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Dr. Ramos has been the principal investigator of numerous clinical trials and is the author of several publications as well as an active reviewer for peer-reviewed medical journals. She is currently the principal investigator for LA MOMs, a First 5 postpartum obesity reduction program for new moms. Dr. Ramos has contributed nearly 20 articles to the obstetrics and gynecology and public health literature and has lectured locally, nationally, and internationally on a wide array of topics including preventive health and women's health, with a particular emphasis on healthcare disparities, patient safety, social media/the internet, and quality care improvement.

She serves on the California Advisory Board for the Office of Women's Health, Treasurer for the American Congress of Obstetrics and Gynecology District IX (California), on the board for the California Medical Association Foundation, a Delegate to the American Medical Association for the Minority Affairs Section, and co-chair of the California Preconception Health Council and the Los Angeles Preconception Collaborative.

Recent awards include 2012 National Hispanic Medical Association fellowship in Obesity, the Los Angeles County Public Health 2011 Innovations award and the 2010 CityMatCH (Maternal Child Health Directors) Research award on Excellence in Translating Results to an Audience.

Dr. Ramos received her BA in Communications, Arts & Science from the University of Southern California. She received her medical degree from the University of Southern California as well and her residency training in obstetrics and gynecology at the Los Angeles County-University of Southern California Medical Center. She obtained her master's degree in public health with an emphasis in management at the University of California, Los Angeles.



Pew Internet
Pew Internet & American Life Project

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35% of American adults own a smartphone

One quarter of smartphone owners use their phone for most of their online browsing

Aaron Smith, Senior Research Specialist

7/11/2011

<http://pewinternet.org/Reports/2011/Smartphones.aspx>

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Urban and suburban residents are roughly twice as likely to own a smartphone as those living in rural areas, and employment status is also strongly correlated with smartphone ownership.

Mobile phones are a main source of internet access for one-quarter of the smartphone population

Some 87% of smartphone owners access the internet or email on their handheld, including two-thirds (68%) who do so on a typical day. When asked what device they normally use to access the internet, 25% of smartphone owners say that they mostly go online using their phone, rather than with a computer. While many of these individuals have other sources of online access at home, roughly one third of these “cell mostly” internet users lack a high-speed home broadband connection.

Smartphone ownership and internet use summary

% of smartphone owners, cell owners and all adults who...

	% of <u>smartphone</u> owners who...	% of <u>all cell</u> owners who...	% of <u>all adults</u> who...
Own a smartphone	100%	42%	35%
Use the internet or email on smartphone	87	36	30
Use smartphone to go online on a typical day	68	28	23
Go online <u>mostly</u> using smartphone	25	10	8

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

Smartphone owners under the age of 30, non-white smartphone users, and smartphone owners with relatively low income and education levels are particularly likely to say that they mostly go online using their phones.

Android is the most common smartphone platform, followed by iPhone and Blackberry devices

Phones operating on the Android platform are currently the most prevalent type of smartphone, followed by iPhones and Blackberry devices.

Demographically, Android phones are especially common among young adults and African-Americans, while iPhones and Blackberry devices are most prevalent among college graduates and the financially well-off.

Platform differences in smartphone adoption

% within each column who say their phone is the following...

	Among cell owners	Among smartphone owners
Android	15%	35%
iPhone	10	24
Blackberry	10	24
Palm	2	6
Windows	2	4

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. "Smartphone owners" include those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms.

About this survey

The results reported here are based on a national telephone survey of 2,277 adults conducted April 26-May 22, 2011. 1,522 interviews were conducted by landline phone, and 755 interviews were conducted by cell phone. Interviews were conducted in both English and Spanish. For results based on all adults, the margin of error is +/-2 percentage points; for results based on all cell owners, the margin of error is +/-3 percentage points (n=1,194); and for results based on smartphone owners, the margin of error is +/-4.5 percentage points (n=688).

Overview of smartphone adoption

In its first standalone measure of smartphone ownership,¹ the Pew Research Center's Internet & American Life Project finds that two in five cell owners (42%) own a smartphone as of May 2011.² Since 83% of Americans own some kind of mobile phone, this means that one-third of all American adults (35%) are smartphone owners.

