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# Latinos and Digital Technology, 2010

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## About this Report

This report analyzes digital technology use patterns among Latinos, whites and blacks in 2010. The data for this report are derived primarily from the Pew Hispanic Center 2010 National Survey of Latinos, which was conducted from August 17 to September 19, 2010 among a nationally representative sample of 1,375 Hispanic adults, and the Pew Internet and American Life Project August 2010 Health Tracking Survey, which was conducted from August 9 to September 13, 2010 among 1,664 white and 630 black adult respondents.

## A Note on Terminology

The terms “Latino” and “Hispanic” are used interchangeably in this report.

The terms “whites” and “blacks” are used to refer to the non-Hispanic components of their populations.

“Foreign born” refers to persons born outside of the United States to parents neither of whom was a U.S. citizen. Foreign born also refers to those born in Puerto Rico. Although individuals born in Puerto Rico are U.S. citizens by birth, they are included among the foreign born because they are born into a Spanish-dominant culture and because on many points their attitudes, views and beliefs are much closer to Hispanics born abroad than to Latinos born in the 50 states or the District of Columbia, even those who identify themselves as being of Puerto Rican origin.

“Native born” refers to persons born in the United States and those born abroad to parents at least one of whom was a U.S. citizen.

“Second generation” refers to persons born in the United States, with at least one first-generation parent.

“Third generation” refers to persons born in the United States, with both parents born in the United States. This report uses the term “third generation” as shorthand for “third and higher generation.”

Language dominance is a composite measure based on self-described assessments of speaking and reading abilities. “Spanish-dominant” persons are more proficient in Spanish than in English, i.e., they speak and read Spanish “very well” or “pretty well” but rate their ability to speak and read English lower. “Bilingual” refers to persons who are proficient in both English and Spanish. “English-dominant” persons are more proficient in English than in Spanish.

## About the Author

Gretchen Livingston is a senior researcher at the Pew Hispanic Center. Her primary areas of interest include immigrant adaptation, gender and family structure. She earned her Ph.D. in demography and

sociology from the University of Pennsylvania. Prior to joining the Pew Hispanic Center, she was a visiting research fellow at the Princeton University Office of Population Research.

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### **About the Pew Hispanic Center**

The Pew Hispanic Center is a nonpartisan research organization that seeks to improve public understanding of the diverse Hispanic population in the United States and to chronicle Latinos' growing impact on the nation. It does not take positions on policy issues. The Center is part of the Pew Research Center, a nonpartisan "fact tank" based in Washington, D.C., and it is funded by The Pew Charitable Trusts, a Philadelphia-based public charity. All of the Center's reports are available at [www.pewhispanic.org](http://www.pewhispanic.org).

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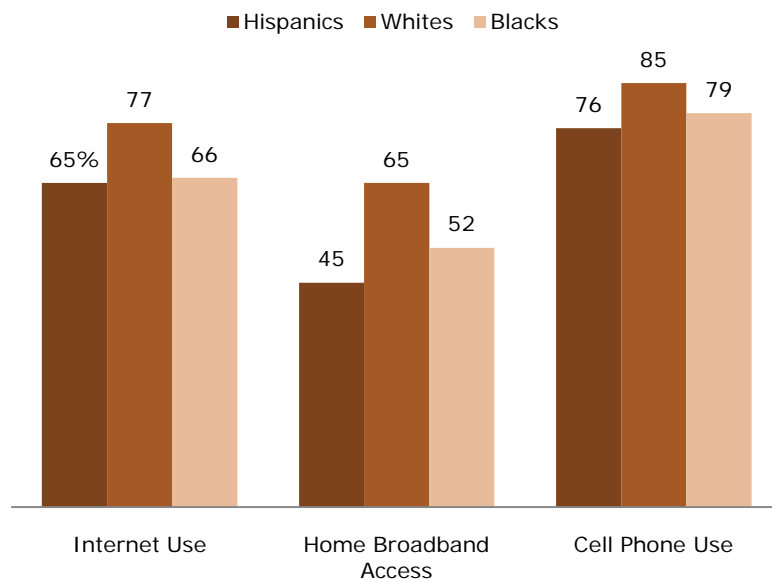
## Overview

Latinos are less likely than whites to access the internet, have a home broadband connection or own a cell phone, according to survey findings from the Pew Hispanic Center, a project of the Pew Research Center. Latinos lag behind blacks in home broadband access but have similar rates of internet and cell phone use.<sup>1</sup>

While about two-thirds of Latino (65%) and black (66%) adults went online in 2010, more than three-fourths (77%) of white adults did so. In terms of broadband use at home, there is a large gap between Latinos (45%) and whites (65%), and the rate among blacks (52%) is somewhat higher than that of Latinos. Fully 85% of whites owned a cell phone in 2010, compared with 76% of Latinos and 79% of blacks.<sup>2</sup>

Hispanics, on average, have lower levels of education and earn less than whites. Controlling for these factors,

Figure 1  
Technology Use by Race and Ethnicity, 2010



Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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<sup>1</sup> The Pew Hispanic Center has been collecting data regarding ethnic differences in technology use since 2006 (see [Fox and Livingston 2007](#); [Livingston, Parker and Fox 2009](#); and [Livingston 2010](#)). Data collected prior to 2009 are not directly comparable to results shown here because they are based on a different survey methodology.

<sup>2</sup> Hispanics are more likely than whites or blacks to depend exclusively on their cell phones for telephone communication. According to data from the Centers for Disease Control and Prevention's National Health Interview Survey, in 2010 some 35% of Hispanic adults lived in households containing no landline telephone, compared with 23% of whites and 29% of blacks ([Blumberg and Luke 2010](#)).

the differences in internet use, home broadband access and cell phone use between Hispanics and whites disappear. In other words, Hispanics and whites who have similar socioeconomic characteristics have similar usage patterns for these technologies.

Hispanics, on average, are also younger than whites. However, even within each age group, Hispanics show lower levels of technology use than do whites.

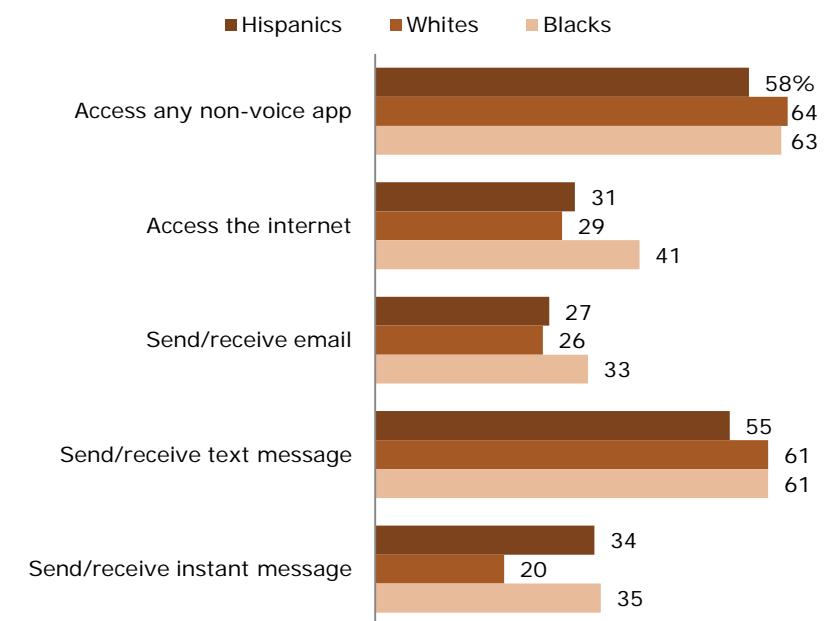
Survey questions also probed for the use of non-voice applications on cell phones. Respondents were asked specifically about whether they access the internet and whether they use email, texting or instant messaging from a cell phone. The findings reveal a mixed pattern of non-voice cell phone application use across ethnic and racial groups. Hispanics are less likely than whites to use any non-voice applications on a cell phone (58% vs. 64%), and they are also less likely than whites to send or receive text messages (55% vs. 61%). However,

