ABOUT THE SURVEY

The PPIC Statewide Survey series provide policymakers, the media, and the public with objective, advocacy-free information on the perceptions, opinions, and public policy preferences of California residents. Inaugurated in April 1998, this is the 118th PPIC Statewide Survey in a series that has generated a database of responses from more than 250,000 Californians.

This survey is the third in a series focusing on information technology issues and is funded with grants from the California Emerging Technology Fund and ZeroDivide. This series seeks to inform decisionmakers, raise public awareness, and stimulate policy discussions and debate about a variety of information technology issues. We draw upon earlier PPIC Statewide Surveys for California trends over time and upon recent surveys by the Pew Internet & American Life Project for national comparisons.

Although broadband Internet availability has become more common, there are still many Californians who are not connected. This survey seeks to inform the important public policy issues around the changing nature of “connectedness” and differences between Californians who are and are not “connected.” We examine access to and use of information technology, the evolving role of mobile devices, as well as the public’s perceptions and attitudes toward these issues.

This survey presents the responses of 2,502 adult residents throughout the state, interviewed in multiple languages and contacted by landline or cell phone. It includes findings on these topics:

- Information technology access and use, including a profile of who uses the Internet and has a broadband connection at home, overall use of computers, and ownership of a variety of electronic devices; specific activities that are conducted on the Internet and whether a cell phone is also used to do these; how often respondents access the Internet or email, and what kind of Internet connection they have at home. We ask about mobile devices and access to the Internet, laptop or netbook Internet access, and non-Internet users’ interest in the Internet and reasons for not using the Internet or email.

- Perceptions and attitudes toward information technology, including the importance of laptop and cell phone communications, the role of government in the access and availability of high-speed Internet technology; the perception of broadband Internet as a public utility or as a luxury; the importance of information technology in education; and attitudes about possible disadvantages faced by those without high-speed Internet access at home.

- Time trends, national comparisons, and variations in findings across racial/ethnic groups (Asians, blacks, Latinos, and non-Hispanic whites), across five major regions of the state (Central Valley, San Francisco Bay Area, Los Angeles County, Inland Empire, and Orange/San Diego Counties), across socioeconomic and political groups, and among those with and without broadband access at home.

This report may be downloaded free of charge from our website (www.ppic.org). For questions about the survey, please contact survey@ppic.org. Try our PPIC Statewide Survey interactive tools online at http://www.ppic.org/main/survAdvancedSearch.asp.
More Californians Using Cell Phones to Go Online

MOBILE DEVICES CHANGING WORK HABITS, SHOW POTENTIAL FOR NARROWING DIGITAL DIVIDE

SAN FRANCISCO, June 22, 2011—Californians are twice as likely to use their cell phones to access the Internet than they were just three years ago, according to a statewide survey released today by the Public Policy Institute of California (PPIC). The PPIC survey—the third in a series focusing on information technology issues—was conducted with funding from the California Emerging Technology Fund and ZeroDivide.

While state residents are more likely to go online from their desktop (56%) or laptop computer (55%), 40 percent connect to the Internet from their cell phones—up from 19 percent in 2008 and 26 percent in 2009. Internet users who go online via cell phone are also doing so more often, with 59 percent saying they do several times a day (30% in 2009). Just 9 percent say they access the Internet by cell phone every few weeks, less often, or never; 35 percent gave this response in 2009.

The use of cell phones to go online has increased across racial and ethnic groups. Today, 57 percent of blacks (31% in 2008), 43 percent of whites (18% in 2008), 41 percent of Asians (24% in 2008), and 32 percent of Latinos (16% in 2008) say they have accessed the Internet this way. Although Latinos are the group least likely to have a computer or Internet access at home, Latinos who use their cell phones to go online are twice as likely as whites (40% to 21%) to say that they mostly access the Internet this way.

“Californians are increasingly using their cell phones and a variety of other mobile devices to gather useful information throughout the course of their daily lives,” says Mark Baldassare, PPIC president and CEO. “The growing use of cell phones for accessing the Internet is changing the way that Californians relate to work, and this trend also has promise for reducing the digital divide.”

Nearly all Californians (93%) have cell phones, and 39 percent of these say they have a smartphone. Similarly, 41 percent say they pay for a data plan for their cell phones. Most use their phones to send or receive text messages (74%, up 16 points since 2008). Far fewer use them to send or receive email (42%, up 16 points since 2008), download a software app (33%), or make a charitable donation (10%).

NOT AT WORK, BUT STILL WORKING

Among all cell phone users, about a third (32%) use their phones for work-related activities when they’re away from work, while 59 percent do not. There are regional differences. In the San Francisco Bay Area—home to the Silicon Valley—41 percent use their cell phones to work remotely, compared to 34 percent in the Inland Empire, 33 percent in Orange/San Diego Counties, 31 percent in Los Angeles, and 24 percent in the Central Valley. Asians (40%) are the racial or ethnic group most likely to work remotely by
cell phone, compared to 32 percent of whites and 30 percent of Latinos. Men are much more likely than
women (39% to 26%) to use their cell phones to work remotely. The percentage of Californians who use
their cell phones this way increases with income and education.

Among Californians with a laptop and wireless connection, 43 percent use this technology to work
outside the workplace.

HALF OF CALIFORNIANS USE SOCIAL NETWORKING SITES

No matter how they access the Internet, Californians are increasing their online activity, with social
networking seeing the biggest increase in the last three years. Among these activities:

- **Getting news on current events**: 66 percent of adults, up 11 points from 2008
- **Purchasing goods and services**: 64 percent, up 12 points from 2008
- **Getting health or medical information**: 61 percent, up 11 points from 2008
- **Getting information about the community**: 59 percent, up 12 points from 2008
- **Visiting a government website**: 53 percent, similar to 2008
- **Using a social networking site**: 52 percent, up 26 points from 2008
- **Accessing government resources**: 51 percent, up 8 points from 2008
- **Looking for information about a job**: 49 percent, same as 2008
- **Pursuing education purposes**: 45 percent
- **Getting housing or real estate information**: 45 percent, up 5 points from 2008
- **Using Twitter**: 30 percent, up 12 points from 2009
- **Working on their own blogs**: 15 percent, similar to 2009

Older, less-educated, and lower-income Californians, along with Latinos, are less likely than others to do
most of these activities. Californians without health insurance are much less likely than those with it to
go online for health or medical information (47% to 66%).

MORE LATINOS HAVE BROADBAND, BUT DIGITAL DIVIDE PERSISTS

Nearly all Californians have a cell phone, but ownership of other electronic devices that connect to the
Internet varies across demographic groups. Most residents have a desktop computer (65%) or laptop or
netbook (61%), but far fewer have a game console (41%), a tablet computer (14%) or an electronic book
reader (11%). Using a desktop to connect to the Internet is more common among whites (64%) and
Asians (58%) than among blacks (49%) and Latinos (42%), as is use of a laptop to connect (65% Asians,
62% whites, 57% blacks, 38% Latinos). Use of a desktop or laptop computer to access the Internet
increases with education and income.

The percentage of Californians using the Internet has grown since 2000 (65% in 2000, 70% in 2008,
76% in 2009, 81% in 2010, 84% today). Californians are somewhat more likely than adults nationwide
to use the Internet or email at least occasionally, according to The Pew Research Center’s Internet &
American Life project, which tracks use at the national level (77% U.S. adults in Pew survey, 84% California
adults in PPIC survey). Californians in the PPIC survey are also more likely than U.S. adults in
the Pew survey to have Internet access (76% to 68%) or a broadband connection at home (72% to 61%).

A digital divide persists among demographic groups. The percentage of adults with a broadband
connection at home declines with age and rises sharply with income and education. Across racial and
ethnic groups, Latinos (55%) are the least likely to have a broadband connection (74% blacks, 76%
Asians, 81% whites) or to use the Internet (70% Latinos, 85% blacks, 86% Asians, 92% whites). Still,
the share of Latinos with a home broadband connection has doubled since 2007—from 28 percent to 55 percent today.

**MOST LOG ON FROM HOME**

Most Internet users say they go online from home at least about once a day (19%) or several times a day (49%). Less than half of Internet users go online from work: 8 percent about once a day and 37 percent several times. The frequency of Internet use from work has declined slightly (52% in 2008 vs. 45% today), and use from someplace other than home or work has increased somewhat (14% in 2008 vs. 23% today). Among those who use their laptops to go online via WiFi or mobile broadband, 86 percent do so at home, while 39 percent do so at work. A majority—55 percent—do so at some place other than home or work.

**MOST SEE HIGH-SPEED INTERNET AS UTILITY, NOT LUXURY**

A large majority of Californians say people without broadband connections are at a major (62%) or minor (20%) disadvantage when it comes to finding information about job opportunities or gaining new career skills. Across racial and ethnic groups, blacks (71%) and Latinos (68%) are more likely to say that people without high-speed Internet access at home are at a disadvantage (62% Asians, 57% whites). Californians 18 to 34 years old (70%) are far more likely than those over age 55 (49%) to hold this view.

There is a consensus about teaching computer and Internet skills in public school: an overwhelming majority of adults say it is very important (76%) or somewhat important (18%), and across political parties, demographic groups, and regions strong majorities hold this view.

Most adults (56%) say that expanding affordable high-speed broadband Internet access to everyone in the country should be a priority for the federal government, and 19 percent say it should be a top priority. There is a partisan split, with Democrats and independents (60% each) far more likely than Republicans (38%) to have this view. Asked whether high-speed Internet is a public utility that everyone should be able to access or a luxury that some people may not be able to have, solid majorities (66% adults, 61% likely voters) say it should be viewed as a public utility. Most Democrats (73%) and independents (69%) hold this view, while Republicans (42%) are much less likely to do so.

Californians’ opinions are mixed on how much the government should be doing to improve the access and availability of high-speed broadband technology: a plurality (41%) say the government is doing just enough, 27 percent say the government is not doing enough, and 15 percent say the government is doing more than enough; 17% don’t know.

**MORE KEY FINDINGS**

- **Among those offline, a lack of interest in the Internet**—page 17
  
  Today, 16 percent of Californians do not use the Internet—down from 24 percent in 2009—and the vast majority (79%) of them say they are not interested in doing so.

- **Why stay connected? Keeping in touch with others is a top reason**—page 19
  
  Most who have cell phones or access the Internet from their laptops say that staying in touch easily with other people (59%) or having easy access to information online (52%) is very important outside of home or work.

