

FOR RELEASE AT 6:30 P.M. EST ON SEPTEMBER 21, 2000

**Who's not online:
57% of those without Internet access
say they do not plan to log on**

Principal author: Amanda Lenhart, Research Specialist

**Lee Rainie, Director
Susannah Fox, Director of Research
John Horrigan, Senior Research Specialist
Tom Spooner, Research Specialist**

**Pew Internet & American Life Project
1100 Connecticut Avenue, Suite 710
Washington, D.C. 20036
202.296.0019**

<http://www.pewinternet.org/>

Summary of Findings

Internet naysayers

Half the adults in America do not have Internet access and 57% of those non-users are not interested in getting online. This suggests that the booming growth of the American Internet population in the past few years will slow.

- 32% of those without Internet access now say they *definitely will not* get Internet access. That comes to about 31 million Americans.
- Another 25% of non-Internet users say they *probably will not* venture online.
- 12% of those without Internet access say that they *definitely will* go online.
- 29% of non-Internet users say they *probably will* get Internet access.

The “gray gap” – aging Baby Boomers and senior citizens are the most resistant to the Internet; and the young are the most likely to go online eventually

Most of the strongest Internet holdouts are older Americans, who are fretful about the online world and often don’t believe it can bring them any benefits. In contrast, a substantial majority those under 30 who are not currently online say they plan to get access, though the expense of going online still looms as a major issue to them. This suggests that over an extended period of time, perhaps in a generation, Internet penetration will reach the levels enjoyed by the telephone, which is used by 94% of Americans¹, and the television, which is used by 98% of Americans.² Among those most likely to say they plan to get Internet access are parents with children living at home.

- 87% of those 65 and over do not have Internet access and 59% of those between the ages of 50 and 64 do not go online. In comparison, 65% of those under age 30 *have* Internet access.
- 74% of those over 50 who are not online say they don’t plan to get Internet access, while 65% of those under 50 say they plan to get Internet access.

¹ Skocpol, Theda and Fiorina, Morris, eds., *Civic Engagement in American Democracy*, Brookings Institution Press, Washington, DC, 1999, p.313.

² *Falling Through the Net: Defining the Digital Divide*, Department of Commerce, NTIA, July 1999, p. 2.

- 45% of those under 30 believe they are missing out by not being online, while just 26% of those over 64 believe that.
- 47% of those under 30 believe the Internet is too expensive, while just 29% of those over 64 believe that.
- 63% of parents with children under 18 who don't now have Internet access say they will probably or definitely go online.

Concerns of the digital have-nots

This generational story is often overlooked in discussions of the digital divide. Significant numbers of non-users cite issues besides the cost of computers and Internet access as problems when they think about the online world.

- 54% of those not online believe the Internet is a dangerous thing.
- 51% of those not online say they do not think they are missing anything by staying away from the Internet.
- 39% of those not online say the Internet is too expensive.
- 36% of those not online express concern that the online world is a confusing and hard place to negotiate.

Gender, race, and ethnicity of those offline

There is gender parity in the Internet population – 50% of those online are women and 50% are men. However, women still lag behind men in their relative participation in the online world. When it comes to race and ethnicity, whites are notably more likely to have Internet access than blacks or Hispanics. Still, there are striking similarities in the online and offline population once the economic situation of various groups is taken into account.

- 54% of women do not have Internet access; 49% of men do not have access.
- 50% of whites have access; 36% of blacks have access; 44% of Hispanics have access.
- 78% of whites in households earning more than \$75,000 are online; 79% of Hispanics in similar economic circumstances are online; and 69% of blacks in those types of households are online.
- 68% of whites in households earning less than \$30,000 are not online; 75% of blacks in similar households are not online; and 74% of Hispanics are not online.

Rural scarcity

There is notably less Internet penetration in rural areas than in other types of communities. A major factor in rural areas is that a relatively large number of residents don't use computers.

- 57% of those in rural areas do not have access to the Internet, compared to 47% of those in urban areas and 46% of those in suburban areas.
- 42% of rural residents do not use computers, compared to 31% of urban residents and 34% of suburban residents who don't use computers.

