



# Communications Technology Use in Communities of Color

*A Presentation to the FCC Technology Transitions Task Force*

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# Data Sources

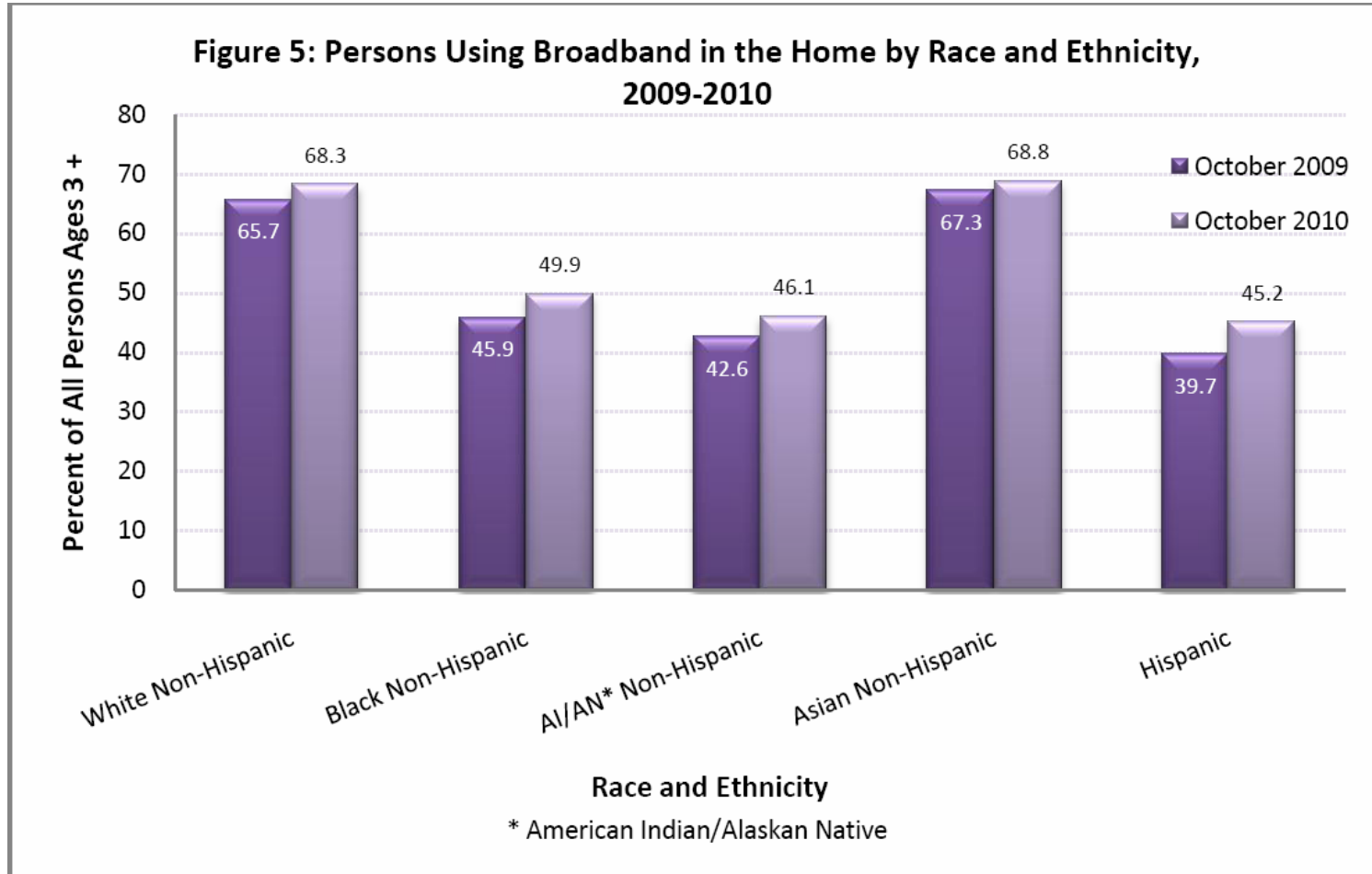
- Pew Hispanic Center
- Pew Internet
- FCC Reports
- NTIA Reports
- U.S. Census
- Asian American Justice Center
- Center for Rural Strategies
- Joint Center for Political & Economic Studies
- T. Morris & S. Meinrath, New Media Study
- Free Press Analysis of US National Health Interview Data
- News media
- Constituents



