

Distance Selling in the Nordics 2009

A report on Nordic habits and attitudes in relation to distance selling



Preface

For a number of years, Posten has been very much involved in the development of Swedish distance selling; that is to say, purchasing products over the Internet or via mail order. In addition to serving as an important link in the chain between vendors and purchasers and continuously developing new tools and offerings to facilitate this type of commerce, we also conduct a comprehensive annual survey in which Swedish consumers are asked about their habits and attitudes in relation to distance selling.

The fact that we are now for the first time conducting a similar survey on the Nordic level reflects the increasing importance of distance selling, as well as our goal to provide a comprehensive Nordic snapshot of this growing business. Among other things, the survey shows that one in five Nordic residents, roughly five million people, purchase products from home at least once per month. According to our calculations, Nordic distance selling totalled approximately 7.6 billion euro in 2008, representing roughly four per cent of all Nordic retail sales.

What are the habits and shopping patterns in each country? Are we Nordic residents as similar as many imagine us to be, or are there obvious differences? This report shows that we do resemble one another but that the image is far from clear-cut.

All four countries have one thing in common, however – we shop more and more often via the Internet. We hope that Distance Selling in the Nordics 2009 will increase awareness levels while serving to inspire both distance selling companies and individuals to more frequent and improved shopping.

Pleasant reading!

Stockholm, June 2009

Per Mossberg
Senior Vice President, Corporate Communications
Posten AB

Contents

Nordic distance selling totals 7.6 billion euro	5
Price attracts distance shoppers	6
Sophisticated purchases made in several stages	7
Overview and inspiration provided by catalogues	8
Widespread purchasing from abroad	9
Text messaging notification most popular, though with large differentials	10
Appendix 1 - questionnaire	12
Appendix 2 - method of calculation, market size, etc.	13

About the study

The study is based on telephone interviews with a nationwide, statistically representative sample of 800 individuals in each country (2,000 individuals in Sweden). The interviews were conducted during the period November 17 – December 4 by SIFO Research International.

In this report, the terms distance selling and e-commerce are used. Distance selling refers to all ordering of goods at a distance, regardless of ordering method (Internet, mail order catalogue, reply coupon, phone or TV). In a distance selling transaction, the buyer and seller never physically meet one another. E-commerce refers only to products ordered over the Internet.

Summary

For four years in a row, Posten has interviewed Swedish consumers about their attitudes and habits in relation to distance selling – purchasing products via the Internet or mail order. For the first time, we have conducted a study at the Nordic level. Our aim is to increase awareness of the role distance selling plays and the similarities that exist between the Nordic countries.

- **Nordic distance selling totals 7.6 billion euro** – It is estimated that distance selling in the Nordic region totalled 7.6 billion euro in 2008¹ and accounted for roughly 4 per cent of retail sales in all countries but Finland, where the percentage was 2.6 per cent.²
- **Danes on top** – One in three Danes shop from home at least once per month, making Denmark the country in which shopping from home is most prevalent. Finns shop from home the least. An average of over five million Nordic residents shop from home at least once per month.
- **Shop for 634 euro per year** – It is estimated that Nordic distance selling consumers spent an average of 634 euro in 2008.³ Danes spend the most, 712 euro on average. Finns spend the least, an average of 556 euro.
- **Price attracts** – The primary reason for shopping from home is that it is less expensive. The other main reasons relate to convenience and increased accessibility.
- **Clothes and home electronics top the list** – The products most commonly purchased from home are clothes and home electronics.
- **Sophisticated purchases in several stages** – Purchases via the Internet are preceded by comprehensive information gathering. A majority of shoppers visit price comparison sites and many read consumer reviews. Nearly half use various types of catalogues.
- **Catalogues provide inspiration and overview** – The main advantage of catalogues is that they offer a better overview than e-commerce sites, according to respondents.
- **Widespread shopping from abroad** – Nearly six in ten Norwegians and Danes who shop via the Internet have also purchased products from foreign sites. In Finland, the number is five in ten, and in Sweden over three in ten.
- **Text messaging notification most popular** – Most Nordic distance selling consumers prefer to be notified via text message when their ordered product is ready for collection at a service point.

¹ Estimate made by HUI (Handelsns Utredningsinstitut, the Swedish Retail and Wholesale Trade Research Institute); see Appendix 2 for calculation method.

