



**Malta
Communications
Authority**

**e-Commerce
Survey**

September 2006

Definition of e-commerce for purposes of survey

- Includes on-line shopping, use of government e-services, payment of fines/bills and on-line banking transactions

Methodology (1 of 3)

- Telephone survey between 15 and 29 September 2006
- Survey carried out amongst 1500 respondents to obtain at least 400 e-commerce users
- Individuals were chosen at random from telephone directory
- Person answering the phone had to fit into gender/age quotas to reflect gender/age proportions of population as reported in Demographic Review 2004 published by NSO

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Methodology (2 of 3)

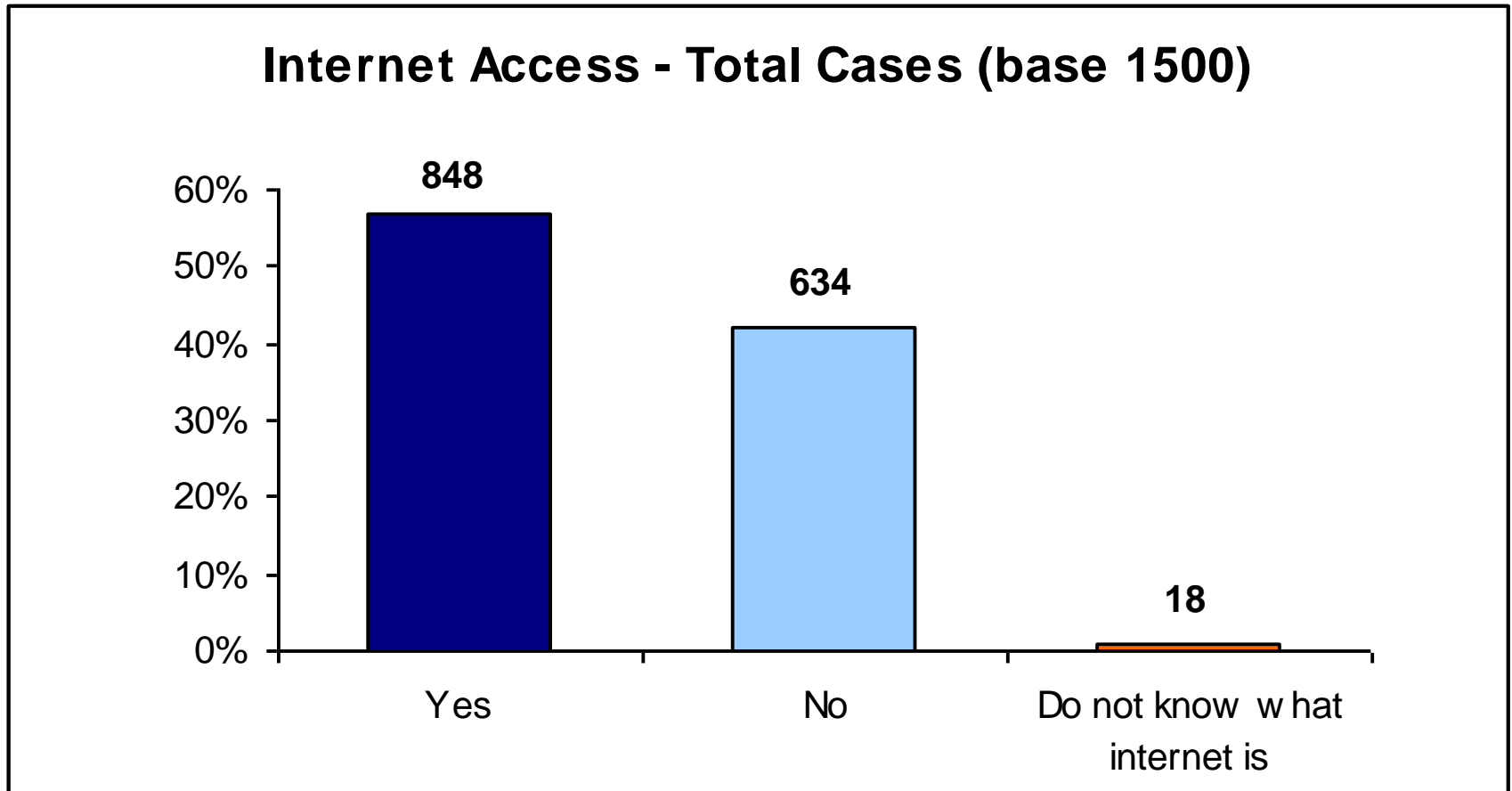
- Gender / Age distribution of sample:

Age	Male	Female	Totals
18-29 years	177	166	343
30-39 years	121	122	243
40-49 years	141	142	283
50+ years	294	337	631
Totals	733	767	1500

Methodology (3 of 3)

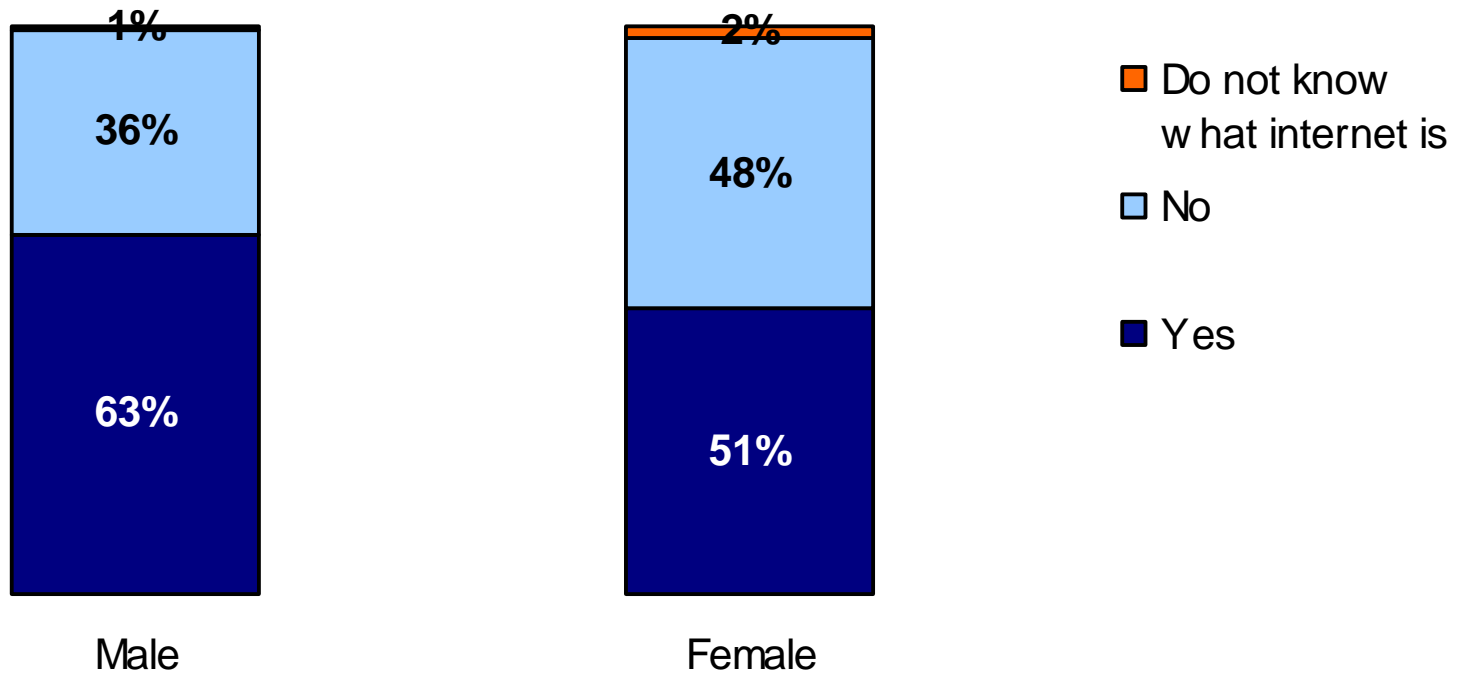
- Initial batch of 500 telephone interviews was carried out using gender/age quotas
- Proportion of respondents who carried out e-commerce transactions was estimated
- Another batch of 1000 telephone interviews was carried out
- Out of 1500 telephone interviews, number of respondents who used Internet for e-commerce was 403 individuals

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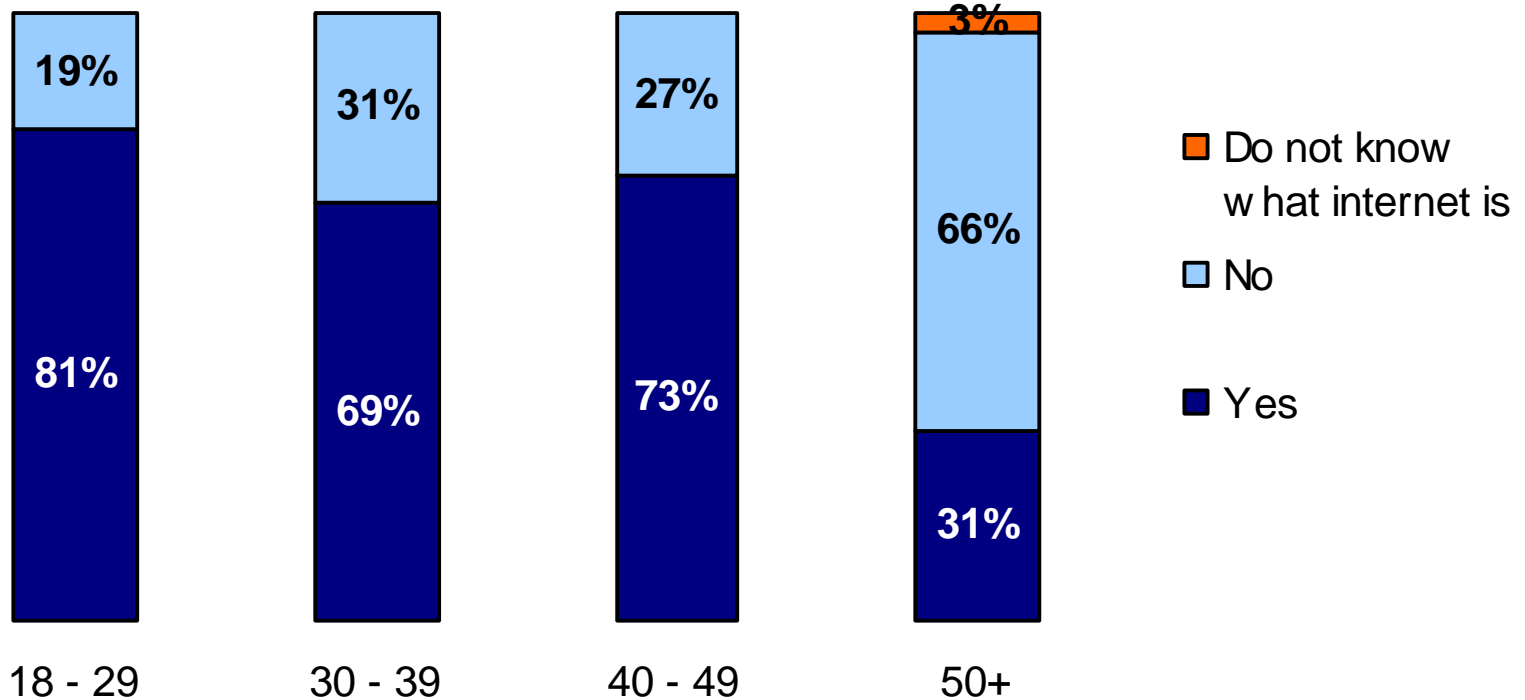
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Internet Access by Gender (base 1500)

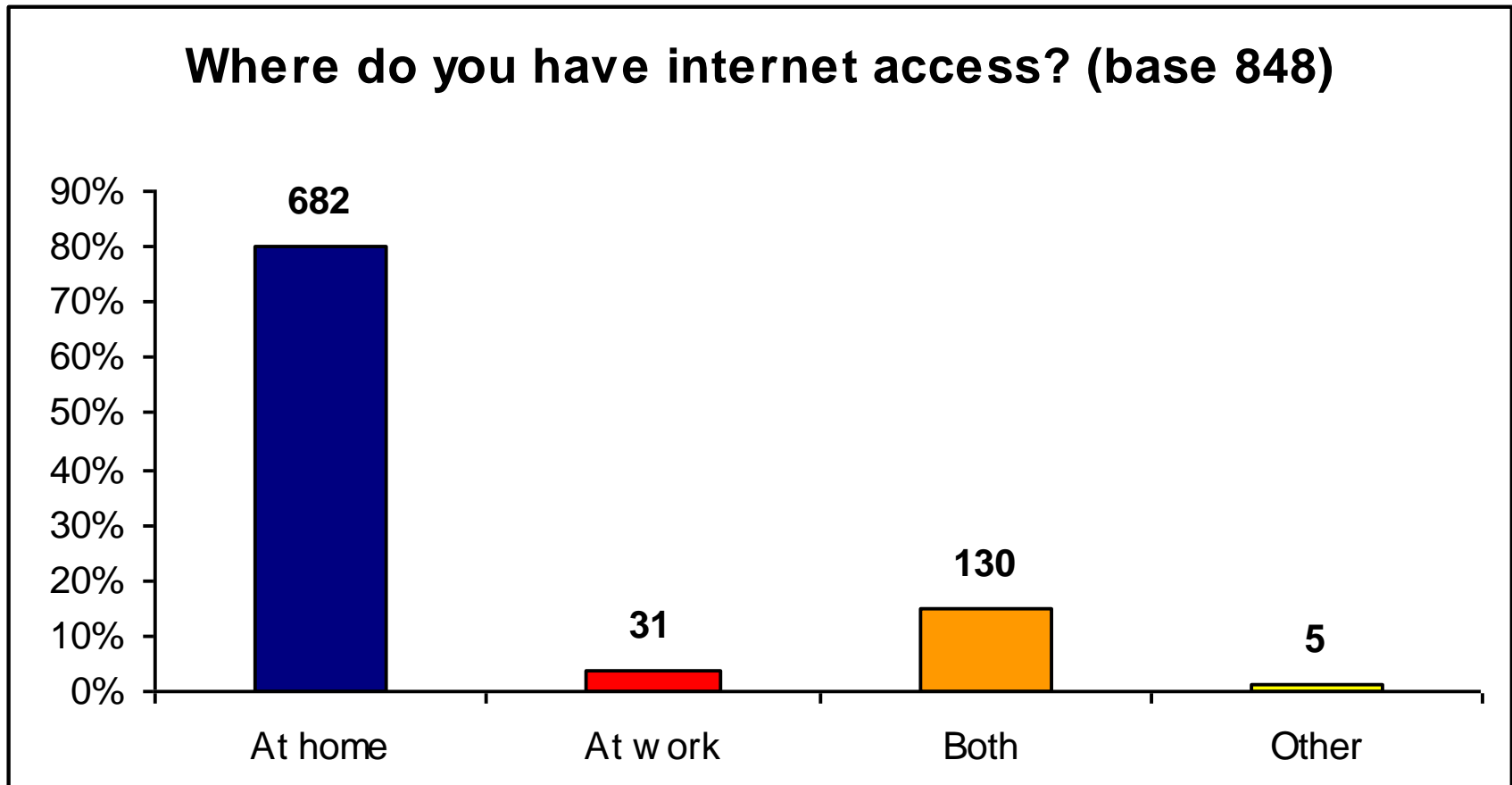


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Internet Access by Age (base 1500)

