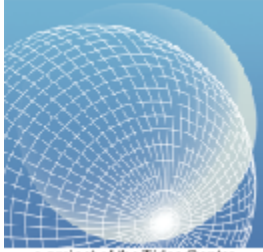


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American Life  
PROJECT

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**Asian-Americans and the Internet:**  
***The young and the connected***

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## **Summary of findings**

### **Asian-Americans are one of the most wired groups in America**

Fully 75% of English-speaking Asian-American adults have used the Internet. Numbering well over 5 million, these Asian-American Internet users are also the Net's most active users. By comparison, 58% of white adults, 43% of African-Americans, and 50% of English-speaking Hispanics are online.

Asian-Americans who responded in phone surveys conducted in English are among the nation's heaviest users of the Internet on a day-to-day basis – fully 70% of them are online on a typical day. This is significantly higher than any other English-speaking ethnic group; 58% of white Internet users go online on a typical day, along with 48% of Hispanics and 39% of African-Americans.

As a group, Asian-Americans have been online a lot longer than their peers. Almost half are Internet veterans with more than three years of online experience, and 80% have been online for more than two years.

When Asian-Americans go online, they stay connected for longer than anyone else. Almost 40% of Asian-American users who are online during a typical day spend two or more hours on the Web. About 15% spend four or more hours online.

### **What Asian-Americans like to do on the Web**

Asian-Americans engage in their favorite online activities at a much higher rate on a typical day than other groups, indicating that Asian-American users have made the Internet an integral part of their daily lives. This pattern cuts across all the major Internet activities, whether it is for fun, to look for information, to transact commerce, or to search for information related to major life activities.

There are also some general differences between what Asian-American users like to do and what other users prefer. As an example, Asian-American users are proportionally much more likely than others to get information about financial matters, travel, and political information. Asian-American users are also more likely to use the Internet as a resource at school or at work.

- 34% of Asian-American users get the day's news online during a typical day, compared with 22% of whites, 20% of Hispanics and 15% of African-American Internet users.
- 78% of Asian-American users have sought travel information online.
- 53% of Asian-American users have sought financial information online.
- 49% of Asian-American users have sought political information online.
- 68% of Asian-American users have used the Internet for school research, compared with 51% of white users; 59% of Asian-American users have gone online for work-related reasons, compared with 50% of white users.

**A table comparing Asian-Americans' use of the Internet with other groups is on page 10 of this report.**

**Differences between Asian-American men and women online**

**In virtually every case, Asian-American men engage in online activities at a higher rate than Asian-American women. This is linked to the fact that the Asian-American Internet population is 58% male, 42% female, compared to the general Internet population, which is split 50-50 between men and women.**

**Large numbers of online Asian-American men and Asian-American women use the Internet on an average day. But they tend to favor different things. On a typical day, Asian-American women enjoy the Net's fun activities, like finding information on their hobbies, listening to music and getting sports information. They are also big consumers of financial information and like to purchase goods online.**

**On the other hand, Asian-American men on a day-to-day basis like to get information on all kinds of different subjects. Asian-American men are major online consumers of financial information, travel information, and political news. Asian-American men are more likely than most others to buy products online, as well as buy and sell stocks.**

**The results in this survey are largely based on surveys conducted by the Pew Internet & American Project throughout the year 2000. From March 1 through December 22, Princeton Survey Research Associates conducted surveys with more than 26,000 adult Americans, including 486 Asian-Americans, of which 340 use the Internet.**

## **Main Report:** **Life among highly-wired Americans**

Asian-Americans who speak English are the most wired racial or ethnic group in America.<sup>1</sup> They are also the Internet's heaviest and most experienced users, compared to other groups. With data compiled over the course of 2000, the Pew Internet & American Life Project has found that fully 75% of Asian-Americans have gone online at one time or another. There are over 5 million Asian-American Internet users, which represents a higher proportion of the Asian-American population than the 58% of whites who have gone online, as well as the 43% of African-Americans and 50% of Hispanics who have done so.<sup>2</sup>

