



Hispanics and Technology Adoption Trends

Overview of Pew Internet Project Research

NALEO Annual Conference
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About the Pew Internet & American Life Project



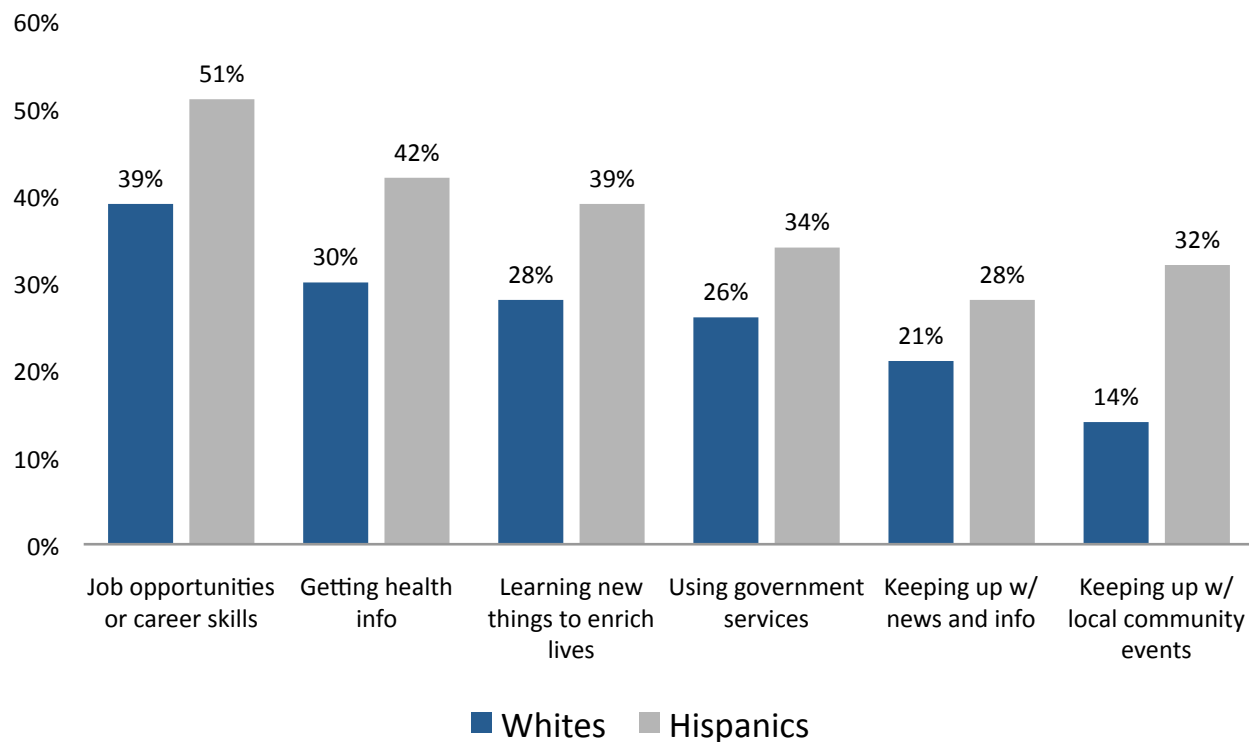
- Funded by a grant from the Pew Charitable Trusts
- Part of the Pew Research Center, a non-partisan “fact tank” in Washington, DC
- Study of how technology is shaping society and individuals
 - Provide high quality, objective data to thought leaders and policy makers
 - Do not promote specific technologies or make policy recommendations
- Our research is based on nationally representative telephone surveys of:
 - Adults 18+ (teens data based on 12-17 year olds)
 - Drawn from dual-frame (landline + cell) samples

What we mean when we say “broadband”

- Government definition is based on connection *speed*
 - Unfortunately, more than 80% of our survey respondents don’t know how fast their connection is
- Instead, our definition of a “broadband user” is based on connection *type*, such as:
 - DSL
 - Cable modem
 - Wireless connection
 - Fiber optic connection
 - T-1
- Due to definitional variation and survey margins of error, you might notice minor differences between our data and that collected by the Census or NTIA

