

# The Star-Ledger/Eagleton-Rutgers Poll

**EMBARGOED – NOT FOR RELEASE UNTIL: MONDAY, MAY 6, 1996**

RELEASE: SL/EP 56-3 (EP 106-3)

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## RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton Poll*."

The Star-Ledger/Eagleton Poll web address: <http://www-rci.rutgers.edu/~bertrand>  
**IN NEW JERSEY – WHO'S SURFING THE NET?**

About 1-in-4 New Jersey households has someone who has used the Internet or some type of on-line computer services to connect with electronic bulletin boards, information services, or with other computers.

However, there are noticeable gaps in who is or is not using the Internet. Households with males, younger residents (18 - 29 years old), those who are college educated, and the wealthy are the most likely to be Internet users.

Compared to a May 1995 national survey by the Times Mirror Center for The People and The Press, about twice as many households in New Jersey are connected to on-line services than are connected nationwide. However, this comparison should be viewed cautiously because of the difference in the timing of the two studies. Since on-line usage is rapidly growing, the difference may be a result of the time lag between the Times Mirror and the New Jersey study.

Awareness of the Internet is greater than reported use. Overall, 2-in-3 New Jerseyans say they have read or heard a great deal or some about the Internet. Again, there are

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notable gaps in awareness with more younger, wealthy, and college educated New Jerseyans reporting they have read or heard about the Internet.

*The Star-Ledger/Eagleton* Poll was conducted by telephone with a random statewide sample of 804 New Jersey adults age 18 and older from February 22 - 29, 1996.

## **PROFILE OF INTERNET USE**

Overall, someone uses the Internet or other on-line services in 1-in-4 New Jersey households compared to 75 percent of the households where there is no one connected to the Internet.

The profile of household Internet users does not mirror the New Jersey population and identifies some key gaps in who is and who is not connected.

### ➤ Economic Gap

There is a 35 percentage point gap between users in poorer households compared to those in wealthier households. Users are more likely to be in households that earn more than \$70,000 a year (48%), followed by those who earn \$50,000 - 70,000 (33%), \$30,000 - 50,000 (14%) or less than \$30,000 (13%).

### ➤ Generational Gap

A generational gap of 30 percentage points in Internet usage exist between households with young and those with older New Jersey adults. Households with residents age 18 - 29 (35%) and 30 - 49 (31%) are more likely to use the Internet compared with those age 50 - 64 (17%) and those who are 65 or older (5%).

### ➤ Educational Gap

Households with college graduates (41%) and those with some college education (32%) are more likely to use the Internet than high school graduates (16%) or those with less

than a high school education (10%). The gap between the most and least educated is 31 percentage points.

➤ Regional Gap

More households in Central Jersey (29%) and North Jersey (28%) have an Internet user than do those in South Jersey (17%) – a gap of about 12 percentage points.

➤ Gender Gap

There is a 7 percentage point gap between households with male (28%) and female (21%) Internet users. Also, males (24%) are more likely than females (13%) to report that they personally as well as others in their household use the Internet.

Some New Jerseyans are accessing the Internet at work and at school. Eighteen percent of New Jerseyans report that they have connected with on-line computer services at work compared to 4 percent have done this at school, and another 4 percent have done both at work and school.

### ***FAMILIARITY WITH THE INTERNET***

More New Jerseyans have read or heard about the Internet than have used on-line services. Two-in-three New Jerseyans say they have read or heard a great deal (35%) or some (31%) about the Internet while another 32 percent said they read or heard not much (15%) or nothing at all (17%) about this computer service.

As with Internet use, there are similar gaps between the level of awareness among different groups of New Jerseyans. For example, residents age 18 - 29 (76%) and 30 - 49 (78%) are more likely to be at least somewhat familiar with the Internet when compared with those age 50 - 64 (59%) and 65 or older (36%).

Also, college graduates (87%) and those with some college education (82%) are more likely to have read or heard a great deal or some about the Internet, when compared with high school graduates (58%) or those with less than a high school education (38%). And, wealthier New Jerseyans are more likely to be aware of the Internet than those in households with lower incomes (more than \$70,000 (88%); \$50,001 - \$70,000 (79%); \$30,001 - \$50,000 (70%); less than \$30,000 (47%).

Note: A more recent February 1996 survey conducted by the Pew Research Center for the People and The Press asked a similar, but not exactly the same question as the February 1996 *Star Ledger/Eagleton* Poll. Because the question wording on the two polls is not exactly the same, a direct comparison cannot be made. However, the results generally reinforce the data that indicate New Jerseyans are more likely to be on-line than people nationwide. In New Jersey 26 percent say they are on-line compared to 21 percent in the nationwide Pew survey.

Pew Research Center

"Do you ever use a computer at work, school or home to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?"

Goes on-line	21%	
Does not go on-line	38	
Not a computer user		40

Star-Ledger/Eagleton Poll

"Do you, yourself, ever use a computer at work, school, school and work, to connect with computer bulletin boards, information services such as American Online or Prodigy, or other computers over the Internet?"

