

A close-up, shallow depth-of-field photograph of a person's hand resting on a computer mouse. The mouse is on a dark mousepad. In the background, a computer monitor and office lights are visible but out of focus. The overall color palette is cool, dominated by blues and greys.

Malta Communications Authority

e-Commerce Survey 2

May 2007

Definition of e-commerce for purposes of survey

- This is the second national survey on E-commerce usage commissioned by the Malta Communications Authority
- For this second survey, the term “*E-commerce*” includes on-line shopping only
- Therefore it excludes the use of government e-services, payment of fines or bills and online banking transactions

Methodology (1 of 3)

- Telephone survey conducted in April 2007
- The target of this survey was to collate information from at least 400 e-commerce users
- In total, the sample includes 1600 respondents
- Individuals were chosen at random from the telephone directory
- Person answering the phone had to fit into specific gender/age quotas to reflect the actual gender/age proportions of population as published in the NSO Demographic Review 2004

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Methodology (2 of 3)

- Gender / Age distribution of sample:

Age (years)	Male	Female	Total
18 – 29	189	177	366
30 – 39	133	128	261
40 – 49	149	151	300
50 – 65	206	214	420
66 +	106	147	253
Total	785	815	1600

Methodology (3 of 3)

- Initial batch of 1000 telephone interviews was carried out using pre-defined gender/age quotas
- Proportion of respondents who carried out e-commerce transactions was then estimated
- Another batch of 600 telephone interviews was carried out in order to reach the target of at least 400 e-commerce users
- Out of 1600 telephone interviews, number of respondents who used Internet for e-commerce was 449 individuals

Parameters (1 of 2)

This survey covered the following topics:

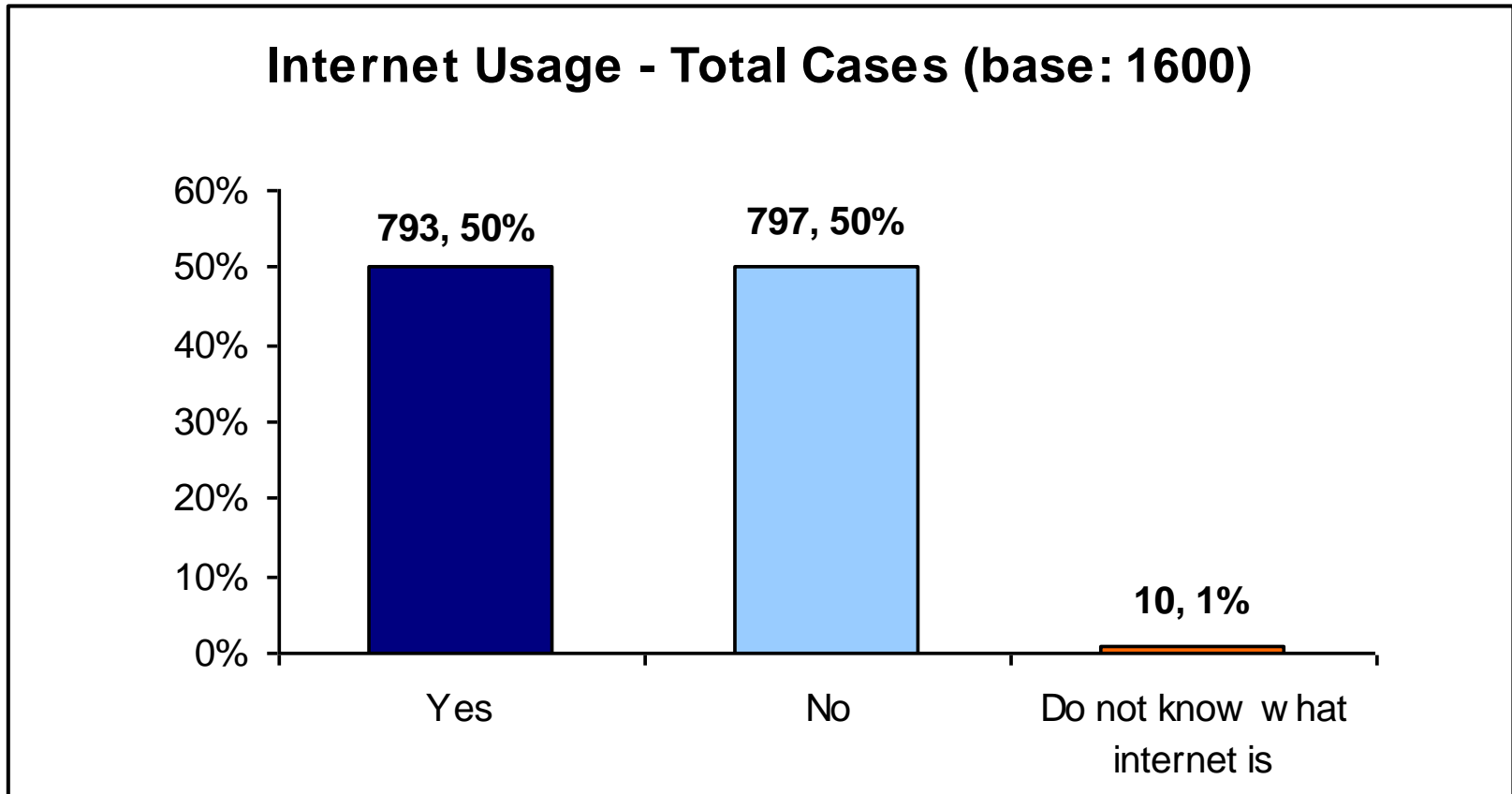
- Internet usage
- Reasons for not using the internet
- Place of internet usage
- E-commerce users
- Items bought online
- Reasons for buying online
- Maltese and Foreign e-commerce sites, and reasons for opting not to buy from Maltese e-sites
- Last online purchase and frequency of purchases

Parameters (2 of 2)

- Preferred method of online payment
- Problems encountered when buying online
- Precautions taken when buying online
- Contact person in case of online difficulties
- Reasons for not buying online
- Factors that would attract non-users of e-commerce to buy online
- Where directly comparable, a comparison of the results between the September 2006 and May 2007 surveys are outlined.
- The two surveys' bases are being indicated for ease of reference in each chart.

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SURVEY 2007

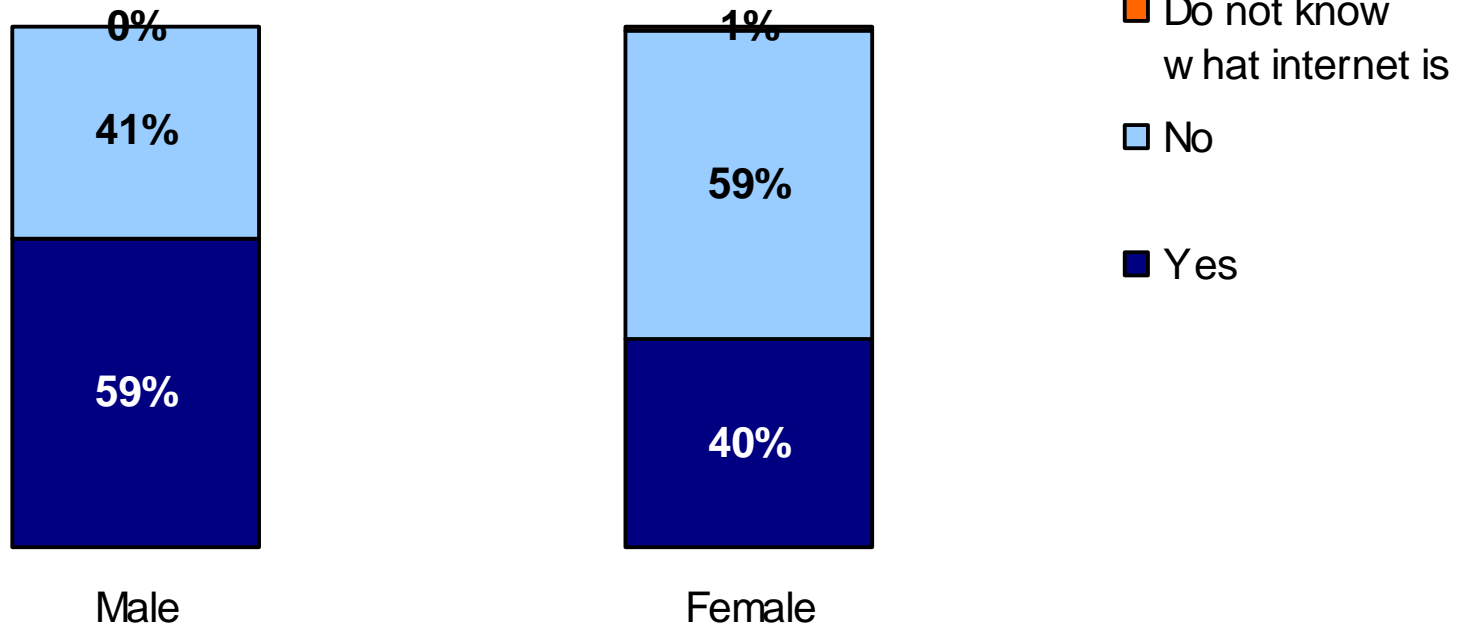


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SURVEY 2007

Internet Usage by Gender

(base: males 785, females 815)