Measuring smartphone adoption in the context of a telephone survey presents some practical challenges. Smartphones are typically defined as mobile phones with advanced capabilities such as internet access and the ability to download and install applications or "apps". However, many cell owners—particularly casual users—are unsure of their phones' capabilities, so measuring smartphone ownership in this way risked overestimating the adoption of this technology. Therefore our definition of a "smartphone user" includes anyone who falls into either or both of the following categories:

- One-third of cell owners (33%) say that their phone is a smartphone. Just over half (53%) say that their phone is not a smartphone, while the remaining 14% do not know if their phone is a smartphone or not.
- Two in five cell owners (39%) say that their phone operates on a smartphone platform common to the US market (these include the iPhone and Blackberry, as well as phones running the Android, Windows or Palm operating systems). One in ten (13%) do not know what type of phone they have, while the remaining responses included those that were not smartphones (i.e. "basic cell phone", "cheapest phone" or "flip phone") or that were not easily classified into a particular category (i.e. "Samsung", "Nokia", "Verizon phone" or "AT&T").

Taken together, 42% of cell owners said yes to one or both of these questions and are classified as smartphone owners. The remaining 58% of cell owners have some kind of mobile phone other than a smartphone.

¹ In past surveys (in 2006 and 2007) we asked respondents two separate questions: "Do you have a cell phone?" and "Do you have a Blackberry, Palm or other personal digital assistant?" In more recent surveys we have combined all cell phones into a single question: "Do you have a cell phone...or a Blackberry or iPhone or other device that is also a cell phone?"

² Our estimate for smartphone ownership is roughly in line with Nielsen's April 2011 survey of mobile consumers, which found that 37% of adult cell owners own a smartphone (see <http://blog.nielsen.com/nielsenwire/consumer/android-leads-u-s-in-smartphone-market-share-and-data-usage/>). Data collected by ComScore during the same time period on a panel including those ages 13-17 found that 32% of cell owners have a smartphone of some kind (see [http://www.comscore.com/Press Events/Press Releases/2011/6/comScore Reports April 2011 U.S. Mobile Subscriber Market Share](http://www.comscore.com/Press%20Events/Press%20Releases/2011/6/comScore%20Reports%20April%202011%20U.S.%20Mobile%20Subscriber%20Market%20Share)).

The demographics of smartphone ownership

% of US adults within each group who own a smartphone

All adults	35%
Gender	
Men (n=973)	39
Women (n=1304)	31
Age	
18-29 (n=337)	52
30-49 (n=581)	45
50-64 (n=659)	24
65+ (n=637)	11
Race/Ethnicity	
White, non-Hispanic (n=1637)	30
Black, non-Hispanic (n=261)	44
Hispanic (n=223)	44
Household Income	
Less than \$30,000 (n=671)	22
\$30,000-\$49,999 (n=374)	40
\$50,000-\$74,999 (n=276)	38
\$75,000+ (n=444)	59
Education level	
No high school diploma (n=229)	18
High school grad (n=757)	27
Some college (n=525)	38
College+ (n=746)	48
Geographic location	
Urban (n=618)	38
Suburban (n=1113)	38
Rural (n=465)	21

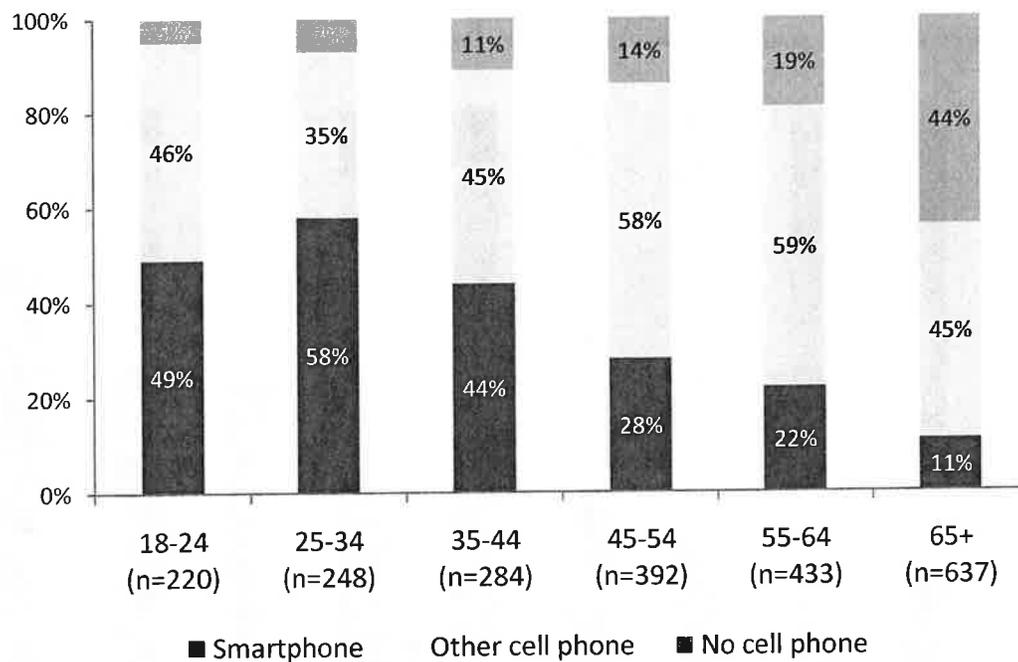
Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. "Smartphone ownership" includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms.