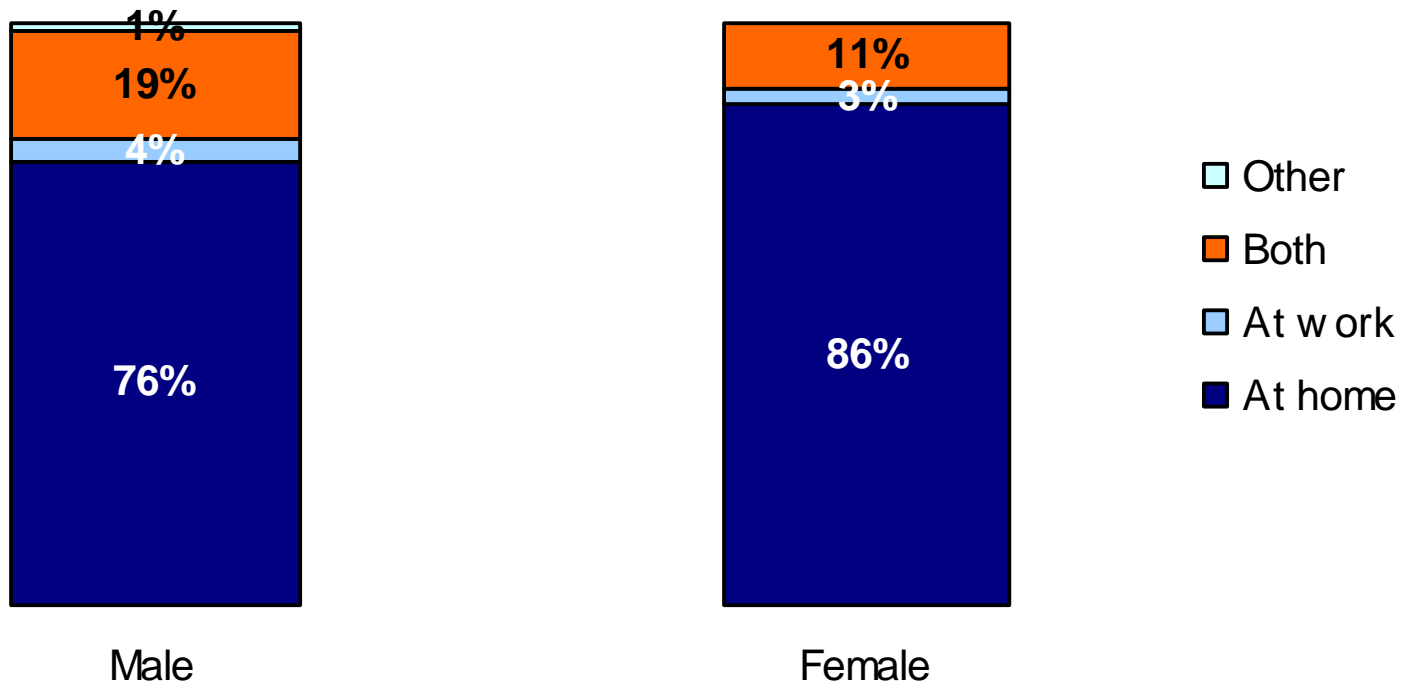


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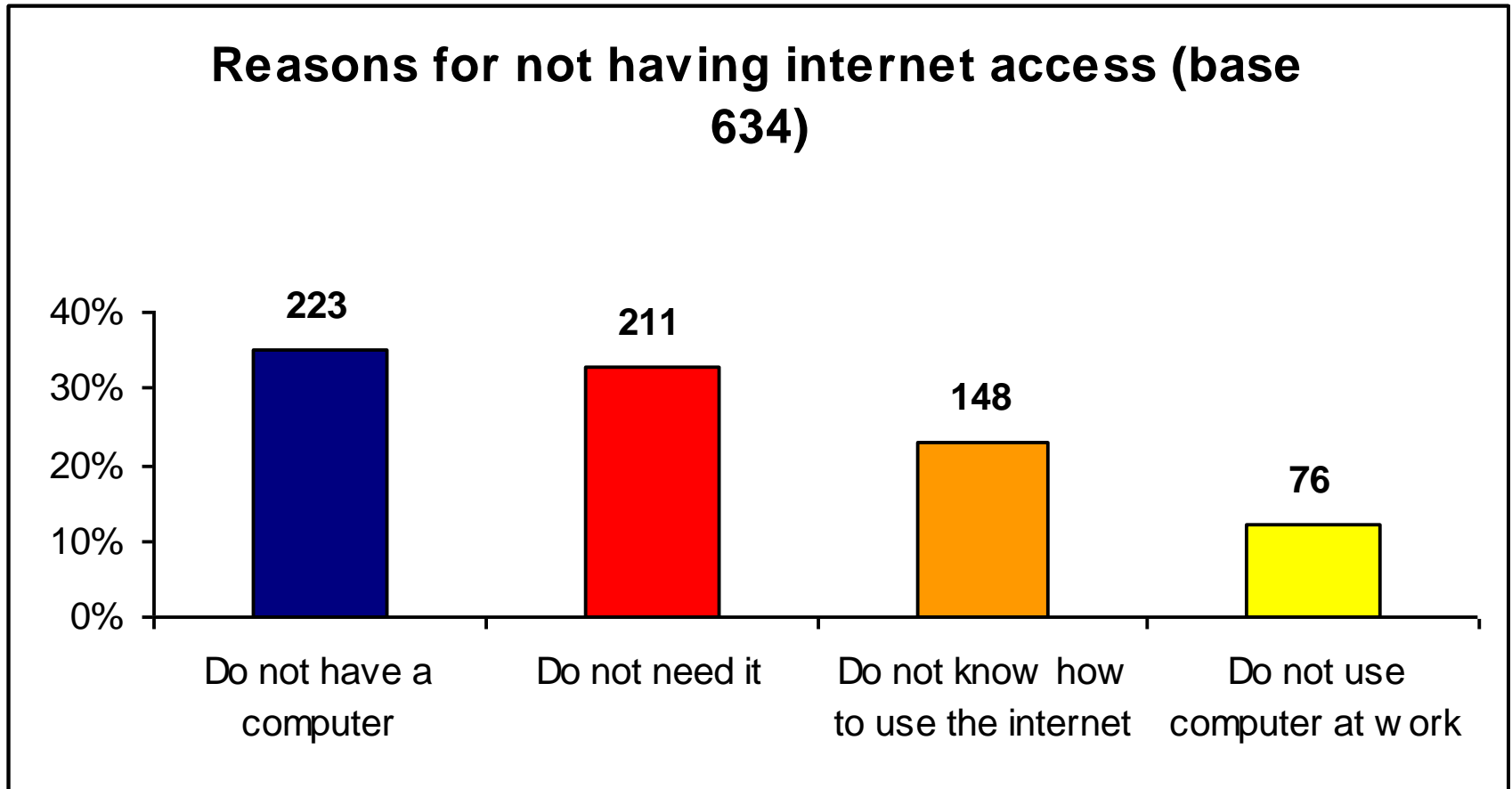


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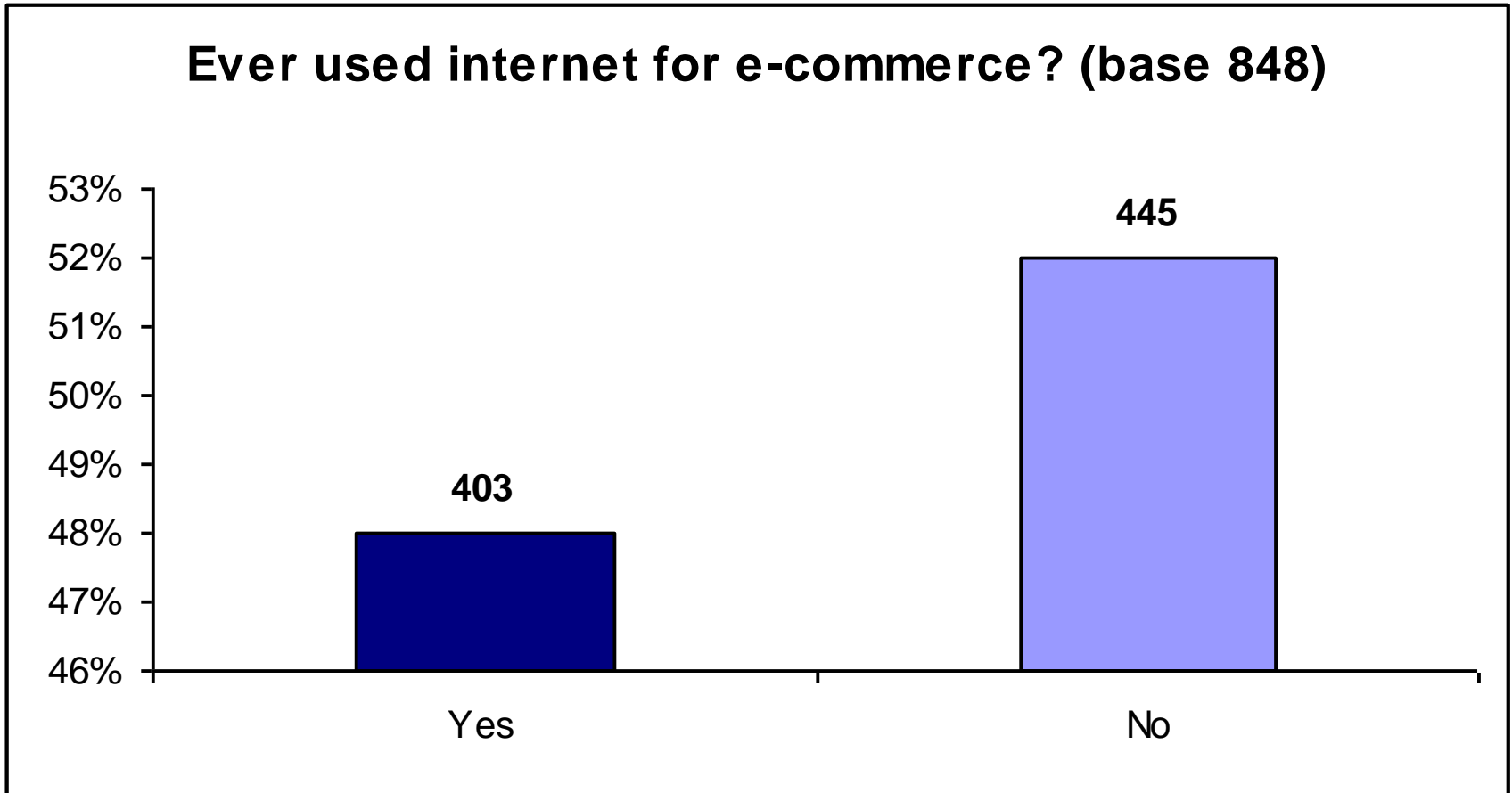
Internet access by gender (base 848)



