

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 1

Q.1 How familiar are you with each of the following organisations?**Summary Table****Base: All respondents**

	Organisations			
	ABTA (Association of British Travel Agents)	ATOL (Air Travel Organisers' Licensing)	SHOPS (Safe Home Ordering Protection Scheme)	ASA (Advertising Standards Authority)
Unweighted base	1001	1001	1001	1001
Weighted base	1001	1001	1001	1001
NET: Familiar	397 40%	257 26%	70 7%	323 32%
Very familiar (4)	179 18%	112 11%	12 1%	107 11%
Familiar (3)	218 22%	145 14%	57 6%	216 22%
Fairly familiar (2)	232 23%	203 20%	70 7%	266 27%
Not at all familiar (1)	372 37%	541 54%	861 86%	412 41%
NET: Not familiar	604 60%	744 74%	931 93%	678 68%
Mean	2.20	1.83	1.22	2.02
Standard deviation	1.12	1.05	0.60	1.03
Standard error	0.04	0.03	0.02	0.03

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Table 2

Q.1 How familiar are you with each of the following organisations?**ABTA (Association of British Travel Agents)****Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Familiar	397 40%	204 42%	194 38%	25 21%	54 34%	85 45%	91 54%	82 54%	61 29%	134 50%	114 39%	81 39%	67 29%	99 39%	97 37%	102 40%	63 44%	37 42%
Very familiar	(4) 179 18%	87 18%	92 18%	10 8%	25 16%	39 21%	47 28%	37 25%	21 10%	65 24%	55 19%	37 18%	22 10%	44 17%	44 17%	44 18%	24 17%	22 26%
Familiar	(3) 218 22%	117 24%	101 20%	15 13%	29 18%	46 24%	44 26%	45 30%	40 19%	69 26%	60 21%	44 21%	45 20%	55 22%	52 20%	57 23%	39 27%	14 16%
Fairly familiar	(2) 232 23%	121 25%	110 22%	6 5%	37 23%	52 27%	47 28%	32 21%	58 28%	75 28%	65 22%	48 23%	45 19%	60 24%	63 24%	56 22%	33 23%	20 23%
Not at all familiar	(1) 372 37%	165 34%	206 40%	89 74%	69 43%	54 28%	32 19%	37 25%	91 43%	62 23%	111 38%	81 39%	118 51%	95 37%	104 39%	94 37%	48 33%	30 35%
NET: Not familiar	604 60%	287 58%	317 62%	95 79%	107 66%	106 55%	79 46%	69 46%	149 71%	136 50%	176 61%	129 61%	163 71%	155 61%	167 63%	150 60%	81 56%	50 58%
Mean	2.20	2.25	2.16	1.55	2.06	2.37	2.63	2.54	1.96	2.51	2.20	2.18	1.88	2.19	2.14	2.21	2.27	2.33
Standard deviation	1.12	1.10	1.14	1.00	1.11	1.10	1.08	1.11	1.01	1.09	1.14	1.13	1.04	1.12	1.12	1.13	1.10	1.21
Standard error	0.04	0.05	0.05	0.11	0.11	0.09	0.07	0.08	0.06	0.06	0.08	0.09	0.06	0.07	0.07	0.07	0.09	0.13

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Table 3

Q.1 How familiar are you with each of the following organisations?

ATOL (Air Travel Organisers' Licensing)

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Familiar	257 26%	141 29%	116 23%	25 20%	41 26%	60 31%	55 32%	46 30%	30 14%	98 36%	76 26%	44 21%	39 17%	58 23%	74 28%	63 25%	35 25%	27 31%
Very familiar	(4) 11%	67 14%	45 9%	11 9%	25 16%	20 10%	24 14%	21 14%	11 5%	45 17%	38 13%	17 8%	12 5%	27 10%	26 10%	27 11%	22 15%	11 12%
Familiar	(3) 14%	74 15%	71 14%	14 12%	16 10%	40 21%	31 18%	25 17%	19 9%	53 20%	38 13%	27 13%	27 12%	31 12%	48 18%	36 14%	14 10%	16 18%
Fairly familiar	(2) 20%	94 19%	109 21%	13 11%	40 25%	51 27%	33 19%	35 23%	31 15%	61 23%	63 22%	48 23%	31 13%	51 20%	55 21%	52 21%	26 18%	19 22%
Not at all familiar	(1) 54%	256 52%	285 56%	83 69%	79 49%	79 42%	82 48%	70 46%	149 71%	111 41%	151 52%	118 56%	161 70%	146 57%	135 51%	136 54%	83 58%	41 47%
NET: Not familiar	744 74%	350 71%	395 77%	96 80%	119 74%	130 69%	115 68%	104 70%	180 86%	172 64%	215 74%	166 79%	191 83%	197 77%	190 72%	188 75%	109 75%	60 69%
Mean	1.83	1.90	1.75	1.60	1.93	2.00	1.98	1.98	1.48	2.12	1.87	1.73	1.52	1.76	1.87	1.82	1.82	1.96
Standard deviation	1.05	1.10	0.99	1.00	1.11	1.02	1.11	1.09	0.86	1.13	1.08	0.97	0.89	1.03	1.03	1.04	1.12	1.08
Standard error	0.03	0.05	0.04	0.11	0.11	0.09	0.07	0.08	0.05	0.06	0.08	0.08	0.05	0.06	0.06	0.07	0.09	0.11

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Table 4

Q.1 How familiar are you with each of the following organisations?

SHOPS (Safe Home Ordering Protection Scheme)

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Familiar	70 7%	35 7%	35 7%	6 5%	13 8%	10 5%	18 11%	14 9%	10 5%	16 6%	16 5%	22 10%	16 7%	22 8%	25 9%	16 6%	4 3%	3 3%
Very familiar	(4) 12 1%	9 2%	3 1%	- -	3 2%	1 1%	4 2%	3 2%	1 *	2 1%	3 1%	6 3%	1 *	5 2%	4 2%	3 1%	- -	- -
Familiar	(3) 57 6%	26 5%	31 6%	6 5%	10 6%	8 4%	14 8%	10 7%	9 4%	14 5%	12 4%	16 8%	15 7%	16 6%	21 8%	13 5%	4 3%	3 3%
Fairly familiar	(2) 70 7%	35 7%	35 7%	4 4%	8 5%	15 8%	17 10%	13 9%	13 6%	17 6%	17 6%	15 7%	22 9%	17 7%	19 7%	19 8%	5 4%	10 12%
Not at all familiar	(1) 861 86%	421 86%	440 86%	110 92%	139 87%	166 87%	135 79%	124 82%	187 89%	237 88%	258 89%	174 83%	192 84%	216 85%	221 83%	216 86%	135 93%	74 85%
NET: Not familiar	931 93%	456 93%	476 93%	114 95%	148 92%	181 95%	152 89%	136 91%	200 95%	254 94%	275 95%	189 90%	214 93%	233 92%	240 91%	235 94%	140 97%	84 97%
Mean	1.22	1.23	1.21	1.13	1.23	1.19	1.33	1.29	1.16	1.19	1.18	1.30	1.24	1.26	1.27	1.22	1.10	1.18
Standard deviation	0.60	0.63	0.57	0.46	0.65	0.54	0.72	0.69	0.49	0.56	0.55	0.73	0.58	0.66	0.67	0.59	0.39	0.47
Standard error	0.02	0.03	0.02	0.05	0.06	0.04	0.05	0.05	0.03	0.03	0.04	0.06	0.03	0.04	0.04	0.04	0.03	0.05

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Table 5

Q.1 How familiar are you with each of the following organisations?

ASA (Advertising Standards Authority)

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Familiar	323 32%	168 34%	155 30%	30 25%	57 36%	62 32%	82 48%	58 39%	34 16%	105 39%	100 35%	60 29%	57 25%	79 31%	83 31%	76 30%	54 38%	31 35%
Very familiar	(4) 11%	61 12%	46 9%	16 13%	24 15%	25 13%	19 11%	16 11%	6 3%	34 12%	41 14%	20 9%	13 6%	31 12%	27 10%	23 9%	15 10%	11 13%
Familiar	(3) 22%	107 22%	109 21%	14 12%	33 21%	36 19%	63 37%	42 28%	28 13%	71 26%	60 21%	41 19%	44 19%	48 19%	56 21%	52 21%	39 27%	20 23%
Fairly familiar	(2) 27%	134 27%	132 26%	17 14%	50 31%	55 29%	45 26%	44 29%	55 26%	79 29%	79 27%	58 28%	49 21%	74 29%	66 25%	67 27%	32 22%	26 30%
Not at all familiar	(1) 41%	189 39%	223 44%	73 61%	53 33%	73 39%	44 26%	48 32%	121 58%	86 32%	111 38%	92 44%	124 54%	102 40%	115 44%	108 43%	58 40%	30 34%
NET: Not familiar	678 68%	323 66%	355 70%	90 75%	103 64%	129 68%	89 52%	92 61%	176 84%	165 61%	190 65%	150 71%	173 75%	175 69%	181 69%	175 70%	90 62%	56 65%
Mean	2.02	2.08	1.96	1.78	2.18	2.07	2.33	2.18	1.61	2.20	2.10	1.95	1.76	2.03	1.98	1.97	2.08	2.14
Standard deviation	1.03	1.05	1.01	1.11	1.06	1.05	0.98	1.00	0.83	1.02	1.07	1.00	0.95	1.04	1.03	1.01	1.04	1.04
Standard error	0.03	0.05	0.04	0.12	0.10	0.09	0.06	0.07	0.05	0.05	0.08	0.08	0.05	0.06	0.06	0.06	0.09	0.11

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Table 6

Q.2 Thinking about ordering goods from home when you spend money in advance, how secure do you think paying for items is with each of the following types of shopping?