- **Most parents visit school websites**—page 21
  
  Among parents of children age 18 or younger, 63 percent report visiting their child’s school website sometimes or often. White parents are far more likely (76%) than Latino parents (50%) to do so.
ACCESS AND USE

KEY FINDINGS

- Seven in 10 Californians have a broadband connection at home and more than eight in 10 use the Internet, but disparities among subgroups still remain. (page 7)

- More than half of Californians own a desktop or laptop computer and access the Internet on them, 40 percent own a cell phone and access the Internet on it, while far fewer own and access the web on a game console, e-book reader, or tablet computer. (page 8)

- What are Californians doing online? About six in 10 or more use the Internet to get news, shop, get medical information, and to get community information. Since 2008 use of social networking sites has doubled. Other activities are prevalent as well, but differences persist across age, income, and racial/ethnic groups. (pages 9, 10)

- Half of Californians connect to the Internet using a DSL-enabled phone line or a cable modem, while just 4 percent have a dial-up connection. One in five Californians report having no home access. (pages 11, 12)

- Three in four cell phone users send text messages, four in 10 use email on their phone, while one in three have downloaded an app. Of cell phone Internet users, one in four say they access the Internet mostly using their cell phone and six in 10 access the Internet using their cell phone several times a day. (pages 13, 14)

- Most laptop Internet users use WiFi to access the Internet, and about one in four use mobile wireless broadband. (page 15)

- One in three cell phone users and four in 10 wireless laptop users use these devices to do work-related activities away from work. (page 16)
INTERNET USE AND HOME ACCESS

Vast majorities of Californians access the Internet at least occasionally (84%). Since 2000, the percentage of Californians using the Internet has grown (65% 2000, 70% 2008, 76% 2009, 81% 2010, 84% today). Today, 76 percent of Californians have an Internet connection at home, up from 63 percent in June 2008. Seventy-two percent of Californians have a broadband Internet connection at home (including DSL, cable, wireless, T-1, or fiber optic); home broadband use is up 19 points since 2007 (53% 2007, 55% 2008, 62% 2009, 70% 2010, 72% today).

The Pew Research Center’s Internet & American Life project tracks Internet use at the national level. In a late 2010 survey, Pew found that 77 percent of adults nationwide reported using the Internet, somewhat lower than the 84 percent of Californians in our survey. Californians in our survey are also more likely than adults nationwide to have Internet access at home (76% to 68%) and to have a broadband connection at home (72% to 61%), compared to Pew’s May 2011 survey. Broadband use among adults nationwide has leveled off somewhat in recent years (55% 2008, 63% 2009, 66% 2010, 61% 2011).

There are differences across California’s regional and demographic groups when it comes to the use of technology, resulting in a “digital divide.” For example, the percentage saying they have a broadband connection at home declines with age (81% 18–34, 72% 35–54, 61% 55 and older) and rises sharply with income and education. Across racial/ethnic groups, Latinos (55%) are the least likely to have a broadband connection (74% blacks, 76% Asians, 81% whites) or to use the Internet (70% Latinos, 85% blacks, 86% Asians, 92% whites). Still, the share of Latinos who have a home broadband connection has nearly doubled since 2007 (from 28% to 55% today). Residents in the San Francisco Bay Area (78%) and Orange/San Diego Counties (76%) are the most likely to have a home broadband connection, followed by those in the Central Valley (70%), Los Angeles (68%), and the Inland Empire (66%).

<table>
<thead>
<tr>
<th>Percent saying yes</th>
<th>Internet Use</th>
<th>Internet Access at Home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Do you access the internet, at least occasionally?</td>
<td>Internet connection at home</td>
</tr>
<tr>
<td>All Adults</td>
<td>84%</td>
<td>76%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18–34</td>
<td>92</td>
<td>84</td>
</tr>
<tr>
<td>35–54</td>
<td>84</td>
<td>77</td>
</tr>
<tr>
<td>55 and over</td>
<td>74</td>
<td>66</td>
</tr>
<tr>
<td>Household Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under $40,000</td>
<td>72</td>
<td>63</td>
</tr>
<tr>
<td>$40,000 to under $80,000</td>
<td>94</td>
<td>86</td>
</tr>
<tr>
<td>$80,000 or more</td>
<td>98</td>
<td>94</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
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<tr>
<td>Asians</td>
<td>86</td>
<td>81</td>
</tr>
<tr>
<td>Blacks</td>
<td>85</td>
<td>77</td>
</tr>
<tr>
<td>Latinos</td>
<td>70</td>
<td>60</td>
</tr>
<tr>
<td>Whites</td>
<td>92</td>
<td>85</td>
</tr>
<tr>
<td>Region</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Valley</td>
<td>85</td>
<td>77</td>
</tr>
<tr>
<td>San Francisco Bay Area</td>
<td>89</td>
<td>82</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>79</td>
<td>72</td>
</tr>
<tr>
<td>Orange/San Diego</td>
<td>89</td>
<td>80</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>83</td>
<td>70</td>
</tr>
</tbody>
</table>
DEVICES AND INTERNET USE

Californians have a variety of electronic devices and connect to the Internet more on some than others.

When it comes to various devices, nearly all Californians have a cell phone (93%), and more than six in 10 Californians have a desktop computer (65%) or a laptop computer or netbook (61%); far fewer have a game console (41%), a tablet computer such as an iPad (14%), or an electronic book reader (11%). While most Californians across demographic groups have a cell phone, ownership of the other devices differs among racial/ethnic groups, and varies across age groups and education and income levels.

Californians are more likely to own and access the Internet with desktop (56%) or laptop computers (55%) than with cell phones (40%). Far fewer own and connect to the Internet using a game console (14%), a tablet computer (11%), or an e-book reader (7%). Using a desktop to connect to the Internet is more common among whites (64%) and Asians (58%) than among blacks (49%) and Latinos (42%). The percentage of adults connecting via a desktop increases sharply with income and education. Use of a laptop to connect to the Internet is higher among Asians (65%), whites (62%), and blacks (57%) than among Latinos (38%). Again, the percentage using a laptop to access the Internet rises sharply with income and education. The percentage of adults using cell phones to connect to the Internet declines sharply with age, and increases sharply with education and income. Use of a cell phone to access the Internet is highest among blacks (57%), followed by whites (43%), Asians (41%), and Latinos (32%). Connecting to the Internet using a game console is done by one in four younger Californians, and one in five more affluent Californians. Ownership of a tablet computer or a e-book reader and using them to connect to the Internet is less likely among less affluent and less educated Californians.

<table>
<thead>
<tr>
<th>Percent saying yes and access the Internet using this device</th>
<th>Do you have a ___________? (and) Do you ever access the Internet or email using your ___________?</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Adults</td>
<td>Desktop computer 56% Laptop computer 55% Cell phone 40% Game console 14% Tablet Computer 11% Electronic book reader 7%</td>
</tr>
<tr>
<td>Age 18–34</td>
<td>53 65 57 26 9 8</td>
</tr>
<tr>
<td>Age 35–54</td>
<td>58 57 43 13 15 8</td>
</tr>
<tr>
<td>Age 55 and over</td>
<td>56 39 17 3 7 4</td>
</tr>
<tr>
<td>Household Income Under $40,000</td>
<td>40 40 32 10 6 3</td>
</tr>
<tr>
<td>Household Income $40,000 to under $80,000</td>
<td>69 61 41 16 9 6</td>
</tr>
<tr>
<td>Household Income $80,000 or more</td>
<td>73 81 60 21 24 15</td>
</tr>
<tr>
<td>Race/Ethnicity Asian</td>
<td>58 65 41 16 11 8</td>
</tr>
<tr>
<td>Race/Ethnicity Blacks</td>
<td>49 57 57 21 12 4</td>
</tr>
<tr>
<td>Race/Ethnicity Latinos</td>
<td>42 38 32 14 6 4</td>
</tr>
<tr>
<td>Race/Ethnicity Whites</td>
<td>64 62 43 13 14 9</td>
</tr>
<tr>
<td>Region Central Valley</td>
<td>50 52 37 14 8 8</td>
</tr>
<tr>
<td>Region San Francisco Bay Area</td>
<td>62 63 46 15 18 11</td>
</tr>
<tr>
<td>Region Los Angeles</td>
<td>50 51 41 13 9 4</td>
</tr>
<tr>
<td>Region Orange/San Diego</td>
<td>64 58 42 18 12 7</td>
</tr>
<tr>
<td>Region Inland Empire</td>
<td>57 50 39 12 8 4</td>
</tr>
<tr>
<td>Internet Users</td>
<td>67 65 48 17 13 8</td>
</tr>
</tbody>
</table>
SPECIFIC INTERNET ACTIVITIES

Californians go online to do a variety of activities, ranging from purchasing goods and services to working on their blogs, and are doing so at increasing rates. Half or more of Californians go online to get news on current events (66%, up 11 points from 2008), to make purchases (64%, up 12 points), to get health information (61%, up 11 points), to get community information (59%, up 12 points), to visit a government website (53%, similar to 2008), or to use social networking (52%, up 26 points).

Similar to overall Internet use, older, less-educated, and lower-income Californians, along with Latinos, are less likely than others to do all of these activities. Across regions, residents in the San Francisco Bay Area and Orange/San Diego Counties are generally more likely than those in other regions to do these activities. Californians with health insurance are much more likely than those without insurance to go online to get health or medical information (66% to 47%).

Cell phone users connecting to the Internet via those cell phone are doing many of these activities. One in four or more cell phone users go online to get news (28%), use social networking sites (28%), or get community information (25%) on their cell phones. Fewer cell phone users go online to get health information (18%), purchase goods and services (16%), or to visit a government website (12%).

