

Teens and the Internet: The Future of Digital Diversity

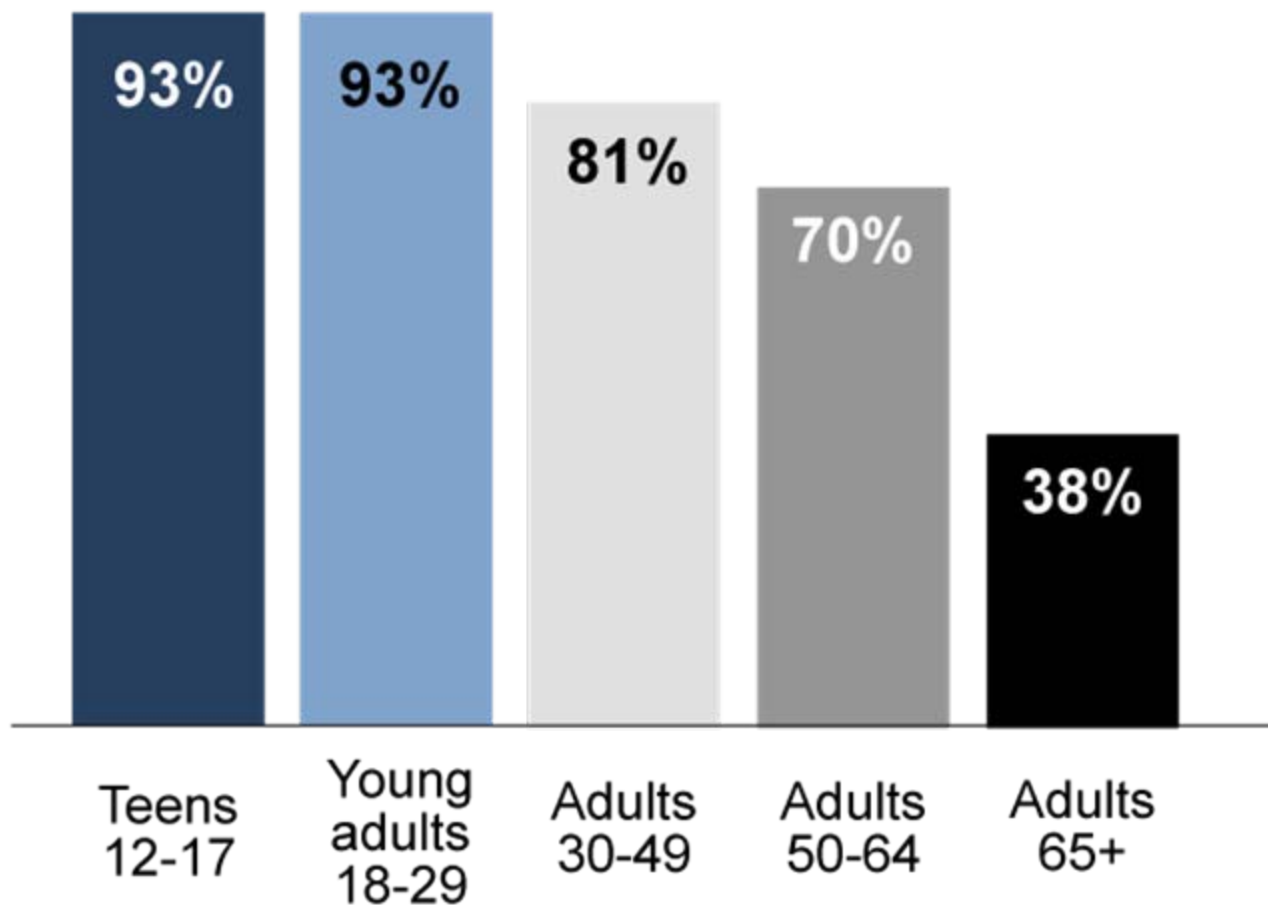
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Fred Forward Conference
March 23, 2010



Today's Agenda

- What do we know about teen internet access and use today?
- What do the trends tell us about the future of digital diversity?

