



User Survey - July 2007

User reactions to Queuing on the Internet

Survey background

In the summer of 2007, vQueue commissioned a survey conducted using SurveyMonkey to provide an insight into internet users' attitudes to queuing. The survey was posted on various forums mostly in retail or music and by the nature of the forums attracted responses primarily from the 16 to 26 age group.

Because of the way access was gained to the respondents, all respondents were regular internet users, 99.4% claiming frequent internet use (at least every day). The survey size was 186.

48.7% had experienced a situation where they had been unable to access a 'high-profile' website due to over-demand.

Key conclusions

Two users behaviours emerged.

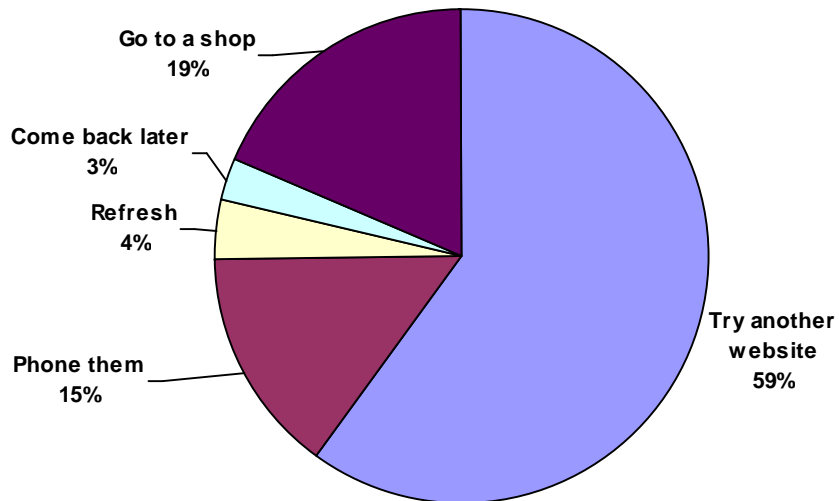
In the scenario where the user perceives they have a choice 76.9% would go elsewhere if a site was non-performing, either to another online store or pick up the 'phone to an alternative vendor. Tolerance of this scenario is relatively high, with only 25.8% feeling that the vendor does not deserve a second chance, and that they are incompetent.

If a queue was used, and users were told how long they had to wait, 79% of users would wait.

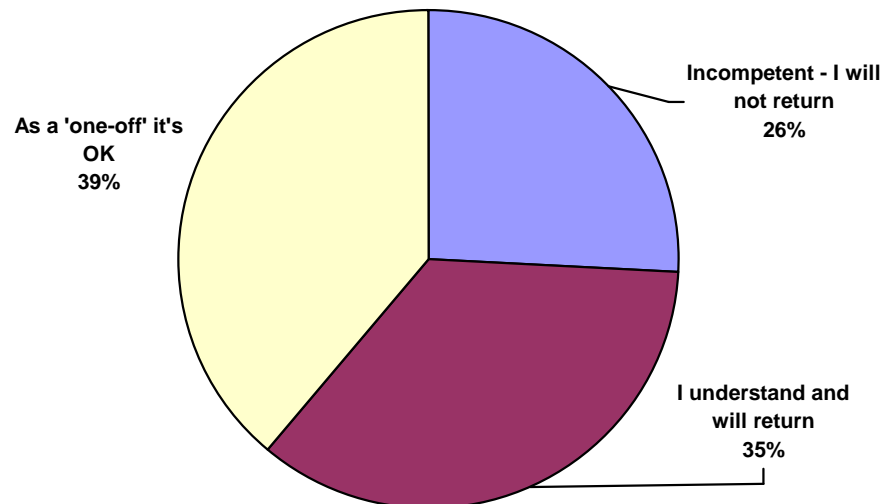
In the scenario the user know they have no choice (such as for a concert ticket or lottery ticket) tolerance is less with 41.2% feeling the company is incompetent. There is a marked difference in acceptance between knowing how long a queue is, and not. Acceptance of a queue rises from 43.7% to 82.5% if the user knows how long the wait is.

