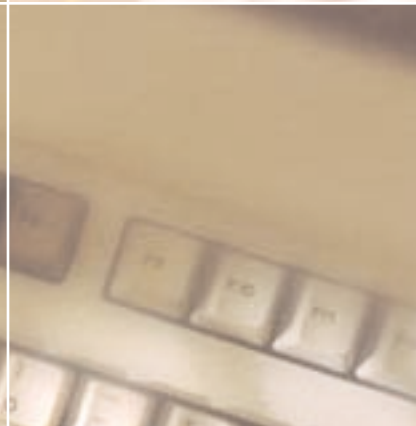
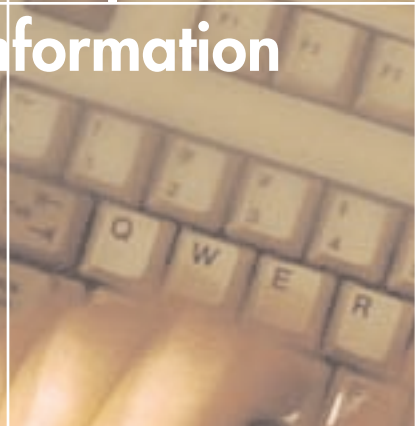




Generation Rx.com

How Young People Use the Internet
for Health Information



A Kaiser Family Foundation Survey

THE HENRY J.
KAISER
FAMILY
FOUNDATION

December 2001

The Kaiser Family Foundation is an independent, national health philanthropy dedicated to providing information and analysis on health issues to policymakers, the media, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

Generation Rx.com

How Young People Use the Internet for Health Information

A Kaiser Family Foundation Survey

December 2001



Written by Victoria Rideout
Cover Design by Allan Anderson
Graphics and layout by Theresa Boston

The Kaiser Family Foundation is an independent, national health philanthropy dedicated to providing information and analysis on health issues to policymakers, the media, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

International Communications Research (ICR) is a full service custom research organization located in Media, PA. ICR is the market research group of AUS Consultants.

Copyright ©2001 Henry J. Kaiser Family Foundation, Menlo Park, California. All rights reserved.

TABLE OF CONTENTS

Introduction	1
Key Findings	2
Health Information Online	5
How common is it for young people to use the Internet for health information?	5
What health topics are young people most interested in researching online?	7
How is the Internet affecting health-related behaviors?	8
How useful and trustworthy do young people find the health information available to them online?	9
What factors are most important to young people when they are looking for health information?	9
Does the Internet feel confidential, or do young people worry that others will keep track of what they do online?	10
How do young people go about looking up health information online?	11
Pornography and Internet Filtering	12
How often are young people exposed to pornographic content online? How are they affected by it?	12
How widespread is the use of Internet filtering or blocking technology? How do teens feel about this technology?	13
Does filtering impact teens' searches for legitimate health information?	13
Update: Teens, Young Adults and the Internet	14
Conclusion	18
Toplines	21
Methodology	37

INTRODUCTION

Over the past five years, there has been an explosion in Internet access and use in the United States. With the growth in Internet use has also come increased attention to the role of the Web as a source of consumer health information.

The Internet could help consumers by offering a confidential source of information on sensitive topics. It could improve health outcomes by encouraging healthier lifestyles, better informing patients, and connecting people with similar conditions. On the other hand, increased reliance on the Web could expose consumers to unreliable health information and reduce doctor-patient communication.

While adult behavior as online health consumers has been examined, little is known about how young people use the Internet for health information. We know that many adults search the Web for health and medical information – the most recent analysis by The Pew Internet and American Life Project found that 60% of online adults have done so – but we are aware of no other study that has looked in-depth at whether teens and young adults use the Internet for health purposes, and if so, how and to what extent.¹

We know young people are spending more and more time online, but is that time spent mostly on fun and games, or are young people also turning to the Internet for information on their own health and well-being? What types of issues are they researching online, and how do they go about finding the information they need? Do they know who is providing the information, and do they trust what they learn? Does the information they find influence their behavior?

For young people in particular, the Internet could be an especially important destination since the health issues that concern them are often sensitive, and many may not have an established relationship with a doctor other than their family doctor. Again, the implications remain unclear. Increased access to health information could create a more informed and healthful youth. On the other hand, if the quality of online information is not high or the source unknown, increased reliance on the Internet could lead to greater misinformation and skepticism.

In this report, we begin to address these questions by analyzing the results of a nationally representative, random dial telephone survey of 1,209 respondents ages 15-24, including an over-sample of approximately 200 African American and Latino youth. The survey was designed and analyzed by staff at the Kaiser Family Foundation in consultation with International Communications Research, and fieldwork was conducted by ICR between September 24 and October 31, 2001.

¹ Pew Internet and American Life Project, “The online health care revolution,” November, 2000; “More online, doing more,” March, 2001; “Exposed online,” November, 2001.

KEY FINDINGS

Health Information Online

Among all 15-24 year-olds:

- Nine out of ten (90%) have gone online.
- More than two out of three (68%) have gotten health information online.
- One in four (24%) has gotten “a lot” of health information from the Internet.

Among the 90% of all 15-24 year-olds who have ever gone online (known throughout as “online youth”):

- Three out of four (75%) have used the Internet at least once to find health information. This is more than the proportion who have ever gone online to check sports scores (46%), buy something (50%), or participate in a chat room (67%), and about the same proportion that have ever played games (72%) or downloaded music (72%) online.
- Half (50%) have used the Internet to look up information on a specific disease such as cancer or diabetes.
- Four in ten (44%) have looked up information online about pregnancy, birth control, HIV/AIDS or other STDs. About one in four have researched depression or mental illness (23%) and problems with drugs or alcohol (23%).

Among the 75% of all 15-24 year-olds who have used the Internet to find health information (known throughout as “online health seekers”):

- Four out of ten (39%) look up health information online at least once a month.
- Four out of ten (39%) say they generally find online health information “very useful” while just 5% say it’s generally “not too” and 1% “not at all” useful.
- Four out of ten (39%) say they have changed their personal behavior because of health information they got online.
- One in seven (14%) have seen a doctor or other health provider because of health information they got online.
- Seven out of ten (69%) have talked with friends about health information they saw online.
- Half (53%) of all younger online health seekers (15-17 year-olds) have talked with a parent or other adult about health information they got online.

According to data from the 2000 Census, there are 33 million young people ages 15-24 in the United States. According to this survey, then, about 22 million teens and young adults have used the Internet to look for health information, including 13 million who have looked for sexual health information online. The survey also indicates that more than 8 million 15-24 year-olds say they look for health information online at least once a month, and the same number say they have changed their personal behavior because of health information they have found online.

Pornography and Internet Filtering

Among all 15-24 year-olds:

- Two-thirds (67%) support the law requiring Internet filters at schools and libraries.
- Two out of three (65%) say being exposed to online pornography could have a serious impact on those under 18.
- A majority (59%) think seeing pornography on the Internet encourages young people to have sex before they're ready.

Among the 95% of all 15-17 year-olds who have ever gone online:

- Seventy percent have accidentally stumbled across pornography online, 23% "very" or "somewhat" often.
- A majority (55%) of those who were exposed to pornography say they were "not too" or "not at all" upset by it, while 45% were "very" or "somewhat" upset.
- A third (33%) of those with home Internet access have a filtering technology in place there.

Among the 76% of all 15-17 year-olds who have sought health information online:

- Nearly half (46%) say they have been blocked from non-pornographic sites by filtering technology.

Update: Teens, Young Adults and the Internet

Among all 15-24 year-olds:

- Ninety percent have gone online.
- Three out of four (74%) have Internet access from their home.
- Thirty-one percent have Internet access from their bedroom.

Among all 15-17 year-olds:

- Ninety-five percent have gone online.
- Eight out of ten (83%) have Internet access from their home.
- Twenty-nine percent have Internet access from their bedroom.

Among the 90% of all 15-24 year-olds who have ever gone online:

- Half (49%) go online at least once a day.
- Three out of four (78%) go online at least a few times a week.

HEALTH INFORMATION ONLINE

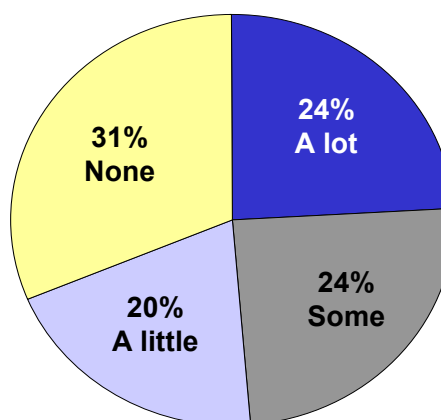
HOW COMMON IS IT FOR YOUNG PEOPLE TO USE THE INTERNET FOR HEALTH INFORMATION?

