

December 2001

Generation Rx.com: How Young People Use the Internet for Health Information

A Kaiser Family Foundation Survey

Chart Pack



Chart 1

Internet Access and Use

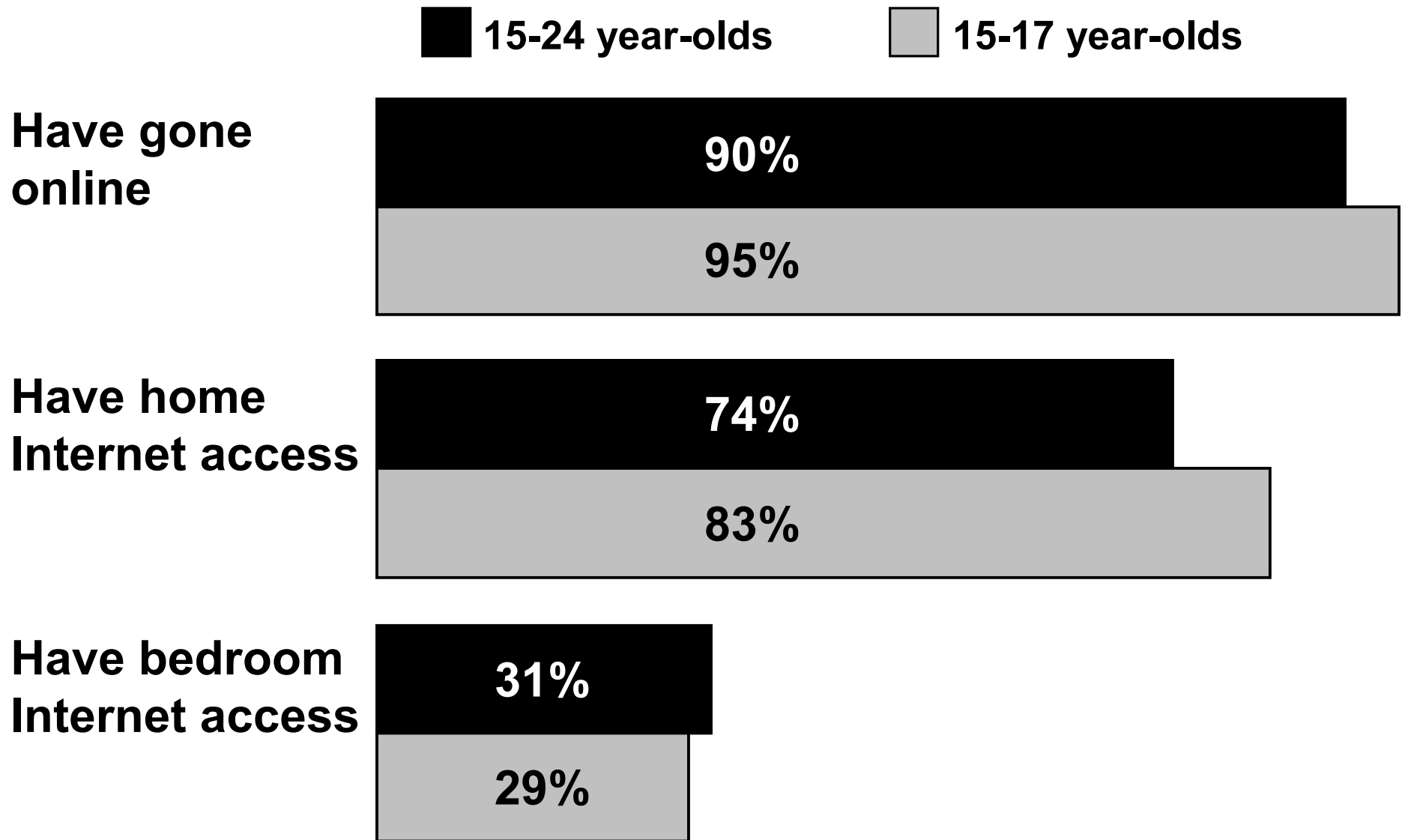


Chart 2

How often online youth use the Internet

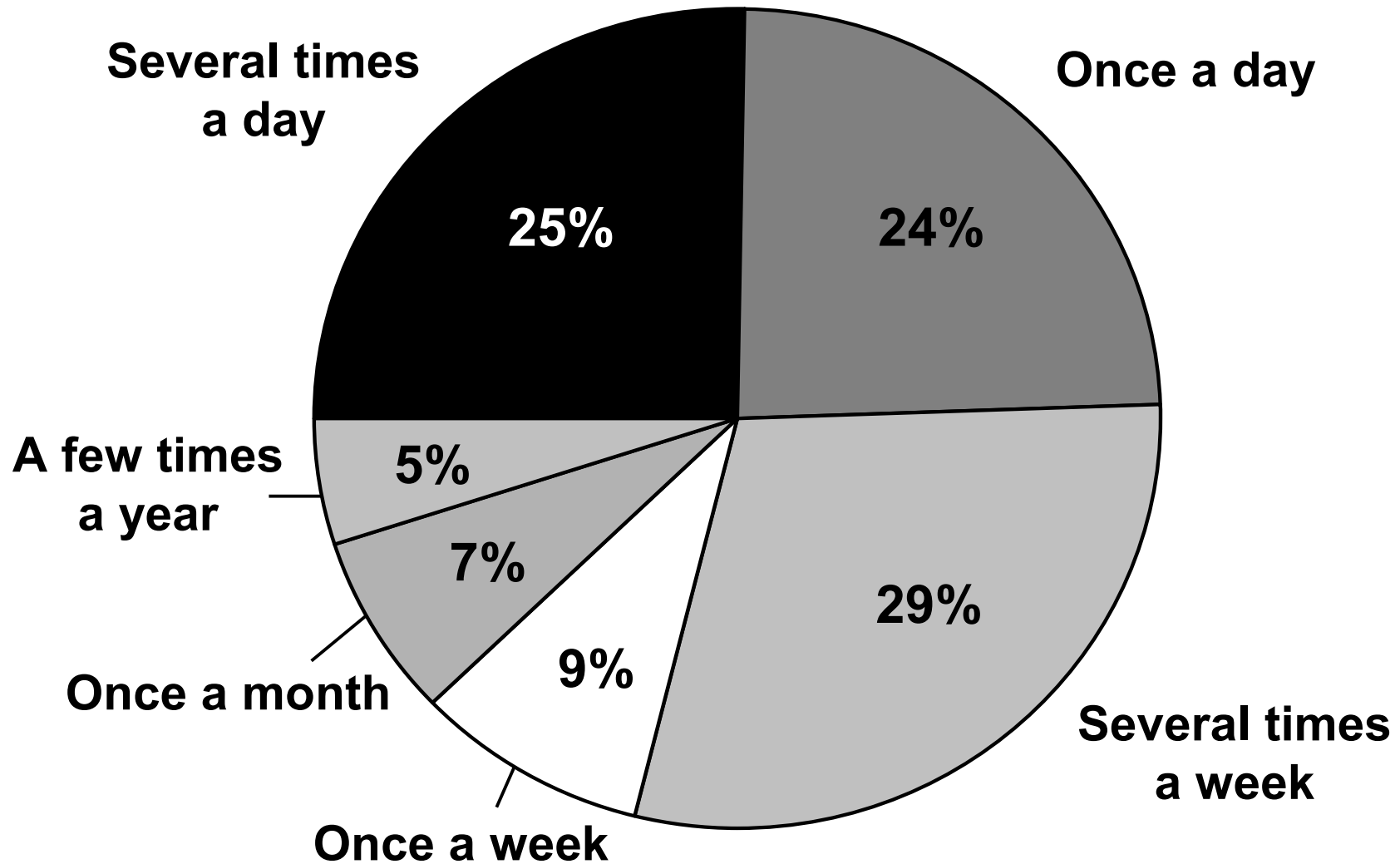


Chart 3

Among all 15-24 year-olds, the percent who get health information online.

