INSTITUTE *of* **Museum** and **Library** SERVICES

InterConnections: The IMLS National Study on the Use of Libraries, Museums and the Internet

Internet Report

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Dr. José-Marie Griffiths, Dean and Professor

Donald W. King, Distinguished Research Professor

University of North Carolina at Chapel Hill

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Introduction

The on-line information environment has changed dramatically since the earliest on-line systems emerged in the early 1960s. Growth has occurred both in the number of users of on-line information as well as in the number of on-line information resources and providers. The rate of growth in each of these areas increased exponentially with the availability of the public Internet and the World Wide Web. These foundational technological developments created an environment in which almost anyone can "publish" or function as an information provider and have virtually instantaneous access to massive volumes of information.

Museums and libraries have long been sources of recreation, learning and information for personal, family, educational and workplace purposes. However, the Internet, Web and other technologies have become an increasingly used source of information that some believe will largely replace their physical counterparts. On the other hand, some have speculated that the Internet and related technologies will actually enhance and increase museum and library use. There is no solid evidence to support either assertion, particularly considering the wide range in types of museums and libraries.

Both museums and libraries of all types have adapted to the Internet by providing access to information through the Internet, as well as creating and promoting unique information content for users. They also provide access to their services through the Internet. This Institute of Museum and Library Services (IMLS) solicited and funded "National Study of Users and Potential Users of Online Information" has a primary goal to: "Conduct a national survey of the information needs of users and potential users of on-line museum and public library information and the Internet." This is an overview from several reports including:

- Museum Report

- Public Libraries Report

- Internet Report, and

- General Information Report

Conceptual Model

In order to effectively structure the study and survey instruments we designed an initial conceptual model to address the size and complexity of the universe of users and potential users of online information and information providers. This model also enabled us to look at the relationships between the various components of the online environment, so that we could ascertain survey sample and questionnaire parameters that would provide the most information with the best

Conceptual Model of the Information Universe of Users and Potential Users of Online Information

response rate and usable data.
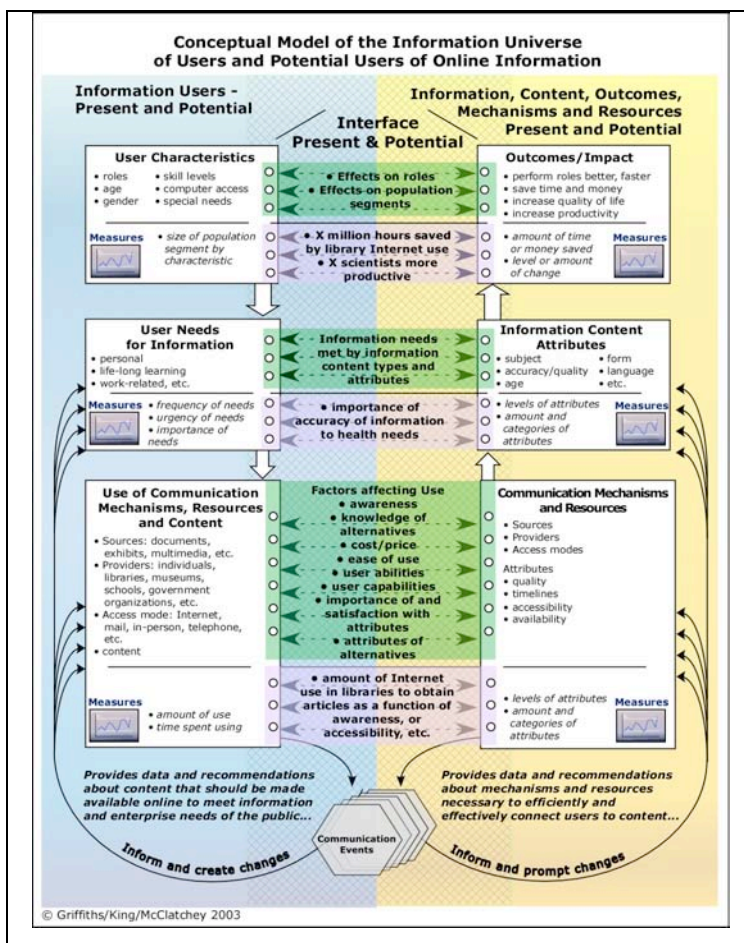
While the model reflects hundreds of relevant studies we have worked on, we did not intend it to be final, but rather a starting point from which to characterize this universe. And we have, indeed, made some modifications as we have proceeded. The model is based on two critical components:

•   information users – present and potential

•   information content, mechanisms and resources that are (or could be) utilized by the users

The user component (blue rectangle) includes characteristics of the user population; their needs for information (e.g., a health problem, a school homework assignment, a work-related research need, recreational interest, cultural attraction); and use of various sources of information (e.g., documents, exhibits), providers of these sources (e.g., libraries, museums), and modes of access (e.g., Internet, personal observation). The information component (yellow rectangle), starting from the bottom includes the communication mechanisms and resources by which the information is accessed, and their attributes; information content attributes; and the outcomes/impact derived by users having the information. Perhaps the most

significant insights have to do with the relationships between the boxes (the arrows between each box), e.g. how the user characteristics of teachers shape their need for information which in turn impacts their use of the resources, which in turn will affect the resources themselves, their content attributes and ultimately the outcomes and impact, both for the user and the information resource.

The model shows that the sources, providers, and modes of access possess important attributes (e.g., availability, accessibility, price). The use of sources, providers and modes of access are influenced by several factors, such as user awareness of them, ease of use, and attributes. Amount of use can be estimated as a function of these factors, including user perception of attributes. Information content also has important attributes that are related to meeting the users' information needs. For example, accuracy and currency are essential to meeting many health-related needs, language is important to various population segments – for people with different native languages, those learning languages, etc. Finally, use of information results in some outcomes (or impact) such as improved student learning, time saved, etc. Outcomes can be related to specific segments of the population. While there are many possible ways of characterizing the information universe, we have found this model to be very useful in our studies of a range of information sources, providers, and access modes (particularly the Internet).

The distinction above is made because information users make choices from information sources, providers and means of access when information needs or wants arise. These choices depend on such factors as user perceptions of quality, trustworthiness, etc. of information available from sources and providers and ease of use or cost of using. The surveys are designed to observe choices made from among many alternatives.

We made the decision to segment our inquiry by the information provider, so that we looked at the use of museums, for example, separately from other information providers like public libraries. The remainder of this paper is based on that segment of the National Study specifically related to museums as physical and virtual information providers.

Methods

UNDERLYING PHILOSOPHY

We defined the underlying philosophy of this study to shape our surveys as follows:

- There are basic <u>needs</u> for information such as for addressing personal (or family) situations, recreation or informal learning, formal education as teachers and students, or workplace activities. In addition, some information is <u>wanted</u> for entertainment and other such reasons.

- Information needs (or wants) can be addressed though a variety of <u>sources</u> such as publications, videos, exhibits, websites, presentations, family, friends, and so on.

- The sources of information are available from various <u>providers</u> such as libraries, museums, the Internet, bookstores, television, and so on.

- Information sources such as exhibits provided by museums can be accessed/obtained in-person, through the Internet or even on television.

The distinction above is made because information users make choices from information sources, providers and means of access when information needs or wants arise. These choices depend on such factors as user perceptions of quality, trustworthiness, etc. of information available from sources and providers and ease of use or cost of using. The surveys are designed to observe choices made from among many alternatives.

SURVEYS

The components of the National Study involved five household telephone surveys of adults (18 and over) including:

- A general information survey to place a context on the extent of use and factors affecting use of a range of sources and providers prior to examining use of library, museum, and Internet provision of sources of information. This survey had a total of 1,557 completed interviews.

- A survey of museum in-person and remote visits to their websites through the Internet with a total of 1,047 completed interviews.

- A survey of public library in-person and remote visits through the Internet with a total of 1,049 completed interviews.

- A survey of Internet use with a total of 1,607 completed interviews.

- A survey of the use of specific sources such as books, newspapers, etc. and other types of libraries including academic, special and school with a total of 1,361 completed interviews.

These numbers of completed interviews do not include approximately 1,500 "overflow" interviews that are included in final results for the general information and Internet surveys. A total of 5,251 interviews are common to overall museum, public library and Internet use and demographics.

Surveys	Number of Completed Interviews
General Information	1,557
Museum in-person and remote visits	1,047
Public library in-person and remote visits	1,049
Internet use	1,607
Use of specific resources (e.g., books, newspapers, etc.)	1,361
Overflow interviews	1,500

INTERNET USER CHARACTERISTICS

In 2006, there were about 223 million adults, aged 18 and over, in the U.S. A national household telephone survey involved 4,650 completed interviews asking about their use of the Internet. A subset of these interviews asked in detail about why and how the Internet was used. Since completed telephone interviews tend to favor females and older

Proportion of Internet Users by Age: Adults (18 and over) in 2006 (n=1,389)

adults, the results were post-stratified into eight combinations of sex and age, and statistically weighted to overcome response bias. These adjustments were made for number of adults who had used the Internet in the past 12 months and the frequency with which they use the Internet overall and for important situations.
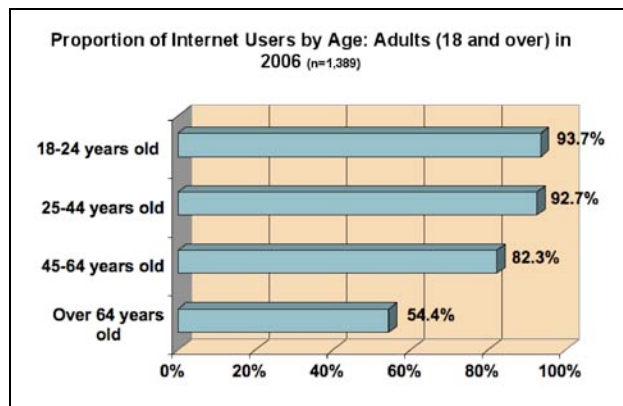
Our 2006 national household survey revealed that about 83 percent or 186 million U.S. adults used the Internet in the previous 12 months. A slightly higher proportion of men than women use the Internet (86% versus 81%). However, age clearly correlates with Internet use: younger people use the Internet more than older people. Table 1

Experience and Expertise of Internet Users

Internet use can also be affected by length of experience in using the Internet. About two-thirds of Internet users (67%) have over 5 years of experience, 30 percent have 1-5 years of experience and only 4 percent have less than a year of experience. Most people at all levels of experience anticipate their use of the Internet is going to stay the same or grow, with only 9-14 percent anticipating a decline in use. Those with the least experience are most likely to use the Internet more often in the future. Table 2

The majority of Internet users perceive their expertise to be at the intermediate level. Even though 67 percent have more than five years of experience, only 29 percent consider themselves advanced users. Those considering themselves to be advanced users have a trend towards more use than those who consider themselves beginners. Table 3

How Long Adult Users Have Used the Internet (n=1,283)

Perception of Internet Expertise by Adults in 2006 (n=1,281)
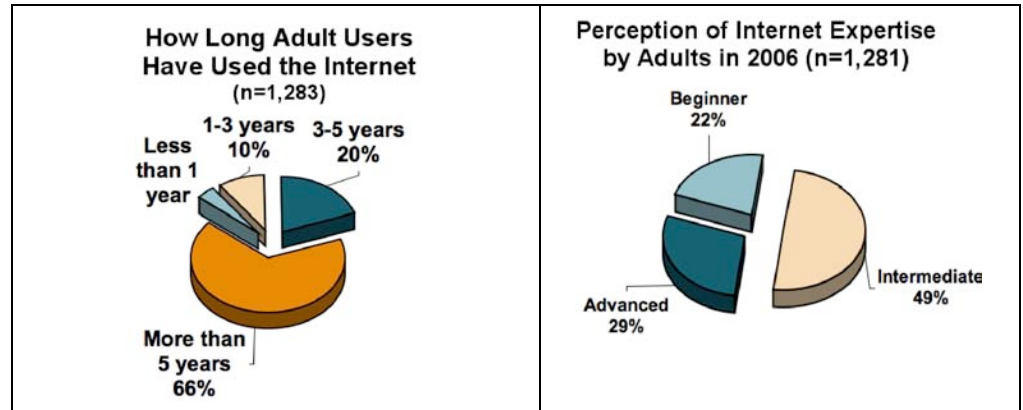
Place Where Internet is Used

The Internet can be accessed from a variety of locations – home, office, library, school, museum, hotel, airport, etc. The most common place for users to access the Internet is from home (94% of users), followed by the office (53%), while traveling (36%). Table 4

Libraries are used as places from which to access the Internet by about one-third of all Internet users (33%). Most (31%) access the Internet from public libraries, but there is some use from other types of libraries as well. In considering the types of libraries used by those who use a library to access the Internet, public libraries are the most common type of library (93% of library users) followed by school libraries (16%), special (medical, law, government, etc.) libraries (10%) and college or university libraries (6%). Table 5.

Places Where Adult Users Have Used the Internet in 2006 (n=1,280)

Type of Library Where Users Have Used the Internet — Proportion of All Users (n=424)

Type of Library Where Users Have Used the Internet — Proportion of Library Users (n=424)
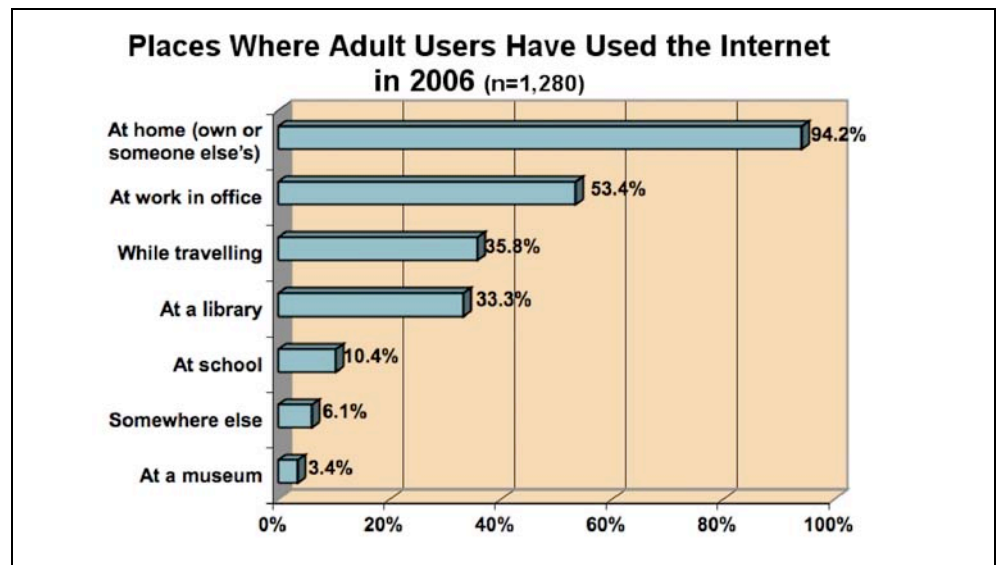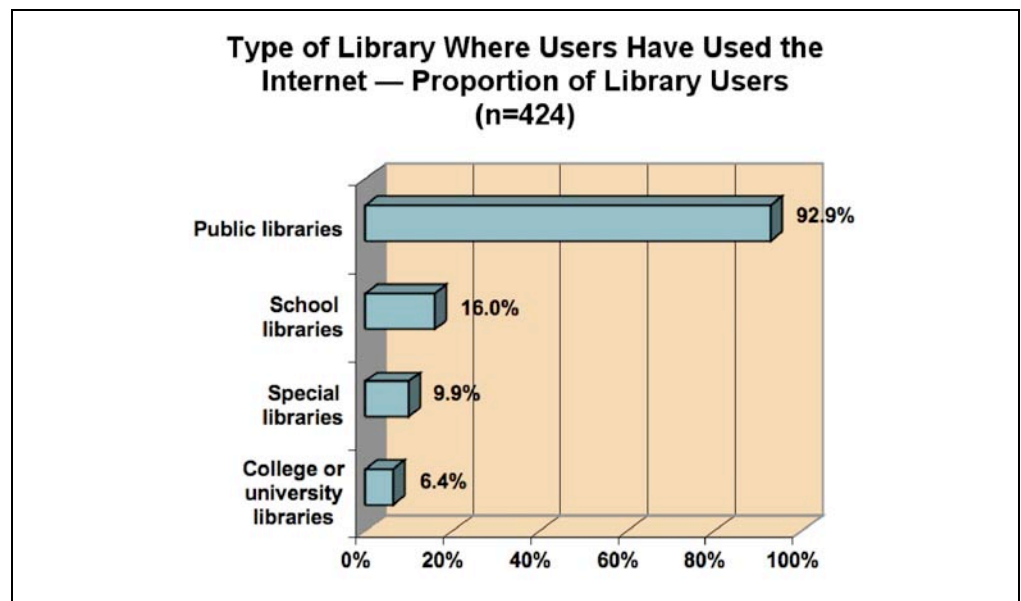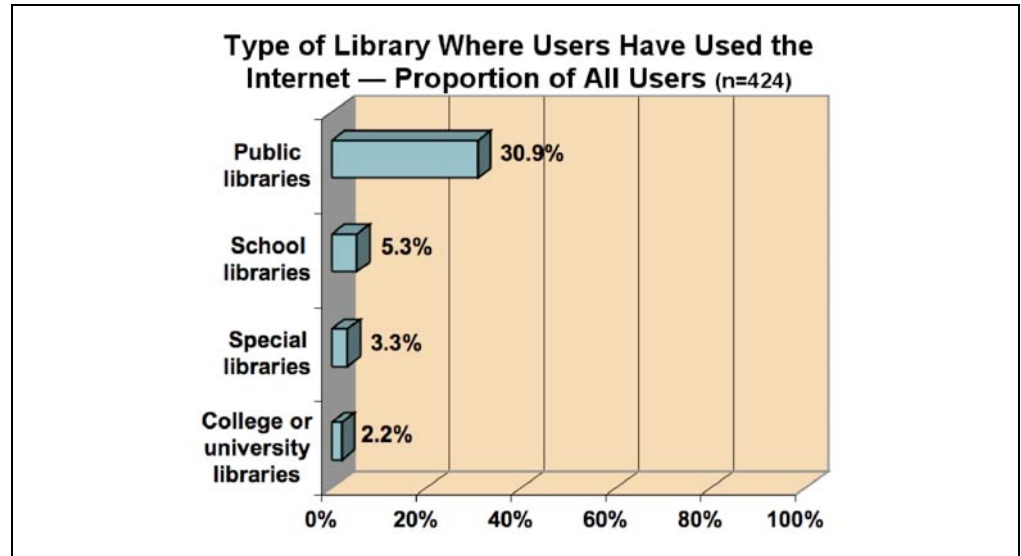
Frequency of Internet Use

The frequency of Internet use was looked at in two ways. First, users were asked to indicate how often they used the Internet from several times a day to less often than every 2-3 weeks. Second, Internet users were asked how long ago their last use was. The results are similar and present two indicators of amount of use. The vast majority of Internet users (71%) use the Internet once a day or more. Table 6 Table 7

How Often Adult Internet Users Use the Internet (n=424)

Several times a day 52%

About once a day 19%

3-5 days a week 12%

1-2 days a week 9%

Every 2-3 weeks 3%

Less often than every 2-3 weeks 5%

When Was the Last Time Adult Internet Users Used the Internet (n=1,281)

Today 60%

1-2 days ago 25%

3-5 days ago 4%

A week ago 3%

2-3 weeks ago 3%

Longer than 2-3 weeks ago 5%
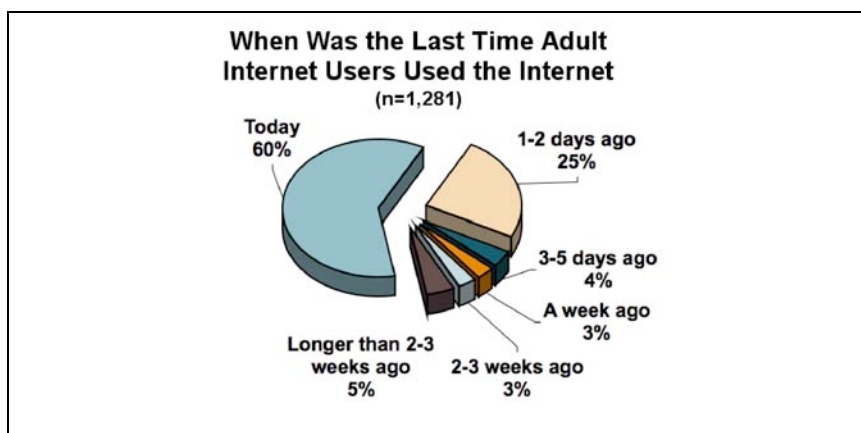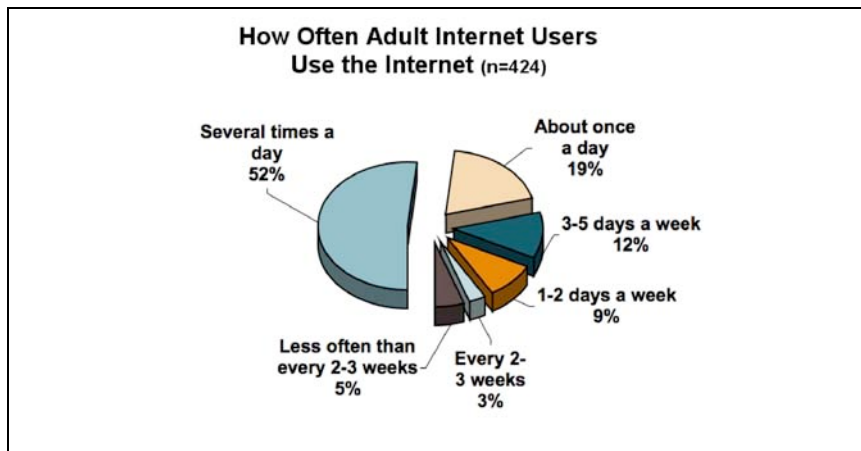
Amount of Internet Use

Based on a weighted combination of the two indicators, the frequency of use and the time of the last use of the Internet, it is estimated that the average number of Internet uses per user in 2006 was 538. This leads to an estimate of approximately 100 billion total Internet uses in 2006.

