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Where do you fit?

Your Results

Based on your answers to the questionnaire, you most closely resemble survey respondents within the Connectors typology group. This does not mean that you necessarily fit every group characteristic.

Connectors make up 7% of the American public.

Basic Description

The Connectors' collection of information technology is used for a mix of one-to-one and one-to-many communication. They very much like how ICTs keep them in touch with family and friends and they like how ICTs let them work in community groups to which they belong. They are participants in cyberspace - many blog or have their own web pages - but not at the rate of Omnivores. They are not as sure-footed in their dealings with ICTs as Omnivores. Connectors suspect their gadgets could do more for them, and some need help in getting new technology to function properly.

Defining Characteristics

Connectors combine a sense that information technology is good for social purposes with a clear recognition that online resources are a great way to learn new things. Their cell phones have a lot of features, and they also try new things with technology; more than half have watched TV programming on a device like a laptop computer or cell phone.

Who They Are

Connectors, which make up 7% of the population, have a median age of 38, with a majority (54%) in the 30-49 age range. Ethnically, it is mostly white (72%); 16% are Black and 12% are English-speaking Hispanics. The typical Connector has been online for 9 years, which suggests they were a second-wave of late 1990s adopters. Most are women (55%) and they rate above average in educational attainment and income.

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The Typology Groups					
Group Name	% of General Population	Median Age	Number of IT devices (of 8)	% with broadband internet at home	Basic Description
Omnivores	8%	28	6.0	89%	They have the most information gadgets and services, which they use voraciously to participate in cyberspace and express themselves online.
Connectors	7%	38	5.0	86%	Between featured-packed cell phones and frequent online use, they connect to people and manage digital content using ICTs.
Lackluster Veterans	8%	40	4.1	77%	They are frequent users of the internet and less avid about cell phones. They are not thrilled with ICT-enabled connectivity.
Productivity Enhancers	9%	40	4.3	71%	They have strongly positive views about how technology lets them keep up with others, do their jobs, and learn new things.
Mobile Centrics	10%	32	3.9	37%	They fully embrace the functionality of their cell phones. They use the internet, but not often, and like how ICTs connect them to others.
Connected But Hassled	10%	46	3.4	80%	They have invested in a lot of technology, but they find the connectivity intrusive and information something of a burden.
Inexperienced Experimenters	8%	50	2.9	15%	They occasionally take advantage of interactivity, but if they had more experience, they might do more with ICTs.
Light But Satisfied	15%	53	2.9	15%	They have some technology, but it does not play a central role in their daily lives. They are satisfied with what ICTs do for them.
Indifferents	11%	47	2.0	12%	Despite having either cell phones or online access, these users use ICTs only intermittently and find connectivity annoying.
Off the Network	15%	64	0.5	0%	Those with neither cell phones nor internet connectivity tend to be older adults who are content with old media.