Broadband Adoption: Trends & Consequences

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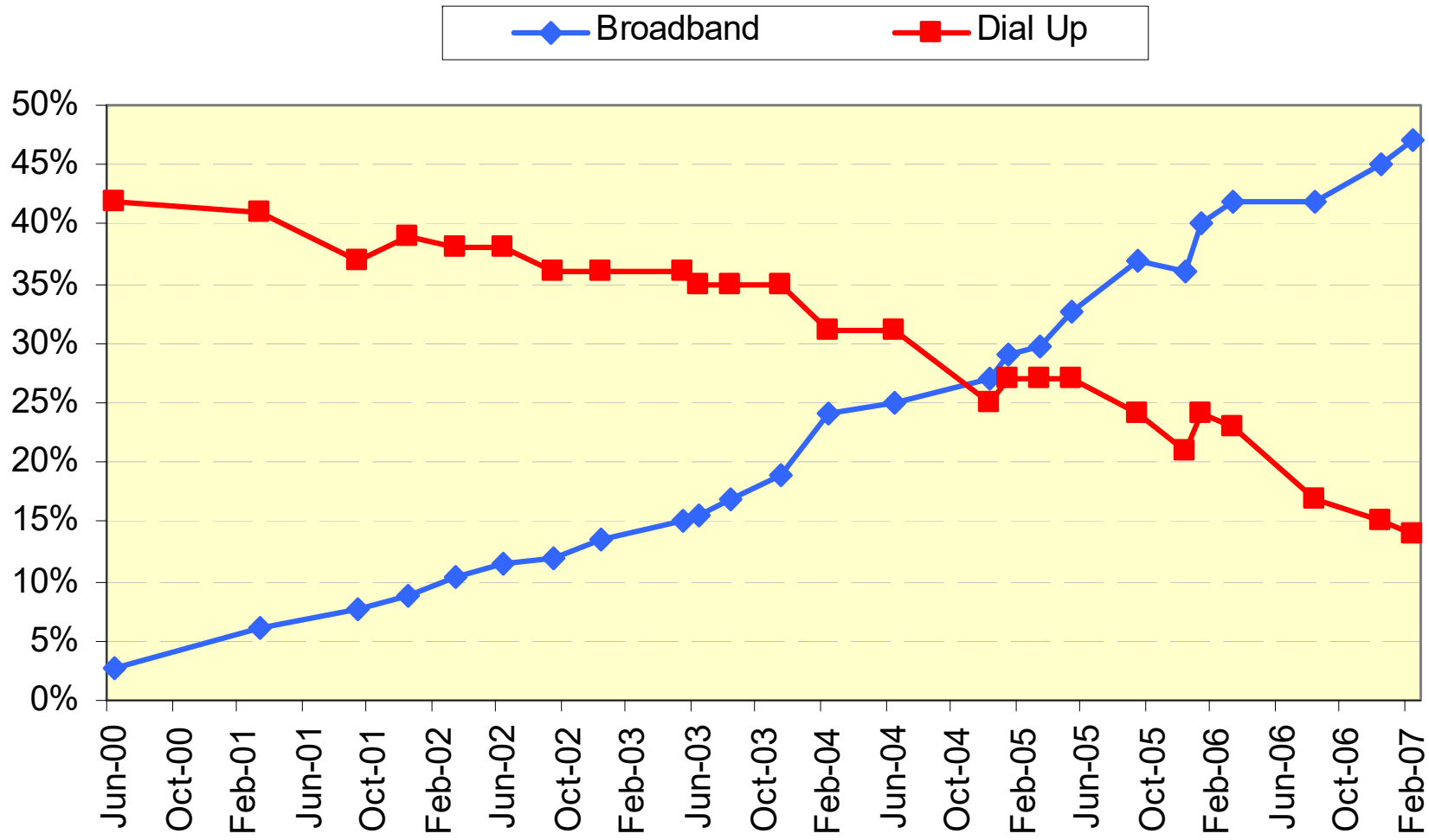Associate Director for Research