# Basic Stats About People of Color

- 308.7 million total people in the U.S. as of 2010
- Over 1/3 are people of color:
  - 16.3% Latino/Hispanic
  - 12.6% Black or African American
  - 4.8% Asian American
  - .9% American Indian or Alaskan Native
- Rural areas are declining in their proportions of non-Latino whites, and are increasingly Latino, Asian American, African American and Native American

# The Digital Divide Lives



- While not reflected here, significant disparities can exist among the sub-groups that make up a racial or ethnic category. FCC and NTIA data are gathered from English-only respondents.
- Chart comes from NTIA's Digital Nation, 2011. Note that there are disparities between the way the FCC and NTIA count broadband adoption and how other researchers have counted it.



# Data Can Be Misleading

- Some data sets are gathered in English only, some in Spanish too, and none are collected outside of those two languages.
- Many data sets do not provide racial and ethnic breakdowns; others that do often leave out Native Americans and Asian Americans.
- There is not much available data on landline phone use by people of color.
- We need to exercise caution when using this data to identify and analyze trends, otherwise the most vulnerable portions of communities of color may be overlooked.

TABLE 2: PERCENTAGE OF HISPANICS USING THE INTERNET OR WITH HOME BROADBAND CONNECTIONS, 2009

	Internet Use	Home Broadband Connection
Hispanic	59%	47%
English-speaking	76	66
Spanish-speaking	34	21

*Source: Joint Center for Political and Economic Studies, December 2009-January 2010.  
Based on 834 Hispanics.*



# Trends of the Unconnected

**Table 6: Marginal Effects of Selected Demographic and Geographic Characteristics on the Likelihood that a Household Uses Broadband Internet at Home, 2009**

<b>Adoption Gap: Difference in average broadband Internet adoption after controlling for demographic and geographic factors</b>	
<b>Household Characteristic</b>	<b>Adoption Gap (Percentage point)</b>
<b>Household Income</b>	
Gap between households with incomes \$25,000 to \$50,000 and households with incomes less than \$25,000	16
Gap between households with incomes \$50,000 to \$75,000 and households with incomes less than \$25,000	27
Gap between households with incomes \$75,000 to \$100,000 and households with incomes less than \$25,000	31
Gap between households with incomes more than \$100,000 and households with incomes less than \$25,000	34
<b>Education</b>	
Gap between those with a high school degree and those with less than high school degree	11
Gap between those with some college and those with less than high school degree	23
Gap between those with college degree or more and those with less than high school degree	29
<b>Race and Ethnicity</b>	
Gap between Non-Hispanic White and Non-Hispanic Black	10
Gap between Non-Hispanic White and Hispanic	14
Gap between Non-Hispanic White and Non-Hispanic Asian	0
Gap between Non-Hispanic White and Other*	5

