National Minority Broadband Adoption: Comparative Trends in Adoption, Acceptance, and Usage

A Report from the Media And Technology Institute of the Joint Center for Political & Economic Studies

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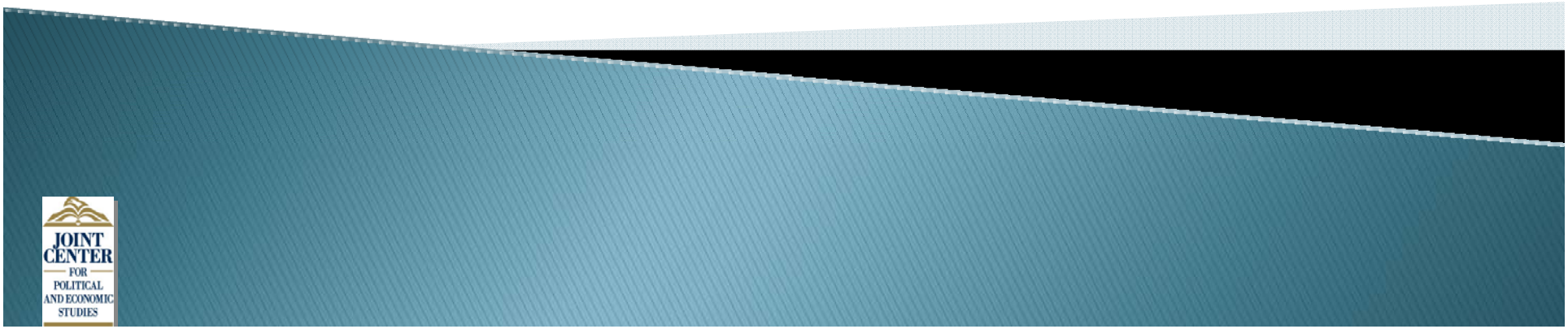
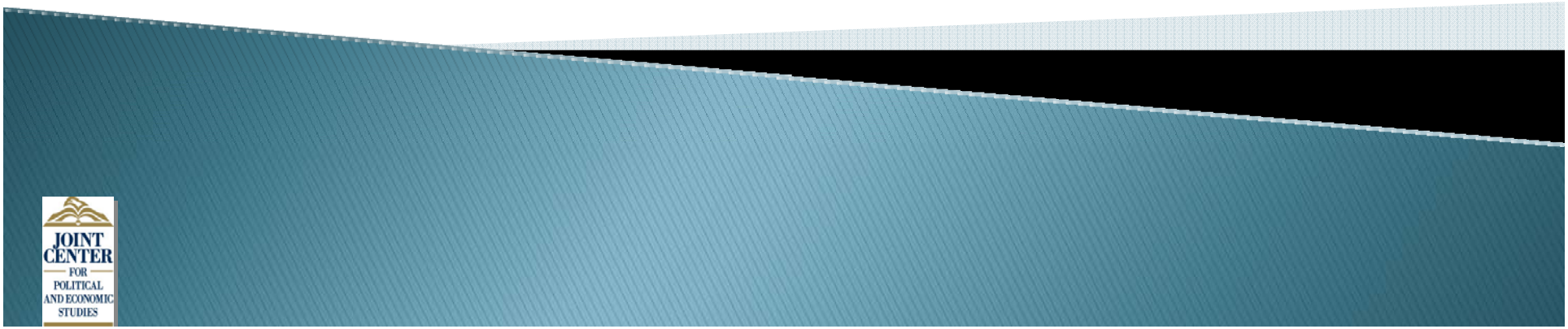
Promise of Broadband Internet

- *Open the frontier for greater innovation, economic growth and human development*



Goal of Research

- Research the acceptance and use of broadband Internet among minorities
- Create a longitudinal database to analyze the Internet profile of minorities
- First data set to statistically compare minorities, African-Americans and Hispanics, with the general population



Methodology

- Partnered with Princeton Survey Research Associates International
- Conducted bilingual survey between December 2009 and January 2010
- Survey of 2,741 respondents
- Over-sampled African-Americans and Hispanics
- Supplemented with field research in Chicago, San Francisco and East St. Louis, IL

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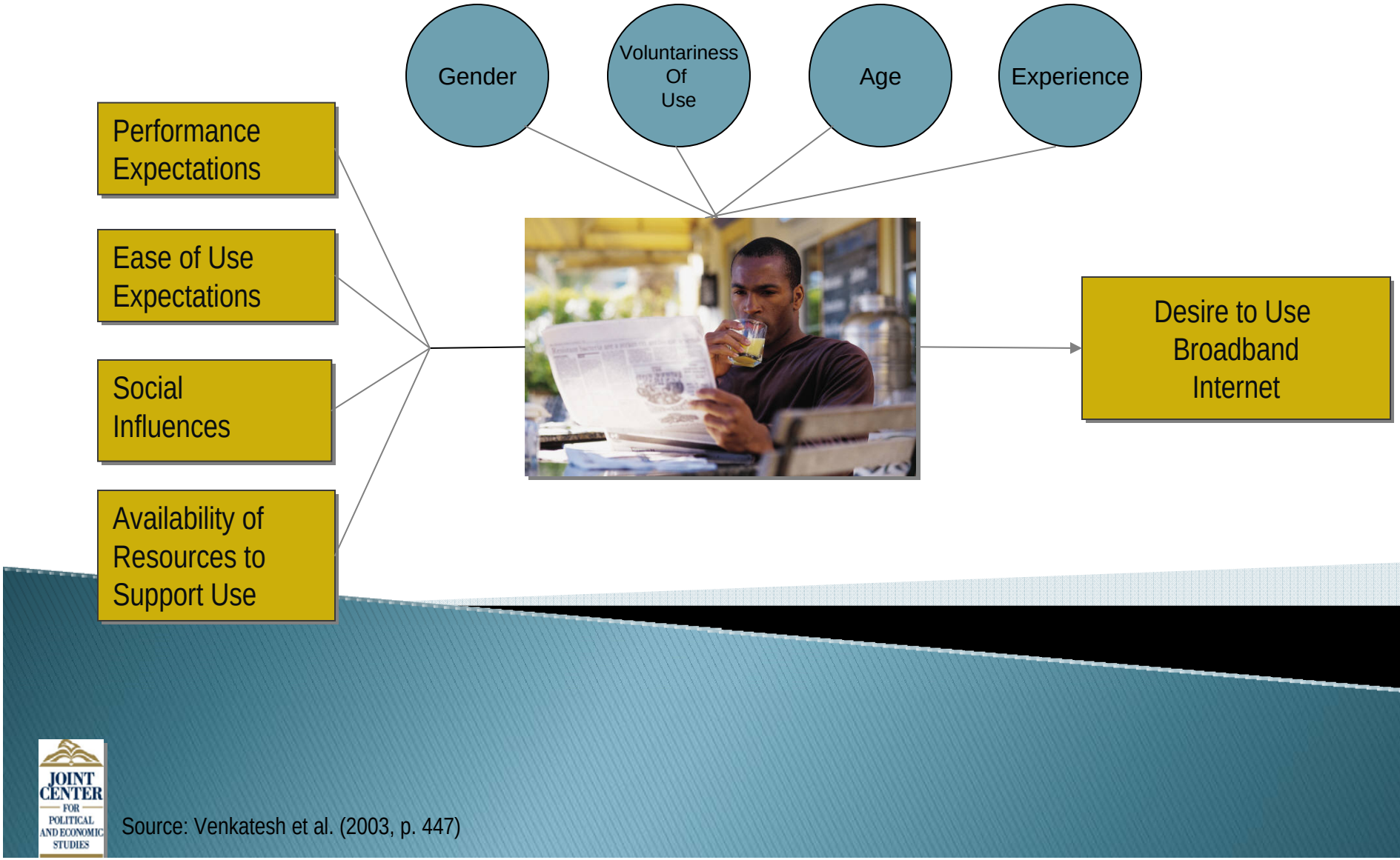
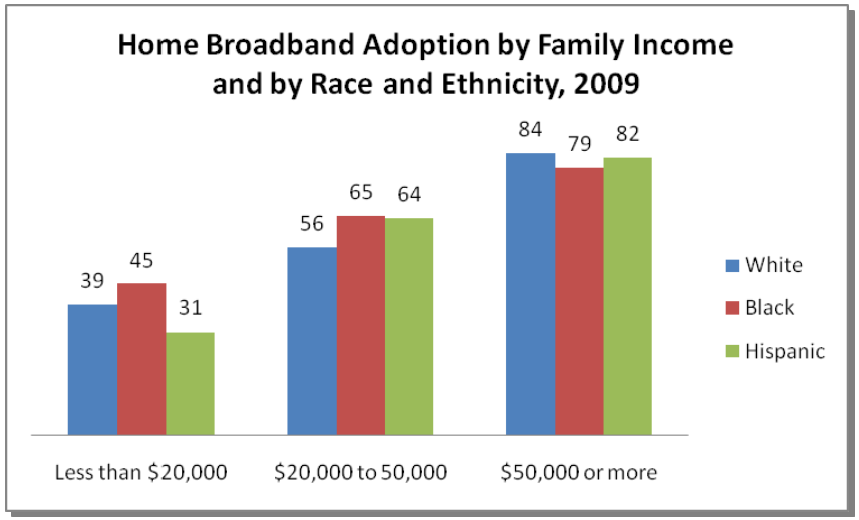
Factors Influencing Whether Individuals Will Use and Accept Broadband Internet



