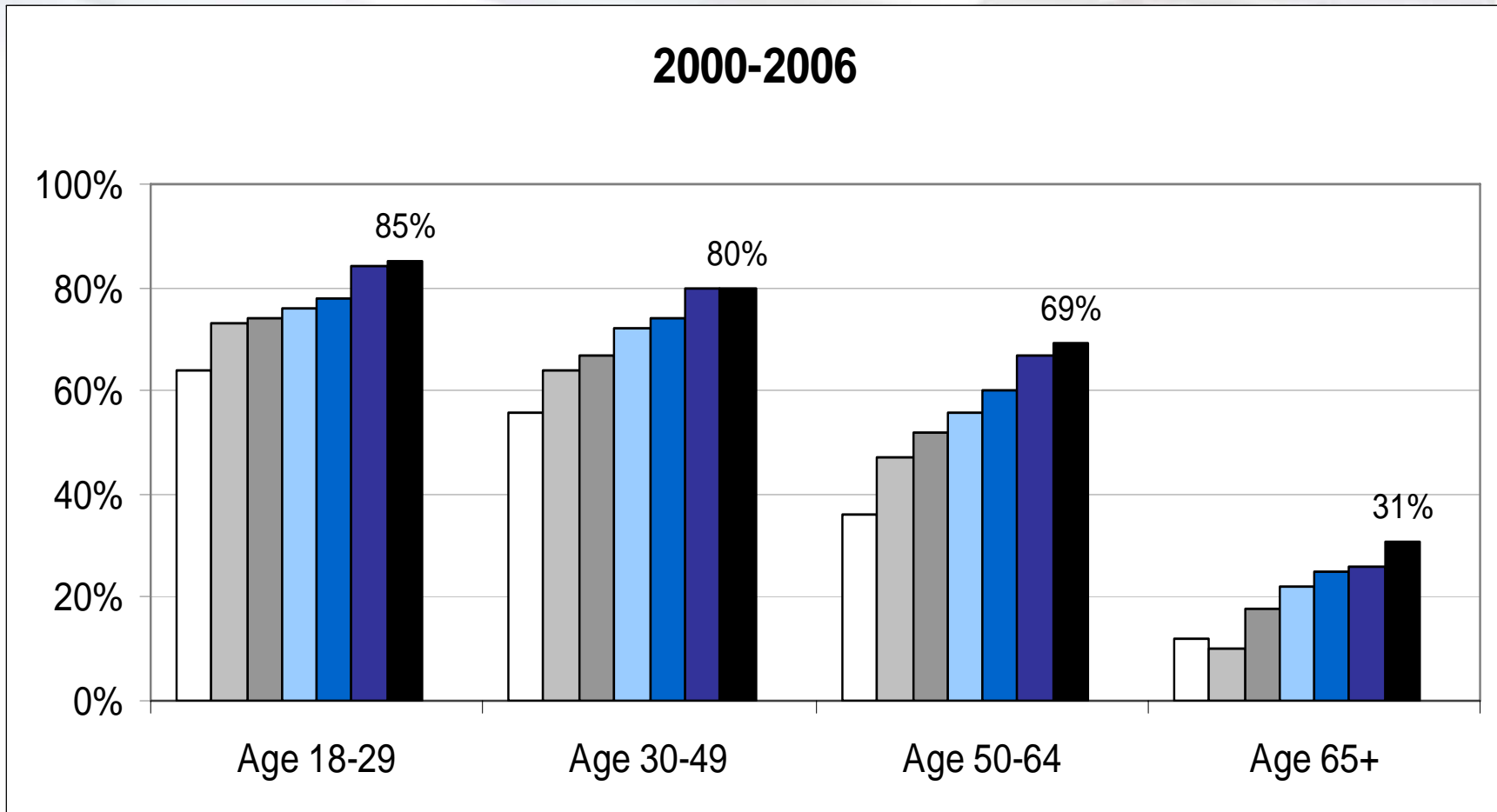# Demographic Realities & Consumer Behavior Online

