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A story based on the survey findings presented in this release and background memo will appear in the Sunday, February 18 Star-Ledger. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton-Rutgers Poll.*"

NEW JERSEYANS ON THE WEB

Access Is Up, But Many Still Lag Behind

New Jerseyans are cruising the information super-highway in higher numbers than ever before. Seven-in-ten New Jerseyans now have a home computer where they live, and three out of every five use a computer from home or work to go on-line at least weekly. Despite this relative saturation, however, large gaps in access remain: older and less affluent residents have limited access.

At this point, few Garden State residents are ready to replace the traditional service sector with the Internet. Fewer than a third of New Jerseyans use the Internet to plan travel or to buy books or music – two of the most popular activities. And these numbers have changed little over the past year, despite the increased access.

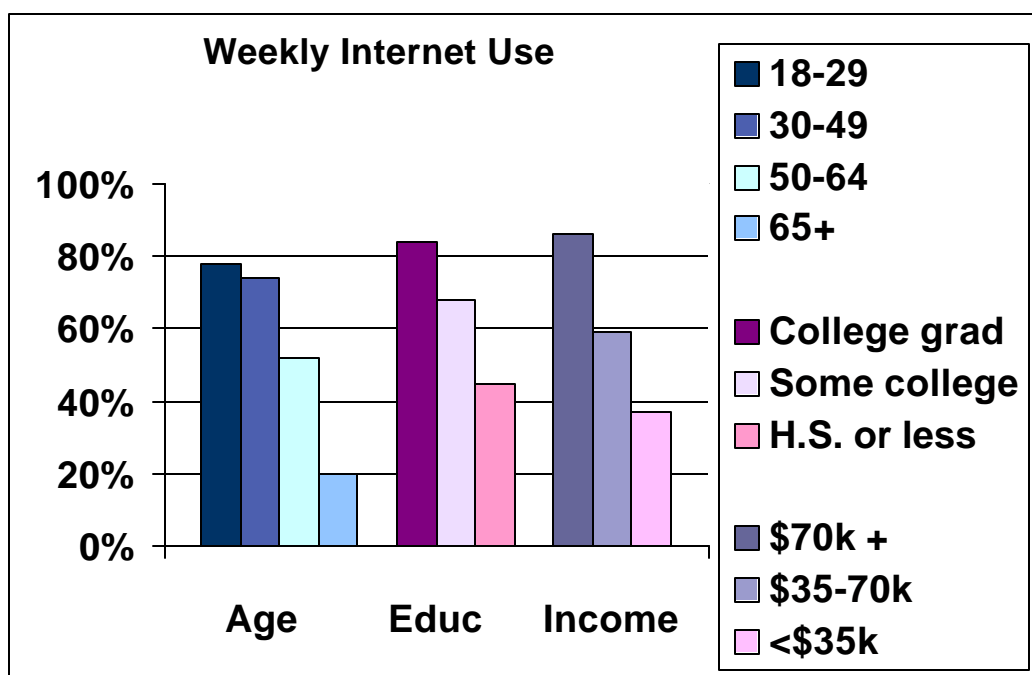
Overall, New Jerseyans are embracing new technology. Nearly two-thirds of residents like the proliferation of information brought about by technology, and while residents express some concerns over the possibility of privacy invasions, only a third worry about it a lot.

These are some of the highlights of the most recent Star-Ledger/Eagleton Rutgers Poll, conducted by telephone with a scientific sample of 803 New Jersey residents between January 24 and 30, 2001. The sampling error for the full sample is ± 3.5 percentage points.

Internet access in New Jersey has increased more than two-fold in the past five years. In February 1996, when the Poll first asked about Internet access, only 29 percent of New Jerseyans had any connection to the Internet. Now, 61 percent connect to the Internet on at least a weekly basis, and one-quarter of residents report they connect to the Internet *every day*. There are signs, however, that the explosive growth in Internet access is slowing: from June 1998 to December

1999 weekly Internet access jumped 17 points (from 36 percent to 53 percent), but in the year since then it has grown only 8 points.

