

# Attitudes to Online Markets

Report by FDS International



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# Executive summary

## 1. Introduction

In 2009, the Government tasked OFT to develop a longer term national strategy for consumer protection and enforcement on the internet.

As part of this work the OFT commissioned FDS to conduct a large sample survey of consumers to look in detail at their attitudes towards the internet and their understanding of their consumer rights when buying goods and services on the internet.

1,427 telephone interviews were carried out with a random and representative cross section of UK adults (aged 16+) with quotas set on internet usage behaviour in order to obtain robust enough samples of these important groups for statistically reliable results. These groups are:

- 700 internet users engaging with e-commerce
- 350 internet users who do not shop online
- 350 non internet users.

A quota was also imposed to ensure we obtained a good sample of mobile phone only households, a group which is becoming increasingly important.

Data are weighted by social demographics, household internet penetration, internet user/non internet user and e-commerce/non e-commerce to ensure the sample is nationally representative.

This report presents weighted results and unless otherwise stated, percentages reported are based on all survey respondents (1,427 responses) and differences between sub-samples have been tested for statistical significance at a 95 per cent confidence level.

## **2. Internet access (page 17)**

In the first quarter of 2010 our survey showed that seven in ten UK adults (16+) have access to the internet from their home. Eight per cent do not have access to the internet at all. Lack of access increases with age and with lower social grades. Lack of access is highest among those aged 65+, those from social class DE and in Wales.

Almost nine in ten internet users usually access the internet from their own home. Three in ten internet users who do not have a fixed telephone line at home usually gain access from the home of a friend or relative.

## **3. Internet usage (page 20)**

Half of adults now access the internet for personal use every day and a further 18 per cent access it once every 2-7 days. Twenty-six per cent never access the internet. Frequency of internet usage declines with age. Those from social classes AB<sup>1</sup> are far more frequent users than those from classes DE (68 per cent vs 32 per cent). Students and full time workers are significantly more frequent users than the retired. While a quarter of those living in England do not use the internet, this rises to a third in Wales, Scotland and Northern Ireland.

The most frequently performed internet activities among internet users are sending and receiving emails (eight in ten do this at least weekly), looking for news and general information (half at least weekly) and social networking (approaching half at least weekly).

One in five (21 per cent) internet users buy goods and services online at least once a week and eight in ten have done so in last year, leaving one in five (19 per cent) who never buy online or have not done so in the last year.

Approaching three in ten (28 per cent) are frequent social networkers engaging in this activity on a daily basis.

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<sup>1</sup> Social classes AB defined as higher or intermediate level, managerial, administrative and professional.

One in six (17 per cent) sell goods and services online at least once a month.

There is a high degree of overlap in certain online activities. Frequent online shoppers and bankers tend to also use Government websites for filling in forms.

#### **4. Attitudes and barriers to internet usage (page 30)**

Half (49 per cent) of those never accessing the internet say this is because they are not interested in the internet and one in five (19 per cent) do not see a need for it.

One in eight non-users (13 per cent) say they do not go online because they do not have access to a computer and this barrier rises to 23 per cent among non-users living in large towns and cities.

Many current non-users are nevertheless interested in what the internet has to offer. A third would consider searching for product and price information online, another third are interested in sending and receiving emails and three in ten would consider buying goods and services online.

#### **5. Who are the users and non-users of the internet (page 32)**

The UK population can be segmented into four main groups according to their engagement with the internet:

- Advanced e-commerce 25 per cent
- Tentative e-commerce 36 per cent
- Non e-commerce 13 per cent
- Non-internet user 26 per cent

Six in ten adults are internet users who partake in e-commerce. With such a large proportion of adults in this group, multivariate analysis was carried out using variables covering internet access from home, internet usage frequency, types of activity engaged in online, and fear of/experience of viruses, identity theft and being conned online.

This analysis clustered individuals into groups which share similar characteristics and behaviour across these variables.

We explored a variety of solutions and selected a two-way clustering which split the e-commerce group into those who can be described as advanced (accounting for 25 per cent of the adult population) and those who can be described as tentative (36 per cent).

Internet users in the advanced e-commerce group buy and sell goods and services over the internet and engage in other internet activities relatively frequently and are less worried about viruses, internet security and being conned online.

Those in the tentative e-commerce group on the other hand engage less frequently and are more worried about viruses, security and being conned online.

The third group are those internet users who do not buy or sell online or transfer funds between accounts online. They engage in other activities such as sending and receiving emails, looking for news and general information online, social networking, checking bank balances and searching for product and price information but they do not engage in financial transactions online. They account for 13 per cent of the population.

The final group are non internet users. They either never use the internet or do not have access to it. They account for 26 per cent of the population.

Moving from advanced e-commerce to non-internet users, the demographic profiles of these groups become older (45 per cent of the advanced e-commerce group are aged 16-34 while 62 per cent of non-internet users are aged 55 or over), more skewed towards social class groups DE, more skewed towards the unemployed and retired and more rural/less urban.

## **6. Searching and buying online and advantages to buying online (page 38)**

Four in ten internet users claim they mostly search for information online and offline and buy wherever they can get the best deal, taking a pragmatic approach to using the internet for shopping.

A quarter say they mostly search for information online and buy online and another quarter mostly search for information online but then buy offline.

For pragmatic searchers/shoppers, their behaviour is influenced mainly by a desire to compare prices and get the best deal.

Online searchers and shoppers are driven more by ease/convenience and the desire to save time.

Online searchers but offline buyers find this easier and also want to touch/see/handle what they are buying.

Generally, those engaging in e-commerce see the main advantages of buying online to be convenience, cheaper goods and services and speed.

## **7. Usage of online retailers and traders and payment methods used online (page 42)**

Sixty per cent use their debit card, 56 per cent use Paypal and 52 per cent their credit card when buying online. These are the main payment methods used. No other payment method was mentioned by more than one per cent.

## **8. Visiting and buying from foreign websites (page 45)**

A third of internet users visit foreign websites and half of these visitors then buy. A third of visitors to foreign websites not buying from them are deterred by safety concerns and lack of trust in the security of these sites and a quarter because they see no need to buy from them.

## **9. Concerns about the internet and bad experiences (page 48)**

When they are prompted with issues, levels of concern among internet users about viruses, losing out to or being conned by companies and identity theft are high. Half of internet users are worried about viruses and half of those buying or selling online are worried about being conned by companies they buy from online.

Two thirds of internet users are worried about others accessing their personal details on the internet.

Concerns about things that might go wrong on the internet are borne partly out of personal experience but also as a result of what people have heard in the media.

Fourteen per cent of those engaging in e-commerce have experienced a problem where they felt they had lost out to or been conned by a company they were buying from. In about half of these cases, the problem was resolved. The experience had a negative impact on their confidence in 37 per cent of cases, although 25 per cent claimed to have more confidence as a result of their experience

Six per cent of all internet users have lost money as a result of online identity theft. In three quarters of cases they managed to recover all their loss from their bank, credit card company or Paypal. However, the experience had a negative impact on their confidence in 54 per cent of cases.

For those internet users not taking part in specific online activities in the last year, concern about the security of personal and financial details is by far the most important reason for not going online to check bank or credit card balances (41 per cent) and not buying goods and services online (33 per cent). It also features as one of the main reasons for not transferring money between accounts online (34 per cent).

Those worried about others accessing their personal details online are significantly less likely to be frequent buyers of goods and services online. Concern about computer viruses and about losing out to or being conned by companies online does not appear to correlate with the frequency with which people buy goods and services online. The fear of identity theft may have a more profound impact than the fear of viruses and being conned online. Identity theft could be more of a worry

because it can go undetected for a while and the consequences of it can be greater than those of a one-off attack or loss.

The advanced e-commerce group, although more likely to have had a bad experience online, are less likely to have had their confidence knocked by the experience. The higher incidence of bad experiences among this group is consistent with their greater internet usage and their more varied/sophisticated usage.

#### **10. Overcoming fears when buying on line (page 74)**

Those engaging in e-commerce who are worried about internet security, who account for 42 per cent of the total population. They protect themselves by only going to websites they trust (40 per cent of this group) and by being very careful (20 per cent).

Trustmarks, codes of practice and seals of approval give confidence to one in three internet users.

#### **11. Awareness of consumer rights and avenues for redress (page 76)**

Eight in ten internet users are aware they may be able to claim back from their credit card companies if goods and services do not arrive. Three quarters are aware of the right to return goods within seven days for a full refund and two thirds are aware they can claim back from the seller if goods or services are not delivered by the due date or within 30 days. Awareness of consumer rights is significantly lower among those not engaging in e-commerce.

# 1. Introduction

## 1.1 Research Objectives

1.2.1 This research aims to test preliminary assumptions about lack of trust and to provide further information on consumer attitudes to online markets, including reasons for engaging / not engaging in different types of online activities.

1.2.2 The research investigates a number of issues central to the development of the e-Consumer Protection Strategy and provides up-to-date data that will help inform the OFT's consumer protection work. The research investigates:

- internet access
- internet usage
- attitudes and barriers to internet usage
- who are the users and non users of the internet
- searching and buying online and advantages to buying online
- usage of online retailers and traders and payment methods used online
- visiting and buying from foreign websites
- concerns about the internet and bad experiences
- overcoming fears when buying online
- awareness of consumer rights and avenues for redress.

## 1.3 Research Method

1.3.1 FDS conducted 1,427 computer assisted telephone interviews with a random sample of adults (16+) across the UK between 4 and 22 January 2010. In order to obtain statistically robust sub-samples for separate analysis, a quota was imposed on internet user type as follows:

- Internet users engaging with e-commerce (700)
- Internet users who do not shop online (350)
- Non internet users (350)

1.3.2 Twelve percent of UK households rely on mobile phones only and have no fixed line service<sup>2</sup>. The survey set quotas on fixed line (1200) and mobile only (200) households to reflect this. 160 interviews were conducted with mobile only households.

1.3.3 Randomly generated samples of fixed line and mobile telephone numbers were used. Fixed line numbers were generated so that the profile of area codes reflects that of the population to ensure a correct national spread by region and urban/rural.

1.3.4 While no specific quotas were set by gender, age, social class 4 and working status, interviewing took place at different times of the day and days of the week to ensure that a good representative sample was achieved. Table 1.1 on the next page shows the target and achieved samples for the survey.

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<sup>2</sup> Ofcom's Communications Tracking Survey Q1 2009

**Table 1.1: Target and achieved samples**

	<b>Target Sample Size (n =)</b>	<b>Achieved Sample Size (n =)</b>
<b>Total</b>	<b>1,400</b>	<b>1,427</b>
England	650	732
Wales	250	235
Scotland	250	228
Northern Ireland	250	232
Internet users engaging with e-commerce	700	735
Internet users who do not shop online	350	350
Non internet users	350	342
Male	700	625
Female	700	802
16-24	190	84
25-44	520	464
45-64	410	570
65 +	280	284
Refused	-	25
AB <sup>3</sup>	350	298
C1C2	700	613
DE	350	409
Refused	-	107
Working	700 (minimum)	794
Adults from a fixed line telephone household	1,200	1,267
Adults from a mobile only household	200	160

<sup>3</sup> Social classes defined as:-

- A. Higher managerial, administrative or professional
- B. Intermediate managerial, administrative or professional
- C1 Junior managerial, clerical
- C2 Skilled manual workers
- D. Semi and unskilled manual workers
- E. Casual or lowest grade workers, pensioners and others who depend on the welfare state for their income

1.3.5 The survey data were weighted by country and then by gender, age, working status and access to the internet at home to reflect the population profile within each country – England, Wales, Scotland and Northern Ireland.

1.3.6 The survey imposed fixed quotas on internet user groups in order to achieve robust samples for statistical confidence.

1.3.7 In order to obtain a true reflection of internet usage, the data were also weighted to the actual incidence of internet users and non users in the population and the true incidence of those engaging in e-commerce and not engaging in e-commerce among internet users.

1.3.8 The actual incidence of these groups was obtained at the point in the survey at which the quota for the first of these main groups was filled. At this point, the incidence of user groups was as follows:

- Those engaging in e-commerce 61 per cent
- Those not engaging in e-commerce 13 per cent
- Non internet users 26 per cent

Details of the weighting regime are given below:

#### Weight by country

- England 84 per cent
- Wales 5 per cent
- Scotland 9 per cent
- Northern Ireland 2 per cent

**Table 1.2: Weights by gender, age, working status, internet access and e-commerce/non e-commerce within country**

	England	Wales	Scotland	Northern Ireland	UK Total
Male	49%	48%	48%	48%	49%
Female	51%	52%	52%	52%	51%
16-44	49%	46%	47%	52%	49%
45 + <sup>4</sup>	51%	54%	53%	48%	51%
% working <sup>5</sup>	56%	52%	56%	52%	56%
% with internet access at home <sup>6</sup>	72%	60%	62%	68%	70%
% internet users engaging in e-commerce <sup>7</sup>	62%	55%	55%	58%	61%
% internet users who do not shop online <sup>8</sup>	13%	12%	12%	9%	13%
% non internet users <sup>8</sup>	25%	33%	33%	33%	26%

1.3.9 Unless otherwise stated, percentages reported are based on all survey respondents (1,427 responses) and differences between sub-samples have been tested for statistical significance at a 95 per cent confidence level, allowing for weighting. Weighted results are presented, as described above.

<sup>4</sup> Respondents who refused to give their age (25 individuals, less than 2% of the total sample) were assumed to be aged 45+ for weighting purposes.

<sup>5</sup> Working defined as full or part-time

<sup>6</sup> With internet access at home defined as Q3 from your home as a proportion of the total base.

<sup>7</sup> The proportion of internet users and non users was obtained after the demographic and internet access quotas were imposed. The proportion of e-commerce within internet users was taken from that established at the point at which the e-commerce quota was filled.

## **2. Internet Access**

### **2.1 Internet Access**

2.1.1 The survey indicates that seven in ten consumers have internet access at home, while over nine in ten have some means of accessing the internet.

2.1.2 Consumers have a wide variety of places from which they can access the internet irrespective of whether they actually use the internet or not. After prompting, 70 per cent confirm that they can access the internet from their home, 68 per cent from the home of a friend or relative and 66 per cent from a library.

2.1.3 Approaching half (47 per cent) can gain access from an internet cafe, 43 per cent from work and 43 per cent on their mobile phone. 18 per cent have access at a place of education. Eight per cent do not have internet access from any of these places.

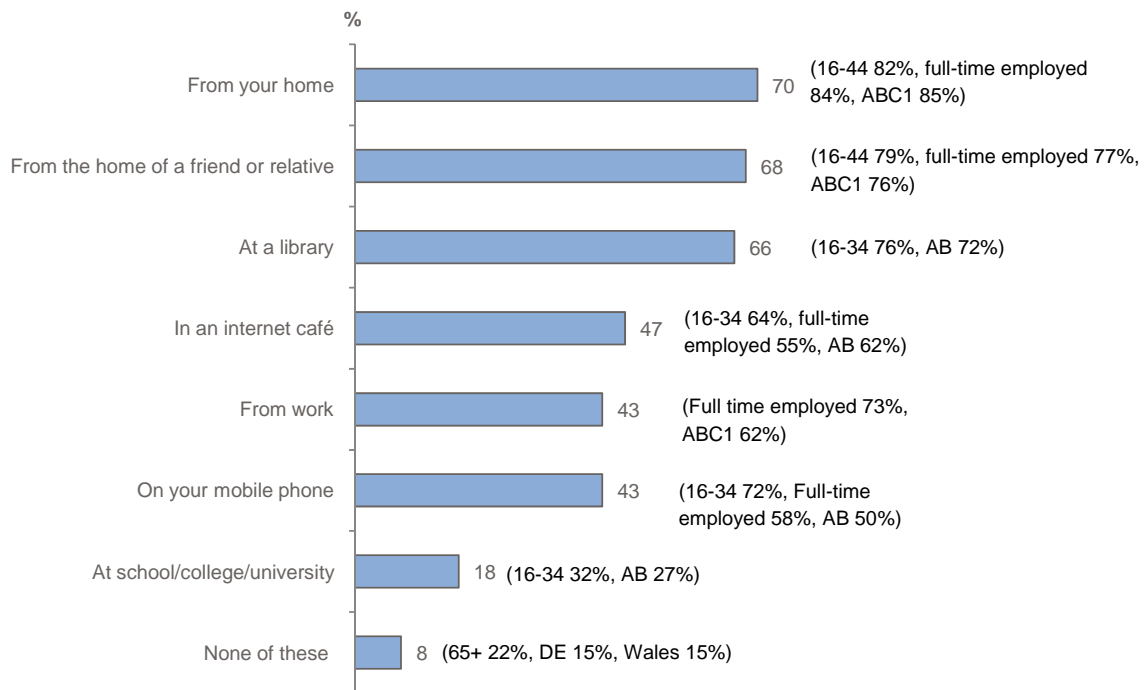
2.1.4 Access varies by social and demographic groups. Higher proportions of the younger age groups, ABC1s and those in full time work have access from most of these places.

2.1.5 One in five of the 65+ age group, one in seven from social classes DE and one in seven Welsh people say they are not able to access the internet from any of the places mentioned in 2.1.2 or 2.1.3 above. The larger proportion of those from social classes DE in the Welsh population may partially account for this higher proportion in Wales.

### Chart 2.1: Internet access

Q3: From which of the following places could you access the internet? It doesn't matter whether you use it or not?

Base: All respondents 1427



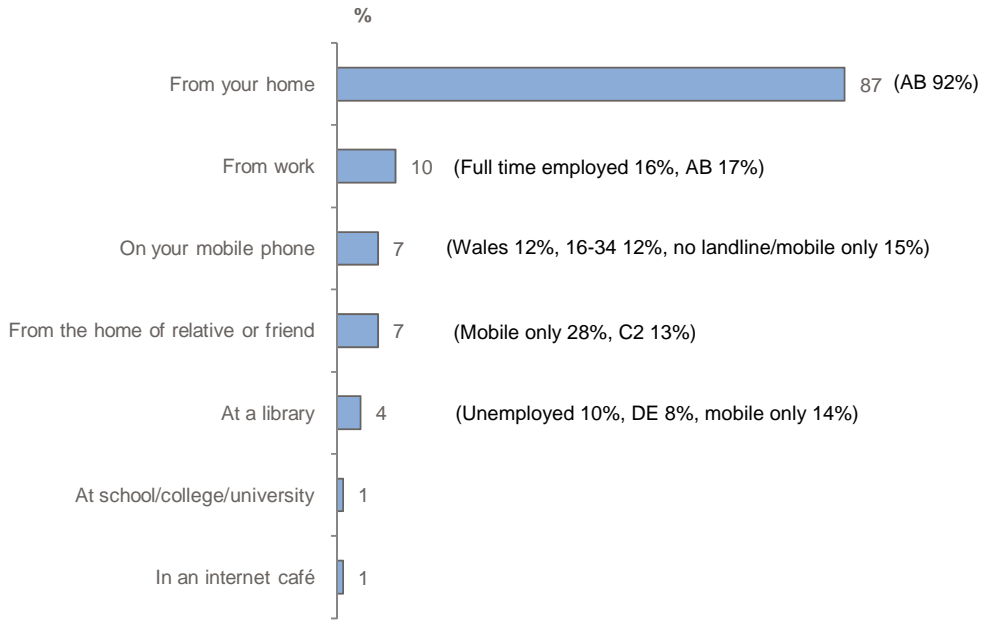
## 2.2 Where internet is usually accessed

2.2.1 Internet users were asked where they usually access the internet for personal use. By far the most important location is their own home, mentioned by almost nine in ten. Following this, internet users also mainly access the internet from work (ten per cent), on their mobile phone (seven per cent), from the home of a friend or relative (seven per cent) and at a library (four per cent). Those with mobile phones and no fixed line are significantly more likely to mainly access the internet from the home of a friend or relative (28 per cent), on their mobile (15 per cent) and at a library (14 per cent).

2.2.2 One in six ABs and full time employees mainly access the internet from work.

2.2.3 Ten per cent of those out of work mainly access the internet from a library (compared to two per cent of those in work).

