PPIC Statewide Survey: Californians and Information Technology

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June 2011
Outline

- PPIC/CETF Series
- Access and Use
- Perceptions and Attitudes
- Conclusions
PPIC Statewide Survey Mission

- Provide timely, relevant, nonpartisan data on political, social, and economic opinions
- Inform and improve state policymaking, raise awareness, encourage discussion
- Provide a voice for all Californians in important state policy debates
  - 250,000+ Californians since 1998
  - 100+ general, issue, and regional surveys
Californians and Information Technology

- Third survey on information technology
  - Series funded by the California Emerging Technology Fund and ZeroDivide

- Access and use
  - Internet use, broadband connection at home
  - Activities, mobile devices, and laptop use

- Perceptions and attitudes
  - Role of government in access and adoption
  - Information technology and education

- Telephone interviews, June 1–14
  - 2,502 adults, +/- 2.8% margin of error
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Internet Access and Broadband Access at Home

Have Internet at home
Have broadband at home

United States*

California

68  61
76  72

*Pew Internet & American Life Project
Broadband Access at Home by Race/Ethnicity

% with broadband at home

- Asians: 76%
- Blacks: 74%
- Latinos: 55%
- Whites: 81%
Internet Use by Income Level

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>84%</td>
</tr>
<tr>
<td>Under $40,000</td>
<td>72%</td>
</tr>
<tr>
<td>$40,000 to $80,000</td>
<td>94%</td>
</tr>
<tr>
<td>$80,000 or more</td>
<td>98%</td>
</tr>
</tbody>
</table>
Devices and Internet Use

Do you have a ______? (and)
Do you ever access the Internet or email using your ______?

% saying yes and access the Internet using this device

- Desktop computer: 56%
- Laptop computer: 55%
- Cell phone: 40%
- Game console: 14%
- Tablet computer: 11%
- Electronic book reader: 7%
Internet Activities

Please tell me if you ever use the Internet to do any of the following things: How about going online to ...?

<table>
<thead>
<tr>
<th>Activity</th>
<th>% saying yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get news on current events</td>
<td>66</td>
</tr>
<tr>
<td>Purchase goods and services</td>
<td>64</td>
</tr>
<tr>
<td>Get health or medical information</td>
<td>61</td>
</tr>
<tr>
<td>Get information about your community</td>
<td>59</td>
</tr>
<tr>
<td>Visit a government website</td>
<td>53</td>
</tr>
<tr>
<td>Use a social networking site</td>
<td>52</td>
</tr>
</tbody>
</table>
Internet Activities

Please tell me if you ever use the Internet to do any of the following things:

How about going online...

<table>
<thead>
<tr>
<th>Activity</th>
<th>% saying yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>To access government resources</td>
<td>51%</td>
</tr>
<tr>
<td>To get information about a job</td>
<td>49%</td>
</tr>
<tr>
<td>For educational purposes</td>
<td>45%</td>
</tr>
<tr>
<td>To get housing or real estate information</td>
<td>45%</td>
</tr>
<tr>
<td>To use Twitter</td>
<td>30%</td>
</tr>
<tr>
<td>To work on your own blog</td>
<td>15%</td>
</tr>
</tbody>
</table>
Frequency of Internet Use

About how often do you use the Internet or email from ...?

- At least once a day
- At least 1-2 days a week
- Less often
- Never

*includes 12 percent of Internet users who volunteer that they do not work or are retired.
Internet Connection at Home

What kind of Internet connection do you have at home?

- DSL: 25
- Cable: 22
- Wireless: 16
- Fiber optic or T-1: 5
- Dial-up: 4
- No Internet/computer at home: 3
- Unspecified broadband connection: 1
- Don't know: 1

All adults
Cell Phone Internet Access

% saying they access the internet using their cell phone


- 2008: 19%
- 2009: 26%
- 2011: 40%
Some phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?
What Cell Phone Users Do on Their Cell Phones

Do you ever use your cell phone to...

<table>
<thead>
<tr>
<th>Activity</th>
<th>% saying yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send or receive text messages</td>
<td>74</td>
</tr>
<tr>
<td>Send or receive email messages</td>
<td>42</td>
</tr>
<tr>
<td>Download a software application</td>
<td>33</td>
</tr>
<tr>
<td>Make a charitable donation by text message</td>
<td>10</td>
</tr>
</tbody>
</table>
Use of a Cell Phone as the Primary Device to Access the Internet

Overall, when you use the Internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop, or tablet computer?