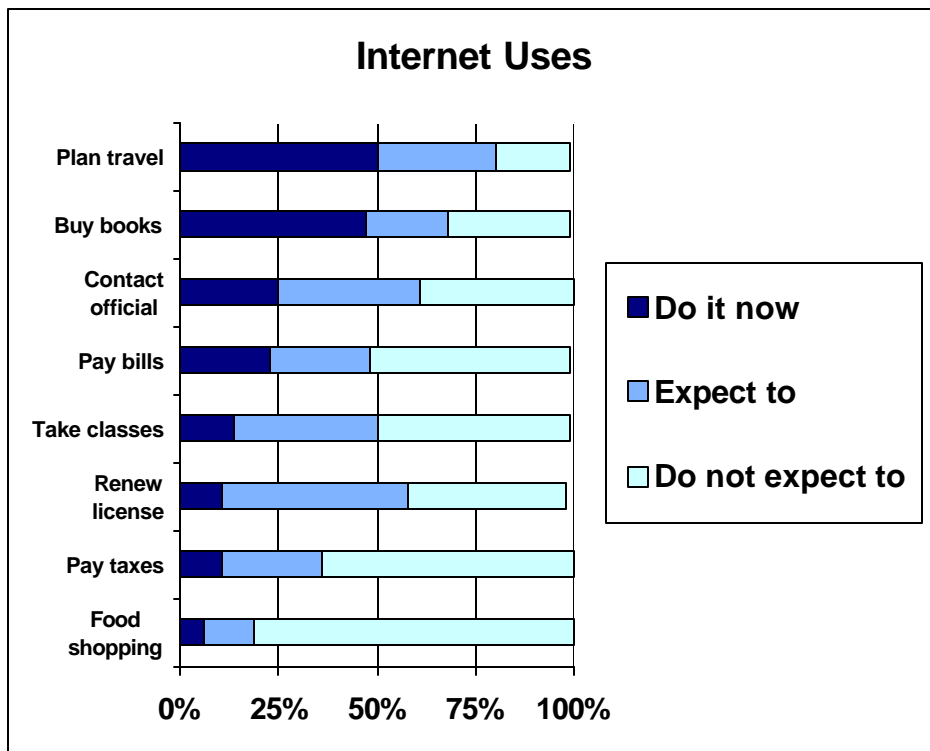
Not all Garden State residents have equal access to the Internet – digital divides exist along income, education, and age lines. Only 37 percent of residents with family incomes under \$35,000 a year connect to the Internet weekly, in sharp contrast to the 86 percent of those with family incomes over \$75,000. Similarly, only 45 percent of residents with a high school education or less connect regularly to the Internet, compared to 84 percent of college graduates. On age, the differences are still more striking: only 20 percent of New Jerseyans 65 years of age or older connect weekly to the Internet, while 78 percent of those between the ages of 18 and 29 do. New Jersey does not have a racial divide in Internet access – minority and white residents access the Internet at the same rates.



Monika McDermott, associate director of the Rutgers based poll commented: “While New Jerseyans are increasingly connected to the Internet, access is not uniform, and many people are being left behind. Older New Jersey residents, and residents with lower incomes and less education are missing out on the advantages the Internet offers.”

Home computer ownership follows a similar pattern in New Jersey. Overall, 70 percent of New Jerseyans own a home computer. But only 35 percent of those over the age of 64 own a home computer, as do only 45 percent of those with incomes under \$35,000 a year. Both this lack of home computers and a lack of workplace access contribute to these groups' lower rates of Internet connection. While most New Jerseyans have Internet connections through work (nearly three out of every five), only 20 percent of seniors and 45 percent of lower income residents do.