Basic facts about communication technology adoption

- 71% of American adults are internet users (Feb. '07)
  - 67% of adults have online access from home
- 93% of teens (ages 12 through 17) are online users (Nov. 2006)
- 70% of Americans who go online from home connect via high-speed (mostly cable modem or DSL)
  - That translates into <u>47% of all Americans</u> with high-speed at home
- 34% of online users have used a wireless network to go online (as of December 2006)
- 74% of adults have cell phones
- 63% of teens (ages 12-17) have cell phones

Broadband penetration in the U.S., 2000-2007

Home Broadband & Dial-Up Penetration
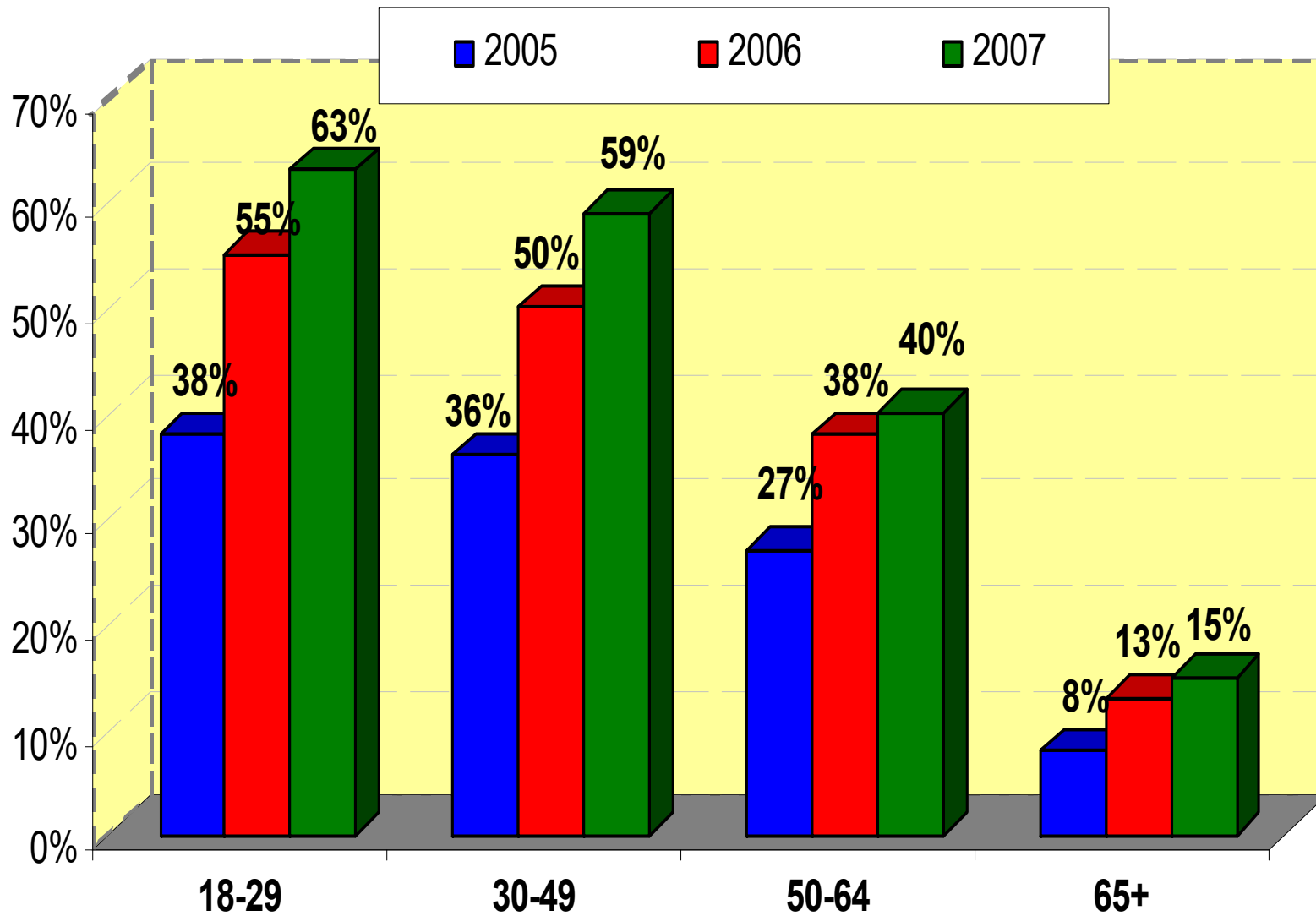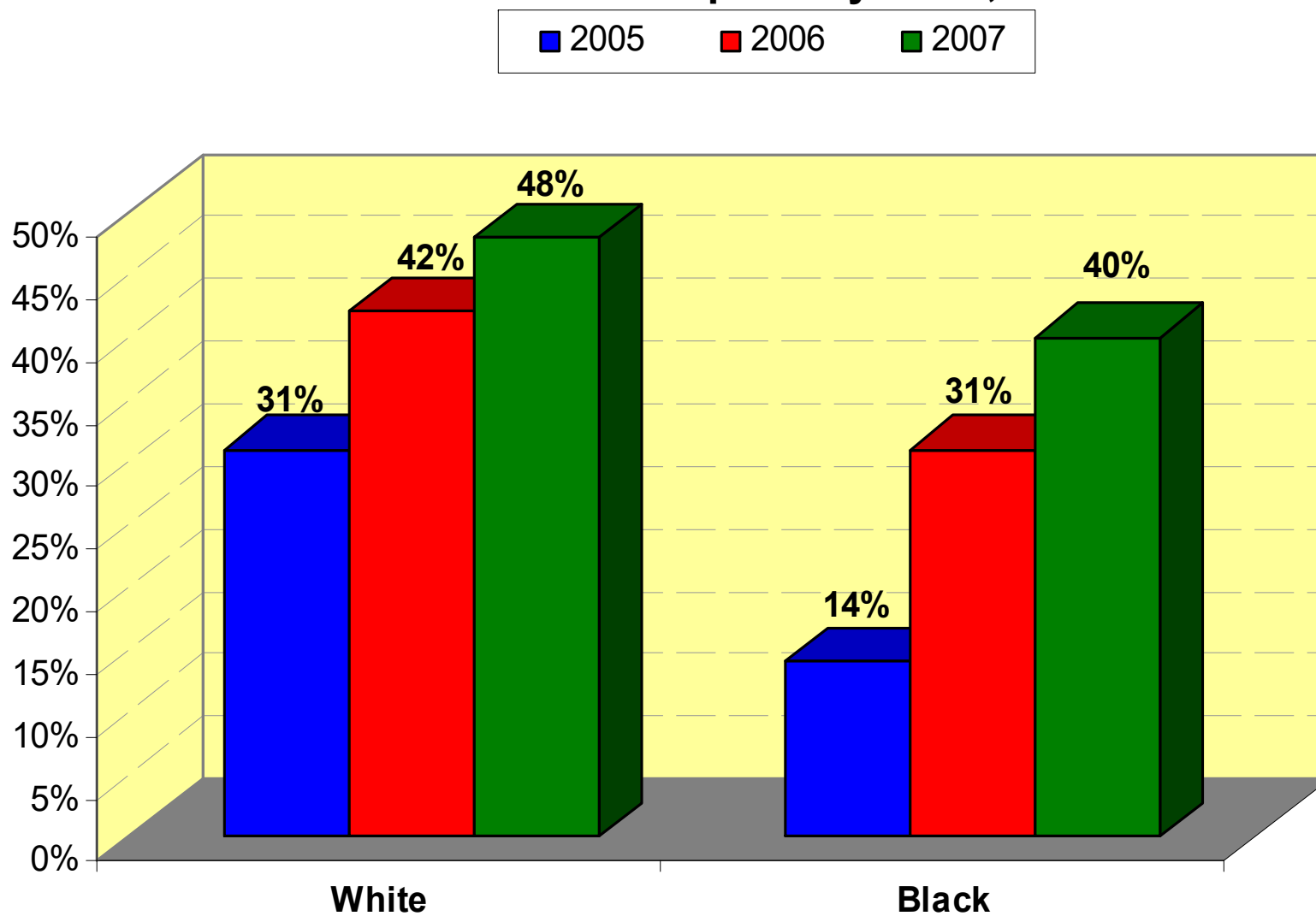**(% of adult Americans)**

How does broadband adoption rate stack up?