Source: Venkatesh et al. (2003, p. 447)

Income Profile for Broadband

- Large gap in adoption of broadband Internet adoption by income



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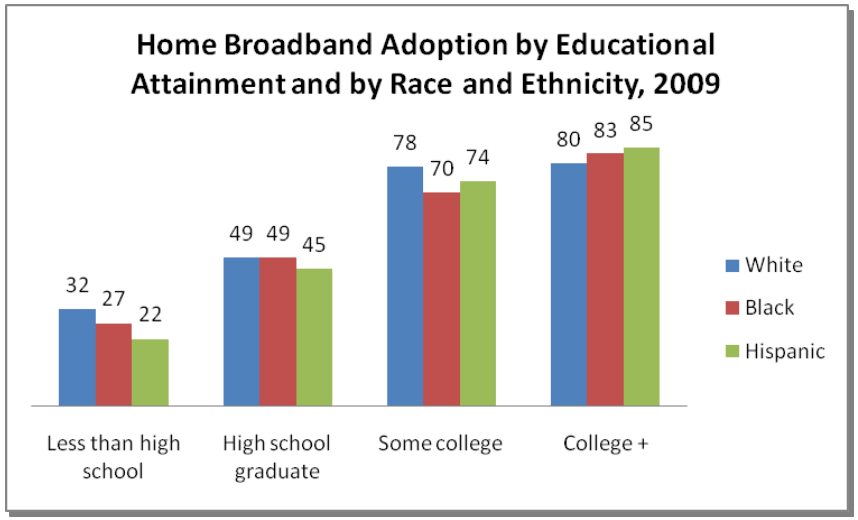
Education Profile for Broadband

- Large gap in adoption of broadband Internet adoption by education



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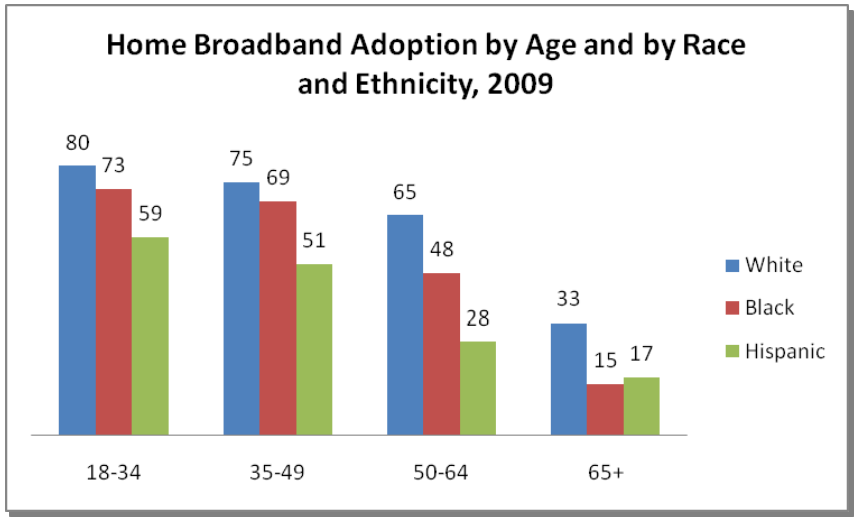
Age Profile for Broadband

- Large gap in adoption of broadband Internet adoption by age
- Seniors left far behind



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The Promise of Broadband is Challenging

- Minorities are overrepresented as newcomers to the Internet
- Heavy dependency on public access points to the Internet to access media rich content
- Increased reliance for jobs and government services
- Non-adopters unaware of availability of broadband Internet services locally