Among all young people ages 15-24, the most significant sources of health information continue to be such traditional sources as health classes at school (47% say they have gotten “a lot” of information this way), parents (45%) and doctors (41%). **However, one in four young people (24%) now say they get “a lot” of health information from the Internet.**² Younger respondents (15-17 years old) are somewhat *less* likely to say they get “a lot” of health information online than 18-24 year-olds (20% v. 26%).

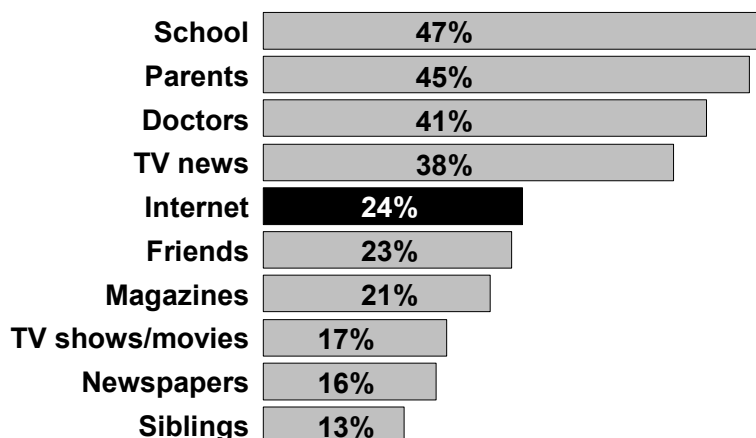
Having easy and more private access to an online connection seems to lead to greater reliance on the Internet for health information. Those with Internet access in their bedroom are more likely to get “a lot” of health information online (30%) than those without (22%).

Among online youth³, three out of four (75%) have used the Internet to get health information. More online youth have looked up health information on the Web than have ever bought

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



The percent of all 15-24 year-olds who get “a lot” of health information from...



² These responses are from Question 3 of the survey, asked of all respondents: “People get information about health issues like these from many different sources. Please tell me how much information about these kinds of issues you have gotten from the Internet – a lot, some, only a little, or none at all?” The phrase “health issues like these” refers to Questions 1 and 2, which mention depression or mental illness, cancer, smoking, drug or alcohol abuse, heart disease, sexual health issues such as pregnancy, AIDS and other STDs, acne or skin care, weight loss or eating disorders, sexual assault, violence, or “any other significant health issues that have affected you, your family or others close to you in the past year.”

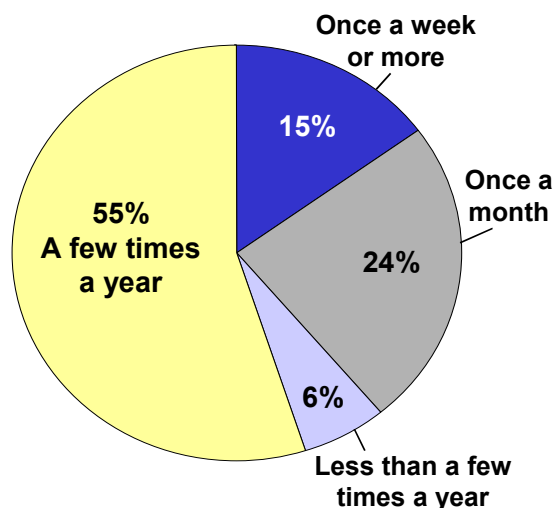
³ Online youth are defined throughout as all respondents 15-24 who have ever gone online (90% of all 15-24 year-olds have ever gone online).

something online (50%), checked sports scores (46%), or participated in chat rooms (67%), roughly the same proportion that have ever played games (72%) or downloaded music (72%).⁴

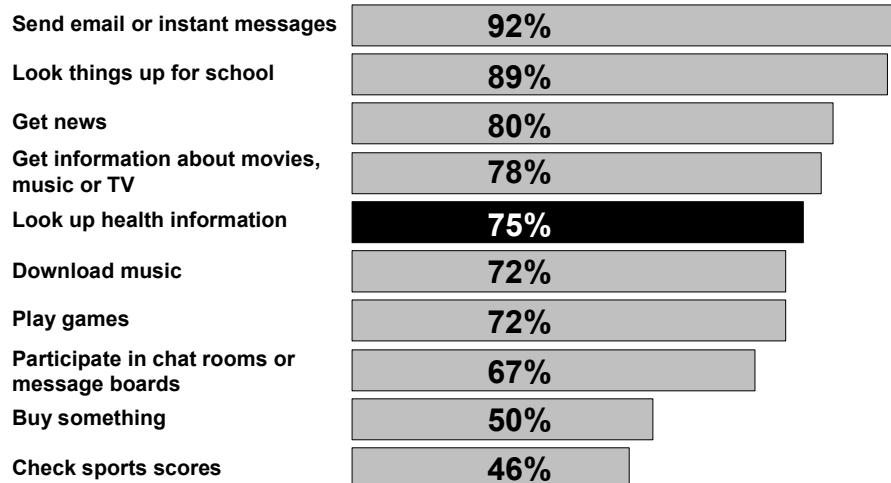
How often do young people seek health information online?

The majority of those who have looked for health information online (61%) say they use the Internet for this purpose no more than a few times a year. On the other hand, about four out of ten (39%) online health seekers say they look up health information at least once a month (27% of *all* respondents), including 15% who say they do so at least once a week.

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



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



⁴ This comparison is based on the total number of respondents who say they have ever looked up information on any one of a series of health topics, listed in Question 14 in the topline, including specific diseases like cancer and diabetes as well as such youth-oriented health issues as drug and alcohol abuse, smoking, violence and sexual assault. It does not assess how frequently respondents engage in any of the other online activities: it is certainly likely that many young people are doing things like playing games and downloading music online more often than they are looking up health information.

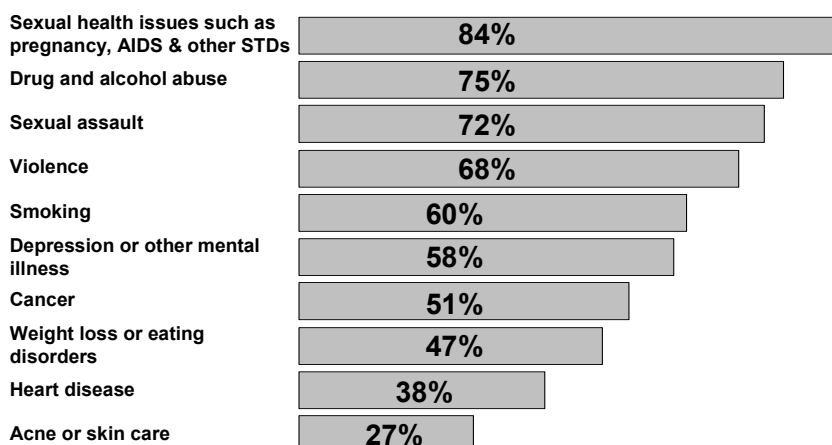
WHAT HEALTH TOPICS ARE YOUNG PEOPLE MOST INTERESTED IN RESEARCHING ONLINE?

More young people (84%) consider sexual health issues to be “very important” for people their age than any other health issue asked about in the survey. Other health-related topics considered “very important” by roughly three out of four young people include drug and alcohol abuse (75%) and sexual assault (72%).

These concerns are reflected in the health issues young people are choosing to research online: four in ten (44%) online youth have looked up information on pregnancy, birth control, HIV/AIDS or other STDs.

About one in four have looked up information on weight loss or weight gain (25%), depression or mental illness (23%), violence (23%) and problems with drugs or alcohol (23%). Half (50%) of all online youth have looked up information on some other specific illness, such as cancer or diabetes.