Who's online? The internet by age groups



Pew Internet
Pew Internet & American Life Project

Teens (12-17) data from September 2009.
Adults (18+) data from December 2009

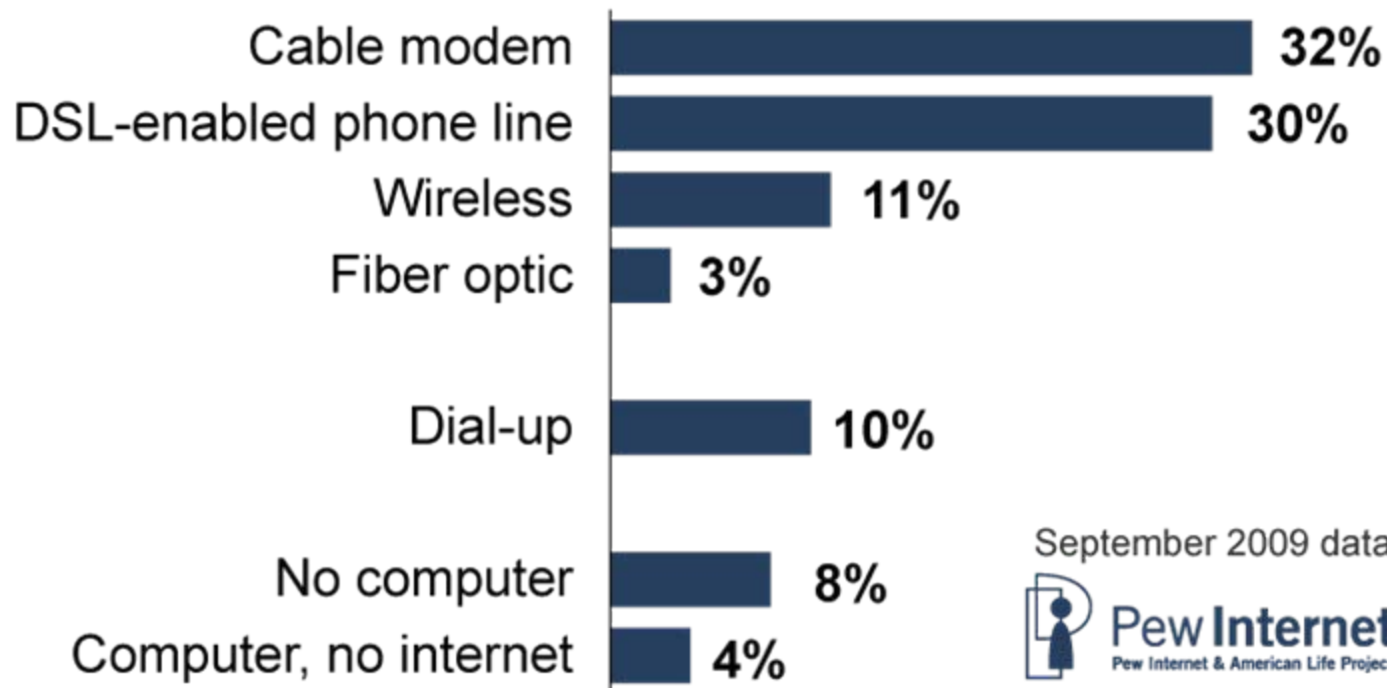
Online Activities

- 73% of online teens use SNS (up 50%)
- 14% blog (down 50%)
- 8% use Twitter
- 8% visit online virtual worlds

- 38% share content online (steady)
- 21% remix content (steady)

- 62% get news about current events and politics
- 48% buy things online
- 31% get health, dieting, fitness info
- 17% get info about sensitive health topics

