
Online Holiday Shopping and Consumer Confidence

Project Director:
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Background and Methodology

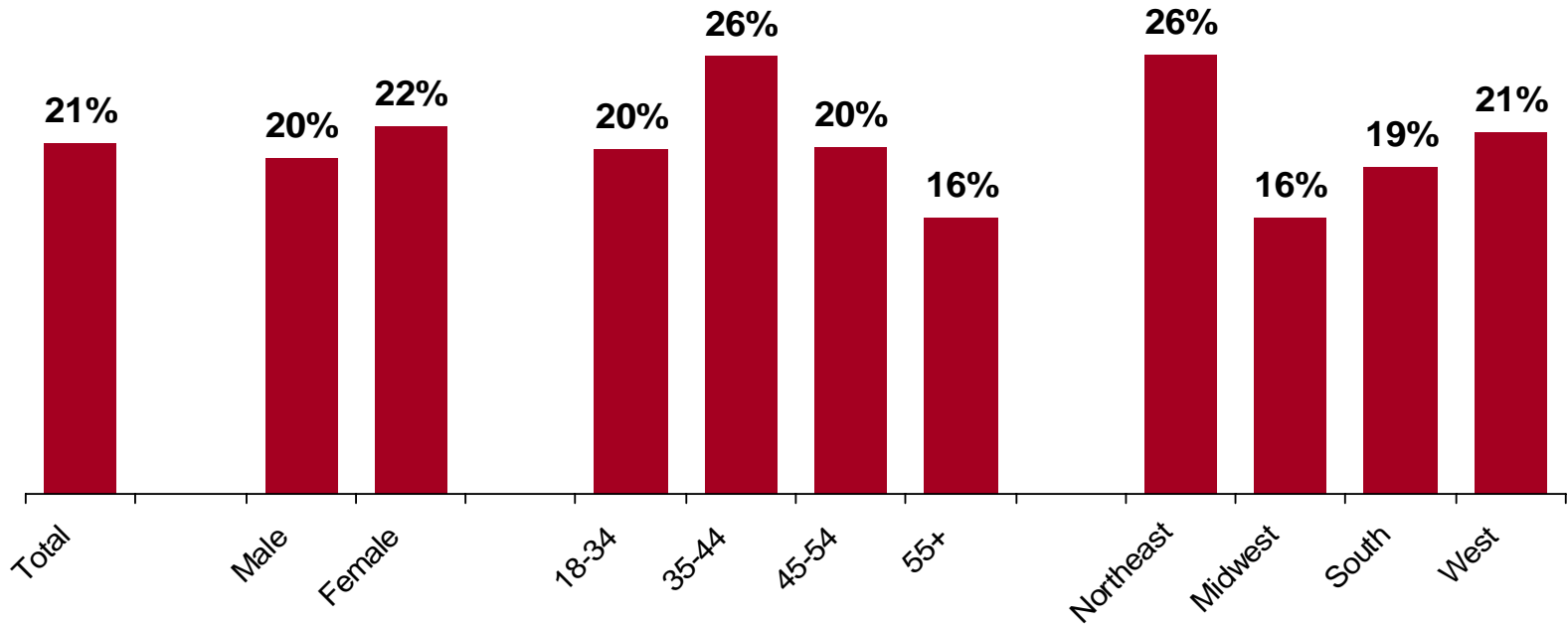
- This study was conducted as part of Harris Interactive's Quick Query omnibus study.
- Interviews were conducted online from December 27 – 29, 2005.
- Sample was drawn from the Harris Poll Online (HPOL) database. Respondents were adults aged 18 +.
- In total, 2,152 interviews were completed.
- Password-protected email invitations were sent to prospective respondents from the HPOL sample.
- Data were balanced to reflect the population using demographic variables (gender, age, race/ethnicity, and region).
- Information is representative of the online U.S. population.



In total, 21% of all holiday shopping was done online.

This holiday season, what percentage of your holiday shopping was done online?

Mean %



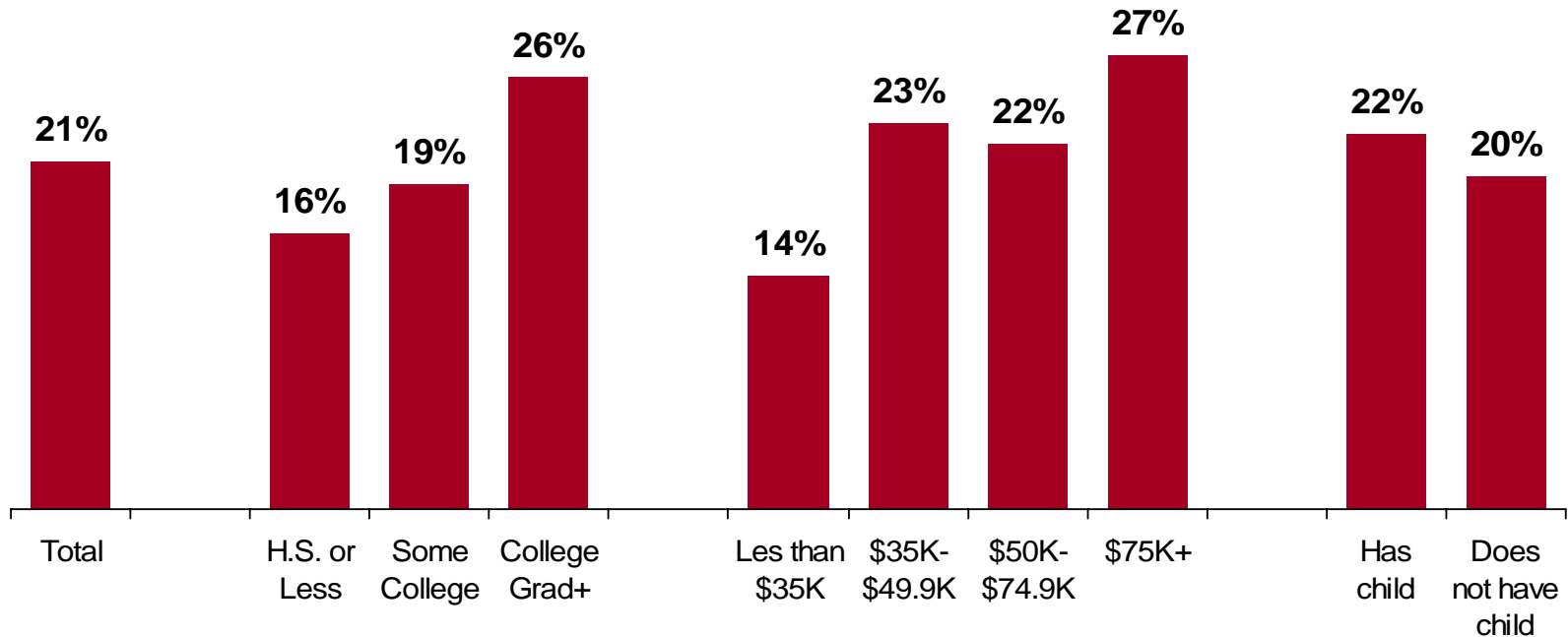
Q305 Base: All Respondents (n=2,152)



