

**STANFORD INSTITUTE FOR THE QUANTITATIVE  
STUDY OF SOCIETY**

***INTERNET AND SOCIETY***

**APRELIMINARY REPORT**

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**SIQSS**



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**I. Survey Objectives**  
**Methodology**  
**Key Findings**

Internet and Society

***-APRELIMINARYREPORT-***

**OBJECTIVES**

Over the last five years, the revolution in information technology (IT) has resulted in innovations that are having increasingly visible effects on the life of the average American. These developments affect not only how people work, but where they work, how much they work, or with whom they interact face-to-face or electronically. Will future workers continue to share physical proximity with their colleagues, or work largely alone wedded to digital devices with occasional electronic mail or voice communication? What will these changes mean for social trust and social life beyond the family? Will the growing trend of working at home with the aid of IT help strengthen the family or add to the intrusion of the workplace into the home? Will it reduce the hours people work, or increase them by infusing work into every sphere of life, devouring leisure-time and family-life? And how will the Internet affect the role and use of the traditional media?

These same IT innovations are revolutionizing information and entertainment delivery, affecting their production and consumption, transforming our social life and behavior, even our political institutions and the role of citizens within them. Some argue that the new technology of e-mail, on-line discussions, on-demand information, and web-powered information diffusion and interest aggregation will lead to a more informed, engaged, and influential mass public. Will we live in a better informed and connected, more engaged and participatory society—or in a society of lonely ex-couch potatoes glued to computer screens, whose human contacts are largely impersonal and whose political beliefs are easily manipulated, relying on the icons of a wired or wireless society?

The human meaning of these changes remains unclear at present. Some greet these developments with euphoria, others warn of dire consequences. The truth is likely to be somewhere in the middle: Some of the social/political changes will be liberating, some will have little social effect, but others may be harmful or even socially and politically explosive; some may even be perverse—and the most critical ones may well be unanticipated by everyone. For an answer to these questions, we must move from ideological claims to empirical evidence. Our study is an attempt to do just that.

## **METHODOLOGY(Data collected by *InterSurvey*)**

The study is based on data collected using a revolutionary new methodology developed by *Inter-Survey* to conduct surveys over the Internet. Unlike surveys of Internet users or households, which suffer from obvious sample distortions and preclude generalizing results, this new survey methodology is based on a panel of households recruited as a genuine random telephone sample of the U.S. population. In order to use the Internet for the purpose of efficient multi-channel data collection, each household in the sample - with or without prior Internet connection - is equipped with a *WebTV* settop box, with free Internet access and e-mail accounts.

The data for the study were collected in December 1999, from a national random sample of 4113 individuals in 2689 panel households, as a baseline for a continuing research program. Questionnaires were completed independently by each member of a panel household using their television and their *WebTV* controls to answer the questions displayed on the screen. To avoid contamination of results due to the fact that the study was itself conducted over the Internet (all sample households have Internet access, as a result having been equipped with *WebTV*), **the results on Internet use presented in this study are based ONLY on the responses of participants who had Internet access (at home or elsewhere) prior to and independent of the *WebTV* access installed by *InterSurvey*.** The margin of sampling error is about  $\pm 1.5\%$  for results from the complete survey, and about  $\pm 2.5\%$  for the subset of Internet users.

## **RELEASE NOTE:**

The Stanford Institute for the Quantitative Study of Society (SIQSS) wanted to bring these study findings to public attention in a timely manner, even though the analysis is preliminary and ongoing. Given the speed at which the Internet is changing, and the length of the peer-review process, these data would be of analytical and historical interest, rather than current interest, if we waited for academic journal publication. It is for these reasons that we are presenting the results in their current form.

## KEY FINDINGS

### Internet Access in the United States (See [Chart 1 & 2](#)) (Charts are at the end of this section.)

#### Household computers and Internet access

- 65% of American households have at least one computer (of that, 19% report a multi-computer household)
- 43% of American households are connected to the Internet

#### Individual Internet access

- 38% of Americans over 18 access the Internet at home,
- 34% access the Internet elsewhere (17% exclusively, 17% in both places);
- Thus, 55% of the population currently have access to the Internet.

### What do users do on the Internet ? (See [Chart 3](#))

We asked each of our 4000 respondents to select a mong a list of 17 common internet activities and tell us which they did or did not do. This is what we found:

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- **E-mail is by far the most common Internet activity**, with 90% of all Internet users claiming to be e-mailers.
- For the most part, **the Internet today is a giant public library with a decidedly commercial tilt**. The most widespread use of the Internet today is as an information search utility for products, travel, hobbies, and general information. Virtually all users interviewed responded that they engaged in one or more of these information gathering activities.
- A little over a third of all Internet users report using the web to engage in entertainments such as computer games (such as online chess, role games, and the like). Thus, **the current Internet is also emerging as an entertainment utility**.
- **Chat rooms are for the young and the anonymous**. While a quarter of Internet users claim to have used chat rooms, this activity substantially decreases after age 25. And the chatters report that the overwhelming portion of their **chatroom interaction is with anonymous others whose identities remain unknown**.
- **Consumer to Business transactional activity** -- purchasing, stock trading, online auctions, and e-banking -- are engaged in by much smaller fractions of Internet users, with just more than a third reporting they make purchases online and under fifteen percent doing any of the other transactional activities. **Despite all of the sound and fury, business to consumer commercial online transactions are but in their earliest stages**.

### How many different activities do Internet users engage in? (See [Chart 4](#))

- Building from the data in chart 4, we find that the average Internet user reports engaging in 7.2 different types of activities. While there is probably some double accounting due to our attempt to be comprehensive in our list of activities, ***the average user is engaging in at least 5 distinct types of activities on the Web: a combination of different types of information searches, entertainment and games, and for one quarter, some commercial transactional activity.***

**Length of use correlates with amount of use.** [\*\(See Chart 5\)\*](#)

- The Internet has been around for about five years now, and the longer people have been web users the more hours and the more activities they report engaging in. While self-selection may be playing a role with early adopters, the data in Chart 4, along with the generational data presented here and in the press release, strongly suggest ***a model of social change with not only a growing number of Internet users, but with web users doing more and more things on the Internet in the future***.

**The more time people spend using the Internet...**

- **... the more they lose contact with their social environment.** [\*\(See Chart 6\)\*](#)  
This effect is noticeable even with just 2-5 Internet hours/week, and it rises substantially for those spending more than 10 hours/week, of whom up to 15 percent report a decrease in social activities. Even more striking is the fact that Internet users spend much less time of talking on the phone to friends and family: the percentage reporting a decrease exceeds 25 percent—although it is unclear to what extent this represents a shift to e-mail even in communicating with friends and family, or a technical bottleneck due to a single phone line being preempted by Internet use.
- **... the more they turn their back on the traditional media.** [\*\(See Chart 7\)\*](#)  
This effect increases proportionally with hours of Internet use: for every additional hour on the Net, people report further decreases in time spent with traditional media, reaching 65 percent for those spending more than 10 hours a week on the Net. Clearly the media are competing with the Internet for time, especially in the case of television where even with as little as two hours/week on the Net, a quarter of Internet users report decreases in TV viewing - ***you can't surf the web and watch TV at the same time***. For newspapers, the same effect is less dramatic and may also reflect the fact that people could substitute reading the news on the web for reading the paper.
- **... the more time they spend working at home—and at the office.** [\*\(See Chart 8\)\*](#)  
Even with less than 5 hours/week of Internet use, about 15 percent of full-time or part-time workers report an increase in time spent working at home. And as their amount of Internet use rises above 5 hours/week, a growing number—up to an additional 12 percent—even reports spending more time working at the office, as well as at home. For heavy Internet users with regular jobs, a substantial portion of their total Internet use is likely to take place at the office to begin with—and it seems to be keeping them there for longer hours, in addition to invading their home. There are at present **no indications suggesting the beginnings of telecommuting.**

- ... the less time they spend shopping in stores and commuting in traffic. [\(See Chart 9\)](#)

This effect grows with the number of Internet hours/week, and as might be expected, stands out particularly clearly for people who use the web for researching product information or for actually making purchases online, thus saving trip to the store. But it does not affect time spent commuting in traffic, which decreases with the number of Internet hours for the non-working population only, whether or not they shop on the web - *working Internet users drive to work just as much as before.*

### Myth and Reality of the 'Digital Divide':

- There are some demographic differences in Internet access. [\(See Chart 10\)](#)  
21 percent of differences in Internet access can be explained by demographic factors. By far *the most important factors facilitating or inhibiting Internet access are education and age*, and not income - nor race/ethnicity or gender, each of which account for less than 5 percent change in rates of access and are statistically insignificant. By contrast, a college education boosts rates of Internet access by well over 40 percentage points compared to the least educated group, while people over 65 show a more than 40 percentage point drop in their rates of Internet access compared to those under 25. Age really reflects generational differences, and thus shows what to expect in the future.

- There are few demographic differences in Internet use. [\(See Charts 11 & 12\)](#)  
Only 6 percent of differences in Internet use can be explained by demographic factors : Thus, *once people are connected to the Net they hardly differ in how much they use it and what they use it for* - except for a drop-off after age 65, and a faint hint of a gender gap. Demographic differences in Internet use involve at most an hour and a half a week, mainly reflecting people's time budgets and work status; and they involve hardly more than half an additional Internet activity, in the latter case reflecting levels of education. Instead - and above all - Internet use increases dramatically, both in terms of amount of time and in terms of range of activities, the longer people have been connected to the Internet, and this fact will make for steady growth in the future.