Age differences in smartphone adoption

Smartphone ownership is highest among Americans in their mid-twenties through mid-thirties, as fully 58% of 25-34 year olds own a smartphone. Smartphone ownership begins to tail off at around 45 years of age, before dropping dramatically at around age 65 (just one in ten seniors own a smartphone, and 44% do not have a cell phone of any kind).

Smartphone ownership by age

% of US adults within each group who own a smartphone, some other type of cell phone, or no cell phone



Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. "Smartphone ownership" includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms.

Income differences in smartphone adoption

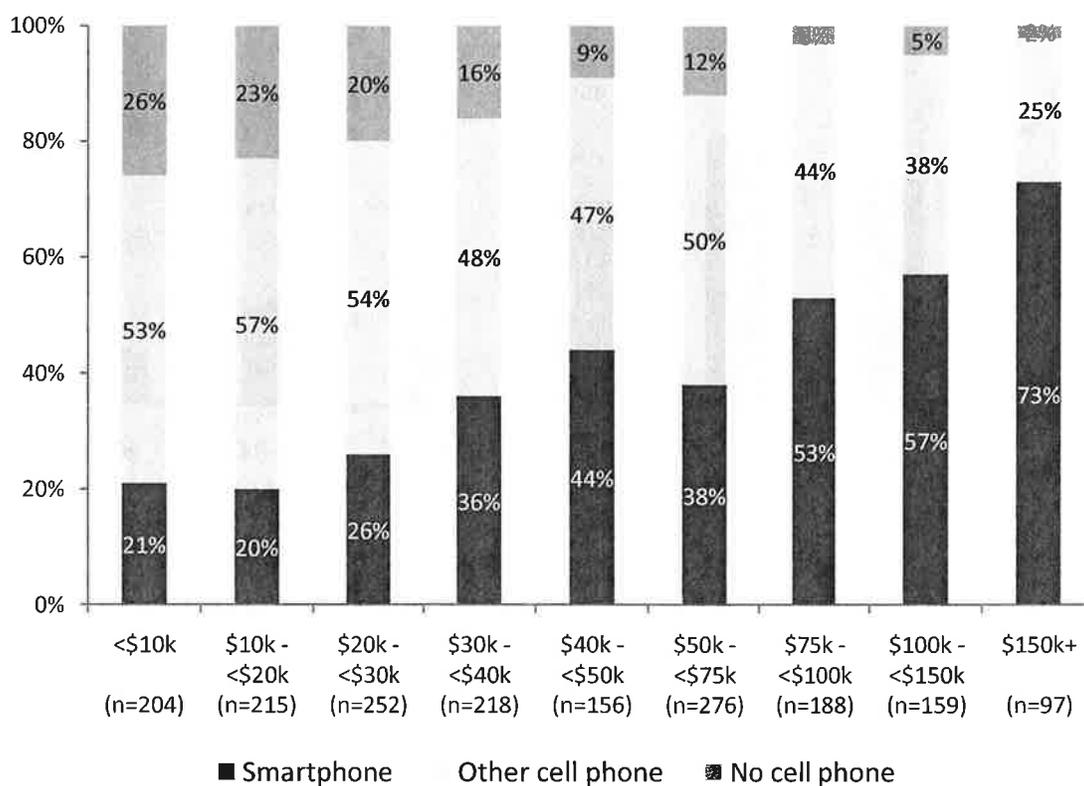
Smartphone ownership is highly correlated with household income. Respondents from the highest income cohort (those with an annual household income of \$150,000 or more) are around three and a half times as likely as those in the lowest income group (with an annual household income of \$10,000 or less) to own a smartphone: roughly three quarters of high-income earners do so, compared with one in five low-income earners.

