

PPIC Statewide Survey: Californians and Information Technology

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Outline

- **PPIC/CETF Series**
- **Access and Use**
- **Perceptions and Attitudes**
- **Conclusions**



PPIC Statewide Survey Mission

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



Californians and Information Technology

- Third survey on information technology
 - Series funded by the California Emerging Technology Fund and ZeroDivide
- Access and use
 - Internet use, broadband connection at home
 - Activities, mobile devices, and laptop use
- Perceptions and attitudes
 - Role of government in access and adoption
 - Information technology and education
- Telephone interviews, June 1–14
 - 2,502 adults, +/- 2.8% margin of error

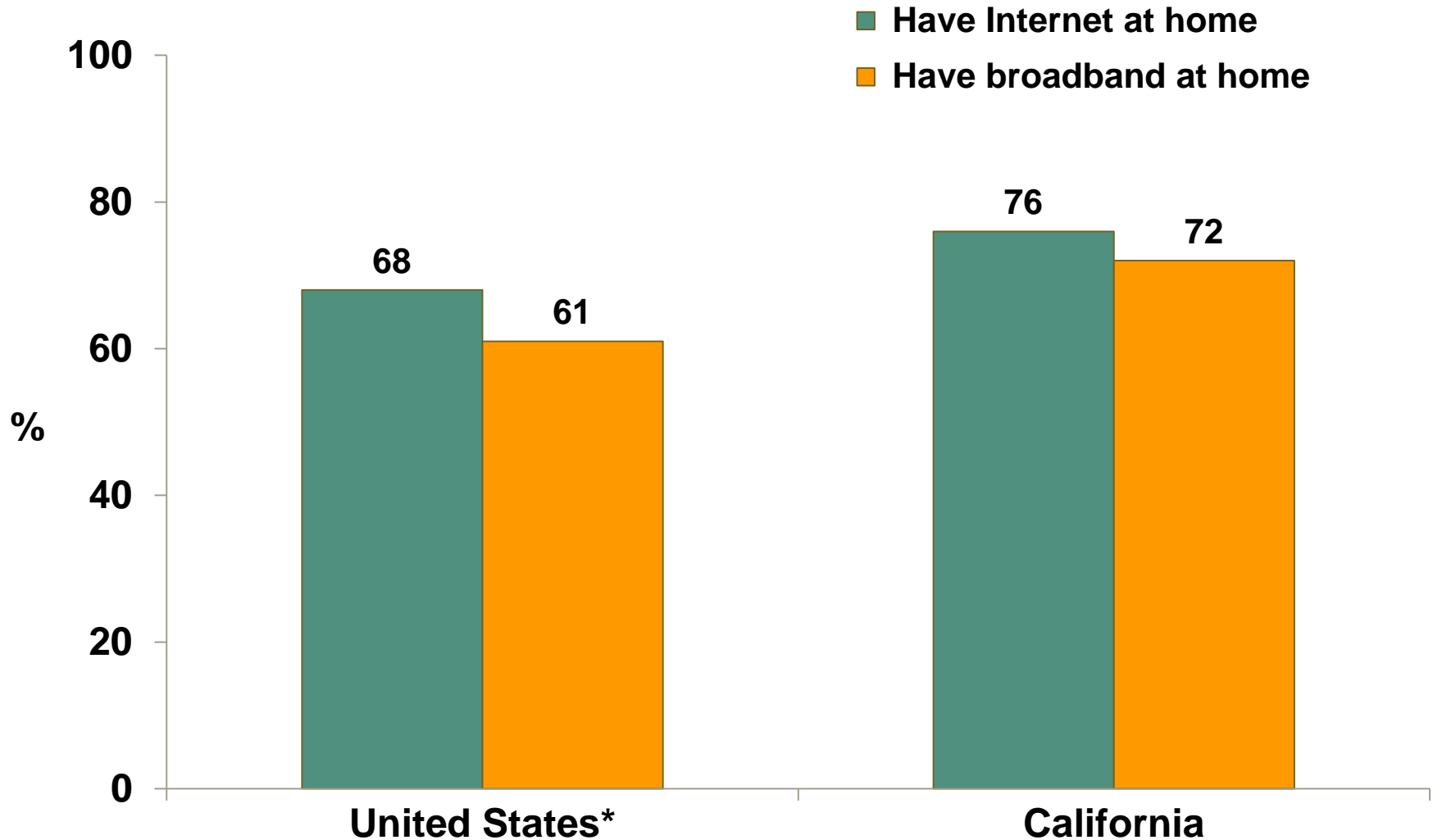


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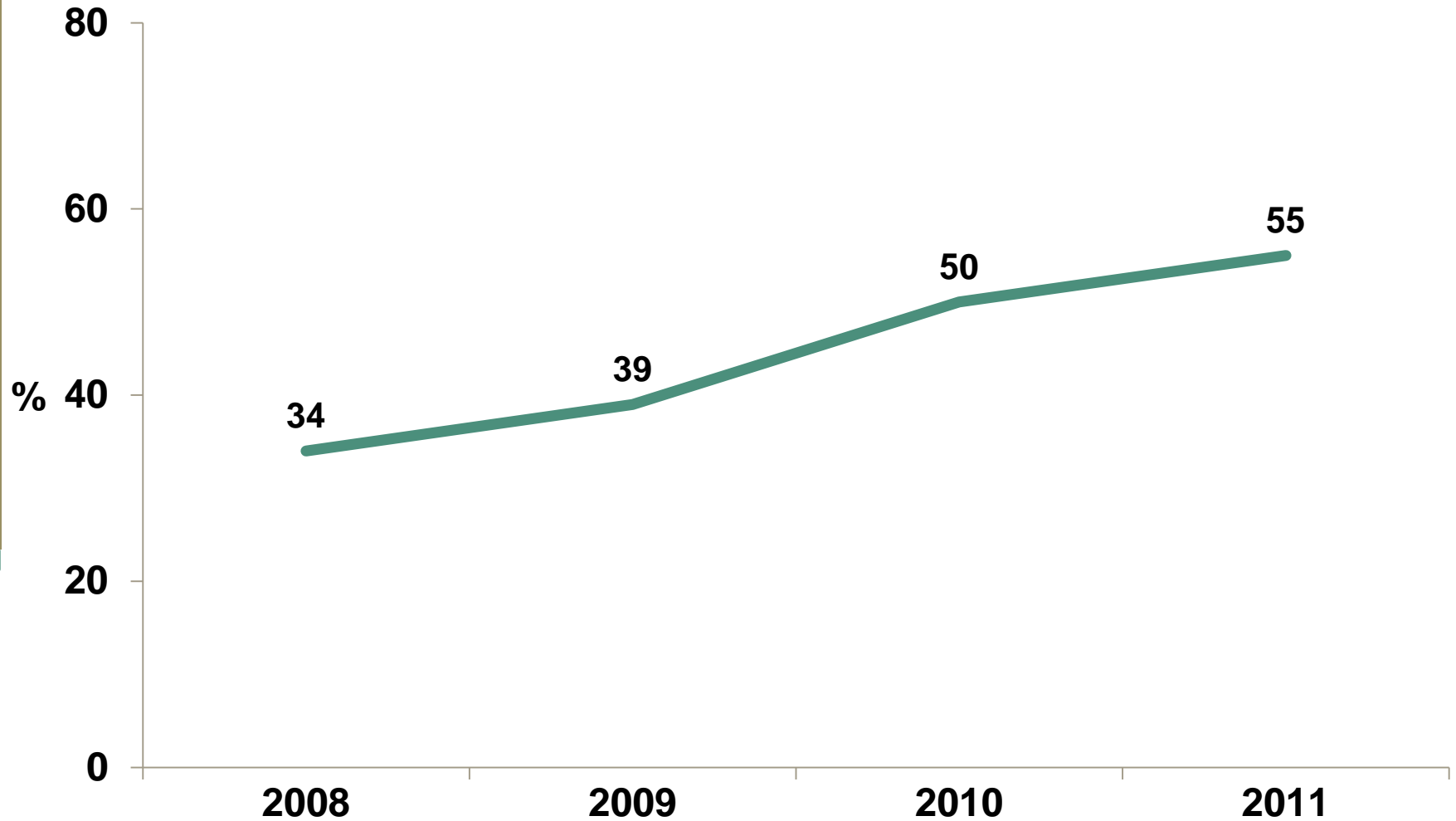