Our studies of Internet usage have found that higher levels of education and income correlate with access to the Internet. English-speaking Asian-Americans tend to have higher levels of both household income and education than any other ethnic group. According to the most recent U.S. Census Bureau data, Asian-Americans had an average household income in 1999 of \$51,205. By comparison, whites had an average household income of \$42,504, Hispanics had an average income of \$30,700, and African-Americans had an average income of \$27,910. Asian-Americans are also more likely to possess a college degree than their white, African-American, or Hispanic peers. About 40% of Asian-Americans 18 or older possess a college diploma, while 25% of whites, 14% of black Americans, and 7% of Hispanics have obtained a bachelor's degree.

### ***A portrait of the online Asian-American population***

English-speaking Asian-Americans are more likely than those in other ethnic and racial groups to use a computer on a regular basis. About 78% of Asians use a computer, which represents over 6 million people. This is a much higher proportion of computer users than the 65% of white, the 55% of African-American, and the 63% of Hispanic adults who say they use computers.

Use of the Internet by men and women					
<i>Percent of American men and women, by race, who go online</i>					
	<i>Entire Internet population</i>	<i>Asian- American</i>	<i>White</i>	<i>African- American</i>	<i>Hispanic</i>
Men	52%	72%	55%	38%	48%
Women	48	60	50	37	45

Source: Pew Internet Project Tracking 2000 Poll; N=13,978; Margin of Error is ± 1%.

The online Asian-

<sup>1</sup> The survey was conducted in English. Therefore, the term "Asian-American" in this report refers to self-identifying Asian-Americans who speak English.

<sup>2</sup> The figures for whites, African-Americans, and Hispanics come from our survey work in August and September 2001. However, we did not have enough Asian-Americans in those samples to draw statistically significant conclusions. In general, the number of English-speaking Asians online we surveyed in 2001 seemed to be consistent with the figures compiled in 2000. In the remainder of this report, the comparisons between different racial and ethnic groups are drawn entirely from surveys conducted in 2000.

American population is predominantly male. While the overall Internet population is evenly split 50-50 between men and women, the Asian-American online population is 58% male, 42% female. By comparison, the white online population is evenly split at 50-50 by gender; the online African-American population is 43% male and 57% female; and the Hispanic Internet population is also split 50-50 between men and women.

At the same time, the percentages of Asian-American men and women using the Internet are much higher than those for white, black, or Hispanic adults. About 72% of Asian-American men go online, while 60% of Asian-American women are Internet users. In contrast, 55% of white men have ever gone online, and they are joined by half of all white women; 38% of African-American men have logged on to the Internet, while 37% of black women have done so; and finally, 48% of Hispanic men go online, and they are joined by 45% of Hispanic women. Overall, 52% of American men are Internet users, as are 48% of American women.

Daily usage	
<i>Percent of Internet users, by race, who go online on an average day</i>	
Overall U.S. Internet population	55%
Asian-Americans	70
Whites	57
Hispanics	48
African-Americans	39

*Source: Pew Internet & American Life Project 2000 Survey. N=13,978, Margin of Error is ± 1%.*

Asian-Americans are also heavy users of the Internet on a day-to-day basis. Fully 70% of Asian-American users go online on a typical day. This is significantly higher than any other group, the next highest being online whites, 58% of whom log on during an average day. Just over half of the total American online population logs onto the Internet daily.

Asian-American men and women are equally likely to log on to the Internet on a typical day; with 71% of Asian-American men and 68% of Asian-

American women using the Web daily. This is a similar story to the one involving African-Americans, though a significantly smaller proportion of African-Americans use the Internet on a typical day. Forty percent of black male users are online on an average day, along with 39% of black female users. By comparison, online white men are slightly more inclined to use the Internet on a daily basis than white women users (60% to 55%), as are male Hispanic users relative to Hispanic women (51% to 45%). Overall, slightly more men (58% of male users) are online daily than are women (53%).