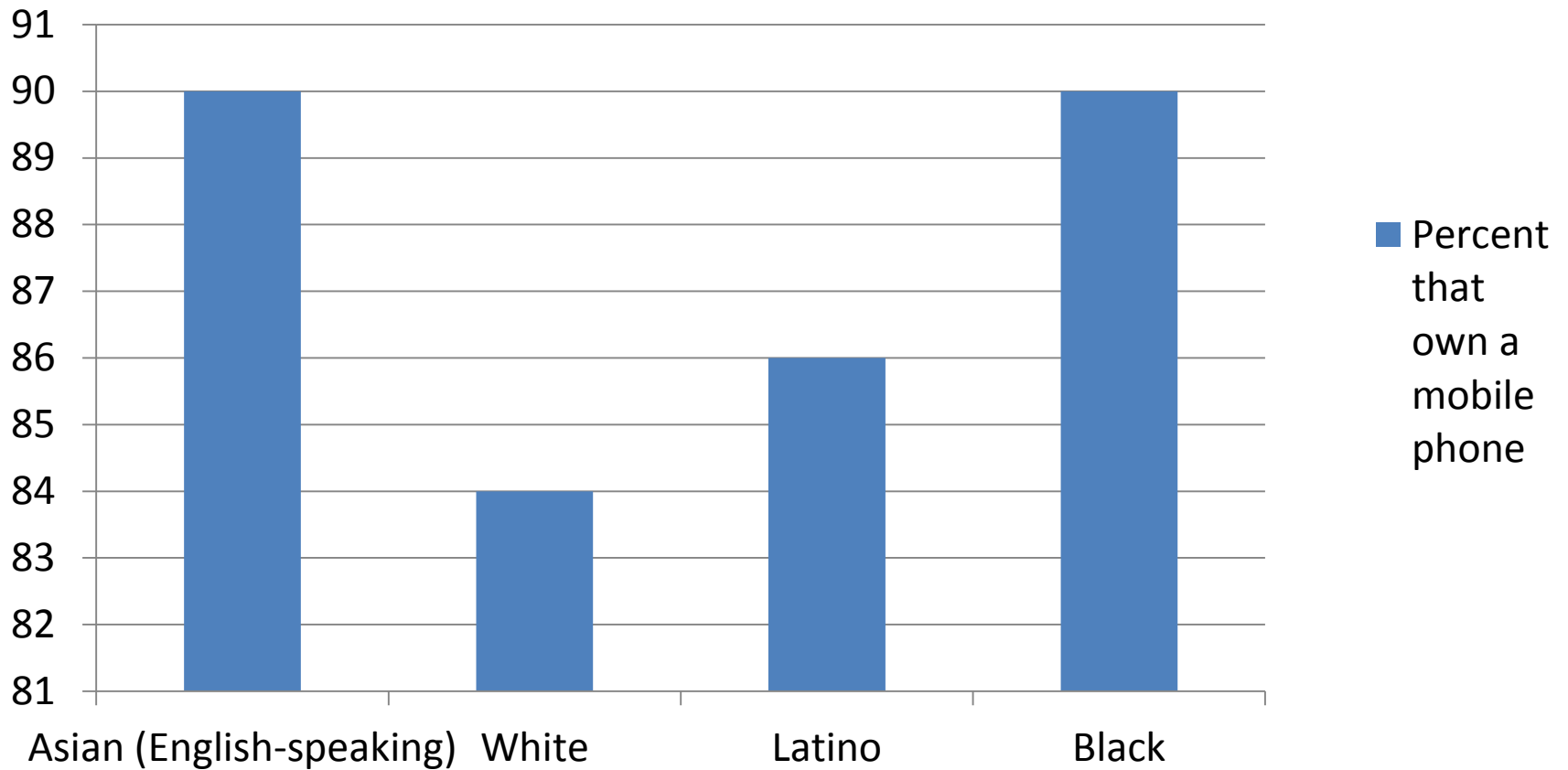
Chart comes from NTIA's Digital Nation, 2011.



# U.S. Territories – Home Broadband Starved

- 4.1 million people live in U.S. territories – nearly 4 million of them are in Puerto Rico alone
- 54% do not have broadband access at threshold speeds as defined by the FCC
- 85.2% people in rural parts of U.S. territories are without access
- % of people without broadband access: 78.6 in America Samoa; 100 in Northern Mariana Islands; 54.3 in Guam; 51.6% in Puerto Rico; 100 in U.S. Virgin Islands