Summary Table

Base: All respondents

	Type of Shopping				
	Internet shopping sites	Catalogues arriving through the post	Magazine advertisements	Advertisements in National Newspapers (including all their supplements and any catalogues which come with them)	TV Shopping Channels
Unweighted base	1001	1001	1001	1001	1001
Weighted base	1001	1001	1001	1001	1001
NET: Secure	618 62%	670 67%	487 49%	543 54%	528 53%
Very secure (+2)	100 10%	129 13%	59 6%	62 6%	98 10%
Fairly secure (+1)	518 52%	540 54%	428 43%	481 48%	431 43%
Fairly insecure (-1)	139 14%	164 16%	278 28%	249 25%	193 19%
Very insecure (-2)	91 9%	74 7%	101 10%	102 10%	86 9%
NET: Insecure	229 23%	238 24%	379 38%	351 35%	279 28%
Don't know	154 15%	93 9%	135 14%	106 11%	193 19%
Mean	0.47	0.54	0.08	0.17	0.32
Standard deviation	1.21	1.18	1.24	1.24	1.26
Standard error	0.04	0.04	0.04	0.04	0.05

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Table 7

Q.2 Thinking about ordering goods from home when you spend money in advance, how secure do you think paying for items is with each of the following types of shopping?

Internet shopping sites

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Secure	618 62%	309 63%	309 60%	88 73%	122 76%	142 74%	113 66%	84 56%	70 33%	205 76%	188 65%	121 57%	104 45%	158 62%	163 62%	152 60%	84 58%	61 71%
Very secure (+2)	100 10%	55 11%	45 9%	14 12%	19 12%	22 12%	18 10%	14 9%	14 7%	33 12%	29 10%	24 11%	15 6%	22 9%	26 10%	27 11%	15 10%	10 12%
Fairly secure (+1)	518 52%	254 52%	263 52%	73 61%	103 65%	120 63%	95 56%	70 47%	56 27%	172 64%	159 55%	97 46%	90 39%	136 54%	137 52%	124 49%	69 48%	51 59%
Fairly insecure (-1)	139 14%	73 15%	66 13%	21 17%	20 12%	23 12%	27 16%	21 14%	27 13%	31 11%	37 13%	37 18%	33 14%	25 10%	41 15%	37 15%	24 17%	12 14%
Very insecure (-2)	91 9%	36 7%	55 11%	10 8%	12 8%	10 5%	11 7%	19 13%	29 14%	11 4%	30 10%	20 9%	30 13%	22 9%	29 11%	23 9%	8 6%	8 9%
NET: Unsecure	229 23%	109 22%	120 24%	31 25%	32 20%	33 17%	38 22%	40 27%	56 27%	42 16%	67 23%	57 27%	63 27%	47 19%	70 26%	60 24%	32 22%	20 23%
Don't know	154 15%	72 15%	82 16%	2 2%	6 4%	16 8%	19 11%	26 17%	84 40%	23 9%	35 12%	33 15%	63 27%	49 19%	31 12%	40 16%	28 20%	5 6%
Mean	0.47	0.52	0.42	0.52	0.63	0.69	0.54	0.32	-0.01	0.74	0.47	0.38	0.16	0.54	0.38	0.46	0.50	0.53
Standard deviation	1.21	1.18	1.24	1.16	1.10	1.03	1.14	1.31	1.42	0.99	1.21	1.27	1.34	1.17	1.25	1.23	1.17	1.19
Standard error	0.04	0.06	0.06	0.13	0.11	0.09	0.08	0.11	0.11	0.06	0.09	0.11	0.09	0.08	0.08	0.09	0.11	0.13

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Table 8

Q.2 Thinking about ordering goods from home when you spend money in advance, how secure do you think paying for items is with each of the following types of shopping?

Catalogues arriving through the post

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Secure	670 67%	312 64%	358 70%	80 67%	114 71%	132 69%	111 65%	104 69%	129 61%	189 70%	187 64%	141 67%	153 66%	174 68%	172 65%	158 63%	99 69%	67 77%
Very secure (+2)	129 13%	53 11%	76 15%	16 13%	28 17%	25 13%	15 9%	22 15%	24 11%	32 12%	47 16%	19 9%	30 13%	26 10%	37 14%	30 12%	21 15%	15 18%
Fairly secure (+1)	540 54%	258 53%	282 55%	64 53%	86 54%	107 56%	96 57%	82 55%	105 50%	157 58%	139 48%	121 58%	122 53%	148 58%	134 51%	128 51%	78 54%	52 59%
Fairly insecure (-1)	164 16%	87 18%	78 15%	25 21%	33 21%	28 15%	31 18%	18 12%	30 14%	43 16%	56 19%	38 18%	27 12%	40 16%	47 18%	38 15%	28 19%	11 12%
Very insecure (-2)	74 7%	41 8%	33 6%	13 11%	7 5%	12 7%	8 5%	13 9%	20 10%	16 6%	23 8%	14 7%	20 9%	17 7%	24 9%	25 10%	4 3%	4 5%
NET: Unsecure	238 24%	128 26%	110 22%	38 31%	40 25%	41 21%	38 23%	31 21%	50 24%	60 22%	79 27%	53 25%	47 20%	57 23%	72 27%	63 25%	31 22%	15 17%
Don't know	93 9%	51 10%	42 8%	2 2%	6 4%	18 9%	21 12%	15 10%	31 15%	21 8%	25 8%	17 8%	31 13%	23 9%	21 8%	30 12%	14 10%	5 6%
Mean	0.54	0.45	0.62	0.39	0.61	0.60	0.53	0.61	0.46	0.59	0.50	0.48	0.58	0.54	0.47	0.45	0.65	0.78
Standard deviation	1.18	1.20	1.15	1.27	1.15	1.14	1.09	1.19	1.24	1.12	1.25	1.14	1.19	1.13	1.24	1.24	1.08	1.06
Standard error	0.04	0.06	0.05	0.14	0.11	0.10	0.08	0.09	0.08	0.06	0.09	0.10	0.07	0.07	0.08	0.09	0.10	0.12

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Table 9

Q.2 Thinking about ordering goods from home when you spend money in advance, how secure do you think paying for items is with each of the following types of shopping?

Magazine advertisements

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Secure	487 49%	238 48%	249 49%	59 49%	67 42%	97 51%	84 49%	77 51%	103 49%	142 53%	148 51%	96 46%	100 44%	134 53%	134 51%	101 40%	67 46%	51 59%
Very secure (+2)	59 6%	31 6%	29 6%	9 8%	10 6%	14 8%	6 4%	8 5%	12 6%	22 8%	17 6%	9 4%	10 5%	16 6%	14 5%	13 5%	8 6%	7 9%
Fairly secure (+1)	428 43%	207 42%	221 43%	50 41%	57 36%	83 44%	78 46%	69 46%	91 43%	120 44%	131 45%	87 41%	90 39%	117 46%	120 46%	88 35%	58 40%	44 50%
Fairly insecure (-1)	278 28%	131 27%	147 29%	38 31%	61 38%	59 31%	51 30%	30 20%	39 19%	72 27%	76 26%	72 34%	59 25%	69 27%	79 30%	73 29%	42 29%	15 18%
Very insecure (-2)	101 10%	56 11%	44 9%	17 14%	12 8%	13 7%	14 8%	18 12%	26 13%	24 9%	33 11%	15 7%	28 12%	17 7%	23 9%	35 14%	11 8%	14 16%
NET: Unsecure	379 38%	187 38%	191 37%	55 46%	73 46%	73 38%	65 38%	48 32%	65 31%	96 36%	109 37%	87 41%	87 38%	86 34%	102 39%	108 43%	53 37%	29 34%
Don't know	135 14%	66 13%	70 14%	6 5%	20 12%	20 11%	21 13%	25 17%	42 20%	32 12%	34 12%	27 13%	43 19%	34 14%	28 10%	42 17%	25 17%	6 7%
Mean	0.08	0.06	0.10	-0.03	-0.06	0.15	0.08	0.16	0.14	0.18	0.09	0.02	-0.02	0.21	0.10	-0.13	0.09	0.19
Standard deviation	1.24	1.27	1.22	1.31	1.21	1.21	1.19	1.27	1.29	1.25	1.26	1.18	1.27	1.19	1.21	1.30	1.22	1.34
Standard error	0.04	0.06	0.06	0.15	0.13	0.11	0.08	0.10	0.09	0.07	0.10	0.10	0.08	0.08	0.08	0.09	0.11	0.15

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Table 10

Q.2 Thinking about ordering goods from home when you spend money in advance, how secure do you think paying for items is with each of the following types of shopping?

Advertisements in National Newspapers (including all their supplements and any catalogues which come with them)

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Secure	543 54%	261 53%	282 55%	75 63%	91 57%	96 50%	78 46%	84 56%	118 56%	161 60%	165 57%	108 51%	110 48%	150 59%	148 56%	121 48%	74 51%	51 58%
Very secure (+2)	62 6%	34 7%	29 6%	18 15%	11 7%	10 5%	6 4%	8 5%	9 4%	19 7%	23 8%	9 4%	12 5%	18 7%	14 5%	15 6%	7 5%	9 10%
Fairly secure (+1)	481 48%	228 46%	253 50%	57 48%	80 50%	85 45%	72 42%	77 51%	110 52%	142 53%	142 49%	99 47%	98 43%	132 52%	134 51%	106 42%	67 46%	42 48%
Fairly insecure (-1)	249 25%	132 27%	117 23%	32 26%	40 25%	61 32%	53 31%	34 23%	30 14%	74 27%	63 22%	62 30%	50 22%	53 21%	73 27%	61 24%	42 29%	21 24%
Very insecure (-2)	102 10%	51 10%	52 10%	11 9%	11 7%	20 11%	18 11%	16 10%	26 13%	14 5%	38 13%	19 9%	32 14%	22 8%	27 10%	36 14%	8 5%	10 12%
NET: Unsecure	351 35%	183 37%	169 33%	43 36%	51 32%	81 42%	71 42%	50 33%	56 27%	88 33%	101 35%	81 38%	81 35%	74 29%	100 38%	97 39%	49 34%	31 35%
Don't know	106 11%	47 9%	60 12%	2 2%	19 12%	14 7%	21 12%	16 10%	35 17%	21 8%	25 8%	21 10%	39 17%	30 12%	17 6%	33 13%	21 15%	5 6%
Mean	0.17	0.14	0.20	0.33	0.29	0.03	-0.03	0.20	0.26	0.31	0.18	0.09	0.04	0.32	0.14	0.01	0.19	0.23
Standard deviation	1.24	1.25	1.22	1.29	1.18	1.23	1.22	1.22	1.24	1.14	1.29	1.20	1.30	1.20	1.22	1.31	1.15	1.29
Standard error	0.04	0.06	0.06	0.14	0.12	0.11	0.09	0.10	0.08	0.06	0.10	0.10	0.08	0.08	0.08	0.09	0.11	0.14

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 11

Q.2 Thinking about ordering goods from home when you spend money in advance, how secure do you think paying for items is with each of the following types of shopping?