Goes on-line	26%
Does not go on-line	74

- 30 -

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- more -

The latest *Star-Ledger/Eagleton* Poll was conducted between February 22 and 29, 1996, when a random sample of 804 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about  $\pm 3.5$  percent at a 95 percent confidence interval. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

**BACKGROUND MEMO – RELEASE SL/EP56-3 (EP106-3), MONDAY MAY 6, 1996**

“How much have you read or heard about the Internet – a great deal, some, not much, or nothing at all? [Q.48]

	A Great <u>Deal</u>	<u>Some</u>	Not <u>Much</u>	Nothing <u>At All</u>	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
<b>February, 1996</b>	<b>35%</b>	<b>31%</b>	<b>15%</b>	<b>17%</b>	<b>1%</b>	<b>99%</b>	<b>(804)</b>
<u>Age</u>							
--18 - 29	53	23	11	13	--	100	(145)
--30 - 49	39	39	13	7	1	99	(373)
--50 - 64	24	35	16	24	1	100	(148)
--65 or older	16	20	24	38	2	100	(129)
<u>Education</u>							
--Less than high school	17	21	24	35	2	99	(59)
--High school graduate	27	31	18	22	2	100	(222)
--Some college	48	34	11	7	--	100	(176)
--College graduate	50	37	8	5	--	100	(347)
<u>Gender</u>							
--Male	41	31	12	16	--	100	(399)
--Female	30	31	19	18	2	100	(405)
<u>Race</u>							
--White	35	34	14	17	--	100	(631)
--Non-white	34	25	20	19	2	100	(154)
<u>Total Annual Family Income</u>							
--Less than \$30,000	27	20	22	29	2	100	(192)
--\$30,001 - \$50,000	27	43	15	15	1	101	(167)
--\$50,001 - \$70,000	43	36	10	11	--	100	(140)
--More than \$70,000	53	35	8	3	1	100	(208)
<u>Region</u>							
--North	38	29	15	17	1	100	(386)
--Central	39	37	11	14	--	101	(210)
--South	28	29	19	21	2	99	(208)
<u>Type of Community By Social/Economic Status</u>							
--Poor	30	24	18	26	1	99	(203)
--Low-middle	34	31	18	17	--	100	(178)
--Upper middle	34	36	14	14	2	100	(198)
--Wealthy	45	35	11	8	1	100	(225)

**National Surveys:\***

“Have you ever heard of the Internet? (If Yes: Can you tell me what it is?)

	<u>Correct Answer</u>	<u>Doesn't Know</u>	<u>Total</u>	<u>(n)</u>
May/June, 1995	<b>55%</b>	<b>45%</b>	<b>100%</b>	<b>(3603)</b>

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\*Times Mirror Center for The People and The Press.

“Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (If Yes, Probe: Is that you, someone else, or both?) [Q.49]

	<u>No</u>	<u>Yes</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>February, 1996</b>	<b>75%</b>	<b>24%</b>	<b>1%</b>	<b>100%</b>	<b>(804)</b>
<u>Gender</u>					
--Male	71	28	--	99	(399)
--Female	78	21	1	100	(405)
<u>Race</u>					
--White	74	25	1	100	(631)
--Non-white	77	22	--	99	(154)
<u>Age</u>					
--18 - 29	64	35	--	99	(145)
--30 - 49	70	31	--	101	(373)
--50 - 64	81	17	2	100	(148)
--65 or older	94	5	--	99	(129)
<u>Education</u>					
--Less than high school	89	10	2	101	(59)
--High school graduate	84	16	--	100	(222)
--Some college	68	32	--	100	(176)
--College graduate	58	41	1	100	(347)
<u>Total Annual Family Income</u>					
--Less than \$30,000	87	13	--	100	(192)
--\$30,001 - \$50,000	86	14	--	100	(167)
--\$50,001 - \$70,000	65	33	2	100	(140)
--More than \$70,000	51	48	1	100	(208)
<u>Region</u>					
--North	73	28	--	101	(386)
--Central	68	29	3	100	(210)
--South	84	17	--	101	(208)
<u>Type of Community By Social/Economic Status</u>					
--Poor	78	21	--	99	(203)
--Low-middle	77	23	--	100	(178)
--Upper middle	78	21	1	100	(198)
--Wealthy	64	35	--	99	(225)
<b><u>National Surveys:*</u></b>					
May/June, 1995	89	11	--	100	(3603)

\* Times Mirror Center for the People and The Press

"If Yes, Probe: Is that you, someone else, or both?" [Q.49]