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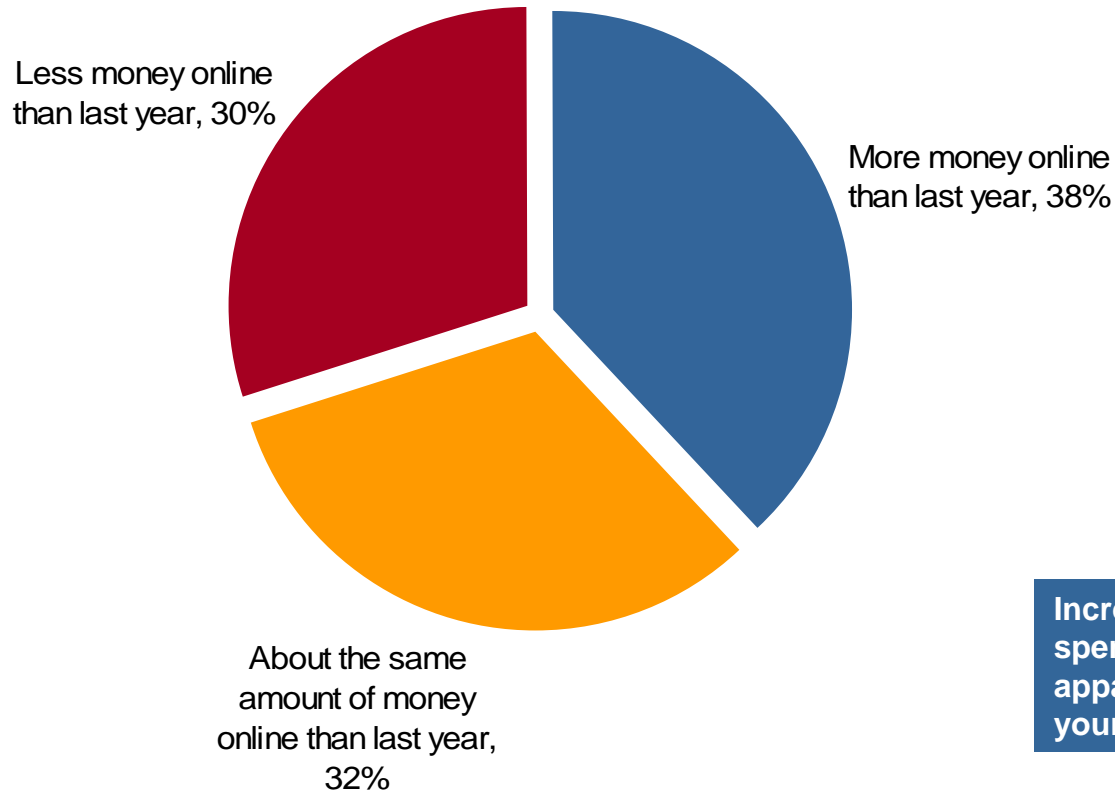


Q305 Base: All Respondents (n=2,152)



Holiday spending appears to be up slightly from last year.

This holiday season, did you spend...?

