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**San Jose Mercury News**



**Summary Document and Chartpack**

**San Jose Mercury News/ Kaiser Family Foundation**

# **Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley**

**May 2003**

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## **Methodology**

The San Jose Mercury News/Kaiser Family Foundation *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley* was conducted by telephone between October 10 and December 11, 2002 among a representative group of 804 randomly selected young people ages 10-17 in the Silicon Valley and their parents. Representatives of The San Jose Mercury News and the Kaiser Family Foundation worked together to develop the survey questionnaire and analyze the results. Each organization bears the sole responsibility for the work that appears under its name. TNS Intersearch of Horsham, PA conducted the fieldwork in either English or Spanish based on the respondent's preference.

The margin of sampling error is +/- 4.3 percentage points overall. Note that sampling error will be larger for subgroups and that sampling error is only one of many potential sources of error in this or any other survey.

Copies of this document are available online at [www.kff.org](http://www.kff.org).

*The Kaiser Family Foundation is an independent, national health philanthropy dedicated to providing information and analysis on health issues to policymakers, the media and the general public. It is not associated with Kaiser Permanent or Kaiser Industries.*

## Summary

*Internet use among 10 to 17 year olds in the Silicon Valley is nearly universal (96% have gone online) and most have at least basic access to computers and the Internet. Although the level and quality of access does differ among Silicon Valley youth by race and household income, it is clear that the Internet has become a key source of information for young people both for schoolwork and their personal lives. While the majority of kids still principally rely on the telephone, the Internet has also become an important communication tool among 10 to 17 year olds. Although they use the Internet, most Silicon Valley youth do not report spending a substantial amount of time online each week and say that their time online does not detract from other activities such as spending time with friends and family.*

*Silicon Valley youth also give positive ratings to their schools with regards to computers and the Internet. According to 10 to 17 year olds, schools in Silicon Valley are doing a good job integrating computers and the Internet into their curriculum and have mostly new computer equipment that is in good shape.*

*While the vast majority of kids in the Silicon Valley, including 10 to 17 year olds who are from low income households (86%) or who are Hispanic (84%), have gone online, a divide still exists. Ten to 17 year olds from low-income households (households that earn less than \$30,000 per year) are less likely to have gone online than kids from higher income households and Hispanics are less likely to have gone online than whites or Asians.*

*Lower income and Hispanic groups rely more heavily on Internet access at school, suggesting that public policies aimed at increasing Internet access in the schools have been effective in diminishing the digital divide. Although the digital divide in terms of access has been reduced, the divide that remains in terms of the quality of that access is still substantial. Lower income and Hispanic children who have gone online do so less often, and are less likely to have done various school related and other activities online than higher income children or white or Asian children.*

## **Section One: The Internet in the Lives of Silicon Valley Youth**

### **1. Access to and use of the Internet is widespread among Silicon Valley youth.**

Internet Use – among all 10-17 year-olds (**Chart 1**):

- 96% have gone online
- Among 14-17 year-olds, 16% started using the Internet before age 10
- Among 10-13 year-olds, 49% started using the Internet before age 10

Access to the Internet – among all 10-17 year-olds (**Chart 2**):

- 88% have a computer at home
- 79% have Internet access at home
- 39% have Internet access from more than one computer at home
- 24% have Internet access from their bedroom
- 37% have a broadband connection

### **2. Computers and the Internet have become an integral part of schools in the Silicon Valley.**

Internet access and use from school – among all 10-17 year-olds:

- 95% have Internet access from school and some have access from multiple locations (**Chart 3**)
  - 4% at their desk
  - 40% from somewhere else in their classroom
  - 66% in the library
  - 66% in a computer lab
- 81% have gone online from school (**Chart 4**)
- 86% say the computer equipment at their school is mostly new and in good shape and 12% say it is mostly old and out of date (**Chart 5**)

Access at school does not vary substantially by race or income – among all 10-17 year-olds (**Chart 22**):

- 96% of whites have Internet access at school, compared to
  - 95% of Asians and
  - 92% of Hispanics
  
- 93% of children who come from households with incomes under \$30,000 a year have Internet access at school, compared to
  - 95% of kids who come from households with incomes between \$30,000 and less than \$50,000 a year
  - 92% of kids who come from households with incomes between \$50,000 and less than \$100,000 a year and
  - 97% of kids who come from households with incomes of \$100,000 or more each year.

Frequency of online use at school - among those who have gone online from school (81% of all 10-17 year olds):

- 52% do so once a month or less
- 23% do so once a week
- 15% do so a few times a week, and
- 9% do so every day

Online activities related to school - among those who have ever gone online (**Chart 6**):

- 89% have done homework online
- 65% have created a class presentation on the computer
- 36% have sent or received e-mail from a teacher or administrator
- 24% have created Web pages as part of a school assignment
- 11% have copied something from the Internet and handed it in as their own
- 6% have taken part in an online study group

### **3. Most Silicon Valley youth don't report spending a substantial amount of time online (Chart 8).**

Among all 10-17 year olds:

- 33% go online every day
- 29% go online a couple of times a week
- 18% go online about once a week
- 15% go online about once a month or less

Among those who go online once a week or more (80% of all 10-17 year-olds):

- The *average* amount of time spent online is 5.5 hours a week
- 38% spend less than 2 hours a week online
- 28% spend 2 to less than 5 hours a week online
- 17% spend 5 to less than 10 hours a week online
- 15% spend 10 hours or more a week online

### **4. The Internet is a key source of information for young people in the Silicon Valley.**

Among those who have gone online:

- Twice as many consider the Internet their most important resource for homework (45%) than say the same about parents (24%) or the library (20%) (**Chart 7**)

- Many use the Internet to **(Chart 9)**:
  - get information about movies, music, sports or TV shows (76%)
  - get information on stuff they might buy (68%)
  - get news about current events (65%)
  - look for information on colleges (41%)
  - get information on jobs or careers (35%), and
  - look up health information (27%)
    - among older girls (14-17), nearly half (49%) say they have used the Internet to look up health information

**5. Most young people say time online is not detracting from other activities (Chart 10).**

Among all those who have gone online:

- 6% say their online use has caused them to spend less time hanging out with friends
- 9% say it has caused them to spend less time with their family
- 18% say it has caused them to spend less time reading
- 26% say it has caused them to spend less time watching TV

**6. The Internet is an important part of how young people communicate with friends and family, but the phone still dominates.**

Among those 10-17 year-olds who have gone online **(Charts 11 and 12)**:

- 81% have used e-mail
- 66% have used Instant Messaging
- 40% have participated in a chat room or a message board
- 71% say the main way they stay in touch with their friends is over the phone, compared to 18% who say the same about Instant Messaging and 7% who say e-mail.

Of those who use e-mail or Instant Messaging (**Charts 13, 14, and 15**):

- 10% say they rely on e-mail “a lot” to stay in touch with friends and family and 21% say they rely on Instant Messaging “a lot”
- 22% say Instant Messenger is the *main way* they stay in touch with friends, 8% say e-mail, and 68% say the telephone
- 46% have at least *some* friends and family members who they mainly stay in touch with online
- 27% e-mail or Instant Message with their parents
- 30% have gotten to know someone on the Internet who they would not have met otherwise and 14% have met someone in person who they first met online

**7. Boys and girls are just as likely to use the Internet, but there are some differences in what they do online.**

- There are no significant differences in the percent of boys and girls who have ever gone online, how often they go online, the percent who have home access to the Internet, or the likelihood of having an Internet connection from their bedroom. Among all 10-17 year olds:
  - 95% of boys and 97% of girls have gone online
  - 78% of boys and 80% of girls have Internet access at home
  - 24% of boys and 25% of girls have Internet access from their bedroom
  - Among those who have gone online, 36% of boys and 33% of girls go online every day
  - Among those who go online at least once a week, boys spend an average of 5.9 hours a week online, while girls spend an average of 5.1 hours a week
- There are differences in what boys and girls do online. Among those 10-17 year-olds who have gone online (**Chart 16**):
  - 88% of boys play games, compared to 76% of girls
  - 76% of boys get information about things they might buy online, compared to 60% of girls
  - 86% of girls have used e-mail, compared to 76% of boys
  - 71% of girls have used Instant Messaging, compared to 60% of boys

- 33% of girls have looked for health information online, compared to 22% of boys

**8. The majority of young people who go online say their parents are involved, but most say they know more about how to use the Internet than their mothers and half say they know more than their father.**

Among those who have gone online (**Charts 17 and 18**):

- The vast majority (79%) say their parents usually know what they (the children) are doing when they go online. However, about one in five (21%) say their parents generally do *not* know what they are doing online.
- More say they learned how to use the Internet from their parents (42%) than from
  - a class (28%)
  - friends or siblings (22%)
  - teaching themselves (18%)
- However, 67% say they now know more than their mothers and 50% say they know more than their fathers about how to use the Internet

## **Section Two: The Digital Divide**

**1. Although almost all 10-17 year-olds have gone online, some lower income and Hispanic children have not. (Chart 19)**

Among all 10-17 year olds:

- 16% of Hispanics have never gone online, compared to
  - 2% of white and
  - 0% of Asian youth

- 14% of children who come from households with incomes under \$30,000 a year have never gone online, compared to
  - 6% of kids who come from households with incomes between \$30,000 and less than \$50,000 a year
  - 2% of kids who come from households with incomes between \$50,000 and less than \$100,000 a year and
  - 1% of kids who come from households with incomes of \$100,000 or more each year.

**2. Internet access at home varies significantly by race and income. (Chart 20)**

Among all 10-17 year olds:

- 45% of Hispanics have Internet access at home, compared to
  - 88% of Asians and
  - 89% of whites.
- 22% of children who come from households with incomes under \$30,000 a year have Internet access at home, compared to
  - 66% of kids who come from households with incomes between \$30,000 to less than \$50,000 a year
  - 89% of kids who come from households with incomes between \$50,000 to less than \$100,000 a year and
  - 98% of kids who come from households with incomes of \$100,000 or more each year.