DEMOGRAPHICS OF INTERNET USERS

AGE AND SEX

It is clear that more younger men and younger women use the Internet than older ones. It is also the case that more men on average use the Internet than women and women's average use drops off faster than men's as they age. Table 8

Proportion of Adults Who Use the Internet, by Male/Female and Age (n=1,389)

Average Annual Uses of the Internet in 2006 by Male/Female and Age (n=1,389)
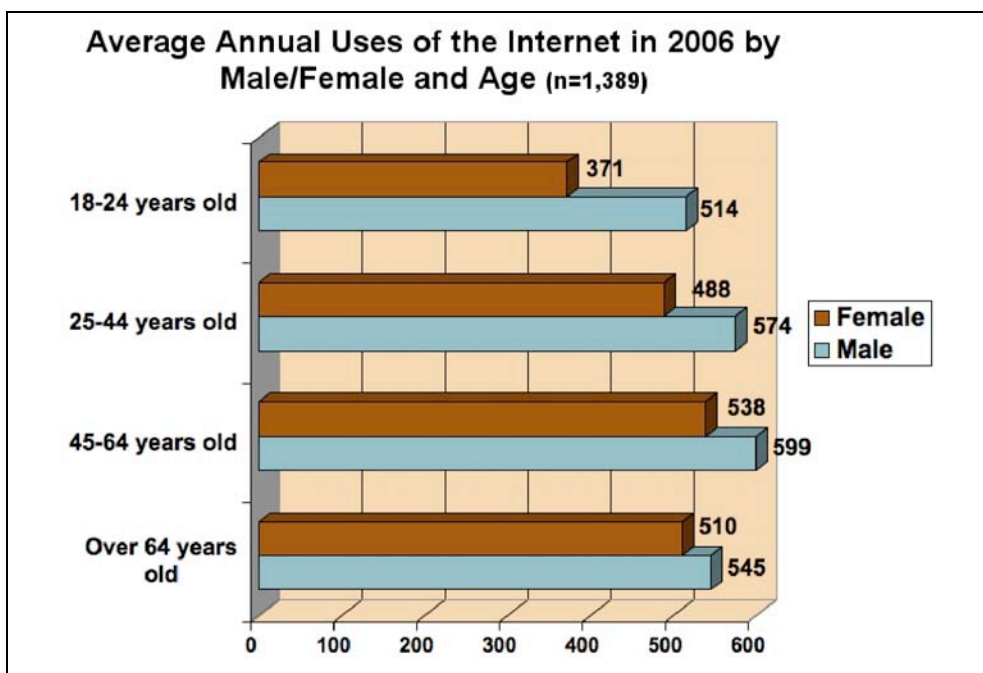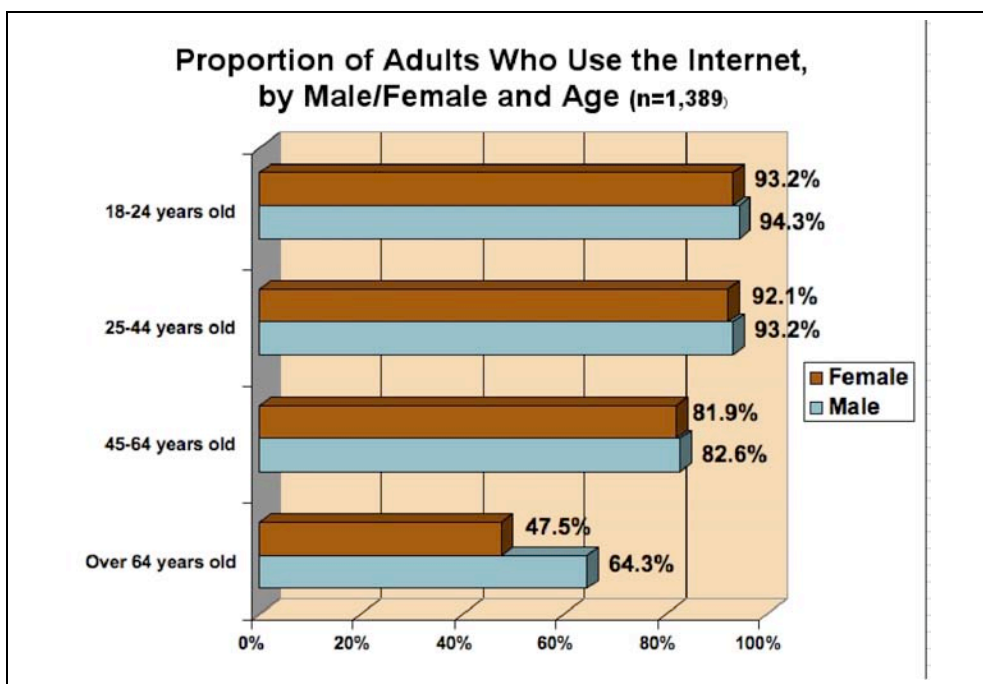
While the youngest adult males and females are more likely to be Internet users, based on the range of age, they are fewer in number and they do not use the Internet with the frequency that most of their older counterparts do. Thus, they do not account for the greatest total number of Internet uses. Table 8

Average Uses of the Internet Per User by Age Groups in 2006 (n=1,389)

Age Group	Average Uses
18-24 years old	528
25-44 years old	569
45-64 years old	530
Over 64 years old	441

Total Uses of the Internet (in billions) by Age Groups in 2007 (n=1,389)

Age Group	Female	Male
18-24 years old	6.78	7.57
25-44 years old	22.43	25.40
45-64 years old	13.56	15.23
Over 64 years old	3.85	5.08
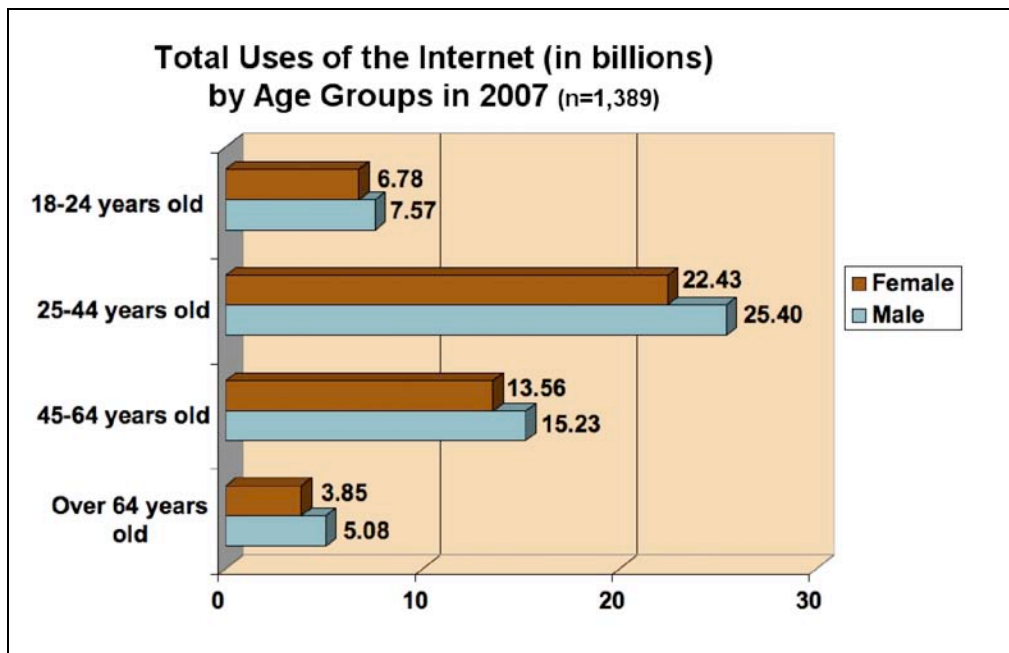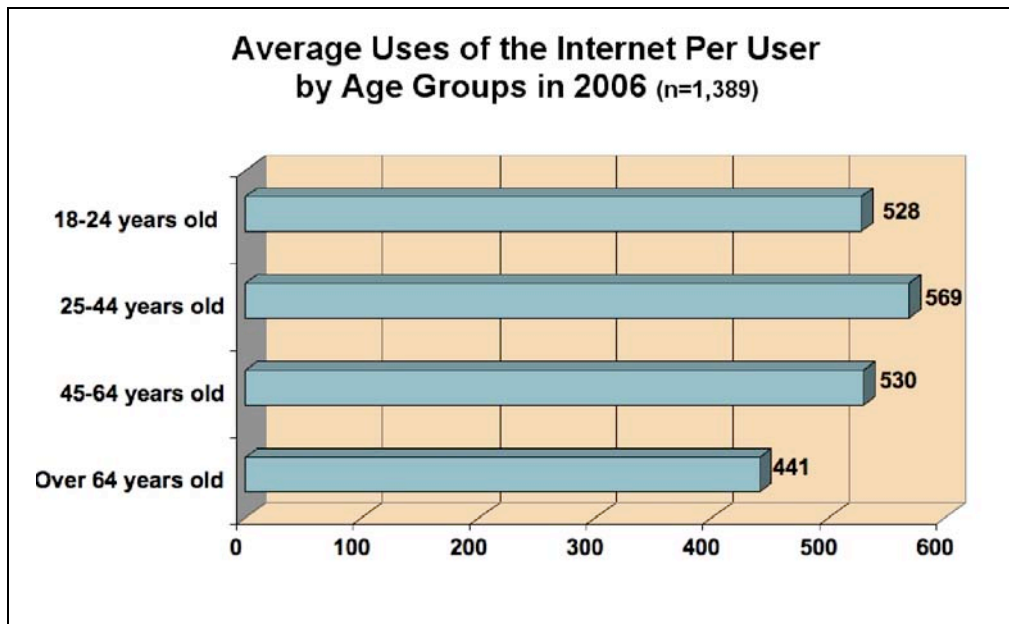
ETHNIC ORIGIN OR RACE

The proportion of U.S adults of various ethic origins or races that use the Internet are similar for Hispanic or Latino, white, and American Indian or Alaska natives (about 77% for each). But Black or African Americans are less likely (at 67%) and Asians are more likely (92%) to be Internet users. Table 36

Proportion of Adults of Hispanic/Latino Origin or by Race Who Used the Internet in 2006 (n=4,506)

Category	Percentage
American Indian or Alaska native (n=116)	76.8%
Asian (n=62)	91.9%
Black or African American (n=368)	66.6%
White (n=3,760)	77.2%
Hispanic or Latino origin (n=228)	77.2%
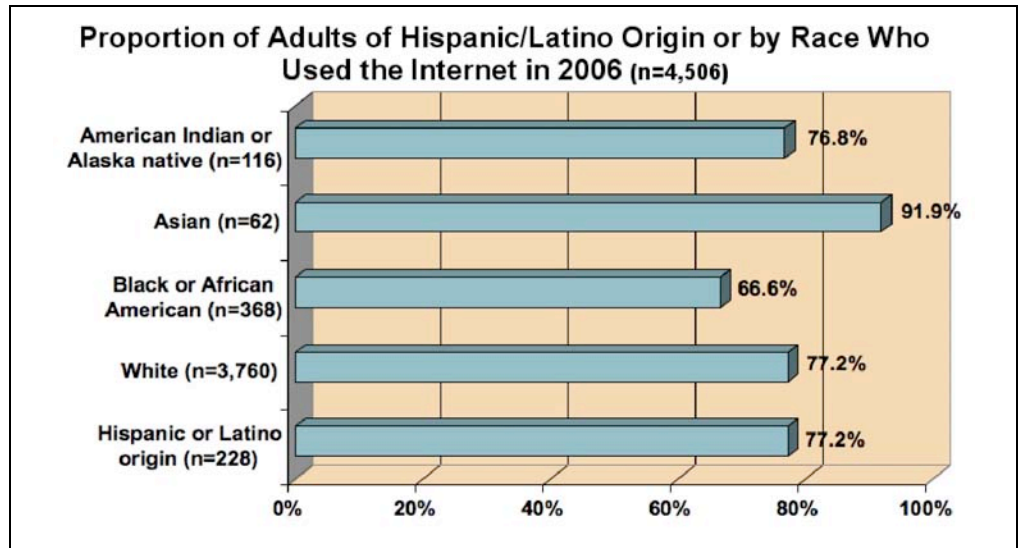
EDUCATION LEVEL

usage. As the level of educational attainment increases so does the proportion of adults who use the Internet – from 18 percent for those with an 8th grade education or less to 91 percent of those with more than a 4-year college degree.

Proportion of Adults Who Used the Internet in 2006 by Their Highest Level of Education (n=4,469)

Category	Percentage
8th grade or less (n=51)	17.6%
Some high school, but did not graduate (n=192)	34.4%
High school graduate or GED (n=991)	58.3%
Some college or 2-year degree (n=1,426)	78.8%
4-year college degree (n=905)	91.0%
More than 4-year college degree (n=904)	90.5%
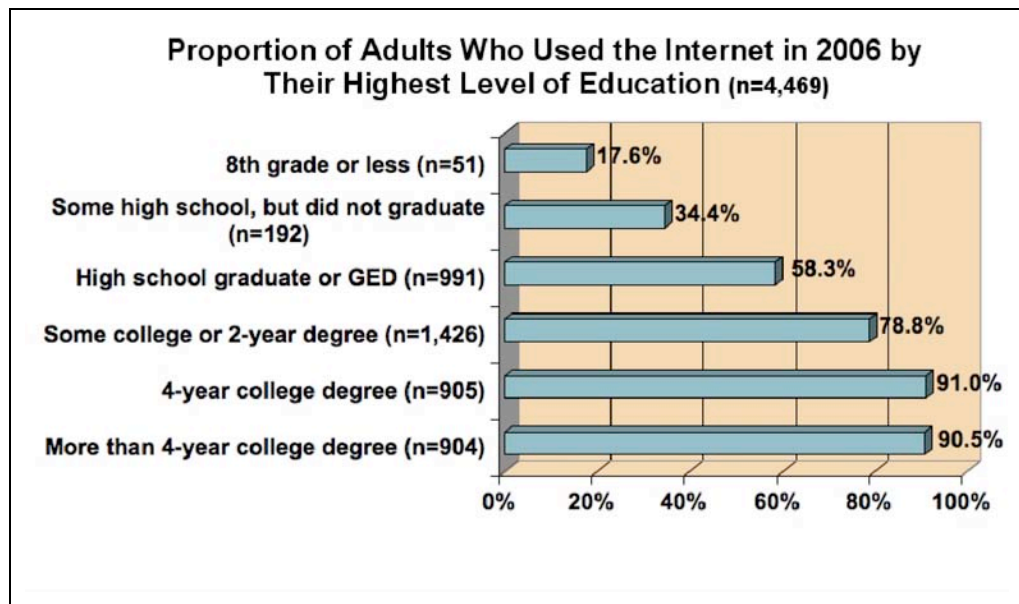
HOUSEHOLD INCOME

As with education attainment, household income (before taxes) is correlated with Internet usage. Households with annual income of less than $30,000 have 51% of adults as Internet users and households with incomes greater than $150,000 have 95% of adults as Internet users. Table 38 An issue is that fewer users from low income households have access to the Internet in their homes. For example 45.6% of users from households with income less than $30,000 compared with 95.1% from household incomes with greater than $150,000. Table 50

Proportion of Adults Who Used the Internet in 2006 by Their Household Income Before Taxes
(n=3,630)

Household Income	Percentage
More than $150,000 (n=237)	94.9%
$75,000 - $150,000 (n=783)	94.3%
$50,000 - $75,000 (n=736)	89.8%
$30,000 - $50,000 (n=841)	76.1%
Under $30,000 (n=986)	51.4%
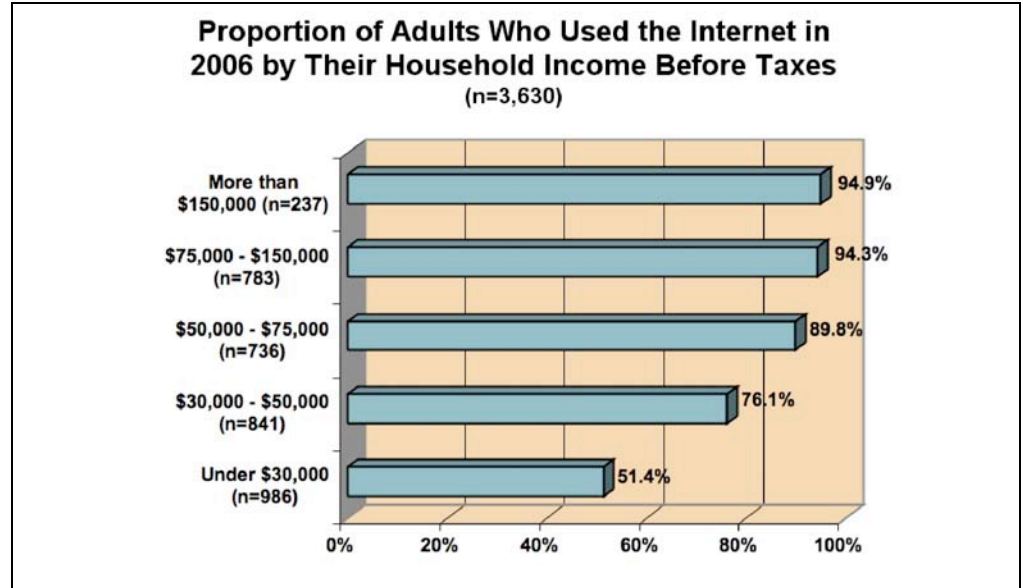
PURPOSE OF USE OF THE INTERNET - INFORMATION NEEDS

Adults interviewed for this study were asked to describe an important situation they experienced for which they used the Internet to find needed information. Based on 186 million users, the most common category of information sought via the Internet was related to personal or family information needs (89% of users), followed by work-related needs (47%), and education needs (18.1%). Table 9

Users can have many types of needs. For example, a user can have a personal medical information need, as well as an information need at work. The estimated total occurrences of information needs for situations considered important to the user is 286 million. Thus, there were about 1.5 such occurrences of the various needs per user in 2006. This set of occurrences of information needs is dominated by personal or family needs (166 million), followed by work-related needs (87 million) and education needs (34 million). Table 9

Purposes of Internet Use by Proportion of Internet Users (n=1,278)