**Chart 2.2: Where internet is usually accessed for personal use**  
*Q10: Where do you usually access the internet for personal use?*  
 Base: Internet users (1085)



### 3. Internet Usage

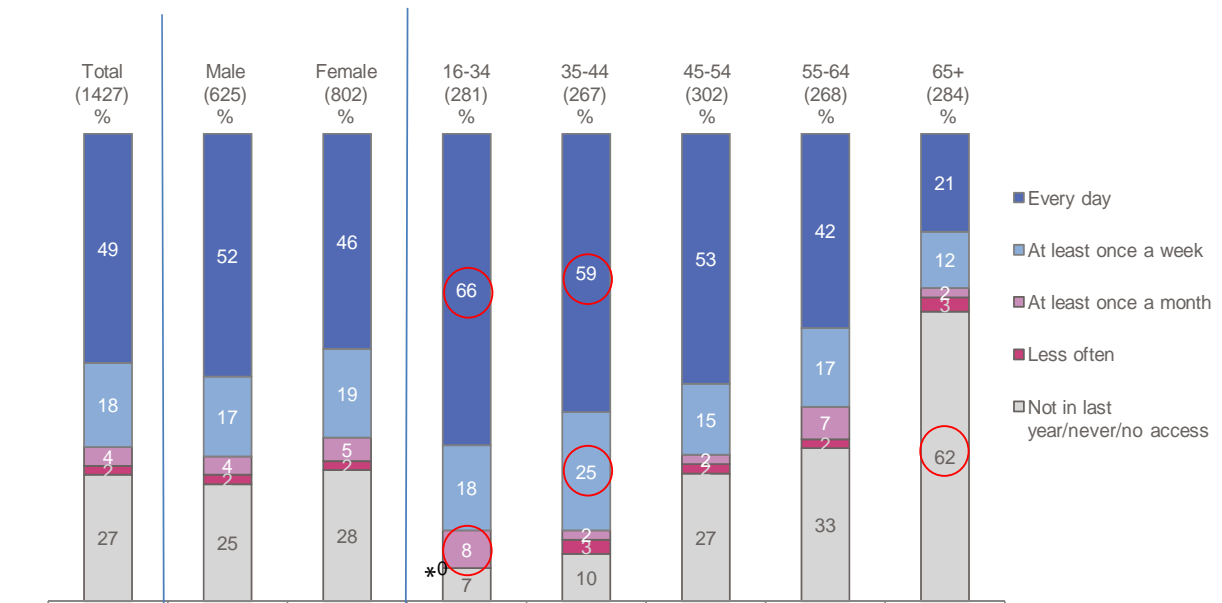
#### 3.1 Frequency of using the internet for personal use

3.1.1 Half (49 per cent) the adult population use the internet everyday and a further 18 per cent use it at least once a week. 73 per cent of adults have used the internet in the last 12 months.

3.1.2 Men are marginally more frequent users of the internet than women<sup>ø</sup>. Frequency of internet usage declines with age. While 66 per cent of 16-34s access the internet every day, only 21 per cent of those aged 65+ do so.

3.1.3 Over six in ten of those aged 65+ have not used the internet in the last year.

**Chart 3.1: Frequency of using the internet for personal use by gender and age**  
*Q4: How often do you use the internet for personal, non work related use?*  
 Base: All (1427)



○ Denotes a result which is significantly greater than for the total population

\*Less than 0.5 per cent of the 16-34 year olds used the internet, but less often than once a month.

øThe probability that the difference between the proportions of men and women in the survey that state they use internet every day arose by chance is only about eight per cent.

3.1.4 Frequency of internet usage declines as we move through social class groups AB to DE. While two thirds of ABs access the internet daily, only one third of DEs do so.

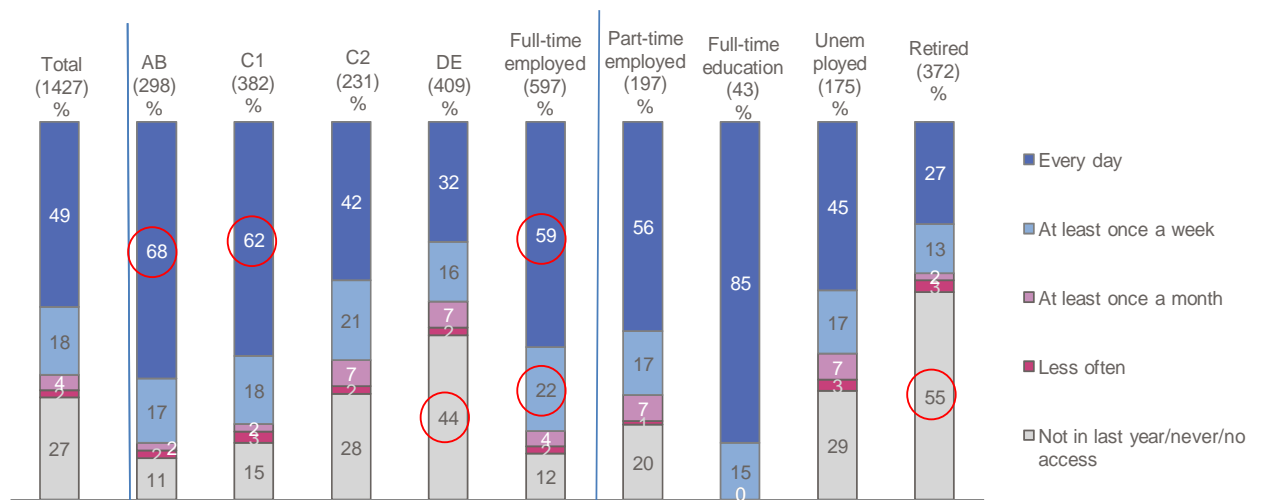
3.1.5 Over eight in ten (85 per cent) of those in full time education access the internet every day. All of those respondents in full time education accessed the internet at least once a week.

3.1.6 Among the unemployed, 45 per cent access the internet on a daily basis and a further 17 per cent access it at least once a week.

**Chart 3.2: Frequency of using the internet for personal use by social class and employment status**

*Q4: How often do you use the internet for personal, non work related use?*

Base: All (1427)



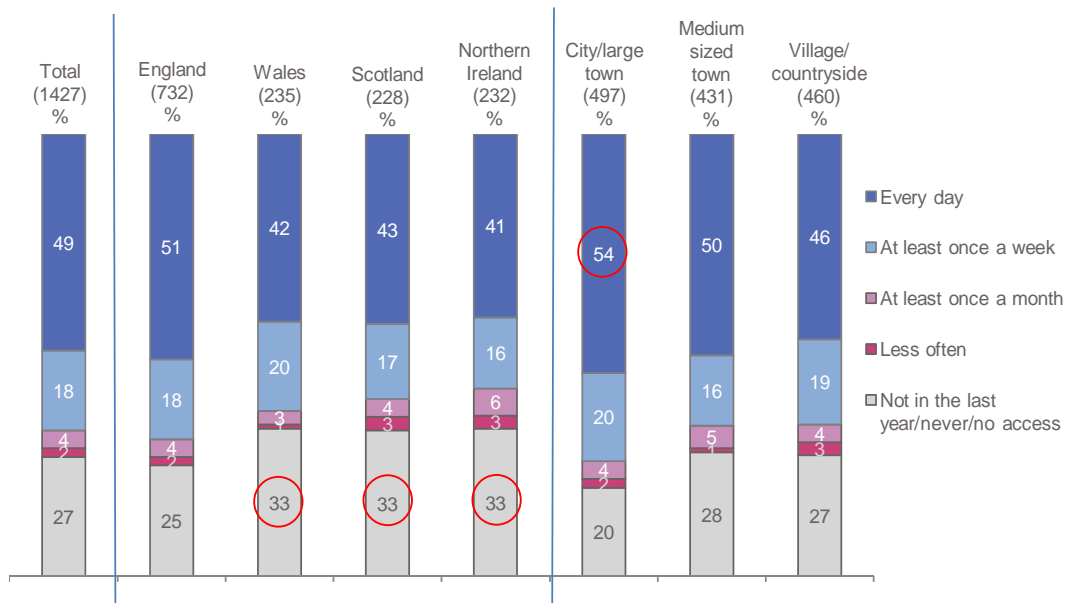
○ Denotes a result which is significantly greater than for the total population

\*All the respondents in full-time education stated they use the internet for personal use at least once a week

3.1.7 By region, usage of the internet (in the last year) is higher in England (75 per cent) than in Wales, Scotland and Northern Ireland (67 per cent).

3.1.8 People living in cities or large towns are significantly more likely to use the internet (80 per cent) than those living in medium size towns and the countryside (73 per cent).

**Chart 3.3: Frequency of using the internet by region and urban/rural**  
*Q4: How often do you use the internet for personal, non work related use?*  
 Base: All



○ Denotes a result which is significantly greater than for the total population

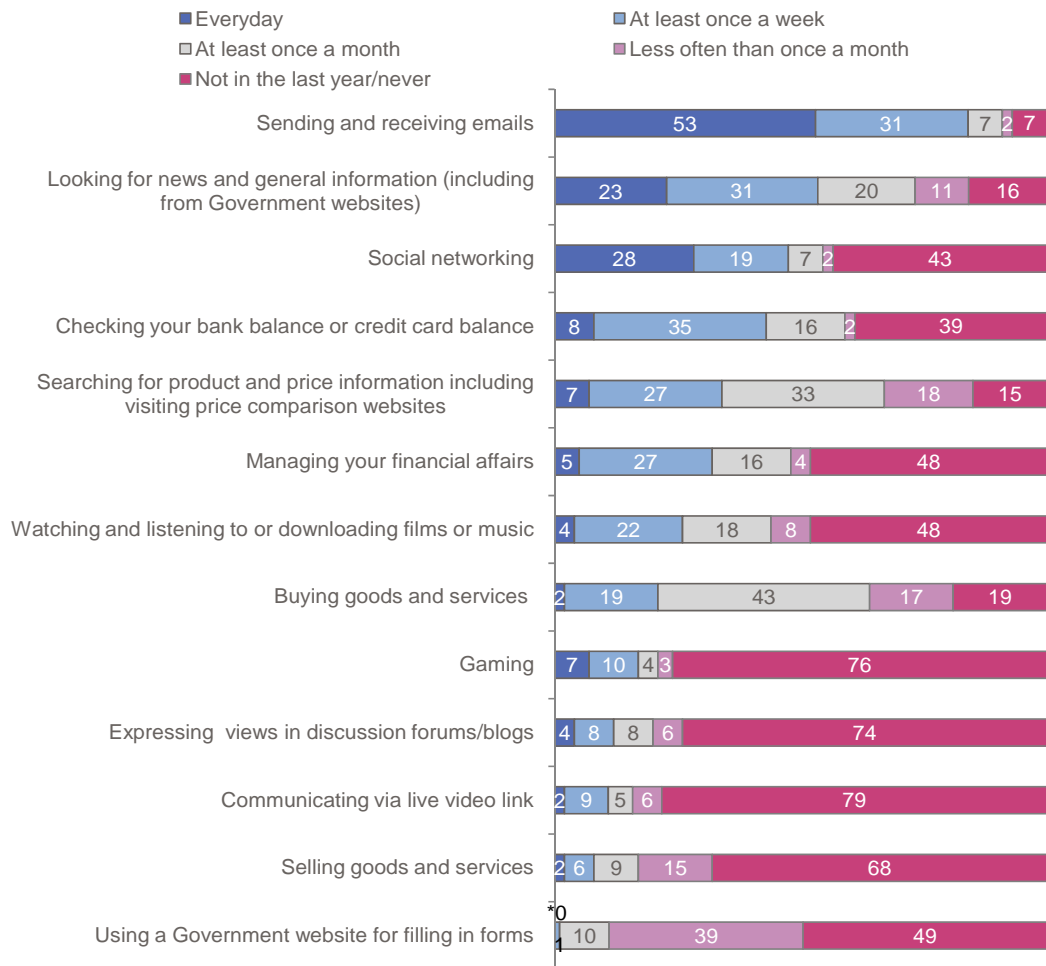
### 3.2 Frequency of using the internet for various activities

3.2.1 Internet users were asked how often they use the internet for a variety of activities. Online activities engaged in most frequently are sending and receiving emails (84 per cent at least once a week/53 per cent daily), looking for news and general information (54 per cent at least once a week/23 per cent daily) and social networking (47 per cent at least once a week/28 per cent daily).

**Chart 3.4: Frequency of using the internet for various activities**

*Q11: How often do you use the internet for.....?*

Base: Internet users (1085)



\*Using Government website for filling in forms everyday = 0.4%, once a week = 1%

3.2.2 In addition to the activities identified above, between a half and a quarter of internet users engage in the following activities at least once a week:

- Checking bank balances or credit card balances (43 per cent)
- Searching for product and price information (33 per cent)
- Managing financial affairs (32 per cent)
- Watching and listening to or downloading films or music (26 per cent).

3.2.3 One in five (21 per cent) internet users buy goods and service online at least once a week, approaching two thirds (64 per cent) at least once a month and eight in ten have done so in the last year (81 per cent).

3.2.4 One on six (17 per cent) internet users have never bought goods or services online.

3.2.5 One in six internet users (16 per cent) take part in online gaming at least once a week.

3.2.6 Expressing views in discussion forums/blogs, communicating via live video link (for example through Skype), selling goods and services and using Government websites for filling in forms are performed least often (12 per cent or fewer of internet users take part in these activities online on a weekly basis).

3.2.7 One in six (17 per cent) sell goods and services online at least once a month.

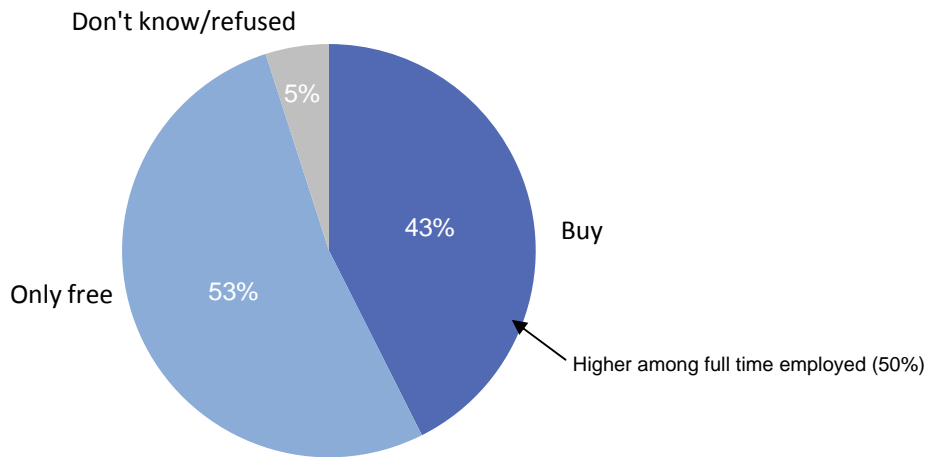
### 3.3 Buying films or music over the internet

3.3.1 Those watching, listening to or downloading films or music were asked whether they ever buy these media or only use free media. Over four in ten (43 per cent) buy, which represents one in five internet users. The incidence of purchasing media over the internet is highest among full time employed (half of those watching, listening to or downloading media).

#### Chart 3.5: Buying films or music over the internet

*Q12: Do you ever buy the films or music you watch and listen to or download or do you only watch and listen to or download free media*

Base: All watching/listening to/downloading films/music (488)



### 3.4 Internet user groups by activity

3.4.1 Eight overlapping groups of internet users were derived using the data relating to online activity frequency in order to simplify the data and allow for cross analysis and cluster analysis.

3.4.2 The eight groups are shown in Chart 3.6 on page 34. They are:

- Government webform users (using Government websites for filling in forms in the last year)
- Frequent online bankers (transferring money between accounts online at least once a week)
- Frequent online shoppers (buying goods and services including downloaded media at least once a week)
- Frequent social networkers (social networking/blogging/skyping on a daily basis)
- Frequent news/information gatherers (daily)
- Frequent online traders (selling online at least once a month)
- Frequent gamers (at least weekly)
- Simple users (not engaging in most activities online more often than once a month).

3.4.3 Thirty seven per cent of adults use Government websites at least once a year for filling in forms (e.g. tax returns and passport applications). This is higher among males, 16-44s, full time employees, ABC1s and those living in cities or large towns.

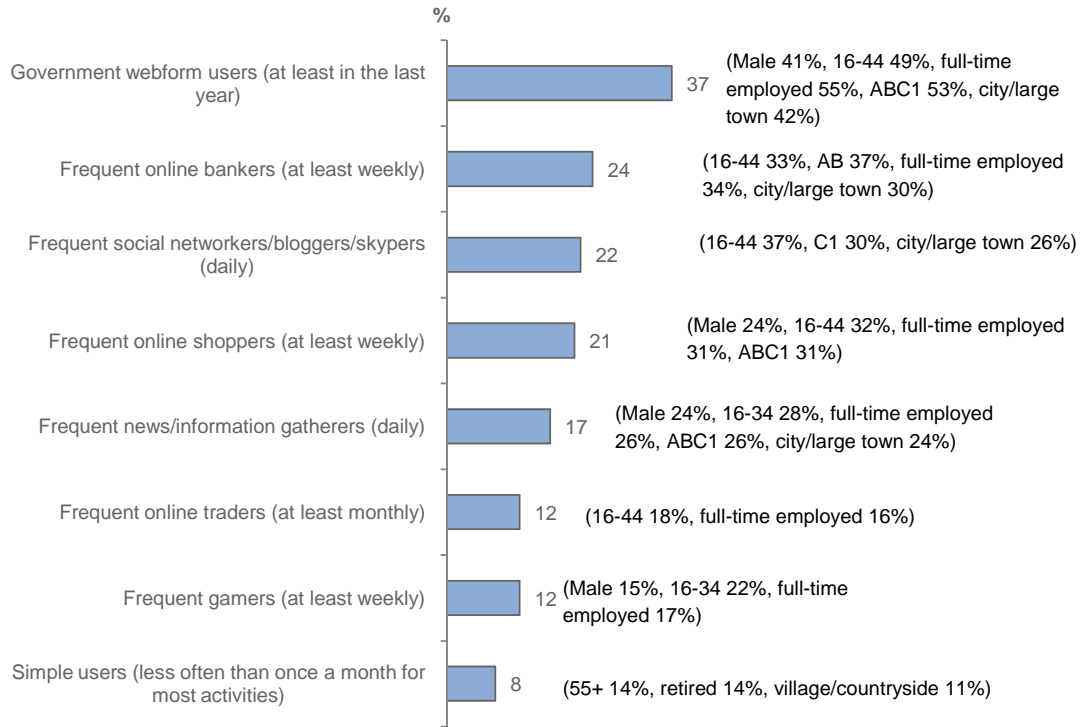
3.4.4 A quarter (24 per cent) manage their financial affairs online (for example transferring money between accounts) at least weekly, especially 16-44 year olds, ABs, full time employed and those living in cities/large towns.

3.4.5 Just over one in five (22 per cent) engage in social networking/blogging or communicating via video link (e.g. Skype) on a daily basis. More 16-44 year olds, C1s and city/urban dwellers are frequent social networkers. Retired adults are much less likely than other groups to engage in social networking/blogging.

- 3.4.6 One in five (21 per cent) shop online at least weekly (higher among males, 16-44 year olds, full time employees and ABC1s).
- 3.4.7 One in six (17 per cent) are daily news or information gatherers (higher among males, 16-34s, full time employees, ABC1s and city/urban dwellers).
- 3.4.8 One in eight (12 per cent) sell goods and services online at least once a month (higher among 16-44 year olds and full time employees).
- 3.4.9 One in eight (12 per cent) are frequent (at least once a week) online gamers (higher among males, 16-34s and full time employees).
- 3.4.10 Eight per cent can be defined as simple users. Some search for information online or send emails frequently but they qualify as simple users on the basis they take part in most activities (especially more advanced applications) less often than once a month. A higher proportion of the 55+ age group, the retired and those living in the countryside are simple users.