**3. Low income and Hispanic children rely more heavily on schools for their online access. (Chart 23)**

Among those 10-17 year-olds who have gone online:

- 30% of low income kids go online most often or only from school, compared to just 6% of upper income kids
- 39% of Hispanic kids go online most often or only from school, compared to 11% of white kids and 9% of Asian kids
- Nearly half (47%) of Hispanic kids say they learned about computers and the Internet from classes, compared to 23% of white and 24% of Asian kids

**4. Lower income and Hispanic children go online less often, and spend less time online. (Chart 24)**

*Race -*

Among those who go online:

- 20% of Hispanic kids go online every day, compared to
  - 39% of white and
  - 39% of Asian kids

Among those who go online once a week or more:

- 48% of Hispanics spend less than 2 hours a week online, compared to
  - 36% of whites and
  - 36% of Asians
- 9% of Hispanics spend 10 or more hours a week online, compared to
  - 14% of whites and
  - 23% of Asians

*Income –*

Among those who go online:

- 25% of children who come from households with incomes under \$50,000 a year go online every day, compared to
  - 35% of kids who come from households with incomes between \$50,000 and less than \$100,000 a year and
  - 42% of kids who come from households with incomes of \$100,000 or more a year.

Among those who go online once a week or more:

- 49% of children who come from households with incomes under \$50,000 a year spend less than 2 hours a week online, compared to
  - 39% of kids who come from households with incomes between \$50,000 and less than \$100,000 a year and
  - 29% of kids who come from households with incomes of \$100,000 or more a year.
  
- 12% of children who come from households with incomes under \$50,000 a year spend 10 *or more* hours a week online, compared to
  - 14% of kids who come from households with incomes between \$50,000 and less than \$100,000 a year and
  - 18% of kids who come from households with incomes of \$100,000 or more a year.

**5. Lower income and Hispanic children are less likely to have done certain things online than other children.**

Among those Hispanic children 10-17 who have gone online (**Chart 25**):

- 84% have typed up a project for school on the computer, compared to 96% of whites and 94% of Asians
- 75% have researched a school project online, compared to 91% of whites and 98% of Asians
- 57% have sent e-mail, compared to 86% of whites and 90% of Asians
- 39% have used Instant Messaging, compared to 71% of whites, and 76% of Asians
- 16% have sent or received e-mail from a teacher or principal, compared to 45% of whites and 37% of Asians
- 5% have written a computer program, compared to 10% of whites and 17% of Asians

Among those children 10-17 who come from households with incomes under \$50,000 a year and who have gone online (**Chart 26**):

- 84% have researched a project online, compared to 90% from households with incomes between \$50,000 and less than \$100,000 a year and 92% from households with incomes of \$100,000 or more a year

- 69% have sent e-mail, compared to 84% from households with incomes between \$50,000 and less than \$100,000 a year and 87% from households with incomes of \$100,000 or more a year
- 50% have used Instant Messaging, compared to 69% from households with incomes between \$50,000 and less than \$100,000 a year and 73% from households with incomes of \$100,000 or more a year
- 20% have sent or received e-mail from a teacher or principal, compared to 36% from households with incomes between \$50,000 and less than \$100,000 a year and 47% from households with incomes of \$100,000 or more a year

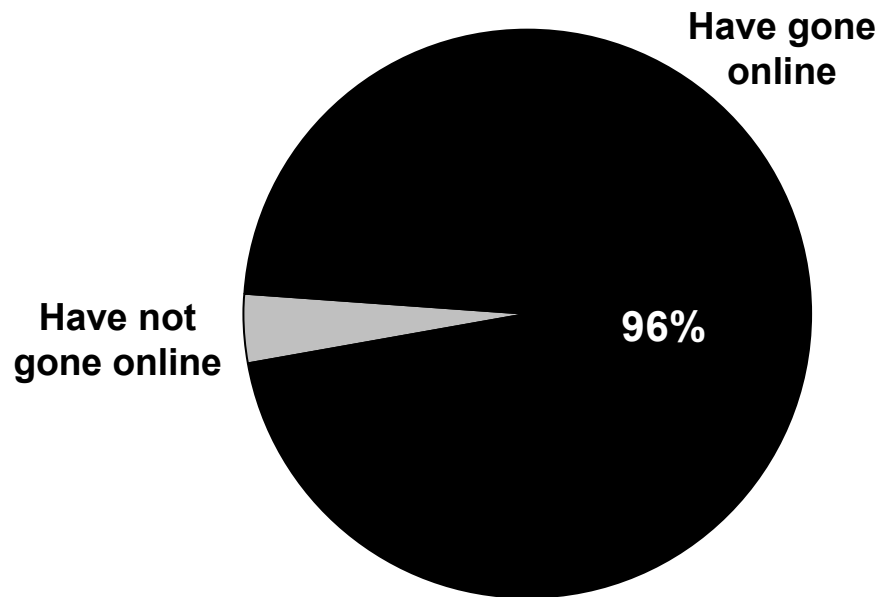
# **ACCESS AND USE**

Chart 1

# Internet Use

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The percentage of 10-17 year olds in the Silicon Valley who...



The percentage who started using the Internet before the age of 10...

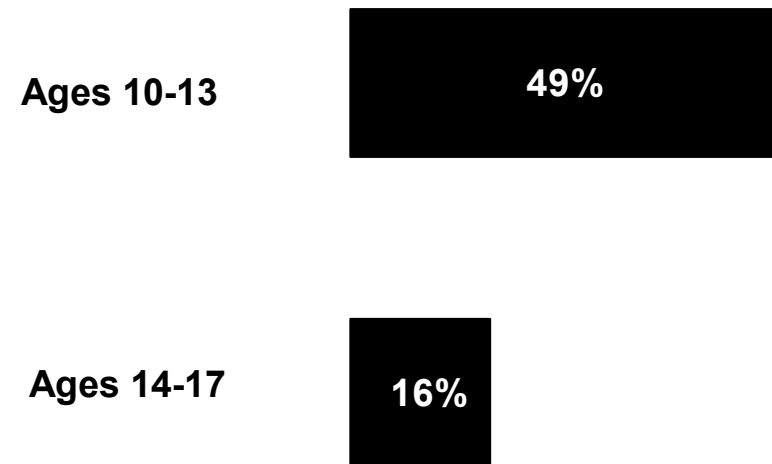


Chart 2

# Home Access

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	Total
<b>HAVE A COMPUTER AT HOME</b>	<b>88%</b>
With Internet Access	79%
Broadband	37%
Telephone Dialup	41%
Without Internet Access	8%
<b>DO NOT HAVE A COMPUTER AT HOME</b>	<b>12%</b>

Note: Don't Know responses not included.

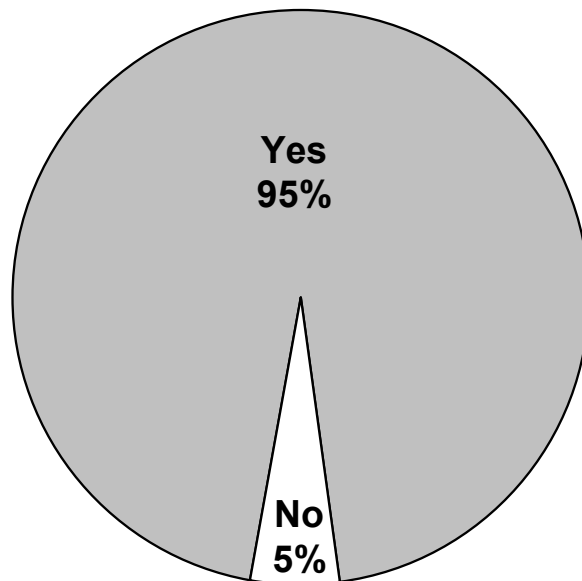
Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

# **SCHOOLS IN SILICON VALLEY**

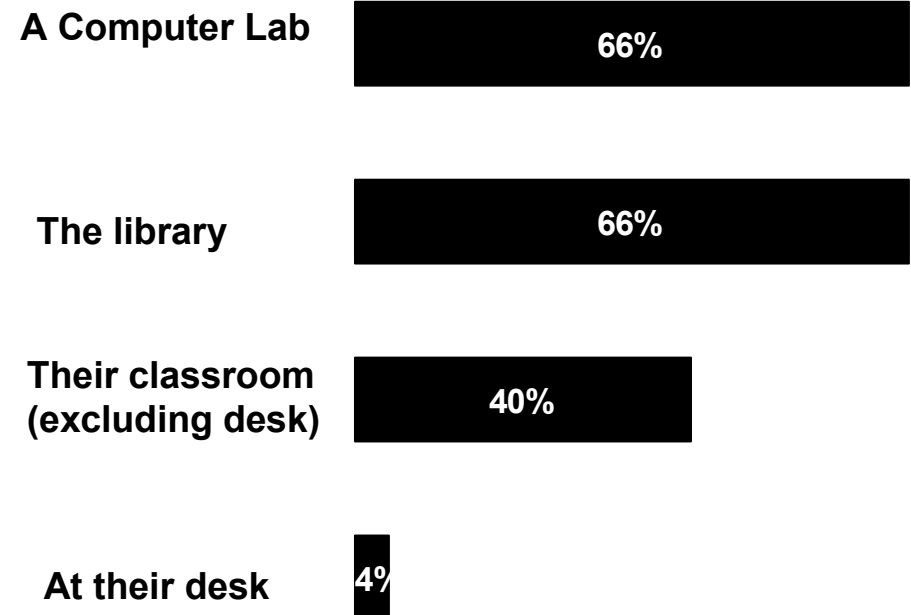
Chart 3

# Internet Access at School

Do you have Internet access at school, or not?



Among those who have Internet access at school, the computers with Internet access are located in ...\*



\*Multiple answers accepted.

Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

Chart 4

# Location of Use

The percentage who have gone online...

