

**STANFORD CENTER FOR THE QUANTITATIVE STUDY OF SOCIETY**

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**TEN YEARS AFTER THE BIRTH OF THE INTERNET,  
HOW DO AMERICANS USE THE INTERNET IN THEIR DAILY  
LIVES? \***

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**DRAFT – DO NOT QUOTE WITHOUT PERMISSION**

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## I. SUMMARY OF MAIN FINDINGS

In the ten years since the 1994 debut of the first commercial web browser, the Internet has become an important part of the daily lives of many Americans. The percent of Americans connected to the Internet has increased from practically zero in 1994 to approximately 60% today. An additional 10% to 15% have access at their workplaces or schools. While there have been numerous broad studies of Internet use, we have little systematic knowledge about what the Internet is used for and how it has affected existing activities or fostered new ones. This study provides a comprehensive and detailed picture of Americans' online activities during an average day in mid-2004. The data were collected using the innovative Time Diary methodology devised by Norman H. Nie.

### BASIC FIGURES

- Ten years from the beginning of the Internet, it has come to mirror the great diversity of activities and purposes in the society. People use it to work, to shop, to play, to socialize, and to perform many other activities.
- Among 4,839 respondents 18 to 64 years old, 1,518 (around 31%) used the Internet on the day before they were surveyed. *All subsequent figures refer to those who used the Internet on the day before they were surveyed* (with the exception of one clearly-labeled instance).
- The average Internet user spends close to 3 hours per day online. This exceeds the time that an average respondent spends watching TV, which is about 1.7 hours per day.

### WHERE AND HOW THE INTERNET IS USED

- The Internet has become a serious work tool – about a third of the time on the Internet is at work.
- The Internet is, perhaps more than anything else, a means of communication – about 57% of the time on the Internet is spent on email, instant messaging, or at chat rooms. Of this 57%, work-related communications constitute about a third, communication with friends constitutes almost a third, and communication with family constitutes about a sixth (See Graphs 3 and 4).
- However, unlike the phone, the Internet enables a wide range of activities beyond communication. The remaining 43% of time on the Internet – that is, the time online that is not spent on some type of communication – is spent playing games (20.3% of the 43%, or about 8.7% of the total), surfing (15% of the 43%), shopping (10% of the 43%), among a wide variety of other things (See Graph 5).

### SPAM AND COMPUTER PROBLEMS

- Spam has become an enormous time sink: About five minutes out of every hour on the Internet (over 8% of the total time online) are spent dealing with spam. This translates into over 10 full (8-hour) workdays per year, assuming the computer is used daily for 50 weeks out of the year.
- The average respondent reported spending a mean of 8.4 minutes per day dealing with other computer problems (this figure is calculated on the basis of all 4,839 survey respondents, including those who used the Internet the previous day and those who did not). This is equivalent to 6.1 full workdays per year, assuming the computer is used every day for fifty weeks of the year. The figure for those respondents who reported

having used the Internet yesterday was higher – 14 minutes per day, or 10 days per year, assuming daily use for fifty weeks.

#### DIFFERENCES BY DEMOGRAPHIC CHARACTERISTICS

- Unemployed Internet users spend more time online than other Internet users. They are followed by the disabled and by full-time students. Full-time students use instant messaging more than other Internet users, while the unemployed and the disabled spend more time than others in chat rooms.
- While the overall Internet use does not differ by gender, female respondents on average use email, instant messaging, and social networking more than male respondents, while male respondents devote more time to web browsing, newsgroups, and chat rooms.
- Younger people, between 18 and 29 years of age, seem to favor interactive forms of online communication: They use email less than older people, but they use instant messaging and chat rooms more. Social networking is used most by the youngest and the oldest (age ranges 18-29 years and over 60 years).

#### THE USES OF ONLINE COMMUNICATION

- The Internet enables users to communicate with people they have never met in person. Our survey shows that about 20% of the Internet users communicate with someone they never met in person, and one out of eight (13.3%) Internet users communicate with someone they first met online. Contrary to popular belief, however, such interactions are mostly business-related.
- Still, 6% of respondents used the Internet to communicate with a friend they first met online, and 4% considered an online partner whom they never met in person “a friend.” Only a few Internet users in our survey (4 out of the 1,518 who used the Internet on the previous day) communicated with a “special partner” whom they first met on the Internet.

#### IMPACT OF INTERNET USE ON SOCIALIZING, SLEEP, AND TV WATCHING<sup>1</sup>

- For the average respondent, an hour on the Internet is associated with a reduction of face-to-face time with family by 23.5 minutes. Since the average respondent uses the Internet for 55 minutes per day, this translates into a reduction of about 22 minutes per day of face time. For the average Internet user (who uses the Internet 3 hours per day) the equivalent figure is a daily reduction of one hour and 10 minutes in face time with family.<sup>2</sup>
- For the average respondent, an hour on the Internet reduces time spent watching TV by about 10 minutes. For the average respondent, this is equivalent to a reduction in TV time of about 9 minutes per day. For the average Internet user the equivalent figure is a daily half-an-hour reduction in time watching TV.
- For the average respondent, an hour on the Internet reduces sleep time by about 9 minutes. For the average respondent, this is equivalent to a reduction in sleeping time of about 8 minutes per day. For the average Internet user the equivalent figure is a daily reduction in sleeping time of about 25 minutes.

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<sup>1</sup> The findings in this section are based on multivariate regression analysis.

<sup>2</sup> This assumes the relationship between Internet use and socializing is the same for the population as a whole as it is for Internet users. Same assumption is made for sleep and for TV watching.