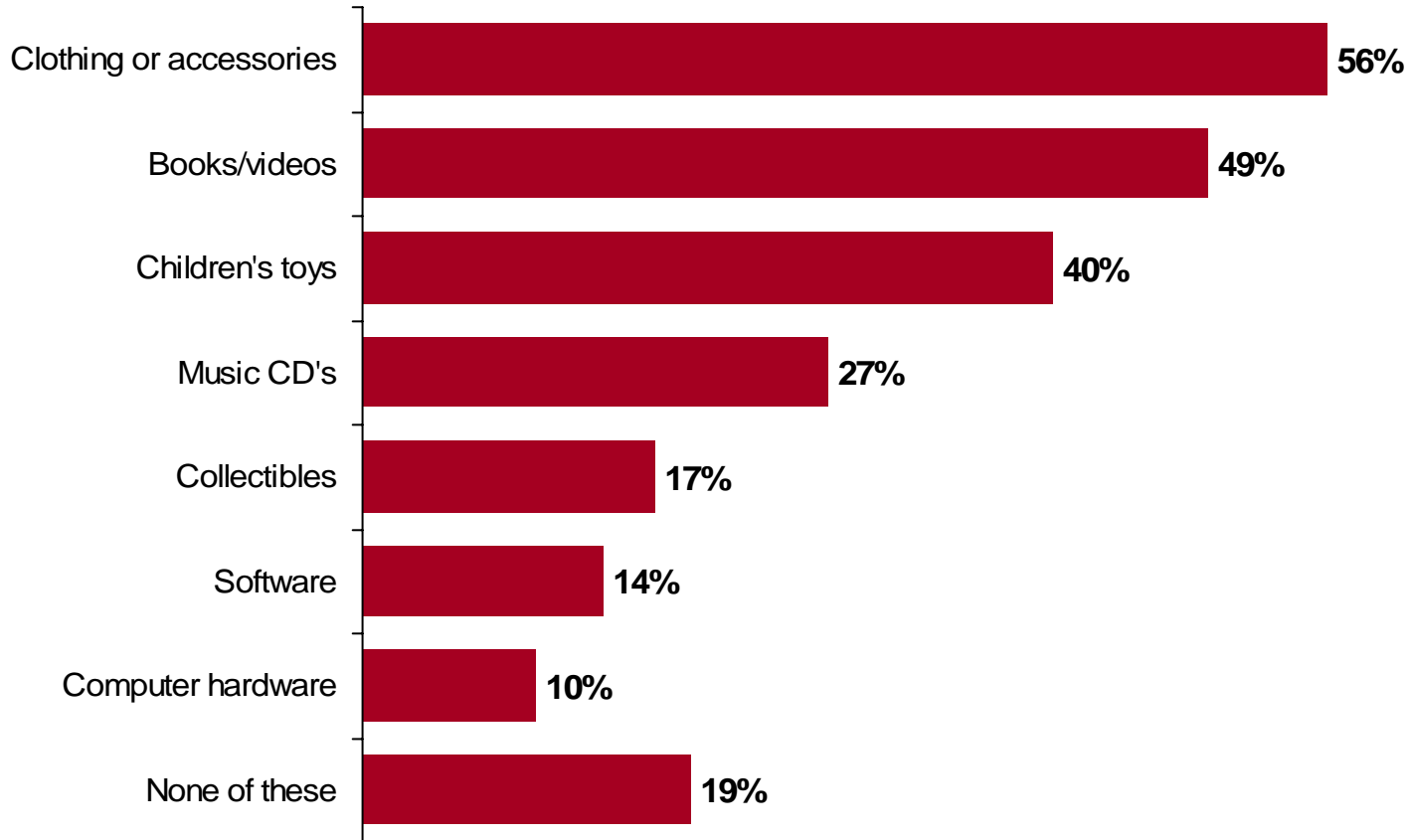


Q310 Base: Respondents who shopped online this holiday season (n=1,519)



Clothing and books top the list of most commonly purchased gifts.

Which types of gifts did you purchase over the holiday season?

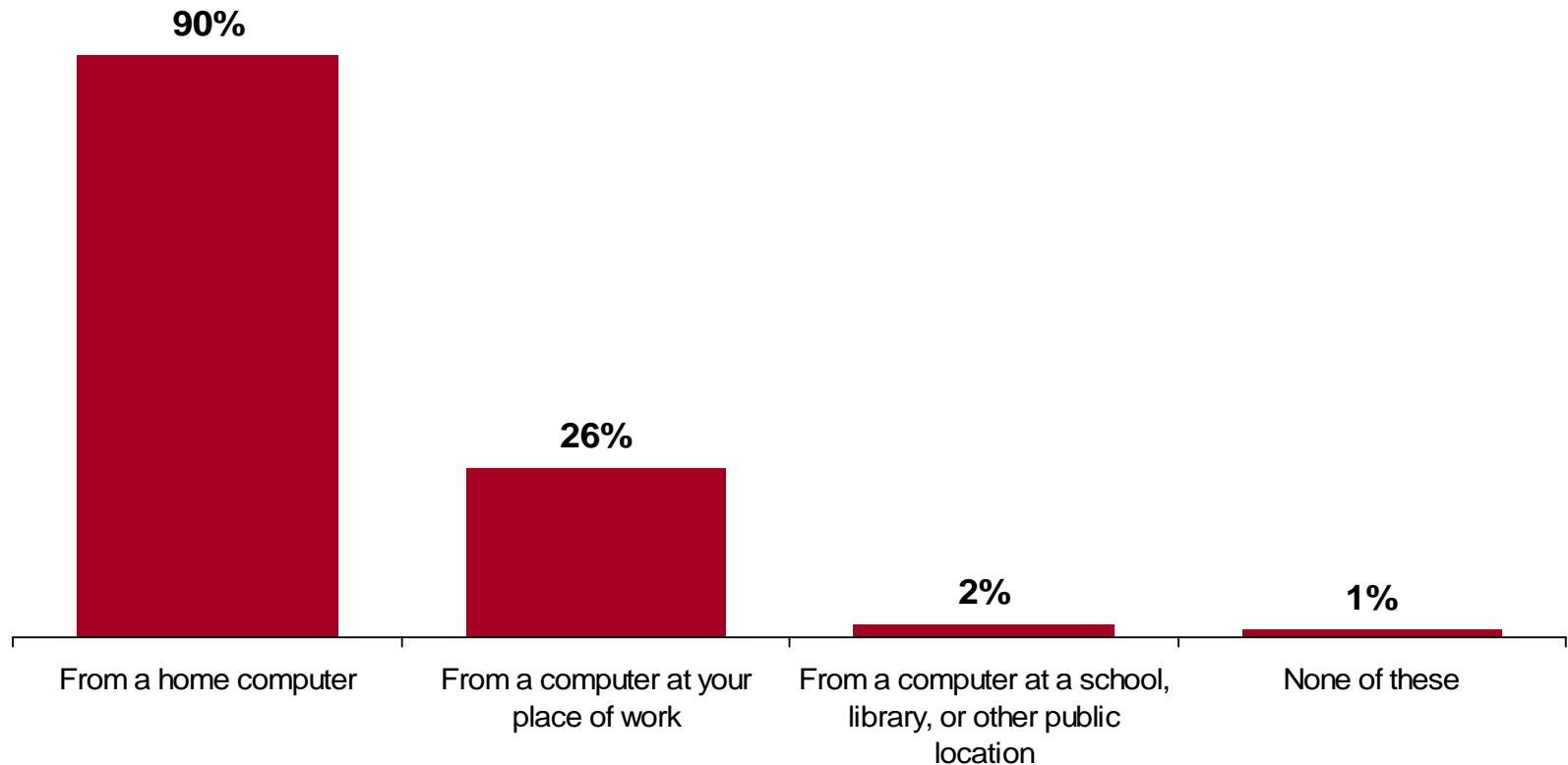


Q315 Base: All Respondents (n=2,152)



Online holiday shopping is done predominantly from a home computer.