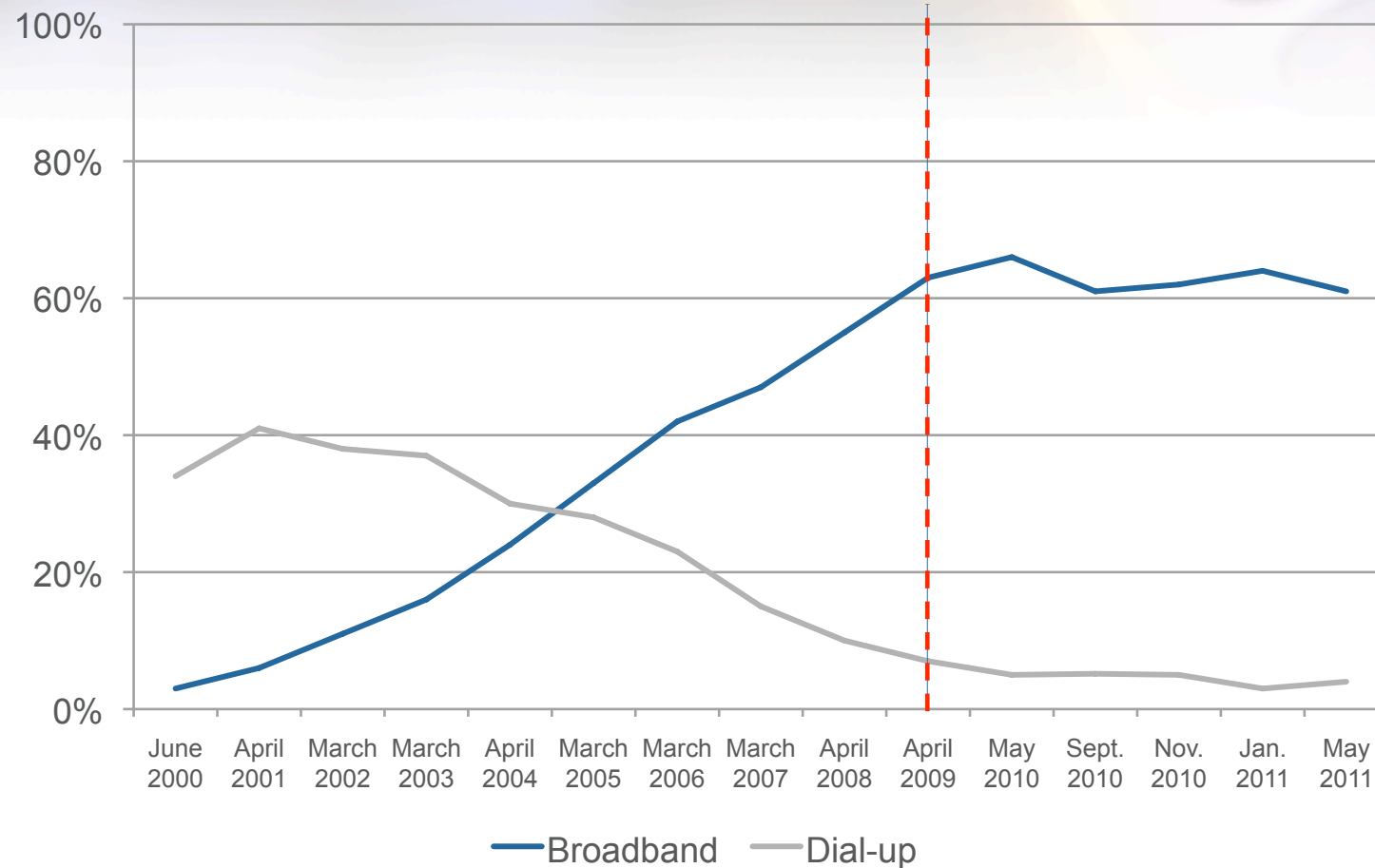
So why should we care about this topic?