### Chart 3.6: Summary of user groups

Base: All (1427)



### 3.5 Cross over between user groups

3.5.1 Table 3.7 shows to what extent members of each of the eight internet user groups shown in chart 3.6 are members of the other user groups.

3.5.2 There is a large overlap between frequent online bankers, frequent online shoppers and Government webform users with at least four in ten members of each being members of the others.

3.5.3 Almost six in ten (59 per cent) frequent online traders are frequent online shoppers and a third (34 per cent) of frequent online shoppers are frequent online traders.

3.5.4 Over half (55 per cent) of frequent gamers are also frequent social networkers and three in ten (31 per cent) frequent social networkers are frequent gamers.

3.5.5 The high overlap between Government webform users and other internet user groups is evident even among those who are worried about viruses, internet security and being conned by companies online.

**Table 3.7: Cross over between user groups**

Base:	All (1427) %	Government webform users (476) %	Frequent online bankers (268) %	Frequent online shoppers (243) %	Frequent social networkers (276) %	Frequent news/ info gatherers (222) %	Frequent online traders (142) %	Frequent gamers (148) %
Government webform users	37	100	72	75	60	70	58	61
Frequent online bankers	24	46	100	52	43	49	42	40
Frequent online shoppers	21	43	47	100	43	48	59	37
Frequent social networkers	22	35	39	44	100	50	48	55
Frequent news/info gatherers	17	32	35	38	40	100	29	37
Frequent online traders	12	19	22	34	27	21	100	22
Frequent gamers	12	20	21	21	31	26	21	100

Highlighted results are significantly higher than proportions for at least three other internet user groups

## 4. Attitudes and barriers to internet usage

### 4.1 Resistances/barriers to internet usage

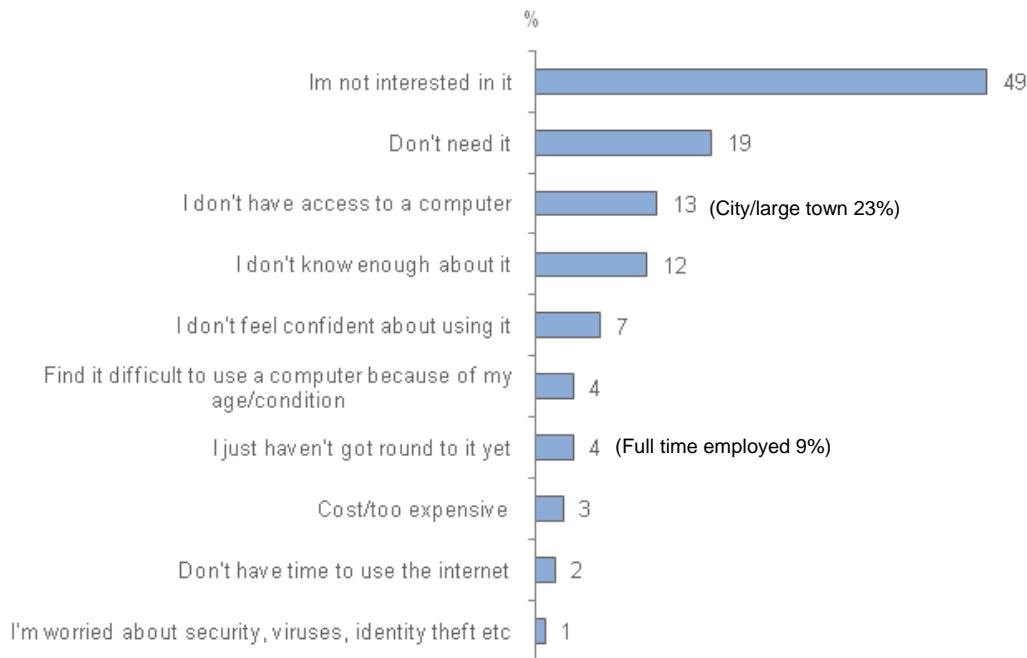
4.1.1 Non users of the internet were asked if there was anything stopping them using the internet. For a large number the most important reason for not going online is lack of interest (49 per cent) followed by perceived lack of need (19 per cent), lack of access to a computer (13 per cent), lack of knowledge (12 per cent), lack of confidence (seven per cent) and age/disability (four per cent). Non-users in cities and large towns were particularly likely to say that not having access to a computer is what stops them from using the internet (23 per cent).

4.1.2 Concerns about internet security register only at a very low level (one per cent) as a reason for not using the internet. It is lack of interest, lack of perceived need and lack of confidence rather than security concerns that limit usage.

#### Chart 4.1: Barriers to internet usage

Q7: *Is there anything that stops you using the internet?*

Base: Non internet users (342)



## 4.2 Non-users' consideration of the internet for various activities

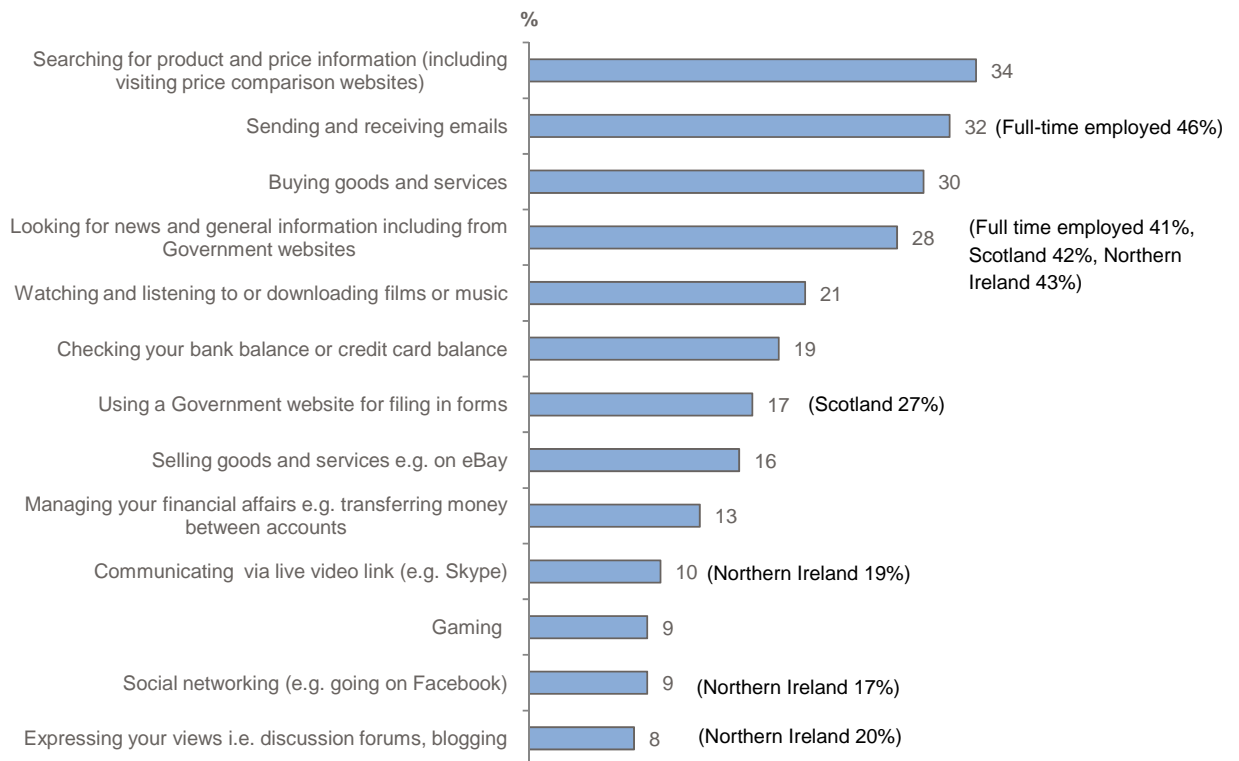
4.2.1 Although they don't use the internet now, significant proportions of non-users would consider doing a variety of things on the internet. The most likely activities were searching for product and price information (34 per cent), sending and receiving emails (32 per cent), buying goods and services (30 per cent) and looking for news and general information including from Government websites (28 per cent).

4.2.2 A fair proportion of them would consider the internet for watching, listening to or downloading films or music (21 per cent), checking their bank balances (19 per cent) and using a Government website for filling in forms (17 per cent).

### Chart 4.2: Non users' consideration of the internet for various activities

Q9: Which of these would you consider doing on the internet?

Base Non internet-users (342)



## 5. Who are the users and non users of the internet

### 5.1 Segmenting the e-commerce user group

5.1.1 With a large proportion of adults engaged in e-commerce, multivariate analysis was carried out using the variables shown in table 5.1 below (or derivatives of these variables). The analysis produced a two cluster solution within the e-commerce group splitting this large group into two smaller groups:

- advanced e-commerce, buying or selling goods and services over the internet as well as engaging in other internet activities frequently and less worried about viruses, internet security and being conned online
- tentative e-commerce, buying or selling goods and services over the internet and engaging in other internet activities less frequently and more worried about viruses, internet security and being conned online.

5.1.2 The table shows the relative proportions of advanced e-commerce and tentative e-commerce who engage in internet activities at a specified frequency, have concerns about the internet and who have experienced problems.

**Table 5.1: E-commerce two way segmentation**

Base: All engaging in e-commerce (735)

	Advanced E-commerce (280) %	Tentative E-commerce (455) %
Usually access from home	95	86
Use internet everyday	95	57
Government webform users (at least in the last year)	76	44
Frequent online bankers (at least weekly)	68	17
Frequent online shoppers (at least weekly)	50	24
Frequent social networkers (daily)	54	12
Frequent news/information gatherers (daily)	51	7
Frequent online traders (at least monthly)	28	15
Frequent gamers (at least monthly)	29	9
Worried about viruses	29	66
Worried about internet security	48	85
Worried about being conned by companies online	28	66
Been conned by a company bought from online ....which knocked their confidence	18 4	11 6
Lost money through online identity theft ....which knocked their confidence	7 2	6 4

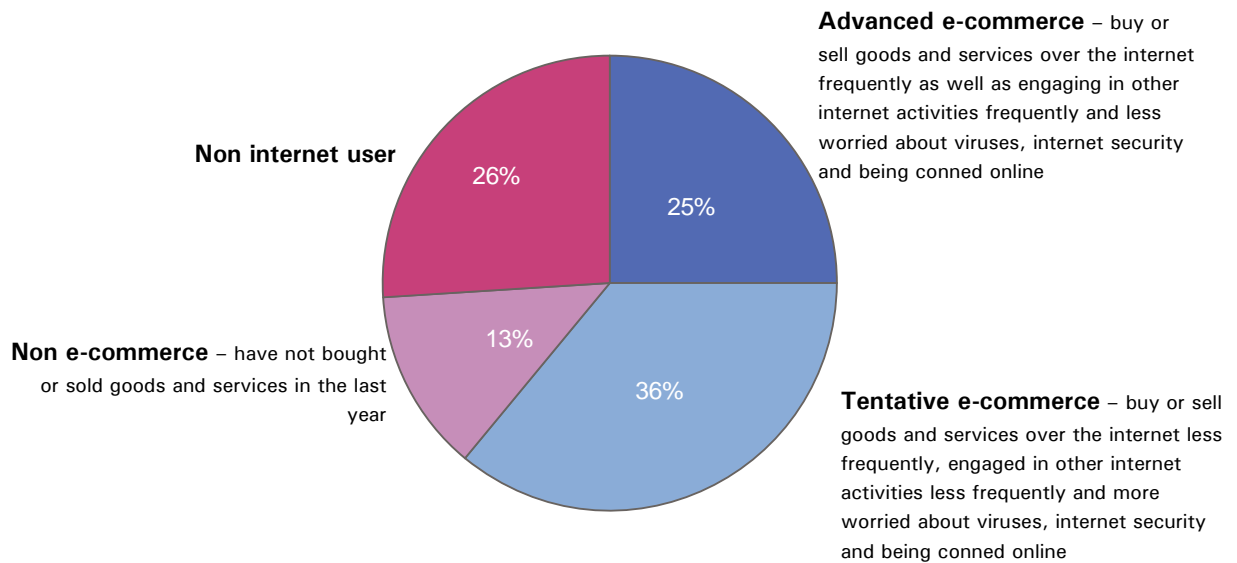
## 5.2 Main internet user groups

5.2.1 The adult population can be split into four main internet user groups as shown in the pie chart below

5.2.2 The largest group making up over a third of the population is the tentative e-commerce group. There are two groups each making up a quarter of the population: the advanced e-commerce group and the non-internet user group. The smallest group, making up 13 per cent of the population, is the non e-commerce group. These people use the internet but have not bought or sold goods and services in the last year.

**Chart 5.2: Main internet users groups**

Base: All 1427



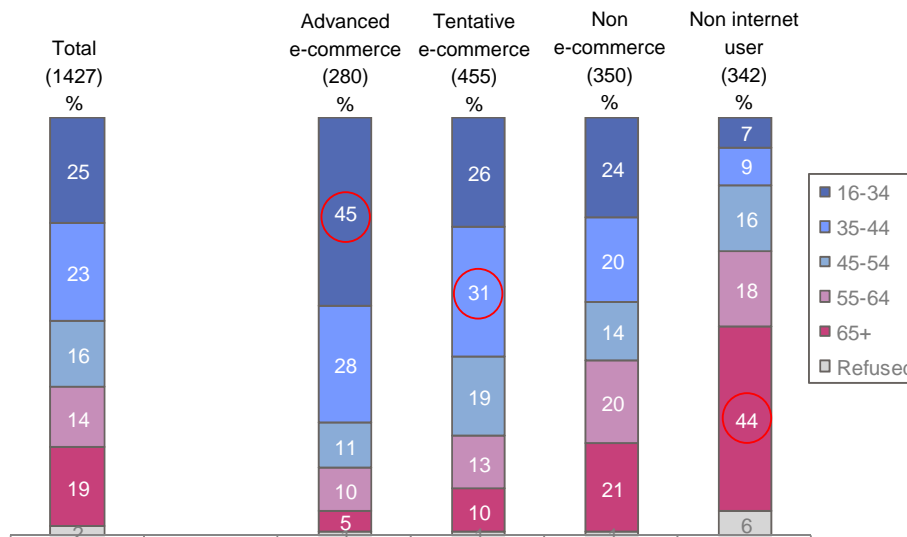
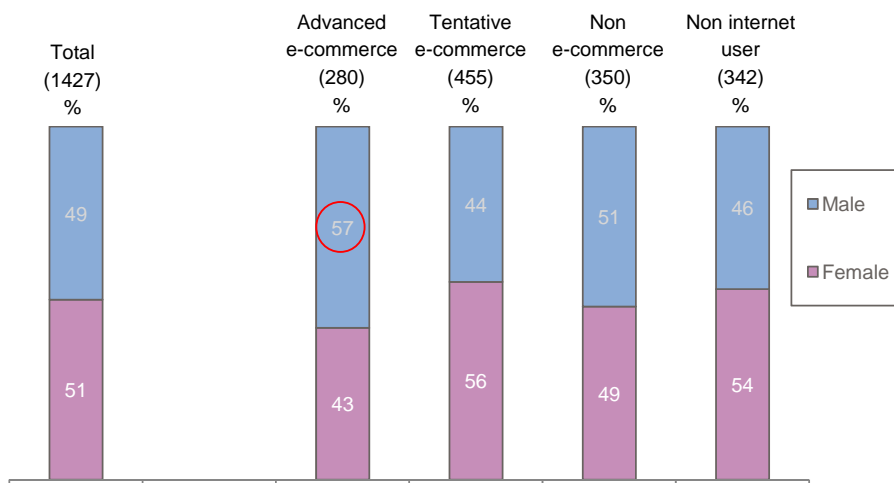
### 5.3 Profile of main internet user groups

5.3.1 The advanced e-commerce group is skewed towards males and 16-44 year olds. The profiles of main internet user groups become progressively older moving from advanced e-commerce through tentative e-commerce, non e-commerce and non internet user.

5.3.2 Three quarters of the advanced e-commerce group are 16-44 while 44 per cent of non internet users are aged 65+ and 62 per cent are aged 55+.

**Chart 5.3: Gender and age profile of main internet user groups**

Base: All



○ Denotes a result which is significantly greater than for the total population

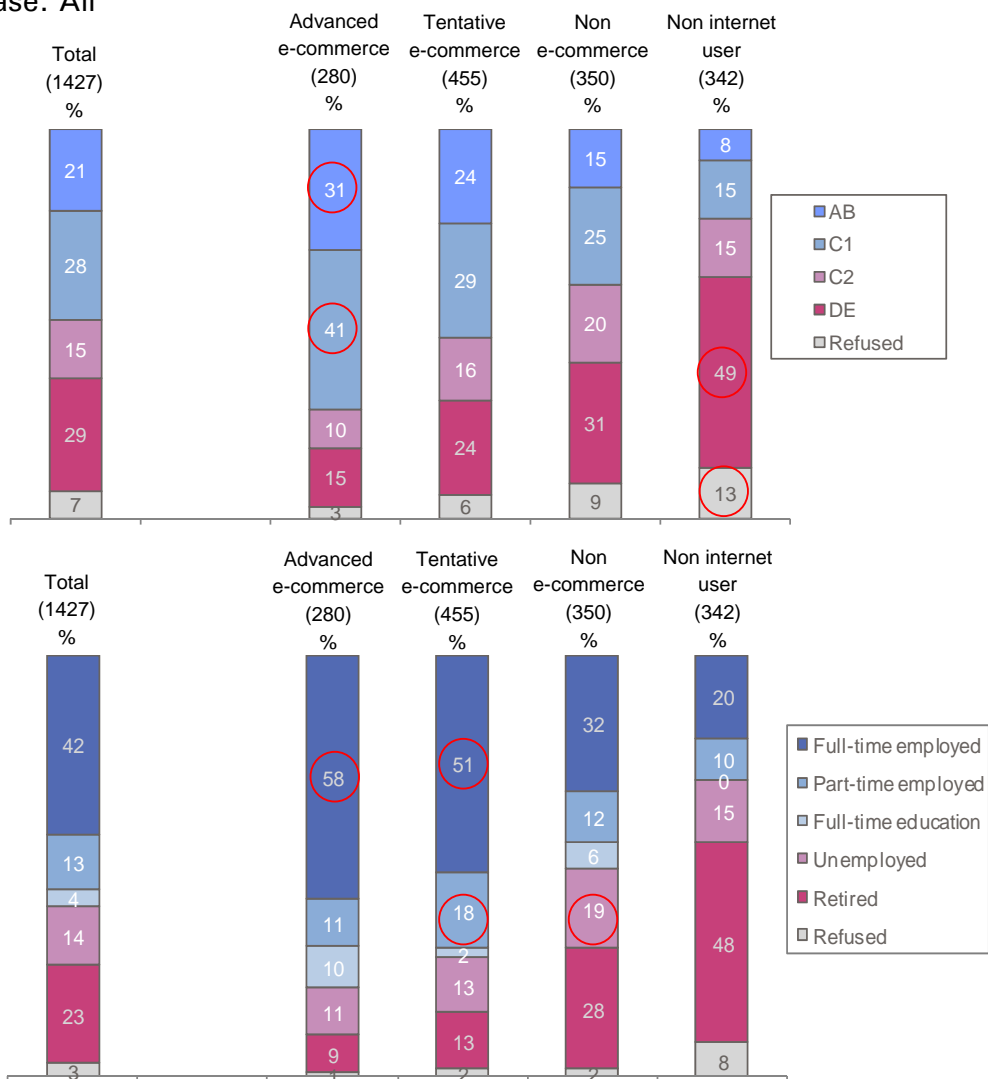
5.3.3 While 72 per cent of the advanced e-commerce group are from social classes AB, half of non internet users are from social classes DE. 58 per cent of the advanced group are in full-time employment and 48 per cent of non internet users are retired.

5.3.4 Almost three in ten (28 per cent) of the non-e-commerce group are retired and a further 19 per cent are unemployed.

5.3.5 Those in full time education make up a disproportionately large share of the advanced e-commerce group (ten per cent) in comparison to their share of the total population (four per cent).