Where did you shop online this holiday season?



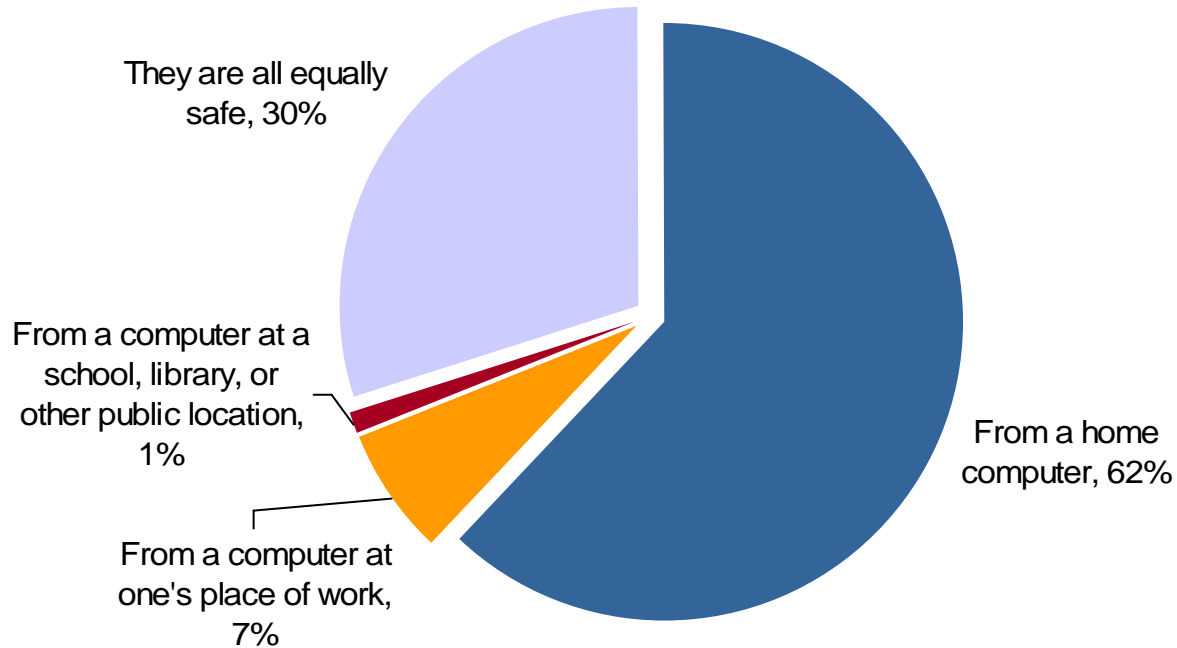
Q320 Base: Respondents who shopped online this holiday season (n=1,519)





Home computers are seen as the safest place to shop online.

In your opinion, is it safer to shop online...?



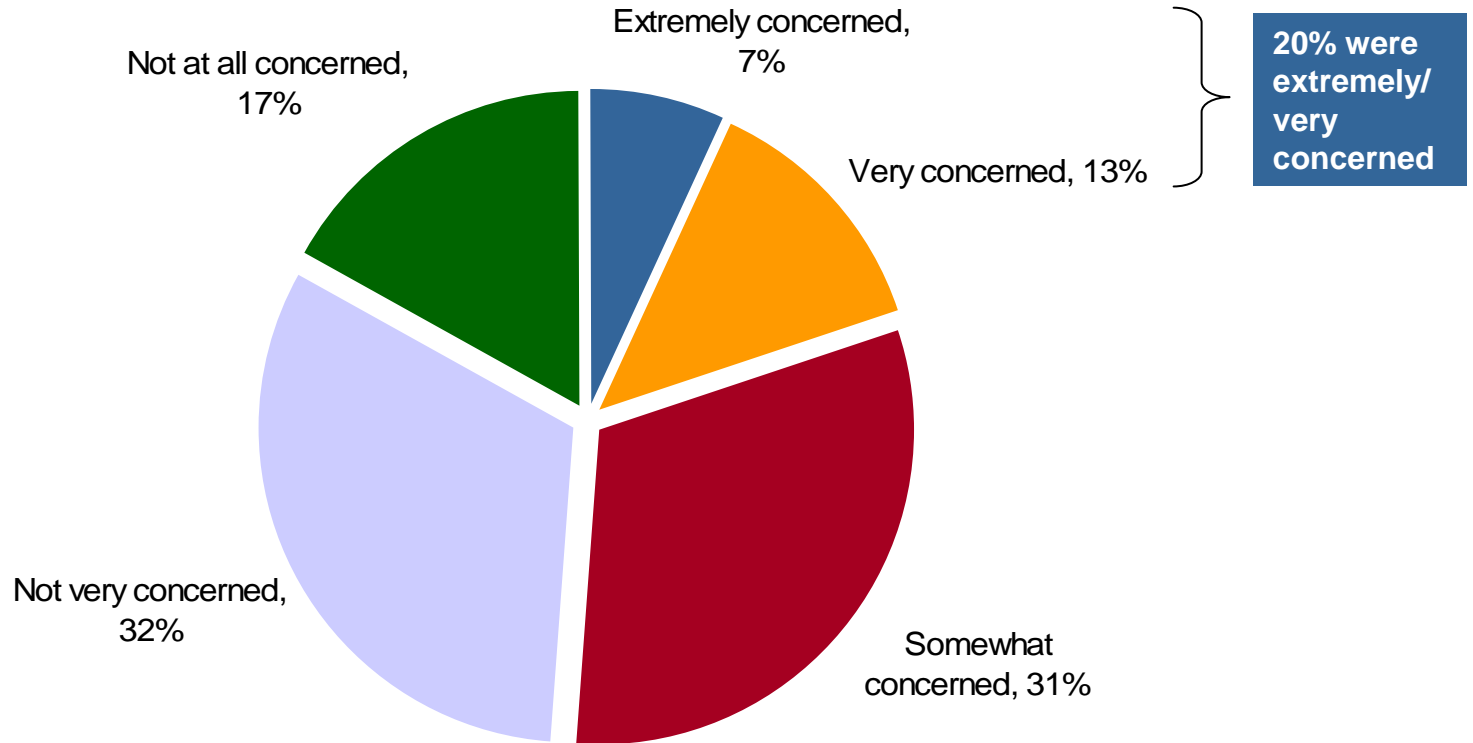
Q325 Base: All Respondents (n=2,152)





About 1 in 5 were concerned about Internet security.