% who say lack of broadband is a "major disadvantage" when it comes to...



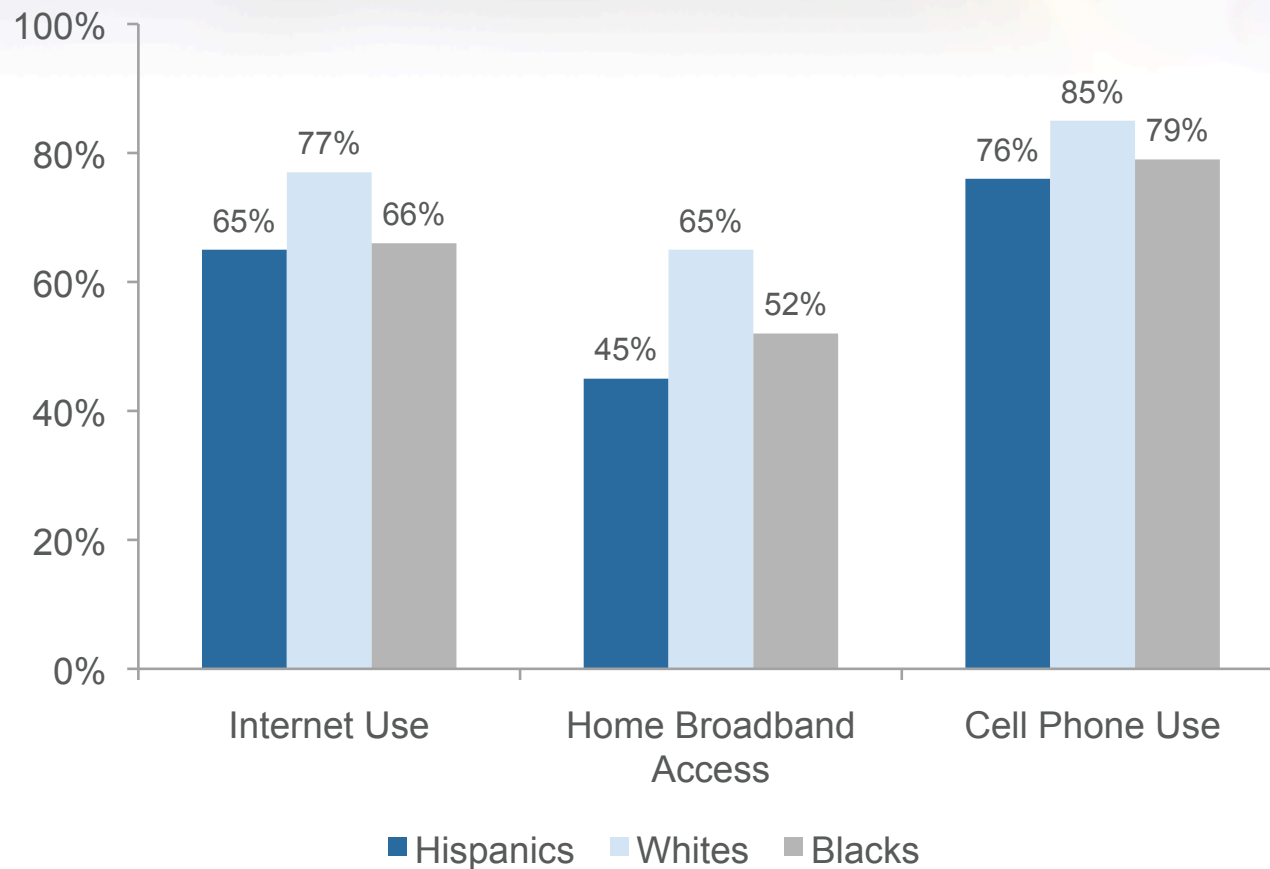
Source: Pew Internet & American Life Project May 2010 Tracking Survey