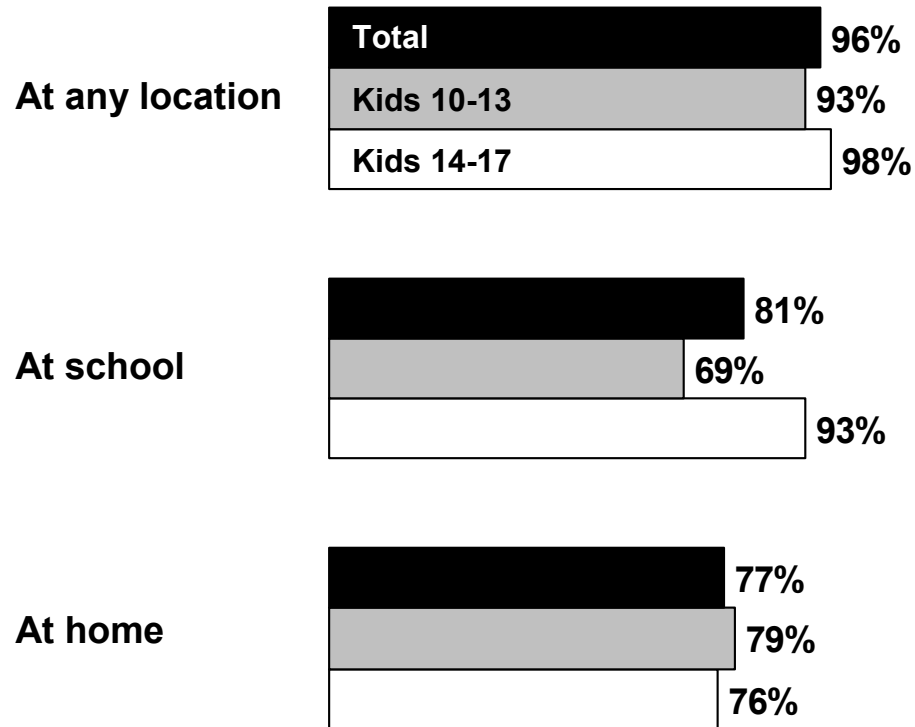
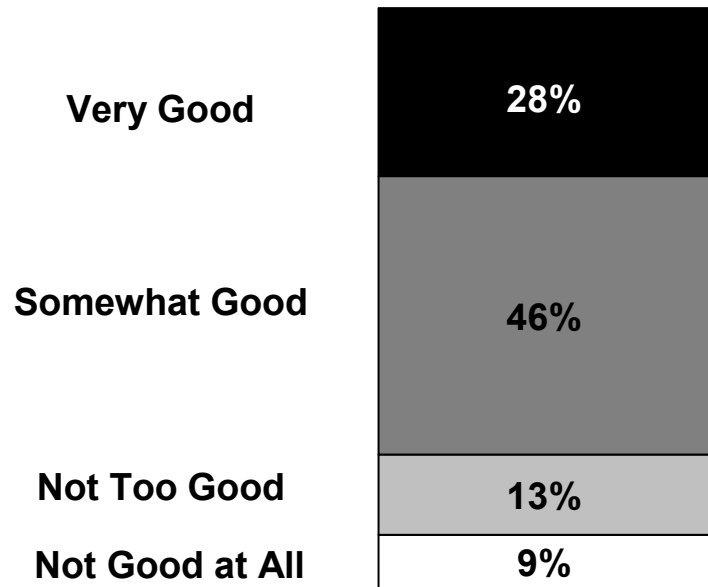


Chart 5

# How Are Schools Doing?

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How good a job does your school do at using computers and the Internet to teach subjects such as English, history, and science?



Which is closer to what you think: The computer equipment at your school is...

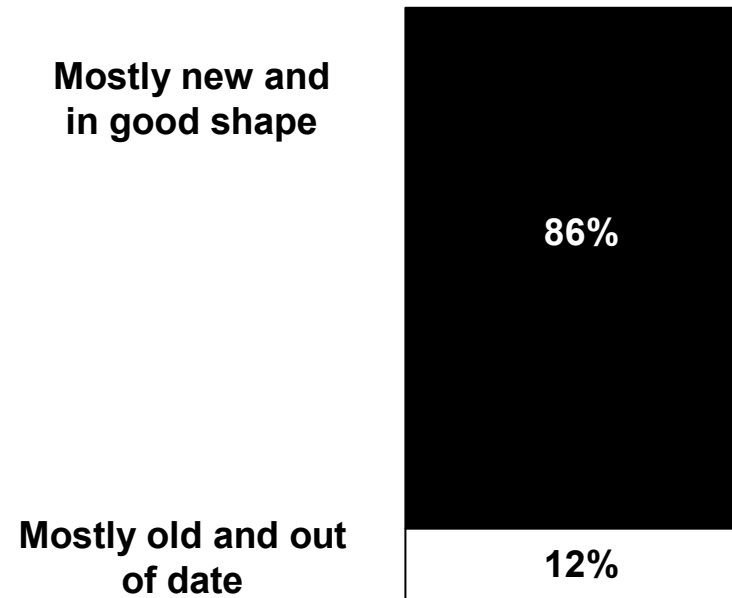


Chart 6

## Online Activities Related to School

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Among the 96% of 10-17 year olds who have gone online, the percent who say they have ...

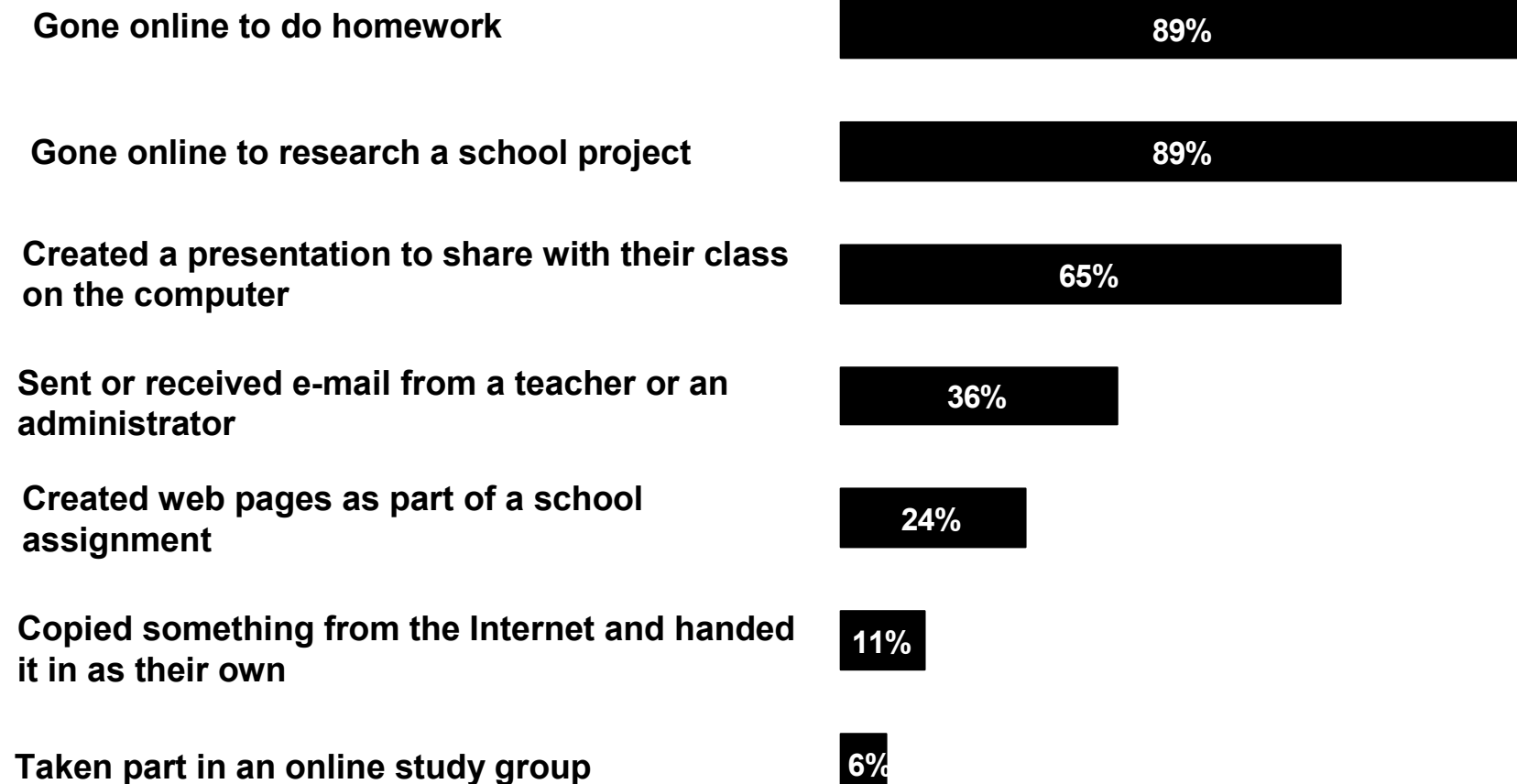
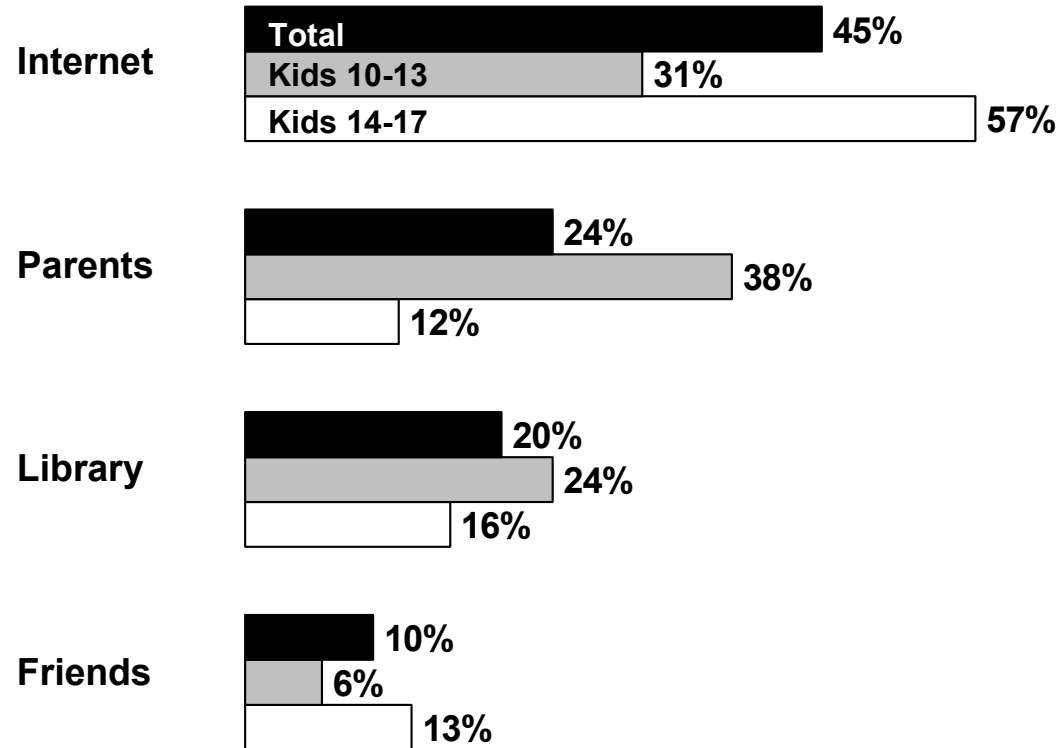


Chart 7

# Kids See the Internet as One of Their Most Important Tools for Schoolwork

Which of the following is the most important in helping you with your schoolwork: the Internet, the library, your parents, or your friends?