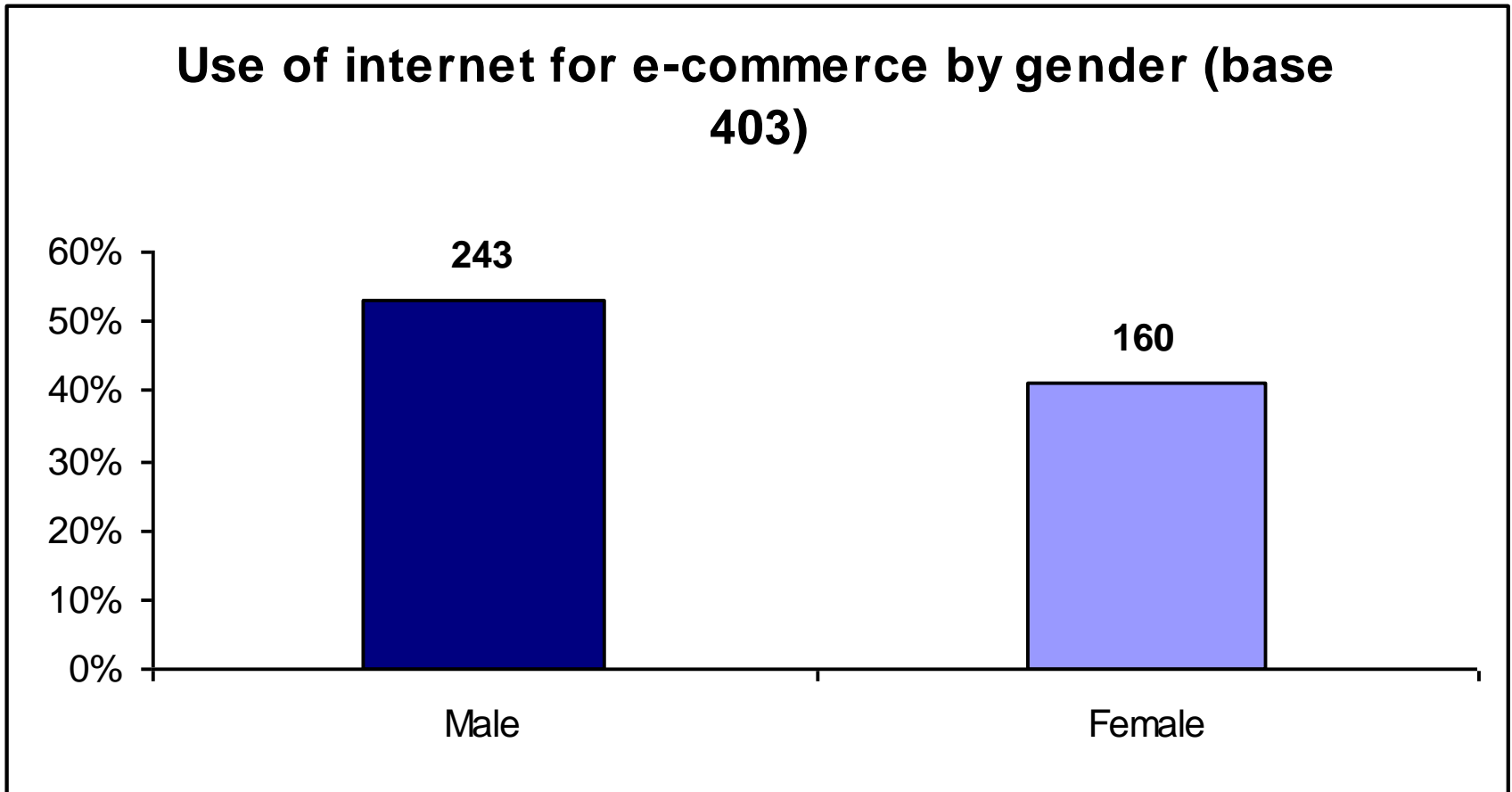
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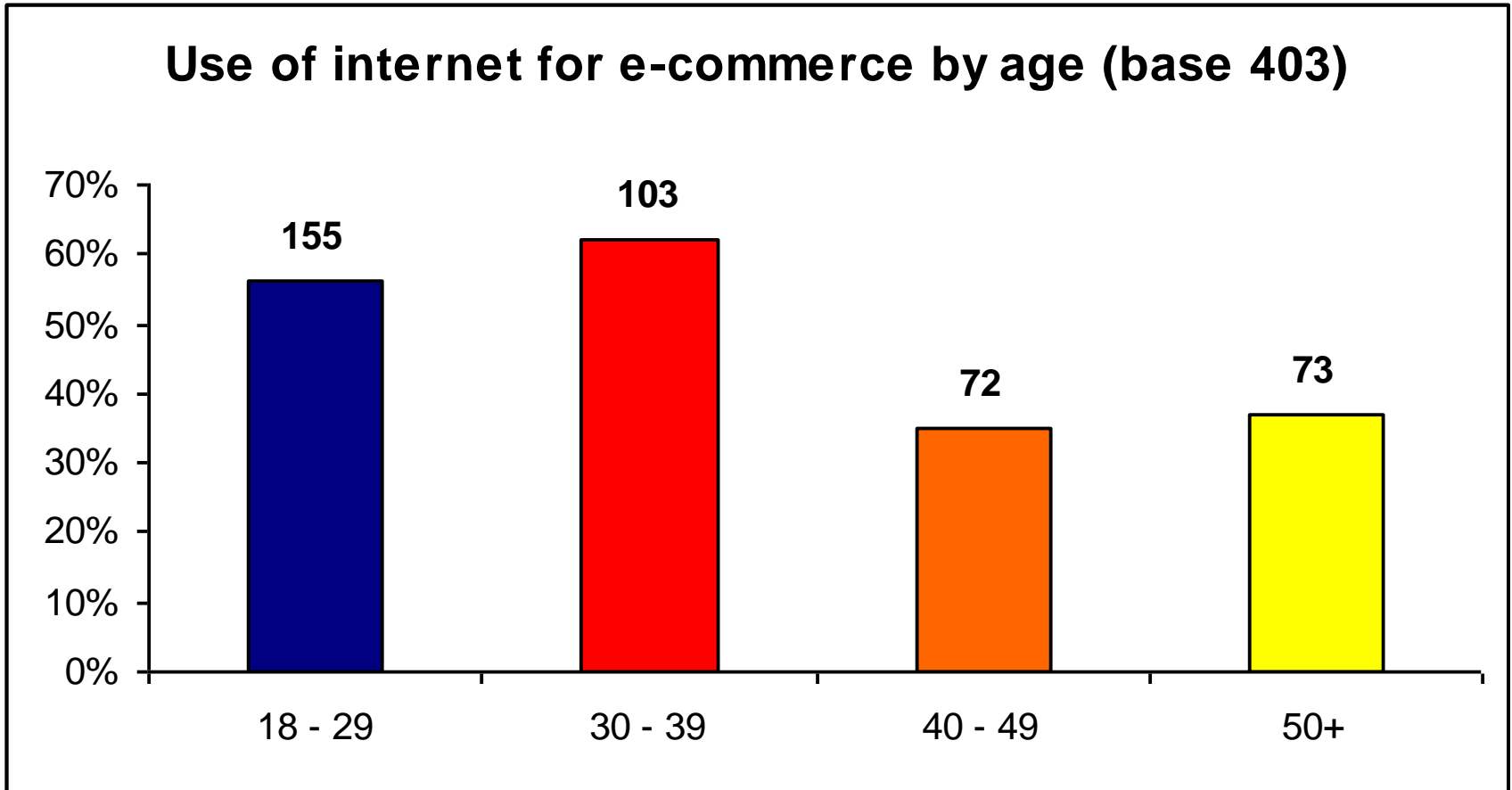
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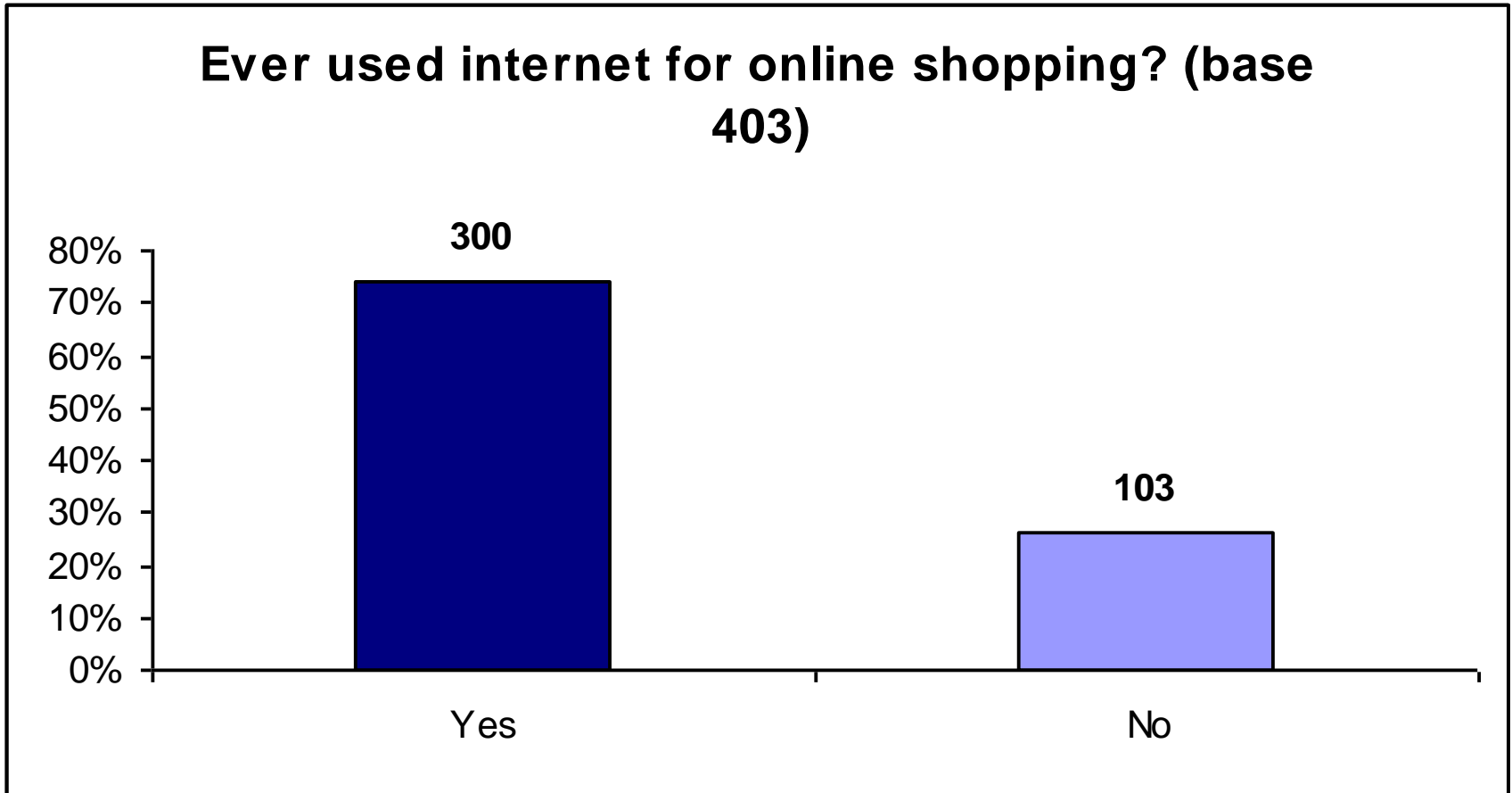
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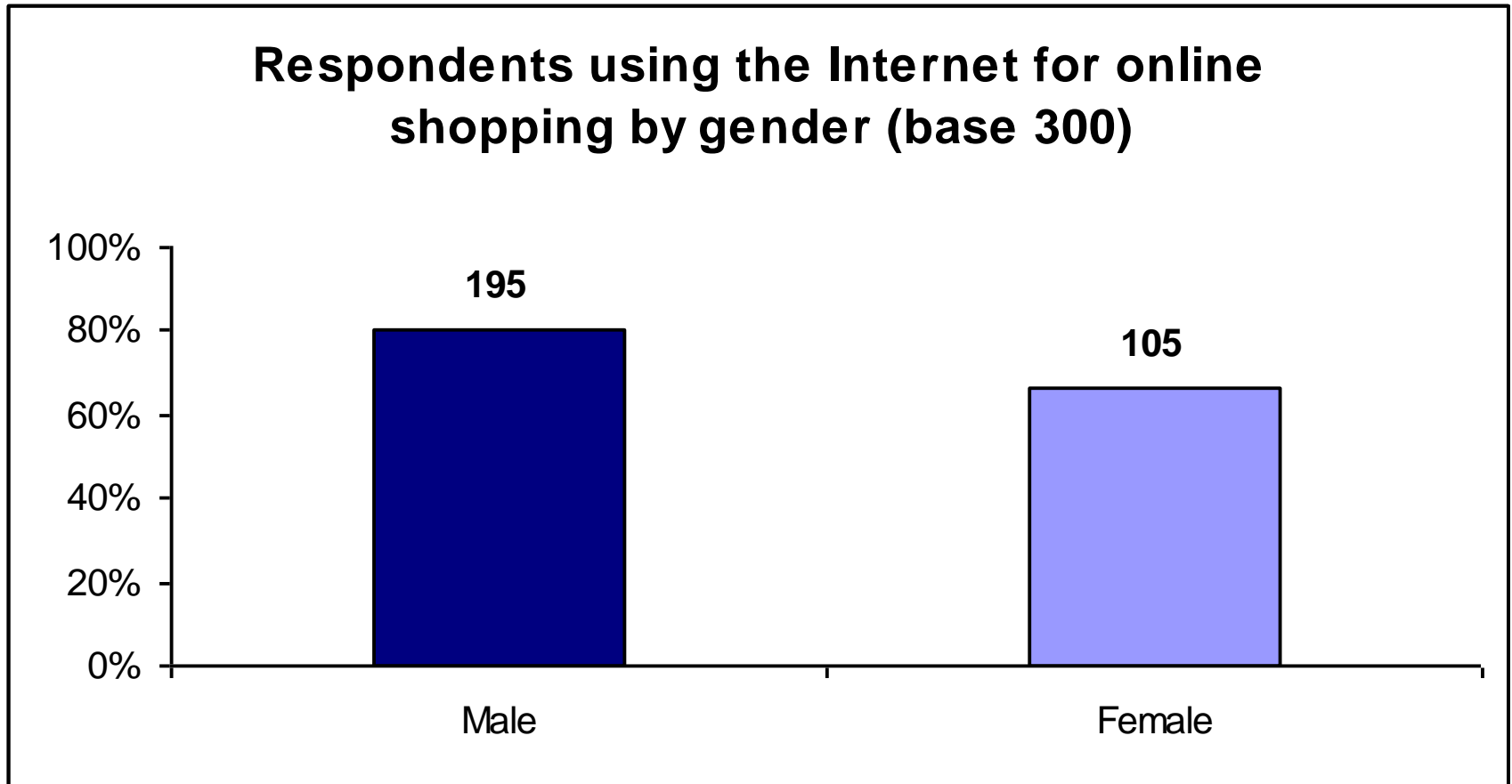
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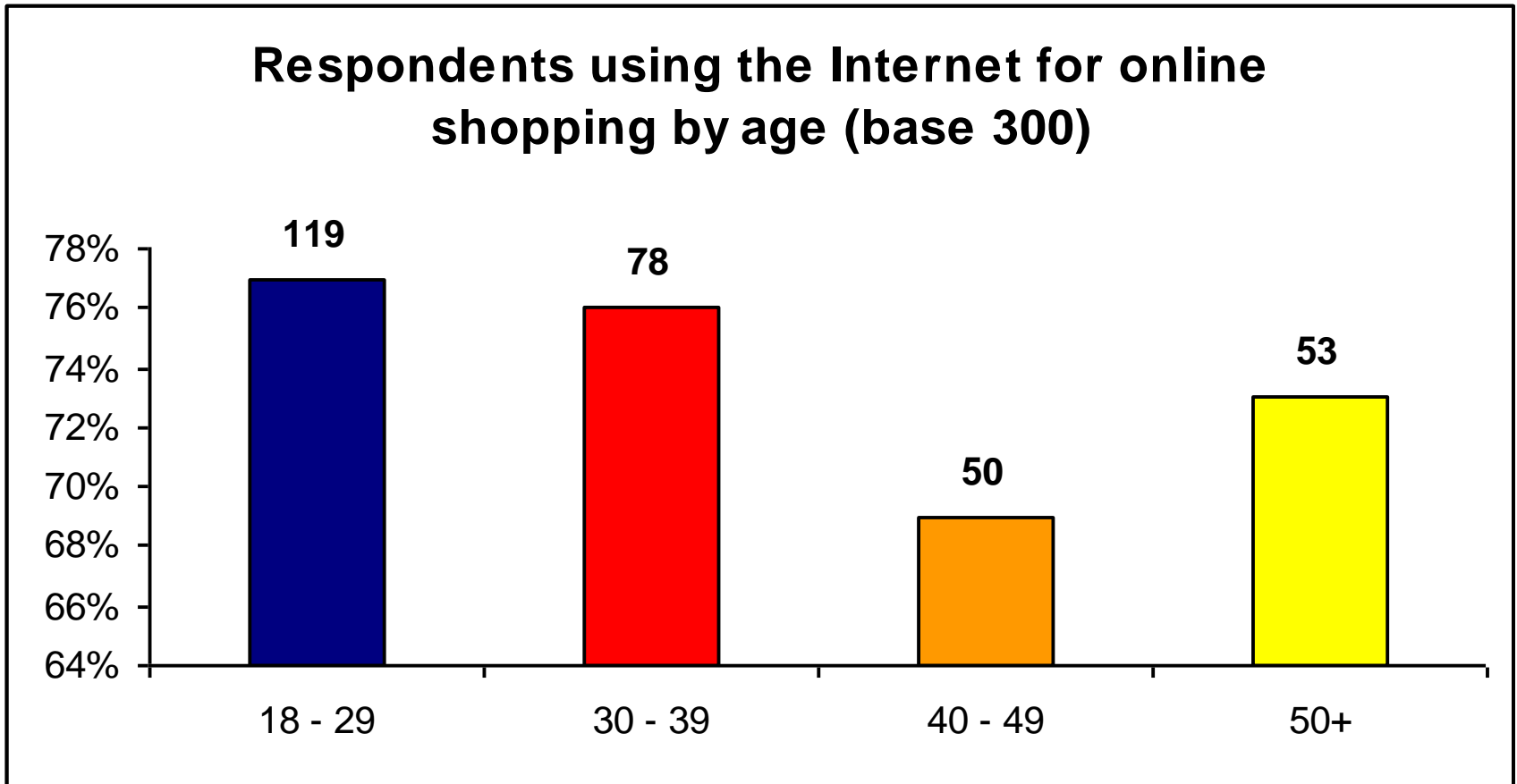
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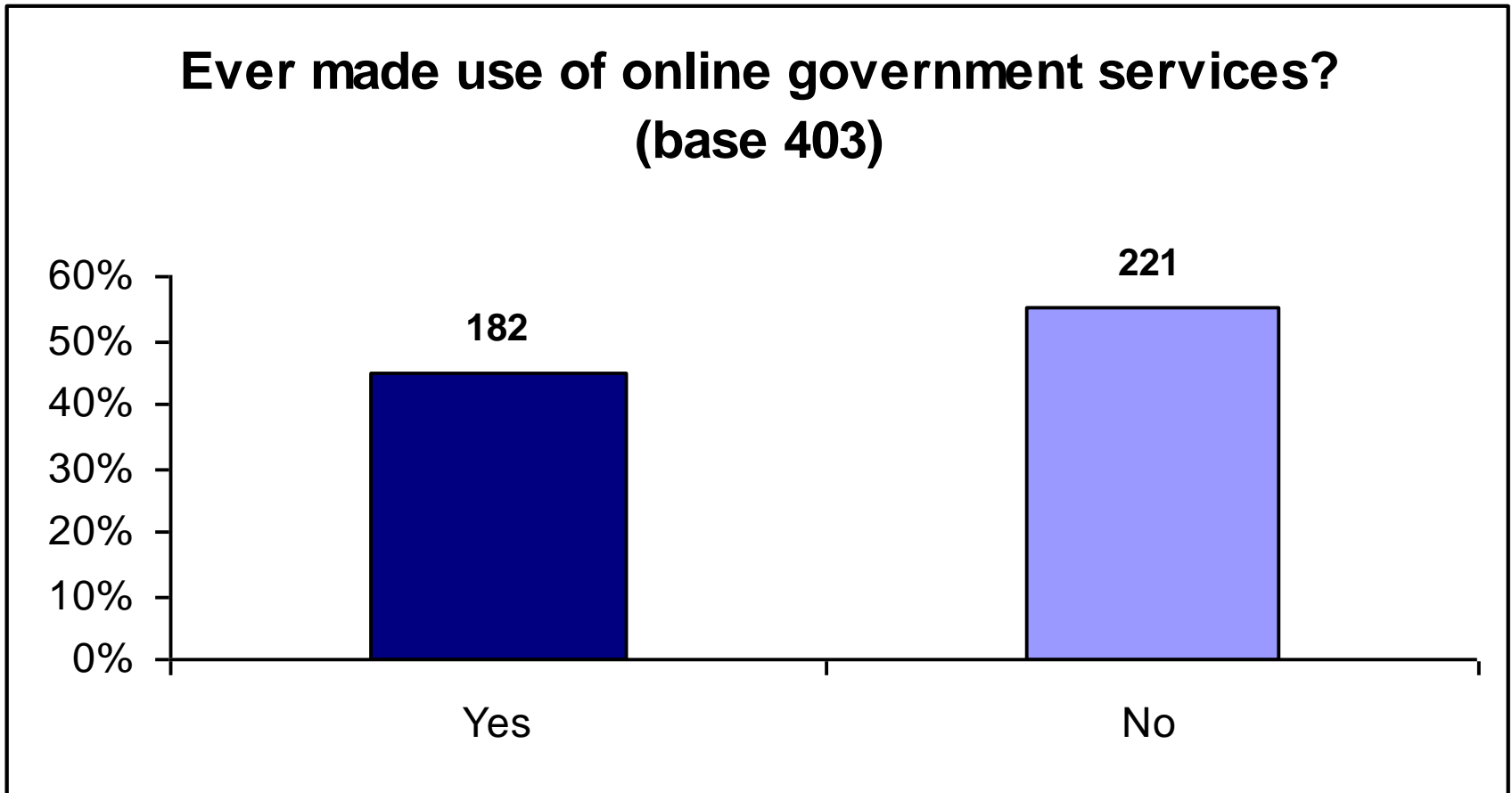
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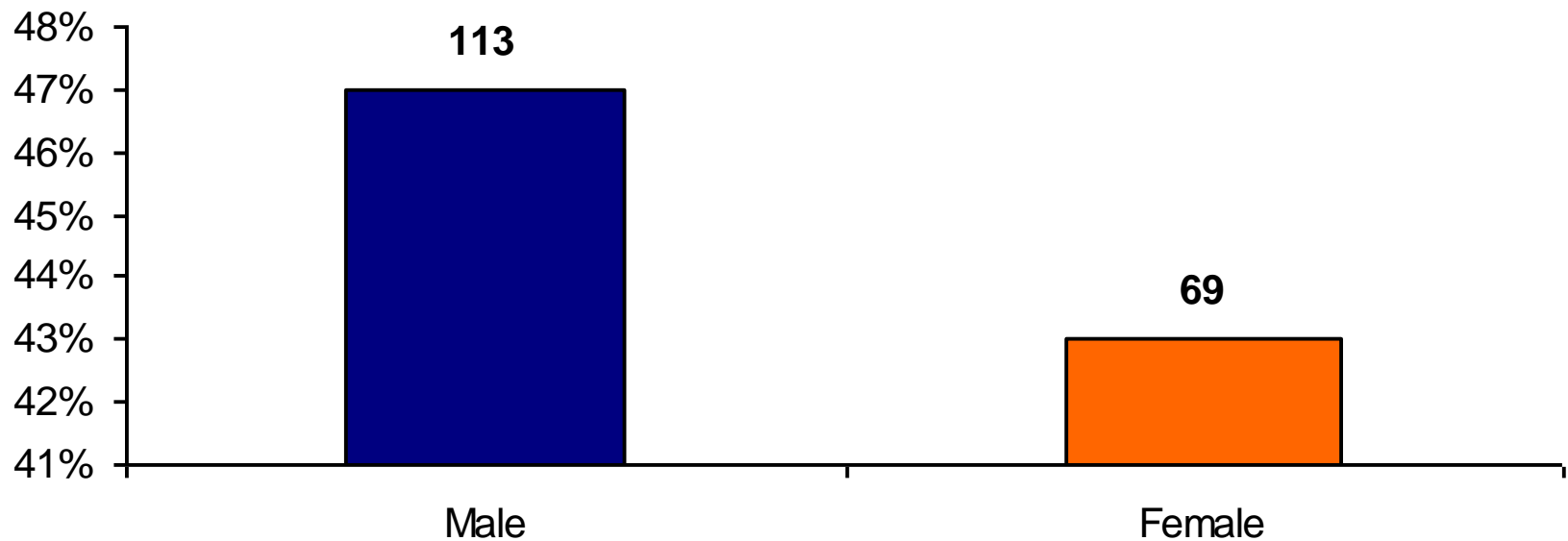