## II. METHODOLOGY AND DATA

This report is based on data from SIQSS Time Diary Study, collected in June of 2004 using Knowledge Networks' nationally representative survey panel.<sup>3</sup> The Knowledge Networks' panel is the only projectable population-representative panel for Internet research, with Web users and non-users alike represented. The panel offers high participation rates, extensive profile data, methodological consistency (leading to comparability of results) and low attrition rates (ideal for tracking studies). An innovative time-budget methodology, developed and refined over several years at the Stanford Institute for the Quantitative Study of Society (SIQSS), uses detailed activity diaries that ask respondents to recall, in succession, all the activities that they performed during six randomly-selected hours on the previous day. The specific hours are a stratified sample from different segments of the day, so each individual is asked about activities during one hour in the morning, midday, afternoon, evening, late night, etc. When relevant, the respondents are asked whether they used the Internet for each of the activities that they report (for example, sleeping, taking a shower, eating, or doing manual labor, are not plausible Internet activities while reading newspapers, doing correspondence, or paying bills, are). Compared to other studies that ask general questions about the Internet use, our method ensures more precise estimates in a number of ways. By randomly selecting only 6 hours of the day, our method reduces the respondent fatigue common in 24-hour diaries that leads to decreasing response quality. Most respondents are able to complete the survey in 20 minutes. Additionally, our survey is administered online, either via a computer connected to the Internet at home or through a Microsoft Web-TV set top box. Unlike phone-based administration, online administration provides the respondent with memory recall assistance, such as a checklist of possible activities as well as a cumulating activity list for the day.<sup>4</sup> Online administration by Knowledge Networks also avoids the problem of rapidly increasing refusal rates that plagues phone surveys.

The survey asks when and where people use the Internet, what Internet applications they use, what their Internet activities relate to, and with whom they communicate through the Internet. It also asks about other activities that respondents do during the day, which enables us to probe fundamental questions about how varying amounts of Internet use relate to other forms of time use, such as social interactions and work. A substantial proportion of those surveyed in 2004 were also surveyed in 2003, which permits some very interesting over-time analyses about how the Internet complements or substitutes for other activities.

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<sup>3</sup> Respondents in the Knowledge Networks panel are randomly selected through Random Digit Dial sampling methods on a quarterly-updated sample frame consisting of the entire U.S. telephone population. All telephone numbers have an equal probability of selection, and sampling is done without replacement. Detailed information on the Knowledge Networks methodology can be found at [www.knowledgenetworks.com](http://www.knowledgenetworks.com). Though surveys are conducted over the Internet, respondents are a random probability sample of the United States population, in households provided with Internet terminals by Knowledge Networks for that purpose.

<sup>4</sup> Mailout, paper diary designs also have numerous limitations, including the lack of investigator control, low response rate resulting in biased data, long turn-around time, and high expenses related to data entry and follow-up. Such designs also result in lower quality time diary data because the survey must be simplistic, and it is not possible to ask for clarification or probe to ensure accurate data.

<sup>6</sup> The results are based on multivariate logistic regression analysis.

### III. SURVEY RESULTS

#### 1. Internet Users vs. Non-Users: What Percentage of Americans Use the Internet?

Among 4,839 respondents 18 to 64 years old, 31.4% used the Internet on the day before they were surveyed.

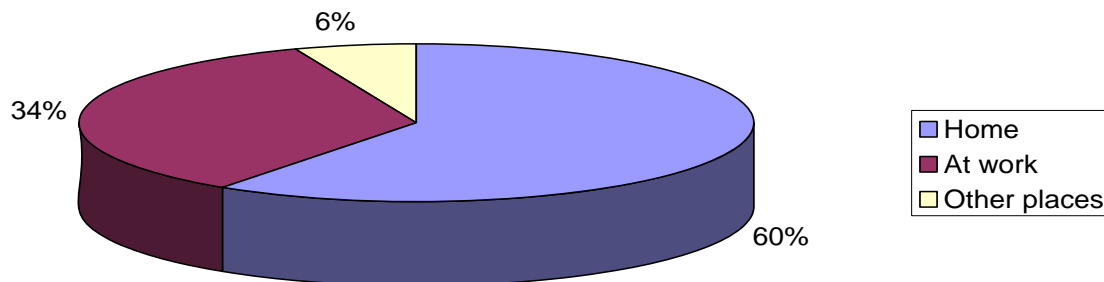
Our analysis shows that the likelihood of using the Internet depends largely on a person's education level and marital status. The more educated Americans are more likely to use the Internet than those with less education. So are single people and the divorced in relation to those who are married. The likelihood of using the Internet does not differ significantly by gender, age or household income level. We also find that Americans are more likely to use the Internet on weekdays than on weekends (35% on weekdays vs. 21% on weekends).<sup>6</sup> (See Appendix A for graphs)

#### 2. Internet Use: How Much, Where, What and with Whom?

**2a. Total Time:** The average respondent spends 55 minutes per day online. The average Internet user spends approximately 3 hours (176 minutes) online.<sup>7</sup>

**2b. At Home and at Work:** Most media reports have underscored how the Internet has increased work productivity and changed workplaces. However, its impact on Americans' family life should not be ignored, considering that Internet users spend more time online at home than at work (60% vs. 34%). (See Graph 1)