- To reach 50% to consumer adoption it took:
  - 18 years for color TV
  - 15 years for the cell phone
  - 14 years for the VCR
  - 10 ½ years for the CD player
- Broadband should hit 50% by 9-10 year mark.
- Happy dial-up users?
  - Some 60% of dial-up users say they don't want broadband, a figure that held constant from 2002-2005
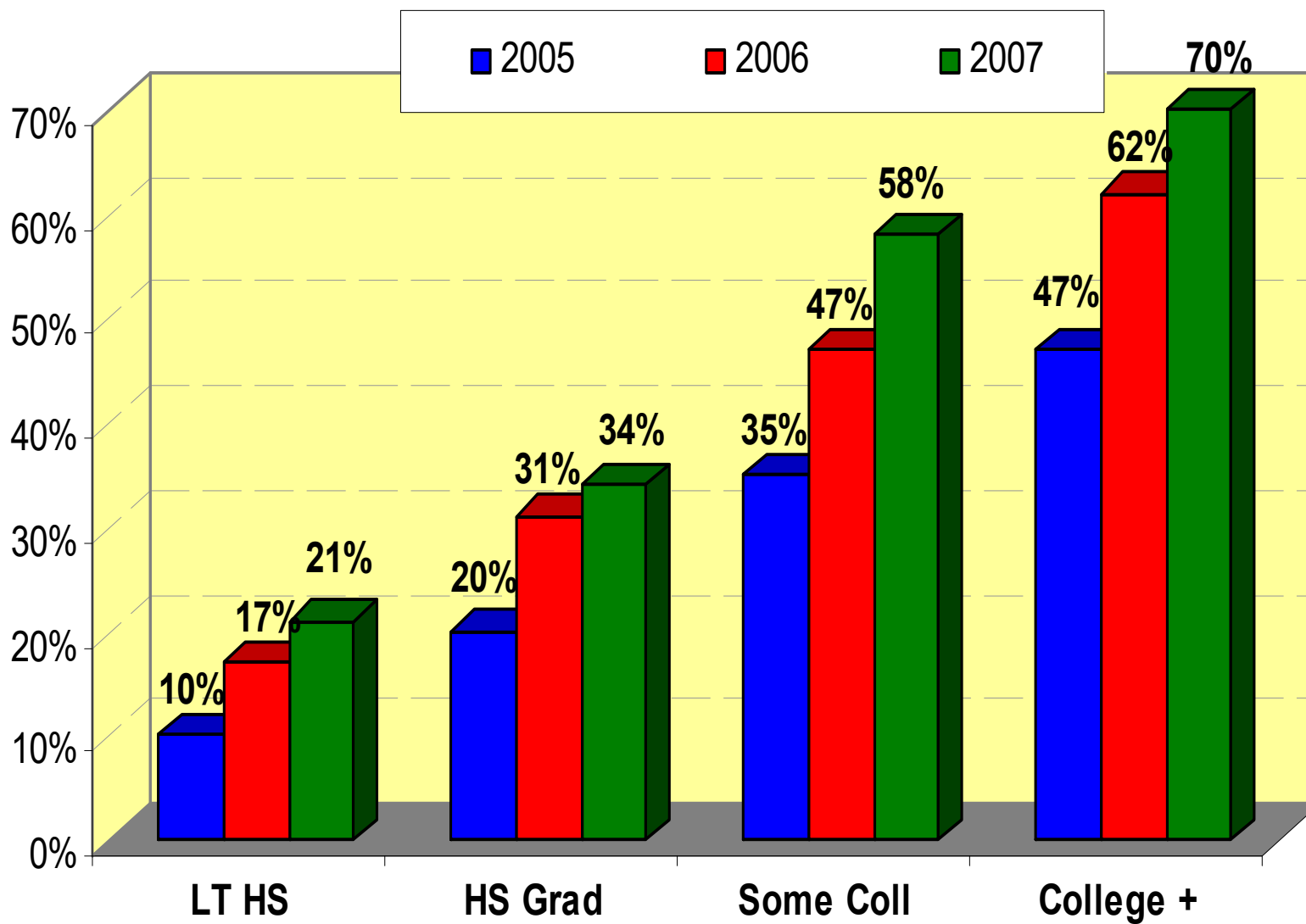
Home Broadband Adoption by Age, 2005-2007
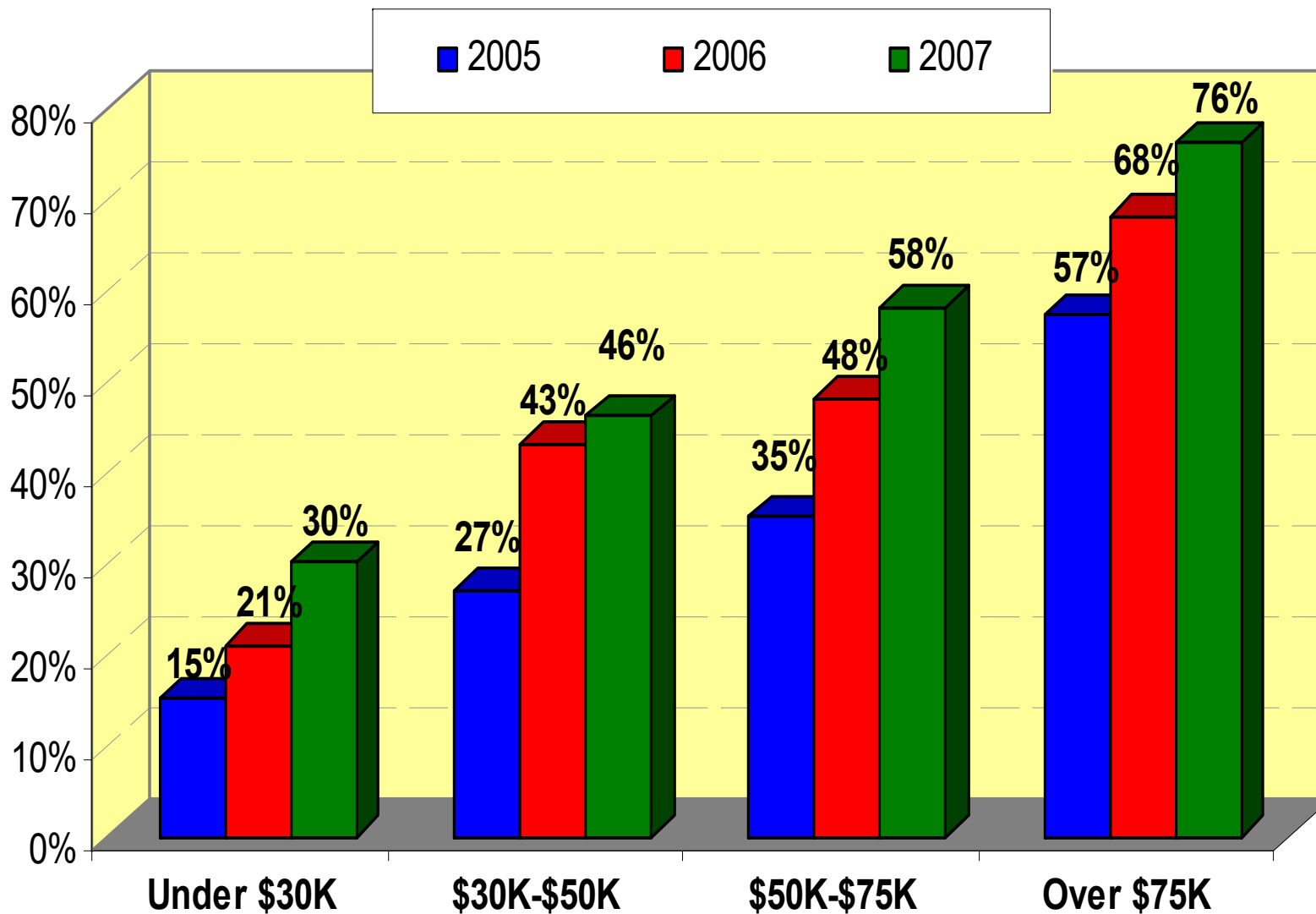
Home Broadband Adoption by Race, 2005-2007