TV Shopping Channels

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Secure	528 53%	261 53%	267 52%	75 62%	92 57%	119 63%	98 58%	76 50%	69 33%	139 52%	168 58%	128 61%	92 40%	118 47%	155 59%	132 53%	72 50%	51 58%
Very secure (+2)	98 10%	48 10%	49 10%	14 12%	11 7%	24 13%	18 10%	18 12%	12 6%	24 9%	26 9%	29 14%	19 8%	16 6%	27 10%	31 12%	13 9%	11 13%
Fairly secure (+1)	431 43%	213 43%	218 43%	61 50%	81 50%	95 50%	81 47%	57 38%	56 27%	115 43%	143 49%	99 47%	74 32%	103 40%	128 49%	102 40%	59 41%	40 46%
Fairly unsecure (-1)	193 19%	101 21%	92 18%	31 25%	46 28%	34 18%	28 16%	28 19%	27 13%	58 22%	60 21%	38 18%	37 16%	47 18%	47 18%	49 19%	33 23%	18 21%
Very unsecure (-2)	86 9%	38 8%	48 9%	10 8%	5 3%	9 5%	12 7%	18 12%	32 15%	17 6%	22 8%	13 6%	35 15%	27 11%	20 7%	23 9%	8 6%	8 9%
NET: Unsecure	279 28%	139 28%	140 28%	40 34%	51 32%	42 22%	40 24%	46 31%	59 28%	75 28%	82 28%	51 24%	72 31%	74 29%	66 25%	72 28%	42 29%	26 30%
Don't know	193 19%	91 18%	103 20%	5 4%	17 11%	29 15%	32 19%	28 19%	82 39%	56 21%	40 14%	31 15%	66 29%	62 24%	43 16%	47 19%	31 21%	10 12%
Mean	0.32	0.33	0.31	0.33	0.33	0.57	0.46	0.24	-0.08	0.33	0.36	0.52	0.03	0.17	0.43	0.34	0.31	0.37
Standard deviation	1.26	1.24	1.27	1.24	1.12	1.14	1.20	1.37	1.43	1.21	1.20	1.20	1.41	1.29	1.20	1.30	1.22	1.27
Standard error	0.05	0.07	0.06	0.14	0.12	0.10	0.09	0.11	0.11	0.07	0.09	0.11	0.10	0.09	0.08	0.09	0.12	0.15

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 12

Q.3 Which of the following types of shopping do you believe are regulated to protect consumers?

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
High street shops	828 83%	391 80%	437 86%	104 86%	143 89%	167 88%	146 86%	117 78%	151 72%	221 82%	254 88%	181 86%	173 75%	212 83%	222 84%	208 83%	117 81%	70 80%
Catalogues arriving through the post	484 48%	224 46%	261 51%	71 59%	71 45%	101 53%	83 49%	65 43%	93 44%	133 49%	153 53%	100 48%	98 43%	124 49%	130 49%	120 48%	64 44%	46 53%
Advertisements in National Newspapers (including all their supplements and any catalogues which come with them)	481 48%	239 49%	242 47%	59 49%	83 52%	95 50%	78 46%	76 50%	91 43%	146 54%	153 53%	94 45%	88 38%	127 50%	123 46%	110 44%	79 55%	43 50%
TV Shopping Channels	473 47%	221 45%	253 49%	69 57%	84 53%	111 58%	94 55%	58 38%	58 28%	135 50%	144 50%	113 54%	81 35%	112 44%	126 48%	127 51%	68 47%	40 46%
Internet shopping sites	427 43%	203 41%	224 44%	75 62%	91 57%	89 47%	79 46%	50 33%	43 20%	130 48%	139 48%	86 41%	72 31%	101 40%	120 45%	101 40%	63 44%	43 49%
Magazine advertisements	404 40%	199 41%	205 40%	51 42%	52 33%	84 44%	74 43%	65 43%	79 38%	122 45%	131 45%	80 38%	71 31%	110 43%	106 40%	93 37%	63 43%	34 39%
None of these	64 6%	35 7%	28 6%	7 5%	3 2%	4 2%	9 5%	7 5%	33 16%	19 7%	9 3%	12 6%	24 10%	21 8%	11 4%	19 8%	9 6%	4 5%
Don't know	38 4%	21 4%	16 3%	2 2%	3 2%	10 5%	4 2%	9 6%	10 5%	12 5%	9 3%	5 3%	11 5%	10 4%	13 5%	8 3%	4 3%	2 2%

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 13

Q.4 How likely are you to use each of the following to buy things for Christmas this year?

Summary Table

Base: All respondents

		Source					
		Internet shopping sites	Catalogues arriving through the post	Magazine advertisements	Advertisements in National Newspapers (including all their supplements and any catalogues which come with them)	TV Shopping Channels	High street shops
Unweighted base		1001	1001	1001	1001	1001	1001
Weighted base		1001	1001	1001	1001	1001	1001
NET: Likely		507 51%	211 21%	92 9%	90 9%	90 9%	915 91%
Very likely	(+2)	269 27%	62 6%	21 2%	17 2%	27 3%	677 68%
Fairly likely	(+1)	239 24%	148 15%	71 7%	73 7%	63 6%	238 24%
Fairly unlikely	(-1)	115 11%	200 20%	207 21%	207 21%	121 12%	24 2%
Very unlikely	(-2)	371 37%	586 59%	700 70%	702 70%	786 79%	61 6%
NET: Unlikely		486 49%	787 79%	906 91%	909 91%	907 91%	85 8%
Don't know		8 1%	3 *	3 *	2 *	4 *	1 *
Mean		-0.08	-1.10	-1.50	-1.51	-1.58	1.45
Standard deviation		1.71	1.32	0.96	0.94	0.98	1.06
Standard error		0.05	0.04	0.03	0.03	0.03	0.03

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 14

Q.4 How likely are you to use each of the following to buy things for Christmas this year?**Internet shopping sites****Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Likely	507 51%	246 50%	261 51%	86 71%	124 78%	122 64%	92 54%	56 37%	27 13%	172 64%	173 60%	91 43%	71 31%	125 49%	140 53%	118 47%	74 51%	51 59%
Very likely	(+2) 269 27%	129 26%	140 27%	52 44%	78 49%	64 33%	44 26%	20 13%	12 6%	98 36%	97 33%	40 19%	33 14%	66 26%	78 29%	56 22%	44 30%	25 28%
Fairly likely	(+1) 239 24%	117 24%	122 24%	33 28%	47 29%	59 31%	48 28%	37 24%	15 7%	74 28%	76 26%	51 24%	37 16%	58 23%	62 24%	61 24%	30 21%	27 31%
Fairly unlikely	(-1) 115 11%	67 14%	48 9%	12 10%	8 5%	28 15%	24 14%	17 11%	26 12%	36 13%	18 6%	34 16%	27 12%	22 9%	28 11%	35 14%	21 14%	9 10%
Very unlikely	(-2) 371 37%	172 35%	199 39%	22 18%	27 17%	40 21%	54 32%	75 50%	153 73%	62 23%	97 33%	86 41%	127 55%	103 40%	95 36%	97 39%	50 34%	27 31%
NET: Unlikely	486 49%	239 49%	246 48%	33 28%	35 22%	68 36%	78 46%	92 61%	179 85%	98 36%	114 39%	119 57%	154 67%	125 49%	123 47%	131 52%	70 49%	36 41%
Don't know	8 1%	5 1%	3 *	1 1%	1 1%	- -	- -	2 1%	4 2%	- -	3 1%	- -	5 2%	5 2%	1 1%	2 1%	- -	- -
Mean	-0.08	-0.08	-0.09	0.70	0.88	0.41	0.02	-0.62	-1.42	0.41	0.21	-0.35	-0.79	-0.15	*	-0.22	-0.02	0.16
Standard deviation	1.71	1.69	1.73	1.55	1.48	1.57	1.66	1.60	1.18	1.62	1.73	1.64	1.59	1.74	1.73	1.68	1.72	1.67
Standard error	0.05	0.08	0.07	0.17	0.14	0.13	0.11	0.12	0.07	0.09	0.13	0.13	0.09	0.11	0.11	0.11	0.15	0.18

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 15

Q.4 How likely are you to use each of the following to buy things for Christmas this year?

