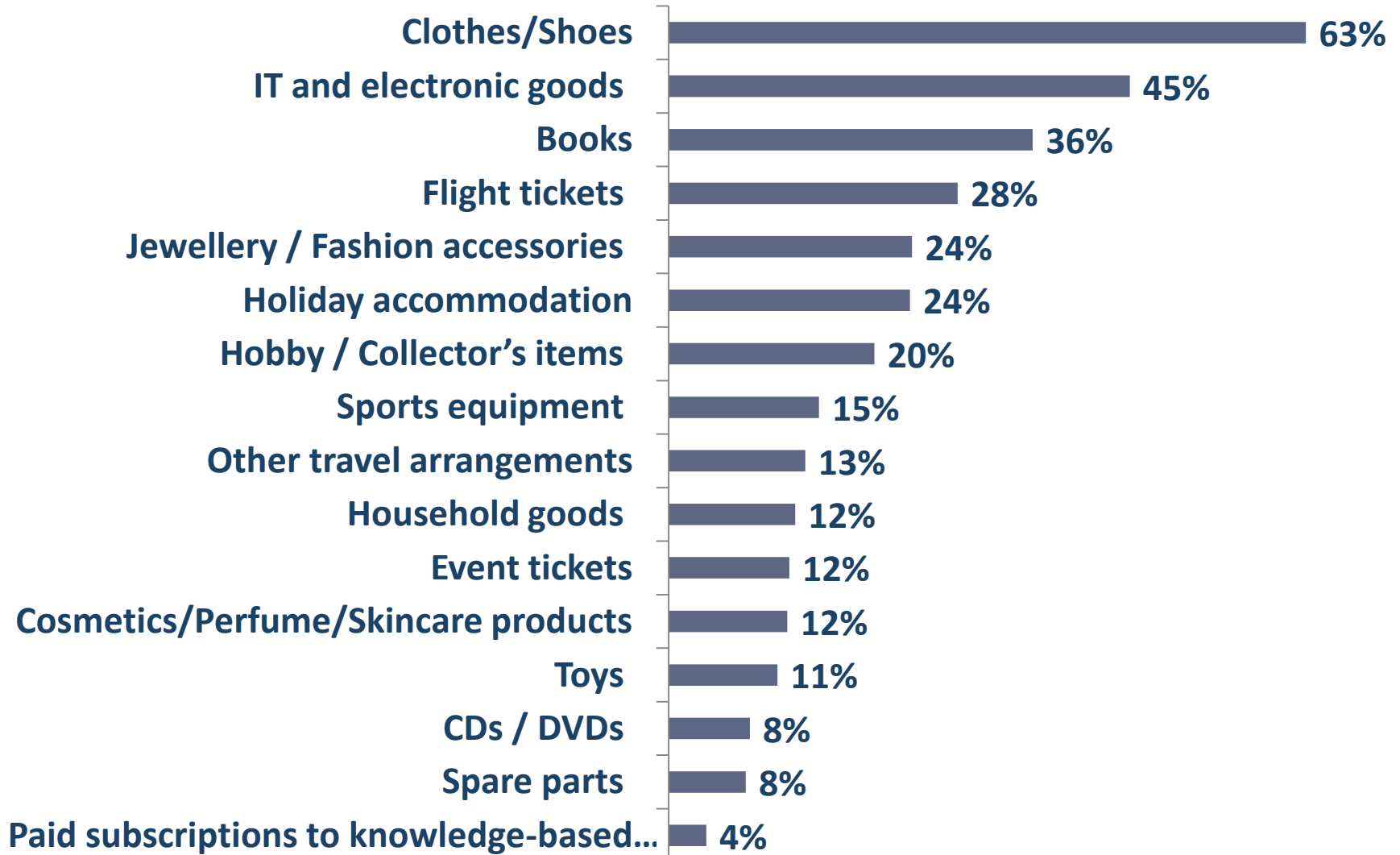
## Preferred Items

*% of those that buy from local sites*