**Chart 5.4: Social class and employment status profile of main internet user groups**

Base: All



○ Denotes a result which is significantly greater than for the total population

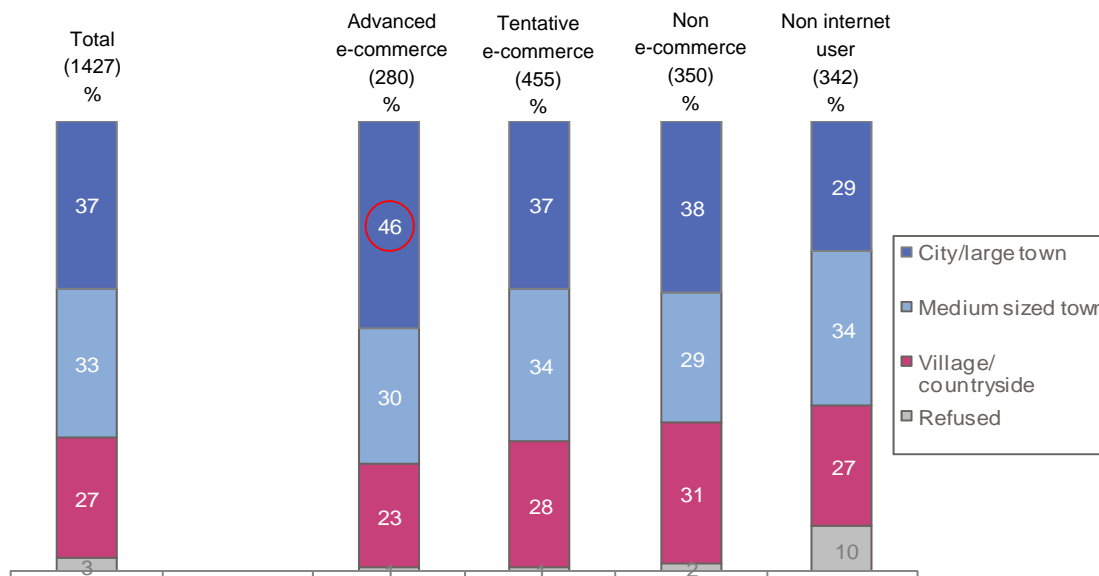
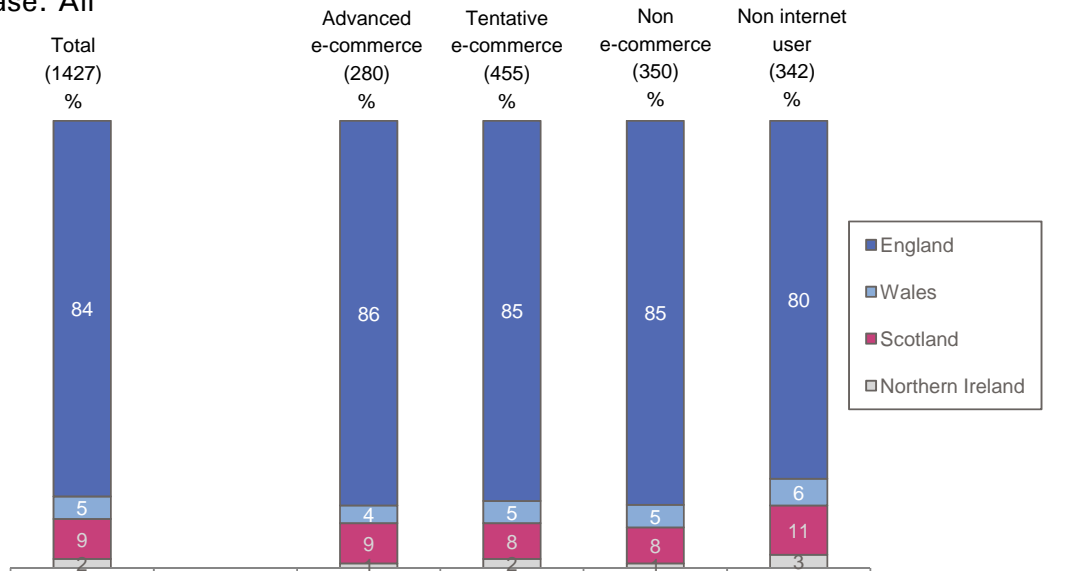
\*There are no non-internet users in full-time education

5.3.6 There are no significant differences in the profiles of the main internet user groups by country.

5.3.7 The advanced e-commerce group are significantly more likely to live in cities and large towns (46 per cent) than all adults (37 per cent).

**Chart 5.5: Regional and urban/rural profile of main internet user groups**

Base: All



○ Denotes a result which is significantly greater than for the total population

5.3.8 Almost the entire advanced e-commerce group usually accesses the internet from home. They also tend to use their mobile phone to a greater extent than the other groups. The non e-commerce group use libraries and the homes of friends or relatives to a significantly greater extent than other groups.

**Table 5.6: Where users usually access the internet by main internet user groups**

Base: All internet users

	All internet users (1,085) %	Advanced E-commerce (280) %	Tentative E-commerce (455) %	Non E-commerce (350) %
From home	87	95	86	73
From work	10	11	10	5
From the home of a friend or relative	7	2	9	10
On mobile	7	11	6	5
At a library	4	2	4	11

○ Denotes a result which is significantly greater than for all internet users

## **6. Searching and buying online and advantages to buying online**

### **6.1 Ways in which people search for information about goods and services and buy goods and services**

6.1.1 Internet users were read out five possible ways of looking for information about goods and services and buying goods and services involving a combination of online and offline behaviour and asked which they do themselves. They could choose more than one option initially. These were:

- I search for information about products and prices online and buy them online too
- I search for information about products and prices online but then buy them offline (i.e. in a shop, over the phone or via mail order)
- I search for information about products and prices offline (that is, local press, catalogues, mail shots, visiting shops) and then buy them online
- I don't use the internet for information about products and prices nor do I buy things online
- I search for information online and offline and I buy wherever I can get the best deal.

6.1.2 The mode of behaviour selected by the largest proportion of internet users (78 per cent) was 'I search for information online and offline and I buy where ever I can get the best deal', closely followed by 'I search for information about products and prices online but then buy them offline' (72 per cent) and 'I search for information about products and prices online and buy them online too' (71 per cent). Four in ten (38 per cent) agreed that they 'search for information about products and prices off line and then buy them online' and ten per cent 'don't use the internet for information about products and prices nor buy things online'.

### 6.1.3 When asked to select just one of the options which they do the most:

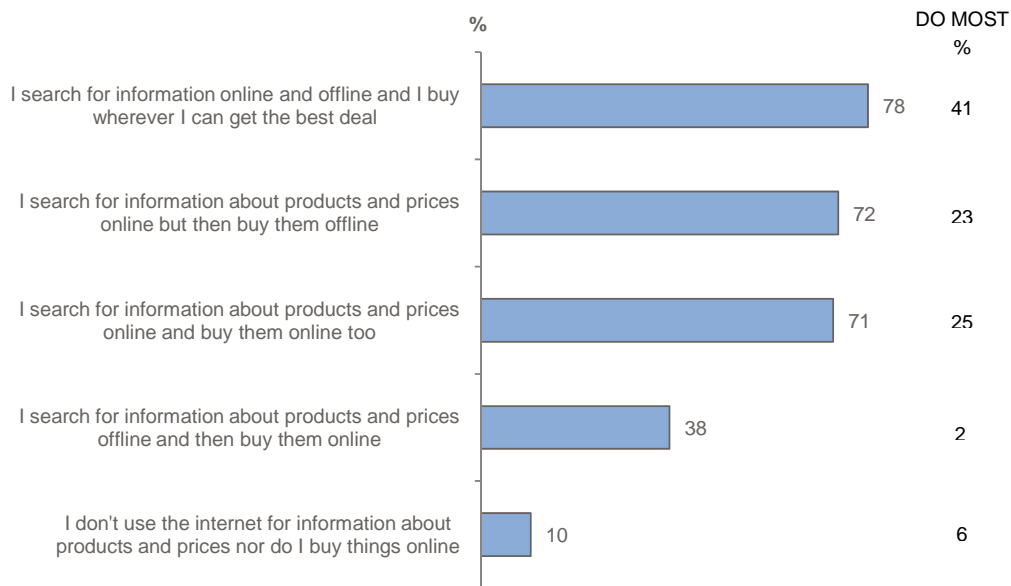
- four in ten (41 per cent) search for information online and offline and buy wherever they can get the best deal
- a quarter (25 per cent) search for information online and buy online
- a quarter (23 per cent) search for information online but then buy offline.

### Chart 6.1: Ways in which people search for information about goods and services and buy goods and services

*Q25: I'm going to read out five different ways in which people search for information about goods and services and buy goods and services. For each one could you tell me whether you do this or not?*

*Q25b: And which do you do the most?*

Base: All internet users (1085)



### 6.1.4 The main factors which influence the way people search for and buy goods and services are:

- ease/convenience
- ability to compare prices/ensure one is getting the best deal
- cost
- ability to touch/see/handle product
- speed.

6.1.5 Those who both search for and buy online are most driven by ease/convenience and speed. The approach of searching for information online and offline and buying wherever the best deal can be found is dictated mainly by the ability to compare prices and get the best deal. People who buy things offline after they have searched online often do so because they find it easier and they like to touch or see what they are buying. Additionally, those who cited security/safety issues as a reason for their behaviour usually favoured this approach.

## 6.2 Main advantages of buying online

6.2.1 Convenience (mentioned by 59 per cent of those buying goods and services online), low cost (37 per cent), speed (19 per cent) and a wide range of products and services (13 per cent) are the main advantages of buying online.

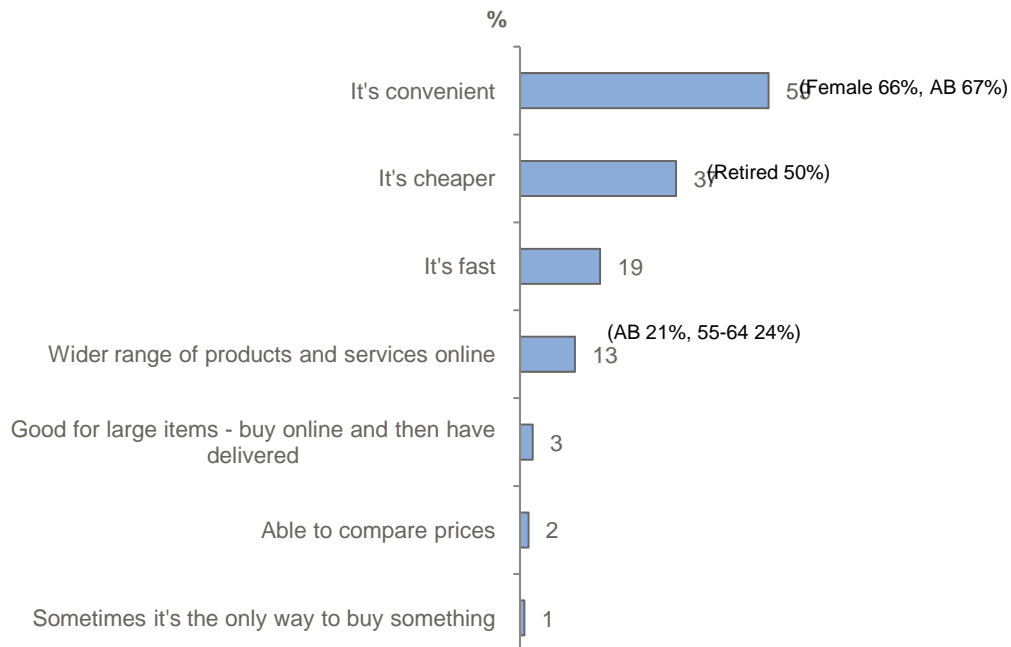
6.2.2 Women (66 per cent) and those from social classes AB (67 per cent) are significantly more likely to mention convenience, while half the retired (50 per cent) mentioned low cost as an advantage of the internet. One in five ABs (21 per cent) and a quarter of the 55-64 age group (24 per cent) mentioned wide range as an advantage.

6.2.3 There are no significant differences between the advanced and tentative e-commerce groups in their perceptions of the main advantages of buying online.

### Chart 6.2: Main advantages of buying online

Q13: What do you see as the main advantages of buying online

Base: All engaging in e-commerce (735)



## **7. Usage of online retailers and traders and payment methods used online**

### **7.1 Usage of online retailers and traders**

7.1.1 Those buying goods and services online were read out four types of online retailers and asked which they have used for buying goods and services online. Chart 7.1 on the next page shows that eight in ten (80 per cent) have used online retailers they recognise and are familiar with from the high street. 71 per cent use online retailers with their own website that they are familiar with, two thirds (67 per cent) use online traders on Amazon<sup>8</sup> and over half (55 per cent) use online traders on eBay. Three quarters of ABC1s use traders on Amazon and two thirds of 35-44s use traders on eBay.

7.1.2 A third claim to have used all four of these types of online retailer/trader and a further three in ten have used three out of four of them.

7.1.3 There are some who use only one type of retailer/trader. For example eight per cent only use online retailers they recognise from the high street. One in ten of those lacking confidence in using the internet only use traders on eBay.

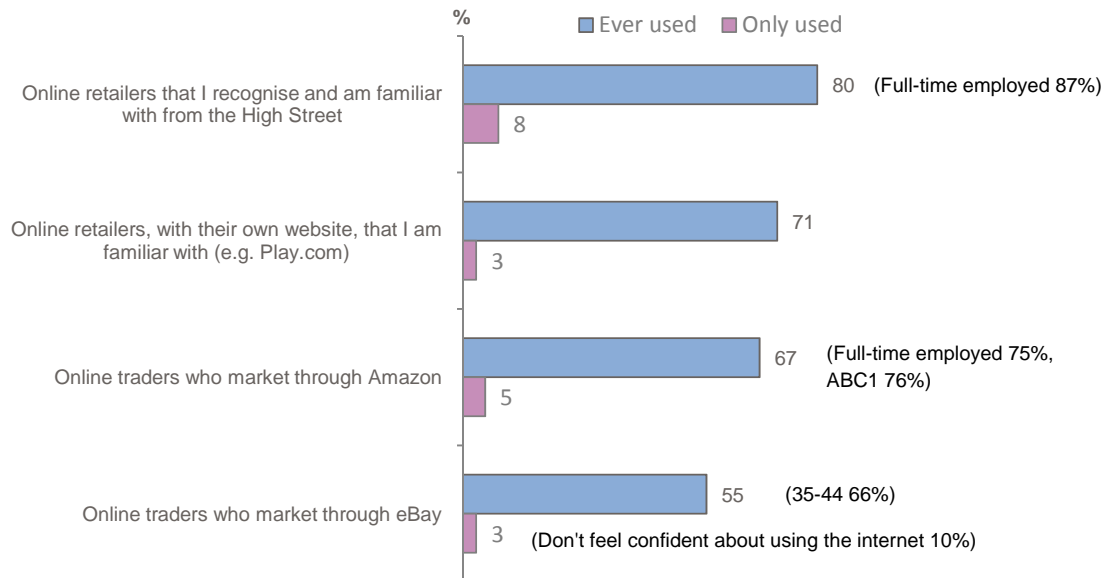
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<sup>8</sup> Amazon also sells its own goods and some respondents may have answered 'online traders marketing through Amazon' even though they buy directly from Amazon.

## Chart 7.1: Usage of online retailers and traders

Q14: Which of the following have you used to buy goods and services online?

Base: All engaging in e-commerce (735)



## 7.2 Payment methods used when buying online

7.2.1 Six in ten (60 per cent) use a debit card when paying for products and services bought online, 56 per cent use Paypal and 52 per cent use a credit card (Chart 7.2 on the next page).

7.2.2 A high proportion of 16-34 year olds (72 per cent) and frequent shoppers (at least weekly) (68 per cent) use a debit card.

7.2.3 Seven in ten (71 per cent) frequent online shoppers use Paypal.

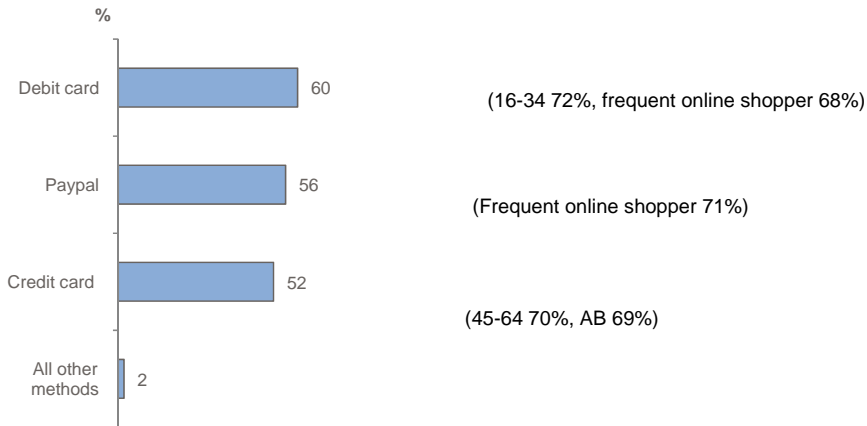
7.2.4 45-64 years olds (70 per cent) and ABs (69 per cent) are particularly likely to use a credit card.

7.2.5 Very small numbers (less than one per cent) mentioned any other payment method apart from debit and credit cards and Paypal and when merged together, other methods were mentioned by just two per cent.

**Chart 7.2: Payment methods used when buying products and services online**

*Q30: Which of the following payment methods do you use when buying products and services online*

Base: All engaging in e-commerce (735)



7.2.6 Two in five (41 per cent) of those engaging in e-commerce say they use a different payment method when they are buying things offline from when they are buying online. The main reasons for this are that they are more likely to use cash but can't pay this way online, (mentioned by a third of those using different methods) or that Paypal is not a payment method that can be used in shops (mentioned by three in ten). 16 per cent said that the need to feel more safe/secure dictated their behaviour.

## 8. Visiting and buying from foreign websites

### 8.1 Visiting and buying from foreign websites

8.1.1 A third of internet users (32 per cent) visit foreign websites and half of these (17 per cent) buy from foreign websites.

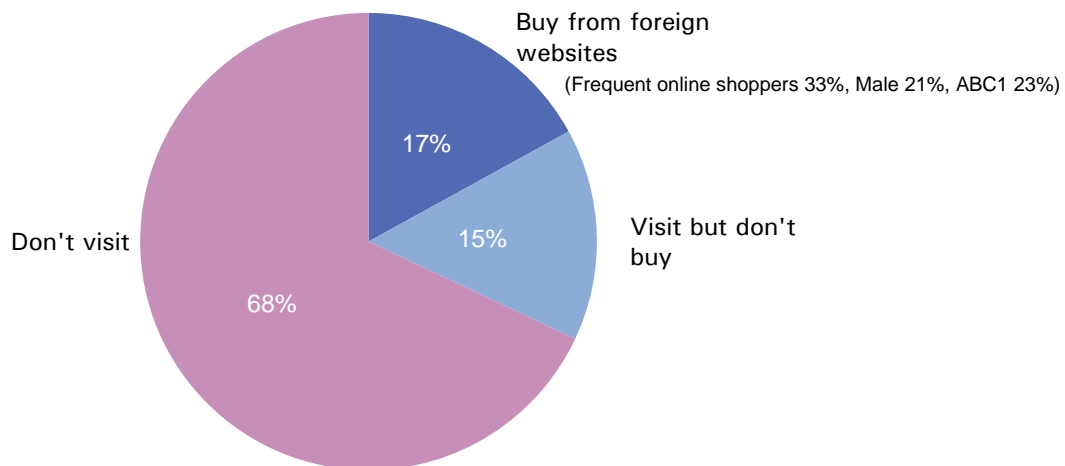
8.1.2 Higher proportions of frequent online shoppers (33 per cent), ABC1s (23 per cent) and males (21 per cent) buy from foreign websites.

#### Chart 8.1: Visiting and buying from foreign websites

Q27: *Do you ever visit foreign websites*

Q28: *Do you ever buy from foreign websites*

Base: All internet users (1085)



8.1.3 Buyers from foreign websites are significantly less worried about viruses, being conned by companies online and about others accessing their personal details than internet users in general.