² HUI, see Appendix 2.

³ Ibid.

Nordic distance selling totals 7.6 billion euro

Today, trade in goods over the Internet and via mail order is a multi-billion euro market. During 2008, Nordic consumers shopped from home for an estimated total of 7.6 billion euro.⁴ Danes are on top. They shop most often and spend the most money.

In the sparsely populated Nordic region, distance selling has always been a major part of the retail trade. In the past, it was synonymous with mail order. During the past decade, however, the trade has fundamentally changed as it has largely moved online. Nowadays, we often equate distance selling with e-commerce. The change is also clearly reflected in ordering methods – today, the Internet is clearly the most commonly used ordering method. Over three in four Nordic residents respond that they most often shop in this way.

Danes on top...

One in three Danes shop from home at least once per month. This makes Denmark the country in which consumers shop from home most often, and in which distance selling accounts for the greatest share of the retail trade, 4.3 per cent. Distance selling is particularly widespread among Danes aged 30-49 years, where nearly five in ten purchase products via the Internet or mail order each month. A total of 4.4 million Nordic residents shop from home each month.

...with Finns trailing slightly

Twelve million Nordic residents shop from home each year, representing roughly six in ten residents over the age of 15 in all countries but Finland, where the percentage is four in ten. Distance selling also represents a smaller share of the total retail trade in Finland than in other Nordic countries.

A possible explanation for the Finnish distance selling market being less developed than in neighbouring countries may be that language differences present obstacles for foreign companies. However, given the fact that Finnish mobile phone use and broadband penetration resemble other Nordic countries, there is reason to believe that, in time, Finns will shop from home to the same extent as their Nordic neighbours.

Shop for 634 euro per year

It is estimated that Nordic distance selling consumers purchased products for an average of 634 euro in 2008. As mentioned above, Danes shop from home most often and spend the most money when shopping from home, an average of 712 euro. The corresponding figure in Finland is 557 euro. It may be that Danes spend the most on average due to the fact that they purchase home electronics to a greater extent than other Nordic residents; this type of product is typically relatively expensive. (See also page 6).

Figure 1: Estimated distance selling revenues in the Nordic region, 2008

(Total retail trade with distance selling share shown in parentheses)

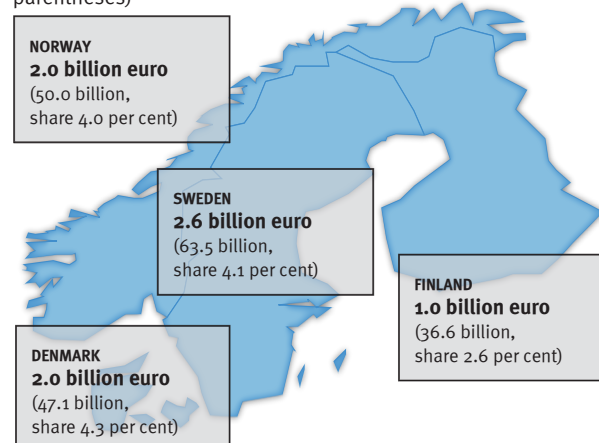


Table 1: Most common ordering method

Basis: Shop from home at least once per year	Sweden	Denmark	Norway	Finland	Nordic region (average)
<i>When you shop from home, which ordering method do you most often use?</i>					
Internet	72 %	87 %	78 %	70 %	76 %
Mail order catalogue	12 %	6 %	7 %	17 %	11 %
Telephone	12 %	5 %	9 %	9 %	9 %
Other/Don't know	3 %	-	3 %	-	-

Table 2: Percentage aged 15 years and over who shop from home

Basis: All respondents	Sweden	Denmark	Norway	Finland	Nordic region (average)
<i>Roughly how often do you purchase products from home, e.g., via the Internet, mail order catalogue, reply coupon, telephone or TV?</i>					
"Every month"	20 %	33 %	26 %	4 %	21 %
- Men	24 %	41 %	27 %	5 %	24 %
- Women	18 %	26 %	24 %	2 %	18 %
- 15-29 yr old	29 %	41 %	33 %	3 %	27 %
- 30-49 yr old	28 %	45 %	37 %	7 %	29 %
- 50-64 yr old	17 %	28 %	19 %	2 %	17 %
- 65+ yr old	4 %	7 %	5 %	2 %	4 %
Total, every month	4.4 million Nordic residents				
"At least once per year"	61 %	64 %	59 %	39 %	57 %
Total, at least once per year	12.0 million Nordic residents				
"Have shopped from home at least once"	73 %	74 %	73 %	63 %	71 %
Total, at least once	15.1 million Nordic residents				