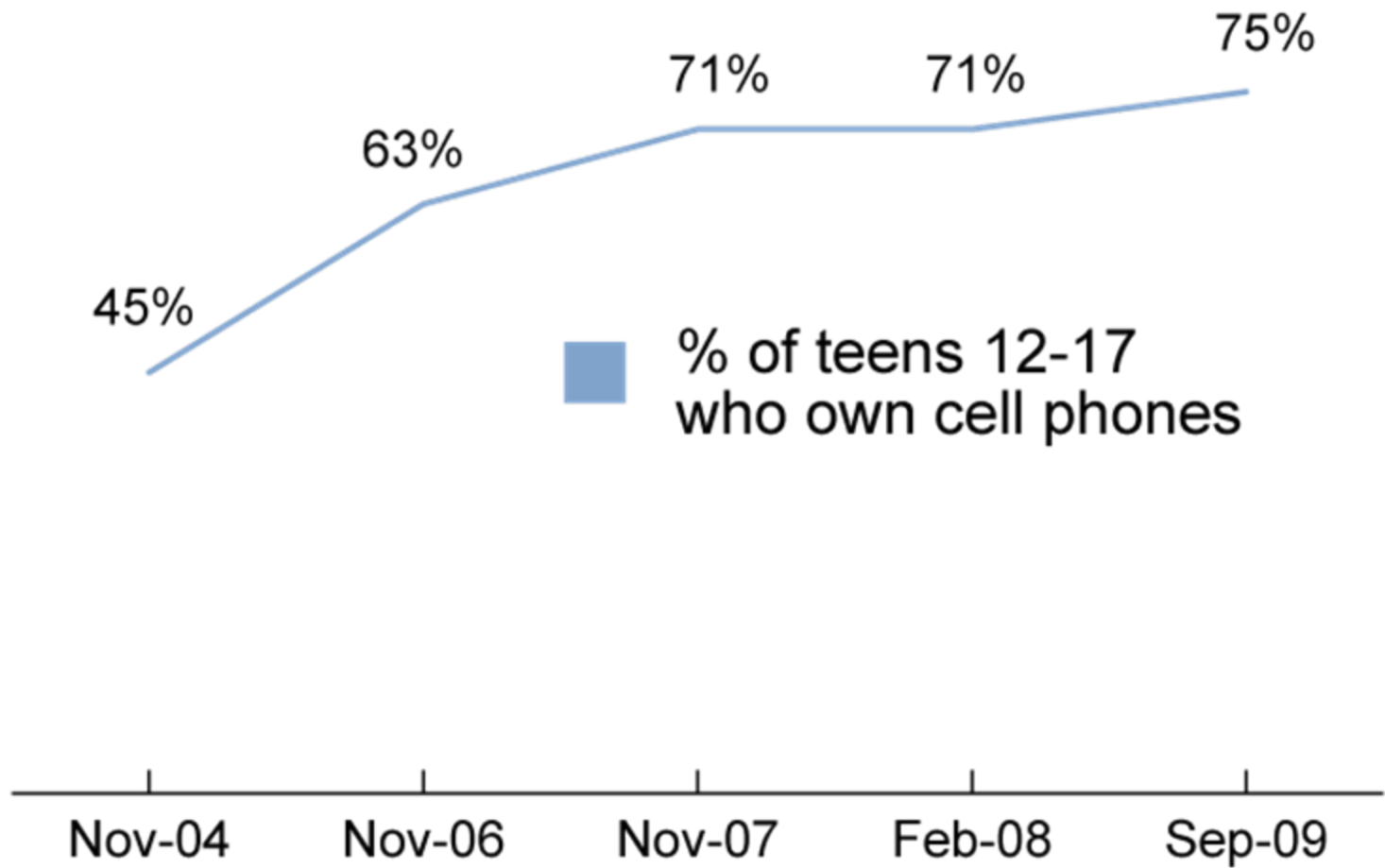
Families with teens by type of internet access

