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The 2007 Digital Future Report  
**Surveying The Digital Future**  
Year Six



USC Annenberg School  
Center for the  
Digital Future

Individual Edition

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The 2007 Digital Future Report  
**Surveying The Digital Future**  
Year Six

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## The 2007 Digital Future Report

# Surveying The Digital Future

### Year Six

Welcome to “Surveying the Digital Future,” the report of Year Six of the Digital Future Project.

The Digital Future Project is a comprehensive, year-to-year examination of the impact of online technology on the United States. This work is part of the World Internet Project, which is organized and coordinated by the USC Annenberg School Center for the Digital Future. Included in the World Internet Project are the Center’s work and partner studies in countries in North America, Europe, South America, Asia, the Middle East, and Australia.

The USC Annenberg School Center for the Digital Future:  
Exploring The Impact Of The Internet

We created this project because the Internet represents the most important technological development of our generation; its effects may surpass those of television and could someday rival those of the printing press. Had similar research been conducted as television evolved in the late 1940s, the information would have provided policy-makers, the media, and ultimately historians with valuable insights about how broadcasting changed the world.

Our objective is to ensure that the Digital Future Project studies online technology and capitalizes on the opportunity that was missed as television developed. By beginning our study of the Internet early in its evolution as a worldwide communications and information-gathering tool, we can understand the effects of the Internet as it grows, and not as a postscript after it has matured.

To achieve this objective, the Digital Future Project surveys more than 2,000 individuals in as many households across the United States, compiling the responses of Internet users and non-users. Each year we contact the same households to explore how online technology affects the lives of those who continue to use the Internet, those who remain non-users, and those who move from being non-users to users, and vice versa. We are also noting changes as users shift from Internet access by modem to broadband (defined as cable modem, DSL, ISDN or T1/T3).

The Digital Future Project is not restricted to investigating a particular method of accessing the Internet. As new types of access – such as wireless or methods now unknown -- become available, the project will track them. The project is open to exploring the Internet in any form; for example, this year’s study includes expanded findings for questions about online communities. We will also continue to monitor online technology as it transforms in yet-unexpected ways.

## Why An Ongoing Study Of The Internet?

The Digital Future Project differs from most other studies of the Internet in five principal ways:

- **The Digital Future Project looks at the social impact of the Internet**

Most Internet studies gather data about who is online, how long they are online, and what they do online. The Digital Future Project also compiles this information, but then examines the implications of the use of online technology, and links this use to a broad range of values, behavior, attitudes, and perceptions.

- **The project focuses on Internet non-users as well as users**

The Digital Future Project follows how the behavior and views of Internet users differ from those of non-users. Especially important is noting changes in the behavior and views of individuals who are initially non-users and later become users.

- **The project looks at the same group of people year after year**

The Digital Future Project comprehensively examines the effects of the Internet over the course of years on the same group of people. The research team maintains a core sample of respondents, and tracks short-term and long-term changes in their behavior, lifestyle, attitudes, and Internet use.

- **A worldwide effort**

The USC Annenberg School Center for the Digital Future created and organizes the World Internet Project, which includes the Digital Future Project and similar studies in countries worldwide (for contacts of the worldwide partners, see page 122). Through this team of international partners, the World Internet Project studies and compares changes associated with the Internet in different countries and regions, creating an international picture of change in online technology, use, and impact.

- **A principal goal of the Digital Future Project is to engage government and private industry decision-makers who can create policy based on our findings**

For this project to be truly effective, we involve public and private organizations that are committed to using our results. We have been allied with an unprecedented array of corporations – several of which are direct competitors – and foundations, including the National Science Foundation, Hewlett-Packard, Coca-Cola, Accenture, America Online, Time Warner Companies, Microsoft, AT&T, Merrill Lynch, Sony, Verizon, SBC, Disney, DirecTV, the National Cable Television Association, and the National Cancer Institute.

### The Digital Future Project: Key Areas

The 2007 Digital Future Report includes findings that compare Internet users to non-users, new users (one year or less online) to very experienced users (more than nine years online), and users within different demographic groups.

The survey is organized into five general subject areas:

- Internet Users And Non-Users: Who Is Online? Who Is Not? What Are Users Doing Online?
- Media Use And Trust
- Consumer Behavior
- Communication Patterns
- Social Effects

The Digital Future Report for 2007 includes a broad sampling of more than 100 major issues from this year's survey. We hope you will be enlightened by these findings from Year Six of "Surveying the Digital Future," as we work to understand how the Internet is transforming our world.

Jeffrey I. Cole, Ph.D.

Director, USC Annenberg School Center for the Digital Future  
Founder and Organizer, World Internet Project

## Highlights:

# The 2007 Digital Future Project – Year Six

In 2000, the first report of the Digital Future Project created a baseline profile of behavior and attitudes about Internet use and non-use in five major subject areas: who is online and who is not, media use and trust, consumer behavior, communication patterns, and social effects.

The next five years of this study, conducted in 2001, 2002, 2003, 2005, and 2006, have continued the year-to-year appraisal of more than 100 major issues, focusing on Internet users vs. non-users, as well as new users (one year or less of experience) compared to very experienced users (in Year Six, more than nine years of experience).

Here are highlights of the five major areas in 2007 Digital Future Project:

## Highlights: 2007 Digital Future Project -- Year Six

Note: "New users" have one year or less of experience on the Internet.  
"Very experienced users" have more than nine years of experience on the Internet.

### Internet Users and Non-Users: Who Is Online? Who Is Not? What Are Users Doing Online?

#### Internet Users In America

Overall, more than three-quarters of Americans are Internet users. In 2006, 77.6 percent of Americans age 12 and older go online. (Page 22)

#### Hours Online

The number of hours online continues to increase – rising to an average of 8.9 hours per week in 2006, an average of an hour more than 2005. (Page 22)

#### Internet Use At Home

In 2006, 66.2 percent use the Internet at home, compared to 46.9 percent of users who reported home Internet use in 2000, the first year of the Digital Future Project. (Page 22)

#### Going Online: Time Spent on The Most Popular Activities

In 2006, Internet users spend the most time online with reading and responding to e-mail -- 4.3 hours per week. Users spend almost as much time (4.1 hours) seeking information for work or school. (Page 25)

#### Time Spent Online: New Users Vs. Very Experienced Users

The Digital Future Project found considerable differences in the time spent online by new users (one year or less online) and very experienced users (more than nine years online) in several activities. (Page 25)

#### Time Spent Online: Modem Users Vs. Broadband Users

As use of broadband for Internet access has increased, the Digital Future Project has identified significant differences in online behavior among Internet users who go online through a telephone modem and those who connect with a faster broadband connection. Even though some Internet activities could require less time through a high-speed connection, the Digital Future Project continues to find that broadband users spend more time online than modem users in all of the most popular Web activities. (Page 26)

#### Popular Internet Activities: New Users Vs. Very Experienced Users

The Digital Future Project found extremely wide gaps in the number of times new users compared to very experienced users access the most popular online activities. (Page 27)

#### Popular Internet Activities: Modem Users Vs. Broadband Users

Modem users and broadband users also report large differences in the frequency of their access to the Internet. (Page 28)

#### Men And Women Online

In 2006, for the first time the percentage of women going online was higher than the number of men. (Page 29)

#### Internet Use: How Many Years Online?

The number of years that Internet users have been going online has increased in each year of the Digital Future Project. Internet users report an average of 7.3 years of experience online. (Page 30)

#### How Long Are Users Online?

The average number of hours online per week continues to grow. This year, users report an average of 14 hours online per week, up from 9.4 hours in 2000. (Page 30)

#### The Internet At Home: Hours Per Week

Use of the Internet at home has been steadily increasing in the six Digital Future studies. After average home Internet use increased by almost an hour in 2005, it increased again by slightly more than an hour in 2006 -- a peak thus far for the Digital Future Project. (Page 31)

#### The Internet At Home: Hours Per Week By New Users and Very Experienced Users

Very experienced users go online more than three times as many hours per week as new users. (Page 31)

#### Internet Connections At Home: Modem Use Plummet

Use of telephone modem to access the Internet continues to decline. In 2006, use of telephone modem for access dropped again, to 37 percent of Internet users. (Page 33)

#### Broadband And Modem: New Users Vs. Very Experienced Users

A majority of new users go online with a telephone modem. Among very experienced users, 63.4 percent use broadband compared to 26.3 percent of new users. (Page 34)

#### Access To The Internet By Cell Phone And Wireless Computer

The use of cell phones and computers equipped with wireless cards for Internet access is increasing. In 2006, 11.1 percent of Internet users go online through cell phones, and 10.7 percent use wireless computers -- both high figures for the Digital Future Project. (Page 36)

#### Cell Phones: Multiple Uses

More than one-quarter of cell phone subscribers (27.4 percent) use their cell phones for functions other than conversations or voice messages, such as text messaging, e-mail, or transmission of photographs. (Page 38)

#### Cell Phones: Multiple Uses (By Age)

By far the largest use of cell phones for functions other than voice messages or conversation occurs among cell phone users age 24 and under. Among users under 18, more than 40 percent (44.6 percent) of those with cell phones use the phone for functions other than voice messages or conversation. (Page 39)

#### Posting Information Online

Distributing original content created by Internet users -- whether through a blog, display of photos, or maintaining a personal Web page -- continues to increase. In the current Digital Future Project, the largest number of Internet users (23.6 percent) say they post photos online. Smaller but steadily growing numbers of users say they maintain their own Web site or keep a personal blog. (Page 41)

#### Posting Information On Blogs: By Age

Internet users under age 18 are by far the largest group that posts information on blogs. More than one-fifth of Internet users under 18 (21.1 percent) keep a blog. (Page 41)

#### Internet Non-Users: Why Are They Not Online?

The 22.4 percent of Americans who do not use the Internet express a range of reasons for not being online, but four of the principal reasons are declining in prevalence. (Page 43)

#### Electronic Dropouts: Why Do Users Stop Going Online?

The more than one-quarter of Internet non-users who have previously gone online continue to report a variety of reasons for not going online, but the attitudes have shifted considerably. A much lower percentage of electronic dropouts report that the reason they stopped going is "no computer available" -- by far the lowest level reported thus far in the Digital Future Project. The number who report a related response -- "computer not good enough" -- also dropped substantially. The other major reason for dropping out -- no interest -- declined to its lowest level so far. (Page 44)

#### Electronic Dropouts: Will You Go Back Online?

Less than half of non-users who previously used the Internet (46.3 percent) say they will go back online, the lowest level in the history of the Digital Future Project. (Page 45)

### Will Non-Users Go Online?

In the current study, of the 22.4 percent of respondents who do not currently use the Internet, 40.1 percent say they are somewhat likely or very likely to go online next year – down marginally from 2005. The percentage of respondents who say they are not likely at all to use the Internet in the next year increased slightly, to 59.8 percent. (Page 45)

### How Has New Communication Technology Affected The World?

In spite of continuing -- even growing -- awareness of issues surrounding Internet security, viruses, and child-related online crime, positive attitudes among Internet users about how new communication technology affects the world remain high in the sixth year of the Digital Future Project. (Page 46)

## Media Use And Trust

### The Internet and Television: How Important As Sources of Information and Entertainment?

The Digital Future Report continues to find that the Internet is an important source of information and entertainment for the vast majority of users, consistently outranking television. (Page 48)

### The Internet As An Information Source: Importance to Broadband Users Vs. Telephone Modem Users

Much higher numbers of broadband users than modem users say that the Internet is the top source of information for them. Almost three-quarters of broadband users (74.6 percent) consider the Internet a very important or extremely important source of information for them, compared to 60 percent of those who access the Internet by telephone modem. (Page 49)

### Information On The Internet: Is It Reliable And Accurate?

In 2006, the number of users who believe that most or all of the information on the Internet is reliable and accurate grew sharply over 2005, reversing a three-year decline. (Page 50)

### Information On The Internet: How Do Non-Users Feel About Its Reliability And Accuracy?

A growing number of non-users (38.7 percent) believe that most or all of the information online is reliable and accurate -- the highest level in the six years of the Digital Future Project. (Page 51)

### Reliability And Accuracy Of Online Information: Frequently-Visited Web Sites

Growing numbers of Internet users find high degrees of reliability and accuracy on their favorite Web sites. In 2006, 83.4 percent of users say that most or all of the information on Web sites they visit regularly is reliable and accurate -- up from 81.3 percent in 2005. (Page 52)

### Reliability And Accuracy Of Online Information: New Users Vs. Very Experienced Users

The Digital Future Project found wide differences in beliefs about the reliability and accuracy of online information when comparing very experienced Internet users to new users. (Page 56)

### Which Web Sites Are Reliable And Which Are Not?

For 2006, the number of Internet users who say that most of the information posted by established media and government Web sites is reliable and accurate. Information pages posted by individuals have much lower credibility than other Web sites, but the credibility of those sites is growing. (Page 54)

### Government Web Sites: The "Credibility Gap" Between New Users And Very Experienced Users

When exploring the reliability and accuracy of government Web sites, of special note is the difference in views between new users and very experienced users. (Page 55)

### Search Engines: Are They Reliable And Accurate?

Internet users overall continue to express strong positive views about the reliability and accuracy of information provided by search engines, such as Google and Yahoo. (Page 57)



### Search Engines: Differing Views Among New Users Vs. Very Experienced Users

While both new users and very experienced users express strong positive views about the reliability and accuracy of information found by search engines, a significant number of new users express lower confidence in this information. (Page 58)

### Multitasking While Online

A significant percentage of users (63.9 percent) are multitaskers, and engage in electronic activities offline - such as listening to recorded music or the radio, watching TV, or talking on the telephone -- while using the Internet. (Page 59)

### Internet Use And Its Effect On Time Spent Watching TV

More than one-third of Internet users (35.5 percent) say that they spend less time watching TV since they began using the Internet. (Page 61)

### Internet Use And Its Effect On Time Spent Watching TV: New Users Vs. Very Experienced Users

Comparing new users and very experienced users shows that a larger percentage of very experienced users (41 percent) say they spend less time watching television since using the Internet, compared to 22.8 percent of new users with the same response. (Page 61)

### Internet Use And Its Effect On Reading Time

The percentage of users overall in 2006 who say they read more remains about the same as in 2002, while the percentage of those who read less increased by 4.3 percent. The vast majority of those who go online (70 percent) says that use of the Internet does not affect the amount of time they spend reading books, newspapers, and magazines. (Page 62)

### Using Media Online

The Digital Future Project found a general trend upward in the levels of use of many online media. (Page 64)

### Web Surfing

In 2006, almost three-quarters (74 percent) of Internet users sometimes or often go online without a specific destination in mind, up from 71.3 percent in 2005. (Page 66)

## Consumer Behavior

### Internet Purchasing: Who Is Buying Online?

In 2006, the number of online purchasers rose to its highest level in the history of the study (51.1 percent). (Page 68)

### Internet Purchasing: How Much Do You Spend?

In 2006, online buyers spend an average of \$50 a month more than in 2001. (Page 68)

### Internet Purchasing: How Often Do You Buy Online?

Although the amount that Internet buyers are spending online is increasing, their total number of purchases declined. (Page 69)

### The First Internet Purchase: How Long Do Users Wait Before They Buy?

In 2006, Internet users who buy online say that, after going online, they waited an average of 35.2 months before making their first purchase, an increase of more than two months over 2005. (Page 70)

### The First Internet Purchase: Why Did Users Wait?

The number of Internet purchasers who said that their concern about giving a credit card number was the main reason for delaying their online purchases dropped to its lowest level in the study so far. In 2006, concern about giving a credit card number was cited by only four percent of Internet buyers -- down from 14 percent in 2005 and 32 percent in 2003. (Page 71)

#### Buying Online: How Does It Affect Purchasing In Stores?

In 2006, the number of users who say that online buying is not reducing their purchasing in traditional retail stores has increased. (Page 71)

#### Browsing For Products: Online And In Stores

Although many Internet users say that their online purchasing cuts into retail buying (see page 71), large percentages of respondents report using both the Internet and retail stores for browsing and purchasing. (Page 72)

#### Browsing For Products Online And In Stores: New Users And Very Experienced Users

More than three-quarters (75.6 percent) of very experienced users browse in local stores and then buy online, compared to 44.4 percent of new users who report the same behavior. A large percentage of very experienced users (84.4 percent) say they browse online and then buy in local stores. (Page 73)

#### Beliefs About Risk Factors And Online Trust While Buying Online

While honesty, dependability, and professionalism are all cited by online purchasers as important in defining online trust, by far the most important factor is security, cited by 64 percent of online purchasers. (Page 74)

#### Concerns About Privacy When Buying Online

All six years of the study have shown that most respondents report some level of concern about the privacy of their personal information -- such as name, address, phone number, and purchasing habits -- when or if they buy on the Internet. The intensity of that concern had been declining in the first four years of the study, and increased slightly in 2005. However, in 2006, concern about the security of personal information again declined. (Page 75)

#### Concerns About Credit Card Information: High But Stabilizing?

Concerns about credit card security, like worries about personal privacy online, continue to remain high among all respondents to the Digital Future Project. However, the percentages of those with the highest levels of concern have stabilized over the three most current years of the study -- and at much lower levels than five years ago. (Page 78)

#### Concerns About Credit Card Information: Users Vs. Non-Users

Internet non-users continue to report much higher levels of concern about credit card security while online; 69.4 percent of non-users are very concerned or extremely concerned about credit card security, compared with 48.7 percent of users. (Page 78)

#### Concerns About Credit Card Information: Comparing Non-Users, New Users, Very Experienced Users

In 2006, comparing concerns about credit card security based on the amount of Internet use shows that concerns about credit card information decline as online experience increases. (Page 79)

#### Concerns About Credit Card Information: Why?

Although very large numbers of respondents continue to say they are concerned about the online security of their credit card information (see page 78), the primary reason for their concern cited in previous studies -- concern about hackers -- has declined substantially. (Page 81)

#### What Would Reduce Your Concerns About Using A Credit Card Online?

In 2006, the number of respondents who cite the most commonly mentioned solutions to reduce their concerns about online credit card security declined -- a continuation of a trend. And, only 18.9 percent of adult respondents who express concerns about using their credit cards online say nothing will reduce their concerns -- down from 23.1 percent in 2005. (Page 82)

#### Reducing Concerns About Online Credit Card Security: New Users Vs. Very Experienced Users

Comparing concerns about online credit card security expressed by new users and very experienced users, a much larger percentage of very experienced users say that nothing will reduce their concerns -- almost 10 percent more than new users. (Page 82)

## Communication Patterns

### Do You Use E-mail?

Internet users spend more time on e-mail than on the other popular online activities (see page 25). About 90 percent of Internet users use e-mail -- statistically the same as in 2005. Given that 77.6 percent of all Americans go online, and 89.8 percent of those users have e-mail, this means that 69.7 percent of Americans now use e-mail. (Page 84)

### How Often Do You Check Your E-mail?

Internet users are checking their e-mail with increasing frequency. In 2006, growing numbers of e-mail users check their e-mail inboxes at least once a day. (Page 85)

### E-mail And Communication With Teachers, Government Officials, And Health Care Professionals

Growing percentages of e-mail users report that they go online to communicate with teachers, government officials, or health care providers. (Page 88)

### Online Friends

Internet users are finding growing numbers of online friends whom they have never met in person. They are also reporting an increasing number of friends they have met in person after initially meeting them online. (Page 89)

### Internet Users And Communication With Family And Friends

Although more than 40 percent of users say that the Internet has increased the number of people with whom they stay in contact, a lower percentage say that since starting to use the Internet they are communicating more with family and friends. (Page 91)

## Online Communities

### Are Online Communities Useful And Important?

Large percentages of online community members consider their online community to be important to them. More than two-thirds of members of online communities (67.2 percent) say their community is very important or extremely important. (Page 95)

### How Often Do You Log In To Your Online Community?

A majority of members of online communities (56.6 percent) log into their community at least once a day. (Page 96)

### Offline Actions Related to the Online Community

More than one-fifth of online community members (20.3 percent) take actions offline at least once a year that are related to their online community, such as seeing a doctor or attending a meeting. (Page 97)

### Do Members Contribute To Building Their Online Communities?

Online community members aren't just users of their Internet communities; they consider themselves builders. More than one-quarter of online community members say they contribute a lot to the building of their community. (Page 98)

### Online Communities And Social Causes

Online community members are participating in social causes that are new to them since they began their involvement in online communities. Almost two-thirds of online community members who participate in social causes through the Internet say they are involved in causes that were new to them when they began participating on the Internet. (Page 99)

### Participation In Online Communities: Levels Of Social Activism

A large percentage of online community members say their social activism has increased since they began participating in online communities. More than 40 percent (43.7 percent) of online community members participate more in social activism since they started participating in online communities. (Page 99)

### Online Communities And Participation In Non-Profit Organizations

A moderate percentage of online community members (29.7 percent) say that their involvement in non-profit organizations has increased since they started using the Internet. (Page 100)

## Social Effects

### Children And The Internet

#### Internet Use And Watching Television: The Right Amount Of Time For Children?

A small but growing percentage of adults say that the children in their households spend too much time using the Internet -- a number that has grown in each of the three most recent years of the study. In 2006, the percentage of parents who say that the children in their households spend too much time watching television reached 48.6 percent -- the highest level in the six years of the study. (Page 102)

#### Schoolwork And The Internet: Views of Children and Adults

Children and adults continue to express conflicting views about the importance of the Internet for schoolwork. Large percentages of Internet users age 18 and under say that the Internet plays a major role in their schoolwork. However, most adults continue to say that the Internet has no effect on school grades for the children in their household. (Page 103)

#### Internet Access And Television Viewing: Punishment Tools?

Adults using the denial of access to the Internet or television for punishment for the children in their households has reached their highest point yet in the Digital Future Project. (Page 105)

## Political Power And Influence

### The Internet's Importance In Political Campaigns

Even in an election year, a slightly lower percentage of respondents age 16 or older say that the Internet has become important to political campaigns. (Page 107)

### The Internet And Political Knowledge

In 2006, belief that the Internet can be a tool for learning about the political process continues to remain high, but down marginally from 2005 (the peak year for this response in the study). (Page 108)

### Does the Internet Give People More Say In What The Government Does?

The number of Internet users who believe that using the Internet will give people more of a say in what government does declined to the lowest level reported thus far in the Digital Future Project. (Page 109)

### Is The Internet A Tool To Help Gain Political Power?

In spite of the recent growth of online communication by political parties and candidates, the number of users who say the Internet can be used as a tool to gain political power declined in 2006. (Page 111)

## The Internet At Work

### Using the Internet At Work: Hours Online

Use of the Internet at work for professional reasons has increased steadily for each year in the Digital Future Project. (Page 113)

### The Internet At Work: Personal Use

A small but increasing number of Internet users say they can't visit Web sites for personal reasons while at work. (Page 113)

### Does The Internet Make Workers More Productive?

The percentage of users who say the Internet at work makes them more productive has continued to increase overall for all six years of this study. (Page 115)

### Trends and Issues

The Digital Future Project identified six major trends and issues: changes in social communication, the Internet's effects on relationships with family and friends, cell phones and children, Internet non-users, changing views about credit cards and online security, and the Internet and politics. (Page 116)

\* \* \* \* \*

THE DIGITAL FUTURE REPORT

# Surveying the Digital Future

YEAR SIX

Each year, the Digital Future Project explores more than 100 major issues in five broad categories involving the impact of online technology on the United States.

This report explores only a small sampling of the findings from the survey. For more detailed data, contact the Center for the Digital Future at the addresses listed at the beginning of this report.

For trends in this year's findings, see page 116.

# Internet Users And Non-Users

## Who Is Online? Who Is Not? What Are Users Doing Online?

Who went online in Year Six of the Digital Future Project? How did the experiences of users and non-users differ?

Do the views of online users change as they progress from being “new users” (less than one year using the Internet) to “very experienced users” (more than nine years on the Internet)?

\* \* \* \* \*

The Digital Future Project found:

- **Overall, more than three-quarters of Americans are Internet users.** In 2006, 77.6 percent of Americans age 12 and older go online.
- **The number of hours online continues to increase** – rising to an average of 8.9 hours per week in 2006 – an average of an hour more than 2005.
- **Almost two-thirds of Americans (66.2 percent) use the Internet at home**, a substantial increase from the 46.9 percent of users who reported home Internet use in 2000, the first year of the Digital Future Project.

As the behavior of Internet users and non-users continues to evolve, how are online habits changing in America?

## Internet Access And Use

Year Six of the Digital Future Project found continued growth in the number of hours online, Internet access at home, and the number of respondents with the Internet at work.

Project Year	2000	2001	2002	2003	2005	2006
Internet Access						
■ % of Americans who use the Internet*	66.9	72.3	71.1	75.9	78.6	<b>77.6</b>
■ % of Americans who use the Internet at home	46.9	58.4	59.3	65.1	66.2	<b>68.1</b>
■ % of students who use the Internet at school	55.3	61.0	59.4	58.7	74.6	<b>68.7</b>
■ % of Internet users with e-mail	n/a	87.9	89.9	92.5	89.9	<b>89.8</b>
■ % who use the Internet at work outside the home	42.3	37.5	40.2	49.6	55.1	<b>55.8</b>

(\* The total number of Americans who use the Internet includes users age 12 and older who connect from all locations, including home, work, school, cafes, libraries, other people's homes, cell phones, PDAs, and anywhere else one might access the Internet.)

### Hours Online

■ Average numbers of hours online per week	9.4	9.8	11.1	12.5	13.3	<b>14.0</b>
■ Hours online per week from home, Year Six (new users)*						<b>3.1</b>
■ Hours online per week from home, Year Six (very experienced users)**						<b>10.3</b>
■ Hours of active Internet use per week at work	n/a	4.6	5.5	4.9	5.6	<b>7.8</b>

\* "new users" = one year or less using the Internet

\*\* "very experienced users" = more than nine years on the Internet

### Number Of Years Online – Year Six

<b>One year or less</b>	<b>4.7%</b>
<b>More than one year to four years</b>	<b>11.5%</b>
<b>More than four years to six years</b>	<b>17.5%</b>
<b>More than six years to nine years</b>	<b>18.7%</b>
<b>More than nine years</b>	<b>25.2%</b>

(Average years of Internet experience for all respondents in Year Six: 5.7 years)



Project Year	2000	2001	2002	2003	2005	2006
Online Purchasers						
■ <b>Online purchasers (% of Internet users)</b>	n/a	48.9	38.2	39.4	42.8	<b>49.2</b>
■ <b>Average number of annual purchases (online purchasers)</b>	n/a	11.0	29.0	29.6	34.6	<b>30.0</b>
■ <b>Average monthly dollars spent online</b>	n/a	\$71.30	\$83.75	\$95.02	\$104.29	<b>\$118.57</b>

## Online Spending Per Month (Online purchasers)

■ <b>Less than \$15 (%)</b>	n/a	36.2	10.9	11.5	6.4	11.5
■ <b>\$15-\$175</b>	n/a	55.4	75.7	72.1	74.0	69.1
■ <b>Greater than \$175</b>	n/a	8.4	13.4	16.4	19.6	19.5

## Top 10 Most Popular Online Purchases (Users Who Have Purchased Online)

■ <b>Clothes</b>	<b>41.7%</b>
■ <b>Books</b>	<b>34.4%</b>
■ <b>Travel Arrangements</b>	<b>17.0%</b>
■ <b>Compact Disks</b>	<b>16.6%</b>
■ <b>Videos/DVDs</b>	<b>12.7%</b>
■ <b>Gifts</b>	<b>12.2%</b>
■ <b>Software/Games</b>	<b>11.2%</b>
■ <b>Electronic Goods/Appliances</b>	<b>11.1%</b>
■ <b>Computers/Peripherals</b>	<b>10.5%</b>
■ <b>Food/Cosmetics</b>	<b>8.8%</b>

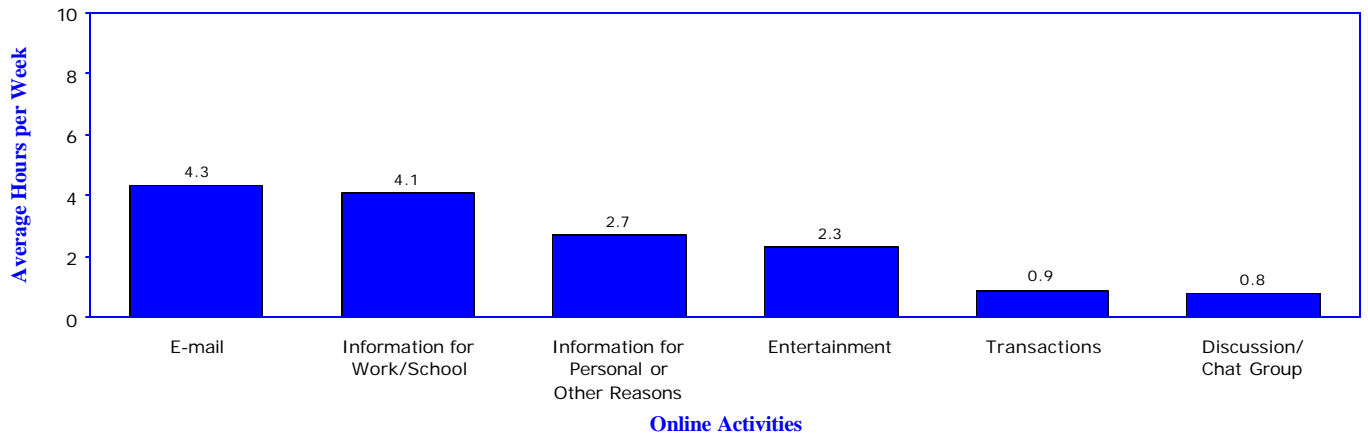
## America On The Internet

<i>Americans who use the Internet</i>		77.6%
<i>How many times do you go online each week to use e-mail?</i>		31
<i>Internet users: average years online</i>		7.3
<i>Internet use at home, hours per week</i>		8.9
<i>Internet connection. . .</i>		
<i>. . .by modem</i>		37%
<i>. . .by broadband</i>		48.3%
<i>Homes with two or more working computers</i>		36%
<i>Homes with a laptop computer as one of two or more computers</i>		59.6%
<i>Internet users who use their cell phones for services other than conversations and messages:</i>		29.2%
<i>Do you keep a blog? (users under 18)</i>		
	2003	6.1%
	2006	21.1%

## Going Online: Time Spent on The Most Popular Activities

In 2006, Internet users spend the most time online with reading and responding to e-mail -- an average of 4.3 hours per week. Users spend almost as much time seeking information for work or school (4.1 hours).

**Time Spent On The Internet: Online Activities**

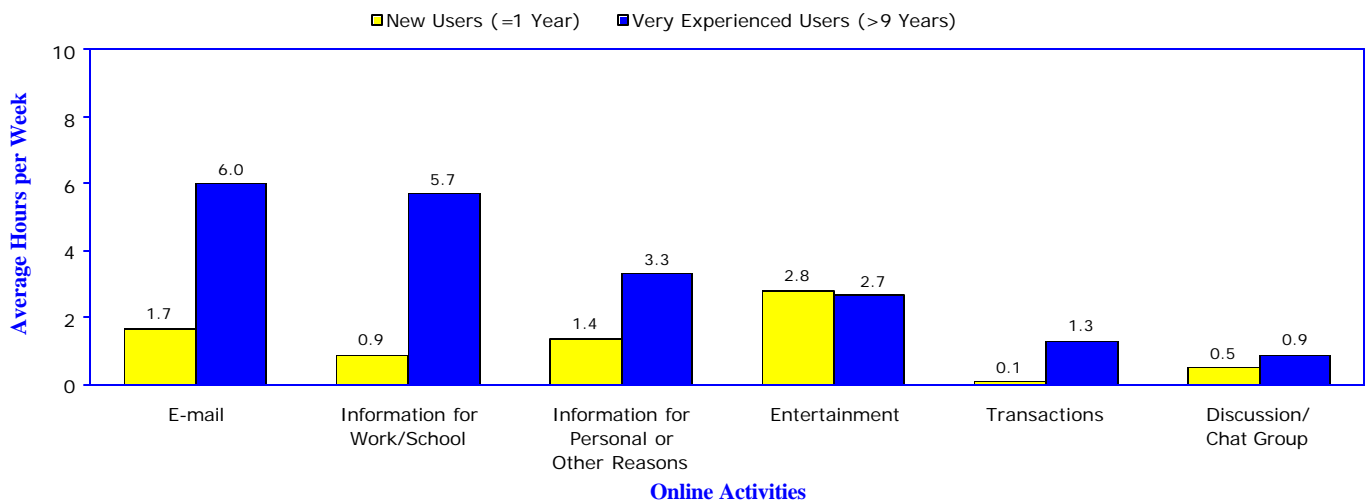


## Time Spent Online: New Users Vs. Very Experienced Users

The Digital Future Project found considerable differences in the time spent online by new users (one year or less online) and very experienced users (more than nine years online) in several activities.

In 2006, the biggest gaps in time spent online were: very experienced users spend an average of 4.8 hours each week more online than new users in seeking information for work or school. Very experienced users spend about 4.3 hours each more than new users in reading and responding to e-mail. Very experienced users spend almost two hours more than new users each week doing general information-seeking.

**Time Spent On The Internet: Online Activities  
(New Users Vs. Very Experienced Users)**



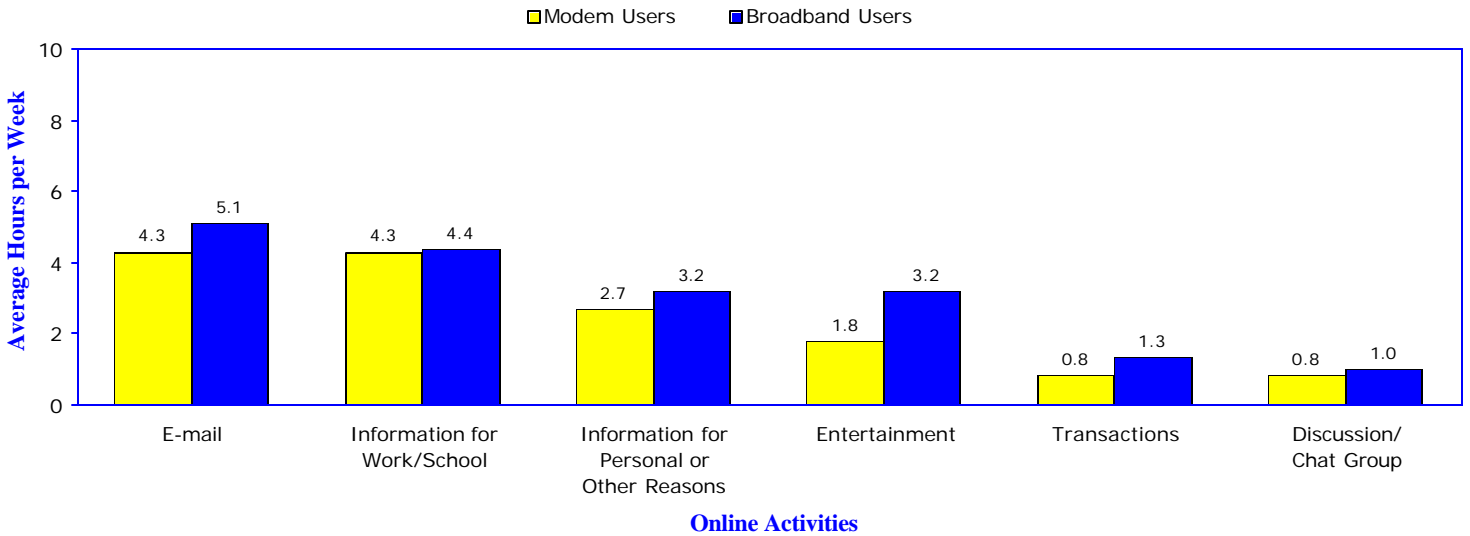
### Time Spent Online: Modem Users Vs. Broadband Users

As use of broadband for Internet access has increased, the Digital Future Project has identified significant differences in online behavior among Internet users who go online through a telephone modem and those who connect with a faster broadband connection (in this study, broadband is defined as cable modem, DSL, ISDN, or T1/T3.)

Even though some Internet activities could require less time through a high-speed connection, the Digital Future Project continues to find that broadband users spend more time online than modem users in all of the most popular Web activities.

In 2006, broadband users spend an average of almost one hour more online each week reading and responding to e-mail compared to users who connect with a modem. Broadband users spend 1.5 hours per week more than modem users using online entertainment.

**Time Spent On The Internet: Online Activities  
(Modem Users Vs. Broadband Users)**

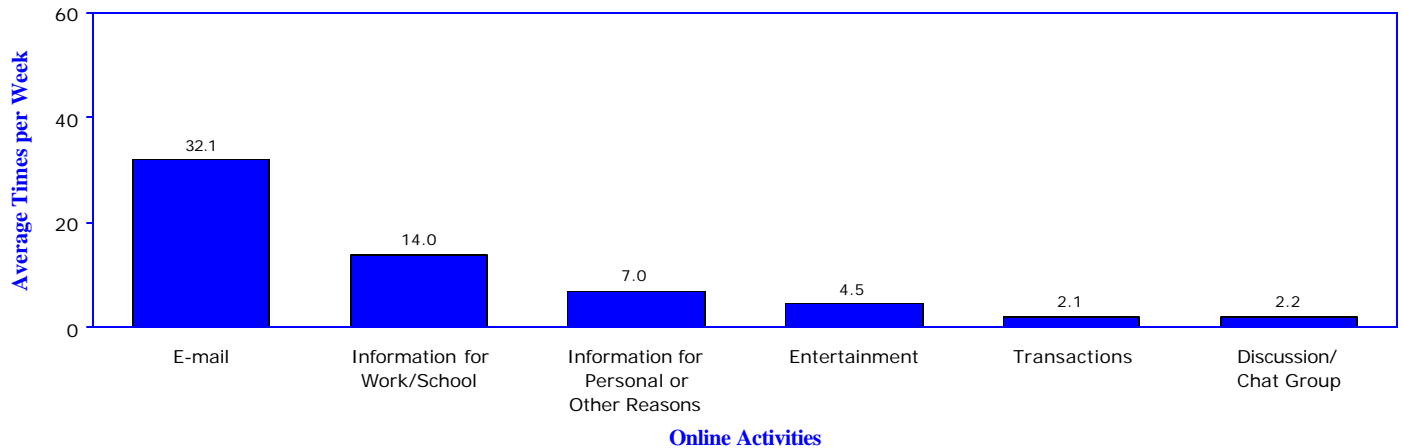


Popular Internet Activities: How Many Times Each Week?

E-mail is not only the most popular Internet activity when measured by the amount of time spent online, but also when measured by the frequency of online use.

Internet users go online an average of 32.1 times per week to read and respond to e-mail, more than twice the frequency of the second-most popular use (information-seeking for work or school).

Online Activities: Average Times Each Week

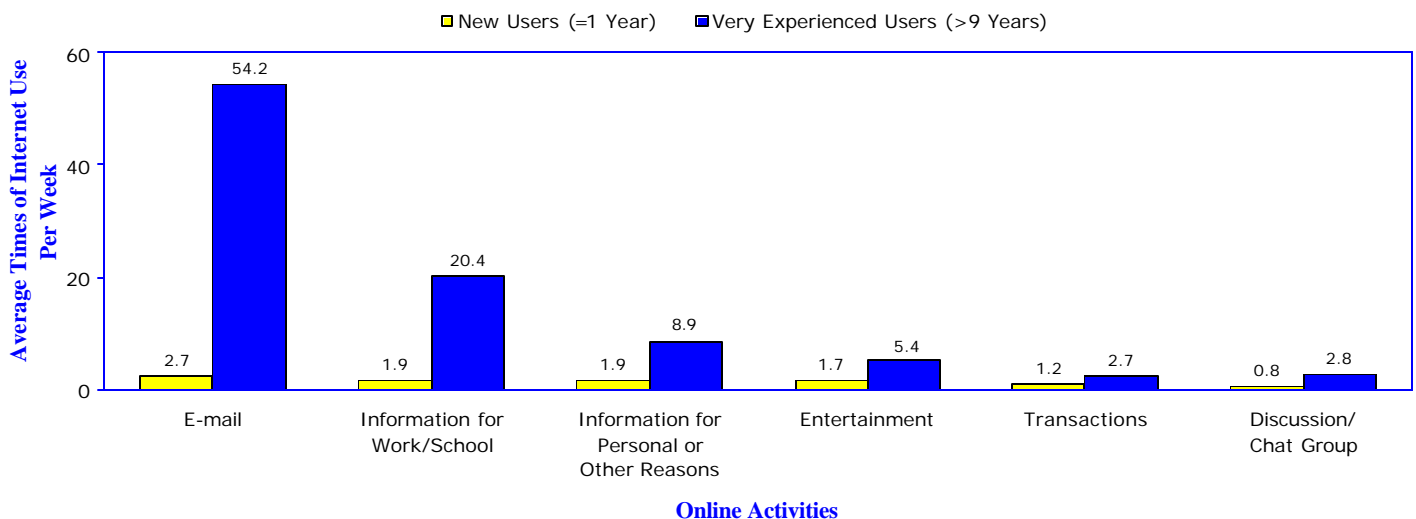


Popular Internet Activities: New Users Vs. Very Experienced Users

The Digital Future Project found extremely wide gaps in the number of times new users compared to very experienced users access the most popular online activities.

Very experienced users check their e-mail an average of 54.2 times each week, compared to only 2.7 times per week for new users. Very experienced users also go online to find information for their work or school more than 10 times as often as new users.

Online Activities: Average Times Each Week (New Users Vs. Very Experienced Users)



### Popular Internet Activities: Modem Users Vs. Broadband Users

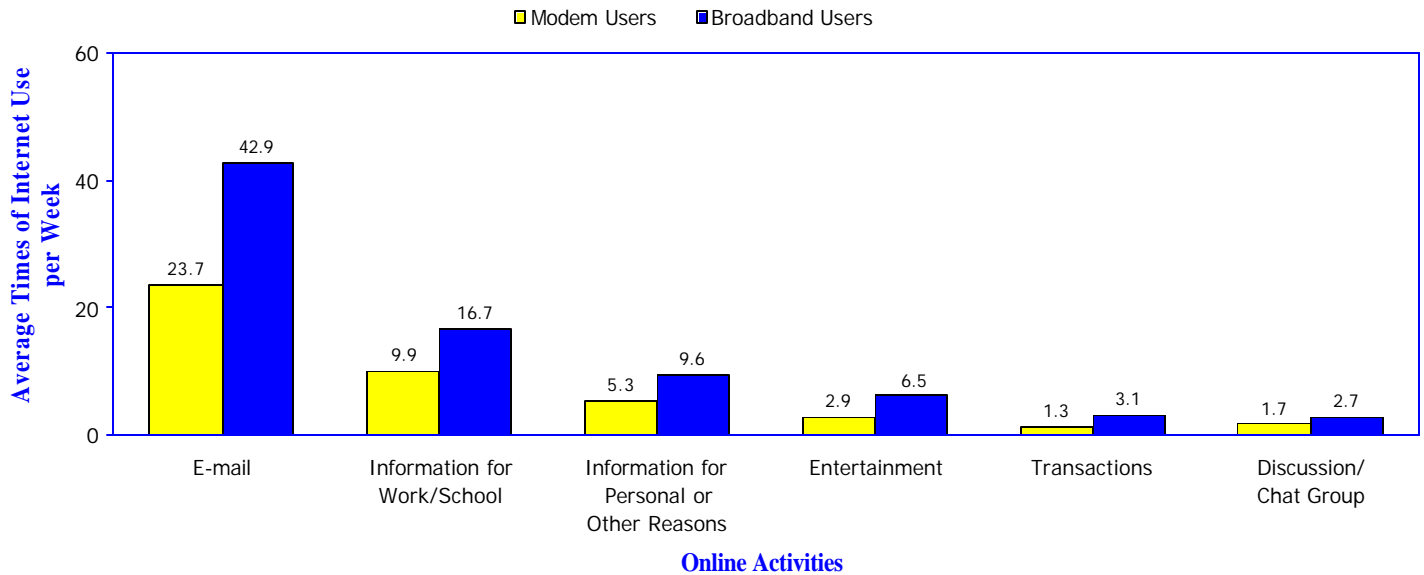
Modem users and broadband users also report large differences in the frequency of their access to the Internet.

Broadband users go online more times than modem users for all of the most popular Internet activities.

Broadband users access their e-mail almost twice as many times each week as modem users, and they use the Internet more than three times as often for entertainment.