How concerned were you about Internet security this holiday season?



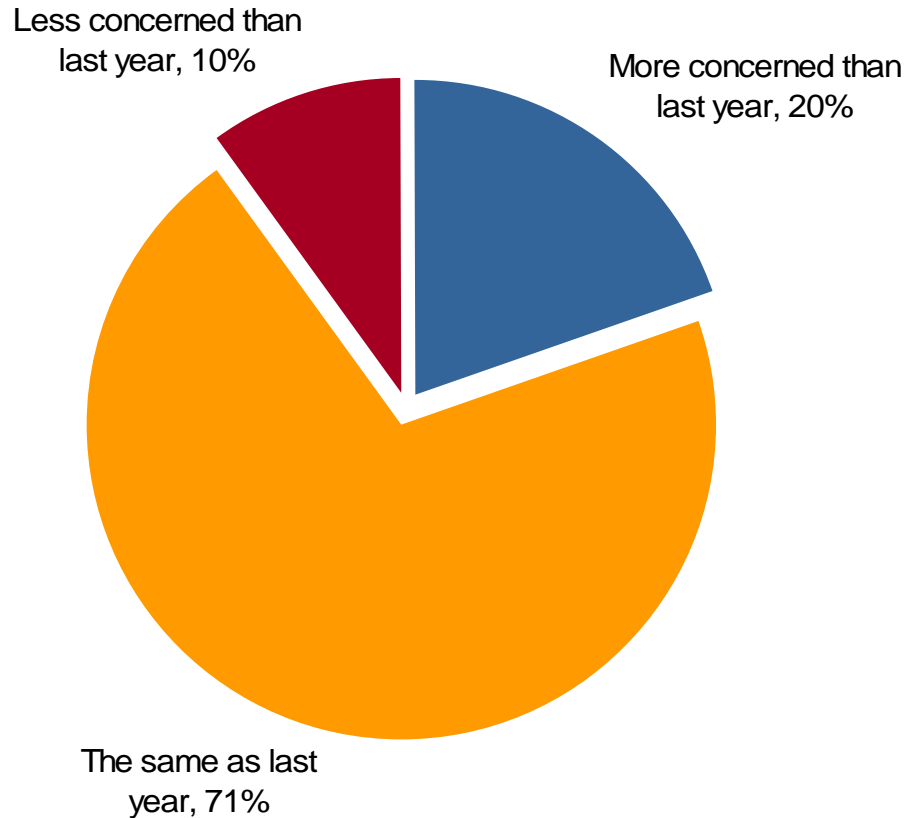
Q330 Base: All Respondents (n=2,152)

Concerns about Internet security are highest among the oldest respondents



Internet security concerns are slightly greater than last year.

How does your level of concern regarding Internet security this year compare with last year's?



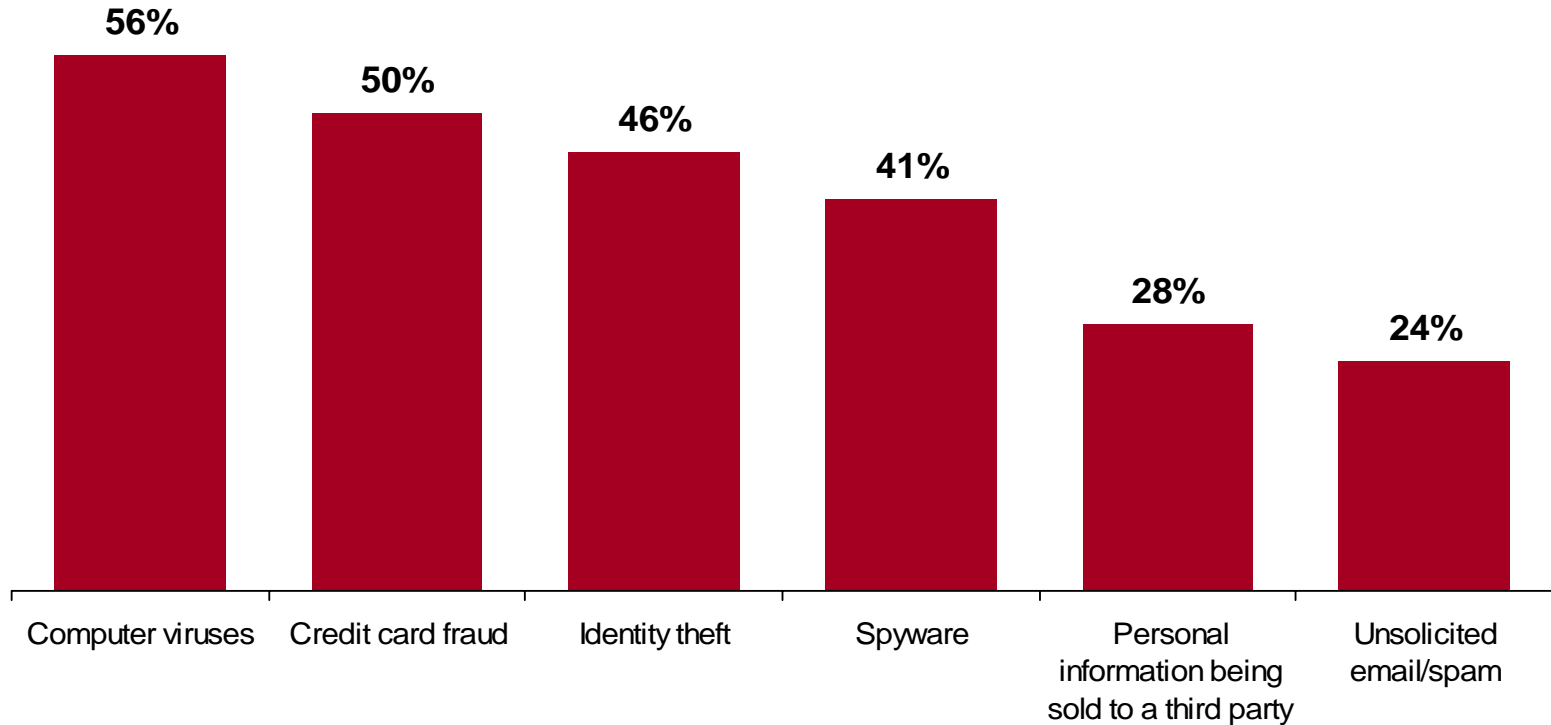
Q335 Base: All Respondents (n=2,152)



Shoppers felt least confident that they were protected from spam or their information being sold to third parties.

