

Online Privacy Concerns Hold Steady

Some e-commerce analysts think security concerns about shopping online will fade as more people do it. Others see rising alarm as more abuses occur. So far it looks like both are wrong: Privacy concerns around e-commerce haven't budged in the last 15 months.

Forty-five percent of Americans think buying things over the internet threatens their personal privacy, a random-sample telephone poll for ABCNews.com has found. That's about the same as it was in an identical survey in January 2000.

	Does online buying threaten privacy?	
	Yes	No
4/22/01	45	49
1/26/00	41	47

Past polling has shown that privacy concerns have been more muted among people who use the internet. That would suggest fewer concerns as internet use continues to grow. In the last year, though, it hasn't happened – privacy concerns have held steady.

GROUPS – Young adults and better-off Americans, both of whom have more online experience, are less worried about privacy. And there's a gender gap: Women are 11 points more apt than men to express privacy concerns about online shopping.

	Online buying threatens privacy?	
	Yes	No
Men	39%	54
Women	50	45
Age :		
18-34	37	61
55-64	55	37
Income :		
<\$25K	47	42
\$100K+	31	62

A recent report by Congress said that over 60 government Web sites used unauthorized software to track the buying habits of Internet users. And last month Attorney General John Ashcroft said he would assign an aide to deal specifically with privacy issues.

METHODOLOGY - This ABC News.com survey was conducted by telephone April 18-22, 2001, among a random national sample of 1,022 adults. The results have a three-point

error margin. Sampling, data collection and tabulation by TNS Intersearch of Horsham, Pa.

Analysis by Dalia Sussman.

ABC News polls can be found at ABCNEWS.com on the Internet at:
<http://www.abcnews.com/sections/us/PollVault/PollVault.html>

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Here are the full results:

87. Do you think that buying things over the Internet threatens your personal privacy, or not?

	Yes	No	No opin.
4/22/01	45	49	6
1/26/00	41	47	12

END