Table 3: Average amount of purchase, consumers who shop from home

Basis: Shop from home at least once per year	Sweden	Denmark	Norway	Finland	Nordic region (average)
Average amount of purchase, 2008	564 euro	712 euro	703 euro	557 euro	634 euro

⁴ Estimate made by HUI (Handelns Utredningsinstitut, the Swedish Retail and Wholesale Trade Research Institute); see Appendix 2 for calculation method.

Table 4: Primary reasons for shopping from home





Basis: Shop from at least once per year (several answers possible)					Nordic region (average)
<i>Why do you choose to shop from home as opposed to shopping in a store?</i>					
Less expensive	40 %	50 %	41 %	39 %	42 %
Easier	25 %	29 %	35 %	25 %	28 %
More convenient	24 %	20 %	9 %	23 %	20 %
Greater selection	16 %	18 %	21 %	21 %	19 %
No stores near my home	16 %	11 %	16 %	34 %	19 %
Save time	15 %	20 %	13 %	26 %	18 %
Long distance to store	7 %	6 %	7 %	12 %	8 %
More flexible	6 %	14 %	7 %	21 %	11 %
Easier to compare prices	5 %	9 %	8 %	22 %	10 %

Table 5: Products most commonly purchased from home









Basis: Shop from at least once per year (several answers possible)					Nordic region (average)
<i>What kinds of products have you purchased from home during the past year?</i>					
Clothing	47 %	39 %	40 %	53 %	45 %
Home electronics	31 %	44 %	36 %	32 %	35 %
Books	28 %	20 %	23 %	18 %	23 %
CDs and DVDs	24 %	22 %	20 %	19 %	22 %
Other	14 %	3 %	5 %	15 %	10 %
Home furnishings	12 %	-	2 %	3 %	-
Sport/leisure items	7 %	13 %	13 %	10 %	10 %

Table 6: Primary reasons for increasing extent of shopping from home as opposed to shopping in a store

Basis: Shop from home at least once per year (several answers possible)					Nordic region (average)
<i>What would cause you to increase the extent to which you shop from home as opposed to shopping in a store?</i>					
Don't know	38 %	26 %	33 %	26 %	32 %
Lower prices	30 %	34 %	34 %	37 %	33 %
Other	11 %	6 %	7 %	8 %	8 %
Easier to order	8 %	9 %	11 %	9 %	9 %
Easier to see and touch	6 %	9 %	7 %	15 %	9 %
Faster delivery	5 %	8 %	8 %	12 %	8 %
Increased security	5 %	11 %	8 %	9 %	8 %
Simplified return process	3 %	7 %	6 %	15 %	7 %
Easier to make complaints	3 %	4 %	6 %	10 %	5 %
Better delivery (on time/right sort of notification)	3 %	6 %	7 %	10 %	6 %
Less expensive/free postage	3 %	-	3 %	2 %	-

Price attracts distance shoppers

Lower price, convenience and greater range of products. These are the primary reasons for shopping from home. Clothing and home electronics are the products most often purchased from home, along with CDs and books.

Shopping for less is the most important reason for shopping from home for all Nordic residents. It is particularly important in Denmark, where 50 per cent respond that price is the primary reason for shopping from home.

But it's not just about money. Apart from lower price, responses indicated two other primary reasons for shopping from home – convenience/ease and accessibility.

Distance selling allows consumers to shop from home at any time during the day or night, whenever they have a free moment. It also provides access to a range of products as wide and varied as that found in a large city – regardless of where one lives. It is clear that many consumers appreciate this.

Clothing and home electronics top the list

To a great extent, traditional distance selling is associated with clothing and electronics. These categories remain dominant, though most orders are done over the Internet nowadays.

There are differences, however, between Nordic countries. In Finland, Sweden and Norway, clothing is the most popular category, while home electronics is most popular in Denmark.

These dominant product types are followed by books, CDs and DVDs on all markets. An interesting note is that Swedes are the only group to purchase home furnishings to a noticeable extent over the Internet.