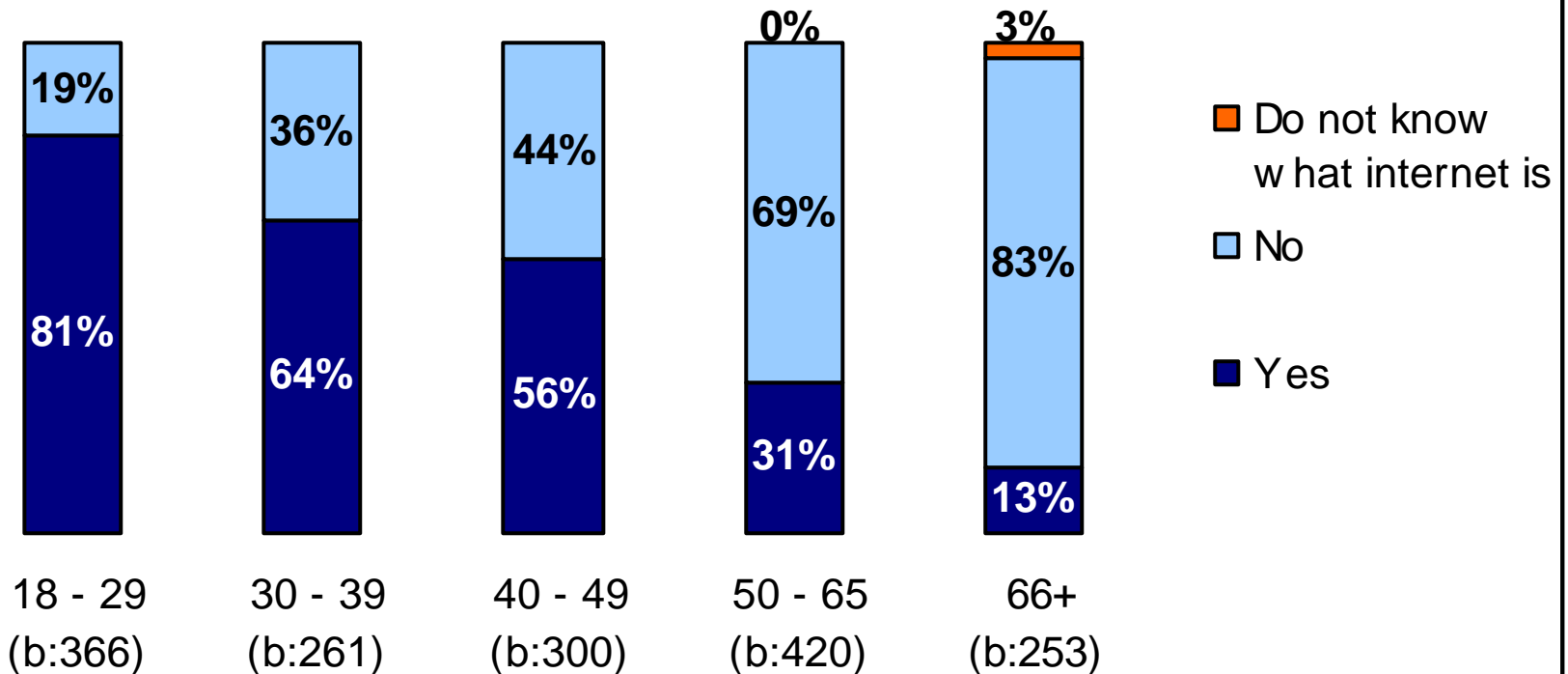


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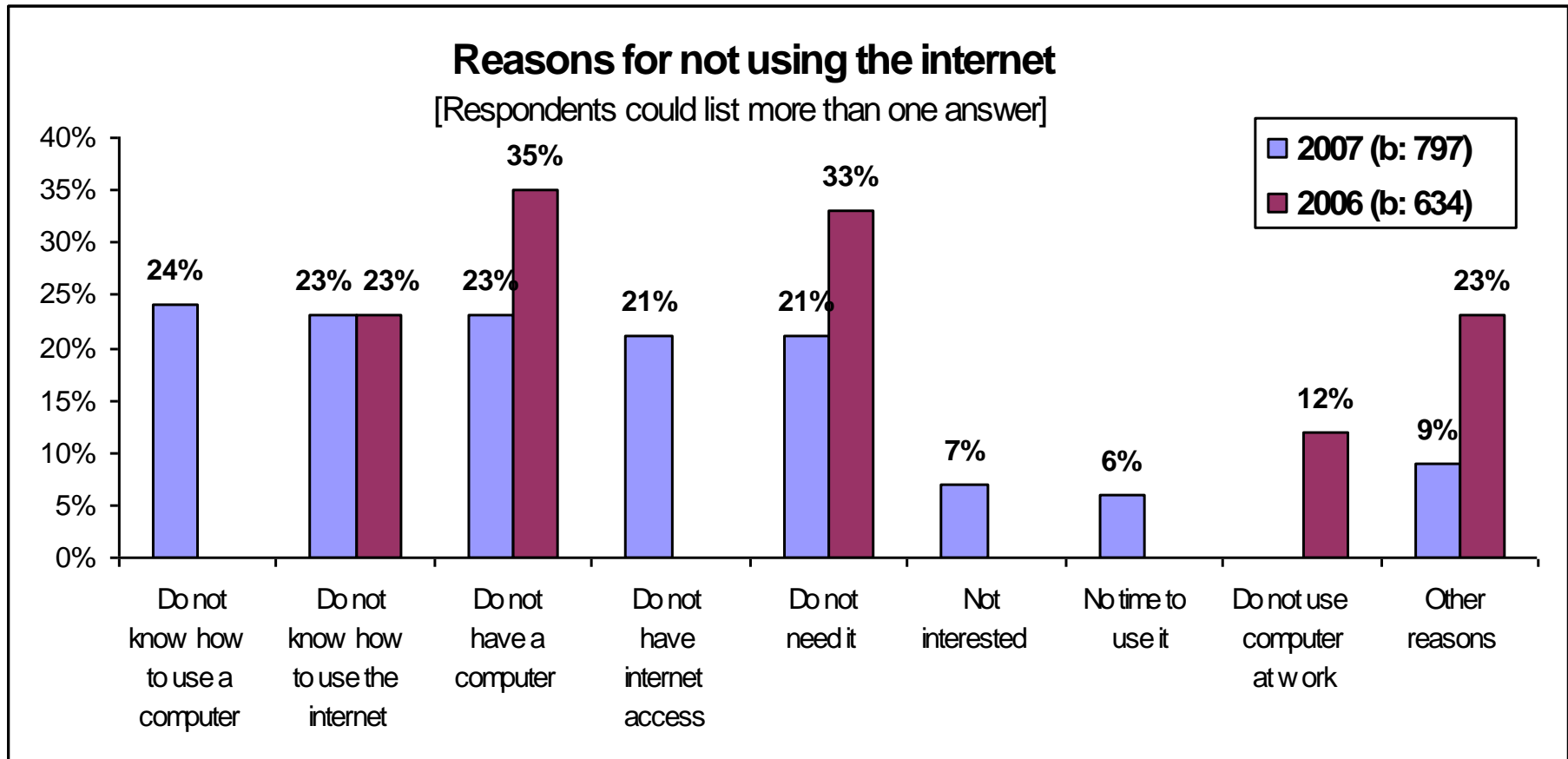
SURVEY 2007

Internet Usage by Age

(base: see respective age group)