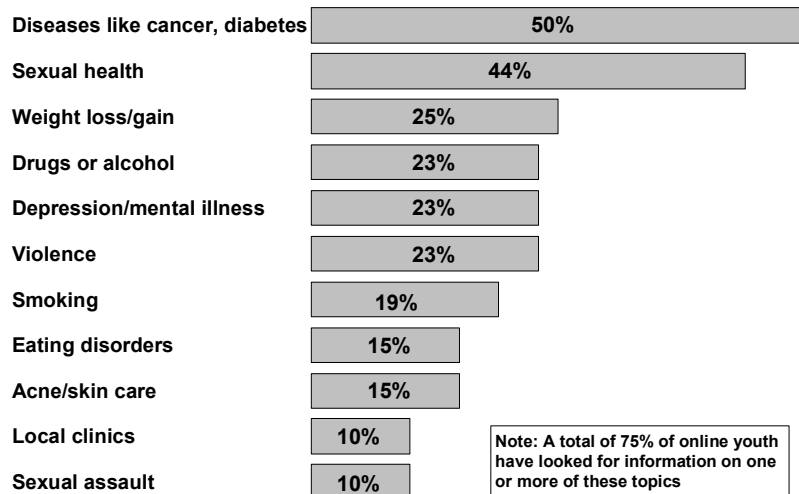
Among all 15-24 year-olds, the percent who consider each issue “very important” for people their age.



Among online youth, those most likely to look for information on HIV/AIDS include African

Americans (45% v. 26% of whites), females (34% v. 25% of males), and teens (33% of 15-19 year-olds v. 26% of 20-24 year-olds).

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



Note: A total of 75% of online youth have looked for information on one or more of these topics

Online females are also much more likely than males to look up information on pregnancy and birth control (33% v. 15%), depression (31% v. 15%), eating disorders (22% v. 9%) and weight loss or weight gain (33% v. 18%). Fully half (51%) of all online girls ages 15-17 have looked up information on a sexual health topic, as have a third (33%) of online boys in this age group.

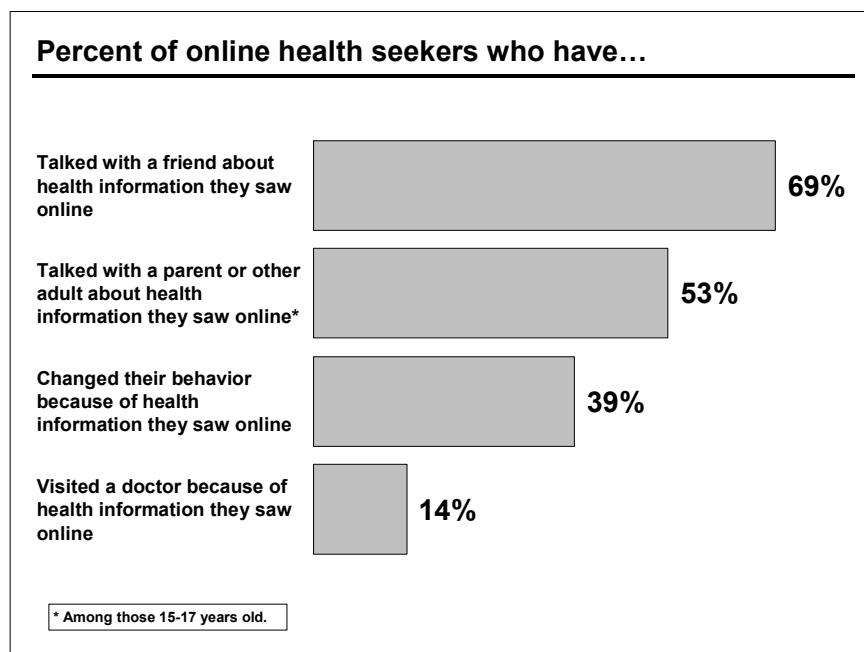
What else do young people do online related to health?

Among those who have looked for health information online, 12% have participated in a chat room or message board on a health issue, and one in ten have used the Internet to find a health clinic in their community.

HOW IS THE INTERNET AFFECTING HEALTH-RELATED BEHAVIORS?

Starting conversations

Many young people who have looked up health information online say they have had conversations with friends, family members and health providers about the information they found. Among those who have sought health information online, seven out of ten (69%) say they have had a conversation with a friend about what they found. Women are more likely than men to have such conversations (73% v. 63%). Among 15-17 year-olds who have sought health information online, half (53%) say they have had a conversation with a parent or other adult about something they saw online.



Taking action

Among online health seekers, nearly four in ten (39%; 26% of *all* respondents) say they have changed their personal behavior because of health information they got online. African Americans who have sought health information are more likely to report changing their behavior than others, with fully half (52%) saying they have done so (42% of Hispanics and 37% of whites).

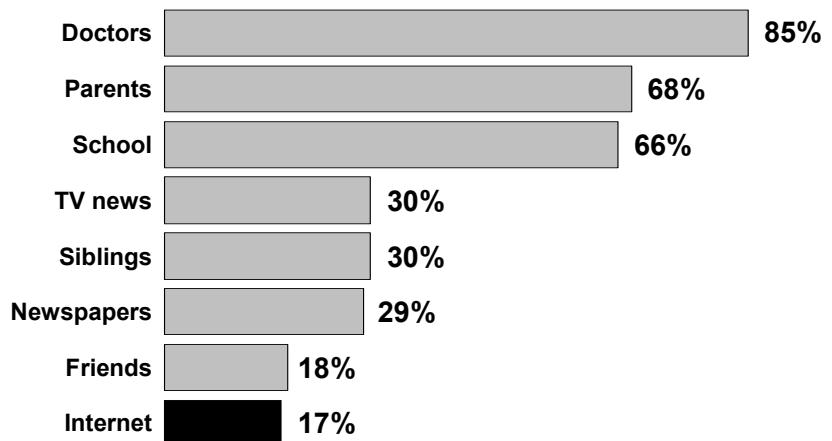
Some young people who use the Internet to look up information on health issues say they have visited a doctor or other health provider because of something they saw online. One out of seven online health seekers (14%) say they have done so. Again, young women are more likely than young men to take this step, with almost one in five (18%) females saying they have done so, compared to 8% of males.

HOW USEFUL AND TRUSTWORTHY DO YOUNG PEOPLE FIND THE HEALTH INFORMATION AVAILABLE TO THEM ONLINE?

Most young people find the health information they get online useful. Indeed, about four out of ten (39%) online health seekers say the information they find is generally “very” useful, while only 5% say it’s generally “not too” and 1% “not at all” useful.

Few young people say they would trust health information from the Internet “a lot” (17%), although an additional 40% say they would trust it at least “somewhat.” This is still far behind their trust levels for health information found on the TV news (76% would trust it somewhat or a lot) or in newspapers (72%). Familiarity does seem to breed respect, or vice versa: those who get a lot of health information online are more likely to say they trust such information “a lot” (35% v. 11%). Interestingly, more young people get a lot of health information from the Internet (24%) than trust that information a lot (17%). In other words, although respondents have a fairly high degree of skepticism about the Internet, they still rely on it for information.

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



It is clear that young people have a great deal of trust in the information they get from doctors and clinics. In addition to the fact that 85% say they trust information from doctors “a lot,” when asked which is a better way to get health information – from the Internet or by visiting a clinic or doctor’s office – fully 85% choose the health provider while only 14% say the Internet.

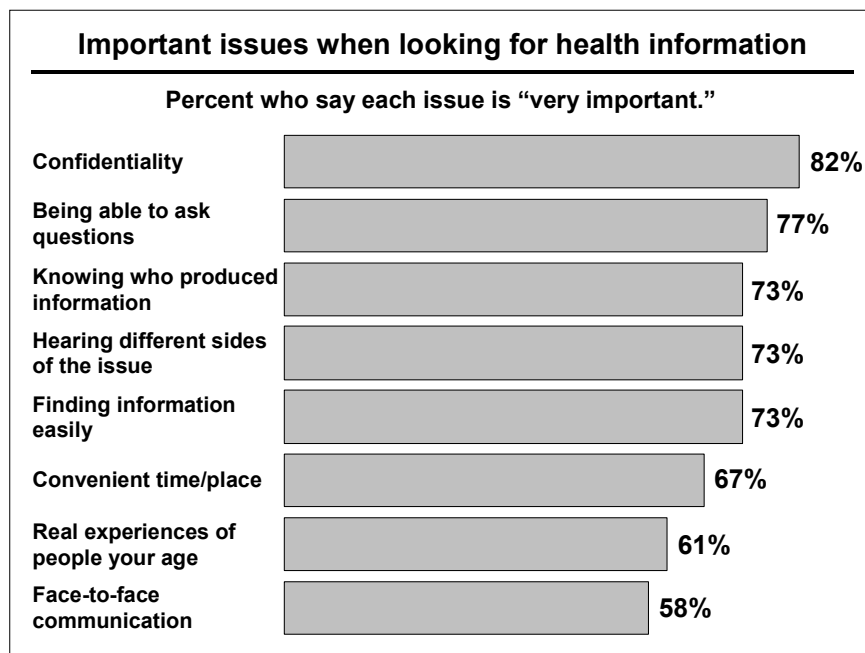
WHAT FACTORS ARE MOST IMPORTANT TO YOUNG PEOPLE WHEN THEY ARE LOOKING FOR HEALTH INFORMATION?