Catalogues arriving through the post

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Likely	211 21%	75 15%	136 27%	21 17%	36 22%	44 23%	34 20%	30 20%	46 22%	57 21%	52 18%	53 25%	48 21%	64 25%	47 18%	45 18%	34 24%	19 22%
Very likely	(+2) 62 6%	15 3%	47 9%	10 8%	14 9%	12 6%	8 5%	9 6%	9 4%	15 6%	17 6%	14 7%	16 7%	14 5%	18 7%	16 6%	8 6%	6 7%
Fairly likely	(+1) 148 15%	60 12%	89 17%	10 9%	22 14%	32 17%	26 15%	21 14%	37 18%	42 16%	36 12%	39 19%	32 14%	51 20%	29 11%	29 12%	26 18%	13 15%
Fairly unlikely	(-1) 200 20%	98 20%	102 20%	20 17%	36 23%	44 23%	41 24%	27 18%	32 15%	61 23%	66 23%	42 20%	31 13%	41 16%	61 23%	56 22%	25 18%	18 20%
Very unlikely	(-2) 586 59%	317 65%	270 53%	78 65%	87 54%	101 53%	96 56%	92 61%	132 63%	151 56%	172 59%	115 55%	149 65%	146 57%	156 59%	150 60%	85 59%	50 57%
NET: Unlikely	787 79%	415 85%	372 73%	98 82%	123 77%	145 76%	136 80%	120 80%	164 78%	212 78%	238 82%	157 75%	180 78%	187 73%	217 82%	206 82%	110 76%	67 78%
Don't know	3 *	1 *	2 *	1 1%	1 1%	1 1%	- -	- -	- -	1 *	- -	- -	2 1%	3 1%	- -	- -	- -	- -
Mean	-1.10	-1.31	-0.90	-1.23	-1.00	-1.01	-1.12	-1.15	-1.15	-1.08	-1.17	-0.98	-1.16	-1.01	-1.17	-1.17	-1.05	-1.05
Standard deviation	1.32	1.15	1.44	1.32	1.38	1.34	1.26	1.31	1.30	1.30	1.25	1.38	1.36	1.38	1.27	1.27	1.35	1.36
Standard error	0.04	0.05	0.06	0.15	0.13	0.11	0.08	0.10	0.08	0.07	0.09	0.11	0.08	0.08	0.08	0.08	0.11	0.15

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 16

Q.4 How likely are you to use each of the following to buy things for Christmas this year?

Magazine advertisements

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Likely	92 9%	30 6%	62 12%	12 10%	16 10%	25 13%	8 4%	9 6%	21 10%	17 6%	27 9%	25 12%	22 9%	28 11%	25 10%	18 7%	10 7%	10 12%
Very likely	(+2) 21 2%	8 2%	13 3%	5 4%	7 4%	1 1%	3 2%	1 1%	4 2%	3 1%	5 2%	7 3%	6 3%	6 2%	7 3%	1 *	6 4%	1 1%
Fairly likely	(+1) 71 7%	22 4%	49 10%	7 6%	9 6%	24 12%	5 3%	8 5%	18 8%	15 5%	22 8%	18 9%	16 7%	22 9%	18 7%	17 7%	5 3%	9 10%
Fairly unlikely	(-1) 207 21%	93 19%	113 22%	13 11%	35 22%	42 22%	41 24%	34 23%	41 20%	70 26%	54 18%	48 23%	35 15%	52 21%	60 23%	44 17%	35 24%	15 18%
Very unlikely	(-2) 700 70%	366 75%	334 65%	95 79%	109 68%	122 64%	120 71%	105 70%	147 70%	181 67%	209 72%	136 65%	173 75%	173 68%	179 68%	188 75%	99 69%	61 70%
NET: Unlikely	906 91%	459 94%	447 88%	108 90%	144 90%	164 86%	162 95%	140 93%	189 90%	251 93%	263 91%	184 88%	208 91%	226 89%	239 90%	232 92%	134 93%	76 88%
Don't know	3 *	2 *	1 *	- -	- -	1 1%	1 1%	1 1%	- -	2 1%	- -	1 *	- -	1 *	- -	1 *	- -	1 1%
Mean	-1.50	-1.61	-1.39	-1.54	-1.44	-1.38	-1.60	-1.57	-1.48	-1.54	-1.51	-1.38	-1.54	-1.44	-1.46	-1.60	-1.50	-1.45
Standard deviation	0.96	0.84	1.06	1.06	1.05	1.04	0.79	0.82	0.99	0.84	0.97	1.08	0.99	1.02	1.00	0.84	0.96	1.03
Standard error	0.03	0.04	0.05	0.12	0.10	0.09	0.05	0.06	0.06	0.05	0.07	0.09	0.06	0.06	0.06	0.05	0.08	0.11

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 17

Q.4 How likely are you to use each of the following to buy things for Christmas this year?

Advertisements in National Newspapers (including all their supplements and any catalogues which come with them)

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Likely	90 9%	32 7%	57 11%	9 7%	18 11%	23 12%	11 6%	10 7%	20 10%	19 7%	24 8%	24 11%	23 10%	27 11%	31 12%	19 8%	9 6%	3 4%
Very likely	(+2) 17 2%	2 *	14 3%	5 4%	4 3%	5 2%	2 1%	- -	1 1%	3 1%	2 1%	8 4%	4 2%	3 1%	7 2%	3 1%	4 3%	- -
Fairly likely	(+1) 73 7%	30 6%	43 8%	4 3%	13 8%	19 10%	9 5%	10 7%	19 9%	16 6%	22 8%	16 7%	19 8%	25 10%	25 9%	16 6%	4 3%	3 4%
Fairly unlikely	(-1) 207 21%	96 20%	110 22%	16 14%	34 21%	44 23%	31 18%	37 24%	44 21%	75 28%	52 18%	47 22%	33 14%	53 21%	59 22%	44 17%	30 21%	20 23%
Very unlikely	(-2) 702 70%	361 74%	341 67%	95 79%	108 68%	122 64%	128 75%	104 69%	145 69%	175 65%	214 74%	139 66%	174 76%	172 68%	174 66%	187 75%	105 73%	63 73%
NET: Unlikely	909 91%	457 93%	452 89%	111 93%	143 89%	166 87%	159 93%	140 93%	190 90%	250 92%	266 92%	185 88%	208 90%	226 89%	233 88%	231 92%	136 94%	83 96%
Don't know	2 *	1 *	1 *	- -	- -	1 1%	1 1%	- -	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -
Mean	-1.51	-1.60	-1.42	-1.60	-1.43	-1.37	-1.62	-1.56	-1.49	-1.49	-1.57	-1.39	-1.55	-1.45	-1.40	-1.58	-1.58	-1.65
Standard deviation	0.94	0.82	1.04	0.97	1.03	1.06	0.82	0.80	0.93	0.87	0.88	1.08	0.97	0.99	1.05	0.88	0.88	0.68
Standard error	0.03	0.04	0.04	0.11	0.10	0.09	0.05	0.06	0.06	0.05	0.06	0.09	0.06	0.06	0.07	0.06	0.07	0.07

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 18

Q.4 How likely are you to use each of the following to buy things for Christmas this year?

TV Shopping Channels

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Likely	90 9%	37 8%	53 10%	13 11%	17 11%	14 7%	18 11%	17 12%	11 5%	18 7%	30 10%	19 9%	23 10%	25 10%	23 9%	24 10%	11 8%	8 9%
Very likely	(+2) 27 3%	10 2%	17 3%	7 6%	4 3%	3 2%	4 2%	5 3%	3 2%	5 2%	8 3%	8 4%	6 3%	7 3%	10 4%	5 2%	1 1%	4 4%
Fairly likely	(+1) 63 6%	28 6%	36 7%	6 5%	13 8%	10 5%	14 8%	12 8%	8 4%	13 5%	22 7%	11 5%	17 7%	17 7%	13 5%	19 8%	10 7%	4 5%
Fairly unlikely	(-1) 121 12%	50 10%	71 14%	12 10%	21 13%	24 13%	22 13%	15 10%	28 13%	30 11%	36 12%	30 14%	25 11%	29 12%	40 15%	33 13%	10 7%	9 11%
Very unlikely	(-2) 786 79%	400 82%	386 76%	95 79%	123 77%	153 80%	128 75%	117 78%	171 81%	221 82%	225 77%	159 76%	181 79%	200 79%	202 76%	193 77%	123 85%	68 78%
NET: Unlikely	907 91%	450 92%	457 89%	107 89%	143 89%	177 93%	150 88%	131 88%	199 95%	251 93%	261 90%	189 90%	206 90%	230 90%	242 91%	226 90%	133 92%	77 89%
Don't know	4 *	3 1%	1 *	- -	- -	- -	2 1%	1 1%	- -	1 *	- -	2 1%	1 *	- -	- -	2 1%	- -	2 2%
Mean	-1.58	-1.65	-1.51	-1.52	-1.53	-1.64	-1.53	-1.51	-1.69	-1.66	-1.54	-1.54	-1.56	-1.57	-1.56	-1.56	-1.69	-1.57
Standard deviation	0.98	0.90	1.04	1.12	1.03	0.88	1.01	1.08	0.80	0.86	1.02	1.02	1.01	1.00	0.99	0.98	0.87	1.04
Standard error	0.03	0.04	0.04	0.12	0.10	0.07	0.07	0.08	0.05	0.05	0.07	0.08	0.06	0.06	0.06	0.06	0.07	0.11

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 19

Q.4 How likely are you to use each of the following to buy things for Christmas this year?**High street shops****Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Likely	915 91%	446 91%	469 92%	113 94%	153 95%	184 97%	165 97%	133 88%	168 80%	258 95%	274 94%	194 92%	190 83%	229 90%	237 90%	233 93%	134 93%	82 94%
Very likely	(+2) 677 68%	308 63%	369 72%	88 73%	115 72%	140 74%	122 72%	98 65%	114 54%	189 70%	207 71%	138 66%	144 62%	157 62%	180 68%	185 73%	97 67%	58 67%
Fairly likely	(+1) 238 24%	138 28%	100 20%	25 21%	38 23%	44 23%	42 25%	35 23%	54 26%	69 26%	67 23%	55 26%	46 20%	72 28%	57 22%	48 19%	37 25%	24 28%
Fairly unlikely	(-1) 24 2%	11 2%	13 2%	2 2%	2 1%	3 2%	3 2%	6 4%	8 4%	6 2%	3 1%	5 3%	9 4%	5 2%	8 3%	4 2%	5 4%	1 2%
Very unlikely	(-2) 61 6%	33 7%	27 5%	5 4%	5 3%	3 2%	3 2%	12 8%	33 16%	7 3%	13 5%	11 5%	30 13%	20 8%	19 7%	14 5%	5 3%	3 4%
NET: Unlikely	85 8%	45 9%	40 8%	7 6%	7 5%	6 3%	5 3%	18 12%	41 20%	12 5%	17 6%	17 8%	39 17%	25 10%	26 10%	18 7%	10 7%	5 6%
Don't know	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	1 1%	-	1 *	1 *	-	-
Mean	1.45	1.38	1.51	1.57	1.60	1.65	1.64	1.34	0.99	1.58	1.55	1.44	1.16	1.34	1.41	1.54	1.50	1.51
Standard deviation	1.06	1.09	1.02	0.92	0.84	0.73	0.72	1.19	1.46	0.82	0.93	1.03	1.39	1.14	1.13	1.00	0.94	0.91
Standard error	0.03	0.05	0.04	0.10	0.08	0.06	0.05	0.09	0.09	0.04	0.07	0.08	0.08	0.07	0.07	0.06	0.08	0.10

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 20

Q.5 To what extent do you agree or disagree with each of the following statements?