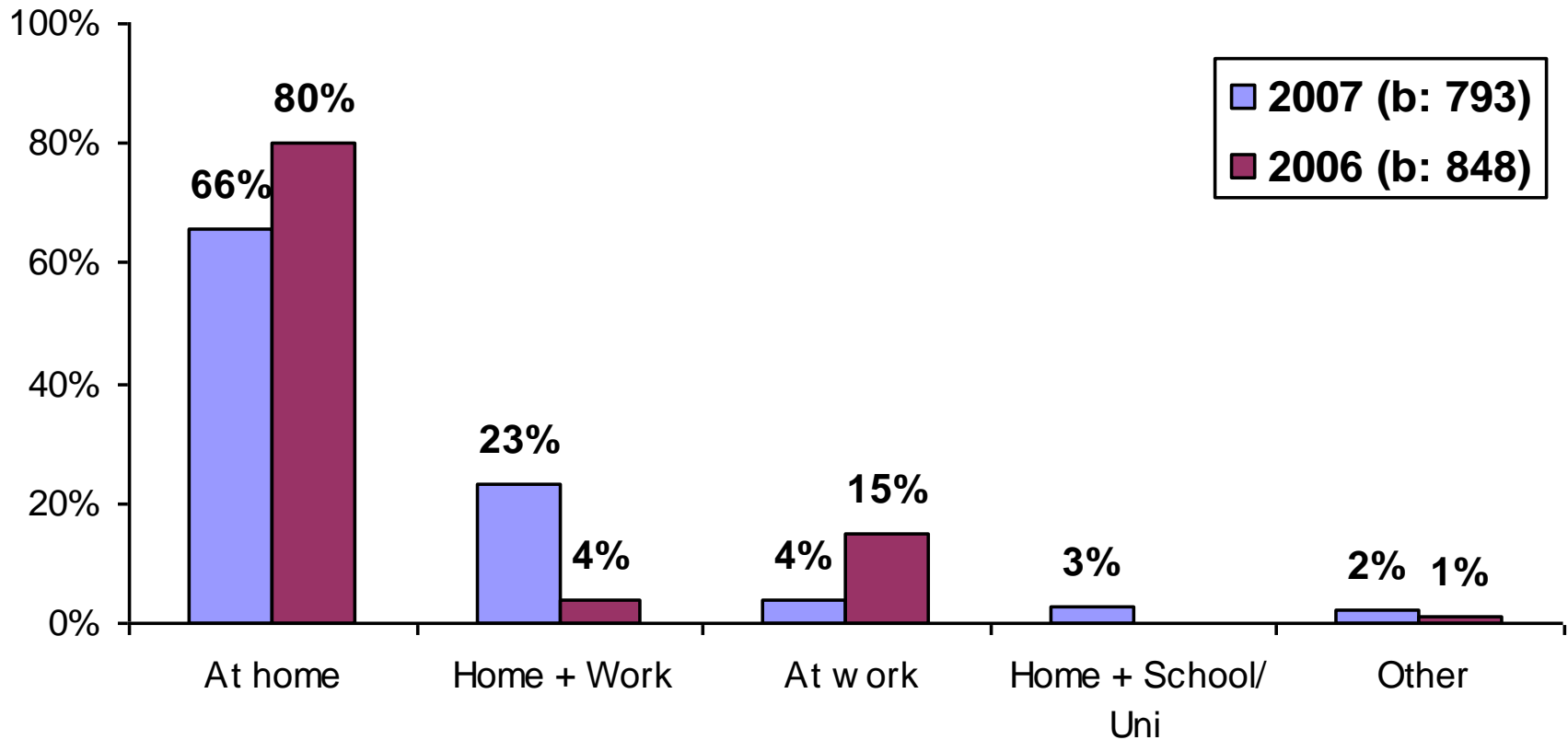


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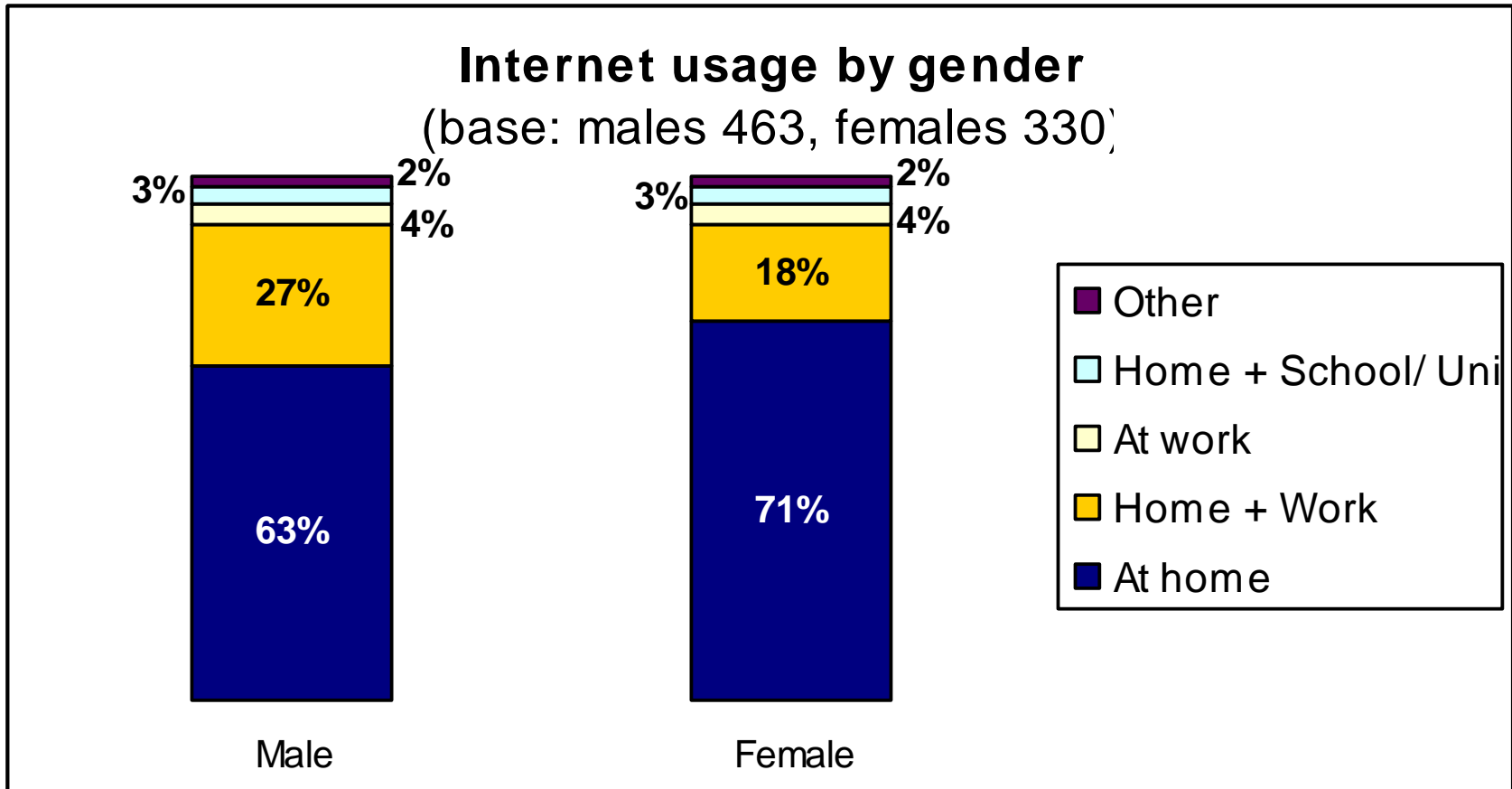
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Where do you use the internet ?



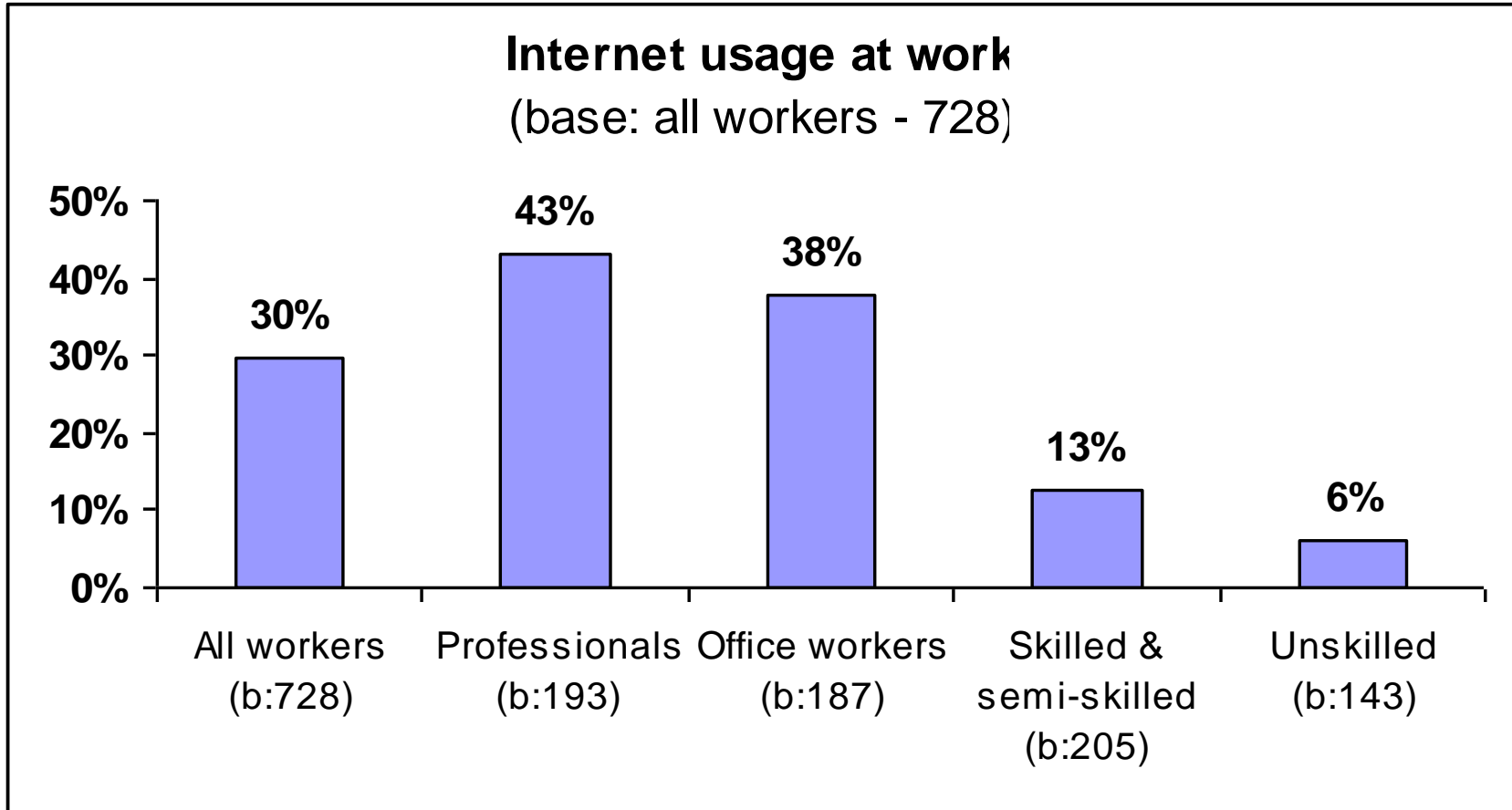
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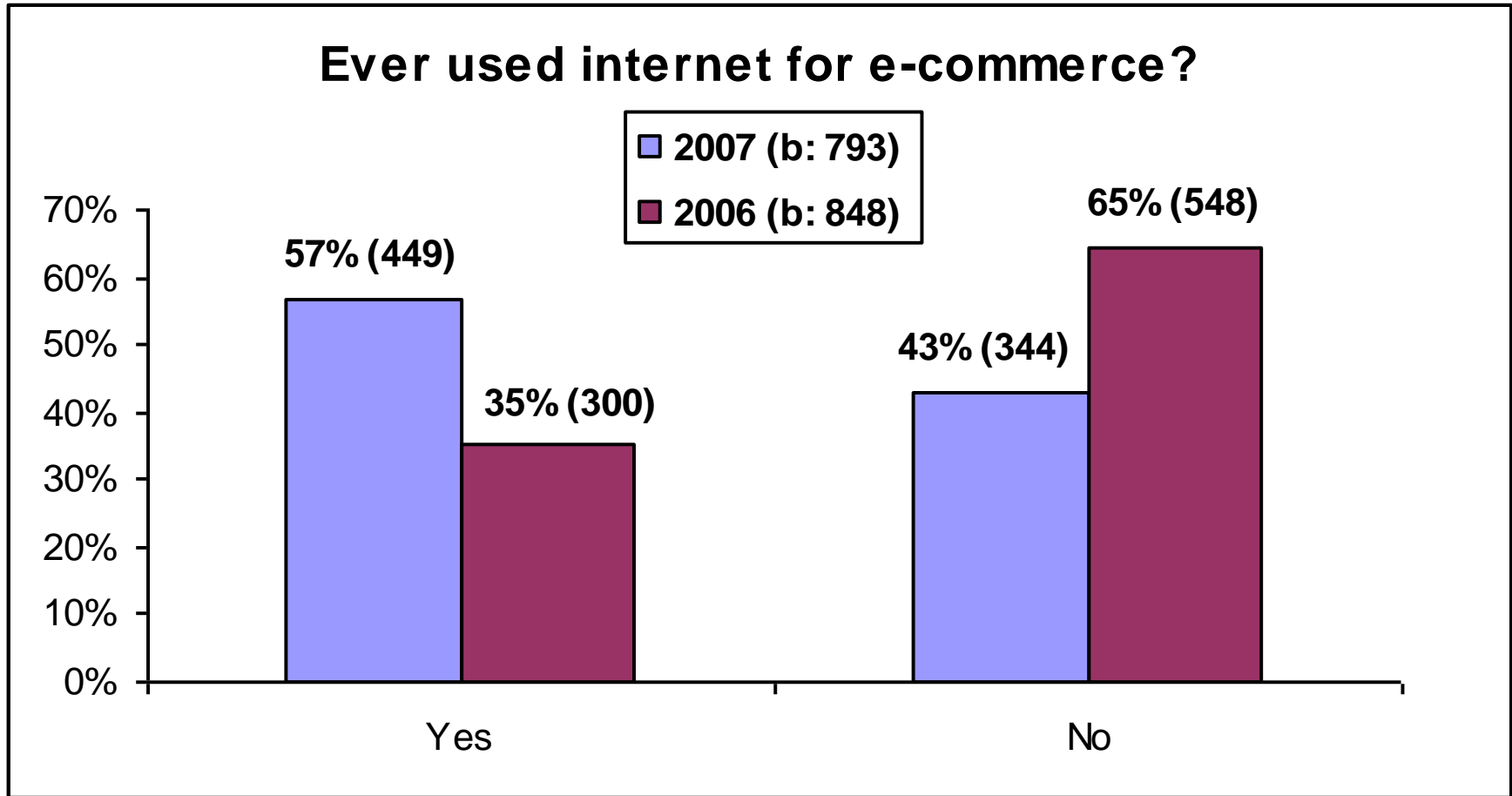