Proportion of Internet Use by Total Occurrences
(All Users/Occurrences of User Needs = 286.4 million)
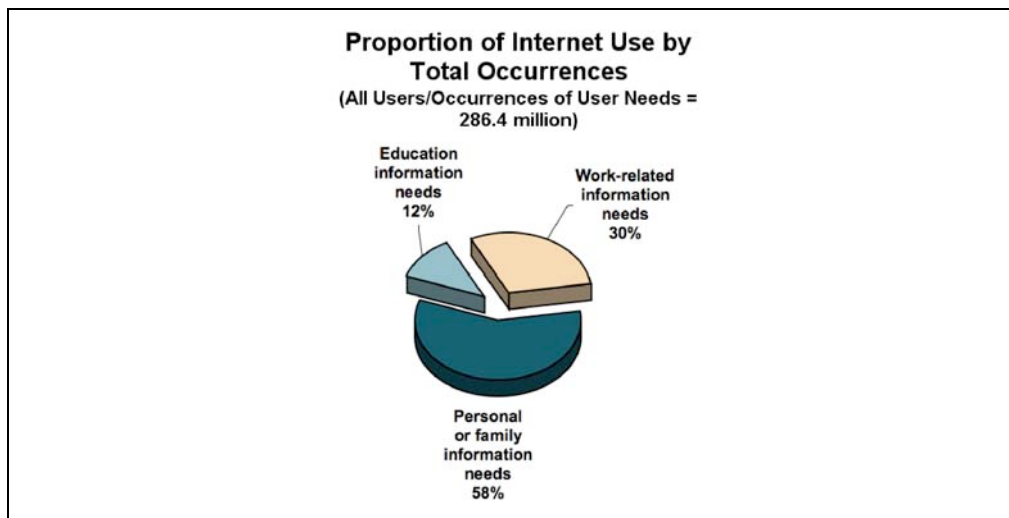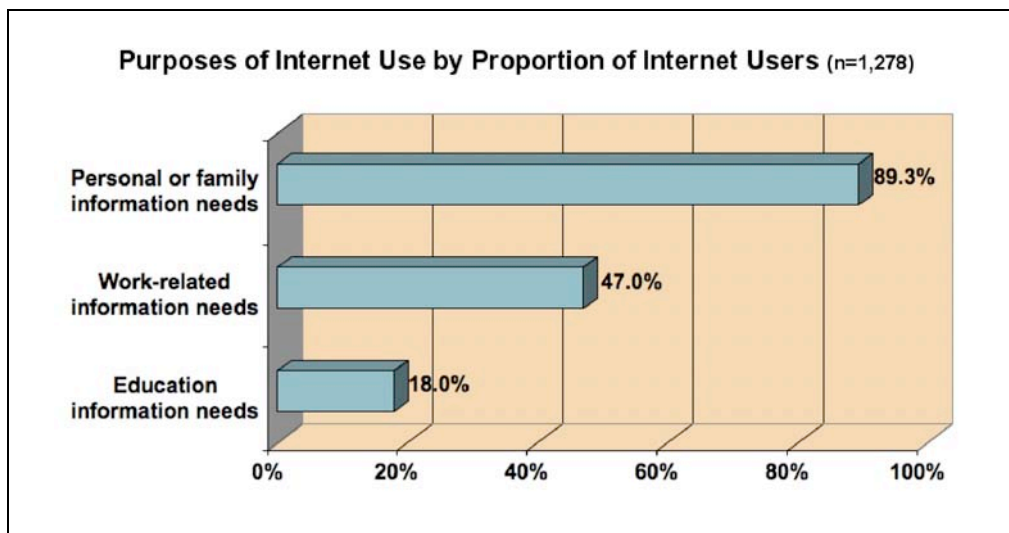
The purpose of use or information need has an effect on the frequency with which people use the Internet. Work-related needs results in the most frequent uses of the Internet (55% of the users use the Internet once a day or more), while only 23 percent of users with personal or family needs use the Internet that frequently. Table 10

Frequency of Adults Using the Internet for Meeting Personal or Family Needs in 2006 (n=1,131)

Frequency of Adults Using the Internet for Meeting Education Needs as a Student in 2006 (n=1,131)

Frequency of Adults Using the Internet for Meeting Education Needs as a Teacher in 2006 (n=1,131)

Frequency of Adults Using the Internet for Meeting Work-Related Needs in 2006 (n=1,131)

DEMOGRAPHICS BY PURPOSE OF USE

A comparison is made on the proportions of Internet uses made among personal or family, education and work-related needs. Hispanics or users of Latino origin tend to use the Internet primarily for personal or family needs (61.9% of their uses) versus education needs (17.7%.) or work-related needs (20.9%). All races also use the Internet more often for personal or family needs, but Black users less so (48.7%) in favor of using it for education purposes (23.7%). Table 39

What Purposes Hispanic or Latino Origin Adults Used the Internet For in 2006 (n=113)

What Purposes White Adults Used the Internet For in 2006 (n=1,947)
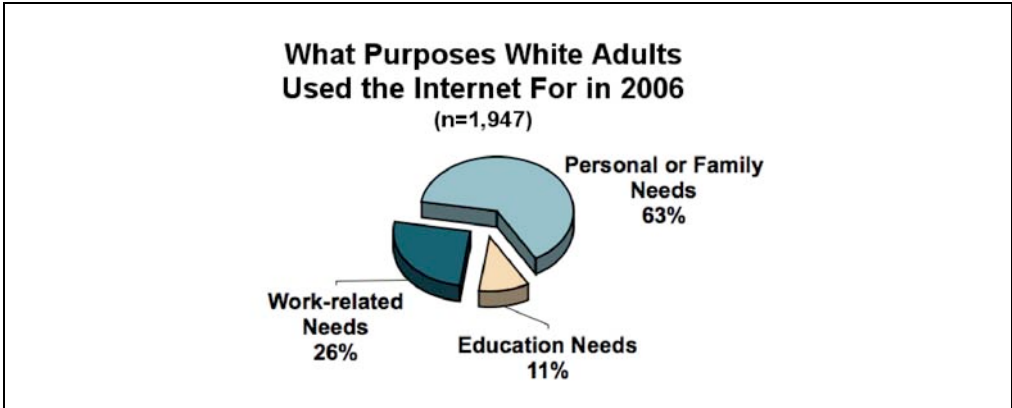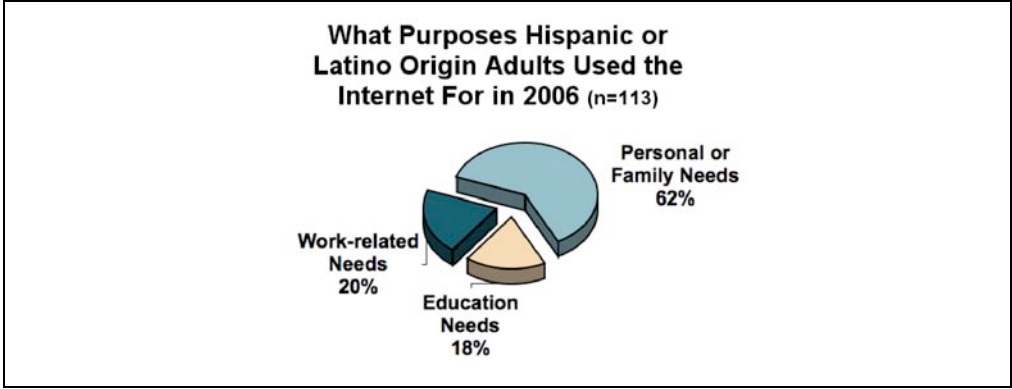
What Purposes Black or African American Adults Used the Internet For in 2006 (n=156)
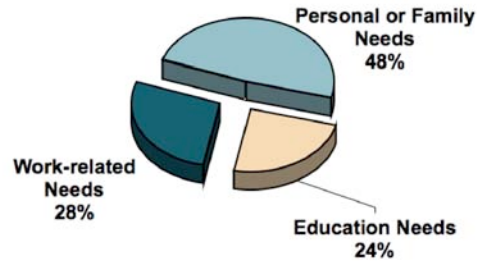
What Purposes Adults of Other Races Used the Internet For in 2006 (n=94)
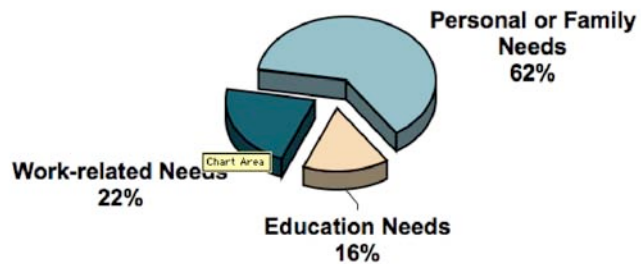
Comparison of Purposes of Use by Race (n=94)
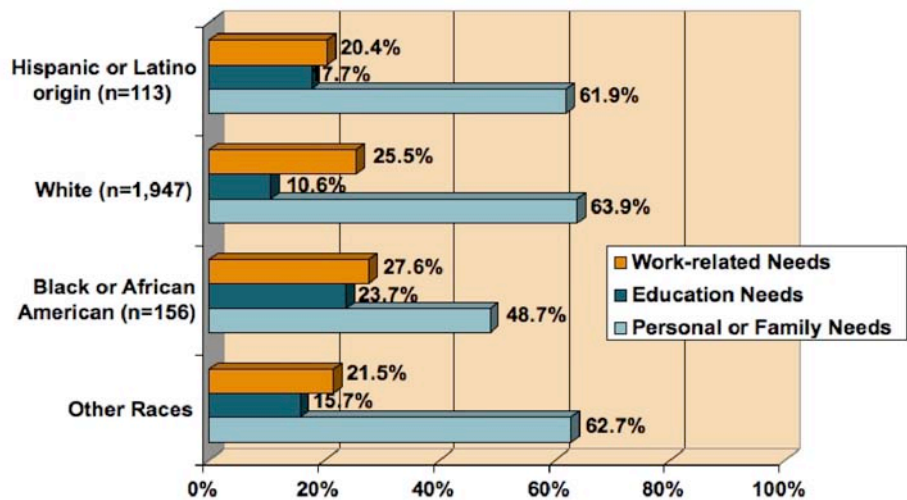
Use of the Internet for personal or family needs rises sharply by age from 44.3% of users age 18 to 24 up to 84.2% for those over 64. By contrast, use for education needs is highest for those 18 to 24 (36.9%) reflecting those still in school. However, the proportion continues to decrease for education needs as users age as well. Users with work-related needs reflect the non-working student population in that only 18.8% of 18 to 24 Internet users use the Internet for this purpose. Just as with users having education information needs populated with teachers, the proportion of use for work-related purposes declines some and drops well down for those over 64 who largely are no longer in the workforce. Table 40

Adults Who Used the Internet for Meeting Personal or Family Needs in 2006 by Age

Age	Percent
18-24 years old (n=176)	44.3%
25-44 years old (n=750)	57.9%
45-64 years old (n=1,016)	61.7%
Over 64 years old (n=348)	84.2%

Adults Who Used the Internet for Meeting Education Needs in 2006 by Age

Age	Percent
18-24 years old (n=176)	36.9%
25-44 years old (n=750)	12.0%
45-64 years old (n=1,016)	9.5%
Over 64 years old (n=348)	6.9%

Adults Who Used the Internet for Meeting Work-Related Needs in 2006 by Age

Age Group	Percentage
18-24 years old (n=176)	18.8%
25-44 years old (n=750)	30.1%
45-64 years old (n=1,016)	28.7%
Over 64 years old (n=348)	8.9%

Adults Who Used the Internet for Meeting Personal or Family Needs in 2006 by Sex

Sex	Percentage
Female (n=1,383)	65.5%
Male (n=903)	55.5%

Females tend to use the Internet more than males for personal or family needs and education needs, but less for work-related needs. Table 40

Adults Who Used the Internet for Meeting Personal or Family Needs in 2006 by Sex

Sex	Percentage
Female (n=1,383)	65.5%
Male (n=903)	55.5%
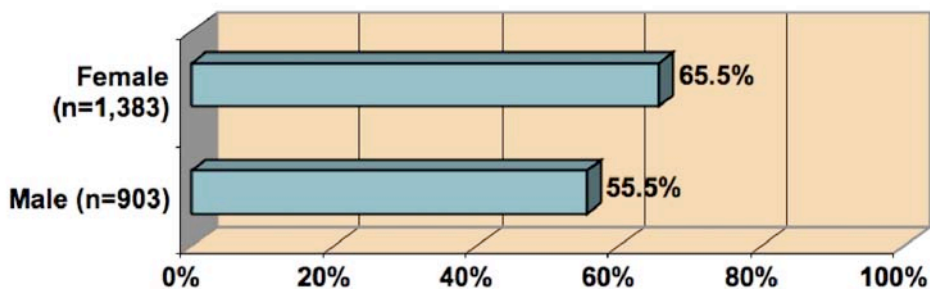
Adults Who Used the Internet for Education Needs in 2006 by Sex
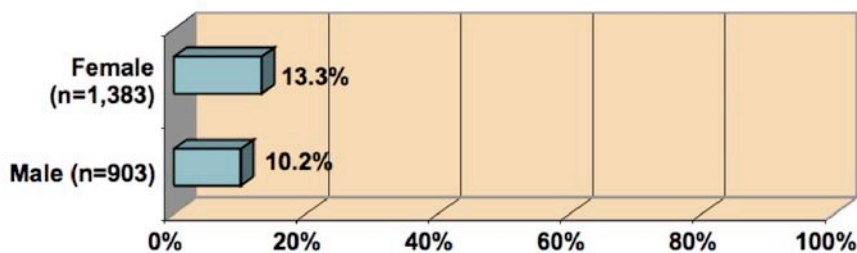
Adults Who Used the Internet for Work-Related Needs in 2006 by Sex
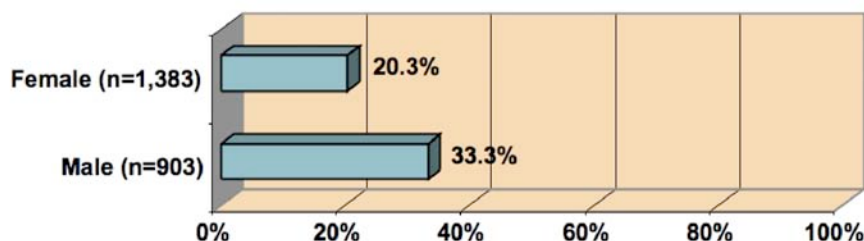
Highest level of education has some bearing on which information needs are addressed by Internet users. Personal or family needs are addressed less often as education level increases from 69.8% of users who have less than a high school diploma to 57.8% who have a 4-year college degree or higher. Education needs are more frequent (22.6%) for those having less than a high school diploma because all of those who responded are still in school. Use of the Internet for work-related purposes increases with the level of education. Table 41

Use of the Internet for Work-Related Purposes by Adults with a 4-year College Degree or More (n=1,122)
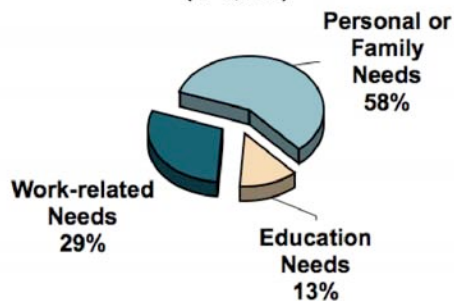
Adults Who Used the Internet for Meeting Personal or Family Needs in 2006 by Education Level
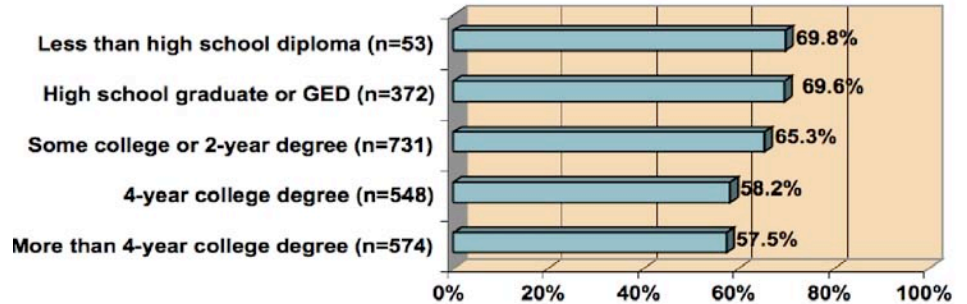
- Less than high school diploma (n=53): 69.8%
- High school graduate or GED (n=372): 69.6%
- Some college or 2-year degree (n=731): 65.3%
- 4-year college degree (n=548): 58.2%
- More than 4-year college degree (n=574): 57.5%

Adults Who Used the Internet for Meeting Education Needs in 2006 by Education Level

- Less than high school diploma (n=53): 22.6%
- High school graduate or GED (n=372): 9.4%
- Some college or 2-year degree (n=731): 11.6%
- 4-year college degree (n=548): 9.9%
- More than 4-year college degree (n=574): 15.5%

Adults Who Used the Internet for Meeting Work-Related Needs in 2006 by Education Level

- Less than high school diploma (n=53): 7.6%
- High school graduate or GED (n=372): 21.0%
- Some college or 2-year degree (n=731): 23.1%
- 4-year college degree (n=548): 31.9%
- More than 4-year college degree (n=574): 27.0%
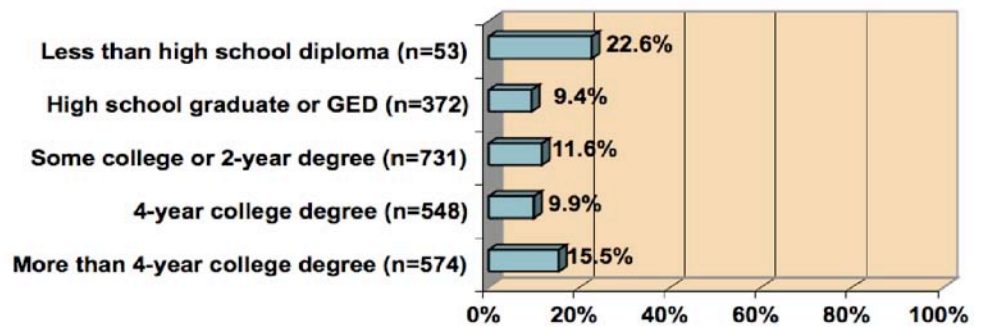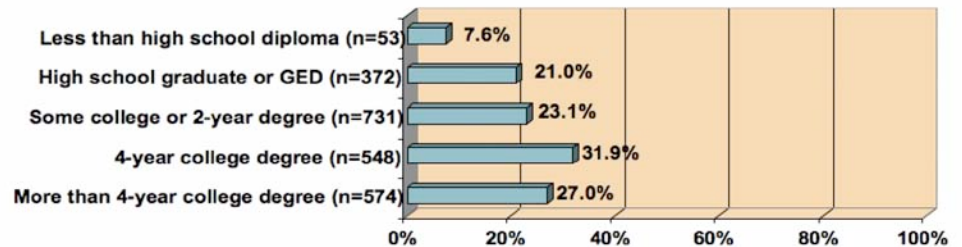
The proportion of purpose of Internet use by users varies somewhat by their household income (before taxes). The proportion of personal of family needs ranges from 74.5% of users having less than $30,000 household income to 53.2% for those having over $75,000 income. This purpose of use is largely

offset by use for work-related needs which increases from 11.3% of use by the lowest income group to 34.0% for the highest group. Table 42

Adults Who Used the Internet for Meeting Personal or Family Needs in 2006 by Household Income Level Before Taxes

Under $30,000 (n=326)	74.5%
$30,000 - $50,000 (n=414)	64.7%
$50,000 - $75,000 (n=464)	63.4%
$75,000 and higher (n=697)	53.2%

Adults Who Used the Internet for Meeting Education Needs in 2006 by Household Income Level Before Taxes

Under $30,000 (n=326)	14.1%
$30,000 - $50,000 (n=414)	9.2%
$50,000 - $75,000 (n=464)	12.1%
$75,000 and higher (n=697)	12.8%

Adults Who Used the Internet for Meeting Work-Related Needs in 2006 by Household Income Level Before Taxes

Under $30,000 (n=326)	11.3%
$30,000 - $50,000 (n=414)	26.1%
$50,000 - $75,000 (n=464)	24.6%
$75,000 and higher (n=697)	34.0%

INTERNET USE

AMOUNT OF USE

The average number of uses per occurrence of user need varies by type of information need or purpose of Internet use. People with work-related information needs tend to use the Internet many more times to address their needs than users with personal or family information needs (354 versus 164). As a result, work-related information needs account for the highest number (30.69 million) and proportion (47%) of Internet uses, followed by personal or family information needs and education information needs. Table 12

Average Uses Per User for Internet Users Who Had Important Situations Where Information Was Needed in 2006 by Purposes of Use (n=1,278)