# Much Ado About Mobile





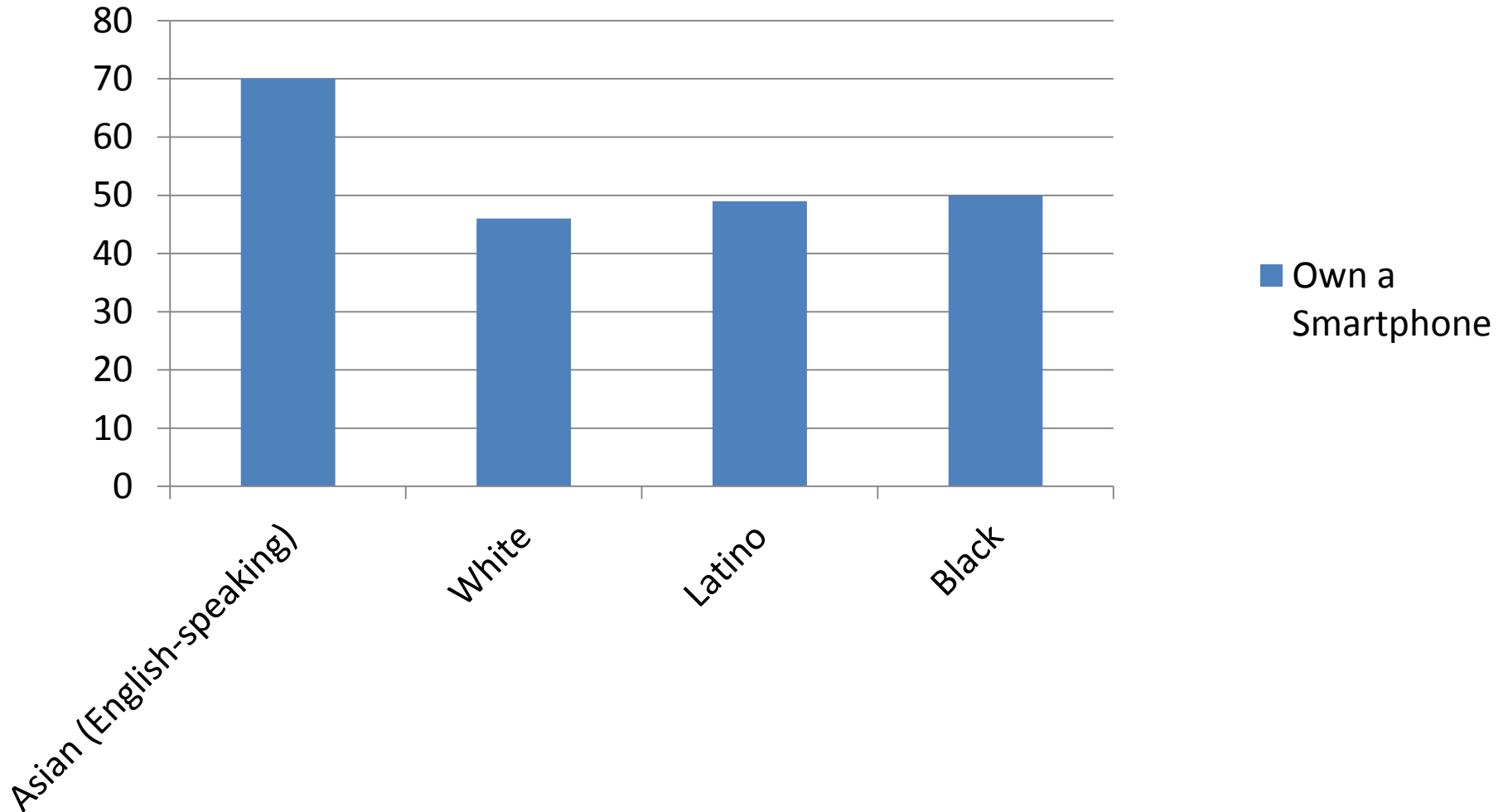


# Much Ado About Mobile

- About 34% of U.S. people do not have landlines and are in “cell-phone only” households.
  - 47% of Latinos
  - 38% of African Americans
  - 30% of whites
- At the same time, low income families (to which many people of color belong) are also more likely to rely on fixed line voice services or dial up internet access.
- Many people of color in rural areas rely on landline phones only because they do not have access to wireless services.
  - 14.5 million households in rural areas lack broadband access
  - Landline users in rural areas are starting to experience problems with call completion to wireless and VOIP connections.
- Today in 2013, some people of color in rural areas still do not even have access to landline telephone service.