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SURVEY 2007

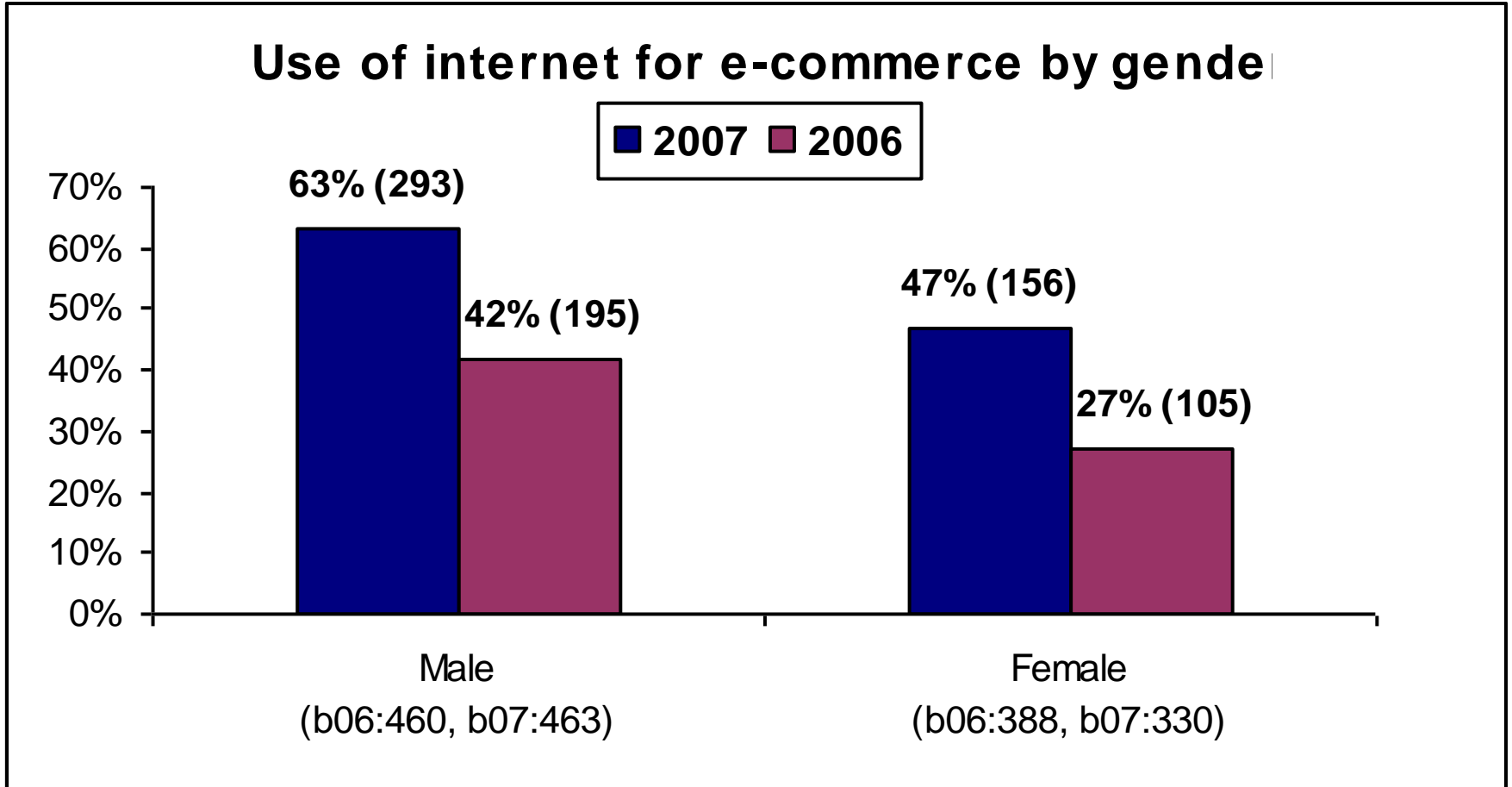


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For comparative purposes, the above and subsequent figures are based on an e-commerce definition including purchases of goods and services only.

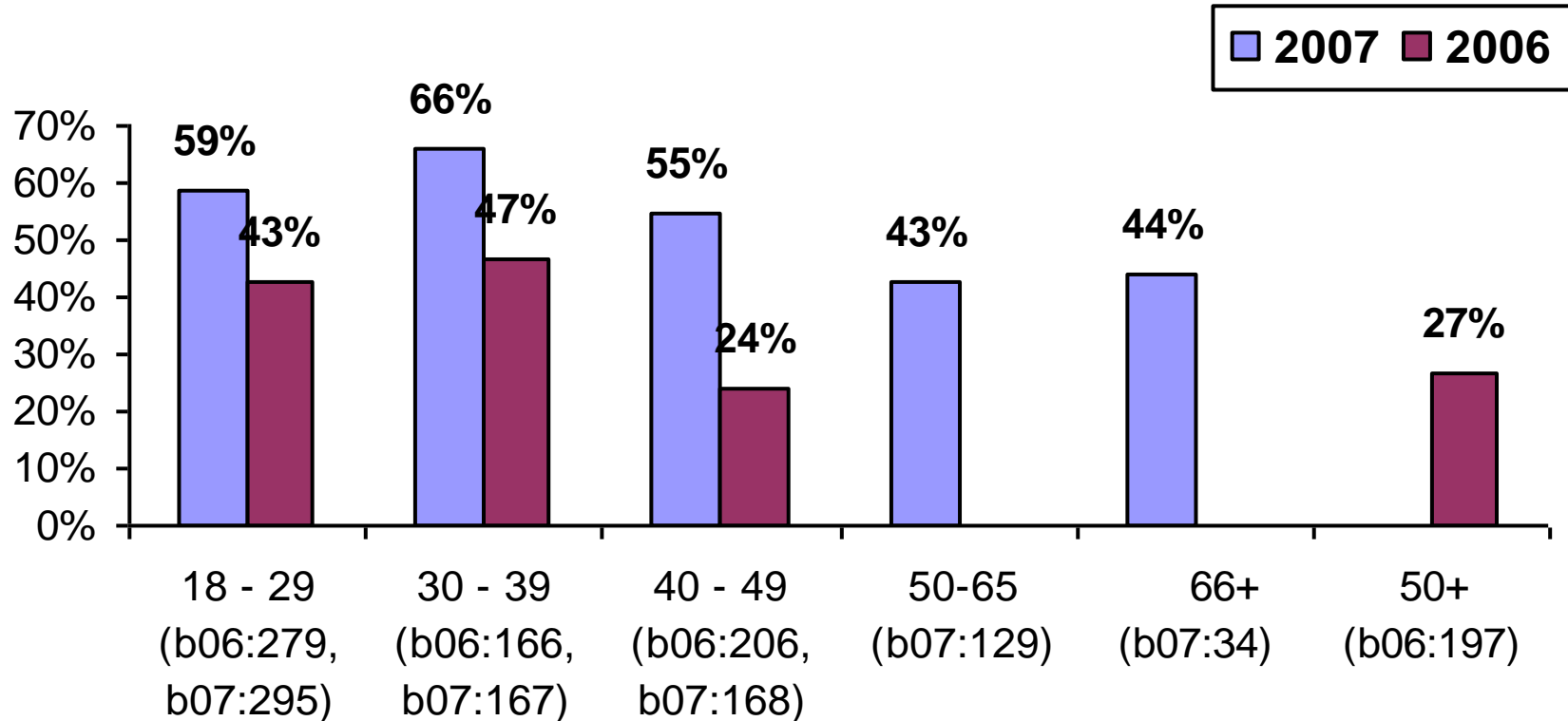
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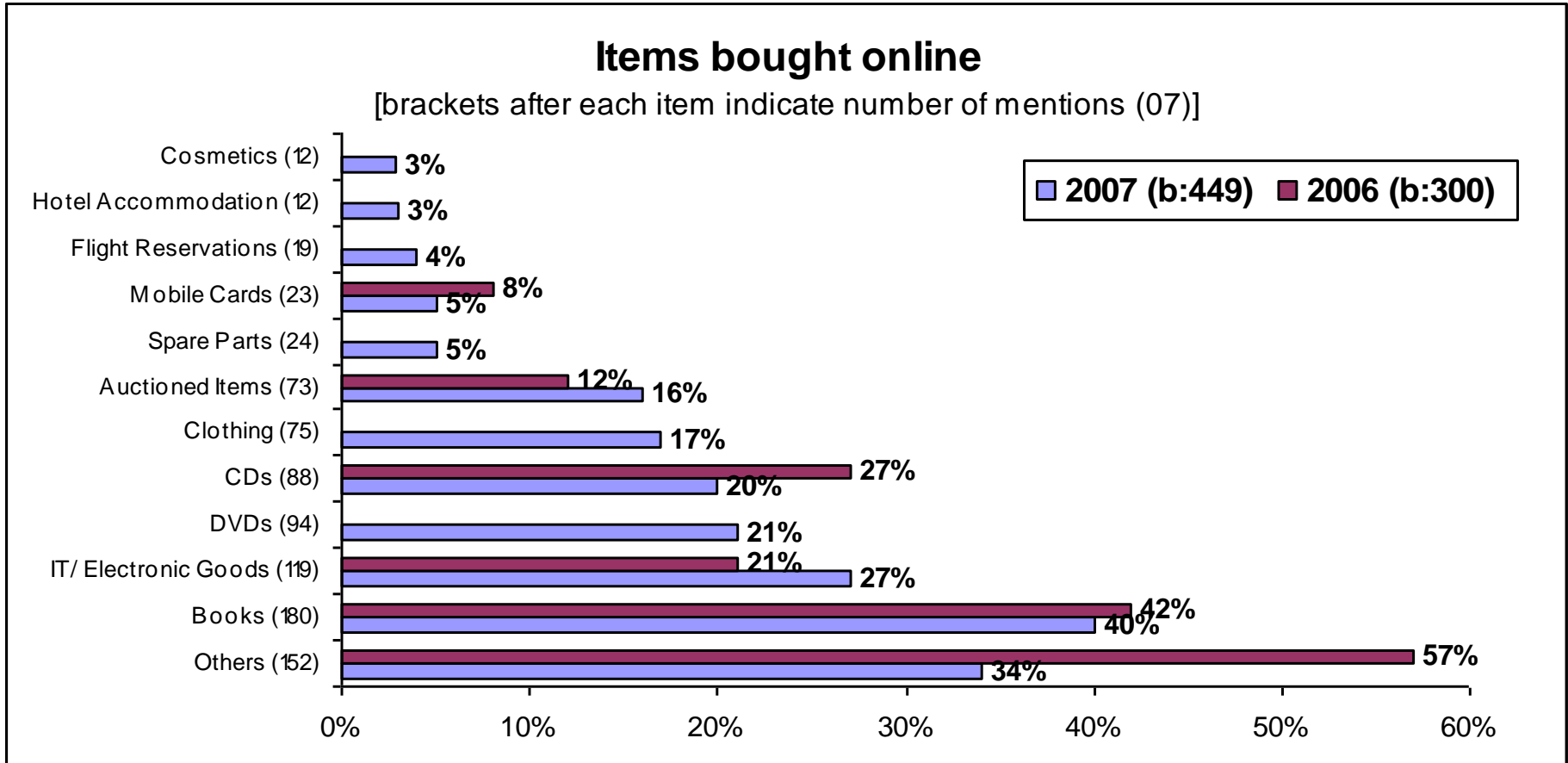
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Use of internet for e-commerce by age

(base: see respective age group)