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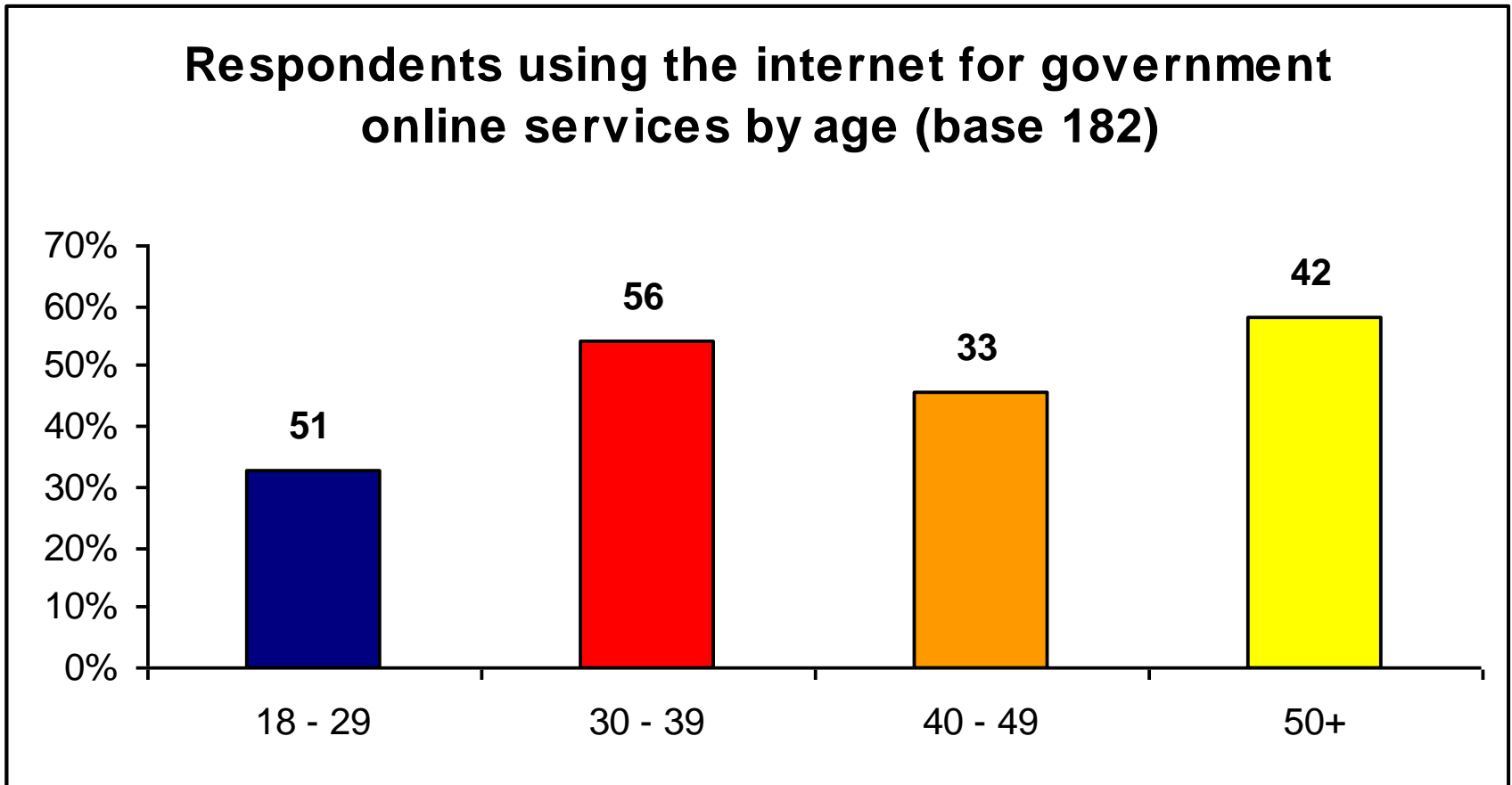


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Respondents using the internet for government online services by gender (base 182)

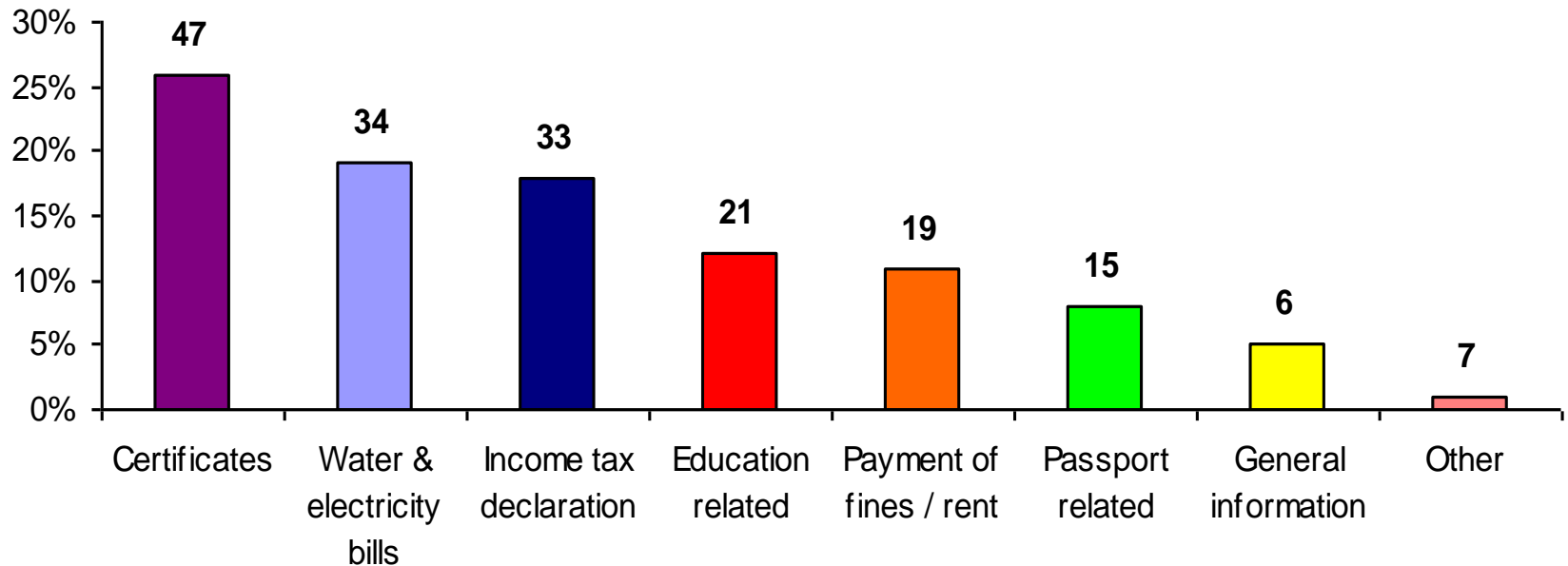


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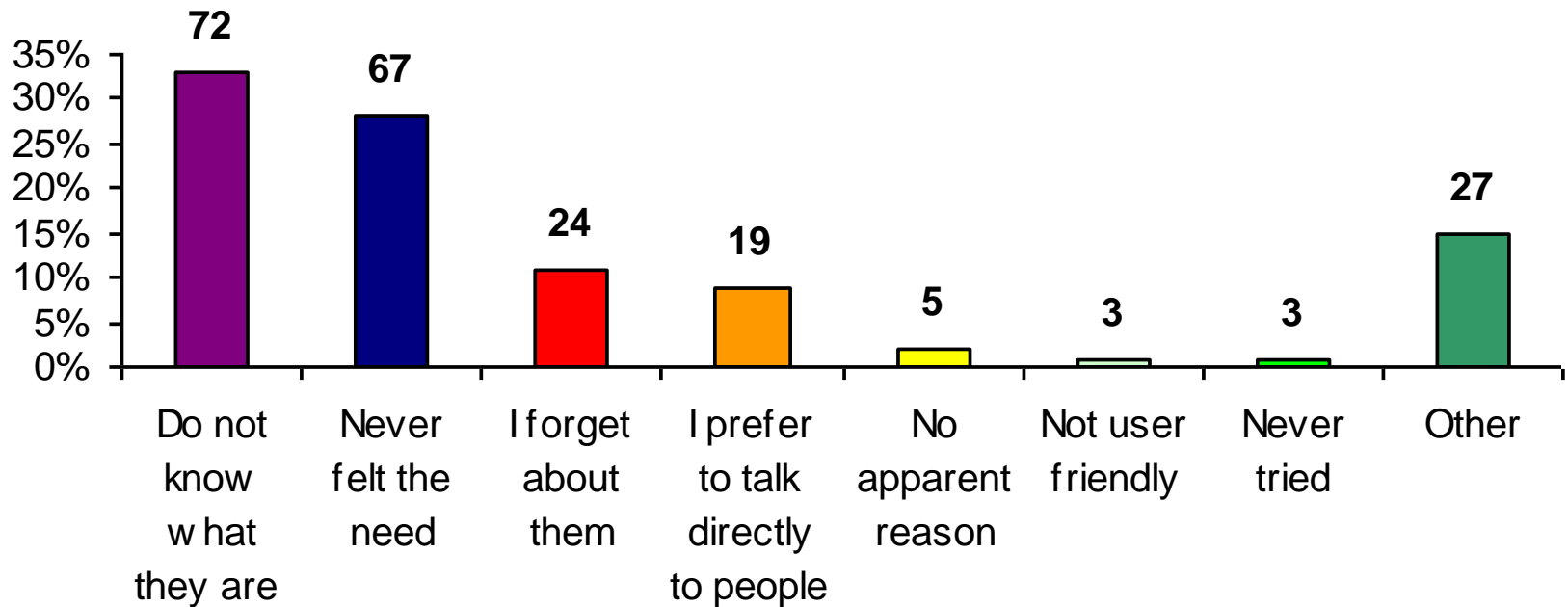
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Online government services used (base 182)

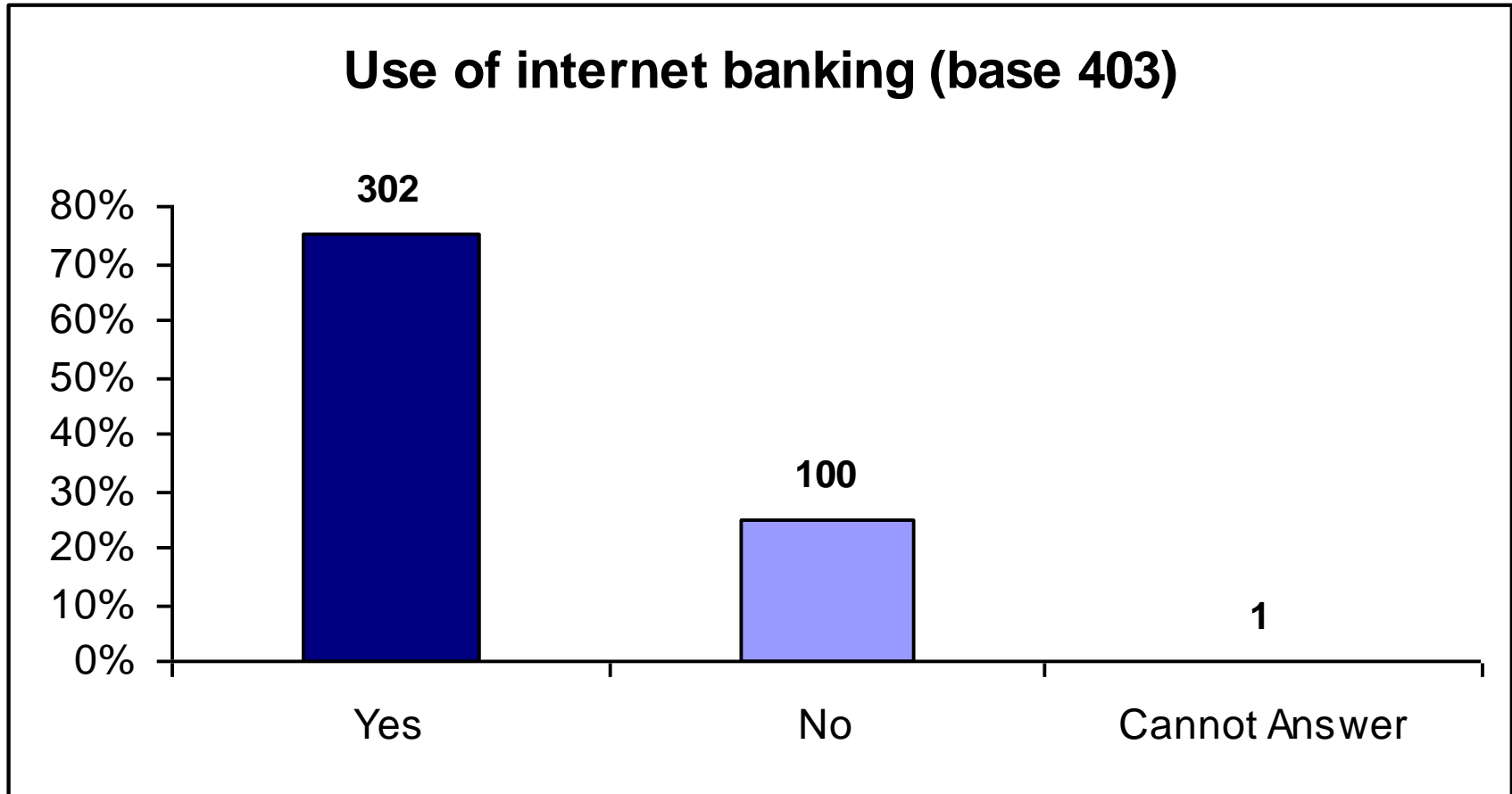


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Reasons for not using online government services (base 221)