Lower prices highlighted

It appears that Finnish distance selling companies in particular could develop their ordering, product information and return processes in order to attract more distance shoppers. However, the only clear message from Nordic distance selling consumers is that lower prices would encourage them to shop from home more often.

Sophisticated purchases made in several stages

The purchasing process of e-commerce consumers is sophisticated. They gather information in different ways prior to making an Internet purchase. Half visit price comparison sites, many use catalogues and several also visit ordinary stores.

In pace with the development of e-commerce, companies' strategies have become increasingly advanced. One of the strongest current trends is that of multi-channel strategies. This involves the simultaneous sales and marketing of products via websites, catalogues, shops, etc. to capture the benefits of various channels.

This trend is also mirrored in consumer purchasing behaviour. Interview results show that most consumers make their purchases in several stages. Roughly half visit comparison sites to obtain an overview and, among other things, to compare prices. This is most common among Danish e-commerce consumers, two in three of whom do so.

Learning what other users and consumers think of a product or an e-commerce company is also common practice prior to making an Internet purchase. Roughly four in ten state that they always or often read other consumers' reviews. Around one in five also visit an ordinary store to look at or test the product before making their order.

Catalogues complement e-commerce sites

For nearly half of the Danes, Norwegians and Finns who shop online, catalogue use is a natural and customary part of their online shopping. The proportion is somewhat lower in Sweden, where one in three state that they often use catalogues.

Catalogue use is also widespread throughout the different age groups. Contrary to popular belief, the youngest e-commerce consumers – those between the ages of 15 and 29 – also often use ordinary catalogues prior to making online purchases.

Home-delivered catalogues most common

The type of catalogue most commonly used in conjunction with online purchases is one that has been delivered to the consumer's home as regular post. Two in three respondents in Sweden and Finland most often use this type of catalogue. In Denmark and Norway the share is somewhat lower.

Table 7: Percentage who visit stores and price comparison sites, read consumer reviews and use catalogues when shopping online





Basis: Shopped online during the past year					Nordic region (average)
<i>When you are going to purchase a product over the Internet, how often do you first... (those answering Always + Very often + Fairly often)</i>					
a)... obtain an overview by looking at price comparison sites?	49 %	67 %	56 %	43 %	53 %
b)... look at the product in a mail order catalogue or equivalent?	34 %	46 %	45 %	45 %	41 %
c)... consult consumer reviews on an Internet site?	41 %	42 %	41 %	38 %	41 %
d)... look at and/or test the product in an ordinary store?	16 %	29 %	22 %	16 %	20 %

Table 8: Percentage using catalogues in connection with online purchases









Basis: Shopped online during the past year					Nordic region (average)
<i>... look at the product in a mail order catalogue or equivalent? (those answering Always + Very often + Fairly often)</i>					
Total	34 %	46 %	45 %	45 %	41 %
- Men	30 %	47 %	40 %	34 %	37 %
- Women	38 %	46 %	49 %	58 %	46 %
- 15-29 yr old	32 %	45 %	57 %	47 %	43 %
- 30-49 yr old	34 %	43 %	38 %	43 %	39 %
- 50-64 yr old	37 %	51 %	41 %	42 %	42 %
- 65+ yr old	36 %	58 %	47 %	small basis	-

Table 9: Types of catalogues most commonly used when shopping online

Basis: Use catalogues when shopping online					Nordic region (average)
<i>What types of catalogues do you most often use when you shop on the Internet?</i>					
Catalogues that are sent to my home	68 %	46 %	59 %	66 %	61 %
Catalogues that I pick up in a store	11 %	11 %	14 %	7 %	11 %
Other types of catalogues	11 %	25 %	15 %	15 %	16 %
Don't know	10 %	18 %	18 %	12 %	14 %

Overview and inspiration provided by catalogues

Table 10: Greatest advantages in using catalogues for online purchases









Basis: Use catalogues when shopping online (several answers possible)					Nordic region (average)
<i>What are the greatest advantages in using a catalogue when shopping on the Internet?</i>					
Better overview/easier to browse	48 %	33 %	32 %	37 %	39 %
Don't know	20 %	23 %	26 %	5 %	19 %
More and better pictures	16 %	20 %	19 %	24 %	19 %
More information	15 %	18 %	25 %	22 %	19 %
Can look for information at my leisure	15 %	16 %	15 %	32 %	19 %
Can read where I choose/in bed	15 %	11 %	16 %	46 %	21 %
Easy to have with me	4 %	4 %	5 %	13 %	6 %
Can make notes	4 %	5 %	4 %	17 %	7 %