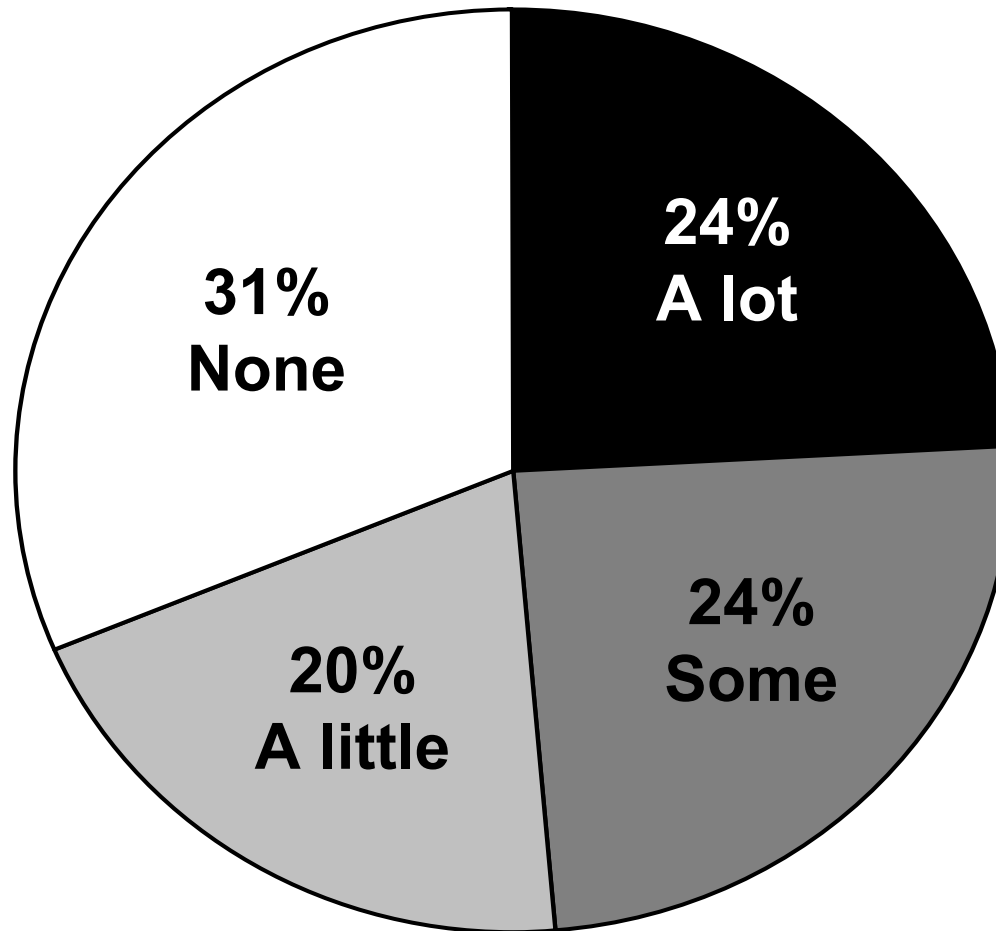
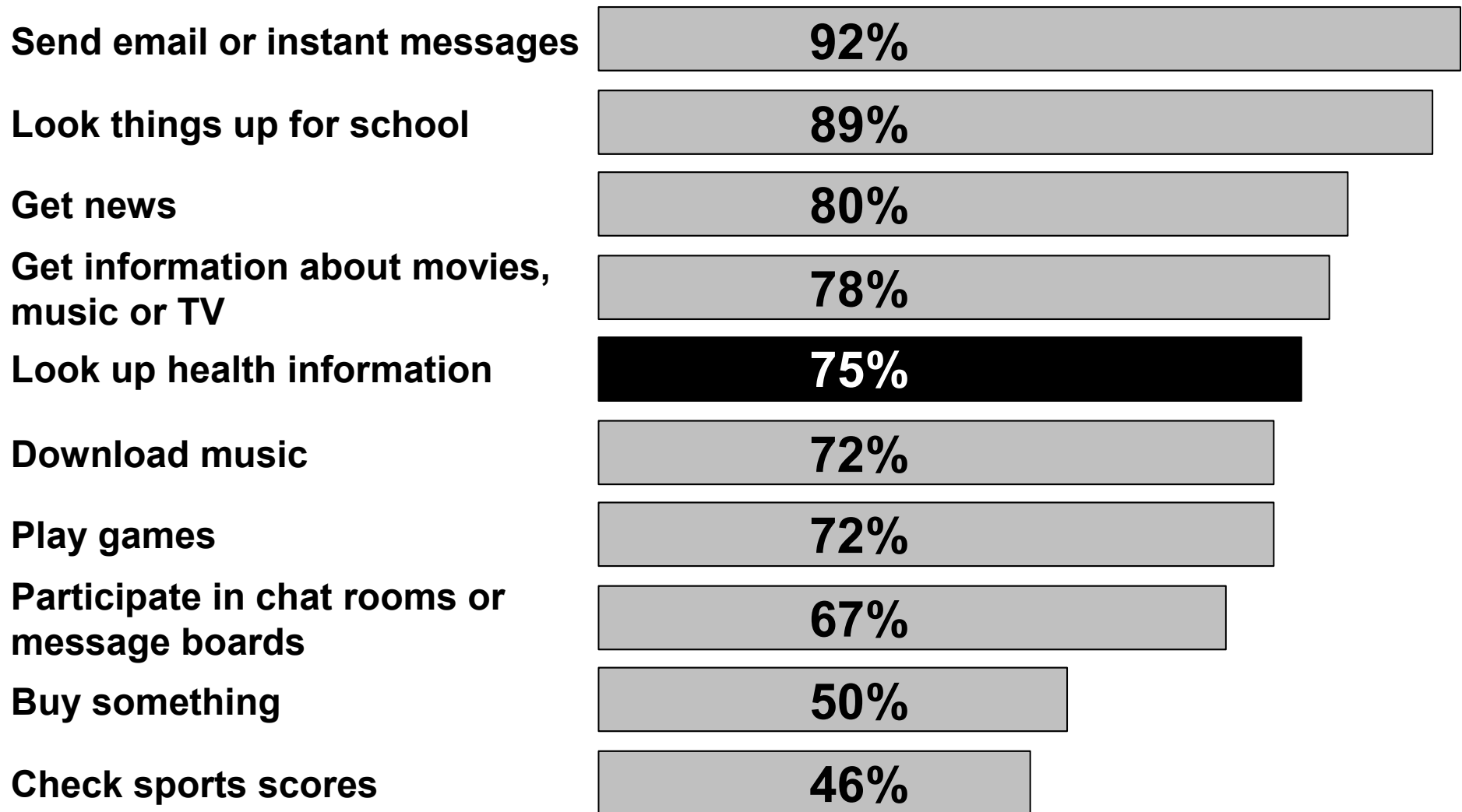