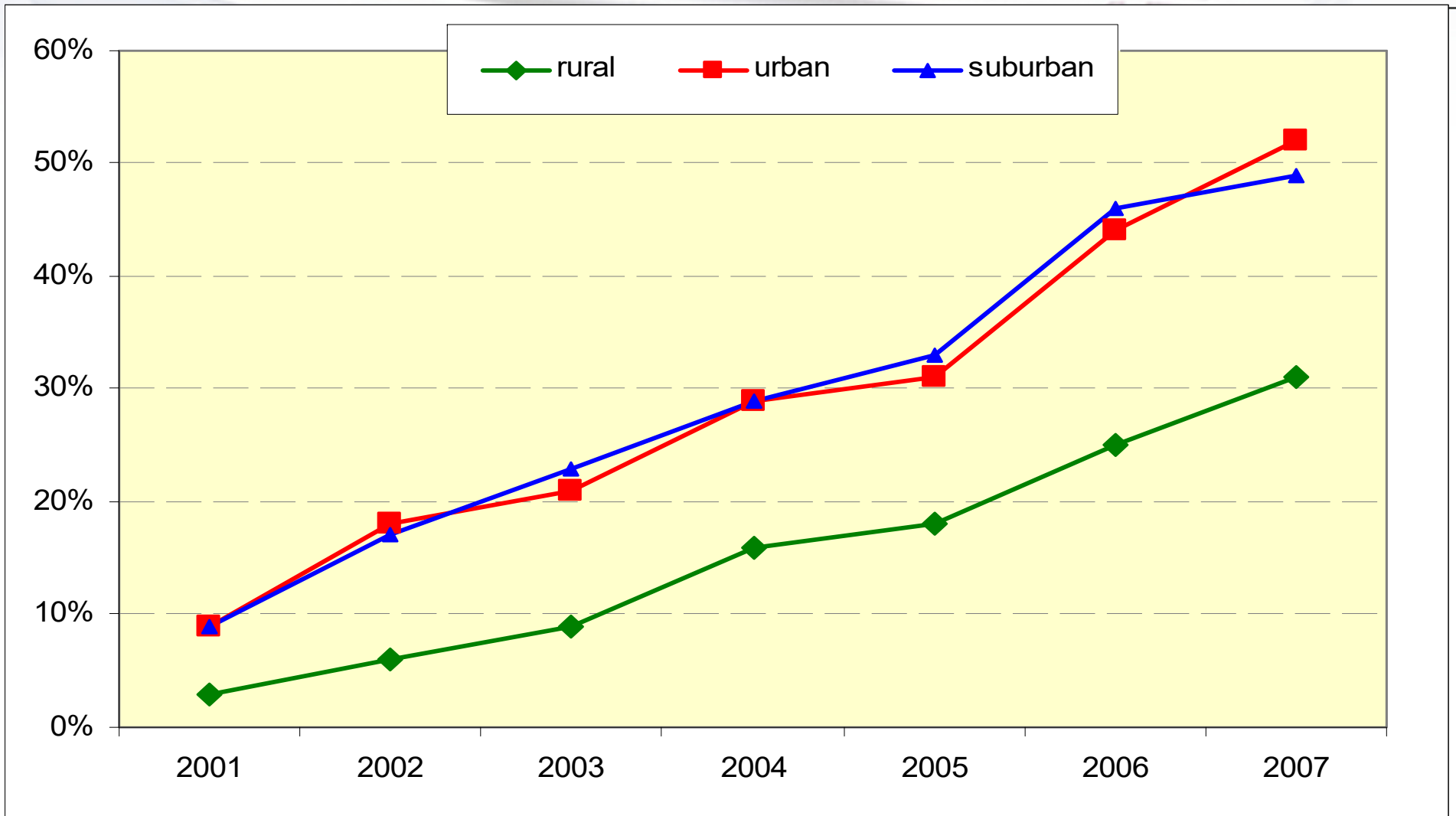➢29% of U.S. Hispanic population has broadband at home, 2006

