

Demographics of Internet Users

Below is the percentage of each group who use the internet, according to our February-March 2007 survey. As an example, 70% of adult women use the internet.

<i>Use the internet</i>	
Total Adults	71%
Women	70
Men	71
<i>Age</i>	
18-29	87%
30-49	83
50-64	65
65+	32
<i>Race/ethnicity</i>	
White, Non-Hispanic	73%
Black, Non-Hispanic	62
English-speaking Hispanic	78
<i>Geography</i>	
Urban	73%
Suburban	73
Rural	60
<i>Household income</i>	
Less than \$30,000/yr	55%
\$30,000-\$49,999	69
\$50,000-\$74,999	82
\$75,000 +	93
<i>Educational attainment</i>	
Less than High School	40%
High School	61
Some College	81
College +	91

Source: Pew Internet & American Life Project, February 15 – March 7, 2007 Tracking Survey. N=2,200 adults, 18 and older. Margin of error is ±2% for results based on the full sample and ±3% for results based on internet users.

Hispanic internet usage statistics are taken from the Pew Research Center 2006 National Survey of Latinos and 2006 Hispanic Religion Survey. N=6,016 adults, 18 and older. Margin of error is +/-2% for results based on the full sample. See http://www.pewinternet.org/pdfs/Latinos_Online_March_14_2007.pdf

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?"

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