Detailed responses

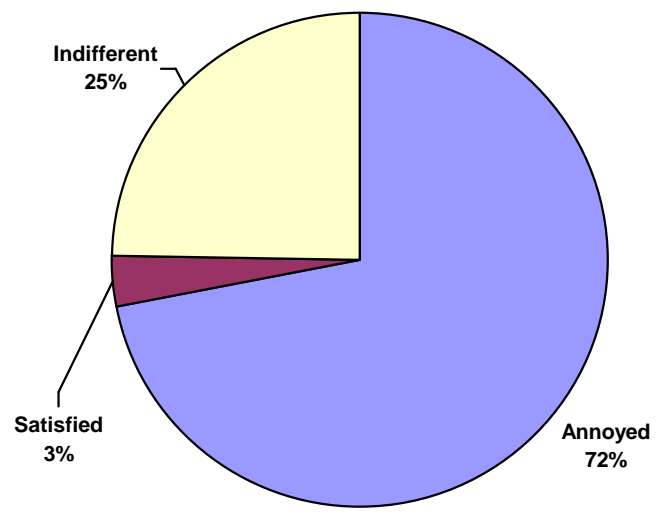
Q1 In the scenario you are trying to buy flowers for Mothers Day online and you have only a limited time to complete your order. The flower site is down - what do you do?



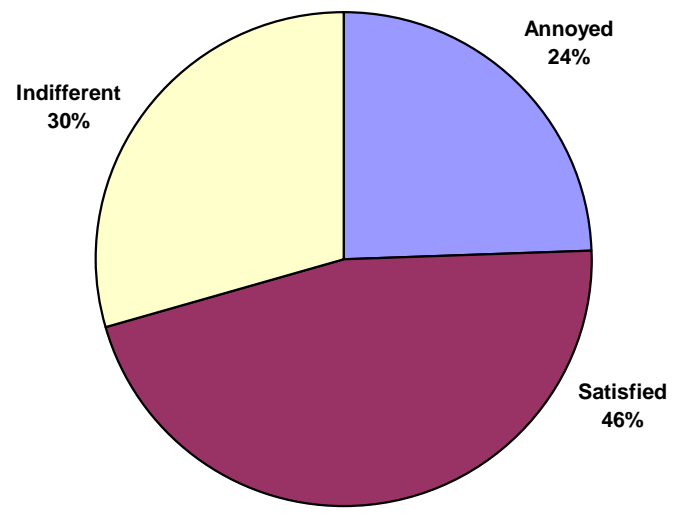
Q2 In the scenario Q1 above, how do you feel about the flower company?



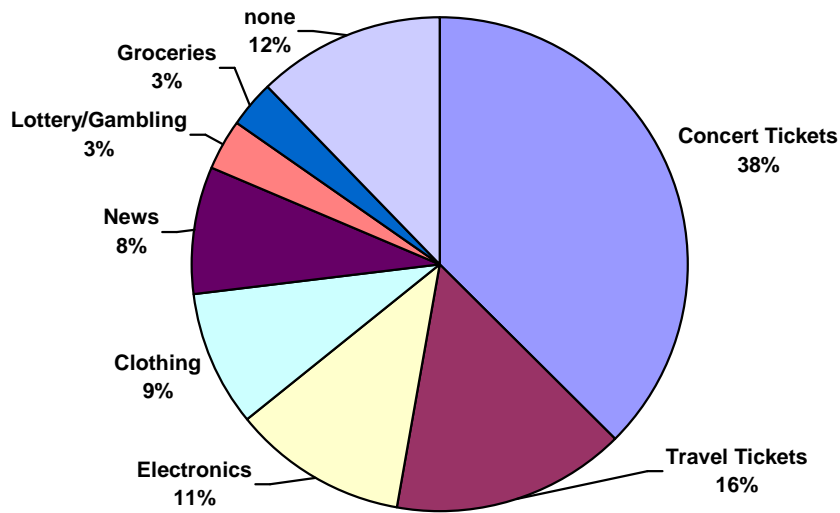
Q3 In the scenario in Q1 and Q2, if you were placed in a queue and not told how long the wait was, how would you feel?