While New Jerseyans are accessing the Internet more than ever before, most are not using the Internet to its fullest extent: the Poll asked New Jersey's Internet users about a host of tasks that could be accomplished on the Internet, and found that most Internet users have yet to try them. The most popular online actions include planning travel and buying books or music, things which just about half of New Jersey Internet users currently do. An even 50 percent of Internet users in New Jersey currently plan travel or vacations over the Internet, and another 30 percent say they expect to do so in the future. Forty-seven percent of users buy books or music on the web, and another fifth expect to do it. These numbers are virtually unchanged from December 1999.



Other actions have yet to catch on, but many users expect to do them in the future, such as contacting government officials, paying bills, taking classes, or renewing drivers' licenses or car registration. One quarter of New Jersey's Internet users have contacted a public official, and nearly that many have paid their bills online. Fewer have taken classes or job training online (14 percent) or renewed their license or registration (11 percent). But many of New Jersey's Internet users remain amenable to the idea of doing these things down the road – around half of Internet users either expect to do these things, or are currently doing them.

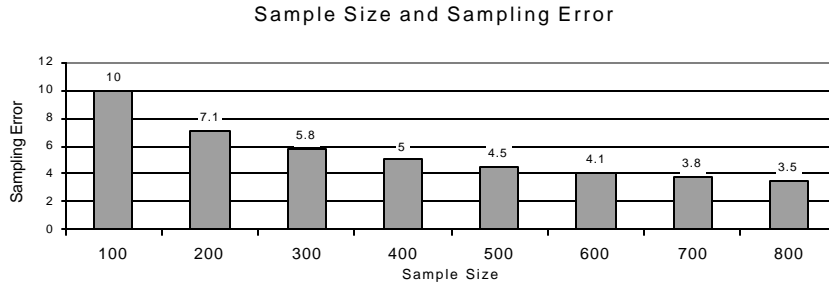
In contrast, few Internet users think they will ever pay their taxes or shop for food online. Only eleven percent currently pay their taxes online, and only another fourth think they might try it, but 64 percent say they do not expect to ever do this. Shopping for food is even less popular: only 6 percent of New Jersey's Internet users have shopped for groceries online, and only another 13 percent think they will do so in the future. Eighty-one percent of Internet users do not expect to ever buy groceries online.

Overall, New Jerseyans are enjoying advances in technology. Only 25 percent of residents feel overloaded by the proliferation of information that comes from increasing news channels, magazines, newspapers and computer information services. In contrast, 72 percent of New Jerseyans say they like having so much information available. And while New Jerseyans express some concern over the potential for privacy violations that comes with new technology, few are seriously concerned. Only one third of Garden Staters say they worry "a lot" that computers and technology are being used to invade their privacy. Another third have "some" worry, and the remaining third are worried either "not much" or "not at all."

Attitudes toward information and technology are connected to computer and Internet usage. Only 26 percent of regular Internet users worry a lot about privacy violations, while 45 percent of those who do not access the Internet regularly worry "a lot." In addition, demographic groups with fewer home computers and less Internet access have greater concerns: 42 percent of residents over 64 years old worry "a lot" about privacy invasions by new technology and computers, as do 40 percent of those with a high school education or less.

BACKGROUND MEMO – RELEASE (EP130-6), SUNDAY, FEBRUARY 18, 2001

The latest *Star-Ledger/Eagleton-Rutgers* Poll was conducted between January 24-30 with a scientifically selected random sample of 803 New Jersey adult residents interviewed by telephone. The figures in this release are based on this sample size. All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error is ± 3.5 percent, at a 95 percent confidence interval. Thus if 50 percent of New Jersey adult residents were found to have connected to the Internet from home or work in the last week, one would be 95 percent sure that the true figure would be between 46.5 and 53.5 percent (50 ± 3.5) had all New Jersey adult residents been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported for men or women, are subject to more error than are statements based on the total sample. The following chart shows the relationship between sample size and sampling error.



Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects. The verbatim wording of all questions asked is reproduced in this background memo. The sample has been stratified based on county and the data have been weighted on age and education to insure an accurate proportional representation of the state. The questions referred to in this release are as follows:

On another subject, some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers and computer information services. Others say they like having so much information to choose from. How about you...do you feel overloaded or do you like having so much information available? (QIN1)

| | <u>Overloaded</u> | <u>Like info</u> | <u>Other/DK</u> | <u>Total</u> | <u>(n)</u> |
|---------------------|-------------------|------------------|-----------------|--------------|--------------|
| January 2001 | 25% | 72% | 3% | 100% | (803) |
| <u>By Age</u> | | | | | |
| --18-29 | 17 | 80 | 2 | 99 | (156) |
| --30-49 | 23 | 74 | 2 | 99 | (345) |
| --50-64 | 23 | 70 | 8 | 101 | (154) |
| --65+ | 39 | 59 | 2 | 100 | (116) |
| <u>By Race</u> | | | | | |
| --White | 28 | 69 | 3 | 100 | (579) |
| --Black and Hisp. | 18 | 80 | 2 | 100 | (159) |

How much do you worry that computers and technology are being used to invade your privacy—a lot, some, not much, or not at all? (QIN2)

| | <u>A lot</u> | <u>Some</u> | <u>Not much</u> | <u>Not at all</u> | <u>DK</u> | <u>Total</u> | <u>(n)</u> |
|------------------------|--------------|-------------|-----------------|-------------------|-----------|--------------|--------------|
| January 2001 | 33% | 32% | 16% | 16% | 2% | 99% | (803) |
| <u>Past Survey</u> | | | | | | | |
| December 1999 | 30 | 34 | 16 | 18 | 2 | 100 | (802) |
| <u>By Age</u> | | | | | | | |
| --18-29 | 22 | 38 | 21 | 19 | -- | 100 | 156 |
| --30-49 | 33 | 31 | 20 | 15 | 1 | 100 | 345 |
| --50-64 | 38 | 35 | 10 | 12 | 4 | 99 | 154 |
| --64+ | 42 | 23 | 10 | 19 | 6 | 100 | 116 |
| <u>By Internet Use</u> | | | | | | | |
| --Weekly use | 26 | 38 | 19 | 16 | 1 | 100 | (544) |
| --Non-weekly use | 45 | 22 | 12 | 16 | 5 | 100 | (259) |

Do you have a home computer where you live? (QIN3)

| | <u>Yes</u> | <u>No</u> | <u>Total</u> | <u>(n)</u> |
|---------------------|------------|------------|--------------|--------------|
| January 2001 | 70% | 30% | 100% | (803) |
| <u>Past Survey</u> | | | | |
| --June 1998 | 60 | 40 | 100 | (602) |

(For additional demographic breakdowns, see Composite Table on page 9.)

Do you use the Internet either from home or work on at least a weekly basis? (QIN4)

| | <u>Yes</u> | <u>No</u> | <u>Total</u> | <u>(n)</u> |
|---------------------|------------|------------|--------------|--------------|
| January 2001 | 61% | 39% | 100% | (803) |
| <u>Past Surveys</u> | | | | |
| --December 1999 | 53 | 47 | 100 | (802) |
| --June 1998* | 36 | 64 | 100 | (602) |
| --February 1996** | 29 | 71 | 100 | (796) |

(For additional demographic breakdowns, see Composite Table on page 9.)

* Varied wording: "Do you ever use a computer at work, school or home to connect with computer bulleting boards, information services such as America Online or Prodigy, or other computers over the Internet? IF YES, PROBE: Have you done this in the last 7 days, or not?"

** Varied wording: "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? Is that you or someone else?" and "Do you, yourself, ever use a computer at work or school to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?"