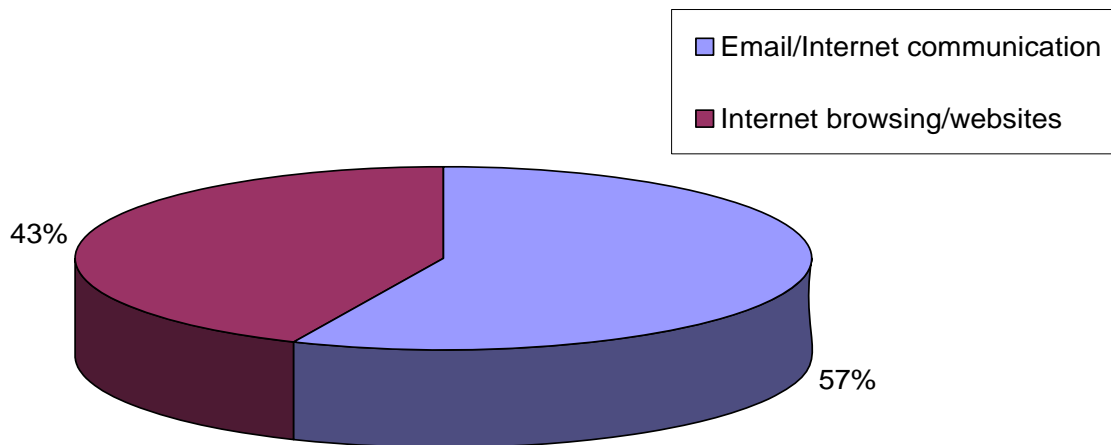
**Graph 1. Percentages of Online Time by Location**



<sup>7</sup> The figure was estimated from 55 minutes of Internet use in six randomly selected hours of a day, i.e.  $55 * ((24 - 8) / 5) = 176$ . In the calculation, we assumed an average person spends eight hours sleeping everyday.

**2c. Communicating vs. Browsing:** 57% of the online time is spent on email and other communications, including instant messaging and chat rooms. The rest (43%) of the online time is spent browsing web pages, newsgroups, maintaining websites or using social networking/dating sites. (See Graph 2 below)

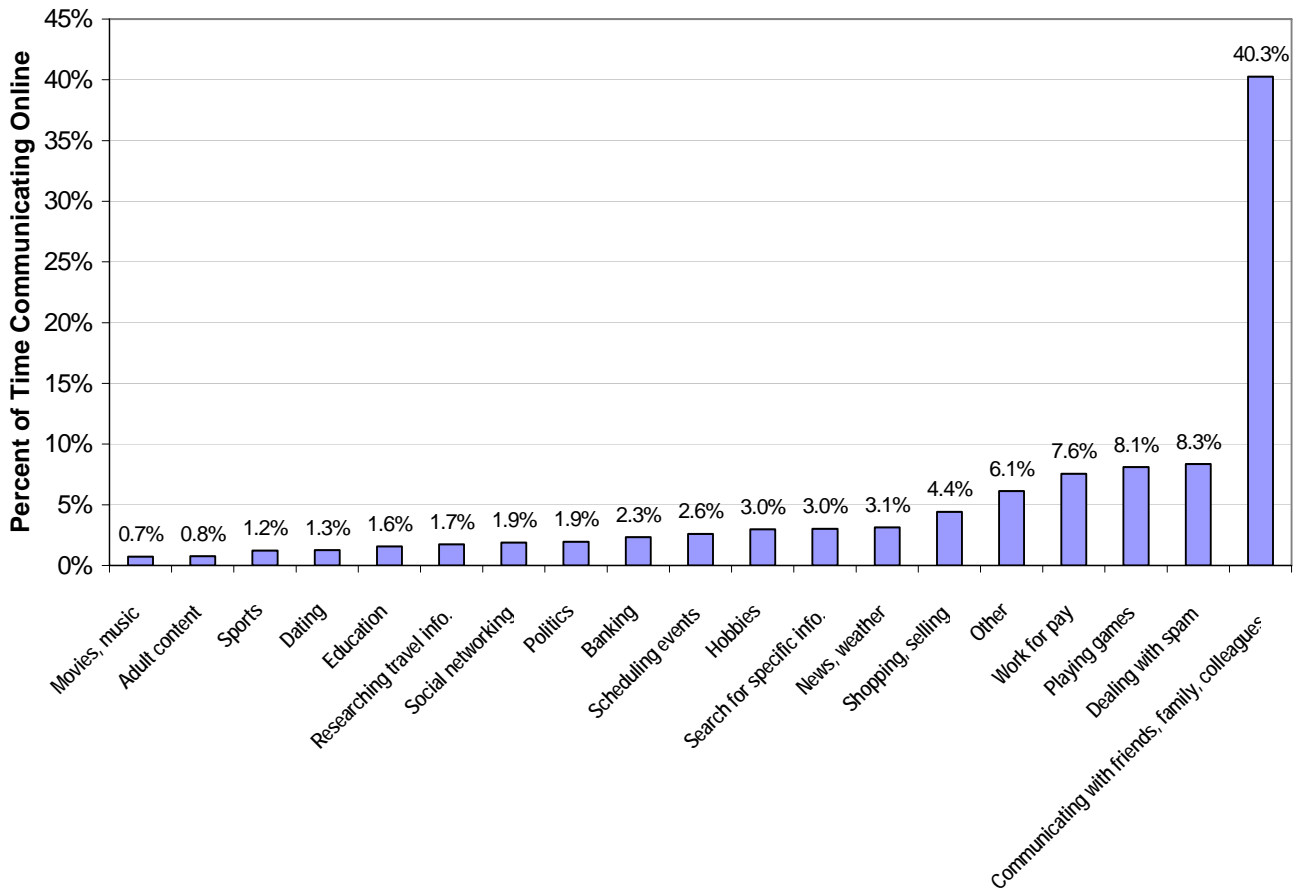
**Graph 2. Percentages of Online Time by Activity**



Note: Email/Internet communication includes email, instant messaging and chat rooms; Internet browsing/websites includes Internet browsing, newsgroup and message boards, creating and maintaining websites, and social networking or dating websites.

**2d. Types of Communication:** What do people do when they communicate online? As Graph 3 shows, communication with friends, relatives or colleagues takes up the largest portion (40%) of Internet communication time, which includes using email, instant messaging or chat rooms. Although the Internet makes interpersonal communication incredibly efficient and convenient, our study also shows some of its downsides: dealing with spam takes up 8% of the Internet communication time. It's roughly equal to the time spent on playing games on the Internet (8%). Work-related communication ranks the fourth and takes up 8% of the total online communication time.

