

# Inter@ctive Reid Core Tracking - Quarter 1, 2003

## Table of Contents

ELECTRONIC COMMERCE.....	1
C14a/b. What would you say is the main reason why you have not made any purchases on-line? What other reasons? .....	1
SPECIAL FEATURE: PRIVACY AND SECURITY .....	3
F15a. How concerned are you about online security? .....	3
F15b. Compared to a year ago, how would you rate your level of concern about online security? Would you say you are more or less concerned than you were a year ago? .....	4
F16a. How concerned are you about giving personal information, such as your credit card number, over the Internet? .....	5
F16b. Compared to a year ago, how would you rate your level of concern about giving personal information, such as your credit card number of the Internet? Would you say you are more ore less concerned than you were a year ago? .....	6
F17_1. Regardless of whether you have ever purchased a product or service over thh Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (Your credit card information being intercepted in transit while you are making an Internet purchase) .....	7
F17_2. Regardless of whether you have ever purchased a product or service over thh Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (Your credit card information being used for non-authorized transactions once it is in the database of the retailer) .....	8
F17_3. Regardless of whether you have ever purchased a product or service over thh Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (The on-line company knowing it is definitely you making the Internet purchase and not someone else using your information) .....	9
F17_4. Regardless of whether you have ever purchased a product or service over thh Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (Discrepancies between you and the on-line company or business are dealt with in a fair and reasonable way) .....	10
F17_5. Regardless of whether you have ever purchased a product or service over thh Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (The security of the database housing your credit card number once a transaction as been made) .....	11
F17_6. Regardless of whether you have ever purchased a product or service over thh Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (Sites that you visit being able to access the information stored on your computer) .....	12
F17. Regardless of whether you have ever purchased a product or service over thh Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? TOTAL CONCERNED SUMMARY .....	13
F17. Regardless of whether you have ever purchased a product or service over thh Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? TOTAL NOT CONCERNED SUMMARY .....	14
F18. As far as you know, have you ever personally experienced a breach of personal information you have submitted online? .....	15
F19. Specifically, how was your online privacy violated? .....	16
F20. Who do you think should be most responsible for improving online security? .....	17
F21_1. How confident are you that the Web sites themselves can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...? .....	18
F21_2. How confident are you that the Infrastructure companies can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...? .....	19
F21_3. How confident are you that the Government can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...? .....	20
F21_4. How confident are you that the Credit card companies can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...? .....	21
F21. How confident are you that the ..... can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...? TOTAL CONFIDENT SUMMARY .....	22
F21. How confident are you that the ..... can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...? TOTAL NOT CONFIDENT SUMMARY .....	23

## ELECTRONIC COMMERCE

C14a/b. What would you say is the main reason why you have not made any purchases on-line? What other reasons?

	Total
Base: Never purchased directly online	255
Weighted	304
PROCESS ISSUES (NET)	242
	79%
- Security of giving credit card information	149
	49%
- Privacy concerns when releasing personal information	103
	34%
- Not comfortable with process	92
	30%
- Complicated/Time consuming	11
	4%
- Difficult purchase process	10
	3%
SHOPPING ISSUES (NET)	227
	75%
- Prefer shopping other ways	141
	46%
- Can't see or touch the product	107
	35%
- Don't know the merchant	41
	13%
- Limited selection	13
	4%
- Hard to find what you are looking for	12
	4%
SPECIFIC ISSUES (NET)	163
	54%
- Shipping costs	87
	28%
- Follow-up concerns complaints/returns/problems	86
	28%
- Taxes/Duties	50
	16%
- Slow delivery	23
	7%
- More expensive on-line	18
	6%
GENERAL (NET)	144
	47%
- No need/don't want to	139
	46%
- Tried - didn't work	17
	6%

## Inter@ctive Reid Core Tracking - Quarter 1, 2003

### ELECTRONIC COMMERCE

*C14a/b. What would you say is the main reason why you have not made any purchases on-line? What other reasons?*

	Total
TOTAL MENTION TABLE	
INTERNET ISSUES (NET)	79
	26%
- Cost of access/Pay for telephone usage	54
	18%
- No domestic/in-language sites to purchase from	26
	8%
OTHER (NET)	20
	7%
- Don't have/ use a credit card	14
	5%
- Other	7
	2%

## Detailed tables

## Inter@ctive Reid Core Tracking - Quarter 1, 2003

### SPECIAL FEATURE: PRIVACY AND SECURITY

**F15a. How concerned are you about online security?**

	Total
Base: All respondents	1000
Weighted	1000
Very concerned	467 47%
Somewhat concerned	352 35%
Not very concerned	155 15%
Not at all concerned	20 2%
(DK/NS)	7 1%
Summary	
Top2Box (Concerned)	819 82%
Low2Box (Not Concerned)	174 17%