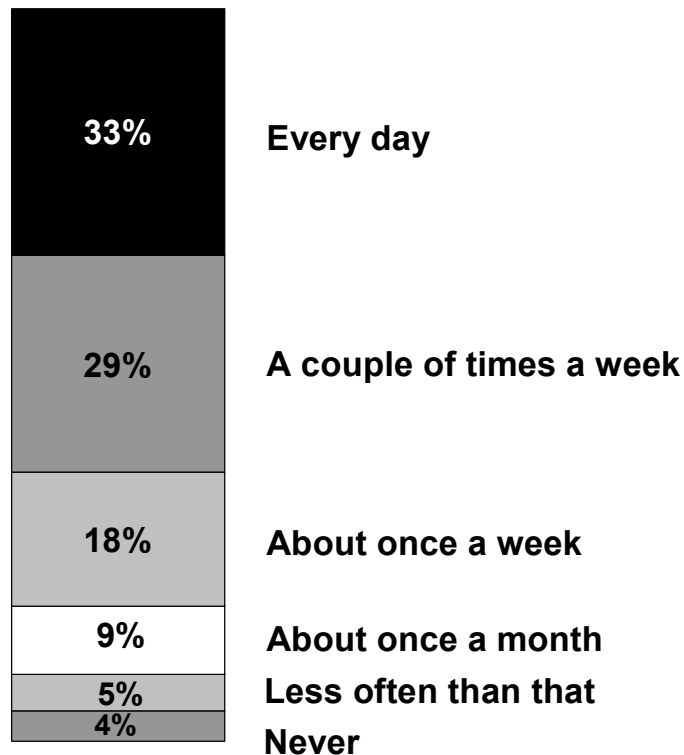


**TIME ONLINE**

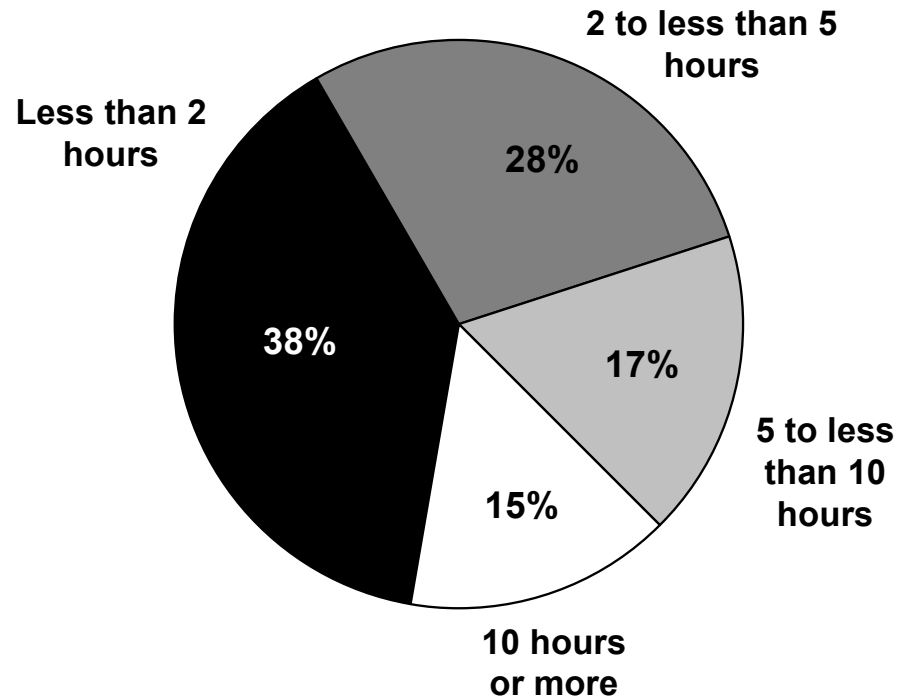
Chart 8

# Frequency of Use

Percentage of 10-17 year olds who go online\*...



Among the 80% of 10-17 year olds who go online once a week or more, amount of time spent online each week...



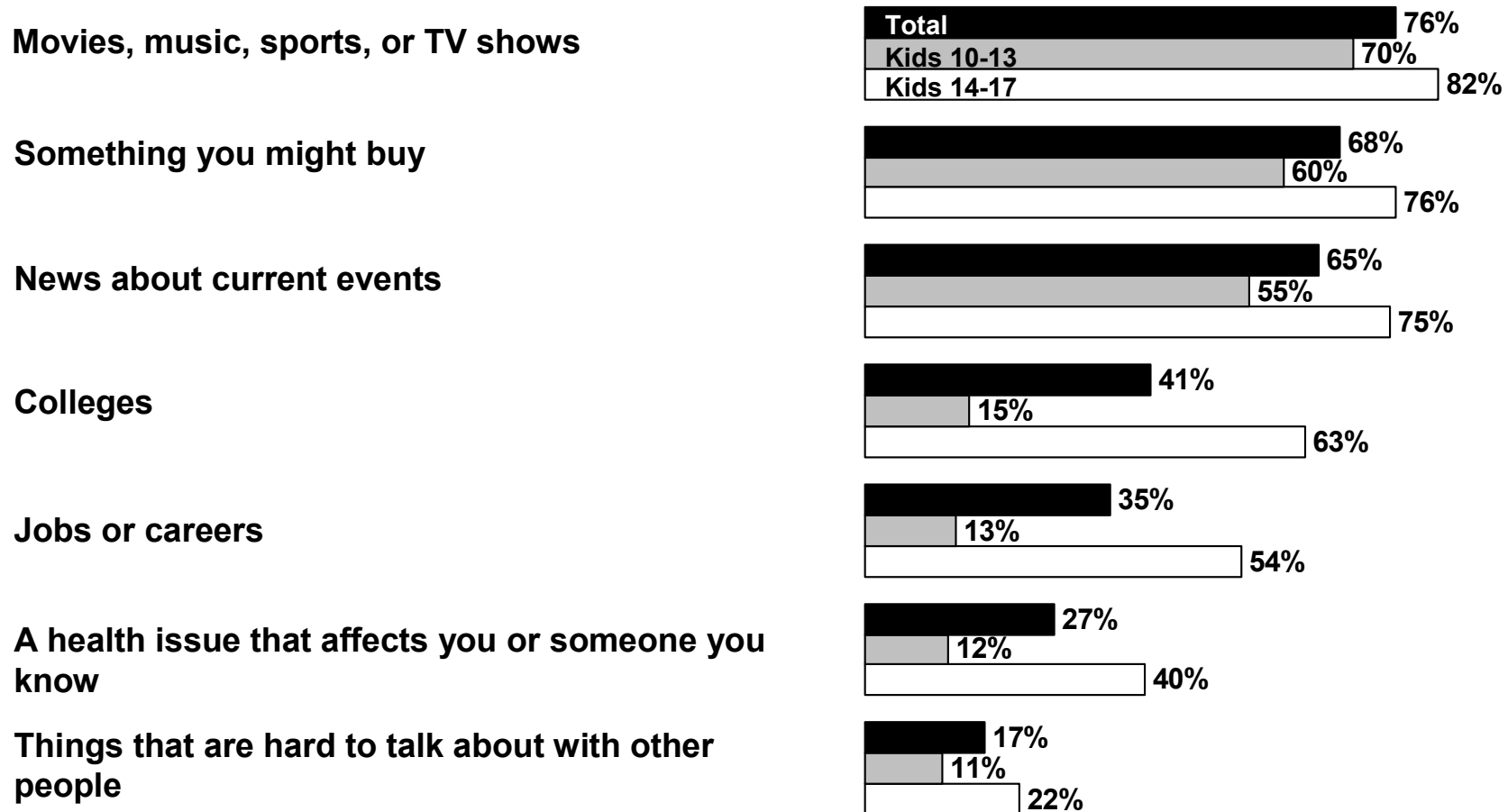
\*Note: Don't Know responses not included.

Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

Chart 9

# The Internet is a Key Source of Information For Kids

Among the 96% of 10-17 year olds who have gone online, percent who say they have gone online to get information about...



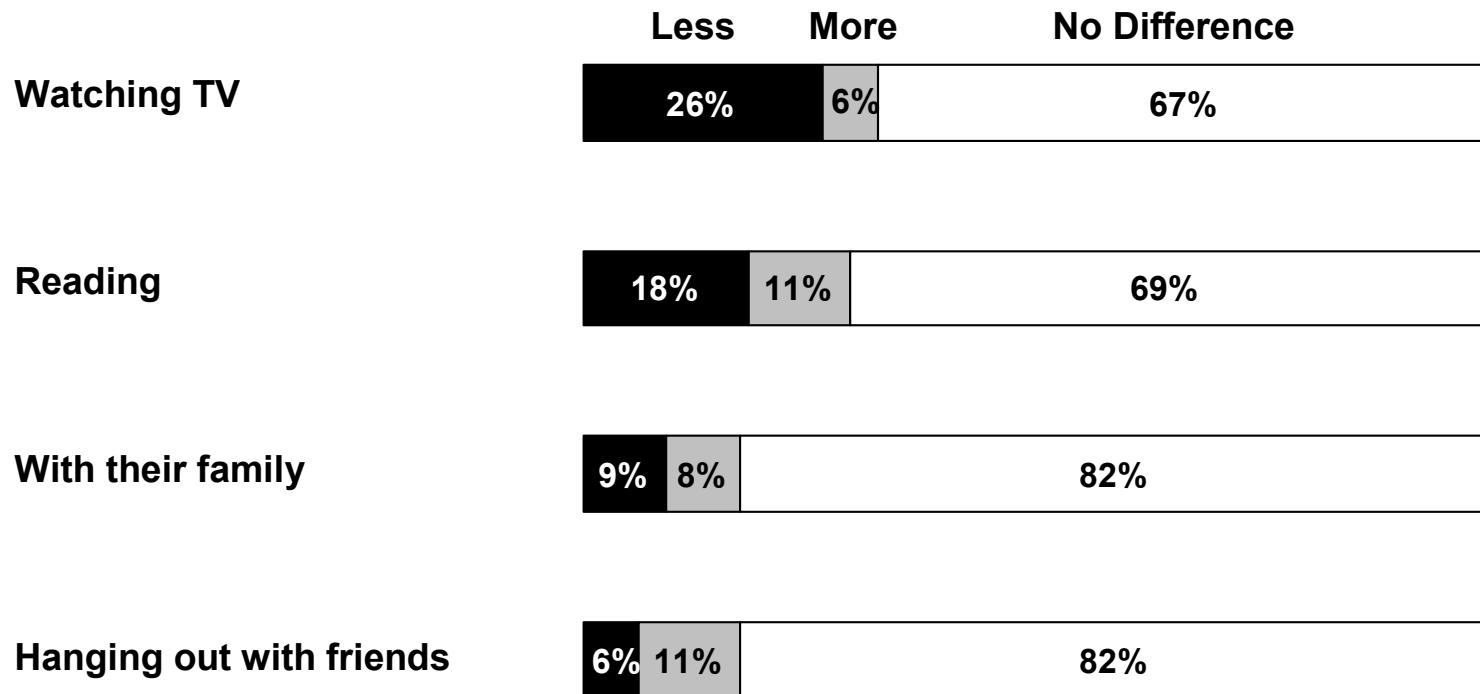
Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