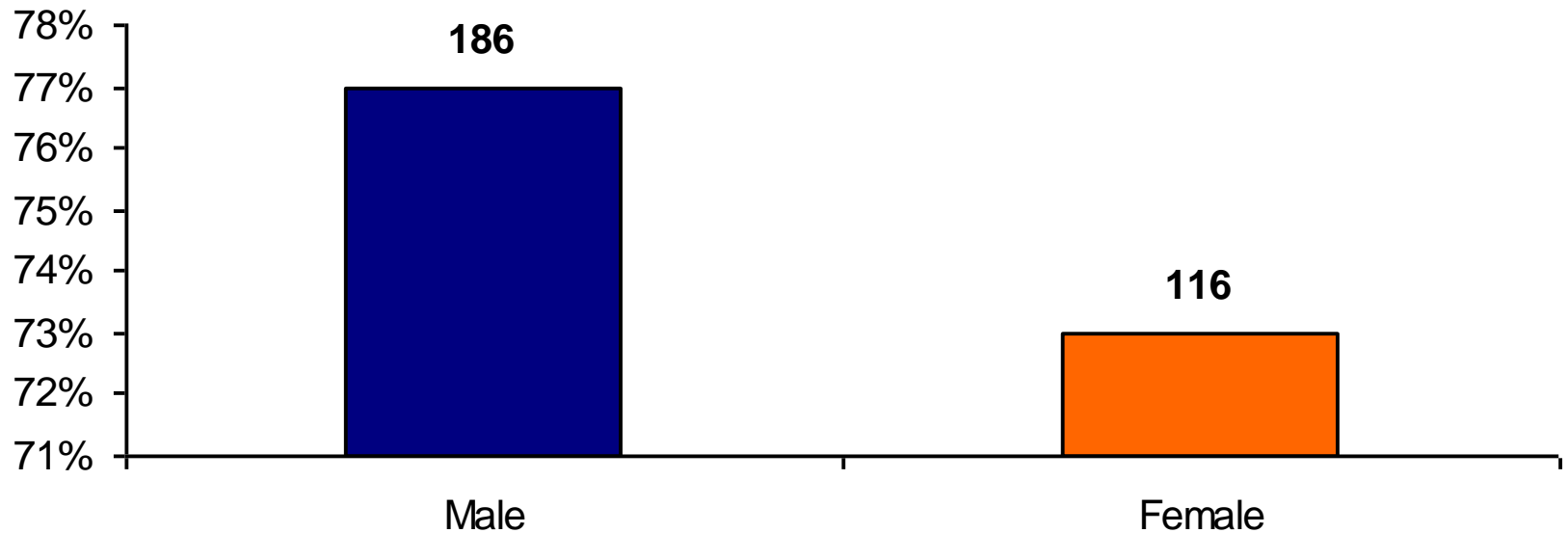


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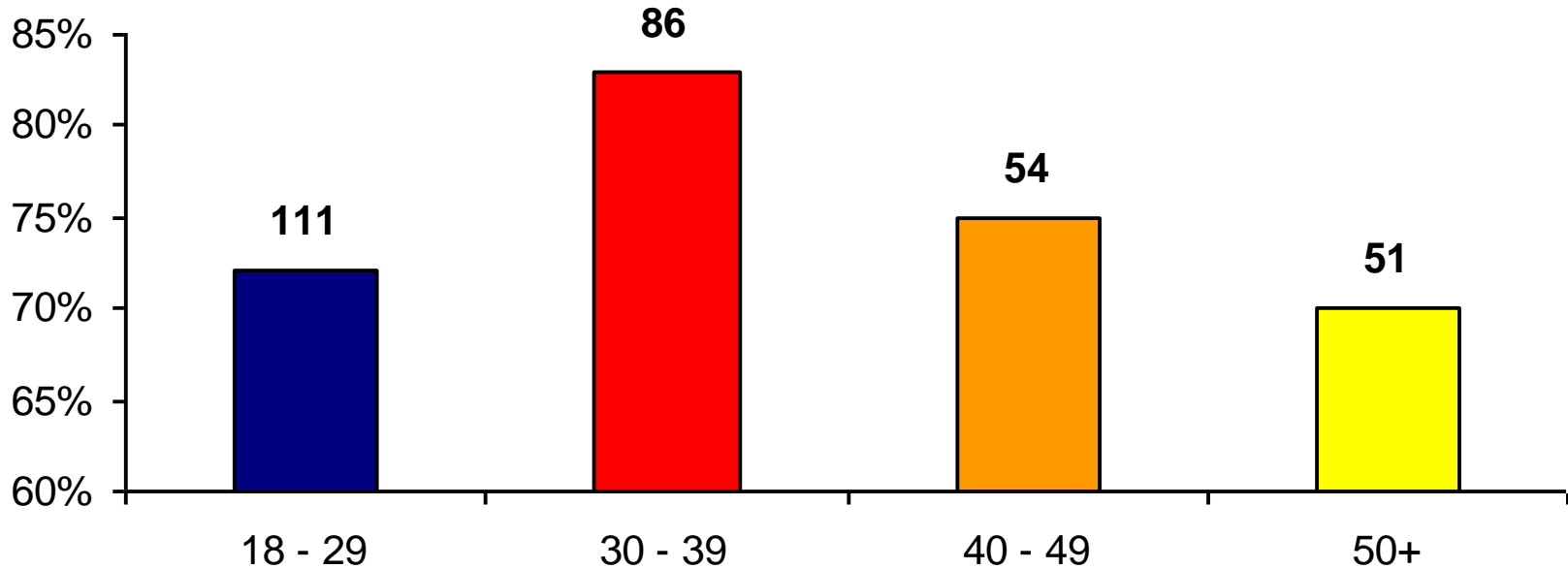
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Respondents using the internet for online banking by gender (base 403)

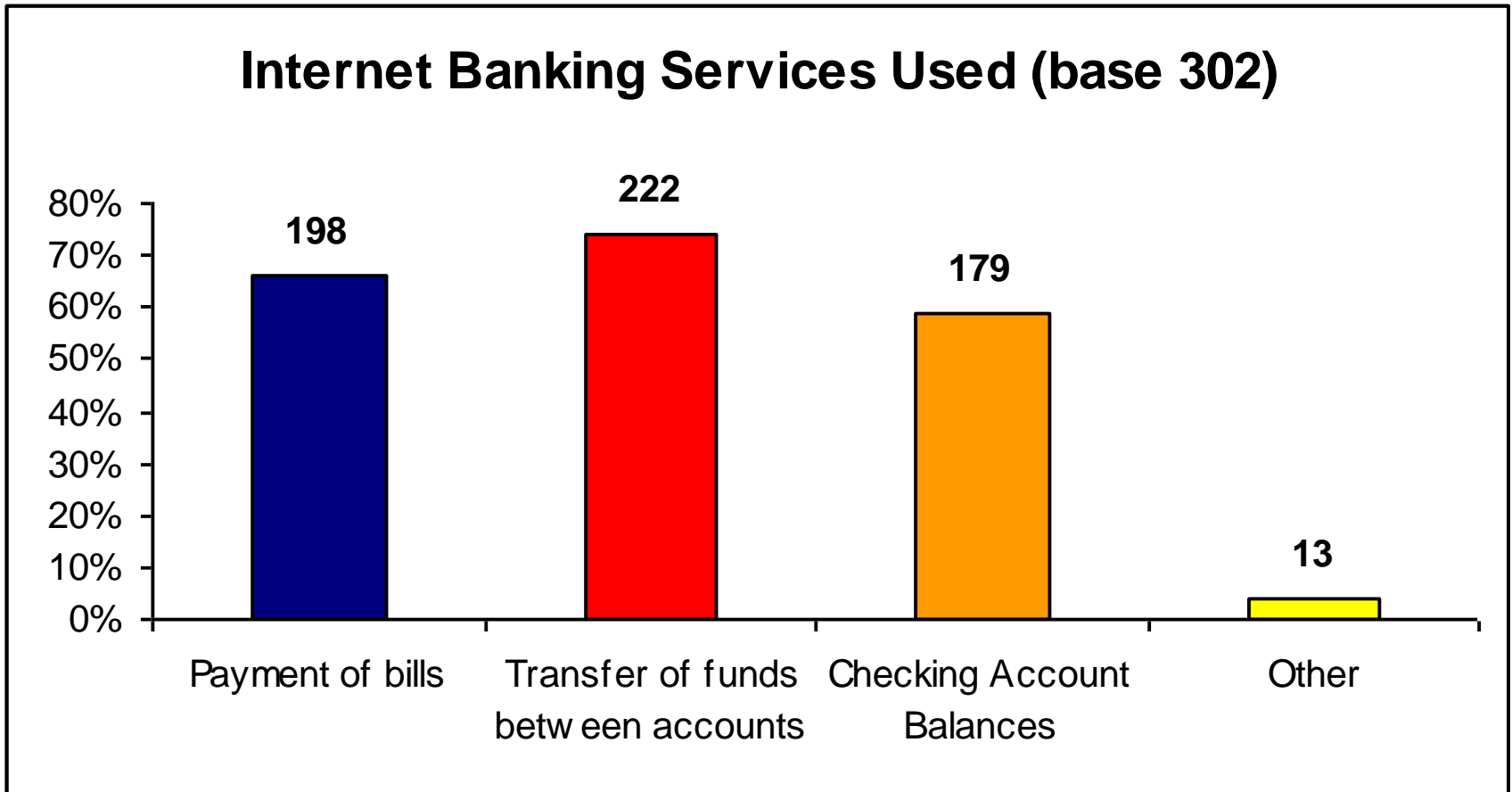


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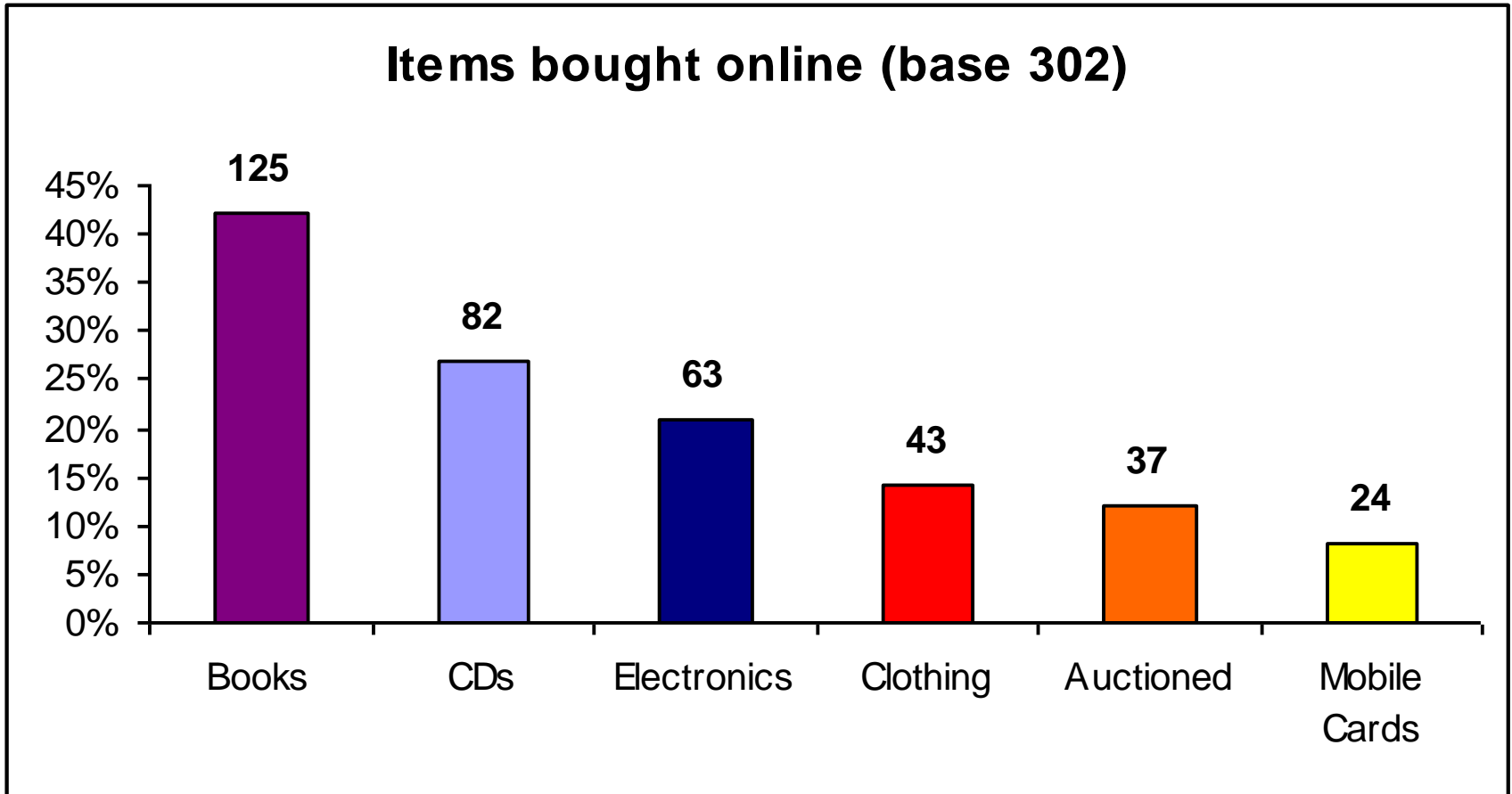
Respondents using the internet for online banking by age (base 403)