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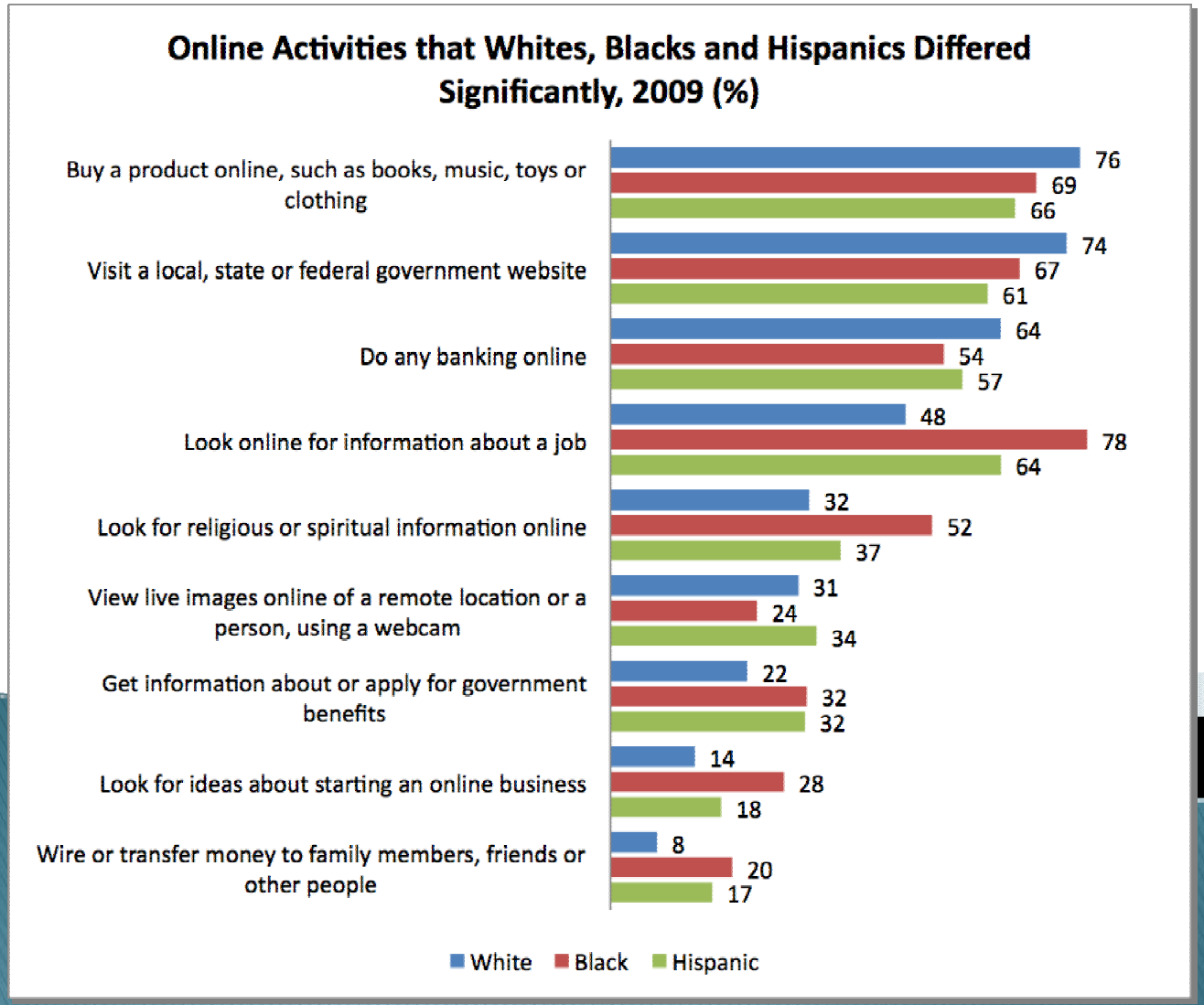
Using Broadband Internet to Enhance People's Lives



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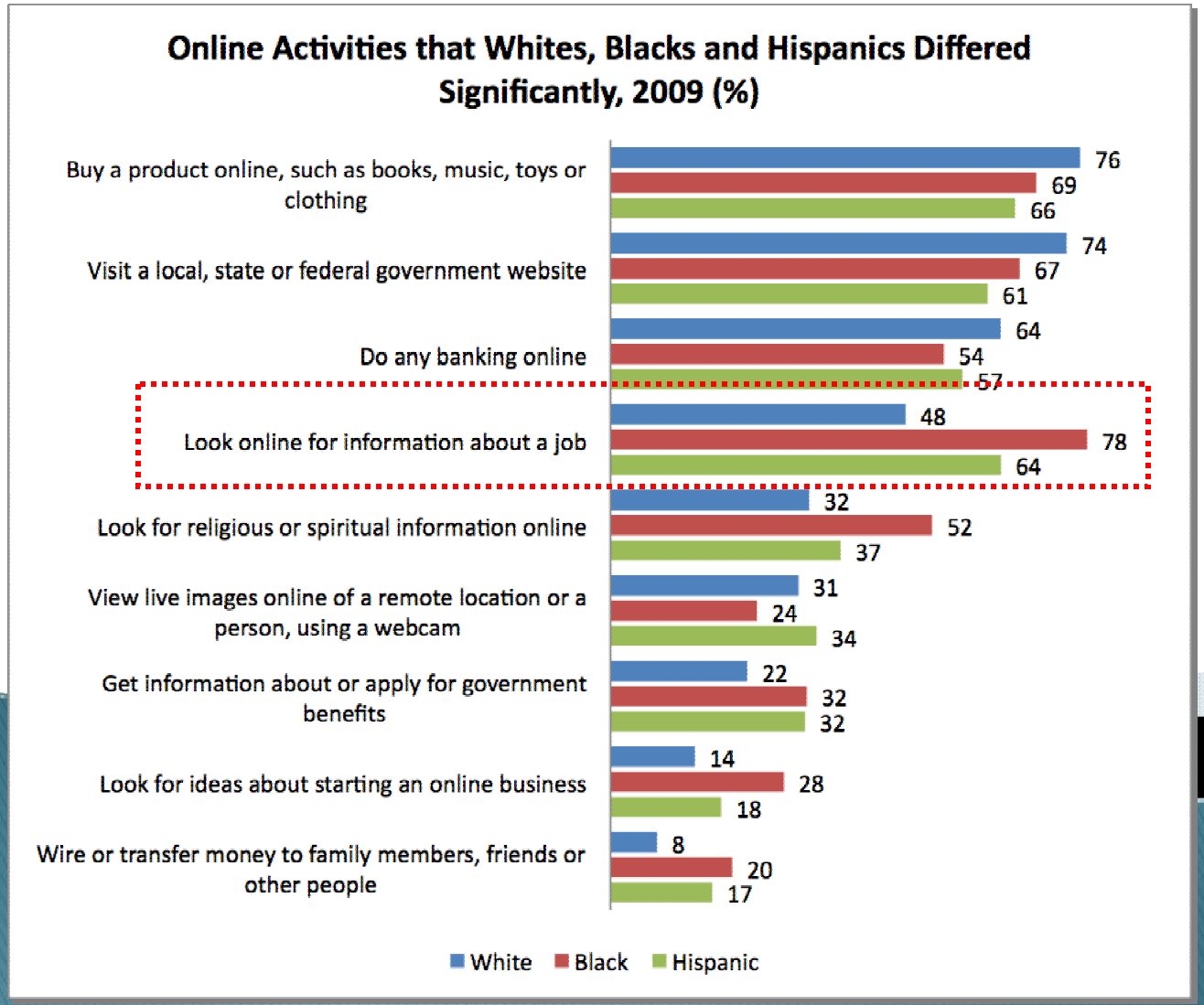
Job Search



