



Interviews: 1,094 Internet users
Margin of error: ± 3.0
Interview dates: July 9-15, 2002

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**IPSOS/BSA/BUSINESS 2.0
CYBER-SECURITY SURVEY
US CONSUMER INTERNET PANEL
JULY 9-15, 2002**

NOTE: All results shown are percentages unless otherwise labeled.

1. How often do you purchase products over the Internet—very often, fairly often, only occasionally, or never?

Very often.....	8
Fairly often	30
Only occasionally	55
Have never purchased anything over the Internet.....	7
Don't know/refused	-
Total Very/Fairly Often	38
Total Occasionally/Never Purchased	62

2. Compared to two years ago, would you say you are more likely or less likely to shop on-line?

More likely.....	64
Less likely	6
As likely as two years ago.....	28
Don't know/refused	2

3. Do you think it is very safe, fairly safe, not very safe, or not safe at all to shop on-line with a credit card?

Very safe.....	13
Fairly safe	71
Not very safe.....	11
Not safe at all.....	4
Don't know/refused	1
Total Safe.....	84
Total Not Safe.....	15

4. When it comes to purchasing on the Internet, which of the following three statements comes closest to your point of view?

I do not worry about the security of my purchases on the Internet	18
I am concerned about the security of my purchases, but the benefits and convenience of using the Internet outweigh these concerns.....	56
I am very concerned about the security of my purchases, and would be unwilling to handle any important purchases over the Internet.....	23
Don't know/refused.....	3

5. How much confidence do you have in the technology industry to develop tools to give you more control over your on-line security—a great deal, a fair amount, not much, or no confidence?

A great deal	20
A fair amount	64
Not much	13
None	2
Don't know/refused	1
Total Great Deal/Fair Amount	84
Total Not Much/None	15

DEMOGRAPHICS

AGE:

18-24	7
25-29	11
30-34	15
35-39	8
40-44	12
45-49	17
50-54	12
55-59	9
60-64	5
65 and over	4
Don't know/refused	-

EMPLOYMENT STATUS:

Employed, full time	54
Employed, part time	7
Self-employed	7
Homemaker	10
Student	4
Retired	10
Currently unemployed	5
Other	3
Don't know/refused	-

EDUCATION:

Grade school or some high school	2
Graduated high school	20
Some college	37
Graduated from college - 2 year	10
Graduated from college - 4 year	15
Some post graduate work	6
Post graduate degree	9
Other	1
Don't know/no answer	-

INCOME:

Under \$25,000	19
\$25,000 to less than \$50,000	29
\$50,000 or more	52
Refused/not sure	-

INTERNET EXPERIENCE:

Expert	7
Very skilled	24
Fairly skilled	45
Not very skilled	21
Not at all skilled	3
Refused/not sure	-

REGION:

Northeast	20
Midwest	24
South	33
West	23

GENDER:

Male	50
Female	50