Summary Table

Base: All respondents

		Statements				
		The home shopping industry needs to be more tightly regulated	It is important that advertising companies that ask for money in advance are checked by an independent regulator before they are allowed to place advertisements	I am concerned about internet fraud when I shop online	I am concerned about the security of purchasing from TV shopping channels	I feel much more comfortable responding to advertisements from a National newspaper than to advertisements from a magazine or online
Unweighted base		1001	1001	1001	1001	1001
Weighted base		1001	1001	1001	1001	1001
NET: Agree		741 74%	891 89%	737 74%	561 56%	406 41%
Agree strongly	(+2)	326 33%	629 63%	399 40%	255 25%	120 12%
Agree	(+1)	415 41%	262 26%	337 34%	306 31%	286 29%
Disagree	(-1)	138 14%	50 5%	102 10%	215 21%	379 38%
Disagree strongly	(-2)	21 2%	32 3%	55 5%	87 9%	132 13%
NET: Disagree		159 16%	81 8%	157 16%	301 30%	511 51%
Don't know		101 10%	29 3%	107 11%	138 14%	84 8%
Mean		0.98	1.45	1.03	0.50	-0.13
Standard deviation		1.09	0.97	1.21	1.39	1.35
Standard error		0.04	0.03	0.04	0.05	0.04

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 21

Q.5 To what extent do you agree or disagree with each of the following statements?

The home shopping industry needs to be more tightly regulated

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Agree	741 74%	360 73%	380 75%	93 78%	119 74%	134 71%	130 77%	115 77%	148 71%	190 70%	201 69%	179 85%	171 74%	185 73%	207 79%	184 73%	107 74%	58 67%
Agree strongly	(+2) 326 33%	155 32%	171 34%	27 22%	49 30%	56 30%	65 38%	55 36%	75 36%	76 28%	87 30%	80 38%	83 36%	78 31%	86 33%	87 35%	56 39%	18 21%
Agree	(+1) 415 41%	206 42%	209 41%	67 56%	70 44%	78 41%	65 38%	61 40%	73 35%	114 42%	115 39%	99 47%	87 38%	107 42%	121 46%	96 38%	50 35%	40 46%
Disagree	(-1) 138 14%	67 14%	72 14%	22 18%	20 12%	37 19%	26 15%	13 9%	21 10%	41 15%	55 19%	15 7%	26 11%	37 15%	26 10%	38 15%	19 13%	19 21%
Disagree strongly	(-2) 21 2%	9 2%	12 2%	2 2%	4 2%	4 2%	1 *	4 3%	7 3%	2 1%	13 4%	- -	6 3%	5 2%	7 3%	3 1%	5 3%	1 2%
NET: Disagree	159 16%	76 16%	83 16%	24 20%	24 15%	40 21%	27 16%	17 11%	28 13%	44 16%	68 23%	15 7%	32 14%	42 17%	34 13%	40 16%	23 16%	20 23%
Don't know	101 10%	54 11%	47 9%	3 2%	18 11%	16 8%	13 8%	18 12%	34 16%	36 13%	21 7%	16 8%	27 12%	28 11%	23 9%	27 11%	14 10%	9 10%
Mean	0.98	0.98	0.98	0.80	0.98	0.84	1.07	1.13	1.07	0.94	0.77	1.25	1.07	0.95	1.05	1.02	1.04	0.71
Standard deviation	1.09	1.08	1.10	1.05	1.07	1.16	1.06	1.03	1.12	1.06	1.23	0.82	1.09	1.10	1.04	1.08	1.16	1.13
Standard error	0.04	0.05	0.05	0.12	0.11	0.10	0.07	0.08	0.08	0.06	0.09	0.07	0.07	0.07	0.07	0.07	0.10	0.13

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 22

Q.5 To what extent do you agree or disagree with each of the following statements?

It is important that advertising companies that ask for money in advance are checked by an independent regulator before they are allowed to place advertisements

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Agree	891 89%	436 89%	455 89%	108 90%	150 94%	168 88%	156 92%	136 91%	173 82%	247 91%	262 90%	189 90%	193 84%	227 89%	239 91%	216 86%	129 89%	80 92%
Agree strongly (+2)	629 63%	296 60%	333 65%	63 52%	100 63%	107 56%	121 71%	109 73%	129 62%	168 62%	197 68%	131 62%	133 58%	164 64%	158 60%	149 59%	100 69%	58 67%
Agree (+1)	262 26%	140 28%	122 24%	45 38%	50 31%	61 32%	36 21%	27 18%	44 21%	78 29%	65 22%	58 28%	60 26%	63 25%	81 31%	67 27%	29 20%	22 25%
Disagree (-1)	50 5%	24 5%	25 5%	9 7%	2 2%	13 7%	3 2%	7 4%	15 7%	11 4%	19 6%	3 1%	17 7%	16 6%	12 4%	12 5%	5 4%	4 5%
Disagree strongly (-2)	32 3%	14 3%	18 4%	- -	7 4%	4 2%	5 3%	4 2%	12 6%	4 1%	8 3%	11 5%	10 4%	6 2%	8 3%	11 4%	5 4%	1 2%
NET: Disagree	81 8%	38 8%	43 8%	9 7%	9 6%	17 9%	9 5%	10 7%	27 13%	15 5%	26 9%	14 7%	27 12%	23 9%	19 7%	23 9%	11 7%	6 7%
Don't know	29 3%	17 3%	12 2%	3 3%	1 1%	6 3%	6 3%	4 3%	10 5%	9 3%	2 1%	8 4%	10 4%	5 2%	6 2%	12 5%	5 3%	1 1%
Mean	1.45	1.44	1.46	1.39	1.48	1.37	1.60	1.58	1.31	1.52	1.48	1.46	1.32	1.45	1.43	1.38	1.53	1.52
Standard deviation	0.97	0.95	0.99	0.84	0.92	0.96	0.86	0.91	1.19	0.82	0.98	0.99	1.10	0.97	0.93	1.05	0.97	0.87
Standard error	0.03	0.05	0.04	0.09	0.09	0.08	0.06	0.07	0.08	0.04	0.07	0.08	0.06	0.06	0.06	0.07	0.08	0.09

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 23

Q.5 To what extent do you agree or disagree with each of the following statements?

I am concerned about internet fraud when I shop online

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Agree	737 74%	368 75%	369 72%	98 82%	139 86%	152 80%	143 84%	113 75%	93 44%	211 78%	221 76%	164 78%	141 61%	180 71%	199 75%	182 72%	108 75%	68 78%
Agree strongly (+2)	399 40%	191 39%	209 41%	35 29%	69 43%	75 40%	83 49%	71 47%	66 32%	100 37%	107 37%	98 47%	94 41%	90 36%	108 41%	112 45%	54 38%	34 39%
Agree (+1)	337 34%	177 36%	160 31%	63 53%	69 43%	77 40%	60 35%	42 28%	26 13%	111 41%	113 39%	66 31%	47 20%	90 35%	90 34%	70 28%	54 38%	33 38%
Disagree (-1)	102 10%	40 8%	62 12%	13 11%	15 10%	25 13%	16 9%	11 7%	21 10%	34 13%	33 11%	13 6%	22 10%	22 9%	35 13%	22 9%	14 9%	9 11%
Disagree strongly (-2)	55 5%	31 6%	24 5%	7 6%	3 2%	8 4%	4 3%	7 4%	26 12%	9 3%	9 3%	17 8%	20 9%	16 6%	10 4%	18 7%	8 5%	3 3%
NET: Disagree	157 16%	71 14%	86 17%	20 17%	19 12%	33 18%	20 12%	18 12%	47 23%	43 16%	42 15%	30 14%	42 18%	38 15%	45 17%	40 16%	21 15%	12 14%
Don't know	107 11%	52 11%	56 11%	2 2%	3 2%	5 3%	7 4%	20 13%	70 33%	16 6%	28 10%	17 8%	47 20%	36 14%	21 8%	29 12%	15 10%	7 8%
Mean	1.03	1.04	1.03	0.90	1.18	1.00	1.24	1.22	0.61	1.02	1.05	1.11	0.95	0.99	1.03	1.07	1.03	1.08
Standard deviation	1.21	1.20	1.22	1.12	0.99	1.16	1.04	1.14	1.62	1.12	1.11	1.25	1.41	1.22	1.18	1.28	1.18	1.11
Standard error	0.04	0.06	0.06	0.12	0.10	0.10	0.07	0.09	0.12	0.06	0.08	0.10	0.09	0.08	0.08	0.09	0.10	0.13

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 24

Q.5 To what extent do you agree or disagree with each of the following statements?