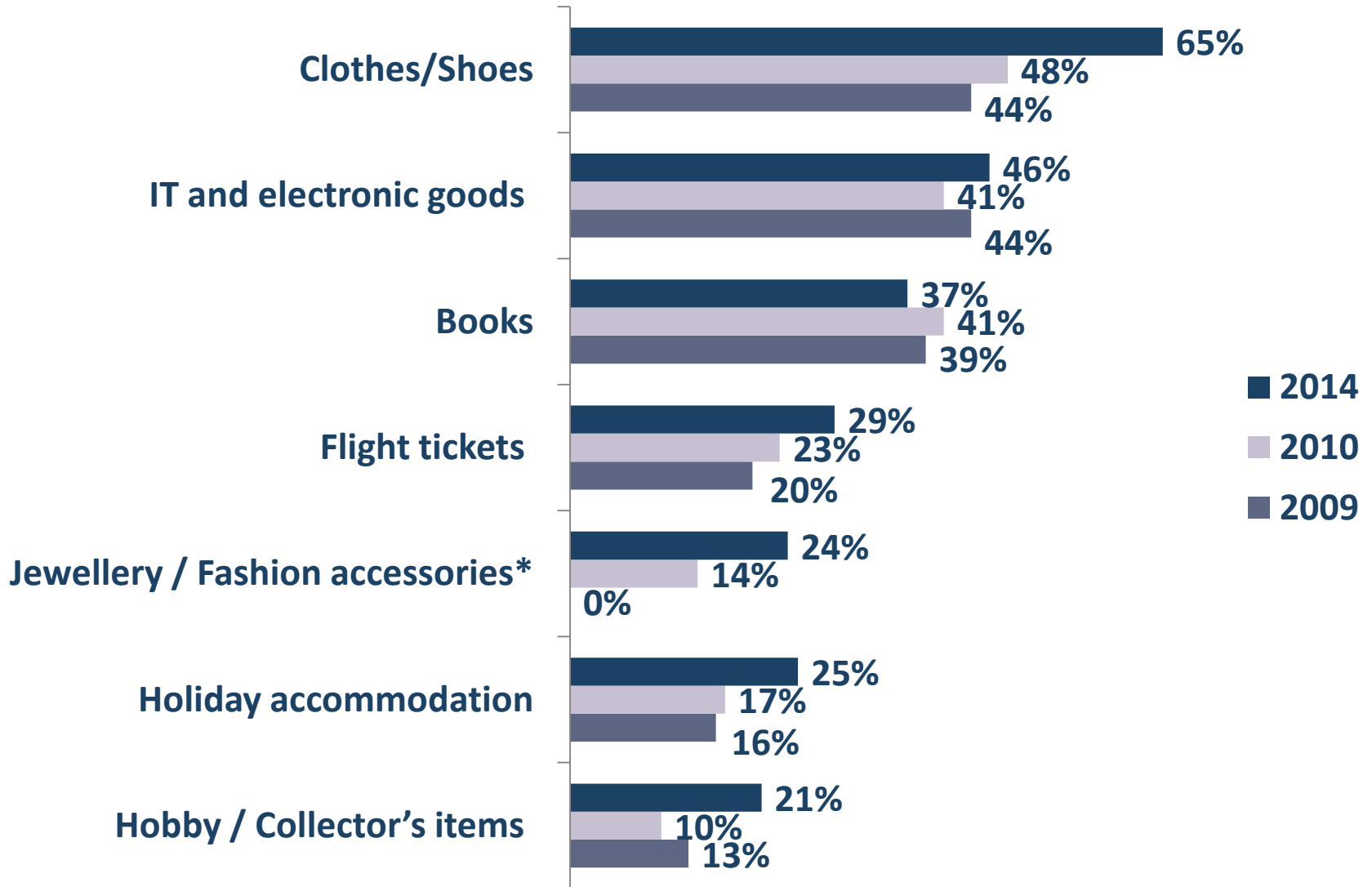
# Items Bought Online From Foreign Websites