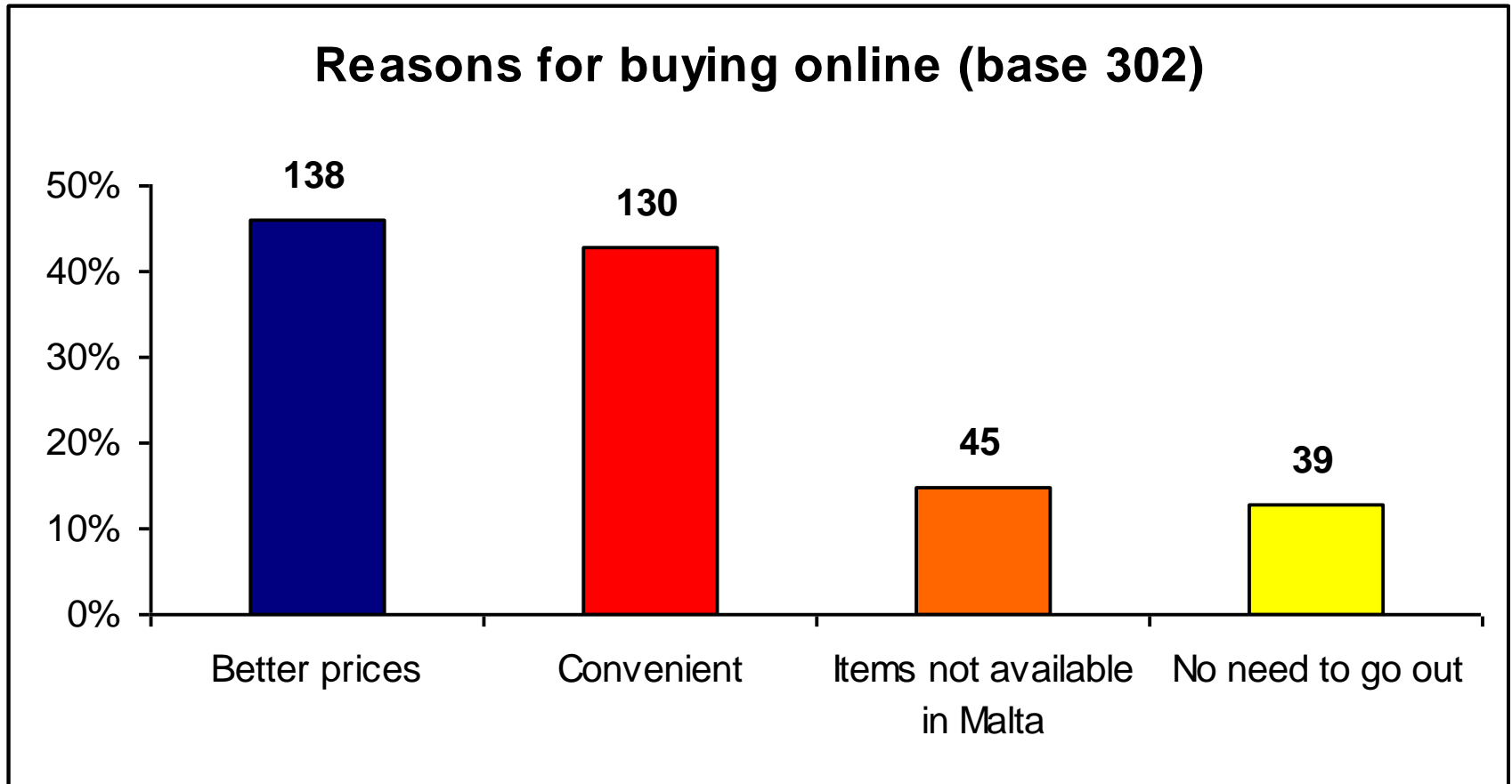
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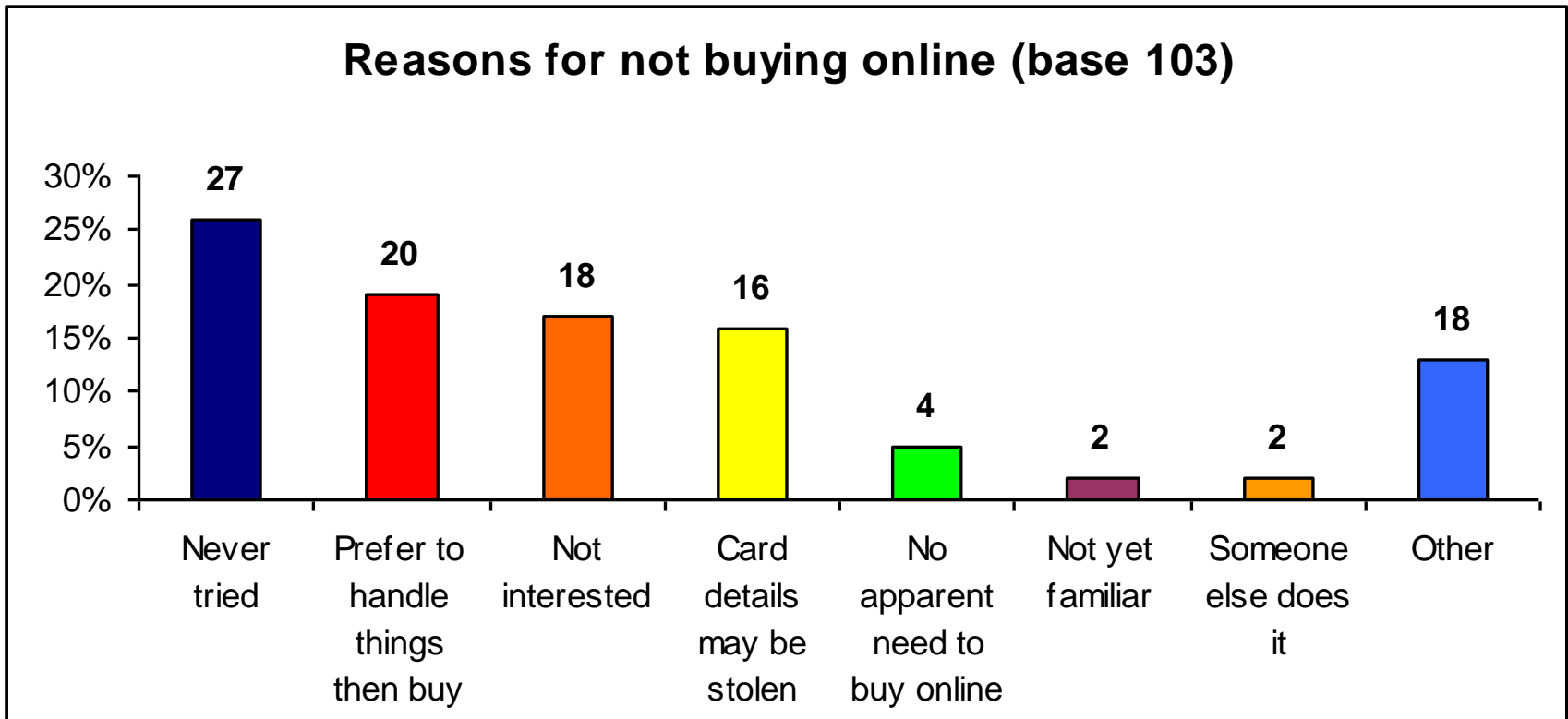
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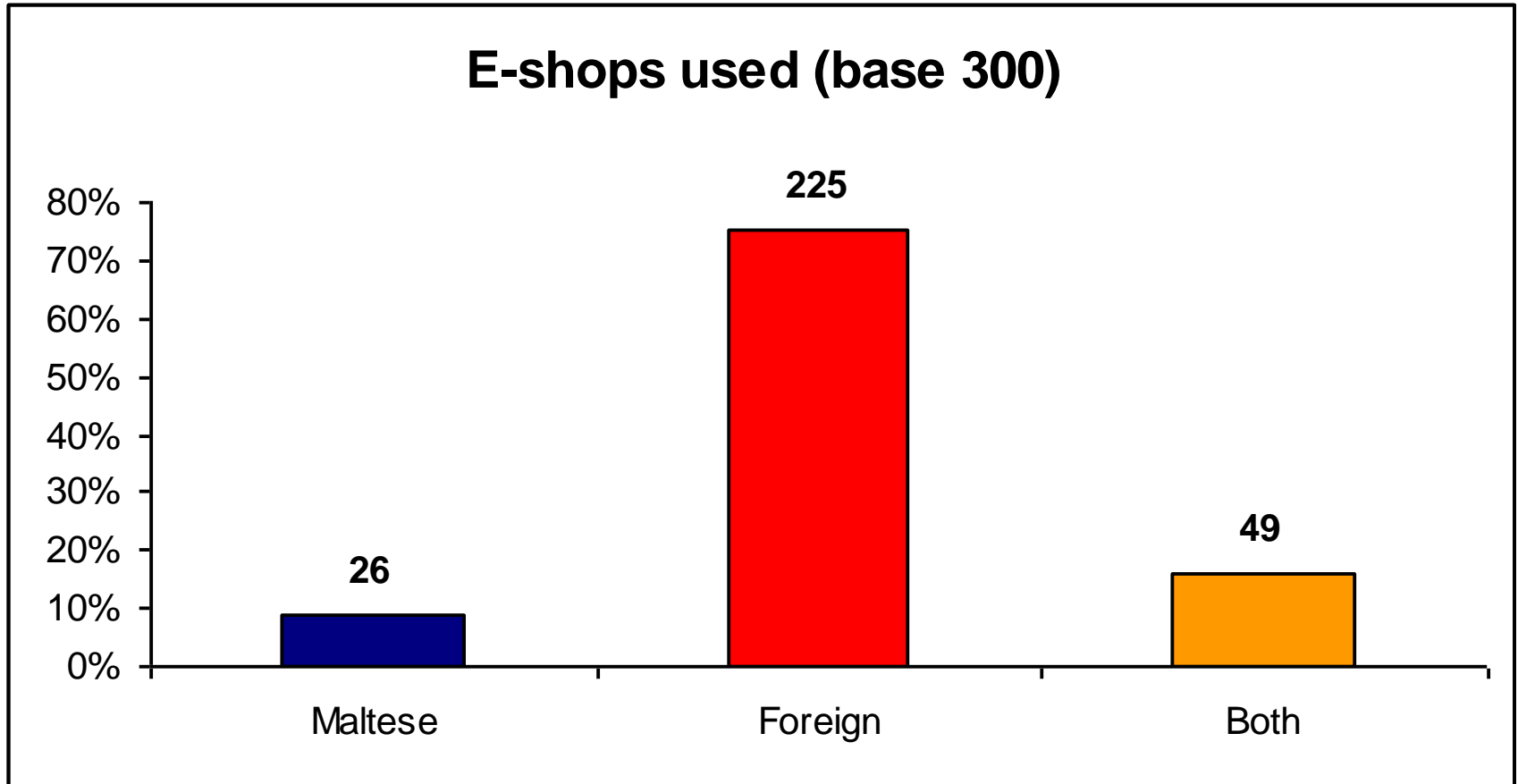
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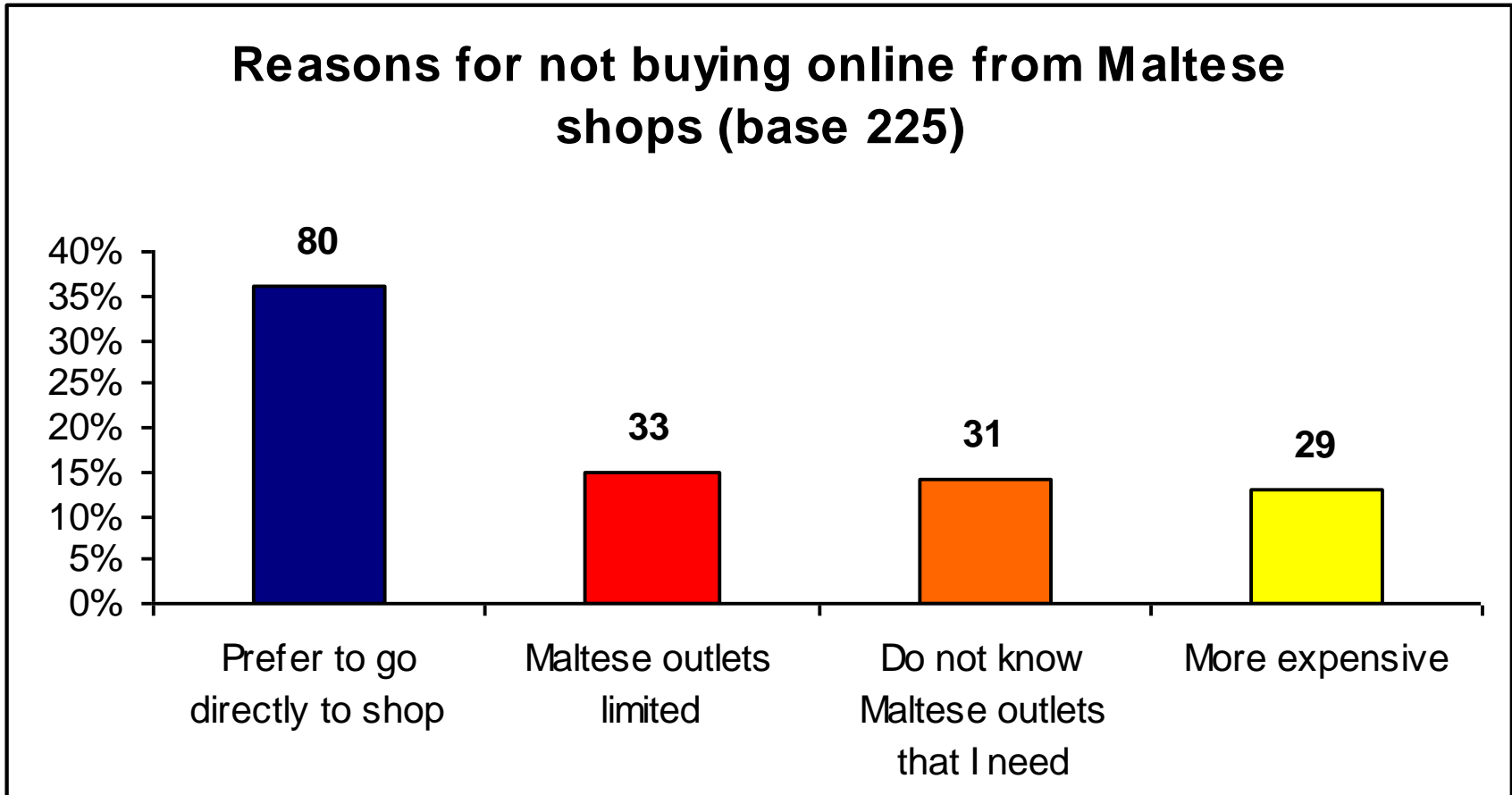
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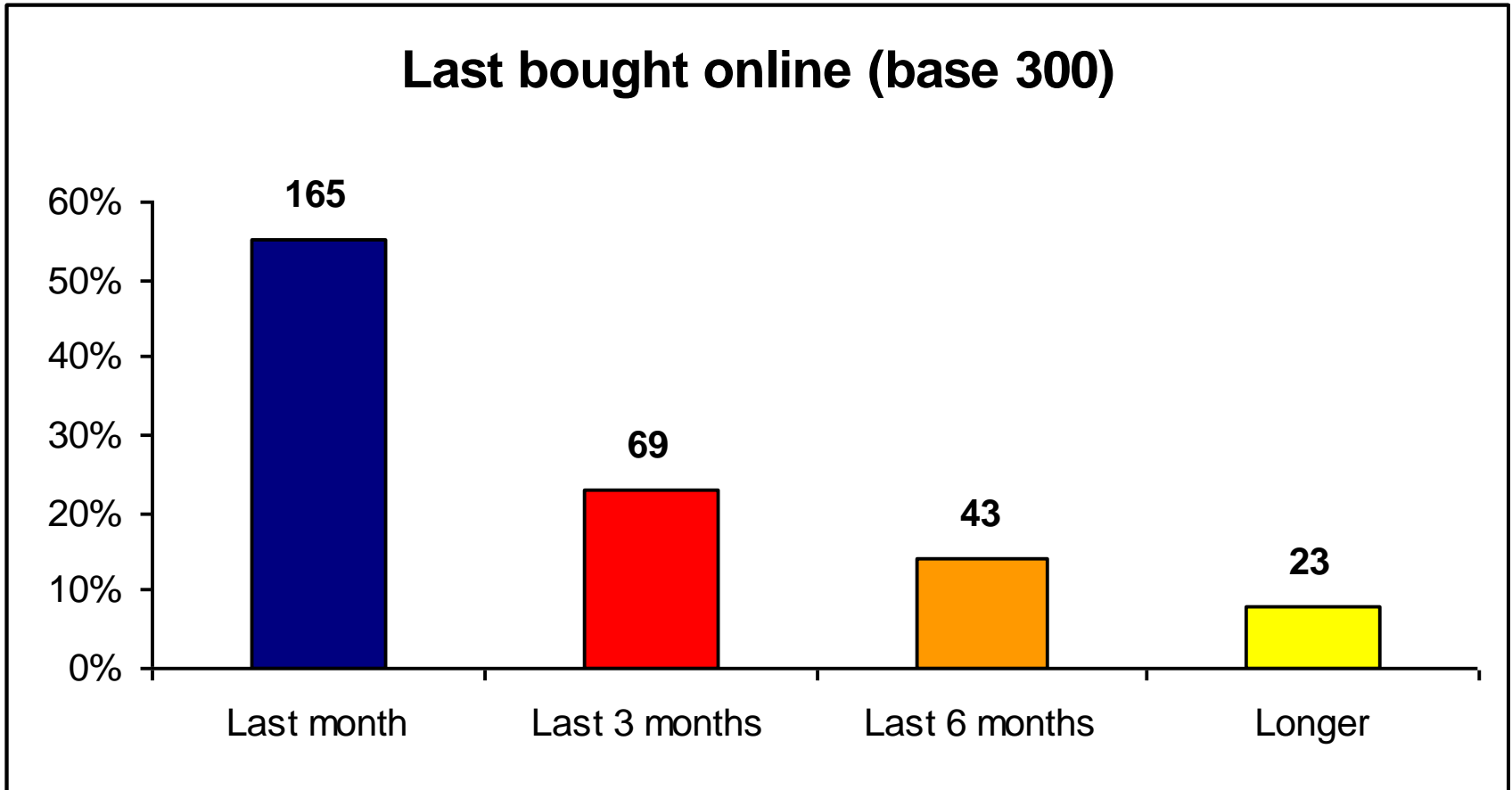
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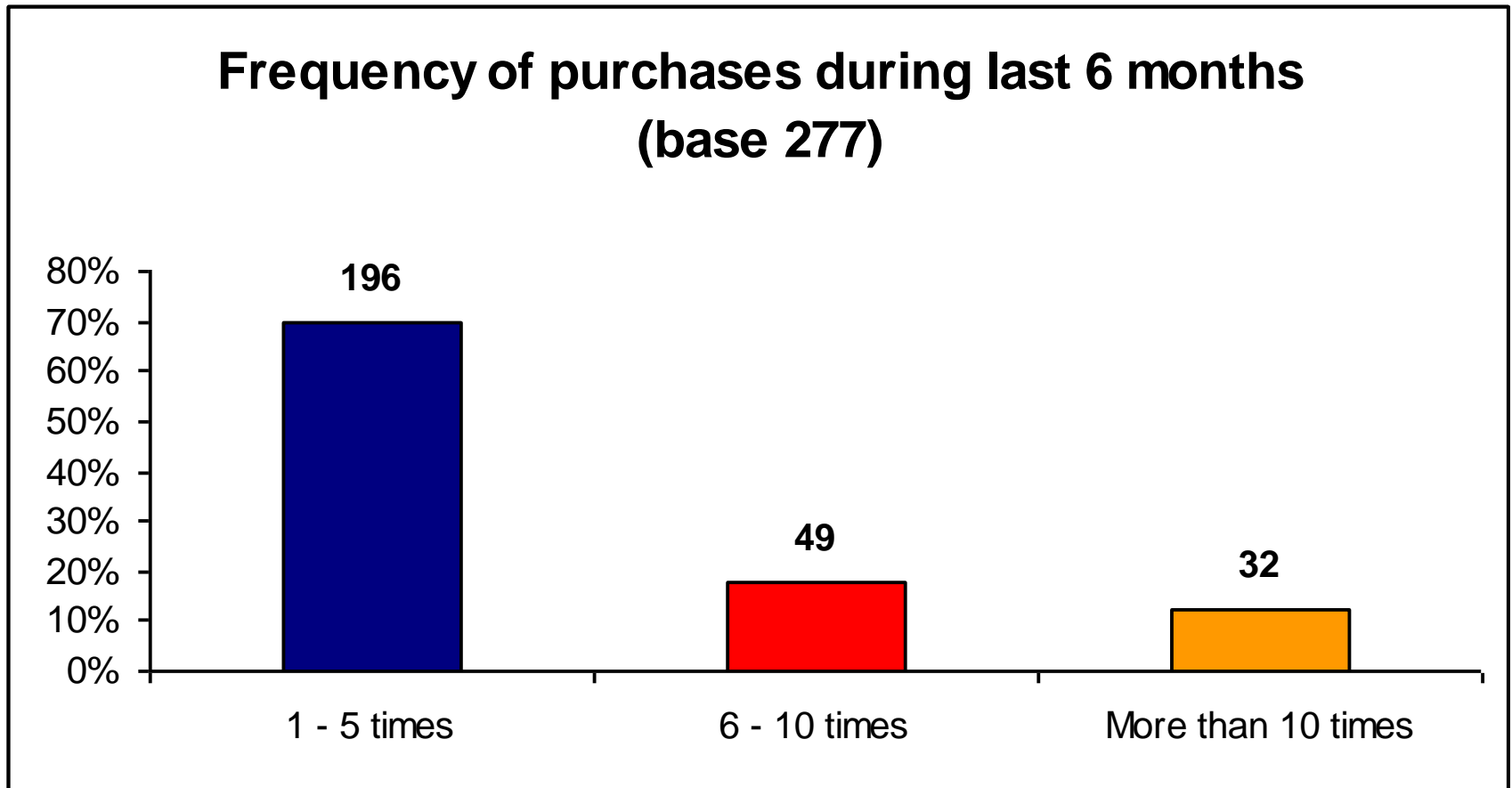
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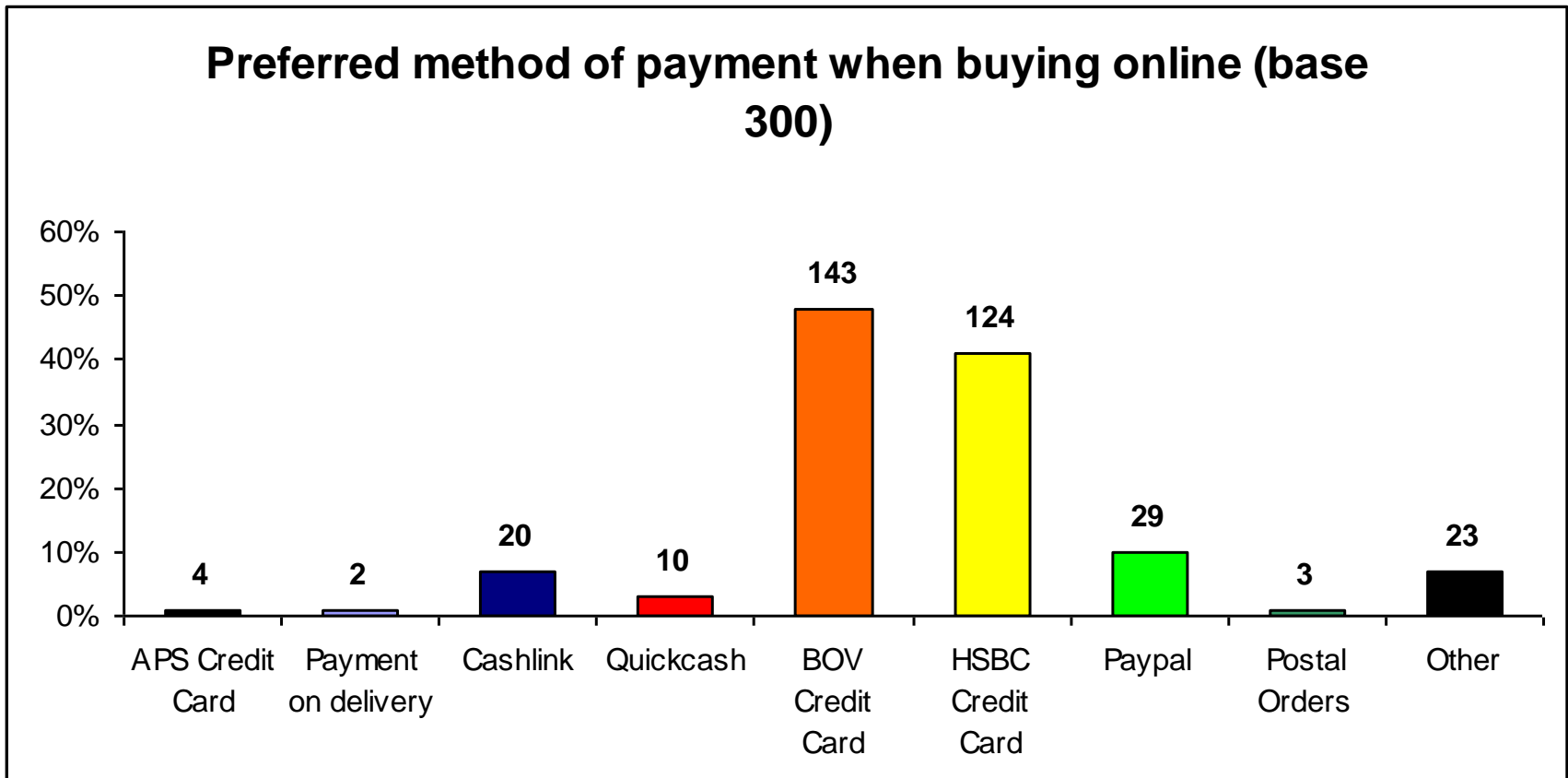
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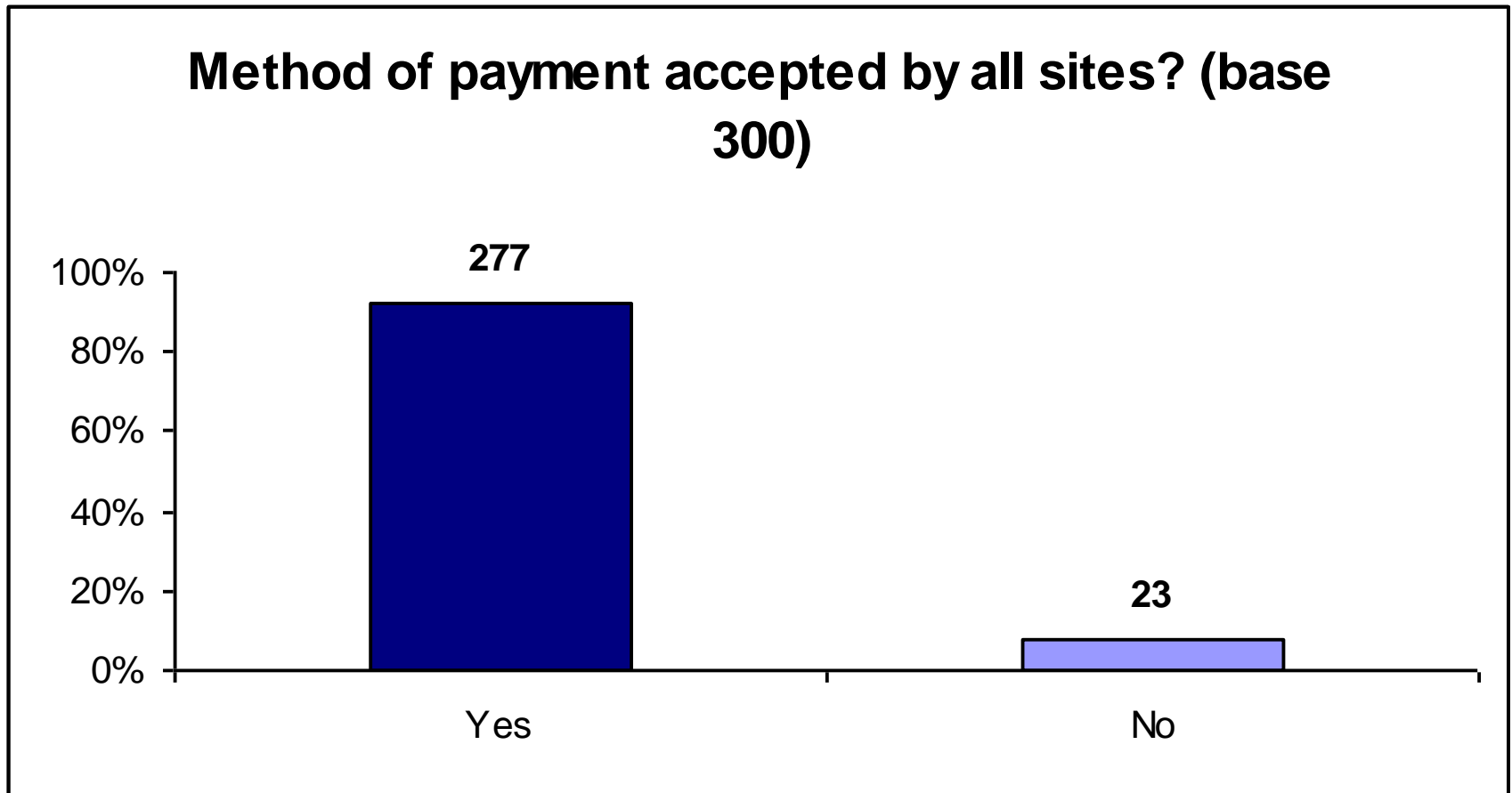
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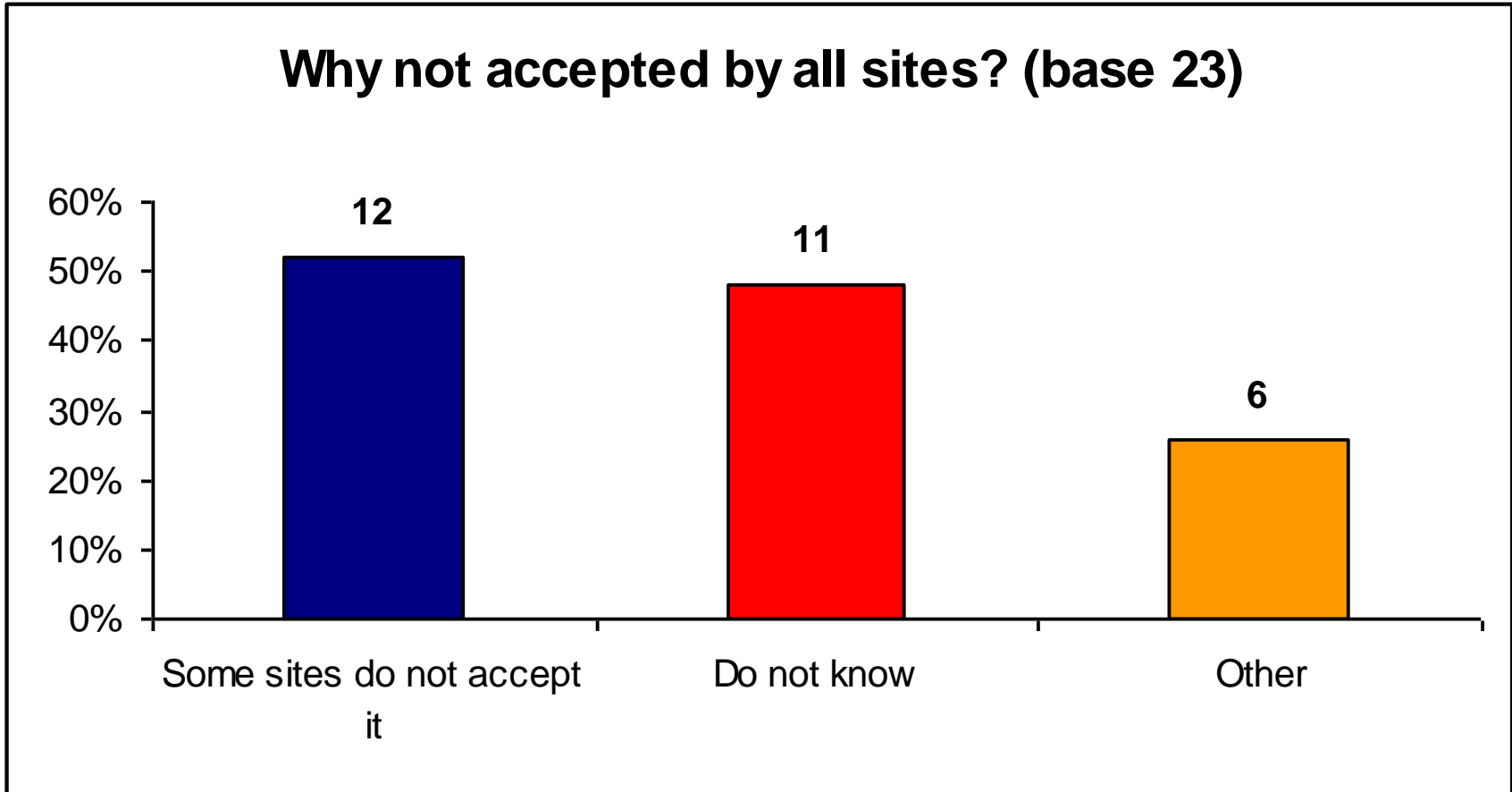