**Susannah Fox
Associate Director
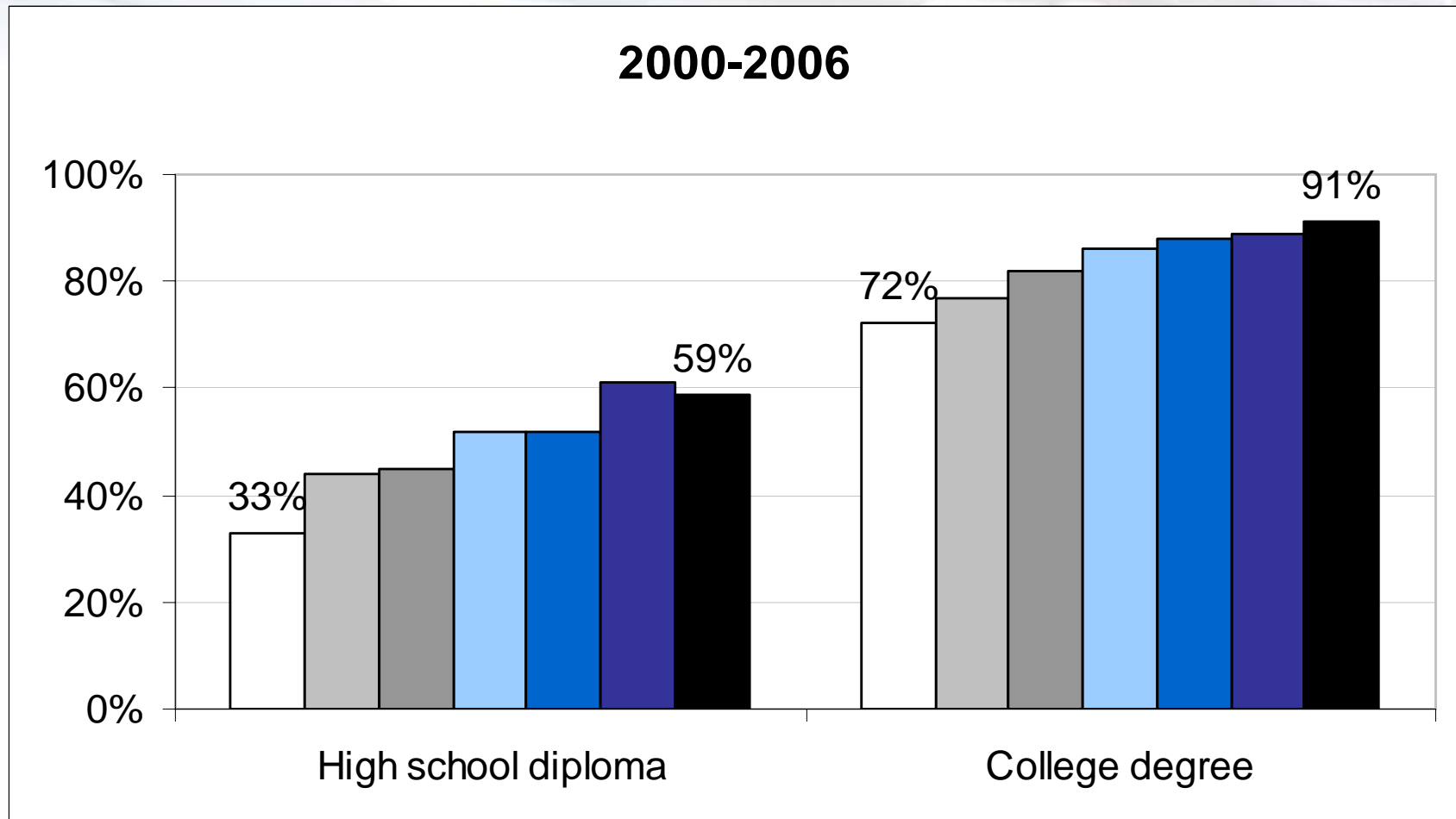Pew Internet Project**

January 25, 2007

Share of Americans online by age