*% of eCommerce users*



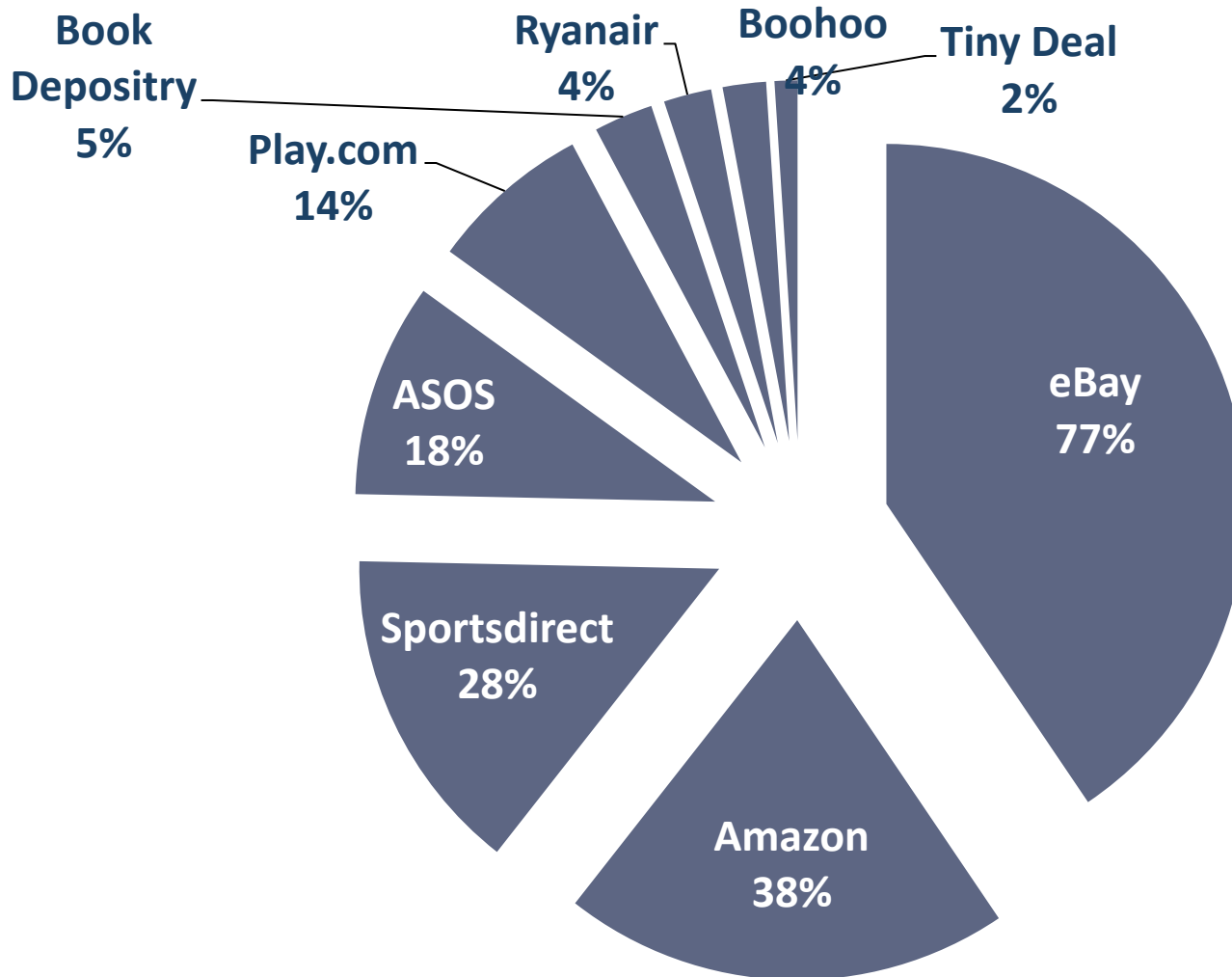
# Items Bought Online From Foreign Websites