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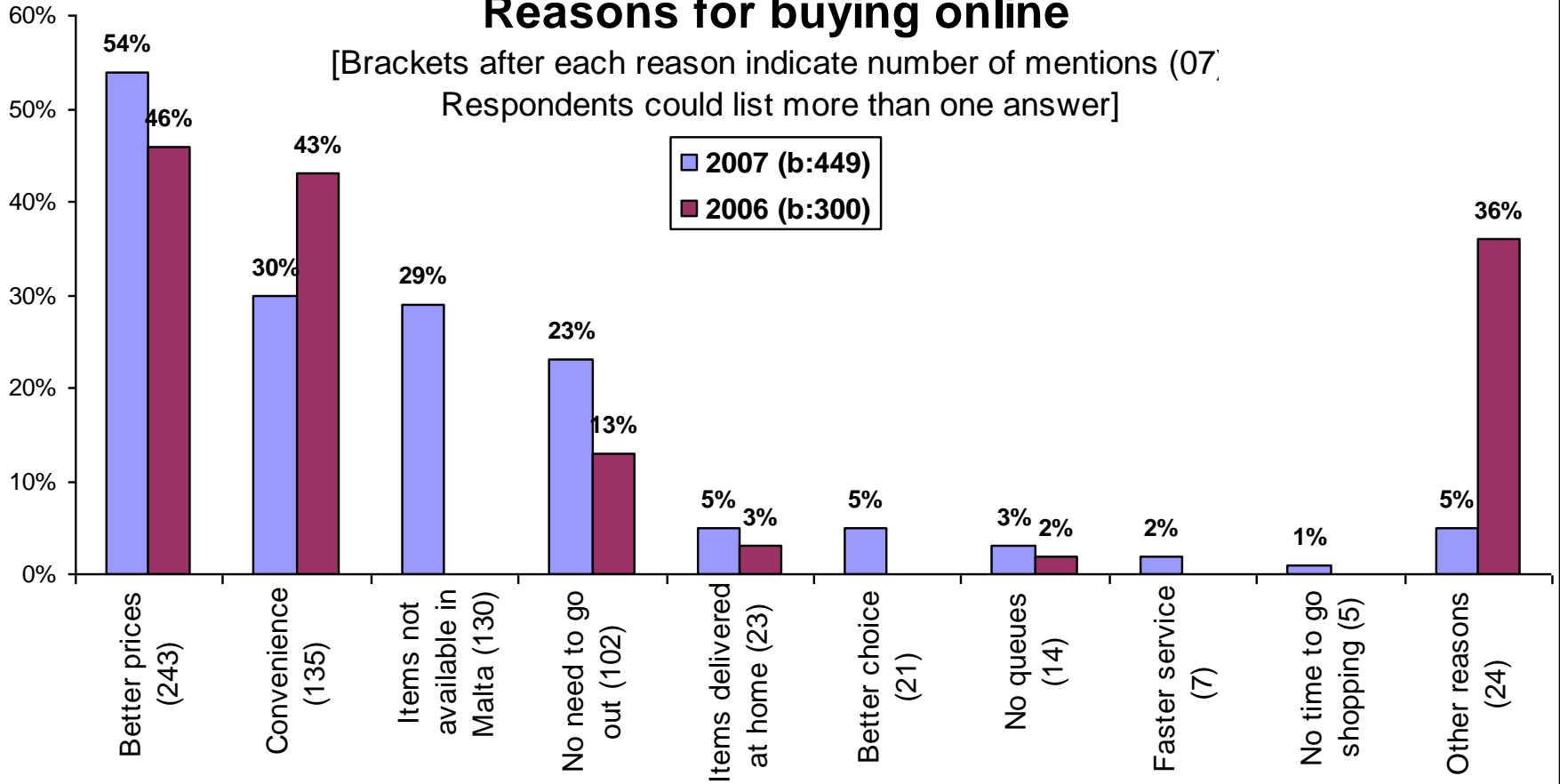


Other items bought included food and medicine, items related to hobbies (music, collectors' items, antiques and furniture), household goods, gifts, toys and games, equipment (sport or mechanical), tickets for foreign shows, exams, jewellery, baby products and paintings.

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Reasons for buying online

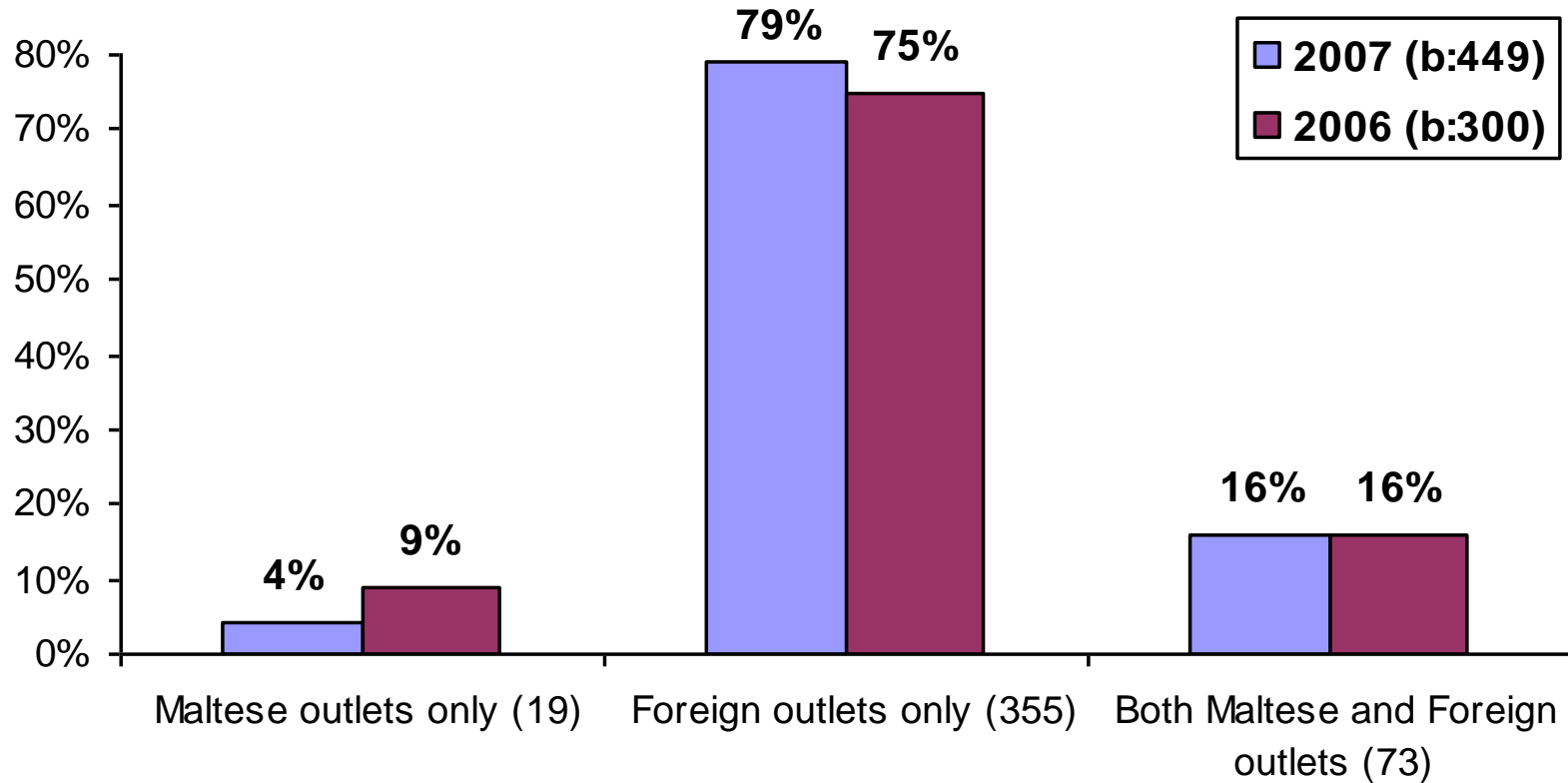
[Brackets after each reason indicate number of mentions (07
Respondents could list more than one answer]



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Maltese or Foreign online outlets

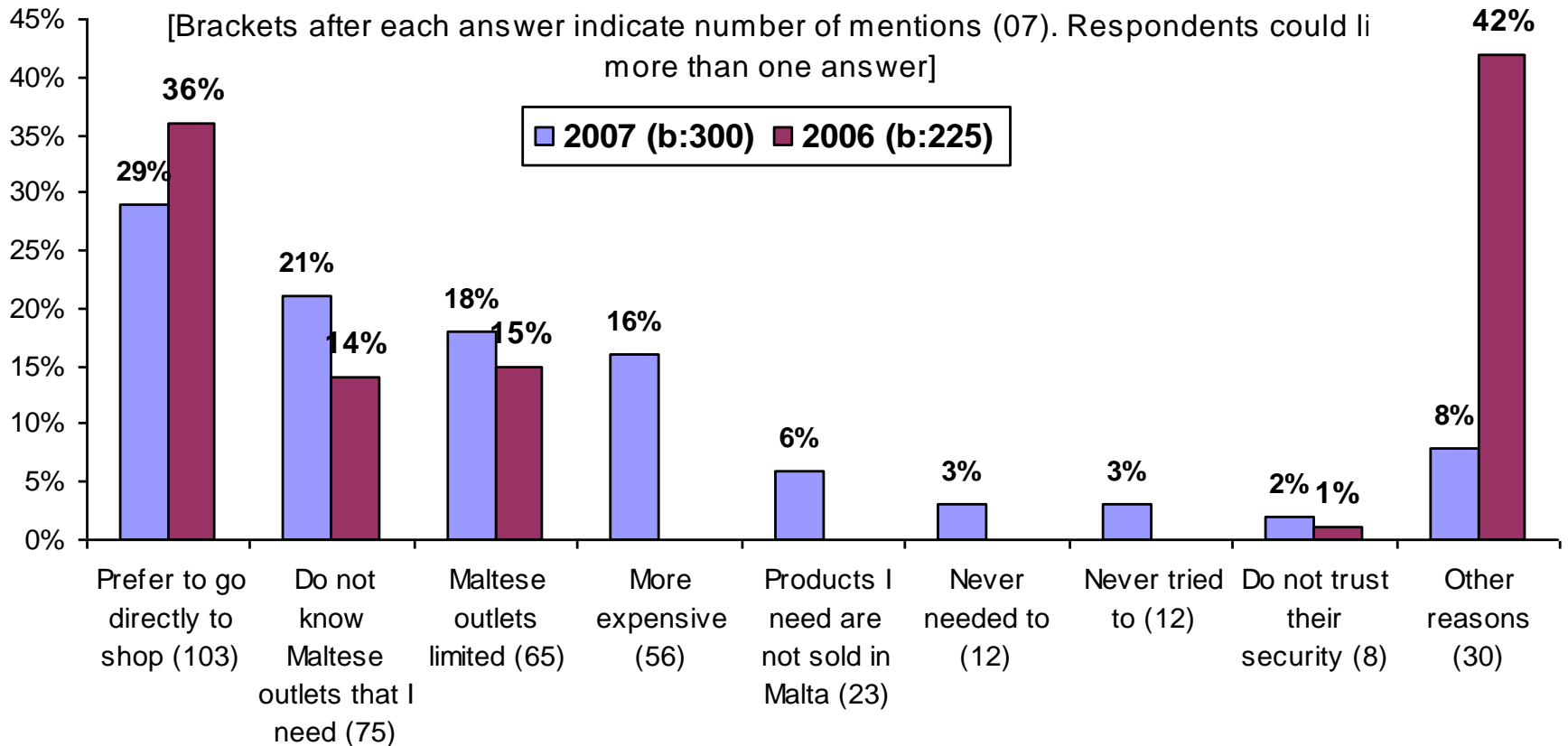
[Brackets after each answer indicate number of mentions (07