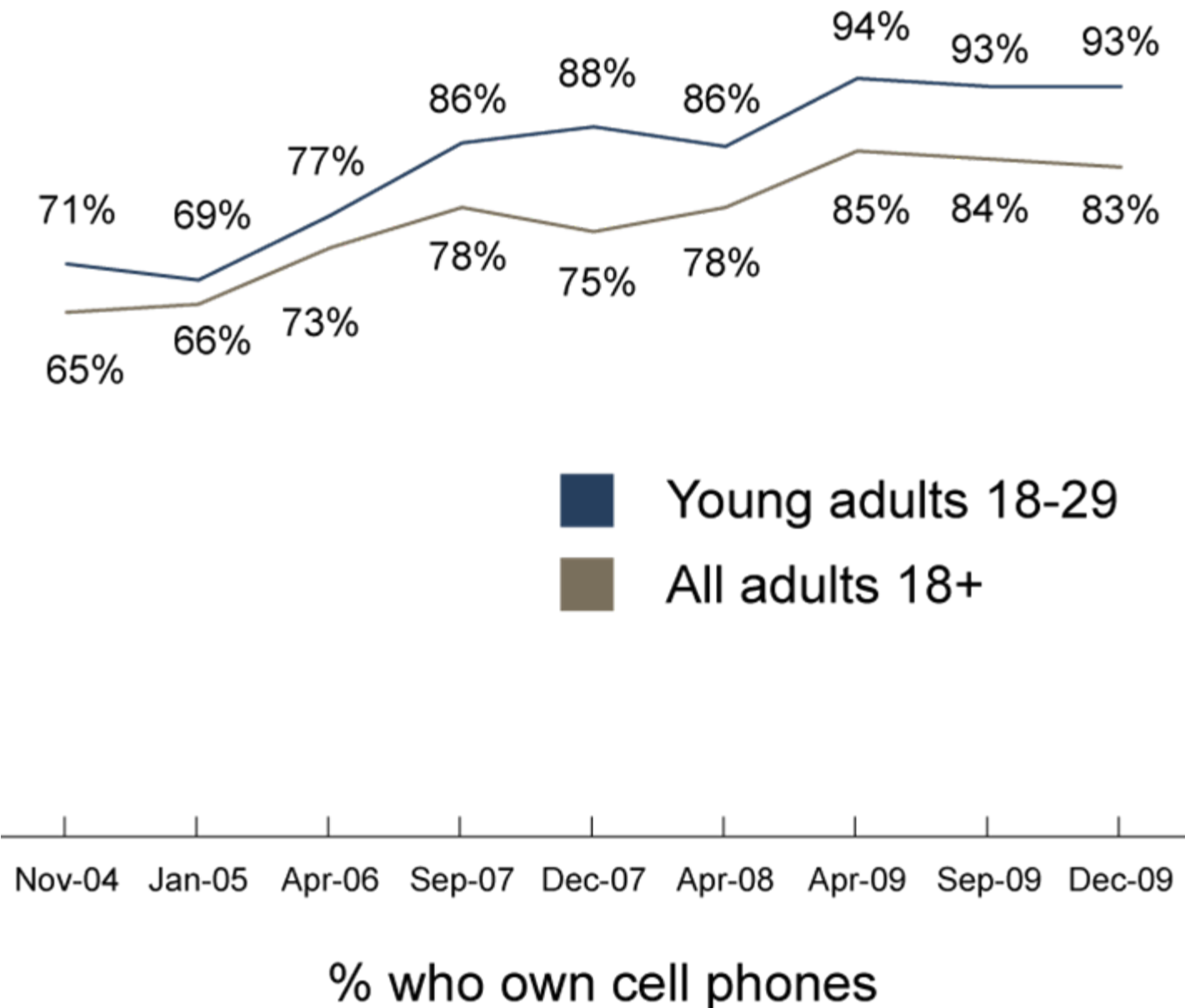


September 2009 data.