Table 11: Saving of catalogues used for online purchases

Basis: Use catalogues when shopping online					Nordic region (average)
<i>How long do you normally save the catalogues you use when shopping online?</i>					
Six months or longer	34 %	10 %	16 %	12 %	20 %
Between 2 and 6 months	25 %	14 %	21 %	22 %	21 %
Less than two months	20 %	33 %	26 %	34 %	27 %
Don't save the catalogues	12 %	35 %	20 %	26 %	22 %
Don't know	10 %	8 %	17 %	7 %	10 %

Catalogue users see many advantages in using catalogues, the greatest being that they provide a better overview than an e-commerce site. Catalogues are used and saved for a long period time, particularly in Sweden, where six in ten catalogue users save catalogues for up to six months.

The range of catalogues today is huge. There are traditional, well-stocked mail order catalogues, product catalogues available at stores and catalogues resembling customer magazines, all of which offer inspiration and ease to consumers when they shop online.

In all Nordic countries, catalogue users highlight above all the superior overview provided by catalogues as compared to e-commerce sites. In Finland, catalogue users emphasise the flexibility offered by catalogues and the fact that they can be read when- and wherever one chooses.

Other features appreciated by many respondents are that catalogues have more pictures, are easy to carry along and easy to make notes in.

All of these features are clear illustrations of how catalogues complement e-commerce sites for consumers carrying out online purchases.

Catalogues used for a long time

The survey also shows that catalogues are used for a long period of time. This is particularly apparent in Sweden, where six in ten respond that they save catalogues for up to six months. Three in ten save catalogues for longer periods of time.

In other Nordic countries, catalogues are saved for somewhat shorter periods of time. Even so, roughly six in ten respond that they save the catalogues they use for online shopping for some length of time.

Widespread purchasing from abroad

Purchasing products from abroad is an important part of Nordic e-commerce. Danes and Norwegians shop from foreign sites most often. Swedes do so least often.

As previously described, one of the greatest advantages of e-commerce is that it provides access to an unlimited range of products, regardless of where the consumer lives. This feature is especially significant in explaining the relatively extensive practice of purchasing products from foreign sites.

In Denmark and Norway, one in ten e-commerce consumers respond that they shop from a company located outside of their country's borders at least once per month. Six in ten have shopped from such a foreign site at least once.

The proportions are lower in Sweden and Finland, especially in Sweden. There, one in three respondents who shop online state that they have shopped from a foreign site at least once. It is thus evident that Swedish e-commerce consumers more easily locate what they're looking for on domestic (Swedish) sites.

USA and Great Britain are largest markets

Patterns for purchasing products from abroad also differ quite a lot between the Nordic countries. The US is the largest foreign market for Swedes and Norwegians who shop online. Danes prefer, however, to shop from Great Britain, though American and German e-commerce sites also attract Danish online shoppers.

Language and cultural issues appear to be highly significant when Nordic online consumers shop from a foreign site.





An interesting note is that Norwegians and Danes also do quite a bit of shopping from Swedish sites. Swedes do some shopping from Danish e-commerce sites and, to a lesser extent, from Norwegian and Finnish sites.

Uncertainty restrains foreign purchases

Among online shoppers, the most common reason for not shopping from foreign sites is that they find everything they need on domestic sites.

Many respondents also express uncertainty with respect to payment security and delivery. This is especially prevalent among Finnish consumers. A probable explanation for this is the relatively immature status of Finnish e-commerce as compared with neighbouring countries. Feelings of uncertainty are caused by lack of familiarity.

Table 12: Percentage purchasing products online from abroad

Basis: Shopped online during the past year (percentage who have shopped from home by any means shown in parentheses)					Nordic region (average)
<i>Approximately how often do you purchase products online from abroad?</i>					
At least once a month	3 % (20 %)	10 % (33 %)	10 % (26 %)	3 % (4 %)	6 % (5 %)
Have purchased product(s) online from abroad at least once	35 % (73 %)	58 % (73 %)	58 % (73 %)	50 % (63 %)	48 % (68 %)

(In the interviews, "foreign site" was defined as "sites in languages other than Swedish/Danish/Norwegian/Finnish and/or companies that you know are located in another country". Results for Finland should be interpreted cautiously due to the very limited basis).