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Reasons for not buying online from Maltese online outlets

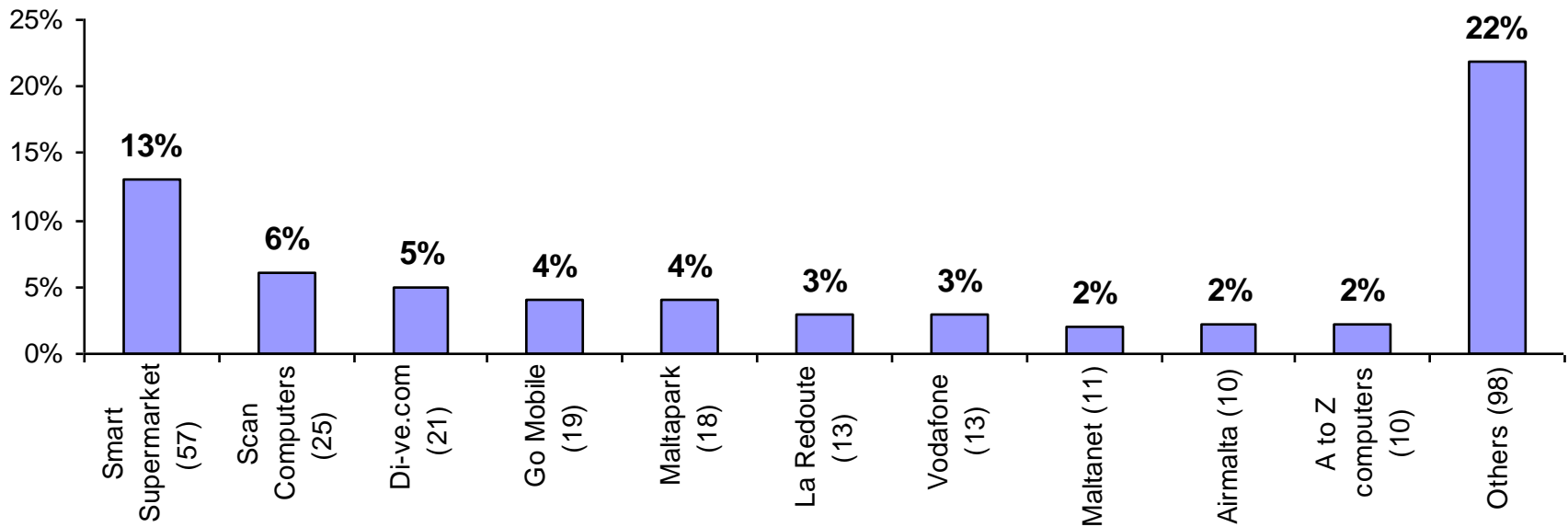
[Brackets after each answer indicate number of mentions (07). Respondents could list more than one answer]



SURVEY 2007

Maltese online outlets (base 355)

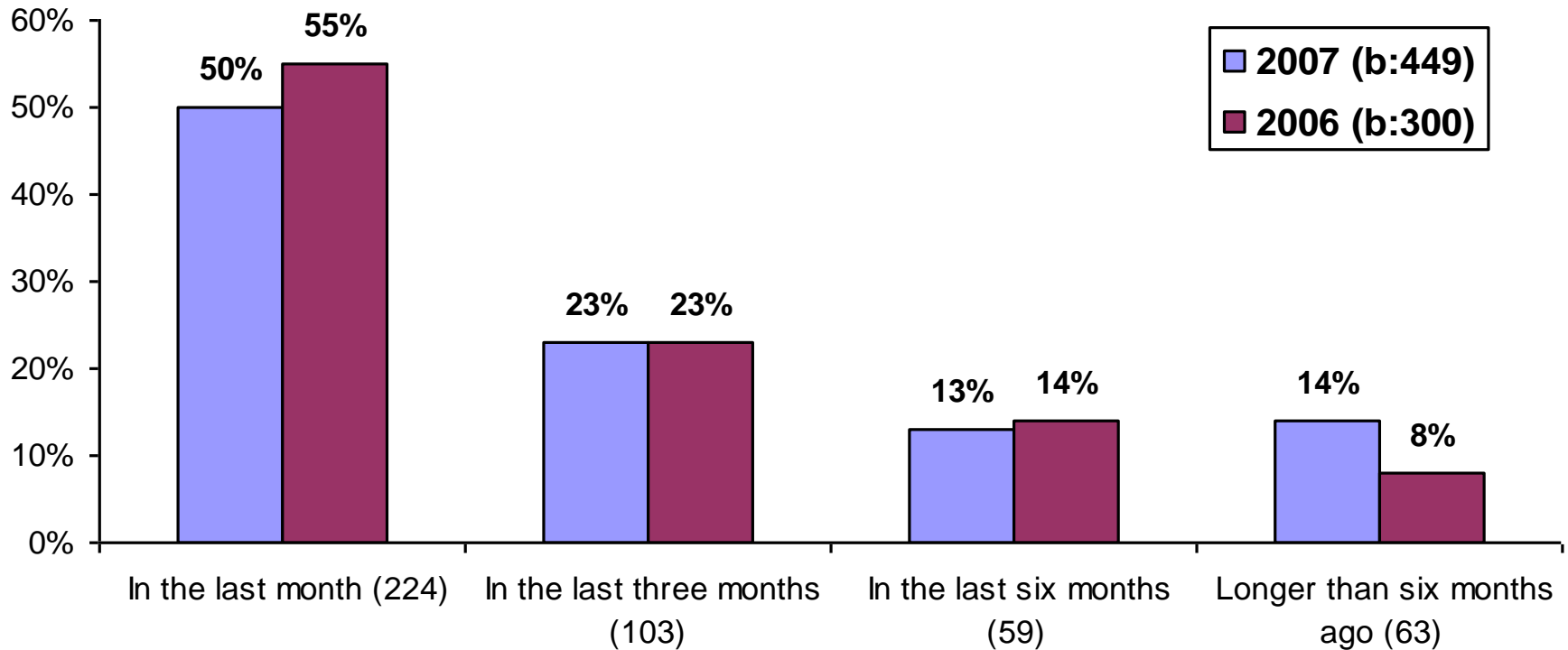
[Brackets after each item indicate number of mentions.
Respondents could list up to a maximum of three outlets]



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My last online purchase was

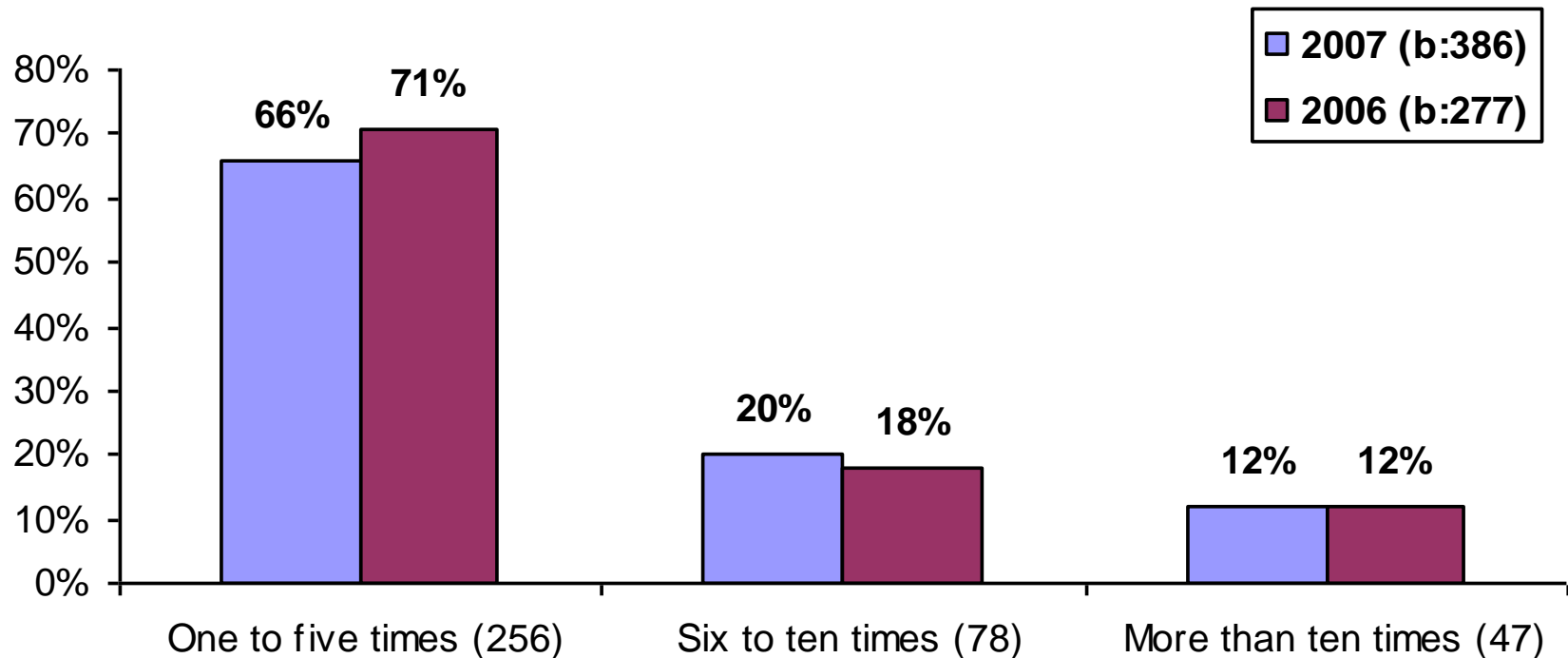
[Brackets after each item indicate number of mentions (07)]