After years of growth, broadband adoption has been stable since 2009



Source: Pew Internet and American Life Project Surveys

Latinos trail whites in both internet use and broadband adoption @ home



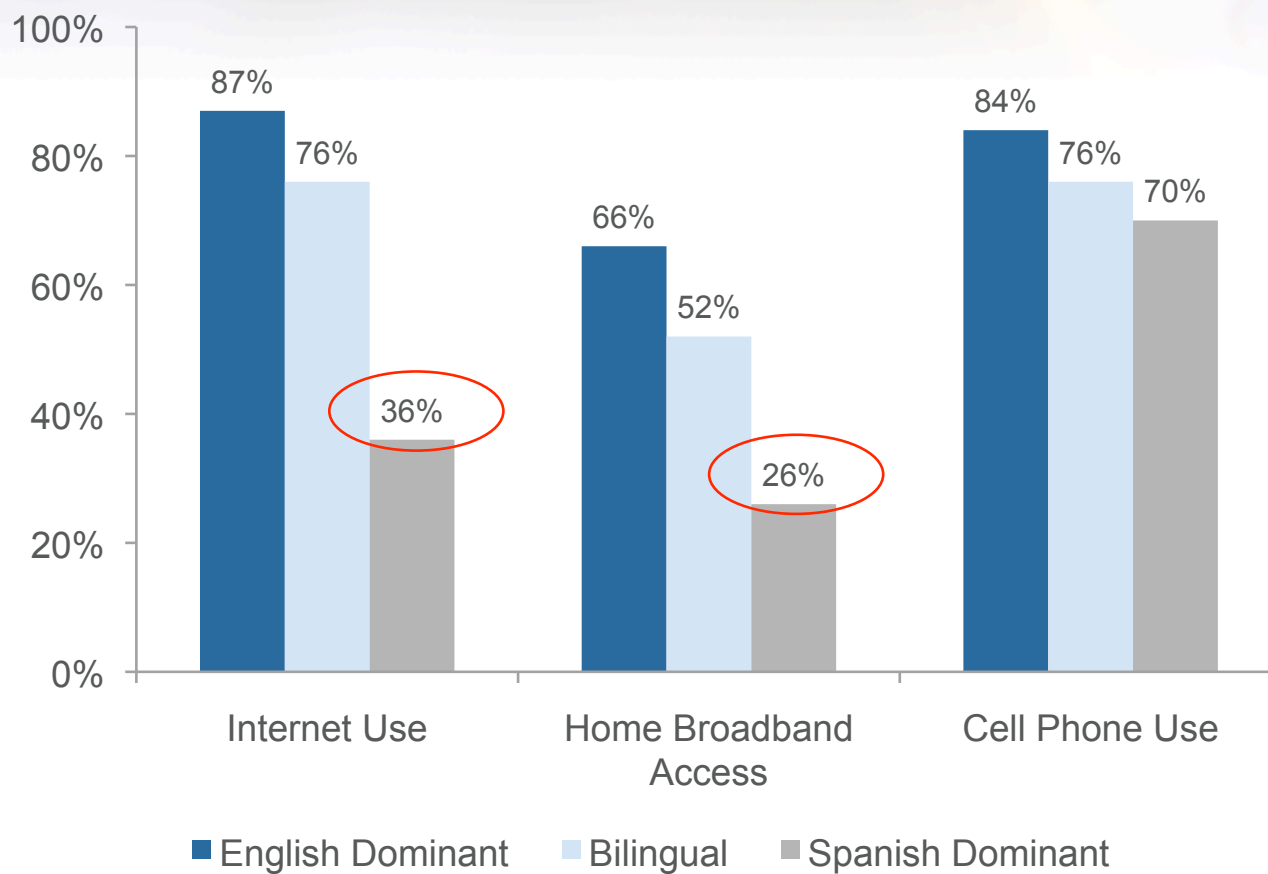
Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

What explains differences in broadband adoption? Mainly socio-economic status

	Whites	Latinos	Difference
<u>Education</u>			
No high school diploma	31	19	-12
High school grad	50	44	-6
College	79	77	-2
<u>Annual Household income</u>			
<\$30,000	45	33	-12
\$30,000-\$49,999	65	56	-9
\$50,000+	85	82	-3