Confidentiality is one of the most important concerns for young people seeking health information. Among all 15-24 year-olds, more than eight out of ten (82%) say having their confidentiality protected is very important when they’re looking for health information. Confidentiality is even more important to females than males (88% v. 77% say it’s very important).

Other important considerations are being able to ask specific questions (77% say that’s very important when seeking health information), being able to find the information easily (73%) and being able to hear different sides of the issue (73%).

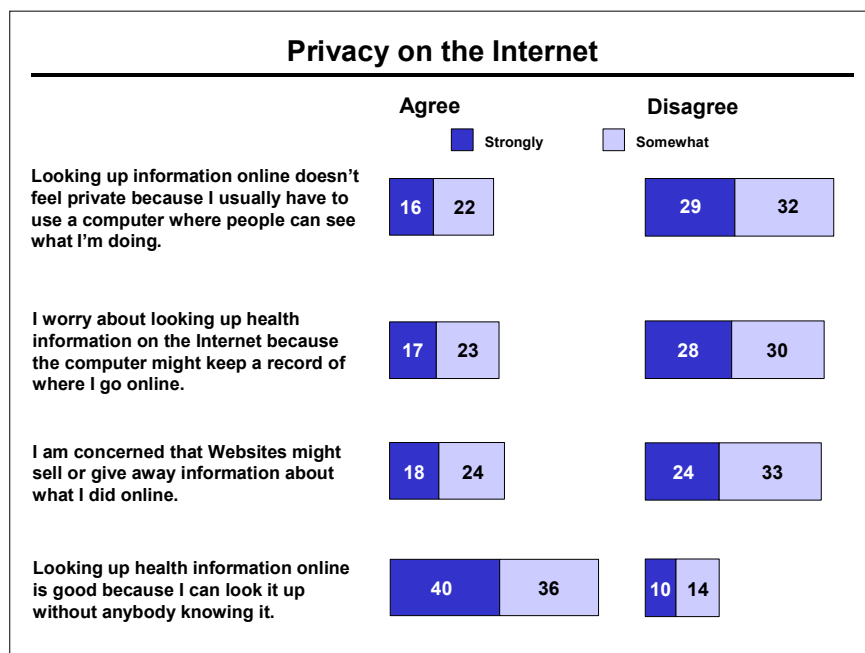
The vast majority of young people (73%) say that knowing who produced the information is very important to them when they're looking for health information, but among those who have looked for such information online, only 29% checked the source the last time they did a search.

Hearing the real experiences of other people their own age is very important to a majority of young people (61%), more so among females than males (66% v. 55%), and especially among younger women (72% of 15-17 year-old girls).



DOES THE INTERNET FEEL CONFIDENTIAL, OR DO YOUNG PEOPLE WORRY THAT OTHERS WILL KEEP TRACK OF WHAT THEY DO ONLINE?

Most online youth feel secure about the privacy they have when looking information up online, but a substantial proportion say they are concerned about privacy issues. The vast majority of online youth (76%) agree that "looking up information online is good because I can look things up without anybody knowing about it." Having to use a computer in a common area doesn't pose a concern for the majority of young people online today: 61% *disagree* with the statement that "looking up information online doesn't feel private because I usually have to use a computer where people can see what I'm doing." Likewise, 58% say they aren't worried the computer will keep a record of where they go online.



At the same time, a sizeable minority of young people *are* concerned about the privacy of their online activities. More than a third (38%) agree that looking up information online doesn't feel private because they have to use a computer where people can see what they're doing, while 40% say they are worried the computer might keep track of what they do online, and 42% say they are concerned that websites might sell or give away information about what they did online.

HOW DO YOUNG PEOPLE GO ABOUT LOOKING UP HEALTH INFORMATION ONLINE?

As more and more young people begin using the Internet to research health issues, it becomes increasingly important to understand how they go about accessing information – whether through search engines, by directly seeking out specific sites they may have heard of elsewhere, or by coming across information through links or banner ads.

Search engines are the most common route to health information: 60% of online health seekers started out at a search engine the last time they looked up health information online. About one in four (23%) just came across the information while they were surfing the Web, while 16% went directly to a particular site.

The most popular search engine, by far, was Yahoo (used by 42% of those who started at a search engine the last time they looked up health information online), followed by Google (10%), AOL (8%) and MSN (8%).

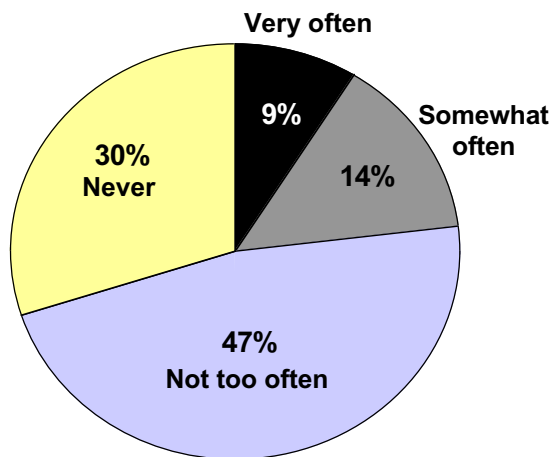
Most online health seekers go to multiple sites when looking for information; during their most recent online health search, they averaged almost five sites.

PORNOGRAPHY AND INTERNET FILTERING

HOW OFTEN ARE YOUNG PEOPLE EXPOSED TO PORNOGRAPHIC CONTENT ONLINE? HOW ARE THEY AFFECTED BY IT?

As young people's use of the Internet expands, one concern is whether those under 18 may be inadvertently exposed to pornographic content as they are surfing the Web. Among all online youth ages 15-17, 70% say they have accidentally stumbled across pornography online, with 9% saying this has happened very often, 14% somewhat often, and 47% not too often. Health seekers are more likely than others to have stumbled across pornography online either very or somewhat often.

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



Among those who have been exposed to such content by accident, just under half (45%) say they were upset by the experience, including 19% who say they were very upset and 26% somewhat. More than half (55%) say they were either not too (30%) or not at all (25%) upset. Girls were much more likely than boys to say they were very upset (35% v. 6%).

A majority of young people believe that being exposed to online pornography could have a serious impact on those under 18 (65% of all 15-24 year-olds; 57% of 15-17 year-olds).

On the other hand, a sizeable minority says such exposure is no big deal (34% of all respondents, and 41% of 15-17 year-olds).

While a majority of respondents think seeing porn on the Internet encourages young people to have sex before they're ready (59% agree, 32% strongly) they are closely divided on other possible harmful effects of online porn: whether it would cause young people to become addicted to pornography (49% agree, 50% disagree), promote bad attitudes toward women (49% agree, 50% disagree) or encourage viewers to think unprotected sex is okay (49% agree, 50% disagree).

HOW WIDESPREAD IS THE USE OF INTERNET FILTERING OR BLOCKING TECHNOLOGY? HOW DO TEENS FEEL ABOUT THIS TECHNOLOGY?

Among 15-17 year-olds with current Internet access at school, three out of four (76%) say there is filtering or blocking technology installed there. A third (33%) of those in this age group with online access at home say there is a filter in place there.

In December 2000, Congress passed legislation requiring schools and libraries that receive federal funding to put some type of filtering or blocking technology in place on all computers with Internet access. More than two out of three (67%) teens and young adults surveyed say they favor this law. This opinion does not vary among those who go online a lot (65% of those who go online at least once a day favor this law) or those who say they have been blocked from searches by filtering technology (63% favor). However, women are more likely than men to favor the law (75% v. 59%), with older females (20-24 years old) favoring it most strongly (80%).

DOES FILTERING IMPACT TEENS' SEARCHES FOR LEGITIMATE HEALTH INFORMATION?

One concern about Internet filters is whether this technology may block young people's access to health content. Indeed, among 15-17 year-olds who have sought health information online, nearly half (46%) say they have experienced being blocked from sites they say were non-pornographic. Among the topics they were researching when blocked were sexual health topics such as HIV, other STDs, or birth control (15% of all those who were blocked), cancer (8%), and web sites on sexual orientation (2%).

