



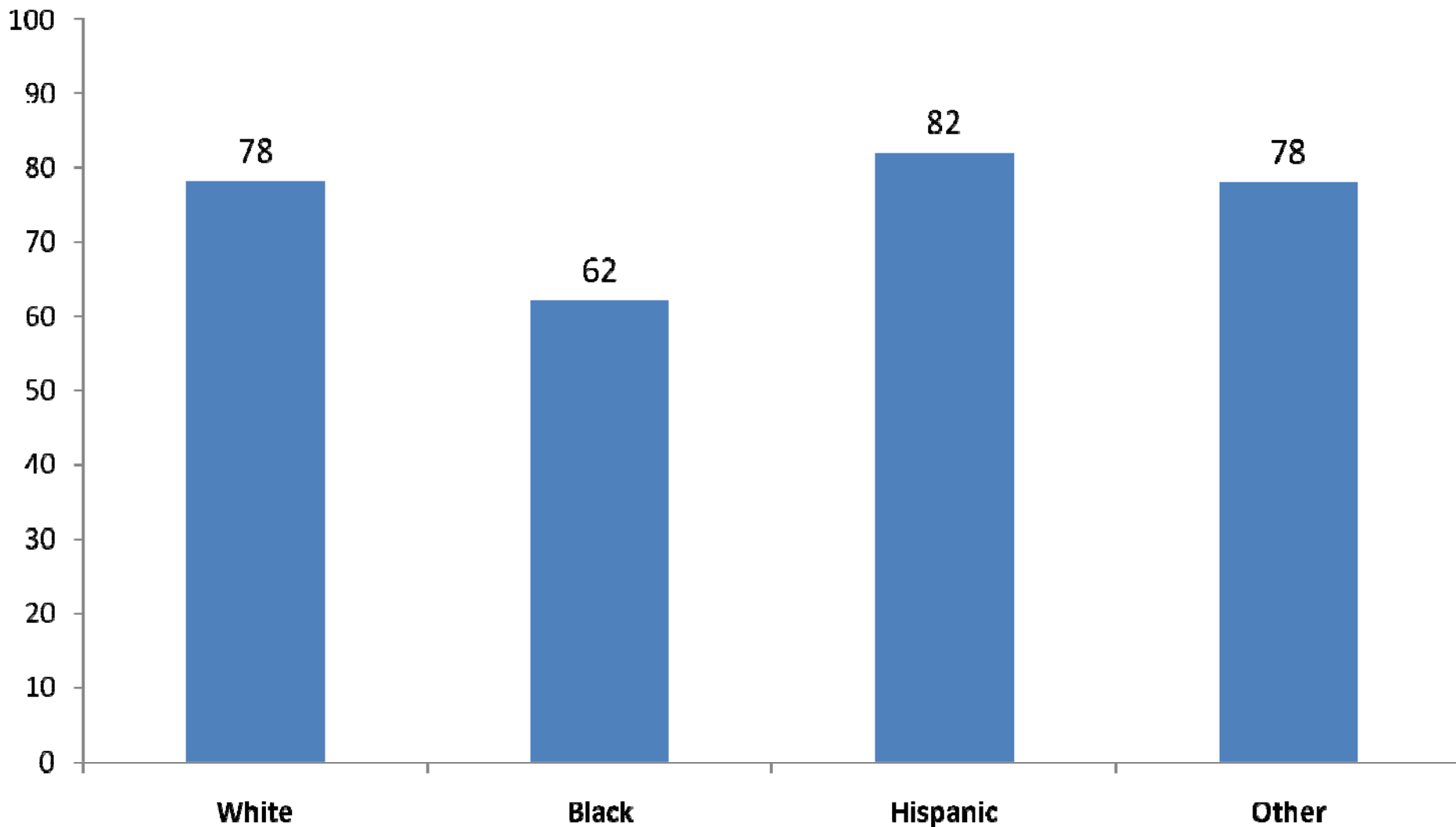
JOINT CENTER
FOR POLITICAL AND ECONOMIC STUDIES