A household income of \$75,000 is the approximate point at which Americans are more likely to own a smartphone than not—more than half of Americans above this income level are smartphone owners, and cell phone ownership in general is near-ubiquitous (95% or more) past this point in the income distribution.

While smartphone ownership is a majority proposition among higher-income earners, those Americans with a household income of less than \$30,000 per year primarily own more basic mobile phones. Indeed, members of this lower-income cohort are as likely to lack a cell phone entirely as they are to own a smartphone (22% own a smartphone, while 23% have no cell phone at all).

Smartphone ownership by household income

% of US adults within each group who own a smartphone, some other type of cell phone, or no cell phone



Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. "Smartphone ownership" includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms.

Although low-income Americans as a whole are relatively unlikely to own a smartphone, there is quite a bit of age variation within this group. Among 18-29 year olds earning less than \$30,000 per year, 39% own a smartphone (on par with the national average) and just 8% have no cell phone at all. By contrast, fully 57% of low-income seniors do not own a cell phone, and smartphone adoption rates for this group are extremely low at just 4%.

Smartphone ownership by age group, household income less than \$30k per year

Based on those with an *annual household income of less than \$30,000*

	Smartphone	Other cell phone	No Cell Phone
All <\$30k (n=671)	22%	55%	23%
Age			
18-29 (n=142)	39	53	8
30-49 (n=159)	26	59	15
50-64 (n=157)	12	65	24
65+ (n=209)	4	39	57

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

“Smartphone ownership” includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms.

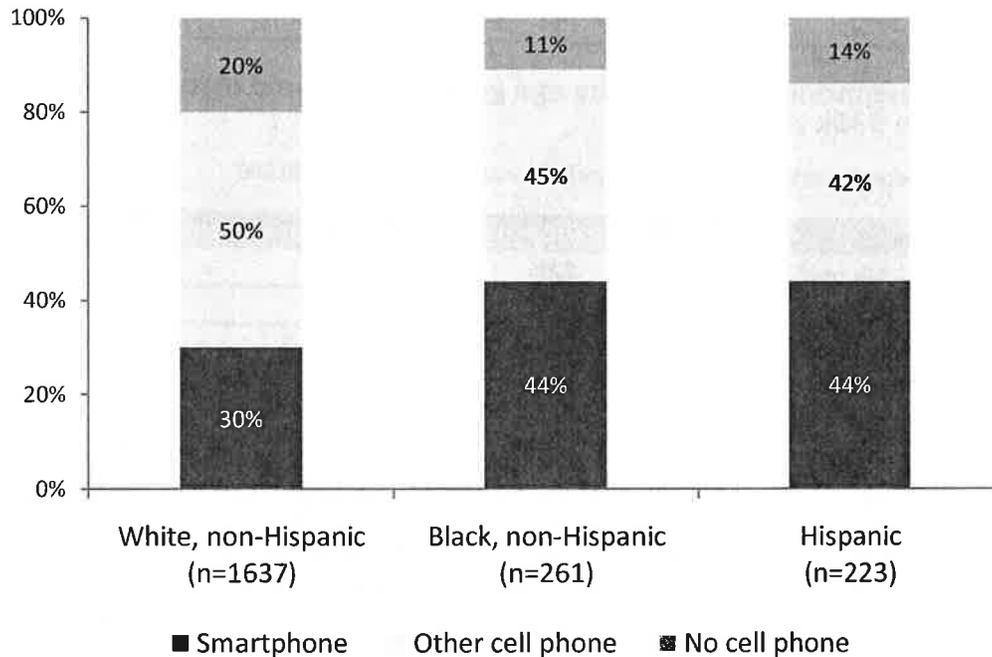
Other factors correlated with smartphone ownership