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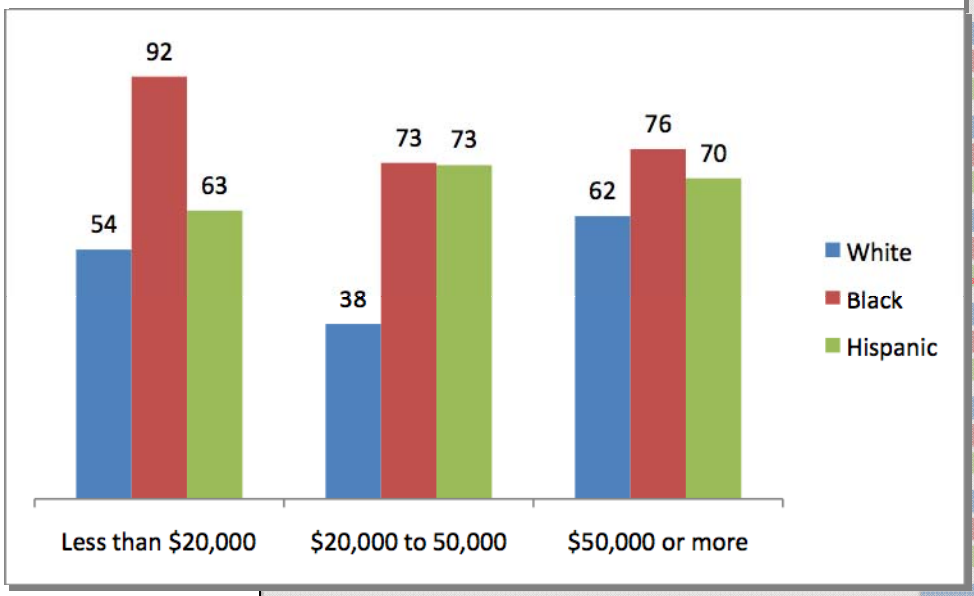
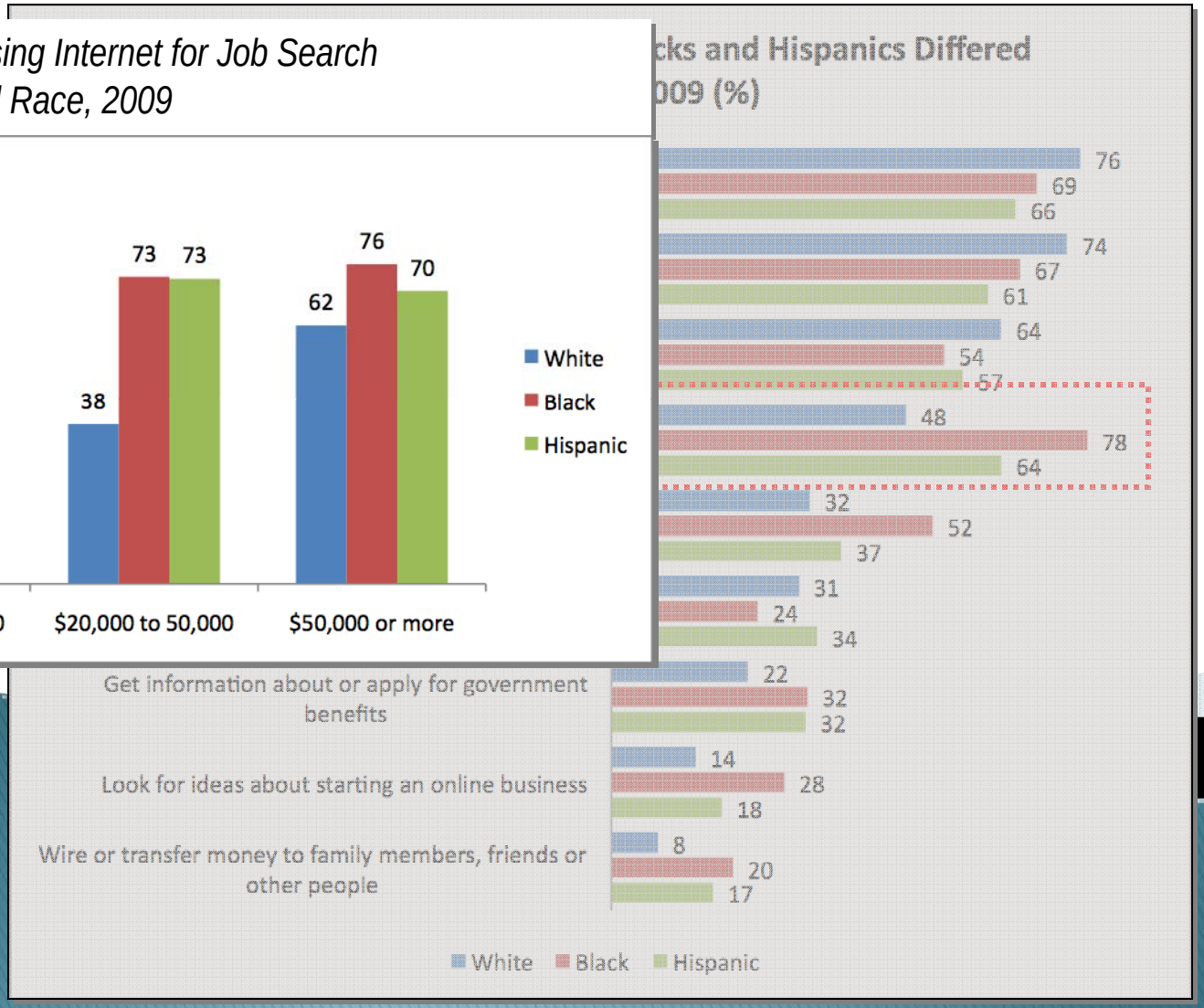
Job Search by Income and Race

Percentage Using Internet for Job Search by Income and Race, 2009





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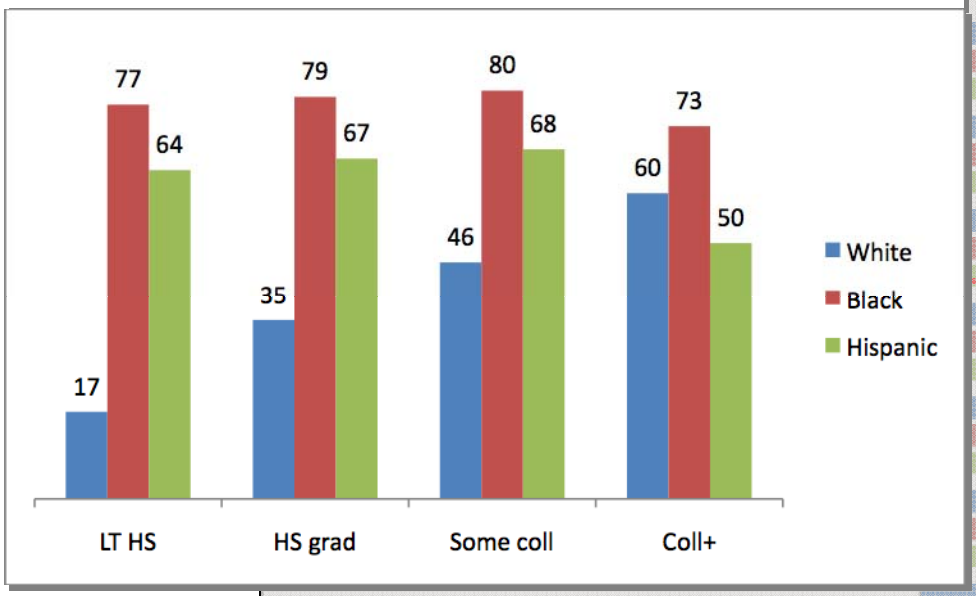