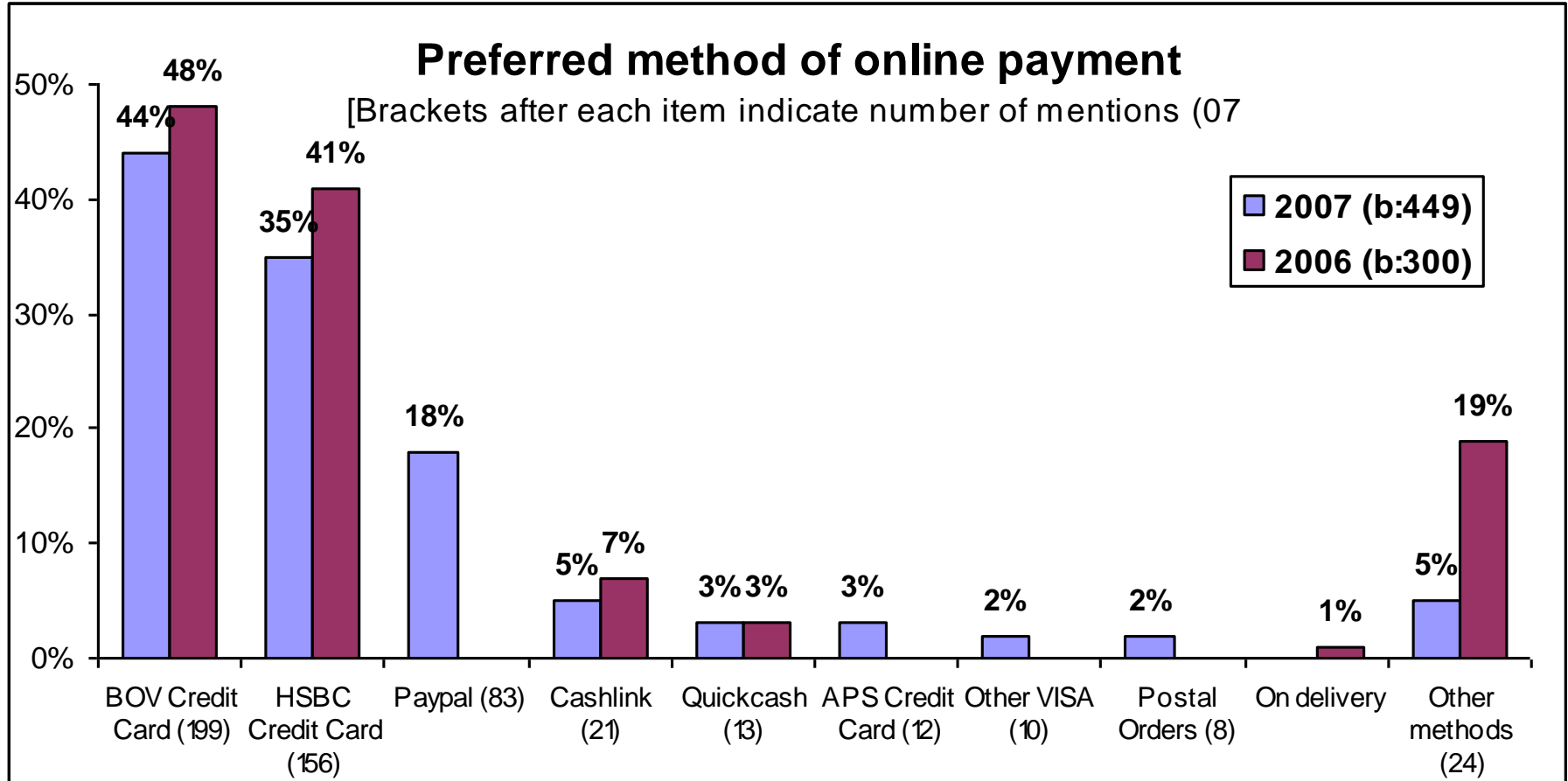
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In the last six months, I have purchased online ..

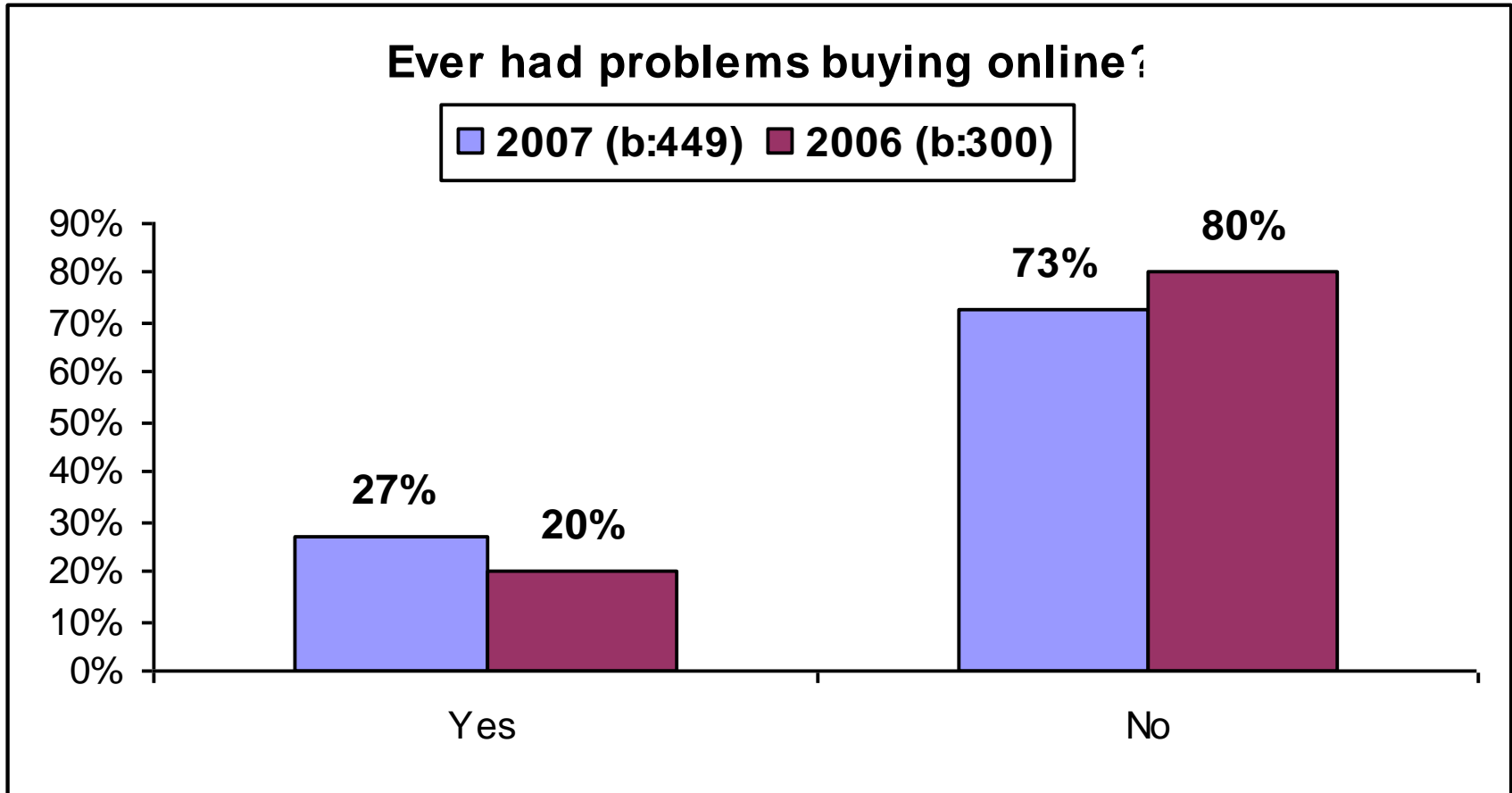
[Brackets after each item indicate number of mentions (07)]



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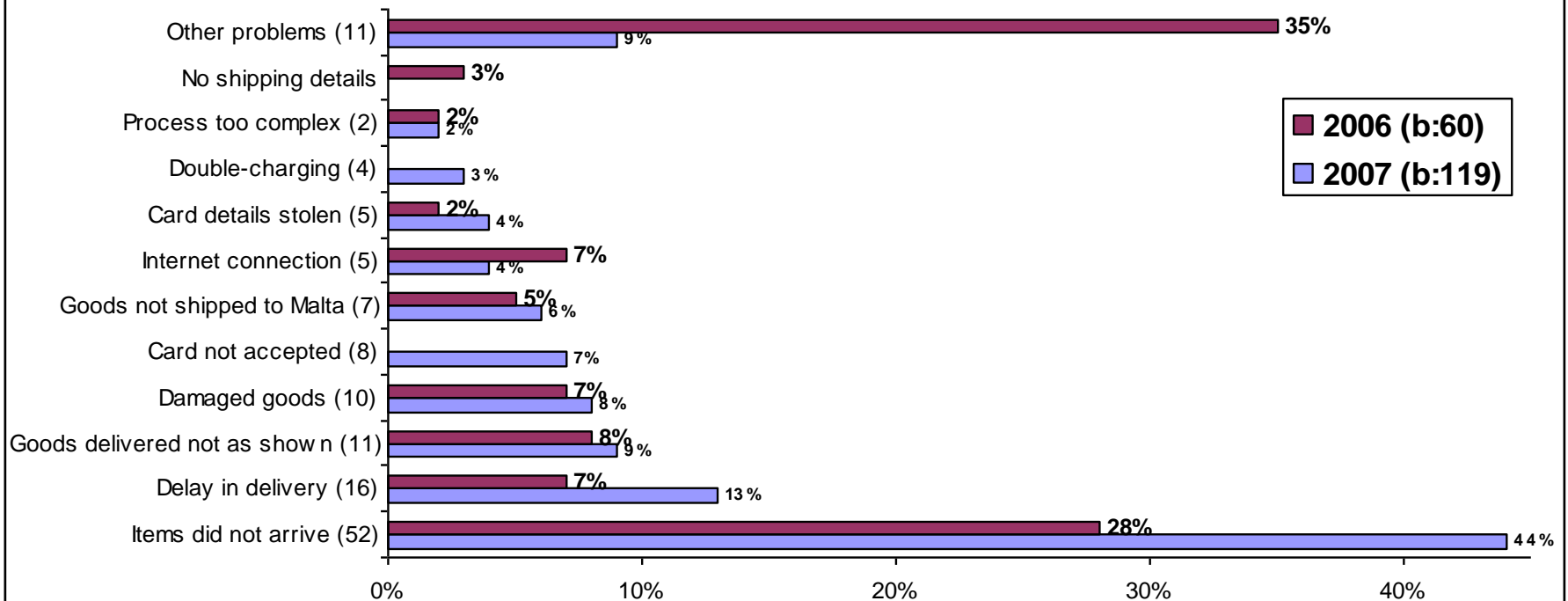
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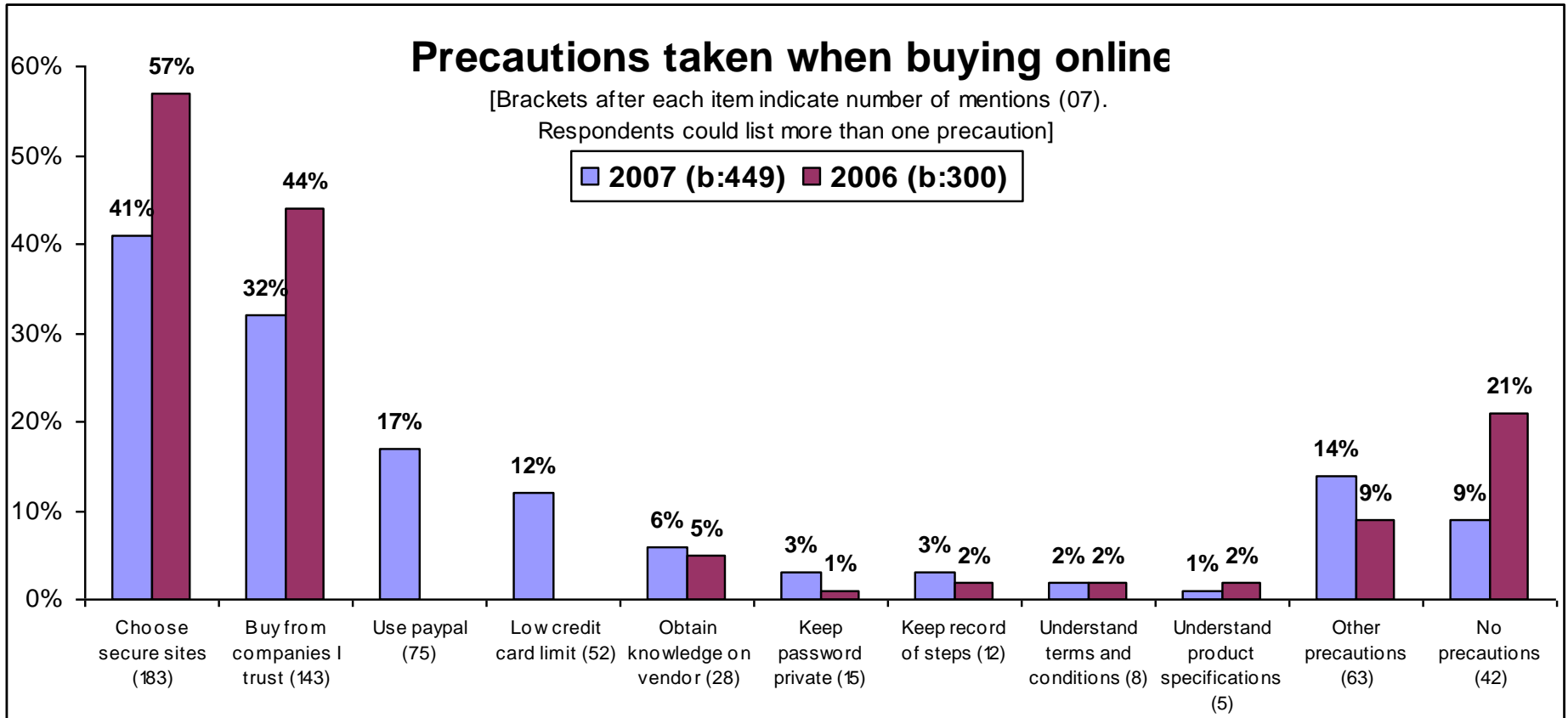
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Problems when buying online