The average Asian-American Internet user is also more likely to have a college degree than his or her peers. Just over half (52%) of Asian-American users possess a college diploma or better. About 38% of white users, 29% of African-American users and 26% of Hispanic users have a similar level of education.

Asian-American Internet users also have higher household incomes than Internet users of other races. Almost 34% of Asian-Americans who go online have annual incomes of \$75,000 or more. This is slightly more than the 29% of white users with similar incomes, and much higher than the 17% of African-American and the 18% of Hispanic users who earn as much. About 22% of Asian-American users have incomes between \$30,000 and

\$50,000, and about a quarter (25%) have incomes under \$30,000 a year.

The Asian-American Internet population is also one of the most youthful on the Web. Almost two-thirds (63%) of Asian-American users are between the ages of 18 and 34. This is significantly higher than the average; 41% of total Internet users are between 18 and 34.

The Hispanic online population comes closest to being as young as the Asian-American cohort. Sixty-one percent of Hispanic users are between the ages of 18 and 34.

The Internet has not made strong inroads with older Asian-Americans as it has within other ethnic

Age of Internet users					
<i>Percentage of a specific online population that is in a certain age group</i>					
	<i>Overall</i>	<i>Asians-Amer.</i>	<i>Whites</i>	<i>African-Amer.</i>	<i>Hispanics</i>
18-24	17%	28%	15%	26%	30%
25-34	24	35	23	28	31
35-44	26	22	27	25	23
45-54	19	8	21	15	11
55-64	9	5	10	5	3
65+	4	2	5	1	2

*Source: Pew Internet Project Tracking 2000 Poll; N=13,978. Margin of Error is ±1%.*

groups, especially among baby boomers between the ages of 45 and 54. Only 8% of the Asian-American Internet population is in this age group, a relatively small proportion when compared to the fact that baby boomers comprise 21% of the white Internet population and 15% of black users. Overall, this age group accounts for about a fifth (19%) of the total Internet population. About 5% of the Asian-American online population is between 55 and 64, and 2% are seniors over 65. In both instances, this is about half of the proportion for the white Internet population.

***Online for a long time***

Asian-American Internet users are more likely to be veteran users than their white, African-American, or Hispanic peers. Veteran users with more than three years of online experience constitute 34% of the total online population. Almost half (49%) of Asian-Americans who use the Internet are veteran users. About 80% of Asian-Americans who go online first did so over two years ago. Asian-American users are much more likely to be Net veterans than whites (35%), as well as their minority peers: 26% of African-American users are veterans, as are 27% of Hispanic users.

Asian-American men embraced the Internet early, and they comprise the most experienced ethnic or racial user group on the Internet. Fully 55% of them first came online more than three years ago. This is much higher than the 40% of white men, 28% of black men, and the 29% of Hispanic men with a similar level of experience. Also, 86% of Asian-American men have more than two years of experience online. On the flip side, only 4% of Asian-American male users are novices (less than six months), while 10% of white men, 21% of African-American men and 18% of Hispanic men are new to the Internet.

Asian-American women also logged on to the Internet before their white, black, and Hispanic female peers. About 40% of Asian-American women users are veterans (3+ years). Almost three-quarters (72%) have two or more years of experience. By comparison, 29% of white women, 23% of African-American women, and a quarter of Hispanic women are Web vets of three or more years. A little fewer than 10% of Asian-American female users are new (less than six months); their white (15%), black (23%) and Hispanic (20%) peers are more likely to be new to cyberspace.

**Heavy daily use**

Not only are Asian-Americans Internet veterans, they also tend to stay online longer during a typical Internet session than those in other racial and ethnic groups. Almost 40% of Asian-Americans who go online on a typical day spend two or more hours on the Internet; 15% stay in cyberspace for four or more hours. About 29% of all those who are online on any given day spend two or more hours online during their session.