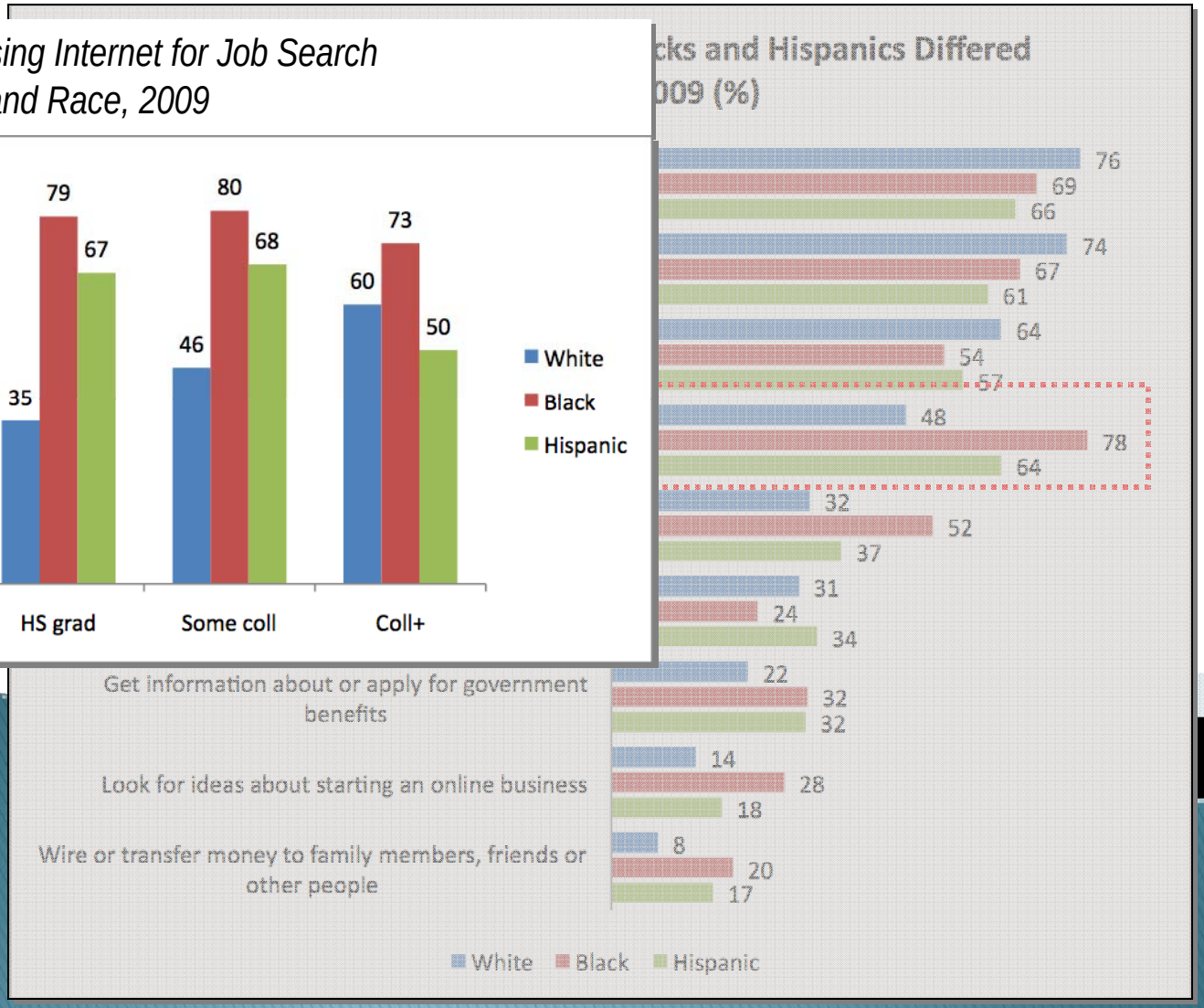

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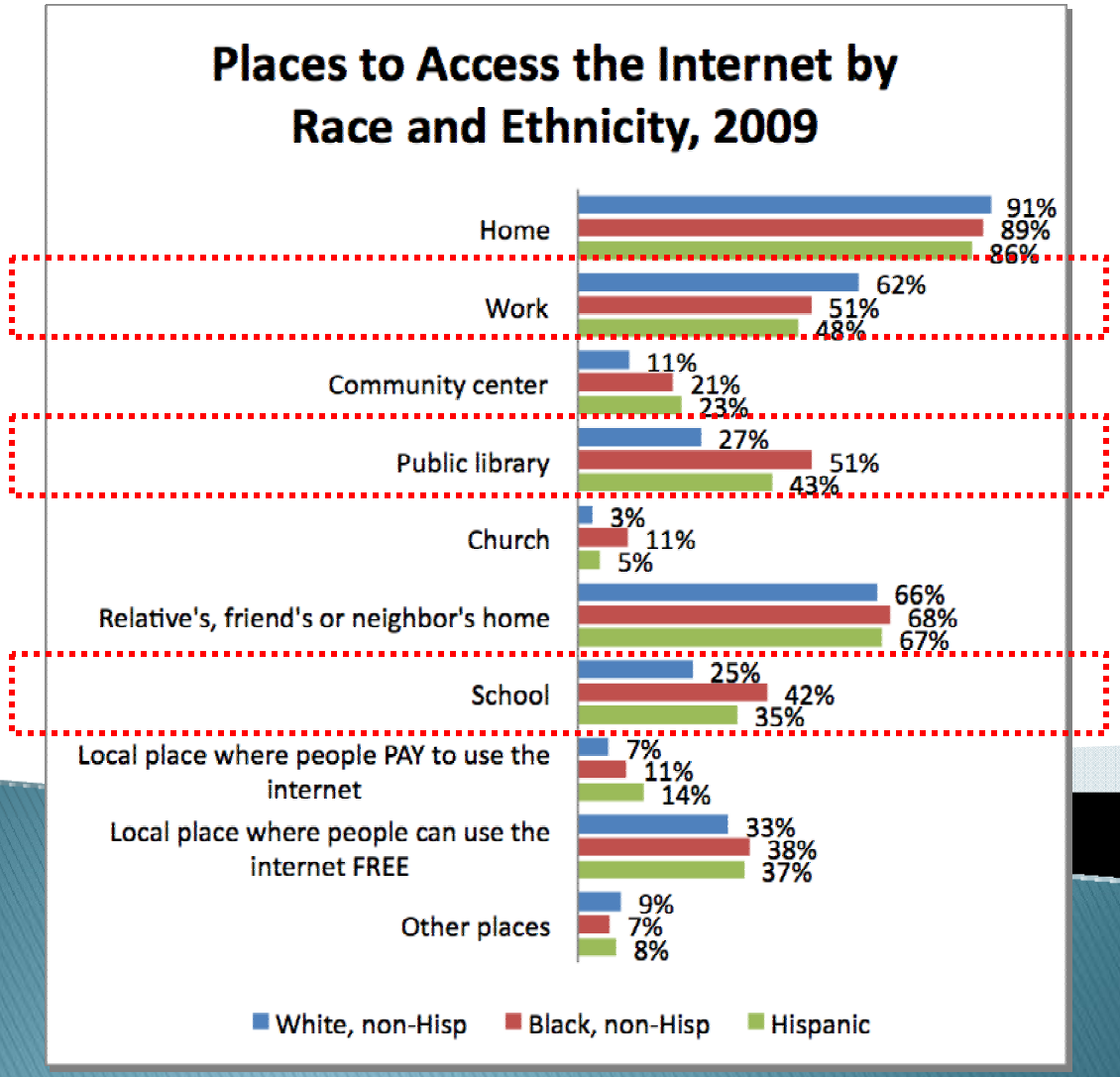
Where People Attain Access