Total Uses of the Internet to Address Needs by Type of Need (total=65.41 billion uses)
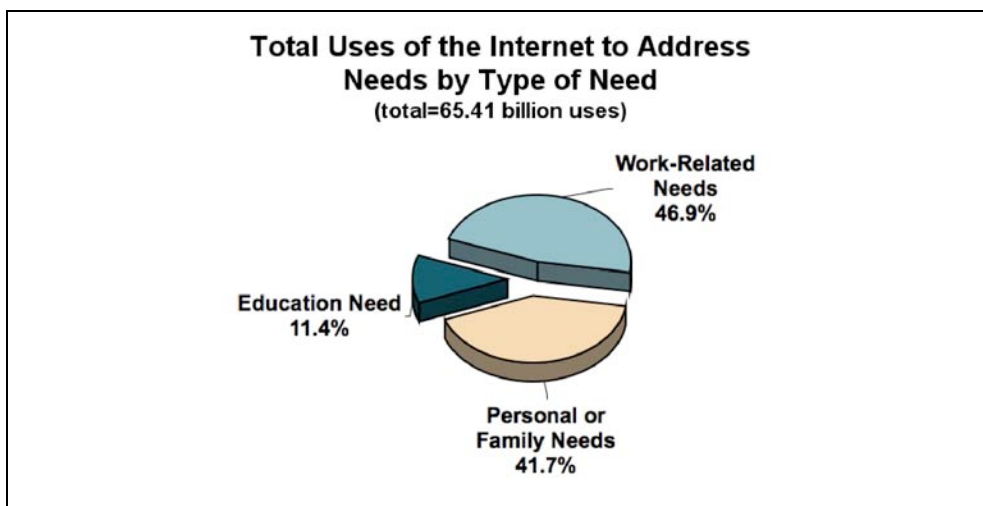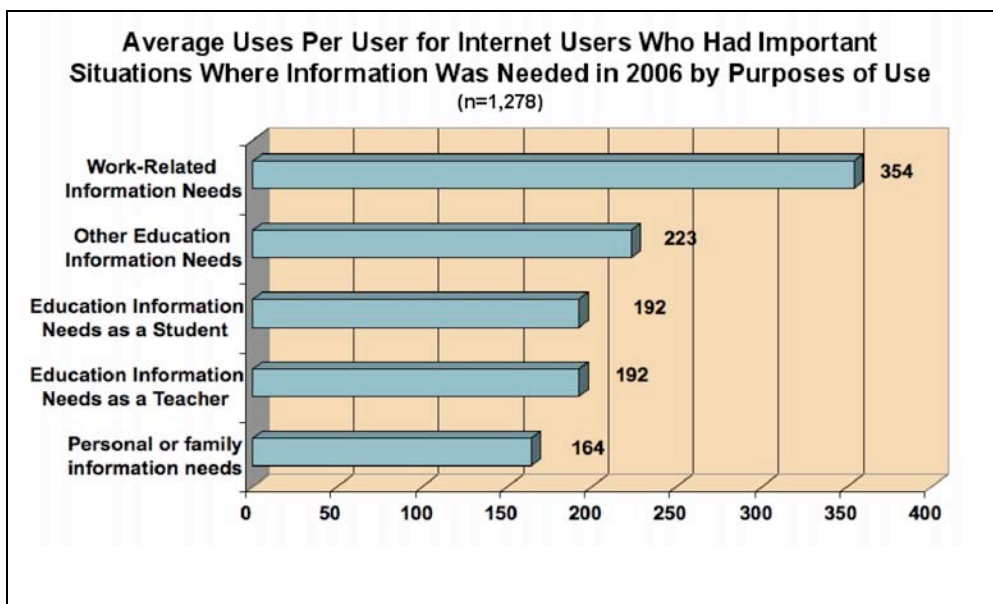
WHY THE INTERNET WAS CHOSEN AS A SOURCE OF INFORMATION

In effect, adults must make choices about where to obtain information to address important situations. There are many considerations in making such decisions. The most commonly cited reason for choosing the Internet for information needed relative to an important situation is convenience and ease of use (90% of uses). Other reasons – information could be trusted, it was the best source of information and it did not cost much in time or money were cited for similar proportions of uses (77%, 75% and 74%, respectively). Clearly, users consider convenience or ease of use is more important than other reasons.   Table 13

Why the Internet Was Chosen by Adults for Important Situations Where Information Was Needed in 2006 (n=2,321)
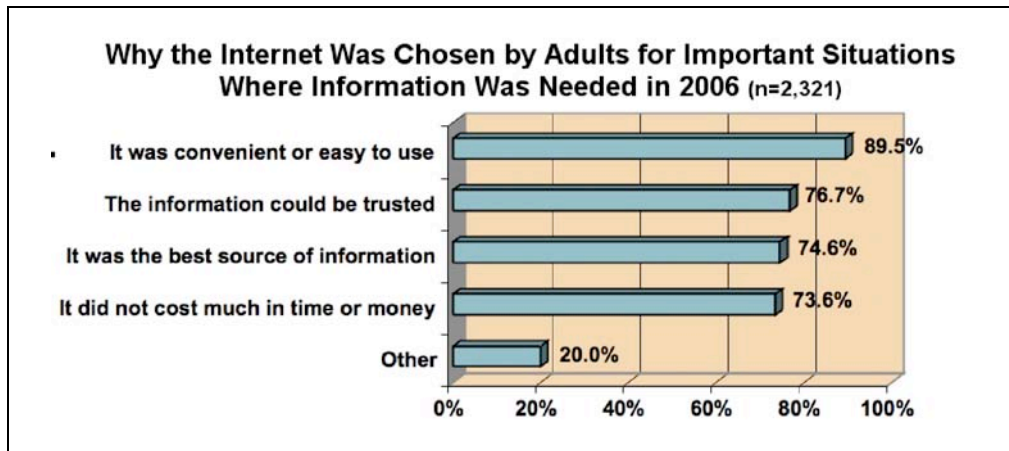
AMOUNT OF TIME SPENT PER INTERNET USE

The amount of time spent per Internet use related to important situations for which information was needed, ranged from under 10 minutes (18% of uses) to a high of over 2 hours (17% of uses). Table 14

Even though the Internet was frequently cited as "not costing much in time or money" as a reason for not using the Internet, they average spending over two hours addressing an important situation. When asked what they would do to address the important situation in the absence of the Internet, most (89% of users) said they would use an alternative source. The alternative sources cost about 40 minutes more than the cost to use the Internet in time, but would also cost about an additional $68 in purchase, rental, travel, etc.

Time Spent Per Use Using the Internet for Important Situations by Adults in 2006 (n=2,321)
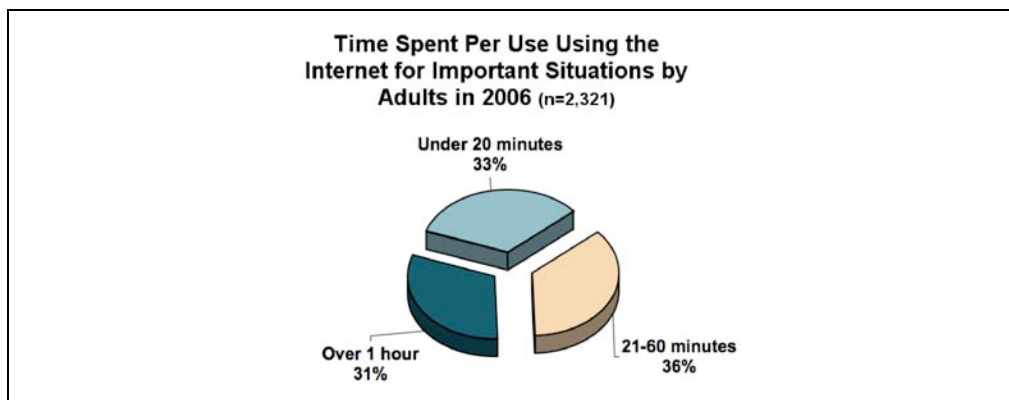
RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM INTERNET USE

Internet users were asked to rate various attributes of the information they obtained during their use of the Internet for important situations. The rating scale was a five-point scale (with 1 representing the worst rating and 5 representing the best rating). For Internet uses the attributes included the quality of the information obtained, the completeness of the information, the timeliness or how up-to-date the information was, the trustworthiness of the information, the novelty or how new the information was, and the importance of the information obtained in meeting the need (1-not at all important to 5 – absolutely essential). The overall average ratings were all fairly high (Table 15):

Timeliness	4.42
Trustworthiness	4.38
Quality	4.32
Importance	4.27
Completeness	4.15
Novelty	3.79

OUTCOMES/IMPACTS OF INTERNET USES

The outcomes of Internet uses also included obtaining needed information, how well the information addressed the reason or need for using the Internet, and whether the information led to favorable or negative outcomes.

In most Internet uses, adults obtained all or some of the information they were looking for (54% and 45%, respectively). In only 2 percent of the uses did they fail to obtain the information they sought.

An estimated 53 percent of the uses resulted in completely addressing the reason for the uses, and in a further 45 percent of uses the reason was somewhat addressed. The majority of Internet uses (92%) led to a favorable outcome. Table 16

Whether Needed Information Was Obtained by Adults Using the Internet by Proportion of Internet Uses (n=2,230)

Did not get information looking for 2%

Got all information looking for 53%

Got some information looking for 45%

How Well the Information Obtained by Adults Using the Internet in 2006 Addressed the Reason for Its Use (n=2,230)

Completely
53%

Not at all
2%

Somewhat
45%
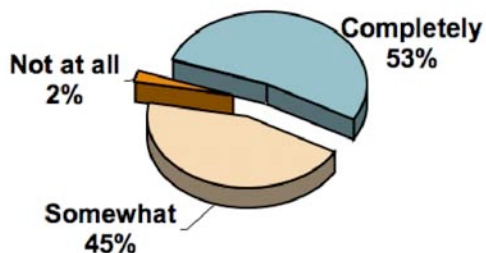
Whether the Information Obtained by Adults Using the Internet in 2006 Lead to a Favorable Outcome (n=2,230)

No
8%

Yes
92%
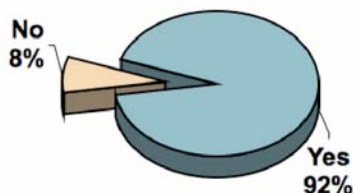
Whether Information Obtained by Adults Using the Internet in 2006 Lead to a Negative Outcome (n-2,230)

Yes
6%

No
94%

OUTCOMES/IMPACTS OF INTERNET USES

The outcomes of Internet uses also included obtaining needed information, how well the information addressed the reason or need for using the Internet, and whether the information led to favorable or negative outcomes.

In most Internet uses, adults obtained all or some of the information they were looking for (54% and 45%, respectively). In only 2 percent of the uses did they fail to obtain the information they sought.

An estimated 53 percent of the uses resulted in completely addressing the reason for the uses, and in a further 45 percent of uses the reason was somewhat addressed. The majority of Internet uses (92%) led to a favorable outcome. Table 16

TYPE OF INTERNET SERVICE USED

The services used during the Internet uses included a search engine, such as Google or Yahoo, viewing or downloading e-books, viewing or downloading articles, viewing a blogger website, using e-mail, using chat mail or instant messaging, obtaining information from a library, obtaining information about a library, visiting a virtual museum exhibit or online museum program, and placing an order online. Overall, the most used Internet services are search engines (80% of uses), viewing or downloading articles (39%) and using e-mail (29%), viewing a blogger website (15.2%), obtaining information from a library (12.4%) and placing an order online (12.2%). Much less used are obtaining information about a library (4%), visiting a virtual museum exhibit or online program (3%), using chat mail or instant messaging (3% and downloading e-books (2.5%). Table 17

Types of Services Used in Adults' Internet Uses
(all uses =65.4billion uses) (n=1,131)

- Search engine, e.g. Google or Yahoo — 79.8%
- Viewed or downloaded articles — 38.8%
- Used e-mail — 29.4%
- Other — 16.9%
- Viewed a blogger website — 15.2%
- Obtained information from a library — 12.4%
- Placed an order online — 12.2%
- Obtained information about a library — 4.4%
- Visit a virtual museum exhibit or online museum program — 3.4%
- Used chat mail or instant message — 2.8%
- Viewed or downloaded e-.books — 2.5%

INFORMATION FROM AND ABOUT LIBRARIES

When information was sought from libraries, it was sought mostly from public libraries (58% of these uses) and from college and university libraries (44%), with special (corporate, medical, legal, government) libraries and school (k-12) libraries following behind (16% and 4%, respectively). When needed information is sought about libraries, it is mostly about public libraries (74% of uses), followed by college and university libraries (36%) and special libraries (14%). Table 18

Proportion of Adult Internet Uses Where Information Was Needed From Libraries in 2006
(n=140)

Library type	Percentage
Public libraries	57.9%
College or university libraries	43.6%
Special libraries	15.7%
School libraries	4.3%

Proportion of Internet Uses Where Information Was Needed About Libraries by Adults in 2006
(n=50)

Library type	Percentage
Public libraries	74.0%
College or university libraries	36.0%
Special libraries	14.0%

INFORMATION FROM MUSEUMS

When Internet users had important situations for which they sought needed information from a virtual museum exhibit or online museum program, they most often went to the museum (53% of uses). However, sometimes they

accessed a government website (29%), an archive or historical society (29%), the library associated with the museum (24%), a commercial or private individual website (18% each). Table 19

Types of Museum Sites Used by Adult Internet Users by Proportion of Internet Uses (n=38)

- Museum — 52.6%
- Government website — 28.9%
- Archive or Historical Society — 28.9%
- Library — 23.7%
- Private individual website — 18.4%
- Commercial website — 18.4%
- Other — 15.8%
- Genealogical Society — 2.6%
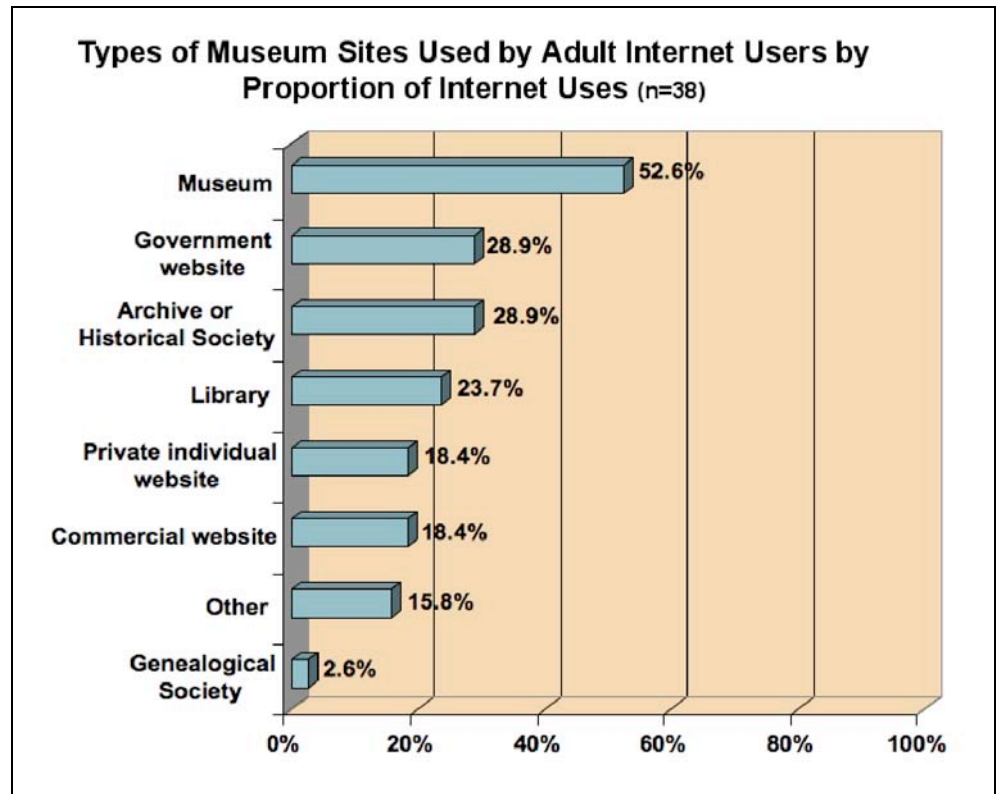
INTERNET USES BY CATEGORY OF INFORMATION NEED

Adults were asked about the last situation where they needed information and used the Internet to look for it and to describe this situation. These verbatim responses were post-categorized into many personal, educational and work-related categories. These categories are described in Appendix A . Several of these categories are discussed below.

INTERNET USES FOR IMPORTANT PERSONAL OR FAMILY SITUATIONS

By far the most common use of the Internet for addressing important situations was for personal or family information needs, accounting for over 27 billion uses in 2006 (42% of all important Internet uses – see Table 12).Those personal or family information needs cover a wide variety of topics from health or wellness to job hunting or career planning. Health and wellness-related information needs account for almost half (45%) of the personal or family information needs. Finance or legal, travel or vacation and purchases or sales information needs account for between 13 and 15 percent of such needs each. Table 20

Types of Personal and Family Information Needs by Adult Internet Uses in 2006
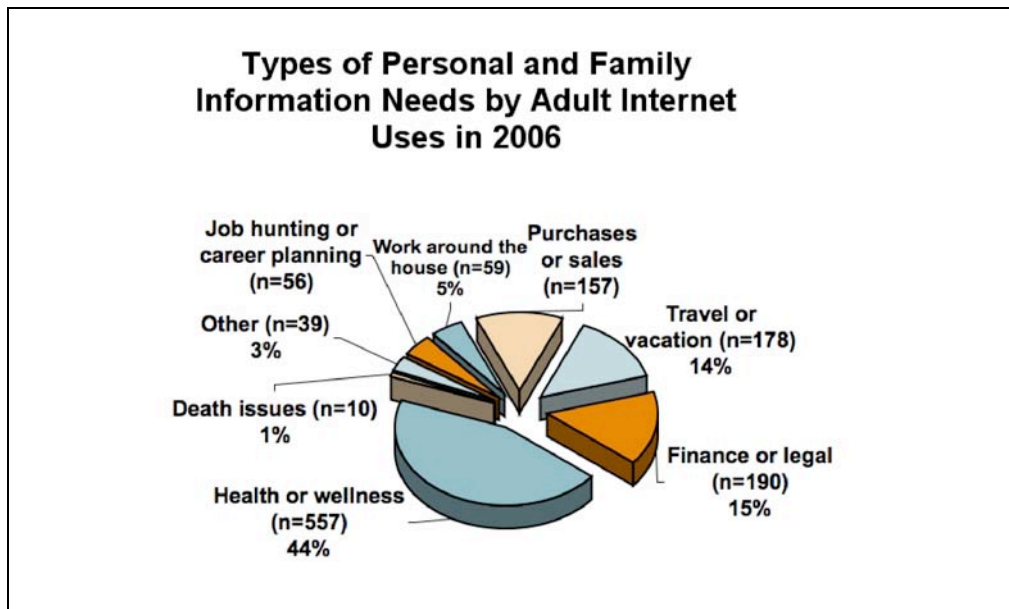
INTERNET USES FOR IMPORTANT EDUCATION

The Internet was used to address important educational needs about 7.5 billion times in 2006 (11% of all important Internet uses – see Table 12). More Internet uses for educational purposes are by teachers (25%) than by students (15%). Other educational information needs include information about schools, education requirements, financial aid, counseling, PTA, etc. Table 21

**Types of Educational or Lifelong Learning
Information Needs by Adult Internet Uses in 2006**
(n=2,274)

Formal education as a
student
23%

Formal education as a
teacher
37%

Other education needs
40%
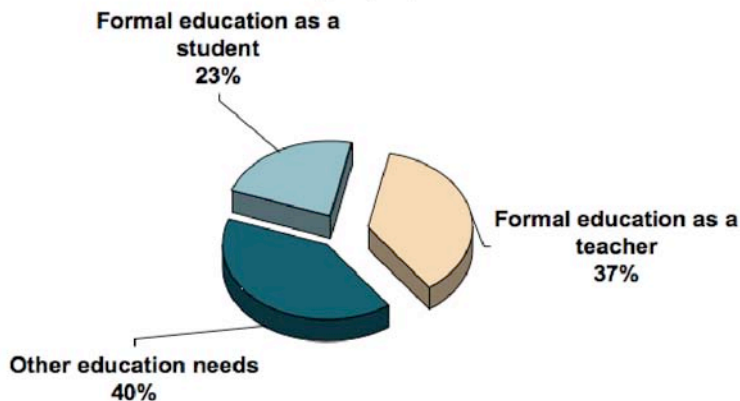
INTERNET USES FOR IMPORTANT WORK-RELATED INFORMATION NEEDS

The Internet was used to address important work-related information needs over 30.7 billion times in 2006 (47% of all important Internet uses – see Table 12). Work-related information needs included research (18% of work-related uses), administration (12%), and marketing and sales (10%). Information needs associated with work in small organizations (17%) and other kind of work (29%) accounted for the largest numbers of work-related Internet uses. Table 22

**Types of Educational or Lifelong Learning
Information Needs by Adult Internet Uses in 2006**
(n=2,274)

Formal education as a
student
23%

Formal education as a
teacher
37%

Other education needs
40%
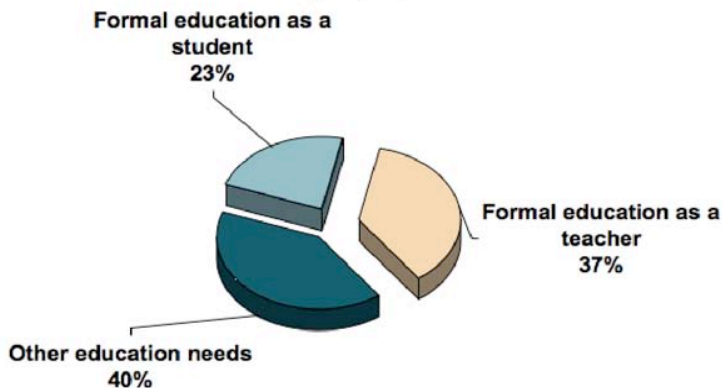
IMPORTANT MEDICAL-RELATED INFORMATION NEEDS

Categorizing in a different way presents all medical-related information needs. Internet uses for medical-related information needs covered a wide range of specific topics from diagnosis and treatment for oneself or one's family and friends, diagnosis and treatment of injuries and physical problems, psychological issues, health insurance and Medicare, work in healthcare organizations and medical research. The total number of personal medical-related Internet uses was over 18 billion in 2006 (see Table 20). Most common needs in this category included diagnosis and treatment for oneself (39% of medical-related uses) and for friends and family (22%). Table 23

IMPORTANT PERSONAL OR FAMILY MEDICAL INFORMATION NEEDS

Most health and wellness information needs involves addressing personal medical information needs such as diagnosis of symptoms or research into one's own illness, treatments of one's own illness (including prescriptions to drugs, pharmacies, etc.), or seeking medical help such as to identify medical professionals or to make an appointment, etc. Another aspect is to address symptoms, diagnosis, treatment of family members, friends or acquaintances, or to verify or confirm, check or learn about an illness of others.