Asian-Americans are Internet veterans					
<i>The percentage of Internet users by race and when they first began using the Internet</i>					
	<i>Overall pop.</i>	<i>Asian-Amer.</i>	<i>Whites</i>	<i>African-Amer.</i>	<i>Hispanics</i>
Less than six months	14%	6%	12%	22%	19%
A year ago	19	14	19	22	22
Two or three years ago	33	31	34	30	32
More than three years ago	34	49	35	26	27

*Source: Pew Internet & American Life Project 2000 Surveys. N=13,978. Margin of error is ±1%.*

Likewise, Asian-American Internet users are more likely to say they use the Internet every day, and are also more likely to log on several times a day. Almost two-thirds (64%) of Asian-American home users report going online at least once a day from their house; almost a third (32%) go online several times a day. A little over half (51%) of the total Internet population goes online at least once a day from home.

Asian-Americans with work Internet access are just as enthusiastic about logging on and making the Web an important part of their workday. Almost three-quarters (71%) of Asian-Americans who go online at work do so at least once a day, and almost half (47%) use the Internet several times each workday. By comparison, about 67% of the total Internet population with work Internet access goes online at least once a day from the office.

**What Asian-Americans do online**

Given Asian-Americans' enthusiastic embrace of Internet tools, it follows that they are actively engaged on a daily basis with some of the Net's most popular activities. Just over three-fifths (61%) of the Asian-American Internet population sends or receives an email on an average day. The Web's most popular activity is done on a daily basis by only half (51%) of the white online population, by a third (32%) of African-American users, and by 39% of Hispanics online.

Asian-Americans have tried most Internet activities at the same rate as other racial groups, but in many instances, have embraced them much more so than anyone else on a typical day. This pattern cuts across all the major currents of online activity – whether it is for fun, for simple informational searches, for information related to major life activities, or for transacting business online.

Online Asian-Americans are voracious consumers of information, especially on a typical day. The most popular form of information gathering is simply accessing the day’s news – about three-fifths of Internet users of different races have ever gotten the news online. However, Asian-American users are much more likely to have made getting the news online a part of their daily lives. Just over a third (34%) of users get the news online on a typical day. In comparison, 22% of white users get the news daily, along with 15% of African-American users and 20% of Hispanics online. Asian-American users are also more likely than other Internet users to have gotten news on the financial markets, sought travel information, looked up information about their hobbies and gotten political news on a daily basis. Much like others with Internet access, online Asian-American users frequently turn to the Internet to find the answer to a question. Fully three-quarters of Asian-American users have done so at one time or another, and about a fifth do so on a typical day.

The Internet has also become a major part of the Asian-American users’ work and school life, especially on an average day. About 68% of Asian-American users have used the Web to do school-related research or as part of their job training; a fifth of them do so on a typical day. This rate of daily use is twice that of their peers. African-Americans have also used the Web for schoolwork and job training at a high rate – 65% of black users have done so at one time or another.

Working Asian-Americans have also integrated the Internet into their life on the job. Almost three-fifths (59%) of Asian-American users have done research for work, and about 23% do so on an average day. Again, this rate of use is higher than their peers’. About half of whites

Daily information gatherers					
<i>On a daily basis, Asian-Americans are more likely to get information online</i>					
	<i>Overall</i>	<i>Asian-Americans</i>	<i>Whites</i>	<i>African-Americans</i>	<i>Hispanics</i>
Get news	21%	34%	22%	15%	20%
Get financial information	13	20	14	9	10
Look for travel information	7	14	7	7	8
Get hobby information	18	27	19	15	17
Get political news and information	13	19	13	9	12

*Source: Pew Internet Project Tracking 2000 Poll; for N and margin of error see endnote.*

have used the Internet for work research, and 16% of white users do so on a day-to-day basis. A little under half (47%) of black users have ever done work research, 11% on a daily basis, and half of Hispanic users have done research at work, 15% on a day-to-day basis.



