

## 29% of Americans Have Made an Online Impulse Purchase in the Past Month

Austin, Texas – October 25, 2018 – Nearly 3-in-10 Americans have made an impulse purchase online over the past month, according to a new study by CreditCards.com. Moreover, 44% have done so within the past three months and 57% within the past year. Even 1-in-7 (14%) claim to have made an online impulse purchase within the past seven days; older millennials (22%) have done this the most. Click here for more information:

<https://www.creditcards.com/credit-card-news/online-shopping-survey.php>

Impulse purchases can wreak havoc on a budget, especially considering that nearly a quarter of Americans have no savings at all. Yet, it's a common occurrence across all generations. Gen Xers, ages 38-53, are most likely to have made impulse purchases within the past year (65%), followed by millennials, ages 18-37 (60%), baby boomers, ages 54-72 (52%) and even those ages 73 and older (35%).

Online shopping has allowed Americans the convenience of shopping from home and access to items they might not readily have available in their geographical areas. So, what are Americans buying online?:

Category	At least weekly	At least once a month	At least once a year
Groceries	26%	35%	49%
Prepared food/drinks	21%	32%	52%
Streaming services	13%	40%	55%
Clothing and other household items	6%	30%	82%
Travel	2%	6%	60%
Event tickets	1%	5%	54%

“When buying online, I like to use credit card issuers’ shopping portals to earn extra [cash back](#),” said CreditCards.com industry analyst Ted Rossman. “It’s also important for consumers to match their lifestyles with the right cards. For example, there are cards that give 6% back on groceries, 4% on dining and 3% on streaming services. There have been several notable additions to the market over the past few months that can save cardholders a lot of money.”

Overall, consumers are savvy with their payment choices when it comes to online shopping. 62% of online shoppers typically pay with credit versus 32% who prefer debit. Credit is a much smarter choice since credit card users are protected in the event their information is stolen, and unlike debit cards, fraudsters don’t have direct access to consumers’ checking accounts. Unfortunately, younger folks have yet to fully transition to credit cards. Only 50% of millennial online shoppers pay with credit compared to 47% favoring their debit cards.

Security is always a concern when shopping online and many wonder whether it’s safe to save account information on a retailer’s website or not. While 56% of online shoppers have saved their payment info online, they’re saving credit cards much more than debit cards. 45% of U.S. adults who have shopped online have saved their credit card info and 22% have saved debit. Again, millennials need to be careful when it comes to their debit cards – 40% have saved them online, which opens the door to a potential financial disaster.

*The study was conducted online in GfK's Omnibus using the web-enabled "KnowledgePanel," a probability-based panel designed to be representative of the US general population, not just the online population. The study consisted of 1,002 nationally representative interviews conducted between September 28-30, 2018 among adults aged 18+. The margin of error is +/-3 percentage points.*

**About CreditCards.com:**

CreditCards.com is the ultimate credit card destination, filled with the largest marketplace of credit card offers you can find online, along with relevant news, advice, features and user-friendly tools. Our mission is to help consumers seize greater opportunity through smarter spending, and we believe that the right credit card, used the right way, can be a life-changer. In 2017, over 42 million unique visitors used CreditCards.com to find the right credit card to suit their needs.

**For More Information:**

Kayleen (Katie) Yates  
VP, Corporate Communications  
[kyates@bankrate.com](mailto:kyates@bankrate.com)  
917-368-8677