Home Broadband Adoption by Educational Level, 2005-2007

Home Broadband Adoption by Household Income, 2005-2007

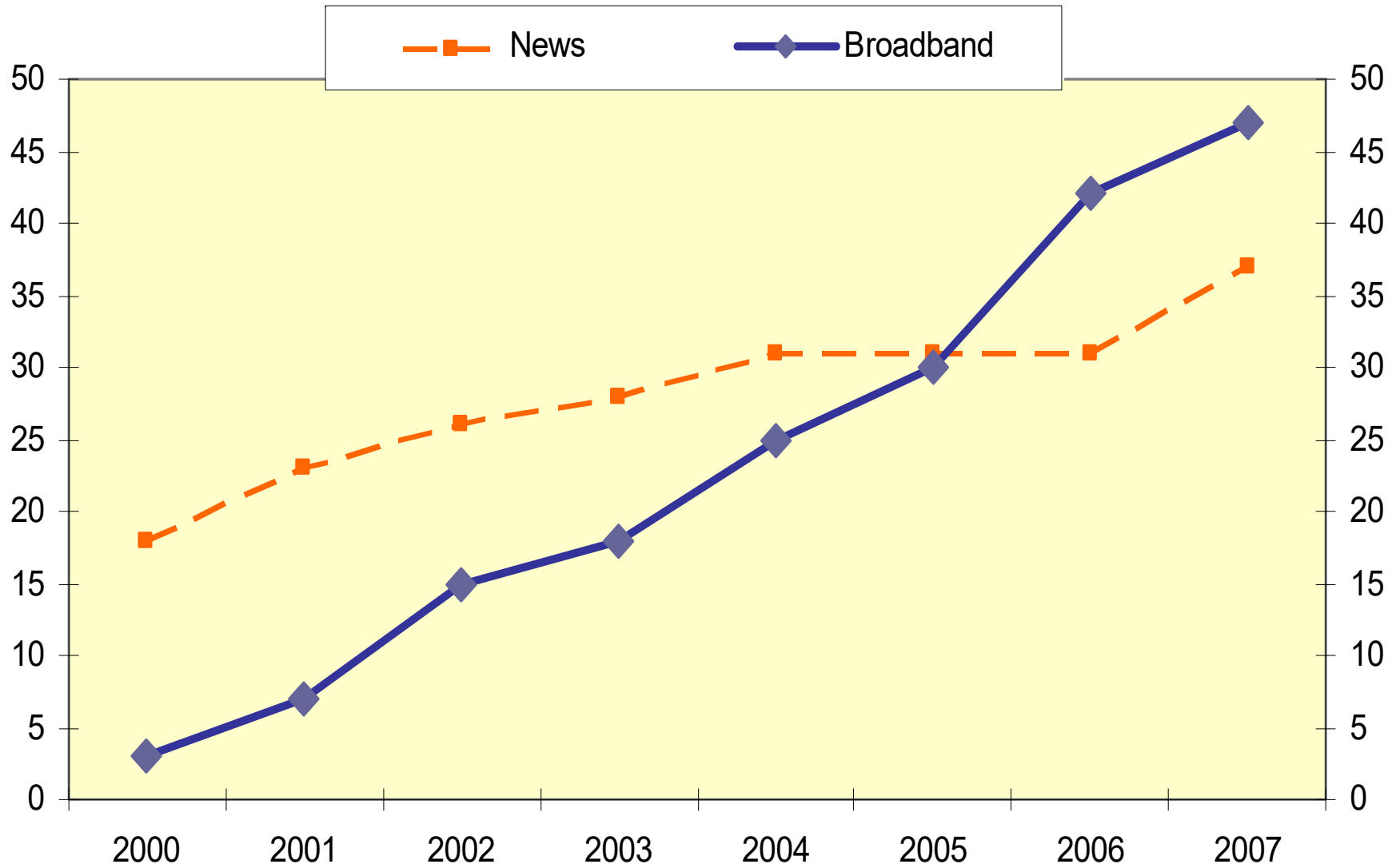# Trends in rural broadband adoption at home

Broadband: What for?

– Home high-speed connection is key differentiator in explaining internet usage patterns

  • Do more things online on the typical day than dial-up users

  • Spend more time online than dial-up users

– Higher levels of internet impacts in:

  • Maintaining social networks

  • Helping in major life decisions

  • Information gathering (news, civic engagement, research)

  • Gathering information about a health or medical condition

PEW/INTERNET

Trends in broadband adoption & daily online news usage

Reasons for gaps

- Availability of offline substitutes

- Usability

- Relevance of content

- Infrastructure availability