When it comes to the Net's fun activities, Asian-American users tend to enjoy them at the same rate as whites, blacks and Hispanics, both overall and on a day-to-day basis. About 60% of Asian-American users surf the Web just for fun, and a little over a quarter (26%) do so on a typical day. This is just under the percentage (62%) of white users who have done so, and is much less than the 72% of both African-American and Hispanic users who like to surf the Web. Hispanic and African-American users enjoy playing games online more than Asian-American users do, but Asian-American users almost match their enjoyment of music online.

Asian-American users are three times as likely to download music and twice as likely to listen to music online on a typical day as a white user. Given the youthfulness of the Asian, African-American, and Hispanic Internet populations, it follows that there is a strong

common tendency toward these fun activities.

Internet use for school and work				
<i>Percentage of Internet Users, by race, who have ever done the following online activities, as well as on a typical day</i>				
<i>Ever</i>	<i>Asian-Amer.</i>	<i>Whites</i>	<i>African-Amer.</i>	<i>Hispanics</i>
Do school research or job training	68%	51%	65%	61%
Do work research	59	50	47	50
<i>Typical Day</i>				
Do school research or job training	20	9	10	10
Do work research	23	16	11	15

*Source: Pew Internet Project Tracking 2000 Poll; for N and margin of error see endnote.*

Asians online also like to chat online. While almost a third (32%) have done so at one time or another, 11% participate in chat rooms on a daily basis. This daily rate of use is more than twice that of white, African-American, and Hispanic users.

Asian-American users are

also twice as likely to use Instant Messaging on an average day than anyone else.

<i>Internet Activities</i>				
<i>Percentage of Internet users by race and gender engaging in online activities overall, and on a typical day (in parentheses)</i>				
<i>Activity</i>	<i>Asian-American</i>	<i>White</i>	<i>African-American</i>	<i>Hispanic</i>
Send email	90% (61%)	93% (51%)	88% (32%)	86% (39%)
<b>Fun</b>				
Browse just for fun	60 (26)	62 (20)	72 (17)	72 (21)
Get hobby information	72 (27)	77 (19)	71 (15)	74 (17)
Send an instant message	46 (24)	44 (12)	50 (9)	50 (13)
Chat online	32 (11)	25 (4)	40 (4)	32 (5)
Play a game	27 (9)	32 (6)	48 (6)	37 (8)
Look for sports information	40 (14)	36 (10)	45 (10)	42 (11)
Listen to music	46 (13)	33 (6)	55 (9)	48 (10)
Download music	40 (9)	21 (3)	33 (4)	36 (7)
<b>Information seeking</b>				
Get news	67 (34)	60 (22)	63 (15)	61 (20)
Get financial information	53 (20)	45 (14)	41 (9)	41 (10)
Research product information	71 (20)	73 (13)	72 (8)	72 (15)
Look for travel information	78 (14)	65 (7)	65 (7)	63 (8)
Get weather reports	56 (19)	63 (17)	55 (11)	57 (15)
Get political news and information	49 (19)	38 (13)	38 (9)	40 (12)
Visit a government Web site	47 (7)	50 (7)	45 (5)	43 (5)
Internet search to answer a question	75 (20)	80 (17)	75 (14)	73 (14)
<b>Major Life Activities</b>				
Do school research or job training	68 (20)	51 (9)	65 (10)	61 (10)
Seek health information	47 (7)	57 (6)	57 (4)	51 (5)
Do work research	59 (23)	50 (16)	47 (11)	50 (15)
<b>Transactions</b>				
Participate in an online auction	15 (1)	17 (2)	7 (1)	9 (2)
Buy a product	54 (9)	49 (4)	40 (3)	41 (4)
Make a travel reservation	46 (6)	36 (2)	36 (2)	36 (4)
Buy/sell stocks	27 (8)	13 (2)	10 (1)	12 (3)

Source: Pew Internet Project Tracking 2000 Poll; for N and margin of error see endnote.