Hispanics and whites are equally likely to access the internet and send or receive email from a cell phone. And Hispanics are more likely than whites to engage in instant messaging (34% vs. 20%). Compared with blacks, Hispanics are less likely to access the internet (31% vs. 41%) or send or receive email (27% vs. 33%) from a cell phone, but rates of texting and instant messaging are similar for the two groups.

Though they are no more likely than whites to access the internet from a cell phone, Hispanics are more likely to do so *in lieu of* a home internet connection. Some 6% of Latinos report that they access the internet from a cell phone but have no internet access at home. This rate is the

**Figure 2**  
**Cell Phone Activities by Race and Ethnicity, 2010**

*% who use a cell phone to...*



Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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same for blacks, but notably higher than the rate for whites (1%). While controlling for educational attainment and income erases ethnic differences in internet use, broadband access and cell phone ownership, this is not entirely the case when it comes to the ethnic difference in dependency upon a cell phone for internet access. Controlling for income and education erases the differences for the highly educated and most affluent, but differences still persist for those with no college experience, and those earning less than \$50,000 annually.

This report is based on two national surveys. The first, the Pew Hispanic Center's 2010 National Survey of Latinos is a nationally representative bilingual telephone survey of 1,375 adults ages 18 and older. Interviews were conducted from August 17 through September 19, 2010. The margin of error for the full sample is plus or minus 3.3 percentage points at the 95% confidence level. The second, the Pew Internet and American Life Project's August 2010 Health Tracking Survey is a national representative telephone survey of 3,001 adults, conducted from August 9 through September 13, 2010. The margin of error for the full sample is plus or minus 2.5 percentage points at the 95% confidence level. For a full description of the methodology of both surveys, see Appendix A.

Other key findings include:

### **Ethnicity**

- Latinos are significantly less likely than whites to have a home internet connection (55% vs. 75%); this difference persists even if the sample is limited to internet users (85% vs. 96%). The likelihood of having a home internet connection among blacks (58%) does not differ from that of Hispanics.
- Among internet users, Hispanics are less likely to have a home broadband connection (69%) than are whites (84%) or blacks (78%).
- Among cell phone owners, Hispanics are as likely as whites or blacks to utilize at least one of the four non-voice cell phone applications—more than three-fourths (77%) of Hispanics do so while 75% of whites and 79% of blacks do the same.
- However, Hispanic cell phone owners are more likely than white cell phone owners to access the internet (40% vs. 34%), email (36% vs. 31%), or instant message (45% vs. 24%) from their cell phone. Meanwhile, Hispanic cell phone owners are less likely than black cell phone owners to access the internet from their cell phone (40% vs. 51%).

## Nativity

- Native-born Latinos are more likely than foreign-born Latinos to be online (81% vs. 54%); to have a home internet connection (71% vs. 45%); to have a home broadband connection (60% vs. 35%); and to own a cell phone (86% vs. 70%).
- From 2009 to 2010, cell phone ownership among the native born increased six percentage points (from 80% to 86%). This increase was driven primarily by increased cell phone ownership among Latinos who are the children of immigrants, or the so-called second generation (from 79% to 88%).
- The native born are more likely than the foreign born to use non-voice applications on a cell phone—74% vs. 48%.

## Language

- Spanish-dominant Hispanics trail bilingual and English-dominant Hispanics in internet use, home internet access, home broadband access and cell phone ownership.
  - Some 47% of Spanish-dominant Latinos use the internet, compared with 74% of bilingual Latinos and 81% of English-dominant Latinos.
  - Some 37% of Spanish-dominant Latinos have a home internet connection, compared with 61% of bilingual Latinos and 77% of English-dominant Latinos.
  - About one-fourth (26%) of Spanish-dominant Latinos have home broadband access, compared with about half (52%) of bilingual Latinos, and two-thirds (66%) of English-dominant Latinos.
  - Some 68% of Spanish-dominant Hispanics have a cell phone, compared with 78% of bilingual Hispanics and 86% of English-dominant Hispanics.
- While the overall internet usage rate among Spanish-dominant Latinos remains low, the share using the internet has increased rapidly—from 36% in 2009 to 47% in 2010.
- More than three-fourths (76%) of English-dominant Latinos use cell phones for something other than traditional calls, while 62% of bilingual Latinos and 44% of Spanish-dominant Latinos report as much.



## Age

- Among Latinos, internet use, home internet use, home broadband access, and cell phone ownership are less prevalent at older ages.
- From 2009 to 2010, the share of Latinos ages 18 to 29 who were online jumped from 75% to 85%, and the share with cell phones rose from 81% to 90%.
- The likelihood of using any type of non-voice cell phone application declines with age for Latinos.

## Education and Income

- Among Hispanics, higher levels of educational attainment and household income are linked to higher rates of internet use, home internet access, having a home broadband connection, and cell phone ownership.
- The same is true when looking at non-voice cell phone applications—Hispanics with more education and more income are generally more likely to use these mobile applications.

## Place of Residence

- Rates of internet use, home internet access and broadband access are similar for Latinos living in urban, suburban and rural areas.
- Cell phone ownership is significantly less prevalent in suburban areas than in urban or rural areas.

## Internet Use

In 2010, almost two-thirds (65%) of Hispanics were online, a rate comparable to that of blacks (66%) and significantly lower than the rate for whites (77%). The difference in internet use between Hispanics and whites is driven in part by the fact that Hispanics tend to have less education and lower incomes than whites. When education or income are controlled for, the ethnic differences in internet use disappear.

More than eight-in-ten (81%) native-born Latinos are online, compared with 54% of foreign-born Latinos. These rates of internet usage were unchanged from 2009.

English-dominant Hispanics and bilingual Hispanics have relatively high rates of internet use, which are statistically unchanged from 2009 to 2010. In 2010, some 81% of the English dominant were online, as were 74% of bilingual Hispanics. In contrast, less than half (47%) of Spanish-dominant Hispanics were online in 2010. This is significantly lower than the rate of internet use among English-dominant or bilingual Hispanics, but it also represents a significant increase from 2009, when only 36% of Spanish-dominant Hispanics were online.