And do you connect to the Internet from work, home, or both? (QIN4A)

ASKED OF PEOPLE WHO USE THE INTERNET ON AT LEAST A WEEKLY BASIS.

| | <u>Work</u> | <u>Home</u> | <u>Both</u> | <u>Depends/DK</u> | <u>Total</u> | <u>(n)</u> |
|------------------------|-------------|-------------|-------------|-------------------|--------------|--------------|
| January 2001 | 10% | 39% | 49% | 2% | 100% | (546) |
| <u>By Age</u> | | | | | | |
| --18-29 | 14 | 33 | 50 | 3 | 100 | (124) |
| --30-49 | 9 | 35 | 54 | 2 | 100 | (273) |
| --50-64 | 7 | 52 | 41 | -- | 100 | (93) |
| --65+ | 10 | 80 | 10 | -- | 100 | (33) |
| <u>By Income</u> | | | | | | |
| --Under \$35,000 | 14 | 53 | 31 | 3 | 101 | (74) |
| --\$35,000 to \$70,000 | 12 | 44 | 42 | 1 | 99 | (174) |
| --\$70,000+ | 5 | 29 | 65 | 1 | 100 | (233) |
| <u>By Education</u> | | | | | | |
| --High school or less | 11 | 53 | 33 | 3 | 100 | (112) |
| --Some College | 9 | 41 | 46 | 3 | 99 | (178) |
| --College Grad | 10 | 24 | 66 | -- | 100 | (255) |

Thinking about the average week, how many of the seven days do you connect to the Internet? (QIN4B)

ASKED OF PEOPLE WHO USE THE INTERNET ON AT LEAST A WEEKLY BASIS.

Average days per week on the internet: 5

| | <u>Less than 3</u> | <u>4 to 5</u> | <u>6 to 7</u> | <u>Total</u> | <u>(n)</u> |
|---------------------|--------------------|---------------|---------------|--------------|--------------|
| January 2001 | 29% | 27% | 44% | 100% | (545) |

Do you send or receive e-mail most days, or not? (QIN4C)

ASKED OF PEOPLE WHO USE THE INTERNET ON AT LEAST A WEEKLY BASIS.

| | <u>Yes</u> | <u>No</u> | <u>Depends/DK</u> | <u>Total</u> | <u>(n)</u> |
|---------------------|------------|------------|-------------------|--------------|--------------|
| January 2001 | 71% | 26% | 2% | 99% | (546) |

(For additional demographic breakdowns, see Composite Table on page 9.)

IN5. I'm interested in what things people might do on the Internet in the next couple of years. For each item I read please tell me if you do it now, expect to do it, or don't think you will do it. First, do you do this now, expect to do it, or not? (QIN5A-H Randomized)

PERCENTAGES BASED ONLY ON PEOPLE WHO USE THE INTERNET WEEKLY

| | <u>Do it now</u> | <u>Expect to do it</u> | <u>Do not expect to do it</u> | <u>DK</u> | <u>Total</u> | <u>(n)</u> |
|---|------------------|------------------------|-------------------------------|-----------|--------------|--------------|
| A. Buy books or music | 47% | 21% | 31% | -- | 99% | (546) |
| --December 1999 | 46 | 27 | 27 | -- | 100 | (472) |
| B. Pay bills | 23 | 25 | 51 | 1 | 100 | (546) |
| --December 1999 | 17 | 35 | 47 | 1 | 100 | (472) |
| C. Plan travel and vacations | 50 | 30 | 19 | 1 | 100 | (546) |
| --December 1999 | 48 | 38 | 13 | 1 | 100 | (472) |
| D. Go shopping for food | 6 | 13 | 81 | 1 | 101 | (546) |
| --December 1999 | 6 | 21 | 72 | 1 | 100 | (472) |
| E. Take educational classes or get job training | 14 | 36 | 49 | 1 | 100 | (546) |
| --December 1999 | 14 | 42 | 43 | 1 | 100 | (472) |
| F. Renew your driver's license or car registration | 11 | 47 | 40 | 2 | 100 | (546) |
| G. Contact a state or local public official | 25 | 36 | 39 | 1 | 101 | (546) |
| H. Pay your taxes | 11 | 25 | 64 | 1 | 101 | (546) |