Table 13: Foreign countries most often purchased from online





Basis: Shopped online from a foreign site at least once during the past year (several answers possible)					Nordic region (average)
<i>From which foreign countries have you purchased products via the Internet?</i>					
USA	65 %	50 %	65 %	<i>för liten bas</i>	-
Great Britain	49 %	60 %	42 %	-	-
Germany	31 %	51 %	16 %	-	-
Denmark	14 %	-	22 %	-	-
France	6 %	9 %	4 %	-	-
China	5 %	1 %	8 %	-	-
Holland	4 %	3 %	2 %	-	-
Sweden	-	20 %	22 %	-	-
Norway	3 %	2 %	-	-	-
Finland	2 %	-	-	-	-
Spain	1 %	2 %	3 %	-	-

Table 14: Reasons for not purchasing products from abroad online





Basis: Shopped online at least once during the past year, but not from foreign site(s) (several answers possible)					Nordic region (average)
<i>Why don't you purchase products from abroad?</i>					
The products I need are available from SWE/DK/NO/FI sites	27 %	28 %	28 %	40 %	30 %
Don't know	23 %	13 %	22 %	15 %	19 %
Risk of being cheated is too great	14 %	14 %	15 %	26 %	17 %
Hasn't occurred/no need	11 %	12 %	8 %	-	-
Payment security	11 %	13 %	12 %	31 %	16 %
I'm not confident that I will receive the product	10 %	16 %	9 %	25 %	14 %
VAT and customs duties make it difficult	9 %	13 %	18 %	20 %	14 %
Other reason	9 %	12 %	5 %	12 %	9 %
Language differences make it complicated	5 %	12 %	3 %	19 %	9 %

Table 15: Most popular notification method









Basis: Shop from home at least once per year					Nordic region (average)
<i>When an item that you have ordered is available for collection, what is your preferred way of being notified?</i>					
Via text message	44 %	25 %	41 %	60 %	42 %
Via letter/my home mailbox	27 %	14 %	27 %	22 %	23 %
No preference	18 %	21 %	14 %	11 %	16 %
Via e-mail	10 %	39 %	18 %	7 %	18 %
Don't know	-	1 %	-	-	-

Table 16: Advice to e-commerce companies

Basis: Shop from home at least once per year					Nordic region (average)
<i>What advice would you like to offer to the e-commerce companies you use that, if adopted, would simplify your shopping?</i>					
Don't know	51 %	41 %	55 %	34 %	46 %
Easier to find	11 %	13 %	14 %	18 %	14 %
More product information	10 %	11 %	12 %	22 %	13 %
Other	9 %	10 %	6 %	11 %	9 %
Clear information on whether the product is in stock	8 %	6 %	8 %	22 %	10 %
More pictures of the product	8 %	7 %	7 %	21 %	10 %
Easier to order	7 %	8 %	9 %	15 %	9 %
Shipping included in the price	7 %	11 %	10 %	24 %	12 %

Text messaging most popular notification method, though with large differentials

When an ordered product is ready for collection, most Nordic residents prefer to be notified via text message. Danes, however, prefer to receive such information via e-mail.

The traditional mail order business differed in many ways from modern e-commerce. It often took several weeks or even months between placement of an order and delivery to the purchaser's home or to a post office where the purchaser could collect the product.

Today, consumers can receive an ordered product within a few days. New technology and more efficient logistics flows have significantly shortened delivery times. In addition, demands and expectations for fast delivery are constantly heightened.

This most likely explains why text message notification is so popular. This is particularly evident in Finland, where six in ten opt to receive text message notification wherever possible. In Sweden and Norway, the share is somewhat lower.

Electronic notification strong on all markets

Among Danes, e-mail is the most popular notification method. This means that electronic communication is most popular on all markets. Besides shortening delivery times, electronic communication meets the need of a growing number of consumers to store and have immediate access to various types of order information in their mobile phones and laptop computers.

Postal notice slips remain popular with many

Although most prefer text message notification, many continue to prefer to receive a notice slip delivered to their mailbox. An average of one in three Nordic residents who shop from home state that they prefer to receive information that an ordered product is ready for collection via regular post. The share is somewhat lower in Denmark, one in seven.