**Table 8.2: Proportions worried about viruses, being conned by companies online and about others accessing their personal details – internet users versus buyers from foreign websites**

Base: All internet users and buyers from foreign websites

Proportion very or fairly worried:	All internet users (1,085) %	Buyers from foreign websites (145) %
Worried about viruses	51	35
Worried about others accessing their personal details	66	52

Proportion very or fairly worried:	All engaging in e-commerce (735) %	Buying from foreign websites (141) %
Worried about being conned by companies online	50	37

○ Denotes a result which is significantly less than for all internet users/those engaging in e-commerce

## 8.2 Reasons for not buying from foreign websites

8.2.1 Among those visiting foreign sites but not buying, safety concerns and lack of trust in security were the main reasons (34 per cent).

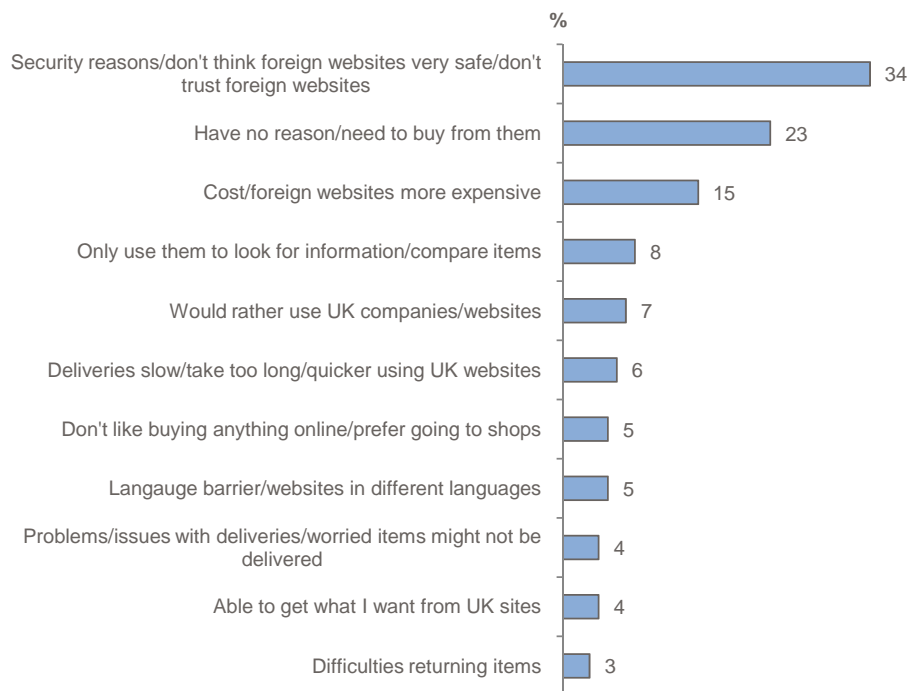
8.2.2 One in five say they don't need to buy from foreign websites (23 per cent) and 15 per cent do not buy from them because they believe that things are more expensive.

8.2.3 About one in ten are worried about possible issues with delivery.

### Chart 8.3: Reasons for not buying from foreign websites

Q29: *What are your main reasons for not buying from foreign websites*

Base: Foreign website visitors not buying from foreign websites (154)



## 9. Concerns about the internet and bad experiences

### 9.1 Concern about viruses

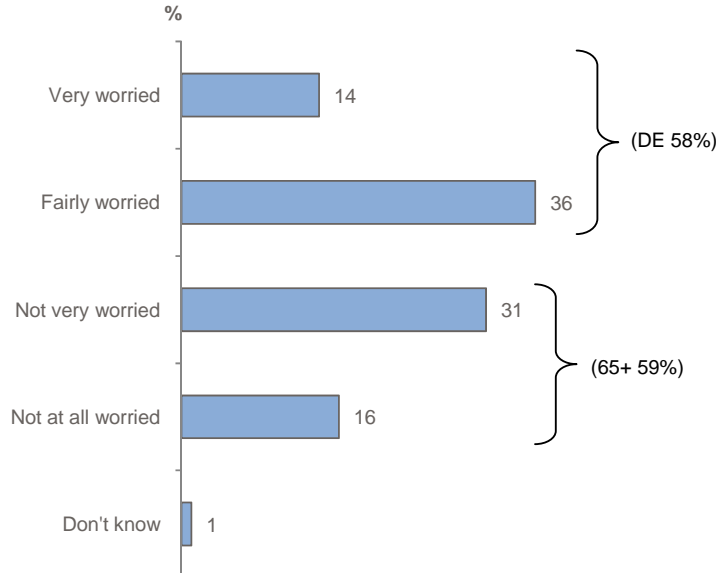
9.1.1 Half of internet users are worried about viruses from the internet damaging their computer or software (14 per cent are very worried). Almost six in ten (58 per cent) of those from social classes DE are worried about computer viruses.

9.1.2 The 65+ age group, who tend to use the internet less frequently and in a less sophisticated way are generally less worried than other users. There are no significant differences between the different internet user groups (e.g. frequent online shoppers, frequent online traders, frequent gamers etc) in levels of concern about viruses. The tentative e-commerce group is significantly more worried (66 per cent) than the advanced e-commerce group (29 per cent).

#### Chart 9.1: Concern about viruses

*Q16: How worried are you about viruses from the internet damaging your computer or software?*

Base: All internet users (1085)



9.1.3 There is no difference in the frequency with which people buy things online by whether they are worried or not about computer viruses.

**Table 9.2: Frequency of buying goods and services online by concern about viruses**

Base: All internet users

Frequency of buying goods and services online	Worried about viruses (563) %	Not worried about viruses (522) %
At least once a week	20	21
At least once a month (includes the above)	64	65

## 9.2 Concern about losing out to or being conned by companies when buying online

9.2.1 Half of those engaging in e-commerce are worried about losing out to, or being conned by, companies they buy from online (18 per cent are very worried).

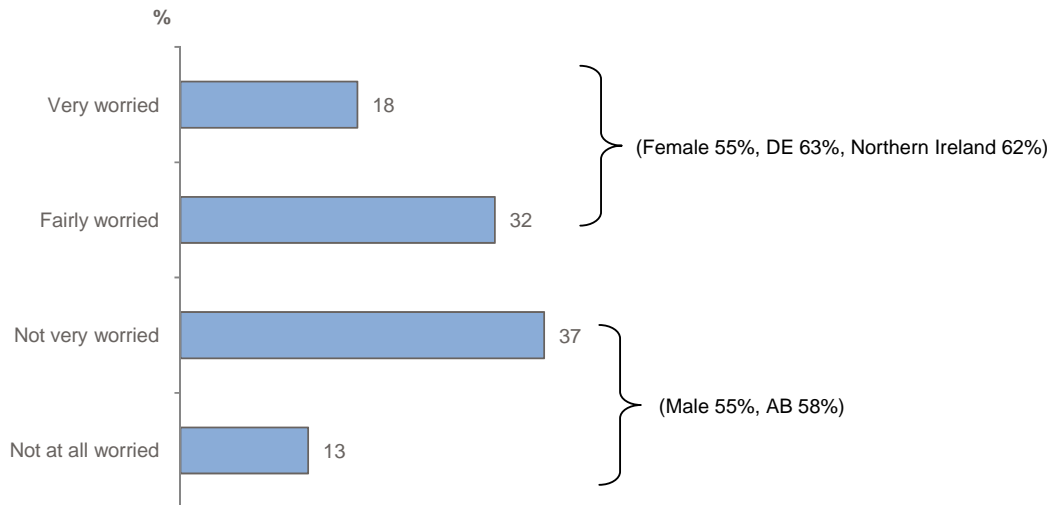
9.2.2 Women (55 per cent), those from social classes DE (63 per cent) and those from Northern Ireland (62 per cent) who buy online are significantly more worried.

9.2.3 Males and ABs tend to be less worried. The tentative e-commerce group is significantly more worried (66 per cent) than the advanced e-commerce group (28 per cent).

**Chart 9.3: Concern about losing out to or being conned by companies you buy from online**

*Q17: How worried are you about losing out to or being conned by companies you buy from online?*

Base: All engaging in e-commerce (735)



9.2.4 There was no apparent correlation between frequency of buying goods and services and level of concern about being conned. There may be two effects working in opposite directions – losing out or being conned may act as a deterrent to usage but the most frequent users have more opportunities to lose out or be conned.

**Table 9.4: Frequency of buying goods and services online by concern about losing out to or being conned by companies bought from online**

Base: All engaging in e-commerce

Frequency of buying goods and services online	Worried about losing out/being conned (385) %	Not worried about losing out/being conned (3506) %
At least once a week	26	24
At least once a month (includes the above)	76	80

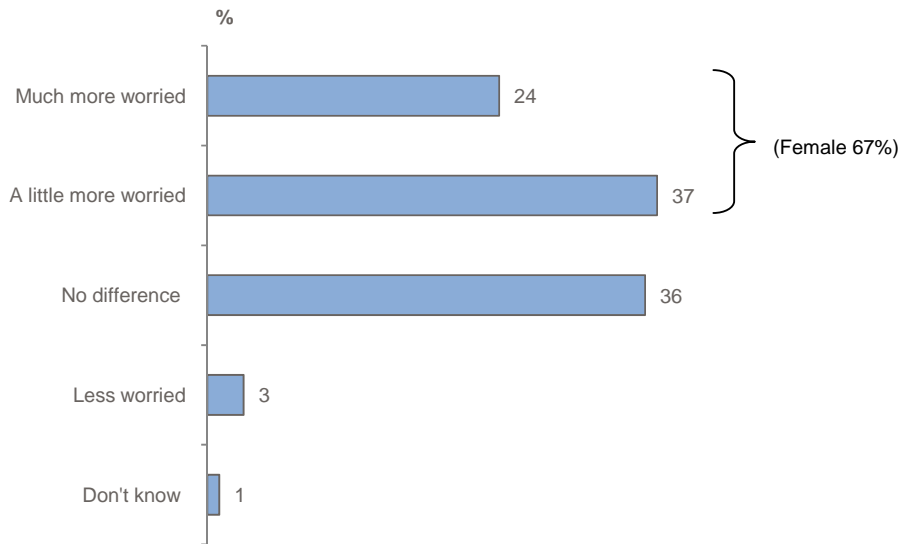
### 9.3 Relative concern about losing out to or being conned by companies when buying online and offline.

9.3.1 Those buying goods and services online are generally more worried about losing out to or being conned by companies when buying online than they are when buying offline. A quarter (24 per cent) are much more worried and over a third (37 per cent) are a little more worried. Women are especially more worried about losing out or being conned online than offline (67 per cent).

#### Chart 9.5: Relative concern about losing out to or being conned by companies when buying online and offline

*Q18: Are you more worried about losing out to or being conned by companies when you buy online compared to when you buy offline?*

Base: All engaging in e-commerce (735)



9.3.2 Relative concern about buying things online and offline does not seem to impact on the frequency with which people buy things online.

**Table 9.6: Frequency of buying goods and services online by relative concern about losing out to or being conned by companies bought from online and offline**  
 Base: All engaging in e-commerce

Frequency of buying goods and services online	More worried about online (449) %	No difference/ less worried (282) %
At least once a week	23	29
At least once a month (includes the above)	76	82

## 9.4 Concern about others accessing your personal details on the internet

9.4.1 Two thirds of internet users (67 per cent) are worried about others accessing their personal details on the internet (31 per cent are very worried).

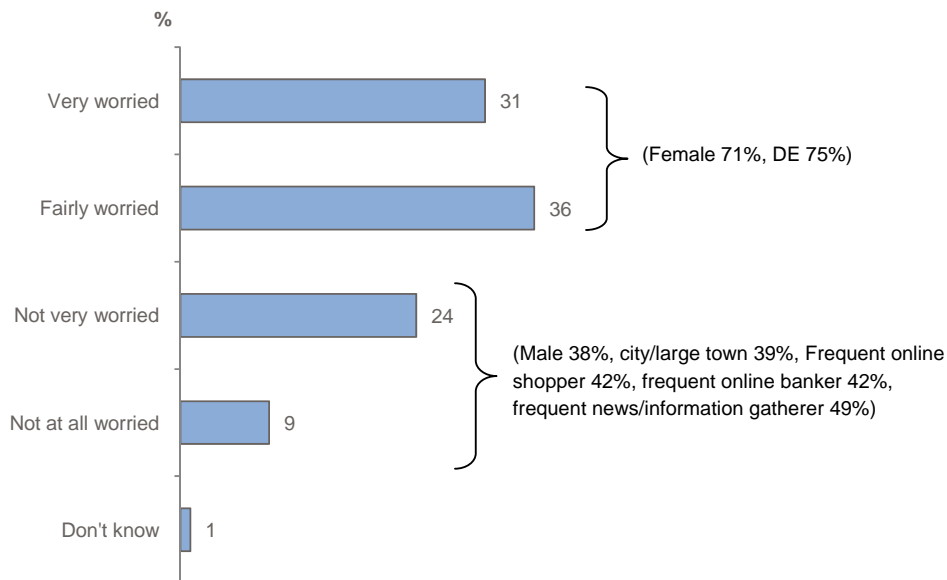
9.4.2 Women (71 per cent) and those from social classes DE (75 per cent) are even more worried about others accessing their personal details on the internet.

9.4.3 Those in the tentative e-commerce group are significantly more worried about this aspect of the internet (82 per cent) than advanced e-commerce (42 per cent).

9.4.4 Males, those living in cities and large towns, frequent online shoppers, frequent online bankers and frequent news/information gatherers tend to be less worried.

**Chart 9.7: Concern about others accessing your personal details on the internet**  
*Q19: How worried are you about others accessing your personal details on the internet?*

Base: All internet users (1085)



9.4.5 Among internet users, those worried about others accessing personal details are less frequent buyers of goods and services online than those not worried.

**Table 9.8: Frequency of buying goods and services online by concern about others accessing personal details on the internet**

Base: All internet users

Frequency of buying goods and services online	Worried about others accessing personal details (740) %	Not worried about others accessing personal details (338) %
At least once a week	19	26
At least once a month (includes the above)	61	71

○ Denotes a result which is significantly lower among those worried than among those not worried

## 9.5 Concerns about things that might go wrong when on the internet

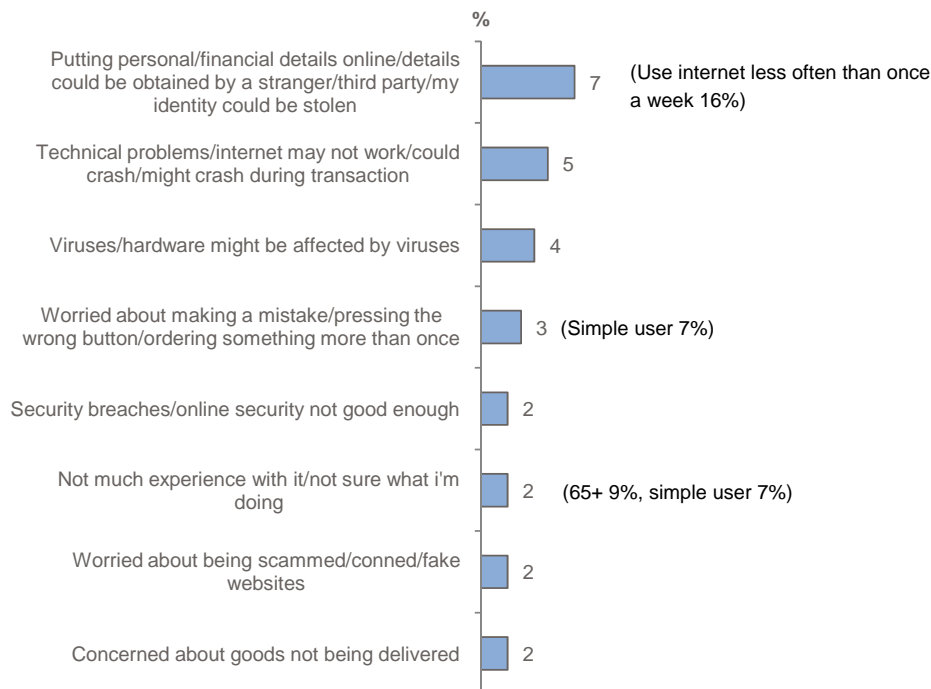
9.5.1 Asked what concerns they have about things that might go wrong on the internet, 73 per cent of internet users could not think of anything specific.

9.5.2 Seven per cent are concerned about online identity theft, five per cent about technical problems with the internet (for example losing a connection half way through a transaction), four per cent about viruses damaging hardware and three per cent about making an inadvertent mistake (such as ordering something twice). There are no significant differences between internet user groups e-commerce/non e-commerce in levels of concern about things that might go wrong.

### Chart 9.9: Concerns/worries about things that might go wrong when on the internet

*Q23: When you are on the internet, do you have any concerns or worries about things that might go wrong?*

Base: All internet users (1085)



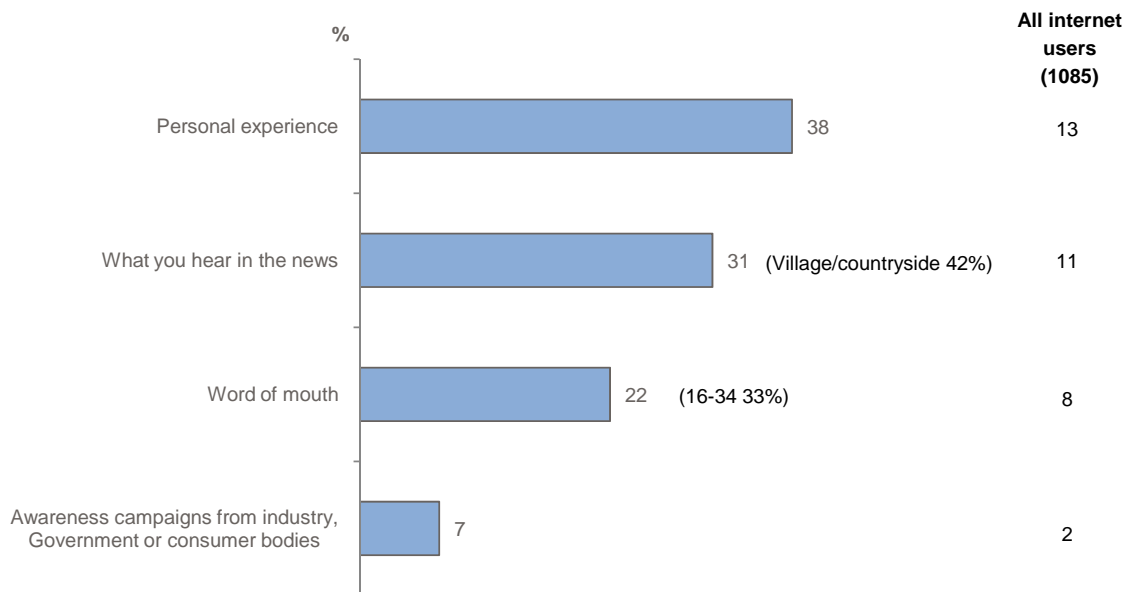
## 9.6 What has given rise to concerns about things that might go wrong when on the internet

9.6.1 Those with concerns about things that might go wrong on the internet were asked what gave rise to their concerns. Four in ten are affected by things that have already happened to them (13 per cent of all internet users) while three in ten are influenced by the media (11 per cent of all internet users). One in five have heard things from family, friends, neighbours and colleagues (eight per cent of all users) and seven per cent have been influenced by awareness campaigns from industry, Government or consumer bodies (two per cent of all users).

**Chart 9.10: What has given rise to concerns**

*Q24: What has given rise to your concerns?*

Base: All with concerns (386)



## **9.7 Reasons for not using the internet for certain activities**

- 9.7.1 Internet users not taking part in certain online activities in the last year were asked why they do not use the internet for these activities. Table 9.11 presents reasons for not taking part in nine online activities.
- 9.7.2 Concern about the security of personal and financial details is by far the most important reason for not going online to check bank or credit card balances (41 per cent) and for not buying goods and services online (33 per cent). It also features as one of the main reasons for not managing financial affairs e.g. transferring money between accounts (34 per cent).
- 9.7.3 Most internet users not selling online, not using Government websites for filling in forms, not searching for product and price information online and not looking for news and general information online say this is because they have no need to do so. Fear about internet security does not feature as a major deterrent with these activities.
- 9.7.4 Half of those not expressing their views online and a third of those not watching, listening to or downloading films or music online do not do so because they are not interested in these activities. Again fear about internet security does not feature as a major deterrent.