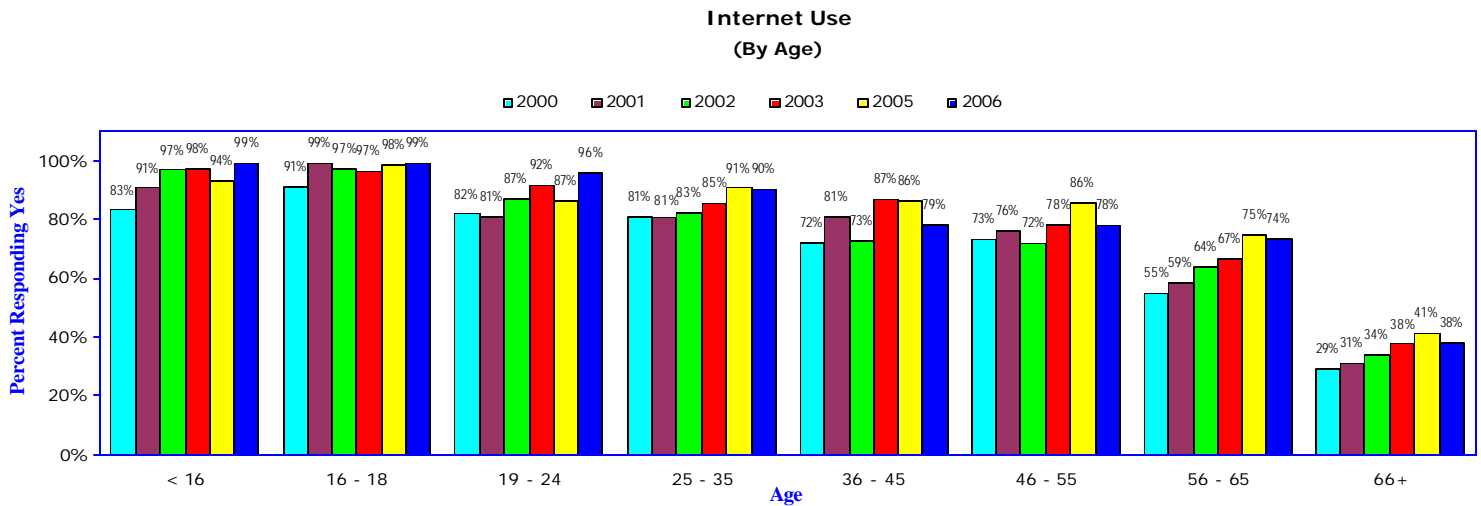
Broadband users also use the Internet much more often than modem users for information for work or school, and also for information-seeking for personal reasons.

**Online Activities: Average Times Each Week  
(Modem Users Vs. Broadband Users)**



Internet Users: Across All Age Ranges

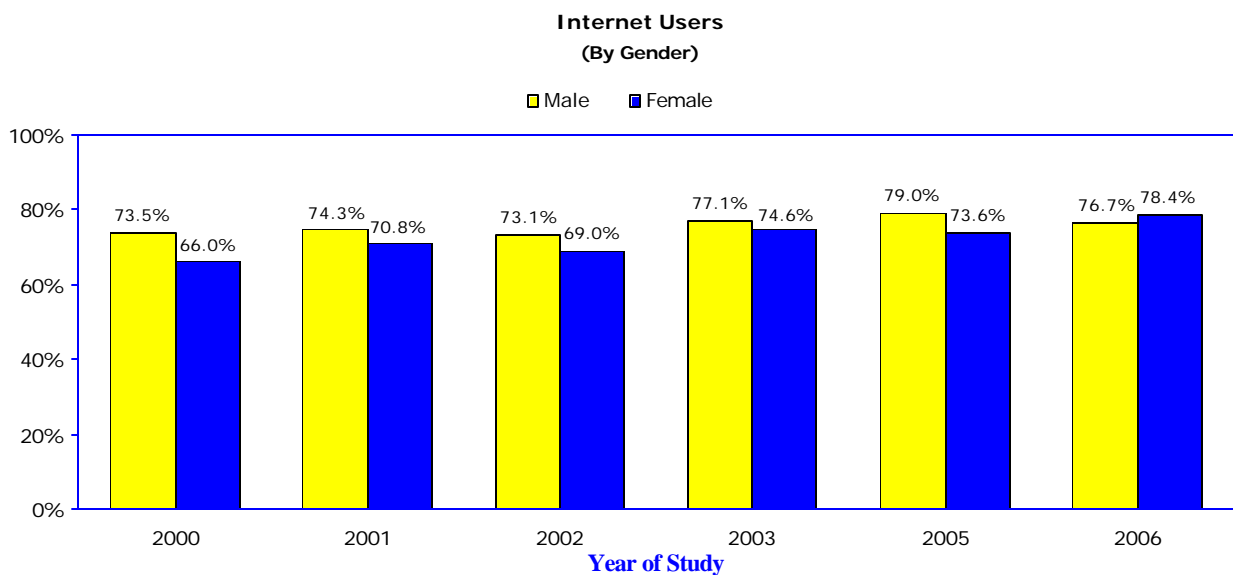
Six years of studies by the Digital Future Project have shown that, not surprisingly, the highest levels of Internet use are for those age 24 and under.



Men And Women Online

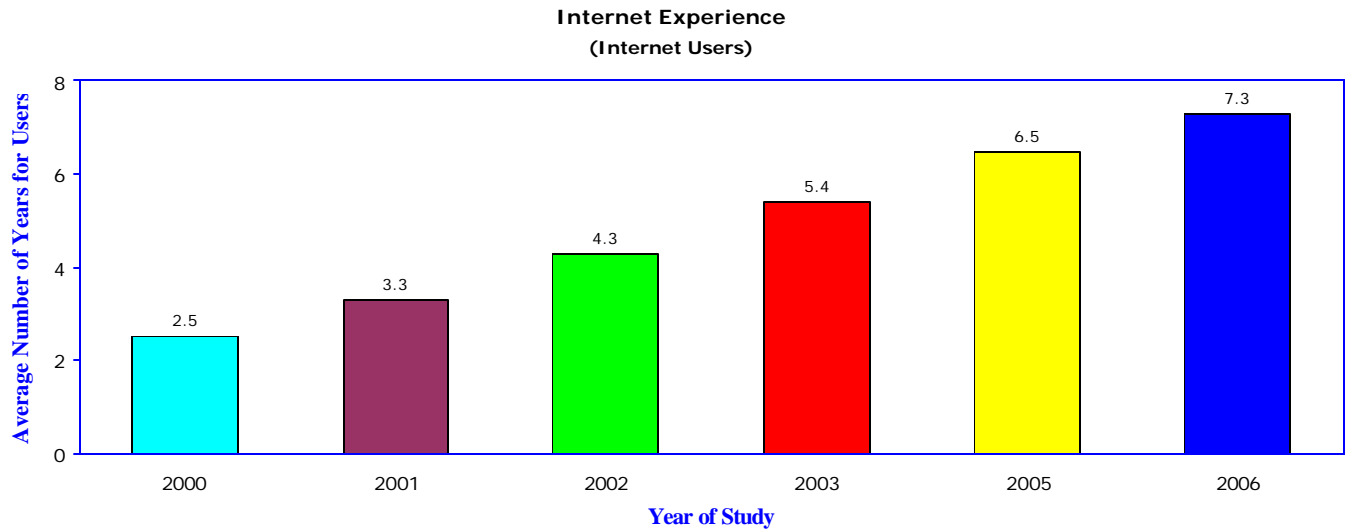
In each of the six studies conducted by the Digital Future Project, men and women in almost equal percentages use the Internet. In the first five years of the study, slightly higher percentages of men than women used the Internet.

In 2006, for the first time the percentage of women going online was higher than the number of men.



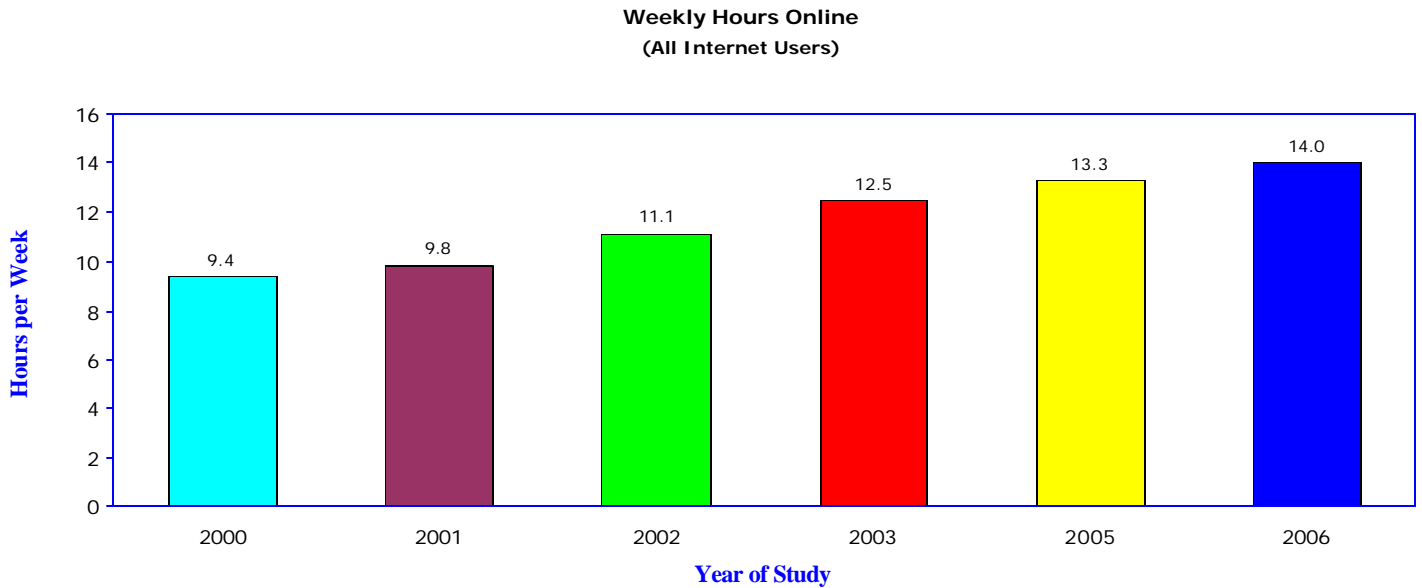
### Internet Use: How Many Years Online?

The number of years that Internet users have been going online has increased in each year of the Digital Future Project. In 2006, Internet users report an average of 7.3 years of experience online.



### How Long Are Users Online?

The average number of hours online per week continues to grow in 2006. This year, users report an average of 14 hours online per week, up from 9.4 hours in 2000.

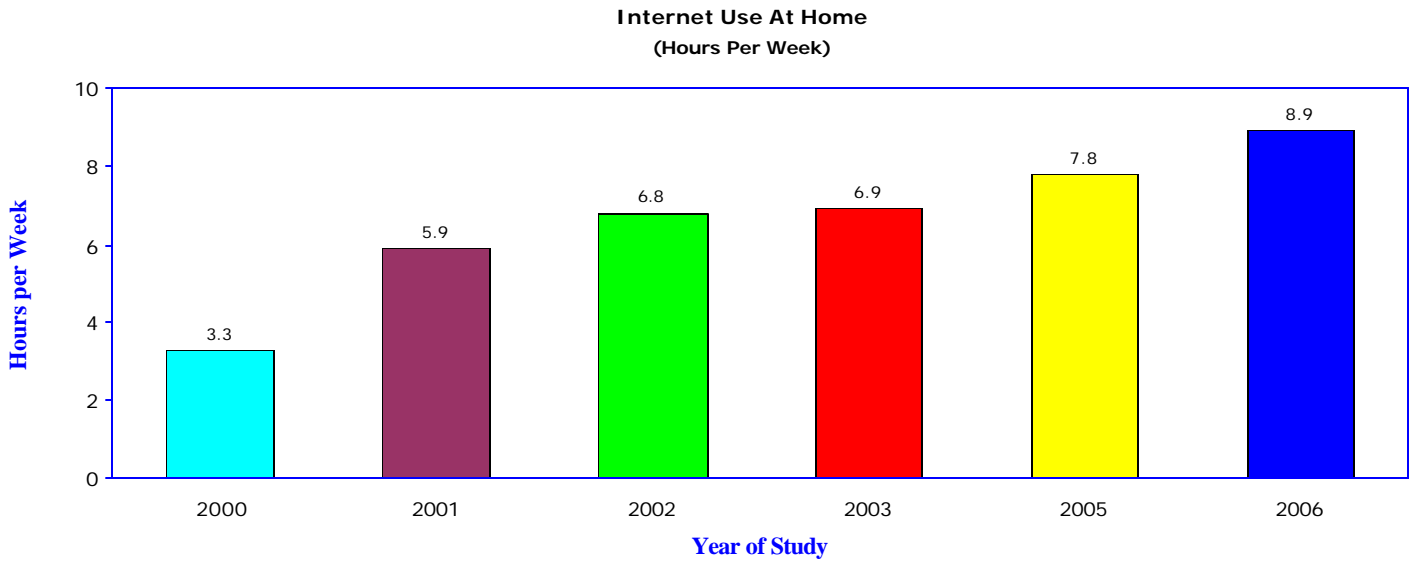




The Internet At Home: Hours Per Week

Use of the Internet at home has been steadily increasing in the six Digital Future studies.

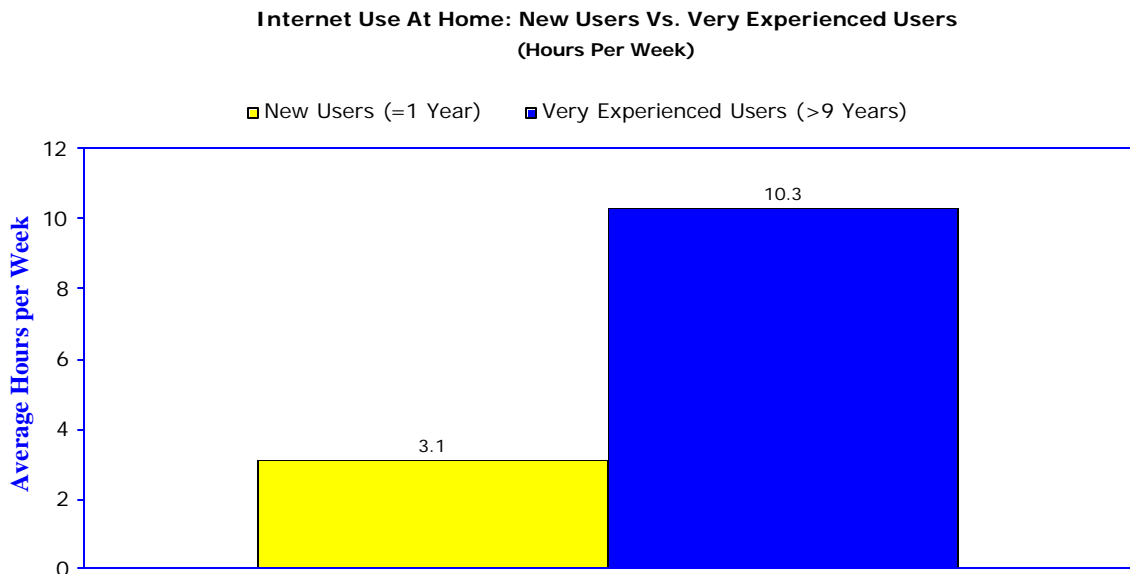
After average home Internet use increased by almost an hour in 2005, it increased again by slightly more than an hour in 2006, to a peak thus far for the Digital Future Project.



The Internet At Home: Hours Per Week By New Users and Very Experienced Users

Internet use at home continues to vary considerably between new users and very experienced users.

Very experienced users go online more than three times as many hours per week as new users.

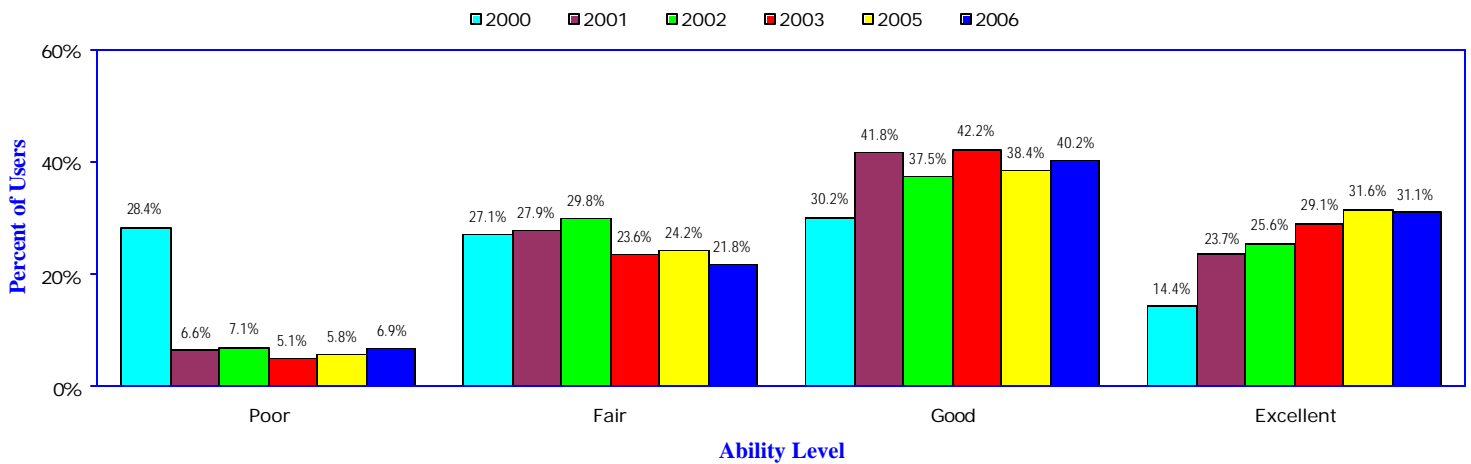


## How Do You Rate Your Ability To Use The Internet?

Internet users continue to report growing levels of confidence in their online skills.

In 2006, 71.3 percent of users rate their ability to use the Internet as good or excellent -- up slightly from 70 percent in 2005. In contrast, in 2000 only 44.6 percent of users rated their online abilities as good or excellent.

**Ability To Use The Internet**



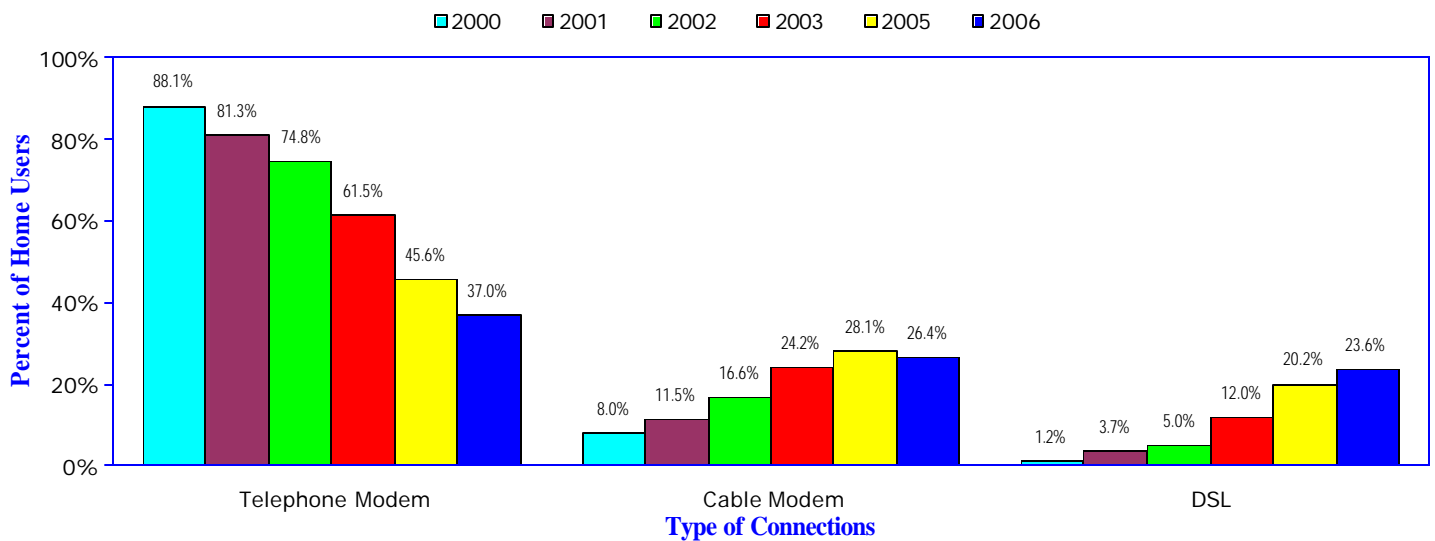
Internet Connections At Home: Modem Use Plummets

Use of telephone modem to access the Internet continues to decline in 2006.

In 2005, the number of Internet users who reported that they went online through a telephone modem dropped to less than a majority (45.6 percent) for the first time in the Digital Future Project. In 2006, use of telephone modem for access dropped again, to 37 percent of Internet users.

Access to the Internet through a broadband connection grew slightly in 2006 increasing to 50 percent, compared to 48.3 percent in 2005.

Internet Access By Type of Connection  
(Home Users)



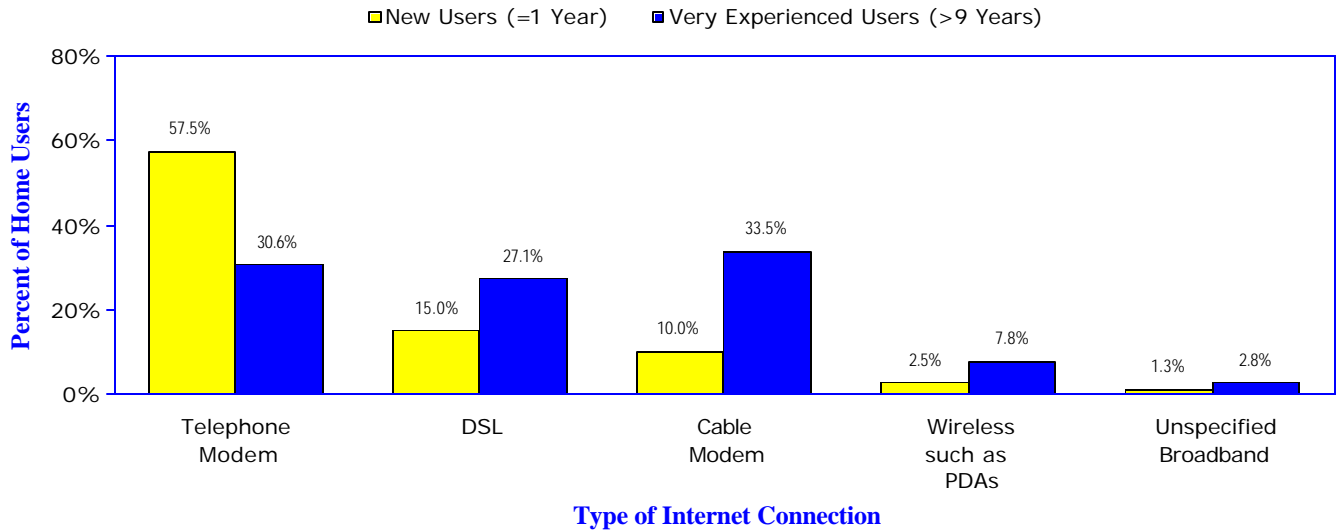
(Top categories only; multiple responses possible)

Broadband And Modem: New Users Vs. Very Experienced Users

Even though telecommunications companies are mounting major marketing campaigns to encourage new Internet users to acquire broadband, a majority of new users go online with a telephone modem. In 2006, more than half of new users (57.5 percent) use a telephone modem to access the Internet, compared to 30.6 percent of very experienced users.

Among very experienced users, 63.4 percent use broadband (defined as cable modem, DSL, ISDN or T1/T3), compared to 26.3 percent of new users.

**Internet Access By Type of Connection**  
(New Users Vs. Very Experienced Users)



(Top categories only; multiple responses possible)

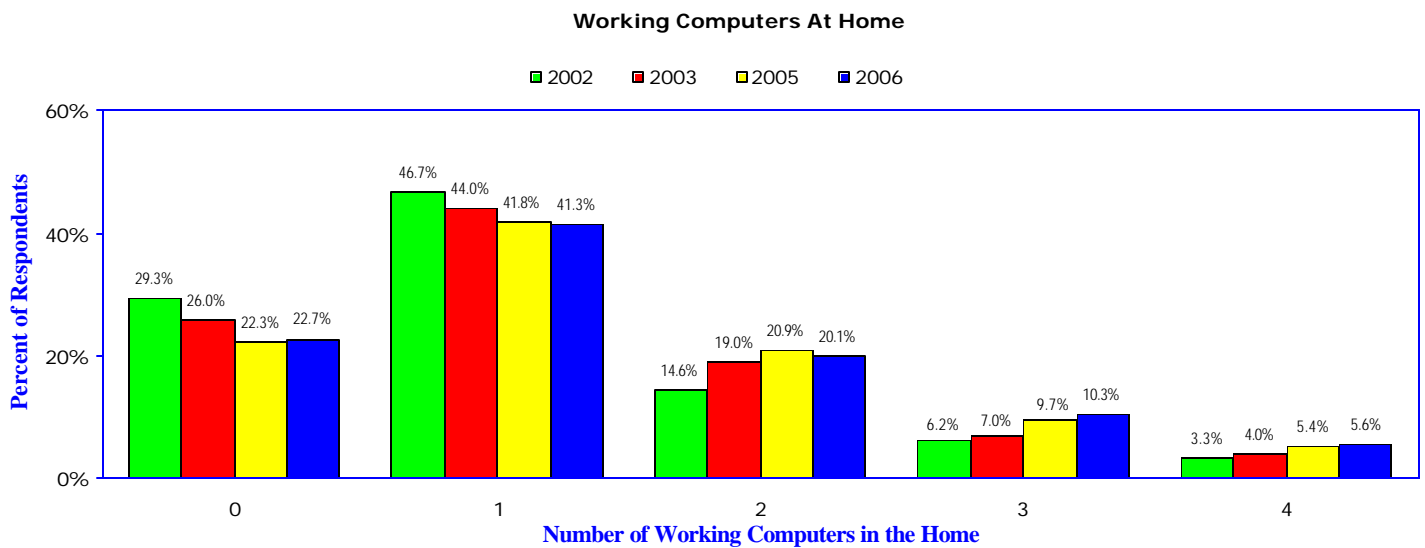
### How Many Working Computers At Home?

In 2006, the number of American homes that have more than one working computer remained the same as in 2005 (36 percent overall).

However, in 2006, a slightly higher number of households than in 2005 had three or more working computers (15.9 percent vs. 15.1 percent).

Only four years ago, in 2002, when this question was asked for the first time in the study, only 9.5 percent of households had three or more working computers.

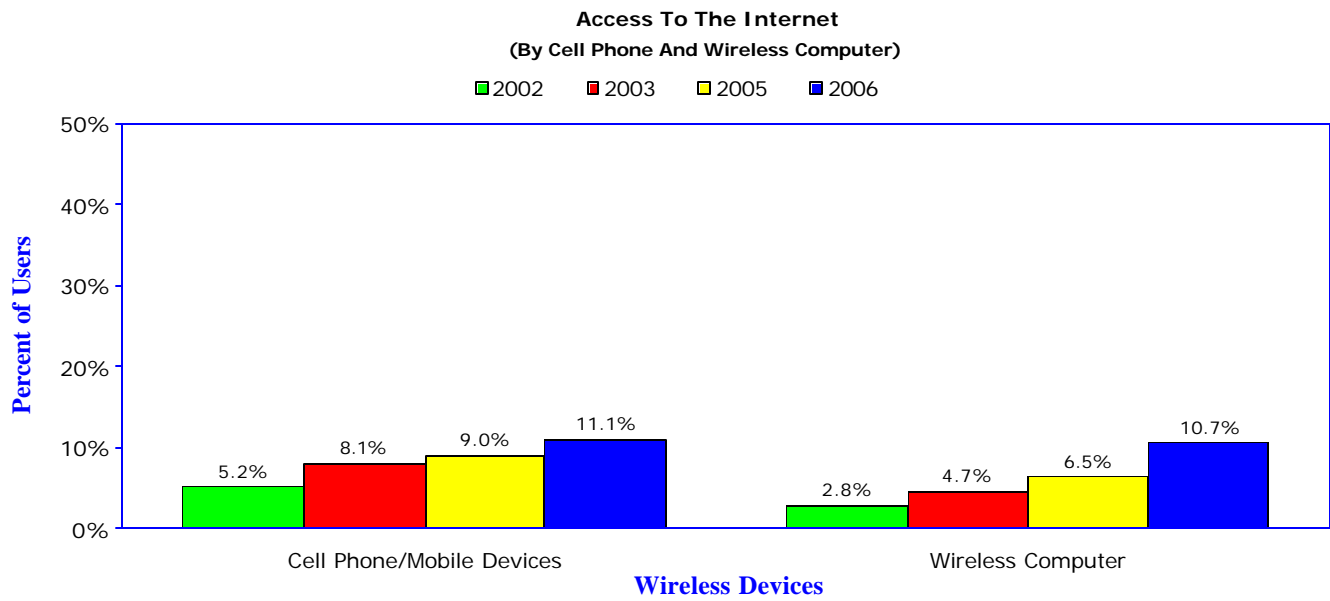
The number of households without a working computer remained essentially stable from 2006 over 2005 (22.7 percent in 2006, compared to 22.3 percent in 2005).



### Access To The Internet By Cell Phone And Wireless Computer

The use of cell phones and computers equipped with wireless cards for Internet access is increasing.

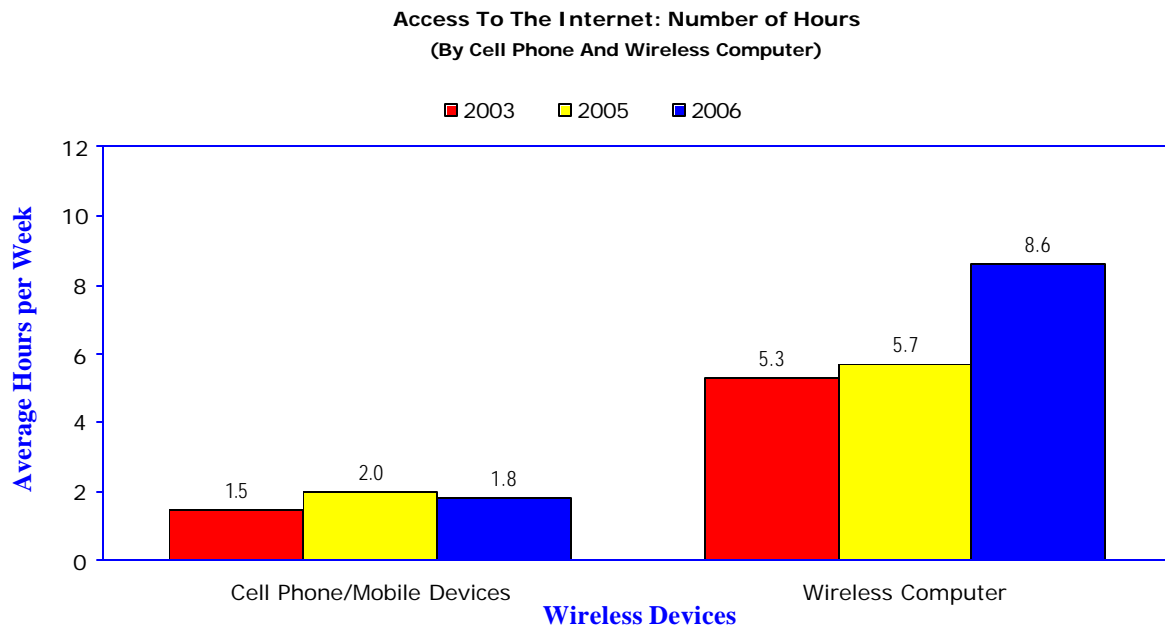
In 2006, 11.1 percent of Internet users go online through cell phones, and 10.7 percent use wireless computers -- both high figures for the Digital Future Project.



### Access To The Internet By Wireless Devices: How Many Hours?

The amount of access to the Internet through wireless computers increased sharply in 2006. However, the amount of Internet access through cell phones and other mobile devices has stabilized at lower levels.

Access to the Internet through wireless computers jumped almost three hours per week in 2006. At the same time, the amount of Internet access through cell phones and other mobile devices declined slightly to 1.8 hours per week, roughly the same amount for the previous two years.



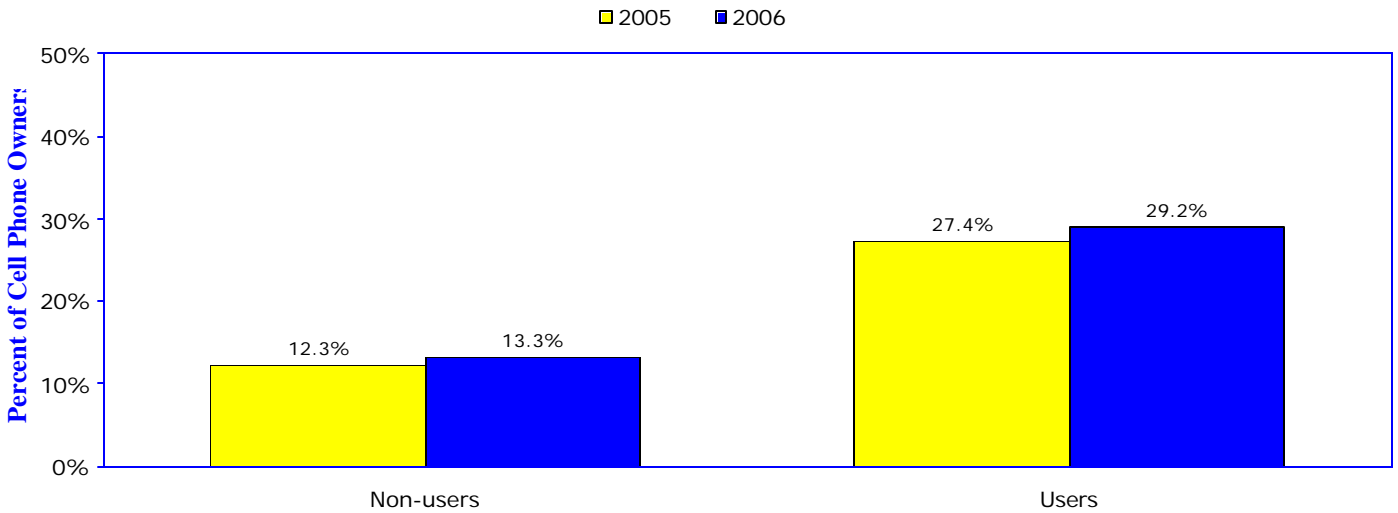
### Cell Phones: Multiple Uses

Large numbers of cell phone subscribers use their cell phones for functions other than conversations or voice messages, such as text messaging, e-mail, or transmission of photographs.

In 2006, 27.4 percent of respondents who own a cell phone say they use that phone for functions other than conversation or voice messages.

More than twice the percentage of users compared to non-users rely on their cell phones for functions other than conversations or voice messages.

**Cell Phones: Uses For Functions Other Than Conversation Or Voice Messages  
(Internet Users Vs. Non-Users)**



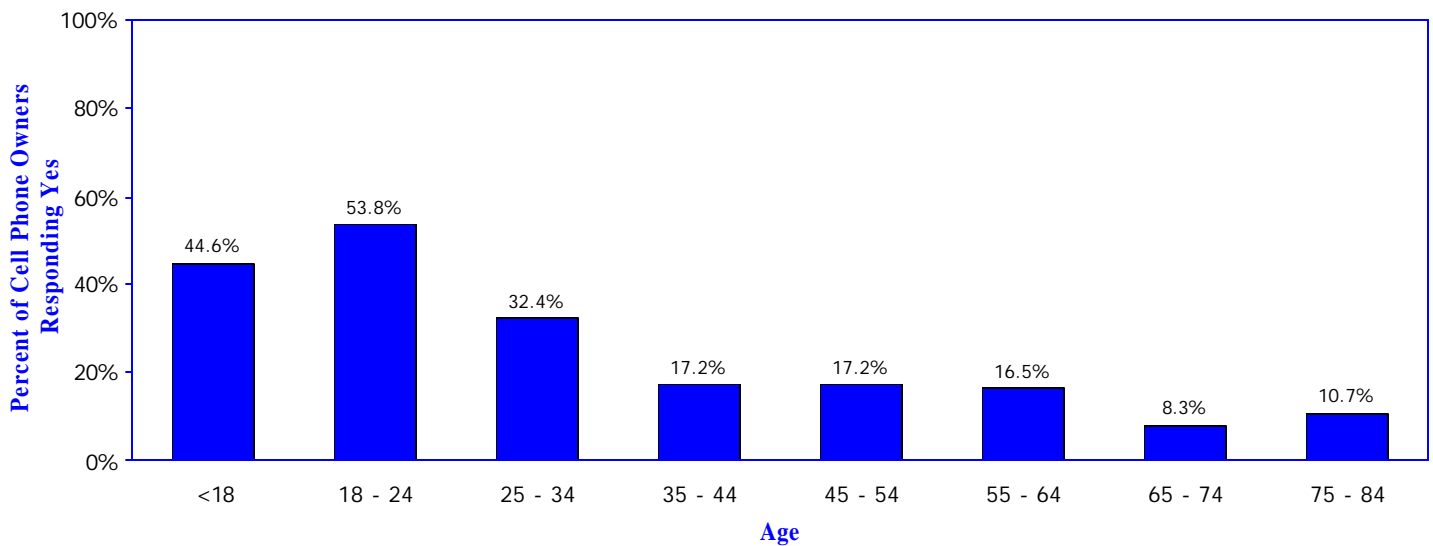


### Cell Phones: Multiple Uses (By Age)

By far the largest use of cell phones for functions other than voice messages or conversation occurs among cell phone users age 24 and under. Among users under 18, more than 40 percent (44.6 percent) of those with cell phones use the phone for functions other than voice messages or conversation.

The high percentage of minors who use cell phones for an expanding range of functions continues to raise questions about a gap between the evolving ways that children communicate, compared to their parents. For more about this gap, see the Trends on page 122.

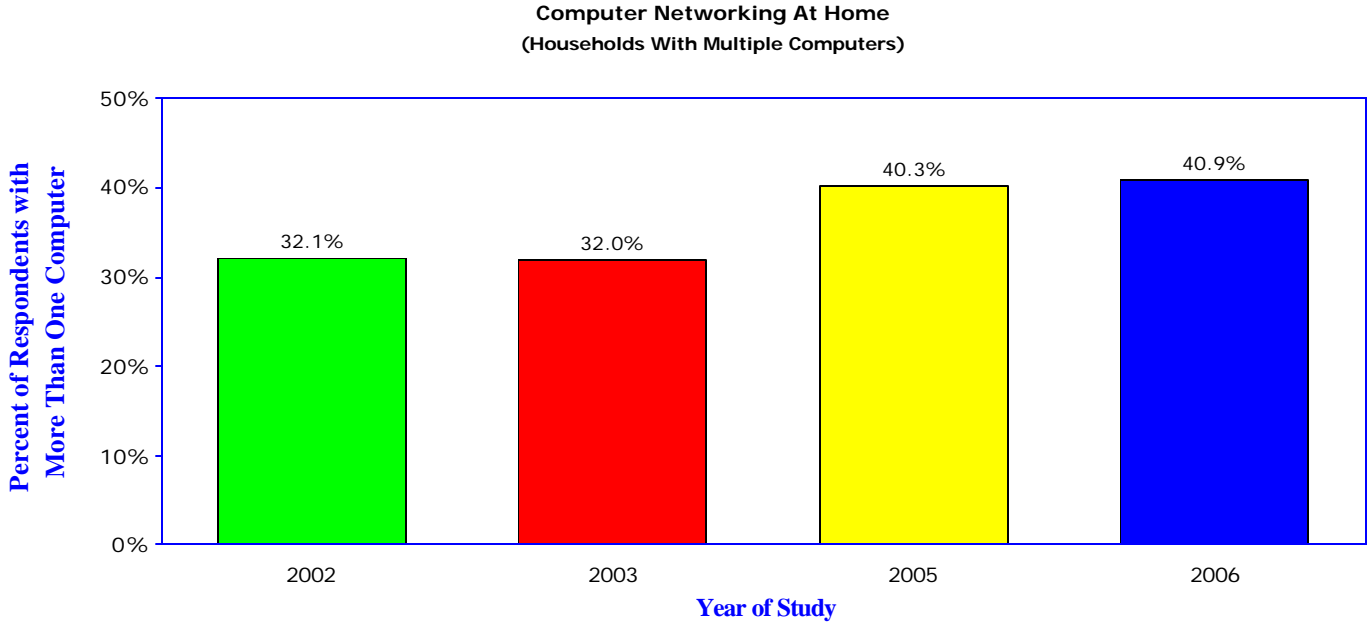
**Cell Phones: Uses For Functions Other Than Conversation Or Messages  
(By Age)**



Home Networking

The Digital Future Project found a continued growing trend in home networking.

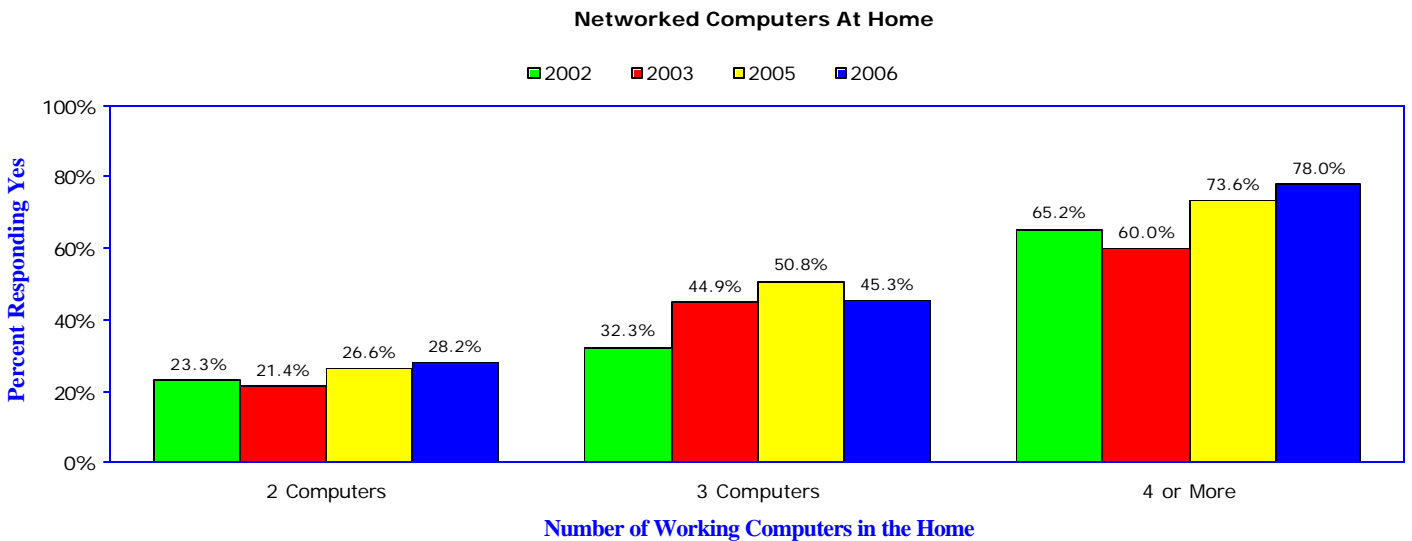
In 2006, the percentage of respondents with two or more computers in their households networked to each other increased marginally over 2005.



Home Networking: How Many Computers?

Not surprisingly, the homes with the largest number of computers are most likely to network their computers together.

In 2006, more than three-quarters of households with four or more computers (78 percent) say their computers are on a home network -- up from less than two-thirds (65.2 percent) when this question was first asked in the study in 2002.

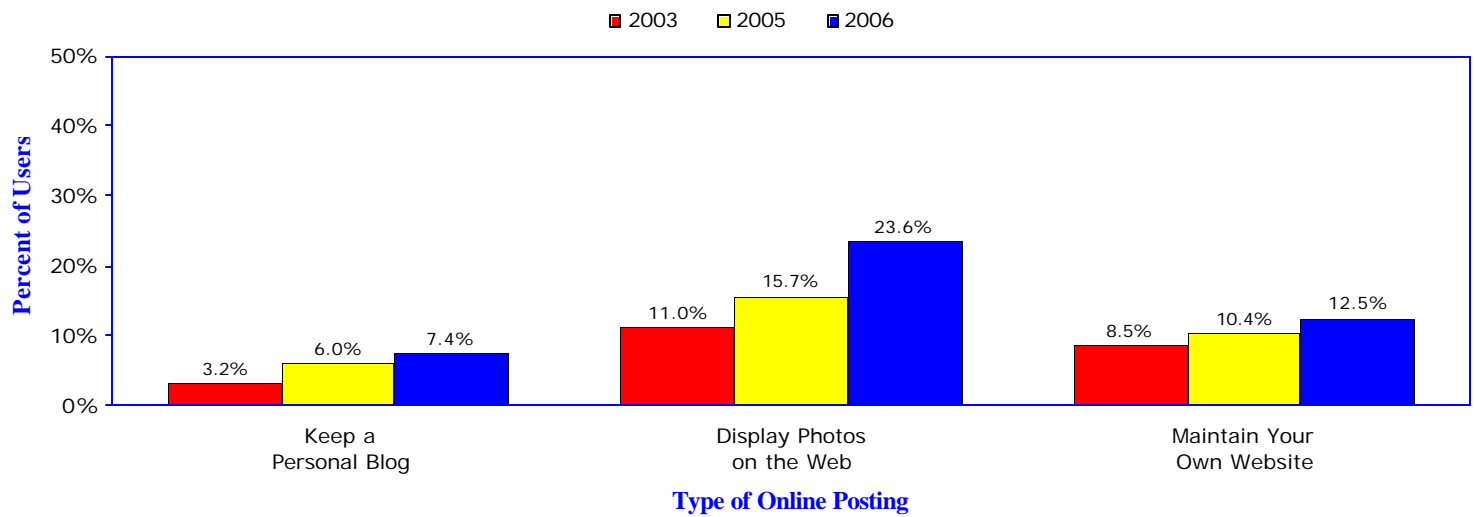


### Posting Information Online

Distributing original content created by Internet users -- whether through a blog, display of photos, or maintaining a personal Web page -- continues to increase in 2006.

