

ECONOMIC SNAPSHOT

Shopping online

The U.S. Census reports that in the 12 months ending in September 2004, national online retail sales were approximately \$65 billion, less than 2 percent of total retail sales of almost \$3.6 trillion. That is equal to about \$120 million in total online retail sales in the Madison metropolitan area.

That compares to the average WalMart Supercenter that generated \$81.5 million in 2003. According to *themediiaaudit.com*, Madison is one of the most wired communities in the country. The Web site estimated that 32 percent of all Madison adults made five or more purchases online during 2003. That compares to 25.4 percent in the 80 metropolitan markets tracked by the site for the same period. Preliminary results indicate that the percentage of Madison adults making five or more purchases online increased to 34.8 in 2004.

PERCENTAGE OF ADULTS MAKING PURCHASES ONLINE IN THE PAST YEAR

(Data collected August-November 2004)

Purchases	Madison metro area	Milwaukee/ Racine	Minneapolis/ St. Paul
One or more	60.7	50.2	55.7
Five or more	34.8	21.6	30.9

SOURCE:
www.themediiaaudit.com

QUESTIONS: Send questions, comments to
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