Internet dropouts

More than a tenth of those without Internet access once were online. Younger Americans are the most likely to have dropped or lost Internet access.

- 13% of those who are not online, or about 12 million Americans, have used the Internet at sometime in the past and have since dropped out.
- Of those who dropped out, 21% say they no longer have a computer, 14% say they changed jobs, 11% say paying for Internet access was too expensive, 9% say they didn't find the Internet very interesting or useful, and 8% say they were worried about their privacy.

These results emerge from several surveys of the Pew Internet & American Life Project between March and August 2000. Much of the data presented here is from a special survey from April 1 to April 30 that focused on people who do not have Internet access. In that survey 2,503 people were interviewed. Of them, 1,158 said they did not have Internet access and participated in the questions related to the offline population. The margin of error on this survey was plus or minus 3 percentage points.

Other data about the overall size of the non-Internet user population came from surveys conducted from March through August, during which 12,751 people have been interviewed – 6,413 of them were Internet users. The margin of error on these surveys is plus or minus 2.5 percentage points.

Our analysis of the privacy concerns of non-users comes from four consecutive weeks of polling from May 19 through June 21. Some 2,117 persons were interviewed, 1,017 of whom are Internet users. The margin of error is plus or minus 3 percentage points. A full description of the methodology appears at the end of this report.

Main Report

Part 1: An overview of the digital divide

Half the adults in America (those 18 and over) do not have Internet access. That is more than 94 million people. Previous studies on the “digital divide” have highlighted the fact that those without Internet access are less well off financially and are more likely to be minorities. The surveys of the Pew Internet & American Life Project find that to be true. More than three-quarters (78%) of those who live in households earning more than \$75,000 have Internet access. By contrast, just 31% of those who live in households earning less than

The Have's and the HaveNot's		
Who	Have Internet Access	Do Not Have Access
Men	51%	49%
Women	46%	54%
White	50%	50%
Black	36%	64%
Hispanic	44%	56%
Age		
18-24	65%	35%
24-29	65%	35%
30-39	61%	39%
40-49	55%	45%
50-59	44%	56%
60+	17%	83%
Household Income		
Less than \$30,000	31%	69%
\$30,000-\$50,000	52%	48%
\$50,000-\$75,000	67%	33%
\$75,000 and above	78%	22%
Education		
Did Not Graduate from High School	17%	83%
High School Grad	34%	66%
Some College	63%	37%
College +	75%	25%

Source: Pew Internet Project surveys between March and August 2000.

\$30,000 have access. Non-users are less likely to be employed than Internet users. Some 42% of those not online have full-time jobs and 9% have part-time jobs, compared to 66% employed full time and 14% part time for Internet users.

In addition, whites are notably more likely to have Internet access than those in other racial and ethnic groups. Some 50% of whites have access to the Internet, compared to 36% of blacks, and 44% of Hispanics. In most respects, these racial and ethnic variances are explained by income. Relatively well-to-do whites, blacks, and Hispanics are online at roughly the same rates. Some 78% of whites in households earning more than \$75,000 are online. Fully 79% of Hispanics in similar economic circumstances are online and 69% of blacks in those types of households are online. At the

other end of the economic spectrum, 68% of whites in households earning less than \$30,000 are not online, while 75% of blacks in similar households are not online, and 74% of Hispanics are not online.

Those not online have less education than Internet users. More than two-thirds (71%) of non-users have a high school education or less, compared to 32% of Internet users who have that level of education

There are other influences at play in the offline population. First, age is a major factor. The older a person is, the more likely it is that she does not have Internet access. Second, non-users have a variety of concerns about the Internet that extend beyond the expense of purchasing a computer and paying for online service. Those concerns center on the online environment. Generally, non-users believe the online world is not very useful or hospitable. They are also concerned about the dangers that lurk on the Web, and about their ability to maintain their privacy online. Third, the type of community where a person lives – rural, urban, or suburban– is a major indicator of whether she has Internet access.