In the current Digital Future Project, the largest number of Internet users (23.6 percent) say they post photos online. Smaller but steadily growing numbers of users say they maintain their own Web site or keep a personal blog.

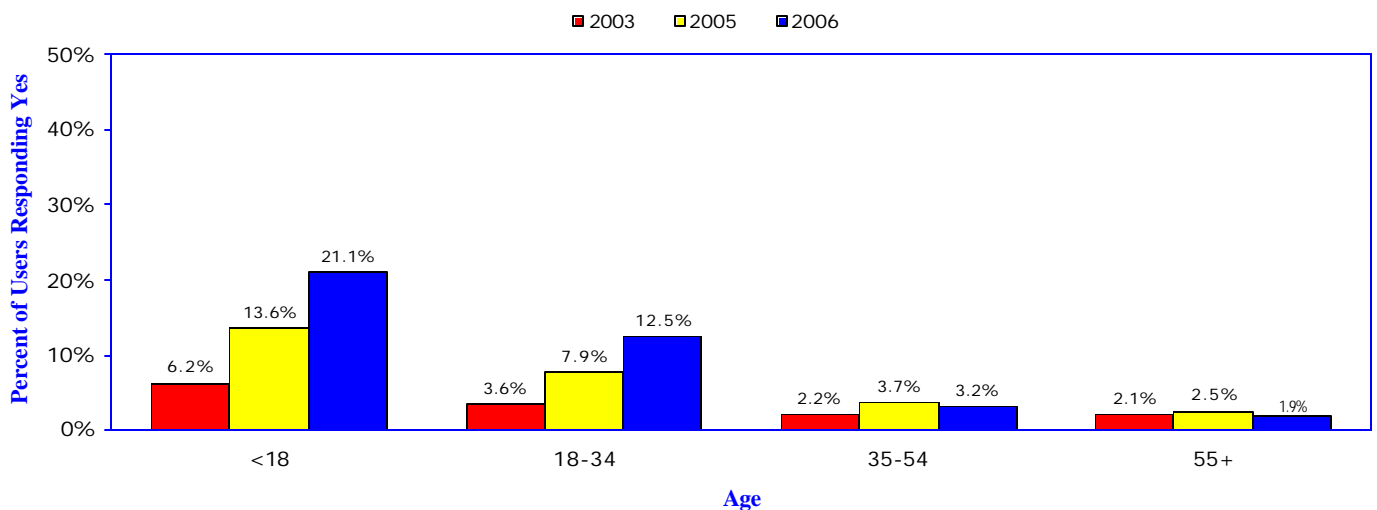
**Do You Post Information Online?  
(Internet Users)**



### Posting Information On Blogs: By Age

Internet users under age 18 are by far the largest group that posts information on blogs. More than one-fifth of Internet users under 18 (21.1 percent) keep a blog.

**Do You Keep A Personal Blog?  
(Internet Users)**



## Internet Users And Non-Users

<i>Do you use the Internet?</i>	<i>No -- 22.4%</i>
<i>Did you ever use the Internet, but don't now? (Of non-users)</i>	<i>27.2%</i>
<i>How long did you use the Internet before you stopped?</i>	<i>2.61 years</i>
<i>Will non-users go online in the next year?</i>	<i>Yes -- 41.1%</i>
<i>Will electronic dropouts go back online?</i>	<i>No -- 53.7%</i>
<i>Does new communications technology make the world a better place? (Internet users)</i>	<i>Yes – 63.8%</i>

### Internet Non-Users: Why Are They Not Online?

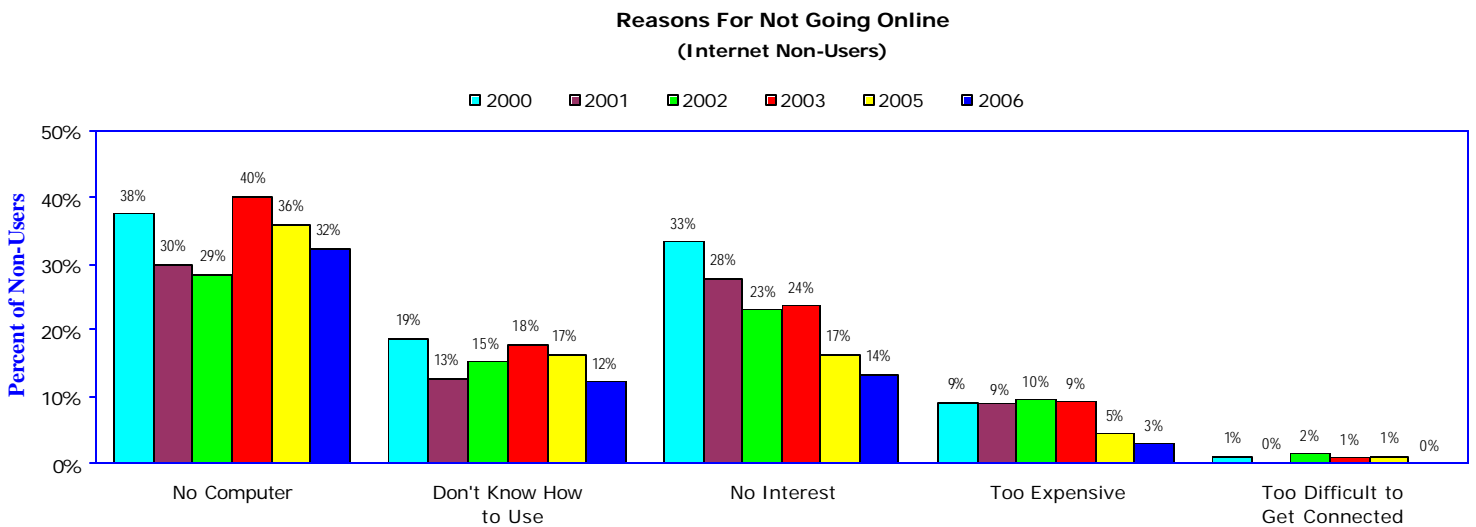
The 22.4 percent of Americans who do not use the Internet express a range of reasons for not being online, but four of the principal reasons are declining in prevalence.

In 2006, the primary reason for not using the Internet continues to be “no computer” -- the reason cited most often in each year of the survey. However, the percentage of non-users who cite this reason is down for three consecutive years.

Lack of interest, lack of knowledge, or expense remain the next most popular reasons – and the percentages reported for all are declining.

And, those who say that their reason for not being online is the expense of using the Internet dropped to 3 percent in 2006.

Of particular note: while availability of online pornography to children continues to be a hotly-debated public issue, sexual content is cited by only a miniscule number of respondents as a reason for not being online -- a finding consistent with previous years.



Electronic Dropouts: Why Do Users Stop Going Online?

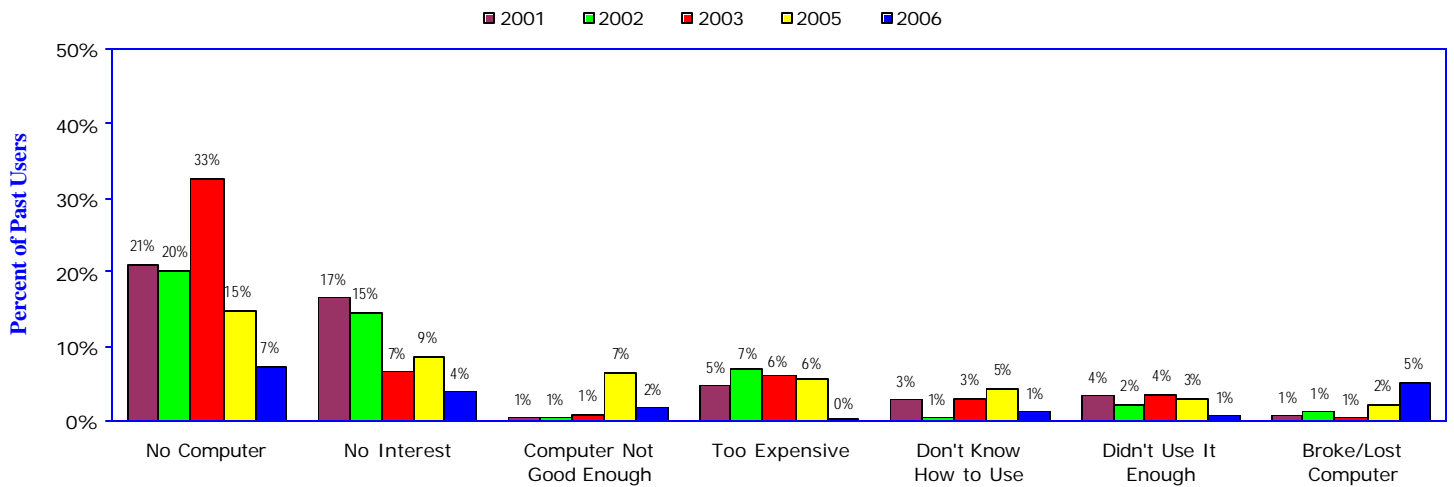
The more than one-quarter of Internet non-users who have previously gone online (27.2 percent) continue to report a variety of reasons for not going online, but the attitudes have shifted considerably in 2006.

In the current study, a much lower percentage of electronic dropouts report that the reason they stopped going is “no computer available” – a continuation of the decline that began in 2005 and by far the lowest level reported thus far in the Digital Future Project.

The number who report a related response -- “computer not good enough” -- also dropped substantially in 2006 after increasing in 2005.

The other major reason for dropping out -- no interest -- declined to its lowest level so far.. Lack of knowledge (“don’t know how to use”) also declined as a reason.

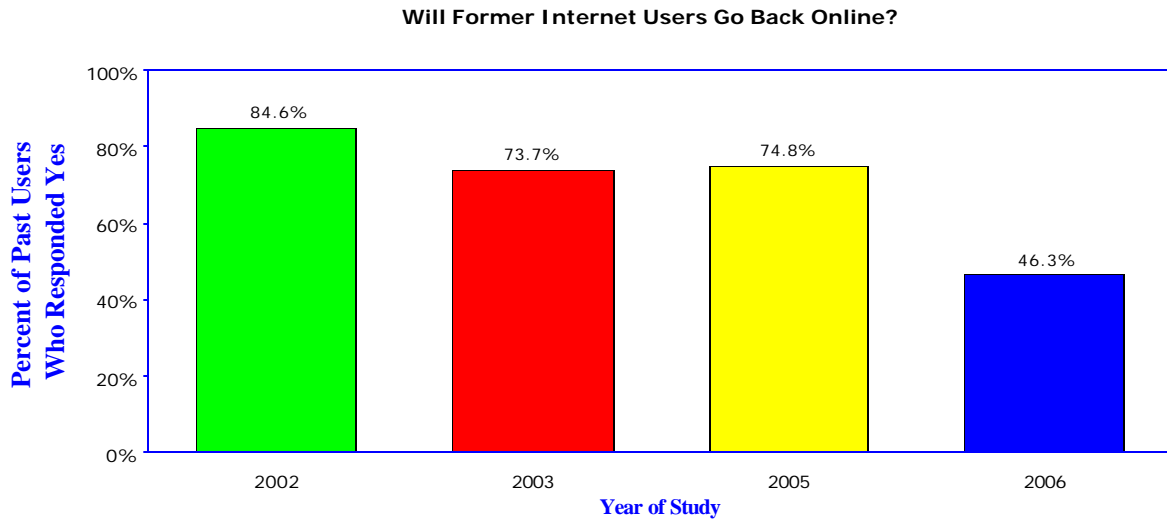
Electronic Dropouts: Reasons Why Former Internet Users No Longer Go Online



Electronic Dropouts: Will You Go Back Online?

Fewer electronic dropouts in 2006 say they will go back online.

Less than half of non-users who previously used the Internet (46.3 percent) say they will go back online, the lowest level in the history of the Digital Future Project.

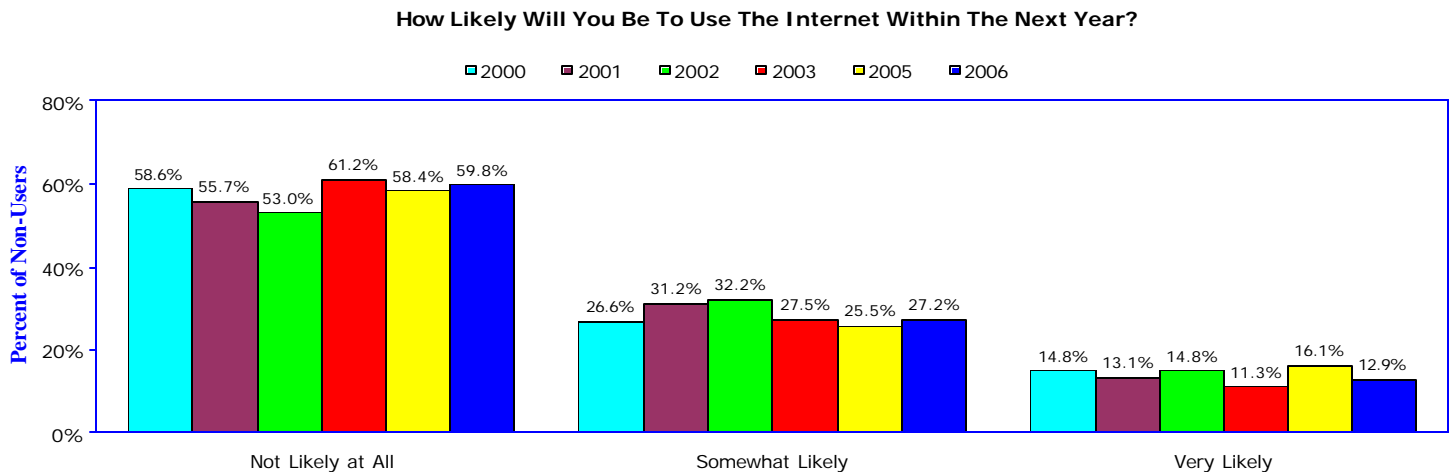


Will Non-Users Go Online?

Will Internet non-users go online in the next year?

In the current study, of the 22.4 percent of respondents who do not currently use the Internet, 40.1 percent say they are somewhat likely or very likely to go online next year – down marginally from 41.6 percent in 2005. However, the percentage in 2006 who are very likely to go online declined to 12.9 percent, down from 16.1 percent in 2005.

The percentage of respondents who say they are not likely at all to use the Internet in the next year increased slightly, to 59.8 percent.



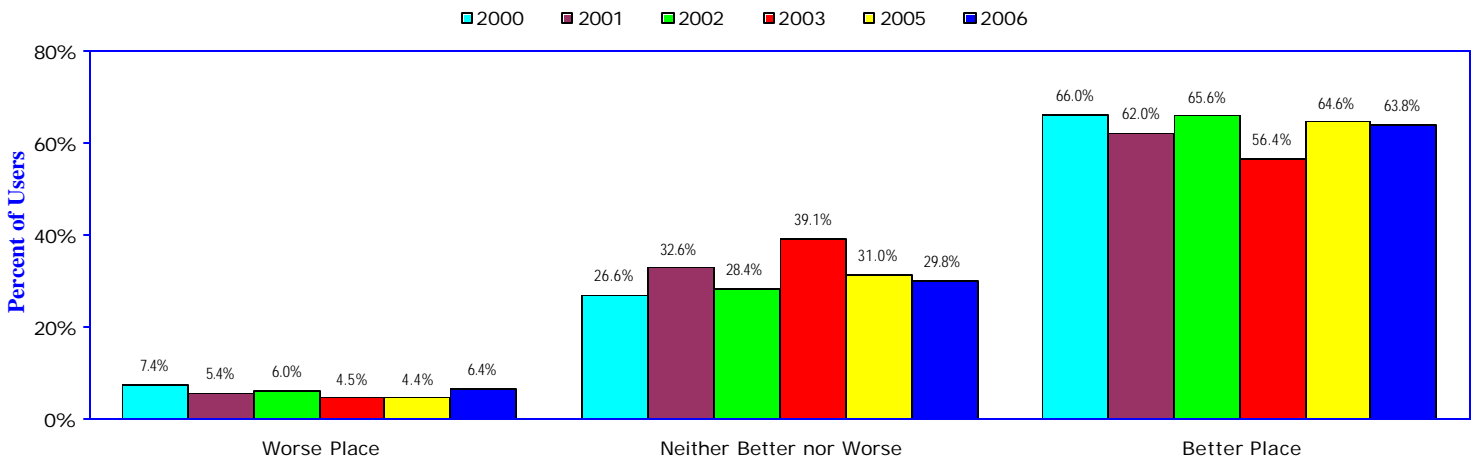
How Has New Communication Technology Affected The World?

In spite of continuing -- even growing -- awareness of issues surrounding Internet security, viruses, and child-related online crime, positive attitudes among Internet users about how new communication technology affects the world remain high in the sixth year of the Digital Future Project.

In 2006, 63.8 percent of users say that new communication technology (the Internet, cell phones, and pagers) makes the world a better place – down only marginally from 2005.

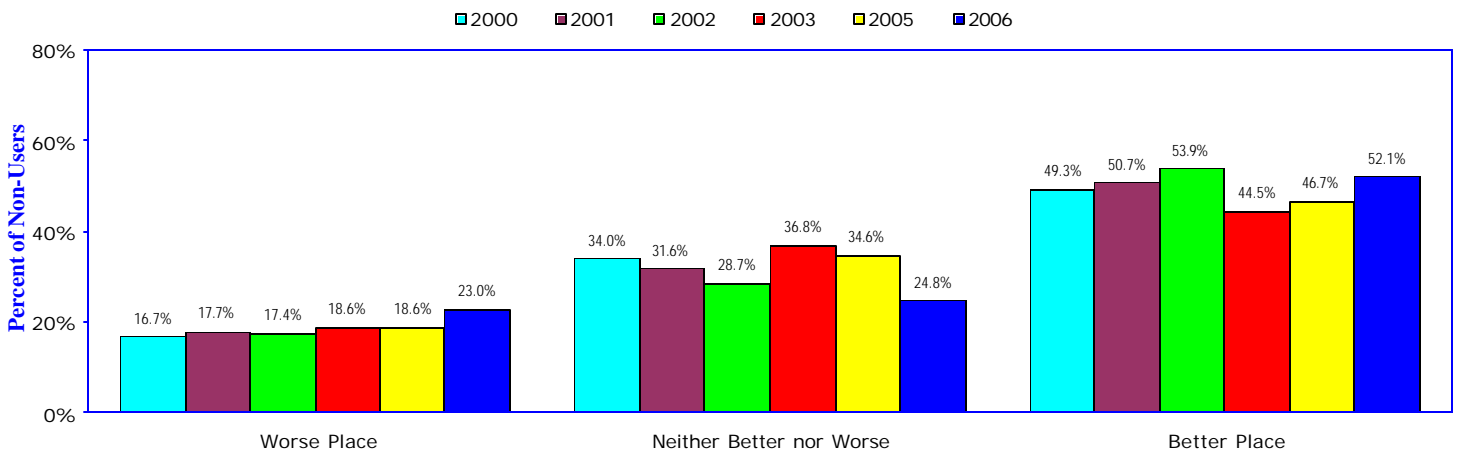
Internet users who report that new communication technology makes the world a worse place increased to 6.4 percent.

**Has Communication Technology Made The World A Better Place, Or A Worse Place? (Internet Users)**



Non-users express much higher levels of negative views. Among non-users, 23 percent say that new communication technology makes the world a worse place – the highest level in the six years of the study.

**Has Communication Technology Made The World A Better Place, Or A Worse Place? (Non-Users)**





## Media Use And Trust

*Internet users who say most or all information on Web sites is reliable and accurate:*

<i>Established media Web sites</i>	<i>77.1%</i>
<i>Government Web sites</i>	<i>74.8%</i>
<i>Individuals' Web sites</i>	<i>14.1%</i>

*Internet users who say most or all information produced by search engines is reliable and accurate:*

*64.4%*

*Internet users who say they spend less time watching TV since they began going online*

*35.5%*

*Weekly Television viewing (hours)*

<i>Internet users</i>	<i>12.3</i>
<i>Non-users</i>	<i>21.4</i>

*Minutes online each week...*

*...playing video games*

<i>New users</i>	<i>111.6</i>
<i>Very experienced users</i>	<i>59.2</i>

*...reading online newspapers*

<i>New users</i>	<i>18.1</i>
<i>Very experienced users</i>	<i>65.6</i>

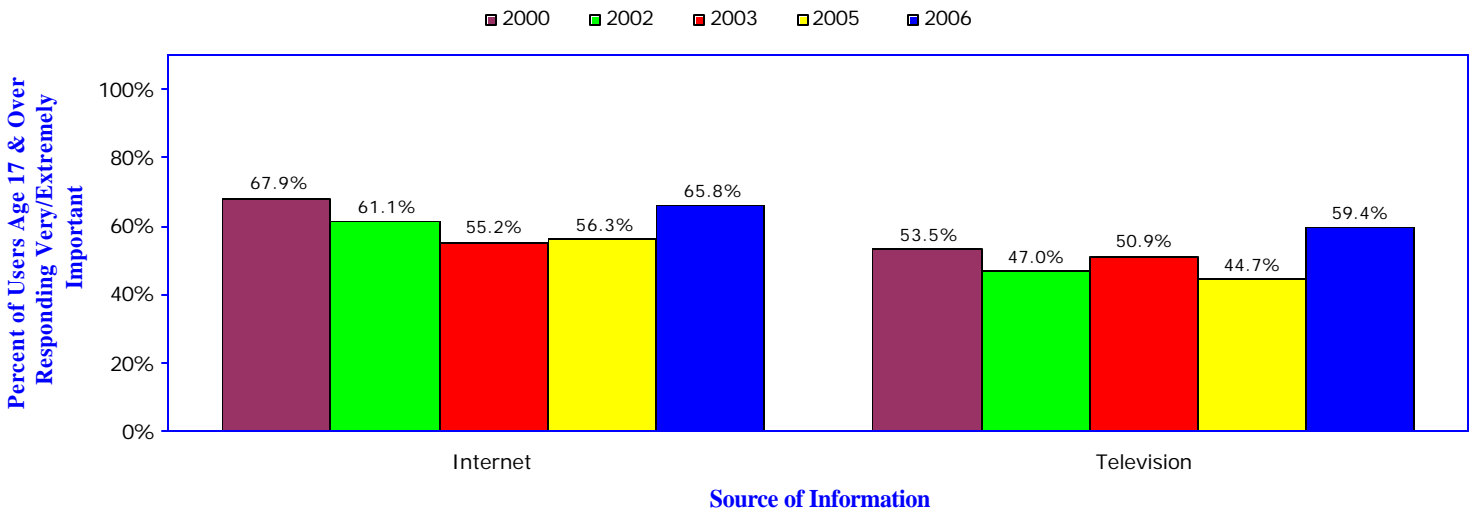
### The Internet and Television: How Important As Sources of Information and Entertainment?

After six years of studying American online behavior and attitudes, the Digital Future Report continues to find that the Internet has a solid position as an important source of information and entertainment for the vast majority of users, consistently outranking television.

In 2006, among users age 17 and older, almost two-thirds of Internet users (65.8 percent) consider the Internet to be a very important or extremely important source of information for them -- up from 56.3 percent in 2005.

The percentage of Internet users who consider television to be a very important or extremely important source of information for them increased substantially in 2006, to 59.4 percent of users -- up from less than half (44.7 percent) in 2005.

**The Internet: Importance As Sources of Information And Entertainment**  
(Internet Users Age 17 and older)

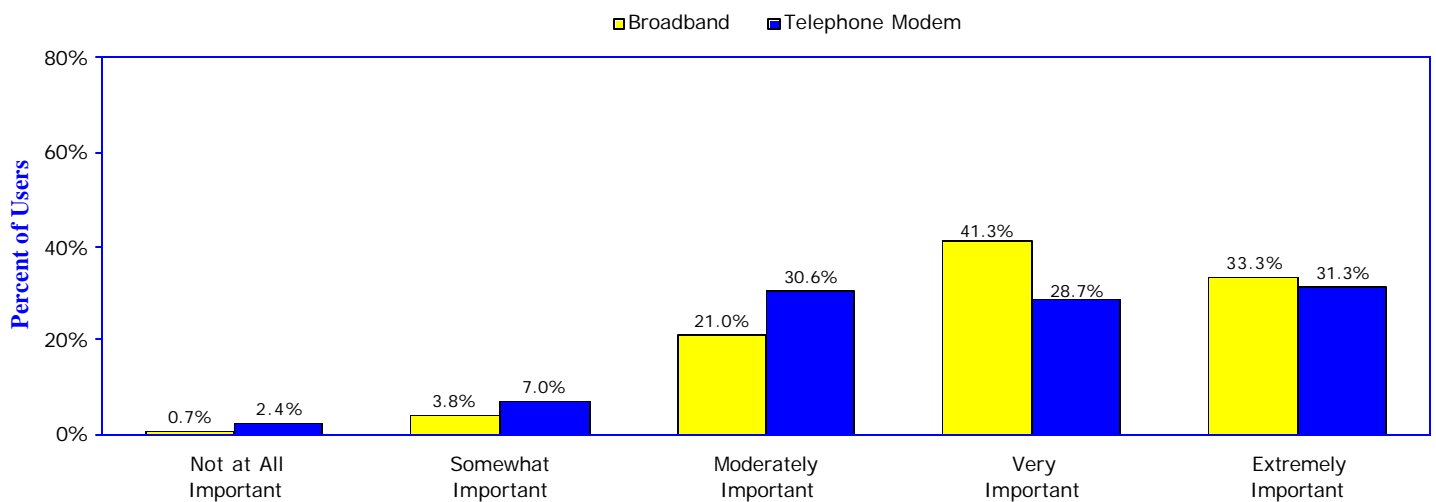


The Internet As An Information Source:  
Importance to Broadband Users Vs. Telephone Modem Users

Much higher numbers of broadband users than modem users say that the Internet is the top source of information for them. (Broadband is defined as cable modem, DSL, ISDN or T1/T3.)

Almost three-quarters of broadband users (74.6 percent) consider the Internet a very important or extremely important source of information for them, compared to 60 percent of those who access the Internet by telephone modem.

**The Internet – Importance As An Information Source**  
(Broadband Vs. Telephone Modem)



Information On The Internet: Is It Reliable And Accurate?

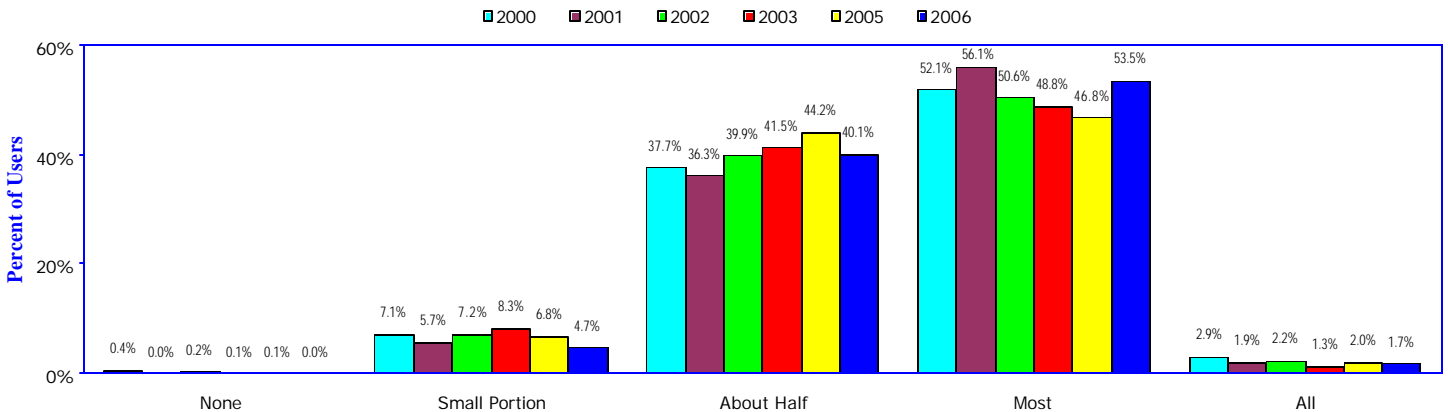
In 2006, the number of users who believe that most or all of the information on the Internet is reliable and accurate grew sharply over 2005, reversing a three-year decline.

In 2006, well over half of users (55.2 percent) say that most or all of the information online is reliable and accurate – up from 48.8 percent in 2005, but still below the peak in 2001 (55 percent).

The largest growth occurred among Internet users who believe that most information on the Internet is reliable and accurate.

The number of users who say that none or only a small portion of information on the Internet overall is reliable and accurate continues to drift downward; zero users in 2006 say that none of the information online is reliable and accurate.

**How Much Of The Information On The World Wide Web Overall Do You Think Is Reliable And Accurate? (Internet Users)**



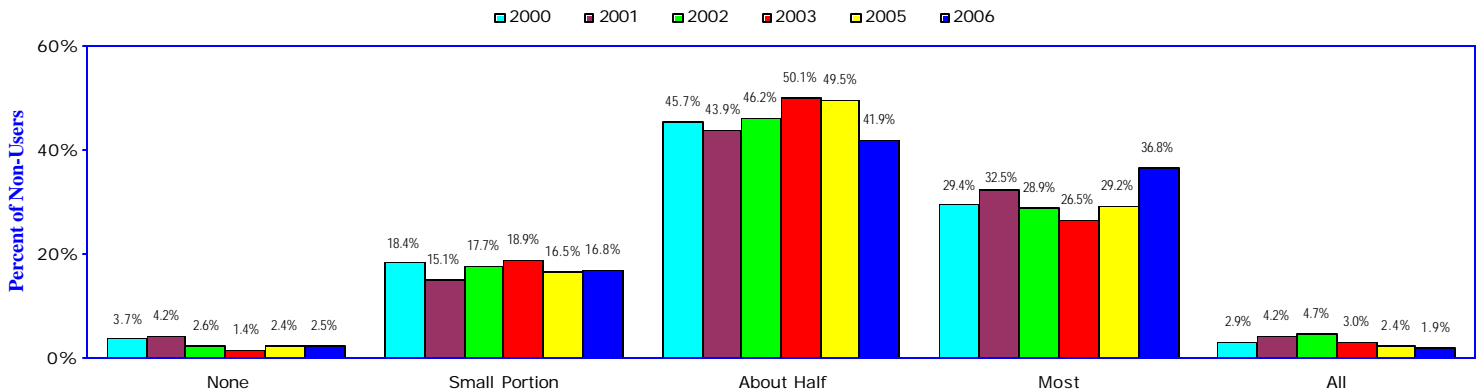
Information On The Internet: How Do Non-Users Feel About Its Reliability And Accuracy?

Like Internet users, a growing number of non-users also believe that most or all of the information online is reliable and accurate.

In 2006, almost 40 percent (38.7 percent) of non-users say that most or all of the information online is reliable and accurate -- the highest level in the six years of the Digital Future Project.

The number of non-users who say that none or a small portion of online information is reliable and accurate has stabilized at approximately 19 percent. Among non-users, those who say only about half of the information on the Internet is reliable and accurate declined in 2006 to 41.9 percent, down from almost half (49.5 percent in 2005).

**How Much Of The Information On The World Wide Web Overall Do You Think Is Reliable And Accurate? (Internet Non-Users)**



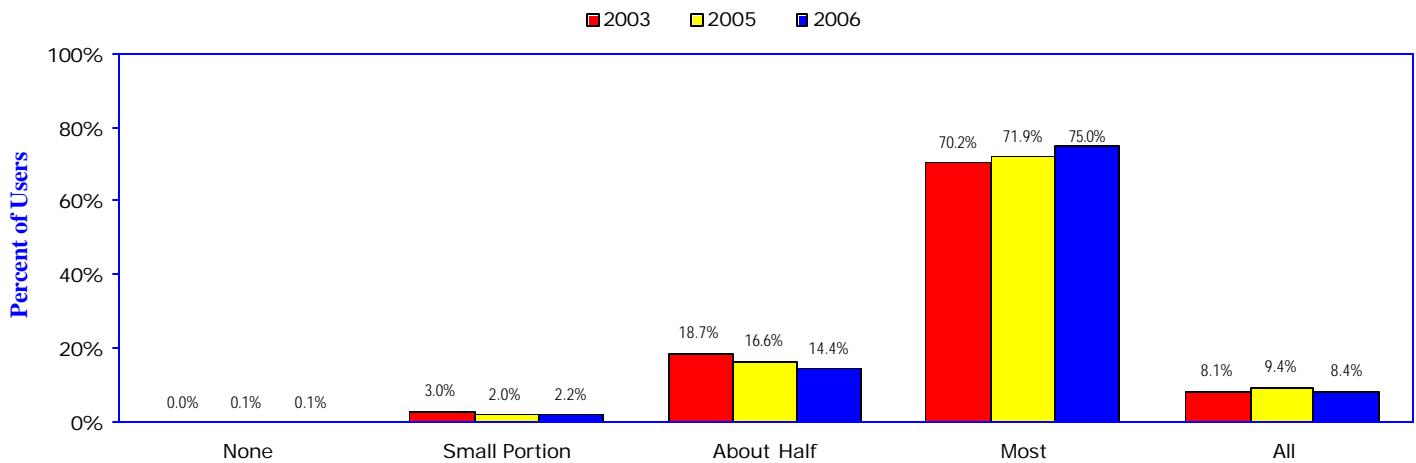
### Reliability And Accuracy Of Online Information: Frequently-Visited Web Sites

Growing numbers of Internet users find high degrees of reliability and accuracy on their favorite Web sites.

In 2006, 83.4 percent of users say that most or all of the information on Web sites they visit regularly is reliable and accurate -- up from 81.3 percent in 2005.

The number of users who say that only about half or less of the information on the Web sites they visit regularly is reliable and accurate continues to decline in 2006.

**How Much Of The Information On The World Wide Web Sites  
That You Visit Regularly Do You Think Is Reliable And Accurate?  
(Internet Users)**



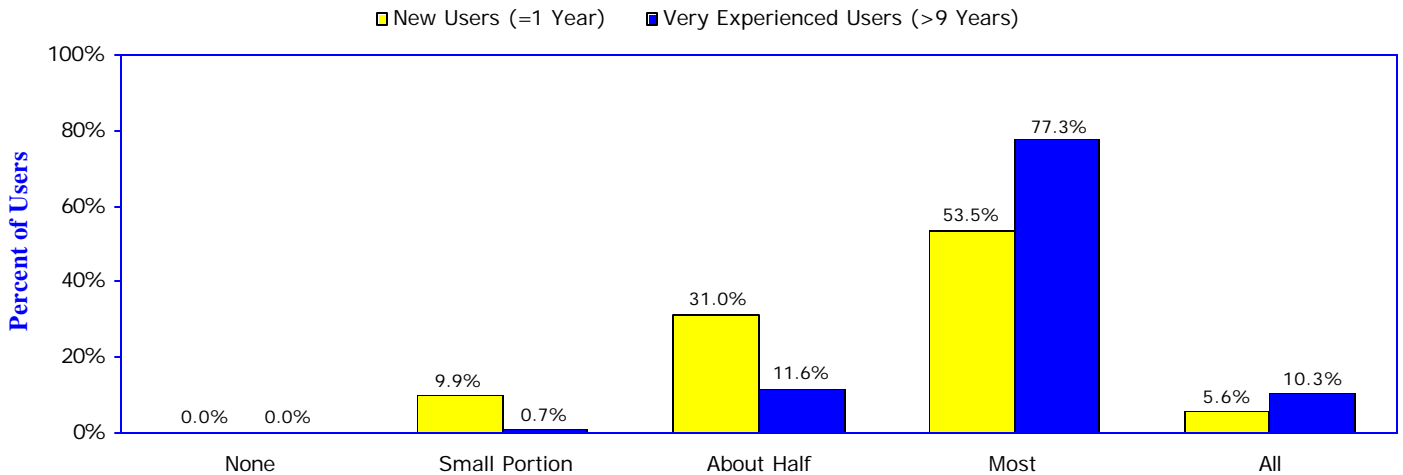
Reliability And Accuracy Of Online Information: New Users Vs. Very Experienced Users

Comparing new Internet users to very experienced users, the Digital Future Project found wide differences in beliefs about the reliability and accuracy of online information.

Among very experienced Internet users, 87.6 percent said that most or all of the information on the Web sites they visit regularly is reliable and accurate -- this compared to 59.1 percent of new users.

On the other hand, 40.9 percent of new users say that about half or less of the information on the Web sites they visit regularly is reliable and accurate, compared to 12.3 percent of very experienced users with the same view.

**How Much Of The Information On The World Wide Web Sites That You Visit Regularly Do You Think Is Reliable And Accurate?**



### Which Web Sites Are Reliable And Which Are Not?

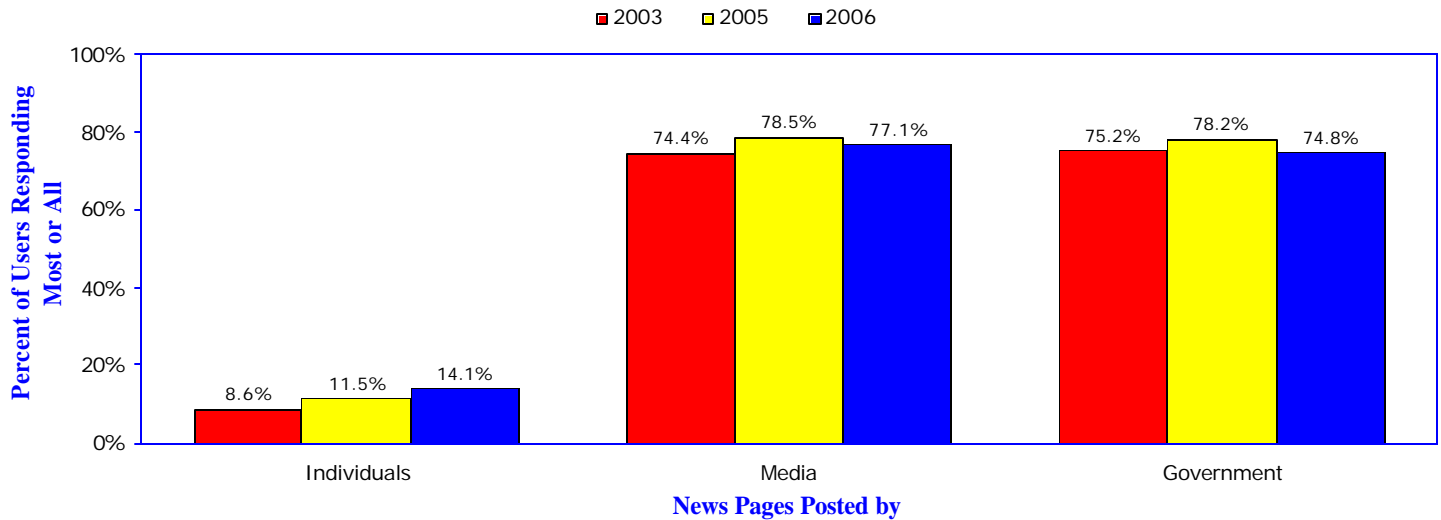
For 2006, the number of Internet users who say that most of the information posted by established media and government Web sites is reliable and accurate remains generally consistent with 2005 and 2003 results.

In 2006, Web sites mounted by established media (such as nytimes.com and cnn.com) ranked highest, with 77.1 percent of users saying that most or all information on those sites is reliable and accurate -- down slightly from the peak of 78.5 percent in 2005.

Faith in government Web sites declined even more, to 74.8 percent of users saying that most or all information on those sites is reliable and accurate -- down from 78.2 percent.

Information pages posted by individuals have much lower credibility than other Web sites, but the credibility of those sites is growing. In 2006, 14.1 percent of Internet users say that most or all of information posted by individuals is reliable and accurate -- up from 11.5 percent in 2005 and from 8.6 percent in 2003.

**How Much Of The Information On Specific Types Of Internet Sites  
Do You Think Is Reliable And Accurate?  
(Internet Users)**



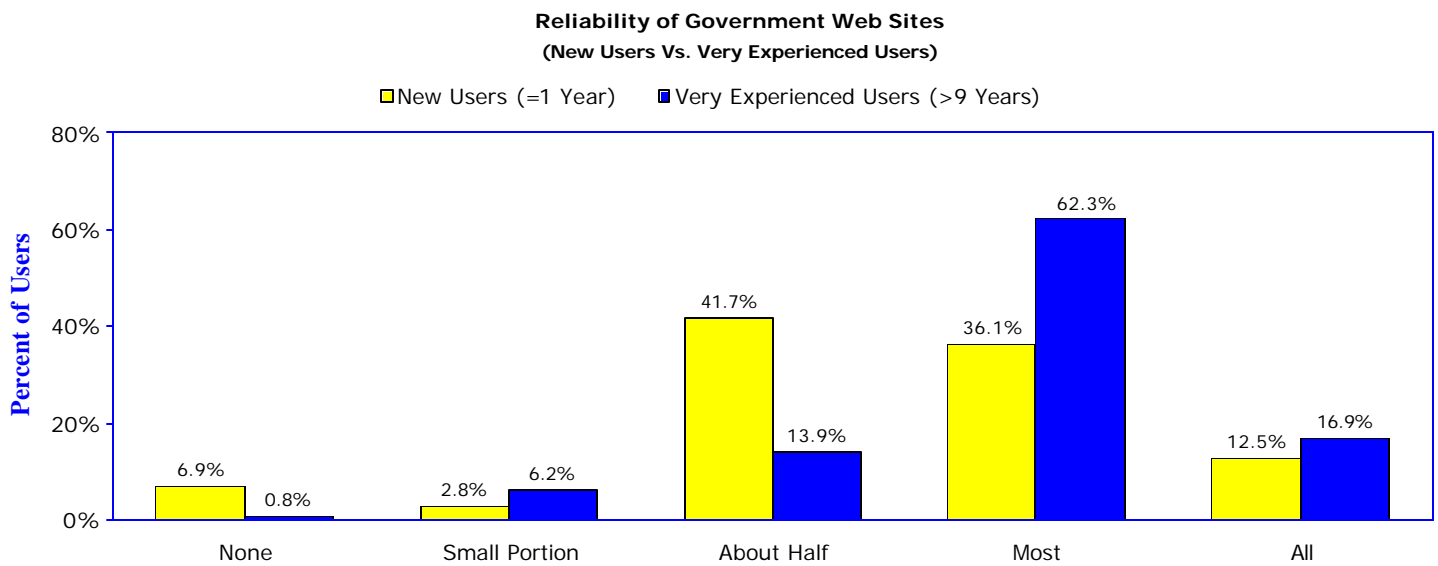


Government Web Sites:

The “Credibility Gap” Between New Users And Very Experienced Users

When exploring the reliability and accuracy of government Web sites, of special note is the difference in views between new users and very experienced users.

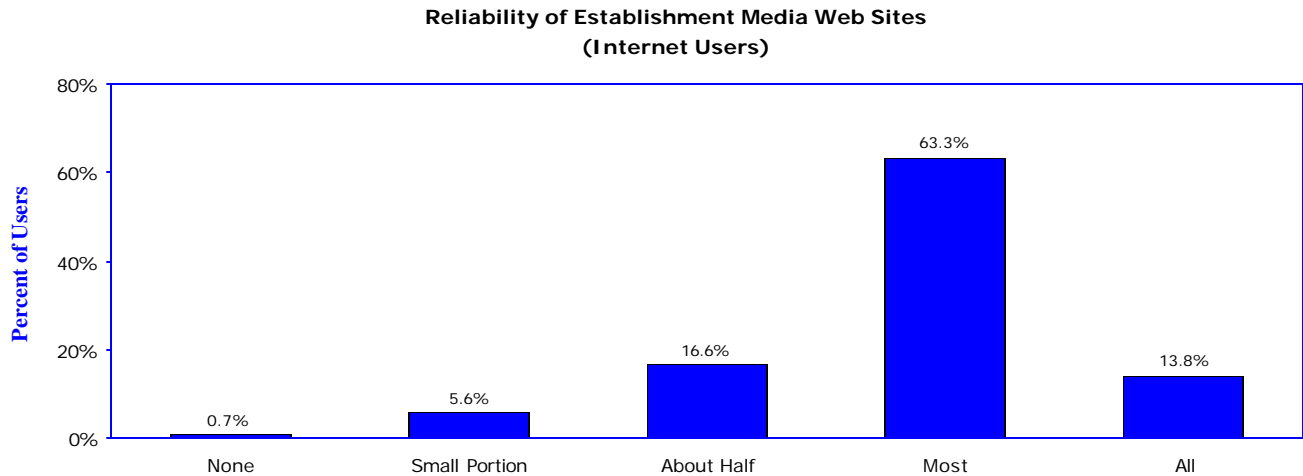
Among new Internet users, less than half (48.6 percent) say that most or all of the information posted on government Web sites is reliable and accurate -- this compared to almost 80 percent of very experienced users (79.2 percent).