Types of Personal Medical-Related Information Needs by Adult Internet Uses in 2006 (n=634)

Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=27) 3%

Health insurance, Medicare, etc. (n=27) 10%

Medical research (n=28) 10%

Other personal health issues (n=15) 2%

Work in healthcare (n=32) 12%

Psychological issues (n=9) 1%

Diagnosis, treatment, etc. concerning oneself (n=316) 40%

Diagnosis, treatment, etc., concerning family, friends, etc. (n=180) 22%

WHY THE INTERNET WAS CHOSEN FOR DIAGNOSIS AND TREATMENT INFORMATION FOR ONESELF AND FOR FAMILY AND FRIENDS

The most common reason for choosing the Internet for addressing personal medical information needs – specifically diagnosis and treatment etc., for oneself and for family and friends was convenience and ease of use (89 percent of uses for oneself and others). Trustworthiness of the information

was also a key reason for choosing the Internet (74% of uses for oneself and 80% for others). Table 24

Why the Internet Was Chosen by Adult Internet Users for Personal Medical Information for Oneself in 2006 (n=319)

Why the Internet Was Chosen by Adult Internet Users for Personal Medical Information Needs for Family or Friends in 2006 (n=180)
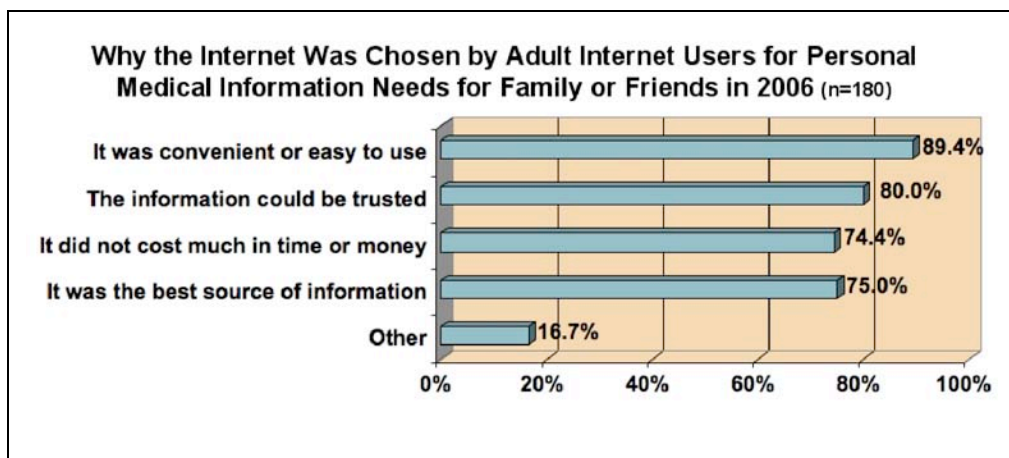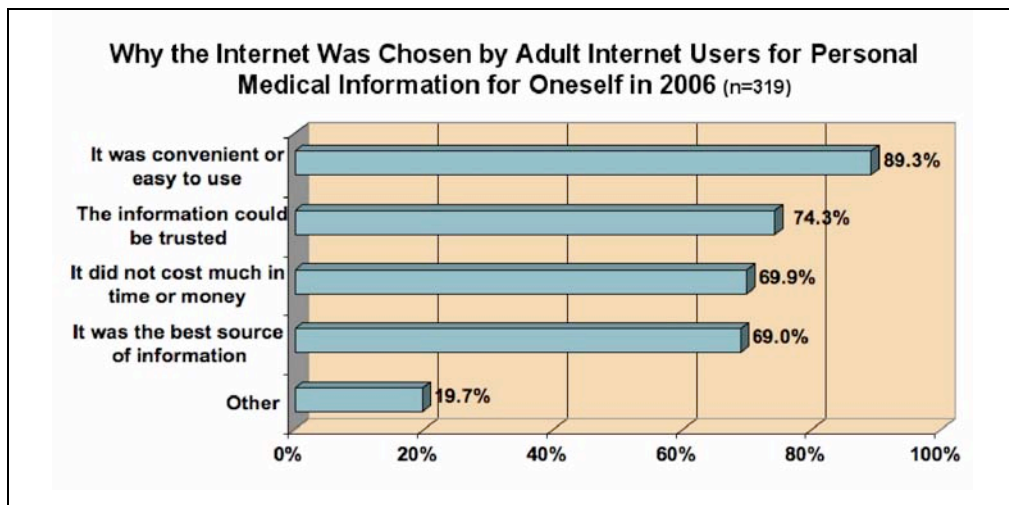
AMOUNT OF TIME SPENT ON THE INTERNET FOR DIAGNOSIS AND TREATMENT INFORMATION FOR ONESELF AND FOR FAMILY AND FRIENDS

The time spent using the internet for diagnostic and treatment information for oneself and others was similarly distributed. However, the average time spent per use was higher for one's own medical diagnostic or treatment needs (129 minutes) than uses for others' needs (93 minutes). Table 25

RATINGS OF ATTRIBUTES OF DIAGNOSTIC AND TREATMENT INFORMATION OBTAINED FROM INTERNET USE

The average ratings of attributes of information addressing diagnostic or treatment information was higher for Internet uses for others than for oneself. When searching for oneself or for others, timeliness or currency of the

information was the highest rated attribute, followed by trustworthiness and quality of the information. Table 26
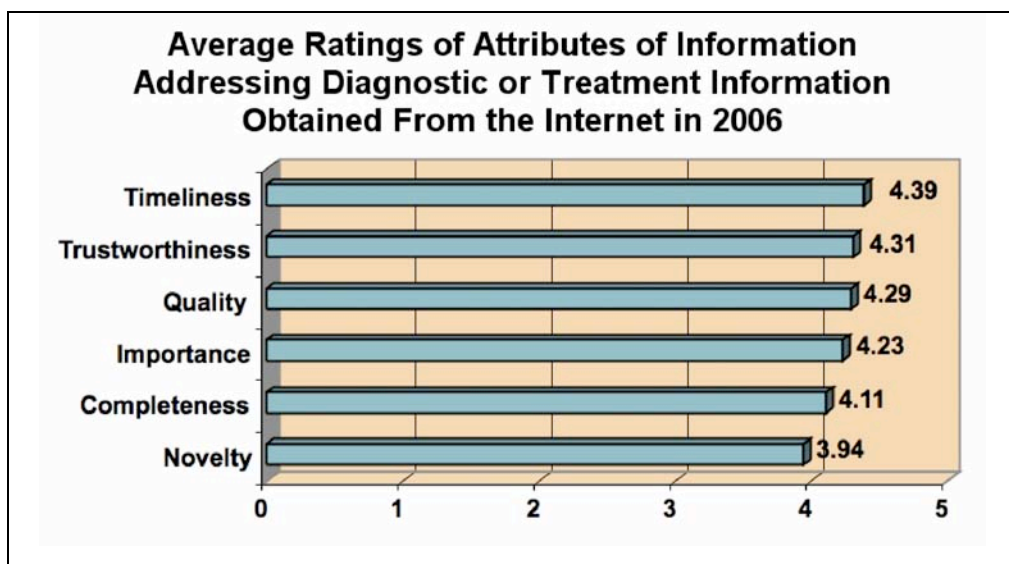
OUTCOMES OF INTERNET USE FOR DIAGNOSTIC OR TREATMENT INFORMATION FOR ONESELF AND FOR FAMILY AND FRIENDS

Overall, in just under half (46% of uses) of the Internet uses for diagnostic or treatment information, all the information sought was obtained. The information obtained completely addressed the need in 42 to 45 percent of the uses. Finally, over 90 percent of the Internet uses for diagnostic or treatment information led to a favorable outcome. Table 27

SUMMARY OF INTERNET USE FOR PERSONAL OR FAMILY MEDICAL DIAGNOSTIC OR TREATMENT INFORMATION

Other than convenience or ease of use, all the other reasons for choosing the Internet were cited more frequently for addressing the medical situation of others than for oneself. Furthermore, the ratings of attributes of information found are consistently higher for diagnosis, treatment, etc. of others. Yet the users spent somewhat more time on uses for themselves which implies more importance on these uses. It appears that users are more conscientious or concerned about information dealing with their own diagnosis or treatment than that of others. However, the Internet produces an equal outcome for both types of uses as reported in terms of ratings of importance of the information in meeting the needs of users, in finding the information they were looking for (addressing needs) completely and resulting in a favorable outcome. These outcomes tend to be less positive for these two types of information needs than overall for needs addressed by the Internet.

CHARACTERISTICS OF INTERNET USERS WHO HAVE PERSONAL MEDICAL INFORMATION NEEDS

Hispanic, white and black Internet users tend to use the Internet for medical information needs much more for themselves than for others, but "other" races appear to use the Internet for those purposes about equally. Table 43.

Proportion of Adults Of Hispanic or Latino Origin or Other Races Who Used the Internet for Personal Medical Information Needs for Oneself in 2006

White (n=1,997)	14.2%
Black or African American (n=156)	11.5%
Other races (n=94)	10.6%
Hispanic or Latino origin (n-113)	9.7%

Proportion of Adults Of Hispanic or Latino Origin or Other Races Who Used the Internet for Personal Medical Information Needs for Others in 2006

White (n=1,997)	8.2%
Black or African American (n=156)	5.8%
Other races (n=94)	10.7%
Hispanic or Latino origin (n-113)	5.5%

Use of the Internet for medical information needs increases by age for both those who address these needs for oneself and for others, but more so for oneself. Table 44

Proportion of Adults by Age Who Used the Internet in the Past 12 Months for Personal Medical Information Needs for Oneself in 2006

18-24 years old (n=176)	6.3%
25-44 years old (n=750)	10.9%
45-64 years old (n=1,016)	14.3%
Over 64 years old (n=348)	23.0%

Proportion of Adults by Age Who Used the Internet in the Past 12 Months for Personal Medical Information Needs for Family or Friends in 2006

- 18-24 years old (n=176): 4.0%
- 25-44 years old (n=750): 7.5%
- 45-64 years old (n=1,016): 7.6%
- Over 64 years old (n=348): 11.5%
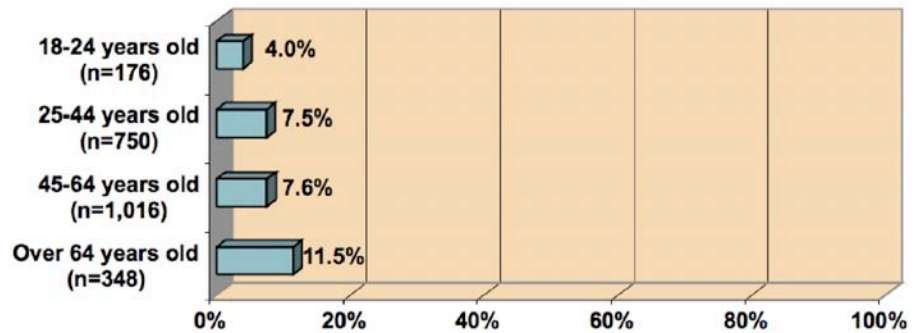
Females use the Internet more frequently than males for these two types of medical information needs. Table 44

Proportion of Adults by Sex Who Used the Internet in the Past 12 Months for Personal Medical Information Needs for Oneself in 2006

- Female (n=1,383): 15.9%
- Male (n=903): 10.9%

Proportion of Adults by Age Who Used the Internet in the Past 12 Months for Personal Medical Information Needs for Family or Friends in 2006
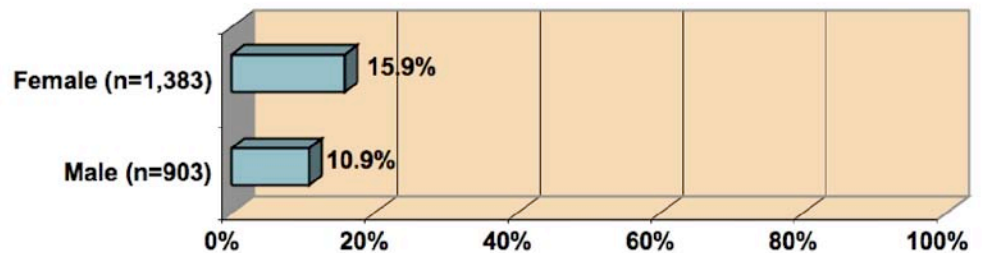
- Female (n=1,383): 10.0%
- Male (n=903): 4.6%
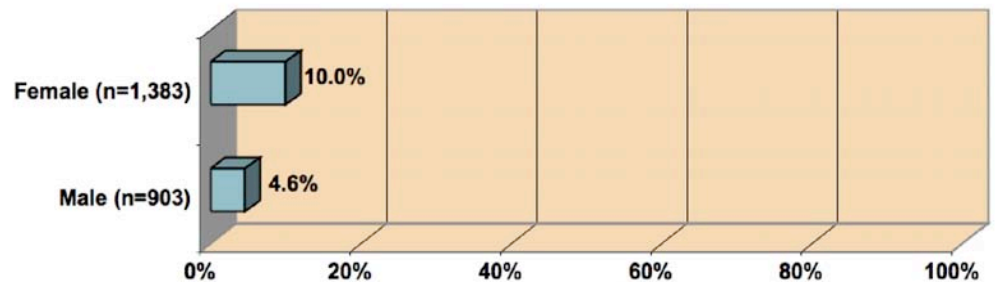
There does not seem to be a difference in use for medical information for oneself across level of education, but appears to decrease some for use for others by level of education. Table 45
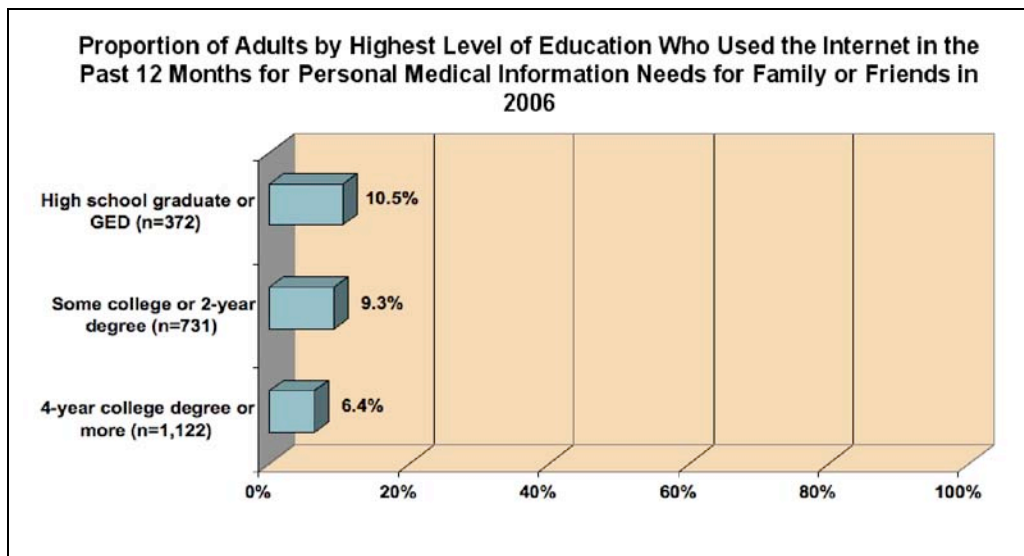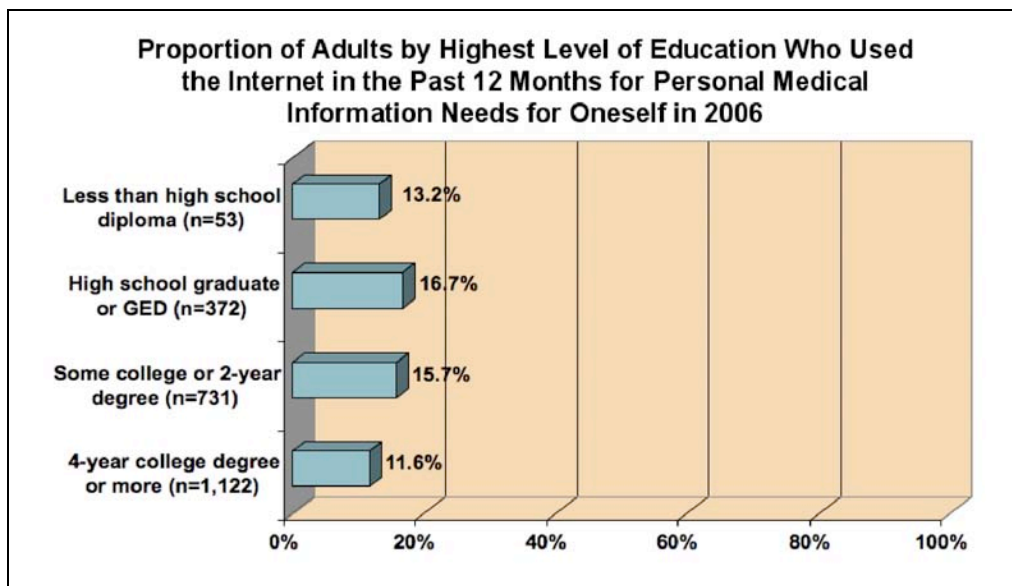
IMPORTANT PERSONAL OR FAMILY INFORMATION NEEDS CONCERNING FINANCIAL OR LEGAL INFORMATION, PURCHASE OR SALE, AND TRAVEL OR VACATION

Common personal or family information needs include financial or legal information, purchases or sales, and travel or vacation information. Financial needs include investment, retirement (Social Security, 401k, etc.), estate planning, insurance, mortgages, etc. Legal needs include divorce issues, breaking the law, some kind of law suit, looking for legal help, etc. Purchase

or sales involves property or homes, purchasing expensive items such as cars and less expensive items such as furniture, computers, etc. Travel or vacation information include airlines, cruises, tours; vacation planning; inquiries about hotels, car rental, restaurants; and information about passports, visas, etc.