Cell phone Internet users only

- **Cell phone Internet users**
- **Under $40,000**
- **$40,000 to $80,000**
- **$80,000 or more**
- **Latinos**
- **Whites**

- 25%
- 36%
- 29%
- 13%
- 40%
- 21%
Frequency of Cell Phone Internet Use

Cell phone Internet users only

% using the Internet several times a day

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell phone Internet users</td>
<td>59</td>
</tr>
<tr>
<td>18-34</td>
<td>74</td>
</tr>
<tr>
<td>35-54</td>
<td>52</td>
</tr>
<tr>
<td>55 and older</td>
<td>26</td>
</tr>
<tr>
<td>Latinos</td>
<td>60</td>
</tr>
<tr>
<td>Whites</td>
<td>56</td>
</tr>
</tbody>
</table>
Laptop Use

On your laptop computer or netbook, do you use WiFi or a wireless connection to access the Internet?

- Yes: 85
- No: 15
- Don't know: 1

Laptop Internet users only

On your laptop computer or netbook, do you use mobile wireless broadband, such as an aircard, to access the Internet?

- Yes: 72
- No: 23
- Don't know: 5
Use of Wireless Laptops

Thinking about when you access the Internet wirelessly on your laptop or netbook—either using WiFi or mobile broadband, do you ever do this at...

- 86% saying yes at home
- 39% saying yes at work
- 55% saying yes at someplace other than home or work
Work-Related Activities Away From Work

What about using your cell phone to do work-related activities when you are not at work?

Thinking about when you access the Internet wirelessly on your laptop or netbook—either using WiFi or mobile wireless broadband, do you ever do this away from work for work-related activities?

Cell phone users

- Yes: 32
- No: 59
- Don't work/retired (volunteered): 9

Wireless laptop users

- Yes: 43
- No: 49
- Don't work/retired (volunteered): 8
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Importance of Laptop and Cell Phone Communication

Thinking now about how you get information and communicate with others using a cell phone or laptop when away from home or work, please tell me if each of the following is very important, somewhat important, not too important, or not at all important. How about...

% saying very important

- Staying in touch easily with other people: 59%
- Having easy access to information online: 52%
- Being able to do work-related activities: 35%
- Sharing or posting content online: 13%
Federal Expansion of Affordable Broadband Access

Do you think that expanding affordable high-speed broadband Internet access to everyone in the country should be a top priority for the federal government, important but a lower priority, not too important, or should it not be done?

* Pew Internet & American Life Project
Thinking about the government’s role in improving the access and availability of broadband Internet technology, do you think the government is doing more than enough, just enough, or not enough?
Broadband: Public Utility or Luxury

Which of the following comes closest to your view, even if neither is exactly right? High-speed broadband Internet should be viewed as a:

- Public utility
- Luxury

<table>
<thead>
<tr>
<th>Group</th>
<th>Public utility</th>
<th>Luxury</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>66%</td>
<td>27%</td>
</tr>
<tr>
<td>Dem</td>
<td>73%</td>
<td>21%</td>
</tr>
<tr>
<td>Rep</td>
<td>42%</td>
<td>52%</td>
</tr>
<tr>
<td>Ind</td>
<td>69%</td>
<td>25%</td>
</tr>
<tr>
<td>Likely voters</td>
<td>61%</td>
<td>33%</td>
</tr>
</tbody>
</table>
Importance of Teaching Computer and Internet Skills

How important is it for California’s K–12 public schools to teach students computer and Internet skills?

% saying very important

- All adults: 76%
- Asian: 63%
- Blacks: 90%
- Latinos: 78%
- Whites: 77%
- Public school parents: 79%
Parents, Schools, and the Internet

Do you ever ...?

- Visit website of child's school
- Receive child's assignments via Internet or email

% saying yes

<table>
<thead>
<tr>
<th>Category</th>
<th>Visit website</th>
<th>Receive assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>All parents</td>
<td>63</td>
<td>32</td>
</tr>
<tr>
<td>Under $40,000</td>
<td>44</td>
<td>18</td>
</tr>
<tr>
<td>$40,000-$80,000</td>
<td>70</td>
<td>40</td>
</tr>
<tr>
<td>$80,000 or more</td>
<td>89</td>
<td>50</td>
</tr>
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</table>
Disadvantages of Not Having Broadband

Thinking about all of the different information sources available to people... Do you think that people who do not have high-speed broadband Internet access at home are at a disadvantage when it comes to each of the following? How about...?

- Finding information about job opportunities: 62%
- Getting health information: 50%
- Using government services: 42%
- Keeping up with news and information: 38%

% saying major disadvantage
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Conclusions

- Most Californians have a broadband Internet connection at home and most report Internet use.
- Despite gains, a digital divide remains between Latinos and others.
- Less educated, lower income, and older Californians are less likely to have broadband.
- Accessing the Internet via cell phones is increasingly common.
- Mobile devices and laptops are being used to do work-related activities outside of work.
- Most Californians think it is important to teach children computer and Internet skills in school.
Upcoming PPIC Statewide Surveys

- July
  - *Californians and the Environment*

- September
  - *Californians and Their Government*

- October
  - *Californians and Higher Education*

- December
  - *Californians and Their Government*