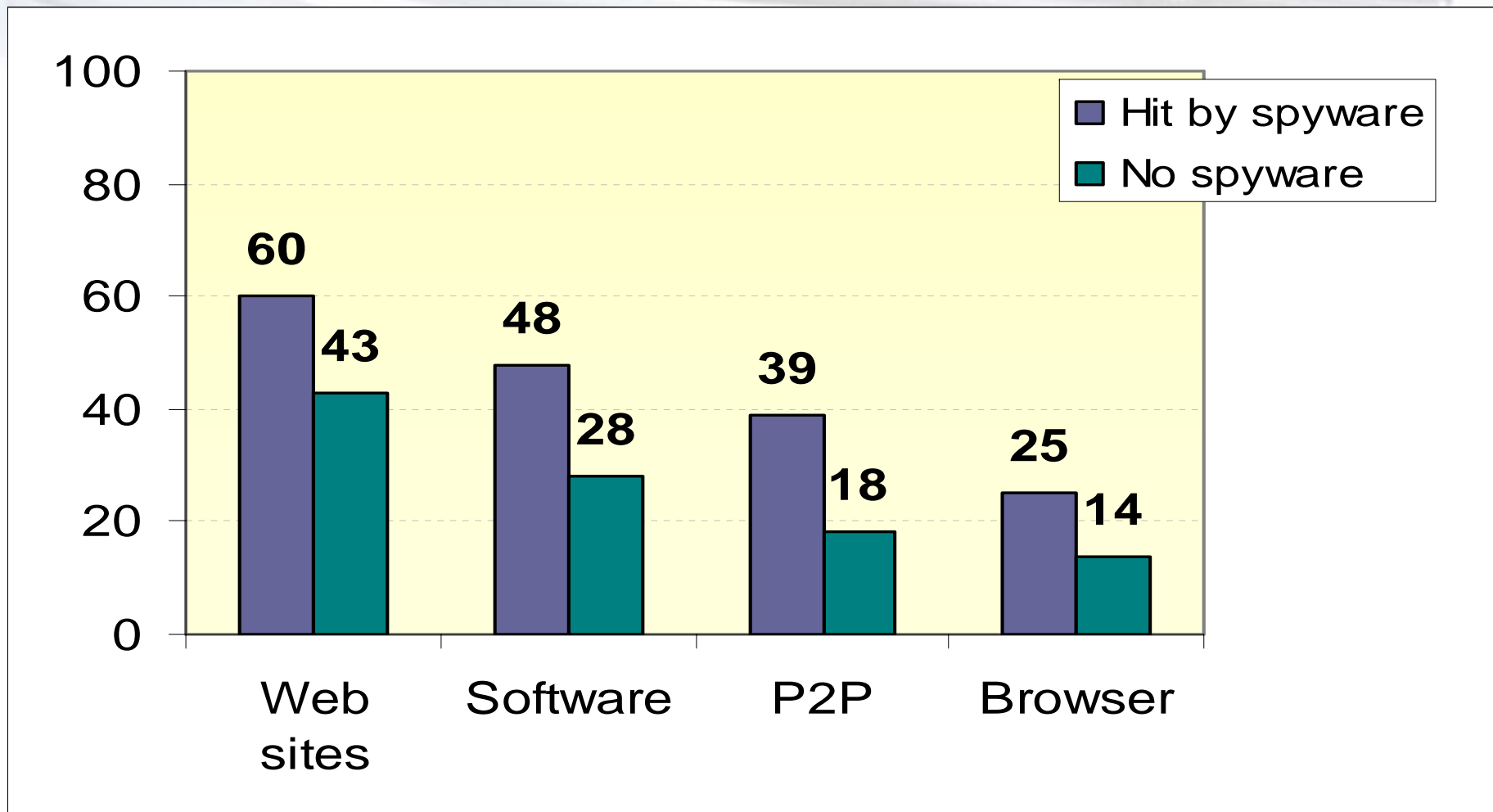
(Based on Pew Internet Project telephone surveys)

Share of Americans online by education level

(Based on Pew Internet: Project telephone surveys)