*% of eCommerce users that bought online in last 6 months*



# Foreign Websites – *most mentioned*

*% of eCommerce users*



# Reasons For Not Buying From Local Websites

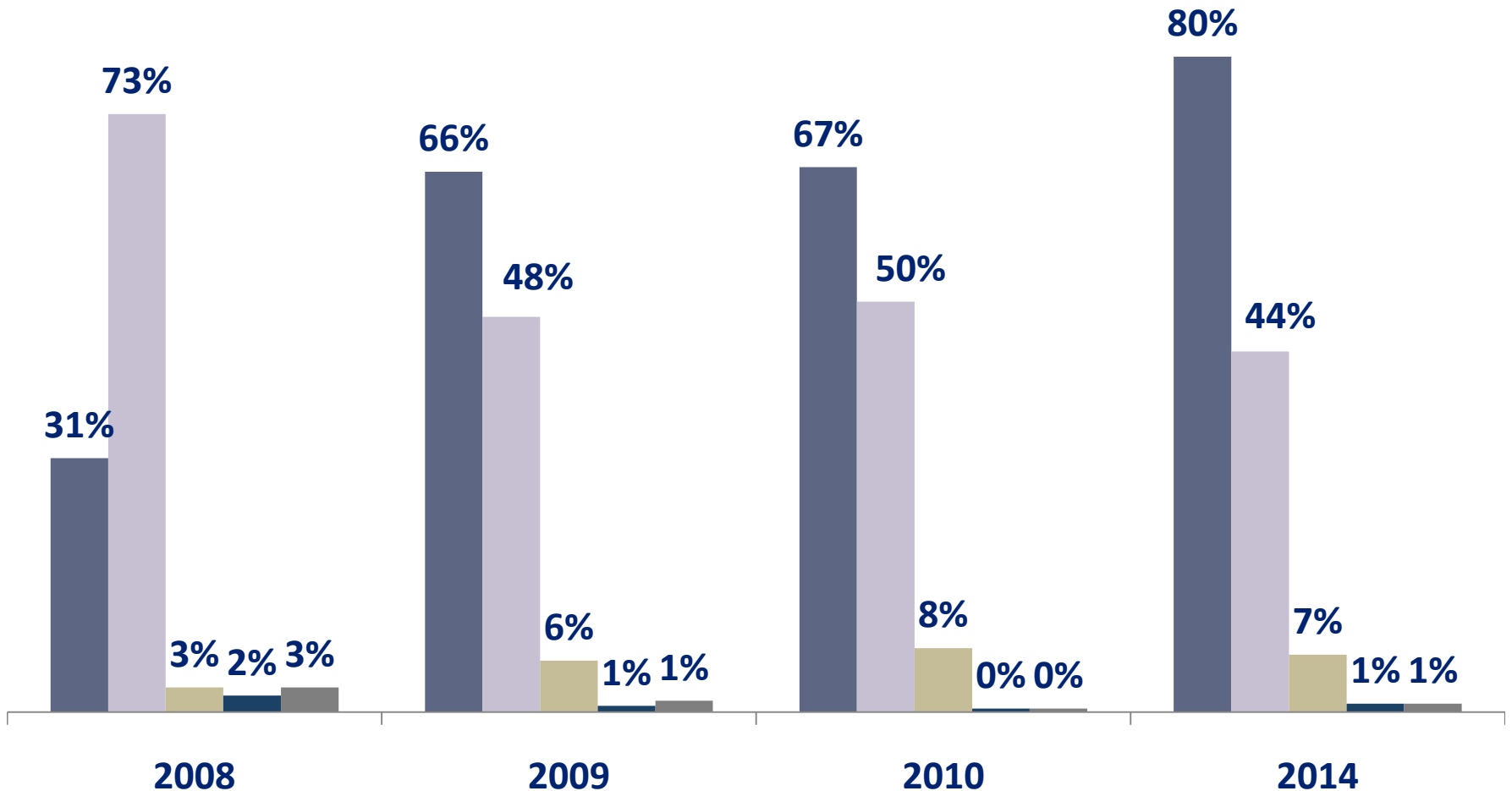
*% of those that don't buy from local online shops*