Chart1:  
**HOUSEHOLDSCONNECTEDTOINTERNET**

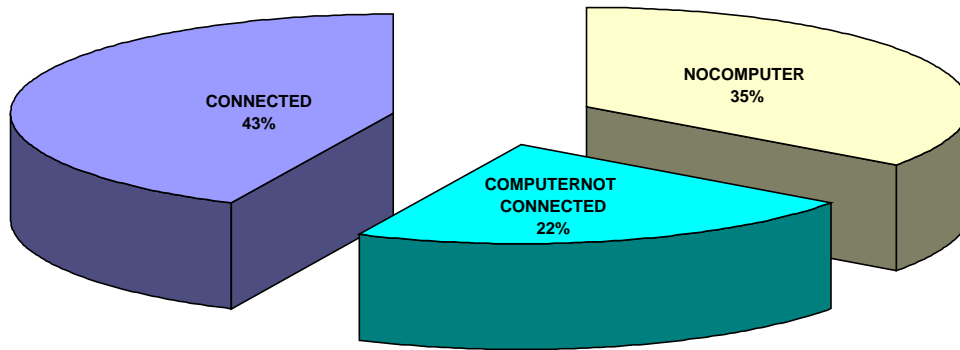


Chart2:  
**INDIVIDUALINTERNETACCESS**

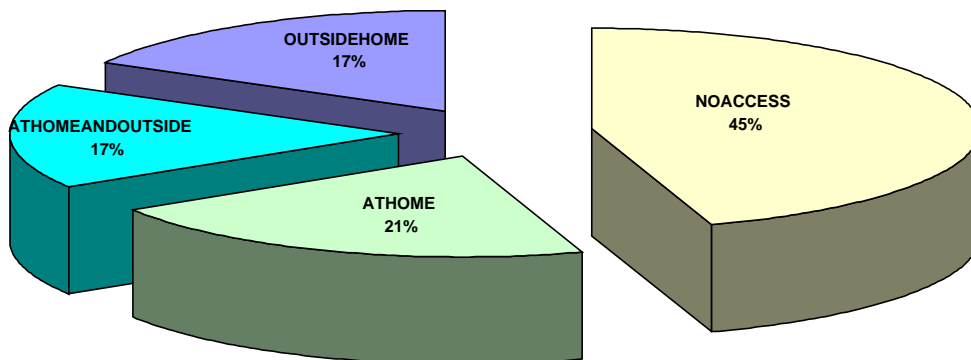




Chart3:  
**WHATUSERSDOONTHEINTERNET**

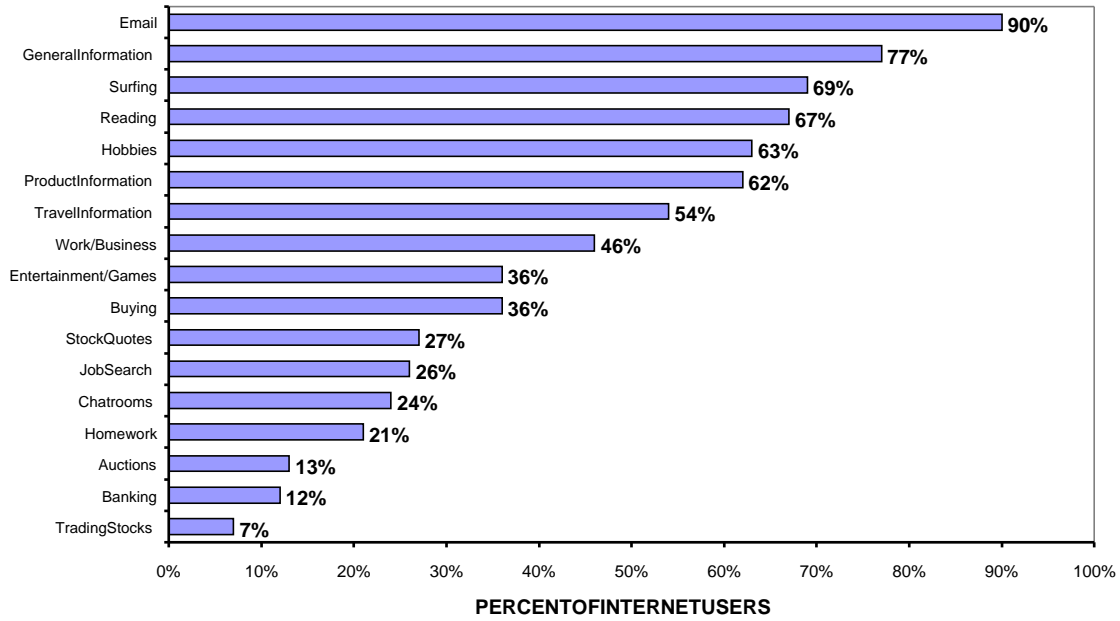


Chart4:  
**NUMBEROFINTERNETACTIVITIES**

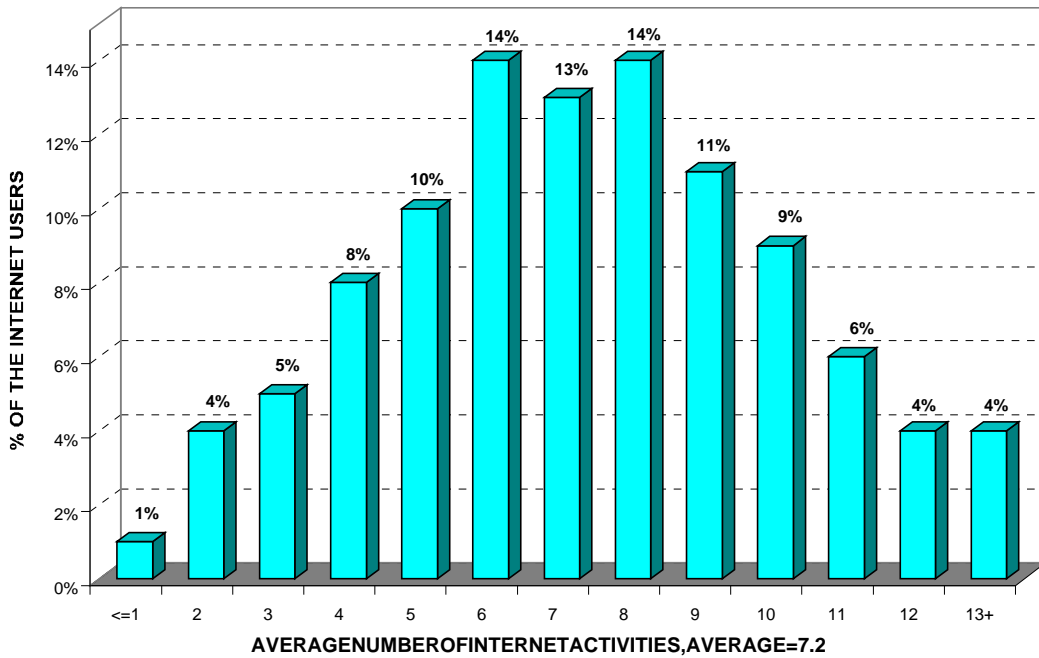


Chart5:  
AVERAGEHOURSOFUSEANDNUMBEROF ACTIVITIES  
BY YEARSOFACTESS

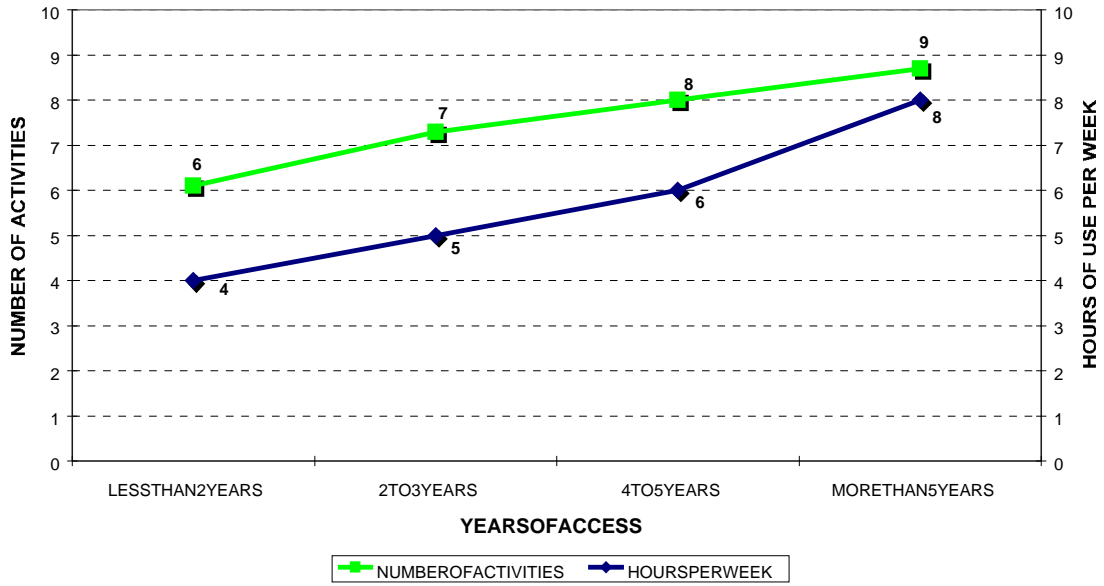


Chart6:  
SOCIAL ISOLATION INCREASES

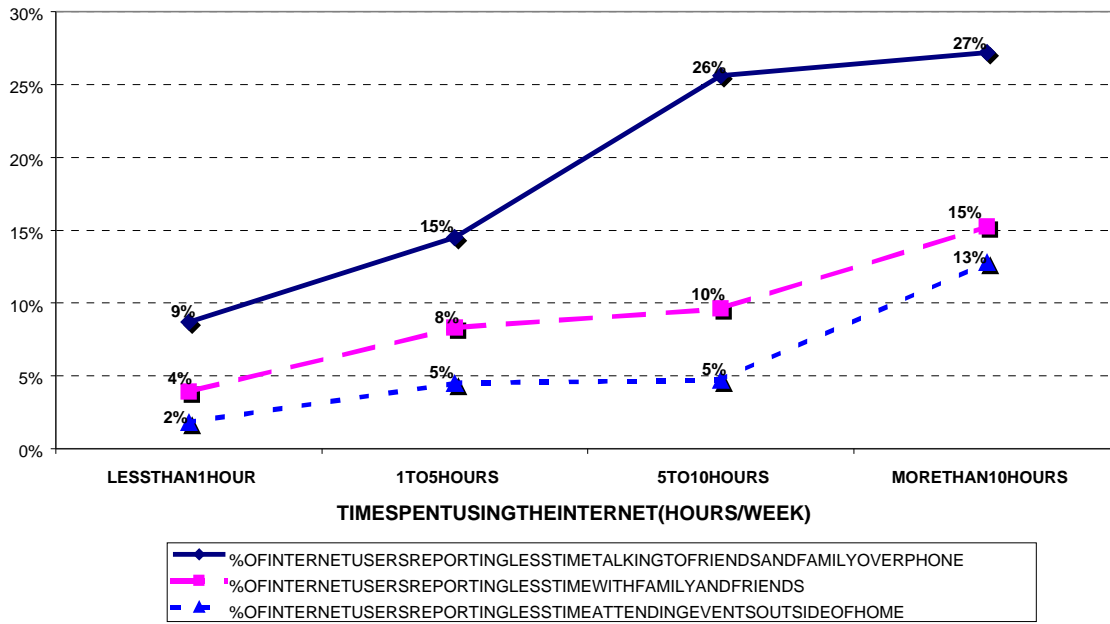


Chart7:  
INTERNET USERS DESERT THE MASS MEDIA

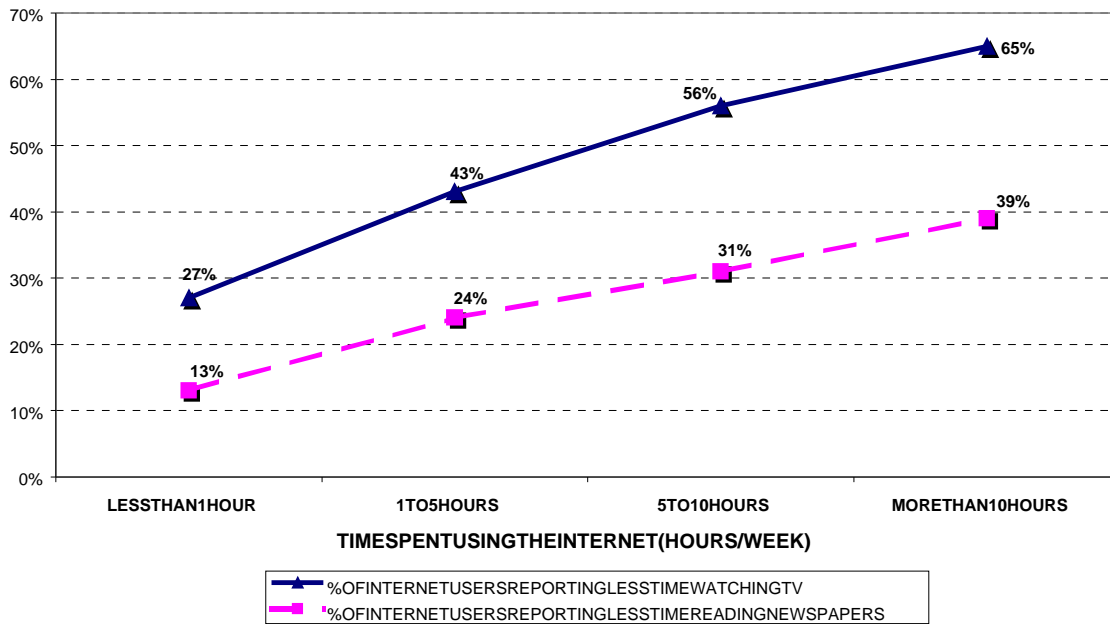


Chart8:  
**WORKINVADESHOME  
ANDINCREASESATTHEOFFICE**

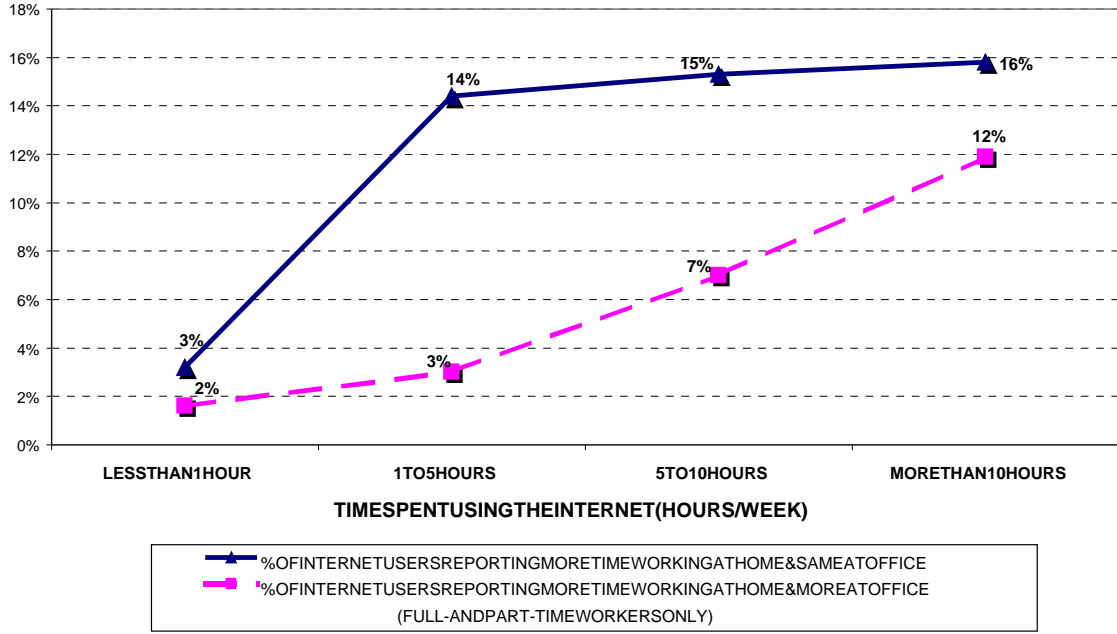


Chart9:  
**INTERNETUSERSCHANGESHOPPING&DRIVINGHABITS**

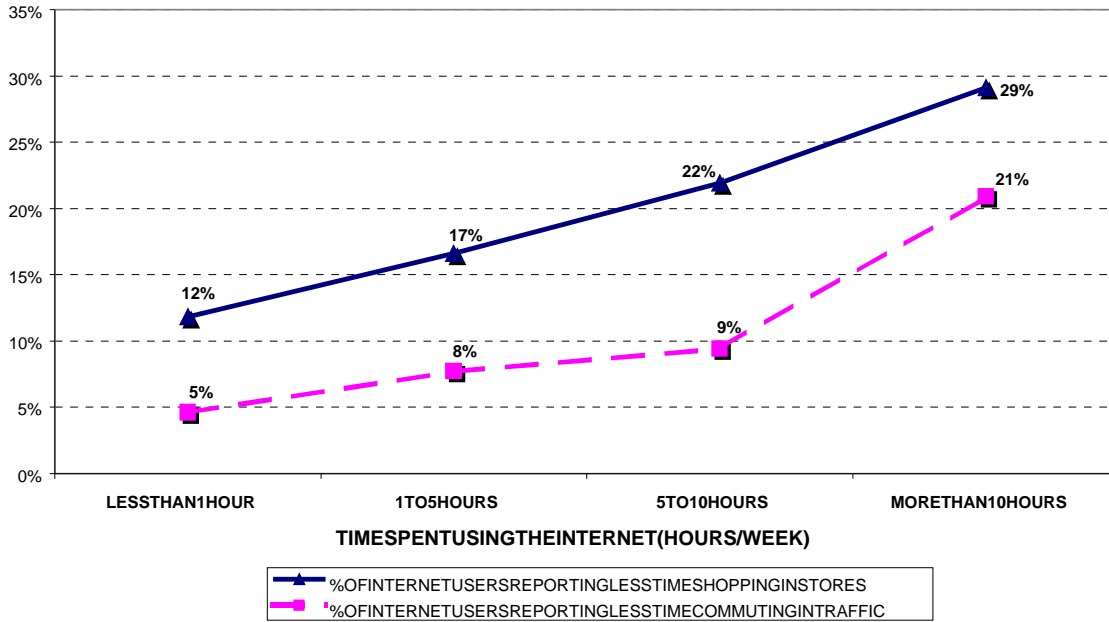


Chart10:  
**DIFFERENCESINRATESOFINTERNETACCESS:**  
 EFFECTSOFOAGE,EDUCATION,GENDER,RACE/ETHNICITY,INCOME

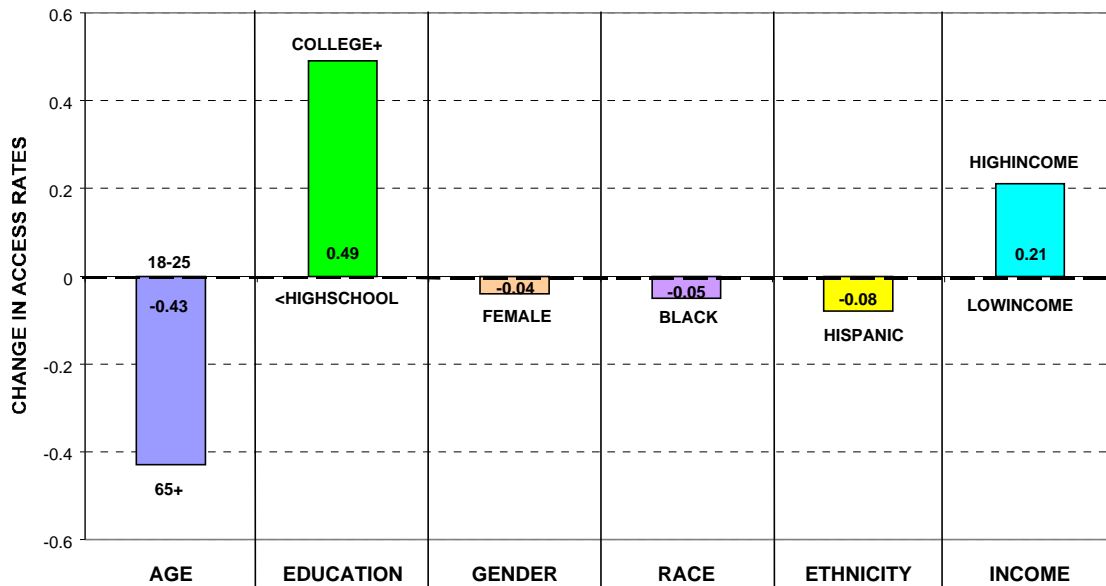


Chart11:  
**DIFFERENCES IN HOURS OF INTERNET USE:**  
 EFFECTS OF GENDER, AGE, RETIREMENT, INTERNET YEARS

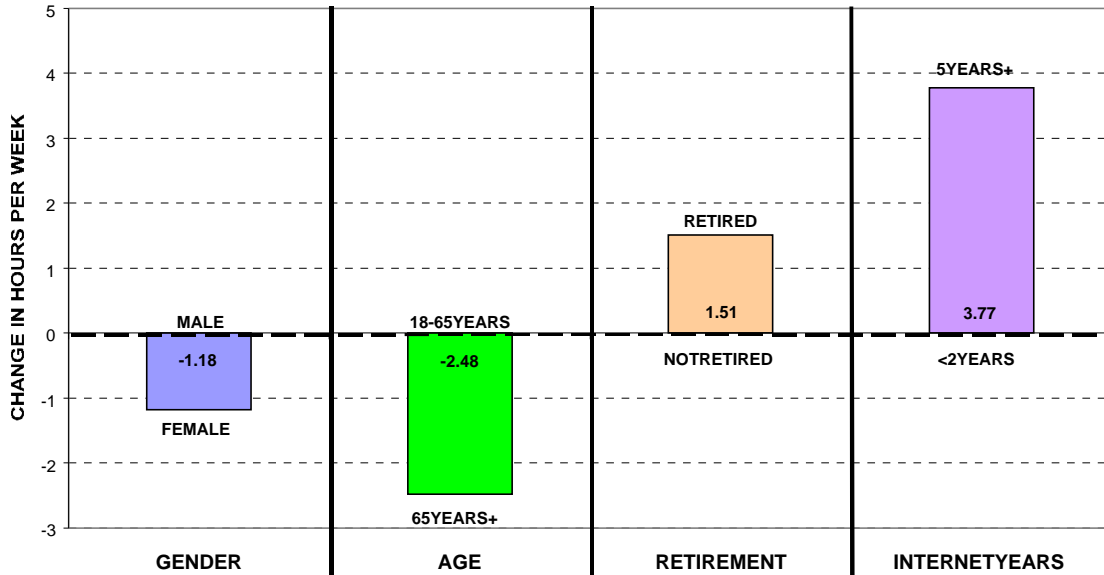
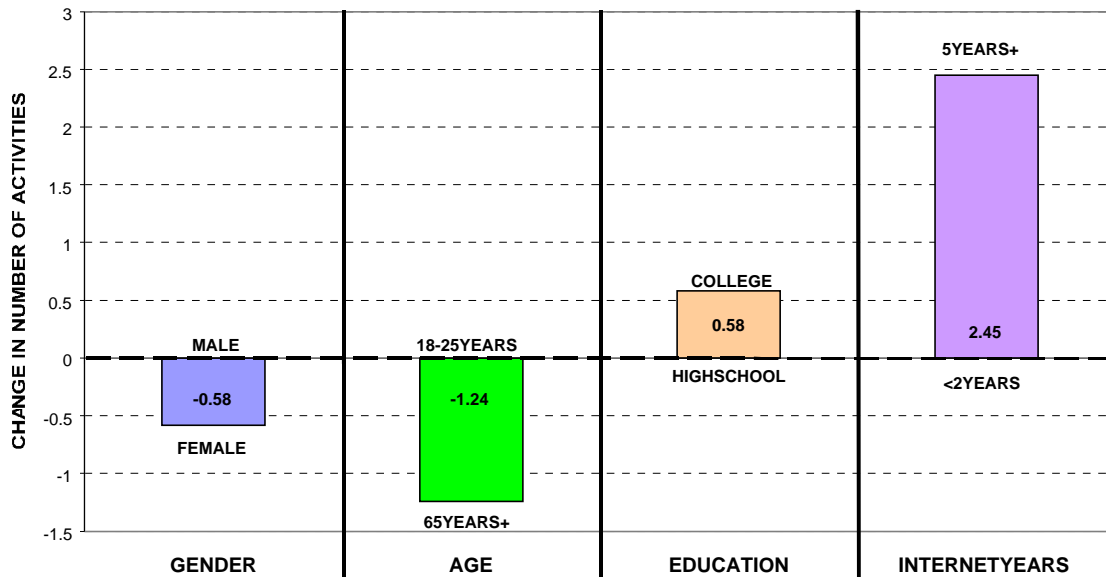


Chart12:  
**DIFFERENCES IN RANGE OF INTERNET ACTIVITIES:**  
 EFFECTS OF GENDER, AGE, EDUCATION, INTERNET YEARS