Asian-American users also tend to transact business online at a higher rate than anyone else, especially on a daily basis. Just over half of Asian-American users (54%) have purchased something online. This is about the same rate as white users, and is higher than the percentage of black and Hispanic users who have done so. What is more telling, however, is that Asians online purchase something from a Web site on a day-to-day basis at more than twice the rate of their peers. Asian-American users are also four times as likely to buy and sell stocks online than whites on a typical day, and are three times as likely than both whites and blacks to make a travel reservation online on an average day.

### ***Differences between Asian-American men and Asian-American women online***

When comparing the online activities of Asian-Americans who use the Internet, the first thing that stands out is that in virtually every case, Asian-American men engage in online activities at a higher rate than do Asian-American women. At the same time however, both Asian-American men and Asian-American women are more engaged online on a daily basis than their peers of other races and ethnic groups.

Asian-American women who use the Internet love its “fun” factor. Almost a third (32%) of Asian-American women users go online on a daily basis to browse just for fun. At the same time, only a fifth (22%) of Asian-American male users profess to do the same thing. Browsing for fun is the second most popular daily online activity for Asian-American women after email. The third most popular daily activity for Asian-American women is getting information about their hobbies – just over a quarter of Asian-American women online on a typical day do so. This is much higher than their white (15%), African-American (13%) and Hispanic (15%) peers. Asian-American women online daily are also twice as likely to listen to music than their white women; they are also twice as likely to look for sports information on a typical day as white women.

Asian-American women online are relatively heavy consumers of financial information. Almost half (44%) of Asian-American female users have sought financial news at one time or another, and 15% have done so on a typical day. This daily consumption is twice the rate of white, black, and Hispanic women. It also follows that Asian-American women like to buy and sell stock online. Fully 16% of Asian-American women users have ever done so, and 4% do so on a typical day. This daily usage is twice the rate of Hispanic women, and four times the rate of white and African-American women.

Buying a product through the Internet is another activity Asian-American women have embraced. Just over half (53%) of the Asian-American female Internet population has bought something online, and 7% are doing so on a typical day. These rates are slightly than the rates at which white and Hispanic women online purchase goods online, and significantly higher than the rate at which black women users shop online. Asian-American women purchase a product online on a typical day at almost four times the rate at which black women do.

### ***Asian-American men online***

Asian-American men are extremely active consumers of online information. Almost three-quarters (72%) of Asian-American men who use the Internet have ever gotten news online at one point or another. What is especially telling is that 42% of online Asian-Americans get news on a typical day online. This is significantly higher than their white (27%), black (19%) and Hispanic (24%) peers.

Their daily consumption of the day’s news online is almost twice that of Asian-American women (24%).