Low Adoption and Utilization - Importance of Broadband and Applications

*Dr. Nicol Turner-Lee, VP & Director, Media and
Technology Institute*

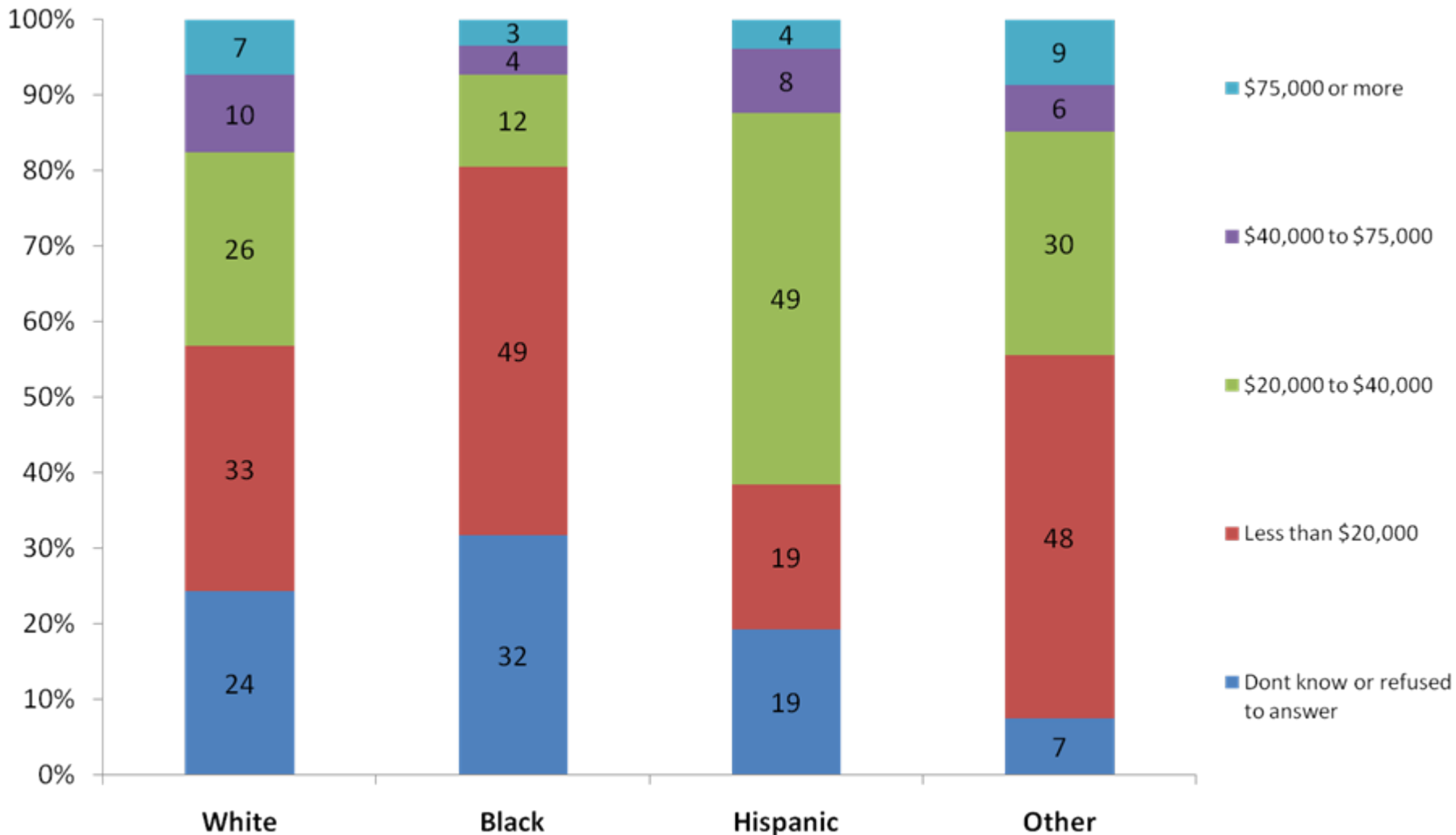
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Percent of Internet Users by Race and Ethnicity, 2009



Data source: Joint Center's analysis of the Pew Internet & American Life Project, 2009

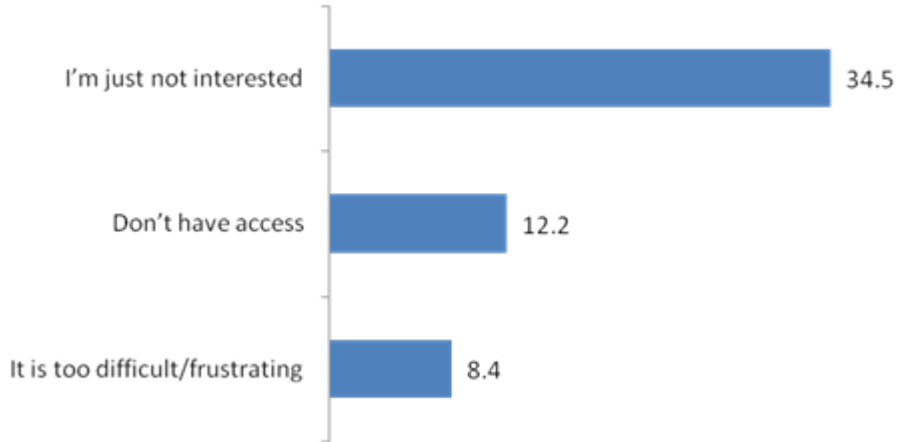
Non-Internet Users by Family Income and Race and Ethnicity, 2009