Chart 4

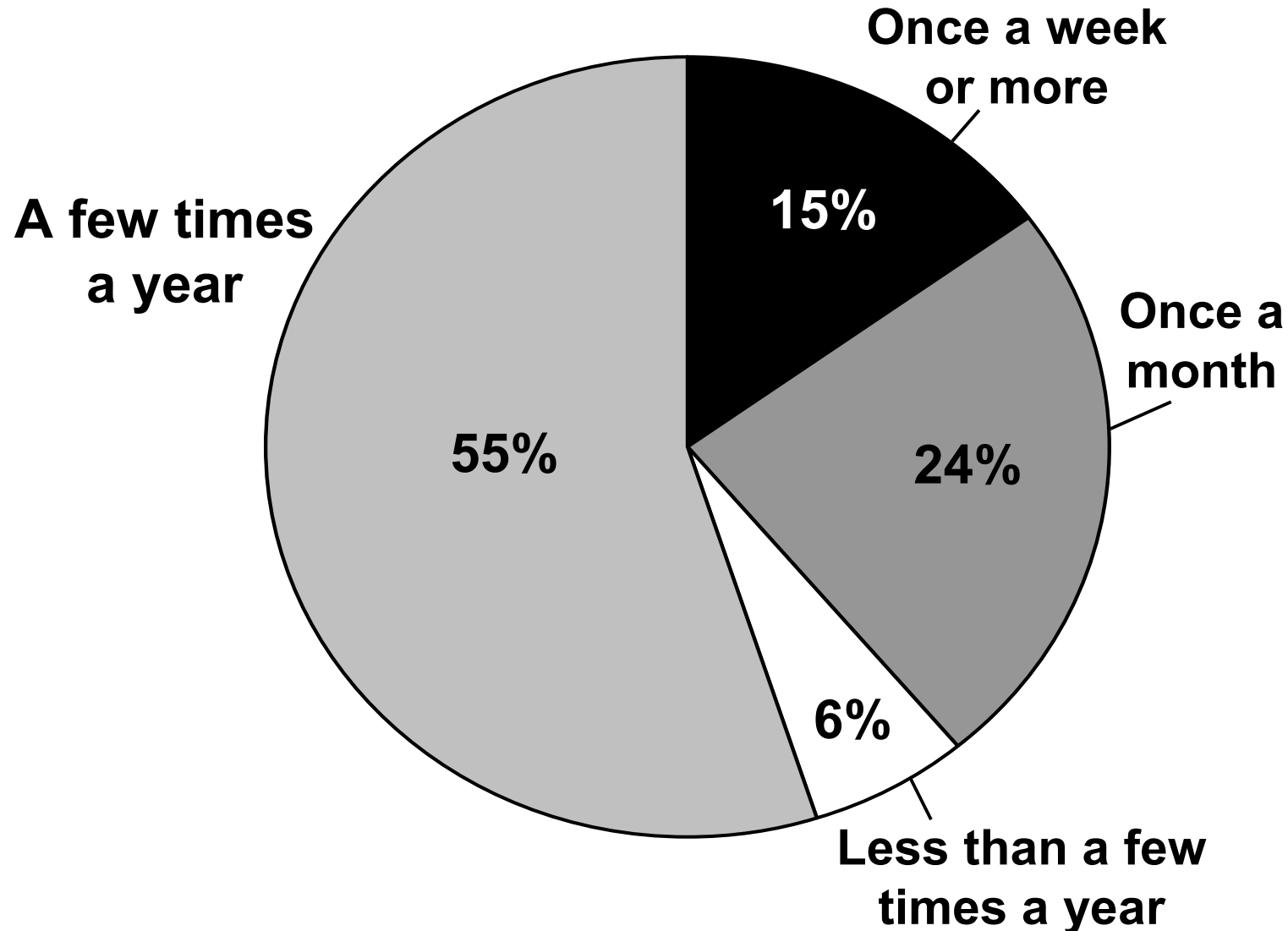
Among online youth, the percent who have ever used the Internet to...



Source: Kaiser Family Foundation, *Generation Rx.com: How Young People Use the Internet for Health Information*, December 2001.

Chart 5

How often online health seekers use the Internet for health information.



Source: Kaiser Family Foundation, *Generation Rx.com: How Young People Use the Internet for Health Information*, December 2001.

Chart 6

Percent of online youth who have used the Internet to look up information on...

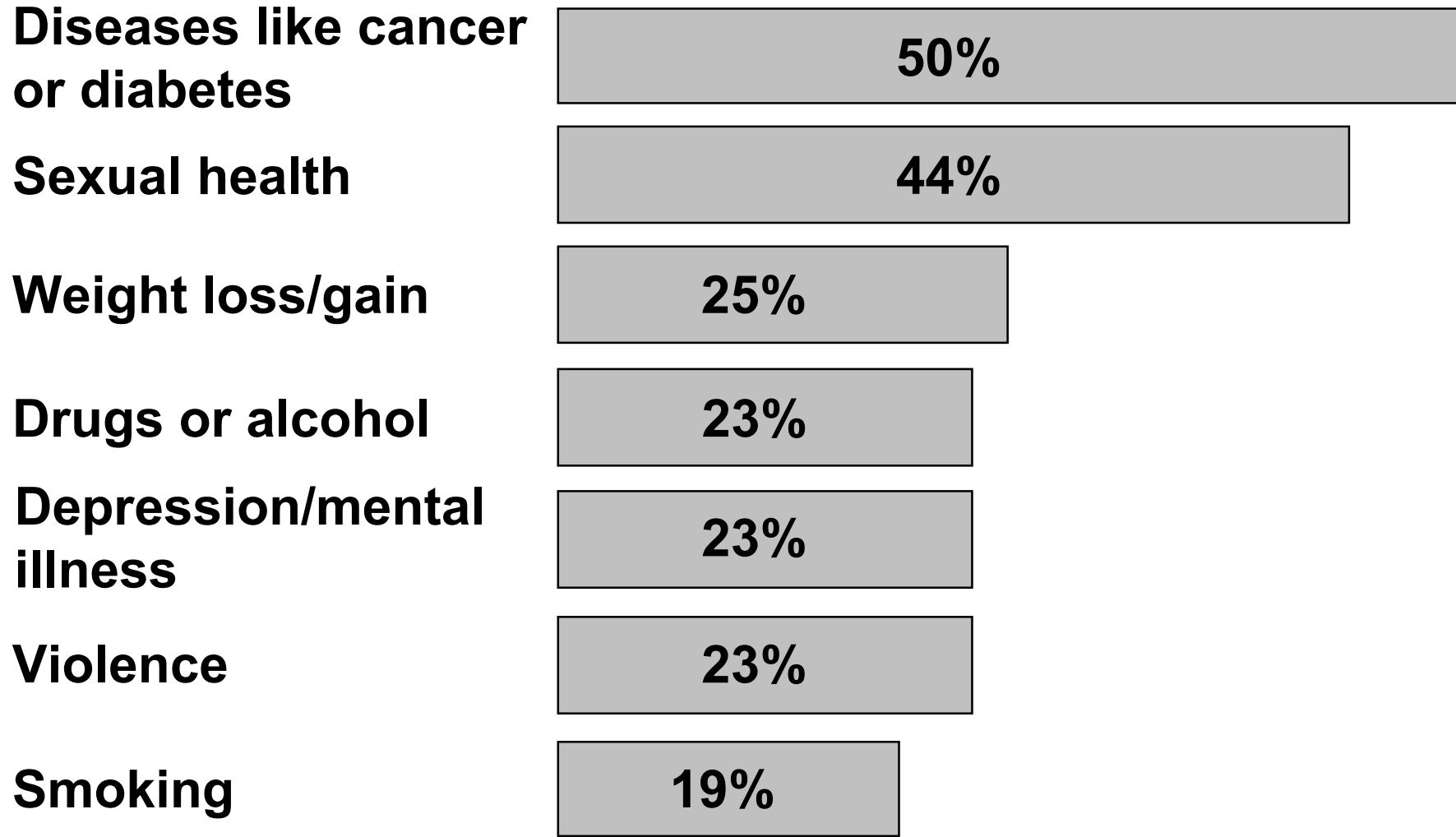


Chart 7

Usefulness of Online Health Information

Among online health seekers, the percent who find the information...