For several years, Pew Internet research has found that African-Americans and Latinos are more likely than whites to use their cell phones for non-voice applications such as using the internet, playing games, or accessing multimedia content. These differences extend to smartphone ownership as well, as 44% of black and Latino adults are smartphone owners, compared with 30% of whites.³

³ In its August-September 2010 survey of Latinos and technology adoption, the Pew Hispanic Center found that 76% of Latinos are cell phone owners (see <http://pewhispanic.org/reports/report.php?ReportID=134>). This compares with our current finding that 86% of Latinos are cell owners. Although Pew Internet Project surveys include Spanish-language interviews, they typically contain a lower percentage of such respondents than surveys conducted by the Pew Hispanic Center.

Smartphone ownership by race/ethnicity

% of US adults within each group who own a smartphone, some other type of cell phone, or no cell phone



Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. "Smartphone ownership" includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms.

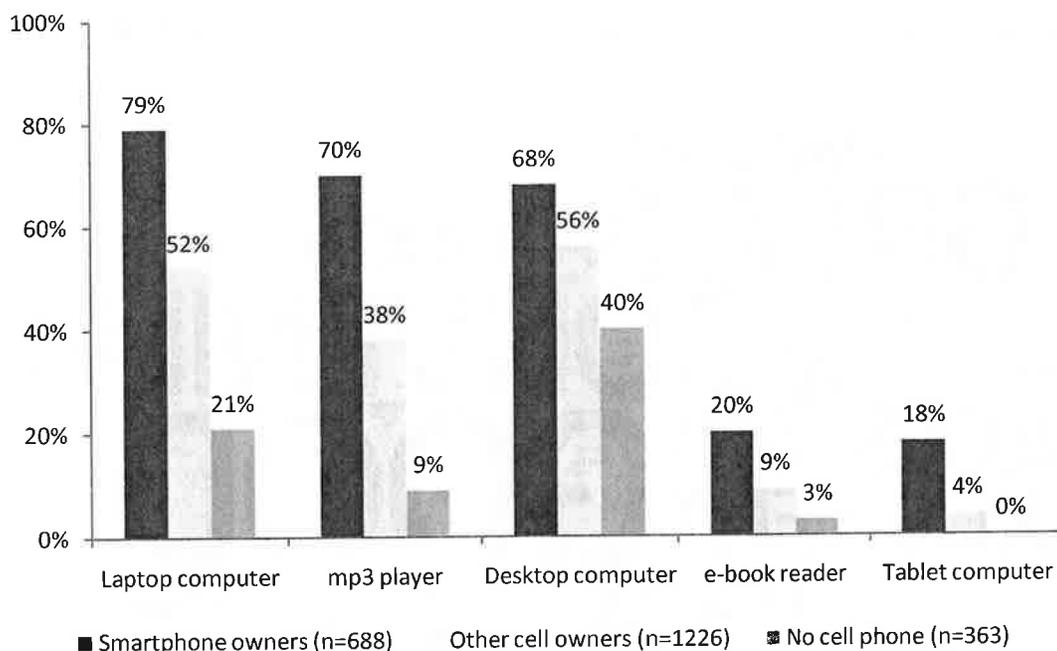
Employment status is also closely linked with smartphone ownership. Nearly half of full-time employees (48%) have a smartphone of some kind, as do 38% of those who are employed part-time. Roughly one quarter of those who are not employed for pay (27%) have this type of device, while just 13% of retirees do so.

Smartphone owners and their technology assets

Smartphone users own a wide range of devices in addition to their phones. Eight in ten smartphone owners also own a laptop computer, and e-book readers and tablet computers are much more prevalent among smartphone owners than in the general population.

Smartphone users own a numbers of other technology assets

% of US adults within each group who own the following devices



Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. "Smartphone ownership" includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms.

In their own words—how smartphone owners describe their phones

Along with asking about smartphone adoption and usage, we also included a question in our spring survey that asked cell phone owners to provide the one word that best describes how they feel about their phones. The smartphone owners we surveyed provided an enormous diversity of reactions to this question—the 662 responses we coded included 177 unique descriptors—so few words or phrases stuck out clearly from the pack. The three most common words were “good” (mentioned by 10% of smartphone owners), “great” and “convenient” (each mentioned by 7% of smartphone owners). Overall, 72% of smartphone owners used a positive word (such as “good”, “great”, “excellent” or “convenient”) to describe their phones, 16% used a negative description (such as “expensive” or “frustrated/frustrating”) and 12% offered a neutral word choice (such as “adequate”, “OK”, “fair” or “fine”).