Younger Latinos are far more likely than older Latinos to be online. While 85% of Latinos ages 18 to 29 use the internet, this share drops incrementally for each subsequent age group. Some 69% of Latinos ages 30 to 44 are online, as are 58% of those ages 45 to 59 and 29% of those ages 60 and older. Among the youngest Latino adults, there is a significant increase in the share that go online—from 75% in 2009 to 85% in 2010.

Educational attainment is correlated with internet use. While just over four-in-ten (42%) Hispanics lacking a high school diploma are online, this share reaches 68% for Hispanics who are high school graduates. And for Hispanics with at least some college education, the share more than doubles, with 91% reporting that they go online.

Household income is also strongly associated with internet use.<sup>3</sup> Some 57% of Latinos living in households with incomes under \$30,000 a year use the internet. In comparison, almost eight-in-ten (79%) Latinos in households earning \$30,000 to \$49,999 annually are online. More than nine-in-ten (91%) Latinos in households with incomes of \$50,000 or more are online. In contrast, place of residence is not linked to differences in internet use for Latinos. About two-thirds (65%) of Latino city dwellers are online, compared with 71% of suburban Latinos and 60% of those in rural areas.

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<sup>3</sup> Analyses regarding income are based upon the 78% of Hispanic respondents, 81% of white respondents and 82% of black respondents who provided household income data.

Table 1

**Internet Use By Race and Ethnicity***% who use the internet or send or receive email at least occasionally*

	HISPANICS		WHITES		BLACKS	
	2009	2010	2009	2010	2009	2010
<b>All</b>	64	65	80	77	72	66
<b>Nativity/Generation</b>						
Foreign born	51	54	---	---	---	---
Native born	85	81	---	---	---	---
2nd generation	84	84	---	---	---	---
3rd generation	86	76	---	---	---	---
<b>Years in the U.S. (foreign born only)</b>						
Less than 10 years	56	61	---	---	---	---
10 to 19 years	48	63	---	---	---	---
20 years or more	50	48	---	---	---	---
<b>Language</b>						
English dominant	87	81	---	---	---	---
Bilingual	76	74	---	---	---	---
Spanish dominant	36	47	---	---	---	---
<b>Gender</b>						
Male	67	68	80	78	***	66
Female	61	62	81	77	69	66
<b>Age</b>						
18-29	75	85	97	94	***	***
30-44	71	69	89	90	***	78
45-59	55	58	87	78	***	59
60+	37	29	54	54	***	30
<b>Educational Attainment</b>						
No high school diploma	37	42	***	46	***	43
High school graduate	68	68	75	64	***	58
Some college or more	94	91	92	90	***	84
<b>Annual Household Income</b>						
Less than \$30,000	---	57	64	59	***	54
\$30,000 to \$49,999	---	79	83	82	***	88
\$50,000 or more	---	91	95	92	***	89
<b>Place of Residence</b>						
Urban	---	65	---	---	---	---
Suburban	---	71	---	---	---	---
Rural	---	60	---	---	---	---

Notes: 2010 statistics are based upon N=1,375 for Hispanics, 1,664 for whites and 630 for blacks; 2009 statistics are based upon N=1,754 for Hispanics, 1,697 for whites and 211 for blacks. The symbol "----" indicates no data available. The symbol "\*\*\*" indicates insufficient number of observations to provide a reliable estimate.

Sources: Pew Hispanic Center 2010 National Survey of Latinos and 2009 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey and September 2009 Reputation Management Survey

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## Home Internet Use

More than half (55%) of all Hispanics report that they use the internet in their home. This is similar to the rate for blacks (58%), but significantly lower than the rate for whites (75%). Differences in internet use explain some, but not all, of the variation between whites and Hispanics in the likelihood of home internet access. While 85% of Hispanic internet users report that they go online from home, almost all (96%) of white internet users report as much. Once again, blacks have a pattern of use similar to Hispanics, with 88% of black internet users reporting that they go online from home.

The differences in home internet use between Hispanics and whites in 2010 are closely related to ethnic differences in educational attainment and income. Holding education constant eliminates the differences in home internet use, and holding household income constant eliminates the differences for those with incomes of at least \$30,000. At lower household incomes, though, Hispanics continue to have a lower likelihood than whites of going online from home (56% vs. 43%). This suggests that it is not just lack of financial resources driving these differences among the less affluent.

While more than seven-in-ten (71%) native-born Latinos report using the internet from home, less than half (45%) of foreign-born Latinos do the same. Nativity differences in internet use decline markedly when the analysis is limited to internet users, but the foreign born still lag slightly behind the native born (82% vs. 88%).

Fully 77% of English-dominant Latinos go online, compared with 61% of bilingual Latinos, and 37% of Spanish-dominant Latinos. These differences are partially explained by language differences in internet use. When examining home internet use for internet users only, the difference between bilingual and Spanish-dominant Latinos disappear, but English-dominant Latinos are still significantly more likely to access the internet from home.

Younger Hispanics are more likely than older Hispanics to use the internet from their home, and these differences are related to differences in the likelihood of using the internet. More than seven-in-ten (72%) of those ages 18 to 29 go online from home, compared with 60% of those ages 30 to 44 and 48% of those ages 45 to 59. Only one-fourth of Hispanics ages 60 and older use the internet from their home.

Less educated Latinos are less likely than Latinos with higher levels of educational attainment to go online from home. Only 30% of those lacking a high school diploma go online from

home, compared with 54% of those with a high school diploma and 86% of those with at least some college education. In this case, differences in home internet use are not entirely driven by differences in the likelihood of using the internet. When limiting the analysis to internet users, Latinos with at least some college education remain more likely than less educated Latinos to access the internet from home.

Some 43% of Hispanics with household incomes below \$30,000 report using the internet from home, as do more than seven-in-ten (71%) Hispanics with household incomes between \$30,000 and \$49,999. Fully 88% of Hispanics earning \$50,000 or more report accessing the internet from their home. As was the case with education, these differences in the likelihood of using the internet are not driven simply by income differences. Even among internet users, significant income differences persist: 76% of those with household incomes below \$30,000 annually access the internet at home, compared with 90% of those with incomes of \$30,000-\$49,999, and 97% of those with household incomes of \$50,000 or more.

The prevalence of home internet connections among Latinos does not differ significantly by place of residence. Some 65% of suburbanites have a home internet connection, compared with 55% of city dwellers and 54% of rural residents.