This holiday season, how confident were you that when you shopped online you were protected from ...?

% Extremely/Very Confident



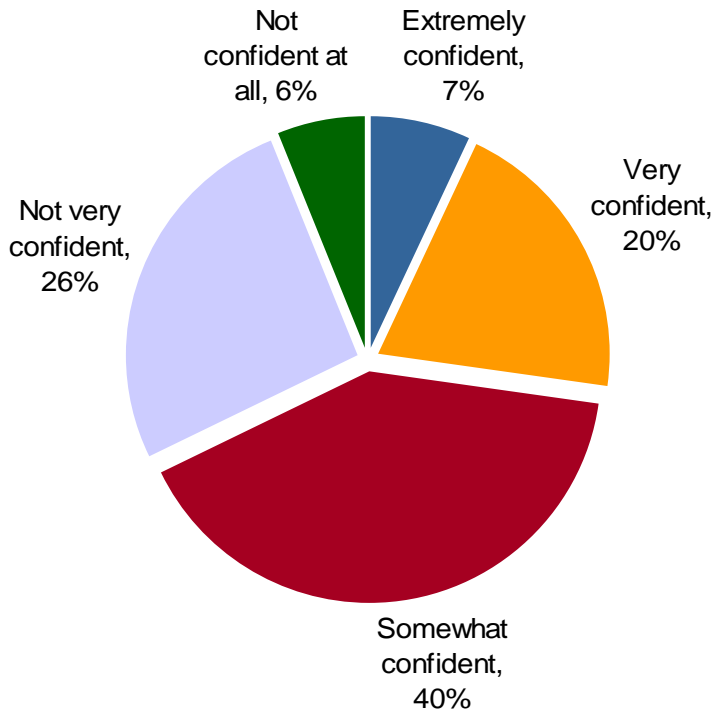
Q340 Base: Respondents who shopped online this holiday season (n=1,519)



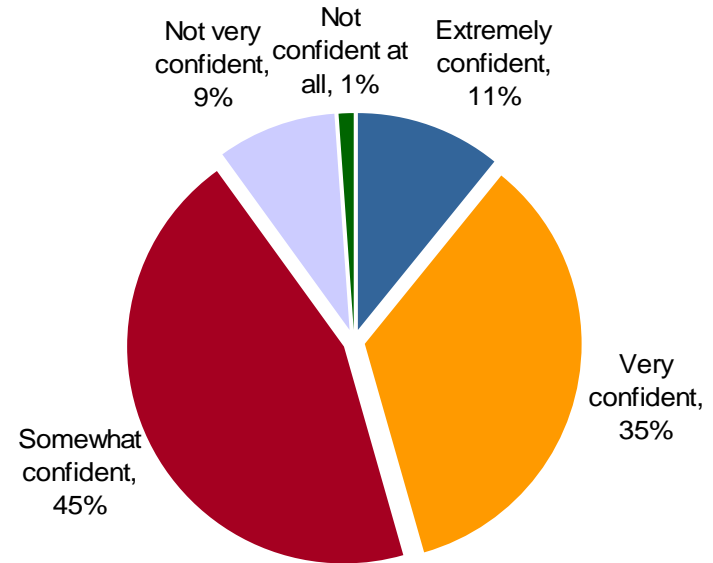


This holiday season, how confident were you when you shopped online that you were protected from ...?

Personal information being sold to a third party



Identity theft

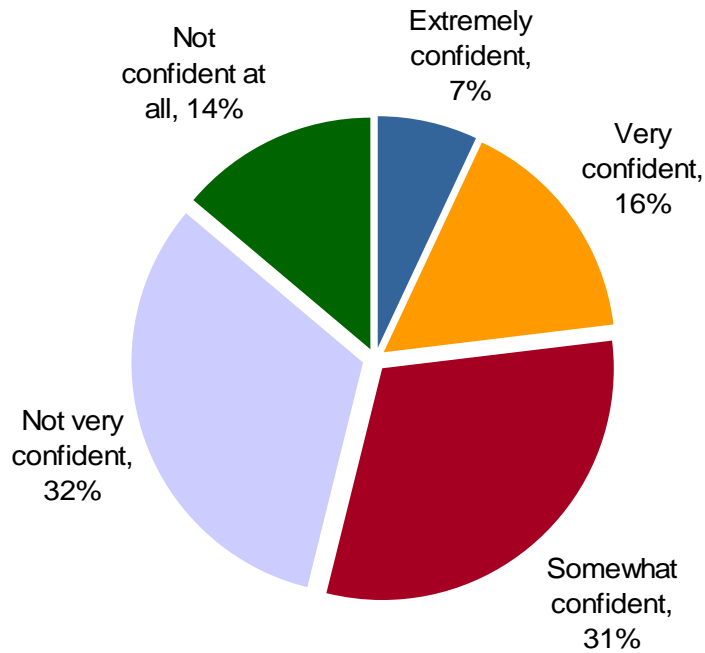


Q340 Base: Respondents who shopped online this holiday season (n=1,519)