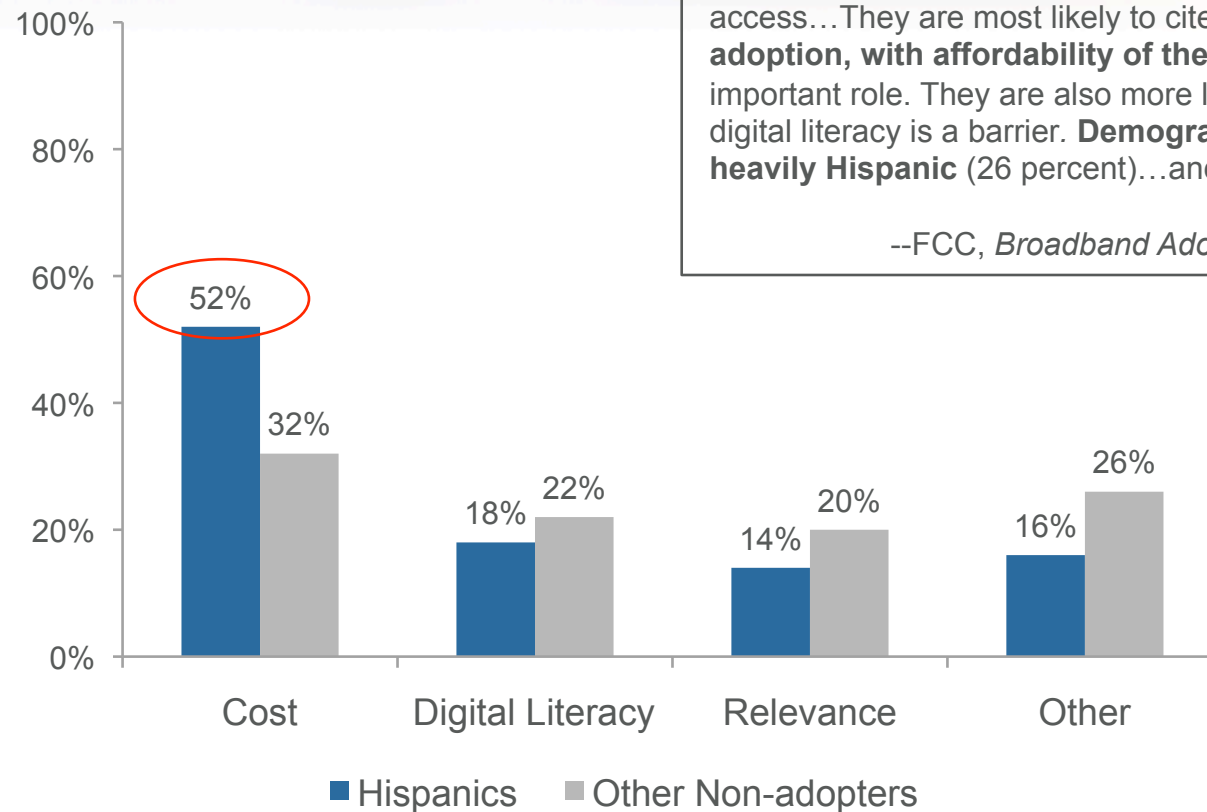
Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