2000-2006

High school diploma — 33% ... 59%
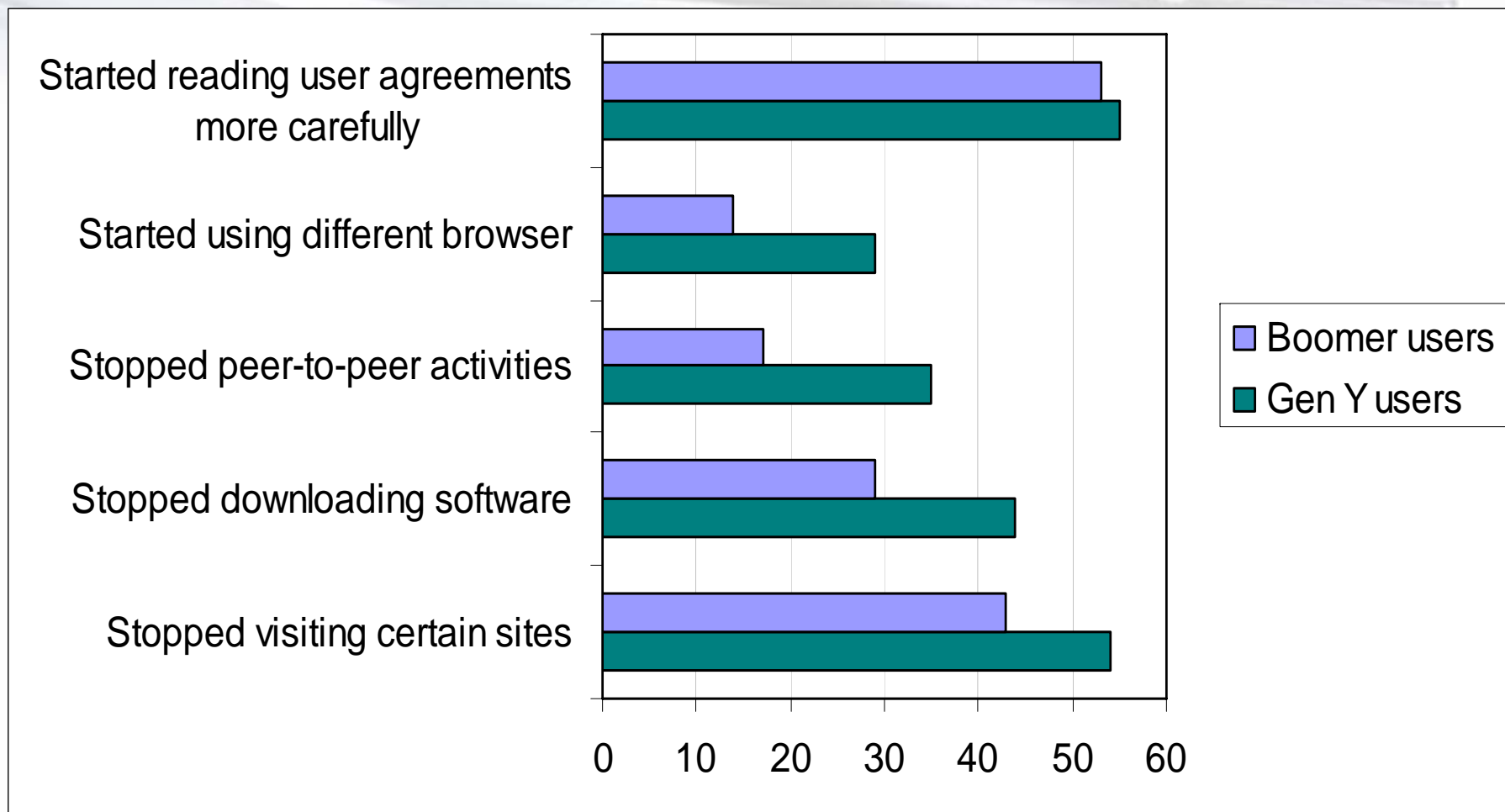
College degree — 72% ... 91%

Percent of each group who have changed their online behavior to avoid software intrusions

(May 2005)

Percent of each group who have changed their online behavior to avoid software intrusions

(Pew Internet: May 2005)

Sources

- Pew Internet Project: Demographic reports http://www.pewinternet.org/PPF/c/2/topics.asp

- Pew Internet Project: Spyware report (2005) http://www.pewinternet.org/PPF/r/160/report_display.asp

- AOL/NCSA Online Safety Study (2004 and 2005) http://www.staysafeonline.org/