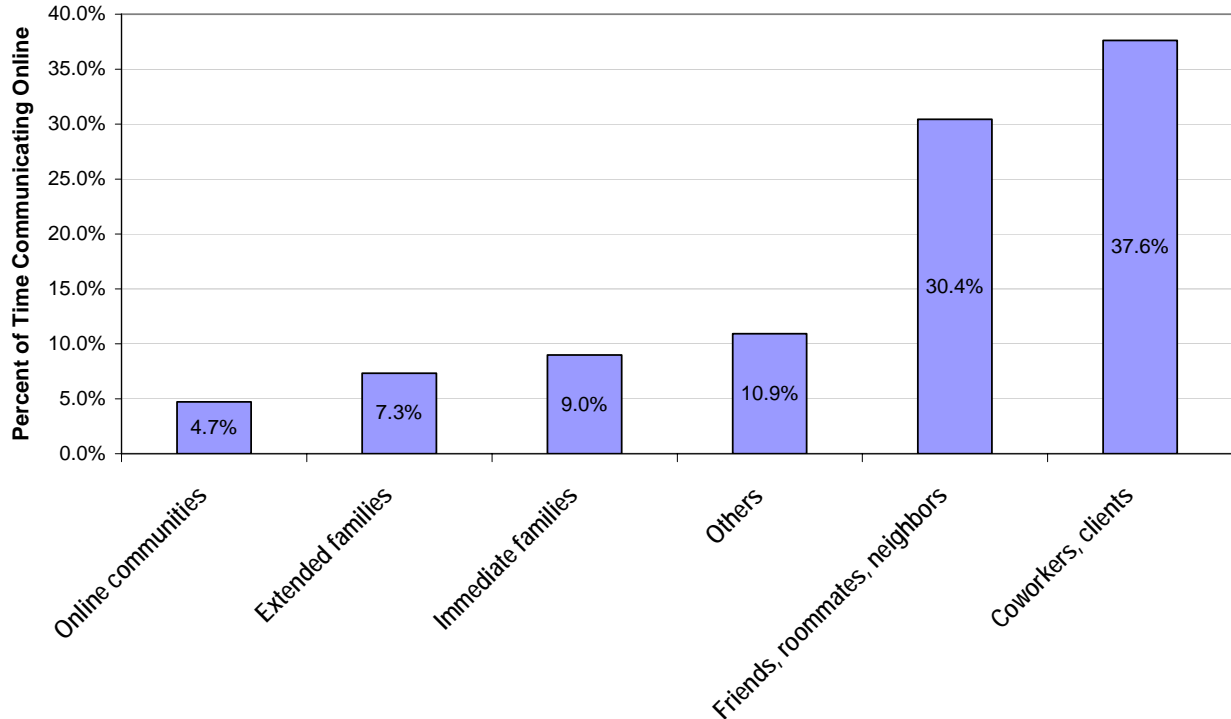
**Graph 3. What Does Email/Internet Communication Relate To?**



**2e. With Whom do Internet Users Communicate?**

As 57% of online time is spent communicating, we took a closer look at who communicates with whom on the Internet. Graph 4 shows that communication with business associates or co-workers takes more time (about 38%) than communication with anyone else. The second largest portion of online time is devoted to friends, acquaintances, roommates, or neighbors (30%). About 16% of online communication time relates to communication with family, including immediate family (9%) and extended family (7%).