Internet Access and Broadband Access at Home

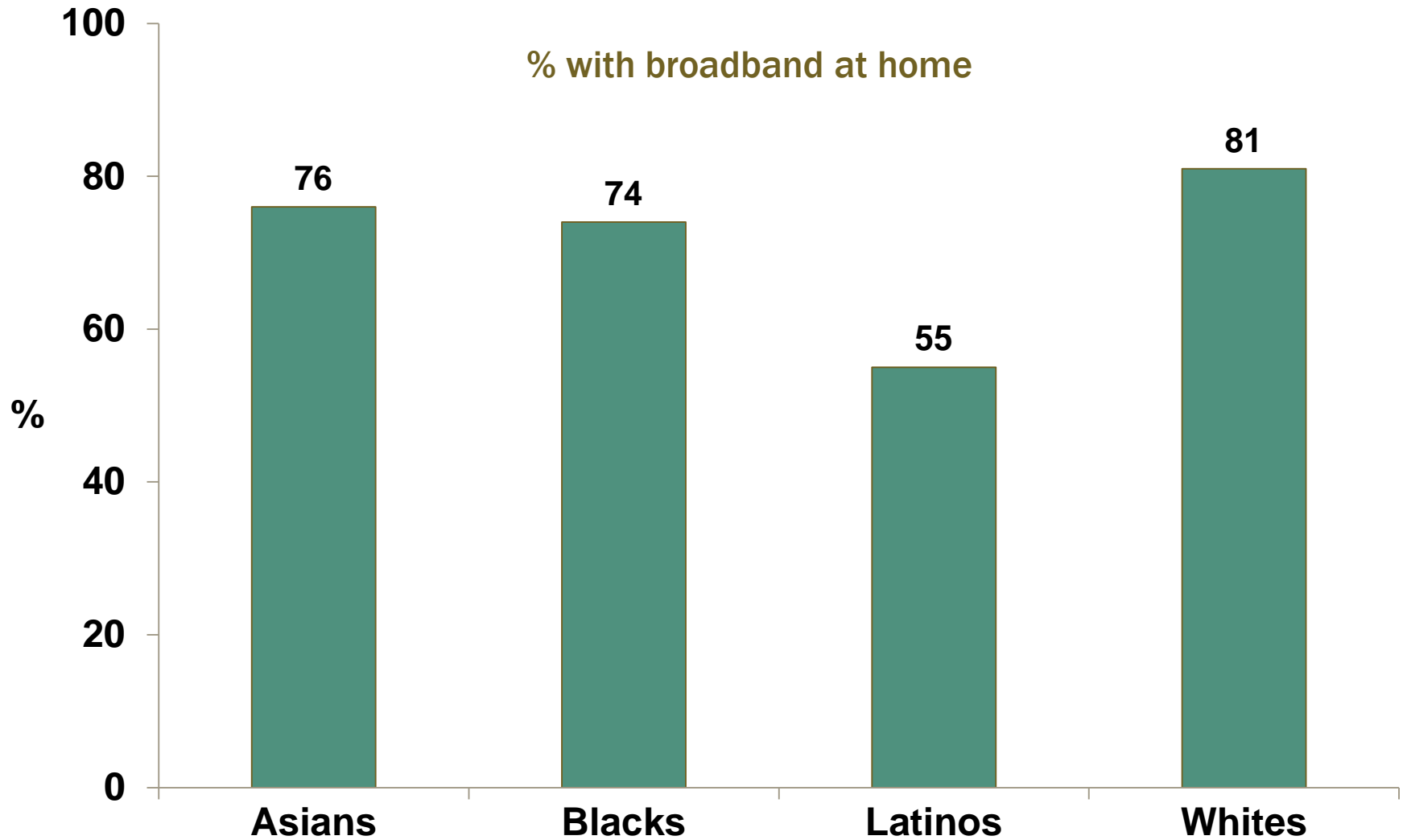


*Pew Internet & American Life Project

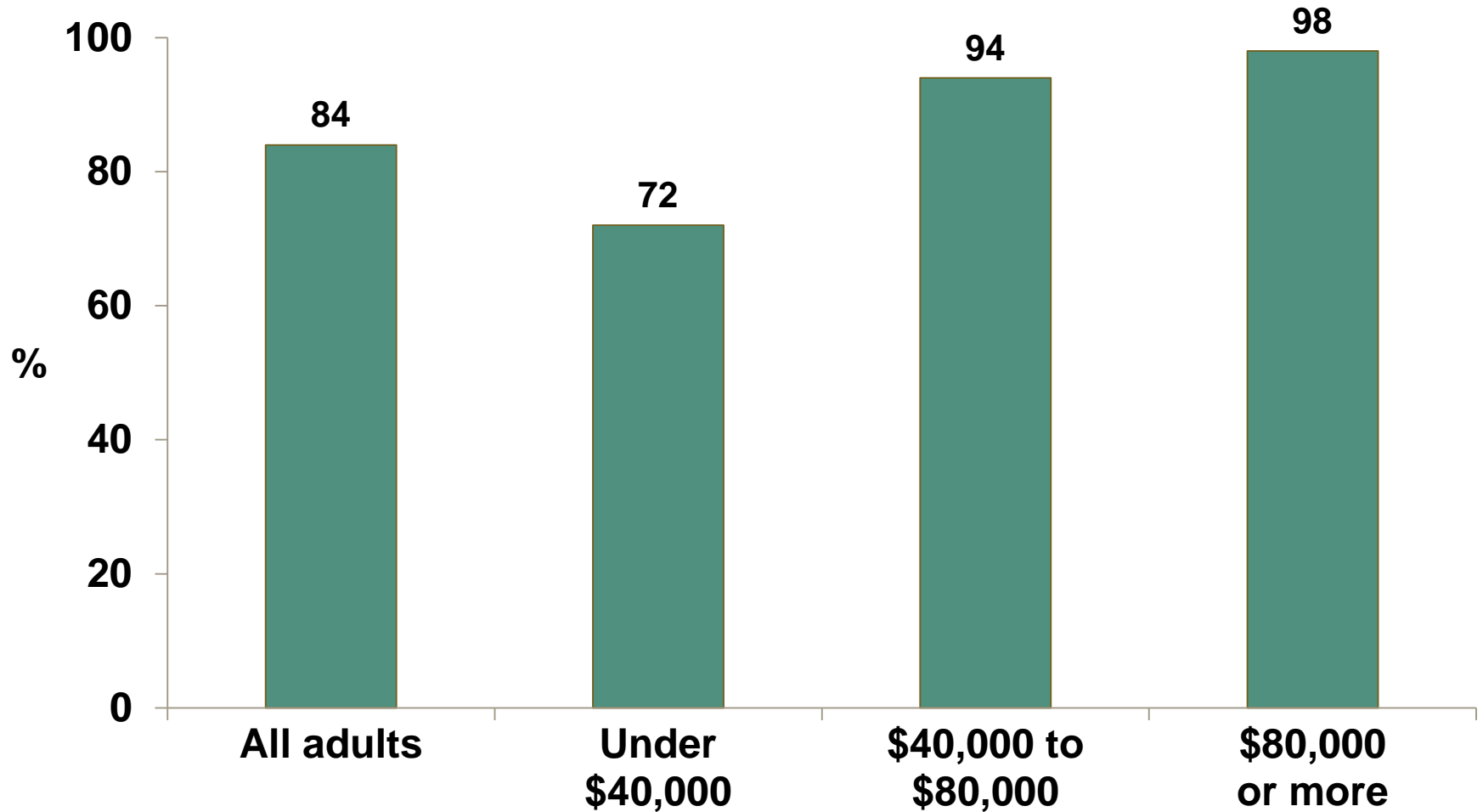
Latinos with Broadband at Home



Broadband Access at Home by Race/Ethnicity

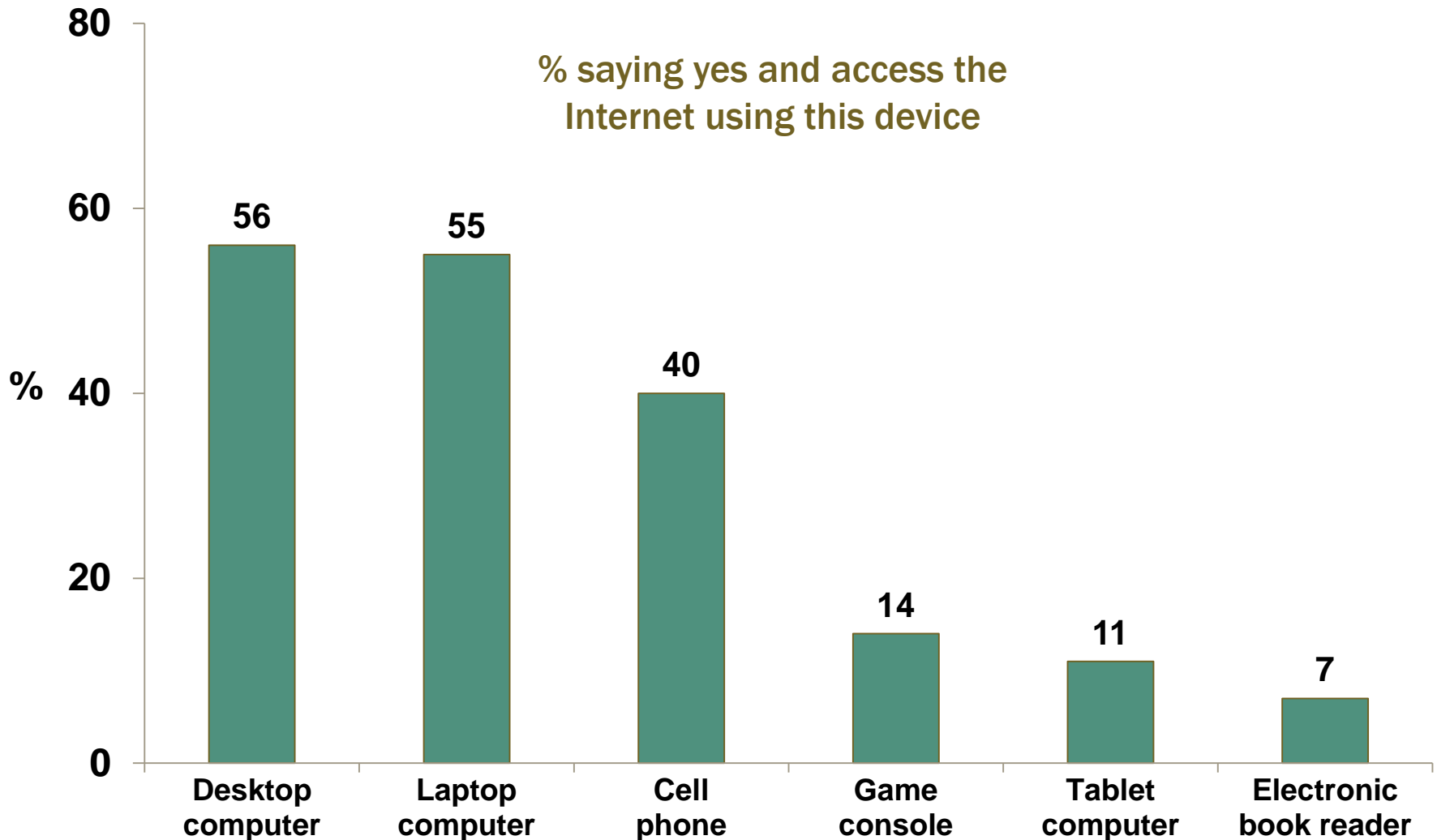


Internet Use by Income Level



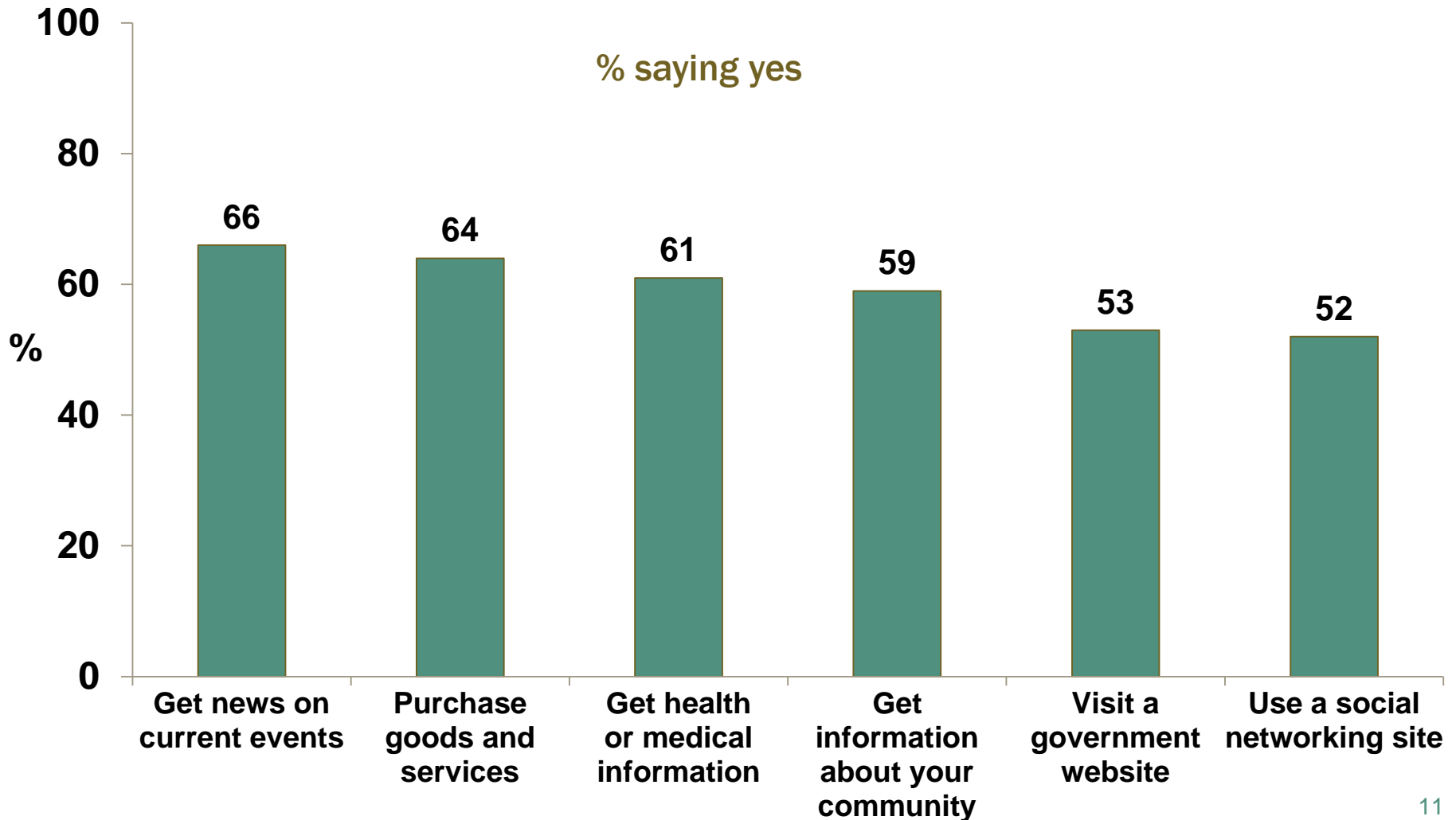
Devices and Internet Use

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



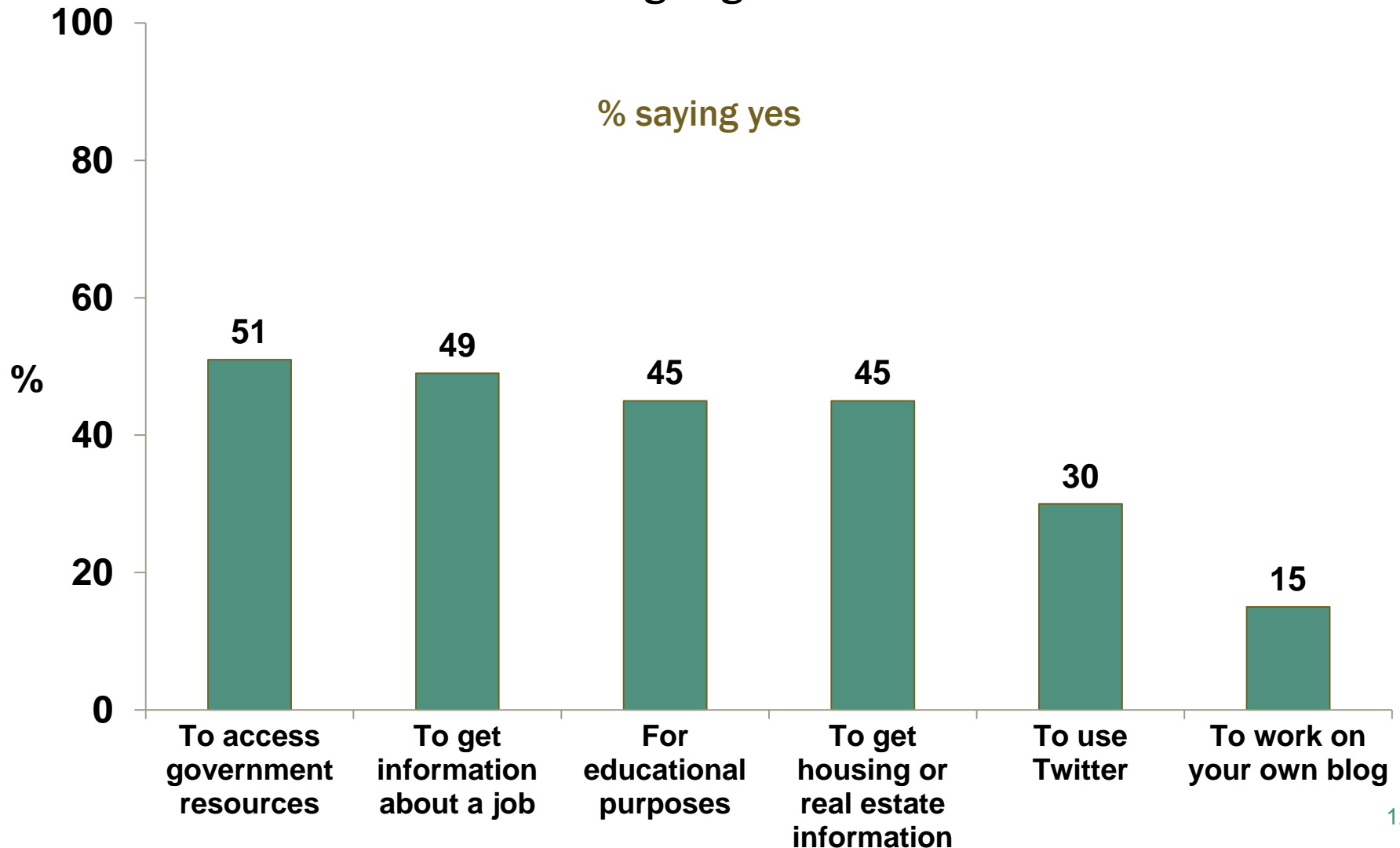
Internet Activities