This result clearly demonstrates the importance of being able to offer alternatives. Flexibility and freedom of choice are crucial in being able to meet the demands imposed by different consumers.

Well-functioning Nordic e-commerce

In conclusion, Nordic e-commerce consumers are satisfied with the way e-commerce functions. This conclusion is based on responses to the question on what advice respondents would like to offer to e-commerce companies that, if adopted, would simplify their shopping. Respondents most frequently stated that they could not offer any such advice, a clear sign that the market is functioning well.

Appendix 1 – questionnaire

1. When you shop from home, which ordering method do you most often use?
2. Roughly how often do you purchase products from home, e.g., via the Internet, mail order catalogue, reply coupon, telephone or TV?
3. Why do you choose to shop from home as opposed to shopping in a store?
4. What kinds of products have you purchased from home during the past year?
5. What would cause you to increase the extent to which you shop from home as opposed to shopping in a store?
6. When you are going to purchase a product over the Internet, how often do you first...
 - a, obtain an overview by looking at price comparison sites?
 - b, consult consumer reviews on an Internet site?
 - c, look at the product in a mail order catalogue or equivalent?
 - d, look at and/or test the product in an ordinary store?
7. What types of catalogues do you most often use when you shop on the Internet?
8. What are the greatest advantages in using a catalogue when shopping on the Internet?
9. How long do you normally save the catalogues you use when shopping online?
10. Approximately how often do you purchase products online from abroad? (Sites in languages other than Swedish/Danish/Norwegian/Finnish and/or companies that you know are located in another country).
11. From which foreign countries have you purchased products via the Internet?
12. Why don't you purchase products from abroad?
13. When an item that you have ordered is available for collection, what is your preferred way of being notified?

Appendix 2 – method of calculation, market size, etc.

Estimates of the Nordic distance selling market's size were made by HUI (Handelns Utredningsinstitut, the Swedish Retail and Wholesale Trade Research Institute).

Reference points:

- 61 per cent of all Swedes over the age of 15 shopped from home in 2008.¹ This corresponds to 7.59 million Swedes.²
- The Swedish retail trade had revenues totalling 63.464 billion euro in 2008.³ Of total revenues, distance selling accounted for 2.61 billion euro,⁴ representing 4.1 per cent.
- These figures serve as the basis for calculating the size of the total market for each country (i.e., the assumption is that distance selling accounts for 4.1 per cent of the total retail trade in each country, multiplied by the percentage who shop from home, divided by the percentage who shop from home in Sweden).
- This produced the following calculations, used to estimate market size and average total purchase per distance selling consumer:

1 euro = 9.61 kronor (mean rate '08)	Sweden	Norway	Denmark	Finland
Total retail trade 2008 (billion euro) ⁵	63.464	50.023	47.069	36.561
Percentage of population that shops from home	61 per cent	59 per cent	64 per cent	39 per cent
Distance selling's share (of total retail trade)	4.1 per cent	$(59/61 \times 4.1) =$ 4.0 per cent	$(64/61 \times 4.1) =$ 4.3 per cent	$(39/61 \times 4.1) =$ 2.6 per cent
Total retail trade 2008 (billion euro)	2.61 (source: Distance Selling 2008)	$(50.02 \times$ $0.040) = 1.99$	(47.07×0.043) $= 2.03$	$(36.56 \times$ $0.026)$ $= 0.96$
Number of residents over the age of 15 (2008) ⁶	7.59 million	4.80 million	4.46 million	4.43 million
Number of residents over the age of 15 (2008) who shop from home	$(7.59 \text{ million}$ $\times 0.61) =$ 4.63 million	$(4.80 \text{ million}$ $\times 0.59) =$ 2.83 million	$(4.46 \text{ million}$ $\times 0.64) =$ 2.85 million	$(4.43 \text{ million}$ $\times 0.39) =$ 1.73 million
Average amount of purchase (euro)	$(2,611/4.63) =$ 564 euro	$(1,991/2.83) =$ 703 euro	$(2,032/2.85) =$ 712 euro	$(962/1.73) =$ 556 euro

1 Source: Distance Selling Today 2009

2 SCB

3 Source: HUI

4 SEK 25.1 billion/SEK 9.61 (Mean rate for euro for 2008)

5 Source: HUI

6 Source: SCB and its counterpart in each country