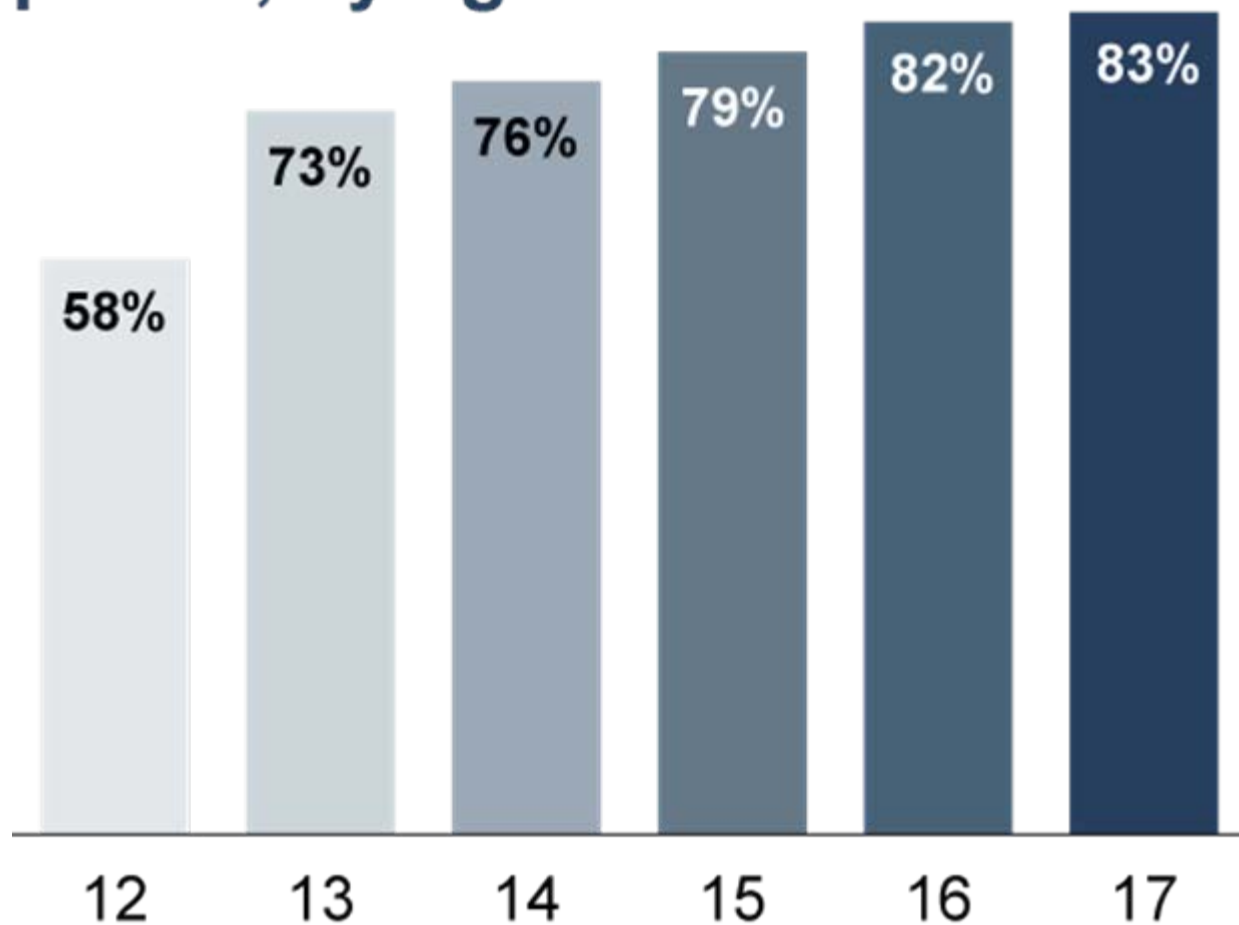
Digital Diversity

- Teen internet access highest among teens with...
 - White parents
 - College-educated parents
 - Annual household incomes above \$50,000
- Same pattern exists for high-speed access
 - High-speed connection means greater engagement in online activities