	<u>No</u>	<u>Self Only</u>	<u>Self And Other</u>	<u>Someone Else Only</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>February, 1996</b>	<b>75%</b>	<b>9%</b>	<b>9%</b>	<b>6%</b>	<b>1%</b>	<b>100%</b>	<b>(804)</b>
<u>Gender</u>							
--Male	72	14	10	4	--	100	(399)
--Female	78	4	9	8	1	100	(405)
<u>Race</u>							
--White	74	10	10	5	1	100	(631)
--Non-white	77	8	6	8	--	99	(154)
<u>Age</u>							
--18 - 29	64	17	14	4	--	99	(145)
--30 - 49	70	11	12	8	--	101	(373)
--50 - 64	81	4	6	7	2	100	(148)
--65 or older	94	2	1	2	--	99	(129)
<u>Education</u>							
--Less than high school	89	4	--	6	2	101	(59)
--High school graduate	84	7	4	5	--	100	(222)
--Some college	68	11	14	7	--	100	(76)
--College graduate	58	15	19	7	1	100	(347)
<u>Total Annual Family Income</u>							
--Less than \$30,000	87	5	3	5	--	100	(192)
--\$30,001 - \$50,000	86	8	3	3	--	100	(167)
--\$50,001 - \$70,000	65	15	11	7	2	100	(140)
--More than \$70,000	51	14	26	8	1	100	(208)
<u>Region</u>							
--North	73	11	10	7	--	101	(386)
--Central	68	11	12	6	3	100	(210)
--South	84	5	7	5	--	101	(208)
<u>Type of Community By Social/Economic Status</u>							
--Poor	78	9	4	8	--	99	(203)
--Low-middle	77	9	9	5	--	100	(178)
--Upper middle	78	7	10	4	1	100	(198)
--Wealthy	64	11	17	7	--	99	(225)
<u>National Surveys:*</u>							
May/June, 1995	89	4	4	3	--	100	(3603)

\* Times Mirror Center for the People and The Press

"Do you, yourself, ever use a computer at work, school, school and work, to connect with computer bulletin boards, information services such as *American Online* or *Prodigy*, or other computers over the Internet?" [Q.50]

	No	Yes Work	Yes School	Yes School & Work	Don't Know	Total	(n)
<b>February, 1996</b>	<b>74%</b>	<b>18%</b>	<b>4%</b>	<b>4%</b>	<b>1%</b>	<b>101%</b>	<b>(804)</b>
<u>Gender</u>							
--Male	72	20	4	4	--	100	(399)
--Female	76	16	4	3	1	100	(405)
<u>Race</u>							
--White	74	19	3	3	1	100	(631)
--Non-white	72	15	6	6	1	100	(154)
<u>Age</u>							
--18 - 29	57	20	14	9	--	100	(145)
--30 - 49	69	26	2	3	--	100	(373)
--50 - 64	80	16	2	--	2	100	(148)
--65 or older	99	1	--	--	--	100	(129)
<u>Education</u>							
--Less than high school	88	7	4	--	2	101	(59)
--High school graduate	87	10	1	1	--	99	(222)
--Some college	62	23	8	7	--	100	(176)
--College Graduate	56	33	4	6	--	99	(347)
<u>Total Annual Family Income</u>							
--Less than \$30,000	87	7	5	2	--	101	(192)
--\$30,001 - \$50,000	79	16	2	3	1	101	(167)
--\$50,001 - \$70,000	67	22	4	5	2	100	(140)
--More than \$70,000	50	37	6	8	--	101	(208)
<u>Region</u>							
--North	72	22	4	2	--	100	(386)
--Central	70	18	4	6	2	100	(210)
--South	80	12	4	3	--	99	(208)
<u>Type of Community By Social/Economic Status</u>							
--Poor	80	12	4	3	--	99	(203)
--Low-middle	72	20	5	2	--	99	(178)
--Upper middle	76	17	3	3	1	100	(198)
--Wealthy	64	25	5	6	--	100	(225)

Addendum to background memo:

According to the February, 1996 *Star-Ledger/Eagleton* Poll, 18 percent of New Jersey adults have used Internet services. Based on 1994 revised census estimates, **approximately 1.1 million New Jersey adults have used the Internet.**

The following is a demographic profile of adult New Jersey Internet users (and all adult New Jerseyans for comparison). These results are presented as another way to examine differences in Internet use among various demographic groups. For example, two-thirds of Internet users in the

state are male (67%), while half of all New Jersey adults are male (49%). Note that the totals for each group add up to 100%.

Both sets of figures come from the February, 1996 survey:

	<u>NJ Internet Users</u> (age 18+)	<u>All New Jerseyans</u> surveyed (age 18+)
<u>Gender</u>		
--Male	67%	49%
--Female	33	51
<u>Race</u>		
--White	82%	76%
--Non-white	18	24
<u>Age</u>		
--18 - 29	38%	23%
--30 - 49	48	40
--50 - 64	10	19
--65 or older	4	18
<u>Education</u>		
--Less than high school	4%	21%
--High school graduate	19	31
--Some college	31	23
--College graduate	46	25
<u>Total Annual Family Income</u>		
--Less than \$30,000	14%	36%
--\$30,001 to \$50,000	14	23
--\$50,001 to \$70,000	25	18
--Over \$70,000	47	23
<u>Region</u>		
--North	55%	49%
--Central	29	24
--South	16	27
<u>Type of Community by</u> <u>Socio-economic Status</u>		
--Poor	23%	31%
--Low-middle class	21	22
--Upper-middle class	22	24
--Wealthy	34	23