## **II.PressRelease**

2/16/00

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### **Study offers early look at how Internet is changing daily life**

As Internet use grows, Americans report they spend less time with friends and family, shopping in stores or watching television, and more time working for their employers at home - without cutting back their hours in the office.

These are the major preliminary results of a new study that is the first assessment of the social consequences of Internet use based on a large, representative sample of American households, including both Internet users and non-users. The study was conducted by the Stanford Institute for the Quantitative Study of Society (SIQSS) and released today. The sample was of 4,113 adults in 2,689 households.

A key finding of the study is that "the more hours people use the Internet, the less time they spend with real human beings," said Stanford Professor Norman Nie, Director of SIQSS and principal investigator of the study, along with his co-investigator Professor Lutz Erbring of the Free University of Berlin. "This is an early trend that, as a society, we really need to monitor carefully."

While a number of commentators have speculated about how the Internet might change people's daily lives, and some studies have looked at the use patterns of non-representative groups of Internet users, only a sample representative of households nationally allows analysts to make projections about future Internet usage and its likely consequences, the researchers say. They worked with InterSurvey of Menlo Park, Calif., to develop a unique Internet-based method for conducting surveys with a national



probability sample of the general population, including both Internet users and non-users.

Some of the preliminary findings are:

- People spend more hours on the Internet the more years they have been using it.
- A quarter of the respondents who use the Internet regularly (more than 5 hours a week) feel that it has reduced their time with friends and family, or attending events outside the home.
- A quarter of regular Internet users who are employed say the Internet has increased the time they spend working at home without cutting back at the office.
- Sixty percent of regular Internet users say the Internet has reduced their TV viewing, and one third say they spend less time reading newspapers.
- The least educated and the oldest Americans are least likely to have Internet access, but when they do use the Internet, their use is similar to others.