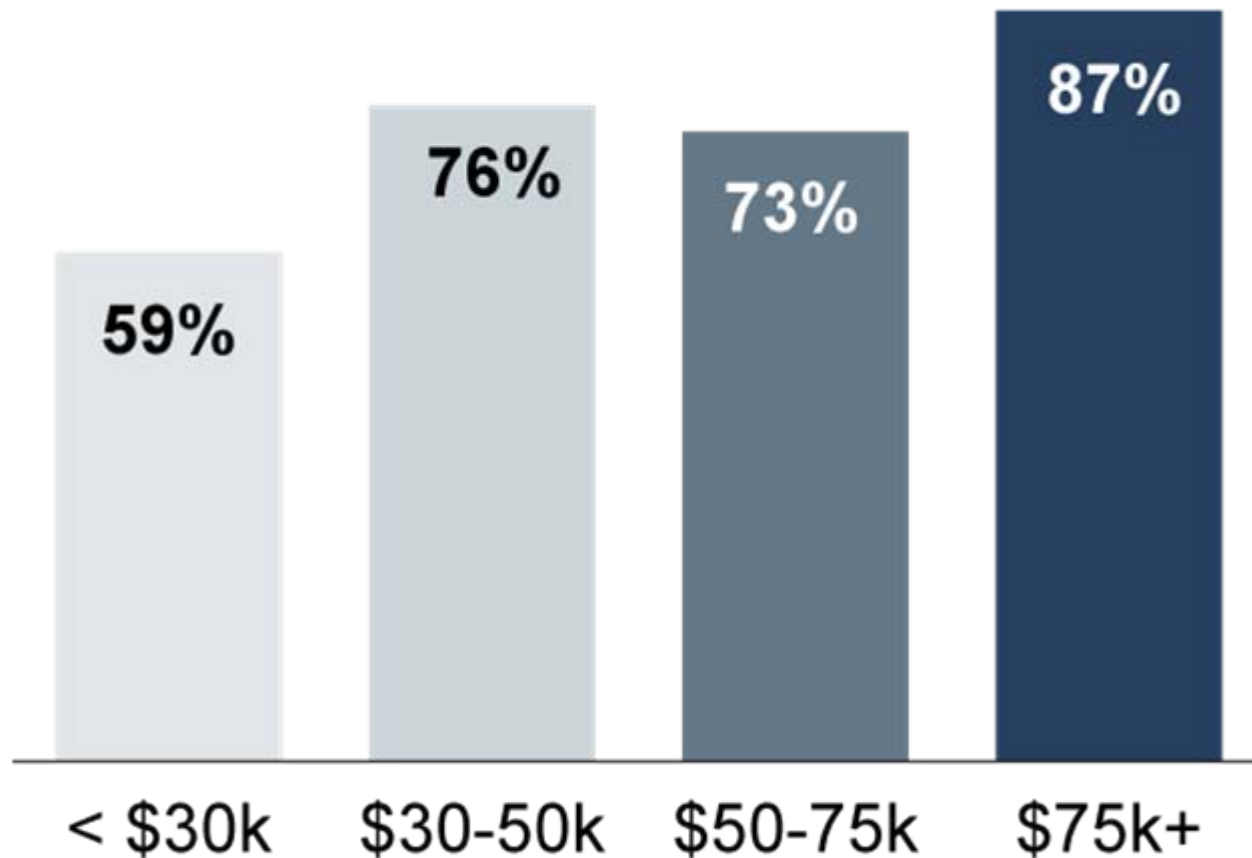




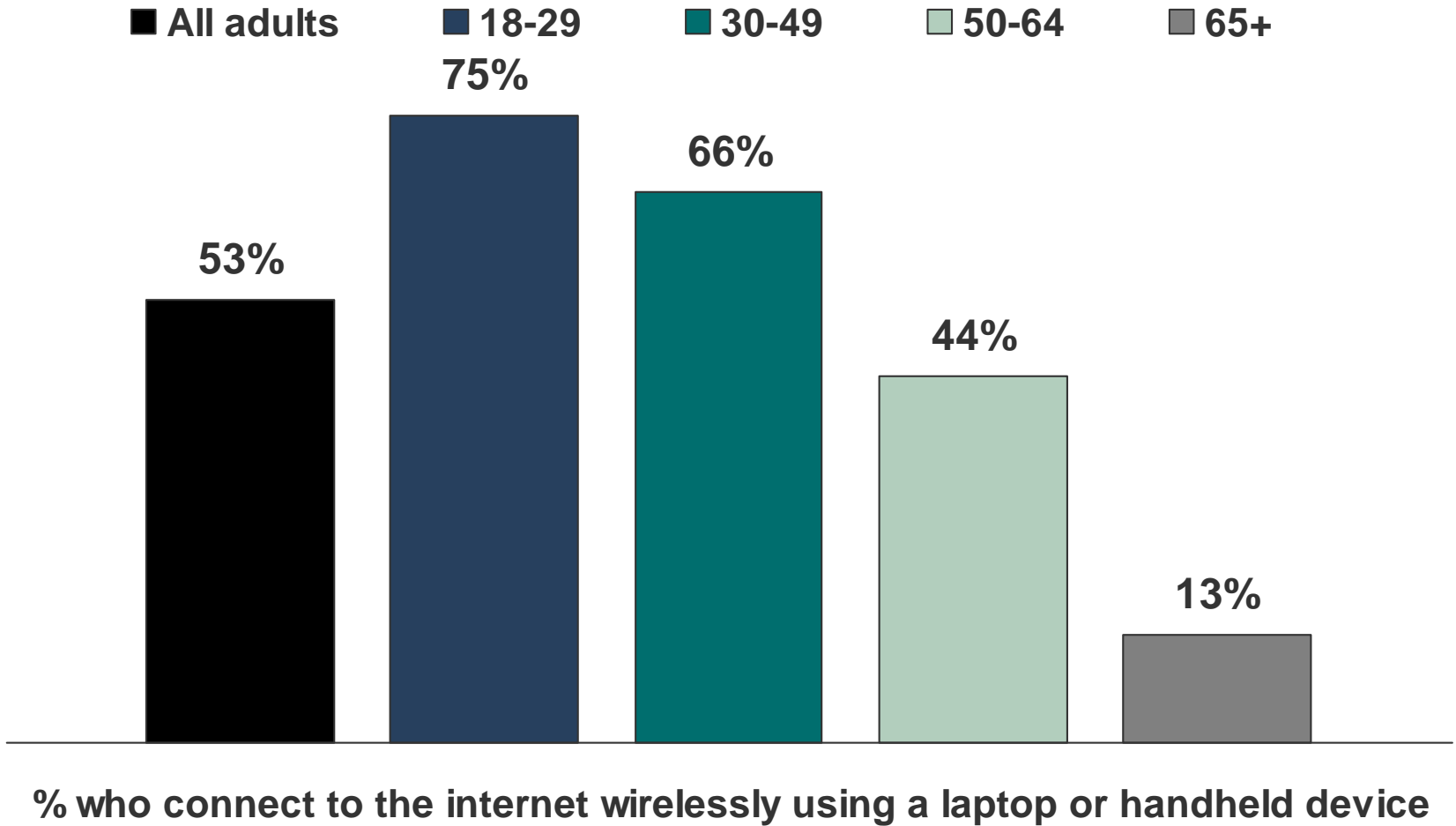
% of teens who own a cell phone, by age



% of teens who own a cell phone, by family income



Adult Wireless Rates

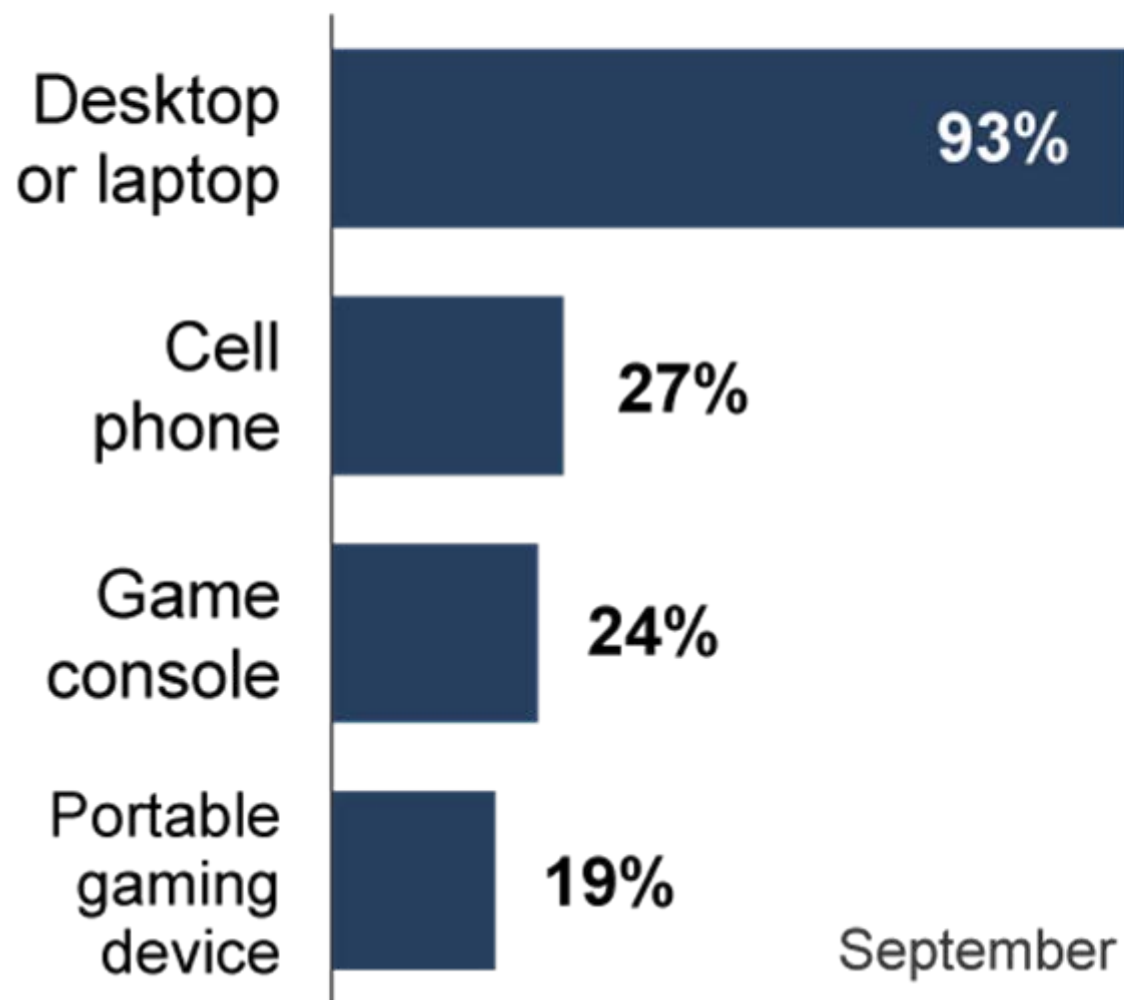




Adults & Wireless Internet

- **Wireless internet users are more engaged in online activities**
- **Half of all African-American adults (48%) have used their cell phone to access the internet, compared with 40% of Hispanic adults and 31% of white adults.**
- **Overall, African-American adults are the most active users of the mobile internet.**
- **African-American mobile internet use is growing at a faster rate than non-Hispanic whites and Hispanics.**

% of teen device owners who use that device to go online (ages 12-17)



September 2009 data.

Kaiser Family Foundation: *Generation M²*

- 84% of 8-18 year-olds have internet access in their homes; 59% have a high-speed connection
- 66% of 8-18 year-olds own a cell phone, up from 39% in 2004
- 31% of 8-10 year-olds own a cell phone; 17% have a laptop; 65% have a handheld gaming device
- African-American and Hispanic youth spend more time consuming media, particularly on cell phones



Available at www.pewinternet.org...

- *Social Media and Young Adults*

<http://www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx>

- *Teens and Mobile Phones 2004-2009*

<http://www.pewinternet.org/Reports/2009/14--Teens-and-Mobile-Phones-Data-Memo.aspx>

- *Wireless Internet Use*

<http://www.pewinternet.org/Reports/2009/12-Wireless-Internet-Use.aspx>