And while the Pew Internet & American Life Project reported in May that women have gone online in droves in the past 6 to 9 months, a disparity still exists between men and women online as percentages of their own populations because women make up a greater portion of the U.S. population. Part of the reason more women do not have Internet access is that women make up a large portion of the population of elderly in the United States and that is also group most likely to be outside the Internet population. Thus, 55% of all those not online for any reason are women, and 45% are men. Of those not online, 51% are people 50 and over. Within this older cohort, the tilt toward women is even stronger – 59% of those this age who are not online are women.

Another issue involves computer use. Non-computer users make up thirty-eight percent of the American population. Some 54% of them are women, and 46% are men. An interesting subgroup of non-Internet users is made up of those who use computers but do not go online. Some 14% of those without Internet access have computers. Fifty-seven percent of this computer-but-no-Internet cohort are female and there is a relatively large proportion of African-Americans in this group. Some 13% of those who do not use the Internet have used it in the past and stopped.

TechNos, A Snapshot	
38% or about 70 million Americans do not use computers	
Percent of TechNo's	
Men	46%
Women	54%
White	80%
Black	14%
Hispanic	7%
Household income	
Less than \$30,000	41%
\$30,000-\$50,000	17%
\$50,000-\$75,000	7%
More than \$75,000	4%
Did not divulge	31%
Age	
18-24	8%
25-29	5%
30-39	13%
40-49	15%
50-59	16%
60+	43%

Source: PIP April 2000 Tracking poll

Part 2: Who's planning to go online and who's staying away

All those factors affect the degree to which non-users are interested in going online. The majority of those without Internet access say they are likely to stay away from the Internet. A third of non-users (32%) say they *definitely* will not get Internet access. Another 25% of non-Internet users say they *probably* will not venture online.

Three distinct groups of non-Internet users are evident when they are questioned about their intentions. The **Eagers**, who make up 41% of those without Internet access, say they

definitely or probably will go online. The **Reluctants**, about 25% of the non-user population, say they probably will not go online. The **Nevers**, some 32% of the non-user group, say they definitely will not be going online.

The Eagers

This group looks quite a bit like those who have just gotten Internet access. The Eagers cohort is weighted a bit towards women, Hispanics, and African-Americans. Compared to Reluctants and Nevers, Eagers have the largest proportion of those with relatively high household incomes, and those with relatively high levels of education.

About 45% of Eagers are male and 55% are female. Some 41% of the men not currently online say they would like to go online and 40% of the women not online want to get Internet access. About half of Hispanics currently without Internet access are interested in going online and a slightly smaller percentage of African-Americans say the same thing. Roughly 40% of non-online whites say they plan to get on the Internet.

Many Eagers are young. Some 65% of those under age 30 who do not have Internet access now say they want to get it. The same percentage of those between ages 30 and 50 cite the same desire to get Internet access. In contrast, only 37% of those between the 50 and 64 hope to go online and just 15% of those over 64 report the same aspiration.

Many of the Eagers have some experience with college. More than half of those with college degrees or with some college experience who are not online say they want to go online. By comparison, just 27% of those without high school diplomas say they want to go online.

Eagers also have relatively high incomes. Fully 71% of those in households earning more than \$75,000 and who don't have Internet connections say they plan to get such connections, and 62% of those with incomes between \$50,000 and \$75,000 report the same aspiration. By contrast, 38% of those earning less than \$30,000 say they hope to go online.

Parents Want to Go Online	
Parents vs. Non-Parents	
Family Makeup	% Of Those Not Online Now Who Are Eager To Go Online
Non-Parents	34%
All Parents	63%
Offline Parents of Online Kids	71%

Source: PIP tracking poll April 2000

Parenthood seems to push people online or at least encourage parents to think about getting Internet access. About 44% of parents with children under 18 are not online, compared to 57% of non-parents. Fully 63% of all not-online parents are Eagers and say they probably or definitely will go online at some point.

The Eagers also are the most intrigued and least intimidated by the online world. Compared to the other groups, Eagers feel that they are missing out by not being online and that probably explains much of their motivation to get Internet access. An overwhelming 88% believe that the Net would help them find information. They also don't think that the Internet is confusing or hard to negotiate. They did express concerns, however, that the

Internet is too expensive and dangerous, which might explain why they have not yet taken the plunge.