I am concerned about the security of purchasing from TV shopping channels

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Agree	561 56%	266 54%	295 58%	82 68%	102 64%	100 53%	96 57%	91 61%	89 43%	150 55%	180 62%	123 58%	109 47%	138 54%	154 58%	136 54%	84 58%	48 56%
Agree strongly (+2)	255 25%	120 24%	135 27%	32 27%	36 23%	38 20%	50 29%	47 31%	52 25%	67 25%	72 25%	55 26%	61 26%	64 25%	69 26%	65 26%	42 29%	15 17%
Agree (+1)	306 31%	146 30%	160 31%	50 42%	66 41%	62 32%	46 27%	45 30%	38 18%	83 31%	108 37%	68 32%	48 21%	74 29%	85 32%	72 29%	42 29%	33 38%
Disagree (-1)	215 21%	108 22%	107 21%	25 21%	38 24%	55 29%	37 22%	25 17%	35 17%	63 23%	57 20%	46 22%	48 21%	50 19%	64 24%	60 24%	28 19%	13 15%
Disagree strongly (-2)	87 9%	44 9%	43 8%	9 8%	9 5%	18 9%	17 10%	11 7%	23 11%	18 7%	24 8%	17 8%	27 12%	21 8%	21 8%	25 10%	9 6%	10 11%
NET: Disagree	301 30%	152 31%	150 29%	35 29%	46 29%	72 38%	54 32%	36 24%	58 28%	81 30%	82 28%	63 30%	75 33%	71 28%	86 32%	85 34%	37 25%	23 27%
Don't know	138 14%	73 15%	66 13%	4 3%	12 8%	18 9%	20 12%	23 15%	62 30%	39 14%	29 10%	25 12%	46 20%	45 18%	25 9%	30 12%	23 16%	15 18%
Mean	0.50	0.46	0.53	0.60	0.56	0.28	0.50	0.72	0.40	0.51	0.56	0.53	0.36	0.53	0.48	0.41	0.67	0.42
Standard deviation	1.39	1.40	1.39	1.31	1.27	1.38	1.45	1.37	1.54	1.36	1.34	1.38	1.52	1.40	1.38	1.44	1.36	1.38
Standard error	0.05	0.07	0.06	0.15	0.13	0.12	0.10	0.11	0.11	0.08	0.10	0.12	0.10	0.10	0.09	0.10	0.13	0.16

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 25

Q.5 To what extent do you agree or disagree with each of the following statements?

I feel much more comfortable responding to advertisements from a National newspaper than to advertisements from a magazine or online

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
NET: Agree	406 41%	214 44%	192 38%	64 53%	68 43%	69 36%	57 33%	62 41%	86 41%	108 40%	121 42%	85 41%	91 39%	111 44%	99 37%	101 40%	58 41%	37 42%
Agree strongly	(+2) 120 12%	63 13%	57 11%	19 16%	20 12%	17 9%	16 9%	20 13%	29 14%	29 11%	36 12%	26 13%	30 13%	31 12%	32 12%	32 13%	16 11%	10 11%
Agree	(+1) 286 29%	151 31%	135 26%	45 37%	49 30%	52 27%	41 24%	43 28%	57 27%	80 29%	86 30%	59 28%	61 27%	81 32%	67 25%	69 27%	43 30%	27 31%
Disagree	(-1) 379 38%	171 35%	208 41%	36 30%	63 39%	91 48%	74 43%	55 37%	61 29%	113 42%	106 36%	84 40%	76 33%	93 36%	107 40%	88 35%	58 40%	33 38%
Disagree strongly	(-2) 132 13%	62 13%	70 14%	19 16%	17 11%	16 8%	26 15%	21 14%	34 16%	26 9%	38 13%	25 12%	43 19%	29 12%	40 15%	36 14%	15 10%	13 15%
NET: Disagree	511 51%	233 48%	278 55%	55 45%	80 50%	107 56%	100 59%	76 50%	95 45%	139 51%	144 50%	109 52%	119 52%	122 48%	146 55%	124 49%	73 51%	46 53%
Don't know	84 8%	44 9%	40 8%	2 2%	12 8%	15 8%	13 8%	12 8%	29 14%	23 9%	25 9%	15 7%	20 9%	21 8%	19 7%	27 11%	13 9%	4 5%
Mean	-0.13	-0.04	-0.21	0.08	-0.06	-0.21	-0.34	-0.11	-0.07	-0.11	-0.10	-0.12	-0.20	-0.04	-0.22	-0.12	-0.11	-0.15
Standard deviation	1.35	1.36	1.33	1.40	1.32	1.24	1.30	1.37	1.43	1.29	1.35	1.34	1.42	1.33	1.35	1.38	1.31	1.35
Standard error	0.04	0.07	0.06	0.15	0.13	0.11	0.09	0.11	0.10	0.07	0.10	0.11	0.09	0.09	0.09	0.09	0.12	0.15

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 26

Q.6 Have you ever had a bad experience (such as goods not arriving or being damaged) when ordering goods in response to advertising through any of the following?

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	457	544	83	106	143	230	179	260	346	193	156	306	268	259	246	140	88
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
<u>Internet shopping sites</u>																		
Yes	145 14%	76 16%	68 13%	28 23%	49 30%	34 18%	20 12%	9 6%	5 2%	51 19%	55 19%	24 12%	14 6%	35 14%	38 14%	36 15%	23 16%	12 14%
No	752 75%	364 74%	388 76%	86 72%	106 66%	154 81%	139 81%	123 82%	144 68%	205 76%	200 69%	162 77%	185 80%	180 71%	202 76%	188 75%	111 77%	71 82%
Not applicable	105 10%	50 10%	54 11%	6 5%	6 3%	2 1%	12 7%	18 12%	61 29%	14 5%	35 12%	24 11%	31 14%	40 16%	24 9%	27 11%	11 8%	3 4%
<u>Catalogues arriving through the post</u>																		
Yes	78 8%	44 9%	34 7%	8 7%	16 10%	18 9%	10 6%	11 7%	16 8%	19 7%	25 9%	13 6%	22 9%	20 8%	23 9%	18 7%	14 10%	3 4%
No	832 83%	399 81%	433 85%	101 84%	134 83%	162 85%	143 84%	127 85%	165 79%	228 84%	240 83%	177 84%	187 81%	210 83%	209 79%	208 83%	122 85%	81 94%
Not applicable	91 9%	48 10%	43 8%	12 10%	11 7%	10 5%	17 10%	13 8%	29 14%	24 9%	25 9%	20 10%	22 10%	24 10%	31 12%	25 10%	8 6%	2 3%
<u>Magazine advertisements</u>																		
Yes	25 2%	11 2%	14 3%	1 1%	11 7%	4 2%	5 3%	1 *	3 2%	7 2%	6 2%	8 4%	4 2%	12 5%	3 1%	7 3%	2 1%	1 1%
No	850 85%	418 85%	432 85%	105 88%	136 85%	166 87%	141 83%	130 86%	172 82%	229 85%	246 85%	179 85%	197 85%	211 83%	224 85%	210 84%	127 88%	79 91%
Not applicable	126 13%	62 13%	64 13%	14 11%	13 8%	20 11%	24 14%	20 13%	34 16%	35 13%	38 13%	23 11%	30 13%	32 13%	37 14%	34 14%	16 11%	7 8%

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 26

Q.6 Have you ever had a bad experience (such as goods not arriving or being damaged) when ordering goods in response to advertising through any of the following?

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1001	491	510	120	160	190	170	150	210	270	290	210	230	254	264	251	144	87
<u>Advertisements in National Newspapers (including all their supplements and any catalogues which come with them)</u>																		
Yes	26 3%	18 4%	8 2%	4 3%	2 1%	5 3%	3 2%	6 4%	6 3%	8 3%	10 3%	4 2%	5 2%	9 3%	5 2%	10 4%	1 *	1 2%
No	842 84%	411 84%	431 84%	101 84%	140 87%	164 86%	144 84%	124 83%	170 81%	227 84%	241 83%	180 86%	194 84%	217 85%	218 82%	208 83%	122 85%	77 89%
Not applicable	133 13%	61 12%	72 14%	15 13%	18 11%	22 11%	23 14%	20 13%	34 16%	35 13%	39 14%	26 12%	32 14%	29 11%	41 16%	33 13%	21 15%	8 10%
<u>TV Shopping Channels</u>																		
Yes	23 2%	9 2%	14 3%	1 1%	7 4%	2 1%	8 5%	2 2%	3 1%	4 2%	6 2%	8 4%	6 2%	5 2%	7 3%	5 2%	5 3%	1 1%
No	820 82%	402 82%	418 82%	105 88%	138 86%	161 85%	139 82%	121 81%	154 74%	222 82%	239 82%	169 81%	189 82%	200 78%	213 80%	210 84%	119 83%	78 90%
Not applicable	158 16%	79 16%	79 15%	14 12%	15 9%	27 14%	22 13%	26 18%	53 25%	44 16%	45 16%	33 16%	35 15%	50 20%	44 17%	36 14%	20 14%	8 9%

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 27

Q.7 Please provide details of your experience...?**Summary Table****Base: All respondents who have ever had a bad experience with each**

	Source				
	Internet shopping sites	Catalogues arriving through the post	Magazine advertisements	Advertisements in National Newspapers (including all their supplements and any catalogues which come with them)	TV Shopping Channels
Unweighted base	122	76	23	27	23
Weighted base	145	78	25	26	23
Goods not arriving on time/ late	19 13%	10 12%	* 2%	* 2%	1 5%
Goods never arriving	35 24%	17 22%	7 26%	9 33%	3 11%
Goods arriving damaged/ damaged in transit	49 34%	23 29%	4 16%	8 31%	8 33%
Item not matching the description	12 8%	3 4%	1 2%	- -	- -
Poor quality item/ faulty item	10 7%	6 8%	4 16%	3 12%	4 16%
Wrong items delivered	9 6%	10 12%	1 3%	1 2%	4 18%
Still awaiting delivery of item	- -	- -	- -	1 3%	- -
Missing items/ incomplete package	3 2%	5 6%	- -	1 3%	- -
Said it was delivered but I never recieved it	- -	3 4%	- -	- -	- -
Company went into liquidation/ bust - lost money	- -	1 1%	3 11%	- -	1 5%
Incorrect pricing	3 2%	2 3%	- -	1 5%	- -