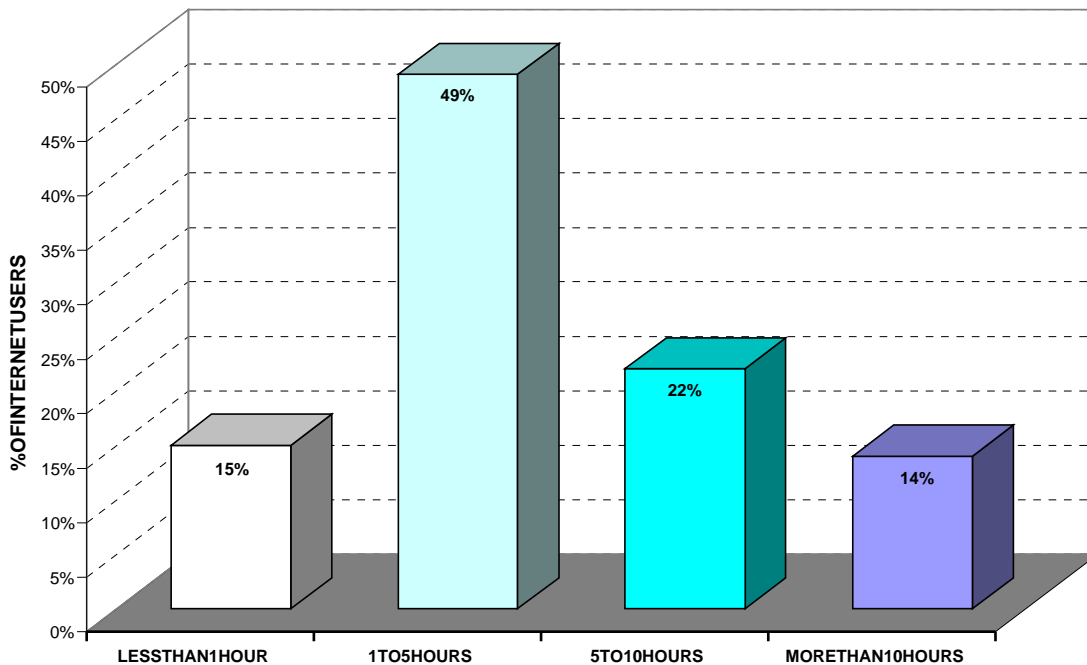
About two-thirds of those surveyed who have Internet access said they spend fewer than five hours a week on the Internet, and most of them did not report large changes in their day-to-day behavior, the researchers said. But the other 36 percent who use the Internet five or more hours a week do report significant changes in their lives. The largest changes are reported by those who spend more than 10 hours a week on the net—individuals who currently account for only 15 percent of all Internet users but are likely to be a much larger fraction in the future.

"As of today, heavy Internet users are still a small fraction of the total population", Nie said, "but that fraction is steadily growing."

"Moreover," Erbring added, "time spent on the net also grows with the number of years a person has been connected."

Nie and Erbring emphasized that their analysis is preliminary, and SIQSS plan to conduct follow-up studies on at least an annual basis.

## INTERNET USE (HOURS/WEEK)



### Method used

The research methodology employed for this study produced a large, representative sample of all American households, not just current computer or Internet users. Nie and Erbring used InterSurvey, a company Nie co-founded, to conduct the survey on the net. (Nie, a political scientist with expertise in surveys, is co-founder and chairman of the company's board. Stanford is an investor in the company, and the university's business school has an agreement to conduct occasional research through InterSurvey.)

InterSurvey is in the process of giving Internet devices and connectivity to several hundred thousand households in exchange for their participation in surveys and marketing studies of all types. To date, InterSurvey has built a 35,000-person panel of participants and has supplied them all with free WebTV. Using this set-top box allows people to access the Internet through their television set, and enable the researchers to quickly survey those who would not otherwise have Internet access. The company also pays for every participating household to be connected to the Internet.

By using newly enrolled households Nie and Erbring were able to distinguish between those who had prior connection to the Internet and those who did not. The sampling error for this study is plus or minus 1.5 percent for questions asked of

everyone in the sample and plus or minus 2.5 percent for information collected only from those who have had Internet prior access.

### **Social isolation up**

“Internet time is coming out of time viewing television but also at the expense of time people spend on the phone gabbing with family and friends or having a conversation with people in the room with them,” Niesaid.

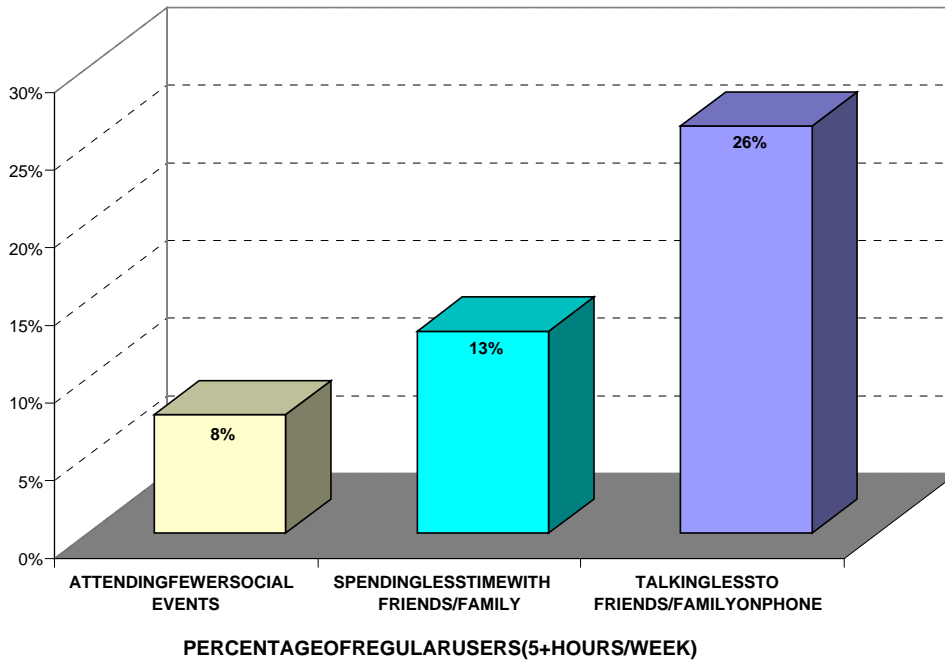
Most Internet users use e-mail, and undoubtedly have increased their "conversations" with family and friends through this medium, he said. "E-mail is a way to stay in touch, but you can't share a coffee or a beer with somebody one-mail or give them a hug," he said.

“The Internet could be the ultimate isolating technology that further reduces our participation in communities even more than television did before it,” he said.

For the most part, Niesaid, the Internet is an individual activity. “It’s not like TV, which you can treat as background noise. It requires more engagement and attention.”

Of regular Internet users, who use the net 5 or more hours a week, about one quarter report spending less time with family and friends, either in person or on the phone, and ten percent say they spend less time attending social events outside the home.

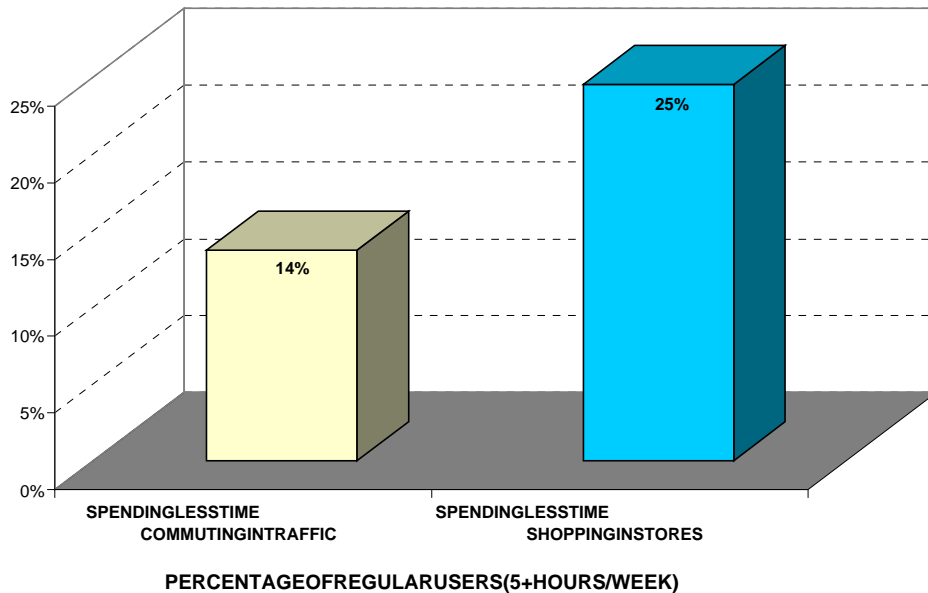
## INTERNETUSERS SPEND LESSTIMEINSOCIALACTIVITIES



On the other hand, Erbringsaid, "those who use the Internet most also report spending fewer hours caught in traffic, fewer hours in shopping malls, and especially, less time watching television."

"E-commerce may soon change and use for bricks-and-mortar retail as some people have been saying," Niesaid, "and eventually we may start to see some cap on the growth of traffic gridlock."

## INTERNETUSERSCHANGESHOPPING&DRIVINGHABITS



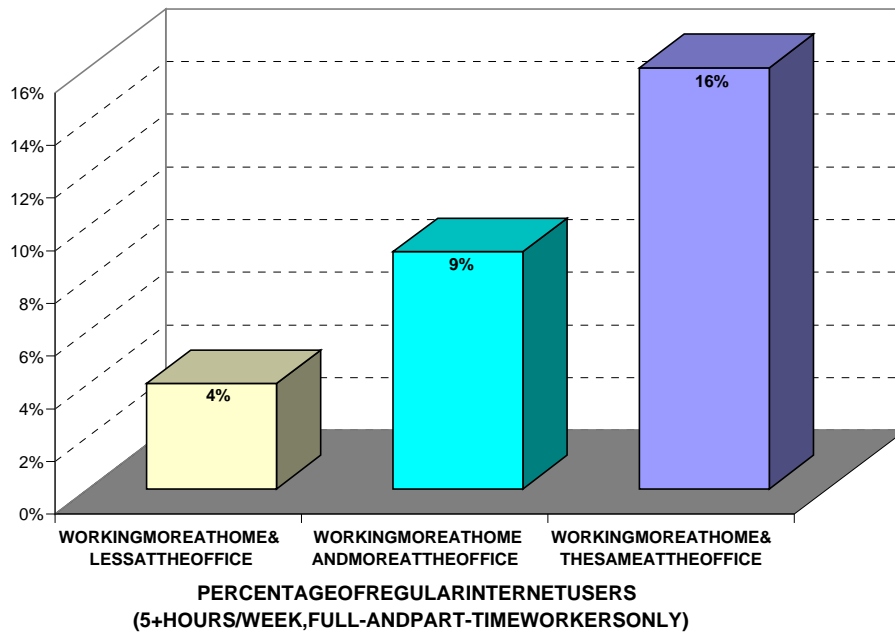
### Work invades home

“One of the surprises for us was the degree to which people tell us that they are working at home on the Internet for their employers,” Nies said.