WHY THE INTERNET WAS CHOSEN FOR PERSONAL OR FAMILY FINANCIAL OR LEGAL, PURCHASES OR SALES, AND TRAVEL OR VACATION INFORMATION NEEDS

Convenience or ease of use was the most common reason for choosing the Internet for addressing personal or family financial or legal, purchases or sales, and travel or vacation information needs (cited in over 90% of uses). Table 28

Why the Internet Was Chosen by Adults to Meet Financial /Legal Information Needs in 2006 by Proportion of Internet Uses for Information Needs Met (n=195)

Why the Internet Was Chosen by Adults to Meet Purchase/Sales Information Needs in 2006 by Proportion of Internet Uses for Information Needs Met (n=159)

Why the Internet Was Chosen by Adults to Meet Travel/Vacation Information
Needs in 2006 by Proportion of Internet Uses for Information Needs Met
(n=179)

AMOUNT OF TIME SPENT ON THE INTERNET FOR PERSONAL OR FAMILY FINANCIAL OR LEGAL, PURCHASES OR SALES, AND TRAVEL OR VACATION INFORMATION NEEDS

The amount of time spent per use of the Internet for information related to personal or family financial or legal, purchases or sales, and travel or vacation varied somewhat. The average time per use ranged from a low of 71 minutes for financial and legal information, to 74 minutes for travel or vacation information, to a high of 95 minutes for purchases and sales. Table 29

RATINGS OF ATTRIBUTES OF PERSONAL OR FAMILY FINANCIAL OR LEGAL, PURCHASE OR SALES, AND TRAVEL OR VACATION INFORMATION OBTAINED FROM INTERNET USE

Timeliness or currency of information was the highest rated attribute of information addressing personal or family financial or legal, purchases or sales, and travel or vacation. For financial or legal information, trustworthiness and quality followed. For purchases or sales, importance and trustworthiness of the information followed. And for travel or vacation information, quality and important of the information followed. Table 30

Average Ratings of Attributes of Information Obtained from Adult Internet Use to Meet Financial/Legal Information Needs (n=194)
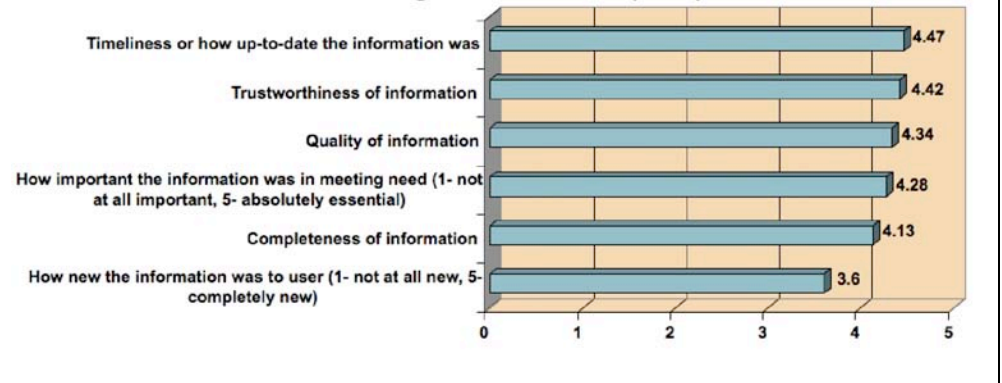
Average Ratings of Attributes of Information Obtained from Adult Internet Use to Meet Purchases/Sales Information Needs (n=157)
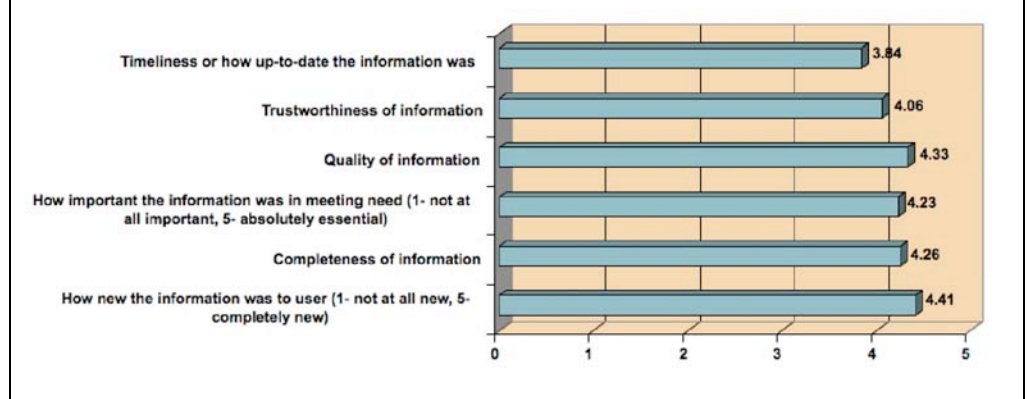
Average Ratings of Attributes of Information Obtained from Adult Internet Use to Meet Travel/Vacation Information Needs (n=177)
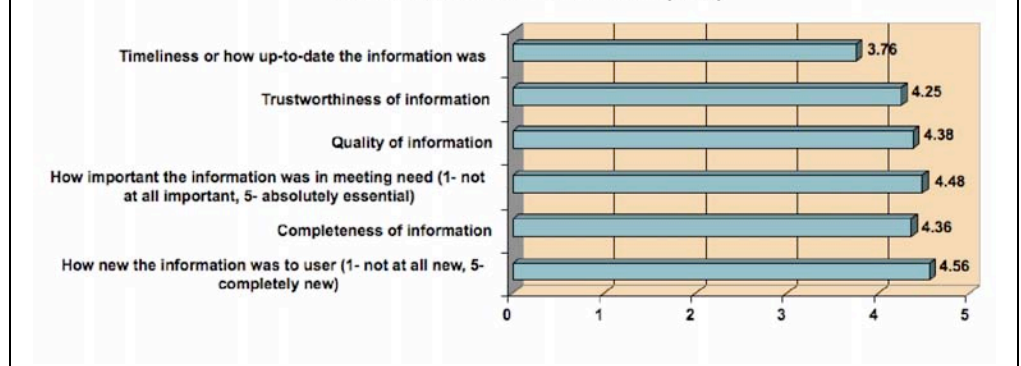
OUTCOMES OF INTERNET USE FOR PERSONAL OR FAMILY FINANCIAL OR LEGAL, PURCHASES OR SALES, AND TRAVEL OR VACATION INFORMATION NEEDS

Overall, the Internet performed better as a source of information for travel or vacation information than for financial/legal and purchases or sales. All the information sought was obtained and completely addressed the information need in almost two-thirds of travel or vacation uses, and in 53 percent to 60 percent of the other use categories.   The information obtained led to favorable outcomes in 89percent to 93 percent of the Internet uses. Table 31 LIST

SUMMARY OF INTERNET USE FOR PERSONAL OR FAMILY FINANCIAL OR LEGAL, PURCHASES OR SALES, AND TRAVEL OR VACATION

More time is spent on important situations concerning needs for purchases or sales than for the other two types of information needs. These users also more frequently cited cost in time or money and the best source of information for reasons to use the Internet. Their concerns with this information need seems to be confirmed in that ratings of attributes of information found are consistently lower than the other two types of needs. The outcomes, in terms of getting all the information they were looking for and extent to which needs were addressed, were lower for purchases or sales than for the other two types of needs. The nature of travel or vacation needs seems to be reflected in less concern with the low frequency of reasons used to select the Internet, higher ratings of attributes of information and outcomes from use of the Internet.

Evidence is given for characteristics of Internet users who address personal of family financial or legal needs and for purchases or sales. It appears that users are more likely to address financial or legal needs as they grow older: 5.7% of users 18 to 24 years old, users up to 10.6% of users over 64. Table 46

Age seems to have no bearing on Internet use involving purchases or sales information needs and the same holds for use by male or female users. Table 64

Proportion of Adults by Age Who Used the Internet for Financial/Legal Information in 2006

Proportion of Adults by Age Who Used the Internet for Purchases/Sales Information in 2006
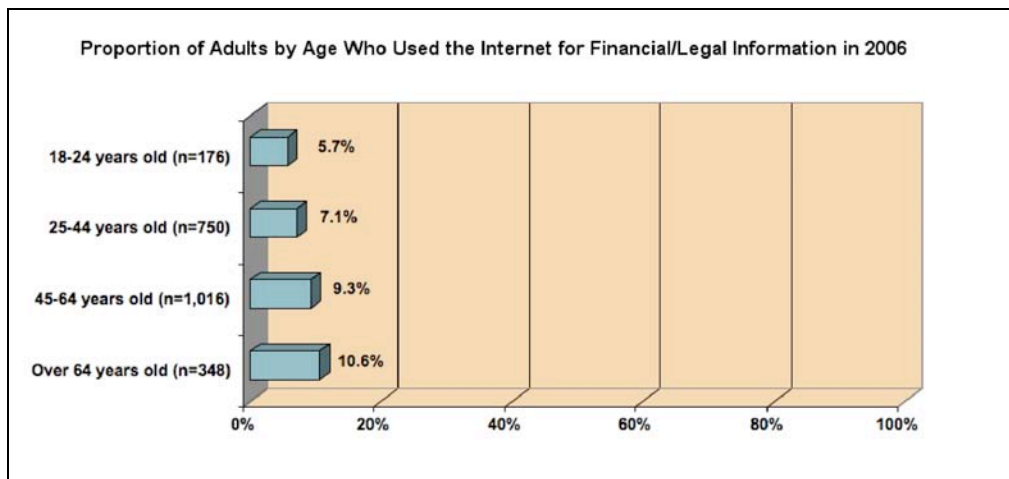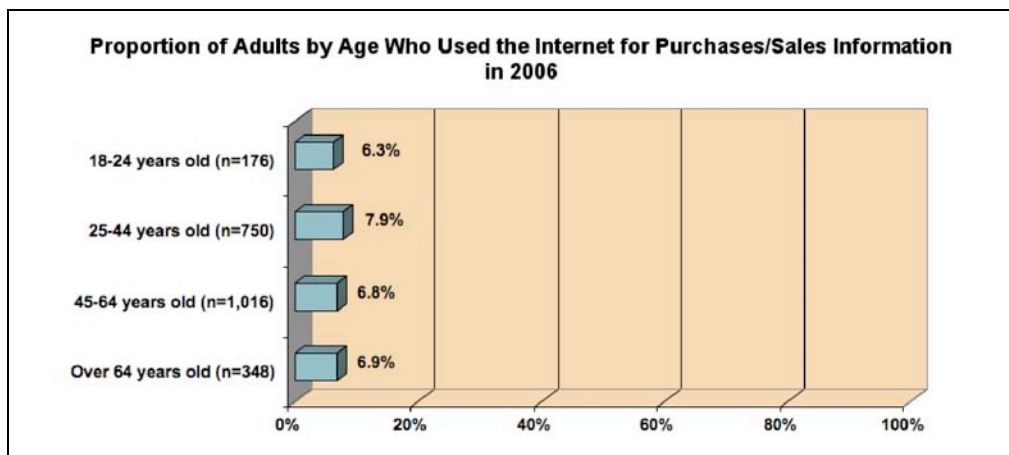
Use of the Internet for financial or legal purposes appears to decrease some as household income (before taxes) increases: 9.8% of users from households with less than $30,000 income to 8.1% of those having over $75,000 income. Table 47

Use for purchases on sales remains about the same for household income. Table 47

Proportion of Adults by Household Income Before Taxes Who Used the Internet for Financial/Legal Information in 2006

Proportion of Adults by Household Income Before Taxes Who Used the Internet for Purchases/Sales Information in 2006
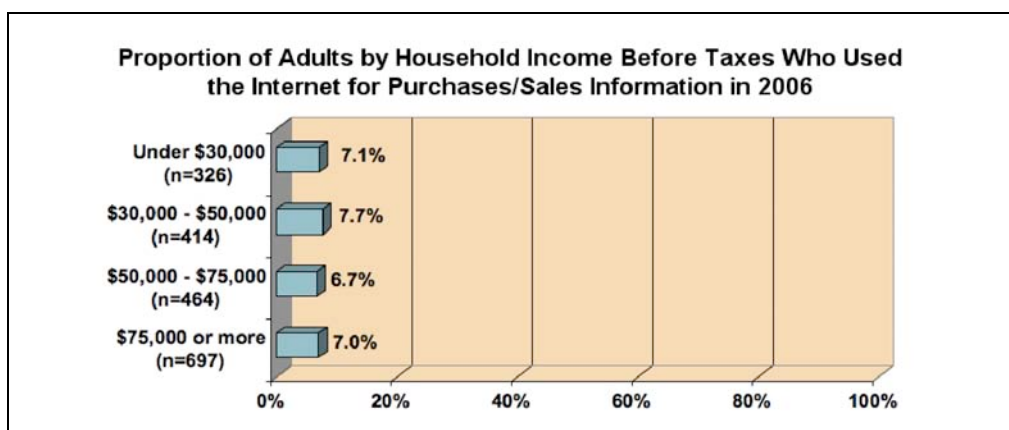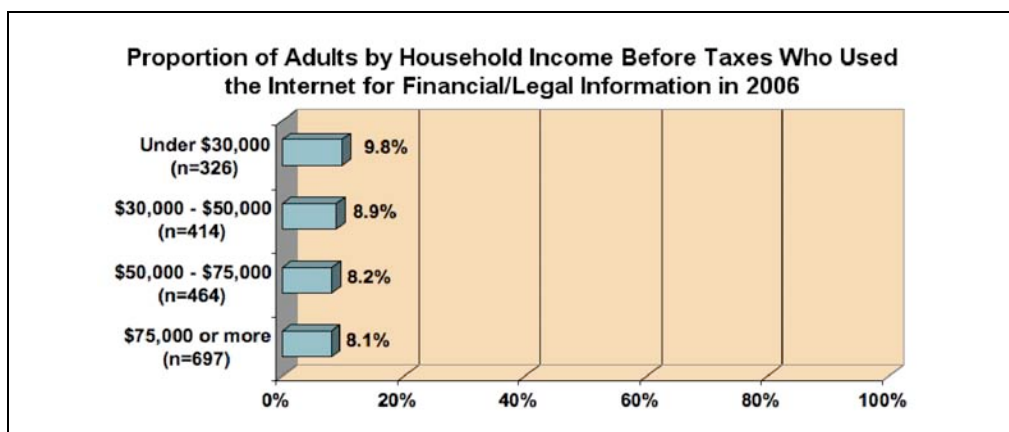
INTERNET USE FOR IMPORTANT WORK-RELATED SITUATIONS

Three examples of work-related situations are given here. The first set of situations involves research which is categorized by subject: medicine (20% of uses), science (34%), engineering (15%), legal or legislation (19%) and general or unspecified (12%). Administration includes finance, accounting, etc. (31% of uses); personnel and fringe benefits (50%); real estate, grounds, zoning, facilities, etc. (89%); and acquisitions, mergers, business deals, etc. (89%). A special category is given for the needs of small organizations or those that focus on personal services. Examples of these include museums; realtors; accountants; lawyers; insurance agencies; contractors; mechanics; law enforcement; churches, synagogues, mosques, etc.; farms; to name a few.

WHY THE INTERNET WAS CHOSEN FOR WORK-RELATED RESEARCH, ADMINISTRATION AND SMALL ORGANIZATION INFORMATION NEEDS

Convenience and ease of use was the most common reason for choosing the Internet for work-related research (88% of uses), administration (85%) and small organization information needs (88%). Trustworthiness followed for research (81%) and administration needs (76%); whereas consideration as the best source followed in second place for small organization information needs (76%). Table 32

Why the Internet Was Chosen for Work-Related Research Information Needs by Proportion of Adult Internet Uses (n=103)

Why the Internet Was Chosen for Work-Related Administration Information Needs by Proportion of Adult Internet Uses (n=68)

Why the Internet Was Chosen for Work-Related Small Organization Information Needs by Proportion of Adult Internet Uses (n=111)

Category	Percentage
It was convenient or easy to use	88.3%
The information could be trusted	75.7%
It did not cost much in time or money	75.7%
It was the best source of information	82.0%
Other	24.3%

AMOUNT OF TIME SPENT ON THE INTERNET FOR WORK-RELATED RESEARCH, ADMINISTRATION AND SMALL ORGANIZATION INFORMATION NEEDS

The amount of time spent using the Internet for work-related research, administration and small organization information needs varied quite dramatically. Administration needs resulted in the least average amount of time spent per use (65 minutes). Research uses averaged 236 minutes or almost 4 hours per use, while those working in small organizations averaged 307 minutes per use or just over 5 hours. Table 33

RATINGS OF ATTRIBUTES OF WORK-RELATED RESEARCH, ADMINISTRATION AND SMALL ORGANIZATION INFORMATION OBTAINED FROM INTERNET USE

The average ratings of attributes of information addressing the three categories of work-related information varied considerably. For research information, trustworthiness was the highest rated attribute, followed by timeliness or currency and quality of the information. Fro administration information, completeness was the most highly ranked attribute, followed by trustworthiness and importance of the information. For small organization needs, timeliness or currency was the highest rated attribute followed by quality and trustworthiness. Table 34

Average Ratings of Attributes of Information Obtained From Internet Use to Meet Work-Related Research Needs (n=102)
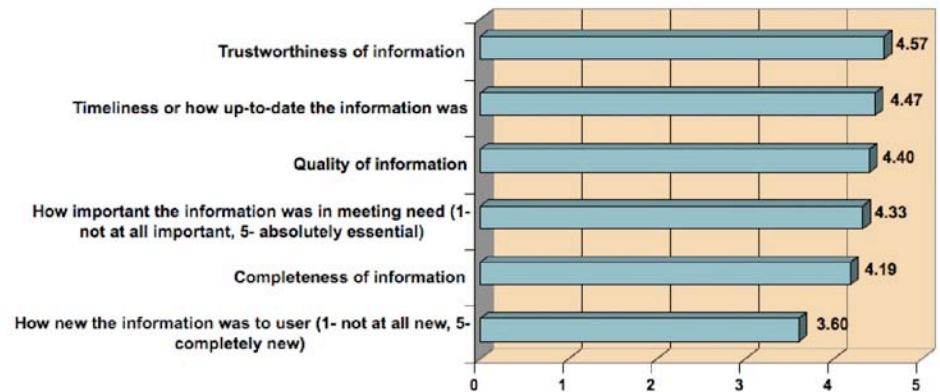
Average Ratings of Attributes of Information Obtained From Internet Use to Meet Work-Related Administration Needs (n=68)
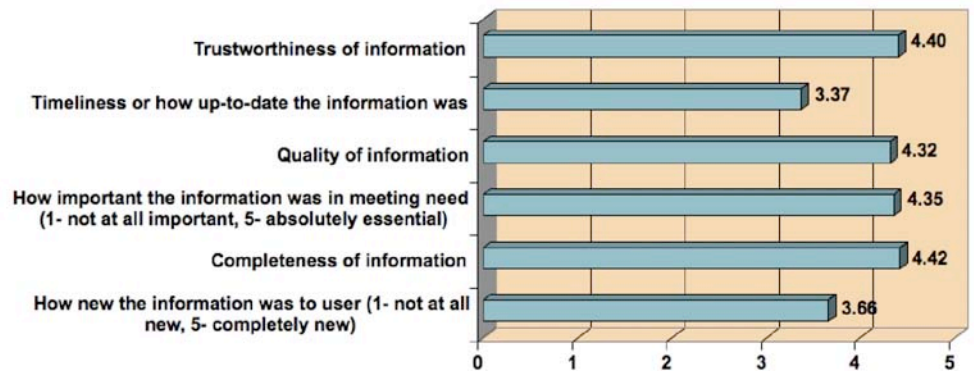
Average Ratings of Attributes of Information Obtained From Internet Use to Meet Work-Related Small Organization Needs (n=109)
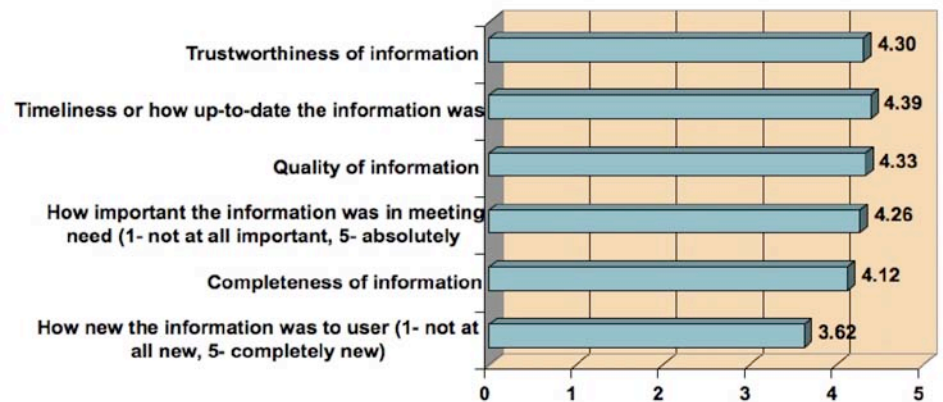
OUTCOMES OF INTERNET USE FOR WORK-RELATED RESEARCH, ADMINISTRATION OR SMALL ORGANIZATION INFORMATION NEEDS

In terms of obtaining all of the information sought and completely addressing the needs, the Internet was most successful for administration needs. All the information sought was obtained in 63 percent of uses for administration needs compared with 51-52% for the other categories of work-related needs. The information obtained completely addressed the need in 60% of the administration uses compared with 52%-54% for the other categories. However, for all three categories of work-related need, the information obtained from the Internet led to favorable outcomes (91%-93%). Table 35

APPENDIX A: CATEGORY DETAIL

PERSONAL OR FAMILY INFORMATION NEEDS

Personal or family health or wellness related information needs

- Personal or family illness-related information about

    o Diagnosis of symptoms or research into one's own illness

    o Treatments available for one's own illness

    o General medical issues concerning one's own illness

    o Sources of medical help such as to identify medical professionals or to make an appointment, hospitals, treatment centers, etc.

    o Prescription to drugs, pharmacies, anesthesia, etc.

    o Symptoms, diagnosis, treatment of family members, friends or acquaintances

    o To verify, confirm, check or learn about an illness of family members, friends or acquaintances

- Personal or family information needs concerning issues with conception, pregnancy, birth, new-born, baby care, breast feeding

- Personal or family physical problems due to injury, accidents or trauma

    o Diagnosis, treatment or care of one's own problem

    o Diagnosis, treatment or care of family members, friends or acquaintances (4)

- Personal or family information needs concerning psychological issues

    o Child development, behavior, potty training, etc.

    o Stress, depression, mental health, suicide, etc.

- Personal or family needs for other health or wellness issues such as:

    o Disability

    o Dental, eye care, etc.

    o Allergies

    o Diets, vitamins, nutrition, etc.

    o Weight, exercise, fitness, etc.

- Unspecified personal or family health or wellness information needs

Personal or family finance or legal related information needs

- Personal or family information needs involving financial situations

  o Investment

  o Retirement, social security, 401K, etc.

  o Wills, estate planning, etc.

  o Health insurance, Medicare

  o Life, car, house insurance

  o Mortgage, refinancing, value of property, borrowing, general loans

  o Bank account

  o Tax issues

  o Other including income, unemployment benefits, payments due or billing, general financial or unspecified

- Personal or family information needs involving legal situations

  o Divorce, adultery, custody of children

  o Charged wrong, consumer protection, better business, ID theft, etc.

  o Breaking the law, police record, etc.

  o Some kind of suit

  o Accident, fire, etc.

  o How to obtain a license or title

  o Looking for a lawyer or legal help

  o General legal or unspecified legal

Personal or family information needs including purchases or sales

- Purchase a home or property, sell a house or property

- Lookup or contact a realtor or real estate

- Purchase an expensive item such as a car, motorcycle, gemstones

- Sell a car or other expensive item

- Purchase a less expensive item such as furniture, clothes, tickets, computers, etc.