**Table 9.11: Reasons for not using the internet for certain activities**

*Q15: Why don't you.....?*

Base: All internet users not taking part in activity in the last year

	Expressing your views (850) %	Sell goods and services (831) %	Using a Government website for filling in forms (604) %	Managing your financial affairs (603) %	Watching and listening to or downloading films or music (595) %	Checking bank balance or credit card balance (510) %	Buying goods and services (365) %	Searching for product and price information (219) %	Looking for news and general information (213) %
I'm not interested in it	54	19	12	7	33	8	16	26	35
Don't need it	13	41	63	36	28	22	21	43	48
I don't have time for that	21	9	1	4	17	5	3	4	7
I'm worried about the security of my personal and financial details	1	6	3	34	1	41	33	3	0
I don't feel confident, technically about using the internet for this	2	6	3	5	3	6	3	4	2
I don't know enough about it	4	6	4	3	4	3	3	7	1
Prefer using other methods for this	2	0	6	3	1	3	5	3	1
Other reasons	1	12	6	9	15	14	16	2	8
No particular reason, may try that out soon	4	5	4	4	2	6	5	9	4
Don't know/refused	1	1	2	2	1	0	3	2	1

9.7.5 Table 9.12 which follows presents the results already shown for resistances to using the internet for certain activities but re-percentageed on the base of all internet users. This allows for an overview of the main barriers to internet usage in relation to specific online activities among all internet users. The main barriers are:

- a lack of interest in expressing views online (40 per cent)
- a perceived lack of need for selling online or using a Government website for filling in forms (three in ten)
- worries about the security of personal and financial details when managing finances and checking balances online (16 per cent).

**Table 9.12: Reasons for not using the internet for certain activities – re-percentage on all internet users**

*Q15: Why don't you.....?*

Base: All internet users

	Expressing your views (1085) %	Selling goods and services (1085) %	Use a Government website for filling in forms (1085) %	Manage your financial affairs (1085) %	Watch and listen to or downloading films or music (1085) %	Checking bank balance or credit card balance (1085) %	Buy goods and services (1085) %	Search for product and price information (1085) %	Looking for news and general information (1085) %
I'm not interested in it	40	13	6	3	16	3	3	4	5
Don't need it	9	28	31	17	14	9	4	6	7
I don't have time for that	16	6	1	2	8	2	1	1	1
I'm worried about the security of my personal and financial details	1	4	1	16	0	16	6	0	0
I don't feel confident, technically about using the internet for this	1	4	2	2	1	2	1	1	0
I don't know enough about it	3	4	2	2	2	1	1	1	0
Prefer using other methods for this	1	0	3	1	0	1	1	1	0
Other reasons	1	8	3	4	7	5	3	0	1
No particular reason, may try that out soon	3	3	2	2	1	2	1	1	1
Don't know/refused	1	1	1	1	0	0	1	1	0

## 9.8 Experience of losing out to or being conned by a company bought from online

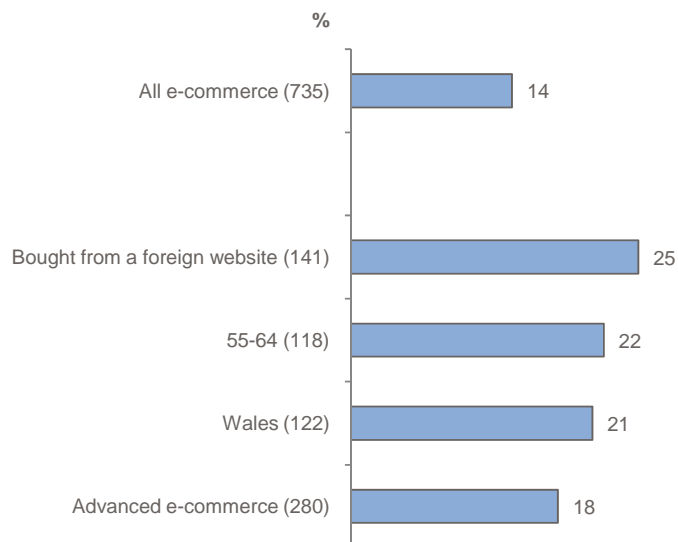
9.8.1 Those engaging in e-commerce were asked whether they have ever experienced a problem when buying a good or service online where they felt they had lost out or been conned by the company they were buying from. One in seven says they have had such an experience.

9.8.2 Groups most likely to have experienced a problem when buying a good or service online are those buying from a foreign website (25 per cent) (although we cannot infer that it was a foreign website which caused the problem), 55-64 year olds (22 per cent), the Welsh (21 per cent) and the advanced e-commerce group (18 per cent).

### Chart 9.13: Experience of losing out to or being conned by a company bought from online

*Q35: Have you ever experienced a problem when buying a good or service online where you felt you had lost out or been conned by the company you were buying from?*

Base: All engaging in e-commerce (735)

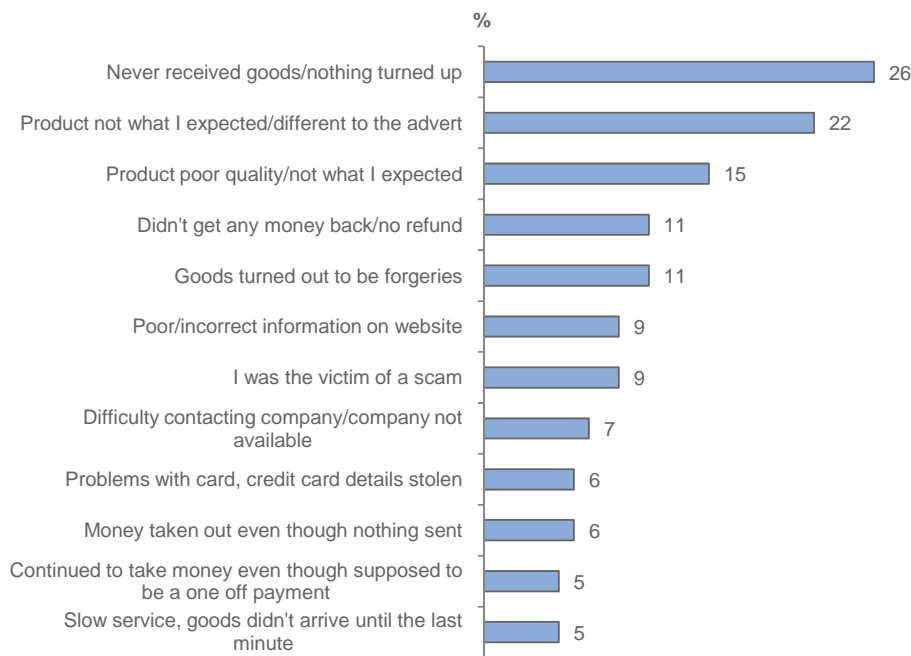


9.8.3 When asked what happened to them, in 26 per cent of cases the goods did not turn up. Other problems include misrepresentation of the product in the advertising (22 per cent), poor quality merchandise (15 per cent), no money back/refund (11 per cent), counterfeit goods (11 per cent) and poor or incorrect information on a website (nine per cent). Seven per cent had difficulty contacting the company they bought from.

**Chart 9.14: Experience of losing out to or being conned by a company bought from online**

*Q36: Would you describe what happened?*

Base: All losing out to or being conned by a company bought from online (112)



9.8.4 We have included some verbatim comments of incidents where online shoppers felt they had lost out to or been conned by a company they bought from online.

*'A product didn't turn up when it should have and it took a while to get my money back. My confidence has been knocked a bit by this experience.'*

*'An item did not match the description and it was not working. It was an electrical item and I only got a part refund of cash.'*

*'I bought a CD from eBay and it was a copy.'*

*'I bought a computer and it was faulty and the company did not take responsibility or let me send it back unless I paid a lot of money.'*

*'I bought a laptop bag from ... and I missed the delivery so they gave me a note of where to pick it up. This was a 20 minute drive away. They told me I couldn't get it until five days later and when I finally got it, it was the wrong one. I called and emailed them and they just said the seven days for delivery had passed so I couldn't get a refund and I couldn't send the bag back.'*

*'I bought a pair of boots online and it took 12 weeks for delivery.'*

*'I bought a phone from eBay and it was blocked. I contacted the seller and they didn't respond. I escalated my complaint and got the money back from Paypal.'*

*'I bought something from America and had to pay a lot of shipping fees.'*

*'I bought two rings from a foreign website and they have started to lose colour so must not be real silver. I have tried to contact the company, but there is no response.'*

*'I had purchased an item and they had some policy that if you tick a certain box you subscribe to a mail order gaming magazine. I didn't knowingly subscribe, but once I noticed, I contacted Paypal and they reimbursed me.'*

*'I purchased an item which was not the size it was described as. The company gave me a credit note, but would not give me my money back.'*

*'It was an eBay purchase which never arrived, but I was refunded by eBay as the person I was buying from stopped being an eBay seller.'*

**9.9 How dealt with the problem of losing out to or being conned by a company bought from online.**

9.9.1 Eighteen per cent contacted their credit card company and 15 per cent contacted the seller in order to resolve the problem. Other parties contacted by those experiencing a problem when buying online were their bank (13 per cent), Consumer Direct (11 per cent) and eBay (10 per cent).

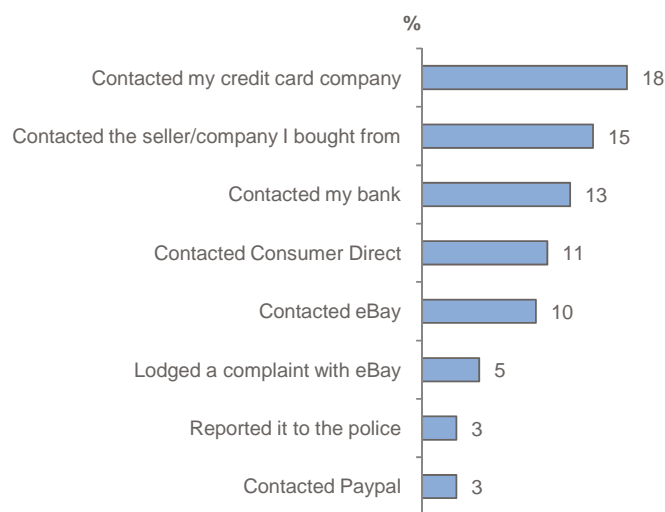
9.9.2 Three per cent reported the matter to the police.

9.9.3 A quarter (24 per cent) did nothing about the problem.

**Chart 9.15: How dealt with the problem of losing out to or being conned by a company bought from online**

*Q37: How did you deal with this problem*

Base: All losing out to or being conned by a company bought from online (112)



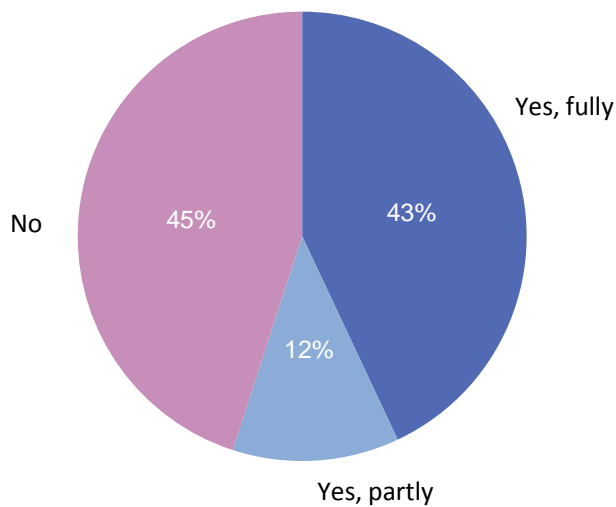
## 9.10 Resolution of problem of losing out to or being conned by a company bought from online

9.10.1 In 55 per cent of cases the problem was resolved either fully or partly meaning 45 per cent of those losing out to or being conned by a company online did not have the problem resolved. This translates to six per cent of all engaging in e-commerce.

### Chart 9.16: Was the problem of losing out to or being conned by a company bought from online resolved

Q38: Was the problem resolved?

Base: All losing out to or being conned by a company bought from online (112)



**9.11 Impact of experience of losing out to or being conned by a company bought from online**

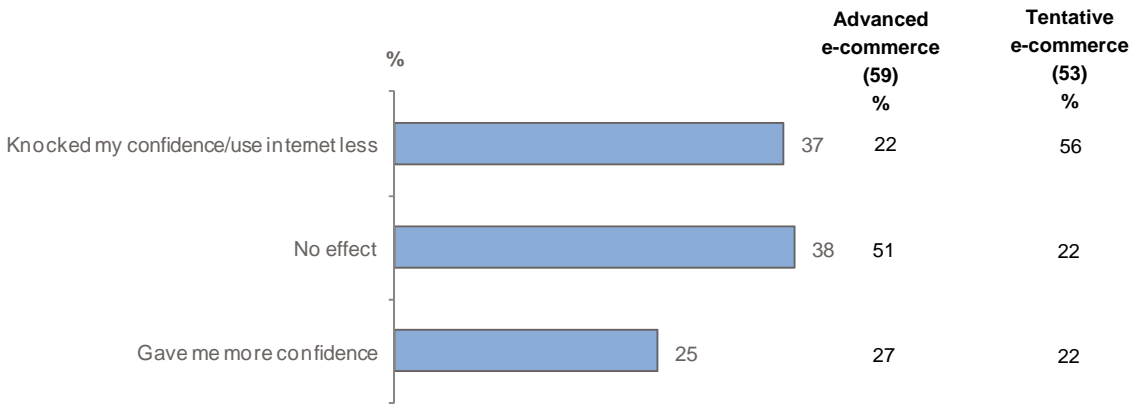
9.11.1 Thirty seven per cent of those losing out to or being conned by company online had their confidence knocked by the experience and claim to use the internet less. Almost four in ten claim not to have been affected. A quarter say the experience has given them more confidence. While those in the tentative e-commerce group are more likely to have had their confidence knocked, a greater proportion of the advanced e-commerce group were given more confidence (27 per cent) than had their confidence knocked (22 per cent).

9.11.2 While there were no significant differences by age and social class, women were more likely than men to say the experience knocked their confidence (49 per cent compared to 19 per cent).

**Chart 9.17: Impact of experience of losing out to or being conned by a company bought from online**

*Q39: Did this experience knock your confidence and make you use the internet less, did it have no impact on you or did it give you more confidence in dealing online having been through the experience?*

Base: All losing out to or being conned by a company bought from online (112)



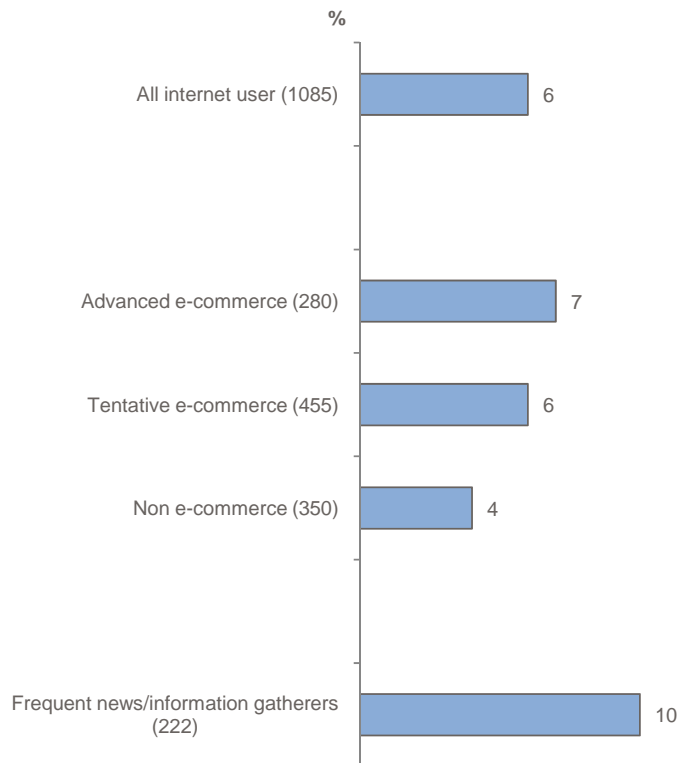
## 9.12 Experience of losing money as a result of online identity theft

9.12.1 Six percent of all internet users have lost money as a result of online identity theft. The incidence of having one's identity stolen is significantly higher among frequent news and information gatherers (ten per cent). Advanced e-commerce users are more likely to have lost money as a result of online identity theft (seven per cent) than the tentative e-commerce (six per cent) and non-commerce (four per cent) groups.

### Chart 9.18: Experience of losing money as a result of online identity theft

*Q40: Have you ever lost money as a result of online identity theft?*

Base: All internet users (1085)



9.12.2 Asked to describe what happened, two thirds (67 per cent) of those losing money explained that their details or card were stolen and used by someone else to buy things online. One in five (19 per cent) specifically mentioned a Paypal scam/money taken from a Paypal account.

*'I don't have any sort of online accounts like eBay or Amazon, but someone, somehow was using my details online to buy things. I had to contact my bank and they gave me a refund of all the money lost.'*

*'It was through Paypal. Someone hacked into my account and cancelled it. It was only through my friends' account that I got into it. They cancelled my account and stole my money. I rang Paypal and eventually got my money back.'*

*'My bank details were used to purchase items online by somebody else.'*

*'My card was used online by someone else. The bank contacted me to let me know. I have not used my card much more after that.'*

*'My credit card was cloned and used to buy numerous iTunes.'*

*'Somebody either cloned my card or got hold of the card details from the computer and ran up a massive bill.'*

*'Someone else used my credit card details to buy things online. It was my fault as I didn't log off the library computer and my details were still on.'*

*'Someone got hold of my credit card number through internet fraud. I rang the bank and they stopped the card, refunded the money and did their own investigation.'*

9.12.3 Those suffering a financial loss as a result of online identity theft dealt with this by reporting it either to their bank (50 per cent), their credit card company (17 per cent) or Paypal (ten per cent). One in ten reported it to the police. Everyone did something as a result of the theft.

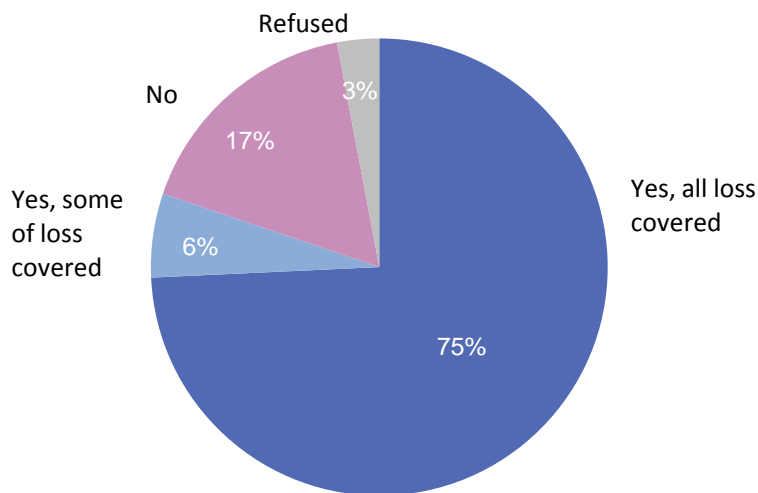
### 9.13 Recouping losses from online identity theft

9.13.1 In three quarters of cases, those losing money through online identity theft were able to recoup everything, either from their credit card company, bank or insurance company. Six per cent had some of the money reimbursed. 17 per cent did not have any of their loss covered. This equates to one per cent of all internet users.