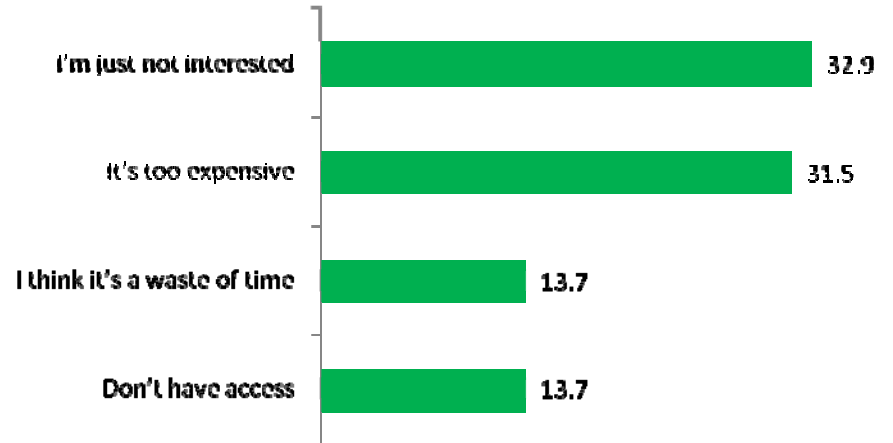
Data source: Joint Center's analysis of the Pew Internet & American Life Project, 2009

Main Reasons People Do Not Use the Internet by Race and Ethnicity in 2007 (Percent)