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



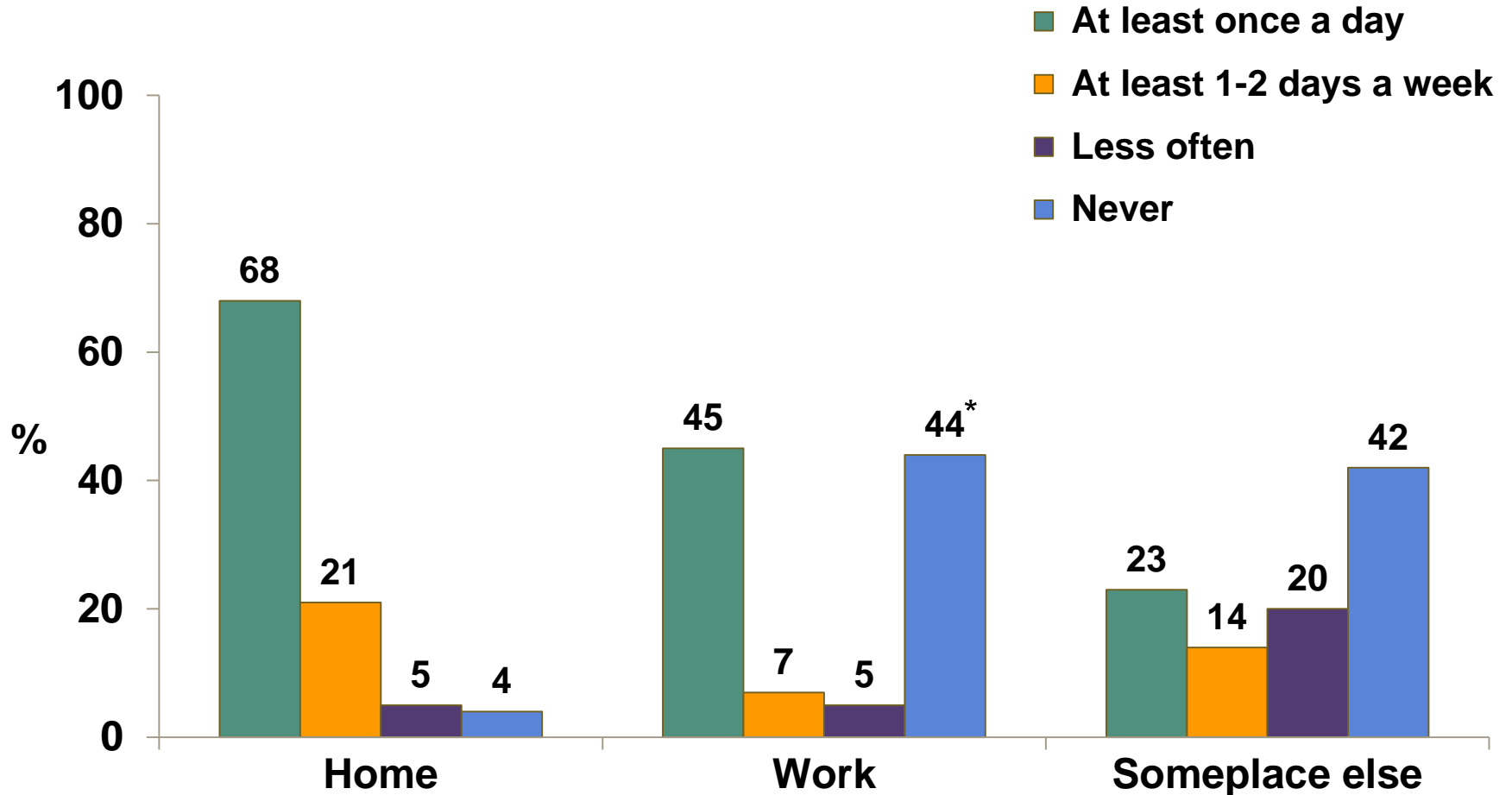
Internet Activities

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



Frequency of Internet Use

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

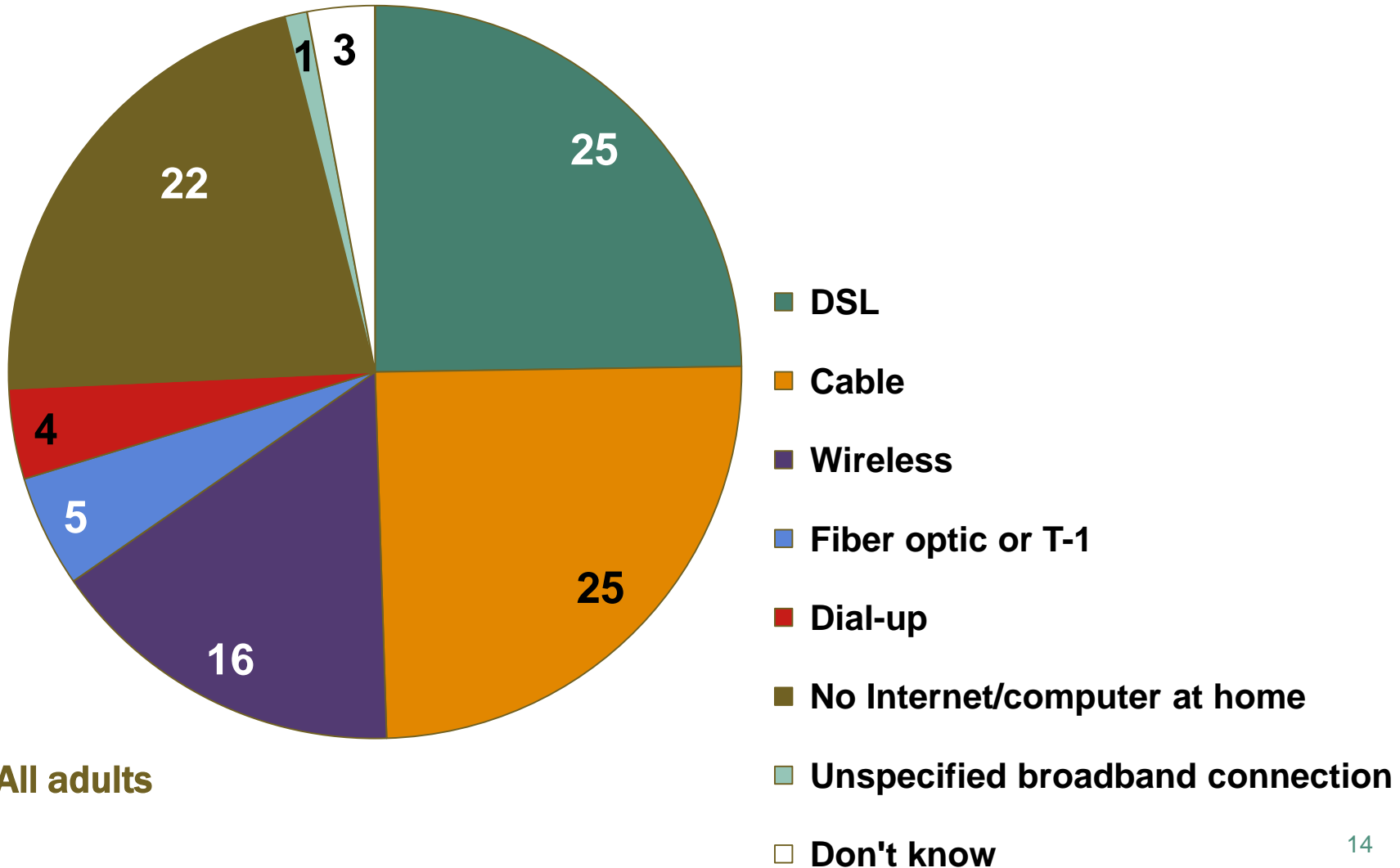


**includes 12 percent of Internet users who volunteer that they do not work or are retired.*



Internet Connection at Home

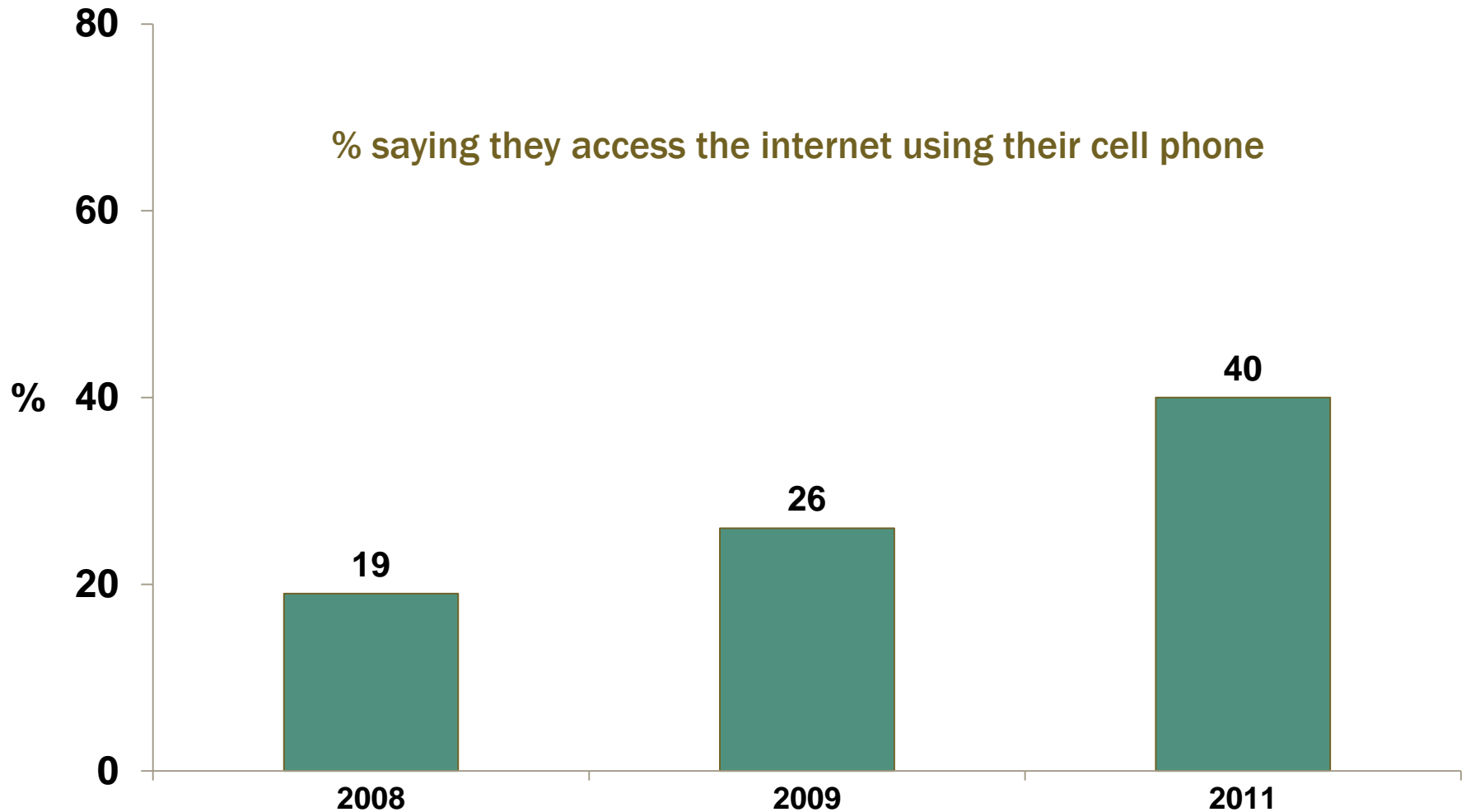
What kind of Internet connection do you have at home?