## News Pages Posted By Established Media

Internet users report high levels of reliability and accuracy for Web pages posted by established media, such as The New York Times and CNN.

More than three-quarters of Internet users (77.1 percent) say that most or all of the information posted on media Web sites is reliable and accurate.

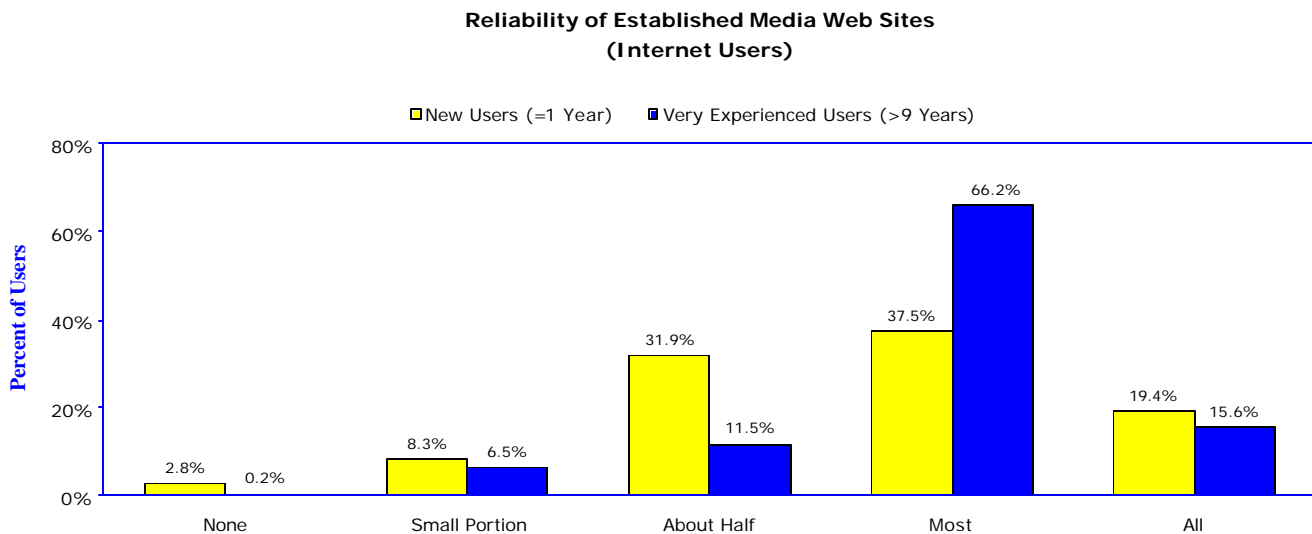


## News Pages Posted By Established Media:

### New Users Vs. Very Experienced Users

New users and very experienced users also report large differences in their views about the reliability and accuracy of news pages posted by established media.

More than 80 percent (81.8 percent) of very experienced users say that most or all of the information on news pages posted by established media is generally reliable and accurate -- this compared to 56.9 percent of new users.

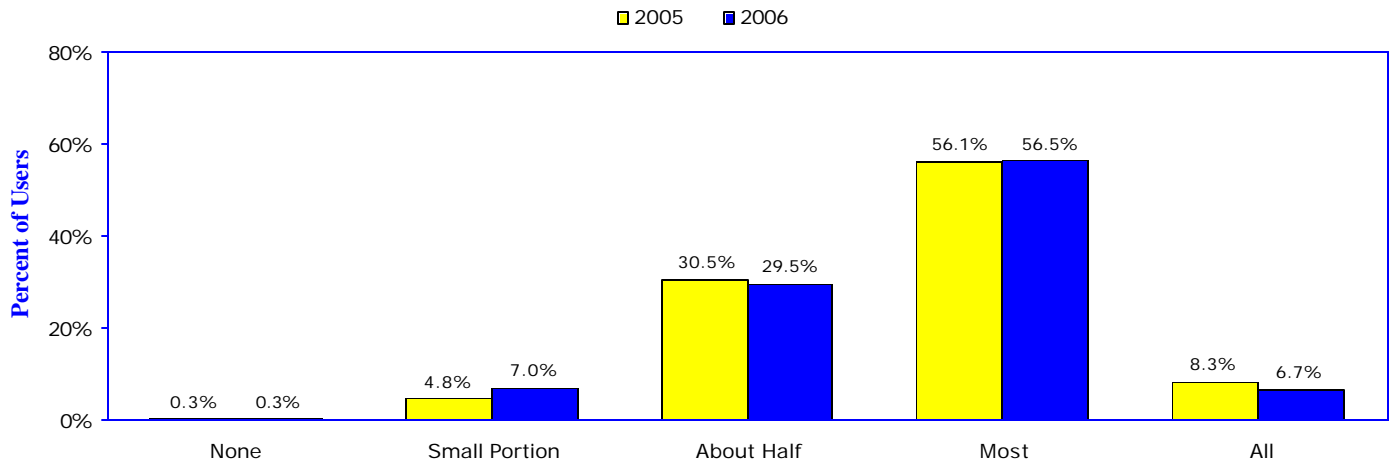


Search Engines: Are They Reliable And Accurate?

Internet users overall continue to express strong positive views about the reliability and accuracy of information provided by search engines, such as Google and Yahoo.

In 2006, 63.2 percent of Internet users say that most or all of the information produced by search engines is reliable and accurate -- down marginally from 64.4 percent in 2005.

**How Much Of The Information Provided By Search Engines Is Generally Reliable and Accurate?  
(Internet Users)**

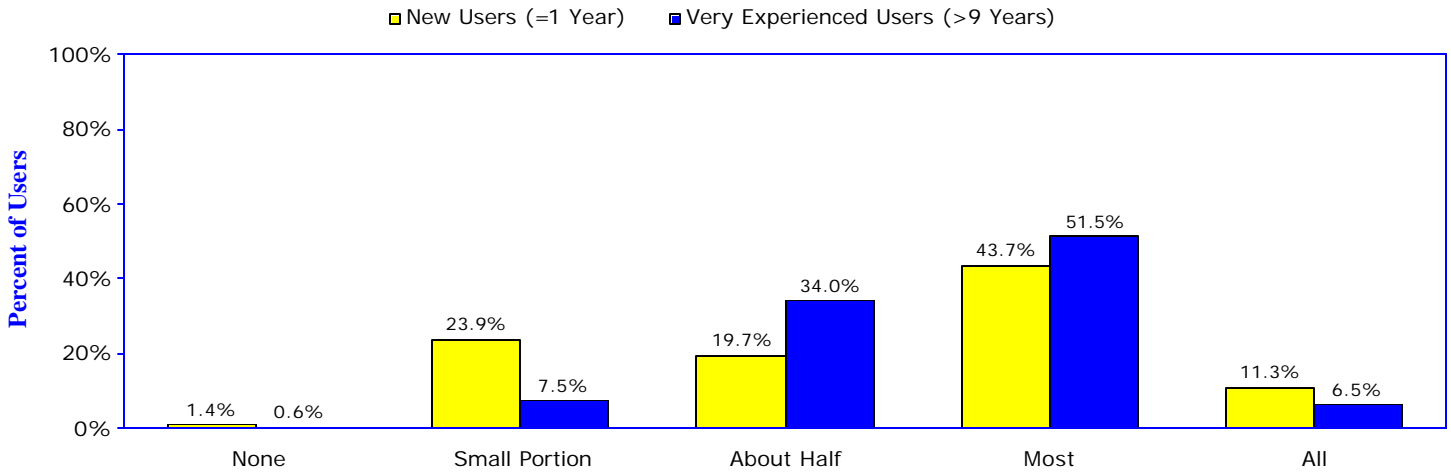


### Search Engines: Differing Views Among New Users Vs. Very Experienced Users

While both new users and very experienced users express strong positive views about the reliability and accuracy of information found by search engines, a significant number of new users express lower confidence in this information.

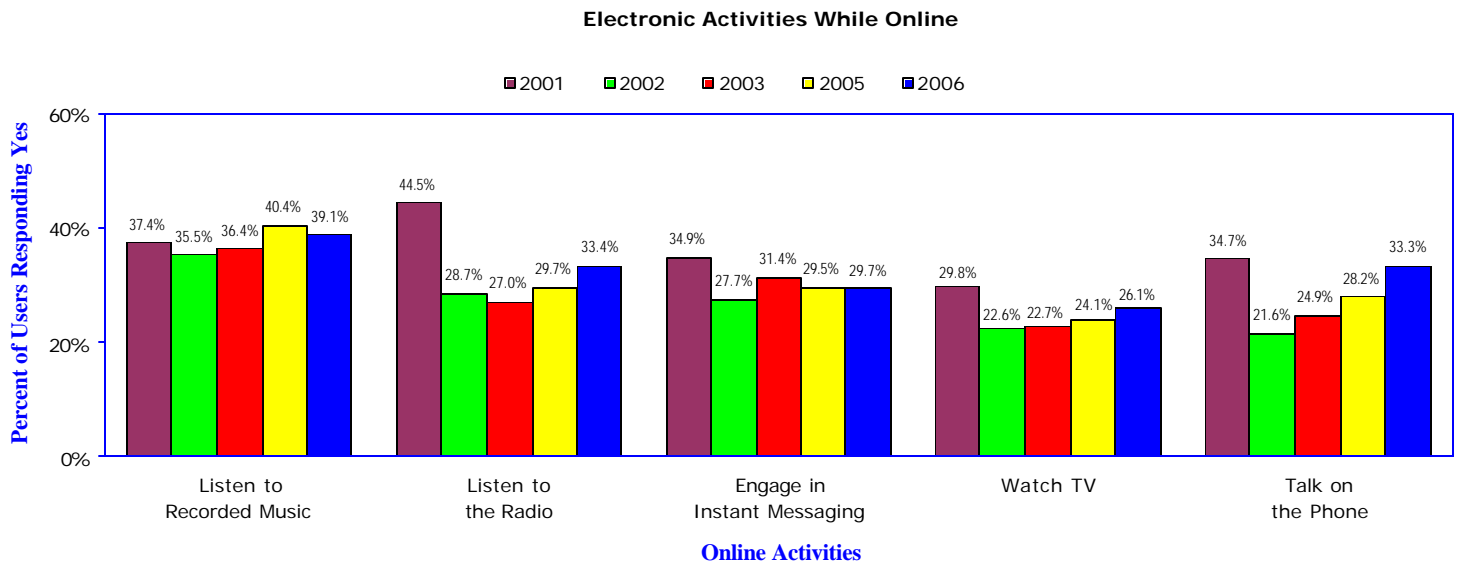
Large numbers of very experienced users (58 percent) and new users (55 percent) say that most or all of the information found by search engines is reliable and accurate. However, more than one-quarter of new users (25.3 percent) say that none or only a small portion of information found by search engines is reliable and accurate, compared to 8.1 percent of very experienced users with the same views.

**How Much Of The Information Provided By Search Engines Is Generally Reliable and Accurate?  
(New Users Vs. Very Experienced Users)**

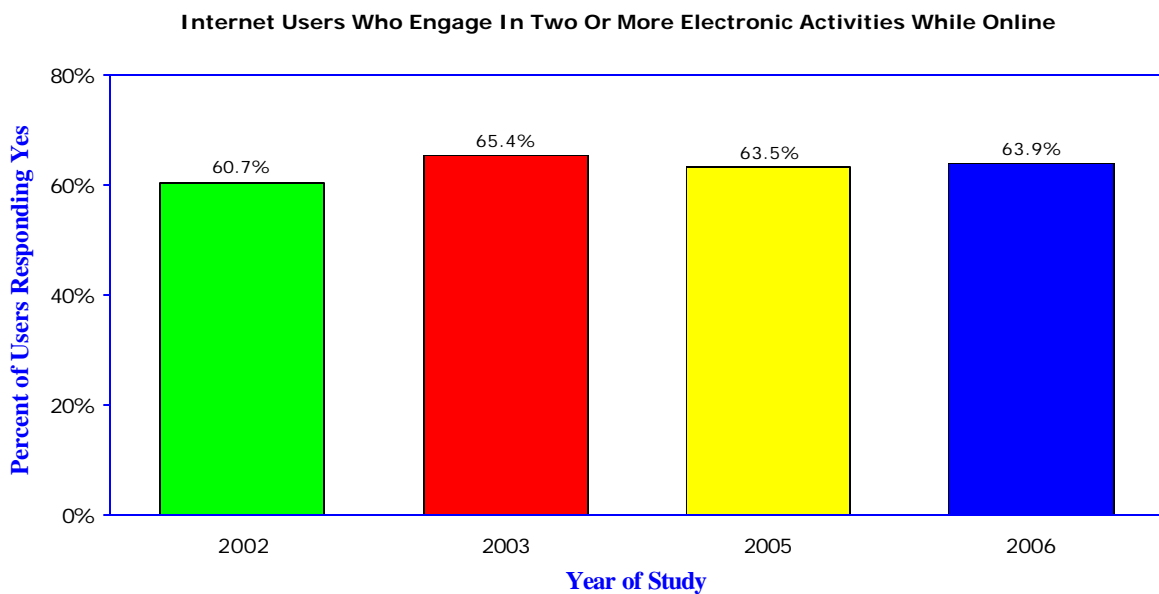


### Multitasking While Online

A significant percentage of users are multitaskers, and engage in electronic activities offline -- such as listening to recorded music or the radio, watching TV, or talking on the telephone -- while using the Internet.



Almost two-third of Internet users (63.9 percent) are multitaskers who engage in two or more activities while using the Internet.



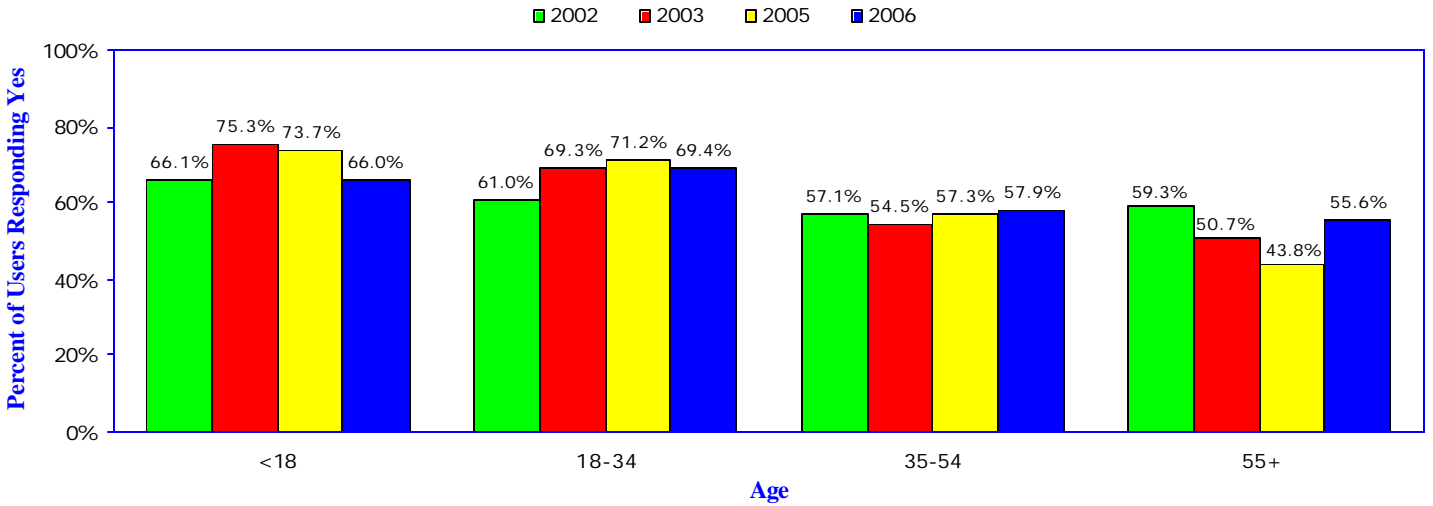
Multitasking While Online: Comparing Internet Users Across All Ages

In 2006, for the first time in the Digital Future Project, the largest proportion of multitaskers are not users who are under 18.

In the current survey, 69.4 percent of users age 18-34 engage in two or more activities while online -- slightly more than the 66 percent of users under 18 who multitask.

More than half of users in all of the major age ranges in the Digital Future Project report that they multitask while online.

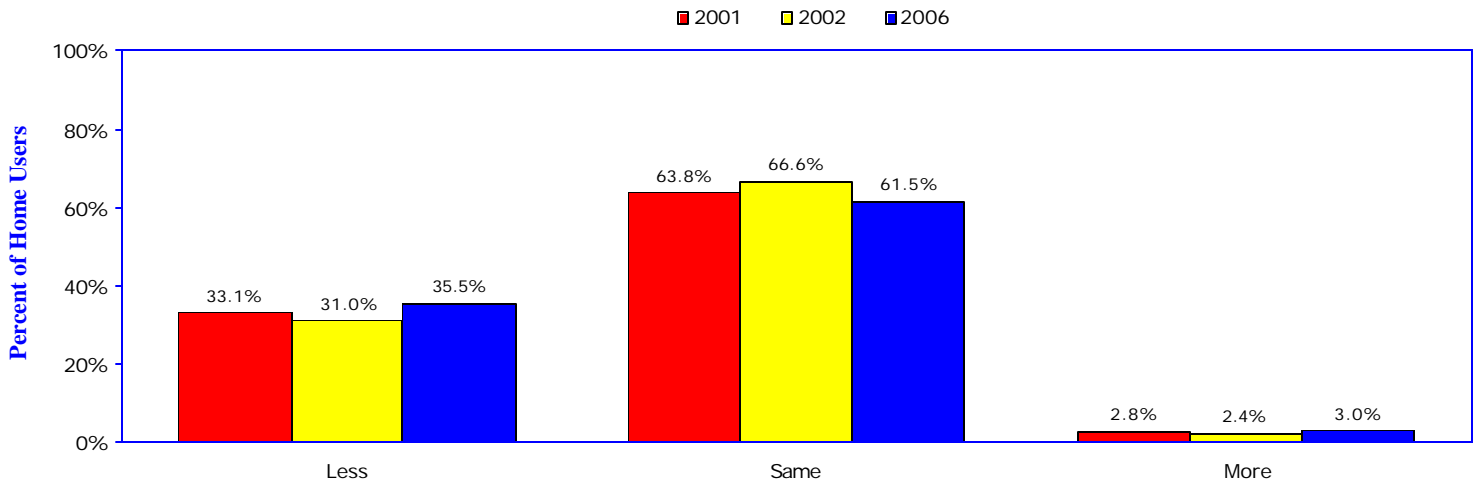
**Do You Do Two Or More Of These Offline Activities --  
Listening To Music, Radio, Watching TV, Talking on the Phone -- While Online?  
(By Age)**



Internet Use And Its Effect On Time Spent Watching TV

In a question cycled back into the Digital Future Project after a four-year hiatus, more than one-third of Internet users (35.5 percent) say that they spend less time watching TV since they began using the Internet -- a modest increase over 2002.

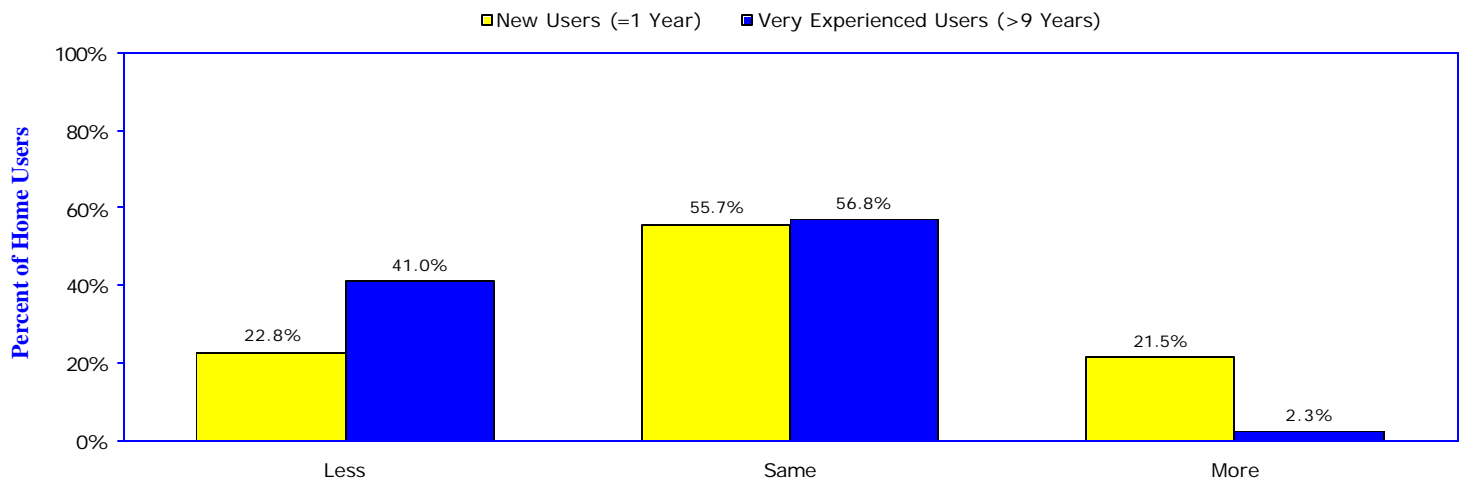
**How Has Use Of The Internet Affected The Amount Of Time You Spend Watching Television?  
(Internet Home Users)**



Internet Use And Its Effect On Time Spent Watching TV:  
New Users Vs. Very Experienced Users

Comparing new users and very experienced users shows that a larger percentage of very experienced users (41 percent) say they spend less time watching television since using the Internet, compared to 22.8 percent of new users with the same response.

**How Has Use Of The Internet Affected The Amount Of Time You Spend Watching Television?  
(Internet Home Users: New Users Vs. Very Experienced Users)**

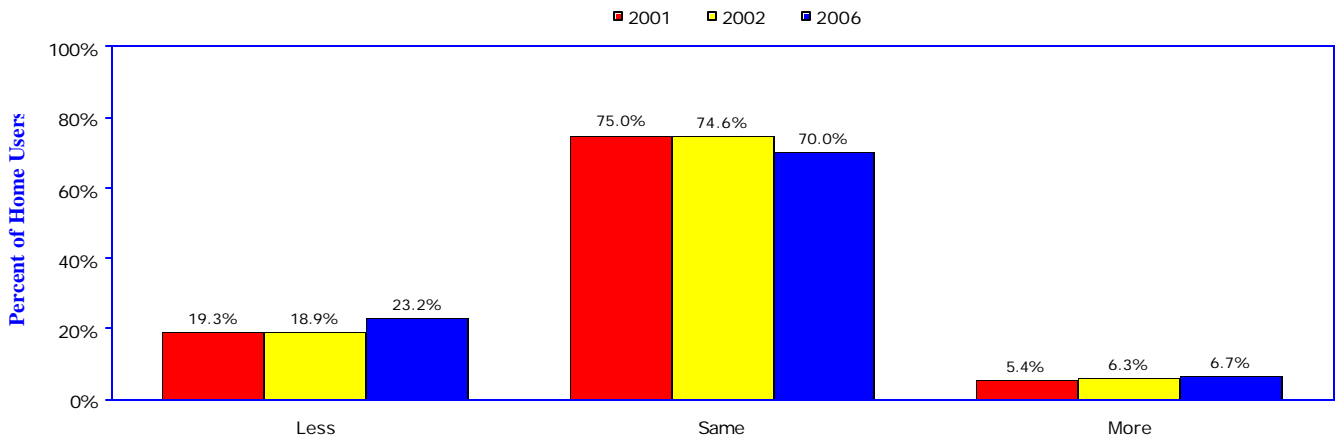


Internet Use And Its Effect On Reading Time

In another question cycled back into the Digital Future Project, Internet users in 2006 were asked how going online affected the amount of time they spend reading books, newspapers, and magazines offline.

The percentage of users overall in 2006 who say they read more remains about the same as in 2002, while the percentage of those who read less increased by 4.3 percent. The vast majority of those who go online (70 percent) says that use of the Internet does not affect the amount of time they spend reading books, newspapers, and magazines.

**How Has Use Of The Internet Affected The Amount Of Time You Read? (Internet Home Users)**

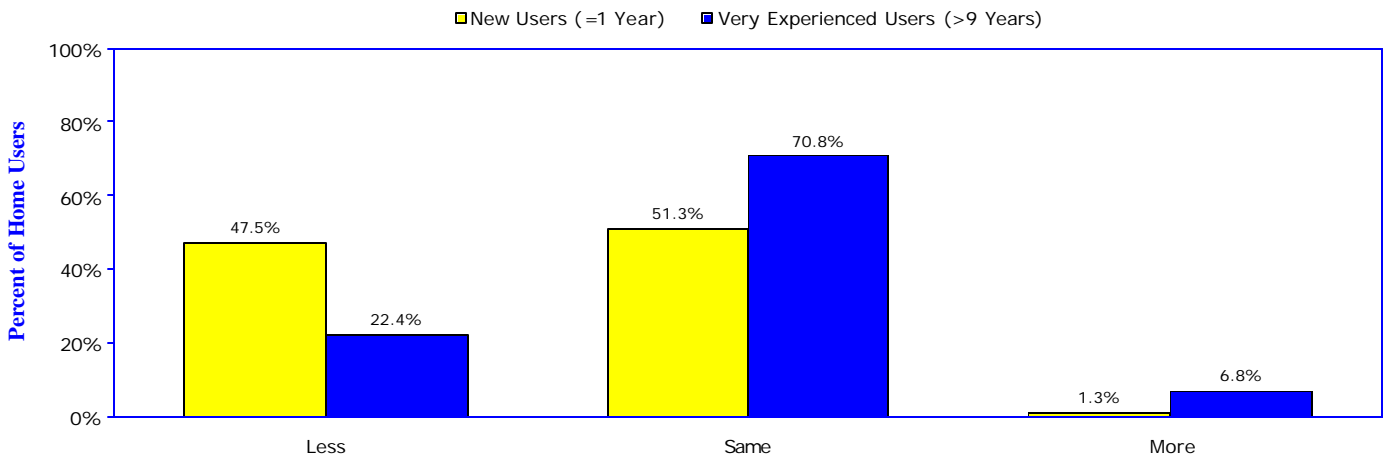


Internet Use And Its Effect On Reading Time:  
New Users Vs. Very Experienced Users

Comparing new users and very experienced users shows large differences in the effect of the Internet on their reading times.

Almost half of new users in 2006 (47.5 percent) say that they spend less time reading since using the Internet.

**How Has Use Of The Internet Affected The Amount Of Time You Read? (Internet Home Users: New Users Vs. Very Experienced Users)**





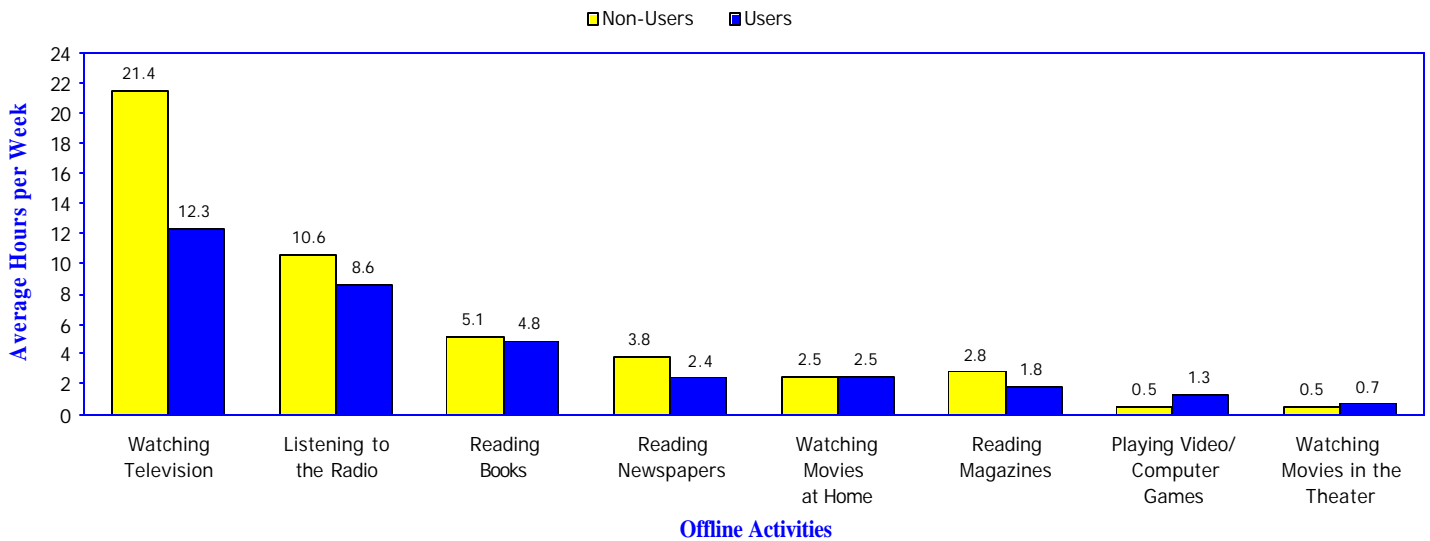
Using Media While Offline: Internet Users and Non-Users

In the current Digital Future Project, Internet users and non-users spend about the same amount of time reading books, and watching movies in theaters or at home.

Internet non-users spend much more time than users watching television -- 9.1 hours more a week than users -- the largest gap in the study of offline activities, and a large increase over the 6.2 hours difference in 2005.

Internet non-users also spend more time reading the print versions of newspapers and magazines, listening to the radio, and reading books.

During a typical week, how many hours of your leisure time, if any, do you spend with the following activities not online?



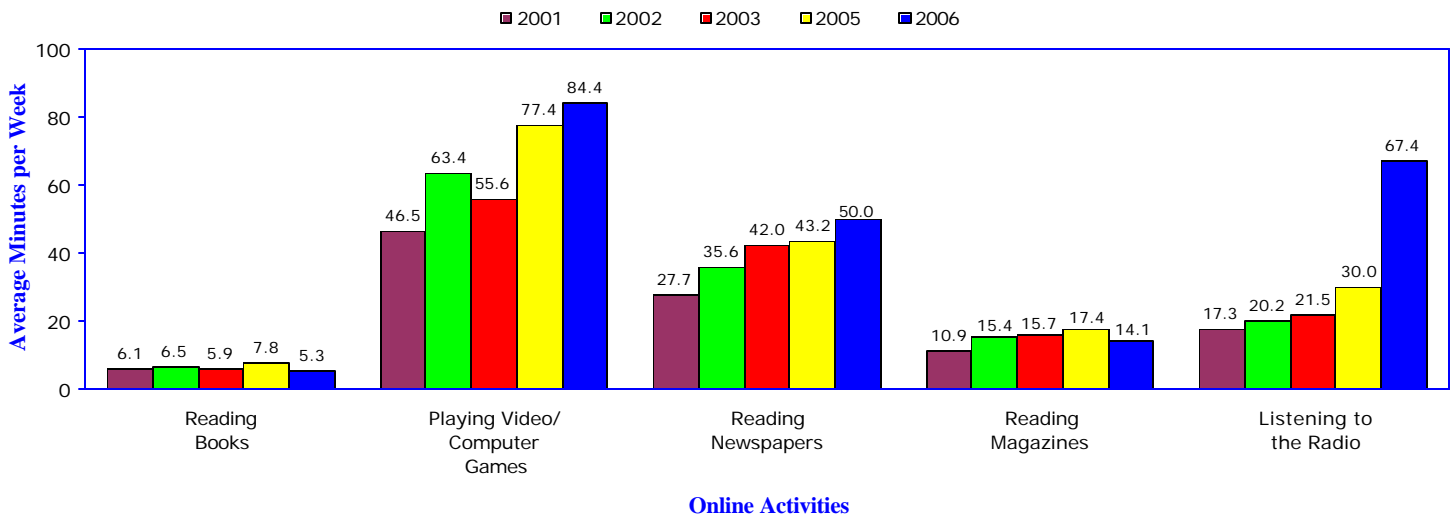
## Using Media Online

The five previous years of the Digital Future Project have found a general trend upward in the levels of use of many online media -- a trend that continues in 2006.

Users spend the largest amount of online leisure time playing computer games, which is the highest level in the five years this question has been asked.

Listening to online radio experienced the largest growth from 2005 to 2006, increasing an average of more than a half-hour each week.

**During A Typical Week, How Many Hours Of Your Leisure Time, If Any, Do You Spend With The Following Activities Online (Internet Users)**

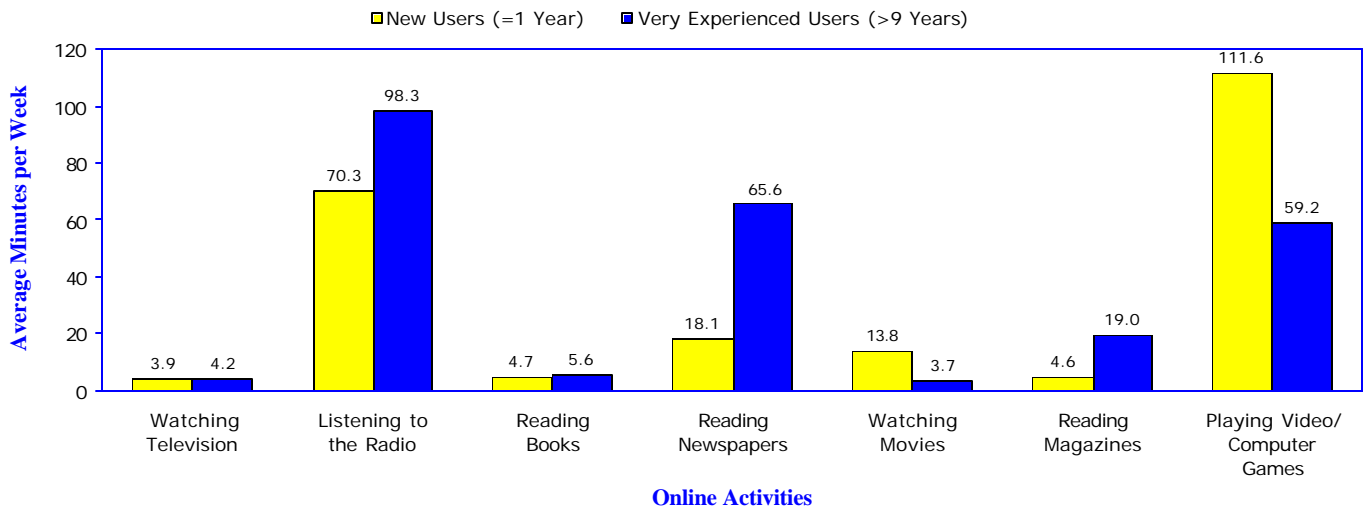


Using Media Online: New Users And Very Experienced Users

New users and very experienced users report substantial differences in use of a variety of online media.

New users spend considerably more time online playing computer games -- an average of 52.4 minutes more each week. Very experienced users spend much more time than new users reading online newspapers and magazines, and listening to online radio.

**During a typical week, how many hours of your leisure time, if any, do you spend with the following activities online (New Users Vs. Very Experienced Users)**

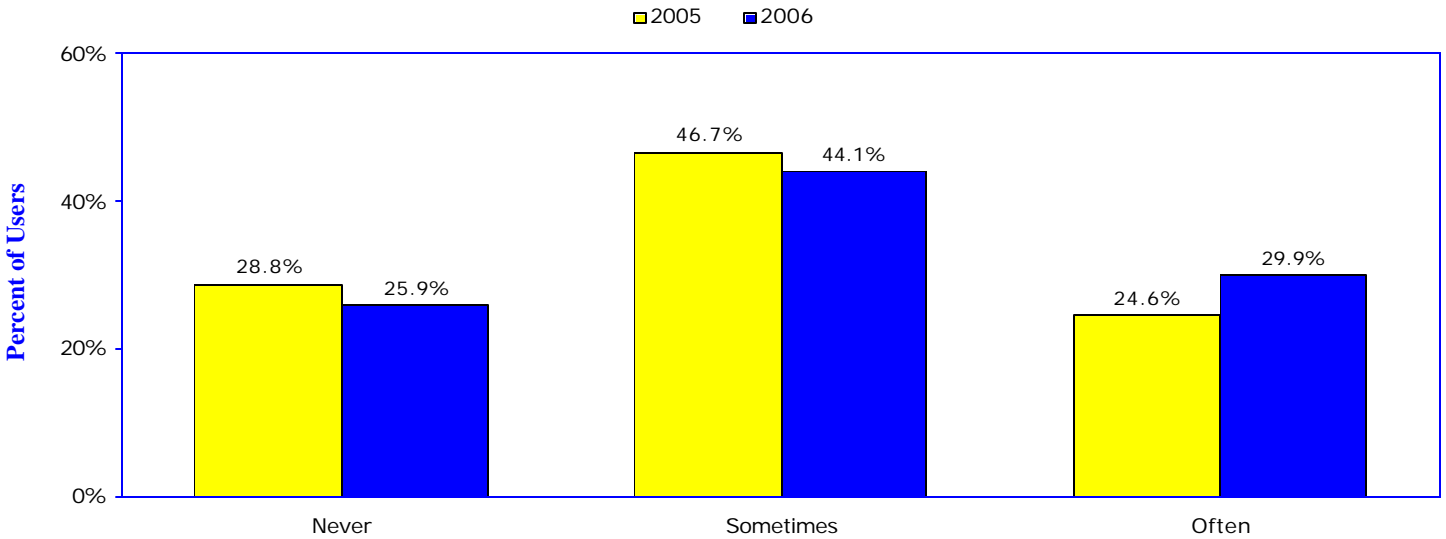


### Web Surfing

Exploring the Internet without a specific destination has been among the favorite activities for Internet users since online portals opened to the public. The Digital Future Project has begun to explore the issue of Web surfing by asking Internet users for the second year how often they go online without a specific destination.

In 2006, almost three-quarters (74 percent) of Internet users sometimes or often go online without a specific destination in mind, up from 71.3 percent in 2005. Almost 30 percent (29.9 percent) go online often without a specific destination, up from 24.6 percent in 2005.

**How Often Do You Go Online Without A Specific Destination?  
(Internet Users)**

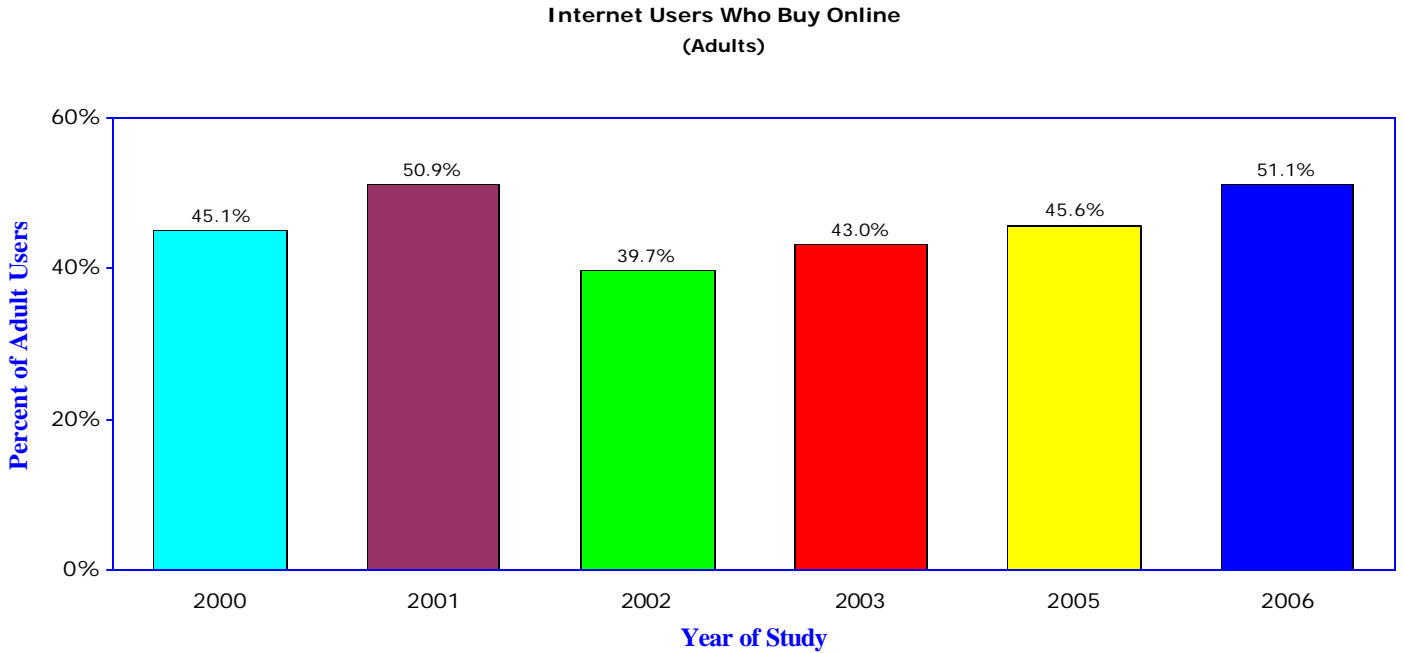


## Consumer Behavior

<i>Adult Internet users who buy online</i>	51.1%
<i>Average amount spent per month online</i>	\$118.57
<i>Average purchases per year</i>	30
<i>Average number of months waited before making the first online purchase</i>	35.2
<i>Internet users who waited to buy online because of concerns about credit card security</i>	2006 -- 3.5 percent 2005 --13.8 percent
<i>What would reduce your concerns about using a credit card online?</i>	Nothing: 18.9 percent

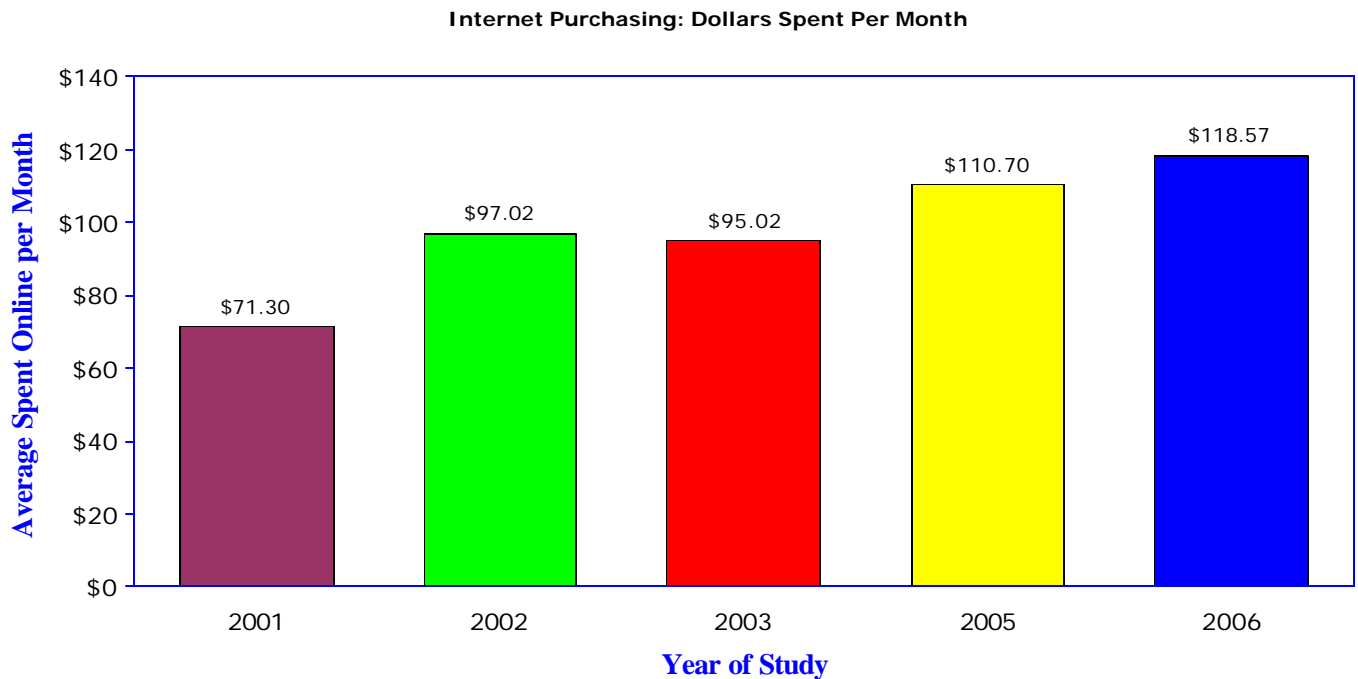
### Internet Purchasing: Who Is Buying Online?

In 2006, the number of online purchasers rose to its highest level in the history of the study.