Chart 10

## Activities Cut Because of Time Online

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Among the 96% of 10-17 year olds who have gone online, percent who say their online use has caused them to spend more or less time...



# **THE INTERNET AS A COMMUNICATION TOOL**

Chart 11

# Communicating Through The Internet

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Among the 96% of 10-17 year olds who have gone online, percent who say they have...

Used e-mail

81%

Used Instant Messaging

66%

Participated in a chat room  
or message board

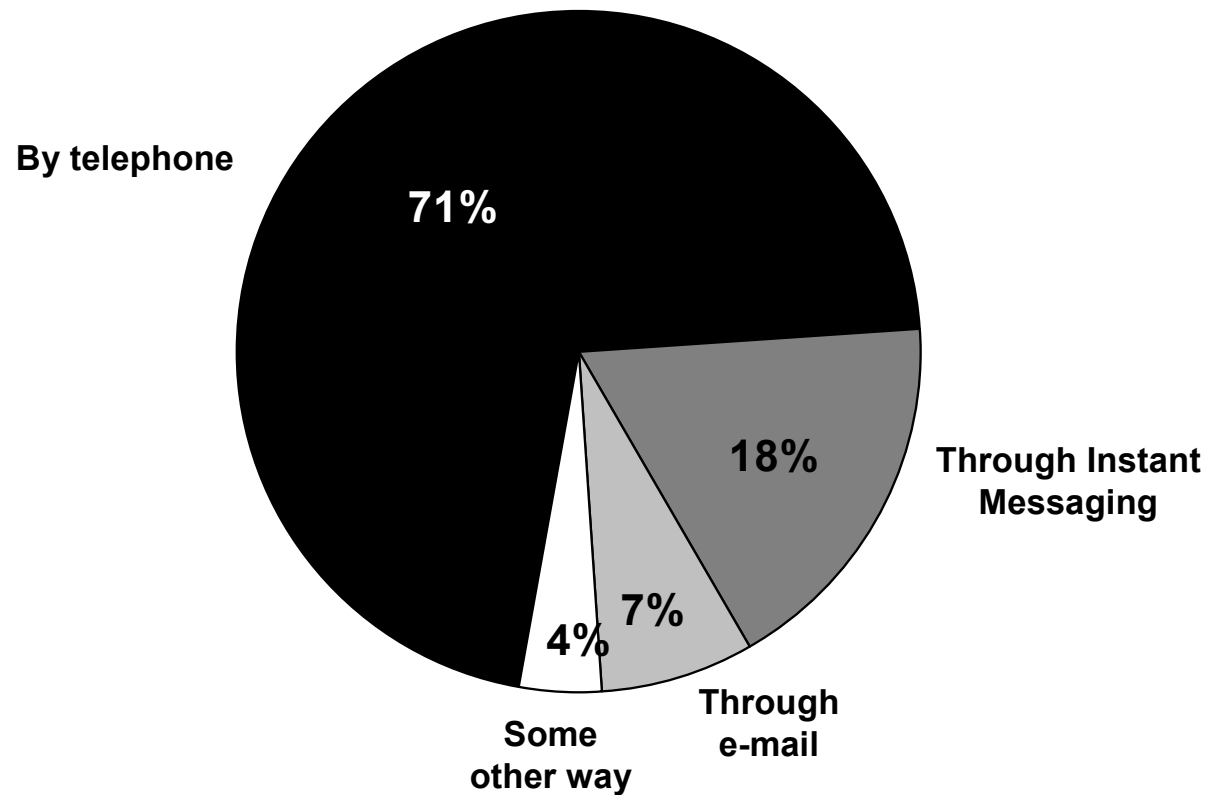
40%

Chart 12

## The Main Way Kids Stay In Touch With Friends

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Among the 96% of 10-17 year olds who have gone online, percent who say besides seeing them in person the main way they stay in touch with their friends is...



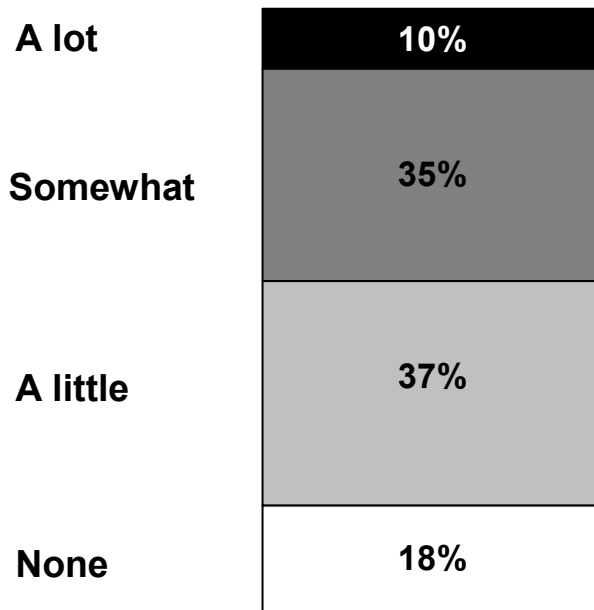
Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

Chart 13

## How Much Do Kids Rely On E-mail and Instant Messaging?

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Among the 81% of online 10-17 year olds who e-mail, the percentage who say they rely on it to stay in touch with friends and family...



Among the 66% of online 10-17 year olds who Instant Message, the percentage who say they rely on it to stay in touch with friends and family...

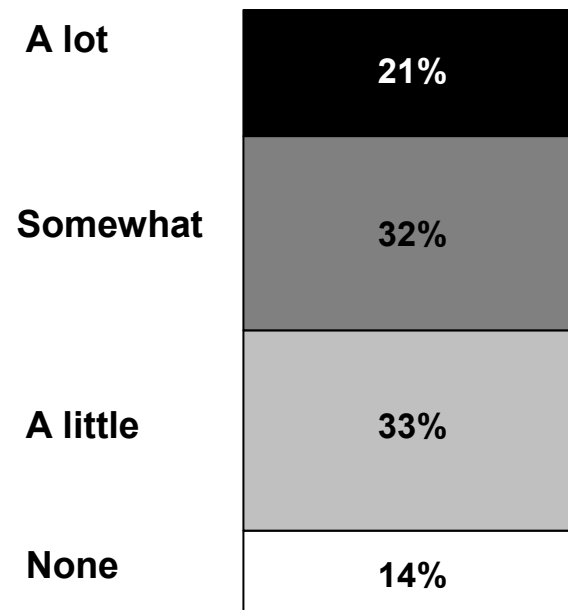
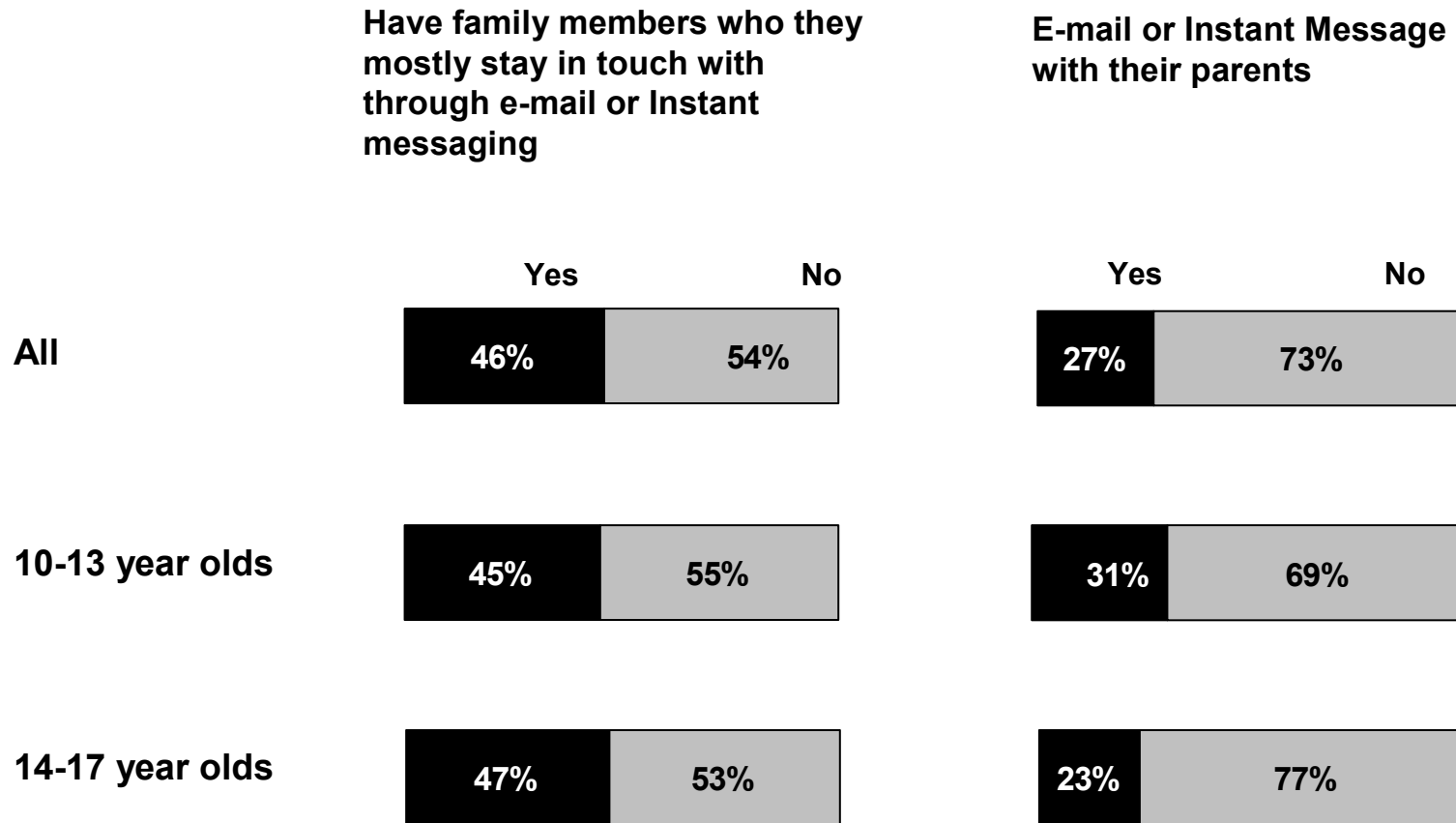