The Reluctants:

Of those who say they probably will not get Internet access 56% are women. Roughly one-quarter of offline men and one-quarter of offline women fall into the Reluctants camp. When the frame of reference is race and ethnicity, Reluctants are a bit more likely to be white – 26% of whites say they probably won't go online; 19% of blacks say that; and 23% of Hispanics say that.

Reluctants are notably older as a group than the Eagers. Almost two-thirds (64%) are over age 50 and just 9% of them are under 30.

Reluctants also have less education than those eager to go online. More than three-quarters of this group (76%) have a high school diploma or less. And 65% of Reluctants live in households making \$50,000 or less.

Some 60% of Reluctants say they don't think they are missing a thing by not being online. Many say they think the Internet is confusing and hard to use and that the online world is dangerous and too expensive.

The Nevers:

Members of this group say they definitely will not go online. The most important factors at work here are the age of the Nevers, their education level, and their household income level.

Some 57% of Nevers are women, 43% are men. About a third of all offline women say they will definitely not go online and about 31% of men say that. Whites and blacks fall equally into this camp with three in ten in each race reporting they have no desire to go online. About a quarter of Hispanics say the same thing.

The Nevers are much older as a group than the Reluctants, not to mention the Internet user population. Fully 81% of Nevers are over 50. Nearly 56% of those over age 65 say they will definitely not go online, compared to just 6% who say they definitely plan to go online. Fully 82% of the Nevers have a high school diploma or less and 43% of this group earn less than \$30,000.

When asked their opinions of the Internet, the Nevers are the most unenthusiastic about the Internet of those surveyed. They are also the most likely to express no opinion, which suggests that many have not concerned themselves with the Internet phenomenon. It doesn't matter whether the question they are asked relates to a potentially bad trait of the Internet or a good trait of the Internet. Many senior citizens consistently shy away from taking sides. It is fairly evident that the Internet is a technology that has not engaged them.

Only 19% of Nevers felt that by not being online they are missing out on something. The Nevers also are strong backers of the view that the Internet is dangerous (52% agreed with that thought), hard to use (33% agreed and 42% say they didn't know) and expensive (32% agreed and 51% didn't know). A modest plurality agreed (44% agreed, 32% disagreed) that

the Internet would be helpful in locating information. But clearly, this limited appeal of the Web as an information utility is not strong enough to lure the Nevers.

Is there anything that could draw the Nevers online? We analyzed Internet users with similar demographic characteristics – that is, those with a high school diploma or less and those who are over 50. Like the Nevers, this group of users is predominately women (60%) and is also overwhelmingly white (93%). This group of Internet users likes email as much as the rest of those in the Internet population. Fully 90% of them (compare to 91% of all Net users) have used email. They are fairly light users of the Internet. The only activity they do at slightly elevated levels compared to other Internet is look for health information, which relates to the fact that the majority of this group is female. These Internet users like to take advantage of the entertaining online activities—searching for information on their hobbies and surfing just for fun. Other popular activities with this online group include checking the weather and researching (but often not buying) a product online. They also enjoy playing games online – about a third of them do that.

This analysis suggests that high-minded pitches about the civic, educational, or even commercial virtues of the Internet would probably not be enticing to those in the Never group. Rather, it suggests that Nevers might be more open to the idea of going online if they are convinced that the Internet is useful, entertaining, and not-too-difficult to use.

Two unique groups: The Net Dropouts and the InterNots

There are two other groups of non-Internet users worth noting: Net Dropouts, people who once had Internet access but are not now online, and InterNots, computer users who do not use the Internet. Generally, they are much less baffled by the Internet than other non-users, but many of them harbor concerns about the online world.

Net Dropouts:

They make up about 13% of the not-online population. In some key respects, they are like Internet users. Net Dropouts are close to evenly divided between males and females, just as the gender ratio of the Internet population is about 50%-50%. The racial profile of Net Dropouts is weighted just slightly more towards minorities, but closely matches the profile of the U.S. population. And Net Dropouts are relatively young. However, they seem to have less education than Internet users and come from households with less income.