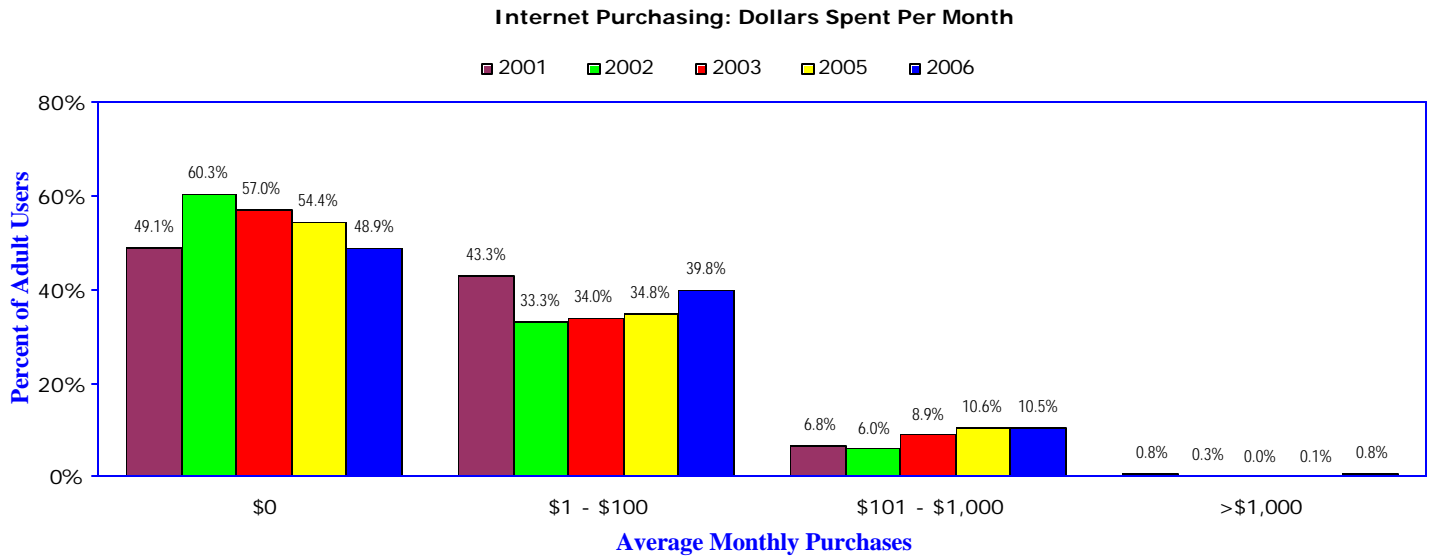
### Internet Purchasing: How Much Do You Spend?

In 2006, online buyers spend an average of \$50 a month more than in 2001.



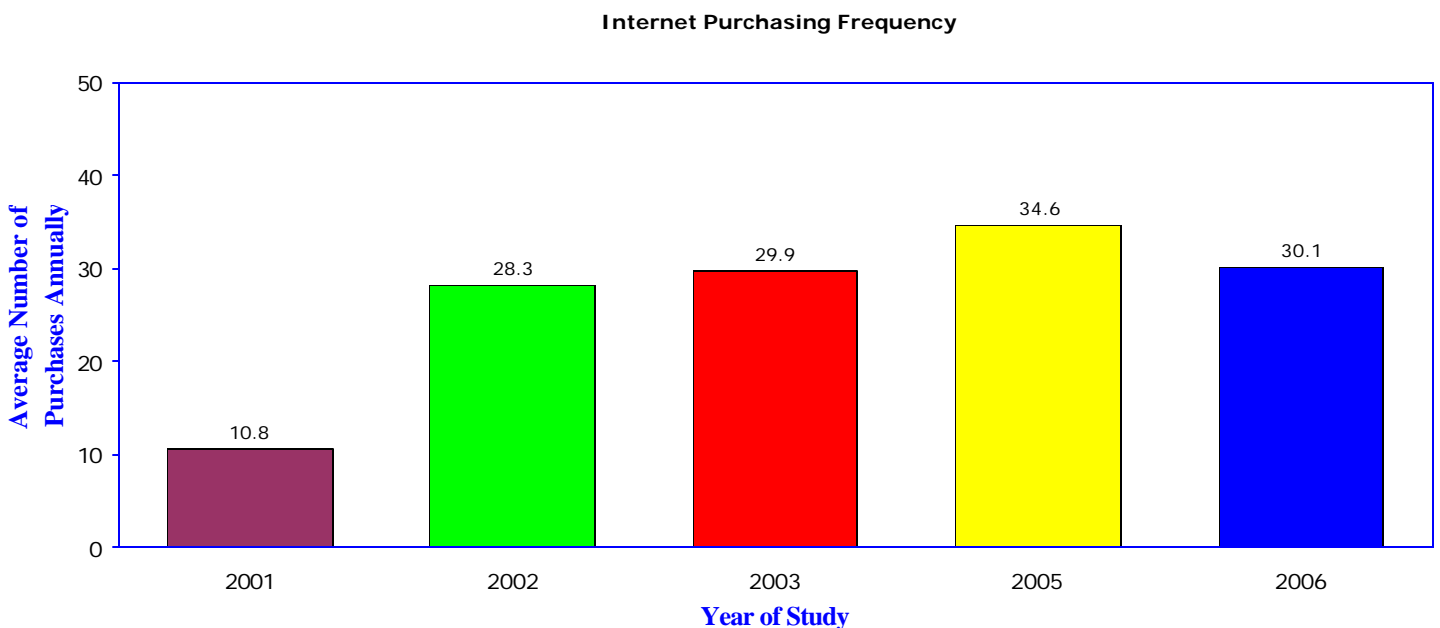
Internet Purchasing: Spending Per Month

Increasing in 2006 are the number of users who spend between \$1 and \$100, and the small number who spend more than \$1000 per month. The number of users who spend more than \$100 but less than \$1000 remained about the same compared to 2005.



Internet Purchasing: How Often Do You Buy Online?

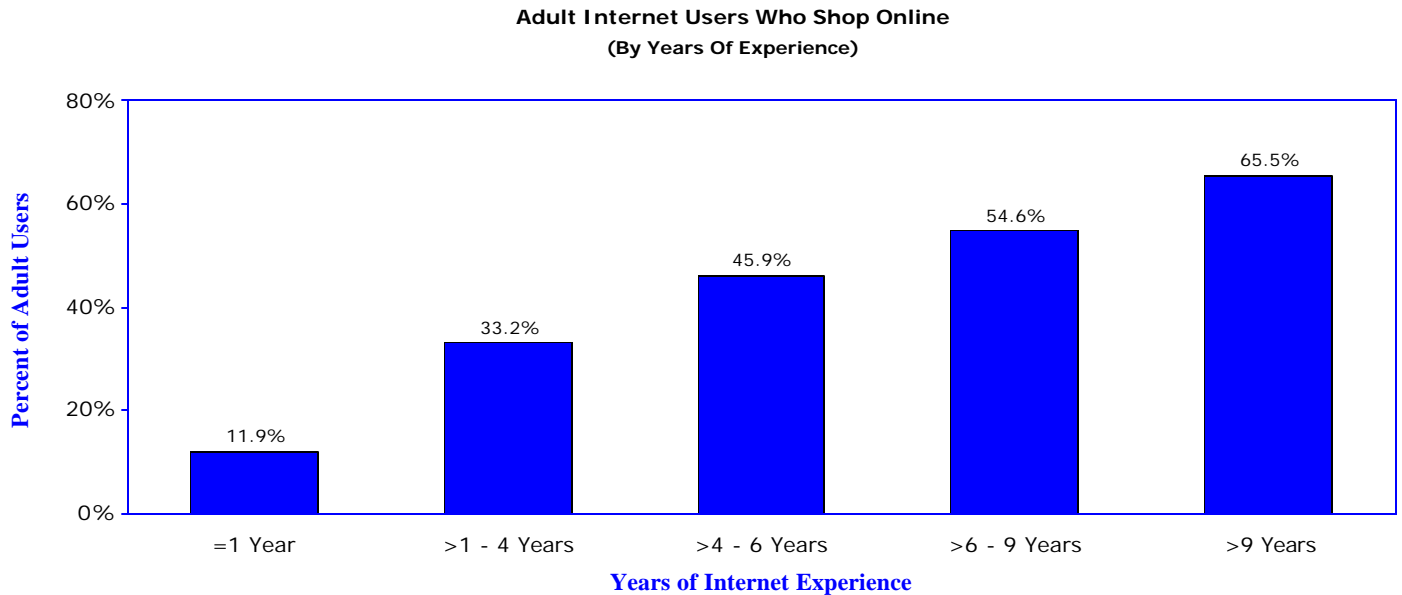
Although the amount that adult Internet buyers are spending online is increasing, their total number of purchases declined in 2006 from their peak thus far in the Digital Future Project.



### Buying On The Internet: Purchasing Grows With Online Experience

The Digital Future Project continues to show that as Internet experience increases, buying online increases.

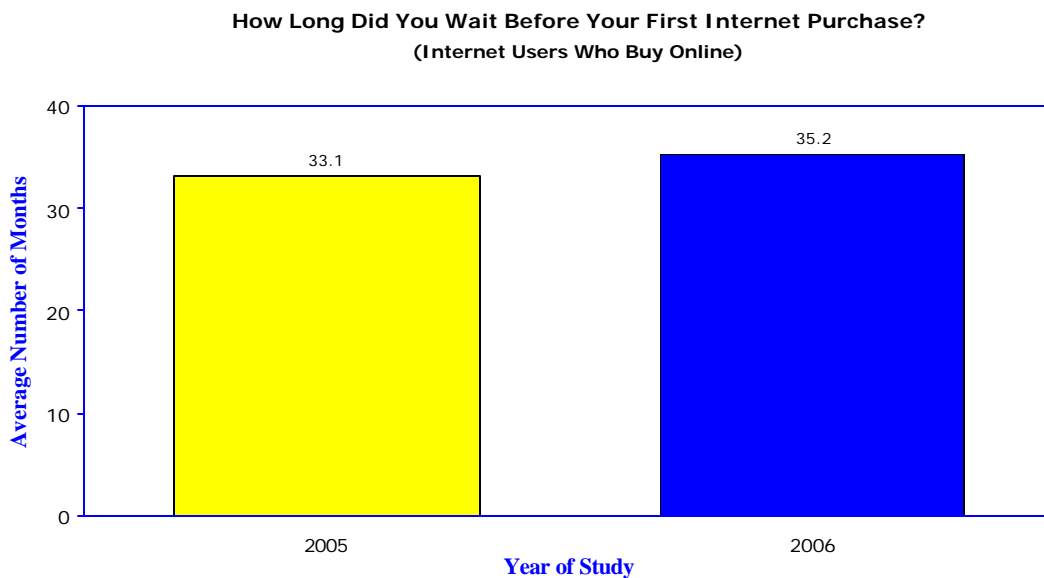
The longer Americans have been using the Internet, the more likely they are to buy online -- a finding in 2006 that is consistent with previous years' results. Among very experienced users (more than nine years of Internet use) responding in the current study, almost two-thirds (65.5 percent) are online purchasers.



### The First Internet Purchase: How Long Do Users Wait Before They Buy?

New Internet users are waiting longer before making their first online purchase.

In 2006, Internet users who buy online say that, after going online, they waited an average of 35.2 months before making their first purchase, an increase of more than two months over 2005.

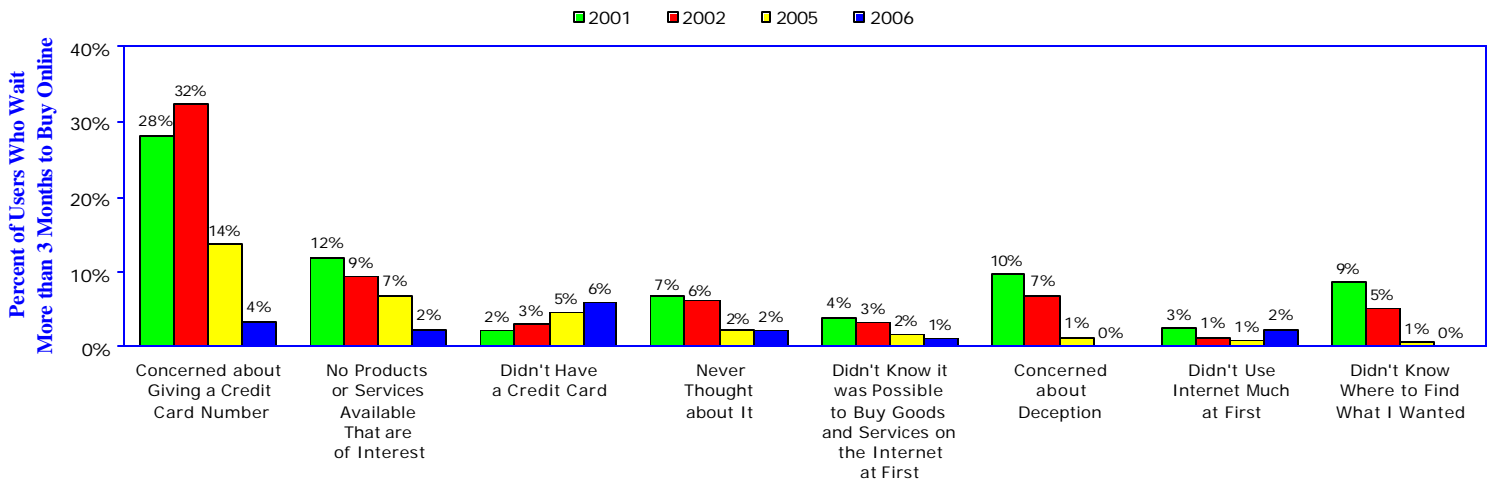




### The First Internet Purchase: Why Did Users Wait?

The number of Internet purchasers who said that their concern about giving a credit card number was the main reason for delaying their online purchases dropped to its lowest level in the study so far. In 2006, concern about giving a credit card number was cited by only four percent of Internet buyers -- down from 14 percent in 2005 and 32 percent in 2003.

**Why Did You Wait To Make Your First Internet Purchase?**  
(Internet Users Who Buy Online)



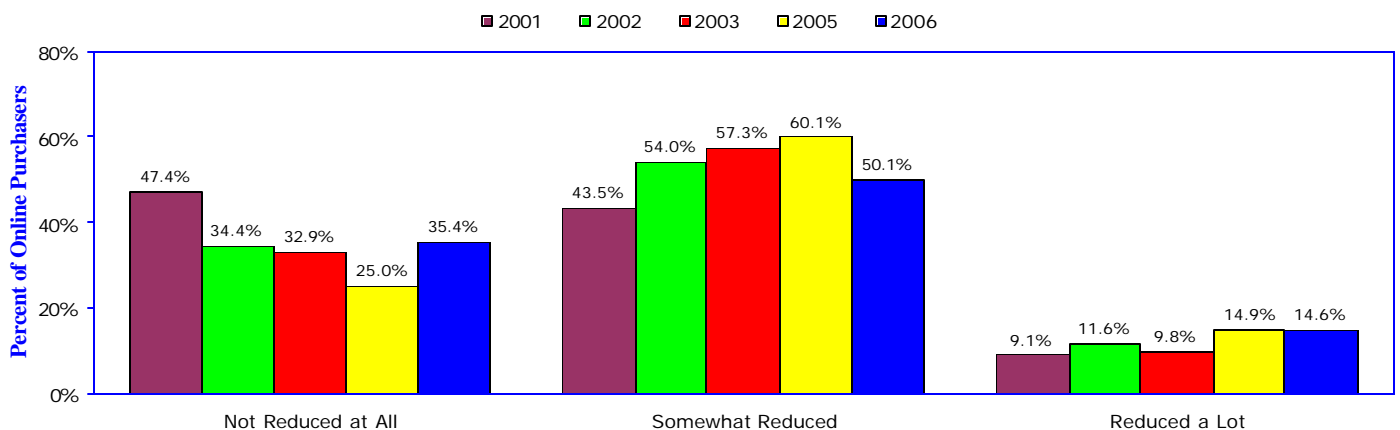
Reasons for Waiting to Purchase

### Buying Online: How Does It Affect Purchasing In Stores?

In the four previous years of the Digital Future Project, steadily increasing numbers of Internet users who buy online said that Web purchases reduced their buying of similar items in retail stores. In 2006, however, the number of users who say that online buying is not reducing their purchasing in traditional retail stores has increased.

The number of users who say that online purchasing did not reduce their retail purchasing increased to 35.4 percent, up from 25 percent in 2005.

**Does Buying Online Affect Purchasing In Traditional Retail Stores?**  
(Internet Users Who Buy Online)

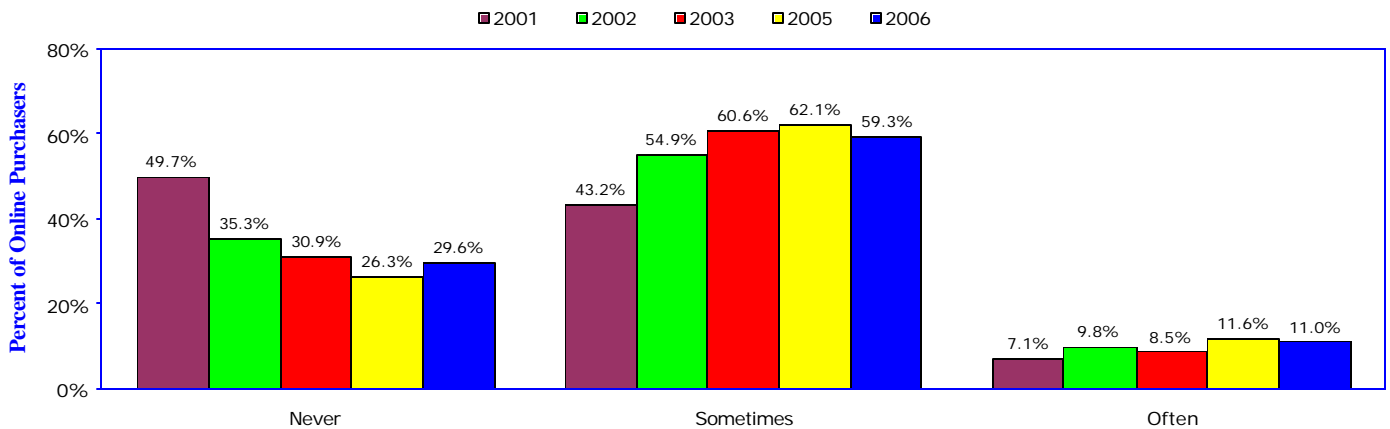


Browsing For Products: Online And In Stores

Although many Internet users say that their online purchasing cuts into retail buying (see the previous page), large percentages of respondents in 2006 report using both the Internet and retail stores for browsing and purchasing.

In 2006, 70.3 percent of Internet purchasers say they sometimes or often browse in traditional retail locations and then buy online – down slightly from 73.7 percent in 2005.

Internet Buyers Who Browse In Stores, Then Buy Online

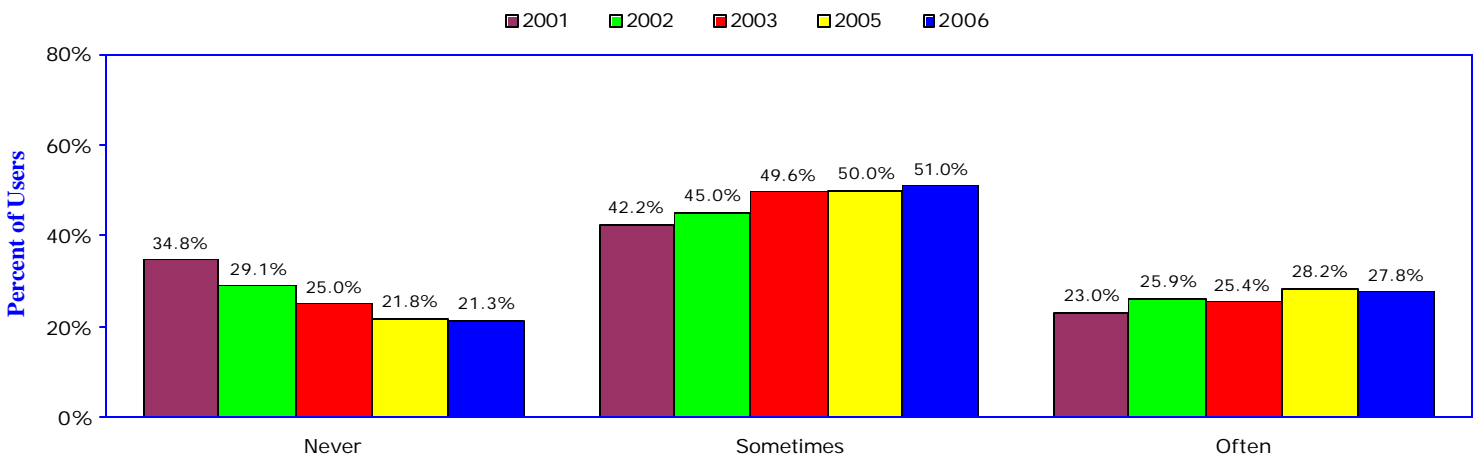


As in previous studies, even nigner percentages of respondents say they use the internet as a merchandise browsing tool before buying in stores.

In 2006, 78.8 percent of Internet users say they sometimes or often browse online and then buy in retail stores, up slightly from 78.2 percent in 2005.

A higher percentage of Internet users say they often browse online and then buy in stores (27.8 percent), compared to the 11 percent who shop in stores and then buy online.

Internet Buyers Who Browse Online, Then Buy In Stores

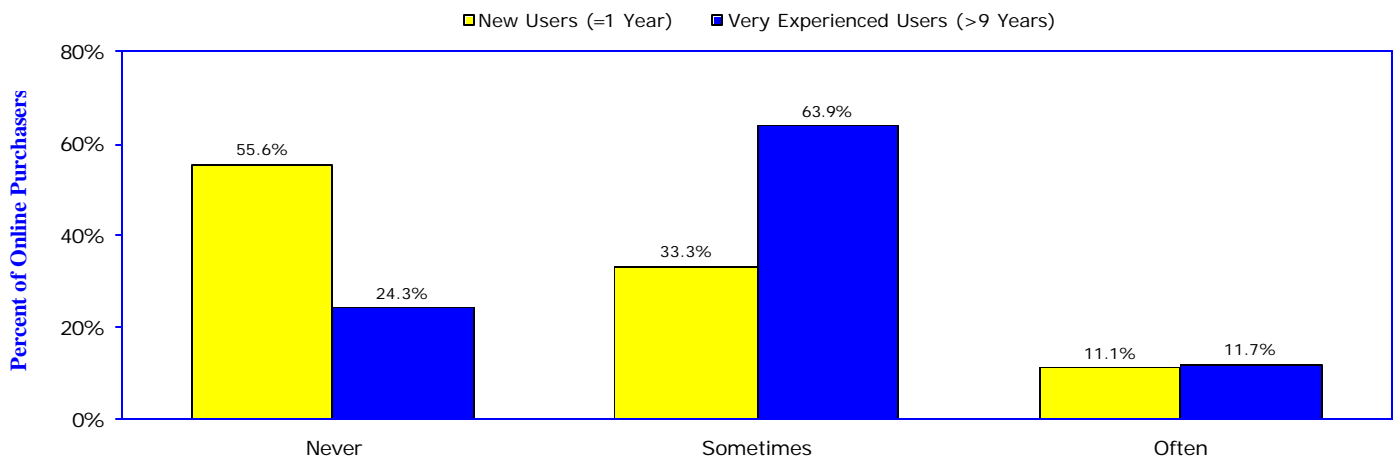


Browsing For Products Online And In Stores:  
Real Differences Between New Users And Very Experienced Users

Looking at the differences in buying habits of new users and very experienced users in 2006 tells one aspect of the story about how purchasers use the Internet and retail stores for browsing and purchasing.

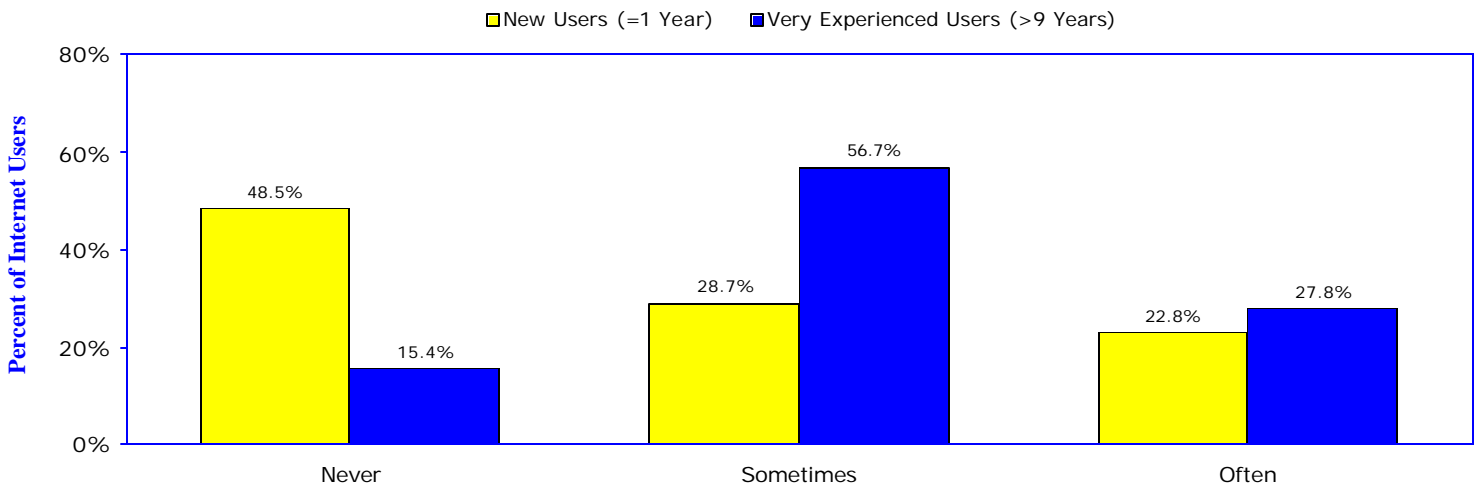
More than three-quarters (75.6 percent) of very experienced users browse sometimes or often in local stores and then buy online, compared to 44.4 percent of new users who report the same behavior.

**Internet Buyers Who Browse In Stores, Then Buy Online  
(New Users Vs. Very Experienced Users)**



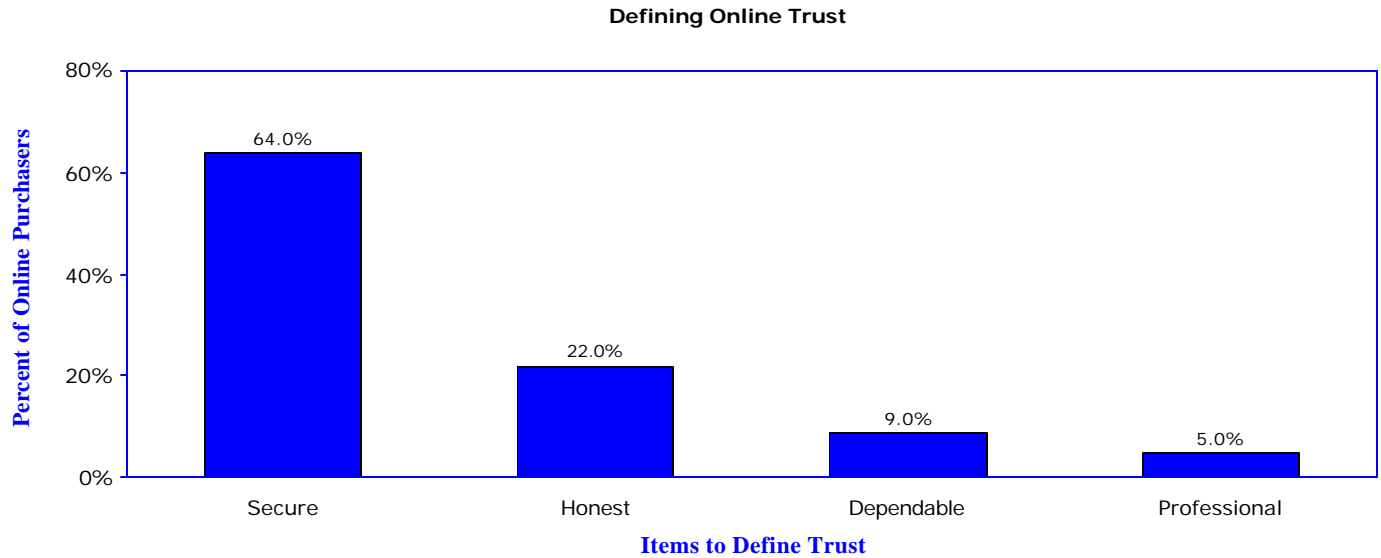
A large percentage of very experienced users (84.4 percent) say they browse online and then buy in local stores. A larger percentage of new users browse online and then buy in stores (52.9 percent) compared to those who browse in stores and then buy online.

**Internet Buyers Who Browse Online, Then Buy In Stores  
(New Users Vs. Very Experienced Users)**



### Beliefs About Risk Factors And Online Trust While Buying Online

Online purchasers also provided their views about the importance of four definitions of trust for Web sites. While honesty, dependability, and professionalism are all cited by online purchasers as important in defining online trust, by far the most important factor is security, cited by 64 percent of online purchasers.



## Concerns About Privacy When Buying Online

The Digital Future Project continues to explore the issues of privacy and security online in the 2006 study.

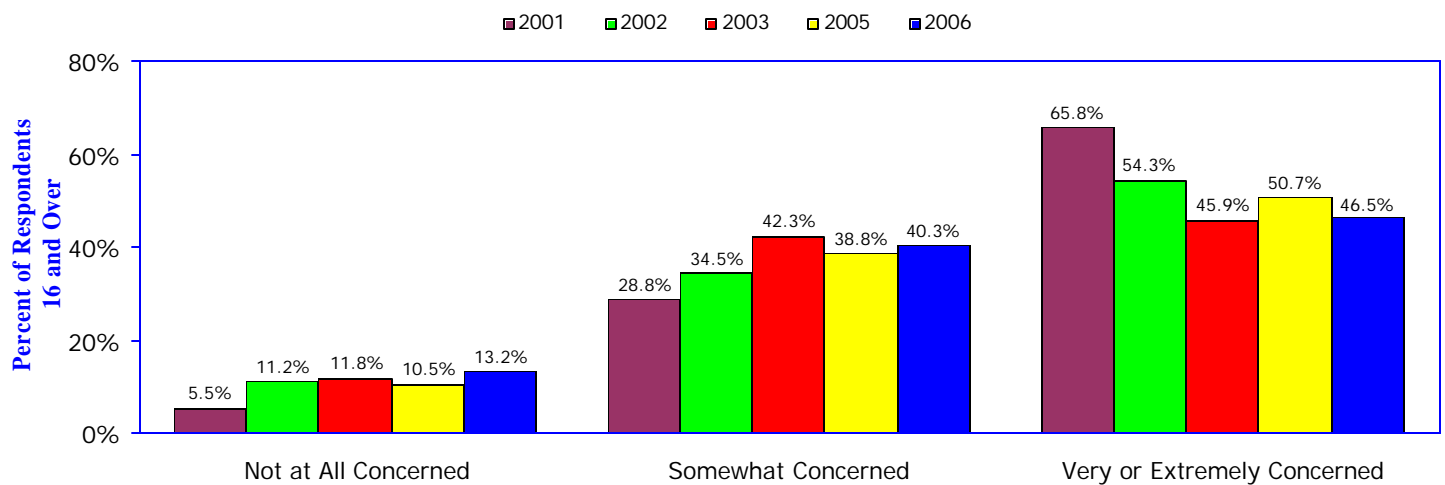
All six years of the study have shown that most respondents report some level of concern about the privacy of their personal information -- such as name and address, phone number, and purchasing habits -- when or if they buy on the Internet. The intensity of that concern had been declining in the first four years of the study, and increased slightly in 2005. However, in 2006, concern about the security of personal information again declined.

Overall, the total percentage of respondents age 16 and over who report some concern about online personal information is very high, and generally consistent during the years this question was asked: between 88 and 94 percent of respondents report some concern.

In 2006, 86.8 percent of respondents age 16 and over express some level of concern about the privacy of their personal information when or if they buy online -- down from 89.5 percent in 2005.

The percentage who report the highest level of concern (very or extremely concerned) declined in 2006 to less than half of respondents (46.5 percent) -- down from almost two-thirds of respondents (65.8 percent) five years ago.

**Concerns About Privacy Of Personal Information When Buying Online**  
(All Respondents, Age 16 Or Older)



### Concerns About Privacy:

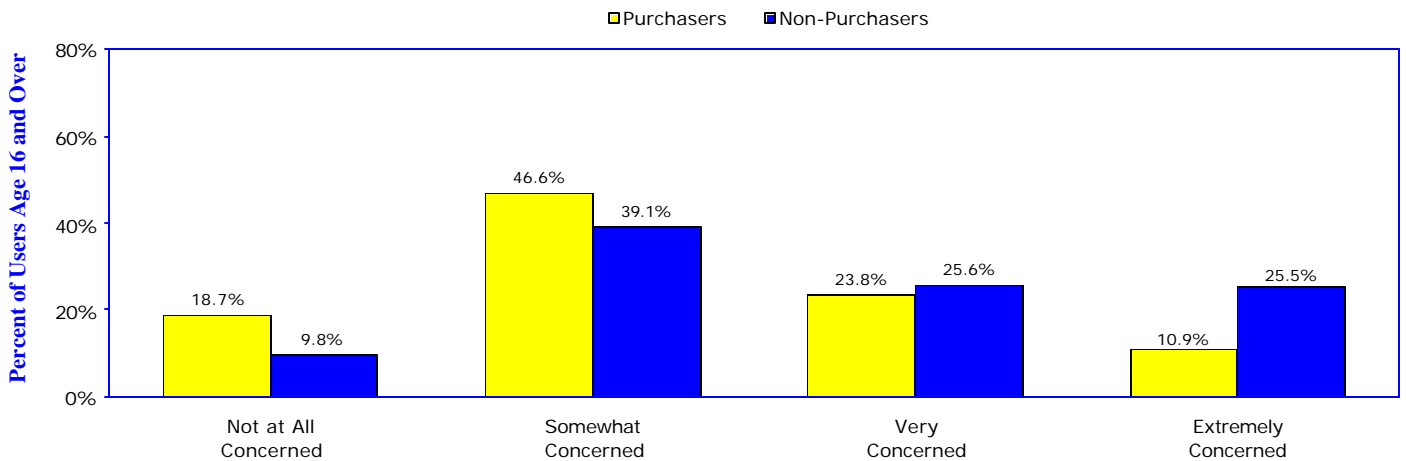
#### Comparing Non-Purchasers Vs. Purchasers

Comparing Internet purchasers to non-purchasers in 2006 shows much lower percentages of purchasers who are concerned about the privacy of their personal information when or if they buy online.

Among purchasers, 34.7 percent are very concerned or extremely concerned about the privacy of personal information, compared to more than half (51.1 percent) of non-purchasers.

Almost twice the percentage of purchasers compared to non-purchasers is not concerned at all about online privacy of personal information.

**Concerns About Privacy Of Personal Information When Buying Online**

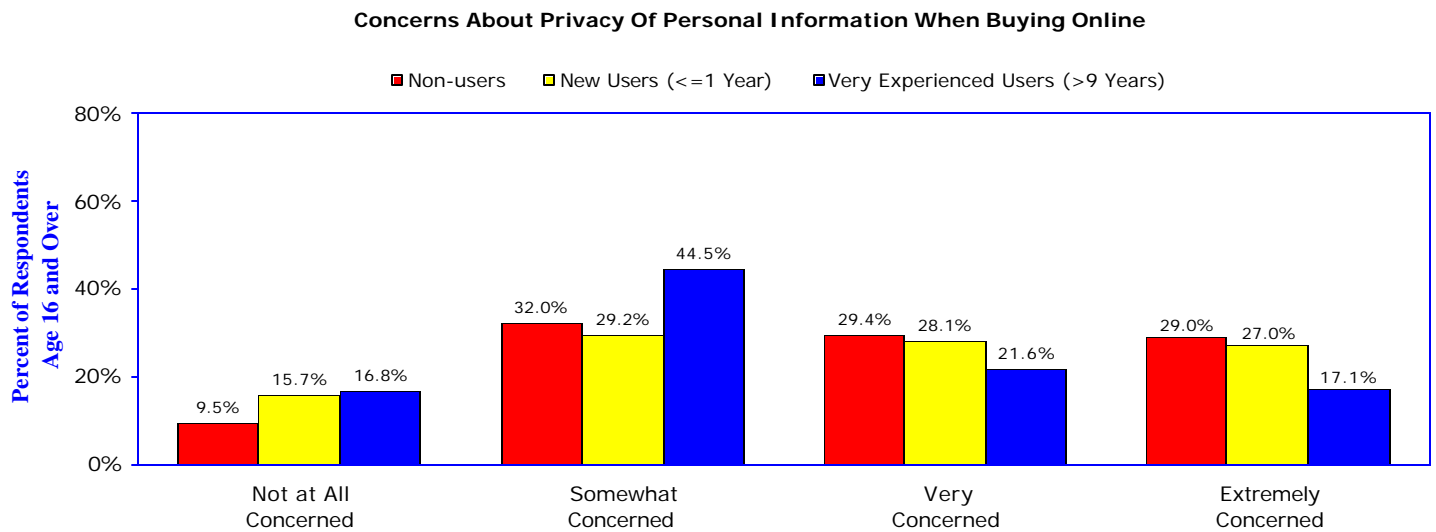


### Concerns About Privacy:

#### Comparing Non-Users, New Users, Very Experienced Users

Comparing Internet non-users, new users, and the most experienced users in 2006 shows that concerns about privacy of their personal information when or if they buy online decline as Internet use increases -- a finding consistent with the previous years of the study.

In 2006, 38.7 percent of very experienced users report the highest levels of concern about the privacy of personal information when or if they buy online -- this compared to 55.1 percent of new users and 58.4 percent of non-users.

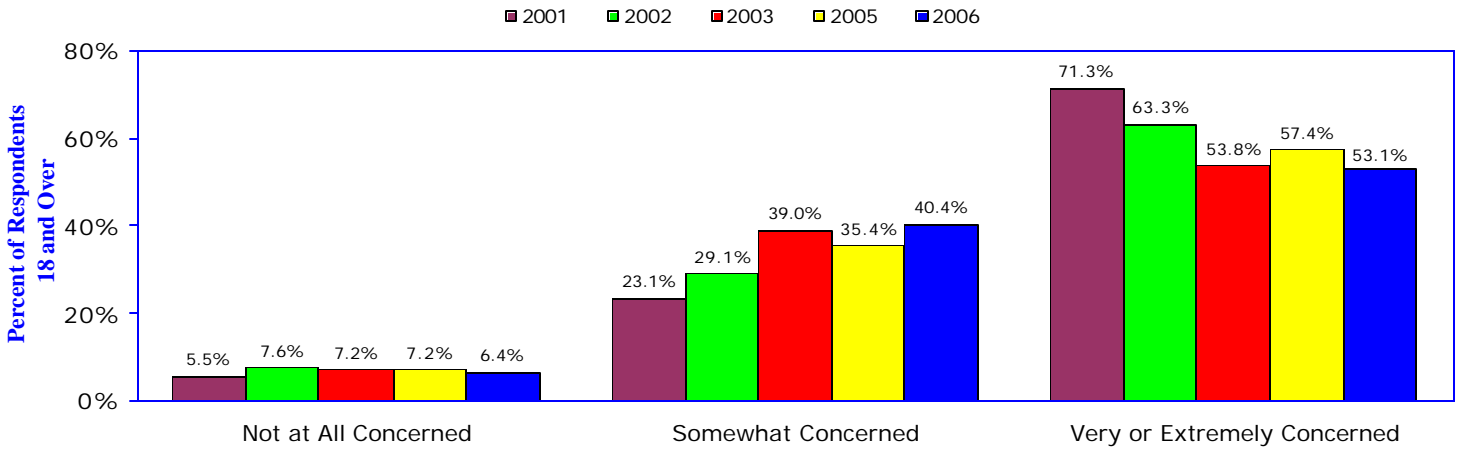


Concerns About Credit Card Information: High But Stabilizing?

Concerns about credit card security, like worries about personal privacy online, continue to remain high among all respondents to the Digital Future Project. However, the percentages of those with the highest levels of concern have stabilized over the three most current years of the study -- and at much lower levels than five years ago.

In 2006, those who said they were very concerned or extremely concerned declined to 53.1 of respondents, the lowest level in the five years this question has been asked.

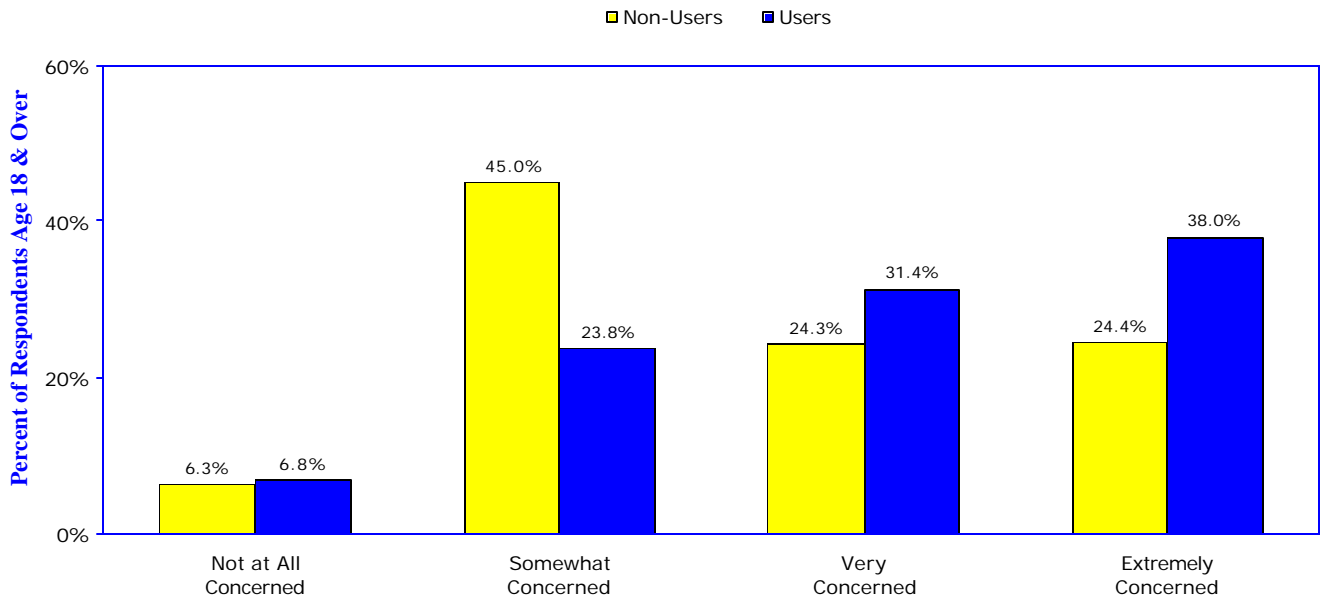
Concerns About Credit Card Security When Buying Online



Concerns About Credit Card Information: Users Vs. Non-Users

Internet non-users continue to report much higher levels of concern about credit card security while online; 69.4 percent of non-users are very concerned or extremely concerned about credit card security, compared with 48.7 percent of users.

Concerns About Credit Card Security When Buying Online



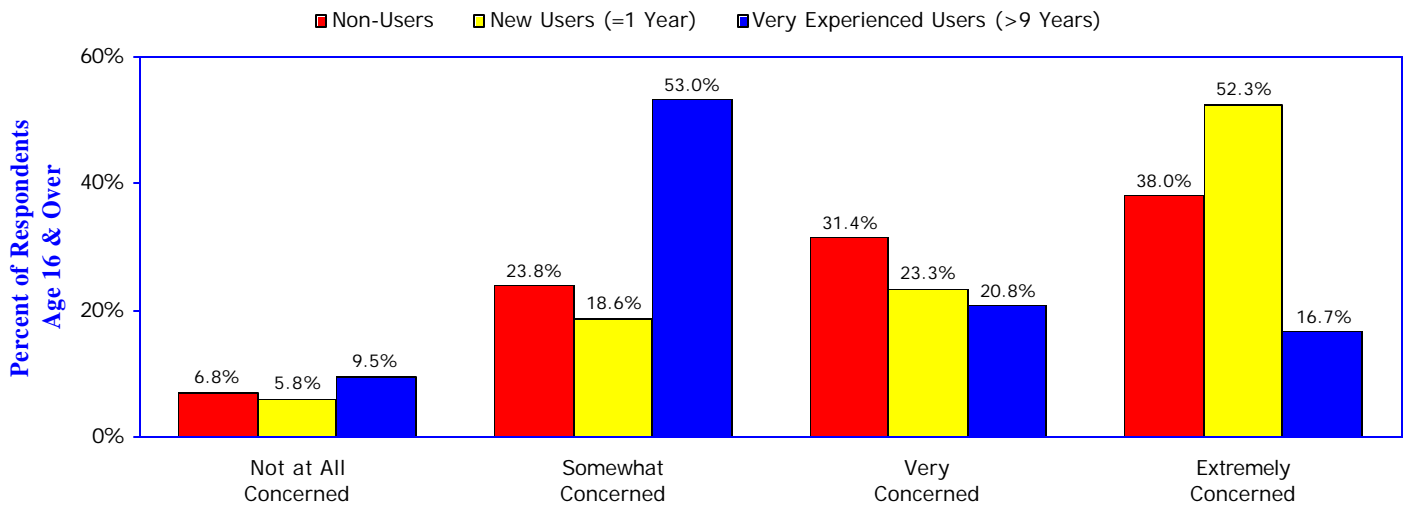


Concerns About Credit Card Information:  
 Comparing Non-Users, New Users, Very Experienced Users

In 2006, comparing concerns about credit card security based on the amount of Internet use reveals that concerns about credit card information decline as online experience increases.