# Preferred Method of Payment

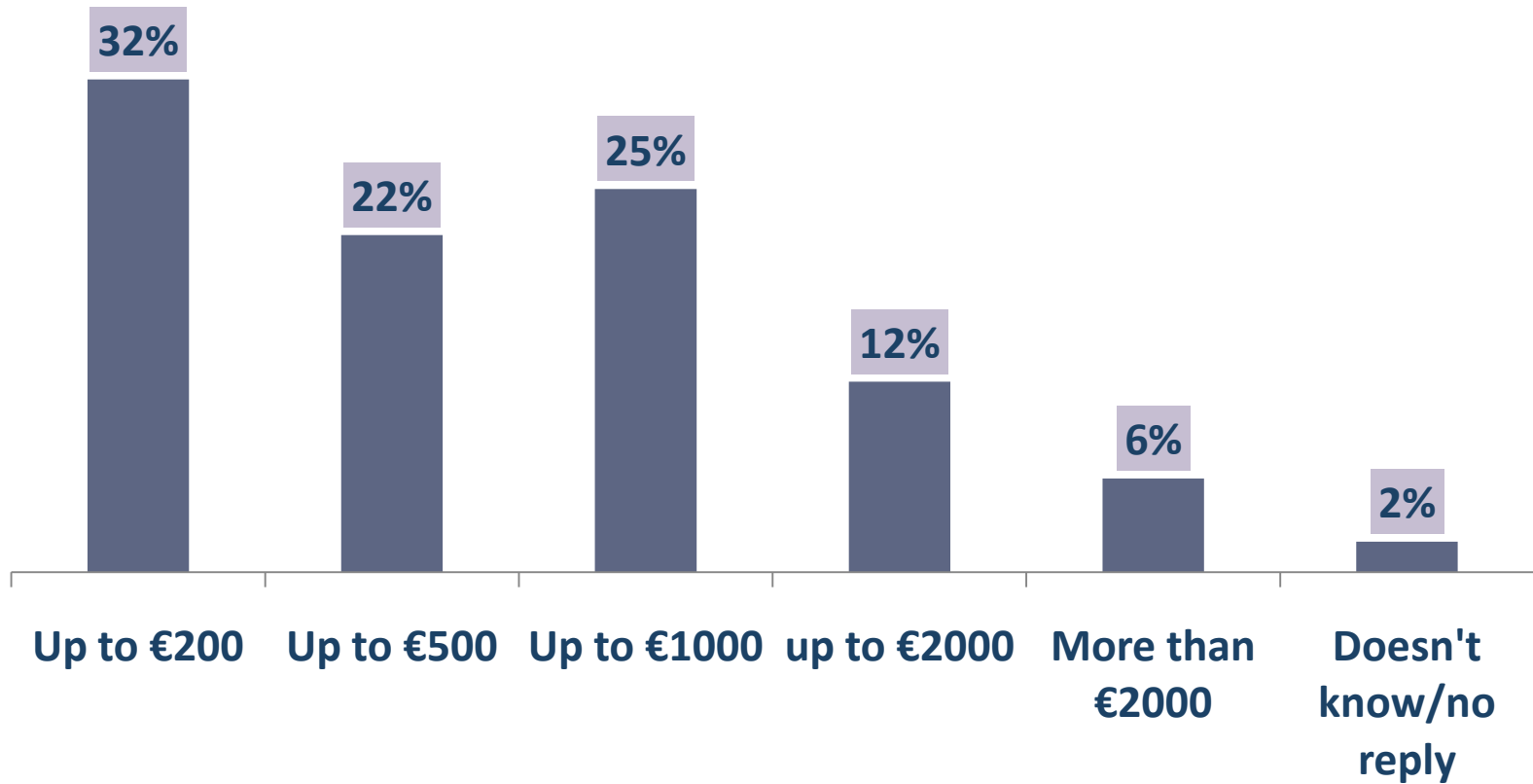
*% of eCommerce users that bought online in last 6 months*

■ Paypal ■ Credit card ■ Debit card ■ Payment on delivery ■ Other methods



# Amount Spent in a Year

*% of eCommerce users*



# Reasons for Buying from a Particular Website

*% of eCommerce users*





# Reasons for Not Buying Online

*% of non-eCommerce users*





MALTA COMMUNICATIONS AUTHORITY

# Thank you

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