



## **2011 Statewide Survey on Broadband Adoption**

The Public Policy Institute of California (PPIC) released data on June 22, 2011 from the Statewide Survey: Californians and Information Technology which is supported by funding from the California Emerging Technology Fund (CETF) and ZeroDivide. This is the fourth annual poll on broadband adoption and the third in-depth survey in a multi-year series focusing on information technology.

### **GOALS FOR CLOSING THE DIGITAL DIVIDE**

The mission of CETF is to close the Digital Divide in California by breaking down barriers to high-speed Internet access at home. The goal is to reach 98% of all residences with broadband infrastructure and to achieve 80% at home adoption statewide by 2015 in order to remain globally competitive. This statewide goal can only be accomplished if the following specific hard-to-reach target communities achieve at least a 70% adoption rate: low income populations, Latinos, rural communities, and people with disabilities. The PPIC Statewide Survey shows results for each of these target populations.

While the PPIC Statewide Survey finds a strong increase in Internet access through cell phones, CETF remains focused on Broadband adoption in the home as a critical component to enhancing economic prosperity within families and communities. While much can be done on a cell phone, filling out applications, completing homework assignments, conducting research, accessing health and other personal data, and manipulating information over the Internet can better be done at home with personal computer.

### **FEDERAL PARTNERSHIP TO PROMOTE ADOPTION**

On behalf of 19 partners across the state, CETF was awarded two grants from the National Telecommunications and Information Agency (NTIA) in 2010 for the Broadband Technology Opportunities Program (BTOP). The Broadband Awareness and Adoption (BAA) program and Access to Careers in Technology (ACT) program will connect 140,000 households across California to the Internet and help CETF achieve its goal of closing the Digital Divide.

### **SURVEY RESULTS AND CETF NUMBERS**

Starting with this June 2011 survey, CETF will count a portion of the number of new adoptions recorded through this survey towards the CETF NTIA broadband adoption outcomes. As a conservative approach, CETF will link 6% of the increase due to its efforts and those of its sub-recipients. This is the same rate of broadband adoption that CETF NTIA partner United Ways of California/2-1-1 finds when they call back clients who have expressed an interest in broadband. The 6% represents the number who have subscribed when called as part of a random sample of individuals who have expressed interest in broadband services after receiving information from 2-1-1. CETF attributes this increase in broadband adoption to the public awareness program implemented by CETF and its NTIA partners throughout the state that promotes calls to 2-1-1 for information about broadband adoption. Therefore, this percentage will be used to extrapolate CETF numbers from the PPIC survey results.

Using this rationale, according to the PPIC June 2011 survey results, CETF efforts have resulted in 44,705 new California broadband subscribers. The following is a summary of key survey findings, and a chart showing survey results since 2008 is attached.



## **MORE CALIFORNIANS HAVE BROADBAND, BUT DIGITAL DIVIDE PERSISTS**

- **More Californians have Broadband at home.** The percentage of Californians with Broadband at home has grown (55% in 2008, 62% in 2009, 70% in 2010, 72% today). The percentage of adults with a broadband connection at home declines with age and rises sharply with income and education.
- **There are regional differences in at home Broadband adoption.** The Central Valley has experienced a noticeable increase in at home Broadband adoption. Since 2008, there has been a close to 20% increase in Broadband adoption at home in the Central Valley (53% in 2008, 51% in 2009, 64% in 2010, 70% in 2010). However, in the Inland Empire, at home Broadband adoption rates fell from 71% in 2010 to 66% in 2011. Focus is needed in this region in particular.
- **More low-income households are adopting Broadband at home.** For households with an income of less than \$40,000, the rate of at home Broadband adoption has almost doubled since 2008 (33% in 2008, 58% in 2011).
- **Latinos (55%) are the least likely to have a broadband connection** across racial and ethnic groups (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.
- **More people with disabilities are using the Internet.** The percentage of Californians with disabilities who use the Internet has increased steadily, but has stayed the same over the past two years (57% in 2008, 60% in 2009, 68% in 2010, 67% in 2011). At the same time, people with disabilities reporting having Broadband at home has increased since 2008, but decreased between 2010 and 2011 (36% in 2008, 47% in 2009, 55% in 2010, 49% in 2011). There is much work to be done to increase at home Broadband adoption in this population.

## **ABOUT THE SURVEY**

Findings are based on a telephone survey of 2,502 California adult residents, including 2,001 interviewed on landline telephones and 501 interviewed on cell phones. Interviews were conducted from June 1–14, 2011, in English, Spanish, Chinese (Mandarin or Cantonese), Vietnamese, and Korean, according to respondents' preferences.