Chart 14

# Communicating with Family Through the Internet

Among the 83% of online 10-17 year olds who have gone online to use e-mail or Instant Message, the percent who...



Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

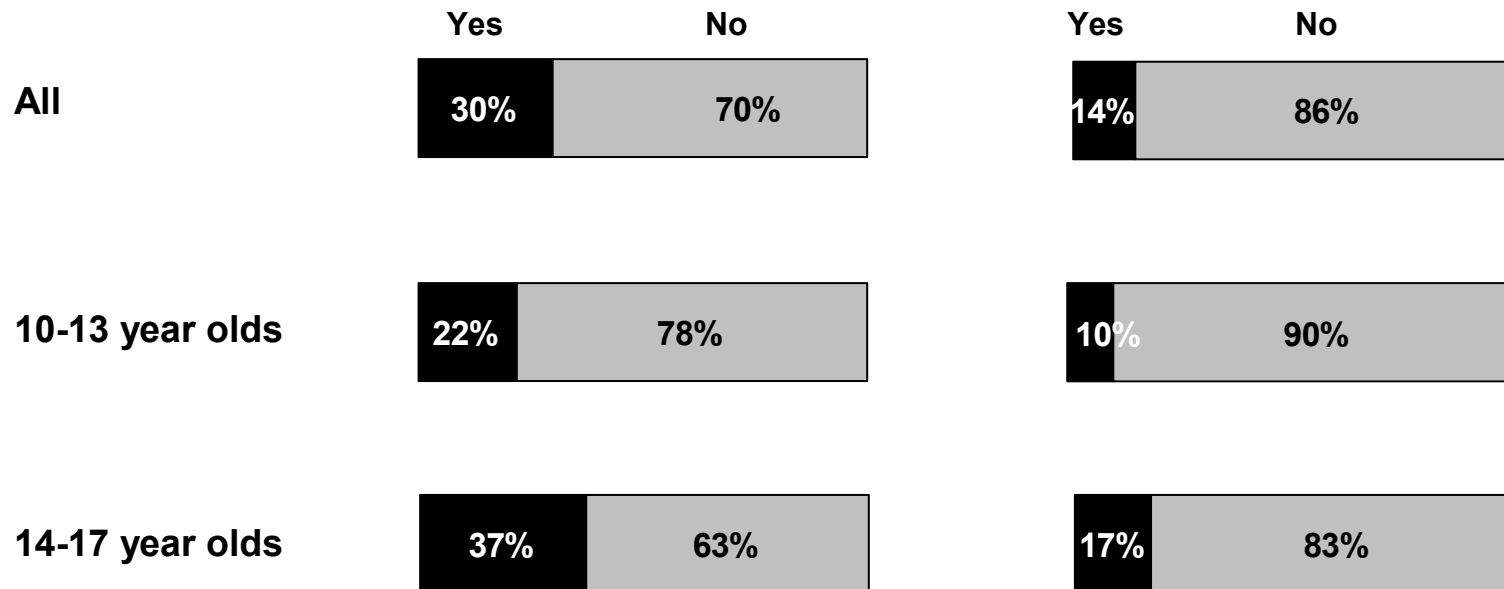
Chart 15

## Meeting People Online

Among the 85% of online 10-17 year olds who have gone online to use e-mail, Instant Message, or chat rooms, the percent who...

Have ever gotten to know someone on the Internet who they probably would not have met otherwise

Have met someone in person who they first met online



Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

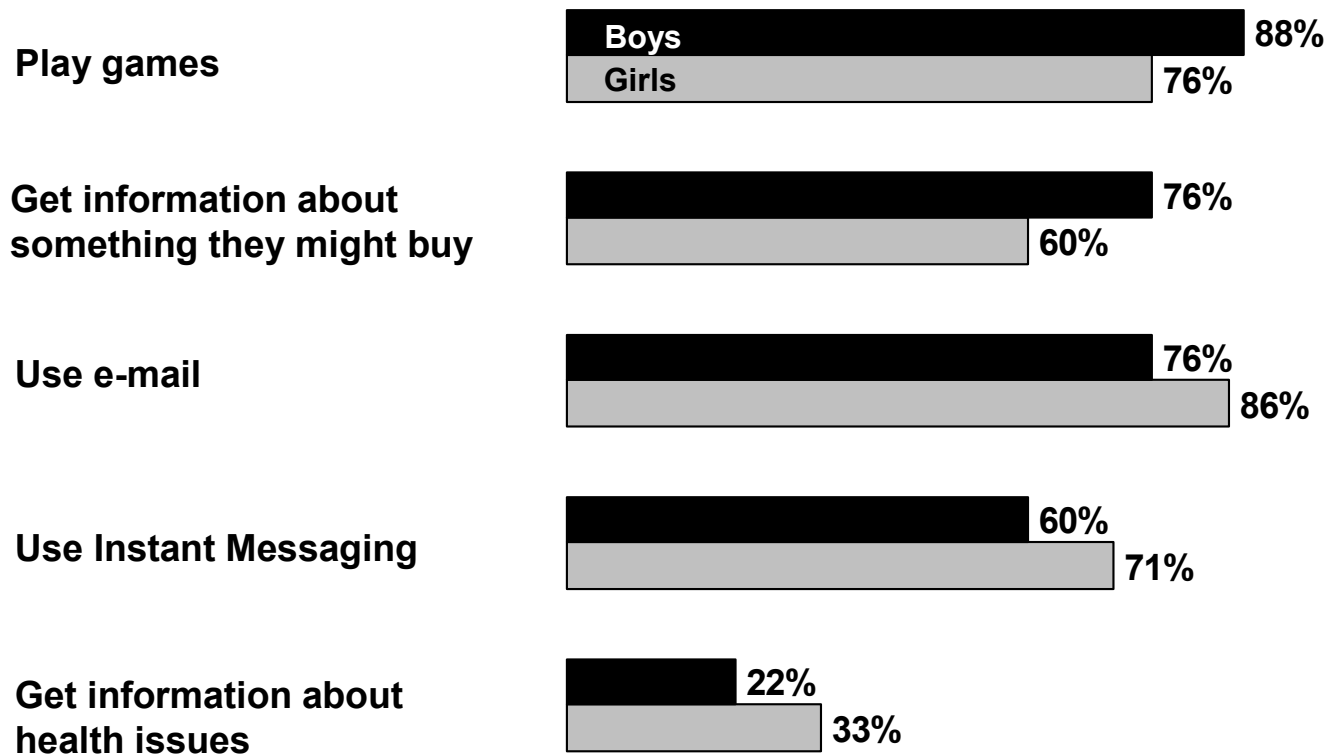
**GIRLS VS. BOYS**

Chart 16

## What Kids Are Doing Online By Gender

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Among the 96% of 10-17 year olds who have gone online, the percent who have ever gone online to...



Note: There were no significant differences seen by gender in the percentage of kids who have gone online to do homework; get information about movies, music, sports, or TV shows; get news about current events; download music; look for information about colleges; participate in a message board or chat room; look for information about jobs or careers; create a personal web site or web page; or getting information about things that are hard to talk about with other people.

Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

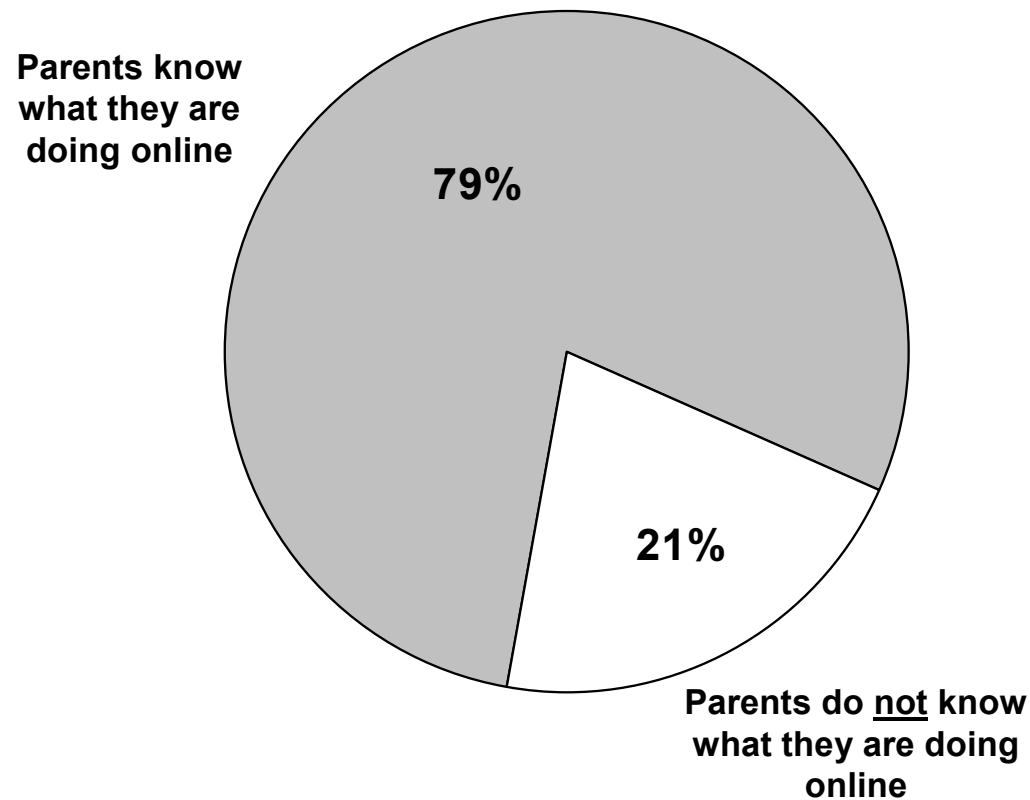
**PARENTS**

Chart 17

## Parental Involvement

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Among the 96% of 10-17 year olds who have gone online, the percentage who say their parents usually know what they are doing online...