<table>
<thead>
<tr>
<th>Percent saying yes</th>
<th>...to get news on current events?</th>
<th>...to purchase goods and services?</th>
<th>...to get health or medical information?</th>
<th>...to get information about your community?</th>
<th>...to visit a government website?</th>
<th>...to use a social networking site?</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Adults</td>
<td>66%</td>
<td>64%</td>
<td>61%</td>
<td>59%</td>
<td>53%</td>
<td>52%</td>
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<tr>
<td>Internet Users</td>
<td>79%</td>
<td>76%</td>
<td>73%</td>
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<td><strong>Age</strong></td>
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<tr>
<td>18–34</td>
<td>78%</td>
<td>69%</td>
<td>68%</td>
<td>68%</td>
<td>53%</td>
<td>71%</td>
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<td>35–54</td>
<td>65%</td>
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<td>57%</td>
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<td>55 and over</td>
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<td>53%</td>
<td>44%</td>
<td>48%</td>
<td>30%</td>
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<td><strong>Household Income</strong></td>
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<td>Under $40,000</td>
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<td>$80,000 or more</td>
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<td><strong>Race/Ethnicity</strong></td>
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<td>Asians</td>
<td>69%</td>
<td>72%</td>
<td>63%</td>
<td>56%</td>
<td>49%</td>
<td>60%</td>
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<td>Blacks</td>
<td>71%</td>
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<td>54%</td>
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<tr>
<td>Latinos</td>
<td>48%</td>
<td>40%</td>
<td>44%</td>
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<td>34%</td>
<td>42%</td>
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<tr>
<td>Whites</td>
<td>76%</td>
<td>78%</td>
<td>72%</td>
<td>71%</td>
<td>66%</td>
<td>56%</td>
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<td><strong>Region</strong></td>
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<tr>
<td>Central Valley</td>
<td>64%</td>
<td>62%</td>
<td>60%</td>
<td>57%</td>
<td>49%</td>
<td>52%</td>
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<tr>
<td>San Francisco Bay Area</td>
<td>71%</td>
<td>69%</td>
<td>66%</td>
<td>67%</td>
<td>59%</td>
<td>53%</td>
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<tr>
<td>Los Angeles</td>
<td>60%</td>
<td>59%</td>
<td>57%</td>
<td>54%</td>
<td>50%</td>
<td>52%</td>
</tr>
<tr>
<td>Orange/San Diego</td>
<td>73%</td>
<td>72%</td>
<td>69%</td>
<td>62%</td>
<td>59%</td>
<td>55%</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>65%</td>
<td>57%</td>
<td>54%</td>
<td>55%</td>
<td>47%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Cell phone users who do this activity on their cell phone:

- To get news on current events: 28%
- To purchase goods and services: 16%
- To get health information: 18%
- To get community information: 25%
- To visit a government website: 12%
- To use a social networking site: 28%
SPECIFIC INTERNET ACTIVITIES (CONTINUED)

Some Californians also go online to access government resources (51%, up 8 points from 2008), to look for job information (49%, same as 2008), for educational purposes, such as online training or taking a class (45%), to get real estate information (45%, up 5 points), to use Twitter (30%, up 12 points from 2009), and to work on their own blogs (15%, similar to 2009).

Once again, older, less-educated, and lower-income Californians, along with Latinos, are less likely than others to do most of these activities. Going online to use Twitter is done by nearly half of those aged 18–34 (48%), while only 12 percent of those 55 and older use Twitter. When it comes to accessing government resources online, whites (64%) and Asians (53%) are much more likely than blacks (39%) and Latinos (35%) to do most of these activities.

Relatively few Californians are using their cell phones to connect to the Internet for these activities. Seventeen percent of cell phone users connect to use Twitter, and 14 percent to look for job information (14%), while one in 10 or fewer are doing so to get real estate information (10%), for educational purposes (9%), to access government resources (9%), or to work on a blog (6%).

| “Please tell me if you ever use the Internet to do any of the following things. How about going online …” |
|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|
| Percent saying yes                             | ...to access government resources? | ...to look for information about a job? | ...for educational purposes? | ...to get housing or real estate information? | ...to use Twitter? | ...to work on your own blog? |
| All Adults                                      | 51%                              | 49%                              | 45%                              | 45%                              | 30%                              | 15%                              |
| Internet Users                                  | 61%                              | 59%                              | 54%                              | 53%                              | 36%                              | 18%                              |
| Age                                             |                                   |                                   |                                   |                                   |                                   |                                   |
| 18–34                                           | 57%                              | 75%                              | 60%                              | 49%                              | 48%                              | 25%                              |
| 35–54                                           | 53%                              | 50%                              | 46%                              | 50%                              | 28%                              | 13%                              |
| 55 and over                                     | 42%                              | 21%                              | 26%                              | 33%                              | 12%                              | 6%                               |
| Household Income                                |                                   |                                   |                                   |                                   |                                   |                                   |
| Under $40,000                                   | 35%                              | 48%                              | 36%                              | 33%                              | 28%                              | 13%                              |
| $40,000 to under $80,000                        | 64%                              | 55%                              | 51%                              | 52%                              | 33%                              | 16%                              |
| $80,000 or more                                 | 73%                              | 54%                              | 59%                              | 63%                              | 35%                              | 18%                              |
| Race/Ethnicity                                  |                                   |                                   |                                   |                                   |                                   |                                   |
| Asians                                          | 53%                              | 60%                              | 52%                              | 51%                              | 45%                              | 24%                              |
| Blacks                                          | 39%                              | 70%                              | 59%                              | 49%                              | 30%                              | 16%                              |
| Latinos                                         | 35%                              | 44%                              | 36%                              | 29%                              | 26%                              | 9%                               |
| Whites                                          | 64%                              | 47%                              | 46%                              | 52%                              | 29%                              | 15%                              |
| Region                                          |                                   |                                   |                                   |                                   |                                   |                                   |
| Central Valley                                  | 46%                              | 50%                              | 44%                              | 45%                              | 28%                              | 12%                              |
| San Francisco Bay Area                          | 58%                              | 53%                              | 51%                              | 46%                              | 34%                              | 17%                              |
| Los Angeles                                     | 49%                              | 46%                              | 45%                              | 40%                              | 29%                              | 17%                              |
| Orange/San Diego                                | 58%                              | 50%                              | 46%                              | 50%                              | 28%                              | 13%                              |
| Inland Empire                                   | 44%                              | 48%                              | 38%                              | 44%                              | 29%                              | 13%                              |
| Cell phone users who do this activity on their cell phone | 9%                               | 14%                              | 9%                               | 10%                              | 17%                              | 6%                               |
FREQUENCY OF INTERNET USAGE

Nearly seven in 10 Internet users in California access the Internet from home at least once a day (19%) or several times a day (49%). Fewer than half of Internet users (45%) access the Internet about once a day (8%) or several times a day (37%) from work, while about one in four (23%) access the Internet from someplace other than work or home (6% about once a day, 17% several times a day). Frequent use (at least once a day) of the Internet at home has been similar since we began asking this question in 2008 (66% 2008, 65% 2009, 68% today). The frequency of Internet use from work has declined slightly since 2008 (52% 2008, 50% 2009, 45% today), while use from someplace other than home or work has increased somewhat (14% 2008, 15% 2009, 23% today).

Use of the Internet from home at least once a day is highest among Internet users in the San Francisco Bay Area (75%), followed by those in Orange/San Diego Counties (70%), Los Angeles (66%), Inland Empire (64%), and the Central Valley (63%). Younger and more affluent residents are more frequent home Internet users than others. Across regions, residents of the San Francisco Bay Area (55%) are the most likely to use the Internet at work on a daily basis. Internet users aged 35 to 54 (57%) are much more frequent users than younger (43%) or older (29%) Internet users to go online at work daily. Internet use from someplace other than home or work is highest in the San Francisco Bay Area (31%) and Los Angeles (28%) followed by Orange/San Diego Counties (24%), the Central Valley (19%), and the Inland Empire (15%). Frequent use away home or work declines with age and is higher among upper-income residents. Latino Internet users are the least frequent Internet users across racial/ethnic groups, regardless of location.

California Internet users and those nationwide use the Internet at similar rates at home or work according to a November 2010 survey by the Pew Internet & American Life Project.

<table>
<thead>
<tr>
<th>Internet users only</th>
<th>...home?</th>
<th>...work?</th>
<th>...some place other than home or work?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several times a day</td>
<td>49%</td>
<td>37%</td>
<td>17%</td>
</tr>
<tr>
<td>About once a day</td>
<td>19</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>3–5 days a week</td>
<td>10</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>1–2 days a week</td>
<td>11</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Every few weeks</td>
<td>3</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Less often</td>
<td>2</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>Never</td>
<td>4</td>
<td>44*</td>
<td>42</td>
</tr>
</tbody>
</table>

*Includes 12 percent of Internet users who volunteer that they do not work or are retired.

INTERNET CONNECTION AT HOME

Seven in 10 California adults have a broadband Internet connection at home, including half who have either a DSL connection (25%) or a cable modem (25%); 16 percent use a direct wireless connection such as via satellite. The remainder of broadband users connect via a fiber optic or T-1 connection (5%) or some other type of broadband connection. Four percent of Californians have Internet access via a dial-up telephone line, while 21 percent do not have Internet or a computer at home. Broadband access at home had increased each year since 2008, but this year we find results similar to last year (55% 2008, 62% 2009, 70% 2010, 72% today).

Use of a DSL connection is highest in Los Angeles (29%), while cable modem use is highest in the San Francisco Bay Area (35%). Inland Empire residents (15%) are at least three times more likely than
INTERNET CONNECTION AT HOME (CONTINUED)

Residents elsewhere to report having a fiber optic or T-1 connection. Lack of Internet access of any kind is highest in the Inland Empire and Los Angeles (25% each).

As reported earlier, Latinos are the most likely racial/ethnic group to lack a computer or Internet access in the home. Absence of a home connection varies greatly across education groups (39% high school or less, 11% some college, 4% college graduate) and annual income levels (35% $40,000 or less, 10% $40,000 to under $80,000, 3% $80,000 or more).

“What kind of Internet connection do you have at home? Do you use a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, a fiber optic connection such as FIOS, or a T-1?”

<table>
<thead>
<tr>
<th>All adults</th>
<th>Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $40,000</td>
<td>$40,000 to under $80,000</td>
</tr>
<tr>
<td>DSL-enabled phone line</td>
<td>25%</td>
</tr>
<tr>
<td>Cable modem</td>
<td>25</td>
</tr>
<tr>
<td>Wireless connection</td>
<td>16</td>
</tr>
<tr>
<td>Fiber optic or T-1</td>
<td>5</td>
</tr>
<tr>
<td>Dial-up telephone line</td>
<td>4</td>
</tr>
<tr>
<td>No Internet/computer at home</td>
<td>21</td>
</tr>
<tr>
<td>No home access, connect via cell phone or tablet computer (volunteered)</td>
<td>1</td>
</tr>
<tr>
<td>Unspecified broadband connection</td>
<td>1</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
</tr>
</tbody>
</table>

Nearly all broadband users in California have had this high-speed access for more than one year (50% 1 to 5 years, 38% 5 to 10 years, 7% 11 years or longer). Two percent of Californians with broadband access have had the service for less than a year. Latinos (64%) are more likely than Asians (45%) and whites (44%) to have been a broadband user between one and five years, while the opposite is true for being a broadband user for six years or longer (52% whites, 51% Asians, and 29% Latinos). (In the analyses of subgroups such as broadband users, the sample sizes for blacks are too small for separate analysis.) Broadband users aged 18 to 34 (59%), those with a high school diploma or less (66%), and those making $40,000 or less (63%) are more likely than older, more educated, and more affluent broadband users to have had a high-speed connection between one and five years.