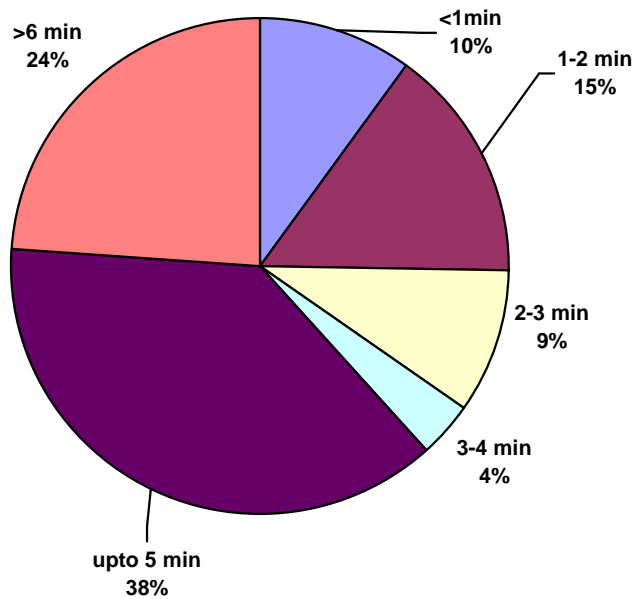
Q4 In the same scenario as Q3, if you knew how long the queue was how would you feel now?



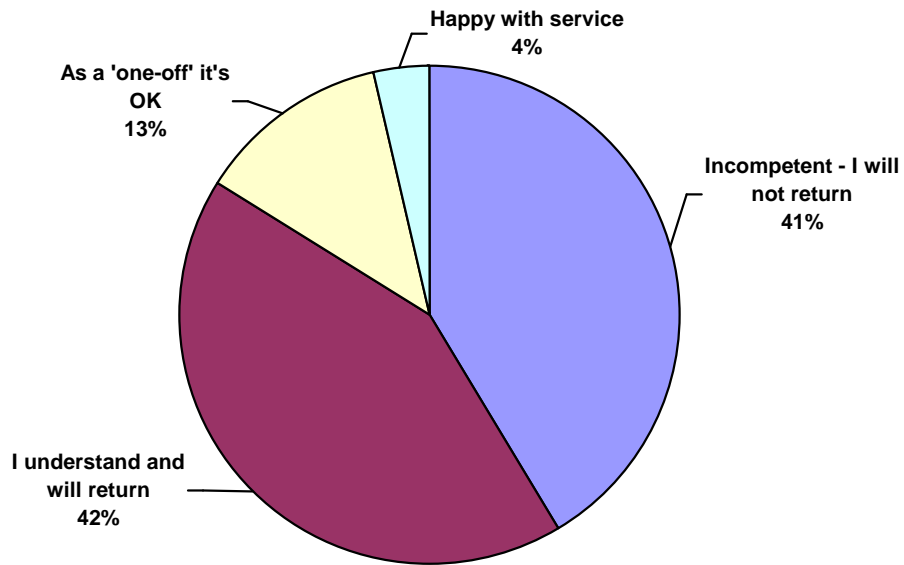
Q5 If you accept sometimes website are very busy, and that an online queue is the only efficient way of dealing with high volumes, what service or product would you wait for online? Select only one



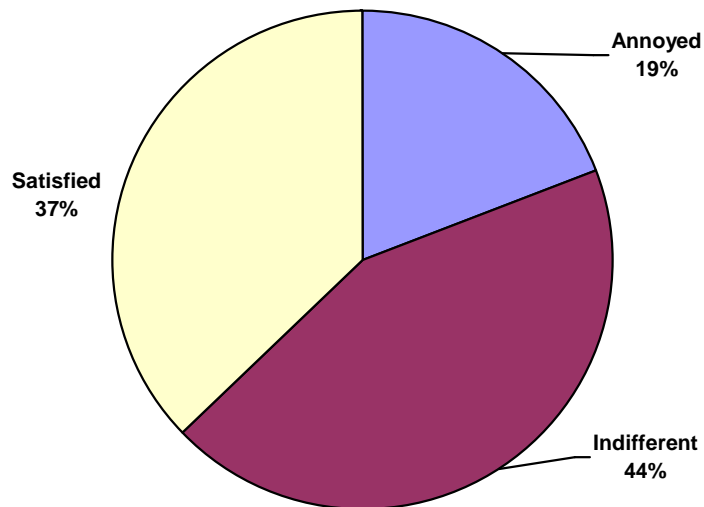
Q6 How long would you wait for these services?



Q7 In this scenario you are trying to buy tickets for your favourite artist. The ticket site is down – what do you do?



Q8 In the scenario Q7 above, if you had to wait in a queue and were told how long you had to wait, how would you feel?



Q9 In the scenario in Q7 and Q8, how would you feel about the ticket company?

