

# Pew Internet

Pew Internet & American Life Project

**Federal agencies can (and should) be the first responders to health questions.**

**Social media can help.**

A presentation prepared by Susannah Fox  
for the Federal HIV/AIDS Web Council

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All Pew Internet Project studies are available for free on our site:

<http://pewinternet.org/>

Health research:

<http://www.pewinternet.org/topics/Health.aspx>

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## Demographics of home broadband users

Below is the percentage of each group who have home broadband, according to our December 2009 survey. As an example, 58% of adult women have a home broadband connection.

Home broadband users	
<b>Total adults</b>	<b>60%</b>
Men	61
Women	58
<b>Race/ethnicity</b>	
White, Non-Hispanic	63%
Black, Non-Hispanic	52
Hispanic (English- and Spanish-speaking)	47
<b>Age</b>	
18-29	76%
30-49	67
50-64	56
65+	26
<b>Household income</b>	
Less than \$30,000/yr	42%
\$30,000-\$49,999	62
\$50,000-\$74,999	73
\$75,000+	83
<b>Educational attainment</b>	
Less than High School	24%
High School	46
Some College	73
College +	83
<b>Community type</b>	
Urban	61%
Suburban	64
Rural	47

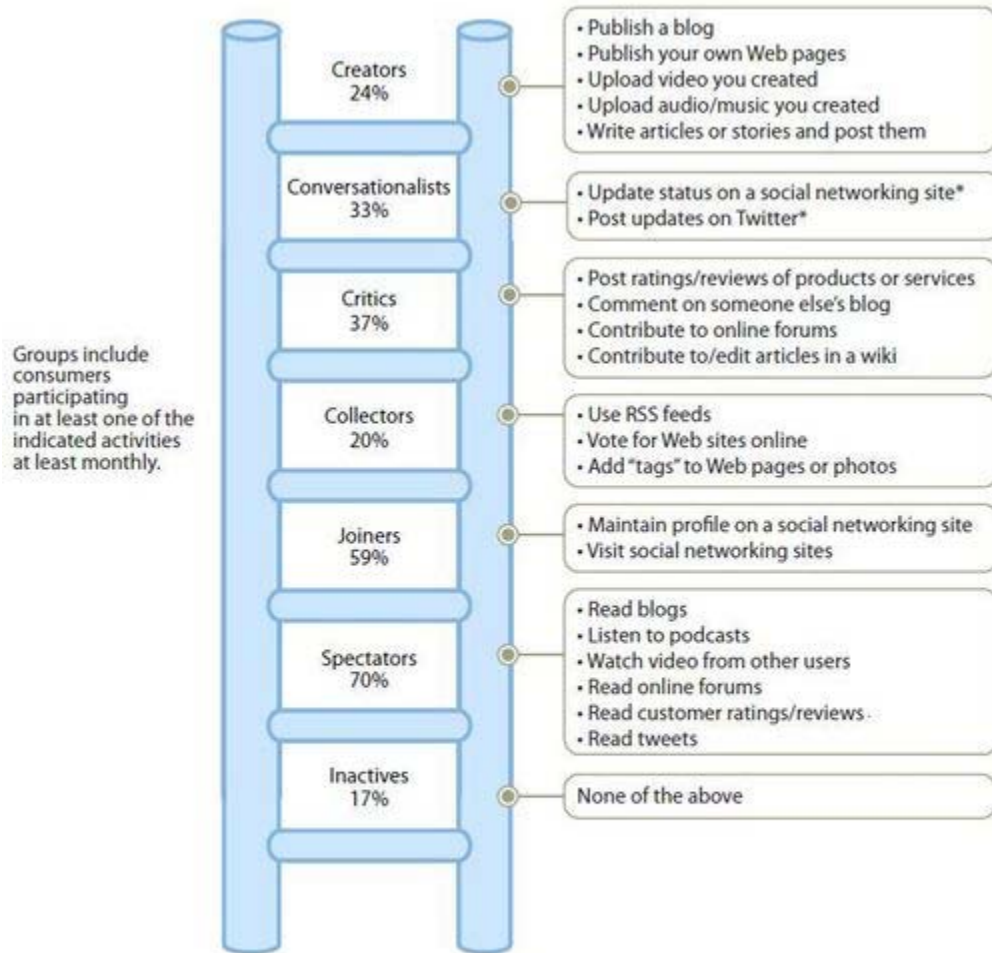
Source: The Pew Research Center's Internet & American Life Project, November 30-December 27, 2009 Tracking Survey. N=2,258 adults, 18 and older, including 565 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is  $\pm 2\%$ .

## Demographics of wireless internet users

Below is the percentage of each group who have accessed the internet wirelessly via their laptop or handheld device, according to our December 2009 survey. As an example, 51% of adult women have accessed the internet wirelessly.

Wireless internet users	
<b>Total adults</b>	<b>55%</b>
Men	59
Women	51
<b>Race/ethnicity</b>	
White, Non-Hispanic	52%
Black, Non-Hispanic	59
Hispanic (English- and Spanish-speaking)	62
<b>Age</b>	
18-29	80%
30-49	66
50-64	42
65+	16
<b>Household income</b>	
Less than \$30,000/yr	46%
\$30,000-\$49,999	55
\$50,000-\$74,999	61
\$75,000+	76
<b>Educational attainment</b>	
Less than High School	41%
High School	42
Some College	63
College +	69
<b>Community type</b>	
Urban	57%
Suburban	56
Rural	45

Source: The Pew Research Center's Internet & American Life Project, November 30-December 27, 2009 Tracking Survey. N=2,258 adults, 18 and older, including 565 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is  $\pm 2\%$ .



Base: US online adults

Source: North American Technographics® Empowerment Online Survey, Q4 2009 (US)

\*Conversationalists participate in at least one of the indicated activities at least weekly.

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Source: Forrester Research, Inc.

Source: Josh Bernoff, Social Technographics: Conversationalists get onto the ladder  
<http://blogs.forrester.com/groundswell/2010/01/conversationalists-get-onto-the-ladder.html>

## Demographics of e-patients

The percentage of adults in each demographic group who look online for information about health or medical issues

	% of adults
<b>All adults</b>	<b>61%</b>
<b>Sex</b>	
Men	57%
Women	64
<b>Race/Ethnicity</b>	
White (non-Hispanic)	65%
African American (non-Hispanic) (n=225)	51
Hispanic (n=199)	44
<b>Age</b>	
18-29	72%
30-49	71
50-64	59
65+	27
<b>Education</b>	
Less than high school	25%
High school diploma	50
Some college	74
College graduate	85
<b>Household income</b>	
Less than \$30,000	44%
\$30,000-\$49,999	66
\$50,000-\$74,999	79
\$75,000 or more	82

Source: Pew Internet & American Life Project Survey, November-December 2008. N=2253. Interviews conducted in English or Spanish. Margin of error is  $\pm 2\%$ .