

Net Portrait™ Reveals Demographics of Home Internet Users in U.S.

Reston, VA, April 26, 2000 -- Who is the average home Internet user in the U.S.?

He (or soon she) is white, 33 years old with some college experience and a household income of \$66,916, according to a Net Portrait™ survey of U.S. home Internet users, released today by PC Data Online.

Men online outnumber women by a 51 to 49 percent ratio, according to the survey. (U.S. census-based population figures show women outnumber men 51 to 49 percent). African Americans comprise six percent of the home Internet population, while Caucasians make up 77 percent. The remaining is distributed among Asian, Native American, Hispanic and other populations.

Net Portrait™ is a quarterly enumeration study that PC Data Online conducts to update its demographics of the home Internet population. The results of Net Portrait™ are used as a methodological overlay against which PC Data Online weighs its sample panel so that it best represents the U.S. Internet population.

“Women continue to exert a stronger presence on the Internet,” said Sean Wargo, market analyst for PC Data Online. “But Net Portrait™ reinforces the fact that a huge ‘digital divide’ exists in the United States, and that many African Americans and other minorities have yet to embrace the Internet as a medium of e-commerce, research and entertainment.”

Net Portrait™ also indicated that 57.9 percent of the U.S. population owns a computer, and that 34.9 percent have Internet access from their homes. In terms of households, this translates to 58.3 percent of U.S. households own a computer and 47.6 households have Internet access.

Net Portrait™ is based on a random digit dial telephone study, designed to determine both the size and scope of the U.S. home Internet population. Net Portrait™ is fielded four times a year to establish the continuous changes in the Internet population. The results of the study are balanced by age, gender, race, education and household income to produce a representative portrayal of the Internet population.

The study was conducted among 3,930 Internet and non-Internet households and has a margin of error of +/- 1.6 percent.