Activities Online: Men and Women								
<i>The percentage of Internet users by race and gender engaging in online activities overall, and on a typical day (in parentheses)</i>								
Activity	Men				Women			
	Asian	White	Black	Hispanic	Asian	White	Black	Hispanic
Send email	91% (62%)	92% (52%)	86% (31%)	83% (41%)	90% (61%)	94% (50%)	90% (32%)	88% (38%)
<b>Fun</b>								
Browse just for fun	59 (22)	63 (22)	73 (18)	71 (23)	62 (32)	62 (18)	71 (16)	73 (20)
Get hobby information	77 (28)	81 (23)	76 (17)	77 (19)	64 (26)	74 (15)	68 (13)	70 (15)
Look for sports information	50 (18)	49 (15)	69 (16)	51 (16)	27 (10)	22 (5)	28 (5)	33 (7)
Listen to music	51 (16)	37 (7)	56 (11)	49 (11)	39 (10)	29 (5)	54 (7)	47 (9)
Download music	41 (8)	25 (4)	36 (5)	38 (9)	38 (11)	17 (2)	31 (4)	35 (5)
<b>Information seeking</b>								
Get news	72 (42)	65 (27)	66 (19)	65 (24)	60 (24)	55 (17)	60 (12)	56 (15)
Get financial information	60 (24)	53 (19)	48 (11)	47 (13)	44 (15)	36 (8)	36 (7)	34 (7)
Get weather reports	62 (20)	66 (19)	55 (13)	58 (17)	48 (17)	61 (14)	54 (10)	56 (13)
Get political news and information	56 (27)	43 (16)	40 (11)	42 (13)	39 (9)	34 (10)	36 (7)	38 (11)
Internet search to answer a question	75 (21)	79 (19)	73 (12)	70 (16)	74 (17)	80 (15)	76 (15)	76 (13)
<b>Major Life Activities</b>								
Do school research or job training	74 (21)	50 (10)	61 (10)	58 (11)	60 (18)	52 (9)	67 (10)	65 (9)
Seek health information	46 (10)	48 (5)	49 (3)	42 (3)	48 (5)	66 (7)	62 (5)	59 (6)
Do work research	65 (26)	54 (19)	46 (12)	52 (19)	51 (20)	46 (13)	47 (11)	48 (11)
<b>Transactions</b>								
Buy a product	55 (10)	50 (4)	45 (3)	43 (4)	53 (7)	49 (4)	36 (2)	38 (5)
Buy/sell stocks	34 (11)	18 (3)	10 (1)	14 (5)	16 (4)	8 (1)	10 (1)	9 (2)

Source: Pew Internet Project Tracking 2000 Poll; for N and margin of error see endnote.

Asian-American men are also the leading online consumers of financial information, travel information, and political news. Asian-American men are more than twice as likely to get financial news on the Internet on a daily basis than are black and Hispanic men – and slightly more likely than white men. Just over half (56%) of Asian-American male Internet users

have followed politics and gotten information on issues and candidates while online, and 27% do so on a typical day. That is more than twice the rate at which Hispanic and black men consume political news daily, and significantly higher than the rate at which white men do so on a typical day. On a side note, Asian-American men consume political information on a daily basis at three times the rate of Asian-American women.

Asian-American men have also embraced online commerce, much like Asian-American women. Over half (55%) of Asian-American male Internet users have purchased something online, and 10% do so on a typical day. This daily purchasing is more than twice the rate at which men of other races shop online. Asian-American male users also trade stocks online at a relatively higher rate than any other group – just over a third of Asian-American male users (34%) have bought or sold stocks online, and 11% do so on a daily basis. Again, this typical daily usage is twice that of Hispanic men, almost four times that of white male users, and eleven times the rate at which black men trade stocks online.

Interestingly, while Asian-American male and Asian-American female users have sought health information at one time or another at roughly the same rate (46% vs. 48%), Asian-American men are twice as likely as Asian-American women to be seeking such information on an average day online (10% vs. 5%). In every other racial group, the women look for health information on a day-to-day basis at a much higher rate.

### **Endnote**

The Pew Internet Project asked not all the online activities questions during every day of surveying in 2000. Different activities have varying numbers of respondents.

*Email.* N=13,946 users; was asked March-December 2000; Margin of Error is  $\pm 1\%$ .

*Just for fun.* N=13,946; was asked March-December 2000; Margin of Error is  $\pm 1\%$ .

*Hobby information.* N=12,378; was asked March-May and July-December 2000; Margin of Error is  $\pm 1\%$ .

*Instant message.* N=4,646; was asked March-June 2000; Margin of Error is  $\pm 2\%$ .

*Chat online.* N=4,646; was asked March-June 2000; Margin of Error is  $\pm 2\%$ .

*Play a game.* N=4,136; was asked March-April and July-August 2000; Margin of Error is  $\pm 2\%$ .

*Sports information.* N=11,669; was asked March-April and July-September 2000; Margin of Error is  $\pm 1\%$ .

*Listen to music.* N=8,634; was asked July-December 2000; Margin of Error is  $\pm 1\%$ .

*Download music.* N=8,634; was asked July-December 2000; Margin of Error is  $\pm 1\%$ .