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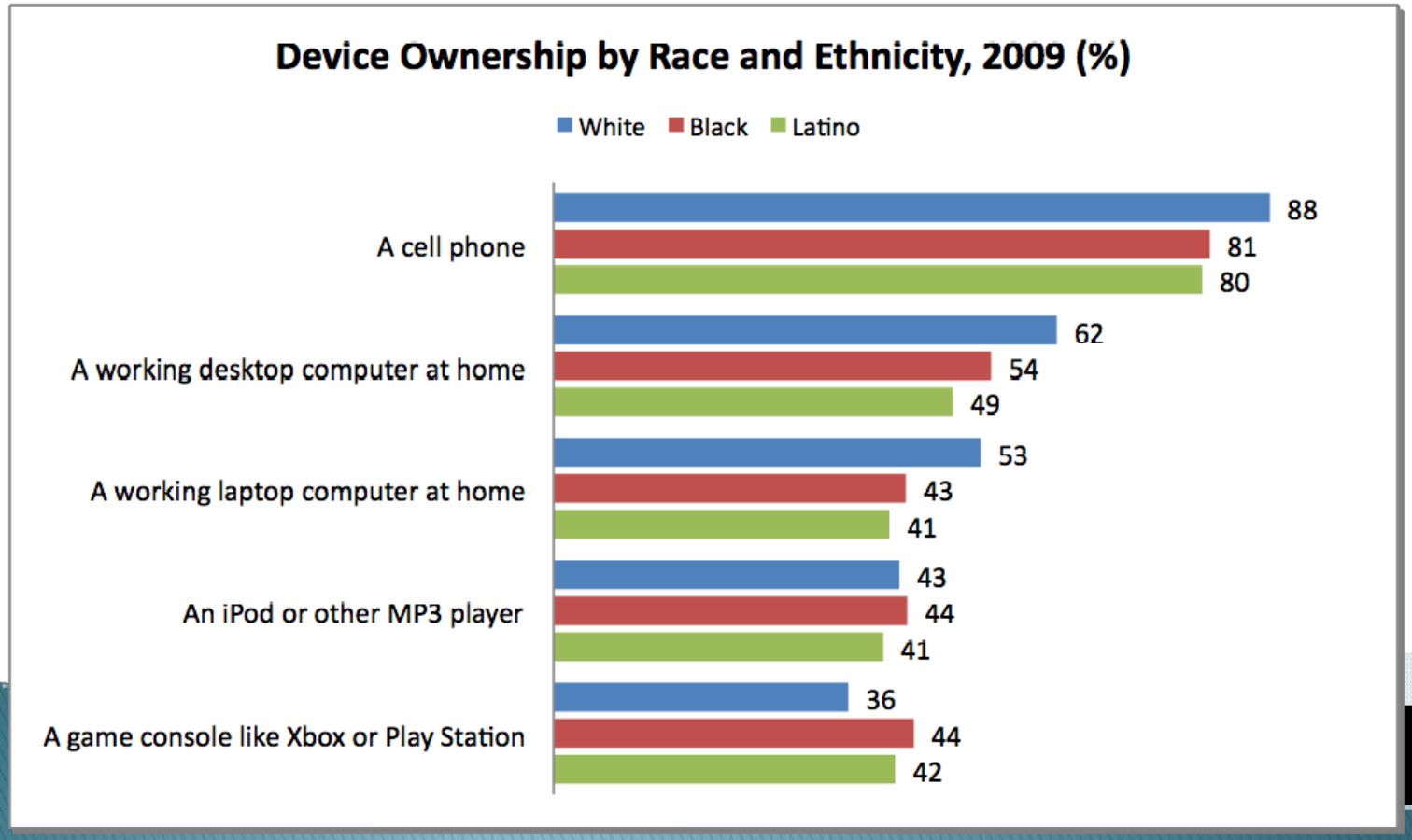
Device Ownership



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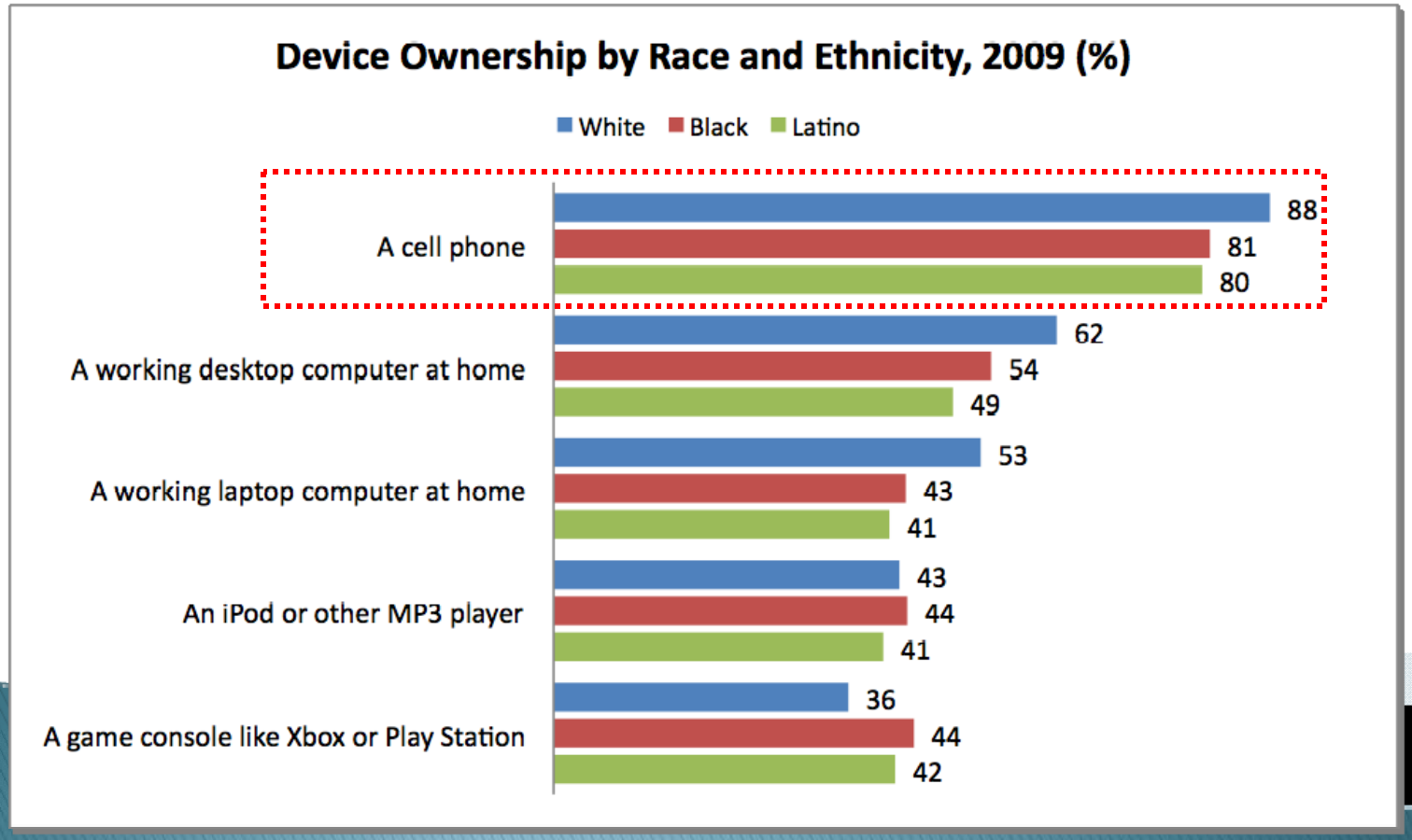