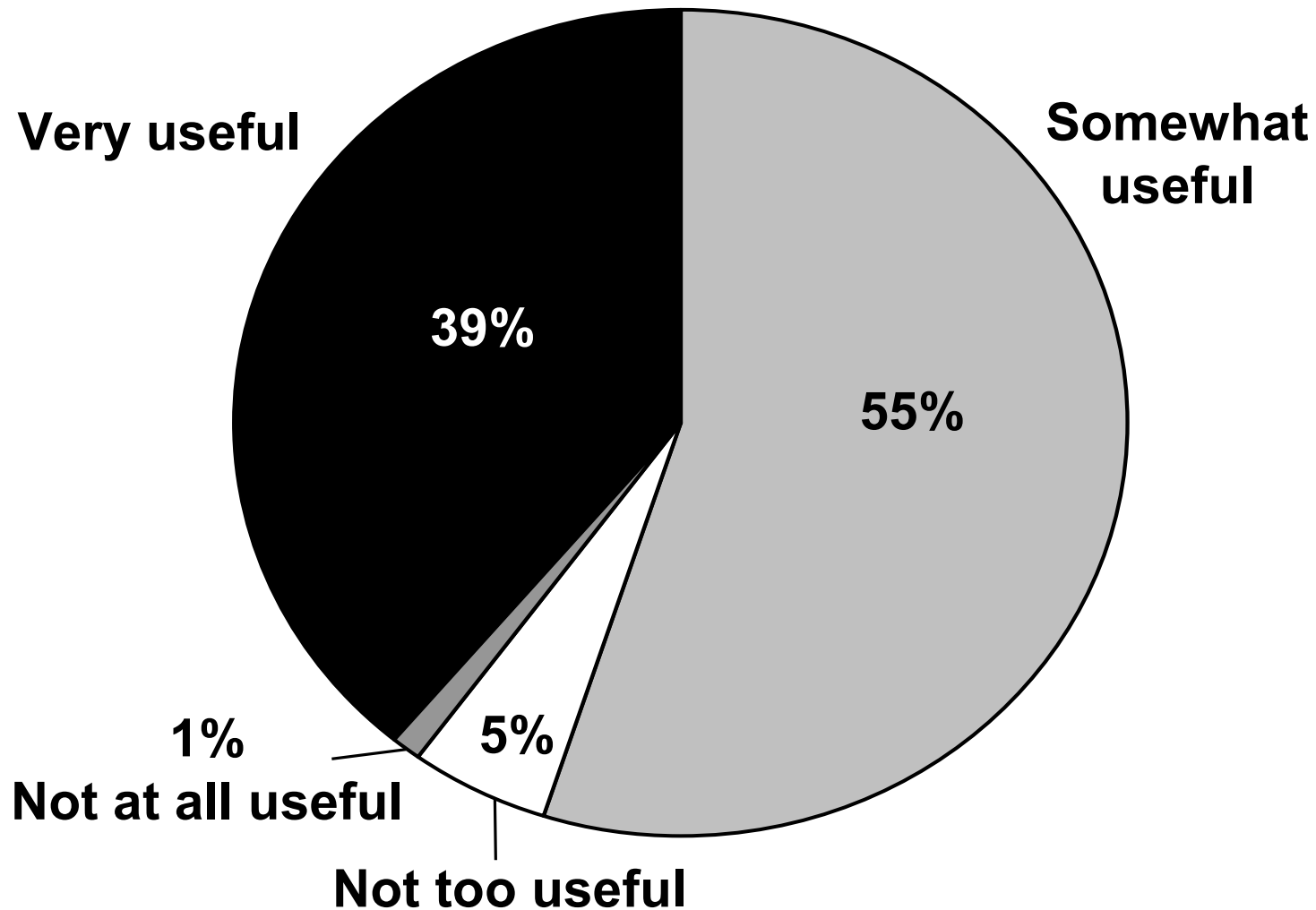


Chart 8

Among all 15-24 year-olds, the percent who trust Internet health information...

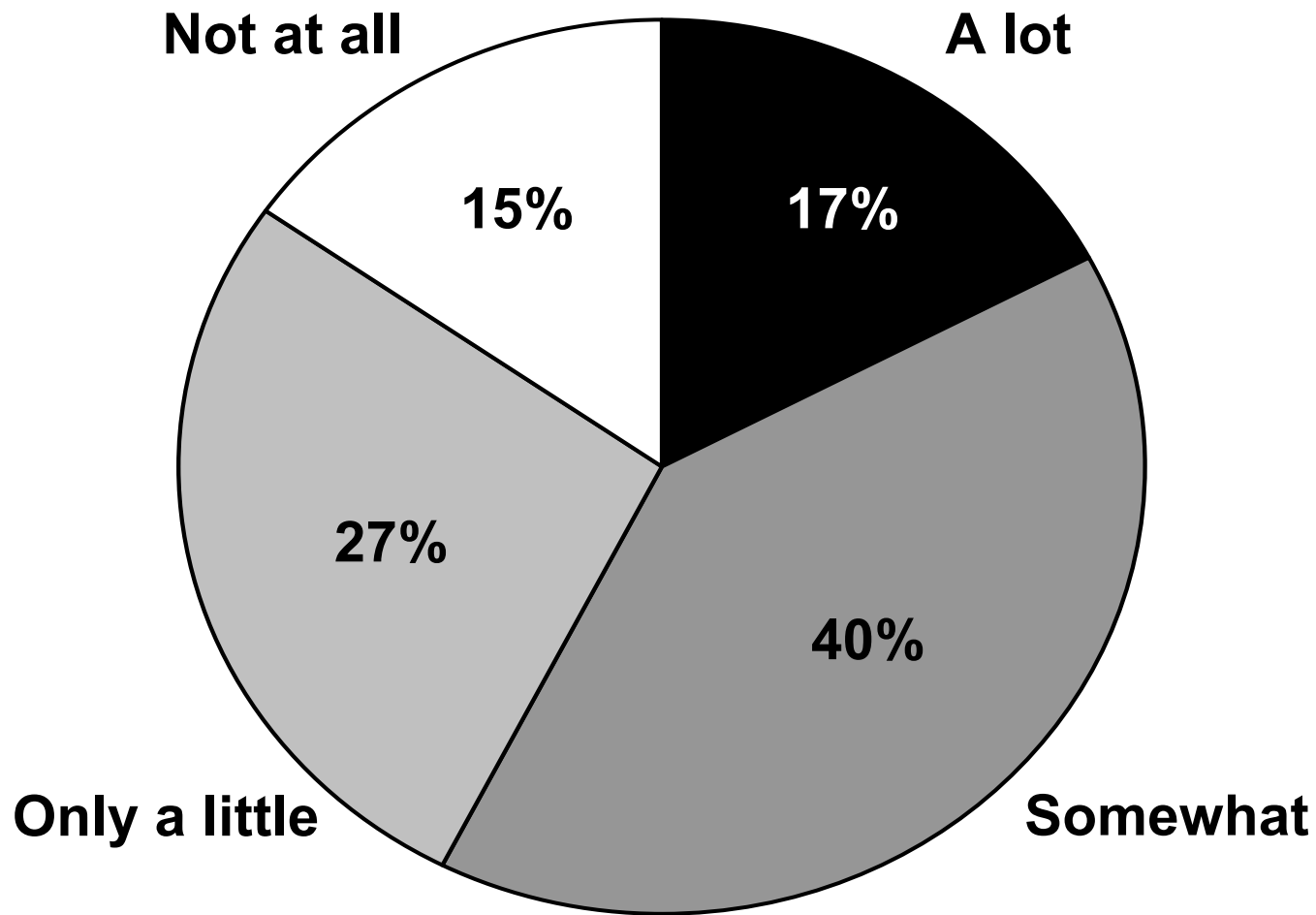


Chart 9

Percent of 15-24 year-olds who would trust health information “a lot” from...