Many Net Dropouts cited changes in their lives as the reason they were no longer online. Some 21% say they no longer own a computer, and 14% say they had changed jobs. Another 11% cite the fact that access is too expensive and 9% say they found that the Internet wasn't interesting or useful to them. Some 8% left the Internet over concerns about their privacy. (33% cited a variety of other reasons.)

InterNots—Computer Users Who Aren't Online

This group makes up 14% of the American population. InterNots' attitudes towards the Internet reflect some reasons why they may not be online. Large numbers believe that the Internet is dangerous and expensive. Compared to the entire Internet population, they seem more likely to be members of minority groups and have less income in their households and their educational attainment is not as high as the Internet-user cohort.

Part 3: The gray gap

The generational story is a powerful one in examining those who are not online. Just 13% of those over age 65 have Internet access, compared to 65% of those under age 30. People 50 and over make up half of the non-online population. For some, economics holds the key. Some 29% of all non-users are retired and many are on fixed incomes. But the “gray gap” is not something that can be explained entirely by economics. A 65-year-old living in a household with more than \$75,000 in income is three times less likely to be online than a 25-year-old at that same economic level. At the other end of the economic ladder, a 25-year-old in a household with \$25,000 of income is twice as likely to be online than a 65-year-old at that same economic level.

One major factor for older Americans is their lack of contact with computers. Fully 57% of Americans over 50 do not use computers. One third of the entire non-computer population is women over 50. In contrast, computers are woven into the lives of many younger Americans. Some 78% of those under age 30 use computers at home or at work, while just 27% of those 60 and over have the same access. A 30-year-old in a household earning more than \$75,000 is twenty percent more likely to use a computer than a 60-year-old in the same income bracket. Ninety-one percent of 30 to 39 year olds who earn \$75,000 or more use computers, compared to 76% of those 60 and over who use computers and earn the same amount.

Again, even in the case of older Americans who are highly educated, a technology gap exists. Fully 28% of those over 50 who have college or graduate degrees do not have access or need for computers, while just 6% of those under 30 with college or graduate degrees do not use computers.

As a group, younger Americans who are not now online express more eagerness to go online and more positive views about the Internet than older Americans. Forty-five percent of those under 30 say they are missing something by not being online, compared to 26% of those over 64 who hold the same view. Fully 89% of those under 30 believe the Internet would help them find things, while only 48% of those over 64 say that. For younger Americans, the expense of the Internet is a major problem. About half of those not online and under the age of 30 say the Internet is too expensive. In contrast, the expense of the Internet is much less a concern to older Americans. Just 29% of those over 64 say they worry about that, and half of those in this age cohort didn't respond to the question.

The gray gap on attitudes		
In the not-online population, older Americans do not think the Internet is as useful as younger Americans do...		
Percent who say ...	Under 30	Over 64
The Internet would help me find things	89%	48%
I'm missing out by not being online	45%	26%
...but the young worry about prices		
The Internet is too expensive	47%	29%

Source: Pew Internet Report April 2000

Older and younger non-Internet users have similar views on the most negative characterizations of the online world. Roughly half of each group believes the Internet is dangerous and roughly a third of each group find the Internet to be confusing.

However, older Americans are more likely than younger Americans to express concerns about privacy and the Internet. Fully 67% of those between the ages of 50 and 64 years old say they are “very concerned” about businesses and people they don’t know getting personal information about them or their families, compared to 46% of between 18 and 29. Older Americans also believe that Internet companies should ask people for permission to use personal information. Eighty percent of 50-64 year-olds say that.

Will these non-Internet users ever go online? In the case of older Americans, the chances are not as good as with younger Americans. Almost half of those who are over 50 and not online (46%) say they will definitely not go online, compared to just 12% of those under 50 who are hard core Internet resisters. In fact, 65% of people who are not online and under 50 say they will probably or definitely go online someday.

Part 4: What concerns non-users about the Internet; what intrigues them

Those who do not have Internet access have an interesting mix of views about online life. On the one hand, they have pronounced fears about some aspects of the Internet world, but they also seem fascinated by other aspects of it. A rundown of their views:

It’s dangerous... More than half of non-users (54%) say they think the Internet is dangerous, and 11% profess no views. Those with the strongest opinions about the dangers of the Internet include people over 64 years old, and those with less than a high school education.