## Detailed tables

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F15b. Compared to a year ago, how would you rate your level of concern about online security? Would you say you are more or less concerned than you were a year ago?*

	Total
Base: All respondents	1000
Weighted	1000
Much more concerned	148 15%
More concerned	176 18%
The same as a year ago	541 54%
Less concerned	119 12%
Much less concerned	8 1%
(DK/NS)	7 1%
Summary	
Top2Box (More Concerned)	325 32%
Low2Box (Less Concerned)	127 13%

## Inter@ctive Reid Core Tracking - Quarter 1, 2003

### SPECIAL FEATURE: PRIVACY AND SECURITY

**F16a. How concerned are you about giving personal information, such as your credit card number, over the Internet?**

	Total
Base: All respondents	1000
Weighted	1000
Very concerned	493 49%
Somewhat concerned	346 35%
Not very concerned	135 13%
Not at all concerned	15 2%
(DK/NS)	11 1%
Summary	
Top2Box (Concerned)	839 84%
Low2Box (Not Concerned)	150 15%

## Detailed tables

## SPECIAL FEATURE: PRIVACY AND SECURITY

**F16b.** Compared to a year ago, how would you rate your level of concern about giving personal information, such as your credit card number of the Internet? Would you say you are more ore less concerned than you were a year ago?

	Total
Base: All respondents	1000
Weighted	1000
Much more concerned	169
	17%
More concerned	155
	15%
The same as a year ago	581
	58%
Less concerned	66
	7%
Much less concerned	4
	0
(DK/NS)	25
	2%
Summary	
Top2Box (More Concerened)	324
	32%
Low2Box (Less Concerned)	71
	7%

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F17\_1. Regardless of whether you have ever purchased a product or service over the Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (Your credit card information being intercepted in transit while you are making an Internet purchase)*

	Total
Base: All respondents	1000
Weighted	1000
Very concerned	566 57%
Somewhat concerned	248 25%
Not very concerned	123 12%
Not at all concerned	39 4%
(DK/NS)	25 3%
Summary	
Top2Box (Concerned)	813 81%
Low2Box (Not Concerned)	161 16%



## SPECIAL FEATURE: PRIVACY AND SECURITY

*F17\_2. Regardless of whether you have ever purchased a product or service over the Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (Your credit card information being used for non-authorized transactions once it is in the database of the retailer)*

	Total
Base: All respondents	1000
Weighted	1000
Very concerned	582
	58%
Somewhat concerned	233
	23%
Not very concerned	128
	13%
Not at all concerned	30
	3%
(DK/NS)	26
	3%
Summary	
Top2Box (Concerned)	815
	82%
Low2Box (Not Concerned)	158
	16%

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F17\_3. Regardless of whether you have ever purchased a product or service over the Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (The on-line company knowing it is definitely you making the Internet purchase and not someone else using your information)*

	Total
Base: All respondents	1000
Weighted	1000
Very concerned	494 49%
Somewhat concerned	302 30%
Not very concerned	132 13%
Not at all concerned	25 3%
(DK/NS)	47 5%
Summary	
Top2Box (Concerned)	796 80%
Low2Box (Not Concerned)	157 16%

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F17\_4. Regardless of whether you have ever purchased a product or service over the Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following?  
(Discrepancies between you and the on-line company or business are dealt with in a fair and reasonable way)*

	Total
Base: All respondents	1000
Weighted	1000
Very concerned	385 39%
Somewhat concerned	381 38%
Not very concerned	162 16%
Not at all concerned	20 2%
(DK/NS)	51 5%
Summary	
Top2Box (Concerned)	766 77%
Low2Box (Not Concerned)	183 18%

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F17\_5. Regardless of whether you have ever purchased a product or service over the Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (The security of the database housing your credit card number once a transaction has been made)*

	Total
Base: All respondents	1000
Weighted	1000
Very concerned	595 60%
Somewhat concerned	272 27%
Not very concerned	88 9%
Not at all concerned	16 2%
(DK/NS)	28 3%
Summary	
Top2Box (Concerned)	868 87%
Low2Box (Not Concerned)	104 10%

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F17\_6. Regardless of whether you have ever purchased a product or service over the Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? (Sites that you visit being able to access the information stored on your computer)*

	Total
Base: All respondents	1000
Weighted	1000
Very concerned	472 47%
Somewhat concerned	348 35%
Not very concerned	118 12%
Not at all concerned	35 4%
(DK/NS)	27 3%
Summary	
Top2Box (Concerned)	820 82%
Low2Box (Not Concerned)	153 15%

## SPECIAL FEATURE: PRIVACY AND SECURITY

**F17. Regardless of whether you have ever purchased a product or service over the Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? TOTAL CONCERNED SUMMARY**