Table 2

**Home Internet Use by Race and Ethnicity, 2010***% who ever use the internet from home*

	ALL RESPONDENTS			INTERNET USERS		
	Hispanics	Whites	Blacks	Hispanics	Whites	Blacks
<b>All</b>	55	75	58	85	96	88
<b>Nativity/Generation</b>						
Foreign born	45	---	---	82	---	---
Native born	71	---	---	88	---	---
2nd generation	72	---	---	86	---	---
3rd generation	68	---	---	90	---	---
<b>Years in the U.S. (foreign born only)</b>						
Less than 10 years	50	---	---	82	---	---
10 to 19 years	51	---	---	80	---	---
20 years or more	40	---	---	84	---	---
<b>Language</b>						
English dominant	77	---	---	95	---	---
Bilingual	61	---	---	83	---	---
Spanish dominant	37	---	---	78	---	---
<b>Gender</b>						
Male	58	75	62	85	96	94
Female	53	74	55	85	96	83
<b>Age</b>						
18-29	72	92	***	84	98	***
30-44	60	87	67	87	97	***
45-59	48	75	52	84	96	87
60+	25	50	26	***	93	***
<b>Educational Attainment</b>						
No high school diploma	30	41	31	72	***	***
High school graduate	54	60	47	80	94	81
Some college or more	86	88	80	95	98	95
<b>Annual Household Income</b>						
Less than \$30,000	43	56	42	76	94	77
\$30,000 to \$49,999	71	76	***	90	92	***
\$50,000 or more	88	91	88	97	99	99
<b>Place of Residence</b>						
Urban	55	---	---	84	---	---
Suburban	65	---	---	***	---	---
Rural	54	---	---	---	---	---

Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks. The symbol "----" indicates no data available. The symbol "\*\*\*" indicates insufficient number of observations to provide a reliable estimate.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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## Home Broadband Access

Latinos lag significantly behind whites in home broadband access. Some 45% of Latinos have a home broadband connection, compared with 65% of whites. Latinos also lag behind blacks, 52% of whom have a home broadband connection. These gaps in broadband access are not driven simply by variations in internet use—even among internet users, Hispanics lag significantly behind whites and blacks. Some 69% of Hispanic internet users report that they have a home broadband connection, compared with 84% of white users and 78% of black users.

Controlling for educational attainment eliminates the ethnic differences in home broadband access. This indicates that the broadband differences are related to differences in educational attainment between these groups.

The ethnic differences in home broadband access also disappear when controlling for income, with one exception. Among those earning less than \$30,000 annually, whites are still more likely than Hispanics to have a broadband connection at home (45% vs. 33%).

Six-in-ten (60%) native-born Hispanics have a home broadband connection, while among the foreign born, this share is 35%. The stark nativity differences in internet use are not fully responsible for this variation. Even among internet users, the native born are more likely than the foreign born to have home broadband access (74% vs. 64%).

In terms of language, Latinos who are Spanish dominant are the least likely to have a home broadband connection—just one-fourth (26%) do. In comparison, two-thirds (66%) of English-dominant Latinos and 52% of bilingual Latinos report a home broadband connection. These language differences persist when limiting the analysis to internet users.

Latinos ages 60 and older are significantly less likely than younger Latinos to have a home broadband connection. While one-in-five (20%) older Latinos had home broadband in 2010, this share reached 61% for Latinos 18 to 29. It is 49% for those ages 30 to 44, and 38% for Latinos 45 to 59.<sup>4</sup> Virtually all of these differences disappear when the analysis is limited to internet users, indicating that the age differences in broadband use are due almost entirely to age differences in the likelihood of being online.

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<sup>4</sup> There are not enough observations to provide a reliable estimate for Hispanic internet users ages 60 and older.

Only 19% of Hispanics with less than a high school diploma have a home broadband connection, but this share rises to 44% for high school graduates. Among Hispanics with at least some college education, more than three-fourths (77%) have home broadband access. These differences in home broadband access are not due simply to educational differences in internet use in general. Limiting the sample to internet users shows that users with higher levels of education are significantly more likely than less educated users to have home broadband. Some 46% of users with less than a high school diploma have a home broadband connection, compared with 66% of high school graduates and 84% of those with some college education.

Household income, too, is positively linked with having a home broadband connection. One-third (33%) of Latinos with a household income under \$30,000 have home broadband access. Among Latinos in households with incomes of \$30,000 to \$49,999, over half (56%) have broadband access. And fully 82% of Latinos in households with incomes of at least \$50,000 had home broadband access in 2010. As with education, these income differences persist when analysis is limited to internet users. Some 57% of internet users with household incomes less than \$30,000 have home broadband, as do 71% of those with incomes of \$30,000 to \$49,999. Home broadband access reaches 90% for Hispanics with household incomes of \$50,000 or more.

Hispanics are equally likely to have broadband access whether they live in an urban, suburban or rural area. Some 45% of Hispanics living in cities have home broadband access, as do 48% of those in suburbs and 41% of those living in rural areas.



Table 3

**Home Broadband Access by Race and Ethnicity, 2010***% who have a high-speed connection on their home computer*

	ALL RESPONDENTS			INTERNET USERS		
	Hispanics	Whites	Blacks	Hispanics	Whites	Blacks
<b>All</b>	45	65	52	69	84	78
<b>Nativity/Generation</b>						
Foreign born	35	---	---	64	---	---
Native born	60	---	---	74	---	---
2nd generation	63	---	---	74	---	---
3rd generation	56	---	---	74	---	---
<b>Years in the U.S. (foreign born only)</b>						
Less than 10 years	38	---	---	62	---	---
10 to 19 years	40	---	---	63	---	---
20 years or more	32	---	---	66	---	---
<b>Language</b>						
English dominant	66	---	---	81	---	---
Bilingual	52	---	---	71	---	---
Spanish dominant	26	---	---	55	---	---
<b>Gender</b>						
Male	47	67	57	68	87	86
Female	44	63	47	70	82	71
<b>Age</b>						
18-29	61	83	***	72	89	***
30-44	49	81	64	71	90	***
45-59	38	65	48	65	84	81
60+	20	39	18	***	71	***
<b>Educational Attainment</b>						
No high school diploma	19	31	21	46	***	***
High school graduate	44	50	42	66	78	72
Some college or more	77	79	75	84	88	90
<b>Annual Household Income</b>						
Less than \$30,000	33	45	36	57	76	66
\$30,000 to \$49,999	56	65	***	71	79	***
\$50,000 or more	82	85	84	90	93	94
<b>Place of Residence</b>						
Urban	45	---	---	70	---	---
Suburban	48	---	---	***	---	---
Rural	41	---	---	---	---	---

Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks. The symbol "----" indicates no data available. The symbol "\*\*\*" indicates insufficient number of observations to provide a reliable estimate.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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## Cell Phone Ownership

In 2010, some three-fourths (76%) of Hispanic adults were using cell phones—a rate similar to the rate for blacks (79%), and markedly lower than the rate among whites (85%). Controlling for education or household income eliminates the ethnic gap in cell phone use, suggesting that ethnic differences in educational attainment and income contribute to the overall difference in cell phone use.

Foreign-born Latinos lag behind native-born Latinos in cell phone use. While seven-in-ten (70%) of the foreign born use cell phones, this share is 86% for the native born. This gap is fueled in part by a significant increase of six percentage points in cell phone use among the native born since 2009. That increase among the native born, in turn, is driven primarily by increasing cell use among the second generation. In 2010, 88% of second-generation Latinos had cell phones, compared with 79% in 2009.

Spanish-dominant Hispanics lag behind in cell phone ownership. Less than seven-in-ten (68%) have a cell phone. In comparison, 78% of bilingual Hispanics and 86% of English-dominant Hispanics own a cell phone.