Smartphones as an internet appliance

Nearly nine in ten smartphone owners (87%) use their phones to access the internet or email, with 78% of these users saying that they go online using their phone on a typical day.⁴ Put differently, that means that on a typical day 68% of *all* smartphone owners go online using their phone.

Although smartphone ownership varies significantly based on demographic factors, within the smartphone owner population there is relatively little variation when it comes to using one's phone to go online. Age is the primary differentiator—fully 94% of smartphone owners ages 18-29 use their phones to go online, with eight in ten (81%) doing so on a typical day.

Demographic differences in smartphone internet use

% of smartphone owners in each group who use their phone to access the internet or email

	Ever	Typical Day
Total for smartphone owners (n=688)	87%	68%
Gender		
Men (n=349)	86	69
Women (n=339)	87	66
Age		
18-29 (n=177)	94	81
30-49 (n=256)	90	71
50+ (n=240)	72	44
Race/Ethnicity		
White, non-Hispanic (n=417)	85	67
Black, non-Hispanic (n=109)	90	63
Hispanic (n=97)	89	74
Household Income		
Less than \$30,000 (n=131)	81	61
\$30,000-\$49,999 (n=118)	86	72
\$50,000+ (n=334)	89	70
Education level		
High School Diploma (n=169)	79	56
Some College (n=171)	89	68
College Graduate (n=308)	91	75

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. "Smartphone owners" include those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms.

⁴ Just as our standard definition of an "internet user" includes those who use the internet or email, our definition of a "smartphone internet user" includes those who access the internet and/or email on their phone.

One-quarter of smartphone owners mostly go online using their cell phone, even though many have other access options available to them

When asked what device they typically use to access the internet, 28% of smartphone internet users (the 87% of smartphone owners who go online using their phone) say that they use their mobile phone for most of their online activity:

- 28% go online *mostly using their phone*
- 59% go online using *mostly some other device*
- 11% use their phone and some other device equally to access the internet, while an additional 1% say that the device they use depends on the situation

Put another way, this means that 25% of *all* smartphone owners (regardless of whether or not they use the internet on their device) do most of their online browsing on their mobile phone.

In looking at this 25% of smartphone owners who do most of their online activities on their phone, the question naturally arises as to what extent this is based on necessity (i.e. a lack of other internet access options) versus convenience or other factors. Although we did not address this question directly in our survey, our data does offer some insights into this particular group.

Even among smartphone owners who use their phone as their main source of internet access, computer (i.e. laptop or desktop) ownership is quite prevalent. Indeed, fully 84% of these individuals also have a desktop or laptop computer at home. At the same time, a notably smaller number have access to high-speed internet service, as just over two-thirds of these users (68%) have broadband at home. This is slightly above the national broadband average (61% of all adults are broadband adopters), but still means that 32% of these “cell mostly” internet users lack traditional high-speed home access—even though they may go online from other locations outside of the home.

This is a marked contrast from smartphone users who go online mostly using a device other than their phone, who are much more likely to have an internet-connected computer at home. Within this group, both computer ownership (99%) and broadband adoption (94%) are near-ubiquitous.

Additionally, usage of smartphones as a primary internet access device is highest among several groups with relatively low rates of traditional internet and broadband adoption—for example, those with no college experience as well as those with relatively low income levels.

Who are the “cell mostly” smartphone internet users?