UPDATE: TEENS, YOUNG ADULTS AND THE INTERNET

INTERNET ACCESS

The Internet has become virtually ubiquitous among young people, especially among teens. Today, 90% of 15-24 year-olds have been online. Only 4% have never used a computer, and 6% have used a computer but never gone online. Among 15-17 year-olds, 95% have gone online, and only 1% have never used a computer.

INTERNET IN THE HOME

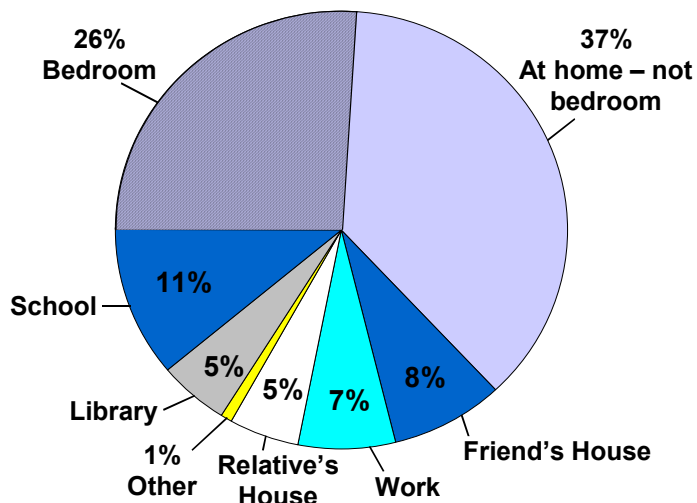
Nearly three out of four 15-24 year-olds (74%) have Internet access from somewhere in their home, including 31% who have access from their bedroom. Among 15-17 year-olds, eight out of ten (83%) have Internet access from their home, including 29% who have access from their own rooms. (By way of comparison, in the Kaiser Family Foundation's study *Kids & Media @ the New Millennium*, conducted in November 1998, 54% of 14-18 year-olds had Internet access from somewhere in their home, including 12% who had such access from their bedroom.)

Internet use and access		
	Among all 15-24 year-olds	Among 15-17 year-olds
Have gone online	90%	95%
Have used a computer, but not online	6%	4%
Have never used a computer	4%	1%
Have access from somewhere in the home	74%	83%
Have access from bedroom	31%	29%

WHERE DO YOUNG PEOPLE GO ONLINE?

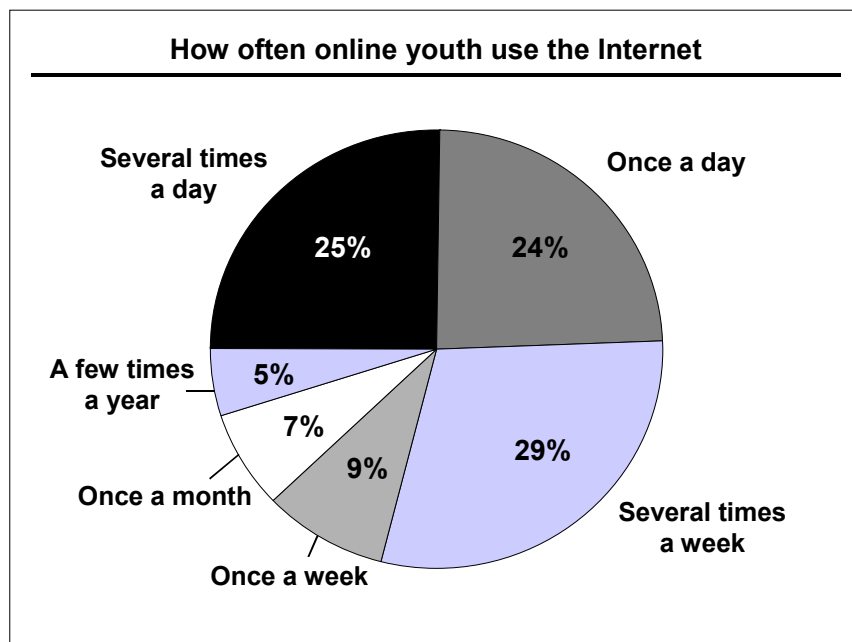
Most Internet use among young people occurs from the home. Among online youth, 63% go online most often from their home, including 26% who do so most often from their bedrooms. About one in ten (11%) say the place they go online most often is their school, while 8% say it's at a friend's house, 7% from work, 5% from their local library, and 5% from a relative's house.

Among online youth, the percent who go online most often from...



AMOUNT OF TIME SPENT ONLINE

Among online youth, about half (49%) go online at least once a day and more than three out of four (78%) do so at least a few times a week. There are no significant differences in age or gender. Somewhere between a quarter and a third of all online respondents (29%) say they usually spend just 1-2 hours a week online. About half (47%) say they spend 3-10 hours a week online, while 15% estimate they spend more than 10 hours a week on the Web (again, there are no significant differences based on age or gender). Those with access in their bedrooms are online an average of 2 hours more a week than those without.



RACE, CLASS AND THE INTERNET

Internet access and use have become widespread among 15-24 year-olds across socio-economic status (SES) and across racial groups. In fact, a majority of those in the lower socio-economic groups and in minority homes now have access to the Internet from home. However, there continue to be significant differences in access to and use of the Internet, based on both race and reported socio-economic status.

For example, 85% of those who say they come from a “lower” or “working class” background have ever gone online, and 63% have Internet access at home, indicating fairly broad penetration in lower-income households. But those from higher SES backgrounds are much more likely to have gone online (91% for “middle” class and 93% for “upper middle” and “upper” class) and to have access at home (74% for “middle” class and 84% for “upper middle” and “upper” class). This same pattern holds when the data are analyzed based on parental education: while 85% of those whose parents have a high school education or less have ever gone online and 64% have home Internet access, the online rate is 98% for those whose parents have graduated from college, and 86% in this group have Internet access at home.

In addition to a continuing SES-based “digital divide,” there also appear to be differences based on race and ethnicity, particularly for Hispanics. One in four (25%) Hispanics in the 15-24 year-old age group have never gone online, including 15% who have never used a computer (only 3% of African American and 2% of white youth have never used a computer). This could change soon: two out of three (67%) Hispanics who have never gone online say they are likely to get access sometime in the next year (27% say “very” likely).

There are also lingering racial differences in online access from the home. Eighty percent of all white respondents have Internet access from somewhere in the home, compared to 66% of African Americans and 55% of Hispanics.

Given this difference in home Internet access, it is not surprising that among online youth, a higher percent of non-whites cite schools or libraries as the place they go online most often. Fifteen percent of online non-whites say they go online most often from school (compared to 8% of whites) while 7% of non-whites say the library is where they usually go online (compared to 3% of whites).

Not surprisingly given the disparity in access, young people who are white tend to go online more often than non-whites. Half (50%) of all online 15-24 year-olds who are white go online at least once a day, compared to 31% of African Americans and 30% of Hispanics.

Internet use and access, 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%

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%

Looking at the data based on both ethnicity and socio-economic status indicates that there are pronounced racial gaps at lower SES levels. For example, among young people from upper middle or upper class backgrounds, non-whites are seven percentage points less likely than whites to have ever gone online, a difference that is not statistically significant; but further down the socio-economic scale, the ethnic differences are more pronounced. Middle class Hispanics are 21 percentage points less likely than middle class whites to have ever gone online, and those from working or lower class backgrounds are 24 percentage points less likely.

Again, for those with lower levels of parental education, the racial differences are significant. While there is no statistically significant difference between African American, Hispanic and white youth from homes where at least one parent had some college education, white youth from homes where neither parent went beyond high school are still much more likely to have gone online than young people of color from similar backgrounds.

Percent of young people who have ever gone online, by race and socio-economic status			
Self-reported economic background			
	Working/lower class	Middle class	Upper/upper middle class
White	92%	95%	95%
Non-white	77%	83%	88%
African American	#	88%	#
Hispanic	68%	74%	#
Parental education			
	High school or less	Some college or more	
White	92%	97%	
Non-white	76%	95%	
African American	80%	94%	
Hispanic	72%	95%	

Cell sizes are too small for reliable results.