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 27

Q.7 Please provide details of your experience...?**Summary Table****Base: All respondents who have ever had a bad experience with each**

	Source				
	Internet shopping sites	Catalogues arriving through the post	Magazine advertisements	Advertisements in National Newspapers (including all their supplements and any catalogues which come with them)	TV Shopping Channels
Weighted base	145	78	25	26	23
Fraud/ paid for something not ordered/ conned/ done out of money	9 7%	3 3%	5 20%	1 4%	1 4%
Charged for something that failed to arrive	5 4%	1 2%	2 7%	2 7%	* 2%
Any mentions of poor delivery/ items going to wrong address/ not left where they should	5 3%	10 13%	- -	- -	- -
Damaged packaging/ poor packing	1 1%	3 4%	- -	1 5%	- -
Any negative mentions of resolving the problem	13 9%	7 8%	1 5%	1 2%	2 9%
Item was replaced/ rectified/ problem resolved	21 14%	15 19%	2 10%	1 3%	4 18%
Other	5 4%	7 9%	* 2%	1 3%	6 26%
Don't know	8 6%	6 8%	2 8%	2 7%	3 14%

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 28

Q.7 Please provide details of your experience...?**Internet shopping sites****Base: All respondents who have ever had a bad experience with each**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	122	61	61	18	30	26	29	12	7	60	30	14	18	29	30	31	20	12
Weighted base	145	76	68	28	49	34	20	9	5	51	55	24	14	35	38	36	23	12
Goods arriving damaged/ damaged in transit	49 34%	24 31%	25 36%	14 52%	21 42%	8 25%	4 21%	1 6%	1 11%	18 34%	19 35%	8 33%	4 25%	11 31%	13 33%	8 21%	12 53%	5 44%
Goods never arriving	35 24%	17 23%	18 26%	6 21%	11 23%	11 33%	3 17%	2 18%	2 30%	15 29%	12 21%	7 29%	2 11%	6 18%	11 30%	9 25%	7 32%	1 9%
Item was replaced/ rectified/ problem resolved	21 14%	7 10%	13 19%	- -	7 14%	7 21%	5 25%	2 16%	- -	12 23%	2 4%	5 23%	1 7%	3 9%	7 19%	2 6%	6 28%	1 9%
Goods not arriving on time/ late	19 13%	12 16%	6 9%	4 14%	5 10%	6 17%	3 17%	1 6%	1 14%	8 15%	9 16%	- -	2 16%	3 10%	3 8%	7 20%	3 12%	3 20%
Any negative mentions of resolving the problem	13 9%	10 13%	3 5%	5 19%	1 2%	1 3%	4 20%	- -	2 31%	4 7%	7 12%	1 4%	2 13%	6 16%	3 9%	3 9%	1 5%	- -
Item not matching the description	12 8%	3 4%	9 14%	3 11%	5 9%	1 4%	2 12%	1 7%	- -	3 6%	3 5%	6 25%	* 3%	3 8%	8 22%	1 2%	* 2%	- -
Poor quality item/ faulty item	10 7%	5 6%	5 8%	3 11%	2 4%	5 14%	- -	- -	- -	3 7%	5 8%	2 9%	- -	2 5%	5 13%	2 4%	2 7%	- -
Fraud/ payed for something not ordered/ conned/ done out of money	9 7%	7 10%	2 3%	- -	5 11%	1 3%	2 12%	- -	1 15%	2 3%	4 8%	2 9%	1 8%	3 9%	3 8%	3 9%	- -	- -
Wrong items delivered	9 6%	5 7%	3 5%	1 4%	3 5%	3 10%	* 2%	1 14%	- -	3 6%	4 7%	- -	2 14%	4 11%	* 1%	2 4%	1 4%	2 17%
Charged for something that failed to arrive	5 4%	3 4%	2 3%	- -	1 2%	2 7%	2 11%	- -	- -	3 6%	1 2%	- -	1 8%	1 2%	1 2%	1 4%	1 6%	1 9%
Any mentions of poor delivery/ items going to wrong address/ not left where they should	5 3%	3 4%	2 3%	- -	3 7%	1 3%	1 3%	- -	- -	2 3%	2 4%	- -	1 7%	1 2%	1 2%	2 6%	- -	1 9%
Incorrect pricing	3 2%	3 4%	- -	1 4%	1 2%	1 3%	- -	- -	- -	2 5%	- -	- -	1 8%	1 3%	- -	1 3%	- -	1 10%

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 28

Q.7 Please provide details of your experience...?**Internet shopping sites****Base: All respondents who have ever had a bad experience with each**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	145	76	68	28	49	34	20	9	5	51	55	24	14	35	38	36	23	12
Missing items/ incomplete package	3 2%	-	3 5%	-	2 5%	1 3%	-	-	-	2 3%	2 3%	-	-	2 5%	-	1 2%	1 4%	-
Damaged packaging/ poor packing	1 1%	-	1 2%	-	1 2%	-	* 2%	-	-	1 3%	-	-	-	-	-	1 4%	-	-
Other	5 4%	2 3%	3 5%	-	-	2 6%	2 8%	-	1 30%	3 6%	-	-	2 16%	3 10%	-	1 3%	1 2%	-
Don't know	8 6%	6 8%	2 3%	-	2 4%	-	2 8%	5 49%	-	2 4%	2 3%	2 9%	2 15%	* 1%	1 2%	4 12%	1 3%	2 14%

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 29

Q.7 Please provide details of your experience...?**Catalogues arriving through the post****Base: All respondents who have ever had a bad experience with each**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	76	39	37	5	10	13	15	13	20	23	16	9	28	20	23	19	11	3
Weighted base	78	44	34	8	16	18	10	11	16	19	25	13	22	20	23	18	14	3
Goods arriving damaged/ damaged in transit	23 29%	15 35%	7 21%	4 52%	5 30%	2 11%	5 48%	2 23%	5 28%	3 18%	11 42%	3 22%	6 27%	5 24%	9 37%	4 24%	4 27%	1 38%
Goods never arriving	17 22%	9 21%	8 24%	- -	7 41%	4 22%	1 12%	3 27%	3 18%	4 24%	9 35%	- -	4 19%	4 18%	4 17%	5 25%	5 38%	- -
Item was replaced/ rectified/ problem resolved	15 19%	12 26%	4 11%	- -	5 29%	3 15%	2 21%	2 18%	4 24%	3 15%	7 26%	3 26%	3 12%	3 16%	4 16%	2 12%	6 45%	- -
Any mentions of poor delivery/ items going to wrong address/ not left where they should	10 13%	6 15%	4 11%	2 21%	4 25%	4 22%	1 7%	- -	- -	3 14%	4 17%	2 13%	2 8%	- -	3 11%	2 8%	5 38%	1 22%
Wrong items delivered	10 12%	4 9%	5 16%	- -	2 13%	5 29%	* 4%	2 20%	- -	1 8%	3 13%	4 31%	1 4%	4 21%	2 9%	3 18%	- -	- -
Goods not arriving on time/ late	10 12%	7 16%	3 8%	- -	4 23%	2 12%	2 17%	- -	2 13%	1 5%	2 9%	3 24%	3 15%	4 18%	2 9%	3 15%	1 8%	- -
Any negative mentions of resolving the problem	7 8%	4 8%	3 9%	2 26%	2 9%	3 18%	- -	- -	- -	- -	4 16%	2 12%	1 5%	4 21%	1 4%	- -	2 11%	- -
Poor quality item/ faulty item	6 8%	3 7%	3 10%	- -	- -	1 8%	2 15%	1 12%	2 13%	2 13%	1 4%	- -	3 13%	1 5%	1 3%	2 8%	3 22%	- -
Missing items/ incomplete package	5 6%	2 5%	3 8%	- -	3 17%	- -	1 12%	1 9%	- -	- -	3 11%	- -	2 9%	1 5%	2 7%	- -	1 7%	1 38%
Item not matching the description	3 4%	1 3%	2 6%	1 12%	- -	1 8%	1 11%	- -	- -	2 12%	1 4%	- -	- -	- -	1 4%	- -	2 17%	- -
Damaged packaging/ poor packing	3 4%	2 4%	1 3%	- -	- -	1 5%	- -	1 6%	1 8%	- -	- -	1 10%	2 7%	- -	1 4%	1 3%	1 9%	- -
Said it was delivered but I never recieved it	3 4%	- -	3 8%	- -	- -	1 6%	* 5%	- -	1 8%	* 3%	1 5%	- -	1 5%	* 2%	2 10%	- -	- -	- -

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 29

Q.7 Please provide details of your experience...?**Catalogues arriving through the post****Base: All respondents who have ever had a bad experience with each**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	78	44	34	8	16	18	10	11	16	19	25	13	22	20	23	18	14	3
Fraud/ payed for something not ordered/ conned/ done out of money	3 3%	2 5%	* 1%	-	-	1 8%	-	* 4%	1 5%	2 10%	-	-	1 4%	1 4%	* 2%	-	1 10%	-
Incorrect pricing	2 3%	-	2 6%	-	-	2 12%	-	-	-	-	2 8%	-	-	2 11%	-	-	-	-
Charged for something that failed to arrive	1 2%	1 3%	-	-	-	-	-	-	1 8%	-	-	1 10%	-	1 6%	-	-	-	-
Company went into liquidation/ bust - lost money	1 1%	-	1 3%	-	1 7%	-	-	-	-	1 6%	-	-	-	-	-	-	1 8%	-
Other	7 9%	4 10%	3 7%	2 26%	1 6%	1 6%	1 9%	1 10%	1 4%	* 2%	2 8%	1 8%	3 15%	3 14%	3 13%	1 6%	-	-
Don't know	6 8%	3 7%	3 9%	1 15%	-	2 13%	-	1 12%	1 9%	2 11%	-	1 8%	3 15%	1 7%	2 8%	2 10%	-	1 40%