“About how many years have you been using a high-speed broadband connection to connect to the Internet at home?”

<table>
<thead>
<tr>
<th>Broadband users only</th>
<th>All Broadband Users</th>
<th>Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $40,000</td>
<td>$40,000 to under $80,000</td>
<td>$80,000 or more</td>
</tr>
<tr>
<td>Asians</td>
<td>Latinos</td>
<td>Whites</td>
</tr>
<tr>
<td>Less than 1 year</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>1 to 5 years</td>
<td>50</td>
<td>60</td>
</tr>
<tr>
<td>6 or more years</td>
<td>45</td>
<td>34</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Among non-Internet and non-broadband users, 58 percent say that high-speed broadband Internet access is available to them in their neighborhood, while 21 percent say it is not and 21 percent are unsure. In 2009, 66 percent said that broadband was available and 18 percent said it was not.
MOBILE DEVICES

Among Californians with cell phones, 39 percent report that their phone is a smartphone, which offers advanced features and connectivity; 49 percent say their phone is not a smartphone, and 12 percent are not sure. Similarly, 41 percent say they pay for a data plan for their cell phone, while 55 percent do not. The share of Californians with a smartphone rises sharply with household income (29% under $40,000, 42% $40,000–$80,000, 57% $80,000 or more). Those in the upper-income group are also much more likely to pay for a data plan. The percentage with a smartphone or data plan increases with education level and declines with age. Among those who have a broadband connection at home, 46 percent also have a smartphone and 49 percent pay for a data plan.

“Some phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?”

<table>
<thead>
<tr>
<th>Cell phone users only</th>
<th>All Cell Phone Users</th>
<th>Household Income</th>
<th>Broadband Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Under $40,000</td>
<td>$40,000 to $80,000</td>
</tr>
<tr>
<td>Yes, it is a smartphone</td>
<td>39%</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>No, it is not a smartphone</td>
<td>49</td>
<td>53</td>
<td>49</td>
</tr>
<tr>
<td>Not sure</td>
<td>12</td>
<td>17</td>
<td>9</td>
</tr>
</tbody>
</table>

Among cell phone users, most (74%) use it to send or receive text messages. Far fewer use their cell phones to send or receive email messages (42%), download software apps (33%), or make charitable donations (10%). The share of cell phone users who text has risen 16 points since 2008 (58% to 74% today), and the share who email via cell phone is also up 16 points (26% to 42% today). In Pew surveys, the national share of cell phone users doing each of these activities is similar (74% text, 38% email, 29% download apps, 10% make donations).

“Do you ever use your cell phone to…”

<table>
<thead>
<tr>
<th>Cell phone users only</th>
<th>...send or receive text messages?</th>
<th>...send or receive email messages?</th>
<th>...to download a software application?</th>
<th>...to make a charitable donation by text message?</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Cell Phone Users</td>
<td>74%</td>
<td>42%</td>
<td>33%</td>
<td>10%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18–34</td>
<td>91</td>
<td>55</td>
<td>50</td>
<td>13</td>
</tr>
<tr>
<td>35–54</td>
<td>80</td>
<td>46</td>
<td>33</td>
<td>11</td>
</tr>
<tr>
<td>55 and older</td>
<td>44</td>
<td>20</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Household Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under $40,000</td>
<td>70</td>
<td>34</td>
<td>26</td>
<td>9</td>
</tr>
<tr>
<td>$40,000 to $80,000</td>
<td>77</td>
<td>43</td>
<td>35</td>
<td>13</td>
</tr>
<tr>
<td>$80,000 or more</td>
<td>81</td>
<td>58</td>
<td>47</td>
<td>13</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asians</td>
<td>68</td>
<td>46</td>
<td>40</td>
<td>10</td>
</tr>
<tr>
<td>Latinos</td>
<td>73</td>
<td>34</td>
<td>25</td>
<td>10</td>
</tr>
<tr>
<td>Whites</td>
<td>75</td>
<td>44</td>
<td>34</td>
<td>10</td>
</tr>
<tr>
<td>Region</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Valley</td>
<td>70</td>
<td>37</td>
<td>33</td>
<td>9</td>
</tr>
<tr>
<td>San Francisco Bay Area</td>
<td>74</td>
<td>45</td>
<td>38</td>
<td>11</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>74</td>
<td>45</td>
<td>33</td>
<td>12</td>
</tr>
<tr>
<td>Orange/San Diego</td>
<td>76</td>
<td>42</td>
<td>30</td>
<td>11</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>75</td>
<td>38</td>
<td>33</td>
<td>10</td>
</tr>
</tbody>
</table>
MOBILE DEVICES (CONTINUED)

Younger Californians (aged 18–34) are most likely to report doing each of these activities on their cell phone. Latinos are less likely than Asians and whites to use their cell phones for email or to download apps, but they are as likely as others to text or make charitable donations. The percentage using a cell phone to text, email, or to download apps rises with income. Among Californians who download apps, 52 percent say they pay for apps, while 47 percent mostly use free apps. The percentage paying for apps rises as income and education levels rise.

Among Californians who use cell phones to access the Internet, 25 percent say that when they use the Internet, they do so mostly on their cell phones, while 62 percent do so mostly on some other device such as a desktop or laptop computer. Twelve percent volunteer that they use a cell phone or other device to access the Internet about equally. Thirty-six percent of those with household incomes of less than $40,000 mostly use their cell phones to access the Internet; 29 percent of middle-income residents and just 13 percent of upper-income residents do so. Similar trends emerge across education groups. Across racial/ethnic groups, Latinos are twice as likely as whites (40% to 21%) to say they mostly use their cell phone to access the Internet. Two in three whites mostly use other devices compared to 44 percent of Latinos.

<table>
<thead>
<tr>
<th>“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?”</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cell phone Internet users only</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Mostly on cell phone</td>
</tr>
<tr>
<td>Mostly on something else</td>
</tr>
<tr>
<td>Equally (volunteered)</td>
</tr>
<tr>
<td>Depends (volunteered)/Don’t know</td>
</tr>
</tbody>
</table>

Among those who access the Internet via their cell phones, 59 percent do so several times a day and another 13 percent do so about once a day. Since June 2009, there has been a sharp rise in the share accessing the Internet through a cell phone several times per day (from 30% to 59%). In June 2009, 35 percent accessed the Internet via cell phone every few weeks, less often, or never, compared to only 9 percent today. Those aged 18 to 34 are nearly three times as likely as those aged 55 and older to access the Internet via cell phone several times per day.

<table>
<thead>
<tr>
<th>“About how often do you access the Internet using your cell phone?”</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cell phone Internet users only</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Several times a day</td>
</tr>
<tr>
<td>About once a day</td>
</tr>
<tr>
<td>3–5 days a week</td>
</tr>
<tr>
<td>1–2 days a week</td>
</tr>
<tr>
<td>Every few weeks</td>
</tr>
<tr>
<td>Less often</td>
</tr>
<tr>
<td>Never</td>
</tr>
</tbody>
</table>
**LAPTOP USE**

Among those who access the Internet via laptops or netbooks, 85 percent use WiFi or other wireless connection to do so. In the Pew November 2010 survey, a similar 88 percent of laptop Internet users nationwide used WiFi to connect to the Internet. Across regions and demographic groups, at least 80 percent of laptop Internet users access the Internet wirelessly. Fewer laptop Internet users access the Internet with mobile wireless broadband, such as an aircard. Just 23 percent overall and fewer than three in 10 across regions and demographic groups access the Internet this way. In Pew’s survey, 27 percent of laptop Internet users accessed the Internet using mobile wireless broadband.

<table>
<thead>
<tr>
<th>Laptop Internet users only</th>
<th>All Laptop Internet Users</th>
<th>Age</th>
<th>Race/Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>...WiFi or a wireless connection to access the Internet?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>85%</td>
<td>90%</td>
<td>83%</td>
</tr>
<tr>
<td>No</td>
<td>15</td>
<td>10</td>
<td>17</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>...mobile wireless broadband, such as an aircard, to access the Internet?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>23</td>
<td>20</td>
<td>26</td>
</tr>
<tr>
<td>No</td>
<td>72</td>
<td>78</td>
<td>67</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

Among Californians who use their laptops to access the Internet wirelessly (through WiFi or mobile wireless broadband), 86 percent do so at home, while 39 percent do so at work. A majority—55 percent—do so at some place other than home or work. More than eight in 10 across regions and demographic groups use their laptop wirelessly at home. When it comes to using their laptop wirelessly at work, those aged 35 to 54 (45%) are more likely than others to do this. The percentage doing this at work rises with income and education levels and is somewhat higher among whites than Latinos. At least half across most demographic groups use their laptops to access the Internet wirelessly outside of home and work, the exception being Latinos (46%) and those with a high school education or less (42%).

<table>
<thead>
<tr>
<th>Wireless laptop users only</th>
<th>Percent saying yes</th>
<th>...home?</th>
<th>...work?</th>
<th>...someplace other than home or work?</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Wireless Laptop Users</td>
<td></td>
<td>86%</td>
<td>39%</td>
<td>55%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18–34</td>
<td></td>
<td>84</td>
<td>39</td>
<td>57</td>
</tr>
<tr>
<td>35–54</td>
<td></td>
<td>89</td>
<td>45</td>
<td>53</td>
</tr>
<tr>
<td>55 and over</td>
<td></td>
<td>85</td>
<td>27</td>
<td>52</td>
</tr>
<tr>
<td>Household Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under $40,000</td>
<td></td>
<td>84</td>
<td>26</td>
<td>53</td>
</tr>
<tr>
<td>$40,000 to under $80,000</td>
<td></td>
<td>87</td>
<td>39</td>
<td>50</td>
</tr>
<tr>
<td>$80,000 or more</td>
<td></td>
<td>89</td>
<td>51</td>
<td>59</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latinos</td>
<td></td>
<td>82</td>
<td>31</td>
<td>46</td>
</tr>
<tr>
<td>Whites</td>
<td></td>
<td>87</td>
<td>40</td>
<td>57</td>
</tr>
<tr>
<td>Region</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Valley</td>
<td></td>
<td>82</td>
<td>32</td>
<td>52</td>
</tr>
<tr>
<td>San Francisco Bay Area</td>
<td></td>
<td>86</td>
<td>49</td>
<td>61</td>
</tr>
<tr>
<td>Los Angeles</td>
<td></td>
<td>88</td>
<td>39</td>
<td>56</td>
</tr>
<tr>
<td>Orange/San Diego Inland Empire</td>
<td></td>
<td>85</td>
<td>37</td>
<td>52</td>
</tr>
</tbody>
</table>
WORK-RELATED ACTIVITIES AWAY FROM WORK

Among all cell phone users, 32 percent use their cell phone for work-related activities away from work, while 59 percent do not. There are some differences across the state’s regions and demographic groups in work habits outside the workplace. In the San Francisco Bay Area—home of the Silicon Valley—41 percent of cell phone users use their phone for work outside of the office. By comparison, 34 percent in the Inland Empire, 33 percent in Orange/San Diego Counties, 31 percent in Los Angeles, and 24 percent in the Central Valley do so. Across racial/ethnic groups, Asians (40%) are the most likely to use their cell phones for work, compared to three in 10 whites (32%) and Latinos (30%). The percentage using their cell phone to do work-related activities away from a work location increases with education level (23% high school or less, 35% some college, 43% college graduates) and income level (26% under $40,000, 32% $40,000 to $80,000, 47% $80,000 or more). Men are much more likely than women (39% to 26%) to do work on their cell phones; parents of children 18 or younger are more likely to do so than other groups (40% to 27%).

