

A Pause in the Growth of Online Buying

After a significant gain during the last half of 1999, the influx of new online shoppers looks to have paused in the last six months.

Twenty-seven percent of Americans now say they've bought something over the Internet, unchanged since January. Online shopping had jumped eight points in the second half of last year, a boost that may have been linked to the holiday shopping season.

	Shopped online?	
	Yes	No
8/13/00	27%	73
1/26/00	27	73
6/20/99	19	80

This poll measures numbers of online buyers, not frequency of purchasing or the value of purchases. Those may well have continued to rise.

GROUPS – Online shopping is least prevalent among older and lower-income adults. Among those age 65 and up, only six percent have made an online purchase; and among those with household incomes under \$25,000, just 11 percent have bought online.

But even among young adults, those age 18 to 34, only about a third have made an online purchase. Online buying peaks in two other groups -- people with \$75,000 or more in household incomes (52 percent have bought online) and those with college degrees.

Additionally, only about half as many blacks as whites have bought online (14 percent compared to 29 percent). And online buying is nearly twice as prevalent in metropolitan areas compared to non-metro areas.

	Shopped online	
	Yes	No
Men	30%	70
Women	23	77
Age 18-34	31	69
35-49	33	67
50-64	26	74
65+	6	94
Income <\$25K	11	89
\$25-49K	25	75
\$50-75K	39	61

<\$75K	52
H.S. grad/less	14
Some college	31
College grad	47
Blacks	14
Whites	29
Metro	29
Non-metro	17

METHODOLOGY - This ABC News.com survey was conducted by telephone July 26-Aug. 13, 2000, among a random national sample of 1,529 adults. The results have a 2.5-point error margin. Field work by ICR- International Communications Research of Media, Pa.

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

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

68. Have you ever bought anything over the Internet, or not?

	Yes	No	No opin.
8/13/00	27	73	0
1/26/00	27	73	0
6/20/99	19	80	1

END