PERCENTAGES BASED ON ALL NEW JERSEY RESIDENTS

| | <u>Do it now</u> | <u>Expect to do it</u> | <u>Do not expect to do it</u> | <u>Doesn't Go Online</u> | <u>Total</u> | <u>(n)</u> |
|---|------------------|------------------------|-------------------------------|--------------------------|--------------|--------------|
| A. Buy books or music | 29% | 13% | 19% | 39% | 100% | (803) |
| --December 1999 | 25 | 14 | 14 | 47 | 100 | (804) |
| B. Pay bills | 14 | 15 | 32 | 39 | 100 | (803) |
| --December 1999 | 9 | 19 | 25 | 47 | 100 | (804) |
| C. Plan travel and vacations | 31 | 18 | 12 | 39 | 100 | (803) |
| --December 1999 | 26 | 20 | 7 | 47 | 100 | (804) |
| D. Go shopping for food | 4 | 8 | 49 | 39 | 100 | (803) |
| --December 1999 | 3 | 11 | 38 | 47 | 99 | (804) |
| E. Take educational classes or get job training | 9 | 22 | 30 | 39 | 100 | (803) |
| --December 1999 | 7 | 23 | 23 | 47 | 100 | (804) |
| F. Renew your driver's license or car registration | 7 | 29 | 25 | 39 | 100 | (803) |
| G. Contact a state or local public official | 15 | 22 | 24 | 39 | 100 | (803) |
| H. Pay your taxes | 7 | 15 | 39 | 39 | 100 | (803) |

**Composite Table of Internet Use in New Jersey
(QIN3, QIN4 & QIN4C)**

| | Have a home computer? | Use the Internet at least weekly? | | Send or receive emails most days? | (n) | |
|-------------------------|----------------------------------|--|------------------|--|------------------|------------------|
| | Jan. 2001 | Jan. 2001 | Dec. 1999 | Jan. 2001 | Jan. 2001 | Dec. 1999 |
| Total | 70% | 61% | 53% | 44% | (803) | (802) |
| <u>Gender</u> | | | | | | |
| --Male | 73 | 63 | 54 | 45 | (384) | (384) |
| --Female | 67 | 59 | 53 | 43 | (419) | (418) |
| <u>Age</u> | | | | | | |
| --18-29 | 76 | 78 | 69 | 66 | (156) | (128) |
| --30-49 | 83 | 74 | 65 | 53 | (345) | (335) |
| --50-64 | 67 | 52 | 50 | 31 | (154) | (194) |
| --65+ | 35 | 20 | 14 | 10 | (116) | (132) |
| <u>Generation*</u> | | | | | | |
| --Gen Xers | 79 | 79 | 67 | 63 | (262) | (194) |
| --Baby Boomers | 80 | 70 | 63 | 50 | (323) | (347) |
| --Matures | 48 | 31 | 29 | 16 | (206) | (250) |
| <u>Education</u> | | | | | | |
| --High School or less | 57 | 45 | 34 | 27 | (228) | (252) |
| --Some College | 76 | 68 | 65 | 47 | (265) | (254) |
| --College Grad | 88 | 84 | 79 | 70 | (309) | (296) |
| <u>Race</u> | | | | | | |
| --White | 69 | 60 | 55 | 43 | (579) | (587) |
| --Black & Hispanic | 67 | 59 | 46 | 40 | (159) | (156) |
| <u>Income</u> | | | | | | |
| --Under \$35K | 45 | 37 | 27 | 25 | (167) | (145) |
| --\$35K to \$70K | 70 | 59 | 55 | 38 | (272) | (271) |
| --\$70K+ | 93 | 86 | 73 | 67 | (269) | (285) |
| <u>Marital Status</u> | | | | | | |
| --Married | 79 | 65 | 59 | 45 | (462) | 482 |
| --Divorced or Separated | 50 | 40 | 30 | 25 | (141) | 165 |
| --Never Married | 65 | 68 | 61 | 55 | (196) | 153 |
| Total (n) | (803) | (803) | (802) | (803) | | |

* Gen Xers are those respondents born between 1965 and 1983, Baby Boomers are born between 1946 to 1964 and Matures are born before 1945.