All adults

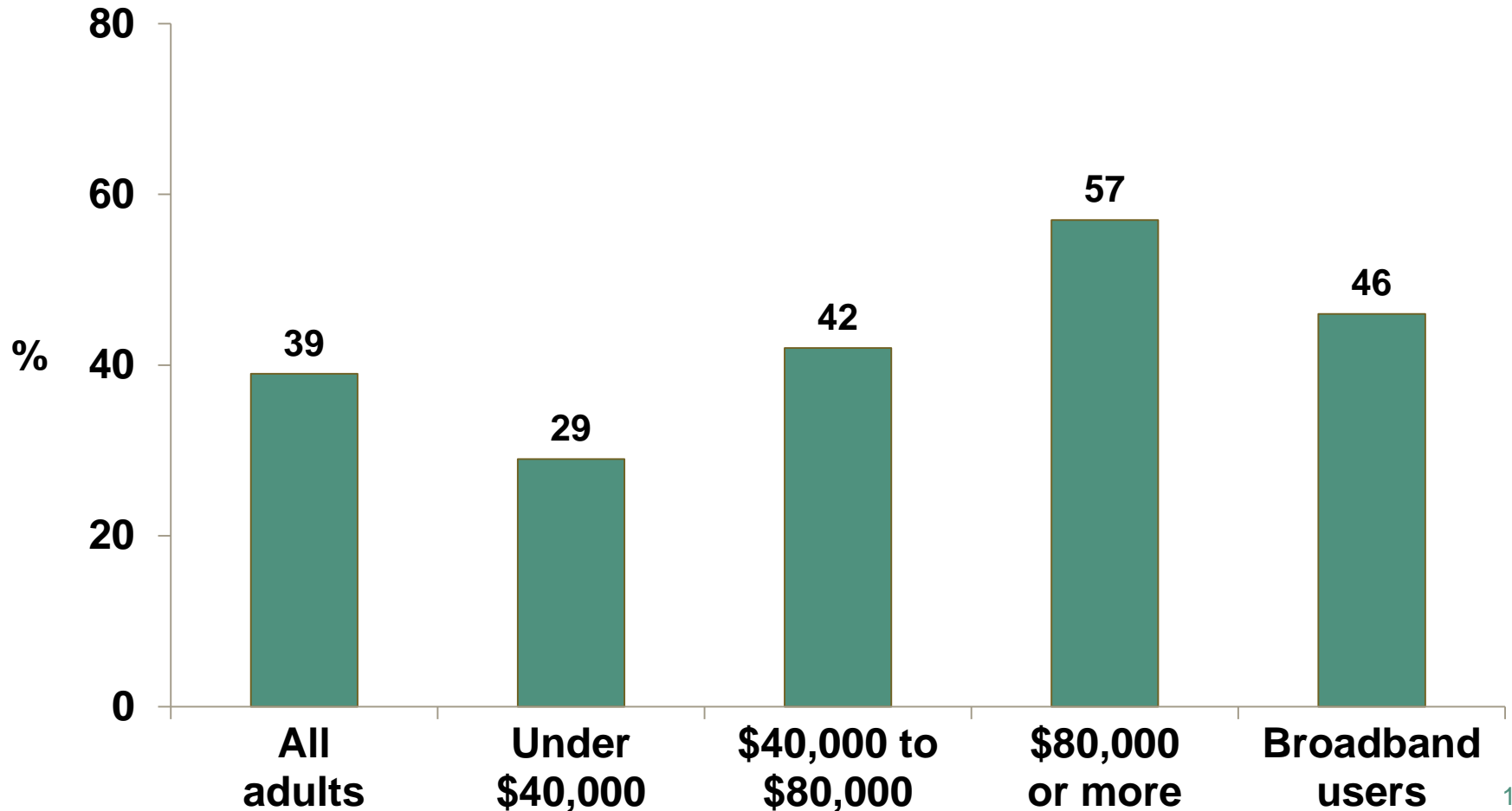


Cell Phone Internet Access



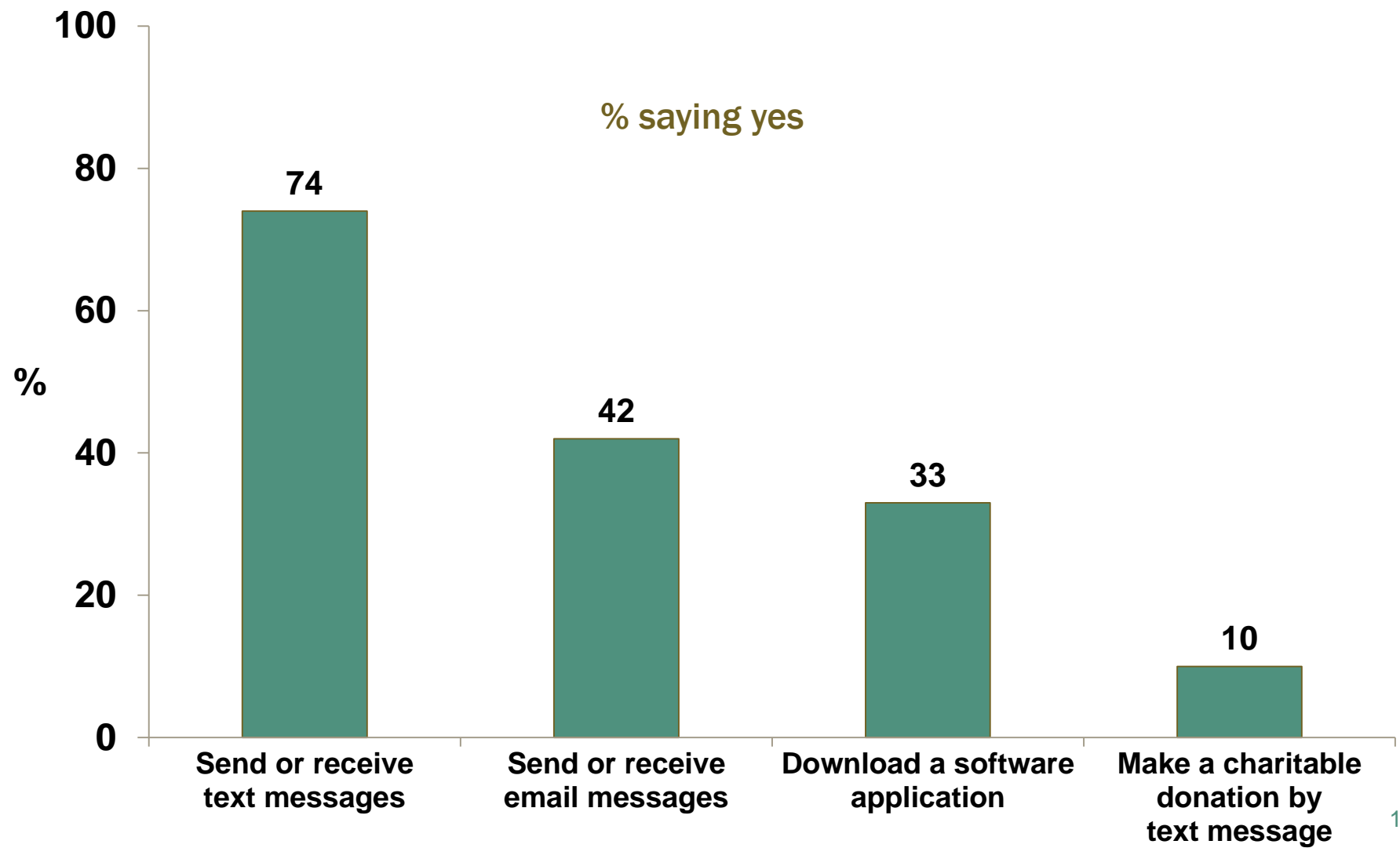
Smartphone Ownership

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



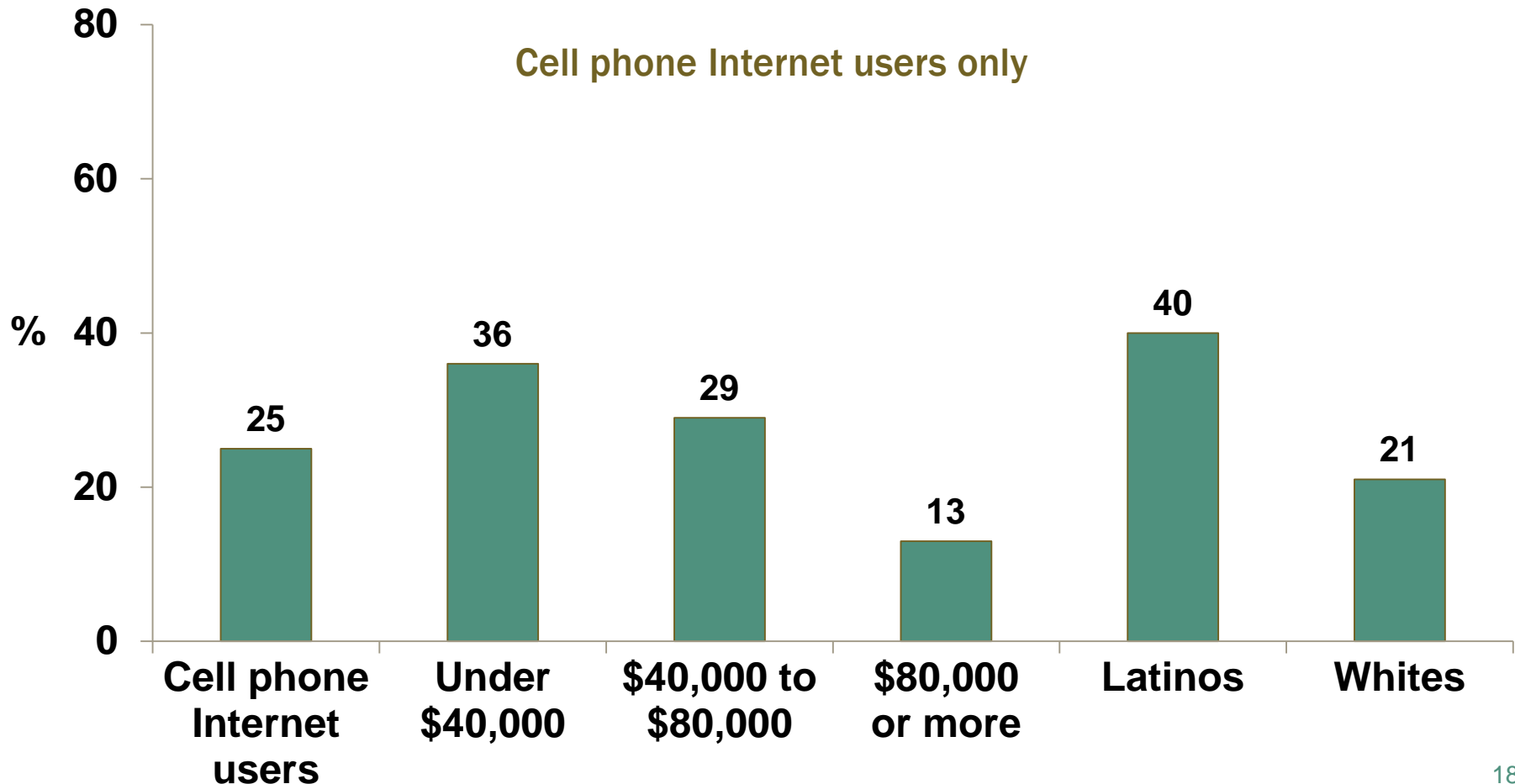
What Cell Phone Users Do on Their Cell Phones

Do you ever use your cell phone to...