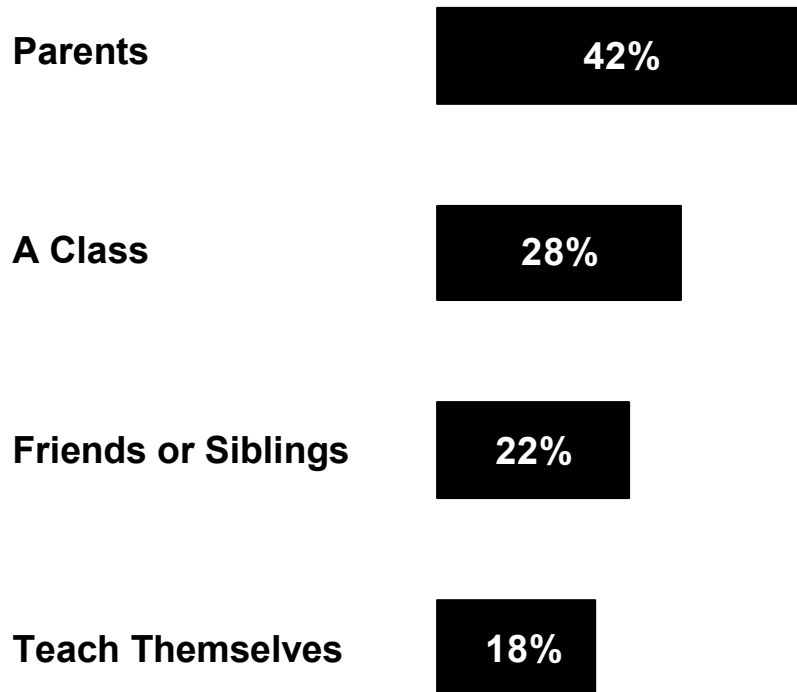
Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

Chart 18

## Where Kids Learn To Use The Internet

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Among the 96% of 10-17 year olds who have gone online, the percentage who learned how to use the Internet from...



Among the 96% of 10-17 year olds who have gone online, the percentage who say they know more about the Internet than their...



# **THE DIGITAL DIVIDE**

Chart 19

# Gone Online By Race, and Household Income

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Percentage of all 10-17 year olds who have ever gone online...



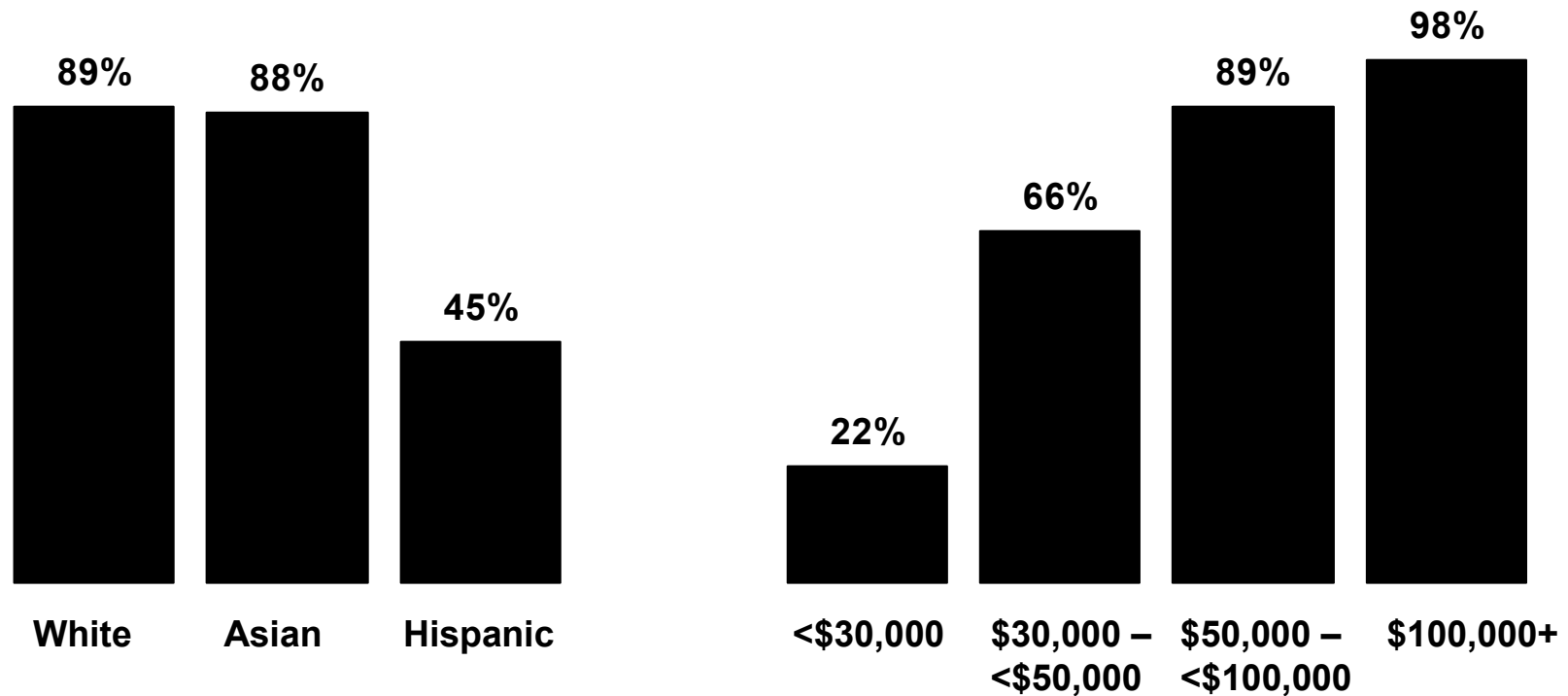
Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October - December 2002)

Chart 20

# Home Internet Access By Race and Household Income

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Percentage of all 10-17 year olds who have Internet access at home...



Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October - December 2002)

Chart 21

# Access Summary By Race and Household Income

	Race			Household Income			
	Whites	Asians	Hispanics	<\$30,000	\$30,000 - <\$50,000	\$50,000 - <\$100,000	\$100,000+
<b>HAVE A COMPUTER AT HOME</b>	<b>95%</b>	<b>95%</b>	<b>63%</b>	<b>55%</b>	<b>78%</b>	<b>94%</b>	<b>100%</b>
With Internet Access	89	88	45	22	66	89	98
Broadband	44	46	10	1	18	36	61
Telephone Dialup	44	42	32	18	47	52	37
Without Internet Access	5	7	17	31	11	5	2
<b>DO NOT HAVE A COMPUTER AT HOME</b>	<b>5</b>	<b>5</b>	<b>37</b>	<b>46</b>	<b>22</b>	<b>6</b>	<b>0</b>

Note: Don't Know responses not included.

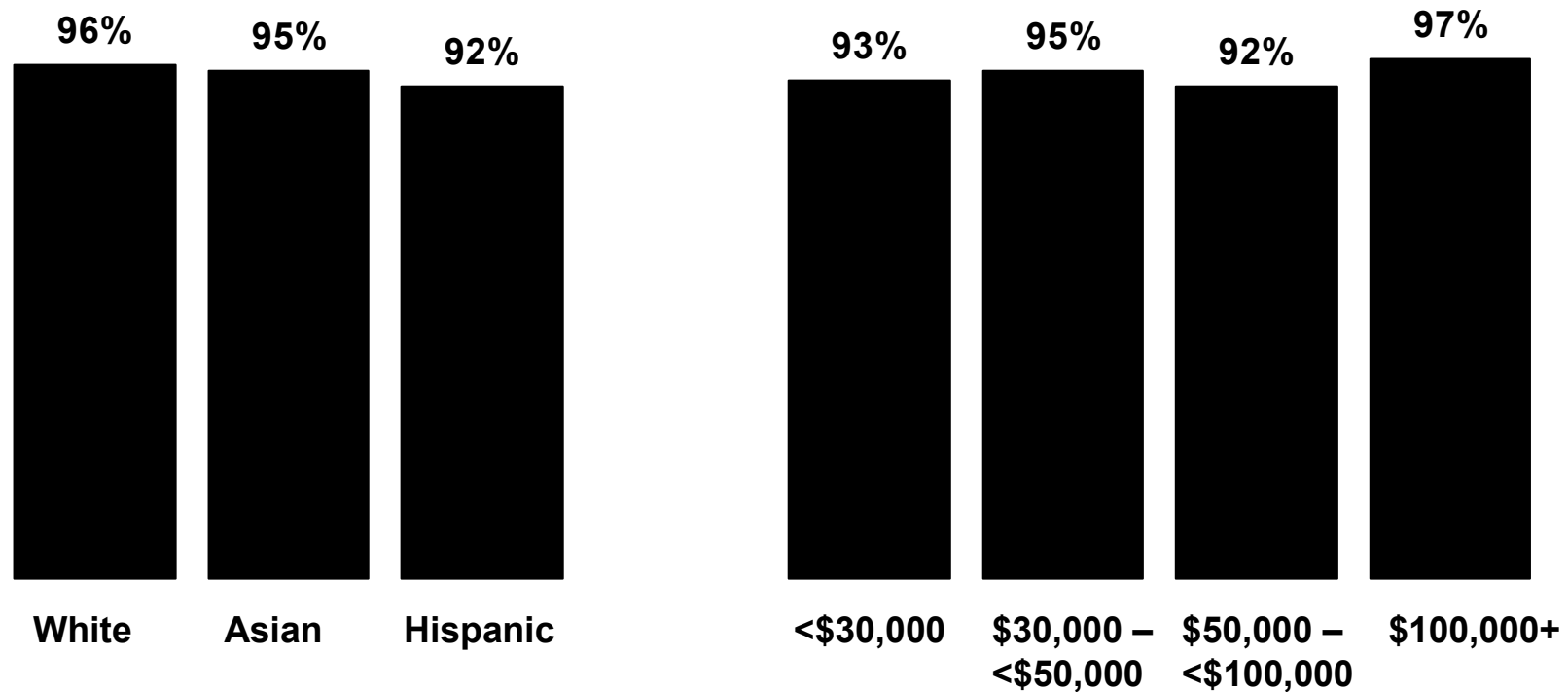
Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

Chart 22

# Access At School By Race and Household Income

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Percentage of all 10-17 year olds who have Internet access at school...