CONCLUSION

For all the attention researchers have paid to how the Internet is being used by adults for health purposes – and for all the attention paid to young people’s use of the Internet for entertainment – an important development has gone unnoticed: more teens and young adults have gone online at least once to get health information than to buy something, check sports scores, or participate in chat rooms, about the same proportion that have ever played games or downloaded music online. The Internet generation appears to be even more likely than their elders to turn to the Web for information on the health issues that matter to *them* – not just cancer and diabetes and heart disease, but also birth control, pregnancy, STDs, drug and alcohol abuse, eating disorders, depression, smoking, and sexual assault.

Unlike email and other online activities, surfing the Web for health information isn’t an everyday event for most young people – most “health surfers” do so only a few times a year, although four in ten say they seek out this type of information at least once a month.

Despite their increasing reliance on the Internet, the plugged-in generation still has traditional preferences: young people still get most of their health information from doctors, their parents and health classes at school. And although more young people are turning to the Web for health information, they aren’t investing blind faith in what they find – the Internet is one of the least-trusted sources of health information, while doctors, parents and school are the most-trusted. Yet the perceived confidentiality and convenience of the Internet mean that despite that skepticism, the Web is assuming greater importance as a source of health information for youth. Clearly the Internet is a place young people feel they can go to explore sensitive topics they may not want their parents or family doctor to know they’re interested in.

Many young people are acting on the information they find online, amplifying the Web’s impact through discussions with friends and family members. Indeed, many “health surfers” say they’ve modified their personal behavior because of what they’ve seen online, and one in seven say they have actually visited a doctor or other health provider because of something they saw online.

Internet use and access have exploded among this generation over the past few years. Ninety percent of teens and young adults have gone online, and nearly half of them are online daily. Three out of four now have access at home. Widespread use and access have crossed socio-economic and racial lines, although significant differences based on both race and class still exist.

Given the amount of time young people are spending online, it is perhaps not surprising that many teens say they have accidentally stumbled across pornography, although it doesn’t appear to be a frequent problem for most. Nonetheless, it is upsetting to many young people – especially young girls – and most think it is a serious problem. The vast majority of teens and young adults support laws requiring Internet filters at schools and libraries, despite concerns about censorship or the potential for blocking health information.

Many teens say they are already using computers that have filtering or screening technology employed. Indeed, nearly half of teens surveyed who have sought health information online say they have been blocked from sites that were non-pornographic.

In a world where three out of four online youth have used the Internet for health information, and one in four says they've gotten "a lot" of health information from the Web, the time has clearly come to focus more attention on the role of the Internet as a health educator. Additional research on several related issues would be helpful, including the quality of online health information for young people, the role of search engines in shaping what information is found, and the possible impact of Internet filtering on young people's access to health information.

TOPLINE RESULTS

TOPLINE RESULTS

International Communications Research for the Kaiser Family Foundation

Margin of error: Plus or minus 2.9 percentage points for total sample (N = 1209)
 Plus or minus 3.0 percentage points for online youth (N = 1072)
 Plus or minus 3.5 percentage points for online health seekers (N = 820)

Dates of interviewing: September 24 – October 31, 2001

Notes: * = less than 1%
 Not all results will add to 100% due to rounding.

- I am going to read you a list of some health issues facing young people today. For each one please tell me whether you think it is a very important health issue for people your age, somewhat important, not too important, or not at all important.

	Very important	Somewhat important	Not too important	Not at all important	DK/R
Depression or other mental health issues	58	33	7	2	*
Cancer	51	29	17	4	--
Smoking	60	27	8	5	*
Drug and alcohol abuse	75	18	4	3	*
Heart disease	38	30	23	8	*
Sexual health such as pregnancy, AIDS, and other STDs	84	11	2	2	*
Acne or skin care	27	42	25	6	--
Weight loss or eating disorders	47	37	12	3	*
Sexual assault	72	19	6	2	*
Violence	68	23	6	2	*

- Have any other significant health issues affected you, your family, or others close to you in the past year?

Yes	20
No	79
DK/R	*

What were they?

Based on those who have been affected by other health issues in the past year, (n = 248).

Cancer	34
Cardiovascular	18
Diabetes	14
Mental illness	12
Substance abuse	10
Respiratory	7
OB/GYN	5
Violence	4
Sexually transmitted diseases	2
HIV/AIDS	2
Other	25

Note: Multiple responses accepted.

3. People get information about health issues like these from many different sources. Please tell me how much information about these kinds of issues you have gotten from (INSERT ITEM)?

	A lot	Some	Only a little	None at all	Other	DK/R
Friends	23	34	30	12	*	*
Brothers & sisters	13	20	24	41	3	*
Parents	45	31	17	7	--	--
Health classes in school	47	28	16	9	--	1
Doctors or other health providers	41	33	19	8	--	*
Newspapers	16	30	30	24	--	*
TV news programs	38	35	20	6	--	*
Other TV shows or movies	17	34	32	17	--	*
Magazines	21	34	28	17	--	*
Internet	24	24	20	31	--	1
Radio	9	25	35	30	--	*

4. In general, how much would you TRUST health-related information from each of the following sources? How about (INSERT ITEM)? Would you trust the information from this source a lot, somewhat, only a little, or not at all?

	A lot	Somewhat	Only a little	None at all	Other	DK/R
Friends	18	43	30	8	--	--
Brothers & sisters	30	32	20	14	4	*
Parents	68	25	5	2	--	--
Health classes in school	66	26	6	3	--	*
Doctors or other health providers	85	11	3	1	--	--
Newspapers	29	43	21	7	--	*
TV news programs	30	46	19	5	--	*
Other TV shows or movies	7	33	40	19	--	*
Magazines	20	46	26	7	--	*
Internet	17	40	27	15	--	1
Radio	12	44	31	13	--	*

5. I'm going to read you some things that some young people find important to them when they are looking for information on health issues like those we've just mentioned. For each one, please tell me if this issue is very important, somewhat important, not too important, or not at all important to you.

	Very important	Somewhat important	Not too important	Not at all important	DK/R
Having your confidentiality protected	82	14	3	1	*
Being able to ask someone face-to-face	58	35	5	2	*
Being able to get the information at a time and place that's convenient for you	67	29	3	1	*
Knowing who produced the information	73	21	4	2	--
Being able to ask specific questions	77	20	2	1	--
Hearing the real experiences of other people your age	61	33	4	2	--
Being able to hear different sides of the issue	73	24	2	1	--
Being able to find the information easily	73	23	3	1	--

6. Have you ever used a computer?

Yes	96
No	4
DK/R	--

7. Have you ever gone online?

Yes, have gone online	90
No	10
Have never used a computer	4
Have used a computer, but not gone online	6
DK/R	--

8. I'm going to read you a list of places. For each one, please tell me whether or not you currently have a computer with access to the Internet at that location or not. Let's start with (INSERT FIRST ITEM). Do you currently have access to the Internet (INSERT FIRST ITEM)? *Asked of those who have ever gone online, (n = 1072).*

	Among online youth* (n=1072)		
	Yes	No	DK/R
a. At your school	95†	4	*
b. At your local library	88	8	4
c. In your bedroom	36	64	--
d. From someplace else at your home	64	36	--
<i>Total with current online access from either their bedroom or someplace else at home</i>	79		
e. At a friend's house	88	12	*
f. At work	39	60	1
g. At a nearby community center	46	42	11
h. At an Internet café	27	66	7
i. Someplace else	30	69	1

* Online youth defined throughout as those who have ever gone online.

† Among those in school who have ever gone online, (n = 668).

9. Which is the place you go online most often?

Based on those with current online access, (n = 1070).

School	11
Library	5
Bedroom	26
Someplace else at home	37
Friend's house	8
Work	7
At a relative's home	5
Community center	*
Internet café	*
Other	*
None	1
DK/Ref	*

10. In the next year, how likely are you to get access to the Internet at home, school, or someplace else? Are you likely, somewhat likely, somewhat unlikely, or very unlikely to get Internet access over the next year?

Based on those who have never gone online, (n = 139).

Likely		58
Very likely	24	
Somewhat likely	34	
Unlikely		41
Somewhat unlikely	15	
Very unlikely	27	
Already have, do not use		1
DK/R		--

11. How often do you go online?*** Would you say you usually go online several times a day, about once a day, a few times a week, about once a week, about once a month, or just a few times a year? Asked of those who have ever gone online, (n = 1072).