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

<table>
<thead>
<tr>
<th>Cell phone users only</th>
<th>All Cell Phone Users</th>
<th>Education</th>
<th>Broadband Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>High school or less</td>
<td>Some college</td>
</tr>
<tr>
<td>Yes, do this</td>
<td>32%</td>
<td>23%</td>
<td>35%</td>
</tr>
<tr>
<td>No, do not do this</td>
<td>59%</td>
<td>69%</td>
<td>54%</td>
</tr>
<tr>
<td>Don’t work/retired (volunteered)</td>
<td>9%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

Among wireless laptop users, 43 percent use this technology to do work-related activities when they are away from the workplace. Again, San Francisco Bay Area residents (53%) are the most likely to do so followed by those in the Other Southern California region (which includes Orange/San Diego Counties and the Inland Empire: 45%), Los Angeles (42%), and the Central Valley (37%). Across racial/ethnic groups, Asians (48%) and whites (45%) are more likely than Latinos (32%) to do work-related activities on their laptop away from the workplace. The percentage doing so increases with education level (31% high school or less, 43% some college, 52% college graduates) and income level (31% under $40,000, 42% $40,000 to $80,000, 56% $80,000 or more). Men are more likely than women to do work on their laptops with a wireless connection away from the office (50% to 37%). Across age groups, those age 35 to 54 are more likely than others to work this way (43% 18–34, 50% 35–54, 31% 55 and older).

“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?”

<table>
<thead>
<tr>
<th>Wireless laptop users only</th>
<th>All Wireless Laptop Users</th>
<th>Education</th>
<th>Broadband Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>High school or less</td>
<td>Some college</td>
</tr>
<tr>
<td>Yes</td>
<td>43%</td>
<td>31%</td>
<td>43%</td>
</tr>
<tr>
<td>No</td>
<td>49%</td>
<td>63%</td>
<td>45%</td>
</tr>
<tr>
<td>Don’t work/retired (volunteered)</td>
<td>8%</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>–</td>
<td>1%</td>
<td>–</td>
</tr>
</tbody>
</table>
NON-INTERNET USERS

Currently, 16 percent of Californians do not use the Internet, down from 24 percent in 2009. Of non-Internet users, 86 percent have never used the Internet or email, while 14 percent were Internet users previously.

Of non-Internet users, an overwhelming majority (79%) are not interested in using the Internet. Overwhelming majorities among age groups (77% age 18–54, 84% age 55 and older) and eight in 10 Latino non-Internet users say they are not interested in using the Internet or email. A majority (67%) would need help in starting to use the Internet, while 15 percent say they know enough on their own to begin using and 15 percent volunteer they do not want to use the Internet.

“Would you like to start using the Internet or email (again), or isn’t that something you’re interested in?”

<table>
<thead>
<tr>
<th>Non-Internet users only</th>
<th>All Non-Internet Users</th>
<th>Age</th>
<th>Latinos</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>18–54</td>
<td>55 and older</td>
</tr>
<tr>
<td>Yes, interested</td>
<td>19%</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>No, not interested</td>
<td>79</td>
<td>77</td>
<td>84</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

When asked about the main reason for not using the Internet, 17 percent say they are not interested (down 13 points since 2009), 16 percent report not having a computer (similar to 2009), 12 percent say they don’t know how to use it, and 11 percent mention cost (down 4 points since 2009). Other reasons given include: it’s a waste of time, it’s frustrating, too old to learn, not having access or the time, and concern over computer viruses. Those under 55 years old are somewhat more likely than older residents (19% to 11%) to mention not having a computer as the main reason. One in five Latinos cite not having a computer (21%) and one in five cite lack of interest (21%) as the main reason for not using the Internet.

“And, what is the main reason you don’t use the Internet or email?”

<table>
<thead>
<tr>
<th>Non-Internet users only</th>
<th>All Non-Internet Users</th>
<th>Age</th>
<th>Latinos</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>18–54</td>
<td>55 and older</td>
</tr>
<tr>
<td>Not interested</td>
<td>17%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Don’t have a computer</td>
<td>16</td>
<td>19</td>
<td>11</td>
</tr>
<tr>
<td>Just don’t know</td>
<td>12</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Cost/too expensive</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>It’s a waste of time/don’t need it</td>
<td>9</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>It’s too difficult/frustrating</td>
<td>8</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Don’t have access</td>
<td>6</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Just don’t have the time</td>
<td>5</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Too old to learn</td>
<td>4</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Physically unable</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Worried about computer viruses/spyware/adware/spam</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2</td>
<td>4</td>
<td>–</td>
</tr>
</tbody>
</table>
PERCEPTIONS AND ATTITUDES

KEY FINDINGS

- Half or more cell phone users or laptop Internet users say staying in touch with others and having easy access to information online are very important; about a third say it is very important to be able to do work-related activities. *(page 19)*

- A plurality of Californians (41%) think the government is doing just enough to improve the access and availability of high-speed broadband, and one in five say expanding affordable broadband access should be a top priority for the federal government. Two in three say high-speed broadband should be viewed as a public utility, not as a luxury. *(page 20)*

- Most Californians and public school parents say it is very important for California’s K–12 public schools to teach students computer and Internet skills. Nearly two in three parents report visiting the website of their child’s school, while nearly one in three report receiving their child’s homework assignments via the Internet or email. *(page 21)*

- Most Californians think people without high-speed broadband Internet access are at a major disadvantage when it comes to finding information about job opportunities or health information. *(page 22)*
**IMPORTANCE OF LAPTOP AND CELL PHONE COMMUNICATION**

For Californians who have cell phones or use the Internet on their laptop, over half find staying in touch easily with other people (59%) and having easy access to information online (52%) to be very important when staying connected outside of home or work. Far fewer consider being able to do work-related activities (35%) and sharing or posting content online (13%) very important. Findings were similar in June 2009, with 55 percent saying staying in touch, 52 percent saying having easy access to information online, and 13 percent saying sharing or posting content online were very important while staying connected outside home or work. This is the first time we have asked about the importance of being able to do work-related activities.

Older residents (age 55 and over) are less likely than younger Californians (age 18 to 34) to find all four items asked in the survey to be very important. The two groups differ most over having easy access to information online (28 point difference) and differ least in their opinion of sharing or posting content online (9 point difference). Residents earning less than $40,000 are slightly more likely than those with higher incomes to find staying in touch easily to be very important. Those earning $80,000 or more place greater importance on easy access to information online (60%) and being able to do work-related activities (45%) than do those with lower incomes. Whites (56%) are slightly less likely than Latinos (62%) and Asians (65%) to say staying in touch easily is very important. About six in 10 across regions say staying in touch easily is very important when connecting outside of home or work.

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

<table>
<thead>
<tr>
<th>Cell phone users or laptop Internet users only</th>
<th>...staying in touch easily with other people?</th>
<th>...having easy access to information online?</th>
<th>...being able to do work-related activities?</th>
<th>...sharing or posting content online?</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Cell Phone Users or Laptop Internet Users</td>
<td>59%</td>
<td>52%</td>
<td>35%</td>
<td>13%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18–34</td>
<td>68</td>
<td>62</td>
<td>38</td>
<td>18</td>
</tr>
<tr>
<td>35–54</td>
<td>61</td>
<td>55</td>
<td>43</td>
<td>13</td>
</tr>
<tr>
<td>55 and over</td>
<td>46</td>
<td>34</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>Household Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under $40,000</td>
<td>64</td>
<td>48</td>
<td>30</td>
<td>14</td>
</tr>
<tr>
<td>$40,000 to under $80,000</td>
<td>55</td>
<td>53</td>
<td>33</td>
<td>14</td>
</tr>
<tr>
<td>$80,000 or more</td>
<td>58</td>
<td>60</td>
<td>45</td>
<td>12</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asians</td>
<td>65</td>
<td>48</td>
<td>39</td>
<td>16</td>
</tr>
<tr>
<td>Latinos</td>
<td>62</td>
<td>53</td>
<td>35</td>
<td>16</td>
</tr>
<tr>
<td>Whites</td>
<td>56</td>
<td>52</td>
<td>31</td>
<td>10</td>
</tr>
<tr>
<td>Region</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Valley</td>
<td>58</td>
<td>51</td>
<td>32</td>
<td>8</td>
</tr>
<tr>
<td>San Francisco Bay Area</td>
<td>62</td>
<td>58</td>
<td>38</td>
<td>19</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>63</td>
<td>49</td>
<td>36</td>
<td>14</td>
</tr>
<tr>
<td>Orange/San Diego</td>
<td>57</td>
<td>53</td>
<td>32</td>
<td>12</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>59</td>
<td>48</td>
<td>37</td>
<td>14</td>
</tr>
</tbody>
</table>
ROLE OF GOVERNMENT IN ACCESS AND ADOPTION

A majority of adults (56%) say that expanding high-speed broadband Internet access to everyone in the country should be a priority for the federal government: 19 percent say it should be a top priority and 37 percent call it an important but lower priority. Twenty-three percent say it’s not too important and 16 percent say it should not be done. Findings among broadband users are similar to those for all adults. According to a May 2010 Pew survey, fewer adults nationwide consider broadband expansion a priority (11% top priority, 30% important but low, 27% not too important, 26% should not be done).

Democrats and independents (60% each) are far more likely than Republicans (38%) to say that providing affordable high-speed Internet should be a federal government priority. Across regions and demographic groups at least half agree. Whites, older residents, those without children, renters, and those who have lived at their current residence for five years or more are less likely than others to believe that expanding affordable high-speed Internet access is a federal government priority.