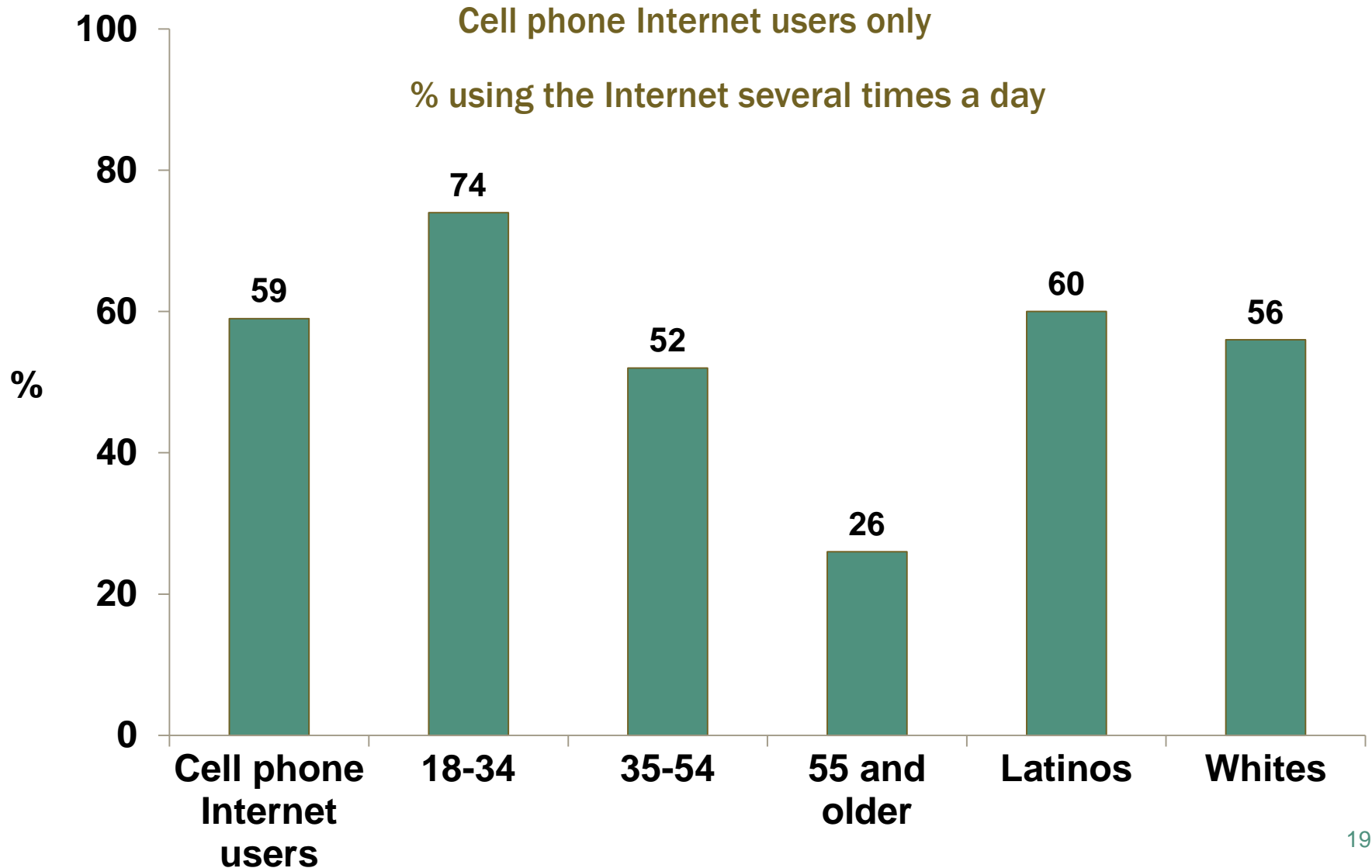


Use of a Cell Phone as the Primary Device to Access the Internet

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

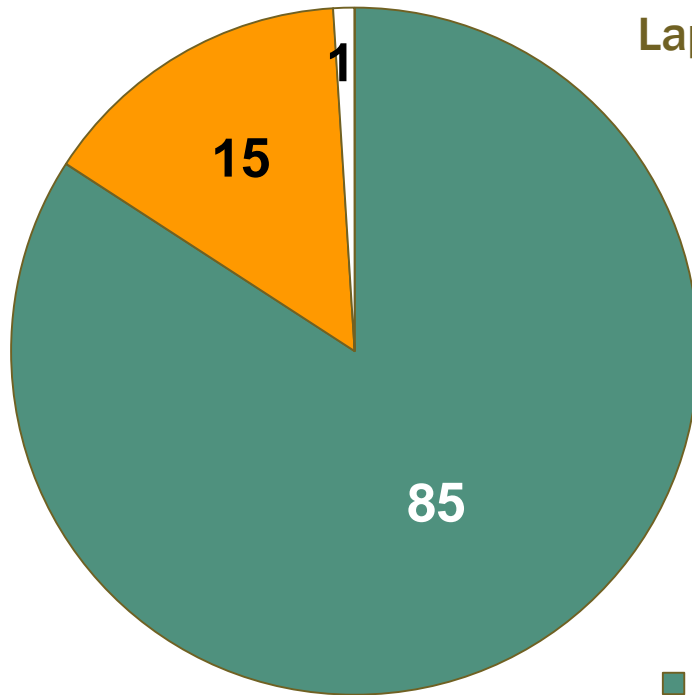


Frequency of Cell Phone Internet Use

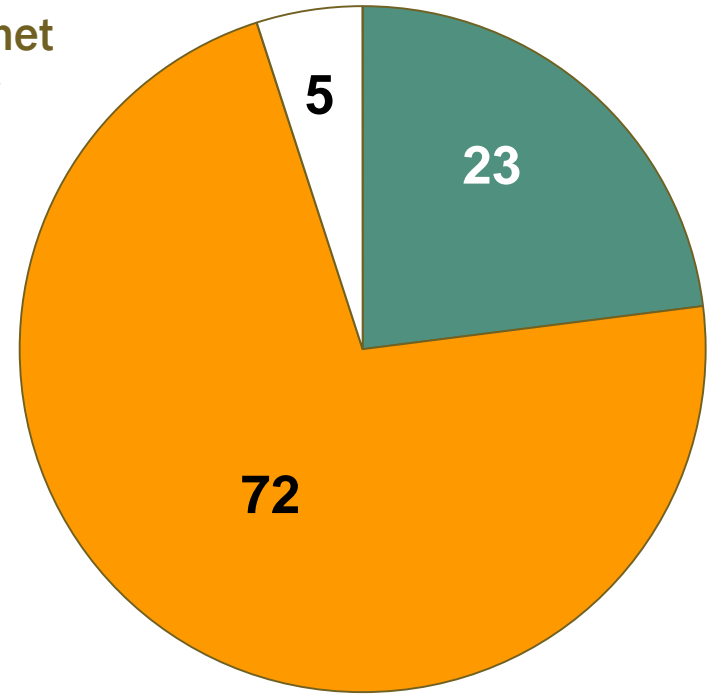


Laptop Use

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



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



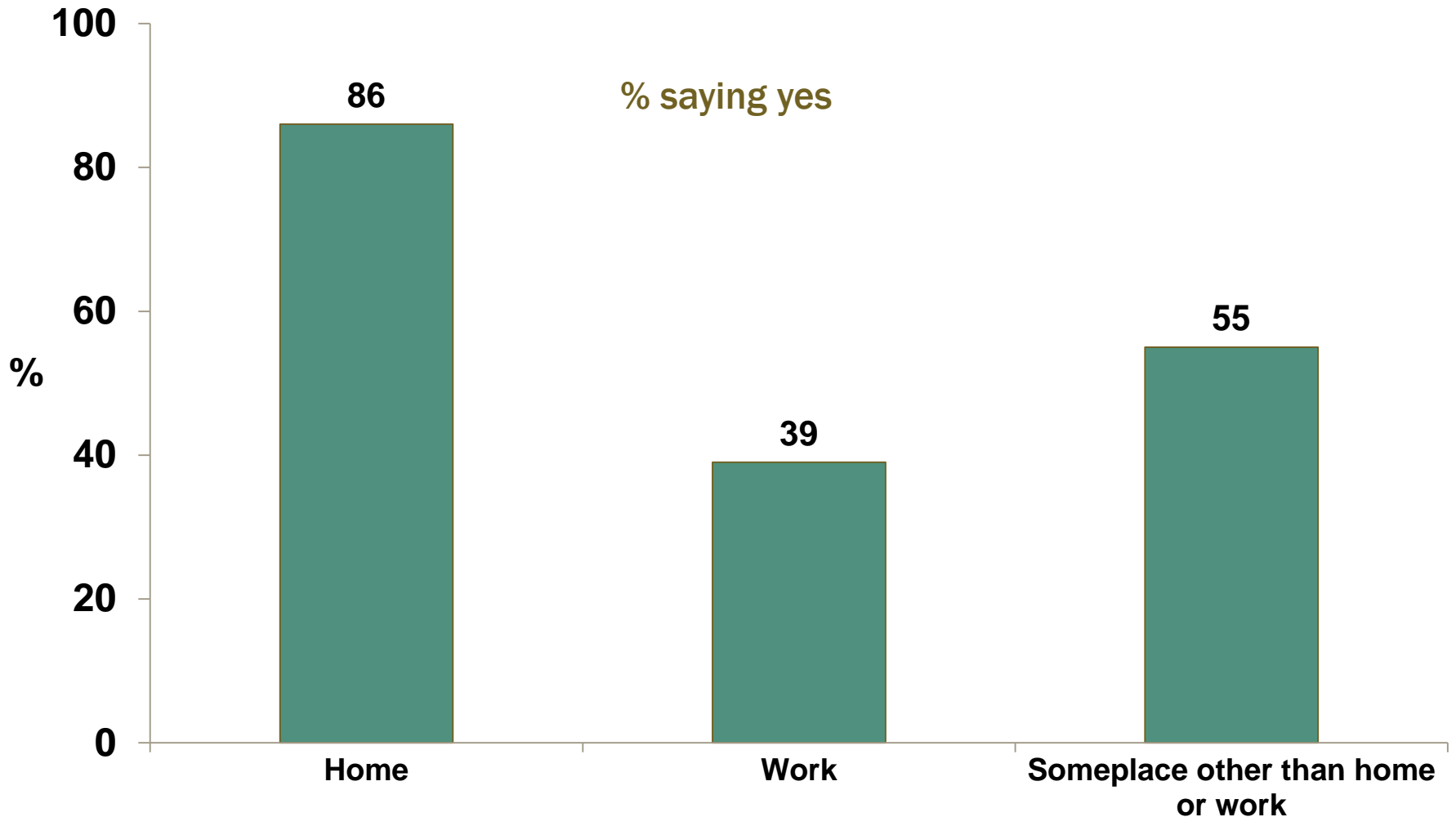
Laptop Internet users only

- Yes
- No
- Don't know



Use of Wireless Laptops

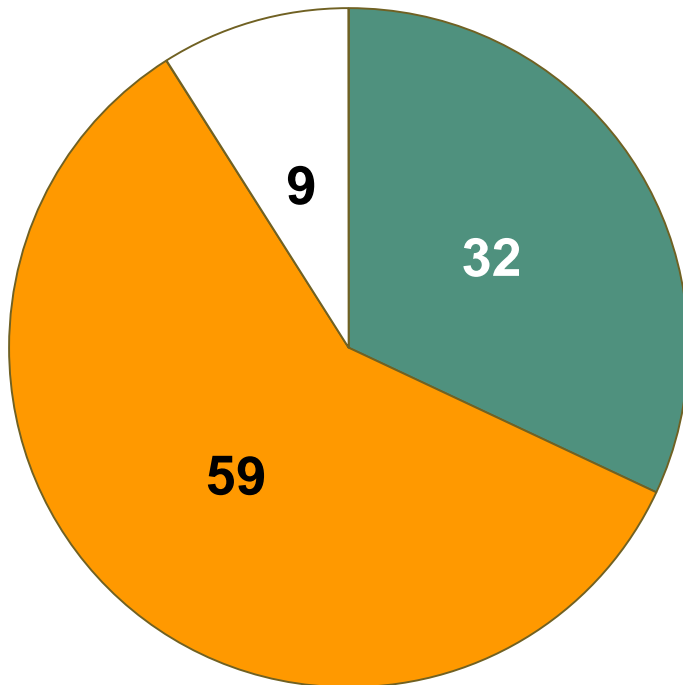