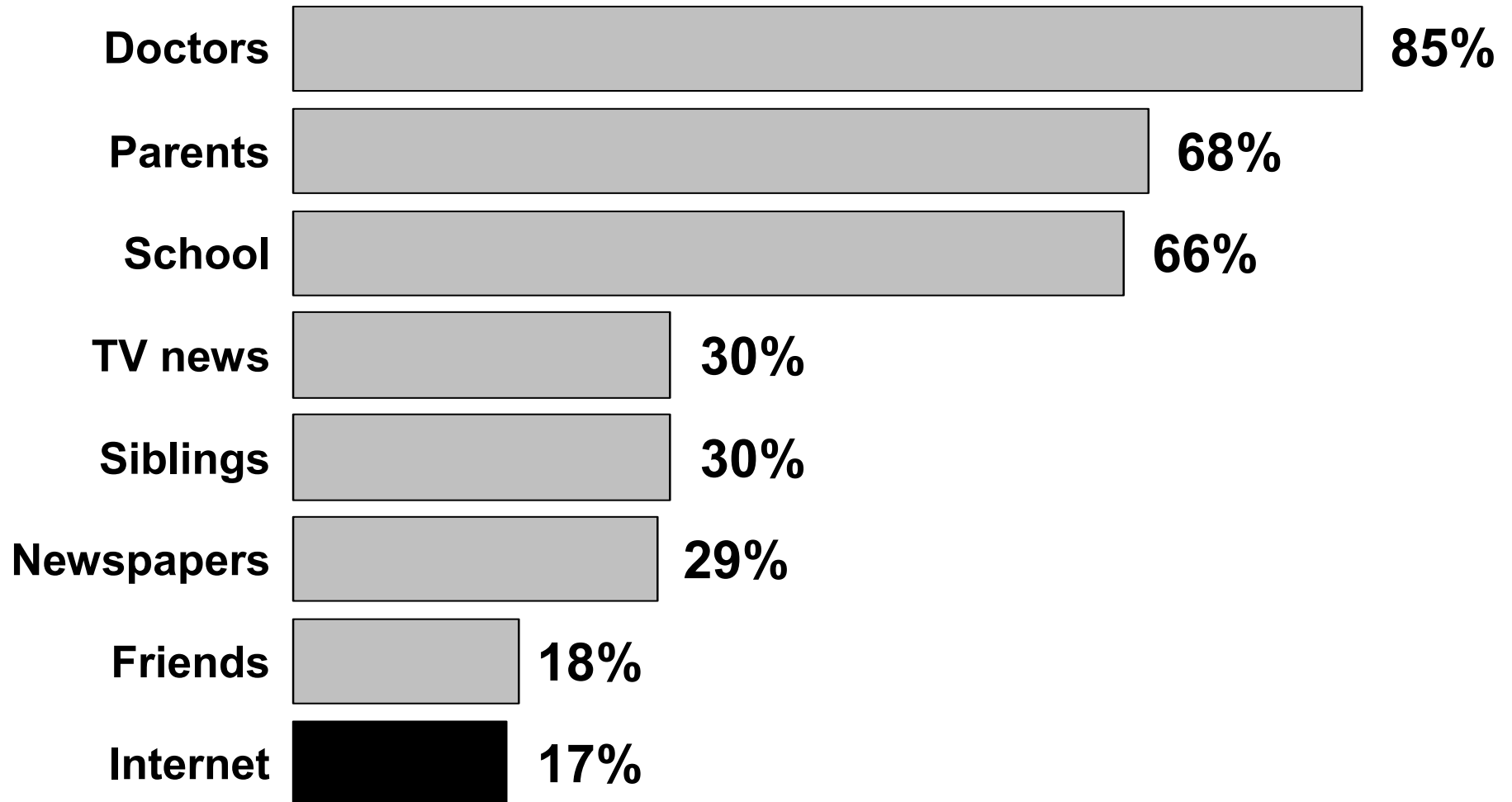


Chart 10

Percent of online health seekers who have...

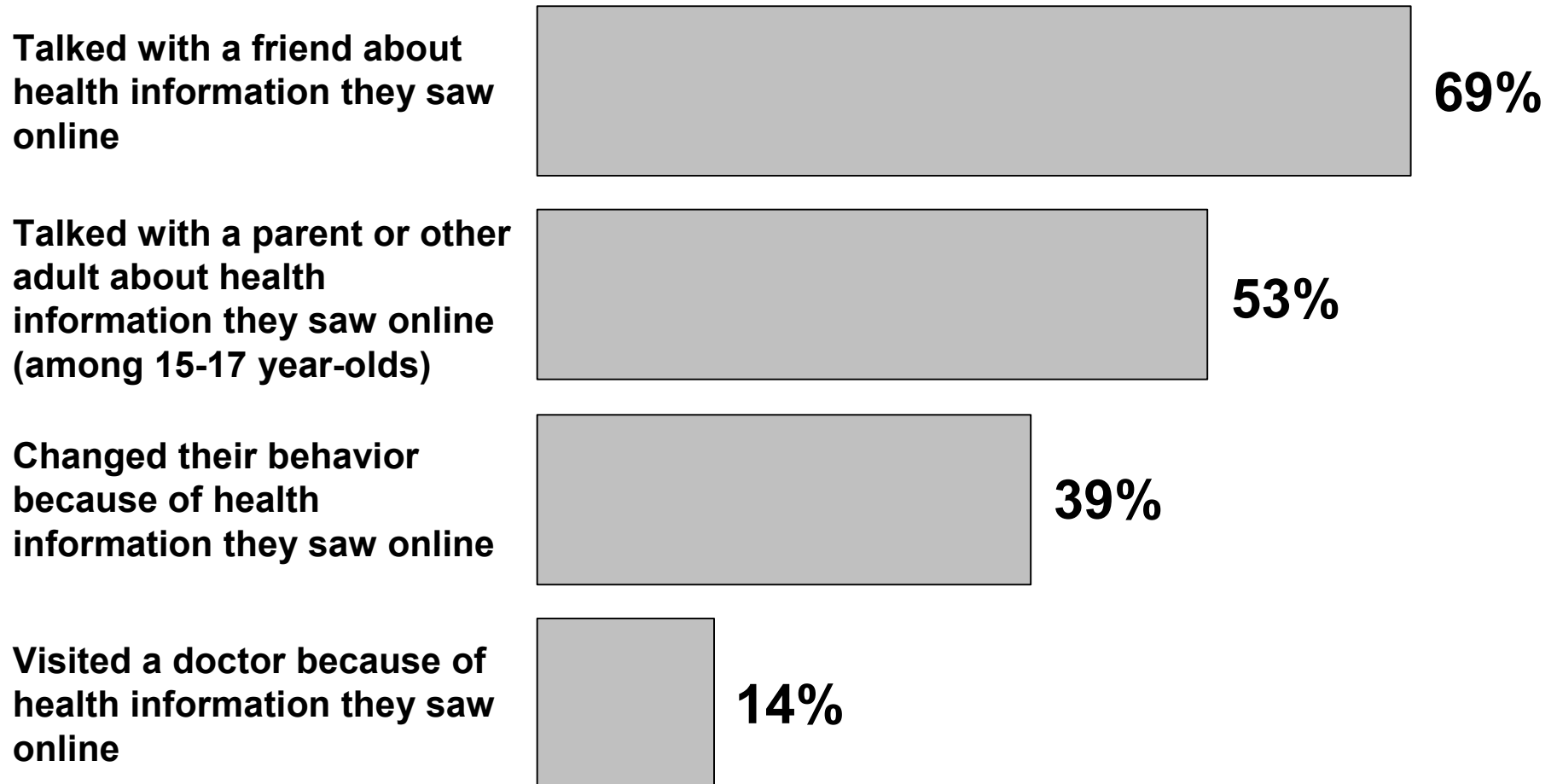


Chart 11

Important issues when looking for health information

Percent who say each issue is “very important.”