# Much Ado About Mobile

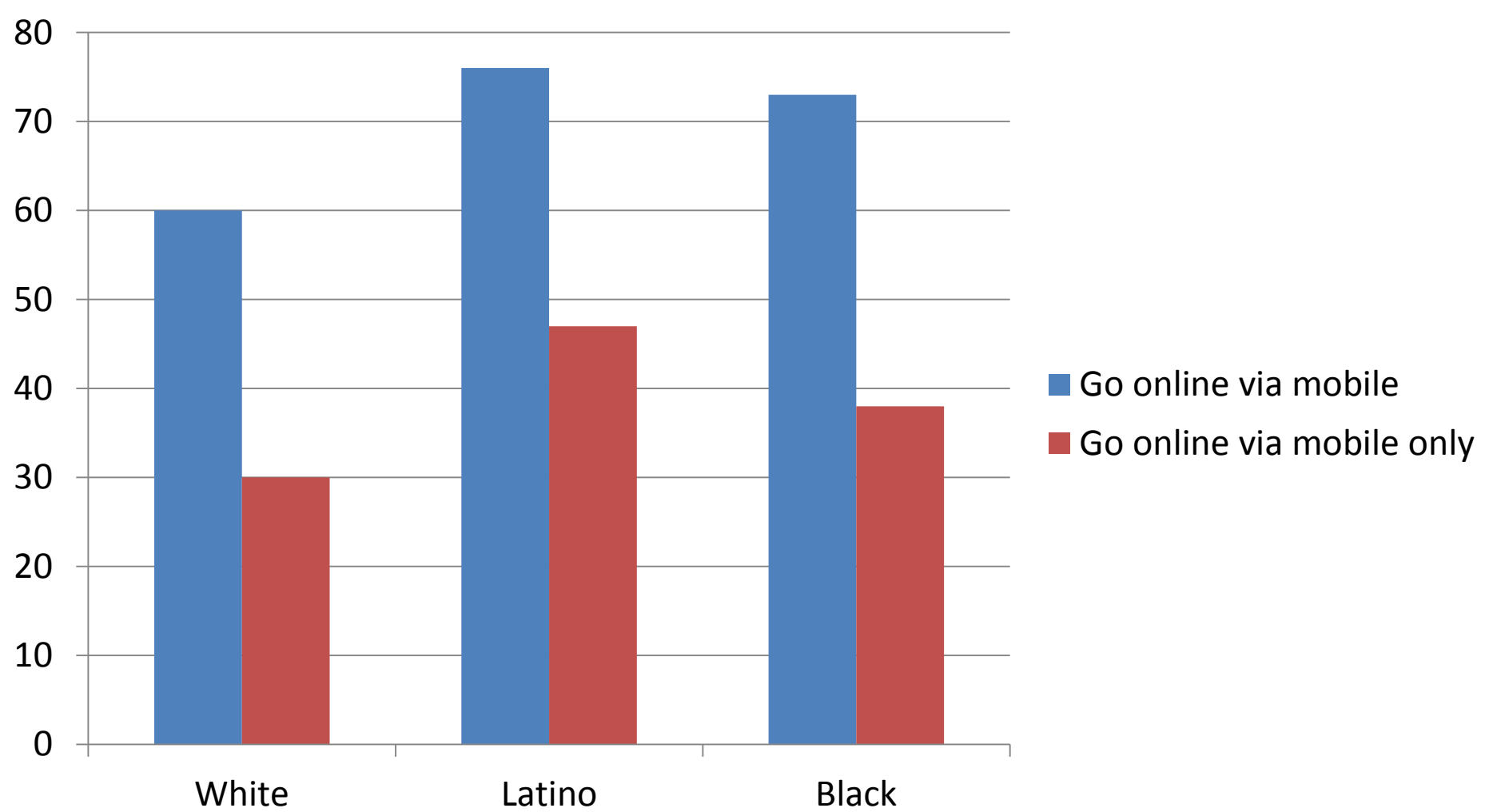
Percent that own a Smart phone



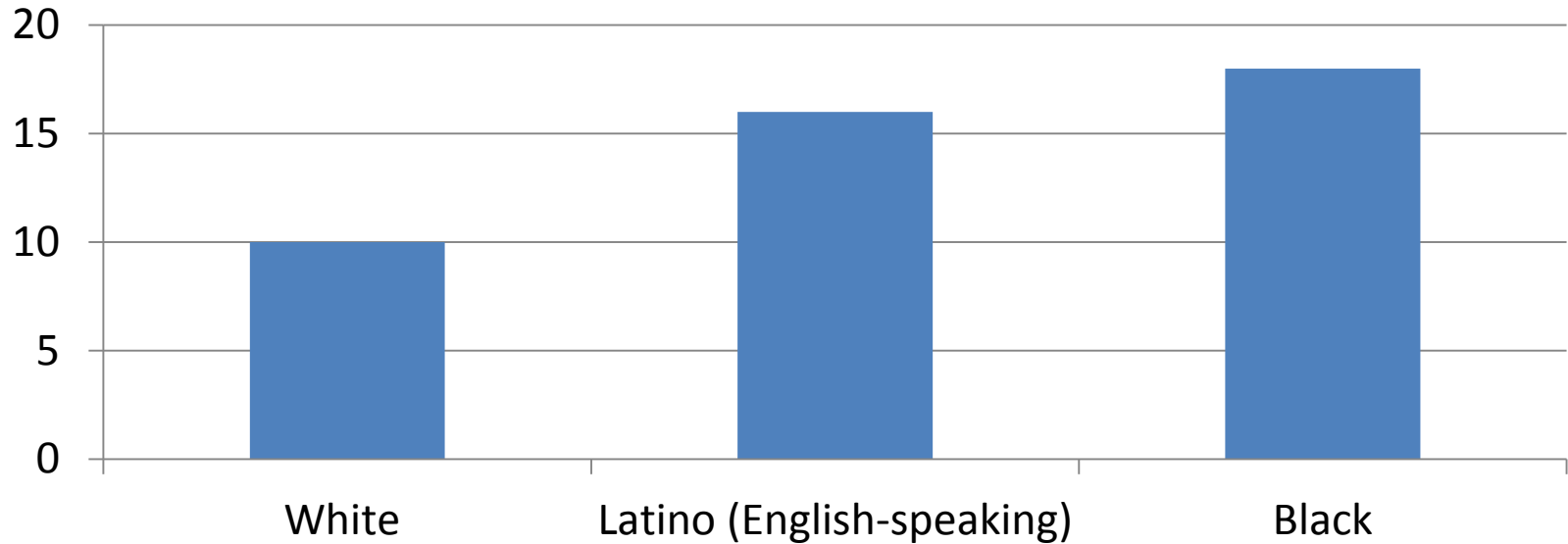


# Much Ado About Mobile

Of people that go online, the following is a breakdown of whether they go online via mobile and whether their mobile device is their sole internet connection.



# Mobile As Only Internet Onramp



Mobile only internet users are more likely to be poor and more likely to be black or Latino.

