

ENGAGING SOCIOLOGY

Demographics of Internet Users

The following is the percentage of each group of U.S. adults who use the Internet, according to a

Pew Internet and American Life Project survey. For instance, 86% of women use the Internet.

Table 3.2 Demographics of Internet Users

	Percentage Who Use the Internet
All Adults	87
Men	87
Women	86
Race/Ethnicity	
White, non-Hispanic	85
Black, non-Hispanic	81
Hispanic (English and Spanish speaking)	83
Age	
18–29	97
30–49	93
50–64	88
65+	57
Household Income	
Less than \$30,000/year	76
\$30,000–\$49,999	83
\$50,000–\$74,999	95
\$75,000+	99
Educational Attainment	
High school grad or less	76
Some college	91
College +	97

Source: "Internet User Demographics," Pew Research Center, Washington, DC (January, 2014). <http://www.pewinternet.org/data-trend/internet-use/latest-stats/>

Engaging With Sociology

Interview 10 people you know to find out about their Internet use, keeping records on the gender, age, race and ethnicity, educational attainment, and income

bracket of each. Then, compare your figures with those in Table 3.2. Are they similar? If not, what possible geographic, social class, or other factors might cause your figures to be different from those in this national survey?