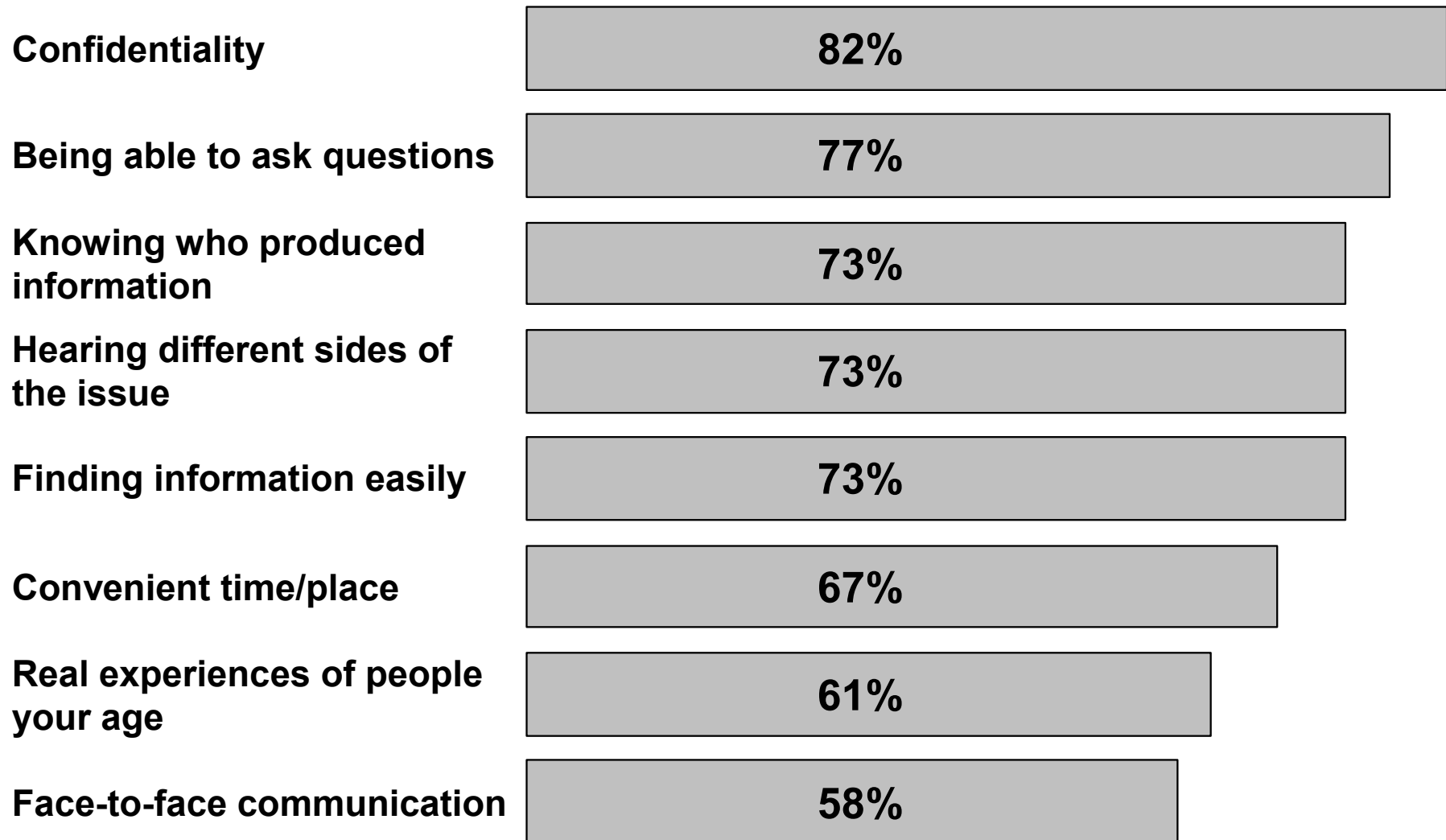
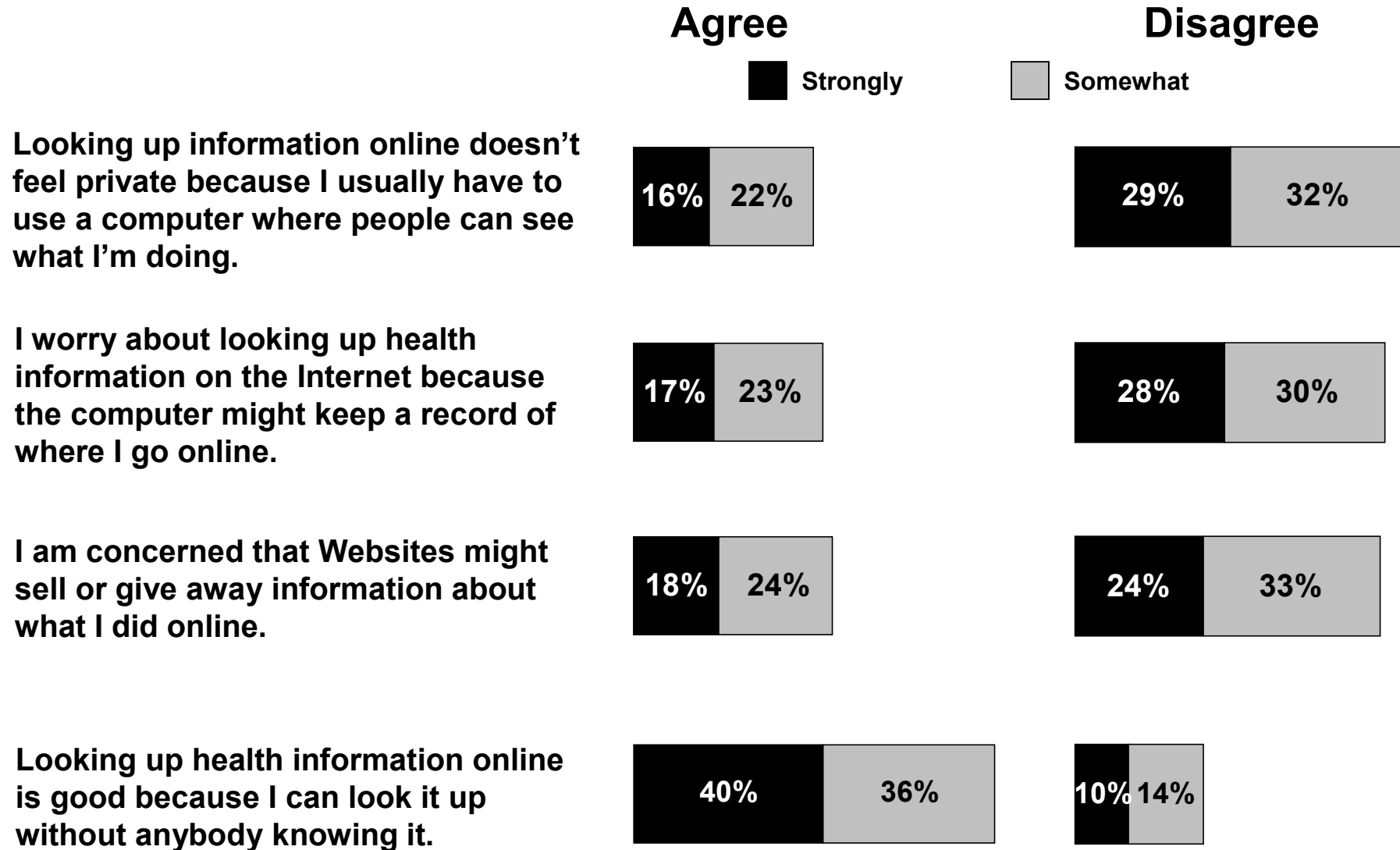