Thinking about when you access the Internet wirelessly on your laptop or netbook—either using WiFi or mobile broadband, do you ever do this at...?



Work-Related Activities Away From Work

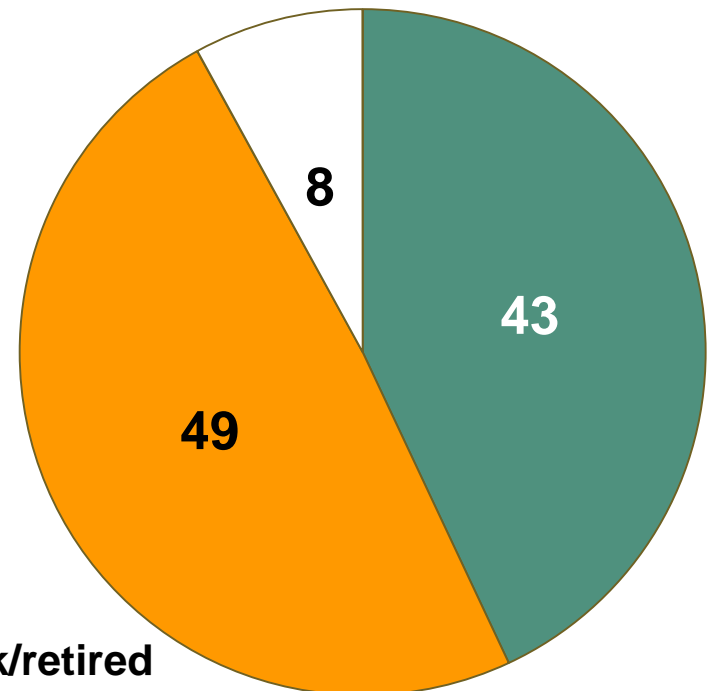
What about using your cell phone to do work-related activities when you are not at work?

Cell phone users



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?

Wireless laptop users



- Yes
- No
- Don't work/retired (volunteered)



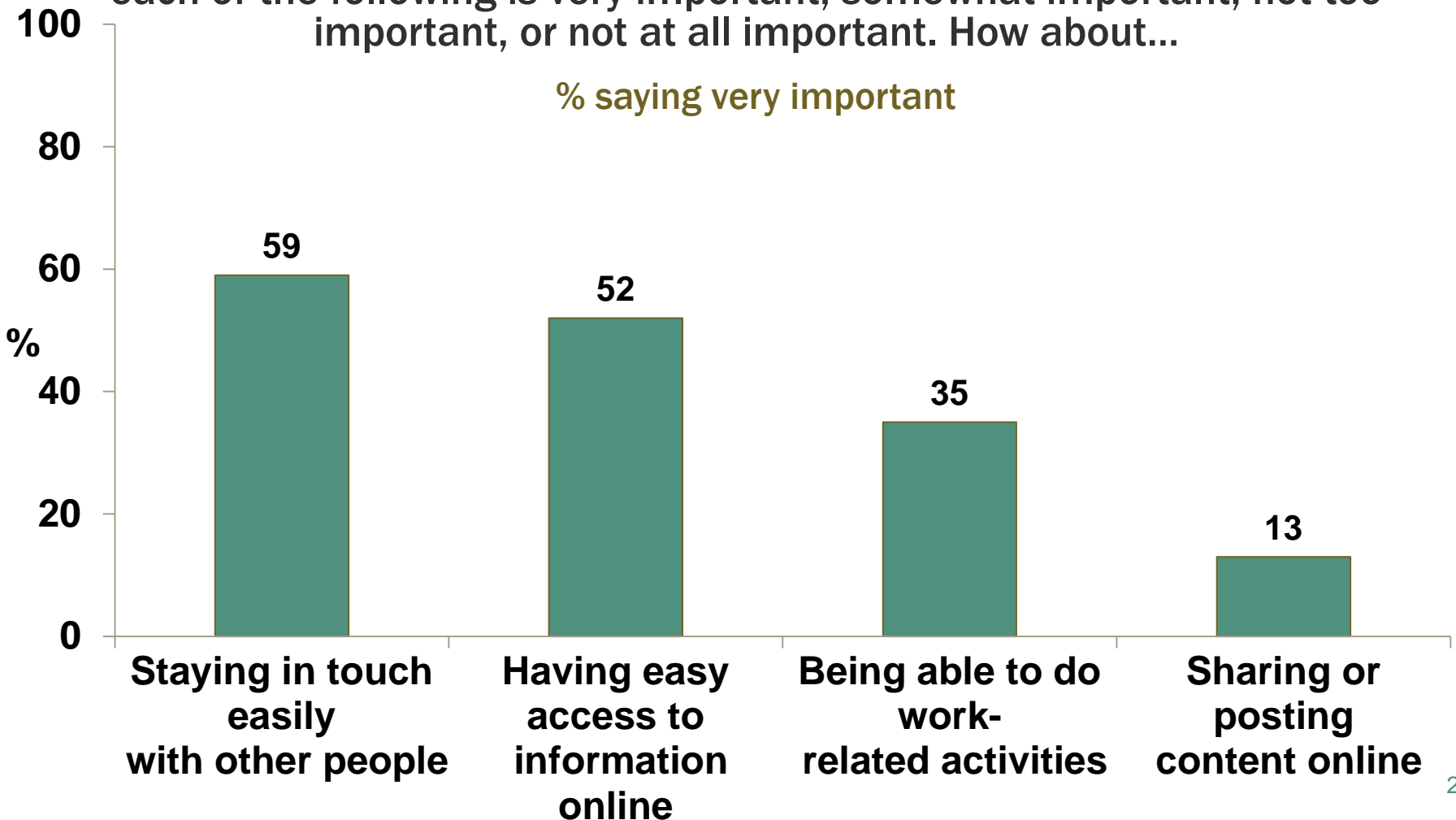
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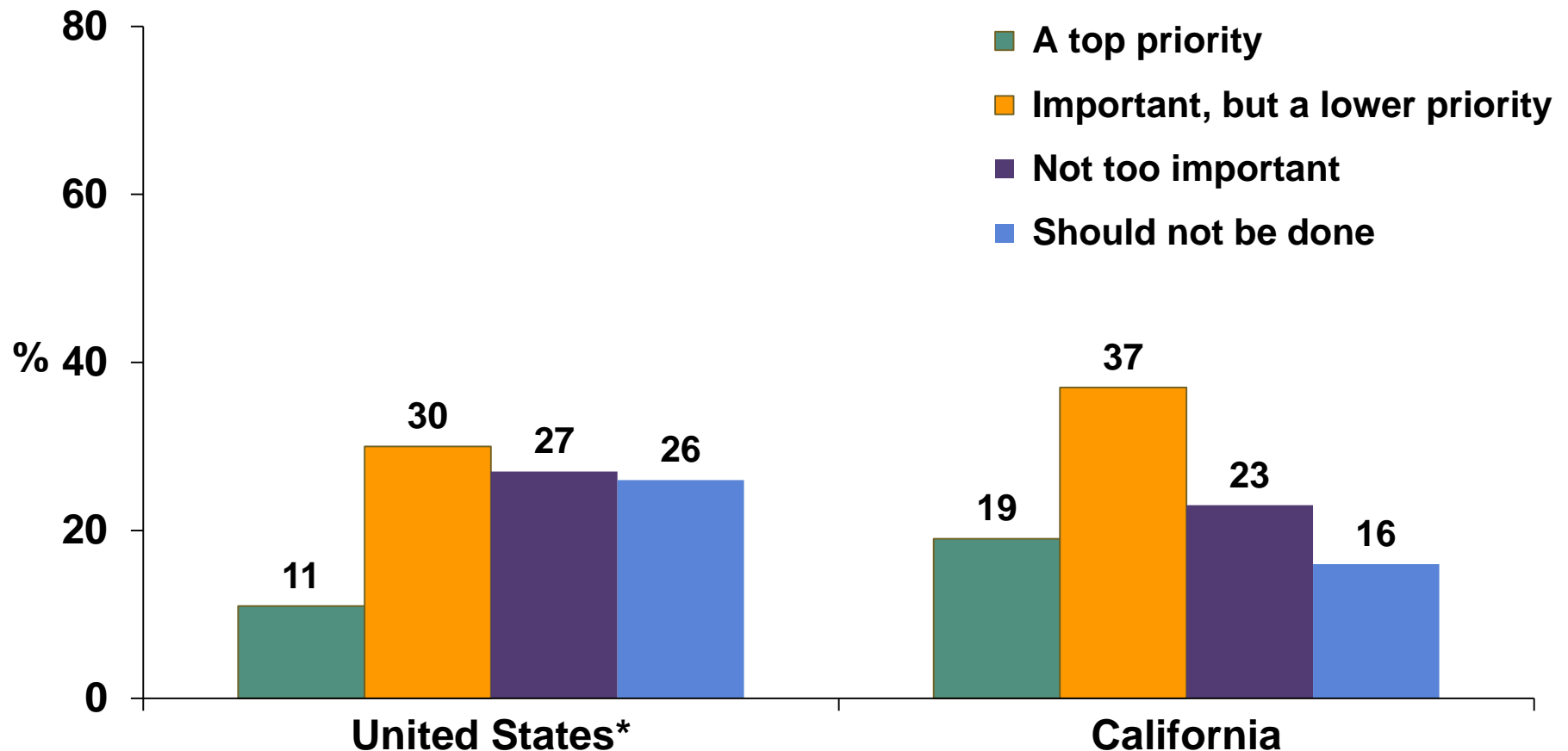
Importance of Laptop and Cell Phone Communication