When asked whether they view high-speed Internet as a public utility to which everyone should have access or a luxury to which some people may not be able to access, solid majorities (66% adults, 61% likely voters, 68% broadband users) say broadband should be viewed as a public utility. Democrats (73%) and independents (69%) are far more likely than Republicans (42%) to hold this view. At least six in 10 across racial/ethnic groups say it should be a public utility, with Latinos (75%) especially likely to hold this view.

Californians continue to be divided about the government’s role in improving the access and availability of high-speed broadband Internet technology. About four in 10 adults (41%) believe that the government is doing just enough, 27 percent say not enough, 15 percent say more than enough, and about one in five (17%) are unsure. Findings are similar among broadband users and likely voters. Since this question was asked in 2008, about four in 10 have said the government was doing just enough.
INFORMATION TECHNOLOGY AND EDUCATION

An overwhelming majority of adults say it is very important (76%) or somewhat important (18%) for K–12 public schools to teach students computer and Internet skills. Across political parties, demographic groups, and regions, more than six in 10 think teaching computer and Internet skills is very important. Ninety percent of blacks think it is very important, followed by Latinos (78%), whites (77%), and Asians (63%). Among public school parents, 79 percent consider this issue very important.

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

<table>
<thead>
<tr>
<th></th>
<th>All Adults</th>
<th>Education</th>
<th>Broadband Users</th>
<th>Public school parents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>High school or less</td>
<td>Some college</td>
<td>College graduate</td>
</tr>
<tr>
<td>Very important</td>
<td>76%</td>
<td>75%</td>
<td>74%</td>
<td>79%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>18%</td>
<td>18%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Not too important</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
<td>1%</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

Parents of children 18 or younger use the Internet to communicate about their child’s education. Sixty-three percent of these parents report visiting their child’s school website often or sometimes (61% in 2009, 56% in 2008). Findings among public school parents are similar. Half of Latino parents say they visit their child’s school website, a slight 5-point increase from 2009. Still, white parents are far more likely (76%) than Latino parents (50%) to do so. The differences are much greater between income groups—parents earning $80,000 or more (89%) are twice as likely as parents earning under $40,000 (44%) to visit their child’s school website. Among those who do not visit their child’s school website, 63 percent say the school does have a website as far as they know.

Thirty-two percent of parents say they receive their child’s homework assignments via the Internet or email (34% in 2009, 28% in 2008). Again, white parents (41%) are much more likely than Latino parents (23%) to use the Internet or email for this purpose. The disparity is great between income groups: parents earning $80,000 or more (50%) are nearly three times as likely as parents earning $40,000 or less (18%) to use the Internet or email to obtain their child’s homework. Among those who do not receive their child’s assignments via the Internet or email, 71 percent say their child’s teachers do not send assignments this way as far as they know.

Do you ever ...

<table>
<thead>
<tr>
<th>Parents of children 18 or younger only</th>
<th>Parents</th>
<th>Household Income</th>
<th>Race/Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Under $40,000</td>
<td>$40,000 to $80,000</td>
</tr>
<tr>
<td>...visit the website of your child's school?</td>
<td>Yes, often</td>
<td>31%</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>Yes, sometimes</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>36%</td>
<td>56%</td>
</tr>
<tr>
<td></td>
<td>Don't know</td>
<td>–</td>
<td>1</td>
</tr>
<tr>
<td>...receive your child's homework assignments via the Internet or email?</td>
<td>Yes, often</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Yes, sometimes</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>65%</td>
<td>79%</td>
</tr>
<tr>
<td></td>
<td>Don't know</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>
DISADVANTAGES OF NOT HAVING BROADBAND

When it comes to finding information about job opportunities or gaining new career skills, 82 percent of Californians think non-broadband users are at a major (62%) or minor (20%) disadvantage. In an April 2010 Pew survey adults nationwide were much less likely to hold this view (43% major, 23% minor). Across racial/ethnic groups, blacks (71%) and Latinos (68%) are more likely to say non-broadband users are at a major disadvantage, followed by Asians (62%) and whites (57%). Younger Californians (70%) are far more likely than older Californians (49%) to hold this view. Seventy percent of Democrats, 60 percent of independents, and 47 percent of Republicans hold this view when it comes to job opportunities. When it comes to getting health information, Californians are far more likely than adults nationwide to think non-broadband users are at a disadvantage (80% to 62%). Latinos (64%) and blacks (59%) are more likely than Asians (47%) and whites (42%) to think there is a major disadvantage. Democrats (55%) are more likely than independents (42%) and Republicans (34%) to think there is a major disadvantage when it comes to getting health information online.

“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…”

<table>
<thead>
<tr>
<th></th>
<th>All Adults</th>
<th>Race/Ethnicity</th>
<th>Broadband User</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Asians</td>
<td>Blacks</td>
</tr>
<tr>
<td>...finding information about</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>job opportunities or gaining</td>
<td>62%</td>
<td>62%</td>
<td>71%</td>
</tr>
<tr>
<td>new career skills?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major disadvantage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minor disadvantage</td>
<td>20%</td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>Not at disadvantage</td>
<td>14%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>4%</td>
<td>2%</td>
<td>–</td>
</tr>
<tr>
<td>...getting health</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>information?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major disadvantage</td>
<td>50%</td>
<td>47%</td>
<td>59%</td>
</tr>
<tr>
<td>Minor disadvantage</td>
<td>30%</td>
<td>34%</td>
<td>27%</td>
</tr>
<tr>
<td>Not at disadvantage</td>
<td>17%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Three in four Californians think non-broadband users are at a major (42%) or minor (35%) disadvantage when it comes to using online government services, compared to 56 percent nationwide in Pew’s survey. Seventy-four percent of Californians think non-broadband users are at a major (38%) or minor (36%) disadvantage when it comes to keeping up with news online, but far fewer adults nationwide (50%) in the Pew survey think non-broadband users are at a disadvantage.

“How about…”

<table>
<thead>
<tr>
<th></th>
<th>All Adults</th>
<th>Race/Ethnicity</th>
<th>Broadband User</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Asians</td>
<td>Blacks</td>
</tr>
<tr>
<td>...using government</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>services?</td>
<td>42%</td>
<td>38%</td>
<td>54%</td>
</tr>
<tr>
<td>Major disadvantage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minor disadvantage</td>
<td>35%</td>
<td>43%</td>
<td>29%</td>
</tr>
<tr>
<td>Not at disadvantage</td>
<td>17%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>...keeping up with news and</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>information?</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Major disadvantage</td>
<td>38%</td>
<td>37%</td>
<td>50%</td>
</tr>
<tr>
<td>Minor disadvantage</td>
<td>36%</td>
<td>40%</td>
<td>28%</td>
</tr>
<tr>
<td>Not at disadvantage</td>
<td>23%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
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The PPIC Statewide Survey is directed by Mark Baldassare, president and CEO and survey director at the Public Policy Institute of California, with assistance from Dean Bonner, project manager for this survey, survey research associates Sonja Petek and Jui Shrestha, and survey intern Elisa Baeza. This survey was conducted with funding from the California Emerging Technology Fund (CETF) and ZeroDivide as part of a multi-year project on public opinion and information technology issues. We benefited from discussions with the CETF leadership and other experts and from consultation with researchers at the Pew Internet & American Life Project; however, the methods, questions, and content of this report were determined solely by Mark Baldassare and the survey team.

Findings in this report are based on a survey of 2,502 California adult residents, including 2,001 interviewed on landline telephones and 501 interviewed on cell phones. Live interviewing took place on weekday nights and weekend days from June 1–14, 2011. Interviews took an average of 18 minutes to complete.

Landline interviews were conducted using a computer-generated random sample of telephone numbers that ensured that both listed and unlisted numbers were called. All landline telephone exchanges in California were eligible for selection and the sample telephone numbers were called as many as six times to increase the likelihood of reaching eligible households. Once a household was reached, an adult respondent (age 18 or older) was randomly chosen for interviewing using the “last birthday method” to avoid biases in age and gender.

Cell phone interviews were included in this survey to account for the growing number of Californians who use them. These interviews were conducted using a computer-generated random sample of cell phone numbers. All cell phone numbers with California area codes were eligible for selection and the sample telephone numbers were called as many as eight times to increase the likelihood of reaching an eligible respondent. Once a cell phone user was reached, it was verified that this person was age 18 or older, a resident of California, and in a safe place to continue the survey (e.g., not driving). Cell phone respondents were offered a small reimbursement to help defray the potential cost of the call. Cell phone interviews were conducted with adults who have cell phone service only and with those who have both cell phone and landline service in the household.

Landline and cell phone interviewing was conducted in English, Spanish, Chinese (Mandarin or Cantonese), Vietnamese, and Korean, according to respondents’ preferences. We chose these languages because Spanish is the dominant language among non-English-speaking adults in California, followed in prevalence by the three Asian languages. Accent on Languages, Inc. translated the survey into Spanish, with assistance from Renatta DeFever. Abt SRBI Inc. translated the survey into Chinese, Vietnamese, and Korean, and conducted all telephone interviewing.

With assistance from Abt SRBI we used recent data from the U.S. Census Bureau’s 2006–2008 American Community Survey (ACS) for California to compare certain demographic characteristics of the survey sample—region, age, gender, race/ethnicity, and education—with the characteristics of California’s adult population. The survey sample was comparable to the ACS figures. Abt SRBI used data from the 2008 National Health Interview Survey and data from the 2006–2008 ACS for California, both to estimate landline and cell phone service in California and to compare the data against landline and cell phone service reported in this survey. We also used voter registration data from the California Secretary

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1 This research was made possible by a grant from the Community Partnership Committee through its Applied Research Initiative on access to telecommunications services in California’s underserved communities, with support from ZeroDivide. The Community Partnership Committee was formed by eight coalitions of 134 community-based organizations and SBC (now AT&T), to serve underserved communities throughout California after the SBC/Pacific Telesis merger in 1997.
of State to compare the party registration of registered voters in our sample to party registration in the state. The landline and cell phone samples were then integrated using a frame integration weight, while sample balancing adjusts for any differences across regional, age, gender, race/ethnicity, education, telephone service, and party registration groups.

The sampling error, taking design effects from weighting into consideration, is ±2.8 percent at the 95 percent confidence level for the total sample of 2,502 adults. This means that 95 times out of 100, the results will be within 2.8 percentage points of what they would be if all adults in California were interviewed. The sampling error for subgroups is larger: For the 1,609 registered voters, it is ±3.1 percent; for the 1,132 likely voters, it is ±3.6 percent; for the 2,099 Internet users, it is ±3 percent; and for the 1,793 users of broadband at home, it is 3.3%. Sampling error is only one type of error to which surveys are subject. Results may also be affected by factors such as question wording, question order, and survey timing.