	Among all (n=1209)	Among online youth (n=1072)
Several times a day	22	25
About once a day	22	24
A few times a week	26	29
About once a week	9	9
About once a month	7	7
A few times a year	5	5
Less often than a few times a year	*	*
Have used a computer, but not gone online	6	--
Have not used a computer	4	--

*** For those who work, the phrase "outside of work" was added to this question.

12. During an average week, about how much time do you spend online?*** Asked of those who go online at least once a week, (n = 928).

	Among online youth (n=1072)
More than 10 hours a week	14
6 – 10 hours a week	17
3 – 5 hours a week	24
1 – 2 hours a week	25
Less than one hour a week	8
Less than once a week	13

*** For those who work, the phrase "outside of work" was added to this question.

13. For each of the following activities, please tell me if it is something you have ever done online. Have you EVER gone online to (INSERT ITEM)? *Asked of all those who have ever gone online, (n = 1072).*

	Among all (n=1209) Yes	Among online youth (n=1072)		
		Yes	No	DK/R
a. Play games	65	72	28	--
b. Buy something	45	50	50	--
c. Download music	65	72	28	--
d. Email or instant message with friends	83	92	8	--
e. Get information about movies, music or TV shows	71	78	22	--
f. Look up things for schoolwork	80	89	11	--
g. Get sports scores	41	46	54	--
h. Check stock quotes	23	25	75	*
i. Participate in an online support group	7	7	92	*
j. Participate in a chat room or message board	60	67	33	*
k. Get news	72	80	20	--

14. Have you ever gone online to look for information about (INSERT ITEM)? *Asked of those who have ever gone online, (n = 1072).*

	Among all (n=1209) Yes	Among online youth (n=1072)		
		Yes	No	DK/R
a. HIV or AIDS	27	30	70	--
b. Other sexually transmitted diseases	22	25	75	--
c. Pregnancy or birth control	22	24	76	--
d. Problems with drugs or alcohol	21	23	77	--
e. Smoking	17	19	81	--
f. Depression or mental illness	20	23	77	*
g. Eating disorders	14	15	85	--
h. Acne or other skin care	13	15	85	*
i. How to find a local health clinic	9	10	90	--
j. Weight loss or weight gain	23	25	75	--
k. Information on any specific diseases or illnesses, such as cancer or diabetes	45	50	50	--
l. Violence	21	23	77	*
m. Sexual assault	9	10	90	--
n. Other	3	3	96	1
<i>Total who have gone online for any sexual health information (a, b, or c)</i>		44	56	--
<i>Total who have gone online for any health information (a - n)</i>	68	75	25	--

15. You mentioned that you have gone online for information on topics such as (SHOW ITEMS). About how often would you say you go online to look for information about these types of health issues? *Asked of all those who answered yes to any topics listed in Question 14, known throughout this report as "online health seekers, (n = 820).*

	Among online youth (n=1072)	Among online health seekers* (n=820)
Several times a day	1	1
About once a day	1	1
A few times a week	3	4
About once a week	7	9
About once a month	18	24
A few times a year	41	55
Less often than a few times a year	5	6
Have not looked for health information online	25	--

* Online health seeker defined throughout as anyone who has looked up online information on any topics listed in Question 14.

16. Can you tell me some of the specific websites where you've gotten this kind of information?

Based on total respondents who have looked for health information online, (n = 820).

Specified healthcare or research sites	20
Yahoo	10
Webmed	6
MSN	3
Google	1
Ask Jeeves	1
AOL	2
Search engines (unspecified)	2
Other	7
DK/R	61

- 16a. Have you ever participated in a chat room or message board on any of these topics?

Based on total respondents who have looked for health information online, (n = 820).

	Among online health seekers (n = 820)
Yes	12
No	88
DK/R	--

17. In general, when you go on the Internet to get information about these types of health issues, how useful is the information you find? Is it very useful, somewhat useful, not too useful, or not at all useful?

Based on total respondents who have looked for health information online, (n = 820).

Useful		94
Very useful	39	
Somewhat useful	55	
Not useful		6
Not too useful	5	
Not at all useful	1	
DK/R		*

18. Thinking about the times you've gone on the Internet to look for any health-related information, have you ever (READ ITEM)?

Based on total respondents who have looked for health information online, (n = 820).

Item B is based on total respondents 15-17 years old who have looked for health information online, (n = 287).

	Yes	No	DK/R
a. Had a conversation with a friend about the information you found online?	69	31	*
b. Had a conversation with a parent or other adult about what you found?	53	47	--
c. Visited a doctor or clinic because of information you found on the Internet?	14	86	--
d. Changed your own behavior because of any of the health information you saw on the Internet?	39	60	*

19. Thinking now just about the most recent time you looked at information online on one of these health issues: did you start out on a search engine, go directly to a specific site, or come across the information as you were surfing around on the web?

Based on total respondents who have looked for health information online, (n = 820).

Started out on a search engine	60
Went directly to a specific site	16
Just came across the information	23
DK/R	1

- 19a. What search engine did you use this most recent time you looked at information online about one of these health issues?

Based on total respondents who have looked for health information online, and started out on a search engine, (n = 479).

Alta Vista	4
AOL	8
Ask Jeeves	2
Excite	1
Google	10
Lycos	2
MSN	8
Yahoo	42
Go To	1
Northern Light	*
Dogpile.com	4
About.com	1
Webcrawler	1
Netscape	1
Ask.com	1
Search.com	1
Hotbot.com	*
Other	3
DK/R	11

- 19b. What search words did you use this most recent time you looked at information online about one of these health issues?

Based on total respondents who have looked for health information online, and started out on a search engine, (n = 479).

Cancer	9
Mental illness	6
Chemical dependency	6
HIV/AIDS	4
Eating disorders, weight control	6
Pregnancy, birth control	5
Cardiovascular	2
Skin care, disease, conditions	4
Drugs, medication	3
Diabetes	3
Sexually transmitted diseases	5
Health, nutrition, fitness, exercise	4
Health care facilities, offices, stores	1
Violence (hate crimes, rape, assault, domestic violence, teen violence, etc)	3
Other	20
DK/R	26

20. Still thinking about your most recent time searching for health information online, did you check to see who sponsored the website, or where the information was coming from?

Based on total respondents who have looked for health information online, (n = 820).

Yes	29
No	70
DK/R	2

21. How many different sites would you say you went to during this one search?

Based on total respondents who have looked for health information online, (n = 820).

1-2	32
3-5	48
6-10	11
More than 10	5
DK/R	4

22. In general, which would you say is a better way of getting health information? Would you say the Internet or (INSERT FIRST ITEM)? How about (INSERT NEXT ITEM) – which is a better way of getting health information, the Internet or (INSERT ITEM)? (Asked of all those who have gone online, n = 1072).

	Among online youth (n=1072)	Among online health seekers (n=820)
a. Asking friends or family members is better	47	43
The Internet is better	52	57
DK/R	1	1
b. Researching at the library is better	53	52
The Internet is better	46	47
DK/R	2	2
c. Visiting a clinic or doctor's office is better	86	85
The Internet is better	13	14
DK/R	*	1
d. Checking newspapers or TV news programs is better	30	26
The Internet is better	69	73
DK/R	1	1
e. Asking a teacher is better	41	37
The Internet is better	58	62
DK/R	1	1
f. Reading magazines is better	23	21
The Internet is better	75	77
DK/R	2	2
g. Listening to the radio is better	9	6
The Internet is better	90	93
DK/R	*	*
h. Calling a toll-free number and talking about the issues on the phone is better	40	37
The Internet is better	58	61
DK/R	2	2

23. I'm going to read you some things that some young people say about looking up health information on the Internet. For each one, please tell me whether you agree or disagree with the statement. How about (INSERT FIRST ITEM)? Would you say you agree or disagree? Would that be (agree/disagree) strongly or somewhat? How about (INSERT NEXT ITEM)? *Asked of all those who have ever gone online, (n = 1072).*

	Among online youth (n=1072)	Among online health seekers (n=820)
a. Looking up information online doesn't feel private because I usually have to use the computer where people can see what I am doing		
Agree strongly	16	16
Agree somewhat	22	21
Disagree somewhat	32	32
Disagree strongly	29	31
DK/R	1	1
b. It's frustrating because it's often hard to find the information I'm looking for.		
Agree strongly	23	23
Agree somewhat	30	29
Disagree somewhat	25	24
Disagree strongly	21	23
DK/R	1	*
c. It's good because I can look things up without anybody knowing about it.		
Agree strongly	40	41
Agree somewhat	36	37
Disagree somewhat	14	13
Disagree strongly	10	9
DK/R	*	*
d. I like using the Internet better than having to talk to someone in person on the phone.		
Agree strongly	22	24
Agree somewhat	26	27
Disagree somewhat	24	24
Disagree strongly	27	24
DK/R	1	1
e. I worry about it because the computer might keep a record of where I went online.		
Agree strongly	17	16
Agree somewhat	23	22
Disagree somewhat	30	30
Disagree strongly	28	30
DK/R	1	1
f. I am concerned that websites might sell or give away information about what I did online.		
Agree strongly	18	17
Agree somewhat	24	24
Disagree somewhat	33	33
Disagree strongly	24	26
DK/R	1	*