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



Federal Expansion of Affordable Broadband Access

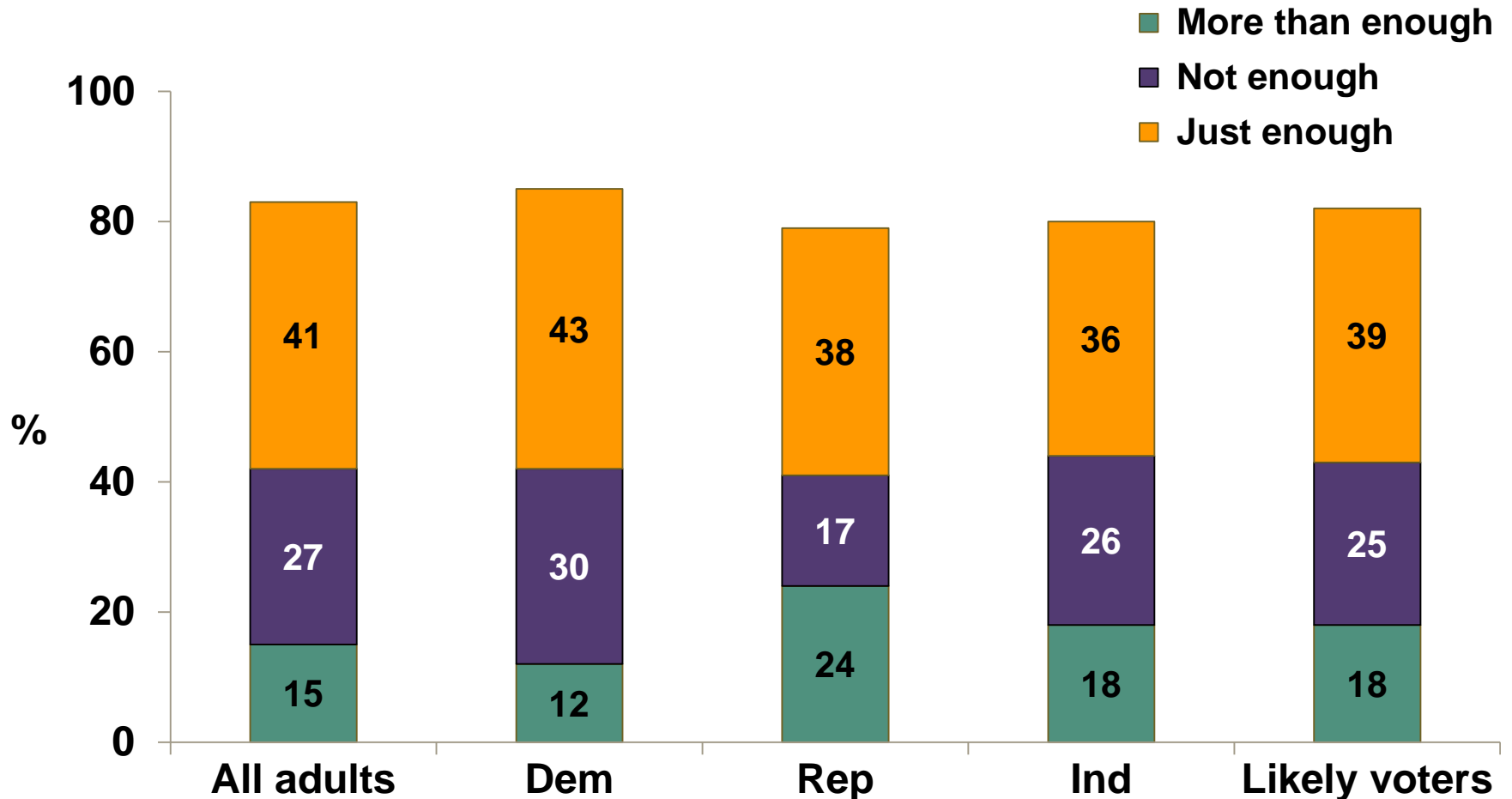
Do you think that expanding affordable high-speed broadband Internet access to everyone in the country should be a top priority for the federal government, important but a lower priority, not too important, or should it not be done?



*Pew Internet & American Life Project

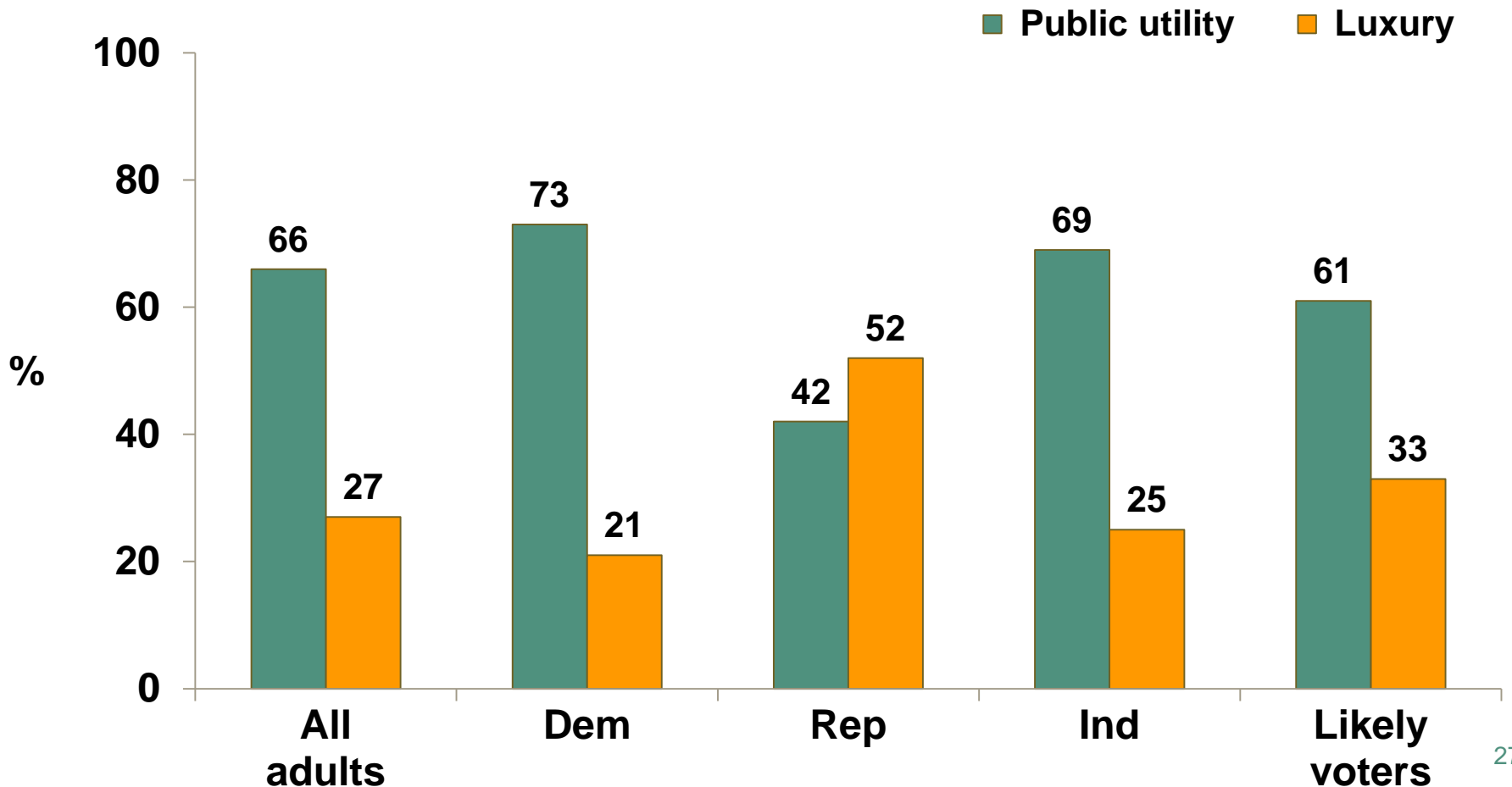
Role of Government

Thinking about the government's role in improving the access and availability of broadband Internet technology, do you think the government is doing more than enough, just enough, or not enough?