Throughout the report, we refer to five geographic regions that account for approximately 90 percent of the state’s population. “Central Valley” includes Butte, Colusa, El Dorado, Fresno, Glenn, Kern, Kings, Madera, Merced, Placer, Sacramento, San Joaquin, Shasta, Stanislaus, Sutter, Tehama, Tulare, Yolo, and Yuba Counties. “San Francisco Bay Area” includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma Counties. “Los Angeles” refers to Los Angeles County, “Inland Empire” refers to Riverside and San Bernardino Counties, and “Orange/San Diego” refers to Orange and San Diego Counties. Residents from other geographic areas are included in the results reported for all adults, registered voters, and likely voters, but sample sizes for these less populated areas are not large enough to report separately.

We present specific results for non-Hispanic whites and for Latinos, who account for about a third of the state’s adult population and constitute one of the fastest growing voter groups. We also present results for non-Hispanic Asians, who make up about 13 percent of the state’s adult population, and non-Hispanic blacks, who comprise about 6 percent. Results for other racial/ethnic groups—such as Native Americans—are included in the results reported for all adults, registered voters, and likely voters, but sample sizes are not large enough for separate analysis. We compare the opinions of those who report they are registered Democrats, Republicans, and decline-to-state or independent voters; the results for those who say they are registered to vote in another party are not large enough for separate analysis. We also analyze the responses of likely voters—so designated by their responses to survey questions on voter registration, past voting, and current interest in politics. In addition, we present the responses of Internet users, who are defined, consistent with national surveys, as those who answered yes to one or both questions: “Do you use the Internet, at least occasionally?” or “Do you send or receive email, at least occasionally?” We also present the responses of broadband users, who are defined, consistent with national surveys, as those who have a high-speed connection at home (including DSL, cable, wireless, T-1, or fiber optic).

The percentages presented in the report tables and in the questionnaire may not add to 100 due to rounding.

We compare current PPIC Statewide Survey results to those in our earlier surveys and to results from the Pew Internet & American Life Project. Additional details about our methodology can be found at http://www.ppic.org/content/other/SurveyMethodology.pdf and are available upon request through surveys@ppic.org.
QUESTIONNAIRE AND RESULTS

CALIFORNIANS AND INFORMATION TECHNOLOGY

June 1–14, 2011
2,502 California Adult Residents:
English, Spanish, Chinese, Korean, and Vietnamese

MARGIN OF ERROR ±2.8% AT 95% CONFIDENCE LEVEL FOR TOTAL SAMPLE
PERCENTAGES MAY NOT ADD TO 100 DUE TO ROUNDING

1. First, do you think things in California are
generally going in the right direction or the
wrong direction?
   28% right direction
   60 wrong direction
   12 don’t know

2. Turning to economic conditions in California,
do you think that during the next 12 months
we will have good times financially or bad
times?
   26% good times
   63 bad times
   11 don’t know

3. Do you yourself ever use a computer at
home, at work, at school, or anywhere else?
   81% yes
   19 no
   – don’t know

4/4a. Next, do you use the Internet, at least
occasionally? [or] Do you send or receive
email, at least occasionally?
   84% yes
   16 no
   – don’t know

4b. [non-Internet users only] Did you ever at some
point use the Internet or email, but have
since stopped for some reason?
   14% yes
   86 no
   – don’t know

4c. [non-Internet users only] Would you like to start
using the Internet or email (if 4b=yes:
again), or isn’t that something you’re
interested in?
   19% yes, interested
   79 no, not interested
   2 don’t know

4d. [non-Internet users only] And, what is the main
reason you don’t use the Internet or email?
   [code, don’t read]
   17% not interested
   16 don’t have a computer
   12 just don’t know how
   11 cost/too expensive
   9 it’s a waste of time/don’t need it
   8 it is too difficult/frustrating
   6 don’t have access
   5 just don’t have the time
   4 too old to learn
   2 physically unable
   2 worried about computer viruses,
spyware, adware, spam
   5 other
   2 don’t know
4e. [non-Internet users only] If you wanted to start using the Internet or email (if q4b=yes: again), do you feel that you know enough about computers and technology to be able to do that on your own, or would you need someone to help you?

15% know enough to go online (again) on my own
67 would need someone to help me
15 would not want to start using the Internet (volunteered)
2 don’t know

5. [Internet users only] Did you happen to use the Internet yesterday?

79% yes
20 no
1 don’t know

6. [Internet users only] About how many years have you been an Internet user?

[code, don’t read]
2% less than 1 year
21 1–5 years
33 6–10 years
27 11–15 years
15 more than 15 years
2 don’t know

7. [Internet users only] About how often do you use the Internet or email from home—several times a day, about once a day, 3–5 days a week, 1–2 days a week, every few weeks, less often, or never?

49% several times a day
19 about once a day
10 3–5 days a week
11 1–2 days a week
3 every few weeks
2 less often
4 never
1 don’t know

8. [Internet users only] About how often do you use the Internet or email from work—several times a day, about once a day, 3–5 days a week, 1–2 days a week, every few weeks, less often, or never?

37% several times a day
8 about once a day
3 3–5 days a week
4 1–2 days a week
2 every few weeks
3 less often
32 never
12 don’t work/retired (volunteered)
1 don’t know

9. [Internet users only] About how often do you use the Internet or email from someplace other than home or work—several times a day, about once a day, 3–5 days a week, 1–2 days a week, every few weeks, less often, or never?

17% several times a day
6 about once a day
5 3–5 days a week
9 1–2 days a week
6 every few weeks
14 less often
42 never
12 don’t work/retired (volunteered)
1 don’t know

10. [Internet users only] Do you ever access the Internet using a computer at a public library?

24% yes
76 no
1 don’t know

As I read the following list of items, please tell me if you happen to have each one, or not.

11. [all adults] Do you have a desktop computer?

65% yes [ask q11a]
35 no [skip to q12]
1 don’t know
11a. **Internet users who have a desktop** Do you ever access the Internet or email using your desktop computer?

- 92% yes
- 8 no
- don’t know

12. **All adults** Do you have a laptop computer or netbook?

- 61% yes [ask q12a]
- 39 no [skip to q13]
- don’t know

12a. **Internet users who have a laptop or netbook** Do you ever access the Internet or email using your laptop computer or netbook?

- 94% yes
- 6 no
- don’t know

12b. **Non-desktop, laptop, or netbook owners** And, what is the main reason you don’t have a computer at home?

- [code, don’t read]
  - 37% cost/too expensive
  - 24 not interested
  - 17 don’t know how to use it
  - 6 don’t really know about computers
  - 3 sufficient access elsewhere
  - 13 other
    - don’t know

13. **All adults** Do you have a working cell phone?

- 93% yes [ask q13a] [includes those who completed interview on cell phone]
- 7 no [skip to q14]
- don’t know

13a. **Internet users who have a cell phone** Do you ever access the Internet or email using your cell phone?

- 50% yes
- 50 no
- don’t know

14. **All adults** Do you have a game console like Xbox or Play Station in your home?

- 41% yes [ask q14a]
- 58 no [skip to q15]
- don’t know

14a. **Internet users who have a game console** Do you ever access the Internet or email using your game console?

- 38% yes
- 61 no
- 1 don’t know

15. **All adults** Do you have an electronic book device or e-book reader, such as a Kindle or Nook?

- 11% yes [ask q15a]
- 89 no [skip to q16]
- don’t know

15a. **Internet users who have an electronic book device** Do you ever access the Internet or email using your electronic book device?

- 61% yes
- 39 no
- don’t know

16. **All adults** Do you have a tablet computer like an iPad, Samsung Galaxy, or Motorola Xoom?

- 14% yes [ask q16a]
- 86 no [skip to q17]
- 1 don’t know [skip to q17]

16a. **Internet users who have a tablet computer** Do you ever access the Internet or email using your tablet computer?

- 83% yes
- 17 no
- don’t know
Thinking now just about your cell phone...

17. **[cell phone users only]** Some phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure? **[If necessary]**: A smartphone is a mobile device like an iPhone, Blackberry or Android that offers more advanced computing ability and connectivity than a standard cell phone.

- 39% yes, it is a smartphone
- 49 no, is not a smartphone
- 12 not sure

18. **[cell phone users only]** Thinking about your cell phone plan, do you currently pay for any kind of data plan on your phone, or not? **[If necessary]**: A data plan from your cell phone provider allows you to send and receive emails and surf the Internet from your mobile device.

- 41% yes
- 55 no
- 2 someone else pays for phone (volunteered)
- 2 don’t know

Please tell me if you ever use your cell phone to do any of the following things.

19. **[cell phone users only]** What about using your cell phone to send or receive text messages?

- 74% yes
- 26 no
- don’t know

20. **[cell phone users only]** What about using your cell phone to send or receive email messages?

- 42% yes
- 58 no
- don’t know

21. **[cell phone users only]** What about using your cell phone to do work-related activities when you are not at work?

- 32% yes
- 59 no
- 9 don’t work/ retired (volunteered)
- don’t know

22. **[cell phone users only]** What about using your cell phone to make a charitable donation by text message?

- 10% yes
- 89 no
- don’t know

23. **[cell phone users only]** What about using your cell phone to download a software application or “app?”

- 33% yes [ask q24]
- 67 no [skip to q25]
- don’t know

24. **[cell phone users who download apps]** Thinking about all of the apps you have downloaded, have you ever paid for an app, or have you only downloaded apps that are free?

- 52% yes, have paid for app
- 47 only download apps that are free
- 1 don’t know

25. **[cell phone Internet users only]** 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?

- 25% mostly on cell phone
- 62 mostly on something else
- 12 both equally (volunteered)
- 2 depends (volunteered)
- don’t know

26. **[cell phone Internet users only]** About how often do you access the Internet using your cell phone—several times a day, about once a day, 3–5 days a week, 1–2 days a week, every few weeks, less often, or never?

- 59% several times a day
- 13 about once a day
- 9 3–5 days a week
- 10 1–2 days a week
- 3 every few weeks
- 4 less often
- 2 never
- don’t know
27. [laptop Internet users only] On your laptop computer or netbook, do you use WiFi or a wireless connection to access the Internet? [If necessary: WiFi is a short range wireless internet connection]

- 85% yes
- 15 no
- 1 don’t know

28. [laptop Internet users only] On your laptop computer or netbook, do you use mobile wireless broadband, such as an aircard, to access the Internet? [If necessary: Wireless broadband is a longer-range wireless connection, offered by many telephone companies and others]

- 23% yes
- 72 no
- 5 don’t know

Thinking about when you access the Internet wirelessly on your laptop or netbook—either using WiFi or mobile wireless broadband...

29. [wireless laptop users only] Do you ever do this at home?