**Graph 4. Who Do Internet Users Communicate With?**

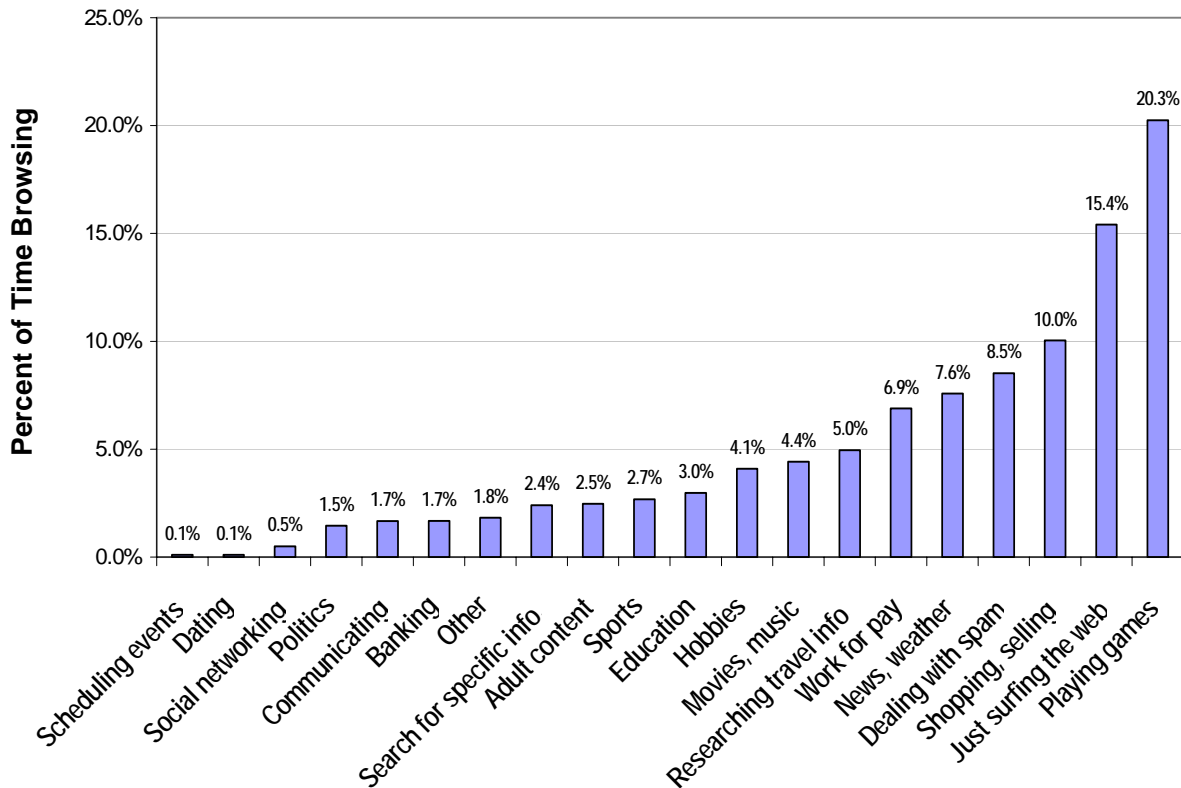


One important difference between online communication and face-to-face communication is that the Internet enables users to communicate with people they have never met in person. Our survey shows about 20% of the Internet users communicate with someone they never met in person, and one out of eight (13%) Internet users communicate with someone whom they first met online. Commonly, such interactions take place in business and job world. Six percent of the Internet users, however, communicate with a friend they have first met online and 4% consider their online partner whom they have never met in person a “friend.” A few Internet users in our sample communicated with a “special partner” whom they first met on the Internet, but, contrary to popular notions, we found such interactions to be very uncommon (.3%, i.e., four out of 1,518 Internet users).

**2f. Browsing:** What do people do when browsing web pages? Our results show that people browse the web largely for fun and entertainment. An average Internet user reports that the largest proportion of the time spent browsing the Internet is used for game-playing and “just surfing the web”. Playing games takes up by far the largest proportion, around one fifth, of the total Internet browsing time.

Our data also show that the Internet has made its way into various essential aspects of Americans’ daily life, helping people take care of many day-to-day activities including reading news, shopping, searching for travel information, and online banking. As our data show, 10% of the web time is used for online shopping or selling. Reading news or weather reports take up 8% of Internet browsing time. Browsing for work takes up 7% of online browsing time. It is also worth noting that 5% of the Internet browsing time is used to search for travel information. (See Graph 5 below)

**Graph 5. What Does Internet Browsing Relate to?**



### **3. Spam and Computer Problems**

Spam has become an enormous time sink. Respondents spent 8% of their communication time and close to 9% of their web browsing time dealing with spam. For Internet users, this amounts to more than 10 workdays per year assuming daily use for 50 weeks out of the year, or close to 8 workdays assuming use only on weekdays for 50 weeks.

The average respondents (including those who used the Internet and those who did not) spent an average of 8 minutes per day dealing with computer problems. This is equivalent to 6 full workdays per year, assuming the computer is used every day for fifty weeks of the year. The figure for respondents who reported having used the Internet was higher – 14 minutes per day, or 10 days per year, assuming daily use for fifty weeks. The productivity consequences of dealing with spam and computer problems are substantial.

### **4. Do Patterns of the Internet Use Differ by Population Groups?**

**4a. Age.** The age group of 30-44 years old respondents uses the Internet more than other groups. This cohort spends the most time on email and on the Internet browsing of all age cohorts. The 18-29 years old cohort spends more time than other cohorts on instant messaging and in chat rooms. Moreover, the youngest (18-29 years old) and the oldest (over 60 years old) respondents spend more time visiting social networking sites than those in the middle age groups. This pattern of the Internet use across age groups reflects that the Internet is used to meet people's needs at different stages of their lives. (See Appendix B, Table 3)

**4b. Gender.** While we find little difference in the total time spent online by gender, gender differences in the types of online activities do exist. Female Internet users spend more time on email than male Internet users. On the other hand, male Internet users spend more time browsing than female Internet users. (See Appendix B, Table 4)

**4c. Employment Status.** The unemployed Internet users spend more time online than other Internet users. They are followed by the disabled and the full-time students. Full-time students use instant messaging more than other Internet users, while the unemployed and the disabled spend more time than others in chat rooms. (See Appendix B, Table 5)

**4d. Marital Status.** Single (never married) Internet users spend more total time online, and more time on Internet browsing and in chat rooms than other groups. On the other hand, singles spend less time than any other group on email. Married Internet users spend less time than others on instant messaging. (See Appendix B, Table 6)

## 5. The Impact of Internet Use on Sociability, Sleep, and TV Watching (Multivariate Analysis)

Since 2000, Norman H. Nie and his associates have fielded yearly nationally-representative surveys probing the way that Americans use their time (Nie and Erbring 2000, Nie 2001, Nie and Hillygus 2002a and 2002b). One of the main findings in each and every one of the surveys has been that time spent using the Internet is negatively associated with time spent with family, with time spent watching TV, and with time spent sleeping among other things. These relationships held even after statistically controlling for a number of possible confounding variables.

This finding was interpreted as evidence for the hypothesis that the Internet use takes time away from other activities, in particular from face-to-face socializing. Nevertheless, up until now, such an interpretation was inconclusive because the possibility of reverse causation remained open. For example, it is possible that higher Internet use, rather than *causing* a decrease in time spent socializing, could *result* from less socializing. Or, to paraphrase Nie and Hillygus (2002b) on the relationship between the online time and sleep time, it is possible that Internet users stay up late in order to use the Internet, but it could also be the case that insomnia leads to increased Internet use. Neither of these two possibilities could be ruled out given the single-point-in-time character of the data.

The 2004 study once again confirms the previous single-point-in-time findings. The increased Internet use is strongly and significantly associated with less time socializing, watching TV, and sleeping.