The young are far more likely than their older counterparts to have cell phones, with Latinos over 60 being especially unlikely to report using the technology. Nine-in-ten (90%) Latinos ages 18 to 29 used cell phones in 2010—a jump of nine percentage points from 2009. In comparison, 80% of those ages 30 to 44, 73% of those ages 45 to 59, and half of Latinos ages 60 and older report using a cell phone.

Educational attainment is strongly associated with cell phone use. While two-thirds (66%) of Hispanics with less than a high school diploma have a cell phone, this share rose to 78% for those who have a high school diploma. Among Hispanics who have at least some college education, the share with a cell phone further rose to 89%.

Latinos with higher household incomes were more likely than their less affluent counterparts to own a cell phone in 2010. Three-fourths with household incomes below \$30,000 own a cell phone. Among Latinos with household incomes of \$30,000 to \$49,999, 84% own cell phones, and almost all Latinos living in a household with an income of at least \$50,000 own a cell phone (96%).

Cell phone users are least prevalent in the suburbs. Some 57% of Hispanic suburbanites own cell phones, compared with 79% in urban areas and 76% in rural areas.

Table 4

**Cell Phone Ownership by Race and Ethnicity, 2009-2010**

*% who own a cell phone*

	HISPANICS		WHITES		BLACKS	
	2009	2010	2009	2010	2009	2010
<b>All</b>	76	76	86	85	84	79
<b>Nativity/Generation</b>						
Foreign born	73	70	---	---	---	---
Native born	80	86	---	---	---	---
2nd generation	79	88	---	---	---	---
3rd generation	83	82	---	---	---	---
<b>Years in the U.S. (foreign born only)</b>						
Less than 10 years	75	82	---	---	---	---
10 to 19 years	76	72	---	---	---	---
20 years or more	71	63	---	---	---	---
<b>Language</b>						
English dominant	84	86	---	---	---	---
Bilingual	76	78	---	---	---	---
Spanish dominant	70	68	---	---	---	---
<b>Gender</b>						
Male	80	80	87	89	***	78
Female	71	73	85	82	82	81
<b>Age</b>						
18-29	81	90	96	99	***	***
30-44	80	80	93	95	***	94
45-59	73	73	86	87	***	74
60+	58	50	72	67	***	57
<b>Educational Attainment</b>						
No high school diploma	65	66	62	66	***	63
High school graduate	74	78	85	82	***	79
Some college or more	91	89	90	90	***	87
<b>Annual Household Income</b>						
Less than \$30,000	---	75	78	75	***	78
\$30,000 to \$49,999	---	84	88	88	***	***
\$50,000 or more	---	96	93	94	***	93
<b>Place of Residence</b>						
Urban	---	79	---	---	---	---
Suburban	---	57	---	---	---	---
Rural	---	76	---	---	---	---

Notes: 2010 statistics are based upon N=1,375 for Hispanics, 1,664 for whites and 630 for blacks; 2009 statistics are based upon N=1,754 for Hispanics, 1,697 for whites, and 211 for blacks. The symbol "----" indicates no data available. The symbol "\*\*\*\*" indicates insufficient number of observations to provide a reliable estimate.

Sources: Pew Hispanic Center 2010 National Survey of Latinos and 2009 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey and September 2009 Reputation Management Survey

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## Cell Phone Activities

Cell phones are not just for talking any more. Users can engage in a wide variety of non-voice data applications using these mobile devices, and more than half of Latinos, blacks and whites reported doing so in 2010. Some 58% of Hispanics say that they use their cell phones to do at least one of the following: access the internet, email, text or instant message. This rate does not differ significantly from the rate for blacks (63%), but it is somewhat lower than the rate for whites (64%).

Hispanics are less likely than whites to send or receive text messages from a cell phone (55% vs. 61%) and more likely than whites to send or receive instant messages (34% vs. 20%). The two groups are equally likely to access the internet and to use a cell phone for email. Hispanics and blacks report similar rates of texting and instant messaging, but blacks are more likely than Hispanics to access the internet and send or receive email from a phone. More than four-

in-ten (41%) blacks go online from their cell phone, compared with 31% of Hispanics; and one-third (33%) of blacks use email from their cell phone, compared with 27% of Hispanics.

When analysis is limited to cell phone owners, Latinos show higher likelihoods than whites of using three of the four cell phone data applications—internet, email and instant messaging. Conversely, Latino cell phone owners

are less likely than black cell phone owners to access the internet from their phones (40% vs. 51%). Rates of texting do not differ by ethnicity.

While Hispanics overall are no more likely than whites to use their cell phones to access the internet, a relatively high share of Hispanics use their cell phones *in lieu of* a home internet

**Table 5**  
**Cell Phone Activities by Race and Ethnicity, 2010**

*% who use a cell phone to...*

	ALL RESPONDENTS			CELL PHONE OWNERS		
	Hispanics	Whites	Blacks	Hispanics	Whites	Blacks
Access any non-voice application	58	64	63	77	75	79
Access the internet	31	29	41	40	34	51
Send/receive emails	27	26	33	36	31	41
Send/receive text messages	55	61	61	72	72	77
Send/receive instant messages	34	20	35	45	24	44

Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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connection. Some 6% report that they have no home internet connection but access the internet from their cell phone. The number is the same for blacks (6%). A lower share of whites—1%—lacks home internet but accesses the internet from a cell phone. These findings lend some support to the notion that mobile technologies may help to [narrow the digital divide](#) by providing an alternative on-ramp to the internet for groups that have historically lagged behind others in web access.<sup>5</sup>

Survey results suggest that affordability may be part of the reason that Latinos are particularly dependent upon cell phones for internet access—but there are likely other factors at play as well. Among Latinos, the less educated and the less affluent are more likely than their more educated and more affluent counterparts to depend on a cell phone for internet access. For instance, 10% of Latinos with household incomes less than \$30,000 lack a home internet connection and access the internet from a cell phone; among those with household incomes of \$50,000 or more, this share is only 1%. At the same time, though, controlling for educational attainment and income does not eliminate the ethnic differences in dependency on cell phone internet access, suggesting that other factors are also contributing to the differences.

**Table 6**  
**Share Dependent on Cell Phone for Internet Access by Race and Ethnicity, 2010**

*% who lack a home internet connection and access the internet via cell phone*

	Hispanics	Whites	Blacks
<b>All</b>	6	1	6
<b>Age</b>			
18-29	11	3	***
30-44	6	2	13
45-59	4	2	2
60+	1	<1	<1
<b>Educational Attainment</b>			
No high school diploma	9	2	9
High school graduate	9	3	9
Some college or more	2	1	3
<b>Annual Household Income</b>			
Less than \$30,000	10	3	10
\$30,000 to \$49,999	5	2	***
\$50,000 or more	1	1	<1

Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks. The symbol \*\*\* indicates insufficient number of observations to provide a reliable estimate.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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<sup>5</sup> More recently, questions have been raised regarding the value of [accessing the internet from a mobile device](#).