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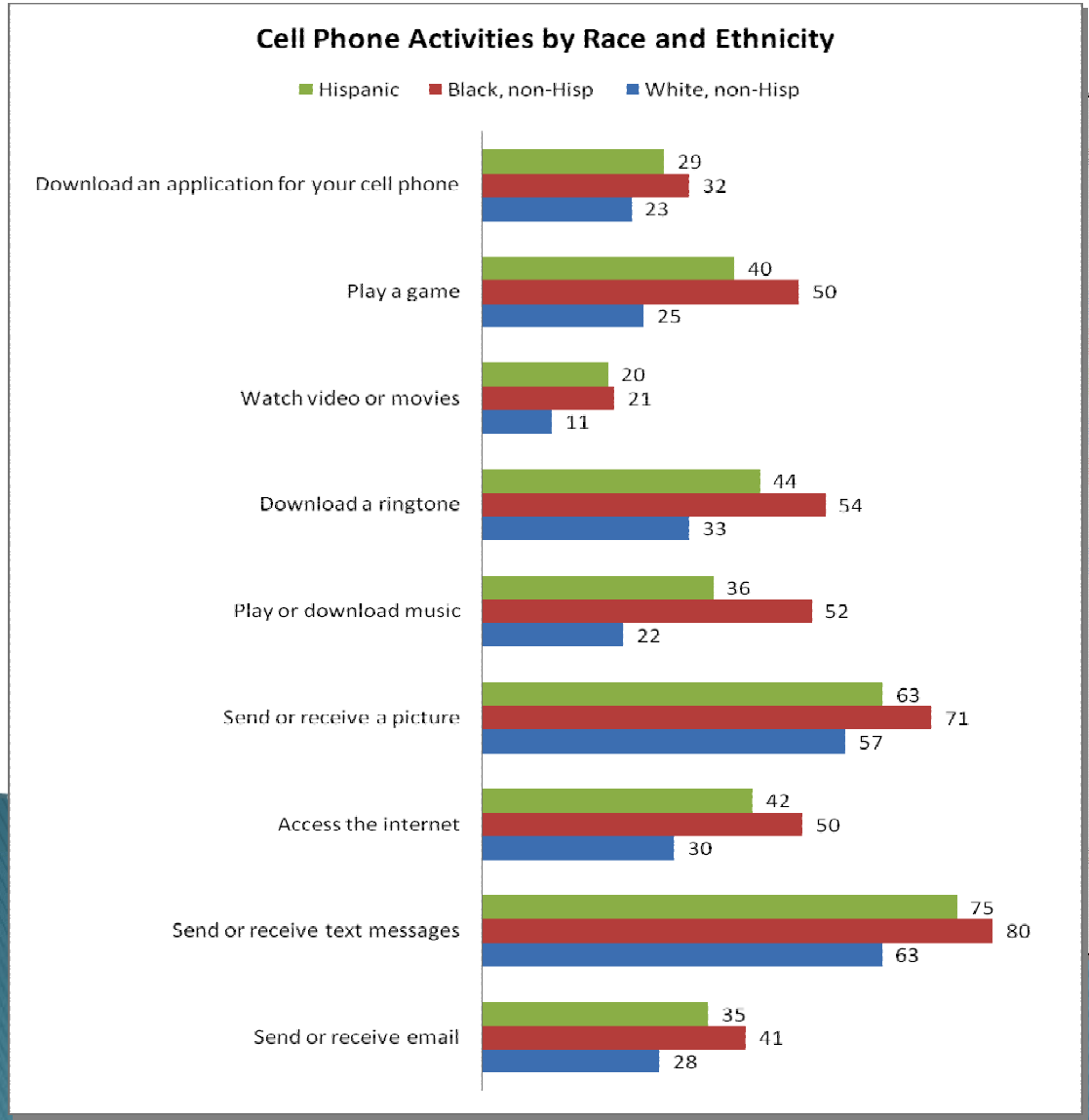
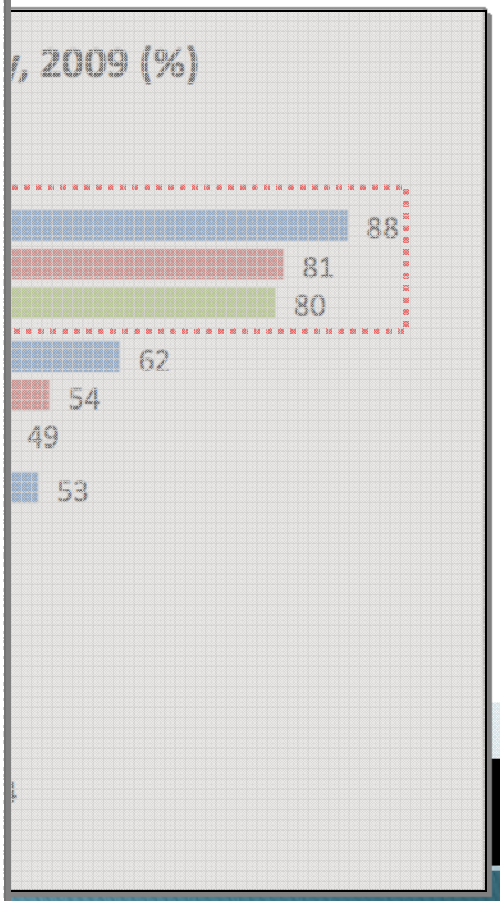
Cell Phone Activities