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 30

Q.7 Please provide details of your experience...?**Magazine advertisements****Base: All respondents who have ever had a bad experience with each**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	23	11	12	1	6	3	7	1	5	8	4	5	6	11	3	5	2	2
Weighted base	25	11	14	1	11	4	5	1	3	7	6	8	4	12	3	7	2	1
Goods never arriving	7	6	1	1	2	1	2	-	1	3	2	1	1	3	-	3	-	1
	26%	51%	7%	100%	19%	26%	34%	-	22%	39%	34%	14%	20%	25%	-	46%	-	50%
Fraud/ payed for something not ordered/ conned/ done out of money	5	1	4	-	4	-	1	-	1	1	2	2	1	4	1	1	-	-
	20%	13%	26%	-	35%	-	13%	-	21%	10%	28%	25%	19%	31%	19%	11%	-	-
Goods arriving damaged/ damaged in transit	4	2	2	-	2	-	2	-	-	-	2	2	-	4	-	-	-	-
	16%	22%	12%	-	15%	-	46%	-	-	-	28%	28%	-	33%	-	-	-	-
Poor quality item/ faulty item	4	1	3	-	1	2	-	-	1	1	-	2	1	1	-	2	1	-
	16%	12%	18%	-	12%	48%	-	-	19%	20%	-	23%	17%	6%	-	28%	73%	-
Company went into liquidation/ bust - lost money	3	3	-	-	2	-	-	1	-	1	2	-	-	1	-	2	-	-
	11%	25%	-	-	19%	-	-	100%	-	9%	34%	-	-	5%	-	30%	-	-
Item was replaced/ rectified/ problem resolved	2	1	2	-	2	-	-	-	1	-	2	-	1	2	-	-	-	-
	10%	7%	12%	-	15%	-	-	-	22%	-	28%	-	19%	20%	-	-	-	-
Charged for something that failed to arrive	2	-	2	-	-	1	1	-	-	1	1	-	-	-	1	1	-	-
	7%	-	12%	-	-	26%	13%	-	-	15%	11%	-	-	-	20%	15%	-	-
Any negative mentions of resolving the problem	1	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-
	5%	11%	-	-	-	-	23%	-	-	-	-	14%	-	10%	-	-	-	-
Wrong items delivered	1	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-
	3%	7%	-	-	-	-	-	-	22%	-	-	-	19%	6%	-	-	-	-
Item not matching the description	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1
	2%	-	4%	-	-	-	-	-	16%	-	-	-	14%	-	-	-	-	50%
Goods not arriving on time/ late	*	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	*	-
	2%	-	4%	-	-	-	10%	-	-	7%	-	-	-	-	-	-	27%	-
Other	*	-	*	-	-	-	*	-	-	-	-	-	*	*	-	-	-	-
	2%	-	3%	-	-	-	9%	-	-	-	-	-	11%	4%	-	-	-	-

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 30

Q.7 Please provide details of your experience...?**Magazine advertisements****Base: All respondents who have ever had a bad experience with each**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	25	11	14	1	11	4	5	1	3	7	6	8	4	12	3	7	2	1
Don't know	2	-	2	-	2	-	-	-	-	-	-	2	-	-	2	-	-	-
	8%	-	14%	-	19%	-	-	-	-	-	-	24%	-	-	61%	-	-	-

Shopping Survey

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Absolutes/col percents

Table 31

Q.7 Please provide details of your experience...?**Advertisements in National Newspapers (including all their supplements and any catalogues which come with them)****Base: All respondents who have ever had a bad experience with each**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	27	16	11	2	1	4	5	8	7	11	6	3	7	10	4	10	1	2
Weighted base	26	18	8	4	2	5	3	6	6	8	10	4	5	9	5	10	1	1
Goods never arriving	9	7	2	4	2	1	1	1	1	2	6	-	1	1	2	5	1	1
	33%	38%	20%	100%	100%	20%	18%	10%	12%	29%	59%	-	13%	7%	33%	47%	100%	48%
Goods arriving damaged/ damaged in transit	8	7	1	-	-	3	2	1	2	3	3	2	1	5	3	1	-	-
	31%	37%	18%	-	-	59%	52%	23%	33%	36%	27%	46%	17%	57%	46%	7%	-	-
Poor quality item/ faulty item	3	2	1	-	-	-	1	-	3	1	1	-	1	3	-	1	-	-
	12%	11%	15%	-	-	-	17%	-	43%	7%	14%	-	26%	30%	-	6%	-	-
Charged for something that failed to arrive	2	-	2	-	-	-	-	1	1	1	-	1	-	-	-	1	1	-
	7%	-	21%	-	-	-	-	16%	12%	9%	-	25%	-	-	10%	100%	-	-
Incorrect pricing	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-
	5%	7%	-	-	-	-	38%	-	-	-	14%	-	-	16%	-	-	-	-
Damaged packaging/ poor packing	1	1	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	5%	7%	-	-	-	-	-	-	21%	-	13%	-	-	15%	-	-	-	-
Fraud/ payed for something not ordered/ conned/ done out of money	1	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-
	4%	6%	-	-	-	-	-	18%	-	-	-	28%	-	-	21%	-	-	-
Still awaiting delivery of item	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-
	3%	4%	-	-	-	-	-	12%	-	-	-	-	15%	-	-	7%	-	-
Missing items/ incomplete package	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1
	3%	-	8%	-	-	-	-	11%	-	9%	-	-	-	-	-	-	-	52%
Item was replaced/ rectified/ problem resolved	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1
	3%	-	8%	-	-	-	-	11%	-	9%	-	-	-	-	-	-	-	52%
Any negative mentions of resolving the problem	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1
	2%	3%	-	-	-	-	18%	-	-	-	-	-	13%	-	-	-	-	48%
Wrong items delivered	1	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-
	2%	-	8%	-	-	-	-	-	10%	-	-	-	13%	7%	-	-	-	-

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 31

Q.7 Please provide details of your experience...?**Advertisements in National Newspapers (including all their supplements and any catalogues which come with them)****Base: All respondents who have ever had a bad experience with each**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	26	18	8	4	2	5	3	6	6	8	10	4	5	9	5	10	1	1
Goods not arriving on time/ late	*	-	*	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-
	2%	-	6%	-	-	-	13%	-	-	6%	-	-	-	5%	-	-	-	-
Other	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-
	3%	-	8%	-	-	-	-	11%	-	-	-	-	14%	-	-	7%	-	-
Don't know	2	1	1	-	-	1	-	-	1	1	-	-	1	-	-	2	-	-
	7%	4%	12%	-	-	21%	-	-	12%	13%	-	-	15%	-	-	17%	-	-

Shopping Survey

CATI Fieldwork : October 15th-17th 2010

Absolutes/col percents

Table 32

Q.7 Please provide details of your experience...?**TV Shopping Channels****Base: All respondents who have ever had a bad experience with each**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	23	10	13	1	5	1	9	3	4	5	4	6	8	4	7	6	5	1
Weighted base	23	9	14	1	7	2	8	2	3	4	6	8	6	5	7	5	5	1
Goods arriving damaged/ damaged in transit	8 33%	3 27%	5 37%	- -	2 23%	2 100%	2 20%	2 65%	1 44%	1 14%	4 77%	- -	3 49%	3 53%	1 16%	- -	3 62%	1 100%
Item was replaced/ rectified/ problem resolved	4 18%	3 36%	1 6%	- -	- -	- -	1 13%	2 68%	1 51%	1 14%	- -	1 14%	2 44%	1 21%	1 20%	- -	2 33%	- -
Wrong items delivered	4 18%	2 18%	2 17%	- -	2 23%	- -	2 19%	- -	1 30%	1 14%	2 28%	1 13%	1 15%	2 32%	1 11%	2 32%	- -	- -
Poor quality item/ faulty item	4 16%	3 29%	1 7%	1 100%	- -	- -	1 14%	1 35%	1 26%	1 22%	- -	1 15%	2 28%	- -	1 13%	2 37%	1 16%	- -
Goods never arriving	3 11%	- -	3 18%	- -	3 36%	- -	- -	- -	- -	1 27%	- -	1 18%	- -	- -	1 19%	1 22%	- -	- -
Any negative mentions of resolving the problem	2 9%	- -	2 15%	- -	1 19%	- -	- -	1 32%	- -	- -	- -	1 18%	1 13%	- -	1 19%	- -	- -	1 100%
Company went into liquidation/ bust - lost money	1 5%	1 13%	- -	- -	- -	- -	1 14%	- -	- -	- -	- -	1 15%	- -	- -	- -	1 23%	- -	- -
Goods not arriving on time/ late	1 5%	1 12%	- -	- -	- -	- -	1 13%	- -	- -	- -	- -	1 14%	- -	1 21%	- -	- -	- -	- -
Fraud/ payed for something not ordered/ conned/ done out of money	1 4%	- -	1 7%	- -	1 14%	- -	- -	- -	- -	1 23%	- -	- -	- -	- -	1 13%	- -	- -	- -
Charged for something that failed to arrive	* 2%	- -	* 3%	- -	- -	- -	* 6%	- -	- -	- -	- -	- -	* 9%	- -	- -	* 9%	- -	- -
Other	6 26%	- -	6 43%	- -	2 30%	2 100%	2 19%	- -	1 22%	2 50%	2 29%	1 14%	1 21%	- -	2 21%	1 22%	3 67%	- -
Don't know	3 14%	1 14%	2 14%	- -	2 28%	- -	1 16%	- -	- -	- -	1 23%	2 26%	- -	1 26%	2 27%	- -	- -	- -