### Nativity

Foreign-born Hispanics are generally less likely than their native-born counterparts to utilize data applications on a cell phone. Less than half (48%) of the foreign born do so, compared with 74% of the native born. This is also the case when looking individually at each of the four non-voice applications. These same patterns present themselves when analyzing nativity differences in non-voice applications for cell phone users only.

### Language

English dominance is also strongly linked with the use of non-voice cell phone applications. More than three-fourths (76%) of English-dominant Latinos use their cell phones for something other than traditional calls, while 62% of bilingual Latinos and 44% of Spanish-dominant Latinos report as much. English-dominant Latinos are more likely than other Latinos to email, access the internet, and send and receive text messages from their cell phones. However, there are no language differences in the likelihood of instant messaging. And once again, these patterns persist when the analysis is limited to cell phone users, indicating that these differences are not driven by differences in cell ownership.

### Age

Younger Hispanics are significantly more likely than older Hispanics to use at least one non-voice cell phone application. Some 84% of Latinos ages 18 to 29 access the internet, email, text and/or use instant messaging from their cell phones. Among Hispanics ages 30 to 44, 65% use non-voice cell phone applications, and among those ages 45 to 59, 44% do so. While older Hispanics are far less likely to use non-voice applications, a sizable minority—20%—do so.

This same age pattern persists across each individual non-voice application, with young Latinos being the most likely users and older Latinos the least likely. Texting is associated with the largest differences by age among Latinos. While 82% of Latinos ages 18 to 29 report texting, this share drops to 62% for those 30 to 44, 41% for those 45 to 59, and 14% for those ages 60 and older. None of these marked age differences are due to age differences in the likelihood of owning a cell phone—the differences persist when looking only at cell phone owners.

Among people ages 18 to 59, Hispanics lag behind whites in the use of any non-voice cell phone application and in the likelihood of texting. When the sample is limited to people with cell phones, Latinos ages 30 to 59 still lag behind their white counterparts in these measures. Hispanics ages 30 to 59 are more likely than their white counterparts to instant message, and among cell phone owners, Hispanics lead whites in instant messaging for all age groups.

Blacks ages 30 to 44 are more likely than Hispanics in that age group to use at least one non-voice data application (82% vs. 65%), to email from a cell phone (44% vs. 30%), to text from a cell phone (82% vs. 62%) and to access the internet from a cell phone (56% vs. 34%). Most of these differences are driven by differences in the likelihood of owning a cell phone. When the sample is limited to cell phone owners, blacks ages 30 to 44 are still more likely than Hispanics to access the internet (59% vs. 42%) but are similar to Hispanics on the other measures. Blacks ages 60 and older are more likely than Hispanics to email from a phone (11% vs. 3%). This difference persists when limiting the analysis to cell phone owners.

### **Educational Attainment**

Highly educated Latinos are more likely than less educated Latinos to use at least one of the four non-voice cell phone applications. For instance, while 42% of Latinos with less than a high school diploma use some type of non-voice data application, this share rises to 60% for high school graduates and 78% for Latinos with some college education. These educational differences among Latinos persist, for the most part, even when the sample is limited to cell phone owners. The one exception occurs for instant messaging; among Latino cell phone owners, there is no difference in the likelihood of instant messaging by educational level.

There are no ethnic differences in the likelihood of using at least one type of non-voice cell phone application at lower educational levels. However, Hispanics with some college education are somewhat more likely than whites with some college to do so (78% vs. 71%). Among respondents with at least a high school diploma, Hispanics are significantly more likely than their white counterparts to access the internet, use email and instant message. This pattern is further accentuated when the sample is limited to cell phone owners. Hispanic cell phone owners with at least a high school diploma lead their white counterparts in the use of every non-voice application. Within educational levels, there are no significant differences between Hispanics and blacks.

### **Income**

Among Latinos, living in a higher income household is associated with a higher likelihood of using at least one type of cell phone data application, and higher likelihoods of emailing, texting and going online from a cell phone. There are no differences by income in the likelihood of instant messaging from a cell phone. The same patterns hold when the sample is limited to cell phone owners.

There are no ethnic differences by income in the likelihood of using at least one type of non-voice cell phone application, or in the likelihood of emailing or texting from a cell phone. Among those with household incomes of \$50,000 or more, Hispanics are significantly more

likely than whites to access the internet from a cell phone (52% vs. 39%) and at all income levels, Hispanics are significantly more likely than whites to instant message from a cell phone. Conversely, Hispanics are less likely than blacks to access the internet from a cell phone among those with household incomes less than \$30,000 (27% vs. 38%) and among those with household incomes between \$30,000 and \$49,999 (33% vs. 52%).

### **Place of Residence**

Latinos living in urban areas are significantly more likely than their suburban counterparts to use some type of non-voice application on a cell phone. Some 61% do so, compared with 42% among those in the suburbs and 58% among those in rural areas. Suburban Latinos trail their urban counterparts in the use of all four types of non-voice cell phone applications. They are also less likely than their rural counterparts to use instant messaging (16% vs. 36%).



Table 7

### Share Using a Cell Phone to Access Any Non-Voice Data Application by Race and Ethnicity, 2010

% who access the internet, or send or receive email, text messages or instant messages using a cell phone

	ALL RESPONDENTS			CELL PHONE OWNERS		
	Hispanics	Whites	Blacks	Hispanics	Whites	Blacks
<b>All</b>	58	64	63	77	75	79
<b>Nativity/Generation</b>						
Foreign born	48	---	---	69	---	---
Native born	74	---	---	86	---	---
2nd generation	79	---	---	89	---	---
3rd generation	67	---	---	81	---	---
<b>Years in the U.S. (foreign born only)</b>						
Less than 10 years	64	---	---	78	---	---
10 to 19 years	55	---	---	77	---	---
More than 20 years	37	---	---	59	---	---
<b>Language</b>						
English dominant	76	---	---	88	---	---
Bilingual	62	---	---	79	---	---
Spanish dominant	44	---	---	65	---	---
<b>Gender</b>						
Male	60	66	63	76	74	81
Female	57	62	62	78	76	77
<b>Age</b>						
18-29	84	94	***	94	96	***
30-44	65	87	82	80	92	87
45-59	44	64	54	61	73	73
60+	20	24	25	39	36	44
<b>Educational Attainment</b>						
No high school diploma	42	45	42	64	***	***
High school graduate	60	56	63	77	68	80
Some college or more	78	71	71	87	79	82
<b>Annual Household Income</b>						
Less than \$30,000	57	54	59	77	72	76
\$30,000 to \$49,999	66	63	73	78	72	***
\$50,000 or more	82	77	82	85	82	88
<b>Place of Residence</b>						
Urban	61	---	---	77	---	---
Suburban	42	---	---	***	---	---
Rural	58	---	---	***	---	---

Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks. The symbol "—" indicates no data available. The symbol "\*\*\*" indicates insufficient number of observations to provide a reliable estimate.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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Table 8  
**Share Using a Cell Phone to Access the Internet  
 by Race and Ethnicity, 2010**