- Other purchases or sales including prices, repairs, utilities, renting

Personal or family information needs involving travel or vacation

- Airline, cruise, tours, etc.

- Vacation planning

- Description of places, living conditions, wealth, etc.

- Inquiries about hotels, restaurants, car rental, etc.

- Inquiries about directions, address, maps, etc.

- Information about passports, visas, citizenship papers, immigration

- General or unspecified

Personal or family information needs concerning work around the house

- Repair house or car, remodeling, decoration, painting, etc.

- Repair small items such as dryers, dish washer or make something

- Gardening, landscaping, tree removal, post removal, etc.

- Cooking, recipe, etc.

- Unspecified
  Personal or family information needs involving job hunting or career planning

- Job hunting while out of work

- Job hunting or career planning while currently employed

- Looking for part-time or summer work

- Unspecified

Personal or family information needs involving death

- Funeral arrangements

- How to cope with someone's death

- Financial issues, wills, insurance, estate issues following death

- General or unspecified death issues

Personal or family lifelong learning needs

- Learning in retirement

- Involvement in book clubs, contests, study groups, etc.

- Summer activities

- Inquiries about history, polities, etc.

- Arranging for child daycare, camps, visits to museums, etc.

- Hobbies involving poetry, coins, antiques, etc.

- Arranging visits to museums, zoos, concerts, parks, etc.

Family-related information needs

- Genealogical research, family history, etc.

- General family issues, counseling, relationships, etc.

- Weddings and anniversaries

- Locate family or relatives

- Aging, retirement, assisted living, etc.

Other personal or family information needs

- Religious-related information needs

  o About religion

  o About specific churches

  o Spiritual support

- News sources of information about weather, exchange rates, drowning, bird flu, etc.

- Information about upcoming sports events, tournaments, participation requirement, etc.

- Entertainment and hobbies

  o Movies

  o Fairs

  o Camping, biking, etc.

  o Crossword

  o General or unspecified

- Information about pets

- Moving

- Look up phone numbers, addresses

EDUCATION INFORMATION NEEDS

Formal education information needs

- University student information needs about
  - Medicine
  - Science including engineering, social science
  - Humanities including English, history, education, etc.
  - Preparing a thesis with subject not specified
  - Conducting research, class assignment, exams with subjects not specified
- Faculty information needs
  - Classroom preparation
  - Making presentations, writing, etc.
  - Other or not specified
- High school teacher information needs for classroom preparation
- K-8 teacher information needs
  - Classroom preparation
  - Certification, training, etc.
- Adults helping children with homework or other queries
- Homeschooling
- Religious schools, education

Other education information needs

- Information about schools, education requirements, etc.
  - Students looking into universities, entry requirements, scholarships, financial aid, etc.
  - Adults looking into universities for children
  - Adults looking into online courses
  - Inquiries about K-12 schools; GED
- Counseling, PTA, special education information needs
- Special education needs
- General inquiries or not specified
- Other education information needs

WORK-RELATED INFORMATION NEEDS

Research

- Medicine
- Science
- Engineering
- Legal, legislation
- General, unspecified

Administration

- Finance, accounting, banking, etc.
- Personal
- Fringe benefits
- Legal
- Acquisition, merger, business deals, sub-contracts
- Real estate, grounds, zoning, faculties, etc.

Marketing and sales

- Client and customer relations
- Identifying and contacting potential customers
- Bidding on contracts and grants
- Information on competition
- Making presentations and developing brochures, cards, etc.
- General, specified

Information needs for other kind of work done

- Medical, healthcare in hospitals, pharmacies, etc.
    - Diagnosis
    - Treatment
    - Medication, prescription, drugs, etc.
    - Patient information, data, insurance, etc.
    - Referral to others
    - General, unspecified
- Purchasing, pricing, arranging repairs, etc.

- Billing

- Standards, regulations, cards, etc.

- Computing, systems, software, etc.

- On the job training, assistance, etc.

- General paperwork, scheduling, etc.

- Writing, letters, email, etc.

- Contacts within the organization

- Repair, janitorial work, trade work, etc.

General information needs

- Look up addresses, telephone numbers, email addresses, etc.

- Locate information about a business, organization, etc.

- Make travel arrangements

Information needs of small business and other organizations

- Realtors, apartment managers, etc.

- Accountants, tax preparation, etc.

- Financial advisor, bank loan manager, etc.

- Law firm, lawyers

- Insurance agency

- Travel agency

- Retailers

- Construction, contractor, carpentry, painters, landscape, etc.

- Garage, mechanics, filling station, etc.

- Law enforcement, prisons, jails, etc.

- Farms, nurseries, etc.

- Museums

- Churches, synagogues, mosques, etc.

- TV, radio, newspaper, etc.

- Associations, non-profits

- Start up or grow a small organization

- General, unspecified

Information needs about health insurance or medicare

- Work-related information needs concerning medical care, hospitals, pharmacies, etc.
    - o Diagnosis
    - o Treatment
    - o Referral
    - o Medication, prescriptions, drugs
    - o Patient data, information, insurance, etc.
    - o Other
- Information needs for medical research
    - o In the workplace
    - o By university students

Other or unspecified work-related information need

APPENDIX B: TABLES

TABLE 1: PROPORTION AND NUMBER OF INTERNET USERS BY SEX AND BY AGE: ADULTS (18 AND OVER) IN 2006 (N=1,389)

Adult Characteristics	Proportion of Adults (%)	Number of Adults (millions)
Sex		
Male	86.1	92.69
Female	80.8	93.16
Age		
18-24	93.7	27.17
25-44	92.7	84.10
45-64	82.3	54.32
Over 64	54.4	20.26
ALL	*83.3*	*185.85*

QA15, QP4, QP5

TABLE 2: PROPORTION OF INTERNET USERS BY TREND IN USE AND BY HOW LONG THEY HAVE USED THE INTERNET: ADULTS (18 AND OVER) IN 2006 (N=1,283)

How Long Used Internet	Trend in Use (%)			All Users	
	More Often	**Less Often**	**About the Same**	**Proportion (%)**	**Years Experience (%)**
Less than 1 year	53.0	14.3	32.7	100.0	3.8
1-3 years	37.6	12.0	50.4	100.0	9.7
3-5 years	40.0	9.4	50.6	100.0	19.9
More than 5 years	34.7	8.5	56.8	100.0	66.6
All Users	*36.7*	*9.3*	*54.0*	*100.0*	*100.0*

QA18, QL1

T

ABLE 3: PROPORTION OF INTERNET USERS BY TREND IN USE AND BY THEIR PERCEPTION OF INTERNET EXPERTISE: ADULTS (18 AND OVER) IN 2006 (N=1,281)

User Perception of Expertise	Trend in Use (%)			All Users	
	More Often	**Less Often**	**About the Same**	**Proportion (%)**	**Expertise Level (%)**
Beginner	32.5	17.3	50.2	100.0	21.6
Intermediate	37.6	8.1	54.3	100.0	49.9
Advanced	38.6	5.2	56.2	100.0	28.5
All Users	*36.8*	*9.3*	*53.9*	*100.0*	*100.0*

QA18, QL2

TABLE 4: PROPORTION AND NUMBER OF INTERNET USERS BY PLACES THEY USE THE INTERNET: ADULTS (18 AND OVER) IN 2006 (N=1,280)

Places Where Users Have Used the Internet	Proportion of Users (%)	Number of Users (millions)
At home (use's or someone else's)	94.2	175.1
At work in office	53.4	99.2
While travelling	35.8	66.5
At a library	33.3	61.9
At school	10.4	19.3
At a museum	3.4	6.3
Somewhere else	6.1	11.3
ALL	*----*	*185.85*

QA15

QL3

TABLE 5: PROPORTION AND NUMBER OF INTERNET USERS BY TYPE OF LIBRARY WHERE THEY HAVE USED THE INTERNET: ADULTS (18 AND OVER) IN 2006 (N=424)

Type of Library Where Users Have Used the Internet	Proportion of All Users (%)	Proportion of Library Users (%)	Number of Library Users (millions)
Public libraries	30.9	92.9	57.5
College or university libraries	2.2	6.4	4.0
School libraries	5.3	16.0	9.9
Special libraries	3.3	9.9	6.1
ALL	*----*	*----*	*61.9*

QA15, QL3, QL4

TABLE 6: PROPORTION AND NUMBER OF INTERNET USERS BY FREQUENCY OF USE RANGES: ADULTS (18 AND OVER) IN 2006 (N=424)

Frequency of Use Ranges	Value Assigned (uses/year)	Proportion of Responses (%)	Number of Users (millions)
Several times a day	2,160	51.6	95.90
About once a day	360	19.2	35.68
3-5 days a week	201	11.6	21.56
1-2 days a week	74	9.3	17.28
Every 2-3 weeks	21	3.1	5.76
Less often than every 2-3 weeks	4	5.2	9.67
ALL	*----*	*100.0*	*185.85*

QA15

QA16

TABLE 7: PROPORTION AND NUMBER OF INTERNET USERS BY TIME OF LAST USE OF THE INTERNET: ADULTS (18 AND OVER) IN 2006 (N=1,281)

Time of Last Use	Value Assigned (uses/year)	Proportion of Responses (%)	Number of Users (millions)
Today	360	60.5	112.44
1-2 days ago	147	24.7	45.90
3-5 days ago	73	3.9	7.25
A week ago	52	3.0	5.58
2-3 weeks ago	21	3.2	5.95
Longer than 2-3 weeks ago	4	4.7	8.73
ALL	*----*	*100.0*	*185.85*

QA15, QA16

TABLE 8: PROPORTION OF ADULTS WHO USE THE INTERNET, AVERAGE USE PER USER, AND TOTAL USES BY SEX AND AGE: ADULTS (18 AND OVER) IN 2006 (N=1,389)

Sex	Age	Proportion of Adults (%)	Average Use Per User	Total Uses (billions)
Male	18-24	94.3	545	7.57
	25-44	93.2	599	25.40
	45-64	82.6	574	15.23
	Over 64	64.3	514	5.08
Total Male		*86.1*	*575*	*53.28*
Female	18-24	93.2	510	6.78
	25-44	92.1	538	22.43
	45-64	81.9	488	13.56
	Over 64	47.5	371	3.85
Total Female		*80.8*	*500*	*46.62*
Total 18-24		*93.7*	*528*	*14.35*
Total 25-44		*92.7*	*569*	*47.83*
Total 45-64		*82.3*	*530*	*28.79*
Total Over 64		*54.4*	*441*	*8.93*
ALL		*83.3*	*538*	*99.90*

QA15

QA16

QA17

TABLE 9: PROPORTION AND NUMBER OF INTERNET USERS WHO USED THE INTERNET FOR IMPORTANT SITUATIONS WHERE INFORMATION WAS NEEDED, BY PURPOSE OF USE: ADULTS (18 AND OVER) IN 2006 (N=1,278)

Purpose of Use	Proportion of Internet Users (%)	Occurrences of User Needs (millions)
Personal or family information needs	89.3	166.1
Education information needs		
As a student	4.8	8.9
As a teacher	6.0	11.1
Other	7.3	13.6
Work-related information needs	46.6	86.7
All Users/Occurrences of User Needs (millions)	*185.9*	*286.4*

QA15

QL5

QL8

QL9

QL12

QL13

QL16

QL17

TABLE 10: PROPORTION OF INTERNET USERS BY PURPOSE OF USE AND BY FREQUENCY OF USE FOR IMPORTANT SITUATIONS IN WHICH INFORMATION WAS NEEDED: ADULTS (18 AND OVER) IN 2006 (N=1,131)

Frequency of Use	Purpose of Use (%)			
	Personal or Family	Education as Student	Education as Teacher	Work-related
Several times a day	8.7	18.1	24.2	40.8
About once a day	14.0	16.7	12.1	14.1
3-5 days a week	19.3	28.5	24.2	14.7
1-2 days a week	20.5	20.8	18.5	12.1
Every 2-3 weeks	15.7	6.9	12.9	7.0
Less often than every 2-3 weeks	21.8	9.0	8.1	11.3
ALL (%)	*100.0*	*100.0*	*100.0*	*100.0*
Occurrences of User Needs (millions)	*166.1*	*8.9*	*11.1*	*86.7*

QA15

QL6

QL10

QL14

QL18

TABLE 11: PROPORTION OF INTERNET USERS BY PURPOSE OF USE AND BY TIME OF LAST USE FOR IMPORTANT SITUATIONS IN WHICH INFORMATION WAS NEEDED: ADULTS (18 AND OVER) IN 2006 (N=1,278)

Time of Last Use	Purpose of Use (%)			
	Personal or Family	Education as Student	Education as Teacher	Work-related
Today	19.0	13.9	17.9	42.0
1-2 days ago	24.3	20.1	13.0	23.4
3-5 days ago	11.5	6.3	10.6	10.2
A week ago	14.0	4.9	7.3	7.2
2-3 weeks ago	10.8	13.9	13.0	5.9
Longer than 2-3 weeks ago	20.4	41.0	38.2	11.3
ALL (%)	*100.0*	*100.0*	*100.0*	*100.0*
Occurrences of User Needs (millions)	*166.1*	*8.9*	*11.1*	*86.7*

QA15

QL7

QL11

QL15

QL19

TABLE 12: NUMBER OF INTERNET USERS WHO HAD IMPORTANT SITUATIONS FOR WHICH INFORMATION WAS NEEDED, AVERAGE USES PER USER, AND TOTAL USES BY PURPOSE OF USE: ADULTS (18 AND OVER) IN 2006 (N=1,278)

Purpose of Use	Number of Occurrences of User Needs (millions)	Average Uses Per Occurrence of User Needs	Total Internet Uses to Address Need (billions)
Personal or family information needs	166.1	164	27.24
Education information needs			
As a student	8.9	192	1.71
As a teacher	11.1	247	2.74
Other	13.6	223	3.03
Work-related information needs	86.7	354	30.69
All Users/Occurrences of User Needs (millions)	*286.4*	*228*	*65.41*

QA15, QL5, QL6, QL7, QL8, QL9, QL10-19

TABLE 13: PROPORTION OF INTERNET USES FOR IMPORTANT SITUATIONS FOR WHICH INFORMATION WAS NEEDED BY WHY THE INTERNET WAS CHOSEN: ADULTS (18 AND OVER) IN 2006 (N=2,321)

Why the Internet Was Chosen	Proportion of Internet Uses (%)
It was convenient or easy to use	89.5
It did not cost much in time or money	73.6
It was the best source of information	74.6
The information could be trusted	76.7
Other	20.0
Total Uses (billions)	*65.41*

QA15, QL5

TABLE 14: PROPORTION OF INTERNET USES FOR IMPORTANT SITUATIONS FOR WHICH INFORMATION WAS NEEDED BY TIME SPENT USING THE INTERNET: ADULTS (18 AND OVER) IN 2006 (N=2,321)

Amount of Time Spent Per Use	Proportion of Internet Uses (%)
1-10 minutes	17.7
11-20 minutes	15.5
21-30 minutes	15.2
31-60 minutes	20.9
1-2 hours	13.5
Over 2 hours	17.2
ALL	**100.0**
Number of Hours Spent (billions)	*142*
Average (minutes/use)	*130*

QA15, QL50

TABLE 15: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM INTERNET USE TO MEET INFORMATION NEEDS FOR IMPORTANT SITUATIONS: ADULTS (18 AND OVER) IN 2006 (N=2,303) (RATINGS ARE 1 - THE WORST RATING TO 5 – THE BEST RATING)

Attributes of Information Obtained	Rating of 1 (%)	Rating of 2 (%)	Rating of 3 (%)	Rating of 4 (%)	Rating of 5 (%)	Average Rating
Quality of information	0.7	2.2	12.0	35.1	50.0	4.32
Completeness of information	0.7	4.4	17.0	34.9	42.9	4.15
Timeliness or how up-to-date the information was	0.7	2.5	10.7	26.4	59.7	4.42
Trustworthiness of information	0.9	2.2	12.3	27.5	57.1	4.38
How new information was to user	6.7	.3	24.7	23.2	38.1	3.79
Importance of information in meeting need	1.1	2.4	15.0	31.7	49.8	4.27

QA15, QL20B, QL22, QL23, QL24, QL25, QL26, QL43

TABLE 16: PROPORTION OF INTERNET USES FOR IMPORTANT SITUATIONS WHERE INFORMATION WAS NEEDED, BY TYPE OF OUTCOME: ADULTS (18 AND OVER) IN 2006 (N=2,230)

Type of Outcome	Proportion of Internet Uses (%)
Was needed information obtained?	
Got all information looking for	52.4
Got some information looking for	45.3
Did not get information looking for	2.2
How well address reason for use?	
Completely	52.8
Somewhat	44.8
Not at all	2.4
Did it lead to a favorable outcome?	
Yes	92.0
Did it lead to a negative outcome?	
Yes	6.1
Total Uses (billions)	*65.4*

QA15

QL27

QL28

QL29

QL31

TABLE 17: PROPORTION OF INTERNET USES FOR IMPORTANT SITUATIONS FOR WHICH INFORMATION WAS NEEDED BY TYPE OF SERVICE USED: ADULTS (18 AND OVER) IN 2006 (N=1,131)

Type of Service Used	Proportion of Uses (%)
Search engine, e.g. Google or Yahoo	79.8
Viewed or downloaded e-.books	2.5
Viewed or downloaded articles	38.8
Viewed a blogger website	15.2
Used e-mail	29.4
Used chat mail or instant message	2.8
Obtained information from a library	12.4
Obtained information about a library	4.4
Visit a virtual museum exhibit or online museum program	3.4
Place an order online	12.2
Other	16.9
All uses (billions)	*65.4*

QA15

QL20B

QL46

TABLE 18: PROPORTION OF INTERNET USES FOR IMPORTANT SITUATIONS FOR WHICH INFORMATION WAS NEEDED FROM LIBRARIES AND ABOUT LIBRARIES, BY TYPE OF LIBRARY: ADULTS (18 AND OVER) IN 2006

Type of Library	Needed Information *From* Libraries (n=140)	Needed Information *About* Libraries (n=50)
	Proportion of Uses (%)	Proportion of Uses (%)
Public libraries	57.9	74.0
College or university libraries	43.6	36.0
School libraries	4.3	----
Special libraries	15.7	14.0

QA15, QL20B, QL46, QL47, QL48

TABLE 19: PROPORTION OF INTERNET USES FOR IMPORTANT SITUATIONS FOR WHICH INFORMATION WAS NEEDED FROM A VIRTUAL MUSEUM EXHIBIT OR ONLINE MUSEUM PROGRAM, BY TYPE OF MUSEUM SITE USED: ADULTS (18 AND OVER) IN 2006 (N=38)

Type of Museum Site	Proportion of Uses (%)
Library	23.7
Museum	52.6
Archive or Historical Society	28.9
Genealogical Society	2.6
Government website	28.9
Commercial website	18.4
Private individual website	18.4
Other	15.8

QA15, QL20B, QL46, QL49

TABLE 20: PROPORTION AND NUMBER OF INTERNET USES FOR IMPORTANT PERSONAL OR FAMILY SITUATIONS FOR WHICH INFORMATION WAS NEEDED, BY TYPE OF INFORMATION NEED: ADULTS (18 AND OVER) IN 2006 (N=1,423)

Type of Personal or Family Information Need	Proportion of All Uses (%)	Proportion of Personal/Family Uses (%)	Number of Personal/Family Uses (billions)
Health or wellness (n=557)	18.7	44.7	12.2
Finance or legal (n=190)	6.3	15.2	4.1
Purchases or sales (n=157)	5.2	12.6	3.4
Travel or vacation (n=178)	5.9	14.3	3.9
Work around the house (n=59)	2.0	4.7	1.3
Job hunting or career planning (n=56)	1.9	4.5	1.2
Death issues (n=10)	*	0.8	0.2
Other (n=39)	1.3	3.1	0.8
ALL	----	*100.0*	*27.2*

*Less than 0.1%

QA15

QL5

QL6

QL7

QL20B

TABLE 21: PROPORTION AND NUMBER OF INTERNET USES FOR IMPORTANT EDUCATIONAL SITUATIONS FOR WHICH INFORMATION WAS NEEDED, BY TYPE OF INFORMATION NEED: ADULTS (18 AND OVER) IN 2006 (N=2,274)

Type of Educational or Lifelong Learning Information Need	Proportion of All Uses (%)	Proportion of Educational or Lifelong Learning Uses (%)	Number of Educational or Lifelong Learning Uses (billions)
Formal education			
As a student	2.6	22.9	1.71
As a teacher	4.2	36.6	2.74
Other education needs	4.6	40.5	3.03
ALL	*----*	*100.0*	*7.48*

QA15

QL8

QL9

QL10

QL11

QL12

QL13

QL14

QL15

QL20B

TABLE 22: PROPORTION AND NUMBER OF INTERNET USES FOR IMPORTANT WORK-RELATED SITUATIONS FOR WHICH INFORMATION WAS NEEDED, BY TYPE OF INFORMATION NEED: ADULTS (18 AND OVER) IN 2006 (N=627)