- 86% yes
- 13 no
- 1 don’t know

30. [wireless laptop users only] Do you ever do this at work?

- 39% yes
- 60 no
- 1 don’t know

31. [wireless laptop users only] Do you ever do this someplace other than home or work?

- 55% yes
- 45 no
- 1 don’t know

32. [wireless laptop users only] Do you ever do this away from work to do work-related activities?

- 43% yes
- 49 no
- 8 don’t work/retired (volunteered)
- 1 don’t know

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

33. [cell phone users or laptop Internet users] How about staying in touch easily with other people?

- 59% very important
- 27 somewhat important
- 7 not too important
- 6 not at all important
- 1 does not apply (volunteered)
- 1 don’t know

34. [cell phone users or laptop Internet users] How about having easy access to information online?

- 52% very important
- 26 somewhat important
- 8 not too important
- 12 not at all important
- 1 does not apply (volunteered)
- 1 don’t know

35. [cell phone users or laptop Internet users] How about sharing or posting content online?

- 13% very important
- 22 somewhat important
- 28 not too important
- 32 not at all important
- 2 does not apply (volunteered)
- 2 don’t know

36. [cell phone users or laptop Internet users] How about being able to do work-related activities?

- 35% very important
- 21 somewhat important
- 13 not too important
- 21 not at all important
- 4 does not apply (volunteered)
- 6 don’t work/retired (volunteered)
- 1 don’t know
Next, please tell me if you ever use the Internet to do any of the following things.

[questions 37 to 48 reported for all adults]

[rotate questions 37 to 48]

37. Do you ever go online to use Twitter or another service to share updates about yourself or to see updates about others?
   - 30% yes, do this
   - 70 no, do not do this
   - don’t know

38. Do you ever go online to look for information about a job?
   - 49% yes, do this
   - 51 no, do not do this
   - don’t know

39. Do you ever go online to purchase goods and services?
   - 64% yes, do this
   - 36 no, do not do this
   - don’t know

40. Do you ever go online to get news and information on current events, public issues, or politics?
   - 66% yes, do this
   - 34 no, do not do this
   - don’t know

41. Do you ever go online to use a social networking site like MySpace, Facebook, or LinkedIn?
   - 52% yes, do this
   - 48 no, do not do this
   - don’t know

42. Do you ever go online for educational purposes, such as online training or for taking a class?
   - 45% yes, do this
   - 54 no, do not do this
   - don’t know

43. Do you ever go online to get health or medical information?
   - 61% yes, do this
   - 39 no, do not do this
   - don’t know

44. Do you ever go online to create or work on your own online journal or blog?
   - 15% yes, do this
   - 85 no, do not do this
   - don’t know

45. Do you ever go online to visit a local, state, or federal government website?
   - 53% yes, do this
   - 47 no, do not do this
   - don’t know

46. Do you ever go online to access government resources, such as obtaining forms, making payments, or registering to vote?
   - 51% yes, do this
   - 49 no, do not do this
   - don’t know

47. Do you ever go online to get housing or real estate information?
   - 45% yes, do this
   - 55 no, do not do this
   - don’t know

48. Do you ever go online to get information about activities or events in your community?
   - 59% yes, do this
   - 41 no, do not do this
   - don’t know
Next, I am going to ask you about the same Internet activities, but please tell me if you ever use your cell phone to go online to do any of them.

[questions 49 to 60 reported for all cell phone users]

[rotate questions 49 to 60 in same order as questions 37 to 48]

49. Do you ever use your cell phone to go online to use Twitter or another service to share updates about yourself or to see updates about others?
   - 17% yes, do this
   - 82 no, do not do this
   - don’t know

50. Do you ever use your cell phone to go online to look for information about a job?
   - 14% yes, do this
   - 86 no, do not do this
   - don’t know

51. Do you ever use your cell phone to go online to purchase goods and services?
   - 16% yes, do this
   - 84 no, do not do this
   - don’t know

52. Do you ever use your cell phone to go online to get news and information on current events, public issues, or politics?
   - 28% yes, do this
   - 72 no, do not do this
   - don’t know

53. Do you ever use your cell phone to go online to use a social networking site like MySpace, Facebook, or LinkedIn?
   - 28% yes, do this
   - 72 no, do not do this
   - don’t know

54. Do you ever use your cell phone to go online for educational purposes, such as online training or for taking a class?
   - 9% yes, do this
   - 91 no, do not do this
   - don’t know

55. Do you ever use your cell phone to go online to get health or medical information?
   - 18% yes, do this
   - 82 no, do not do this
   - don’t know

56. Do you ever use your cell phone to go online to create or work on your own online journal or blog?
   - 6% yes, do this
   - 94 no, do not do this
   - don’t know

57. Do you ever use your cell phone to go online to visit a local, state, or federal government website?
   - 12% yes, do this
   - 88 no, do not do this
   - don’t know

58. Do you ever use your cell phone to go online to access government resources, such as obtaining forms, making payments, or registering to vote?
   - 9% yes, do this
   - 91 no, do not do this
   - don’t know

59. Do you ever use your cell phone to go online to get housing or real estate information?
   - 10% yes, do this
   - 90 no, do not do this
   - don’t know

60. Do you ever use your cell phone to go online to get information about activities or events in your community?
   - 25% yes, do this
   - 75 no, do not do this
   - don’t know
61. What kind of Internet connection do you have at home? Do you use a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, a fiber optic connection such as FIOS, or a T-1?

[question 61 reported for all adults]

- 25% DSL-enabled phone line [skip to q65]
- 25% cable modem [skip to q65]
- 16% wireless connection (either aircard, land-based or satellite) [skip to q65]
- 5% fiber optic or T-1 [skip to q65]
- 4% dial-up telephone line [ask q62]
- 1% no home service, connect to Internet via a cell phone (volunteered) [ask q62]
- 21% do not have Internet access/computer at home [ask q62]
- 1% unspecified broadband connection
- 3% don’t know [ask q62]

62. [non-Internet users or non-broadband users only]

Do you happen to know whether high-speed Internet service is available in your neighborhood from a telephone company, a cable company, or any other company?

- 58% yes
- 21% no
- 21% don’t know

[sample sizes for questions 63 and 64 are too small to report]

65. [broadband users only] About how many years have you been using a high-speed broadband connection to connect to the Internet at home?

[code, don’t read]

- 2% less than 1 year
- 50% 1–5 years
- 38% 6–10 years
- 6% 11–15 years
- 1% more than 15 years
- 3% don’t know

[questions 66 to 74 asked of all adults]

66. Overall, thinking about the government’s role in improving the access and availability of high-speed broadband Internet technology, do you think the government is doing more than enough, just enough, or not enough?

- 15% more than enough
- 41% just enough
- 27% not enough
- 17% don’t know

67. 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?

- 19% a top priority
- 37% important but a lower priority
- 23% not too important
- 16% should not be done
- 5% don’t know

68. Which of the following comes closest to your view, even if neither is exactly right [rotate]

[1] high-speed broadband Internet should be viewed as a public utility that everyone should have access to [or] [2] high-speed broadband Internet should be viewed as a luxury that some people may not be able to access.

- 66% should be viewed as a public utility
- 27% should be viewed as a luxury
- 7% don’t know

69. How important is it for California’s K–12 public schools to teach students computer and Internet skills? Is it very important, somewhat important, not too important, or not at all important?

- 76% very important
- 18% somewhat important
- 3% not too important
- 3% not at all important
- 1% don’t know
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:

[rotate questions 70 to 73]

70. How about keeping up with news and information? (If yes: Would you say it is a major disadvantage or a minor disadvantage?)

- 38% major disadvantage
- 36 minor disadvantage
- 23 not at a disadvantage
- 3 don’t know

71. How about finding information about job opportunities or gaining new career skills? (If yes: Would you say it is a major disadvantage or a minor disadvantage?)

- 62% major disadvantage
- 20 minor disadvantage
- 14 not at a disadvantage
- 4 don’t know

72. How about using government services? (If yes: Would you say it is a major disadvantage or a minor disadvantage?)

- 42% major disadvantage
- 35 minor disadvantage
- 17 not at a disadvantage
- 5 don’t know

73. How about getting health information? (If yes: Would you say it is a major disadvantage or a minor disadvantage?)

- 50% major disadvantage
- 30 minor disadvantage
- 17 not at a disadvantage
- 3 don’t know

74. Next, some people are registered to vote and others are not. Are you absolutely certain that you are registered to vote in California?

- 66% yes [ask q74a]
- 34 no [skip to q75b]

74a. Are you registered as a Democrat, a Republican, another party, or are you registered as a decline-to-state or independent voter?

- 45% Democrat [ask to q75]
- 32 Republican [skip to q75a]
- 3 another party [specify] [skip to q76]
- 20 independent [skip to q75b]

75. Would you call yourself a strong Democrat or not a very strong Democrat?

- 54% strong
- 43 not very strong
- 3 don’t know

[skip to q76]

75a. Would you call yourself a strong Republican or not a very strong Republican?

- 53% strong
- 43 not very strong
- 4 don’t know

[skip to q76]

75b. Do you think of yourself as closer to the Republican Party or Democratic Party?

- 19% Republican Party
- 37 Democratic Party
- 33 neither (volunteered)
- 11 don’t know

76. Would you consider yourself to be politically:

[read list, rotate order top to bottom]

- 12% very liberal
- 20 somewhat liberal
- 26 middle-of-the-road
- 21 somewhat conservative
- 14 very conservative
- 6 don’t know

77. Generally speaking, how much interest would you say you have in politics—a great deal, a fair amount, only a little, or none?

- 21% great deal
- 37 fair amount
- 26 only a little
- 15 none
- 1 don’t know
D4b. [parents of children 18 or younger only]
   Do you ever visit the website of your child’s school? (if yes: Do you do this often or only sometimes?)
   
   31% yes, often [skip to d4d]
   32 yes, sometimes [skip to d4d]
   36 no [ask d4c]
   – don’t know [ask d4c]

D4c. [parents who do not visit school website]
   And, as far as you know, does your child’s school have a website?
   
   62% yes
   10 no
   27 don’t know

D4d. [parents of children 18 or younger only]
   Do you ever receive your child’s homework assignments via the Internet or email? (if yes: Do you do receive these often or only sometimes?)

   19% yes, often [skip to d5]
   13 yes, sometimes [skip to d5]
   65 no [ask d4e]
   2 don’t know [ask d4e]

D4e. [parents who do not receive homework via Internet, email]
   And, as far as you know, do your child’s teachers send homework assignments via the Internet or email?

   14% yes
   71 no
   15 don’t know

[d1–d4a and d5–d20: demographic questions]
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