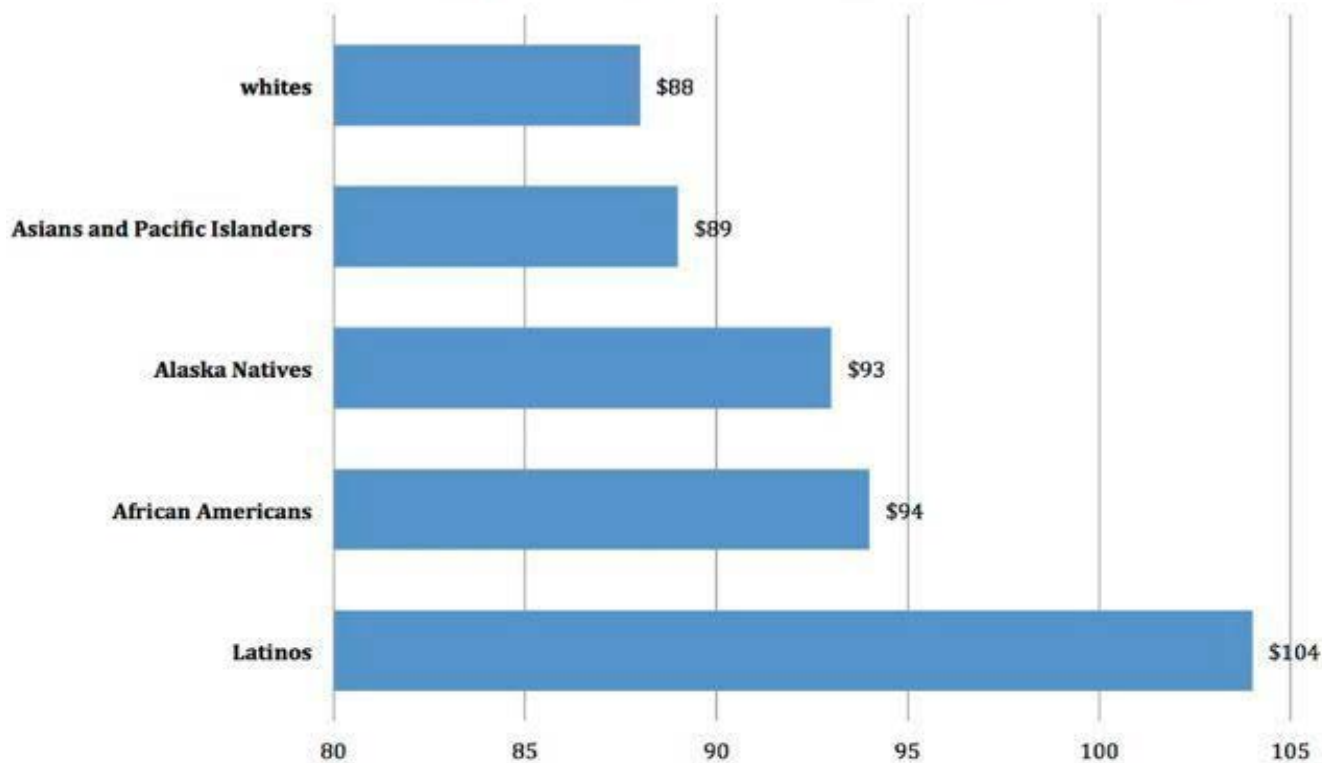


# Mobile Is Not A Substitute for Home Broadband Connections

- Insufficient for:
  - Homework needs
  - Registering for classes or government services
  - Applying for jobs, financial aid, etc.
  - Online shopping and selling
  - Developing computer literacy skills
  - Civic engagement
- Obstacles include: data caps; mobile devices often do not have easy access to the entire internet (only about 1/4 of US companies have enabled easy access); slower speeds; not universally available, especially in rural areas; cost
- Notably, mobile is arguably not a good substitute for landline telephones either based on mobile outages following recent devastating storms in the mid-Atlantic and Northeast.

# People of Color Pay Higher Monthly Cell Bills Than Whites

**Average Monthly Cell Phone Bill, by Ethnicity**



SOURCE: Nielsen

In addition, people of color are more likely to use competitive carriers, like T-Mobile, Cricket, MetroPCS and others.



# Trends of the Unconnected

In looking across various data sets pertaining to various technologies, there are certain traits that the least connected people of color often share:

- Poor
- Older
- Rural resident
- Tribal resident
- Disabled
- Born outside the U.S.
- Non-English dominant
- Less education
- U.S. territory resident



# National Hispanic Media Coalition

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