Type of Work-Related Information Need	Proportion of All Uses (%)	Proportion of Work-Related Uses (%)	Number of Work-Related Uses (billions)
Research (n=104)	8.4	17.9	5.5
Administration (n=68)	5.5	11.7	3.6
Marketing and sales (n=58)	4.7	10.1	3.1
Other kind of work done (n=183)	14.7	31.3	9.6
Work in small organizations (n=109)	8.9	18.9	5.8
General information (37)	3.1	6.5	2.0
Other work-related (n=21)	1.7	3.6	1.1
ALL	*----*	*100.0*	*30.7*

QA15

QL16

QL17

QL18

QL19

QL20B

TABLE 23: PROPORTION AND NUMBER OF INTERNET USES FOR IMPORTANT PERSONAL MEDICAL-RELATED SITUATIONS FOR WHICH INFORMATION WAS NEEDED, BY TYPE OF INFORMATION NEED: ADULTS (18 AND OVER) IN 2006 (N=634)

Type of Medical-Related Information Need	Proportion of All Uses (%)	Proportion of Medical-Related Uses (%)	Number of Medical-Related Uses (billions)
Health – illness			
Diagnosis, treatment, etc. concerning oneself (n=316)	10.9	39.0	7.1
Diagnosis, treatment, etc., concerning family, friends, etc. (n=180)	6.1	22.0	4.0
Diagnosis, treatment, etc. of injuries, physical problems, etc. (n=27)	0.1	3.3	0.6
Other personal health issues (n=15)	*	1.6	0.3
Psychological issues (n=9)	*	1.1	0.2
Health insurance, Medicare, etc. (n=27)	2.9	10.4	1.9
Work in healthcare (n=32)	3.4	12.2	2.2
Medical research (n=28)	2.9	10.4	1.9
ALL (billions)	----	*100.0*	*18.2*

*Less than 0.1%

QA15

QL5-19

QL20B

TABLE 24: PROPORTION OF PERSONAL MEDICAL INFORMATION NEEDS (DIAGNOSIS, TREATMENT, ETC, FOR ONESELF AND FOR FAMILY OR FRIENDS) MET BY INTERNET USE BY WHY THE INTERNET WAS CHOSEN: ADULTS (18 AND OVER) IN 2006

Why the Internet Was Chosen	Proportion of Internet Uses (%)	
	Oneself (n=319)	**Others** (n=180)
It was convenient or easy to use	89.3	89.4
It did not cost much in time or money	69.9	74.4
It was the best source of information	69.0	75.0
The information could be trusted	74.3	80.0
Other	19.7	16.7
Total Uses (billions)	*7.1*	*4.0*

QA15

QA16

QL20B

QL52

TABLE 25: PROPORTION OF PERSONAL MEDICAL INFORMATION NEEDS (DIAGNOSIS, TREATMENT, ETC, FOR ONESELF AND FOR FAMILY OR FRIENDS) MET BY INTERNET USE BY TIME SPENT PER USE: ADULTS (18 AND OVER) IN 2006

Amount of Time Spent Per Use	Proportion of Uses (%)	
	Oneself (n=306)	Others (n=172)
1-10 minutes	10.1	5.8
11-20 minutes	13.8	15.7
21-30 minutes	16.6	16.3
31-60 minutes	24.9	23.8
1-2 hours	14.7	18.1
Over 2 hours	19.9	20.3
ALL (%)	*100.0*	*100.0*
Number of uses (billions)	*7.1*	*4.0*
Average (minutes per use)	*129*	*93*

QA15

QA16

QL20B

QL50

TABLE 26: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM INTERNET USE TO MEET PERSONAL MEDICAL INFORMATION NEEDS (DIAGNOSIS, TREATMENT, ETC, FOR ONESELF AND FOR FAMILY OR FRIENDS): ADULTS (18 AND OVER) IN 2006

(Ratings are 1 – the worst rating to 5 – the best rating)

Attributes of Information Obtained by Use of Internet	Average Rating	
	Oneself (n=316)	Others (n=177)
Quality of information	4.29	4.41
Completeness of information	4.11	4.23
Timeliness or how up-to-date the information was	4.39	4.48
Trustworthiness of information	4.31	4.41
How new the information was to user (1- not at all new, 5- completely new)	3.94	4.06
How important the information was in meeting need (1- not at all important, 5- absolutely essential)	4.23	4.23

QA15

QA16

QL20B

QL22

QL23

QL24

QL25

QL26

TABLE 27: PROPORTION OF PERSONAL MEDICAL INFORMATION NEEDS (DIAGNOSIS, TREATMENT, ETC, FOR ONESELF AND FOR FAMILY OR FRIENDS) MET BY INTERNET USE BY OUTCOMES OF USE: ADULTS (18 AND OVER) IN 2006

Outcomes of Internet Use	Proportion of Internet Uses (%)	
	Oneself (n=317)	Others (n=178)
Was needed information obtained?		
Got all information looking for	45.7	46.1
How well addressed reason for use		
Completely	42.4	45.1
Did it lead to a favorable outcome?		
Yes	91.3	90.3
Did it lead to a negative outcome?		
Yes	3.7	5.7
Total uses (billions)	*7.1*	*4.0*

QA15

QA16

QL20B

QL27

QL28

QL29

QL31

TABLE 28: PROPORTION OF INTERNET USES FOR INFORMATION NEEDS MET (PERSONAL OR FAMILY FINANCIAL OR LEGAL; PURCHASE OR SALES; AND TRAVEL OR VACATION) BY WHY THE INTERNET WAS CHOSEN: ADULTS (18 AND OVER) IN 2006

	Proportion of Internet Use(%)		
Why the Internet Was Chosen	**Financial/Legal (n=195)**	**Purchase/Sales (n=159)**	**Travel/ Vacation (n=179)**
It was convenient or easy to use	90.3	90.6	93.3
It did not cost much in time or money	75.4	80.5	72.6
It was the best source of information	76.4	81.1	72.1
The information could be trusted	74.9	76.7	73.7
Other	18.5	22.6	19.0
Total uses (billions)	*4.1*	*3.4*	*3.9*

QA15

QA16

QL20B

QL52

TABLE 29: PROPORTION OF INTERNET USES FOR INFORMATION NEEDS MET (PERSONAL OR FAMILY FINANCIAL OR LEGAL; PURCHASE OR SALES; TRAVEL OR VACATION) BY TIME SPENT PER USE: ADULTS (18 AND OVER) IN 2006

Time Spent Per Use	Proportion of Internet Uses (%)		
	Financial/Legal (n=192)	Purchase/Sales (n=157)	Travel/Vacation (n=175)
1-10 minutes	25.5	12.1	19.4
11-20 minutes	14.1	15.9	16.0
21-30 minutes	15.1	14.7	21.7
31-60 minutes	20.8	24.2	21.8
1-2 hours	9.4	13.4	8.0
Over 2 hours	15.1	19.7	13.1
ALL (%)	*100.0*	*100.0*	*100.0*
Number of uses (billions)	*4.1*	*3.4*	*3.9*
Average (minutes per use)	*71*	*95*	*74*

QA15

QA16

QL20B

QL50

TABLE 30: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM INTERNET USE TO MEET INFORMATION NEEDS (PERSONAL OR FAMILY FINANCIAL OR LEGAL; PURCHASE OR SALES; AND TRAVEL OR VACATION): ADULTS (18 AND OVER) IN 2006

(Ratings are 1 – the worst rating to 5 – the best rating)

Attributes of Information Obtained by Use of Internet	Average Rating		
	Financial/Legal (n=194)	Purchases/Sales (n=157)	Travel/Vacation (n=177)
Quality of information	4.34	4.23	4.48
Completeness of information	4.13	4.06	4.25
Timeliness or how up-to-date the information was	4.47	4.41	4.56
Trustworthiness of information	4.42	4.26	4.36
How new the information was to user (1- not at all new, 5- completely new)	3.60	3.84	3.76
How important the information was in meeting need (1- not at all important, 5- absolutely essential)	4.28	4.33	4.38

QA15, QA16, QL20B, QL22, QL23, QL24, QL25, QL26, QL43

TABLE 31: PROPORTION OF INFORMATION NEEDS (PERSONAL OR FAMILY FINANCIAL OR LEGAL; PURCHASE OR SALES; AND TRAVEL OR VACATION) MET BY INTERNET USE BY OUTCOMES OF USE: ADULTS (18 AND OVER) IN 2006

Outcomes of Internet Use	Proportion of Internet Uses (%)		
	Financial/Legal (n=194)	**Purchases/Sales** (n=158)	**Travel/Vacation** (n=179)
Was needed information obtained?			
Got all information looking for	59.8	53.2	65.4
How well addressed reason for use			
Completely	59.5	52.6	64.6
Did it lead to a favorable outcome?			
Yes	89.2	90.2	93.3
Did it lead to a negative outcome?			
Yes	7.3	9.2	5.0
Total uses (billions)	*4.1*	*3.4*	*3.9*

QA15

QA16

QL20B

QL27

QL28

QL29

QL31

TABLE 32: PROPORTION OF INTERNET USES FOR WORK-RELATED INFORMATION NEEDS (RESEARCH, ADMINISTRATION AND FOR WORK IN A SMALL ORGANIZATION) BY WHY THE INTERNET WAS CHOSEN: ADULTS (18 AND OVER) IN 2006

Why the Internet Was Chosen	Proportion of Internet Uses (%)		
	Research (n=103)	Administration (n=68)	Small Organization (n=111)
It was convenient or easy to use	88.3	85.3	88.3
It did not cost much in time or money	74.8	75.0	75.7
It was the best source of information	73.8	73.5	82.0
The information could be trusted	80.6	76.5	75.7
Other	14.6	16.2	24.3
Total uses (billions)	*5.5*	*3.6*	*5.8*

QA15

QA16

QL20B

QL53

TABLE 33: PROPORTION OF INTERNET USES FOR WORK-RELATED INFORMATION NEEDS (RESEARCH, ADMINISTRATION, AND FOR WORK IN A SMALL ORGANIZATION) BY TIME SPENT PER USE: ADULTS (18 AND OVER) IN 2006

Time Spent Per Use	Proportion of Internet Uses (%)		
	Research (n=102)	Administration (n=79)	Small Organization (n=110)
1-10 minutes	15.7	29.4	22.7
11-20 minutes	18.6	16.2	13.6
21-30 minutes	17.6	11.8	18.2
31-60 minutes	19.6	14.7	20.0
1-2 hours	9.8	14.7	13.6
Over 2 hours	18.7	13.2	11.9
ALL (%)	*100.0*	*100.0*	*100.0*
Number of uses (billions)	*5.5*	*3.6*	*5.8*
Average (minutes per use)	*236*	*65*	*307*

QA15

QA16

QL20B

QL50

TABLE 34: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED FROM INTERNET USE TO MEET WORK-RELATED INFORMATION NEEDS (RESEARCH, ADMINISTRATION, OR FOR WORK IN A SMALL ORGANIZATION): ADULTS (18 AND OVER) IN 2006

(Ratings are 1 – the worst rating to 5 – the best rating)

Attributes of Information Obtained by Use of Internet	Average Rating		
	Research (n=102)	Administration (n=68)	Small Organization (n=109)
Quality of information	4.40	4.32	4.33
Completeness of information	4.19	4.42	4.12
Timeliness or how up-to-date the information was	4.47	3.37	4.39
Trustworthiness of information	4.57	4.40	4.30
How new the information was to user (1- not at all new, 5- completely new)	3.60	3.66	3.62
How important the information was in meeting need (1- not at all important, 5- absolutely essential)	4.33	4.35	4.26

QA15, QA16, QL20B, QL22, QL23, QL24, QL25, QL26, QL43

TABLE 35: PROPORTION OF WORK-RELATED INFORMATION NEEDS (RESEARCH, ADMINISTRATION, AND FOR WORK IN A SMALL ORGANIZATION) MET BY INTERNET USE BY OUTCOMES OF USE: ADULTS (18 AND OVER) IN 2006

Outcomes of Internet Use	Proportion of Internet Uses (%)		
	Research (n=103)	**Administration (n=68)**	**Small Organization (n=110)**
Was needed information obtained?			
Got all information looking for	50.5	63.2	51.8
How well addressed reason for use			
Completely	52.0	59.7	54.2
Did it lead to a favorable outcome?			
Yes	92.6	91.2	93.3
Did it lead to a negative outcome?			
Yes	5.9	5.2	7.4
Total uses (billions)	*5.5*	*3.6*	*5.8*

QA15

QA16

QL20B

QL27

QL28

QL29

QL31

TABLE 36: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS BY HISPANIC OR LATINO ORIGIN OR BY RACE: ADULTS (18 AND OVER) IN 2006 (N=4,506)

Characteristics of Adults	Proportion of Adults (%)
Hispanic or Latino origin (n=228)	77.2
Race	
White (n=3,760)	77.2
Black or African American (n=368)	66.6
Asian (n=62)	91.9
American Indian or Alaska native (n=116)	76.8

QA15, QP2, QP3

TABLE 37: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS BY HIGHEST LEVEL OF EDUCATION: ADULTS (18 AND OVER) IN 2006 (N=4,469)

Highest Level of Education	Proportion of Adults (%)
8th grade or less (n=51)	17.6
Some high school, but did not graduate (n=192)	34.4
High school graduate or GED (n=991)	58.3
Some college or 2-year degree (n=1,426)	78.8
4-year college degree (n=905)	91.0
More than 4-year college degree (n=904)	90.5

QA15, QP6

TABLE 38: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS BY HOUSEHOLD INCOME BEFORE TAXES: ADULTS (18 AND OVER) IN 2006

Household Income (n=3,630)	Proportion of Adults (%)
Under $30,000 (n=986)	51.4
$30,000 - $50,000 (n=841)	76.1
$50,000 - $75,000 (n=736)	89.8
$75,000 - $150,000 (n=783)	94.3
More than $150,000 (n=237)	94.9

QA15, QP12

TABLE 39: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS BY PURPOSE OF USE, AND BY HISPANIC OR LATINO ORIGIN AND BY RACE: ADULTS (18 AND OVER) IN 2006

Characteristics of Adults	Purpose of Use (%)		
	Personal or Family Needs	Education Needs	Work-Related Needs
Hispanic or Latino origin (n=113)	61.9	17.7	20.4
Race			
White (n=1,947)	63.9	10.6	25.5
Black or African American (n=156)	48.7	23.7	27.6
Asian (n=41)	48.8	19.5	31.7
American Indian or Alaska native (n=42)	66.7	9.5	23.8
Native Hawaiian or Pacific islander (n=11)	72.7	18.2	9.1

QA15, QP2, QP3

TABLE 40: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS BY PURPOSE OF USE, AND BY AGE AND SEX: ADULTS (18 AND OVER) IN 2006

Characteristics of Adults	Purpose of Use (%)		
	Personal or Family Needs	Education Needs	Work-Related Needs
Age			
18-24 (n=176)	44.3	36.9	18.8
25-44 (n=750)	57.9	12.0	30.1
45-64 (n=1,016)	61.7	9.5	28.7
Over 64 (n=348)	84.2	6.9	8.9
Sex			
Male (n=903)	55.5	10.2	33.3
Female (n=1,383)	65.5	13.3	20.3

QA15, QP4, QP5

TABLE 41: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS BY PURPOSE OF USE, AND BY HIGHEST LEVEL OF EDUCATION: ADULTS (18 AND OVER) IN 2006

Highest Level of Education	Purpose of Use (%)		
	Personal or Family Needs	Education Needs	Work-Related Needs
Less than high school diploma (n=53)	69.8	22.6	7.6
High school graduate or GED (n=372)	69.6	9.4	21.0
Some college or 2-year degree (n=731)	65.3	11.6	23.1
4-year college degree (n=548)	58.2	9.9	31.9
More than 4-year college degree (n=574)	57.5	15.5	27.0

QA15, QP6

TABLE 42: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS BY PURPOSE OF USE, AND BY HOUSEHOLD INCOME BEFORE TAXES: ADULTS (18 AND OVER) IN 2006

Household Income	Purpose of Use (%)		
	Personal or Family Needs	Education Needs	Work-Related Needs
Under $30,000 (n=326)	74.5	14.1	11.3
$30,000 - $50,000 (n=414)	64.7	9.2	26.1
$50,000 - $75,000 (n=464)	63.4	12.1	24.6
$75,000 - $150,000 (n=542)	52.0	12.7	35.2
More than $150,000 (n=155)	57.4	12.9	29.7

QA15, QP12

TABLE 43: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS FOR PERSONAL MEDICAL INFORMATION NEEDS (DIAGNOSIS, TREATMENT, ETC. FOR ONESELF AND FOR FAMILY OR FRIENDS) BY HISPANIC OR LATINO ORIGIN AND BY RACE: ADULTS (18 AND OVER) IN 2006

Characteristics of Adults	Proportion of Internet Users (%)	
	Oneself	**Others**
Hispanic or Latino origin (n-113)	9.7	5.5
Race		
White (n=1,997)	14.2	8.2
Black or African American (n=156)	11.5	5.8
Asian (n=41)	9.8	4.9
American Indian or Alaska native (n=42)	9.5	16.7
Native Hawaiian or Pacific Islander (n=11)	18.2	9.2

QA15, QL20B, QP2, QP3

TABLE 44: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS FOR PERSONAL MEDICAL INFORMATION NEEDS (DIAGNOSIS, TREATMENT, ETC. FOR ONESELF AND FOR FAMILY OR FRIENDS) BY AGE AND SEX: ADULTS (18 AND OVER) IN 2006

Characteristics of Adults	Proportion of Internet Users (%)	
	Oneself	Others
Age		
18-24 (n=176)	6.3	4.0
25-44 (n=750)	10.9	7.5
45-64 (n=1,016)	14.3	7.6
Over 64 (n=348)	23.0	11.5
Sex		
Male (n=903)	10.9	4.6
Female (n=1,383)	15.9	10.0

QA15, QL20B, QP4, QP5

TABLE 45: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS FOR PERSONAL MEDICAL INFORMATION NEEDS (DIAGNOSIS, TREATMENT, ETC. FOR ONESELF AND FOR FAMILY OR FRIENDS) BY HIGHEST LEVEL OF EDUCATION: ADULTS (18 AND OVER) IN 2006

Highest Level of Education	Proportion of Internet Users (%)	
	Oneself	Others
Less than high school diploma (n=53)	13.2	----
High school graduate or GED (n=372)	16.7	10.5
Some college or 2-year degree (n=731)	15.7	9.3
4-year college degree (n=548)	9.5	7.7
More than 4-year college degree (n=574)	13.7	5.2

QA15, QL20B, QP6

TABLE 46: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS FOR PERSONAL OR FAMILY FINANCIAL OR LEGAL AND PURCHASES OR SALES INFORMATION NEEDS BY AGE AND SEX: ADULTS (18 AND OVER) IN 2006

Characteristics of Adults	Proportion of Internet Users (%)	
	Financial/Legal	Purchases/Sales
Age		
18-24 (n=176)	5.7	6.3
25-44 (n=750)	7.1	7.9
45-64 (n=1,016)	9.3	6.8
Over 64 (n=348)	10.6	6.9
Sex		
Male (n=903)	----	8.7
Female (n=1,383)	----	6.0

QA15, QL20B, QP4, QP5

TABLE 47: PROPORTION OF ADULTS WHO USED THE INTERNET IN THE PAST 12 MONTHS FOR PERSONAL OR FAMILY FINANCIAL OR LEGAL AND PURCHASES OR SALES INFORMATION NEEDS BY HOUSEHOLD INCOME BEFORE TAXES: ADULTS (18 AND OVER) IN 2006

Household Income	Proportion of Internet Users (%)	
	Financial/Legal	Purchases/Sales
Under $30,000 (n=326)	9.8	7.1
$30,000 - $50,000 (n=414)	8.9	7.7
$50,000 - $75,000 (n=464)	8.2	6.7
$75,000 - $150,000 (n=542)	7.9	7.0
More than $150,000 (n=155)	9.0	7.1

QA15, QL20B, QP12

TABLE 48: PROPORTION OF INTERNET USE IN WHICH USER WOULD USE OTHER SOURCES OR PROVIDERS IF THERE WERE NO INTERNET, BY TYPE OF SOURCE OR PROVIDER: ADULTS (18 AND OVER) IN 2006

Type of Source or Provider	Proportion of Internet Uses (%)
Libraries	
Unspecified	20.7
Public	6.0
Other	1.6
Persons	
Professional (e.g., doctor)	8.2
Family, friend or colleague	8.9
Unspecified or other	4.6
Organizations	
Government	1.8
Museum	0.2
Store, bank, travel agent, etc.	18.3
Bookstore	1.3
Unspecified or other	0.6
Publication	
Books	5.4
Journals (scholarly or trade)	0.5
Newspapers/magazines	3.4
Unspecified or other	6.7
Other (e.g., telephone)	12.0
All uses (billions)	*56.7*

QA15, QL20B, QL56, QL57