In the current study, 37.5 percent of very experienced users say they are very concerned or extremely concerned about the security of their credit card information when or if they buy online – a decline from 46.5 percent in 2005 -- and much lower compared to 75.6 percent of new users (81.4 percent in 2005) and 69.4 percent of non-users (72 percent in 2005).

Concerns About Credit Card Security When Buying Online:



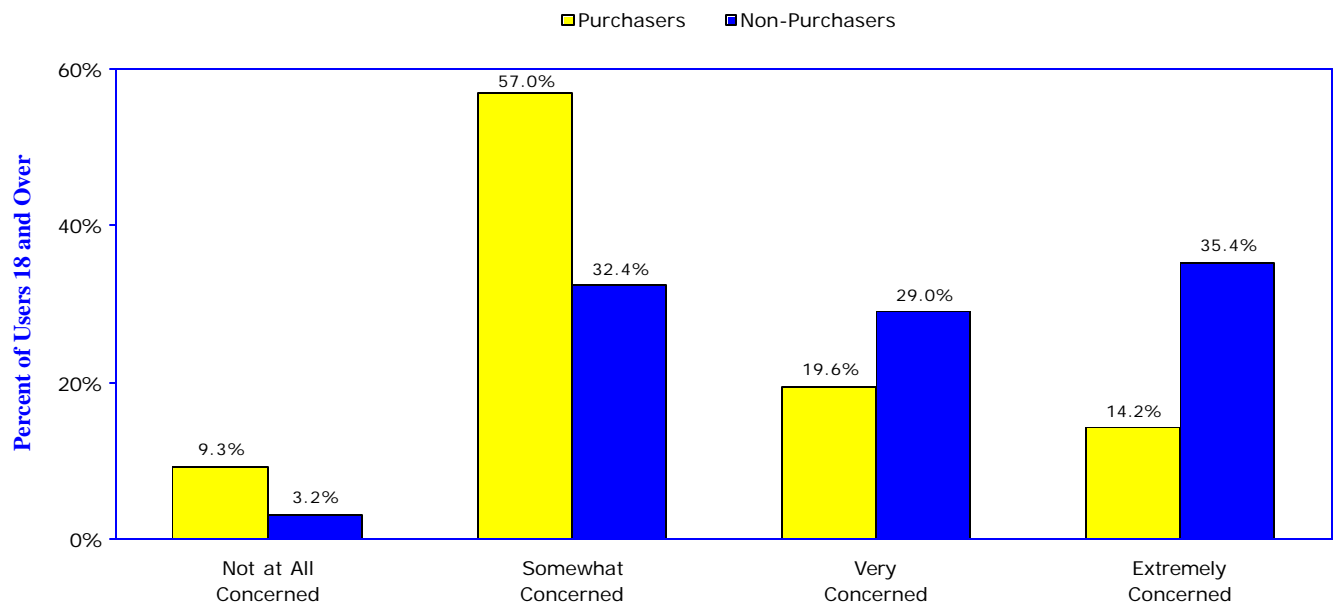
### Concerns About Credit Card Information: Non-Purchasers Vs. Purchasers

Comparing the concerns of those who buy online and those who don't in 2006 continues to show that concerns about the security of credit card information decline when Internet users begin to buy online.

Among Internet users who do not buy online, 64.4 percent say they would be very concerned or extremely concerned about credit card security if they bought online (64.9 percent in 2005). Among Internet purchasers, the high levels of concern drop to 33.8 percent (41.1 percent in 2005)

Almost three times as many purchasers as non-purchasers are not at all concerned about the security of their credit card information when or if they buy online.

**Concerns About Credit Card Security When Buying Online**



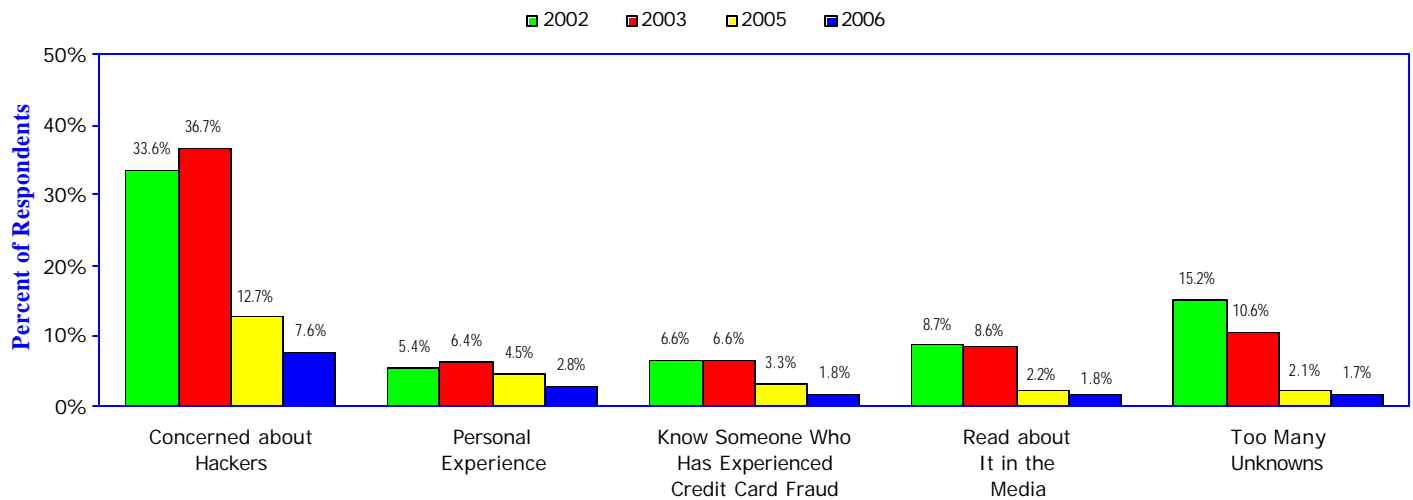
### Concerns About Credit Card Information: Why?

Although very large numbers of respondents continue to say they are concerned about the online security of their credit card information (see the previous three pages), the primary reason for their concern cited in previous studies -- concern about hackers -- has declined substantially.

In 2006, only 7.6 percent of adults with concerns about credit card information say they are concerned because of hackers -- a steep drop from the peak three years ago when it was by far the largest concern cited for this question.

Moreover, the number of adults who reported any of the major reasons for concern about credit card security declined.

**What Are Your Concerns About Credit Card Security When Buying Online?**  
(All Respondents – Primary Reasons Cited)

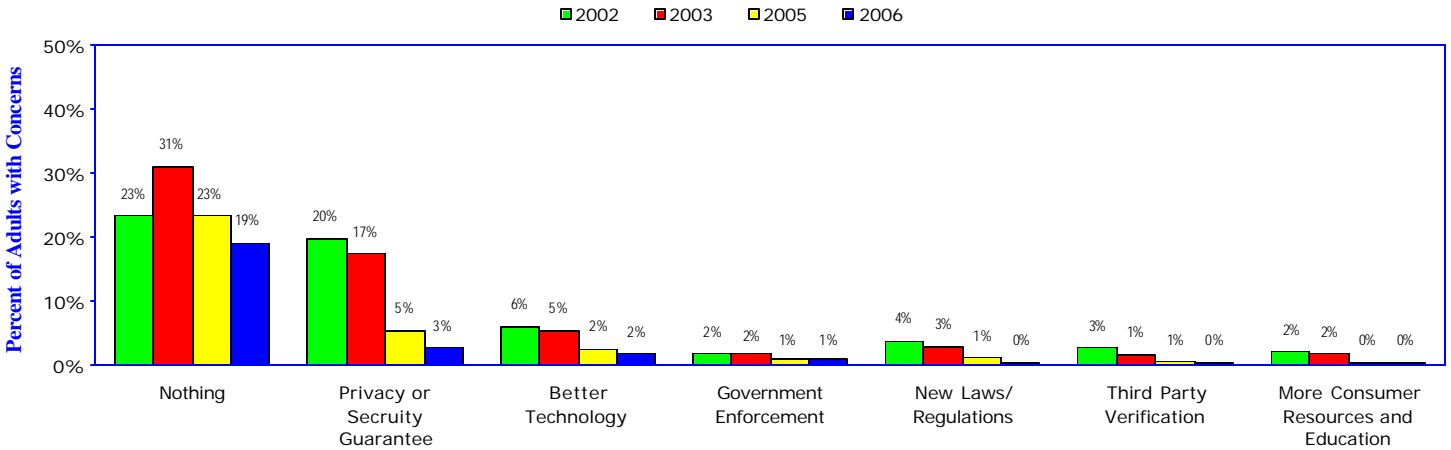


What Would Reduce Your Concerns About Using A Credit Card Online?

In 2006, the number of respondents who cite the most commonly mentioned solutions to reduce their concerns about online credit card security declined -- a continuation of a trend.

And in the current study, only 18.9 percent of adult respondents who express concerns about using their credit cards online (somewhat concerned, very concerned, or extremely concerned) say nothing will reduce their concerns – down from 23.1 percent in 2005.

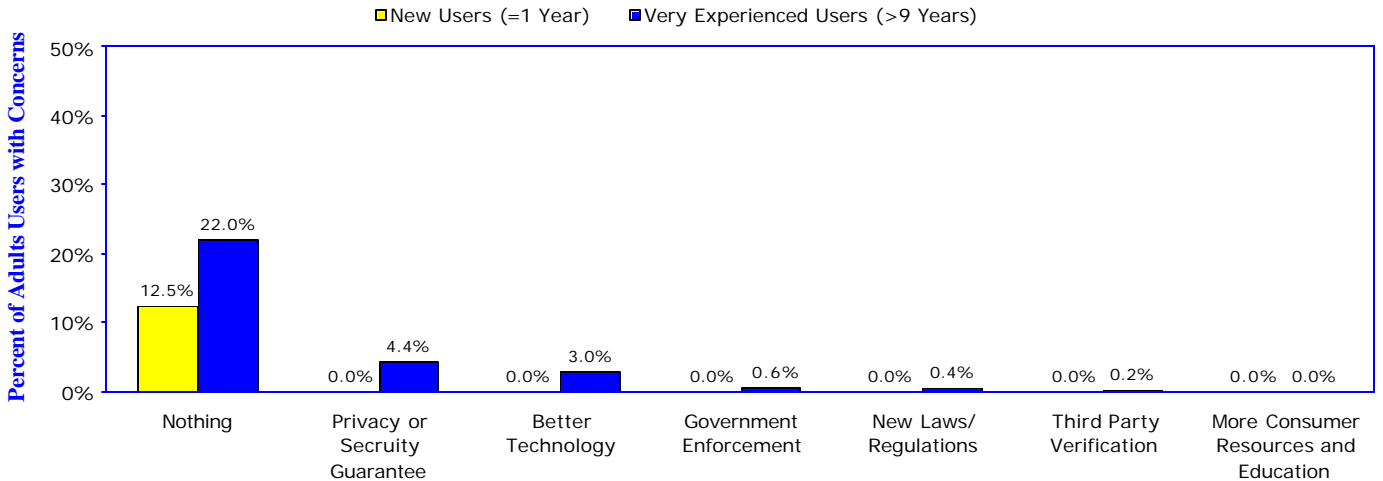
Methods To Reduce Concerns About Using Credit Cards Online



Reducing Concerns About Online Credit Card Security:  
New Users Vs. Very Experienced Users

Comparing concerns about online credit card security expressed by new users and very experienced users, a much larger percentage of very experienced users say that nothing will reduce their concerns -- almost 10 percent more than new users.

Methods To Reduce Concerns About Using Credit Cards Online



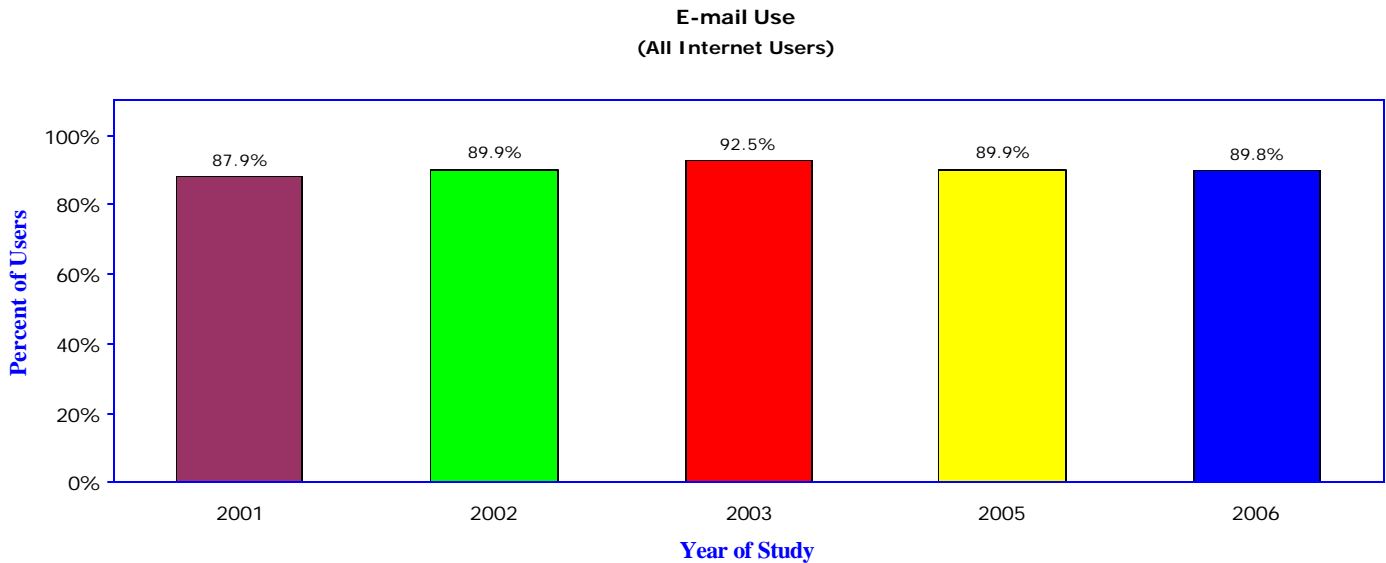
## Communication Patterns

<i>Internet users with e-mail</i>	<i>89.8%</i>
<i>E-mail users who check their accounts at least once a day</i>	<i>65.9%</i>
<i>Internet users who say that going online increases the number of people with whom they stay in regular contact</i>	<i>42.8%</i>
<i>Average number of friends met online but not met in person</i>	<i>4.7</i>
<i>Average number of friends met in person whom they originally met online</i>	<i>1.6</i>

## Do You Use E-mail?

In 2006, Internet users spend more time on e-mail than on the other popular online activities (see page 25). The percentage of e-mail users appears to have stabilized.

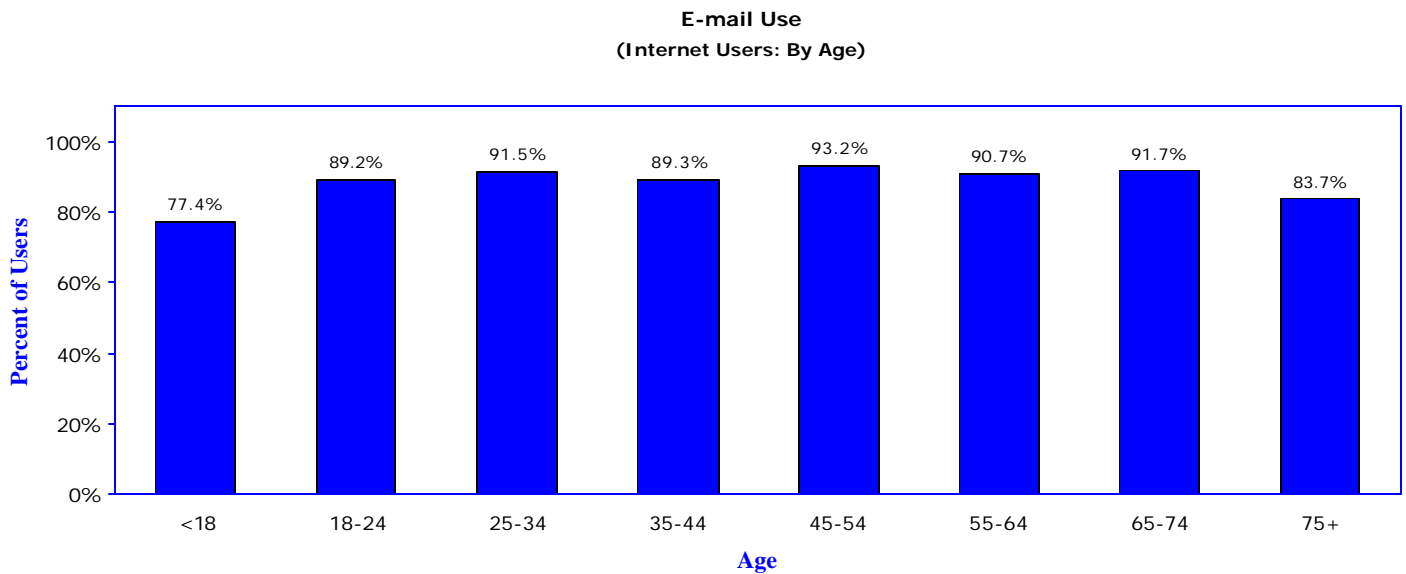
In 2006, about 90 percent of Internet users use e-mail -- statistically the same as in 2005.



Given that 77.6 percent of all Americans go online, and 89.8 percent of those users have e-mail, this means that 69.7 percent of Americans now use e-mail.

## E-mail Use: By Age

Very high percentages of Internet users in all age ranges use e-mail.



How Often Do You Check Your E-mail?

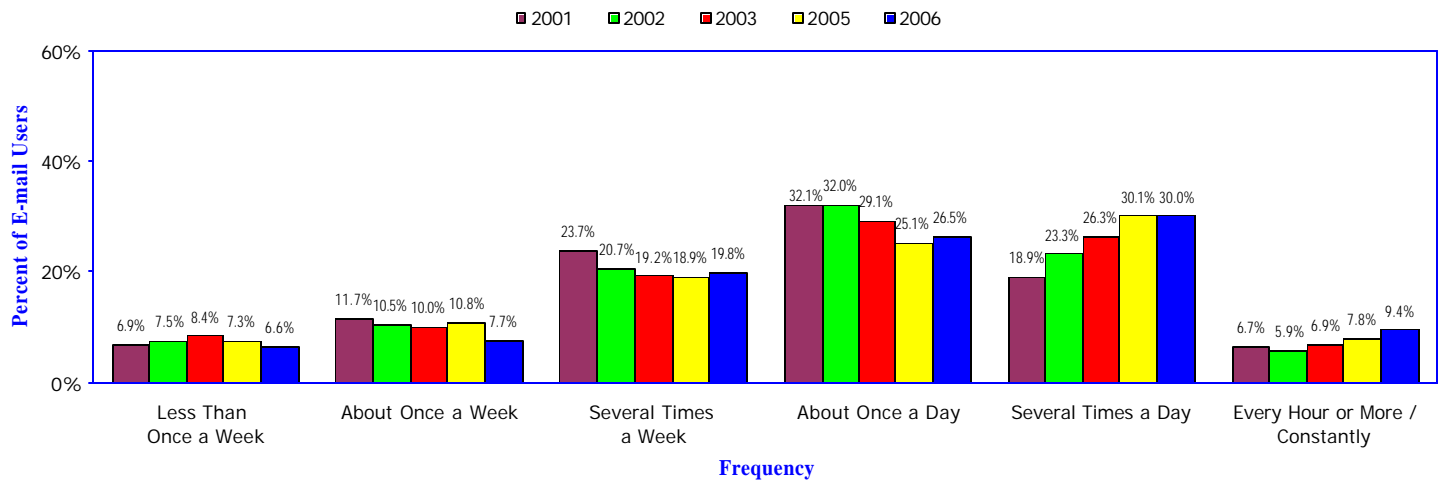
Internet users are checking their e-mail with increasing frequency.

In 2006, growing numbers of e-mail users check their e-mail inboxes at least once a day.

Among e-mail users in 2006, almost two-thirds (65.9 percent) check their e-mail at least once a day, while almost 40 percent (39.4 percent) say they check e-mail at least several times a day.

The number of e-mail users who check their inboxes several times a week grew slightly, while the percentage of those who check once a week or less is declining.

**How Often Do You Check Your E-mail?  
(All E-mail Users)**



How Often Do You Check Your E-mail?  
New Users And Very Experienced Users

New users and very experienced users report wide differences in their use of e-mail.

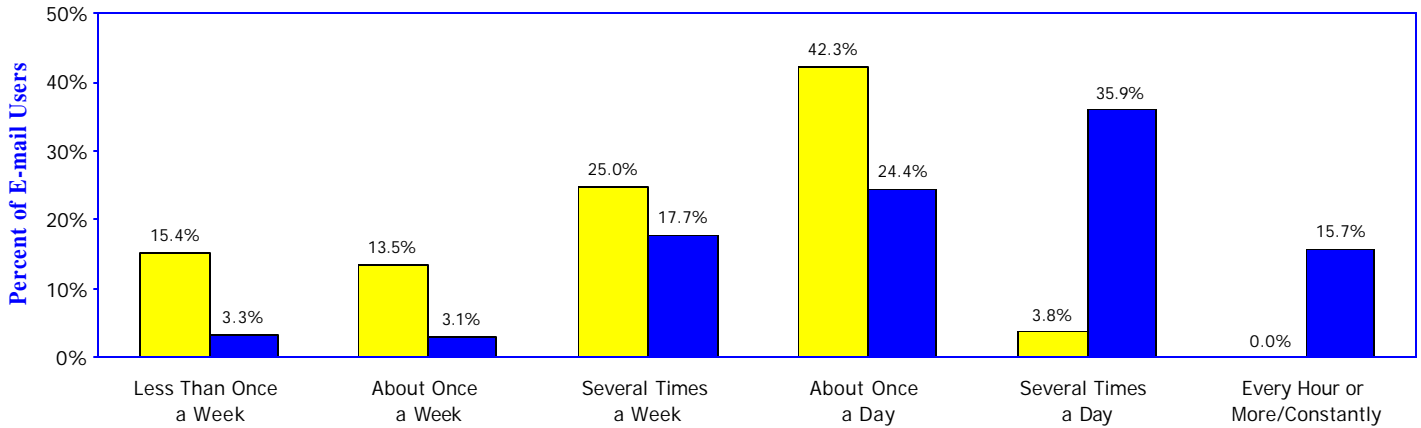
More than half of new e-mail users (53.9 percent) say that they check their e-mail several times a week or less, compared to about one-quarter of very experienced e-mail users (24.1 percent) who report the same behavior.

At the opposite extreme, more than three-quarters of very experienced e-mail users (76 percent) check e-mail at least once a day, and more than half (51.6 percent) check at least several times a day.

Even among new users, frequent checking of e-mail is widespread; more than 40 percent of new users (42.3 percent) check e-mail about once a day.

How Often Do You Check Your E-mail?

■ New Users (=1 Year) ■ Very Experienced Users (>9 Years)





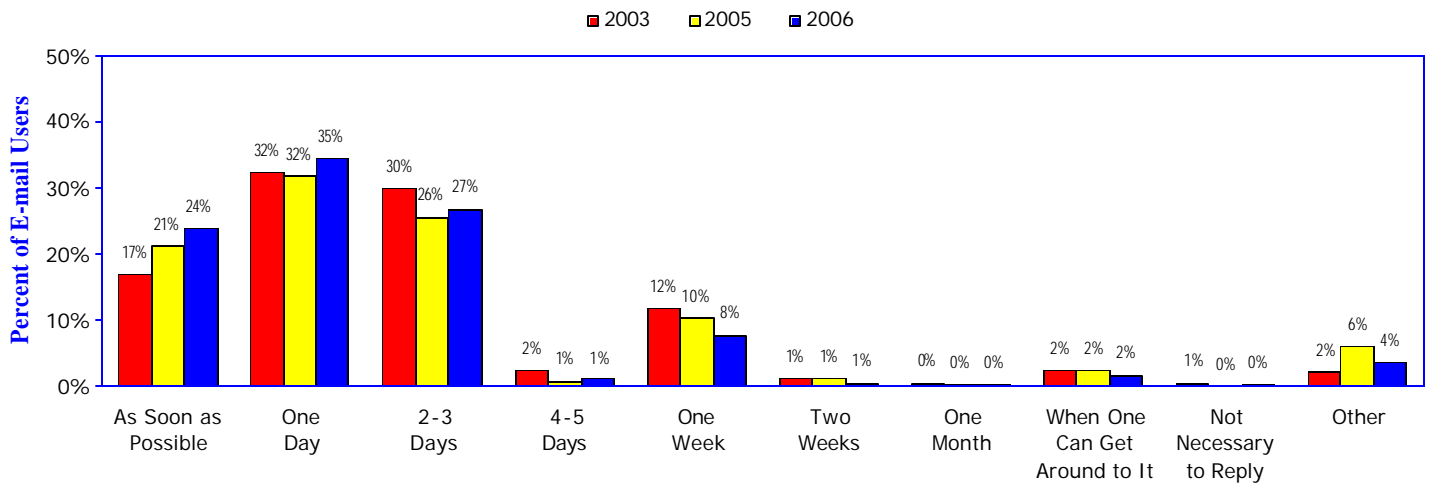
### How Often Should Users Reply To E-mail?

Increasing numbers of e-mail users expect rapid response to e-mail.

In 2006, 58.4 percent of e-mail users say that replies to personal e-mail messages should be sent as soon as possible or in one day -- up from 53.3 percent in 2005.

Declining numbers of users say that e-mail replies should be sent within periods longer than one day.

**How Quickly Should Users Reply To An E-mail Message?**

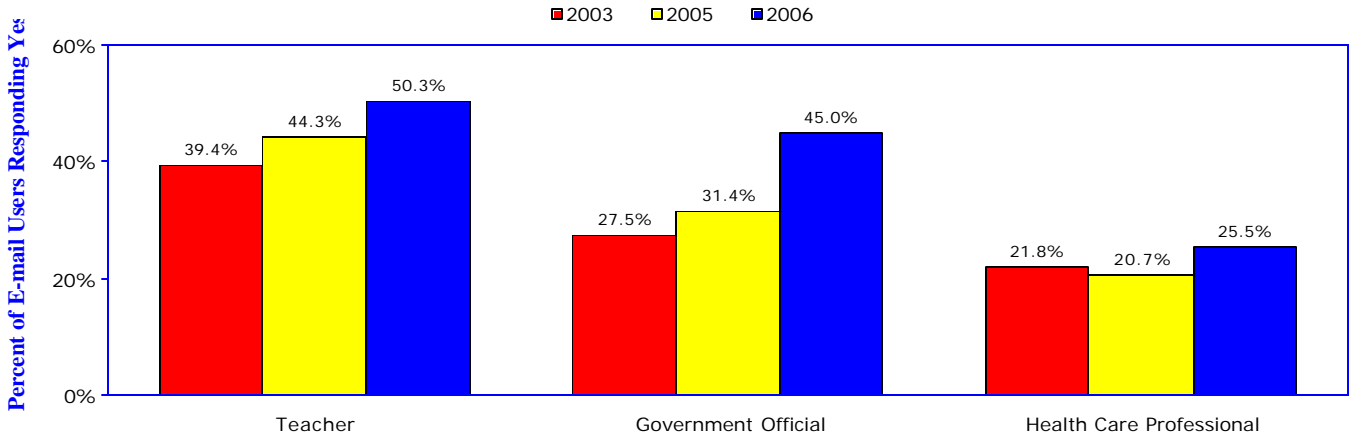


### E-mail And Communication With Teachers, Government Officials, And Health Care Professionals

Growing percentages of e-mail users report that they go online to communicate with teachers, government officials, or health care providers.

More than half of e-mail users in 2006 said they used their e-mail at some point to contact a teacher. A large increase of e-mail users report contact with government officials by e-mail.

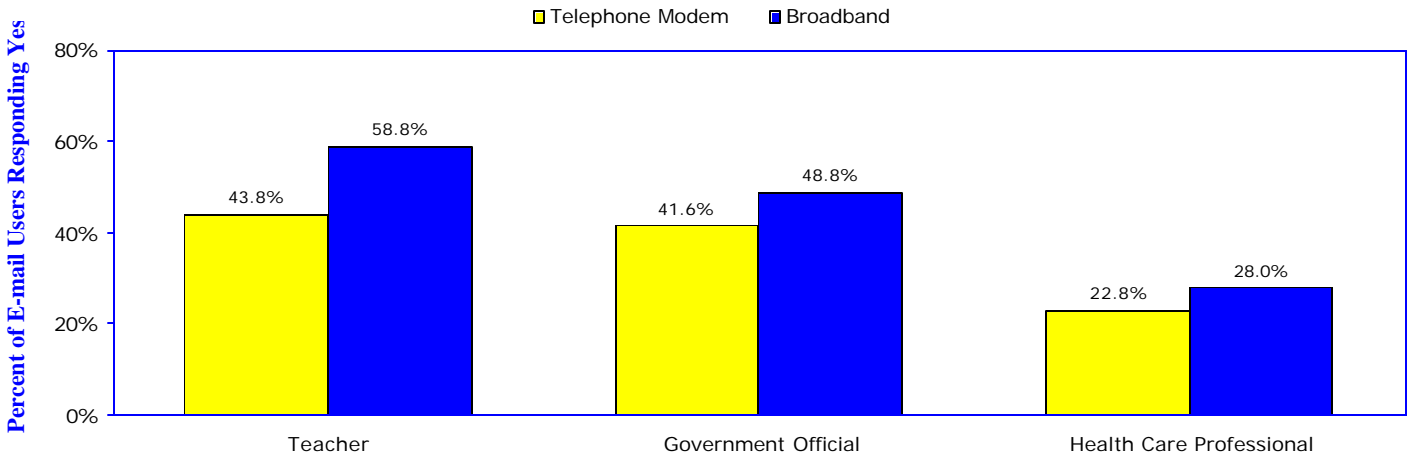
**E-Mail Contact With Teachers, Government Officials, Or Health Care Providers**



### E-mail And Communication With Teachers, Government Officials, And Health Care Professionals: Broadband Users Vs. Modem Users

Higher percentages of broadband users than modem users are communicating by e-mail with teachers, government officials, and health care professionals.

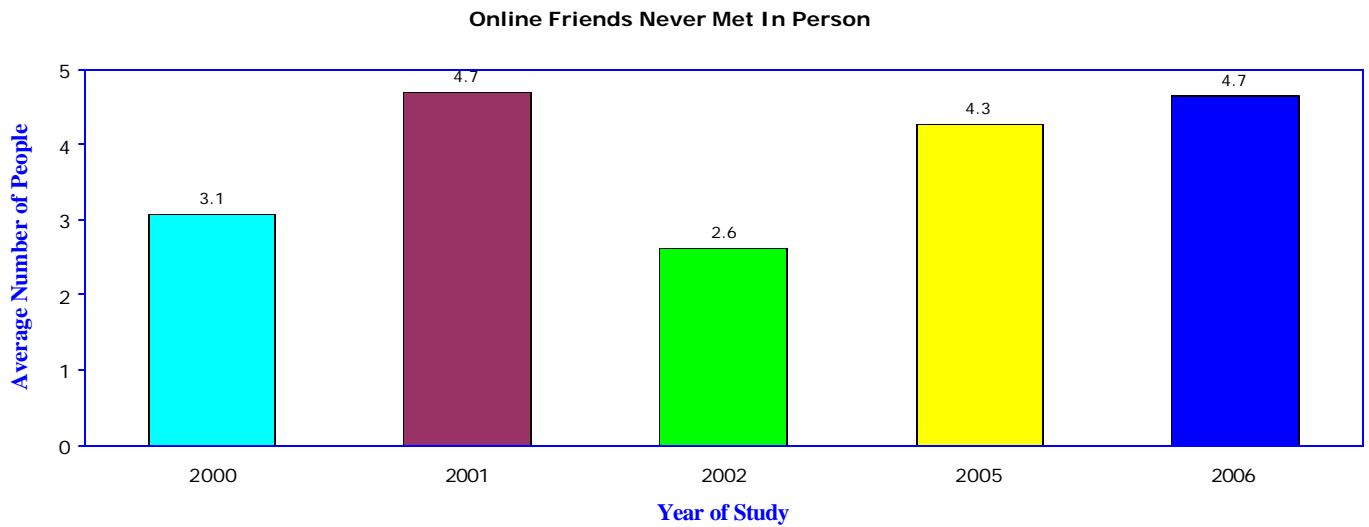
**E-Mail Contact With Teachers, Government Officials, Or Health Care Providers (Telephone Modem Users Vs. Broadband Users)**



Online Friends

Internet users are finding growing numbers of online friends.

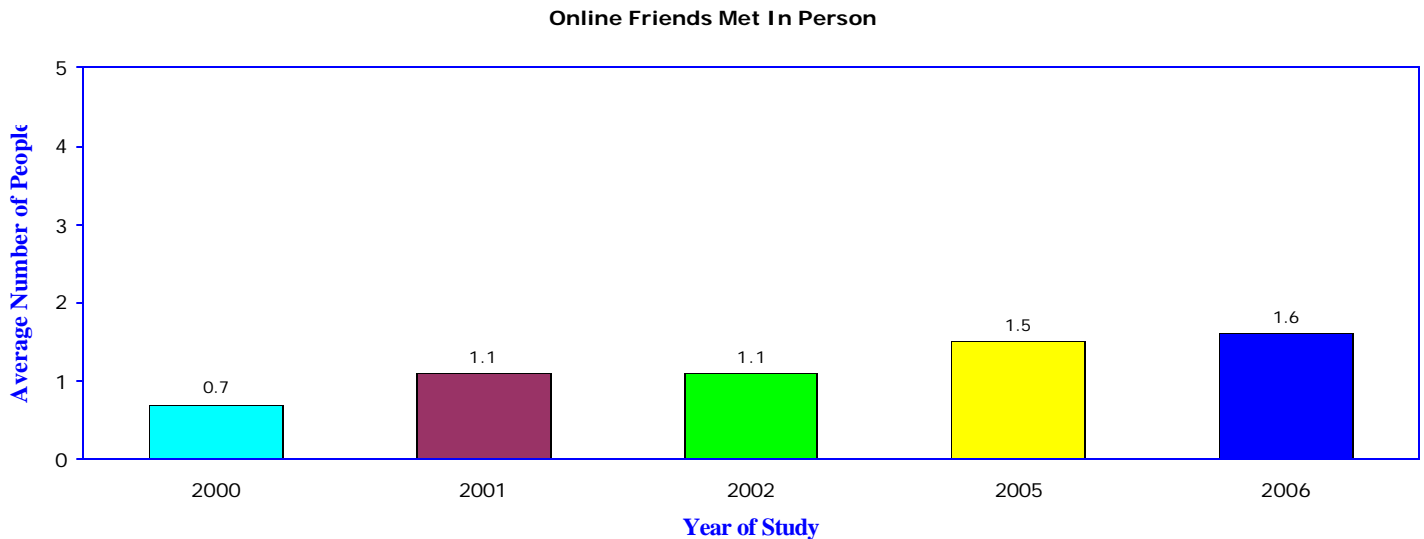
In 2006, Internet users report having met an average of 4.7 friends online whom they have never met in person, an increase over 2005.



Friend Met Online, Then Met In Person

Internet users are reporting an increasing number of friends they have met in person after initially meeting them online.

Internet users in 2006 report an average of 1.6 friends met in person whom they originally met online -- more than double the number when the Digital Future Project began in 2000.

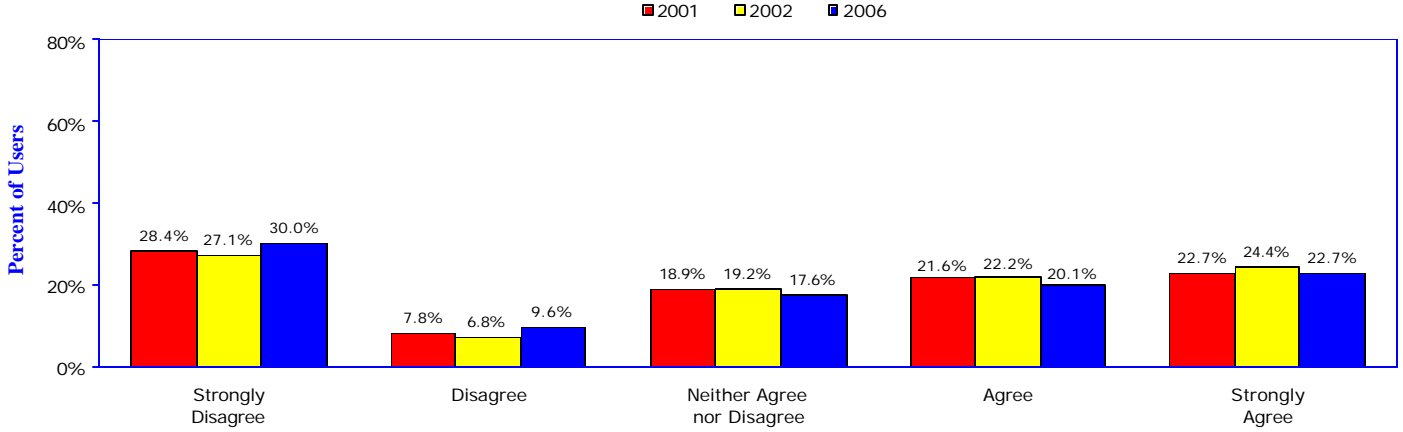


The Internet And Personal Contact

Does the Internet increase regular contact with other users?

Responding to a question last asked in 2002, 42.8 percent of Internet users agree or strongly agree that going online has increased the number of people they regularly stay in contact with -- marginally less than the 46.6 percent who voiced the same response four years ago.

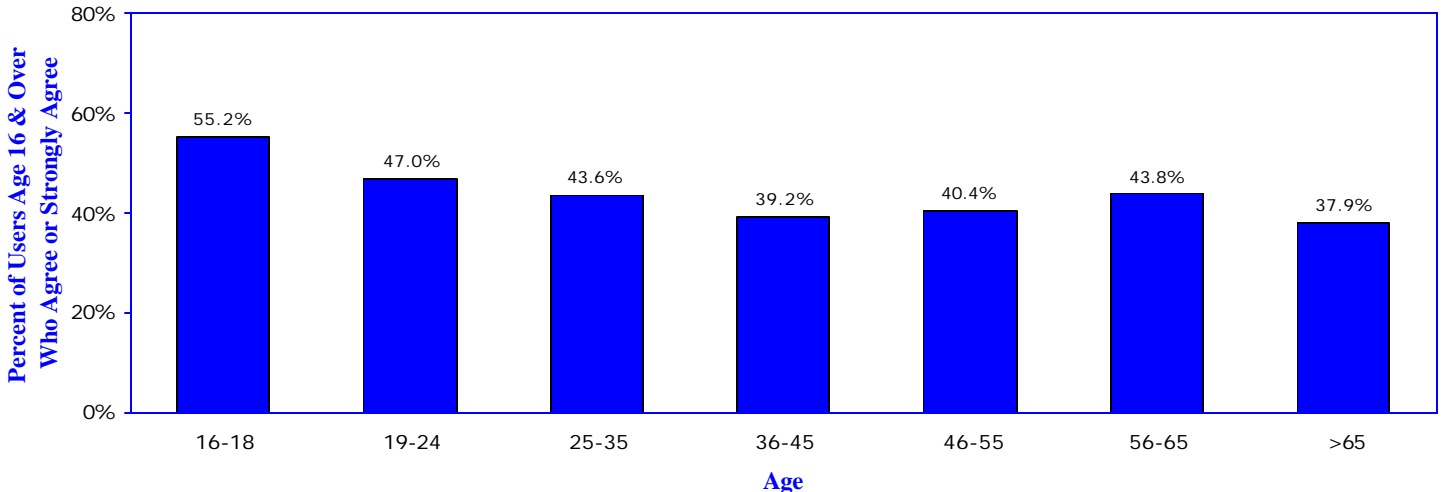
The Internet Has Increased The Number Of People I Regularly Stay In Contact With



Does Using The Internet Increase Personal Contact: Responses By Age

Large percentages of users in most age ranges say the Internet has increased the number of people with whom they stay in regular contact. At least 37 percent of users in all age ranges above age 16 agree or strongly agree that the Internet increases the number of people with whom they stay in contact.

The Internet Has Increased The Number Of People I Regularly Stay In Contact With (Agree Or Strongly Agree: By Age)

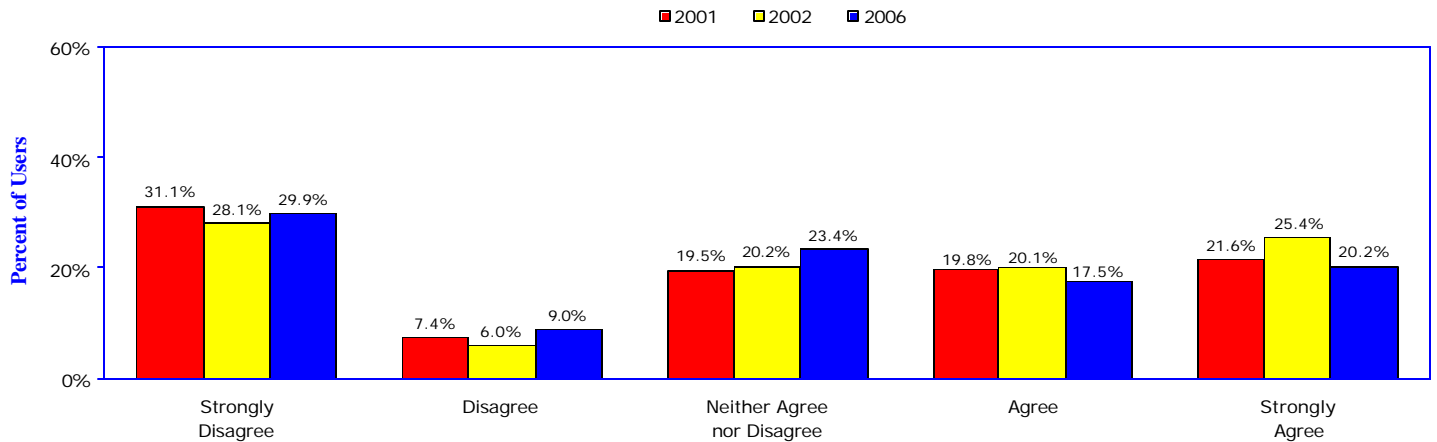


### Internet Users And Communication With Family And Friends

Although more than 40 percent of users say that the Internet has increased the number of people with whom they stay in contact, a lower percentage say that since starting to use the Internet they are communicating more with family and friends.

In 2006, 37.7 percent of Internet users agree or strongly agree that since they started to go online they are communicating more with family and friends -- down from 45.5 percent in 2002.

**Since Starting To Use The Internet, I Am Communicating More With Family And Friends**

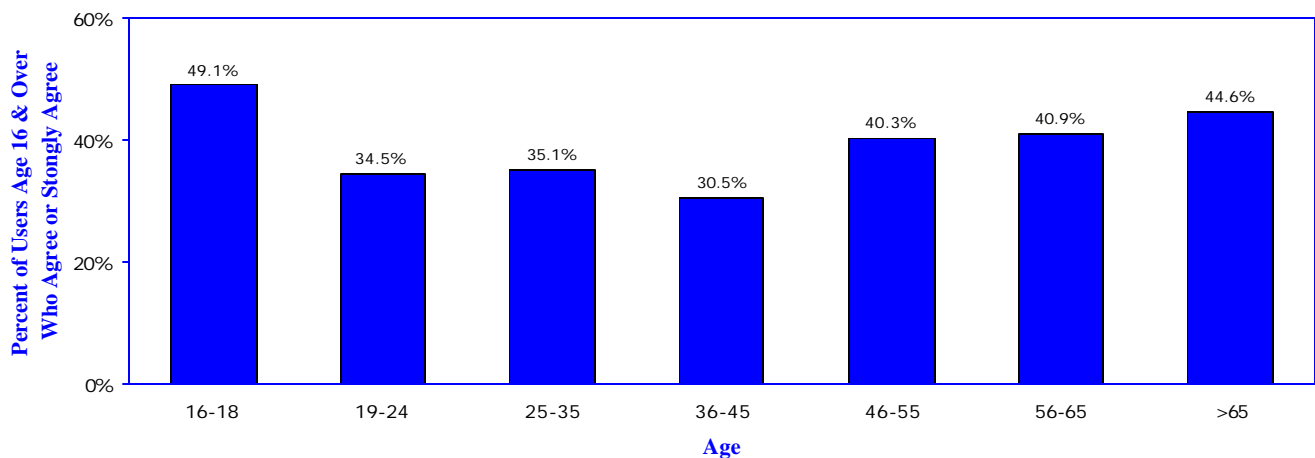


### Internet Users And Communication With Family And Friends: By Age

The youngest and the oldest Internet users are most likely to say that since going online they are communicating more with family and friends.

The Internet users reporting the highest level of agreement that since starting to use the Internet they are communicating more with family and friends are those age 16-18 (49.1 percent agree or strongly agree). However, those reporting the next highest level of agreement are users at the other end of the age spectrum -- age 66 and above (44.6 percent agree or strongly agree).