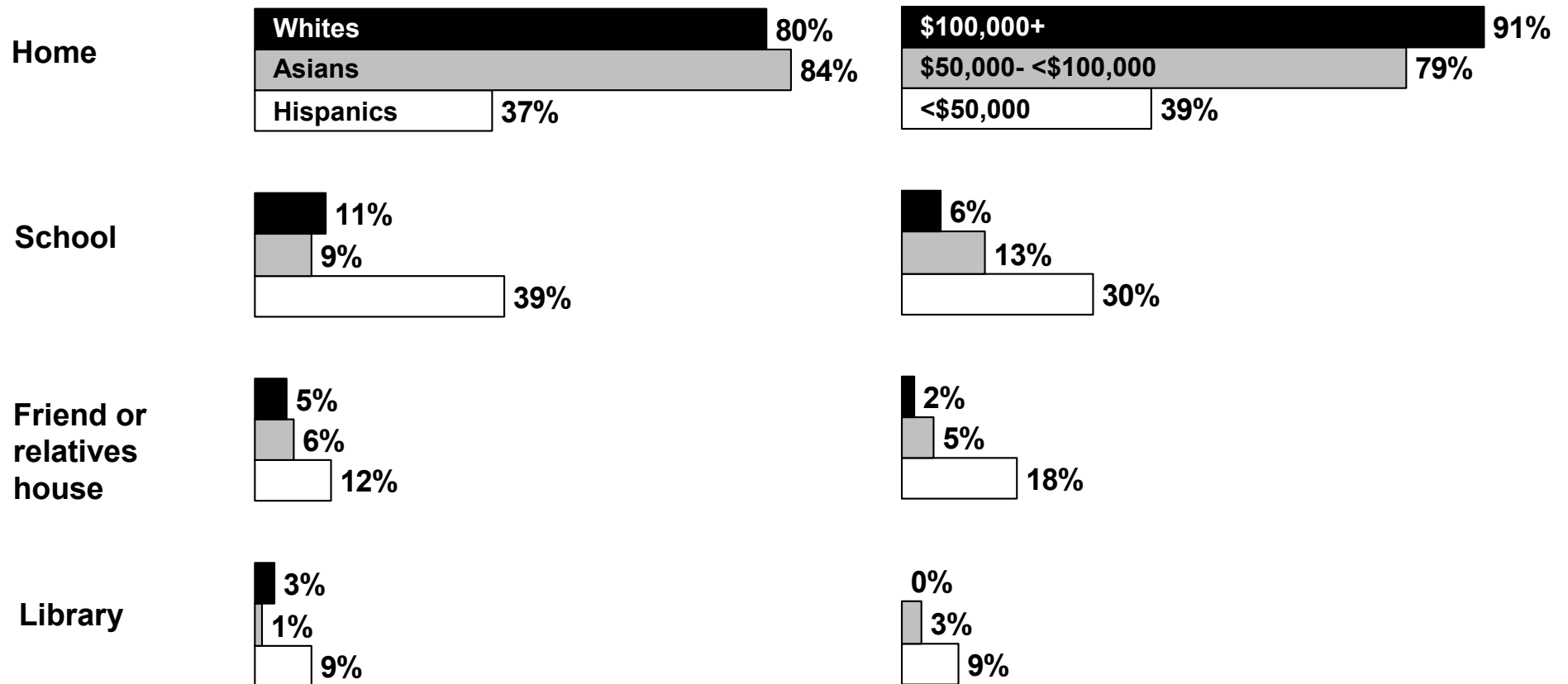


Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October - December 2002)

Chart 23

# Where Kids Go Online By Race and Income

Among the 96% of 10-17 year olds who have gone online, the percentage who go online *only or most often* from...

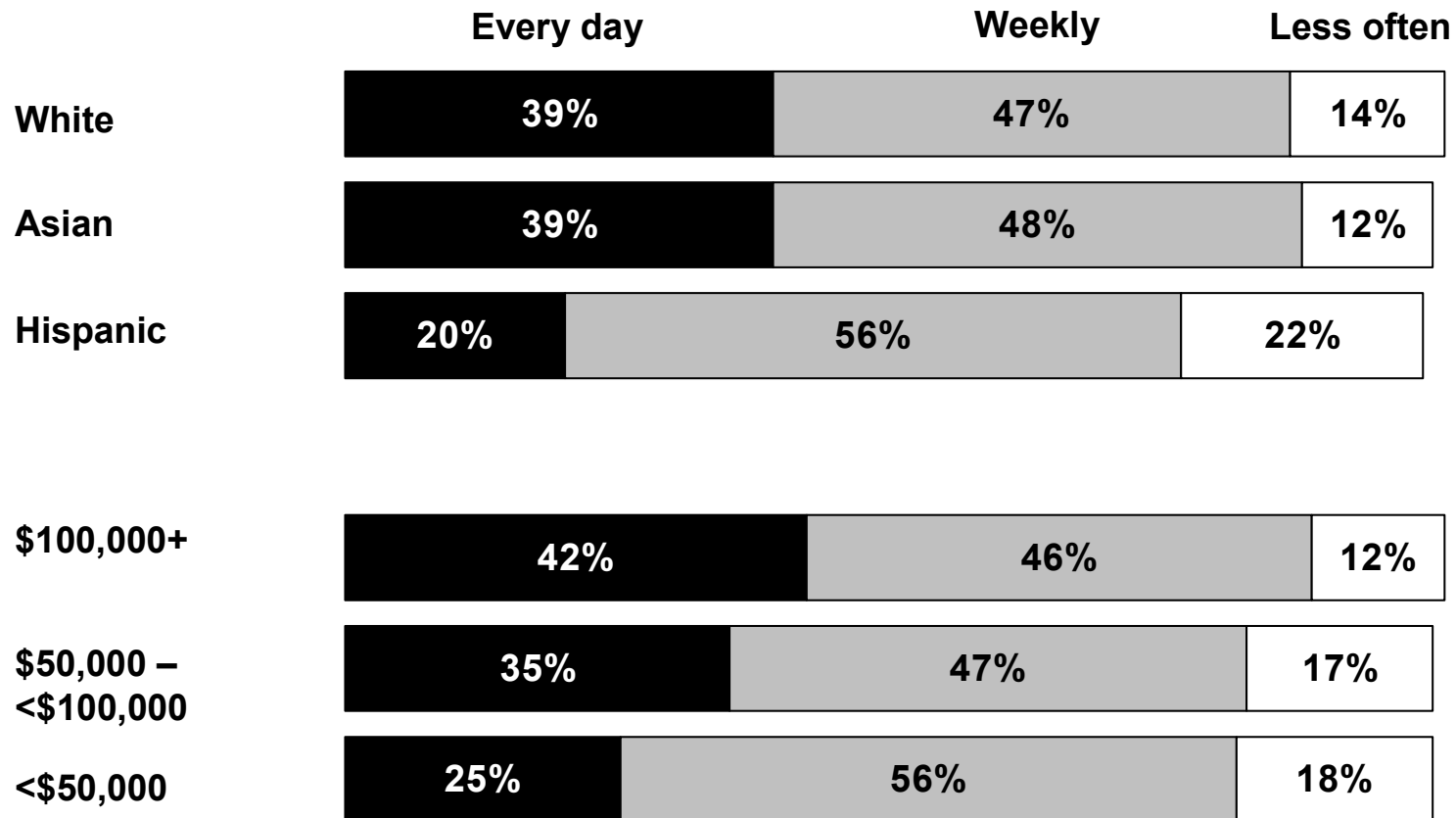


Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

Chart 24

# Frequency of Internet Use By Race and Income

Among the 96% of 10-17 year olds who have gone online, how often they go online...



Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

Chart 25

## What Kids Are Doing Online By Race

Among the 96% of 10-17 year olds who have used a computer or gone online, the percent who have ever gone online to...

	Whites	Asians	Hispanics
<b>TO GET INFORMATION ABOUT:</b>			
Something you might buy	76	66	53
Jobs or careers	29	34	48
<b>ACTIVITIES:</b>			
Download music	64	69	52
Send e-mail	86	90	57
Use Instant Messaging	71	76	39
Homework	88	96	82
<b>SCHOOL RELATED:</b>			
Typed up a project on a computer	96	94	84
Researched a project online	91	98	75
Taken a class about computer skills	45	55	40
E-mailed a teacher or principal	45	37	16

Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

Chart 26

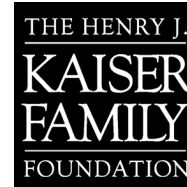
## What Kids Are Doing Online By Income

Among the 96% of kids who have used a computer or gone online, the percent who have ever gone online to...

	<\$50,000	\$50,000 - <\$100,000	\$100,000+
<b>TO GET INFORMATION ABOUT:</b>			
Something you might buy	61	66	75
Jobs or careers	48	37	24
Colleges	49	42	33
Health Issues	35	30	18
<b>ACTIVITIES:</b>			
Play games	78	79	88
Send e-mail	69	84	87
Use Instant Messaging	50	69	73
<b>SCHOOL RELATED:</b>			
Researched a project online	84	90	92
Taken a class about computer skills	47	55	41
E-mailed a teacher or principal	20	36	47

Source: Kaiser Family Foundation/San Jose Mercury News *Growing Up Wired: Survey on Youth and the Internet in the Silicon Valley*, May 2003 (conducted October – December 2002)

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