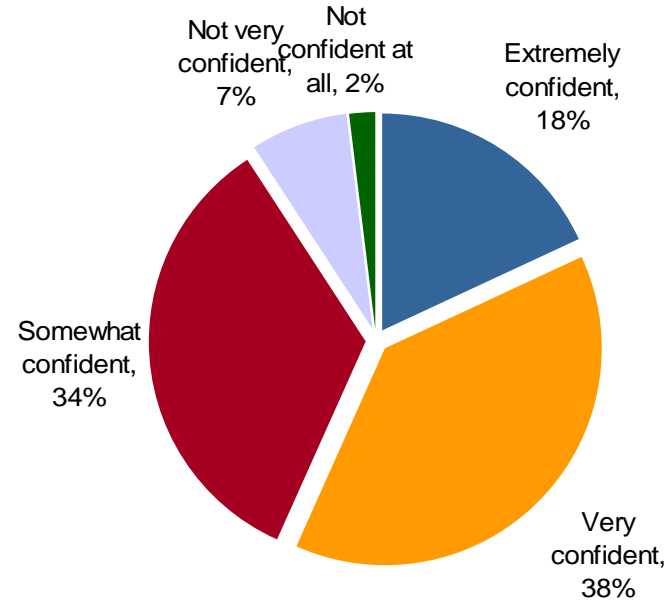


This holiday season, how confident were you when you shopped online that you were protected from ...?

Unsolicited email/spam



Computer viruses

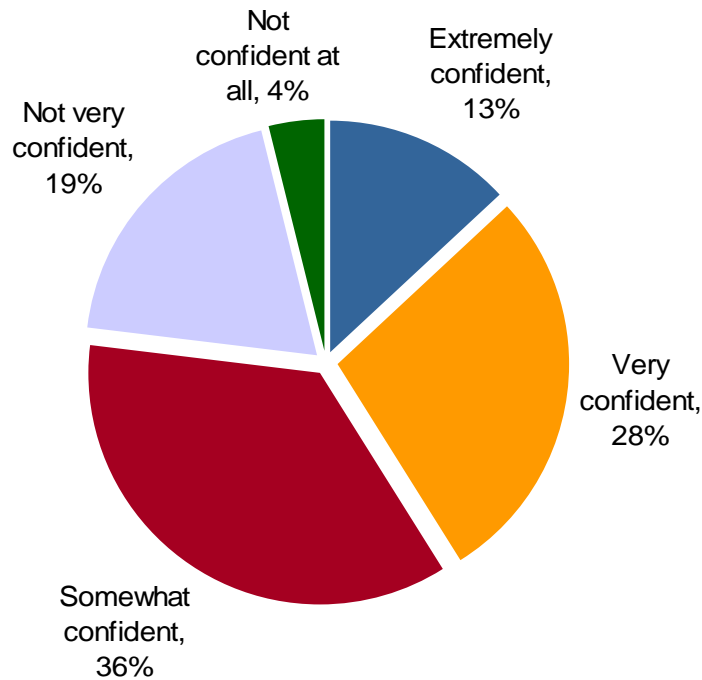


Q340 Base: Respondents who shopped online this holiday season (n=1,519)

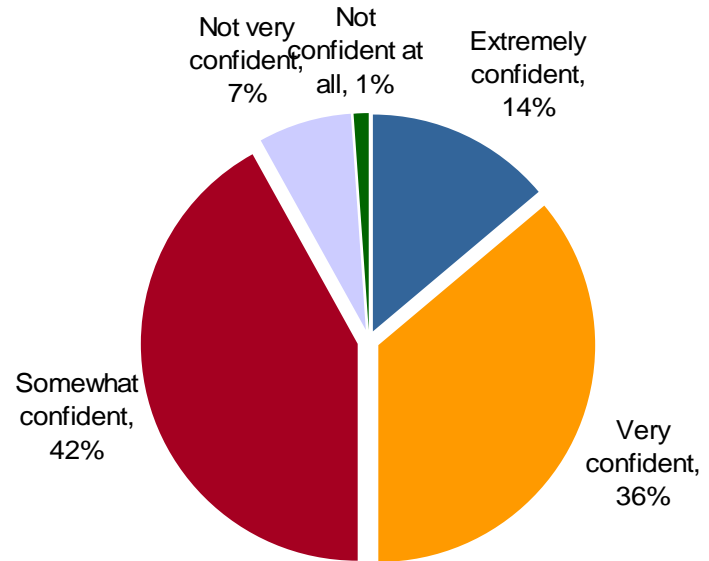


This holiday season, how confident were you when you shopped online that you were protected from ...?