*Get news.* N=13,946; was asked March-December 2000; Margin of Error is  $\pm 1\%$ .

*Get financial information.* N=13,946; was asked March-December 2000; Margin of Error is  $\pm 1\%$ .

*Research product information.* N=5,312; was asked March-June 2000; Margin of Error is  $\pm 1\%$ .

*Look for travel information.* N=6,413; was asked March-August 2000; Margin of Error is  $\pm 1\%$ .

*Get weather reports.* N=11,669; was asked March-April and July-December 2000; Margin of Error is  $\pm 1\%$ .

*Get political news and information.* N=13,946; was asked March-December 2000; Margin of Error is  $\pm 1\%$ .

*Visit a government Web site* N=5,312; was asked March-June 2000; Margin of Error is  $\pm 1\%$ .  
*Internet search to answer a question*. N=7,533; was asked September-December 2000; Margin of Error is  $\pm 1\%$ .

*Do school research or job training* N=11,277; was asked March-May and September-December 2000; Margin of Error is  $\pm 1\%$

*Seek health information*. N=13,946; was asked March-December 2000; Margin of Error is  $\pm 1\%$ .

*Do work research*. N=13,946; was asked March-December 2000; Margin of Error is  $\pm 1\%$ .

*Participate in an online auction*. N=5,020; was asked March-August 2000; Margin of Error is  $\pm 2\%$ .

*Buy a product online*. N=13,946; was asked March-December 2000; Margin of Error is  $\pm 1\%$ .

*Make a travel reservation*. N=5,312; was asked March-June 2000; Margin of Error is  $\pm 1\%$ .

*Buy and sell stocks*. N=12,845; was asked March-June and September-December 2000; Margin of Error is  $\pm 1\%$ .

## Methodology

The report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results contained in this report are based on data from 10 months of telephone interviewing conducted by Princeton Survey Research Associates between March 1, 2000 and December 22, 2000. The March-December 2000 survey work generated a sample of 26,094 adults – those who are 18 and older. Of them, 13,936 are Internet users. The 2000 surveys included 486 English-speaking Asian-Americans and 340 who use the Internet.

For results based on the total sample from the March-December 2000 interviews, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 1 percentage point. For results based on all Asian-Americans interviewed in 2000, the margin of error is plus or minus 4 percentage points; for results based on Asian-American Internet users, the margin of sampling error is plus or minus 5 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed numbers). The design of the sample achieves this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

A new sample was released daily and was kept in the field for at least five days. This insures that the complete call procedures are followed for the entire sample. Additionally, the sample was released in replicates to insure that the telephone numbers called are distributed appropriately across regions of the country. At least 10 attempts were made to complete an interview at every household in the sample. The calls were staggered over times of the day and days of the week to maximize the chances of making contact with a potential respondent. Interview refusals were re-contacted at least once in order to try again to

complete an interview. All interviews completed on any given day were considered to be the final sample for that day.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are also likely to vary on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau Current Population Survey (March 1999). This analysis produced population parameters for the demographic characteristics of adults age 18 or older, living in the households that contain a telephone. These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Throughout this report, the survey results are used to estimate the approximate number of Americans, in millions, who engage in Internet activities. These figures are derived from the Census Bureau's estimates of the number of adults living in telephone households in the continental United States. As with all survey results, these figures are estimates. Any given figure could be somewhat larger or smaller, given the margin of sampling error associated with the survey results used in deriving these figures.

### **About the Pew Internet & American Life Project**

The Pew Internet & American Life Project is a non-profit initiative fully funded by The Pew Charitable Trusts. The Project creates original research that explores the impact of the Internet on children, families, communities, health care, schools, the work place, and civic/political life. The Pew Internet & American Life Project aims to be an authoritative source for timely information on the Internet's growth and societal impact, through research that is scrupulously impartial. For more information, please visit our Web site: [www.pewinternet.org](http://www.pewinternet.org).