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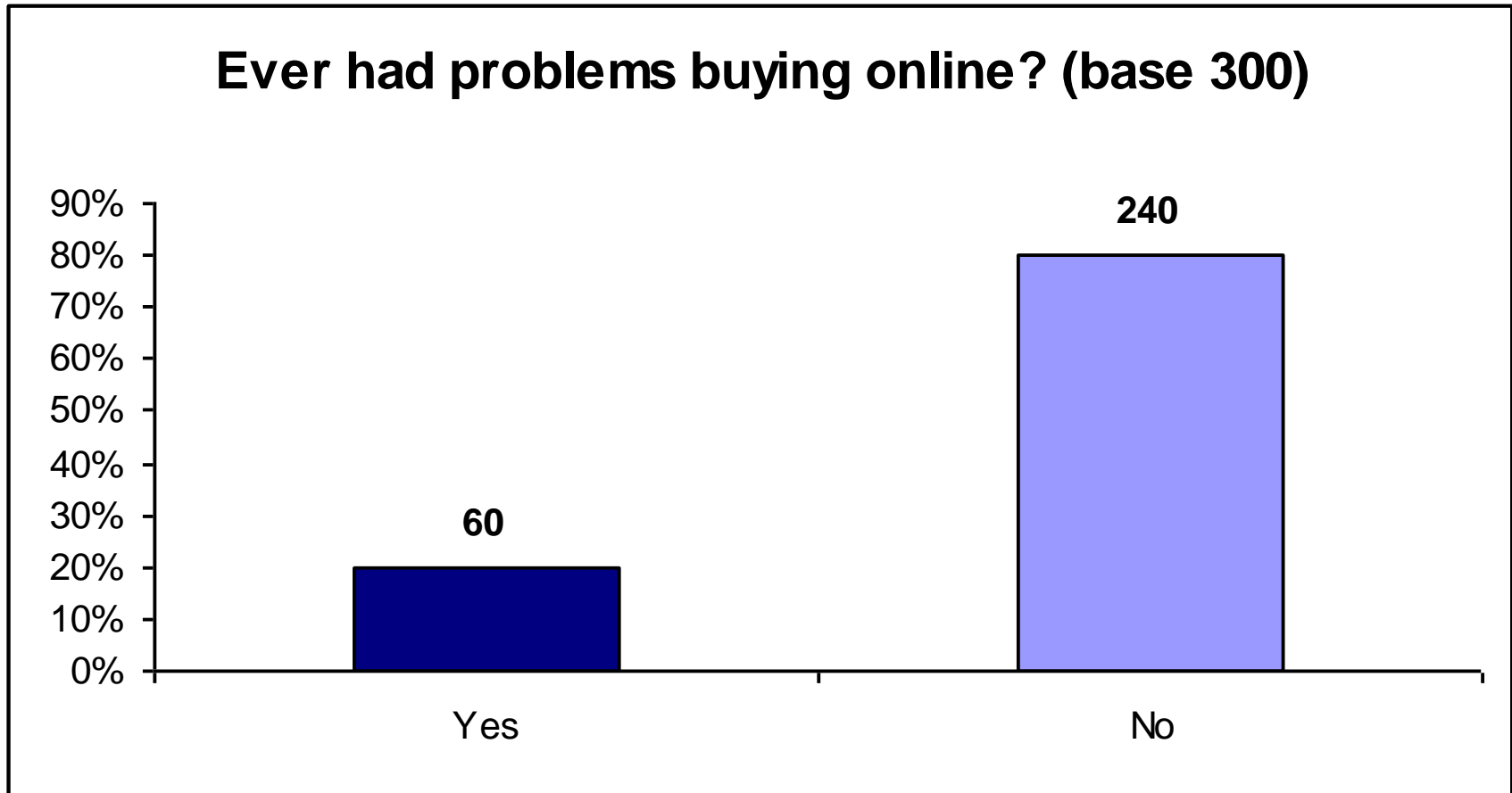