**Chart 9.19: Recouping losses from online identity theft**

*Q43: Did your credit card company/bank/insurance company cover all or some of your loss?*

Base: All losing money through online identity theft (53)



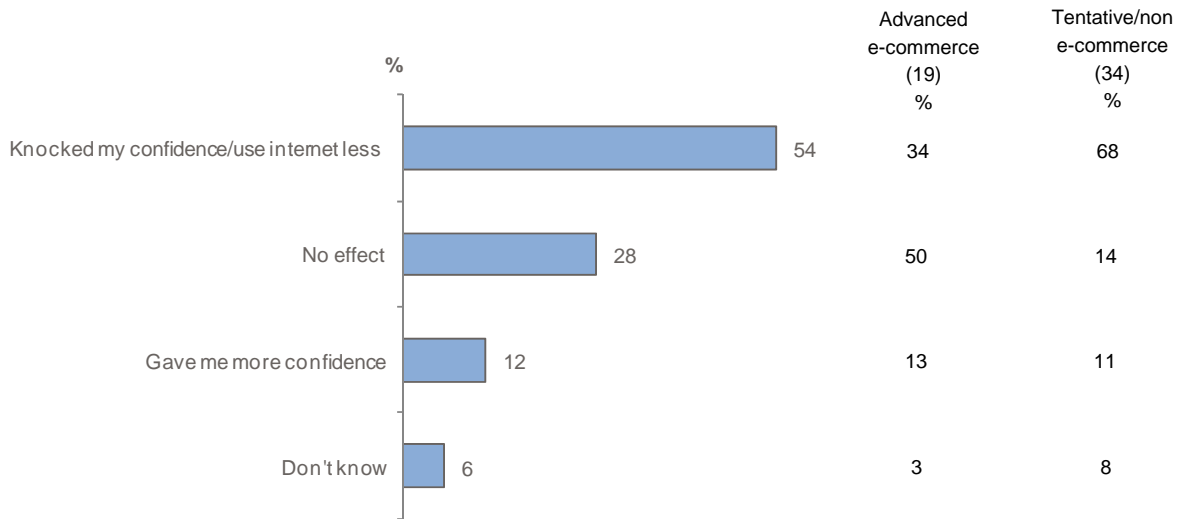
## 9.14 Impact of losing money as a result of online identity theft

9.14.1 The psychological impact of online identity theft is more profound than that of losing out to or being conned by companies bought from online. Just over half of those experiencing loss through online identity theft (translating to three per cent of all internet users) claimed the experience knocked their confidence and they use the internet less. Even among the advanced e-commerce group, a third had their confidence knocked and use the internet less.

### Chart 9.20: Impact of experience of losing money through online identity theft

*Q44: Did this experience knock your confidence and make you use the internet less, did it have no impact on you or did it give you more confidence in dealing online having been through the experience?*

Base: All losing money through online identity theft (53)



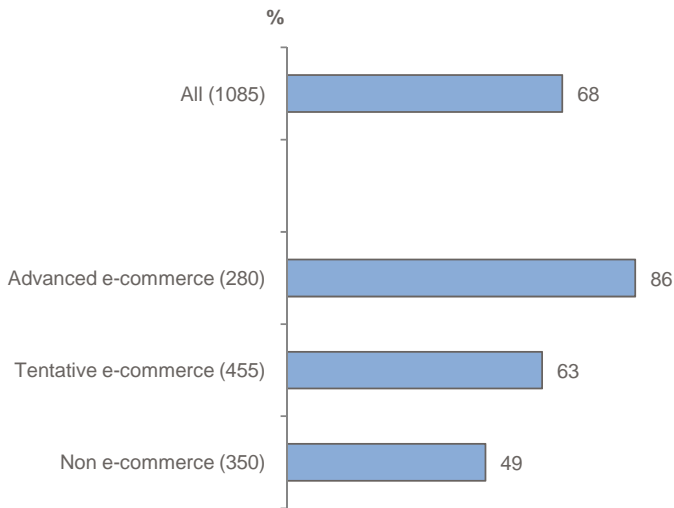
## 9.15 Awareness of cookies

9.15.1 Two thirds (68 per cent) of internet users are aware of cookies after having them explained. Awareness of cookies is highest among the advanced e-commerce group (86 per cent) and lowest among the non e-commerce group (49 per cent).

### Chart 9.21: Awareness of cookies

*Q45: In computing, a cookie is a small text file sent from a website and placed in a user's computer. When you go to the website, the cookie remembers which pages you visited and other information such as log in details, preference settings etc. Were you aware of this?*

Base: All internet users



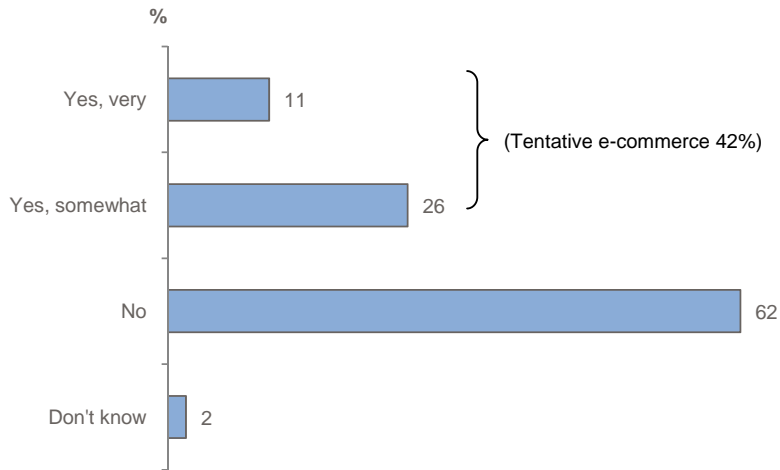
## 9.16 Concern about cookies

9.16.1 11 per cent of internet users are very concerned about cookies after having them described to them. A further 26 per cent are somewhat concerned. The tentative e-commerce group are most concerned about cookies (42 per cent very or somewhat concerned).

### Chart 9.22: Concern about cookies

Q46: (After description of cookies) Does this concern you?

Base: All internet users (1085)



9.16.2 The three main concerns voiced about cookies are:

- personal/financial details could be obtained by strangers/third parties and identities could be stolen
- the idea of someone tracing their activity/seeing what they are doing
- the perceived inability to remove details from a website once they have been logged there.

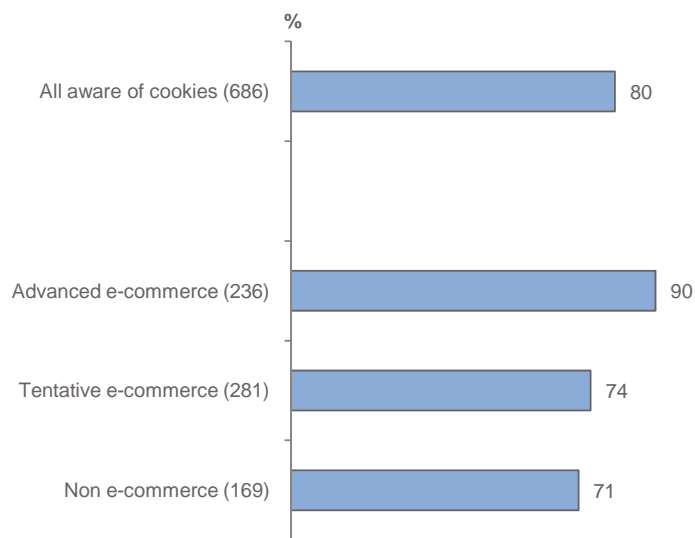
## 9.17 Awareness of control over cookies

9.17.1 Eight in ten of those aware of cookies (80 per cent) know that they can block or manage the types of cookies placed on their computer. Awareness of cookie control among those aware of cookies is highest among the advanced e-commerce group (90 per cent) and lowest among the non e-commerce group (71 per cent).

### Chart 9.23: Awareness of control over cookies

*Q48: Are you aware that you can block or manage the types of cookies placed on your computer?*

Base: All aware of cookies



# 10. Overcoming fears when buying online

## 10.1 Why buy things online when worried about online security

10.1.1 We were interested in understanding why those who buy online but have concerns about being conned by companies online or others accessing their personal details on the internet, still do so.

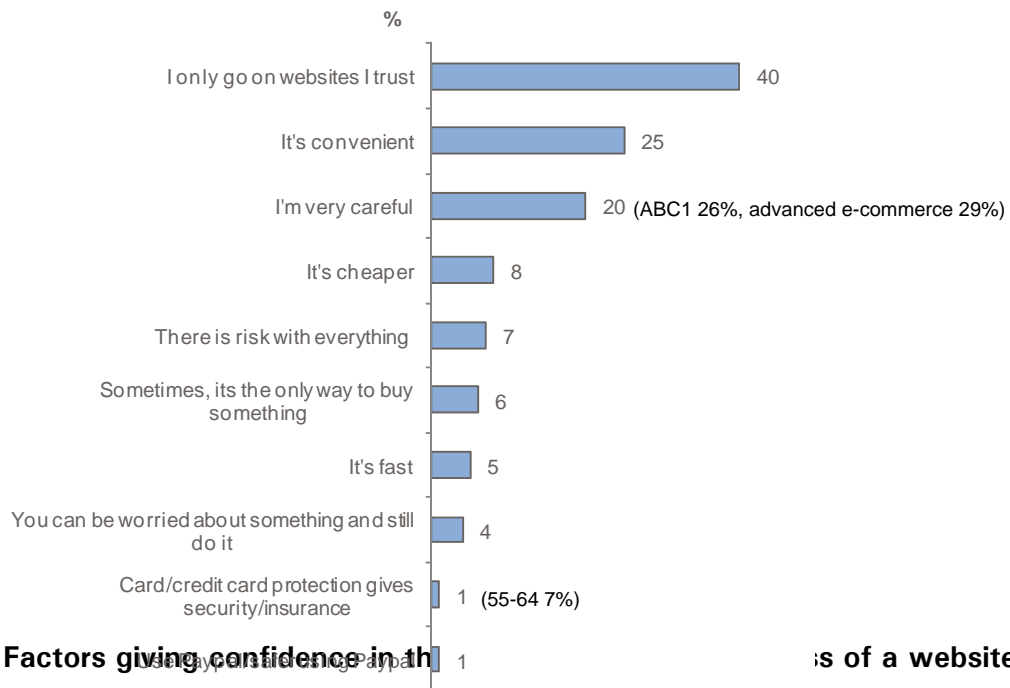
10.1.2 Seven in ten (69 per cent) of those engaging in e-commerce do have concerns about being conned by companies online or others accessing their personal details. This group accounts for 42 per cent of the total population.

10.1.3 Asked why they still buy online, in spite of their fears, four in ten (40 per cent) are confident that they can protect themselves by only going on websites they trust. A further 20 per cent claim they are very careful. (This rises to 29 per cent among the advanced e-commerce group). With a quarter (25 per cent), the convenience of the internet overrides the security risk.

### Chart 10.1: Why buy things online when worried about online security

Q21: You said that you are worried about online security and yet you still buy things online, why is that?

Base: All engaging in e-commerce worried about internet security (524)



## 10.2 Factors giving confidence in the security of a website

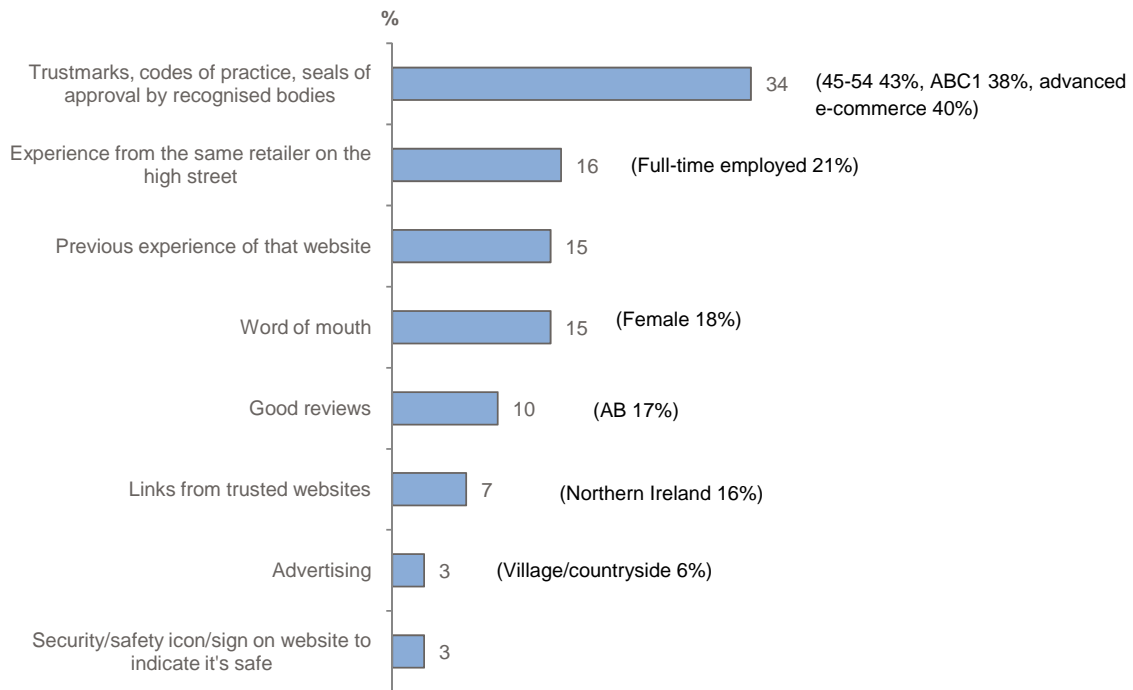
10.2.1 Asked what factors give them confidence in the safety and trustworthiness of a website, a third of all internet users mentioned trust marks, codes of practice and seals of approval by recognised bodies (higher among 45-54s 43 per cent, ABC1s 38 per cent and advanced e-commerce 40 per cent).

10.2.2 Fifteen percent rely on their previous experience of a website and another 15 per cent on word of mouth. 16 per cent would trust the website of a retailer they know from the high street (21 per cent of full time employed), ten per cent (17 per cent of ABs) are reassured by good reviews and seven per cent by links from trusted websites (16 per cent in Northern Ireland).

**Chart 10.2: Factors giving confidence in the safety and trustworthiness of a website**

*Q22: What factors give you confidence in the safety and trustworthiness of a website?*

Base: All internet users (1085)



## 11. Awareness of consumer rights and avenues for redress

### 11.1 Awareness of consumer rights when buying online.

11.1.1 Internet users were read out three true statements about their rights when buying goods and services online and asked to say for each one whether the statement is true or not. The statements were:-

*If you buy something online using a credit card and it doesn't arrive you may be able to claim back what you paid for it from your credit card company.*

*If you buy something like a TV online and subsequently change your mind, provided you notify the seller within seven working days of receiving the item that you wish to cancel the order and you return the item in the same condition, you can get your money back.*

*If you buy something online and it is not delivered by the agreed date or within 30 days of your order, you can claim your money back from the seller.*

11.2.2 The majority of them knew that it is possible to claim back from a credit card company if a good or service is not delivered. Eighty per cent correctly said this was true (Chart 11.1 on the next page).

11.2.3 Three quarters correctly affirmed that if you buy something like a TV and subsequently change your mind, provided you notify the seller within seven working days of receiving the item that you wish to cancel the order and you return the item in the same condition, you can get your money back.

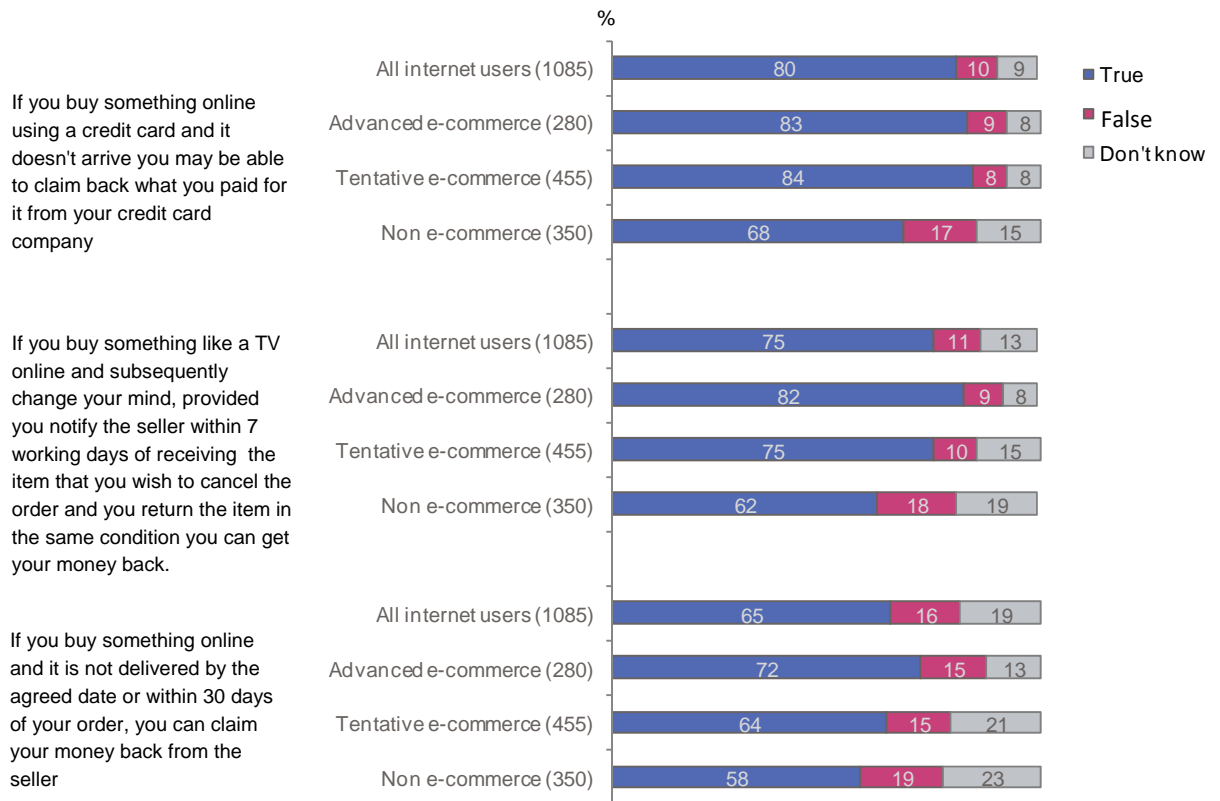
11.2.4 Internet users were not so sure about their right to claim money back from the seller if the item they purchased online is not delivered by the agreed date or within 30 days of the order. Two thirds (65 per cent) were aware of this right.

11.2.5 Advanced e-commerce users were more aware of their rights than tentative ones, who were in turn more aware than those in the non-e-commerce group.

## Chart 11.1: Awareness of consumer rights when buying online

Q33: For each one can you tell me whether you think it is true or not

Base: All internet users



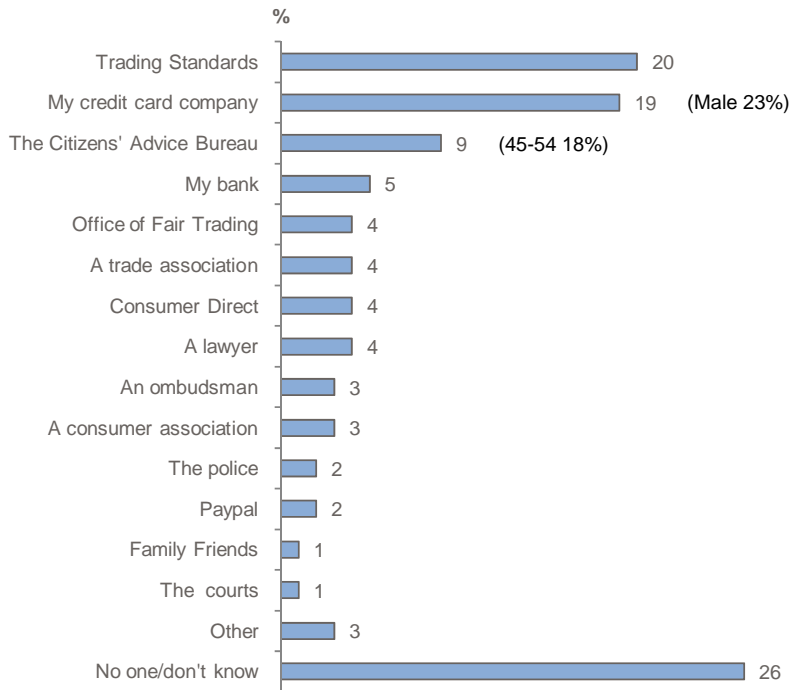
## 11.2 Who would they turn to in the event of a dispute with an online seller

11.2.1 Asked who they would turn to if they ever had a problem with a company after buying something online and they could not resolve the problem with the company, 20 per cent would go to a Trading Standards Service, 19 per cent would contact their credit card company, nine per cent would go to the Citizens Advice Bureau and five per cent would contact their bank. The OFT, Consumer Direct, trade associations and lawyers each received mentions from four per cent. A quarter would not know what to do.