However, because of the continuity between the 2003 and the 2004 surveys, we can now go a step further and control for “baseline” time socializing, sleeping, and TV watching. About 30% of the 2004 respondents had also been surveyed in 2003. For these respondents, we use the 2003 response for time spent face-to-face with family, sleeping, or TV watching as control variables in the multivariate regression analysis. (Tables 7-9 in Appendix B).

We find that even after controlling for the “baseline” time socializing, TV watching, and sleeping, the effects of Internet time on time socializing, TV watching, and sleeping remain significant and do not change much in magnitude. The results of this analysis are as follows:

- For the average respondent, an hour on the Internet reduces face-to-face time with family by close to 24 minutes. Since the average respondent uses the internet for 55 minutes per day, this translates into a reduction of about 22 minutes per day of face time. For the average Internet user (who uses the Internet 3 hours per day) the equivalent figure is a daily reduction of one hour and 10 minutes in face time with family.<sup>8</sup>
- For the average respondent, an hour on the Internet reduces time spent watching TV by about 10 minutes. For the average respondent, this is equivalent to a reduction in TV time of about 9 minutes per day. For the average Internet user the equivalent figure is a daily half-an-hour reduction in time watching TV.

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<sup>8</sup> This assumes the relationship between Internet use and socializing is the same for the population as a whole as it is for Internet users. Same assumption is made for sleep and for TV watching.

- For the average respondent, an hour on the Internet reduces sleep time by about 9 minutes. For the average respondent, this is equivalent to a reduction in sleeping time of about 8 minutes per day. For the average Internet user the equivalent figure is a daily reduction in sleeping time of about 25 minutes.

By far the biggest effect is on face time with family, followed by TV watching and finally by sleep.

Under the assumption that the previous year's value of time with family, TV watching, or sleep is a reasonable baseline, this analysis is consistent with the hypothesis that the Internet use has a causal effect on time watching TV, sleeping, and socializing. Thus, it is consistent with Nie's controversial hypothesis that the increased Internet use reduces the time spent socializing and other activities, according to the "displacement" or "hydraulic" model of time use.

This analysis does not preclude, however, reverse causation – it is still possible that time spent socializing, for example, simultaneously influences the amount of time spent using the Internet. Indeed, a similar analysis reveals this to be the case, although the effect is much smaller. In other words, time on the Internet appears to impact socializing, sleep, and TV watching much more than these impact time spent on the Internet.

Finally, the Internet use is negatively associated with face-to-face active interaction with friends in multivariate analysis. However, if we consider a broader definition of interaction with family or friends that includes also online communication, a subtler image emerges. It is still true that online time is negatively associated with interaction among family members. However, people who spend more time online end up with spending more overall time (that is, online and face-to-face together) communicating with friends. In interpreting these findings, it is important to keep in mind that it is unknown whether online socializing can make up for some of the forgone social and psychological benefits associated with decreased face-to-face interaction, or whether face-to-face and online interaction are comparable in quality.

## 6. Internet Use vs. TV Use in the Whole Population (Descriptive Statistics)

- The average person in the sample spent about twice as much time watching TV than using the Internet. On average, the Internet was used for close to an hour per day (55 minutes), and TV was watched for 2 hours per day.
- In contrast, those who used the Internet spent about 1.7 times as much time on the Internet as they did watching TV. On average, Internet users used the Internet for close to three hours per day (2 hours and 56 minutes), and they spent one hour and 42 minutes watching TV.
- These patterns vary by age, education, and employment status, as described in what follows. While all age, education, and employment groups spend more time watching TV than using the Internet, the gap between the two varies considerably for different groups. The gap appears to be substantially smaller for the more educated, for the younger, and for students. It also appears smaller for the employed and for those looking for work.<sup>9</sup>
- In the population as a whole, more education is associated with less TV watching and more Internet use. While people at all levels of education spend more time watching TV than using the Internet, the gap between the two is much smaller for the more educated. Those with a high-school education spend about an hour and a half more watching TV than using the Internet. In contrast, those with a bachelor's or higher degree spend only 26 minutes more watching TV than using the Internet. (Table 1 below)

Table 1: Time Spent Watching TV and on the Internet by Respondents' Education.

All respondents

Education	Minutes per day		Difference
	TV	Internet	
Less than high school	148	41	107
High school	135	43	92
Some college	114	58	57
Bachelor's degree or higher	100	74	26
Total	121	55	66

- In the population as a whole, age is associated with more TV watching and less Internet use. While people at all ages spend more time watching TV than using the Internet, the gap between the two is much smaller for the younger. Those under 44 years of age spend 45 to 52 minutes more time watching TV than using the Internet. In contrast, those between 60 and 64 years of age spend almost two hours more watching TV than using the Internet. (Table 2 below)

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<sup>9</sup> The following are descriptive statistics based on cross-tabulations, and do not control for other factors or for the interactions between education, age, and employment.

Table 2: Time Spent Watching TV and on the Internet by Respondents' Age.

