



*behavior research center's*

# *Rocky Mountain Poll*

NEWS  
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ARIZONAN'S USE OF INTERNET FOR PURCHASING  
DOUBLES IN FOUR YEARS:  
INTERNET CONNECTIONS TRIPLE

Phoenix, Arizona, May 1, 2002. Sixty-three percent of Internet households in Arizona have made purchases via the Internet in the past six months. This compares to only 32 percent of Internet households in 1998.

What is more, the proportion of households connected to the Internet has tripled, climbing from only 22 percent in 1998 to 66 percent today. Connectivity to the Internet has grown across all age groups of the consumer population and now embraces over half of both retirees and the lowest income segments of the population. Within upper income segments, connectivity to the Internet exceeds 80 percent.

While this growth is literally phenomenal, there remain significant segments of the population without home computers or Internet connectivity. On average, this figure rests at about 25 percent statewide, but climbs to around 40 percent among retirees and in the lowest income segments and registers approximately one-third of Hispanic and African-American households.

The findings outlined in this report are based on a survey of 710 adults across Arizona conducted between April 3<sup>rd</sup> and April 7<sup>th</sup>, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit [www.brcpolls.com](http://www.brcpolls.com) to read this and other recent polls.

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Use of the Internet to accomplish purchases of goods and services is widespread among Internet-connected households (63%), but is definitely stronger among younger and more affluent consumers. As well, men are more likely (67%) than are women (59%) to use the Internet to make purchases and while 60 to 65 percent of Caucasians and African-Americans use the Internet for purchases, among Hispanics the figure falls to 48 percent.

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**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2002-II-09) is based on 710 telephone interviews with adults, conducted from April 3<sup>rd</sup> through April 7<sup>th</sup>, 2002 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data

For this and other polls. See [www.brcpolls.com/results](http://www.brcpolls.com/results)

**STATISTICAL DATA**

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*"Do you have any of the following electronic equipment or services in your home? (ROTATE)"*

	% ANSWERING YES		POINT CHANGE
	2002	1998	
Personal computer	73%	40%	(+33)
E-mail	66	22	(+44)
Internet connection	66	22	(+44)
None of the above	26	54	(- 28)

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|                  | % ANSWERING YES   |      |                     |      |
|------------------|-------------------|------|---------------------|------|
|                  | Personal Computer |      | Internet Connection |      |
|                  | 2002              | 1998 | 2002                | 1998 |
| TOTAL            | 73%               | 40%  | 66%                 | 22%  |
| <u>AGE:</u>      |                   |      |                     |      |
| Under 35         | 73                | 44   | 69                  | 26   |
| 35 to 54         | 80                | 48   | 73                  | 28   |
| 55+              | 65                | 30   | 58                  | 15   |
| Retirees         | 61                | 27   | 56                  | 39   |
| <u>INCOME:</u>   |                   |      |                     |      |
| Under \$25K      | 56                | 27   | 52                  | 9    |
| \$25K to \$44.9K | 63                | 41   | 52                  | 18   |
| \$45K+           | 88                | 56   | 82                  | 39   |

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**STATISTICAL DATA**

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*“With Internet advancements, consumers can purchase products and services from “on-line” vendors. In the past six months have you or someone else in your household purchased any products or services through the Internet?”*

	AS % OF <u>INTERNET HOUSEHOLDS</u>
	<u>% YES</u>
	<u>2002</u>
TOTAL	63%
<u>AGE:</u>	
Under 35	65
35 to 54	67
55+	55
Retirees	47
<u>GENDER:</u>	
Men	67
Women	59
<u>INCOME:</u>	
Under \$25K	45
\$25K to \$44.9K	58
\$45K to \$54.9K	70
\$55K+	71
<u>ETHNICITY:</u>	
White	65
Hispanic	48
Other	60

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