

## **Online Shopping: You Ain't Seen Nothing Yet**

Internet retailers celebrating their Christmas shopping results can look forward to even more explosive growth: Forty-four percent of adults in this country plan to buy online in the future, more than three times as many as did so this season.

Thirteen percent of Americans say they used the Internet to buy holiday gifts this year, with their online purchases averaging \$314 each. That was enough for business analysts to hail the coming of age of electronic commerce.

The future looks far busier. It's remarkable that 44 percent to plan to buy online because that accounts for the vast majority of people who have Internet access (around 55 percent in recent polls). As Internet access grows, so should the online shopping market.

PROFILE – People who plan to shop online, moreover, fit the profile many retailers covet: They tend to be younger, better-educated and higher-income Americans. Among people with more than \$75,000 in household incomes, for example, fully 72 percent say they'll be buying online in the future.

	Will buy online in the future	
	Yes	No
All	44%	50
Income <\$25K	24	69
Income >\$75K	72	25
High school/less	31	63
College grad	69	25
Age 18-34	56	37
Age 65+	11	87

CURRENT BUYERS - These same patterns hold for current buyers. A third of people in the highest-income group bought holiday gifts online this year; that plummets to four percent in the lowest-income group. And a quarter of college graduates bought online, compared to seven percent of adults who haven't gone beyond high school.

	Bought online this season	
	Yes	No

All	13%	87
Income <\$25K	4	96
Income >\$75K	33	67
High school/less	7	93
College grad	26	74
Age 18-34	15	85
Age 65+	4	96

**SATISFIED** – Despite reports of some problems at some e-commerce sites, this poll shows broad satisfaction with the online shopping experience. Among people who bought holiday gifts online, 93 percent say they were satisfied with the experience, including 61 percent who were "very" satisfied.

Online Shopping Experience:

Net	Satisfied		Net	Dissatisfied	
	Very	Somewhat		Very	Somewhat
93%	61	32	5	1	4

A final result also suggests that online buying may be habit-forming: Among people who did buy online this season, almost all – 93 percent – say they'll keep shopping online in the future.

**METHODOLOGY** – This ABCNews.com survey was conducted by telephone Dec. 28-30 and Jan. 2, 1999, among a random national sample of 1,025 adults. The results have a three-point error margin. Fieldwork by ICR-International Communications Research of Media, Pa.

Analysis by Gary Langer.

ABC News polls can be found at ABCNEWS.com on the Internet at:

<http://www.abcnews.com/sections/us/PollVault/PollVault.html>

Here are the full results:

31. Did you use the Internet to buy Christmas or other holiday gifts this year, or not?

	Yes	No	No opin.
1/2/00	13	87	0

32. Do you think you will or will not be using the Internet to buy things in the future?

	Yes	No	No opin.
1/2/00	44	50	6

33. (If bought online) About how much money did you spend on holiday gifts that you purchased over the Internet?

Mean answer: \$314

34. (If bought online) Overall, how did your online shopping experience go - were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

	-----Satisfied-----			----Dissatisfied----			No
	NET	Very	Somewhat	NET	Very	Somewhat	opin.
1/2/00	93	61	32	5	1	4	2