Chart 12

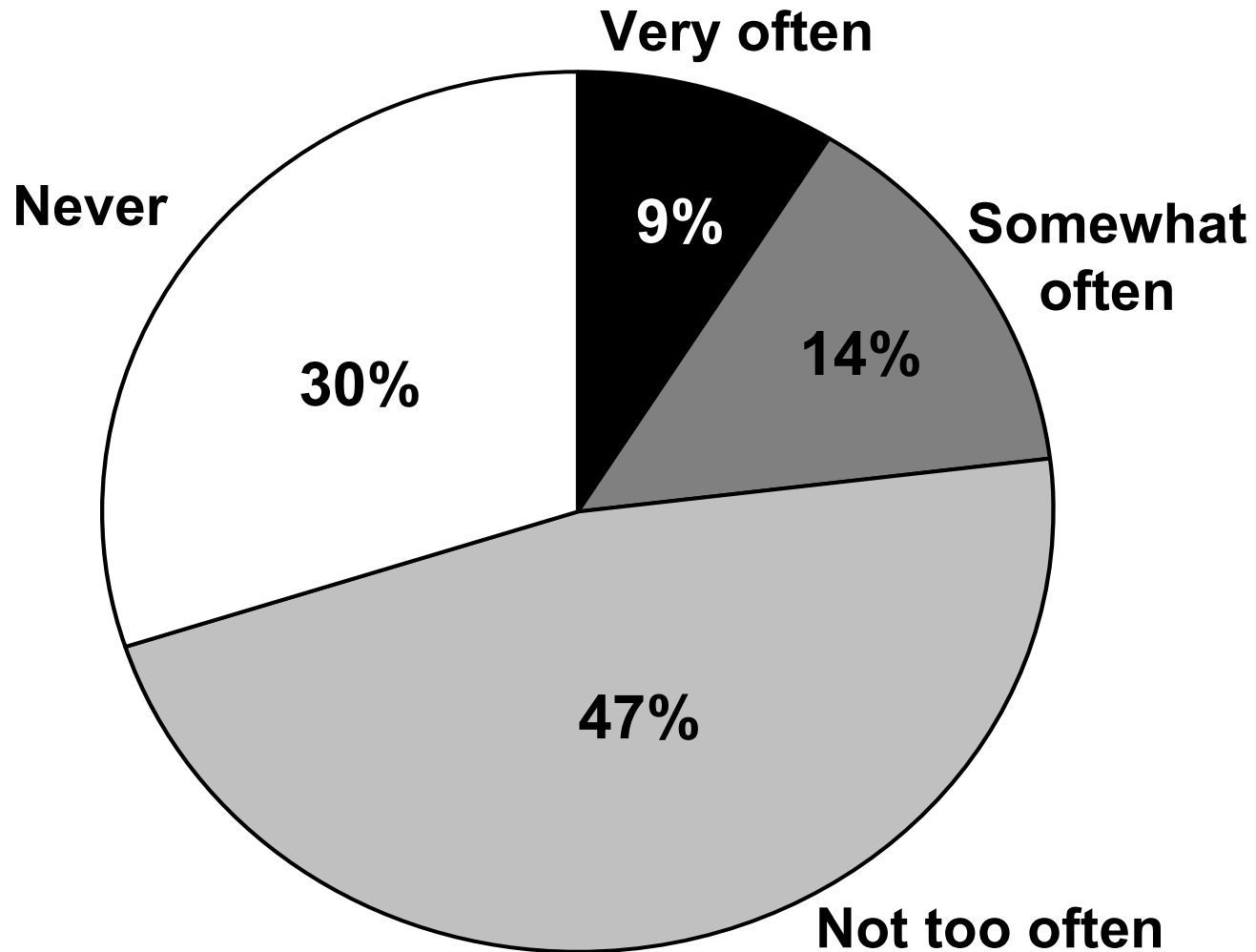
Privacy on the Internet



Source: Kaiser Family Foundation, *Generation Rx.com: How Young People Use the Internet for Health Information*, December 2001.

Chart 13

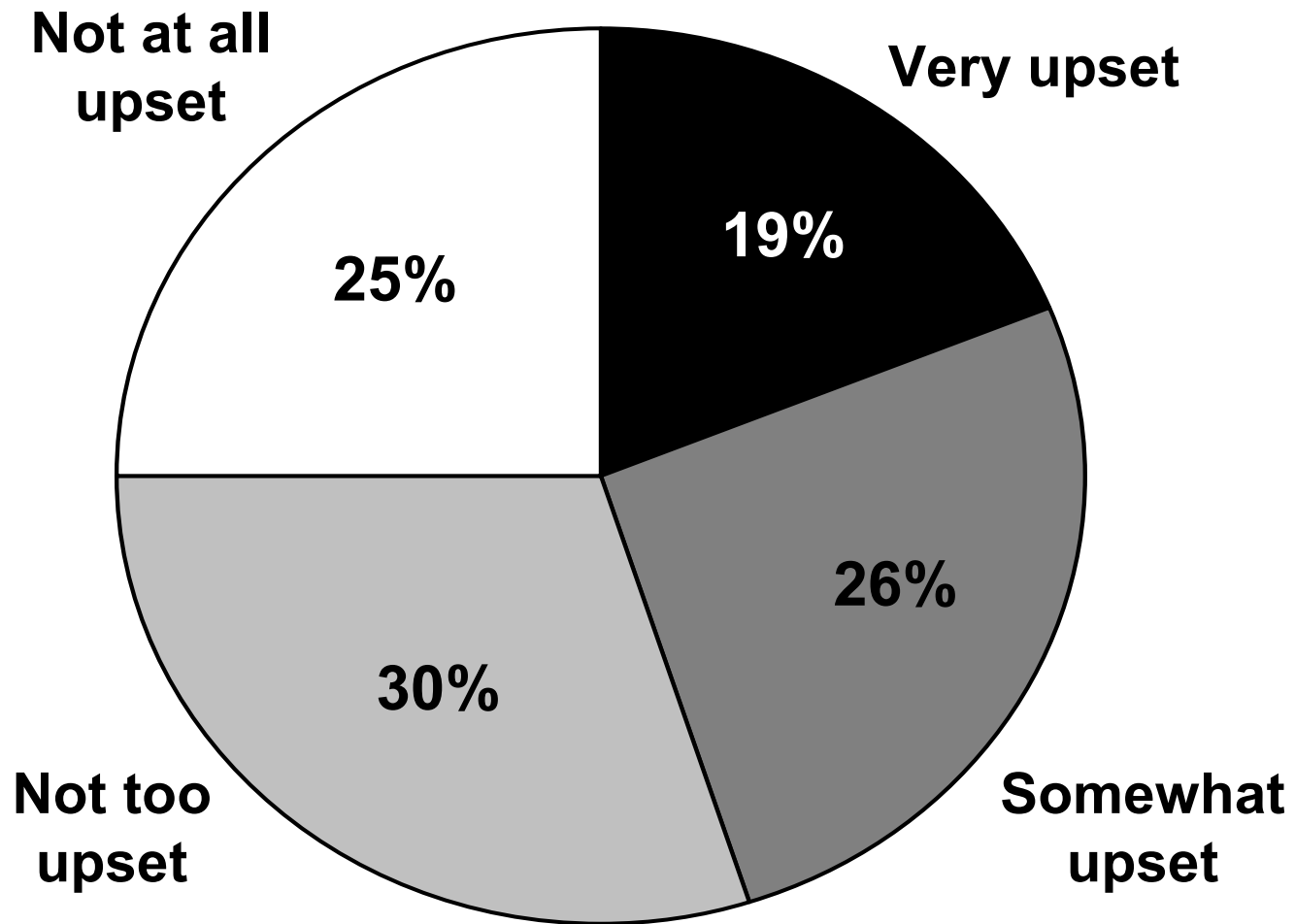
Percent of online 15-17 year-olds who have accidentally stumbled across pornography online.



Source: Kaiser Family Foundation, *Generation Rx.com: How Young People Use the Internet for Health Information*, December 2001.

Chart 14

Among 15-17 year-olds who were exposed to online pornography, the percent who say they were...



Source: Kaiser Family Foundation, *Generation Rx.com: How Young People Use the Internet for Health Information*, December 2001.

Chart 15

Percent who believe that exposing kids under 18 to online pornography would...

■ 15-24 year-olds ■ 15-17 year-olds

Have “a serious impact” on them

65%

57%

Be “no big deal”

34%

41%

Chart 16

Percent of 15-17 year-old health seekers who have been blocked from non-pornographic sites...