%

	ALL RESPONDENTS			CELL PHONE OWNERS		
	Hispanics	Whites	Blacks	Hispanics	Whites	Blacks
<b>All</b>	31	29	41	40	34	51
<b>Nativity/Generation</b>						
Foreign born	22	---	---	32	---	---
Native born	42	---	---	49	---	---
2nd generation	48	---	---	54	---	---
3rd generation	34	---	---	41	---	---
<b>Years in the U.S. (foreign born only)</b>						
Less than 10 years	32	---	---	38	---	---
10 to 19 years	24	---	---	34	---	---
20 years or more	17	---	---	28	---	---
<b>Language</b>						
English dominant	43	---	---	50	---	---
Bilingual	35	---	---	45	---	---
Spanish dominant	19	---	---	27	---	---
<b>Gender</b>						
Male	33	33	43	42	37	56
Female	28	25	39	38	31	48
<b>Age</b>						
18-29	52	58	***	58	59	***
30-44	34	42	56	42	45	59
45-59	18	21	24	24	24	33
60+	4	6	8	7	9	14
<b>Educational Attainment</b>						
No high school diploma	19	16	28	29	***	***
High school graduate	32	22	35	41	26	44
Some college or more graduate	44	36	52	49	40	59
<b>Annual Household Income</b>						
Less than \$30,000	27	25	38	36	33	49
\$30,000 to \$49,999	33	26	52	39	30	***
\$50,000 or more	52	39	53	54	42	57
<b>Place of Residence</b>						
Urban	32	---	---	41	---	---
Suburban	19	---	---	***	---	---
Rural	27	---	---	***	---	---

Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks. The symbol "----" indicates no data available. The symbol "\*\*\*" indicates insufficient number of observations to provide a reliable estimate.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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Table 9  
**Share Using a Cell Phone to Send or Receive Email  
 by Race and Ethnicity, 2010**

%

	ALL RESPONDENTS			CELL PHONE OWNERS		
	Hispanics	Whites	Blacks	Hispanics	Whites	Blacks
<b>All</b>	27	26	33	36	31	41
<b>Nativity/Generation</b>						
Foreign born	21	---	---	30	---	---
Native born	37	---	---	43	---	---
2nd generation	41	---	---	47	---	---
3rd generation	32	---	---	39	---	---
<b>Years in the U.S. (foreign born only)</b>						
Less than 10 years	32	---	---	39	---	---
10 to 19 years	23	---	---	32	---	---
20 years or more	15	---	---	24	---	---
<b>Language</b>						
English dominant	40	---	---	46	---	---
Bilingual	29	---	---	37	---	---
Spanish dominant	18	---	---	27	---	---
<b>Gender</b>						
Male	32	32	37	40	36	48
Female	23	21	29	32	26	35
<b>Age</b>						
18-29	43	48	***	48	48	***
30-44	30	38	44	37	40	47
45-59	19	20	22	27	23	30
60+	3	8	11	6	12	18
<b>Educational Attainment</b>						
No high school diploma	17	11	18	26	***	***
High school graduate	25	18	26	32	22	33
Some college or more	42	33	46	46	37	53
<b>Annual Household Income</b>						
Less than \$30,000	24	19	26	32	26	34
\$30,000 to \$49,999	31	23	45	36	26	***
\$50,000 or more	44	37	51	45	40	55
<b>Place of Residence</b>						
Urban	29	---	---	37	---	---
Suburban	16	---	---	***	---	---
Rural	26	---	---	***	---	---

Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks. The symbol "---" indicates no data available. The symbol "\*\*\*" indicates insufficient number of observations to provide a reliable estimate.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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Table 10  
**Share Using a Cell Phone to Send or Receive Text Messages  
 by Race and Ethnicity, 2010**

%

	ALL RESPONDENTS			CELL PHONE OWNERS		
	Hispanics	Whites	Blacks	Hispanics	Whites	Blacks
<b>All</b>	55	61	61	72	72	77
<b>Nativity/Generation</b>						
Foreign born	44	---	---	63	---	---
Native born	72	---	---	83	---	---
2nd generation	77	---	---	87	---	---
3rd generation	65	---	---	79	---	---
<b>Years in the U.S. (foreign born only)</b>						
Less than 10 years	57	---	---	70	---	---
10 to 19 years	53	---	---	73	---	---
20 years or more	33	---	---	53	---	---
<b>Language</b>						
English dominant	75	---	---	86	---	---
Bilingual	59	---	---	75	---	---
Spanish dominant	40	---	---	58	---	---
<b>Gender</b>						
Male	57	63	61	71	71	79
Female	54	60	61	74	74	75
<b>Age</b>						
18-29	82	94	***	91	96	***
30-44	62	85	82	77	90	87
45-59	41	62	51	56	71	70
60+	14	18	21	28	27	36
<b>Educational Attainment</b>						
No high school diploma	37	43	41	56	***	***
High school graduate	58	54	60	75	65	76
Some college or more	75	69	71	84	77	81
<b>Annual Household Income</b>						
Less than \$30,000	54	52	58	72	70	74
\$30,000 to \$49,999	63	61	70	75	69	***
\$50,000 or more	80	74	80	82	79	85
<b>Place of Residence</b>						
Urban	57	---	---	73	---	---
Suburban	39	---	---	***	---	---
Rural	56	---	---	***	---	---

Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks. The symbol "----" indicates no data available. The symbol "\*\*\*" indicates insufficient number of observations to provide a reliable estimate.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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Table 11  
**Share Using a Cell Phone to Send or Receive Instant Messages  
 by Race and Ethnicity, 2010**

%

	ALL RESPONDENTS			CELL PHONE OWNERS		
	Hispanics	Whites	Blacks	Hispanics	Whites	Blacks
<b>All</b>	34	20	35	45	24	44
<b>Nativity/Generation</b>						
Foreign born	31	---	---	44	---	---
Native born	39	---	---	45	---	---
2nd generation	44	---	---	50	---	---
3rd generation	32	---	---	39	---	---
<b>Years in the U.S. (foreign born only)</b>						
Less than 10 years	44	---	---	53	---	---
10 to 19 years	33	---	---	45	---	---
20 years or more	24	---	---	37	---	---
<b>Language</b>						
English dominant	34	---	---	39	---	---
Bilingual	38	---	---	49	---	---
Spanish dominant	30	---	---	44	---	---
<b>Gender</b>						
Male	39	24	36	49	27	46
Female	29	18	35	40	22	43
<b>Age</b>						
18-29	47	38	***	52	38	***
30-44	40	25	49	49	26	52
45-59	26	17	24	36	20	32
60+	11	8	11	22	12	19
<b>Educational Attainment</b>						
No high school diploma	27	17	24	42	***	***
High school graduate	38	18	33	48	22	42
Some college or more	39	23	42	44	25	48
<b>Annual Household Income</b>						
Less than \$30,000	36	18	35	48	24	46
\$30,000 to \$49,999	38	21	47	45	24	***
\$50,000 or more	41	26	41	42	27	44
<b>Place of Residence</b>						
Urban	36	---	---	46	---	---
Suburban	16	---	---	***	---	---
Rural	36	---	---	***	---	---

Notes: N=1,375 for Hispanics, 1,664 for whites and 630 for blacks. The symbol "—" indicates no data available. The symbol "\*\*\*" indicates insufficient number of observations to provide a reliable estimate.