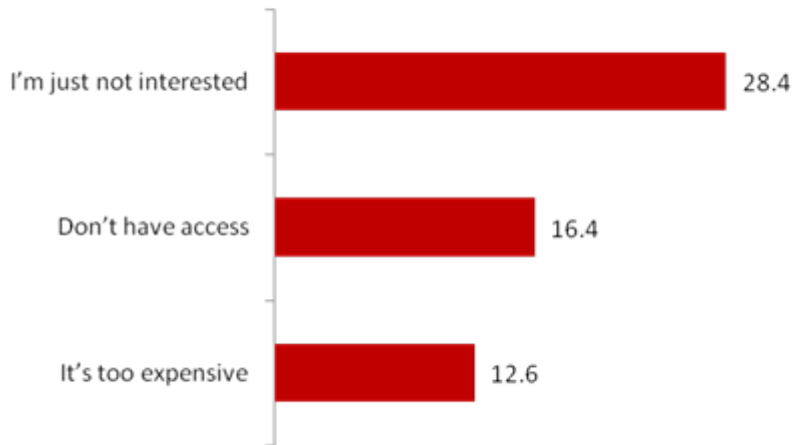
White



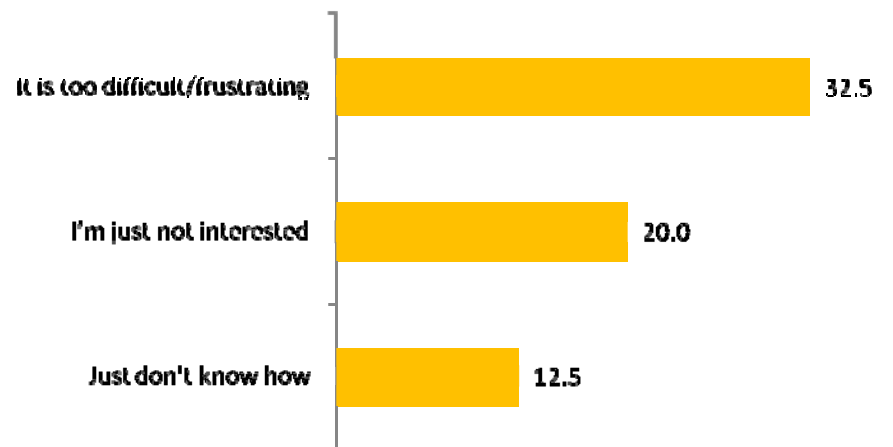
Hispanic



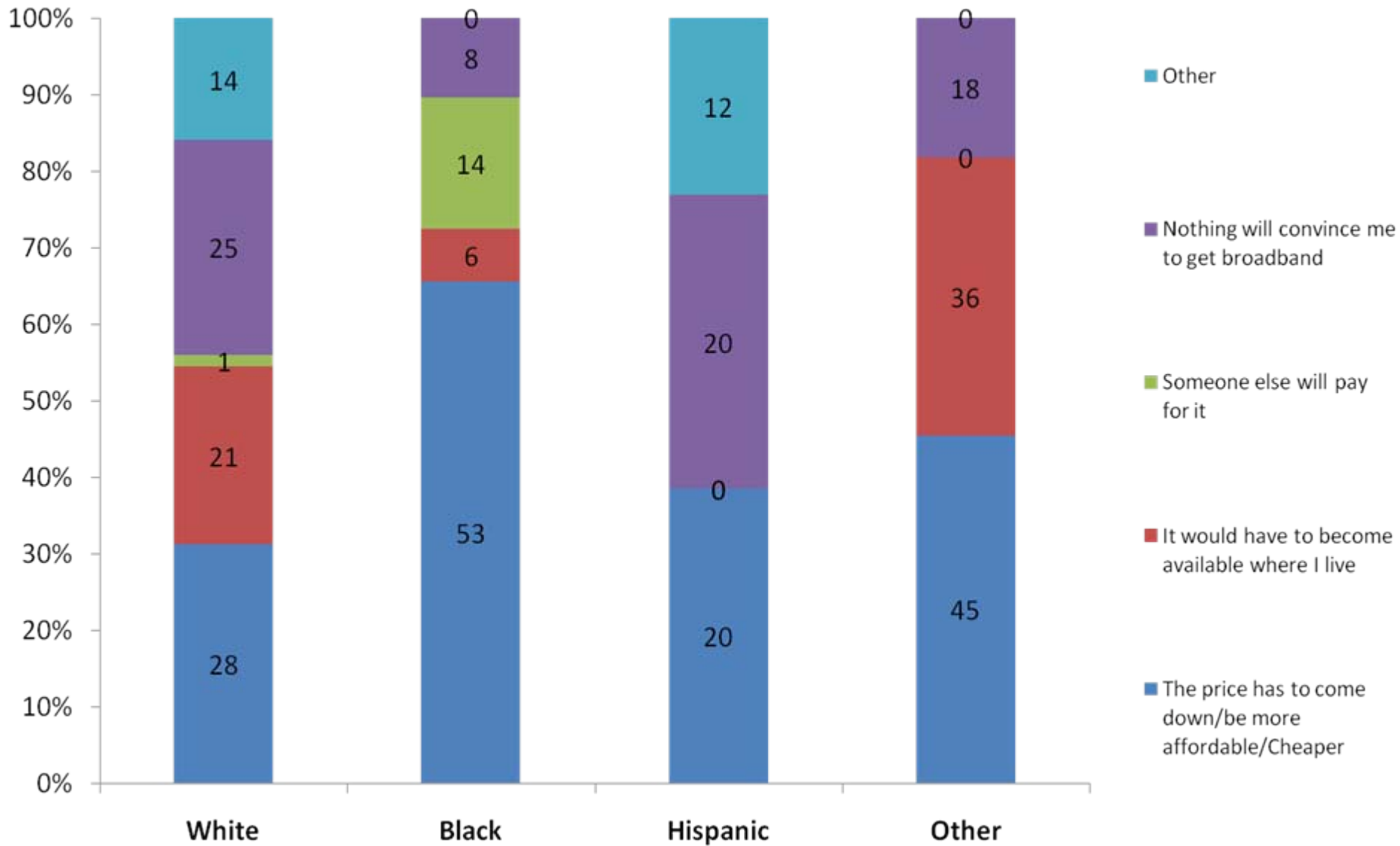
Black



Other



Reasons Non-Internet Users Cite for Not Having Broadband at Home, 2009



Data source: Joint Center's analysis of the Pew Internet & American Life Project, 2009

Hardware for accessing the internet by race

	White	Black	Hispanic
Cell phone	84	83	89
Desktop computer	66	51	64
Laptop computer	47	34	56
Game console	37	46	57
iPod or mp3 player	42	44	61
PDA	12	12	24
Electronic book (Kindle, Sony)	1	7	2
% with at least one item	92%	89%	94%
% with at least two item	79	69	83
% with at least three item	57	53	73
% with at least four item	38	34	57
% with at least five item	18	22	34
Number of cases	1,780	198	138

Source: Pew Internet & American Life April survey conducted from March 26-April 19, 2009. N=2,253. Margin of error is +/- 2. Survey conducted in English.