... and too expensive. About 39% of non-users believe this, 27% disagree, a full third of respondents say that they didn’t know. Non-users who are under age 30 are much more likely than their elders to hold this view – 47% in that age bracket subscribe to it. In addition, Hispanics are among the strongest proponents of this idea, as are those with less than a high school education. Interestingly, there are no significant differences among different income groups in response to this assertion.

I’m not missing out: Fully 51% of non-Internet users say they did not think they are missing anything by being offline, 39% say they thought they are missing out on things by not being online and another 10% say they didn’t know. There is strong consistency on this opinion among various groups. Those who felt a bit more frequently that they *are* missing something by not being online included minorities, people with college

Internet Attitudes		
Opinions expressed by non-Internet users	percent who agree	percent who disagree
I’m missing out on things by not using the Internet and email	39%	51%
The Internet is mostly a form of entertainment	45%	39%
The Internet would help me find out about things more easily	71%	18%
The Internet is a dangerous thing	54%	36%
The Internet is confusing and hard to use	36%	38%
Internet access is too expensive	39%	27%

Note: Numbers may not add to 100 due to non-response
Source: PIP April 2000 Tracking Poll

educations, and people in households earning between \$50,000 and \$70,000.

The Internet makes it easy to find information. Overwhelmingly, non-users of all kinds feel that the Internet would make it easier to find out about things. Some 71% reported believing this. Younger Americans, those with some college education, and those in households earning \$75,000 or more are among the most inclined to have that view. Older non-users are significantly less likely than younger Americans to endorse the idea. Some 70% of those 50 to 64 years old and 48% of those 65 and over believe that being online would make it easier to find information, compared to the 85% of those 30 to 49 year-olds who endorse that view and a whopping 89% of those 18 to 29 who believe that.

It's not that easy to use: Though the Web might make gathering information an easier task for many users, non-users are divided in their views. Some 38% say they don't believe that the Internet is confusing or hard to use, 36% say it *is* confusing and another 26% say they don't know. The group most likely to feel strongly that the Internet is hard to use is those with a high school education or less. Those most likely to think the Internet is easy to use included those under age 30, Hispanics, and those with college educations.

Part 5: A lag in rural areas and resistance in suburbs

Where a person lives is also a factor in whether he is online or not. Residents of rural America are less likely than urban or suburban residents to have Internet access. Much of the difference between the three types of communities can be accounted for in rural citizens' high rate of non-computer use. Some 42% of rural residents do not use computers, compared to 34% of suburbanites and 31% of urban dwellers. Of those who use computers but elect not to go online, the smallest group, by percent of population, is in the suburbs (12% of suburban dwellers do this compared to 16% of city folks and 15 percent of those who live in rural areas).

Not Online, by Type of Community				
Americans who are not online				
Type of Region	Non-computer users	Uses		
		Computers, but not the 'Net	Not Online	Online
Rural	42%	15%	57%	43%
Suburban	34%	12%	46%	54%
Urban	31%	16%	47%	53%

Source: PIP April 2000 tracking poll

Urbanites who are not online are the most likely to say that they probably or definitely will go online (43% say that) while the suburbanites who aren't online are the most likely to say that they won't be going online (59% say they probably or definitely will not get Internet access). One possible explanation for these differences is that suburbanites have been exposed to idea of Internet access for relatively long periods of time compared to residents of some urban communities and rural regions. That means that those suburbanites who do not want Internet access have had a relatively long period of time to make up their minds not to log on and are firmer in their beliefs that the Internet has no great value to them.

For the most part, urban, suburban and rural non-users share similar attitudes towards the Internet. The one major difference between groups is on whether the Internet is confusing

and hard to use. Pluralities of urban and suburban folk (41% and 40%) say that it isn't confusing, while a plurality of rural dwellers (39%) say that it is confusing. All non-user groups show relatively high levels of belief that the Internet is dangerous, though rural non-users are more fearful (57%) than their urban (49%) and suburban (54%) counterparts.