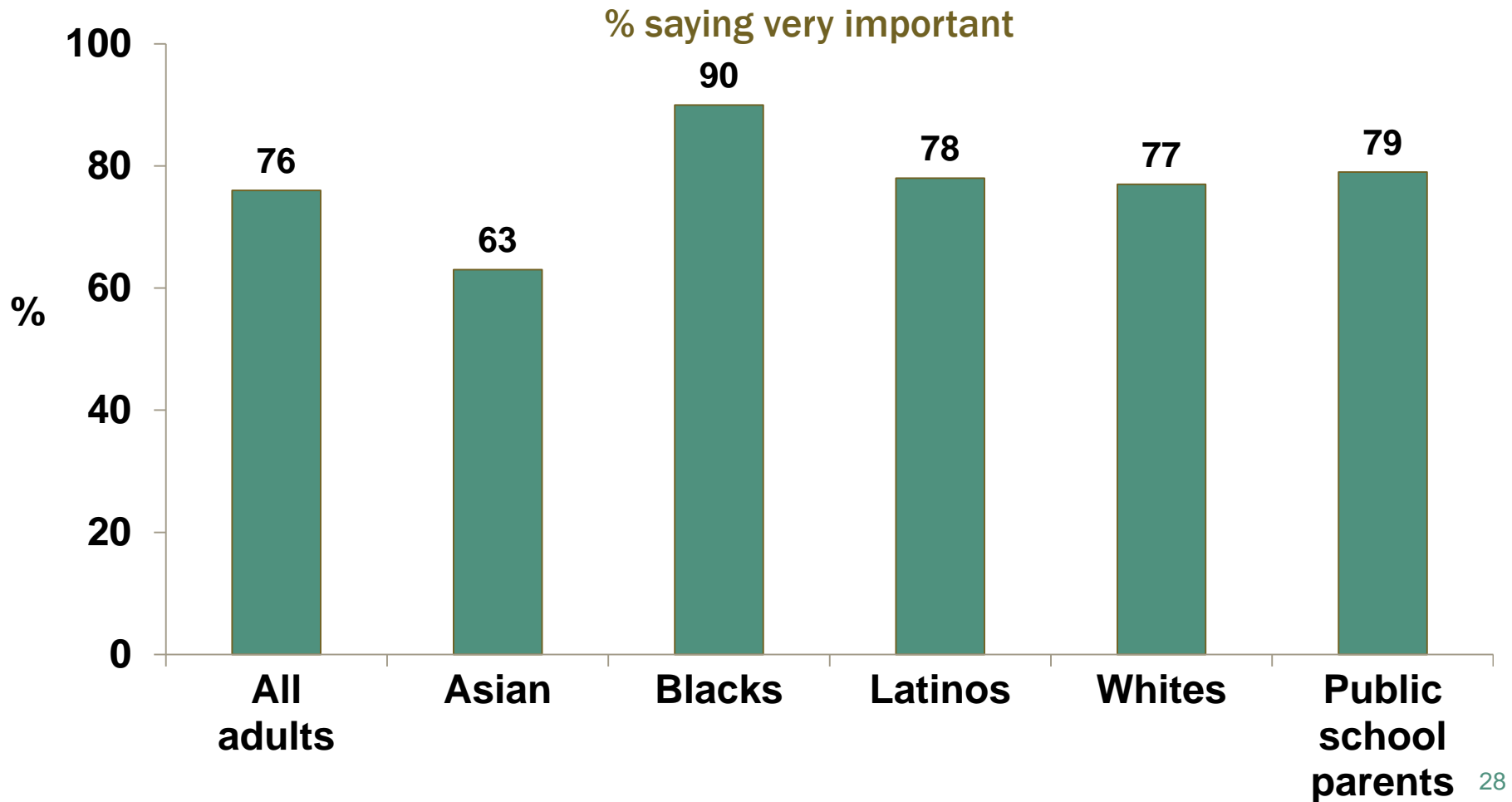
Broadband: Public Utility or Luxury

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



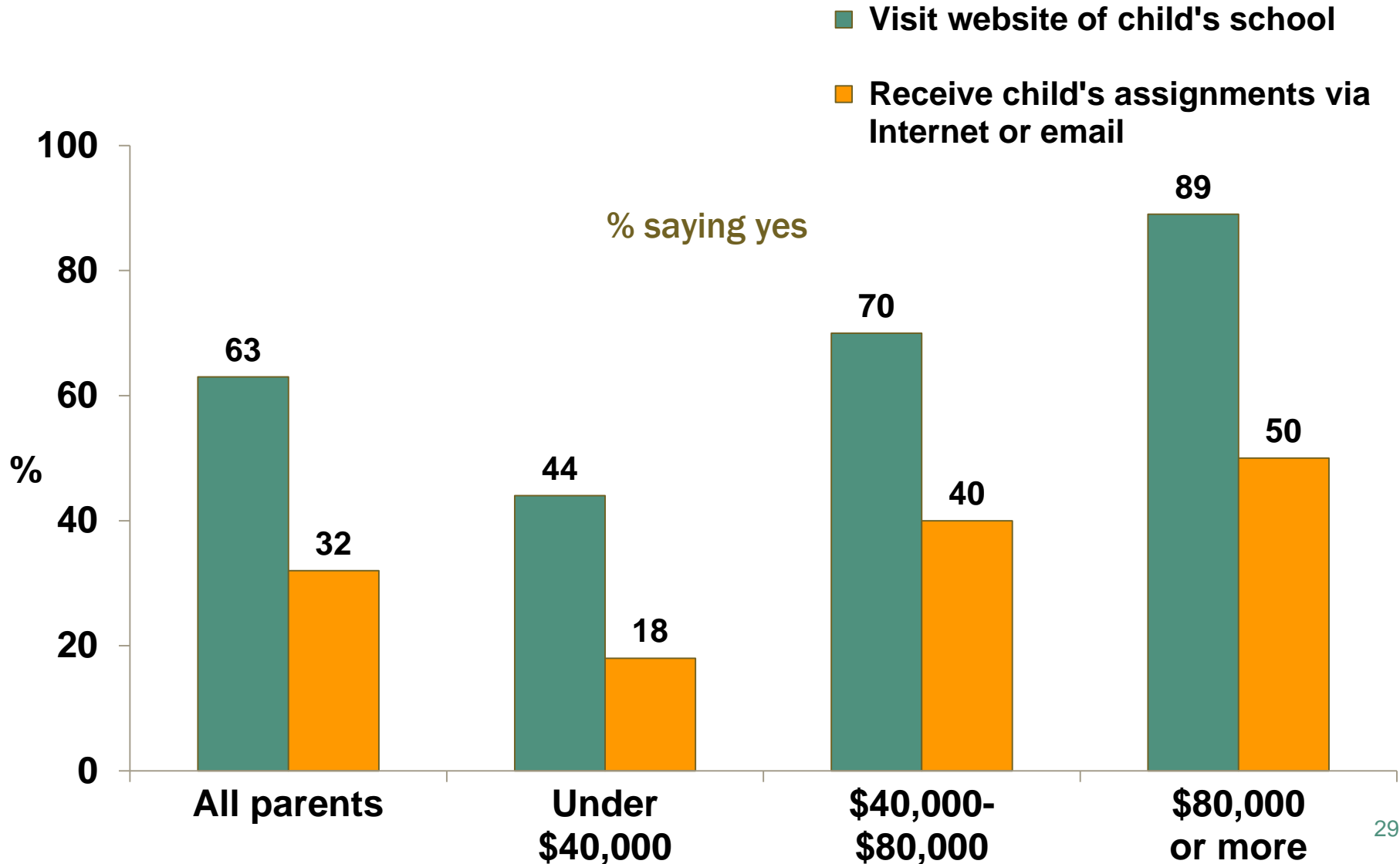
Importance of Teaching Computer and Internet Skills

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



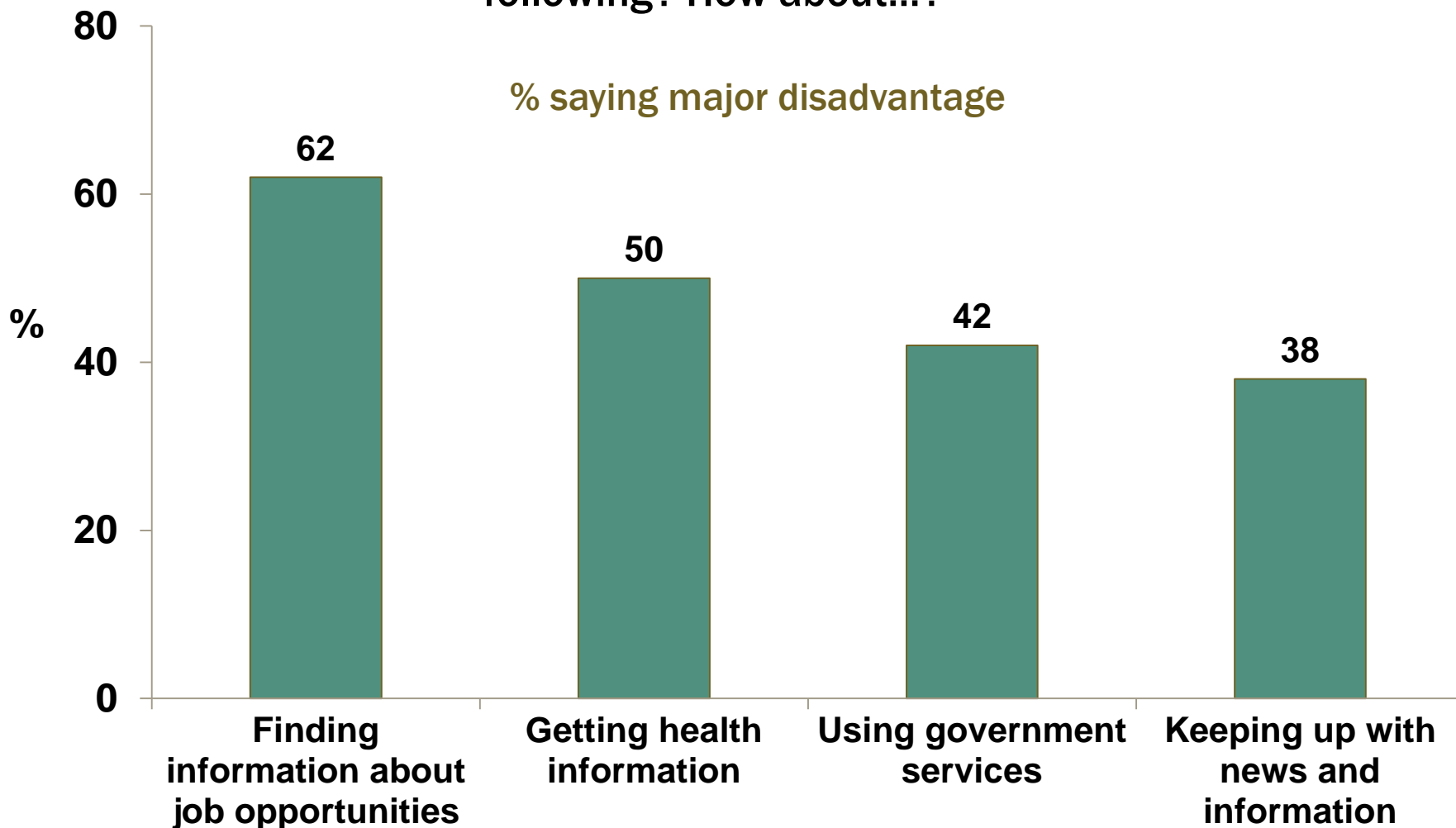
Parents, Schools, and the Internet

Do you ever ...?



Disadvantages of Not Having Broadband

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



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Conclusions

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



Upcoming PPIC Statewide Surveys

- July
 - *Californians and the Environment*
- September
 - *Californians and Their Government*
- October
 - *Californians and Higher Education*
- December
 - *Californians and Their Government*



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