All respondents	Minutes per day		
	TV	Internet	Difference
Age			
18-29	102.5	57.3	45
30-44	108.9	57.4	52
45-59	143.1	53.5	90
60-64	157.8	43.1	115
Total	121.2	55.2	66

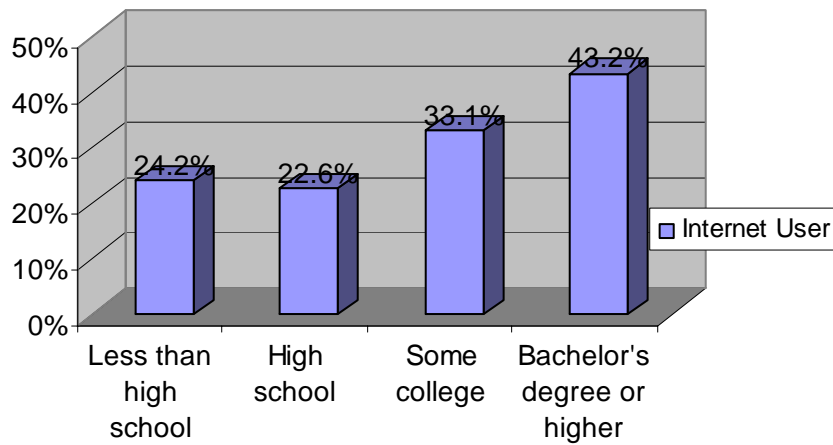
- In the population as a whole, the employed watch less TV and use the Internet less than the unemployed. The disabled watch the most TV (3 hours and 37 minutes per day), followed by the retired, homemakers, and the unemployed. But Internet use follows a different pattern: Students use the Internet the most (about 1 and a half hours per day), followed by the unemployed, the disabled, and those working full-time.
- While all groups in Table 3 spend more time watching TV than using the Internet, the gap is the smallest for students (30 minutes), and the largest for the disabled and the retired (close to 2 hours and a half), followed by homemakers (about 1 hour and 40 minutes). The findings in Table 3 highlight a fundamental difference between TV and the Internet: The Internet is much more than a source of entertainment and news, it is also a crucial tool for working and for finding work.

Table 3: Time Spent Watching TV and on the Internet by Respondents' Employment Status.

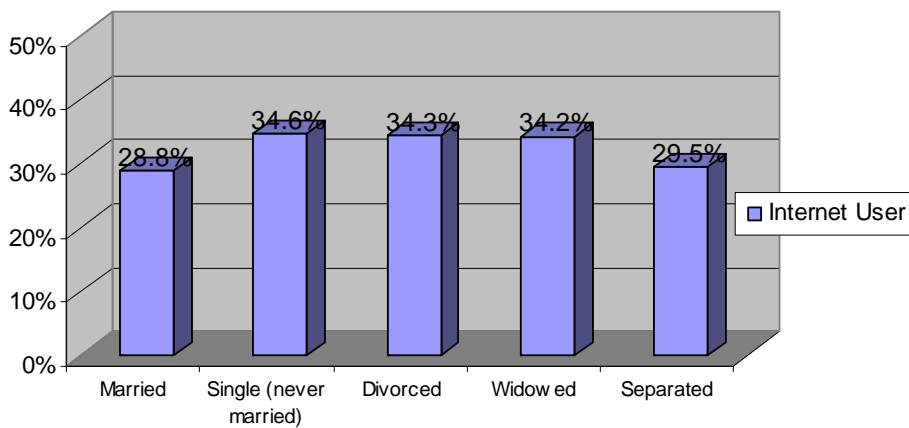
All respondents	Minutes per day		
	TV	Internet	Difference
Employment status			
Full time (>20 hrs/week)	104	54	50
Part time (up to 20 hrs/week)	114	47	68
Unemployed but looking for work	136	77	59
Retired	181	43	139
Disabled	217	66	151
Homemaker	141	42	99
Full-time student	117	88	30
Other	123	55	68
Total	121	55	66

## APPENDIX A

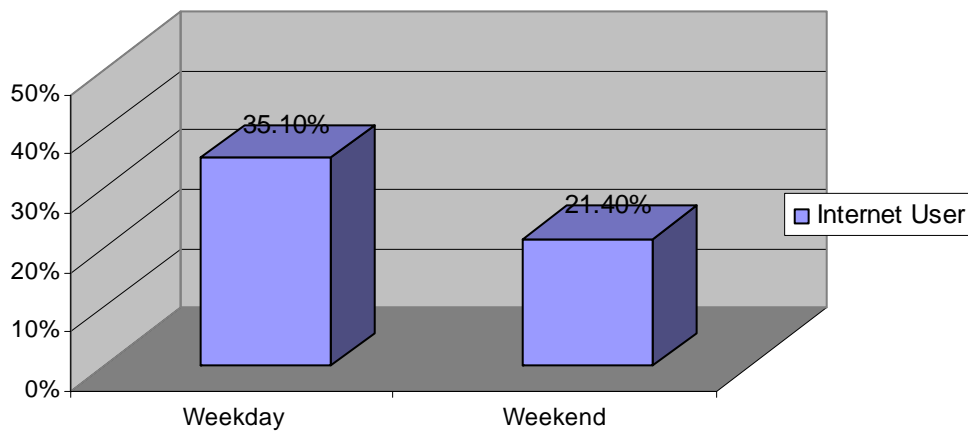
**Percentage of Respondents Who Used Internet by Education**



**Percentage of Respondents Who Used Internet by Marital Status**



**Percentage of Respondents Who Used Internet on Weekday vs. Weekend**



**APPENDIX B**

Table 1: Time Spent by Different Internet Activities and by Location (in minutes from surveyed 6 hours in a day)

	Home	At work	Other places	%
Email	13.85	10.33	1.36	46.63%
Internet Browsing	11.50	5.96	1.00	33.70%
Instant Messaging	2.96	0.53	0.26	6.83%
Newsgroup/Message Boards	1.65	0.64	0.29	4.72%
Chat rooms	1.60	0.00	0.16	3.21%
Creating/Maintaining Websites	0.99	0.82	0.04	3.38%
Social Networking	0.24	0.51	0.10	1.54%
In Total	32.79	18.78	3.21	
%	59.86%	34.28%	5.86%	100.00%

Time Study 2004: N=1,518, age 18-64 and weighted.