Part 6: Connectedness and Trust

Those who do not use the Internet are less “networked” in their social lives, less trusting, and more concerned about their privacy being breached. These traits suggest that non-users as a group have a higher level of concern about interacting with others and fewer contacts with others. This suggests that they might be less attracted to the Internet than those already online because they feel less benefit can result from their being able to communicate efficiently and well with others. Much of this wariness of non-users is not surprising because the people who make up the non-user cohort, and particularly non-computer users, are from segments of the population such as older Americans, minorities, and those with less education that tend to be more suspicious and more concerned about their privacy than Americans overall.³

Some 20% of non-computer users say they have hardly any one or no one to turn to for help, compared to a mere 8% of Internet users who say that. A similar pattern holds true for whether Internet users and non-computer users visited with a friend or relative on any given day. Some 60% of non-computer users say they had visited with friends and relatives, compared with 72% of Internet users. Non-Internet users are more likely to believe that people will generally try to take advantage of them if given the opportunity—45% of non-users say that as opposed to 33% of Internet users.

Given non-users' lack of trust and concern about privacy, it makes sense to think that some users aren't online because they fear for their privacy. 8% of current non-users who were once online left because of privacy concerns, and 54% of non-users believe the Internet is a dangerous thing.

³ Based on Data from PIP's Trust and Privacy Online report as well as historic data from the Pew Research Center for People and the Press.

Methodology

This report is built on the findings of an innovative tracking survey of Internet activities, which was designed to get an accurate reading on the impact of the Internet on Americans' lives. Running almost continuously between March 1, 2000, and August 20, 2000, the daily poll has asked thousands of Internet users not only about what they have ever done online, but also about what they did "yesterday." Using a daily sample design, this approach measures the scope of Internet activities more accurately than conventional surveys because it focuses on activities that are fresh in respondents' minds. It also provides new insights into the range of online behaviors that occur daily.

The general demographics of non-computer and non-Internet users are based on the aggregate data of the six months of telephone interviewing conducted by Princeton Survey Research Associates between March 1, 2000 and August 20, 2000, among a sample of American adults, 18 and over, numbering 12,751 respondents. This sample included 6,338 non-users of all types. For results based on these non-Internet users, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.5 percentage points.

The survey results related to details of those who are not online, including the reasons why they are not online, as well as details about those who were online but are not any longer are based on telephone interviews conducted by Princeton Survey Research Associates among a sample of 2,503 adults, 18 years of age or older, in the continental United States during the period April 1-30, 2000. This sample included 1,158 non-Internet and non-computer users. The April survey as well as May and June were conducted using a rolling daily sample, with a target of completing 75 interviews each day throughout the month. The survey in the month of March had a target of 100 interviews each day throughout the month.

For results based on an April survey which focused on non-Internet users, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

The data on privacy concerns of non-Internet users of all kinds are based on telephone interviews conducted by PSRA from May 19 through June 21, 2000. The survey involved 2,117 persons, 1,017 of whom are Internet users. For results based on these non-users Internet users, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points.

Throughout this report, the survey results are used to estimate the approximate number of Americans, in millions, who engage in Internet activities. These figures are derived from the Census Bureau's estimates of the number of adults living in telephone households in the continental United States. As with all survey results, these figures are estimates. Any given

figure could be somewhat larger or smaller, given the margin of sampling error associated with the survey results used in deriving these figures.

Questionnaire

Selected Questions from

Daily Internet Tracking Survey April 2000

Topline

5.16.2000

Princeton Survey Research Associates
for the Pew Internet in American Life Project

Sample: n = 2,503 adults 18 and older

Interviewing dates: 4-1-2000 – 5-1-2000

Margin of error is plus or minus 2.5 percentage points for results based on the full sample

Margin of error is plus or minus 3 percentage points for results based on Internet users

Q1 Overall, are you satisfied or dissatisfied with the way things are going in this country today?

%	51	Satisfied
	41	Dissatisfied
	8	Don't know/Refused

(N = 6,036 *)

Q5 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

%	63	Yes
	37	No
	*	Don't know/Refused

Q6 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

%	49	Goes online
	14	Does not go online
	*	Don't know
	37	Not a computer user

* Results for Q1 - Q6 based on daily tracking conducted March 1 through May 1, 2000.