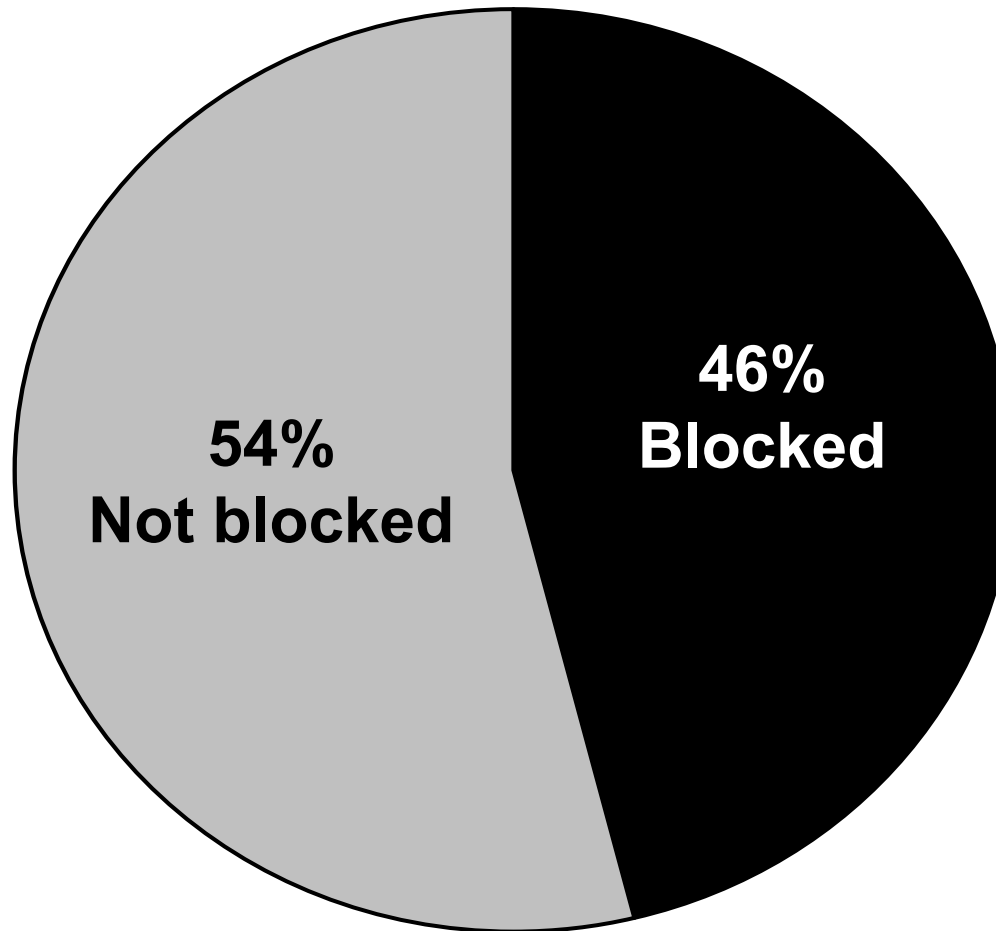


Chart 17

Percent who favor legislation requiring Internet filters...

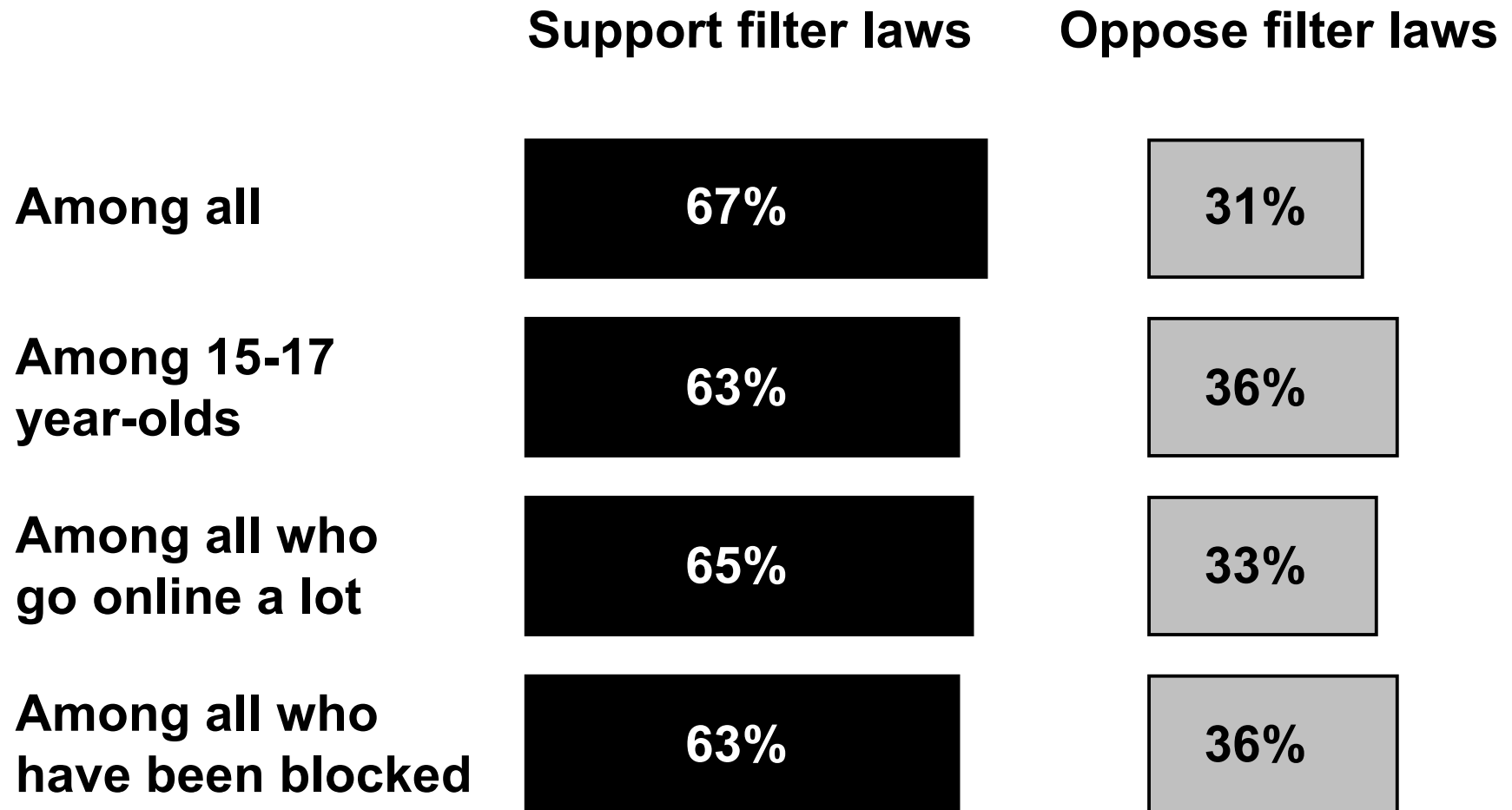


Chart 18

Internet use by socio-economic status and by race

Have ever gone online

Self-reported economic background:

Upper/upper middle class

93%

Middle class

91%

Working/lower class

85%

Parental education:

College graduate

98%

Some college

94%

High school or less

85%

Race:

White

94%

African American

87%

Hispanic

75%

Chart 19

Internet access by socio-economic status and by race

Have Internet access at home

Self-reported economic background:

Upper/upper middle class

84%

Middle class

74%

Working/lower class

63%

Parental education:

College graduate

86%

Some college

83%

High school or less

64%

Race:

White

80%

African American

66%

Hispanic

55%

Methodology

Generation Rx.com is a nationally representative, random sample telephone survey of 1209 young people ages 15-24, with an oversample of 200 non-white respondents. The data were weighted by gender, age, race and region, to ensure the results are representative of youth 15-24. The questionnaire was translated into Spanish so that respondents who chose to could complete the survey in Spanish.

The survey was designed and analyzed by staff of the Kaiser Family Foundation, in consultation with International Communications Research. Fieldwork was conducted by ICR by telephone between September 24 and October 31, 2001.

The survey includes a total of 1209 respondents ages 15-24, including 1072 identified as “online youth” (those who have ever gone online) and 820 identified as “online health seekers” (those who have looked up health information on the Internet).

The margin of error is plus or minus 2.9 percentage points for the total sample, plus or minus 3.0 percentage points among the online youth, and plus or minus 3.5 percentage points among the online health seekers.

Additional copies of the survey report (#3202) are available for free online at: www.kff.org, or by calling the Kaiser Family Foundation’s publication request line at 1-800-656-4533.



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