Only a small number— 4 percent of regular internet users working full or part-time—said they had cut back their hours at work since gaining Internet access, but a much larger number—16 percent of employed regular Internet users—said they were working more hours at home since they gained Internet access without cutting back at the office, with 9 percent actually reporting increases in time spent working both at home and at the office. In effect, more than a quarter of full or part-time workers who use the Internet more than 5 hours a week said the Internet has increased the amount of time spent working at home without decreasing the amount of time spent working in the office.

“We may be seeing the very beginning of telecommuting,” Nies said of the 4 percent who have cut back on hours in the office. “On the other hand, we all know from our cell phones and laptop that work appears to be intruding into every other aspect of our lives, and that’s one of the clearest trends in the data.”

## WORKING VADES HOME WITHOUT REDUCING WORK IN THE OFFICE

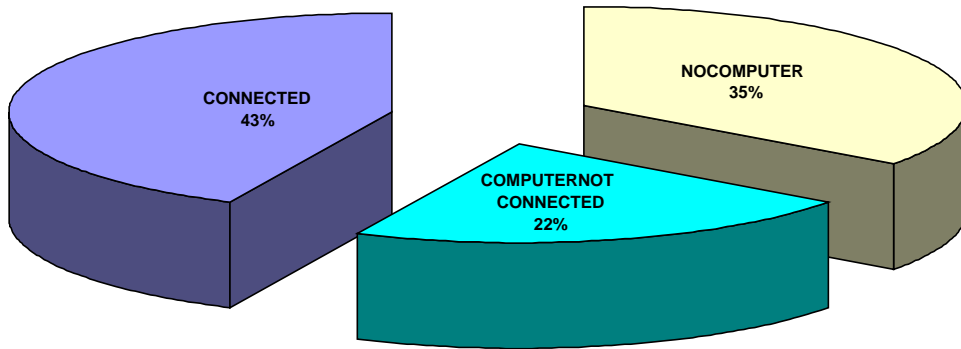


### Mainstream online but digital divide persists

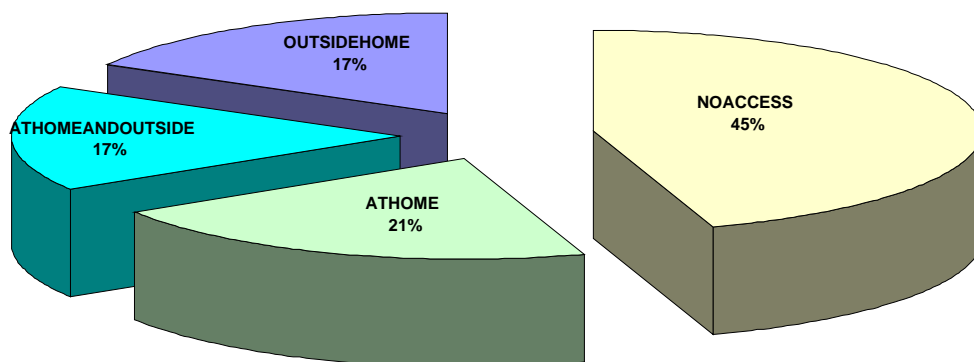
“The Internet is entering the mainstream of American society,” Erbringsaid, with about half of the population having access somewhere, 38 percent of them in their homes, and another 17 percent elsewhere, mostly offices and schools .

“Everybody is going to be a user soon, and access is growing by successive birth cohorts.” Niesaid. “That means we can expect to see large changes for communities and society as a whole.” What we are marking now is the halfway point in this dissemination process.

## HOUSEHOLDSCONNECTEDTOINTERNET



## INDIVIDUAL INTERNET ACCESS



More access to the Internet has been studied more in the past than actual Internet use. "This study confirmed other studies that have found demographic differences in who has access," Nies said. "Those without access are, above all, less educated and, to a lesser extent, more likely to be African American or Hispanic. Women also have somewhat less access, but the Stanford researchers found the gender difference to be mostly among men and women who are not working outside the home. This is the often discussed "digital divide."

"What's equally interesting, however, is that once people have access to the Internet, there are more similarities than differences in terms of how much they use it and the activities they use it for," Nies said. "Once people have access, blacks look like whites, the college-educated look like the non-college educated, and age groups tend to be more homogeneous than we might have thought, except for those above age 65".

### **E-mail popular, not chat rooms**

The most common Internet activities for each demographic group are sending and receiving electronic mail and searching for information, he said. On average, users said they used six to seven different activities. A majority have started to use it as a consumer resource. "For example, between 50 and 60 percent use it for travel and product information," Erbring said. "A little over a third of Internet users report having made an online purchase. Online stock trading, banking, or auctions remain marginal



activities, barely reaching 15 percent, and only approaching 23 percent even among veteran netizens who have been Internet users for more than five years. "Still, one in four regular Internet users say they spend less time shopping in stores, and 15 percent say they spend less time in traffic since they gained Internet access.

There are some usage differences between demographic groups, but they are relatively small, Nies said. "Men, for example, are more likely to look for stock quotes or buy stocks on the net than women, and chat rooms are almost exclusively used by those under age 30. After age 65, Internet usage falls off quite a bit, but the baby boomers and the young are about equally active on the net. This indicates we've come to the point where if you are going to be part of the modern economy or society, you have to be connected. It's a contagion that's already reached people in their fifth decade," Nies said.

### **Television used down**

The study confirms suspicion that Internet use comes partly at the expense of television viewing.

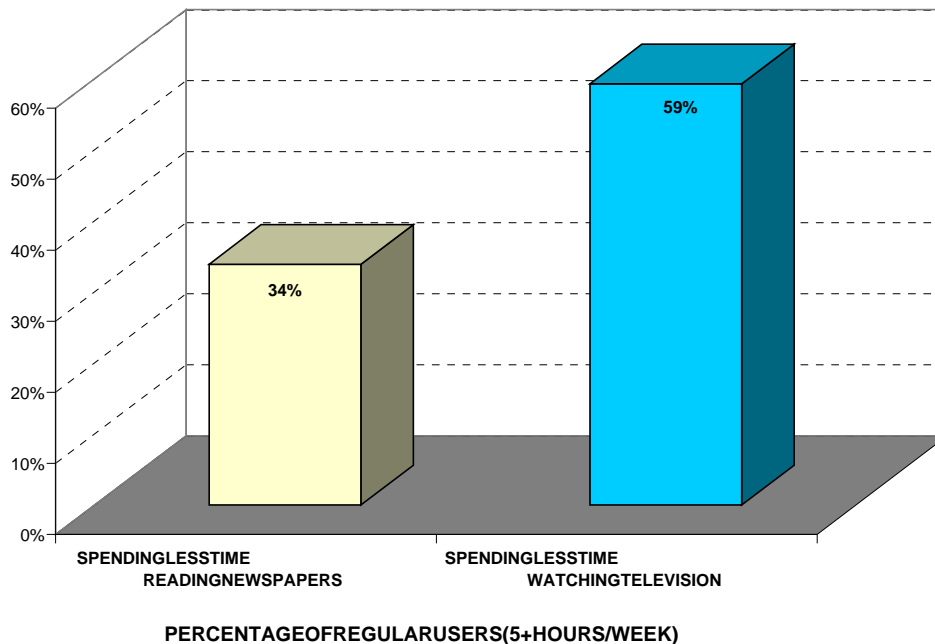
"We find that about 60 percent of those who use the Internet more than five hours a week are telling us it is coming out of their TV time. Even among those who spend only a few hours a week on the net, a quarter tell us it cuts into their TV viewing," said Erbring, who is a professor of mass communication spending a sabbatical at the Stanford Institute and teaching social research methods in the Department of Communication. "This trend is likely to have a major impact on the economic of the media industry and, as recent developments suggest, may lead to further integration of media and information delivery technologies."

Internet users also report spending less time reading newspapers. "Of course, it may be that they are reading news on the web so they don't read hard copy anymore," he added.

Television has consumed a much bigger chunk of people's time than newspapers, however, so it is in greater competition with the Internet for time, he said. "If you spend two or three hours a day on the net, those are two or three hours you don't have for watching television," Erbring said. "You can't surf the web and watch TV at the same time."

In the near future, people may be able to view a television program on the same screen where they are working on the Internet simultaneously. "It's too early to tell if people will do this sort of multi-tasking as part of their daily routine, but even if they do, their attention will be fragmented, because Internet use demands more concentration," Erbring said.

## INTERNET USERS DESERT THE MASS MEDIA



### 'Home alone and anonymous'

Nie, who has in the past studied the decline of American involvement in politics and community organizations, said that while many commentators have expressed concerns about invasion of privacy on the Internet, few have focused on the potential psychological and emotional affects of "more people being home, alone and anonymous."

Nie also expressed concern about the ethical effects for business dealings. "When we lived in small communities, the old story was that you said to yourself, 'I'll see this guy and his wife at church on Sundays so better be honest with him today.' Then we moved to the big anonymous cities and it became 'Hell, I'll hardly ever see this guy.' Now, it's becoming 'Hell, I won't even know this guy's name.'"

Nie said the Institute plans to continue to study the social effects of information technology as users' patterns change and more people gain access. "Plenty of companies are doing research on the Internet, but it's mostly about people's buying behavior," he said. "We need to look much broader than that to contribute to a public discourse as we build this powerful new technology, and to help us formulate better public and private policy decisions," he said.