Q30 Did you EVER at some point use the Internet or email, but have since stopped for some reason?

Based on those who do not use the Internet

% 13 Yes
 86 No
 * Don't know/Refused

Q31 Which of these reasons BEST describes why you stopped using the Internet — because... (READ)?

Based on those who have stopped using the Internet

% 14 You changed jobs
 21 You no longer have a computer
 9 You didn't find the Internet very interesting or useful
 8 You were worried about your privacy on the Internet
 11 Paying for Internet access was too expensive
 33 Other
 5 Don't know/Refused

Q32 Now a few questions about how difficult it would be, if at all, for you to give up some things in your life. How hard would it be for you to give up (INSERT ITEM) — very hard, somewhat, not too, or not at all?

Based on those who do not use the Internet

	VERY HARD	SOMEWHAT HARD	NOT TOO HARD	NOT AT ALL HARD	DO NOT USE/DO NOT HAVE	DON'T KNOW/REFUSED
a. your telephone	63	16	8	12	*	1
b. your television	44	24	13	17	1	1
c. cable TV	27	20	13	24	16	*
d. your cell phone	12	9	6	22	50	1
e. your favorite newspaper	17	19	17	36	11	1
f. your favorite magazine	10	15	17	41	17	1

Q33 Would you LIKE to start using the Internet and email, or isn't that something you're interested in?

Based on those who have never used the Internet

% 16 Yes
 81 No
 2 Don't know/Refused

Q34 How likely do you think it is, if at all, that you will start using the Internet or email someday — definitely, probably, probably not, or definitely not?

%	12	Definitely
	29	Probably
	25	Probably not
	32	Definitely not
	2	Don't know/Refused

Q35 Finally, here are some things people sometimes say about the Internet. Just based on what you have heard or read, please tell me whether you agree or disagree with each one. Do you strongly agree, somewhat agree, somewhat DISagree, or strongly disagree?

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ REFUSED
a. I'm missing out on things by not using the Internet and email	15	24	22	29	10
b. The Internet is mostly a form of entertainment	17	28	22	17	16
c. The Internet would help me find out about things more easily	39	32	9	9	12
d. The Internet is a dangerous thing	23	31	18	17	11
e. The Internet is confusing and hard to use	14	22	23	15	26
f. Internet access is too expensive	19	21	17	11	33

Selected Questions from

Daily Internet Tracking Survey
May-June 2000

Topline

6.27.2000

Princeton Survey Research Associates
for the Pew Internet in American Life Project

Sample: $n = 4,606$ adults 18 and older
Interviewing dates: May 2-June 30, 2000

Margin of error is plus or minus 2.5 percentage points for results based on the full sample
Margin of error is plus or minus 3 percentage points for results based on Internet users

ASK ALL — INTERNET USERS AND NON-USERS: [N = 2,117]

T1 Now, on another subject...Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

			JUNE 1997	FEB 1997
%	32	Most people can be trusted	42	45
	61	Can't be too careful in dealing with people	54	52
	5	Other/Depends	3	2
	2	Don't know/Refused	1	1

T2 Do you think most people would try to take advantage of you if they got the chance, or would they try to be fair?

			JUNE 1997	FEB 1997
%	39	Most people would try to take advantage	39	37
	49	Most people would try to be fair	56	58
	9	Depends	4	4
	3	Don't know/Refused	1	1

T3 How concerned are you, if at all, about businesses and people you don't know getting personal information about you and your family — very concerned, somewhat, not too, or not at all?

%	59	Very concerned
	25	Somewhat concerned
	8	Not too concerned
	7	Not at all concerned
	1	Don't know/Refused

T26 Do you think all Internet companies should ask people for permission to use personal information when people give it to them, or don't you think that's necessary?

%	79	Internet companies should ask people for permission to use personal information
	15	Don't think that's necessary
	6	Don't know/Refused

Note: These questions are only a selection from April, May and June and do not reflect all the questions from which data was gathered for the *Who is Not Online* Report. Please contact the Pew Internet Project at webmaster@pewinternet.org for further details on questions that may be missing from this questionnaire.