### Chart 11.2: Who would they turn to in the event of a dispute with an online seller

*Q34: If you ever had a problem with a company after buying a product or service and you could not resolve the problem with the company, who would you turn to*

Base: All engaging in e-commerce (735)



# Appendix – The Questionnaire



FDS International Ltd  
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## Trust in online markets Questionnaire

7772/bw/ar

### *Code from sample*

#### **Country**

England – 650  
Wales – 250  
Scotland – 250  
Wales – 250

#### **Fixed line/mobile only**

Fixed line – 1200  
Mobile only – 200

### **Introduction**

Q1 Good morning/afternoon/evening. I am ..... from FDS Market Research. We are a market research agency carrying out an important survey for the Office of Fair Trading about usage of the internet, whether people use it, how they use it and if not, why not. It will last about 15 minutes. Can you spare 15 minutes now please? **IF NECESSARY ASK TO SPEAK TO SPECIFIC AGE GROUP/GENDER TO BALANCE SAMPLE**

Yes, now	1
Yes, later	2
No, out of quota	3
No refused	4

Q2 **IF NECESSARY ASK** May I check, are you aged 16 or over?

Yes	1
No	2

**IF MOBILE SAMPLE**

Q2X Thank you. Before we start may I check, do you have a fixed line telephone service at home?

- Yes 1
- No 2

**IF YES, CLOSE**

Q3 Thank you. From which of the following places could you access the internet? It doesn't matter whether you use it or not? **READ OUT AND CODE ALL THAT APPLY**

- From your home 1
- From the home of a relative or friend 2
- From work 3
- At school/ college/ university 4
- At a library 5
- In an internet café 6
- On your mobile phone 7
- None
- Don't know

**IF NONE, SKIP TO Q5**

Q4 How often do you access the internet for personal, non work related use...? **READ OUT**

- Everyday 1
- At least once a week 2
- At least once a month 3
- Less often than once a month 4
- Not in the last year 5
- Never 6
- Don't know
- Refused

**IF REFUSED - CLOSE**

**SET INTERNET USAGE QUOTA**

**Non user (Q3=NULL OR Q4=DK OR Q4=NEVER)**

**Internet user (ALL OTHERS)**

**INTERNET USERS GO TO Q10, NON USERS CONTINUE**

Q7 Is there anything that stops you using the internet? **PROBE FOR BARRIERS** What stops you from using the internet? **CODE ALL THAT APPLY**

- Don't need it 1
- I'm not interested in it 2
- I don't know enough about it 3
- I don't feel confident about using it 4
- I'm worried about security, viruses,  
identity theft etc 5
- I'm worried that my browsing behaviour can  
be tracked by companies 6
- I had a bad experience 7
- My internet connection is not fast enough 8
- I don't have access to a computer 9
- I just haven't got round to it 10
- Find it difficult to use computer  
because of my age/ condition  
(poor eyesight/ dyslexic) 11
- Other (TYPE IN)

---

Don't know  
Refused

**IF HAD BAD EXPERIENCE**

Q8 What was that bad experience you had with the internet?

Q9 Which of these things would you consider doing on the internet? **READ OUT**

**RANDOMISE**

- |   |    |
|---|----|
| Buying good and services  | 1  |
| Selling goods and services e.g. on ebay   | 2  |
| Checking your bank balance or credit card balance   | 3  |
| Managing your financial affairs (e.g. transferring money<br>money between accounts, trading shares etc) | 4  |
| Social networking (e.g. going on Facebook)  | 5  |
| Expressing your views i.e. discussion forums, blogging  | 6  |
| Watching and listening to or downloading films or music<br>including visiting sites like BBC iplayer    | 7  |
| Searching for product and price information<br>(including visiting price comparison websites)           | 8  |
| Looking for news and general information<br>(including from Government websites)                        | 9  |
| Using a Government website for filling in forms<br>(e.g. tax returns, passport applications)            | 10 |
| Sending and receiving emails  | 11 |
| Gaming  | 12 |
| Communicating via live video link (eg Skype)  | 13 |
| Other (TYPE IN)   |    |
| None  |    |
| Don't know  |    |

**NON INTERNET USERS, GO TO Q49**

**ASKED TOWARDS THE END OF SURVEY TO HELP TARGET NON ECOMMERCE INTERNET USERS**

Q10x Do you ever carry out financial transactions online (eg. buying or selling things online, including downloaded films or music)?

Yes	1
No	2

**IF YES CLOSE**

**INTERNET USERS**

Q10 Where do you usually access the internet for personal use?

From your home	1
From the home of a relative or friend	2
From work	3
At school/ college/ university	4
At a library	5
In an internet café	6
On your mobile phone	7
Other (TYPE IN)	

---

Don't know	
Refused	

Q11 I am going to read out a list of things you can do on the internet. For each one could you tell me how often you use the internet for that – everyday, at least once a week, at least once a month, less than once a month, not in the last year or never

**RANDOMISE**

- Buying good and services
- Selling goods and services e.g. on ebay
- Checking your bank balance or credit card balance
- Managing your financial affairs (e.g. transferring money between accounts, trading shares etc)
- Social networking (e.g. going on Facebook)
- Expressing your views i.e. discussion forums, blogging
- Watching and listening to or downloading films or music (including visiting sites like BBC iplayer)
- Searching for product and price information including visiting price comparison websites
- Looking for news and general information including from Government websites
- Using a Government website for filling in forms (eg tax returns, passport applications)
- Sending and receiving emails
- Gaming
- Communicating via live video link (eg Skype)

- Everyday 1
- At least once a week 2
- At least once a month 3
- Less than once a month 4
- Not in the last year 6
- Never 7
- Don't know
- Refused

**IF CODES 1-4 FOR WATCHING AND LISTENING TO OR DOWNLOADING FILMS OR MUSIC (INCLUDING VISITING SITES LIKE BBC IPLAYER) (LESS OFTEN THAN ONCE A MONTH OR MORE OFTEN), ASK Q12**

Q12 Do you ever buy the films or music you watch and listen to or download or do you only watch and listen or download free media?

- Buy 1
- Only free 2
- Don't know
- Refused

**SET INTERNET USER E-COMMERCE QUOTA – E-COMMERCE/ NON E-COMMERCE**

**PARTAKE IN E-COMMERCE (BUYING GOODS AND SERVICES (Q11\_1 codes 1-4) /SELLING GOODS AND SERVICES (Q11\_2 codes 1-4)/ BUYING FILMS OR MUSIC (Q12 code 1)**

**NB THE DEFINITION FOR E-COMMERCE WAS CHANGED TOWARDS THE END OF THE SURVEY PERIOD SO THAT Q11\_4 codes 1-4 NO LONGER CONTRIBUTED TO THIS GROUP – THE ANALYSIS WILL HAVE TO REFLECT THIS CHANGED DEFINITION AND IMPOSE IT RETROSPECTIVELY ON THE EARLIER INTERVIEWS**

**NON E-COMMERCE (OTHER INTERNET USERS)**

**IF E-COMMERCE**

Q13 What do you see as the main advantages of buying online?

- It's convenient 1
- It's fast 2
- It's cheaper 3
- Sometimes it's the only way to buy something 4
- Everyone is doing it 5
- Wider range of products/  
services online 6
- Good for large items – buy online and  
then have delivered 7

Other (TYPE IN)

---

Don't know

Refused

Q14 Which of the following have you used to buy goods and services online? **READ OUT**  
Do you use anything else? **PROBE FOR ANY OTHERS AND TYPE IN**

- Online retailers that I recognise and am  
familiar with from the High Street 1
- Online retailers, with their own website,  
that I am familiar with (e.g. play.com) 2
- Online traders who market through Ebay 3
- Online traders who market through Amazon 4
- Other (TYPE IN)

---

Don't know

Refused

**FOR EACH ACTIVITY NEVER USE THE INTERNET FOR OR NOT USED IN THE LAST YEAR AT Q11**

**NB ONLY FOR**

**BUYING GOOD AND SERVICES**

**SELLING GOODS AND SERVICES E.G. ON EBAY**

**CHECKING YOUR BANK BALANCE OR CREDIT CARD BALANCE**

**MANAGING YOUR FINANCIAL AFFAIRS (E.G. TRANSFERRING MONEY BETWEEN ACCOUNTS, TRADING SHARES ETC)**

**EXPRESSING YOUR VIEWS I.E. DISCUSSION FORUMS, BLOGGING**

**WATCHING AND LISTENING TO OR DOWNLOADING FILMS OR MUSIC (INCLUDING VISITING SITES LIKE BBC IPLAYER)**

**SEARCHING FOR PRODUCT AND PRICE INFORMATION INCLUDING VISITING PRICE COMPARISON WEBSITES**

**LOOKING FOR NEWS AND GENERAL INFORMATION INCLUDING FROM GOVERNMENT WEBSITES**

**USING A GOVERNMENT WEBSITE FOR FILLING IN FORMS (EG TAX RETURNS, PASSPORT APPLICATIONS)**

Q15 Why don't you use the internet for.....

Don't need it	1
I'm not interested in it	2
I don't know enough about it	3
I don't have enough time for that	4
I don't feel confident, technically, about using the internet for this	5
I'm worried about viruses	6
I'm worried about the security of my personal and financial details	7
I'm worried that my browsing behaviour can be tracked by companies	8
I had a bad experience	9
My internet connection is not fast enough for this	10
No particular reason, I may try that out soon	11
Other (TYPE IN)	

---

Don't know

Refused

**ASK ALL INTERNET USERS**

Q16 How worried are you about viruses from the internet damaging your computer or software?  
**READ OUT**

- Very worried 1
- Fairly worried 2
- Not very worried 3
- Not at all worried 4

Don't know

**IF E-COMMERCE**

Q17 How worried are you about losing out to or being conned by companies you buy from online?  
**READ OUT**

- Very worried 1
- Fairly worried 2
- Not very worried 3
- Not at all worried 4

Don't know

Q18 Are you more worried about losing out to or being conned by companies when you buy online compared to when you buy offline? **IF MORE WORRIED, PROBE TO FIND OUT IF MUCH MORE OR A LITTLE MORE WORRIED**

- Much more worried 1
- A little more worried 2
- No difference 3
- Less worried 4

Don't know

**ASK ALL INTERNET USERS**

Q19 How worried are you about others accessing your personal details on the internet? **READ OUT**

- Very worried 1
- Fairly worried 2
- Not very worried 3
- Not at all worried 4

Don't know

**IF WORRIED ABOUT INTERNET SECURITY AT EITHER Q17 OR Q19 AND E-COMMERCE, ASK Q21**

Q21 You said that you are worried about **(READ OUT ASPECTS WORRIED ABOUT FROM Q17 & Q19)** and yet you still buy things online, why is that?

- It's convenient 1
- It's fast 2
- It's cheaper 3
- Sometimes it's the only way to buy something 4
- Everyone is doing it 5
- You can be worried about something and still do it 6
- There is a risk with everything I'm getting better at it and I'll feel safer in time 7
- I am very careful 8
- I only go on sites I trust 9
- 10

Other (TYPE IN)

---

Don't know  
Refused

**ASK ALL INTERNET USERS**

Q22 What factors give you confidence in the safety and trustworthiness of a website? **DO NOT PROMPT**

- Word of mouth 1
- Experience from the same retailer on the high street 2
- Trustmarks, codes of practice, seals of approval by recognised bodies 3
- Links from trusted websites 4
- Advertising 5
- Previous experience from that website 6
- Good reviews 7
- Other (TYPE IN)

---

Don't know  
Refused

Q23 When you are on the internet, do you have any concerns or worries about things that might go wrong. **IF YES** What concerns or worries do you have? **PROBE FULLY**

Don't know  
Nothing

Q24 What has given rise to your concerns?

Personal experience	1
Word of mouth	2
What you hear in the news	3
Awareness campaigns from industry and/ or Government bodies	4

Other (TYPE IN)

---

Don't know  
Refused

Q25 I'm going to read out five different ways in which people search for information about goods and services and buy goods and services. For each one could you tell me whether you do this or not? **READ OUT**

I search for information about products and prices online and buy them online too 1

I search for information about products and prices online but then buy them offline (ie in a shop, over the telephone or via mail order) 2

I search for information about product and prices offline (ie local press, catalogues, mail shots, visiting shops) and then buy them online 3

I don't use the internet for information about products and prices nor do I buy things online 4

I search for information online and offline and I buy where ever I can get the best deal 5

Don't know

**IF MORE THAN ONE ANSWER AT Q25, ASK Q25b**

Q25b And which do you do the most? **READ OUT THOSE MENTIONED AT Q25 IF NECESSARY**

- |   |   |
|---|---|
| I search for information about products and prices online and buy them online too   | 1 |
| I search for information about products and prices online but then buy them offline (ie in a shop, over the telephone or via mail order)    | 2 |
| I search for information about product and prices offline (ie local press, catalogues, mail shots, visiting shops) and then buy them online | 3 |
| I don't use the internet for information about products and prices nor do I buy things online   | 4 |
| I search for information online and offline and I buy where ever I can get the best deal  | 5 |
| Don't know  |   |

Q26 Why do you do things that way? **PROBE FULLY**

- No particular reason
- Don't know

Q27 Do you ever visit foreign websites?

- |            |   |
|------------|---|
| Yes        | 1 |
| No         | 2 |
| Don't know |   |

**IF YES**

Q28 Do you ever buy from foreign websites?

- Yes 1
- No 2
- Don't know

**IF NO**

Q29 What are your main reasons for not buying from foreign websites?

- No particular reason
- Don't know

**IF E-COMMERCE, OTHER INTERNET USERS GO TO Q33**

Q30 Which of the following payment methods do you use when buying products and services online? **READ OUT**

Any others? PROBE AND TYPE IN OTHER

- Debit card 1
- Credit card 2
- Paypal 3
- Other (TYPE IN) 4

- 
- Don't know
  - Refused

Q31 Is the way you pay for things online different from how you pay for things offline?

- Yes 1
- No 2

**IF YES**

Q32 How is it different?

**ASK ALL INTERNET USERS**

Q33 I am going to read out three statements about buying online. For each one can you tell me whether you think it is true or not.

**ROTATE**

If you buy something online using a credit card and it doesn't arrive you may be able to claim back what you paid for it from your credit card company

If you buy something like a TV online and subsequently change your mind, provided you notify the seller within 7 working days of receiving the item, that you wish to cancel the order and you return the item in the same condition, you can get your money back

If you buy something online and it is not delivered by the agreed date or within 30 days or your order, you can claim your money back from the seller

- True 1
- False 2
- Don't know 3

**IF E-COMMERCE; OTHER INTERNET USERS GO TO Q40**

Q34 If you ever had a problem with a company after buying a product or service online and you could not resolve the problem with the company, who would you turn to?

- Consumer Direct 1
- A trade association 2
- The Citizen's Advice Bureau 3
- A lawyer 4
- The police 5
- Trading standards 6
- A consumer association 7
- My bank 8
- My credit card company 9
- My insurance company 10
- Other (TYPE IN)

---

Don't know

Q35 Have you ever experienced a problem when buying a good or service online where you felt you had lost out or been conned by the company you were buying from?

Yes 1  
No 2

**IF YES**

Q36 Would you describe to me what happened? **ASK THEM TO DESCRIBE THE LATEST INCIDENT IF MORE THAN ONE**

Q37 How did you deal with this problem?

Contacted consumer direct 1  
Reported it to a trade association 2  
Got a lawyer onto it 3  
Reported it to the police 4  
Told everyone I know about it 5  
Went to trading standards 6  
Contacted a consumer association 7  
Contacted my bank 8  
Contacted my credit card company 9  
Contacted my insurance company 10  
Other (WRITE IN)

---

Nothing  
Don't know  
Refused

Q38 Was the problem resolved? **IF YES, PROBE TO FIND OUT WHETHER IT WAS FULLY OR PARTLY RESOLVED**

Yes, fully 1  
Yes, partly 2  
No 3

Don't know

Q39 Did this experience knock your confidence and make you use the internet less, did it have no impact on you or did it give you more confidence in dealing online having been through the experience?

- Knocked my confidence/use internet less 1
- No effect 2
- Gave me more confidence 3
- Don't know

**ASK ALL INTERNET USERS**

Q40 Have you ever lost money as a result of online identity theft?

- Yes 1
- No 2

**IF YES**

Q41 Would you describe what happened? **ASK THEM TO DESCRIBE THE LATEST INCIDENT IF MORE THAN ONE**

Q42 How did you deal with this problem?

- Contacted consumer direct 1
- Contacted the Citizen's Advice Bureau 2
- Contacted my credit card company 3
- Contacted my bank 4
- Contacted the electronic payment Provider (e.g. Paypal, Google Checkout) 5
- Contacted my insurance company 6
- Reported it to the police 7
- Changed my log in and password 8
- Told everyone about it 9
- Other (TYPE IN)

- 
- Don't know
  - Refused

Q43 Did your credit card company/ bank/ insurance company cover all or some of your loss?

- Yes, all 1
- Yes, some 2
- No 3
- Don't know
- Refused

Q44 Did this experience knock your confidence and make you use the internet less, did it have no impact on you or did it give you more confidence in dealing online having been through the experience? **READ OUT**

Knocked my confidence/  
use the internet less 1  
No effect 2  
Gave me more confidence 3  
Don't know

Q45 In computing, a cookie is a small text file sent from a website and placed in a user's computer. When you go to that website, the cookie remembers which pages you visited and other information such as log in details, preference settings etc. Were you aware of this?

Yes 1  
No 2

Q46 Does this concern you? **IF YES, PROBE TO FIND OUT WHETHER VERY OR SOMEWHAT CONCERNED**

Yes, very 1  
Yes, somewhat 2  
No 3

Don't know

**IF YES**

Q47 Why do you say that?

No particular reason  
Don't know

Q48 Are you aware that you can block or manage the types of cookies placed on your computer?

Yes	1
No	2

That was all. Thank you. Before we finish, I would just like to ask you some classification questions.

**ASK ALL**

Q49 Which of the following age groups do you fall into? **READ OUT**

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75+	7
Refused	

Q50 What is the occupation of the chief wage earner in the household please? **PROBE FULLY TO BE ABLE TO CODE SOCIAL CLASS**

Refused

Q51 Are you yourself ...**READ OUT**

Employed full-time	1
Employed part time	2
In full time education	3
Unemployed	4
Retired	5
Refused	

Q52 Which of the following best describes where you live? **READ OUT**

City/large town	1
Medium sized town	2
Village/countryside	3
Refused	

**IF MOBILE SAMPLE SKIP TO QREG**

Q52b Finally, do you have a fixed line telephone service at home?

Yes	1
No	2
Refused	

Q53 ... and do you have a mobile phone?

Yes	1
No	2
Refused	

**ASK IF MOBILE SAMPLE**

QREG Do you live in? **READ OUT**

England	1
Wales	2
Scotland	3
Northern Ireland	4

Thank you for your time and co-operation in this survey. If you have any queries about the survey I can give you the name and telephone number of the executive in charge.

IF REQUESTED, The FDS executive in charge is Brian Westra on 020 7272 7766.

Q53 Code gender

Male	1
Female	2

Q54 Code social class

AB	1
C1	2
C2	3
DE	4
Refused	

**END**