Spyware



Credit card fraud

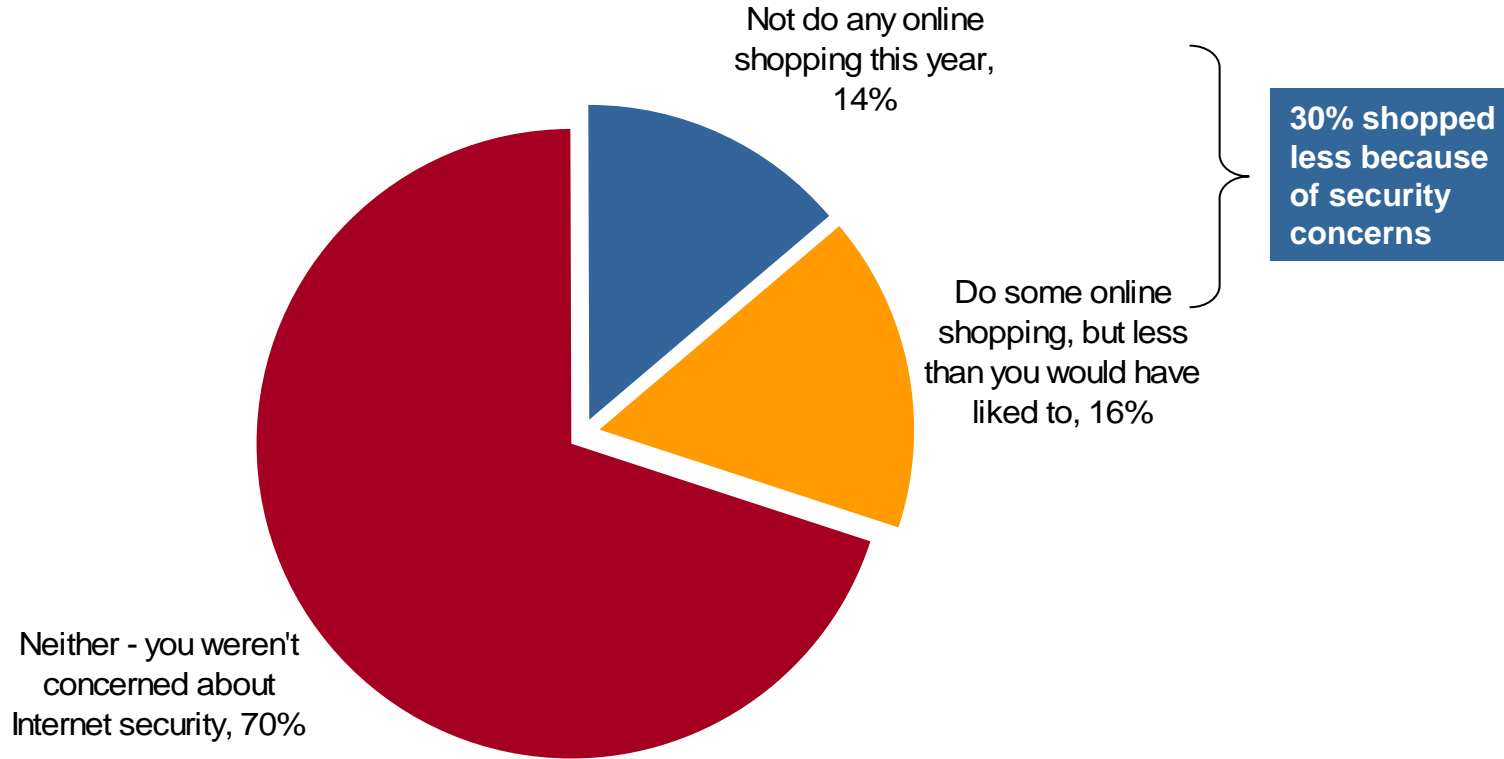


Q340 Base: Respondents who shopped online this holiday season (n=1,519)



About 30% of the online population shopped less than they would have otherwise due to Internet security concerns.

When shopping this holiday season, did Internet security concerns cause you to ...?



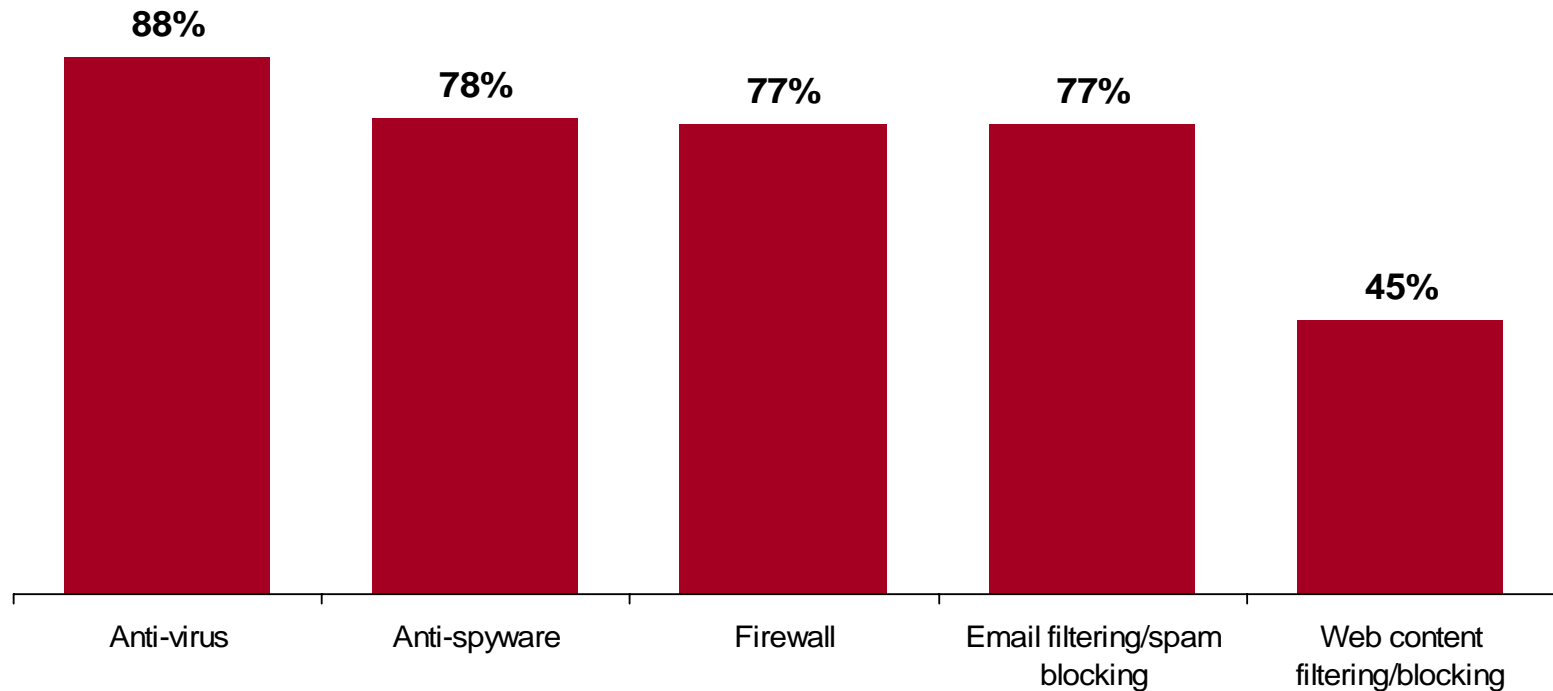
Q345 Base: All Respondents (n=2,152)





Shoppers are most likely to have anti-virus software on their computer.

Think about the computer you used the most to shop online this holiday season. Which of the following types of software are on this computer?



Q350 Base: Respondents who shopped online this holiday season (n=1,519)