24. As you know, some Internet service providers have parental controls that filter or block the kinds of Internet sites young people can go to online. In other cases there is software that can be installed on a computer to do the same thing. As far as you know, does the computer you usually use at (INSERT ITEM) have any kind of filtering or blocking feature activated on it at the current time? *(Asked of all those who have ever gone online and have current online access at one or more locations).*

Among those with current online access at each location

	Total				15-17 year-olds			
	<i>n</i>	Yes	No	DK/R	<i>n</i>	Yes	No	DK/R
a. School	635	59	31	10	337	76	16	8
b. Home	841	21	77	2	316	33	64	3
c. The library	942	50	24	26	335	58	21	22
d. Other locations	26	3	14	82	7	13	--	87

Among those who go online most often from each location

a. School	118	55	37	7	57	80	14	6
b. Home	654	21	77	2	266	32	65	3
c. The library	51	51	37	13	*	--	--	--
d. Other locations	24	--	13	87	*	--	--	--

25. Sometimes, some of these screening systems may block access to NON-pornographic sites with information on topics such as breast cancer or sexually-transmitted diseases. To your knowledge, have you ever tried to search for something online and been blocked from going to the sites you wanted to? *Asked of all those with filters at at least one location where they have online access, (n = 672).*

	Among all 15-24 year-olds with filters (<i>n</i> =672)	Among 15-17 year-old online health seekers (<i>n</i> =287)
Yes	36	46
No	63	54
DK/R	1	--

26. Do you remember what type of information you were looking for when this happened?

Based on respondents who have been blocked, (n = 246).

Health/Illness (net)		30
AIDS/HIV	2	
Cancer	8	
Heart	*	
Diabetes	1	
Sexual transmitted diseases	10	
Pregnancy/gyn	3	
Eating disorders/weight control/fitness	1	
Drugs/smoking	2	
Other health/illness	5	
Non health/illness (net)		27
Music/art	4	
Religion	*	
Magazines, books, movie/tv reviews, etc	*	
Violence (crimes, gangs, etc)	3	
Sexual orientation	2	
Other non health/illness	18	
DK/R		44

27. As you may know, a law was recently passed that will require all schools and libraries to install some type of screening software to block access to adult material on the Internet. People have different opinions about this new law. Please tell me which comes closer to your view (READ LIST). *Asked of all respondents, (n = 1209).*

	Among all (n=1209)	Among online health seekers (n=820)
I support this law, because being exposed to pornography is bad for young people and we need Internet filters to make sure it doesn't happen at schools or libraries, even by accident.	67	66
I oppose this law, because blocking young people's access to online information is a form of censorship and could keep them from legitimate health information.	31	32
DK/R	2	2

28. Do you know how to get around filtering or blocking software or other parental Internet controls?

Based on total respondents who have a filter at any of the locations where they go online, (n = 672).

Yes	25
No	74
DK/R	*

29. Do you know anyone who knows how to get around Internet blocking technologies?

Based on total respondents who have a filter at any of the locations where they go online, but don't know how to get around it, (n = 510).

Yes	35
No	64
DK/R	1

30. How often have you accidentally stumbled across pornography online? Asked of all those who have ever gone online, (n = 1072).

	Among online youth (n=1072)	Among online 15-17 year-olds (n=374)
Very often	13	9
Somewhat often	21	14
Not too often	40	47
Never	25	30
DK/R	*	--

31. Which comes closer to how you felt about seeing pornography on the Internet. Would you say you were (READ ITEMS)?

Based on those who have ever accidentally stumbled across pornography online, (n = 781).

	15-24 year-olds (n=781)	15-17 year-olds (n=262)
Very upset	16	19
Somewhat upset	28	26
Not too upset	30	30
Not upset at all	25	25
DK/R	*	*

32. I'm going to read you some things people say about young people being exposed to pornography on the Internet. Please tell me whether you agree or disagree with each statement. First, being exposed to pornography on the Internet (READ FIRST ITEM). Do you agree or disagree with that statement? Do you strongly (agree/disagree) or somewhat (agree/disagree)? *Asked of all respondents, (n = 1209).*

	Net	Agree Strongly	Somewhat	Net	Disagree Somewhat	Strongly	DK/R
a. Would make young people more likely to have sex before they're ready	59	32	27	40	21	19	1
b. Would cause young people to be addicted to pornography	49	22	26	50	22	28	1
c. Would help young people set healthy expectations for their own sexual relationships	27	9	18	71	26	45	1
d. Would encourage young people to develop bad attitudes toward women	49	22	27	50	25	25	1
e. Would make young people think unprotected sex is ok	49	24	25	50	21	29	*
f. Would help young people to be better prepared for sex	25	9	17	74	24	50	1

33. Which of the following statements comes closest to your view? Would it be one, (being exposed to pornography on the Internet would have a serious impact on kids under 18 years old) or two, (young people being exposed to pornography on the Internet is no big deal?) You can just give me the number when you answer. *Asked of all respondents, (n = 1209).*

	Among all (n=1209)	Among 15-17 year-olds (n=398)
Being exposed to pornography on the Internet would have a serious impact on kids under 18 years old, or	65	57
Young people being exposed to pornography on the Internet is no big deal.	34	41
DK/R	2	2

DEMOGRAPHICS

D1. – D4. How many computers are in your home? How many computers in your home have Internet access?
Do you have a computer in your bedroom? Do you have Internet access in your bedroom?

Summary of computer ownership and Internet access.

Don't have a computer at home	18
Have at least one computer at home	81
Have 1-2 computers at home	71
Have 3-4 computers at home	8
Have 5 or more computers at home	2
Have Internet access from at least one computer at home	74
Have a computer in the bedroom	35
Have Internet access in their bedroom	31

D5. Do you have a hand held device with Internet access?

Yes	13
No	87
DK/R	*

D6. – D7. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or other Latin American background? What is your race? Are you white, black, Asian, or some other race? Do you consider yourself a WHITE Hispanic/Latino or a BLACK Hispanic/Latino?

Summary of ethnicity

White	65
Black/African American	14
Hispanic	15
Asian	2
Other	3
DK/R	1

D8. What is the LAST grade or class that your (mother/father) COMPLETED in school? (DO NOT READ – ENTER ONLY ONE).

a. Mother	
Not a high school graduate	11
High school graduate	36
Some college or other	17
College graduate or advanced degree	25
No mother	*
DK/R	10
b. Father	
Not a high school graduate	9
High school graduate	36
Some college or other	12
College graduate or advanced degree	28
No father	*
DK/R	14

D8a. Which of the following best describes your living situation? Do you (READ LIST)?

Live with your parents	62
Live with roommates	11
Live with a spouse or significant other	17
Live alone	7
Live in a college dorm	1
DK/R	2

D8b. Do you live with one parent or with both parents?

Based on those who live with a parent.

One parent	34
Both parents	66
DK/R	--

D8c. Are you married or single?

Based on those who live with a spouse or significant other.

Married	61
Single	38
DK/R	1

D9. If you were asked to use one of these five names for the economic class you were raised in, which would you say you were raised in? Would you say (READ LIST)?

Upper class	3
Upper middle class	26
Middle class	46
Working class	20
Lower class	4
DK/R	1

D10. Sex of respondent.

Male	50
Female	50

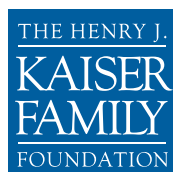
METHODOLOGY

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.



The Henry J. Kaiser Family Foundation
2400 Sand Hill Road
Menlo Park, CA 94025
Phone: 650-854-9400 Fax: 650-854-4800

Washington Office:
1450 G Street N.W., Suite 250
Washington, DC 20005
Phone: 202-347-5270 Fax: 202-347-5274

www.kff.org

Additional copies of this publication (#3202) are available on the
Kaiser Family Foundation's web site at www.kff.org
or by calling the Foundation's Publication Request Line at 1-800-656-4533.