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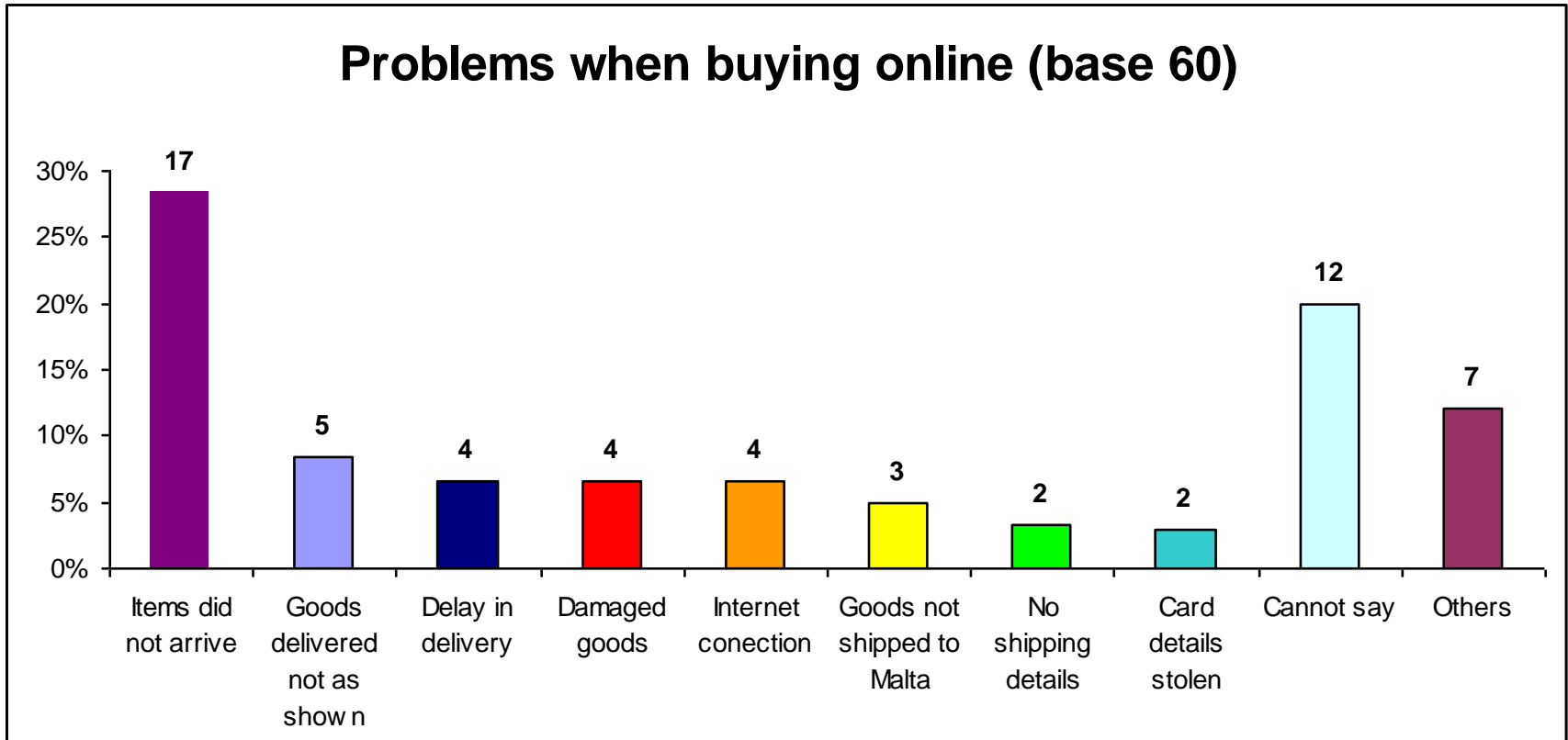
Why not accepted by all sites? (base 23)



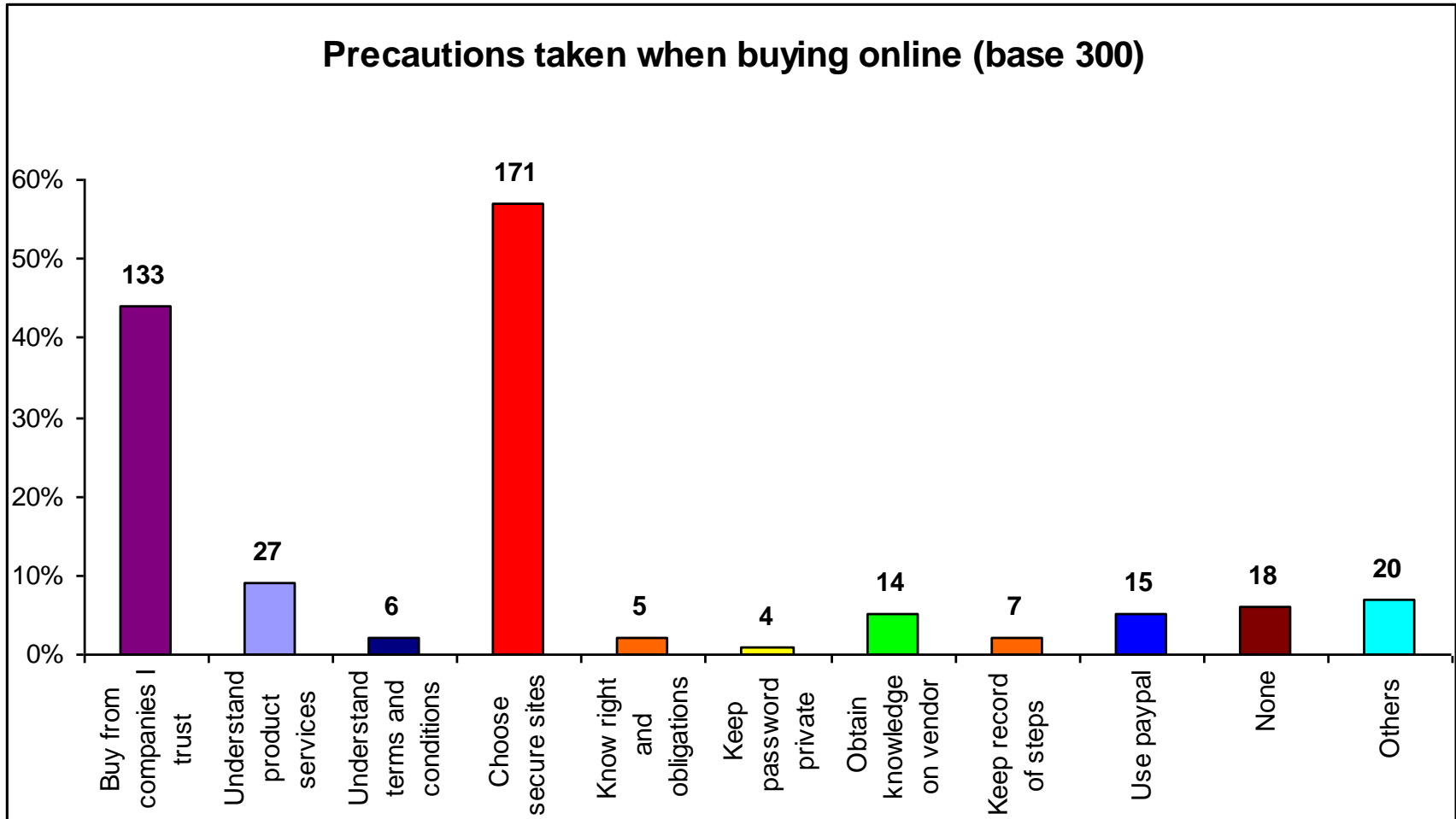
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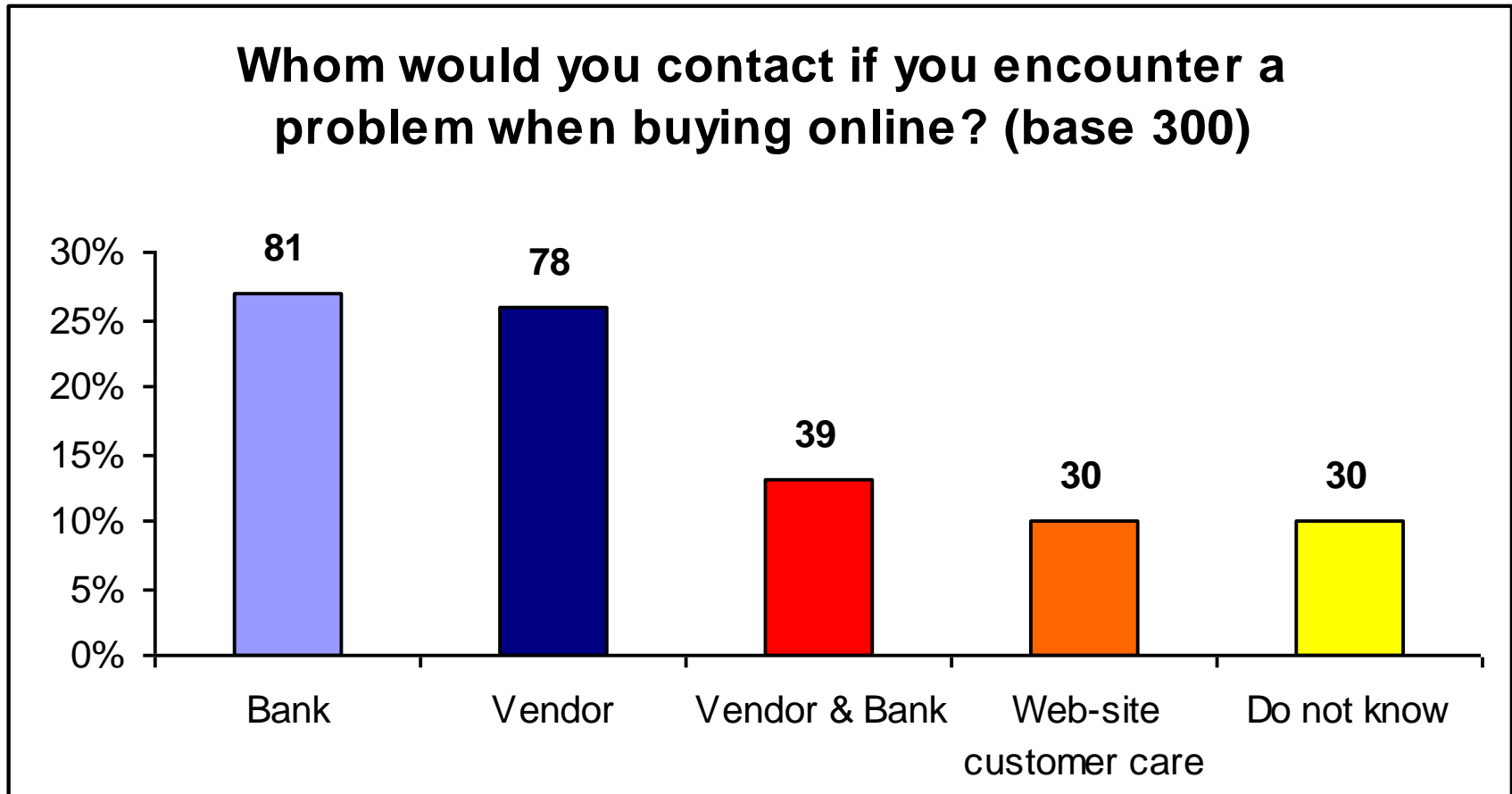
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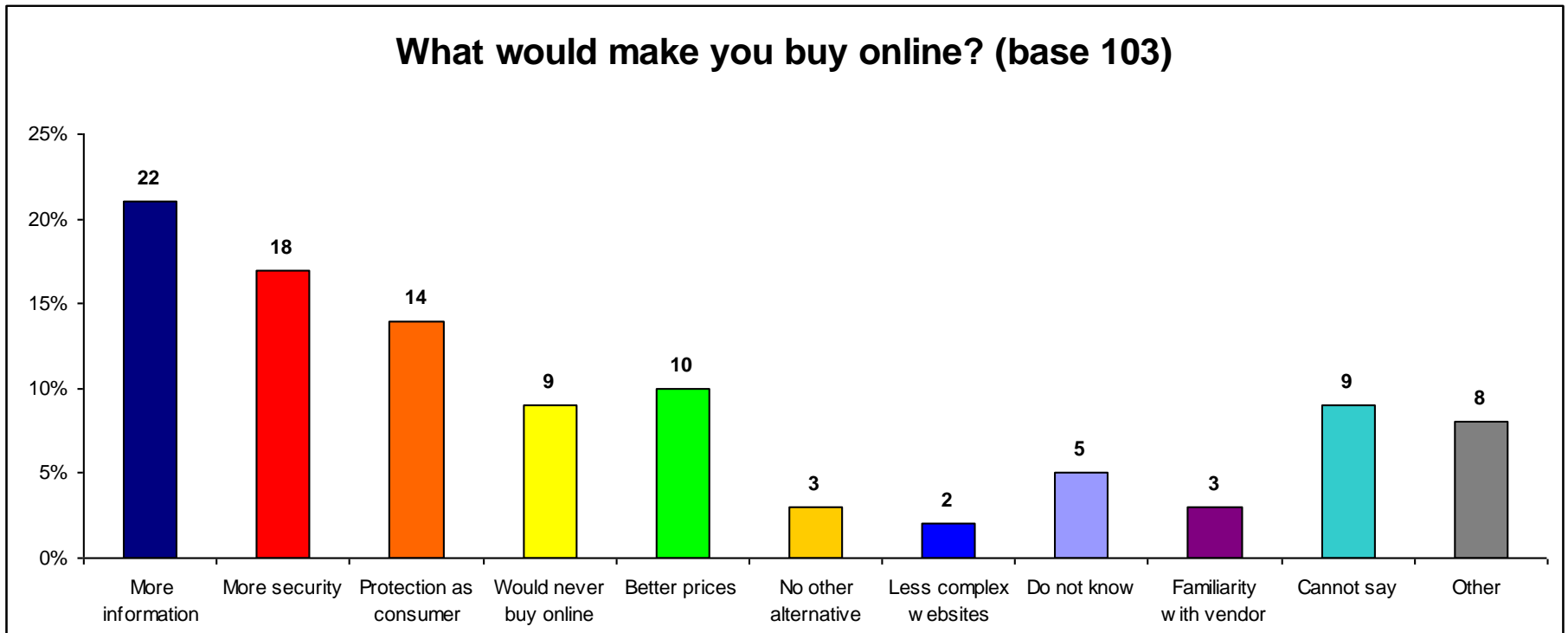


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What would make you buy online? (base 103)



Thank You for Your Attention