Language proficiency also plays a role



Source: Pew Hispanic Center 2010 National Survey of Latinos

But overall, cost is the primary obstacle to adoption for Latinos

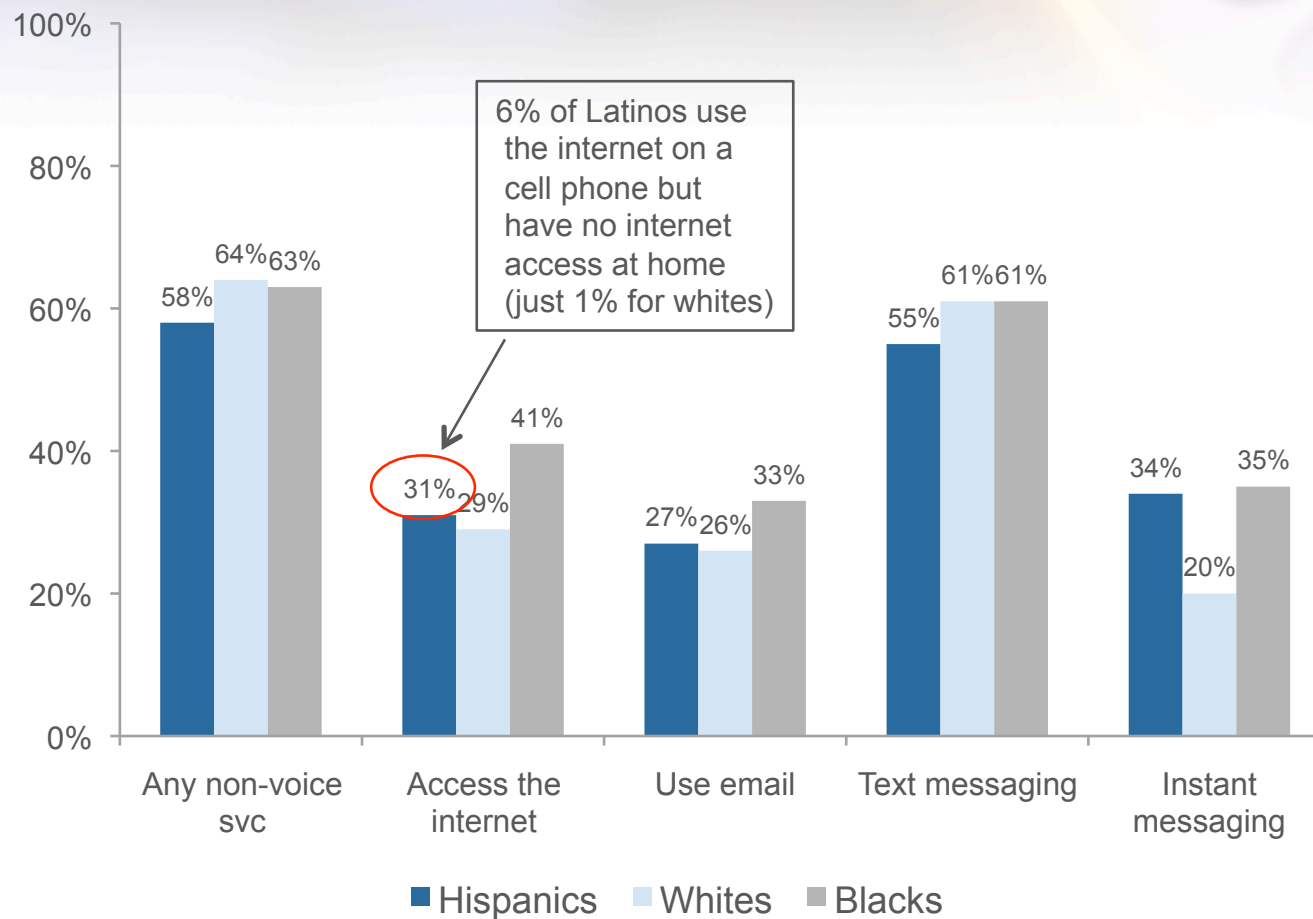


“The **Digital Hopefuls** make up 8 percent of the population. They **like the idea of being online but lack the resources** for access...They are most likely to cite **cost as a barrier to adoption, with affordability of the computer** playing an important role. They are also more likely than average to say digital literacy is a barrier. **Demographically, this group is heavily Hispanic (26 percent)**...and is low-income.”

--FCC, *Broadband Adoption and Use in America*

Source: FCC, *Broadband Adoption and Use in America* by John Horrigan

Mobile technology as a digital divide bridge?



Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey



Thanks!

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