**Since Starting To Use The Internet, I Am Communicating More With Family And Friends (Agree Or Strongly Agree: By Age)**

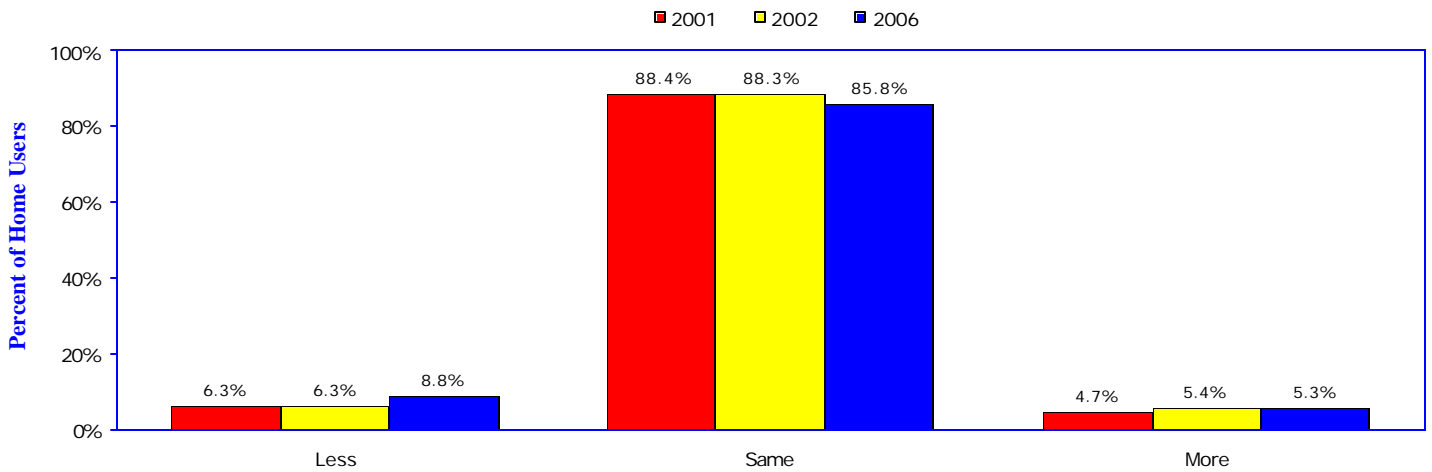


Does The Internet Change The Amount Of Time Spent With Close Friends Face-To-Face?

While large percentages of Internet users say that going online increases contact with family and friends (see the previous page), almost all users report that the Internet has no effect on the time spent with close friends face-to-face.

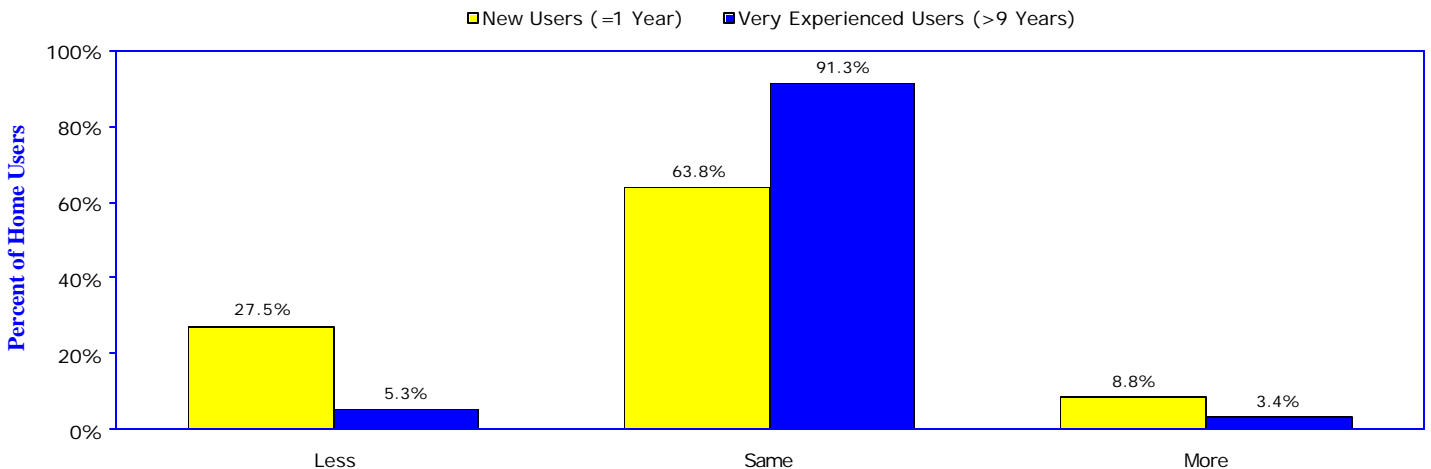
In another question asked for the first time in four years, 85.8 percent of all users say the amount of time they spend with close friends face-to-face is the same since they began using the Internet, only slightly less than the 88.3 percent reported in 2002.

Amount Of Time Spent With Close Friends Face-To-Face Since Acquiring The Internet



However, when looking at new users vs. very experienced users in 2006, more than one-quarter of new users (27.5 percent) say that the use of the Internet has decreased their time spent with close friends face-to-face.

Amount Of Time Spent With Close Friends Face-To-Face Since Acquiring The Internet

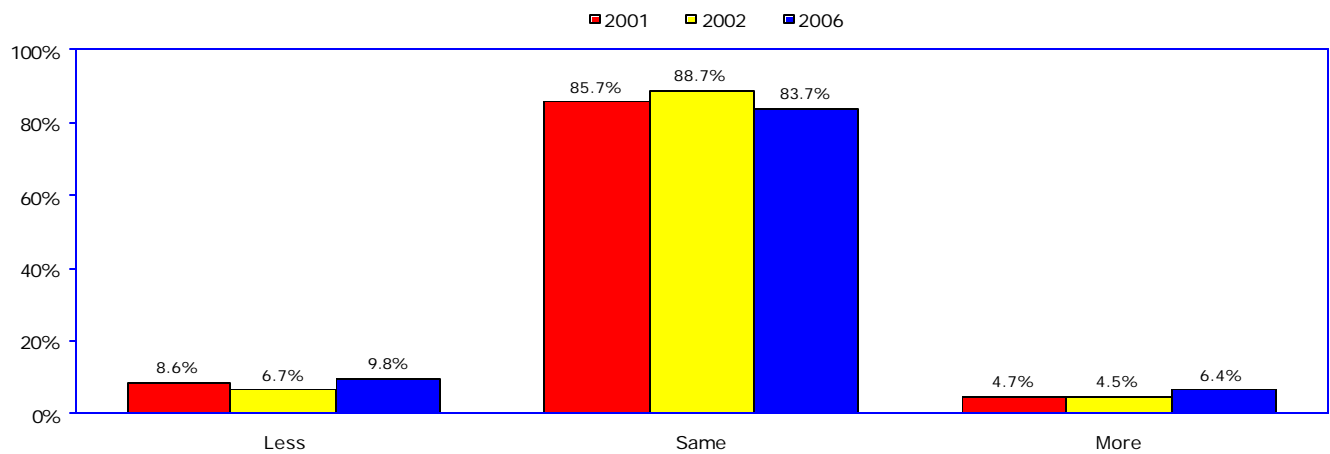


Does The Internet Change The Amount Of Time Spent With Family Face-To-Face?

Almost all Internet users say that going online has no effect on time spent with family face-to-face.

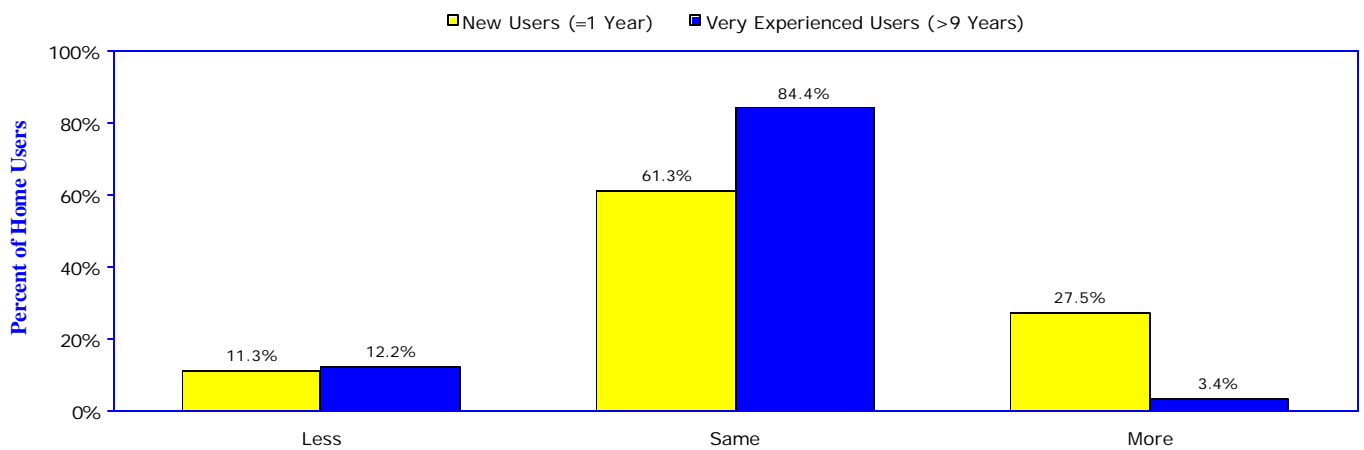
In 2006, 83.7 percent of home users say that the amount of time they spend with family face-to-face is the same since they began to use the Internet -- marginally lower than the 88.7 percent reported in 2002.

**How Does Using The Internet Affect Time Spent With Family Face-To-Face?  
(Internet Home Users)**



However, when we compare new users and very experienced users, we see that more than one-quarter of new users (27.5 percent) say that use of the Internet has increased the amount of time they spend with their family face-to-face.

**How Does Using The Internet Affect Time Spent With Family Face-To-Face?  
(New Users Vs. Very Experienced Users)**



## Online Communities

*Length of membership  
in an online community  
(average)* 2.4 years

*Number of online community  
members who log in to their  
community at least once a day* 56.6%

*Number of online community  
members who interact online  
with a particular member  
or group of members* 55.6%

*Percent who meet members  
of their online community  
in person* 51.8%

*Do you use the Internet  
to participate in  
online communities  
related to social causes? (Yes)* 45.2%

*Would you say  
you feel as strongly  
about your online community  
as you would about your  
real world community? (Yes)* 43%



## Online Communities

### Are Online Communities Useful And Important?

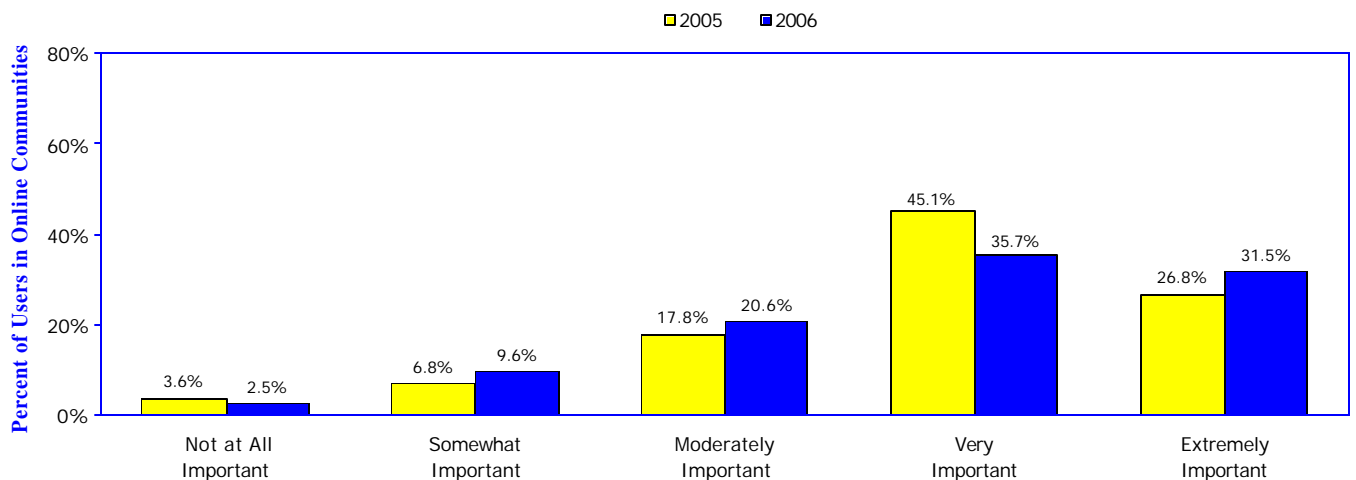
Large percentages of online community members consider their online community to be important to them.

(For the Digital Future Project, an “online community” is defined as a group that shares thoughts or ideas, or works on common projects, through electronic communication only.)

These online communities represent broad interests -- professional, social, relationships, spiritual, hobbies, and politics, among others.

More than two-thirds of members of online communities (67.2 percent) say their community is very important or extremely important -- down slightly from 71.9 percent in 2005.

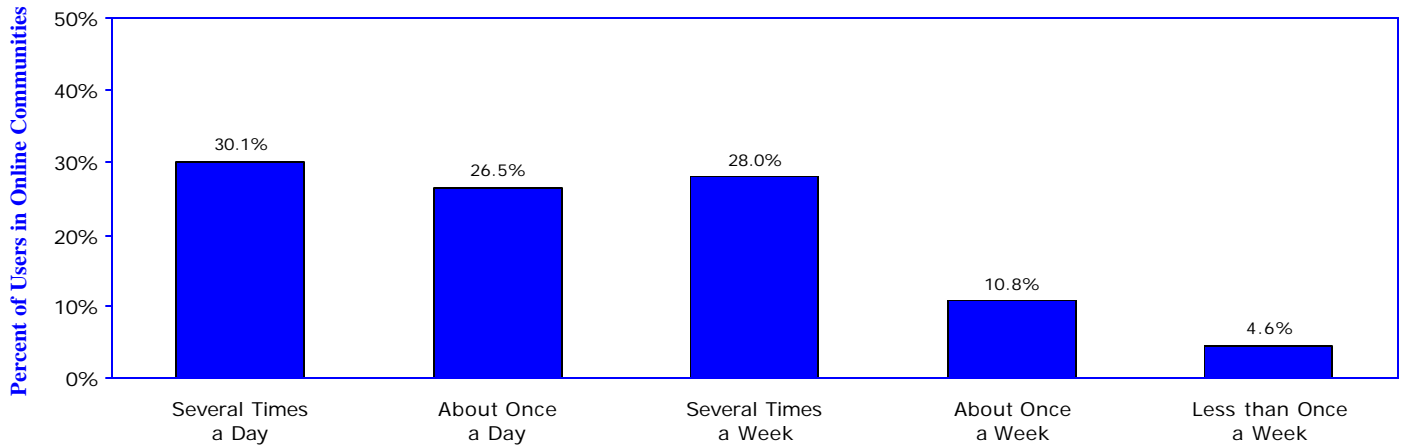
**How Useful And Important Is Your Online Community (Or Communities) To You?**



How Often Do You Log In To Your Online Community?

A majority of members of online communities (56.6 percent) log into their community at least once a day.

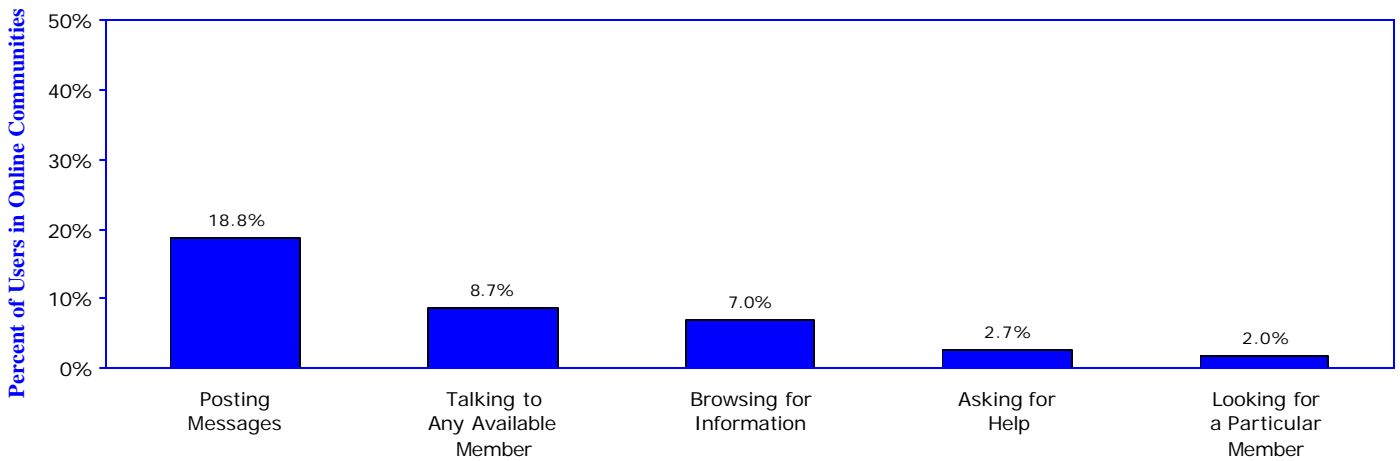
How Often Do You Log In To Your Online Community



What Do Members Of Online Communities Do While Logged In?

The largest percentage of members of online communities log into their community to post messages. The second-highest percentage log in to talk to any available member (see the next question).

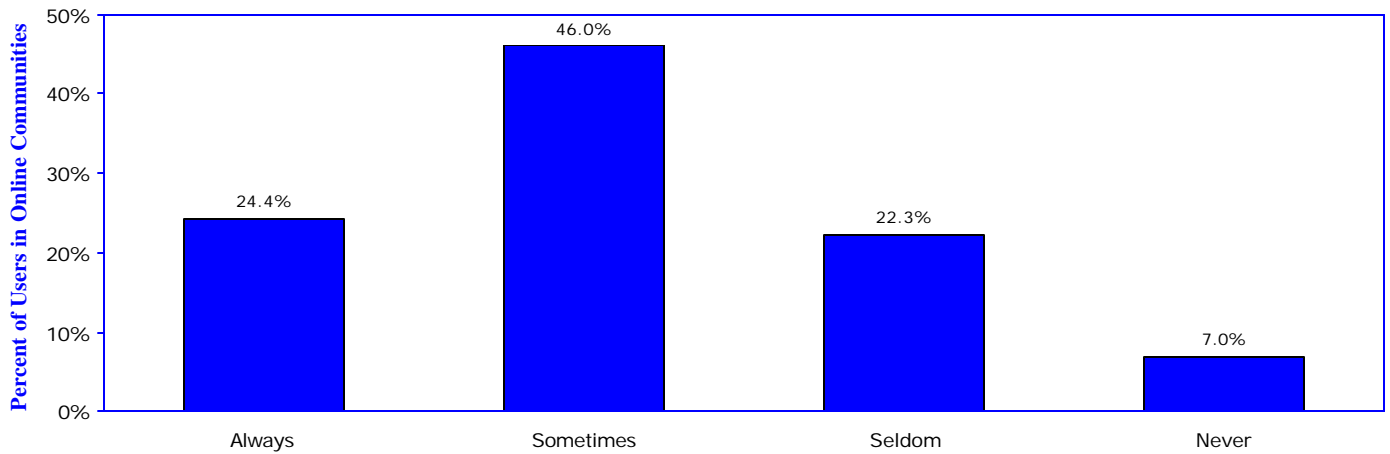
What Do You Do While Logged In To Your Online Community?



### Interaction Between Online Community Members

In 2006, 70.4 percent of online community members say they sometimes or always interact with other members of their community while logged in.

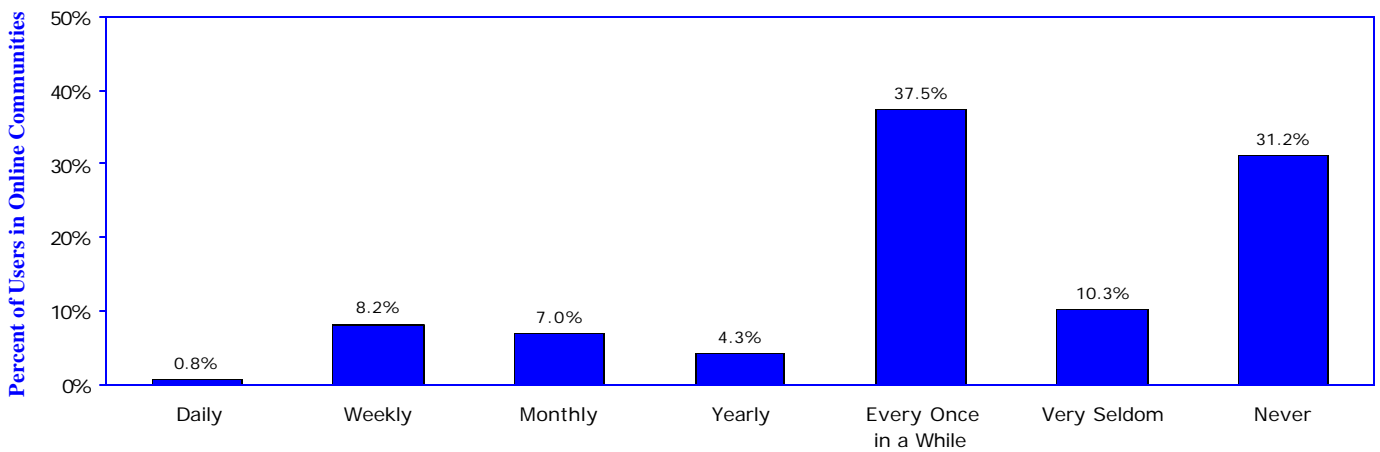
**How Often Do You Interact With Other Members Of Your Online Community?**



### Offline Actions Related to the Online Community

More than one-fifth of online community members (20.3 percent) take actions offline at least once a year that are related to their online community, such as seeing a doctor or attending a meeting.

**How Often Do You Take Action Offline, Such As Seeing A Doctor Or Attending A Meeting, Related To Your Online Community?**

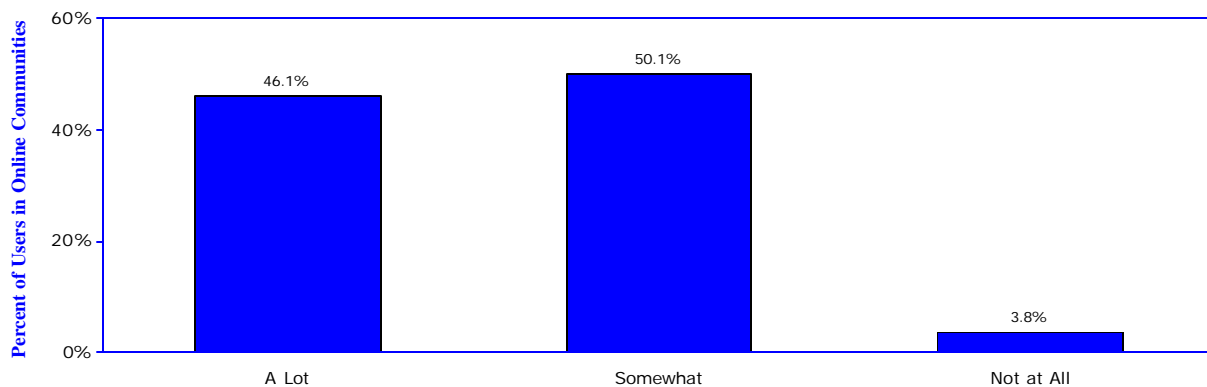


## Do Online Communities Provide Benefits For Members?

With more than 40 percent of online community members saying that they feel as strongly about their online communities as they do about their real-world communities, it is not surprising that a large percentage of Internet community members find major benefits in those communities.

In 2006, 46.1 percent of members of online communities say they benefit a lot from their community. Only 3.8 percent find no benefit from their online community.

**How Much Do You Think You Benefit From Your Online Community?**

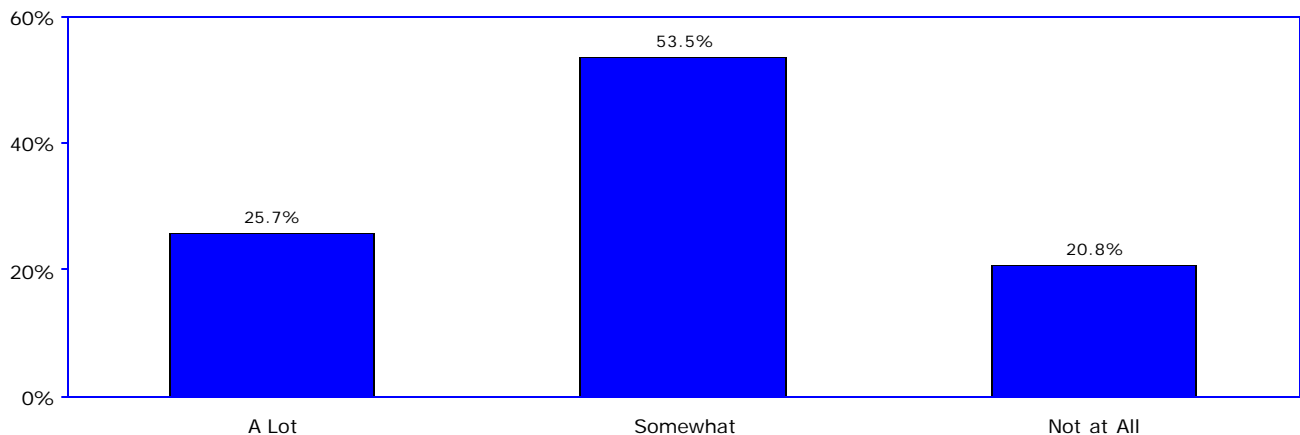


## Do Members Contribute To Building Their Online Communities?

Online community members aren't just users of their Internet communities; they consider themselves builders.

More than one-quarter of online community members say they contribute a lot to the building of their community. Only about one-fifth (20.8 percent) say that they don't contribute at all to building their online community.

**How Much Do You Contribute To The Building Of Your Online Community?**



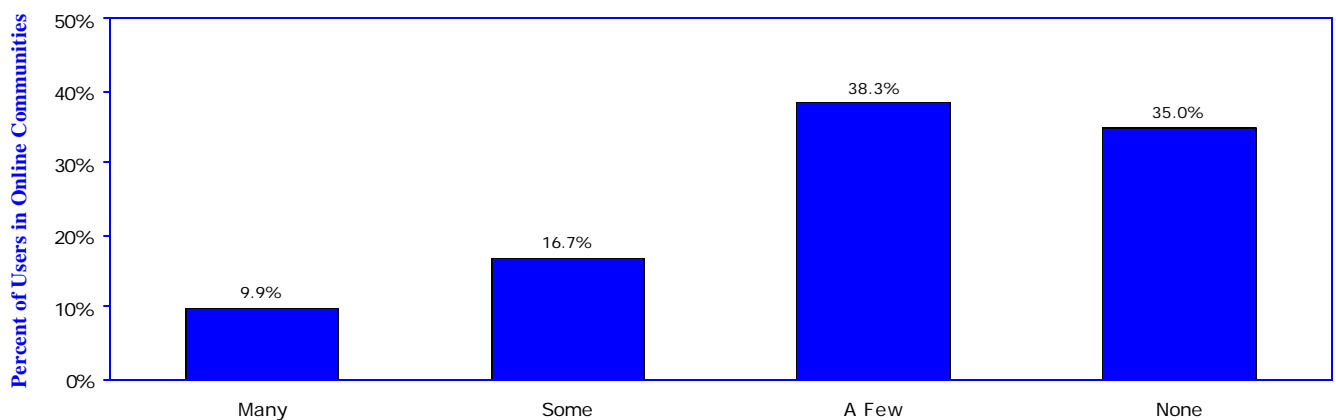
## Online Communities And Social Causes

### Are You Participating In New Social Causes Because Of Online Communities?

Online community members are participating in social causes that are new to them since they began their involvement in online communities.

Almost two-thirds of online community members who participate in social causes through the Internet (64.9 percent) say they are involved in causes that were new to them when they began participating on the Internet.

**How Many Social Causes That You Participate In Are New To You Since Becoming Involved In Online Communities**

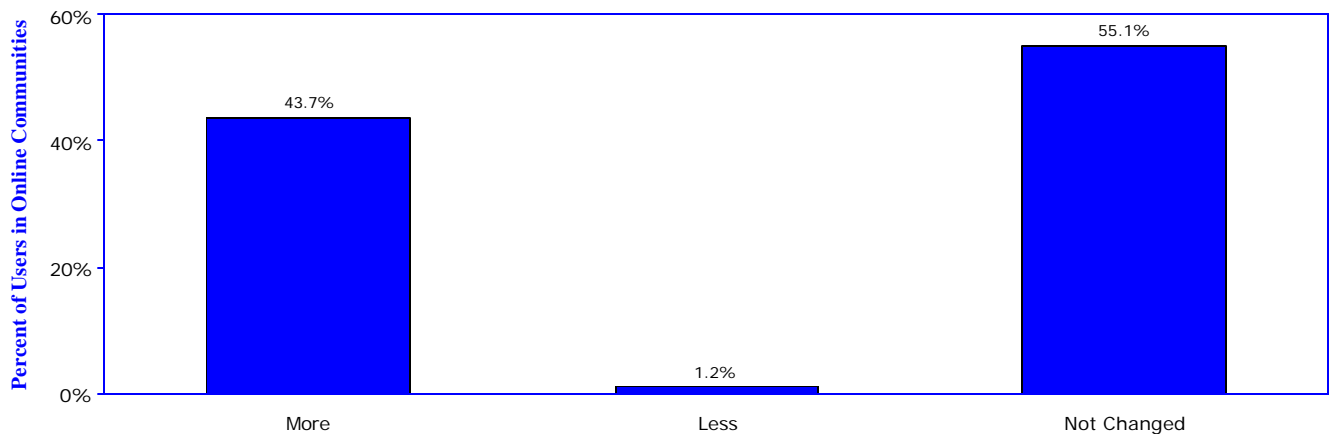


### Participation In Online Communities: Levels Of Social Activism

A large percentage of online community members say their social activism has increased since they began participating in online communities.

More than 40 percent (43.7 percent) of online community members participate more in social activism since they started participating in online communities.

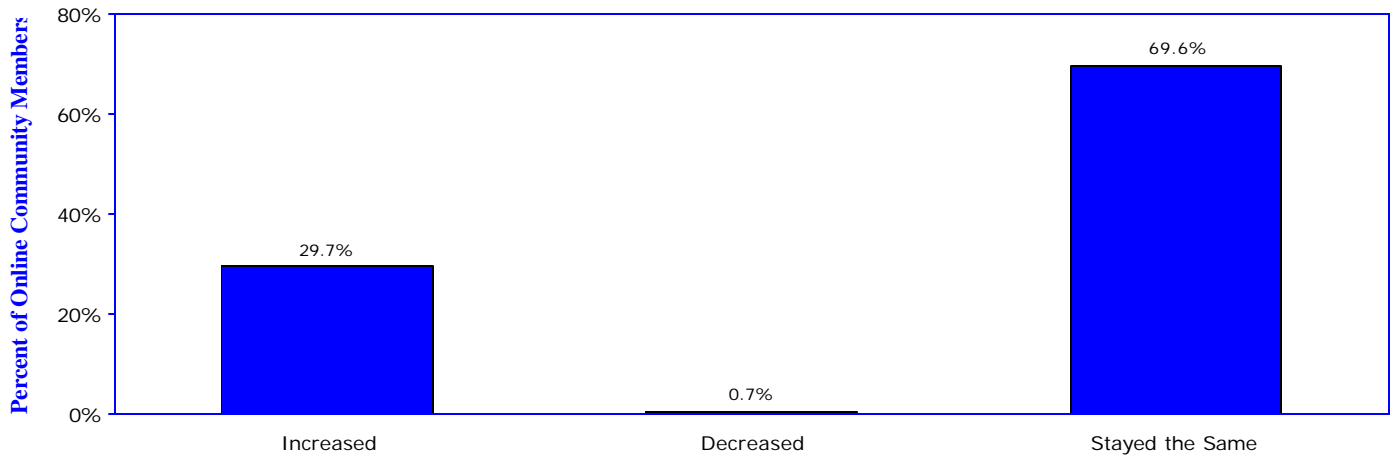
**Effect On Social Activism Since Participating In Online Communities**



## Online Communities And Participation In Non-Profit Organizations

A moderate percentage of online community members (29.7 percent) say that their involvement in non-profit organizations has increased since they started using the Internet.

**Level Of Involvement In Non-Profit Organizations Since Internet Use Began**



## Social Effects: Children and the Internet

<i>Adults who say the children in their households spend the right amount of time online</i>	<i>70%</i>
<i>Adults who say the children in their households....</i>	
<i>....spend too much time online</i>	<i>20.7%</i>
<i>....spend too much time watching television</i>	<i>48.6%</i>
<i>Children who say that going online important to their school work</i>	<i>80.5%</i>
<i>Adults who say that since going online, the grades of children in their households have stayed the same</i>	<i>74.1%</i>
<i>Adults who use denial of the Internet as a punishment tool</i>	<i>46.9%</i>

## Children And The Internet

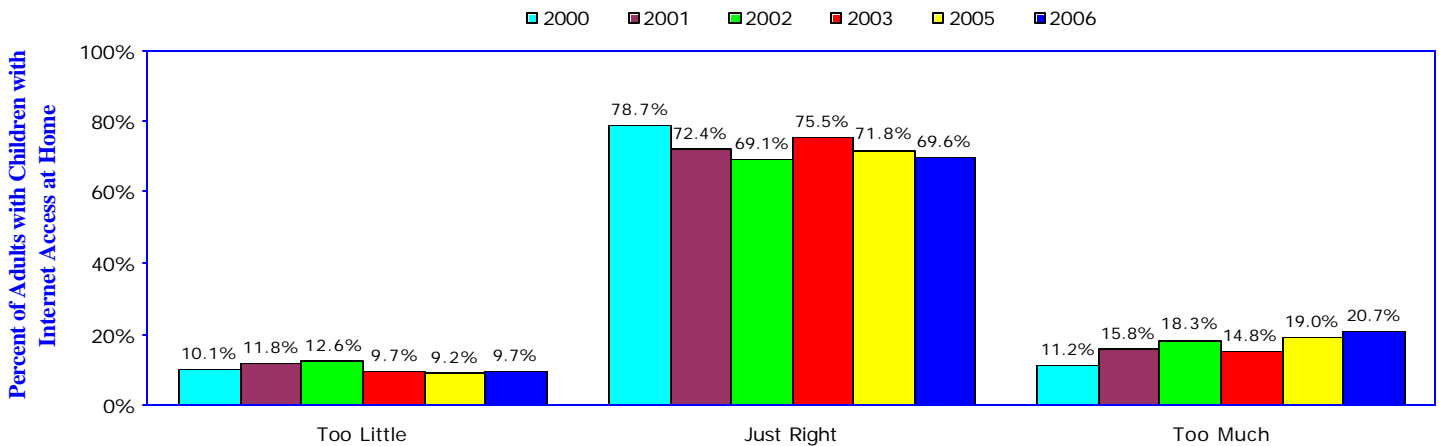
### Internet Use And Watching Television: The Right Amount Of Time For Children?

Do children spend too much time online?

A small but growing percentage of adults say that the children in their households spend too much time using the Internet -- a number that has grown in each of the three most recent years of the study.

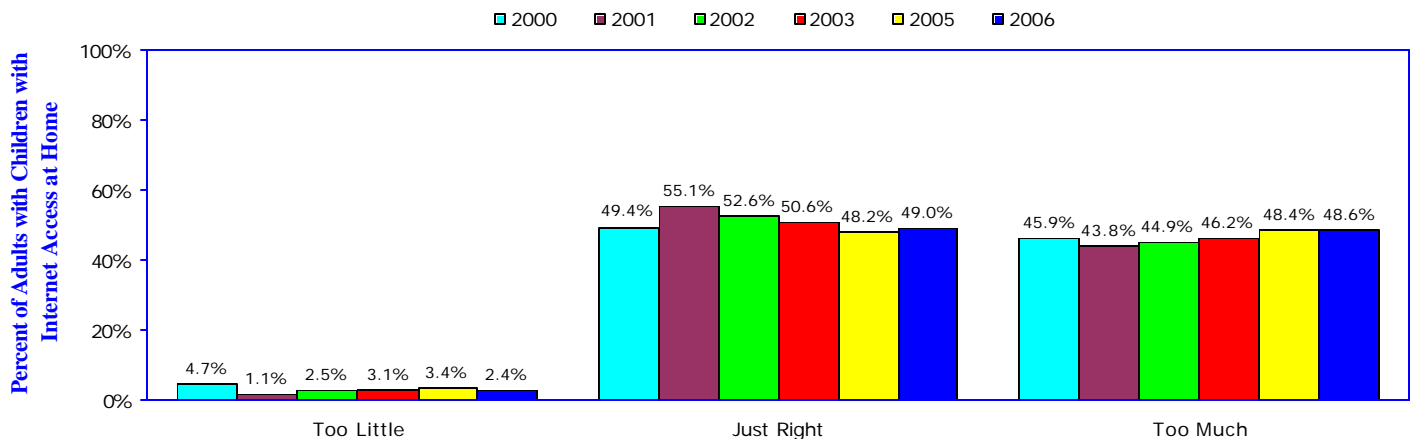
Almost 70 percent of adults (69.6 percent) say that the children in their households spend the right amount of time online, a number that declined modestly for three years in a row.

**Children Online: The Right Amount Of Time?**  
(Adults With Children In The Household)



Throughout the Digital Future Project, more than 40 percent of adults say that the children in their households spend too much time watching television. That percentage has risen steadily for the past five years, and in 2006, reached the highest level in the six years of the study (48.6 percent).

**Children Watching TV: The Right Amount Of Time?**



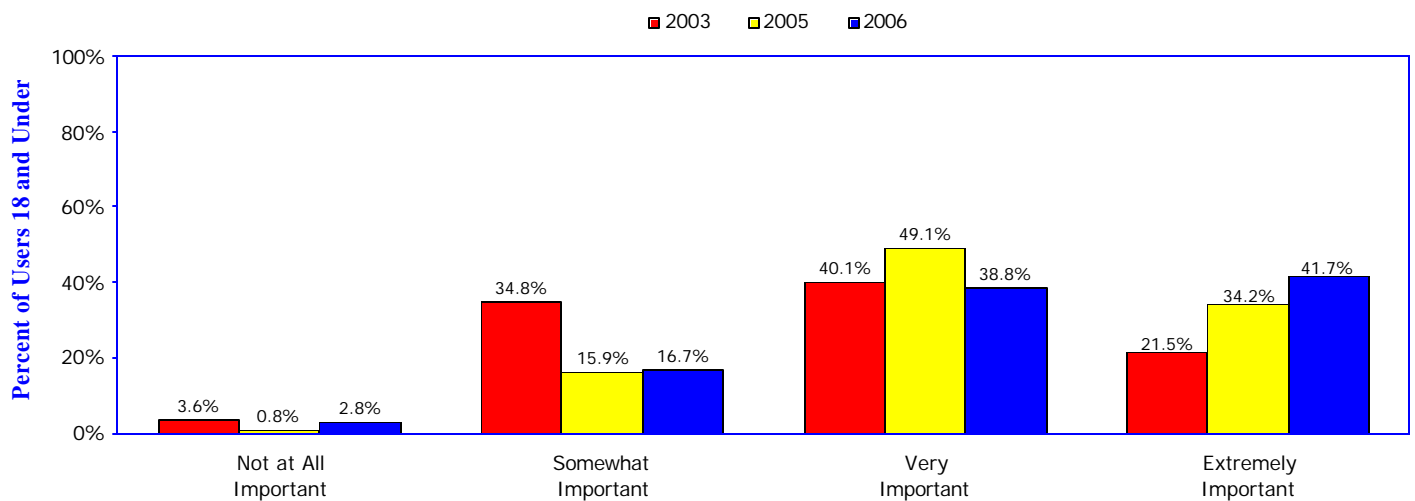


## Schoolwork And The Internet: Children's Views

Children and adults in 2006 continue to express conflicting views about the importance of the Internet for schoolwork.

Large percentages of Internet users age 18 and under say that the Internet plays a major role in their schoolwork. In 2006, 80.5 percent say that going online is very important or extremely important -- slightly less than the 83.5 percent who reported the same responses in the previous study.

How Important Is The Internet For Your Schoolwork?



## Does Internet Use Improve School Grades? Adults' Opinions

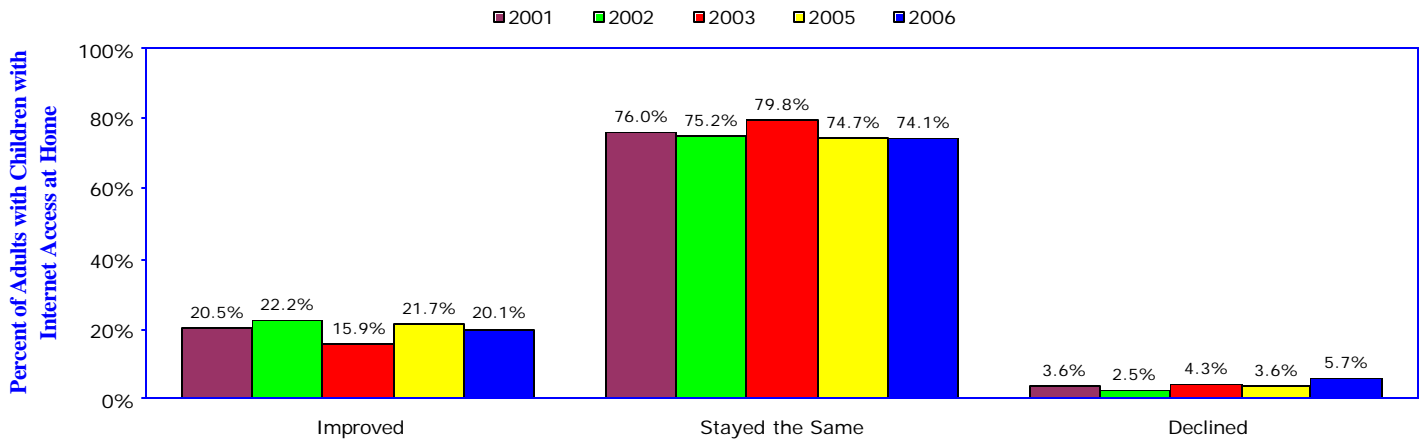
Adults take a different view than children of the Internet's value for schoolwork.

While students consistently report that going online is a vital part of their schoolwork, most adults continue to say that the Internet has no effect on school grades for the children in their household.

In 2006, almost three-quarters of adults (74.1 percent) say that since their household acquired the Internet, the grades of children in their households have stayed the same -- a finding that has remained generally the same in all five years this question has been asked.

Only 20.1 percent of adults in 2006 say that the Internet improves the grades for the children in their household.

**The Internet: Effect On Children's School Grades**



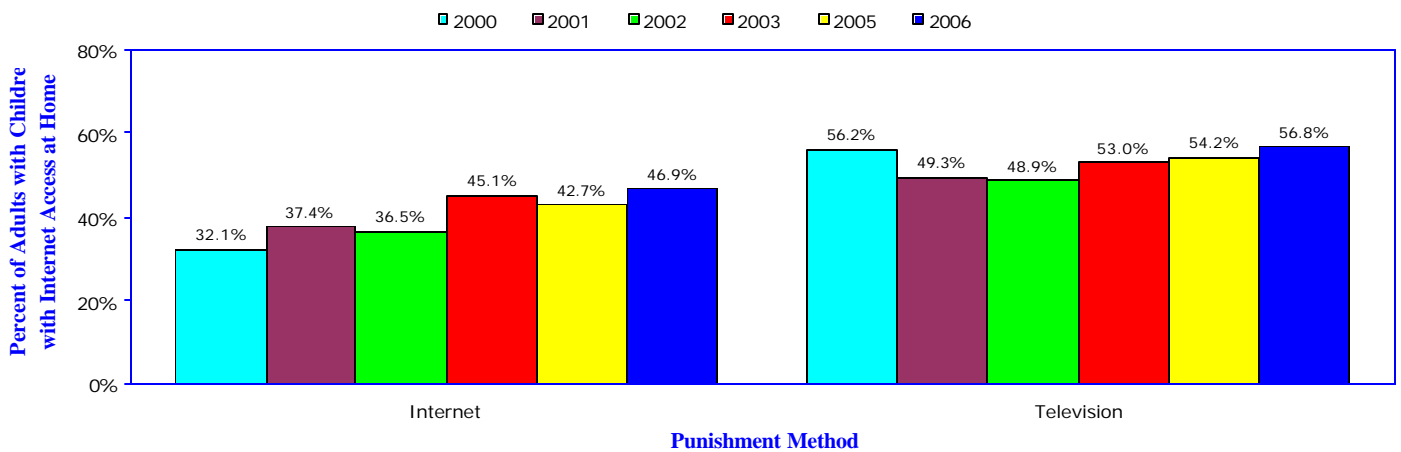
Internet Access And Television Viewing: Punishment Tools?

Using the denial of access to both the Internet and television for punishment are generally increasing.