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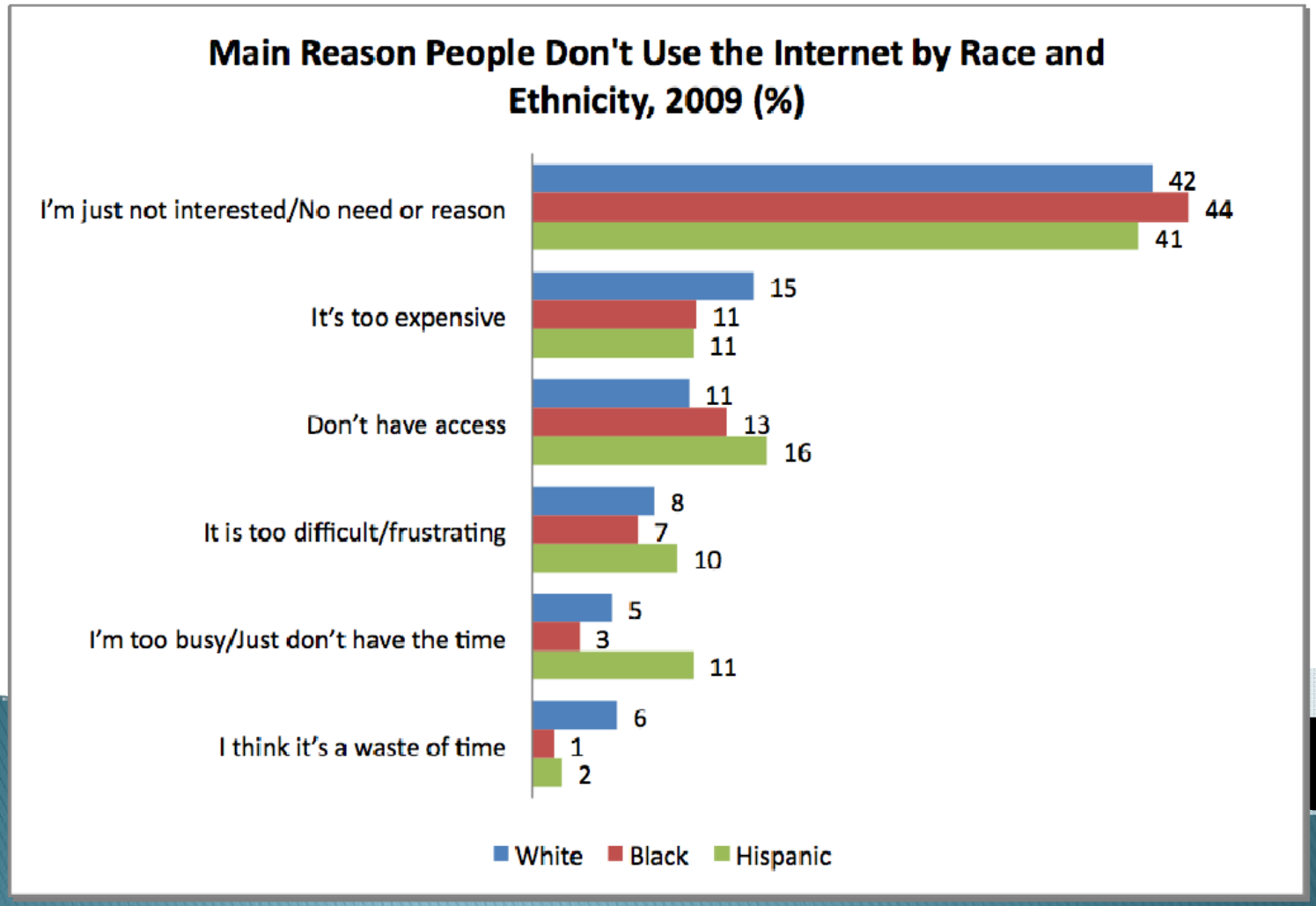
Non-adoption of Broadband Internet



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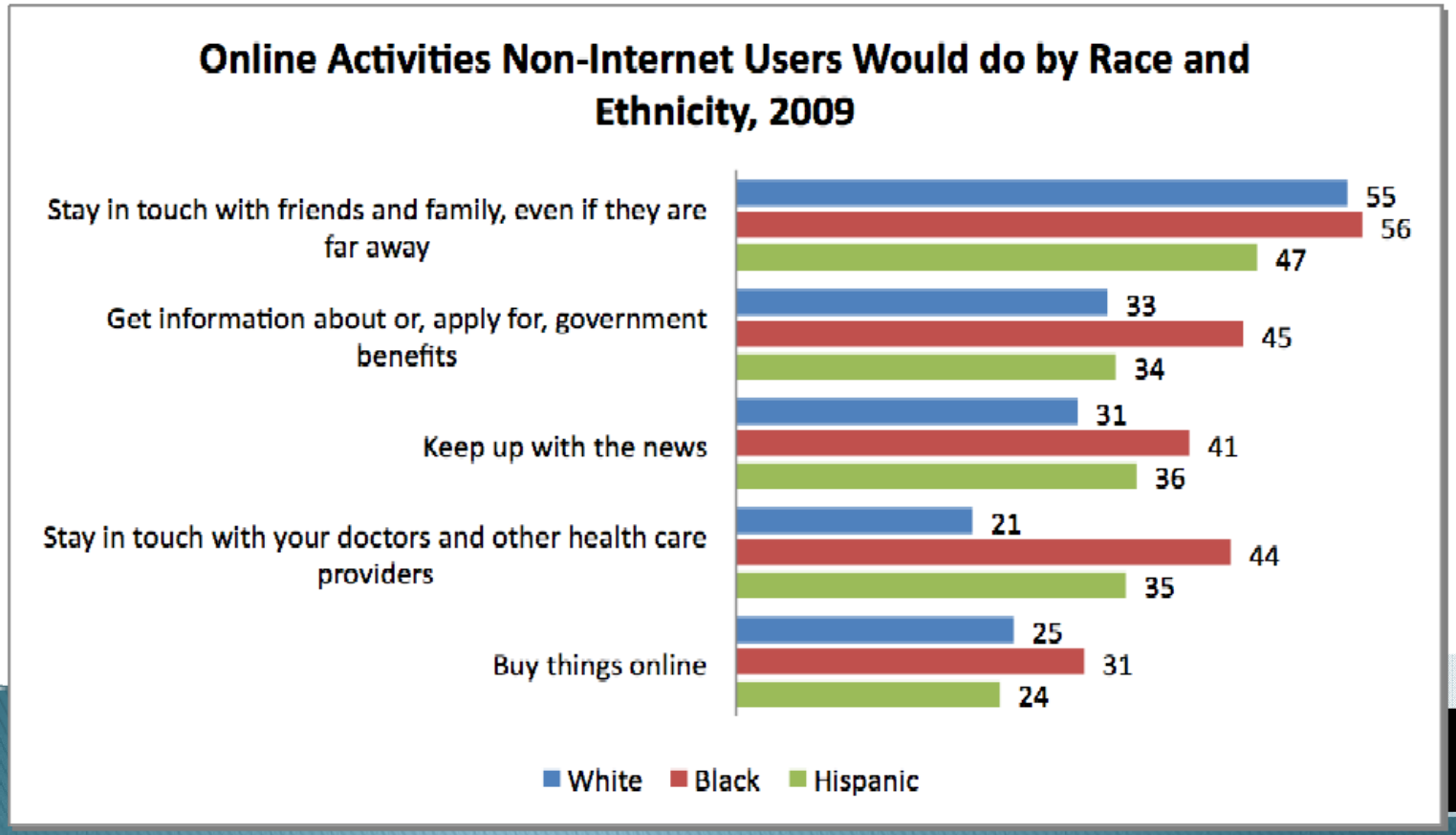
Interests of Non-Internet Users



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Summary

- Promise of broadband Internet is tempered
- Acceptance and use varies considerably between and within minority groups
  - Large gap within minority groups based on income, educational attainment, and age
- As the portfolio of Internet enabled devices grows, minorities are showing strong use and acceptance, expanding the reach of the Internet

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