	Total
Base: All respondents	1000
Weighted	1000
Your credit card information being intercepted in transit while you are making an Internet purchase	813
	81%
Your credit card information being used for non-authorized transactions once it is in the database of the retailer	815
	82%
The on-line company knowing it is definitely you making the Internet purchase and not someone else using your information	796
	80%
Discrepancies between you and the on-line company or business are dealt with in a fair and reasonable way	766
	77%
The security of the database housing your credit card number once a transaction as been made	868
	87%
Sites that you visit being able to access the information stored on your computer	820
	82%

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F17. Regardless of whether you have ever purchased a product or service over the Internet, please tell me whether you are or would be very, somewhat, not very or not at all concerned about the following? TOTAL NOT CONCERNED SUMMARY*

	Total
Base: All respondents	1000
Weighted	1000
Your credit card information being intercepted in transit while you are making an Internet purchase	161
	16%
Your credit card information being used for non-authorized transactions once it is in the database of the retailer	158
	16%
The on-line company knowing it is definitely you making the Internet purchase and not someone else using your information	157
	16%
Discrepancies between you and the on-line company or business are dealt with in a fair and reasonable way	183
	18%
The security of the database housing your credit card number once a transaction as been made	104
	10%
Sites that you visit being able to access the information stored on your computer	153
	15%

	Total
Base: All respondents	1000
Weighted	1000
Yes	353
	35%
No	647
	65%



## Inter@ctive Reid Core Tracking - Quarter 1, 2003

### SPECIAL FEATURE: PRIVACY AND SECURITY

*F19. Specifically, how was your online privacy violated?*

	Total
Base: Have experienced a breach of personal information	357
Weighted	353
Subscribed to unwanted e-mail/marketing	336 95%
Data sold or transferred to a third party	102 29%
Personal information made public	21 6%
Unauthorized use of credit cards	8 2%
Other	6 2%

## Detailed tables

## Inter@ctive Reid Core Tracking - Quarter 1, 2003

### SPECIAL FEATURE: PRIVACY AND SECURITY

**F20. Who do you think should be most responsible for improving online security?**

	Total
Base: All respondents	1000
Weighted	1000
The web sites themselves	298
	30%
The infrastructure companies who build the web sites	188
	19%
Credit card companies	170
	17%
Government jurisdictions	158
	16%
All of the above	6
	1%
Other	12
	1%
(DK/NS)	168
	17%

## Detailed tables

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F21\_1. How confident are you that the Web sites themselves can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...?*

	Total
Base: All respondents	1000
Weighted	1000
Very confident	47 5%
Somewhat confident	387 39%
Not very confident	343 34%
Not at all confident	159 16%
(DK/NS)	64 6%
Summary	
Top2Box (Confident)	434 43%
Low2Box (Not Confident)	502 50%

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F21\_2. How confident are you that the Infrastructure companies can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...?*

	Total
Base: All respondents	1000
Weighted	1000
Very confident	46 5%
Somewhat confident	437 44%
Not very confident	307 31%
Not at all confident	112 11%
(DK/NS)	99 10%
Summary	
Top2Box (Confident)	482 48%
Low2Box (Not Confident)	419 42%

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F21\_3. How confident are you that the Government can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...?*

	Total
Base: All respondents	1000
Weighted	1000
Very confident	74 7%
Somewhat confident	321 32%
Not very confident	342 34%
Not at all confident	194 19%
(DK/NS)	69 7%
Summary	
Top2Box (Confident)	395 39%
Low2Box (Not Confident)	536 54%

## SPECIAL FEATURE: PRIVACY AND SECURITY

*F21\_4. How confident are you that the Credit card companies can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...?*

	Total
Base: All respondents	1000
Weighted	1000
Very confident	141 14%
Somewhat confident	493 49%
Not very confident	209 21%
Not at all confident	85 8%
(DK/NS)	72 7%
Summary	
Top2Box (Confident)	635 63%
Low2Box (Not Confident)	293 29%

SPECIAL FEATURE: PRIVACY AND SECURITY

*F21. How confident are you that the ..... can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...? TOTAL CONFIDENT SUMMARY*

	Total
Base: All respondents	1000
Weighted	1000
Web sites themselves	434 43%
Infrastructure companies	482 48%
Government	395 39%
Credit card companies	635 63%

SPECIAL FEATURE: PRIVACY AND SECURITY

*F21. How confident are you that the ..... can ensure the security and privacy of your electronic financial transactions and your account information? Are you ...? TOTAL NOT CONFIDENT SUMMARY*

	Total
Base: All respondents	1000
Weighted	1000
Web sites themselves	502
	50%
Infrastructure companies	419
	42%
Government	536
	54%
Credit card companies	293
	29%