Denial of the Internet as a punishment tool has increased to its highest point yet in the Digital Future Project, with 46.9 percent of adult users with children in their households saying that the children may be punished by losing their online privileges.

More than half of adult users with children in the household (56.8 percent) say that denial of television is also used as a punishment tool -- another peak in the six years of the Digital Future Project.

**Internet Access And Television Viewing: Denied As A Punishment Tool?**



## Political Power And Influence

*Respondents who say. . .*

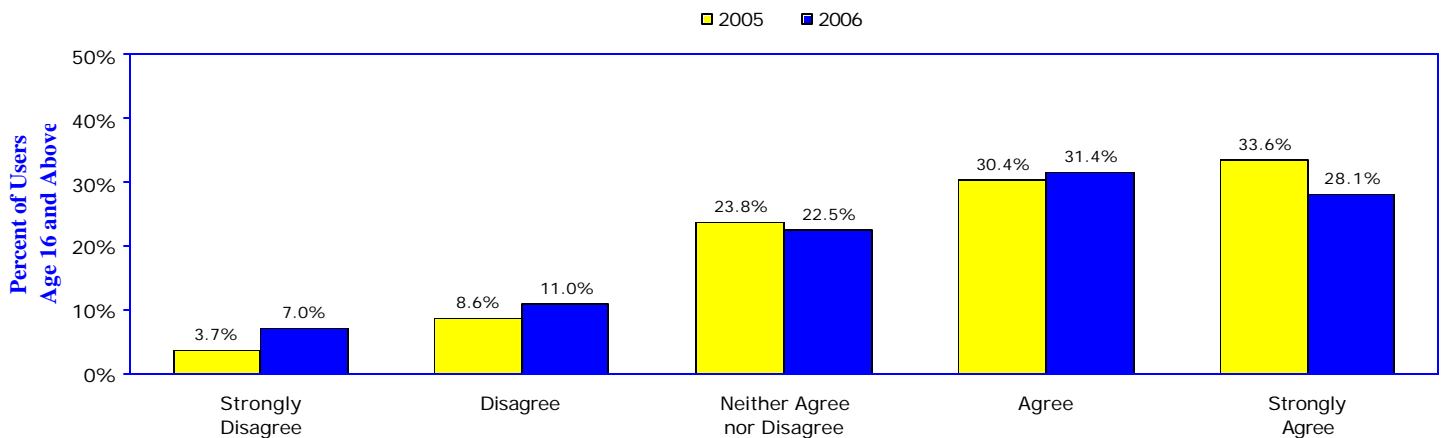
<i>. . .the Internet has become important for political campaigns</i>	<i>59.5%</i>
<i>. . .the Internet can be a tool for learning about the political process</i>	<i>59.3%</i>
<i>. . .the Internet gives people more of a say in government</i>	<i>18.9%</i>
<i>. . .the Internet can give people more political power</i>	<i>31.4%</i>

### The Internet's Importance In Political Campaigns

Even though 2006 is an election year, a slightly lower percentage of respondents age 16 or older say that the Internet has become important to political campaigns.

In 2006, 59.5 percent agree or strongly agree that the Internet has become important for political campaigns -- down from 64 percent in 2005.

**The Internet Has Become Important For The Political Campaign Process**  
(Level of Agreement By All Respondents)

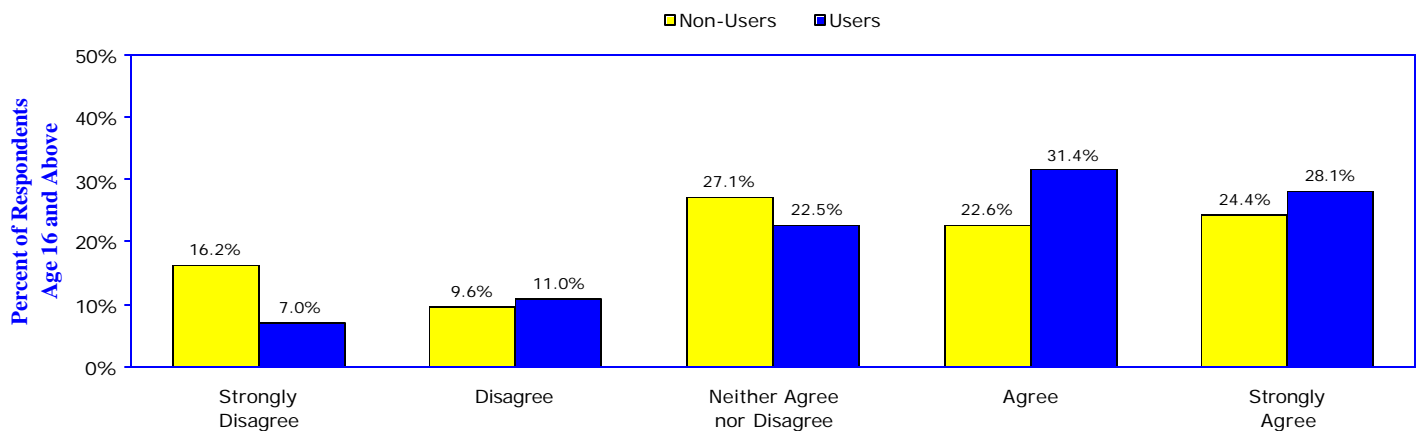


### The Internet's Importance In Political Campaigns: Users And Non-Users

Almost sixty percent of users (59.5 percent) agree that the Internet is important for political campaigns.

More surprising is that 47 percent of non-users also agree that the Internet is important for political campaigns.

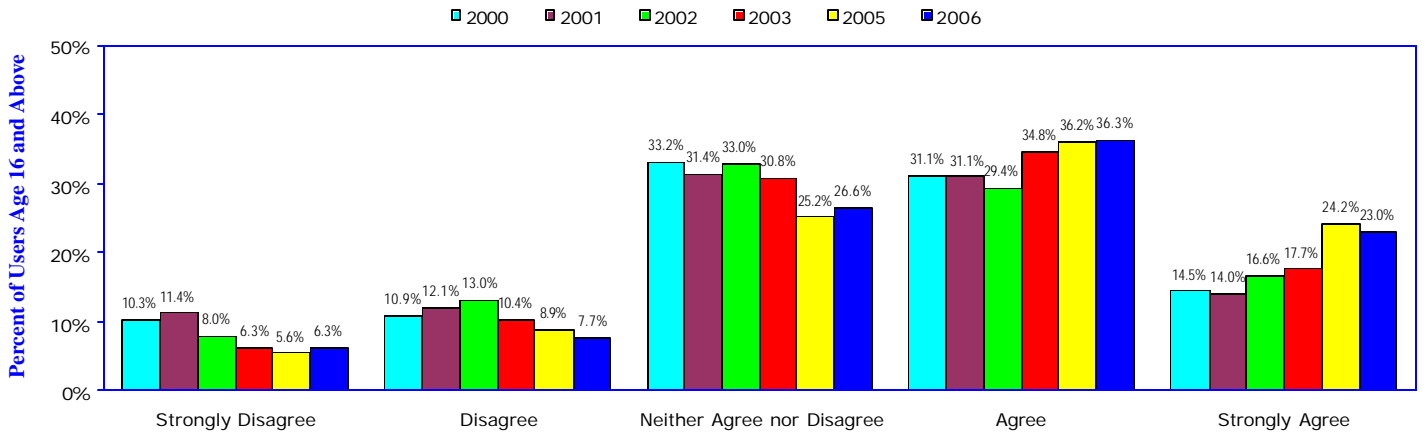
**The Internet Has Become Important For The Political Campaign Process**  
(Level of Agreement By Users And Non-Users)



The Internet And Political Knowledge

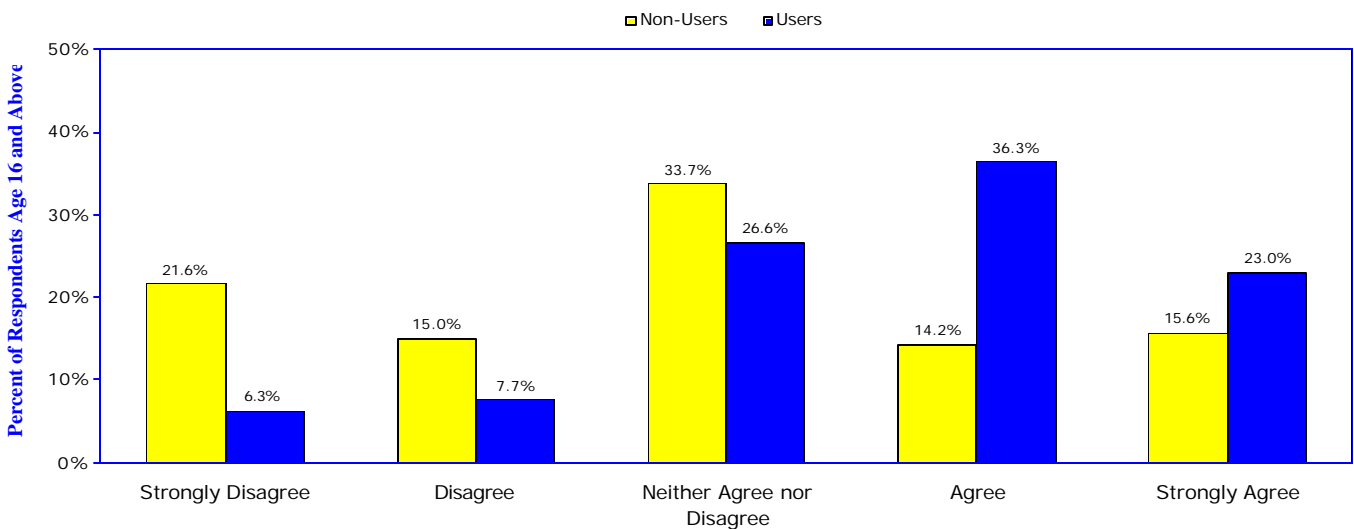
In 2006, belief that the Internet can be a tool for learning about the political process continues to remain high, with 59.3 percent of users agreeing that by using the Internet, people can better understand politics -- down marginally from 60.4 percent in 2005 (the peak year for this response in the study).

By Using The Internet, People Like You Can Better Understand Politics



However, among non-users, only 29.8 percent agree or strongly agree that the Internet can help people better understand politics -- down from 34.6 percent in 2005.

By Using The Internet, People Like You Can Better Understand Politics

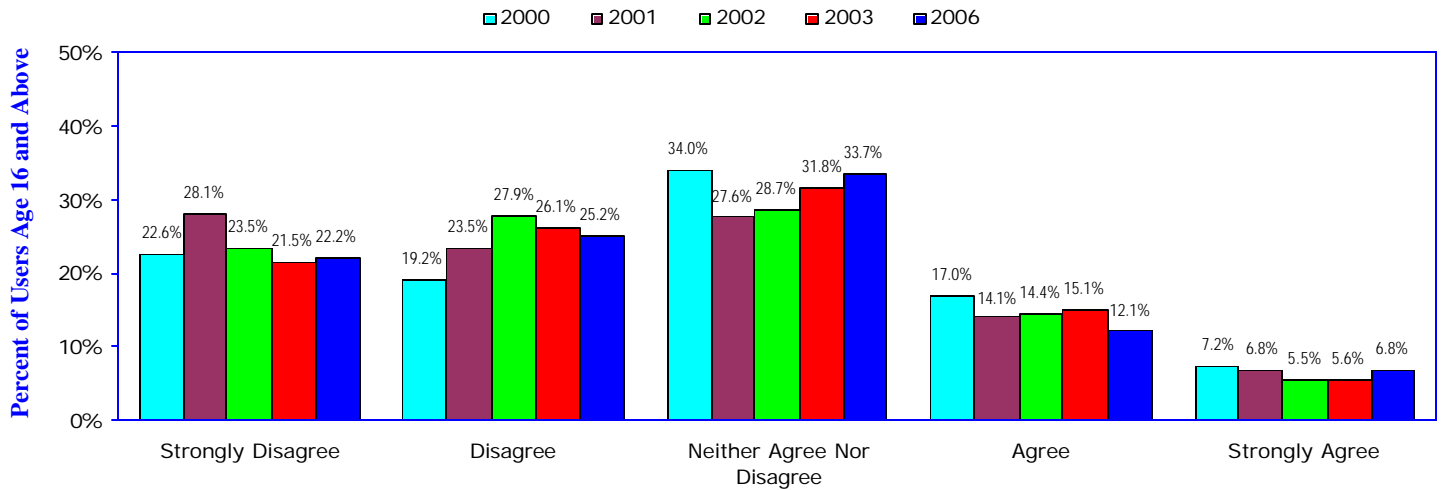


Does the Internet Give People More Say In What The Government Does?

The number of Internet users who believe that using the Internet will give people more of a say in what government does declined in 2006.

Less than 20 percent of users (18.9 percent) agree or strongly agree that the Internet gives people more of a say in government -- down from 20.7 percent in 2005, and the lowest level in the five years this question has been asked in the Digital Future Project.

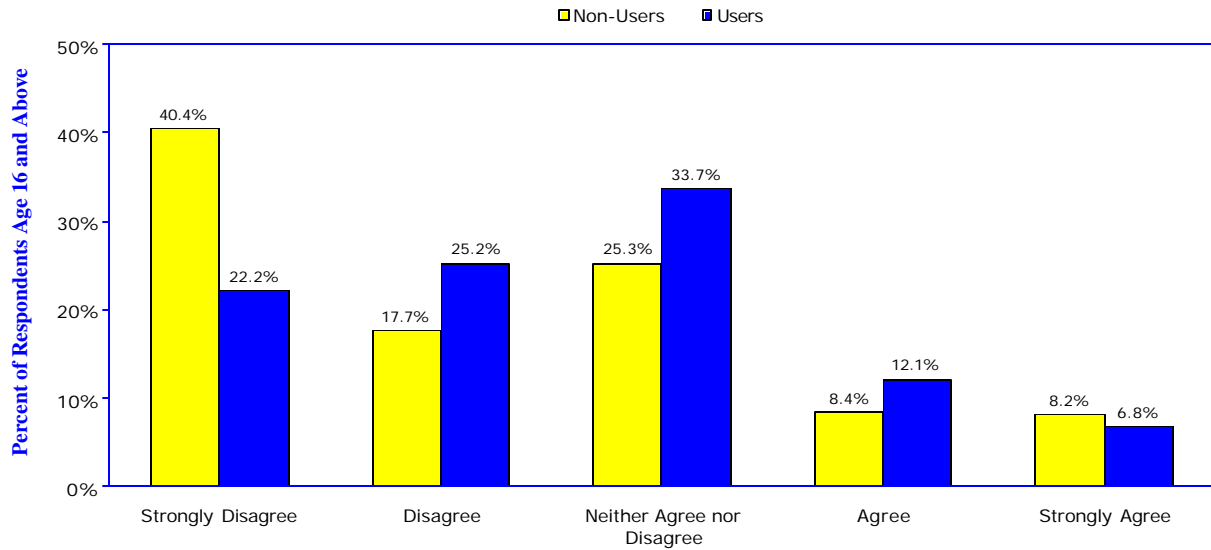
**By Using The Internet, People Like You Can Have More Say On What the Government Does (Internet Users)**



### Does the Internet Give People More Say In What The Government Does? Internet Users Vs. Non-Users

A large majority of non-users don't think that the Internet gives people more say in what the government does. Among non-users, 58.1 percent disagree or strongly disagree that the Internet gives people more of a say in government.

**By Using The Internet, People Like You Can Have More Say On What the Government Does**



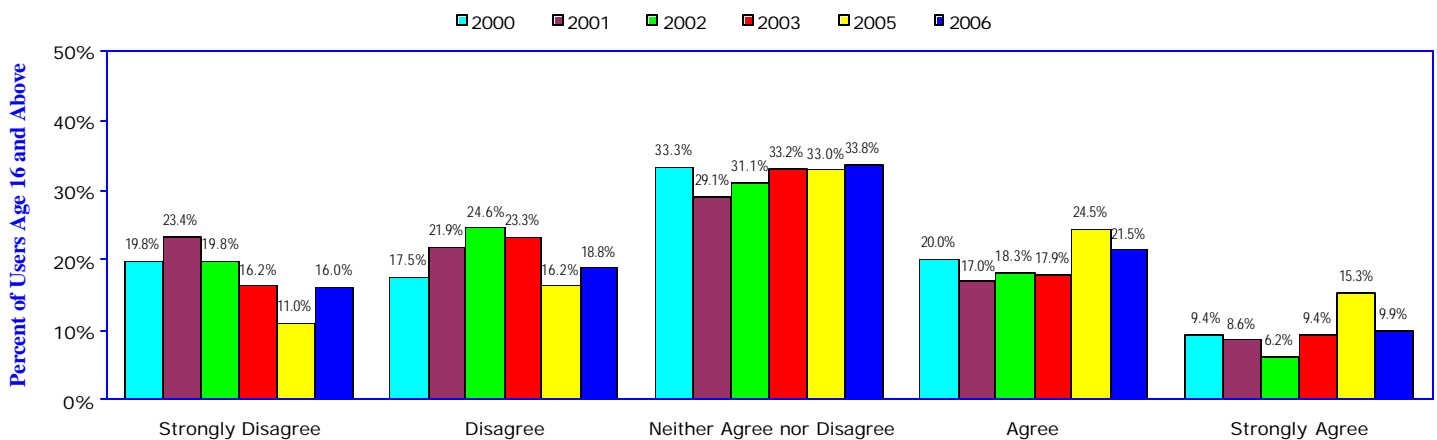


### Is The Internet A Tool To Help Gain Political Power?

In spite of the recent growth of online communication by political parties and candidates, the number of users who say the Internet can be used as a tool to gain political power declined in 2006.

After increasing in 2005, the number of users 16 and older who agree or strongly agree that using the Internet can give people more political power dropped to 31.4 percent, from 39.8 percent in 2005.

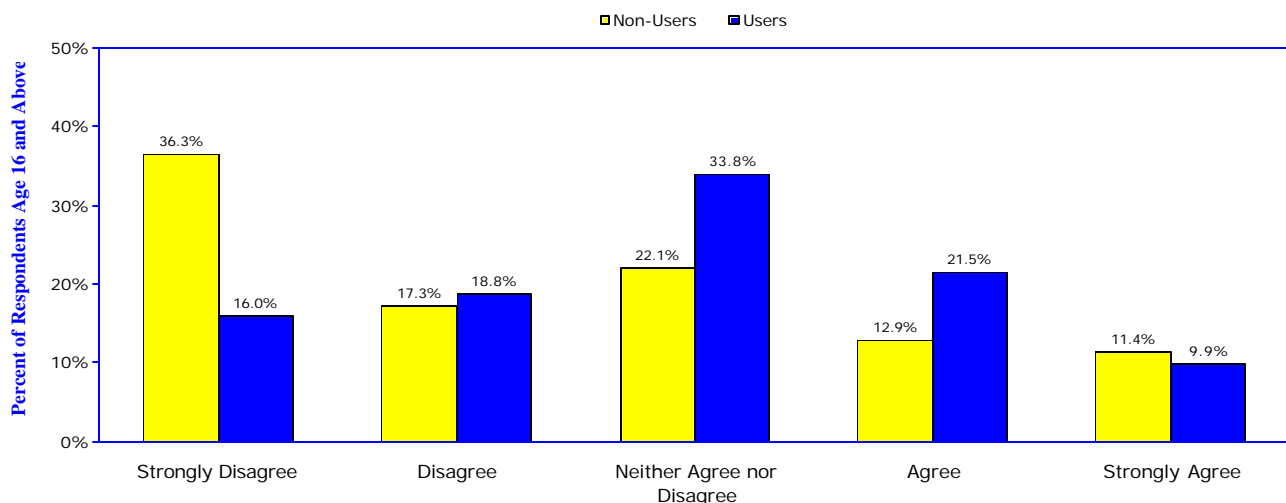
**By Using The Internet People Like You Can Have More Political Power**



An increasing number of non-users don't believe that the Internet can give them more political power.

In 2006, more than half (53.6 percent) disagree or strongly disagree that the Internet can give people more political power -- an increase from 49.5 percent in 2005.

**By Using The Internet People Like You Can Have More Political Power**



## The Internet At Work

*Average weekly hours online  
actively using the Internet  
for work*

*7.8 hours  
(5.6 hours in 2005)*

*Users with Internet  
at work who cannot  
visit Web sites at work  
not related to their jobs*

*15%*

*Internet users who say  
that going online at work  
improves their productivity*

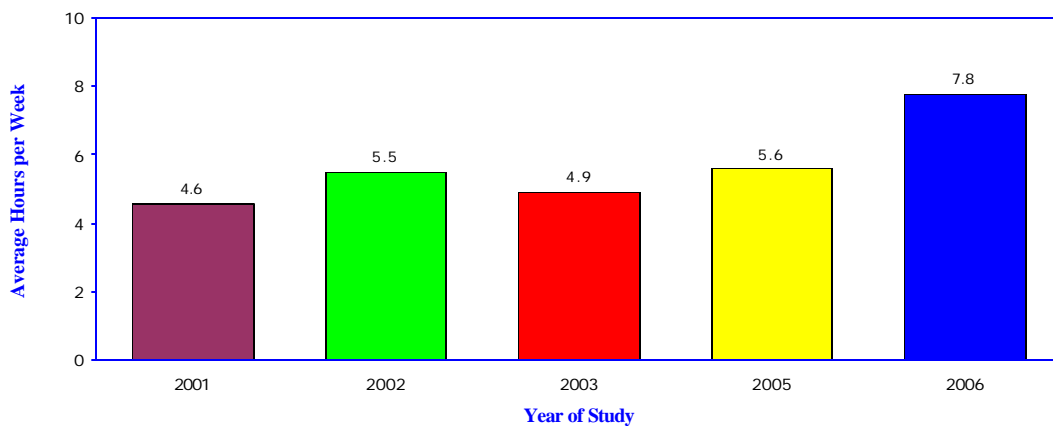
*69.7%*

Using the Internet At Work: Hours Online

Use of the Internet at work for professional reasons has increased steadily for each year in the Digital Future Project.

In 2006, Internet users who go online at work say that they actively use the Internet for work an average of 7.8 hours each week -- an increase from 5.6 hours in 2005, and better than three hours more per week over when the question was first asked in 2001.

**How many of those hours that you are connected to the Internet at work, are you actively using the Internet at work per week?**  
(Respondents With Internet Access At Work)

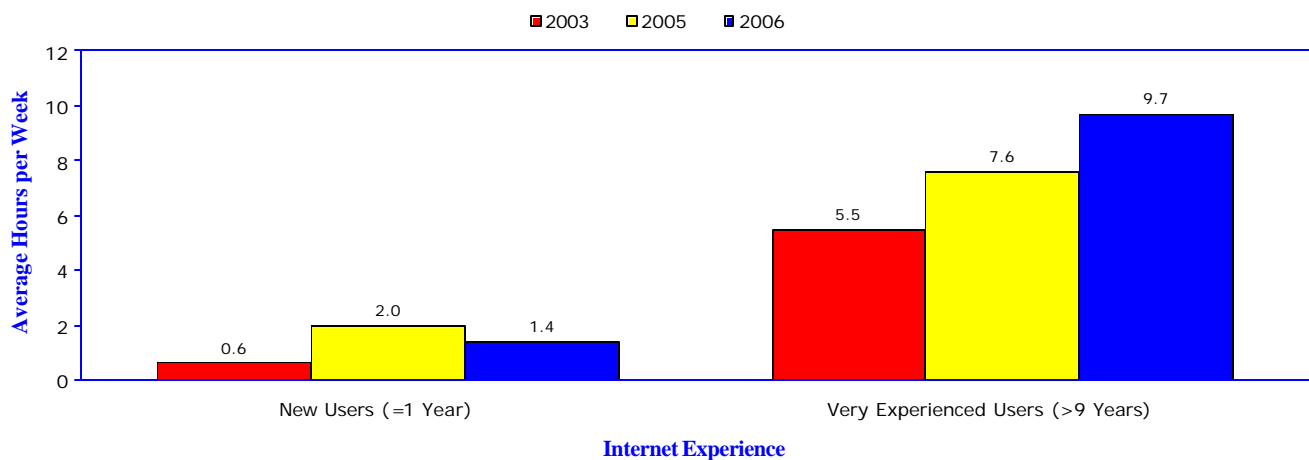


Using the Internet At Work: Hours Online For New Users And Very Experienced Users

In 2006, the gap between the number of hours that very experienced users are actively using the Internet at work compared to new users continues to grow.

In the current study, very experienced users are actively using the Internet for work an average of 8.3 hours per week more than new users, an increase over the already-large gap of 5.6 hours in 2005.

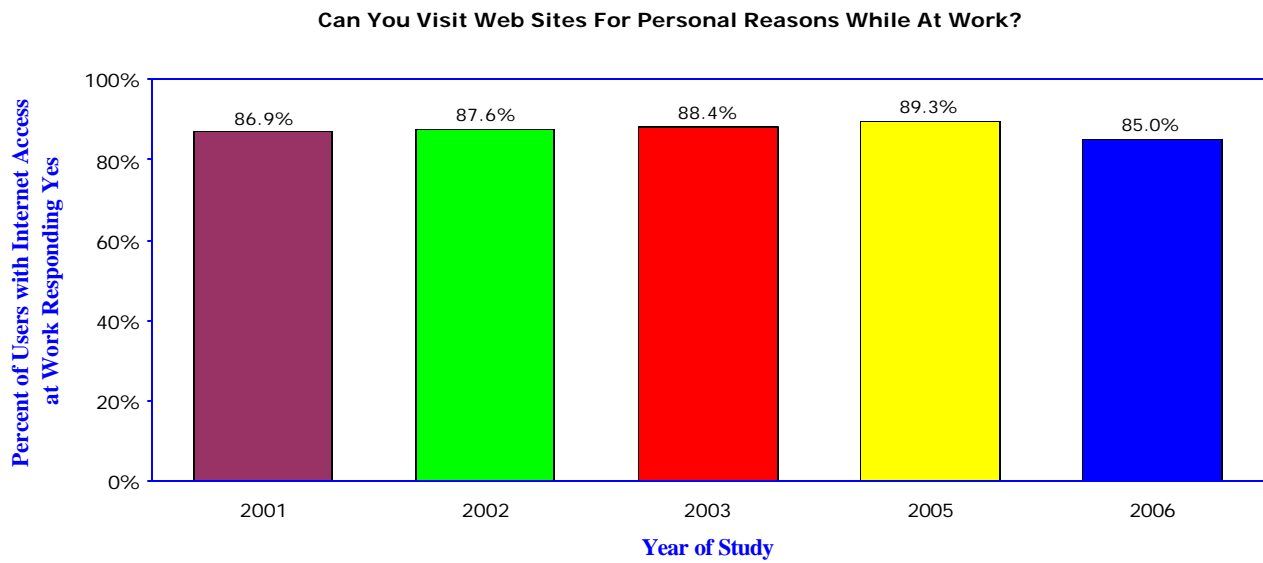
**How many of those hours that you are connected to the Internet at work, are you actively using the Internet at work?**  
(New Users Vs. Very Experienced Users)



## The Internet At Work: Personal Use

A small but increasing number of Internet users say they can't visit Web sites for personal reasons while at work.

In 2006, 85 percent of users with Internet access at work say they can visit Web sites at work that are not related to their jobs; 15 percent of users cannot visit non-work oriented Web sites while on the job, an increase of 4.3 percent over 2005.



Does The Internet Make Workers More Productive?

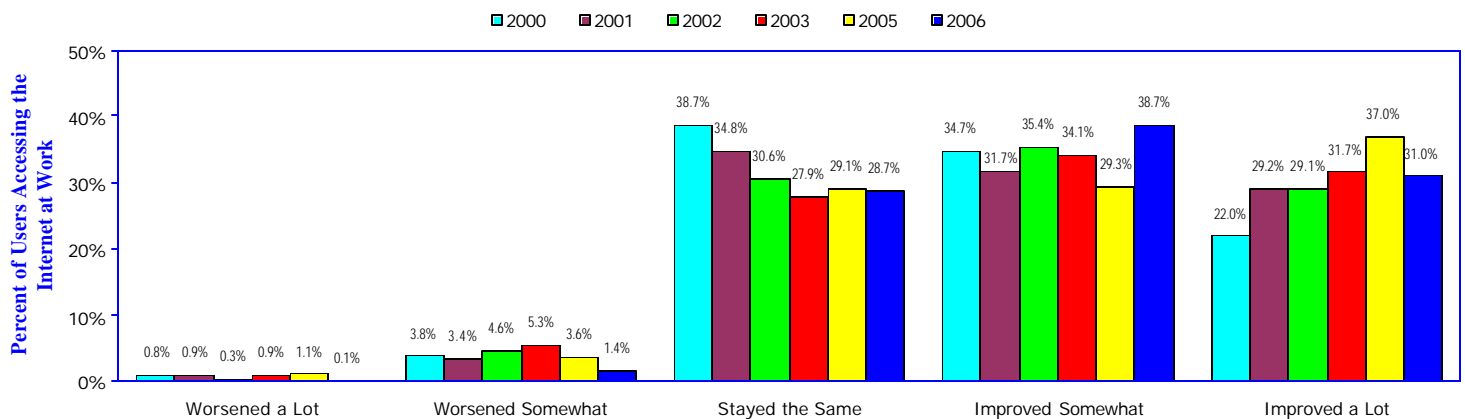
The percentage of users who say the Internet at work makes them more productive has continued to increase overall for all six years of this study. However in 2006, the number of users who said the Internet improved their productivity a lot declined for the first time.

In 2006, almost 70 percent of users who have access to the Internet at work (69.7 percent) say that by going online at work their productivity has improved somewhat or a lot, an increase from 66.3 percent in 2005, 65.8 percent in 2003, 64.5 percent in 2002, 60.9 percent in 2001, and 56.7 percent in 2000.

Nevertheless, those who say the Internet improved their productivity a lot declined to 31 percent, down from 37 percent in 2005.

While large numbers of respondents continue to report that they use the Internet for personal reasons at work (see the previous page), only 1.5 percent of those who go online at their jobs say their productivity has worsened because of Internet access at work.

Internet Access At Work: Views About Productivity



## *The 2007 Digital Future Project: Trends and Issues*

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For six years, the Center for the Digital Future has explored the online behavior of Americans, as well as their opinions about the Internet. The Digital Future Project follows the same individuals year after year, working not only to build clarity about the impact of the Internet, but also to explore new issues as they emerge. We continue to be focused on the Internet's role as a participatory medium -- as opposed to the generally passive observation associated with television or movies.

We have witnessed how the Internet has grown and changed constantly since the portals of the World Wide Web opened to the public in 1994. For a dozen years, the Internet has evolved into a sophisticated interactive instrument for entertainment, purchasing, and information-gathering, and the Digital Future Project has formally studied that evolution since 2000. Yet some of the most intriguing issues about the Internet have begun to emerge quite recently – in particular the rapid change in personal communication while online.

*In sum, we are now witnessing the true emergence of the Internet as the powerful personal and social phenomenon we knew it would become.* In 2006 we began to measure new directions for the Internet as a comprehensive tool that Americans are using to touch the world.

The issues that are particularly notable involve the attitudes and behavior of Internet users who are members of online communities. Their views are revealing: among responses to various questions about online communities, perhaps the most interesting point is that 43 percent of Internet users who are members of online communities say that they “feel as strongly” about their online communities as they do about their real world communities (page 94).

This year's study found that involvement in online communities is a catalyst for other behavior, including offline action and social activism; one-fifth of members of online communities take actions offline at least once a year that are related to their online community, such as attending a meeting (page 97). And more than 40 percent of online community members participate more in social activism since they started participating in online communities (page 99).

Participating in online communities is a regular habit for members; more than half say they log into their community at least once a day (page 96). And more than 70 percent say they interact with other members of their community while logged in (page 97).

Responses to questions about online communities represent only a sampling of the many trends that illustrate how social connection on the Internet is changing. For instance, growing percentages of Internet users create, distribute, and share information online, through writing blogs, posting photos, or maintaining a personal Web site. The number of bloggers has more than doubled in three years, as has the number of Internet users who post photos online. And, the percentage of users who maintain their own Web site continues to grow (page 41).

We consider the growth of social connection through the Internet – whether through participation in online communities, hosting blogs, posting photos, or maintaining personal Web sites -- to be the most telling indicator that the Internet is becoming a tool for outreach with scope and impact that users are now beginning to appreciate and exploit. The potential is unlimited for the Internet's use as a voice for the individual; continuing to examine this potential is one of the primary goals of the Digital Future Project.

### The Internet, Family, And Friends

As the role of the Internet in users' social lives is evolving, the Digital Future Project continues to monitor the potential effects of online technology on personal relationships with family and friends. Even though the amount of time that Internet users are online at home is growing, and users are identifying new opportunities to go online for social connections, the Digital Future Project continues to find that time spent online has almost no negative effects on time spent in person with family and friends (page 92). Internet users are finding increasing numbers of friends online, as well as friends they first met online that they later meet in person (page 89). And, more than 40 percent of Internet users agree that going online has increased the number of people with whom they regularly stay in contact (page 90).

When Internet use by the public began to grow in the mid-1990s, many early observers expressed concern that going online would have negative effects on relationships. From the beginning, the Digital Future Project found that using the Internet has virtually no negative effects on personal relationships; in fact, going online often proves to be a powerful tool to bring families and friends closer together through its use for cooperative involvement in schoolwork, crafts, and other family projects. Monitoring how close social ties between family and friends may or may not be affected by Internet use continues to be an important objective.

### Cell Phones and Children: Do Parents Know What Their Children Are Doing?

Although the Digital Future Project continues to find that going online does not have negative effects on relationships with family and friends, new communications technology, in particular cell phones, does raise questions about the potential for reduced parental involvement in their children's contact with others.

The most frequent use of cell phones for functions other than voice messages or conversation – primarily going online, and using e-mail or text messaging -- occurs among cell phone users age 24 and under. Among users under 18, more than 40 percent of those with cell phones use the phone for functions other than voice messages or conversation (page 38).

Use of cell phones by a large percentage of children for a growing range of functions raises important questions about parenting. Little more than 15 years ago, the typical American household had a single wired telephone and no e-mail; parents knew who was contacting their children.

Now, for many children, possessing a cell phone is routine. When children use cell phones to talk with others, a layer of parental supervision is removed. Using cell phones for e-mail and instant messaging removes another layer. As a result, parents in 2006 often don't know their children's friends or what their children are doing with them. Even more important -- in the silent, potentially anonymous world of e-mail and instant messaging, children with cell phones may be communicating with complete strangers – and their parents may well know nothing about it.

This issue first came to light when children began to use home computers and opened their own e-mail accounts. Now the problem has escalated as children increase their communication by cell phone -- both conversation and text -- while outside the home. Twenty years ago, parents would never have considered allowing their children to communicate with strangers, and most parents would also insist on meeting their children's friends; today, a child can have a world of relationships completely outside of parental control.

In an age of growing use of personal communications tools by children, how should parents change their methods of “managing” their children's relationships?

#### Internet Non-users: A Permanent “Subclass” in America?

Previous Digital Future studies have explored the changing definition of the “Digital Divide,” which until relatively recently was defined as the gap between those who had online access compared to those who did not. A new definition of the Digital Divide may be emerging in American society: those who use the Internet, compared to those who deliberately chose to not go online even though they have the means to do so.

In 2006, only about 46 percent of non-users who previously used the Internet say they will go back online -- the lowest percentage in the history of the Digital Future Project (page 45). Almost 60 percent of those who have never used the Internet say they are not likely at all to go online in the next year (page 45).

As online technology becomes ever more pervasive in our society, the issue of the deliberate choice to not use the Internet raises many questions about how a class of permanent non-users will be affected by choosing to not go online in a society that is increasingly driven by technology.



### Concerns About Credit Cards and Online Privacy: Are Views Changing?

All six years of the Digital Future Project have shown that concerns remain high about online privacy and the security of credit card information for those who buy online. In 2006, the percentage of users who said they were concerned about online security declined to the lowest level in the five years this question has been asked (pages 75-79).

Are experienced Internet users learning that using credit cards online is more reliable than previously thought? The 2006 study shows that concerns about credit card information decline as online experience increases (page 79); are Internet buyers more confident in online security measures?

Other questions about online purchasing reveal some contrasting responses: for example, Internet users are waiting longer after first going online to make their first purchase – now an average of almost three years (page 70). At the same time, the number of Internet purchasers who said that their concern about giving a credit card number was the main reason for delaying their online purchases dropped to its lowest level in the study (page 71).

Are concerns easing about online privacy and credit card security? Or, are Internet users just becoming more realistic about the realities of online security?

### The Internet and Politics: Do Voters Have Less Confidence In Online Technology?

And finally -- in 2006, the Internet played a larger role than ever before in advocacy, election fundraising, consensus building, and the distribution of political information. The impact of the Internet in politics was particularly visible in the closing weeks of the November elections, when both major political parties, as well as many advocacy groups, used communications online to spur voter turnout and encourage last-minute campaign contributions.

Although political communication through online technology continues to grow, the Digital Future Project found declining levels of agreement about the effectiveness of the Internet in the political process.

Although large percentages of Internet users continue to believe that the Internet affects politics, in general those numbers have dropped. In 2006, the percentage of those who agree that the Internet is important for political campaigns declined (page 107). The percentage of users who agree that the Internet can be a tool for learning about the political process remained about the same in 2006 over 2005 – this in spite of the increased use of the Internet this year for political campaigning (page 108). And, the number of users who say the Internet can be used as a tool to gain political power also declined in 2006 (page 111) – a symptom, perhaps, of mid-year frustration about the state of the country.

Turning to the role of the Internet in civic affairs, the Digital Future Project continues to find a large number of users who believe that the Internet will not give people a larger voice in what government does. In 2006, less than 20 percent of users agree that the Internet gives people more of a say in government – the lowest level in the five years this question has been asked in the Digital Future Project (page 109).

In spite of the trends cited here, we must recognize that the Internet's role in politics and government is recognized by users and non-users alike; even Internet non-users in large numbers – almost half -- agree that online technology is important for political campaigns (page 107). Yet the stagnant or downward trend in agreement about the role of the Internet in politics raises a new issue: it is possible that just as the use of online tools for political purposes is beginning to flourish, are Internet users already becoming dissatisfied with political information online?

\* \* \* \* \*

## Supplement 1

### The USC Annenberg School Center for the Digital Future

The USC Annenberg School Center for the Digital Future is a forum for the discussion and development of policy alternatives addressing the leading issues in media and communication. Communication policy at its core begins with the individual and the family.

The Center conducts and facilitates research, courses, seminars, working groups, and conferences designed to have a major impact on policy at the local, national, and international levels. It also provides a base for visiting scholars who are engaged in efforts to examine and shape communication policy. The Center's goals include using the vast intellectual resources of USC to deal with some of the most important concerns of the day and to have a transforming effect on the issues.

The Center is based in the Annenberg School for Communication at the University of Southern California. Until July 2004, it was housed at UCLA in the Anderson Graduate School of Management.

In October 2000, the Center released the first report on the Internet, the beginning of an international, long-term exploration of the impact of the Internet on society. This work is part of the World Internet Project, which is organized and coordinated by the Center; included in the World Internet Project are the Center's work and partner studies in countries in North America, Europe, South America, Asia, the Middle East, and Australia. The first report of the World Internet Project was released in January 2004.

Since the Center's creation in September 1993, it has been awarded a multi-million-dollar national research grant, held numerous national and local conferences, conducted three nationwide surveys with one of America's leading news magazines, and established a strong national and international identity in communication policy.

The Center for the Digital Future has become an internationally regarded policy studies center. The Center is committed to studying, through a variety of prisms, the important communication issues that transform our lives.

For more information about the Center, visit [www.digitalcenter.org](http://www.digitalcenter.org).

## Supplement 2

## The World Internet Project – International Contacts

## United States (Organizer)

Center for the Digital Future  
USC Annenberg School for Communication  
[www.digitalcenter.org](http://www.digitalcenter.org)

## Argentina

Institute of Applied Economics &  
Fundacion de Investigaciones  
Economicas Latinoamericanas  
[www.fiel.org.ar](http://www.fiel.org.ar)

## Australia

Institute for Social Research  
Swinburne University of Technology  
[www.sisr.net](http://www.sisr.net)

## Bolivia

Universidad NUR  
[www.nur.edu](http://www.nur.edu)

## Canada

Canadian Internet Project  
[www.cipic.ca](http://www.cipic.ca)

## Chile

P. Universidad Catolica de Chile  
[www.wipchile.cl](http://www.wipchile.cl)

## China

Chinese Academy of Social Sciences  
[www.wipchina.org/index.php](http://www.wipchina.org/index.php)

## Czech Republic

Masaryk University Brno  
[www.fss.muni.cz](http://www.fss.muni.cz)

## Germany

European Institute for the Media  
[www.eim.org](http://www.eim.org)

## Great Britain

Oxford Internet Institute  
[www.oii.ox.ac.uk](http://www.oii.ox.ac.uk)

## Hong Kong

City University of Hong Kong  
[www.cityu.edu.hk](http://www.cityu.edu.hk)

## Hungary

Technical University of Budapest  
[www.tarki.hu/research/wip/index-e.html](http://www.tarki.hu/research/wip/index-e.html)

## India

Tezpur University  
[www.tezu.ernet.in](http://www.tezu.ernet.in)

## Iran

University of Alzahra  
[www.alzahra.ac.ir](http://www.alzahra.ac.ir)

## Italy

SDA Bocconi, Bocconi University  
[www.sdabocconi.it/home/it/](http://www.sdabocconi.it/home/it/)

## Japan

Toyo University  
<http://media.asaka.toyo.ac.jp/wip/index.html>

## Korea

Yonsei University  
[www.yonsei.ac.kr](http://www.yonsei.ac.kr)

## Macau

University of Macau  
[www.umac.mo](http://www.umac.mo)

## New Zealand

Centre for Communication Research  
Auckland University of Technology  
[www.aut.ac.nz](http://www.aut.ac.nz)

## Portugal

CIES-ISCTE  
<http://cies.iscte.pt>

## Singapore

School of Communication Studies  
Nanyang Technological University  
[www.ntu.edu.sg/sci/sirc](http://www.ntu.edu.sg/sci/sirc)

## South Korea

Yonsei University  
[www.yonsei.ac.kr](http://www.yonsei.ac.kr)

## Spain

Servilab  
<http://www2.uah.es/servilab/>

## Sweden

World Internet Institute  
[www.worldinternetinstitute.org](http://www.worldinternetinstitute.org)

## Taiwan

National Chung Cheung University  
[www.ccu.edu.tw](http://www.ccu.edu.tw)

## Supplement 3

### Research methods

In creating “Surveying the Digital Future,” a primary goal of the Digital Future Project is to maintain a representative sample of users and non-users in the United States. Here is the methodology that was used to collect and maintain this sample:

For the Digital Future Project, interviews were conducted with 2,269 households throughout the 50 states and the District of Columbia.

For both the original sample drawn in 2000, and the replacement samples selected in subsequent years, a national Random Digit Dial (RDD) telephone sample using an Equal Probability Selection Method (EPSEM) was used. This sampling methodology gives every telephone number in the 50 states and the District of Columbia an equal chance of being selected.

In the initial call, an interviewer spoke to a person in the household 18 years of age or older to obtain a roster of all household members. At this point, a computer system (“CFMC Servent” CATI) randomly selected one individual from among those 12 years of age and over in the household to be the interviewee from that household.

If the randomly selected individual was between 12 and 17 years of age, the interviewer asked a parent or guardian for permission to interview the child.

In the initial contact, once the selection of a household member was made, only that individual was eligible to complete the interview.

Eight call attempts were made to complete an interview. If a household refused twice, it was not contacted again.

When contacting panel members from the original sample, up to 16 call attempts were made to reach them. The same household member who participated last year was interviewed again. The only condition in which a new household member was accepted was if the person interviewed last year was no longer a member of the household.

Those participating in the survey for the second, third, fourth, or fifth year were paid a monetary incentive.

Interviews were conducted in English and Spanish. Interviewing took place between February and April 2006.

The data was compared to U.S. Census data to ensure that the sample was representative in terms of geographic distribution, race, age, gender, family composition, education, and household income. To correct for minor discrepancies between the sample data and Census data, the sample data was weighted. Sample size was preserved during the weighting process.

The final sample for Year Six of the Digital Future Project was derived from two different sources, and this complicated the weighting procedure. The first portion of the sample consisted of respondents who had participated in the survey in the past. The second portion consisted of a new random sample that was recruited to replace dropouts.

An examination of the profiles of each of these sample sources revealed differences from the most current U.S. Census results. Moreover, the differences varied depending on the sample source. As a result, the weighting for this year's survey consisted of two separate weighting adjustments, one for respondents that were repeats, the other for newly recruited respondents.

Each of the different sub-samples was weighted to correct for their primary sources of deviation from the Census. After this, the two samples were combined.

The following variables were used in the weighting adjustments, although in different ways for each of the two sample sources: income, race, and age. In the final weighted blended sample, the largest deviation from current U.S. Census results occurred in the RACE category where the weighted total sample had 9.8 percent more whites than the national average. All other deviations were less than 6.4 percent from Census values

The data for the calculations was in most cases calculated to at least eight decimal places, and were then rounded to tenths. As a result, some totals may not add up to precisely 100 percent.

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