[Brackets after each item indicate number of mentions (07
Respondents could list more than one reason)]



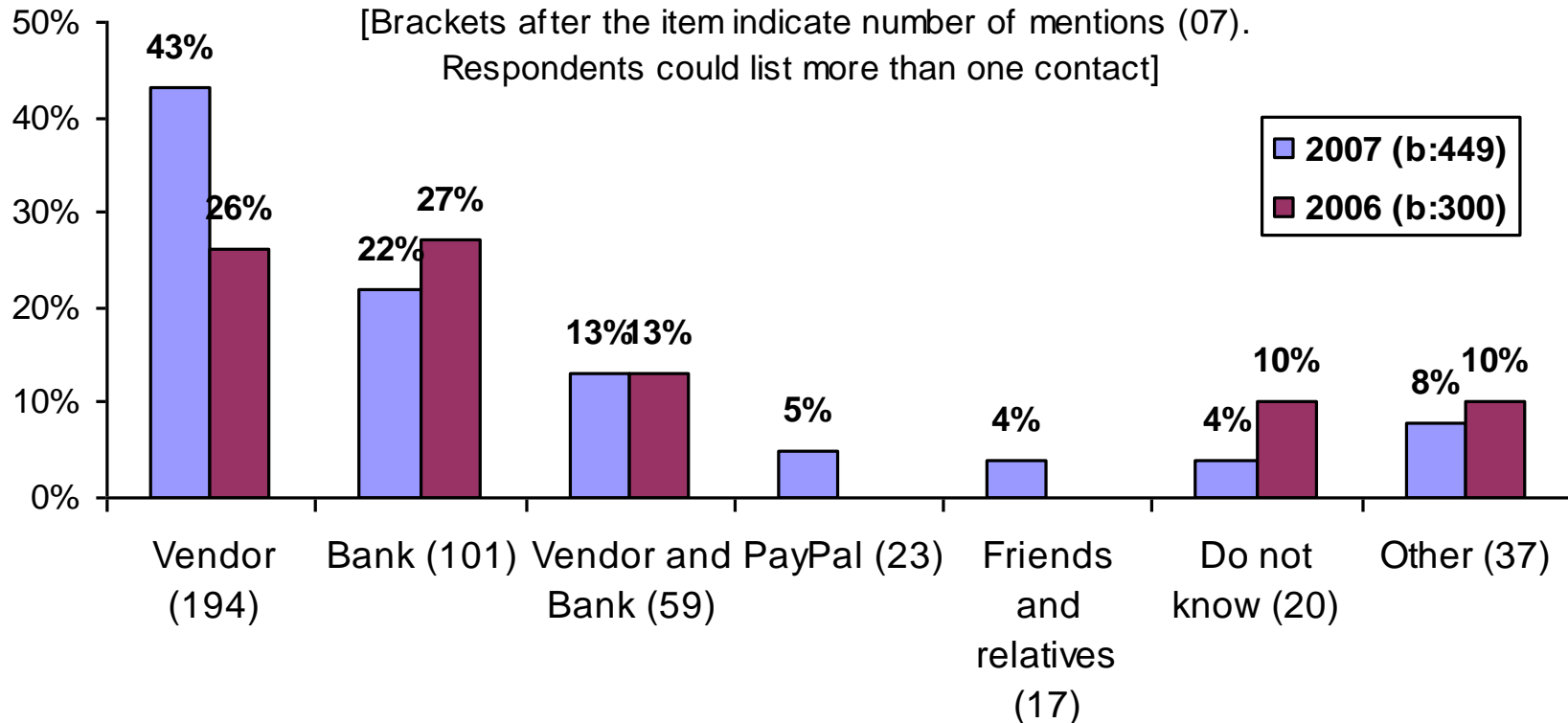
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Whom would you contact when facing a problem buying online?

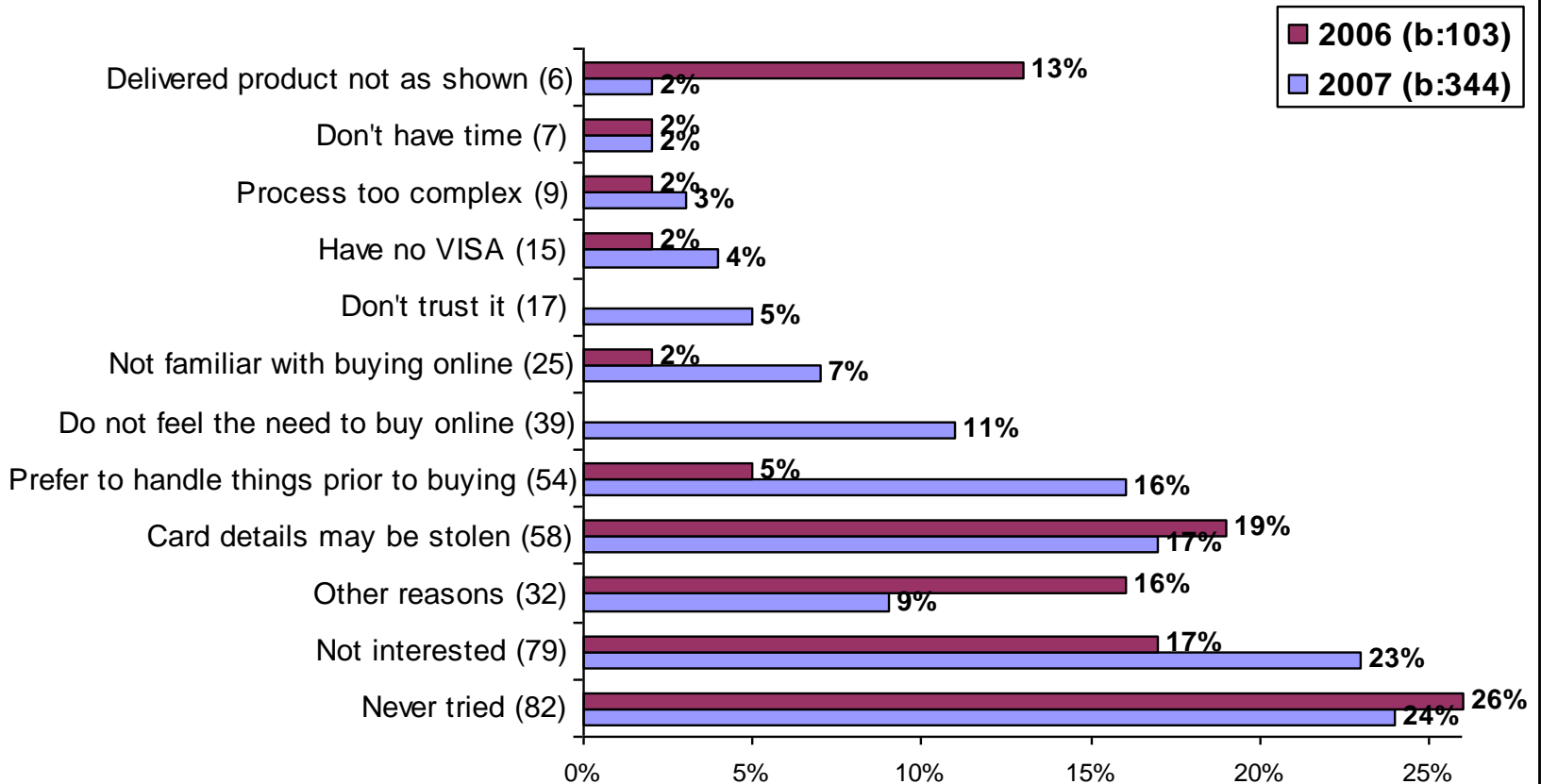
[Brackets after the item indicate number of mentions (07).
Respondents could list more than one contact]



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Reasons for not buying online

[Brackets after each item indicate number of mentions (07
Respondents could list more than one reason)]



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What would make you buy online?

[Brackets after each item indicate number of mentions (07 Respondents could list more than one motive)]