Table 2: Time spent on communicating with people via Email/Internet (in minutes from surveyed 6 hours in a day)

	Q4+Q11	Percentage	Proportion of non-zero
Spouse or significant other	1.26	3.74%	3.87%
Special partner	0.29	0.87%	0.64%
Children	0.83	2.46%	2.23%
Parents	0.64	1.91%	1.85%
Other families or relatives	2.48	7.34%	6.56%
Friends	8.59	25.46%	20.69%
Roommates	0.15	0.44%	0.12%
Neighbors	0.04	0.13%	0.14%
Business associates or coworkers	9.43	27.94%	21.57%
Clients or customers	3.26	9.66%	7.66%
Acquaintances	1.49	4.41%	4.00%
Online communities	1.59	4.71%	3.51%
Attendant or waiter	0.01	0.03%	0.03%
Strangers	1.16	3.44%	2.64%
Others	2.52	7.46%	7.24%
In total	33.74	100.00%	72.22%

Time Study 2004: N=1,518, age 18-64 and weighted.

Table3 Time Spent on Internet/Email activities by Age

	18-29	30-44	45-59	60+
Email***	19.44	27.87	27.83	26.97
Internet Browsing**	20.16	21.28	14.83	14.15
Instant Messaging**	6.40	2.64	3.29	1.07
Newsgroup/MessEducation Boards	3.44	2.50	1.83	3.41
Chat rooms**	3.37	1.91	0.82	0.87
Creating/Maintaining Websites	1.17	1.66	2.73	1.19
Social Networking**	1.71	0.44	0.42	1.79
Total Internet/Email time*	55.68	58.30	51.75	49.44

\* p<.05 \*\*p<.01 \*\*\*p<.001 by ANOVA

**Time Study 2004: N=1518, age 18-64 and weighted.**

Table4 Time Spent on Internet/Email activities by Gender

	Male	Female
Email*	23.50	27.53
Internet Browsing***	22.10	15.18
Instant Messaging	3.31	4.14
Newsgroup/Message Boards	3.01	2.20
Chat rooms	2.13	1.65
Creating/Maintaining Websites	2.26	1.47
Social Networking	0.53	1.13
Total Internet/Email time	56.84	53.29

\* p<.05 \*\*p<.01 \*\*\*p<.001 by ANOVA

**Time Study 2004: N=1518, age 18-64 and weighted.**

Table 5 Time Spent on Internet/Email activities by Employment Status

	Full-time	Part-time	Unemployed	Retired	Disabled	Homemaker	Full-time Student	Other
Email	26.26	20.32	27.44	33.05	29.29	23.60	20.16	23.40
Internet Browsing	18.95	14.69	24.01	12.38	16.07	16.90	18.05	17.83
Instant Messaging***	2.75	5.26	8.66	5.77	4.98	1.23	9.24	2.97
Newsgroup/MessEducation Boards	2.65	1.92	2.36	1.78	2.68	1.71	6.99	0.80
Chat rooms***	0.97	1.74	6.56	1.05	6.83	1.04	2.38	1.98
Creating/Maintaining Websites	2.07	0.35	0.23	1.03	1.75	1.68	0.30	4.76
Social Networking	0.79	2.20	0.00	0.78	0.97	1.80	0.11	0.26
Total Internet/Email time**	54.46	46.47	69.25	55.84	62.56	47.95	57.22	51.99

\* p<.05 \*\*p<.01 \*\*\*p<.001 by ANOVA

**Time Study 2004: N=1518, age 18-64 and weighted.**

Table6 Time Spent on Internet/Email activities by Marital Status

	Married	Never Married	Divorced	Widowed	Separated
Email*	27.81	21.71	28.24	24.56	23.44
Internet Browsing**	16.31	22.92	15.37	14.44	16.46
Instant Messaging***	1.96	6.18	3.99	3.06	6.28
Newsgroup/MessEducation Boards	2.62	2.57	3.02	0.60	1.26
Chat rooms***	0.92	3.27	2.45	0.00	0.00
Creating/Maintaining Websites	1.92	1.45	2.23	1.63	4.65
Social Networking	0.70	1.16	0.48	0.33	1.85
Total Internet/Email time*	52.25	59.26	55.78	44.63	53.94

\* p<.05 \*\*p<.01 \*\*\*p<.001 by ANOVA

**Time Study 2004: N=1518, age 18-64 and weighted.**

Table 7: Unstandardized Coefficients from Multivariate Regression of Active Time with Family in 2004.

Internet Time 2004	<b>-0.39***</b>
Sleeping Time 2004	-0.22***
Active Time with Family 2003	0.22***
Married	40.76***
Years of Education	-0.92
Age	-0.29*
Male	-12.43**
African-American	-8.84
Hispanic	-6.07
Asian-American and Other Race	-3.60
(Constant)	99.52***

\*p<.05 \*\*p<.01 \*\*\*p<.001

Table 8: Unstandardized Coefficients from Multivariate Regression of Time Spent Watching TV in 2004.

Internet Time 2004	<b>-0.16***</b>
Sleeping Time 2004	-0.09***
TV Time 2003	0.32***
Married	-4.13
Years of Education	-1.61**
Age	0.41***
Male	4.50
African-American	-2.68
Hispanic	-4.30
Asian-American and Other Race	-4.24
(Constant)	44.83***

\*p<.05 \*\*p<.01 \*\*\*p<.001

Table 9: Unstandardized Coefficients from Multivariate Regression of Time Spent Sleeping in 2004.

Internet Time 2004	<b>-0.14***</b>
Time Spent on TV/Music/Internet/Email 2004	-0.07**
Sleeping Time 2003	0.10***
Married	4.51*
Years of Education	-0.25
Age	-0.29**
Male	1.17
African-American	-3.89
Hispanic	-5.76
Asian-American and Other Race	0.51
(Constant)	103.70***

\*p<.05 \*\*p<.01 \*\*\*p<.001

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