“Hopefully , we will do more conscious job of examining the unintended and potentially negative consequences of constructing our new electronics system for information and commerce in this century than we did in building its physical counterpart of streets and highways in the last century .”

## **III. Appendices**

# INTERSURVEYQUESTIONNAIRE

**\*\*Please note that questions are not necessarily sequential; only questions included in the SIQSS study have been listed.\*\***

1. Excluding your WebTV unit, how many computers do you *now* have in your home?

- None
- One
- Two or more

2. Do you use a computer in places other than your home?

Checkbox

- No.
- Yes, at work
- Yes, in school
- Yes, in a public place such as the library

5. Are any of your home computers connected to the Internet?

- Yes
- No

6. Do you, yourself, use this home computer to access the Internet?

- Yes
- No

7. Not including your WebTV, how long have you been using the Internet in your home?

Years                      Allowable range = 00 to 15

9. Do you access the internet using any computer *not* in your home?

- Yes
- No

10. How long have you been using the Internet through a computer outside of your home?

Years                      Allowable range = 00 to 15

12. Not including email, about how many hours in a week do you spend *on average* using the Internet?

- Less than an hour
- Up to five hours
- Five to ten hours
- Between ten and twenty hours
- Over twenty hours

14. Now think about using the internet for email. On average, about how many hours a week do you use the Internet for email?

- Less than an hour
- Up to five hours
- Up to ten hours
- Between ten and twenty hours
- Over twenty hours

16. When you use the Internet, what do you use it for?

E-mail  
 Reading the news, weather or sports  
 Homework for school  
 Learning or gathering info - not school related  
 Job searches  
 Work/Business  
 Communication with others such as in chat rooms or message boards  
 Entertainment such as playing games  
 Surfing  
 Researching hobbies  
 Making or researching travel information or reservations  
 Gathering product or store *information*  
*Buying* goods or services (requires entering your credit card)  
 Participating in online auctions by buying or selling products  
 Looking up stock quotes  
 Buying stocks or investing online  
 Banking online  
 Other

18. In general, where do you most often use the Internet ...

Only outside my home  
 Mostly outside my home  
 About equally in my home and outside my home  
 Mostly in my home  
 Only in my home

19. Has using the Internet changed the amount of time you spend ..

	<i>Increased</i>	<i>Unchanged</i>	<i>Decreased</i>
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Working at the office  
 Working at home  
 Shopping in stores  
 Commuting in traffic  
 Reading newspapers  
 Watching television  
 Spending time with your family  
 Spending time with your friends  
 Watching television  
 Attending events

**FOLLOW-UP QUESTIONNAIRE**

Q1. On average, about how many hours a week do you spend using the Internet?

- (1) None
- (2) Less than one hour
- (3) One to five hours
- (4) Five to ten hours
- (5) Ten to twenty hours
- (6) More than twenty hours

Q3. Has using the Internet changed the amount of time you spend talking to friends and family on the telephone?

- (1) Increased
- (2) About the same
- (3) Decreased

## SURVEYQUESTIONMARGINALS

IUMCOMPExcludingyourWebTV,howmanycomputersdoyounowhaveinyour home?

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1None	1593	38.7	38.8	38.8
	2One	1767	43.0	43.0	81.8
	3Twoormore	749	18.2	18.2	100.0
	Total	4109	99.9	100.0	
Missing	-5	3	.1		
	System	1	.0		
	Total	4	.1		
Total		4113	100.0		

WHEREUSEDoyouuseacomputerinplacesotherthanyourhome?

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0Yes	2354	57.2	57.2	57.2
	1No	1759	42.8	42.8	100.0
Total		4113	100.0	100.0	

\ATWORKDoyouuseacomputerinplacesotherthanyourhome?Yes, atwork.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	2184	53.1	53.1	53.1
	1Yes	1928	46.9	46.9	100.0
Total		4113	100.0	100.0	

INSCHOOLDoyouuseacomputerinplacesotherthanyourhome? Yes,inschool.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	3786	92.0	92.0	92.0
	1Yes	327	8.0	8.0	100.0
Total		4113	100.0	100.0	

\PUBLICDoyouuseacomputerinplacesotherthanyourhome?Yes, inpublicplacesuchasthelibrary.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	3514	85.5	85.5	85.5
	1Yes	598	14.5	14.5	100.0
Total		4113	100.0	100.0	

**CONNECTA**Areanyofyouhomecomputersconnectedtotheinternet?

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	936	22.8	37.5	37.5
	1Yes	1561	37.9	62.5	100.0
	Total	2496	60.7	100.0	
Missing	-5	1205	29.3		
	9DK	20	.5		
	System	391	9.5		
	Total	1616	39.3		
Total		4113	100.0		

**YOUACCESD**oyou,yourself,usethishomecomputertoaccessthe internet?

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	259	6.3	16.7	16.7
	1Yes	1294	31.5	83.3	100.0
	Total	1553	37.8	100.0	
Missing	-5	1867	45.4		
	System	692	16.8		
	Total	2560	62.2		
Total		4113	100.0		



## MARGINALS FOR INTERNET USERS

INTHWLNG Not including your WebTV, how long have you been using the internet in your home (years)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	214	10.5	16.6	16.6
	1	165	8.1	12.8	29.3
	2	246	12.1	19.0	48.4
	3	227	11.2	17.6	65.9
	4	152	7.5	11.8	77.7
	5	141	6.9	10.9	88.7
	6	59	2.9	4.6	93.2
	7	29	1.4	2.2	95.4
	8	24	1.2	1.9	97.3
	9	12	.6	.9	98.2
	10	13	.6	1.0	99.2
	11	2	.1	.1	99.4
	12	5	.2	.4	99.7
	13	1	.0	.1	99.8
	15	3	.1	.2	100.0
	Total	1293	63.6	100.0	
Missing	System	742	36.4		
Total		2035	100.0		

INTOTHER Do you access the internet using any computer not in your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	289	14.2	17.2	17.2
	1 Yes	1391	68.3	82.6	99.8
	9 DK	4	.2	.2	100.0
	Total	1684	82.7	100.0	
Missing	System	352	17.3		
Total		2035	100.0		

**NTOTHYRHowlonghaveyoubeenusingtheinternetthroughacomputer  
outsideofyourhome(years)?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0	233	11.5	16.8	16.8
	1	258	12.7	18.6	35.5
	2	295	14.5	21.2	56.7
	3	179	8.8	12.9	69.6
	4	133	6.6	9.6	79.3
	5	134	6.6	9.7	88.9
	6	67	3.3	4.8	93.8
	7	24	1.2	1.7	95.5
	8	18	.9	1.3	96.8
	9	3	.2	.3	97.1
	10	21	1.0	1.5	98.6
	11	2	.1	.1	98.7
	12	7	.3	.5	99.2
	13	1	.0	.1	99.3
	15	9	.4	.6	99.9
	20	1	.1	.1	100.0
	Total	1386	68.1	100.0	
Missing	System	649	31.9		
Total		2035	100.0		

**EMAILWhenyouusetheinternet,whatdoyouuseitfor?E-mail.**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	175	8.6	10.0	10.0
	1Yes	1570	77.2	90.0	100.0
	Total	1745	85.7	100.0	
Missing	System	290	14.3		
Total		2035	100.0		

**READINGWhenyouusetheinternet,whatdoyouuseitfor?Readingthe  
news,weather,orsports.**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	582	28.6	33.3	33.3
	1Yes	1163	57.2	66.7	100.0
	Total	1745	85.7	100.0	
Missing	System	290	14.3		
Total		2035	100.0		

**HOMEWORK**When you use the internet, what do you use it for? How work for school.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	1381	67.8	79.1	79.1
	1Yes	364	17.9	20.9	100.0
	Total	1745	85.7	100.0	
Missing	System	290	14.3		
Total		2035	100.0		

**LEARNING**When you use the internet, what do you use it for? Learning or gathering info-not school related.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	403	19.8	23.1	23.1
	1Yes	1342	65.9	76.9	100.0
	Total	1745	85.7	100.0	
Missing	System	290	14.3		
Total		2035	100.0		

**OBSRCH**When you use the internet, what do you use it for? Job searches.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	1291	63.4	74.0	74.0
	1Yes	454	22.3	26.0	100.0
	Total	1745	85.7	100.0	
Missing	System	290	14.3		
Total		2035	100.0		

**WORK\_BUS**When you use the internet, what do you use it for? Work/Business.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	941	46.2	53.9	53.9
	1Yes	804	39.5	46.1	100.0
	Total	1745	85.7	100.0	
Missing	System	290	14.3		
Total		2035	100.0		

**COMMUN**When you use the internet, what do you use it for?  
**Communication with others such as in chat rooms or message boards.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	1323	65.0	75.8	75.8
	1 Yes	422	20.7	24.2	100.0
	Total	1745	85.7	100.0	
Missing	System	290	14.3		
Total		2035	100.0		

**NTRTAIN**When you use the internet, what do you use it for?  
**Entertainment such as playing games.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	1126	55.3	64.5	64.5
	1 Yes	619	30.4	35.5	100.0
	Total	1745	85.7	100.0	
Missing	System	290	14.3		
Total		2035	100.0		

**SURFING**When you use the internet, what do you use it for?  
**Surfing.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	543	26.7	31.1	31.1
	1 Yes	1202	59.1	68.9	100.0
	Total	1745	85.7	100.0	
Missing	System	290	14.3		
Total		2035	100.0		

**HOBBIES**When you use the internet, what do you use it for?  
**Researching hobbies.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	639	31.4	36.6	36.6
	1 Yes	1107	54.4	63.4	100.0
	Total	1746	85.8	100.0	
Missing	System	289	14.2		
Total		2035	100.0		

**FORTRAV**When you use the internet, what do you use it for? Making or researching travel information or reservations.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	803	39.5	46.0	46.0
	1Yes	942	46.3	54.0	100.0
	Total	1746	85.8	100.0	
Missing	System	289	14.2		
Total		2035	100.0		

**BUYRSRCH**When you use the internet, what do you use it for? Gathering product or store information.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	671	33.0	38.4	38.4
	1Yes	1075	52.8	61.6	100.0
	Total	1746	85.8	100.0	
Missing	System	289	14.2		
Total		2035	100.0		

**BUYING**When you use the internet, what do you use it for? Buying goods or services (requires entering your credit card).