Sources: Pew Hispanic Center 2010 National Survey of Latinos, Pew Internet and American Life Project August 2010 Health Tracking Survey

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## Appendix A: Survey Methodology

The majority of the analysis of Hispanics is based upon the Pew Hispanic Center 2010 National Survey of Latinos (NSL).<sup>6</sup> This survey collected data via telephone interviews conducted by Social Science Research Solutions (SSRS), an independent research company, among a nationally representative sample of 1,375 Latino respondents ages 18 and older, from Aug. 17 to Sept. 19, 2010. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.3 percentage points.

For this survey, SSRS maintained a staff of Spanish-speaking interviewers who, when contacting a household, were able to offer respondents the option of completing the survey in Spanish or in English. A total of 548 respondents were surveyed in English and 827 respondents were interviewed in Spanish. Any male or female ages 18 or older of Latino origin or descent was eligible to complete the survey.

To address the growing number of Hispanic households in the U.S. that are reachable only by cell phone, the study included interviews from both landline (n=710) and cell phone (n=665) sample frames.

Both sample frames were stratified via a disproportionate stratified design. All telephone exchanges in the contiguous 48 states were divided into groups, or strata, based on their concentration of Latino households. For the landline frame, the sample was also run against InfoUSA and other listed databases, and then scrubbed against known Latino surnames. Any “hits” were subdivided into a “surname” stratum, with all other sample being put into four other “RDD” strata. The cell phone sample was divided into three strata. Overall, then, the study employed eight strata.

It is important to note that the existence of a surname stratum does not mean this was a surname sample design. The sample is RDD, with the randomly selected telephone numbers divided by whether they were found to be associated with or without a Latino surname. This was done simply to increase the number of strata and thereby increase the ability to meet ethnic targets and ease administration by allowing for more effective assignment of interviewers and labor hours.

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<sup>6</sup> The 2009 data included in this report are based upon persons ages 18 and older interviewed for the Pew Hispanic Center 2009 National Survey of Latinos. See [“Between Two Worlds: How Young Latinos Come of Age in America”](#) for survey details.

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Strata (General Incidence of Reaching a Hispanic Household)	Landline	Cell Phone
Surname	X	
Very High	X	
High	X	X
Medium	X	X
Low	X	X

A multistage weighting design was used to ensure an accurate representation of the national Hispanic population:

- An adjustment was made for all persons found to possess both a landline and a cell phone, as they were twice as likely to be sampled as were respondents who possessed only one phone type.
- The sample was corrected for the disproportionality of the stratification scheme described earlier.
- The sample was corrected for the likelihood of within-household selection, which depended upon the likelihood that the respondent's age group would be selected, and that within that age group, the particular respondent would be selected.
- The sample was corrected to reflect the percentage that is cell-only, landline-only, or reachable by either a landline or a cell phone, based upon estimates for Hispanics from the 2009 National Health Interview Survey estimates projected to 2010.
- Finally, the data were put through a post-stratification sample balancing routine. The post-stratification weighting utilized national 2009 estimates from the Census Bureau's Current Population Survey, March Supplement, on gender, education, age, region, foreign/native born status, year of entry into the U.S. and Hispanic heritage

## Non-Hispanic Data

The 2010 data on non-Hispanic whites and blacks is derived from the Pew Internet and American Life Project August 2010 Health Tracking Survey.<sup>7</sup> The data were collected in telephone interviews conducted by Princeton Survey Research Associates International (PSRAI) from Aug. 9 to Sept. 13, 2010, among a sample of 3,001 adults, ages 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.5 percentage points. More details on this survey can be found in the recent PIAL report “[Americans Living with Disability and Their Technology Profile](#).”

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<sup>7</sup> The 2009 data included in this report are based upon the Pew Internet and American Life Project [2009 Reputation Management Survey](#).



## Appendix B: Topline

The study was conducted for the Pew Hispanic Center via telephone by SSRS, an independent research company. Interviews were conducted from August 17 – September 19, 2010 among a nationally representative sample of 1,375 Hispanic respondents age 18 and older. Of those, a total of 710 were contacted via landline and a total of 665 were contacted on their cell phones.

	<i>Sample size</i>	<i>Margin of Error</i>
Total Hispanic respondents	1,375	+/- 3.28% points

56. Do you use the internet, at least occasionally?

	Yes	No	Don't know	Refused
Total	61	38	*	*
PHC 09/09	62	38	1	*

(Asked of total Latinos who do not use the internet; n = 560)

57. Do you send or receive email, at least occasionally?

	Yes	No	Don't know	Refused
Total	11	88	--	1
PHC 09/09	8	91	--	*

56/57. Combo Table

	Use the internet	Do not use the internet
Total	65	35
PHC 09/09	65	35

(Asked of total Latinos who use the internet; n = 876)

62. Do you ever use the Internet from HOME?

	Yes	No	Don't know	Refused
Total	85	15	*	--

56/57/62. Combo Table

	-----USE THE INTERNET-----			Do not use the internet
	NET	Ever use the internet from home	Never use the internet from home	
Total	65	55	10	35

(Asked of total Latinos who use the internet from home; n = 743)

62a. Does the computer you use at HOME connect to the Internet through 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, or a T-1 or fiber optic connection?

	Dial-up telephone line	DSL enabled phone line	Cable modem	Wireless connection	T-1 or fiber optic connection	Other	Don't know	Refused
Total	14	21	35	22	3	1	4	*

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56/57/62/63. Combo Table

-----USE THE INTERNET-----											
-----											
-----EVER USE THE INTERNET FROM HOME-----										Never use the internet from home	Do not use the internet
-----											
	NET	NET	Dial-up telephone line	DSL enabled phone line	Cable modem	Wireless connection	T-1 or fiber optic connection	Other			
Total	65	55	8	11	19	12	2	1	10	35	

(Asked of total Latinos called on a landline; n = 710)

LL1. Now thinking about your telephone use...Does anyone in your household, including yourself, have a working cell phone?

	Yes, respondent or someone in HH has cell phone	No	Don't know	Refused
Total	55	43	*	2

(Asked of total Latinos called on a cell phone or who have a cell phone in HH; n = 1,114)

60. Thinking now just about your cell phone... Please tell me if you ever use your cell phone to do any of the following things. Do you ever use your cell phone to (INSERT)?

a. Send or receive emails

	Yes	No	Don't have a cell phone	Don't know	Refused
Total	36	63	1	*	1

b. Send or receive text messages

	Yes	No	Don't have a cell phone	Don't know	Refused
Total	72	27	1	*	1

c. Access the internet

	Yes	No	Don't have a cell phone	Don't know	Refused
Total	40	58	1	*	1

d. Send or receive instant messages

	Yes	No	Don't have a cell phone	Don't know	Refused
Total	44	54	1	1	1