

Internet Users Data Brief

Highlights

Currently, three-fourths of adults use the internet on at least an occasional basis; of these users, nine out of ten have an internet connection at home.

Among adults with a home internet connection, about three-fourths have a high-speed connection with only one in four still using dialup.

From:

http://www.pewinternet.org/pdfs/PIP_Broadband%202007.pdf

A snapshot of internet adoption in the United States		
Internet Users (71% of all adults)	Broadband at home	47%
	Dial-up connection	15%
	Connection type not specified	5%
	Use internet at work only	2%
	Use internet in location other than work or home	2%
Non Users (29% of all adults)	Do not use a computer at work, school, home or elsewhere	27%
	Have access to a computer, but do not use internet or email	2%

Source: Pew Internet Project February-March 2007 survey of 2,200 adults; 966 were home broadband users

Demographics

Race/Ethnicity:

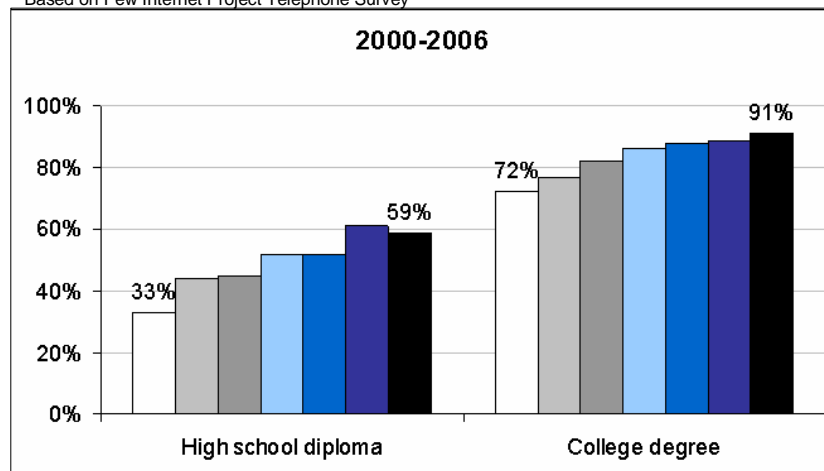
- A growing number of Hispanic and African American internet users go online, although it is still proportionately fewer than white internet users.
- A growing number of internet users in rural locations have a high speed connection, although it still lags significantly behind users located in urban and suburban areas.

From: http://www.pewinternet.org/pdfs/PIP_Broadband%202007.pdf

Education:

Share of Americans Online by Education Level

Based on Pew Internet Project Telephone Survey



From: http://www.pewinternet.org/ppt/Fox_HINTS_May_2007.ppt#281.6

Sex:

- Women are using the internet at nearly the same rate as men – 69% and 71% respectively – although users are younger than the general population; women under 30 and black women outpace male peers, but older women trail older men significantly.
- Men log on more often, spend more time online, and are more likely to have a broadband connection.
- Women are more enthusiastic online communicators compared with men and they use email to write to friends and family to share news and concerns, plan events, and other information.
- Men and women shop online at about the same rate, but men are somewhat more likely to perform other transactions, such as bill-paying, online.
- Men are more likely than women to gather information about hobbies, take informal online classes, participate in sports fantasy leagues, download music and videos, and listen to radio.

From:

http://www.pewinternet.org/PPF/r/171/report_display.asp

Age:

While older users are going online more frequently, there is still a wide gap of users over age 65.

Education and Income:

Again, there are still large gaps in use for those making under \$30,000 a year and those with a high school or less than high school education.

Demographics of Internet Users

From:

http://www.pewinternet.org/trends/User_Demo_1.11.07.htm
(January 2007)

	<i>Use the internet</i>
Total Adults	70%
Women	69
Men	71
<i>Age</i>	
18-29	83%
30-49	82
50-64	70
65+	33
<i>Race/ethnicity*</i>	
White, Non-Hispanic	72%
Black, Non-Hispanic	58
English-speaking Hispanic	69
<i>Household income</i>	
Less than \$30,000/yr	49%
\$30,000-\$49,999	75
\$50,000-\$74,999	90
\$75,000 +	93
<i>Educational attainment</i>	
Less than High School	36%
High School	59
Some College	84
College +	91

Source: Pew Internet & American Life Project, November 30 – December 30,, 2006 Tracking Survey. N=2,373 adults, 18 and older. Margin of error is ±2% for results based on the full sample and ±3% for results based on internet users.

Please note that prior to our January 2005 survey, the question used to identify internet users read, "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" The current two-part question wording reads, "Do you use the internet, at least occasionally?" and "Do you send or receive email, at least occasionally?"

Last updated January 11, 2007.

NOTE: If you followed an outside link to get to this page, please refer to the Latest Trends section of our website to ensure that you are viewing the most recent version of this table:

<http://www.pewinternet.org/trends.asp>