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	1110	54.5	63.6	63.6
	1Yes	636	31.2	36.4	100.0
	Total	1746	85.8	100.0	
Missing	System	289	14.2		
Total		2035	100.0		

**FORAUCS**When you use the internet, what do you use it for? Participating in online auctions by buying or selling products.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	1519	74.6	87.0	87.0
	1Yes	227	11.1	13.0	100.0
	Total	1746	85.8	100.0	
Missing	System	289	14.2		
Total		2035	100.0		

**STOCKS**When you use the internet, what do you use it for? Looking up stock quotes.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	1279	62.8	73.2	73.2
	1Yes	467	23.0	26.8	100.0
	Total	1746	85.8	100.0	
Missing	System	289	14.2		
Total		2035	100.0		

**IVEST**When you use the internet, what do you use it for? Buying stocks or investing online.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	1623	79.7	93.0	93.0
	1Yes	123	6.0	7.0	100.0
	Total	1746	85.8	100.0	
Missing	System	289	14.2		
Total		2035	100.0		

**BANK**When you use the internet, what do you use it for? Banking online.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	1533	75.3	87.8	87.8
	1Yes	213	10.5	12.2	100.0
	Total	1746	85.8	100.0	
Missing	System	289	14.2		
Total		2035	100.0		

**GN011618**When you use the internet, what do you use it for? Other.

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	0No	1559	76.6	89.3	89.3
	1Yes	187	9.2	10.7	100.0
	Total	1746	85.8	100.0	
Missing	System	289	14.2		
Total		2035	100.0		

**WHRCONCTIngeneral,wheredoyoumostoftenusetheinternet?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1Onlyoutsidemyhome	29	1.4	1.7	1.7
	2Mostlyoutsidemymyhome	263	12.9	15.1	16.8
	3Aboutequallyinmyhomeandoutsidemymyhome	329	16.2	18.9	35.6
	4Mostlyinmyhome	731	35.9	41.9	77.5
	5Onlyinmyhome	392	19.2	22.5	100.0
	Total	1744	85.7	100.0	
Missing	System	291	14.3		
Total		2035	100.0		

**3H\_ATHOMWork@home:Hasusingtheinternetchangedtheamountoftimeyou spend:workingatthehome?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1Increased	358	17.6	21.2	21.2
	2Unchanged	1256	61.7	74.4	95.6
	3Decreased	74	3.6	4.4	100.0
	Total	1688	83.0	100.0	
Missing	System	347	17.0		
Total		2035	100.0		

**3H\_ATOFFWork@office:Hasusingtheinternetchangedtheamountoftimeyou spend:workingattheoffice?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1Increased	138	6.8	8.4	8.4
	2Unchanged	1425	70.0	86.8	95.2
	3Decreased	79	3.9	4.8	100.0
	Total	1642	80.7	100.0	
Missing	System	393	19.3		
Total		2035	100.0		

**CH\_OFHOMchangeinworkingathomeandoffice**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1.00increaseatboth	74	3.7	4.6	4.6
	2.00increaseatoffice andunchangeathome	55	2.7	3.4	7.9
	3.00increaseathome andunchangeatoffice	220	10.8	13.5	21.4
	4.00increaseatoffice anddecreaseathome	5	.2	.3	21.7
	5.00increaseathome anddecreaseatoffice	45	2.2	2.8	24.5
	6.00unchangeatboth	1144	56.2	70.2	94.6
	7.00decreaseathome andunchangeatoffice	55	2.7	3.4	98.0
	8.00decreaseatoffice andunchangeathome	23	1.1	1.4	99.4
	9.00decreaseatboth	9	.5	.6	100.0
	Total	1631	80.2	100.0	
Missing	System	404	19.8		
Total		2035	100.0		

**:H\_ATSTRStores:Hasusingtheinternetchangedtheamountoftimeyouspend: shoppinginstores?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1Increased	55	2.7	3.3	3.3
	2Unchanged	1310	64.4	77.9	81.2
	3Decreased	316	15.5	18.8	100.0
	Total	1682	82.6	100.0	
Missing	System	353	17.4		
Total		2035	100.0		

**:H\_INCARTraffic:Hasusingtheinternetchangedtheamountoftimeyouspend: commutingintraffic?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1Increased	19	.9	1.2	1.2
	2Unchanged	1459	71.7	89.2	90.3
	3Decreased	159	7.8	9.7	100.0
	Total	1636	80.4	100.0	
Missing	System	399	19.6		
Total		2035	100.0		



**:H\_RNEWSNews:Hasusingtheinternetchangedtheamountoftimeyouspend:  
readingnewspapers?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1Increased	104	5.1	6.1	6.1
	2Unchanged	1153	56.6	68.1	74.3
	3Decreased	436	21.4	25.7	100.0
	Total	1692	83.2	100.0	
Missing	System	343	16.8		
Total		2035	100.0		

**CH\_WTVTV:Hasusingtheinternetchangedtheamountoftimeyouspend:  
watchingtelevision?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1Increased	62	3.1	3.6	3.6
	2Unchanged	854	42.0	49.9	53.5
	3Decreased	795	39.1	46.5	100.0
	Total	1711	84.1	100.0	
Missing	System	324	15.9		
Total		2035	100.0		

**:H\_EVENEEvents:Hasusingtheinternetchangedtheamountoftimeyouspend:  
attendingevents?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1Increased	63	3.1	3.8	3.8
	2Unchanged	1521	74.7	91.0	94.7
	3Decreased	88	4.3	5.3	100.0
	Total	1672	82.2	100.0	
Missing	System	363	17.8		
Total		2035	100.0		

**:H\_WFAMFamily:Hasusingtheinternetchangedtheamountoftimeyouspend:  
spendingtimewithyourfamily?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1Increased	101	5.0	6.0	6.0
	2Unchanged	1445	71.0	85.5	91.4
	3Decreased	145	7.1	8.6	100.0
	Total	1690	83.1	100.0	
Missing	System	345	16.9		
Total		2035	100.0		

**H\_WFRNFriends:Hasusingtheinternetchangedtheamountoftimeyouspend:  
spendingtimewithyourfriends?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1Increased	72	3.6	4.3	4.3
	2Unchanged	1458	71.7	86.5	90.8
	3Decreased	154	7.6	9.2	100.0
	Total	1685	82.8	100.0	
Missing	System	350	17.2		
Total		2035	100.0		

**CHFRIENDHasusingtheinternetchangedtheamountoftimeyouspendtalkingto  
friendsandfamilyonthephone?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	1.00Increased	68	3.4	3.4	3.4
	2.00Unchanged	1593	78.3	79.0	82.4
	3.00Decreased	354	17.4	17.6	100.0
	Total	2015	99.0	100.0	
Missing	System	20	1.0		
Total		2035	100.0		

**CHAT\_FAMWhenyouparticiapteinchatroomsormessageboards,doyouchat  
with...Familymembers?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	-2.00skippedbyR	1172	57.6	57.6	57.6
	.00No	659	32.4	32.4	90.0
	1.00Yes	204	10.0	10.0	100.0
	Total	2035	100.0	100.0	

**CHAT\_FRDWhenyouparticiapteinchatroomsormessageboards,doyouchat  
with...friendsyoumetpriortoyourparticipationinthechatroomormessageboard?**

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	-2.00skippedbyR	1172	57.6	57.6	57.6
	.00No	622	30.6	30.6	88.2
	1.00Yes	240	11.8	11.8	100.0
	Total	2035	100.0	100.0	

**CHAT\_NEW**When you participate in chat rooms or message boards, do you chat with...friends you met through your participation in the chat room or message board?

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid -2.00skippedbyR	1172	57.6	57.6	57.6
.00No	542	26.6	26.6	84.2
1.00Yes	321	15.8	15.8	100.0
Total	2035	100.0	100.0	

**CHAT\_STR**When you participate in chat rooms or message boards, do you chat with...people you are meeting for the first time?

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid -2.00skippedbyR	1172	57.6	57.6	57.6
.00No	229	11.3	11.3	68.9
1.00Yes	634	31.1	31.1	100.0
Total	2035	100.0	100.0	

**HRSWEEK**On average, about how many hours a week do you spend using the Internet?

	Frequency	Percent	ValidPercent	Cumulative Percent
Valid 1.00none	39	1.9	1.9	1.9
2.00less than one hour	298	14.7	14.8	16.7
3.00one to five hours	968	47.5	48.1	64.8
4.00five to ten hours	437	21.5	21.7	86.5
5.00ten to twenty hours	187	9.2	9.3	95.8
6.0020+	85	4.2	4.2	100.0
Total	2014	98.9	100.0	
Missing -2.00	22	1.1		
Total	2035	100.0		