% of smartphone owners within each group who go online mostly using their cell phone

All smartphone owners (n=688)	25%
Gender	
Men (n=349)	24
Women (n=339)	26
Age	
18-29 (n=177)	42
30-49 (n=256)	21
50+ (n=240)	10
Race/Ethnicity	
White, non-Hispanic (n=417)	17
Black/Latino(n=206)	38
Household Income	
Less than \$30,000 (n=131)	40
\$30,000-\$49,999 (n=118)	29
\$50,000+ (n=334)	17
Education level	
High school grad (n=169)	33
Some college (n=171)	27
College grad (n=308)	13

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

Platform differences in smartphone ownership

As noted in the introduction to this report, our definition of smartphone ownership includes a question based on the platform (operating system) of each respondent's phone. The relative adoption rates for different platforms among all cell owners and within the smartphone population are as follows:⁵

- 15% of cell owners (representing 35% of smartphone owners) describe their phone as an *Android* device
- 10% of cell owners (24% of smartphone owners) describe their phone as an *iPhone*
- 10% of cell owners (24% of smartphone owners) describe their phone as a *Blackberry*
- 2% of cell owners (4% of smartphone owners) describe their phone as a *Windows* phone
- 2% of cell owners (6% of smartphone owners) describe their phone as a *Palm* device

In examining smartphone adoption within demographic groups, several key trends stand out:

- **African-Americans and young adults have higher than average rates of Android adoption.** One-quarter (26%) of black cell owners say that they have an Android device, which is significantly higher than the rate for both whites (12%) and Latinos (16%). By contrast, just 5% of African-American cell owners own an iPhone, which is half the national average. Similarly, 26% of cell owners ages 18-24 are Android owners, making Android phones roughly twice as popular within this group as iPhones, and three times as prevalent as Blackberry devices.
- **Ownership rates for Blackberry and iPhone devices are particularly high among the well-educated and the relatively well-off.** Compared with those in the lowest income and education groupings, cell phone owners with a college degree or a household income of \$75,000 or more per year are approximately 3-4 times as likely to say that their phone is a Blackberry or an iPhone. Blackberry ownership is also higher among those who are employed full-time (15% of such cell owners have a Blackberry) compared with cell owners who are employed part-time (6%) or who are not employed for pay (6%).
- Smartphone ownership is generally low among rural residents, but **urban and suburban dwellers are much more likely than their rural counterparts to own an iPhone.** Just 5% of rural cell phone owners say that they own an iPhone, compared with one in ten urban and suburban cell owners.

⁵ Our findings for the proportion of smartphone owners with Android, Blackberry and Apple devices are nearly identical to April 2011 findings by Nielsen and ComScore. Both Nielsen and Comscore found that 36% of smartphone owners are Android users, and that 26% of smartphone owners have an iPhone. Nielsen found that Blackberry phones represent 23% of the smartphone market, while ComScore calculated Blackberry penetration at 26%. Our findings differ more dramatically for the Windows and Palm platforms. Our platform "market share" figures for Windows phones are roughly half that found by Nielsen and Comscore, while our comparable figure for the Palm platform is roughly twice that found by these organizations. For more information on their studies, see <http://blog.nielsen.com/nielsenwire/consumer/android-leads-u-s-in-smartphone-market-share-and-data-usage/> and [http://www.comscore.com/Press Events/Press Releases/2011/6/comScore Reports April 2011 U.S. Mobile Subscriber Market Share](http://www.comscore.com/Press%20Events/Press%20Releases/2011/6/comScore%20Reports%20April%202011%20U.S.%20Mobile%20Subscriber%20Market%20Share)

Key demographic differences in smartphone platform adoption

% of adult cell phone owners within each group who describe their phone as one of the following:

	<u>Android</u>	<u>iPhone</u>	<u>Blackberry</u>
All cell owners (n=1914)	15%	10%	10%
Gender			
Men (n=845)	15	10	11
Women (n=1069)	14	9	9
Age			
18-24 (n=212)	26	12	8
25-34 (n=234)	24	18	15
35-44 (n=259)	16	12	14
45-54 (n=348)	10	4	8
55-64 (n=375)	6	7	8
65+ (n=430)	3	5	2
Race/Ethnicity			
White, non-Hispanic (n=1343)	12	10	9
Black, non-Hispanic (n=232)	26	5	12
Hispanic (n=196)	16	10	14
Household Income			
Less than \$30,000 (n=513)	11	4	6
\$30,000-\$49,999 (n=332)	19	12	7
\$50,000-\$74,999 (n=253)	13	10	11
\$75,000+ (n=430)	21	17	17
Education level			
Less than High School (n=155)	12	3	4
High School Grad (n=605)	10	7	8
Some College (n=460)	18	12	7
College+ (n=684)	17	14	15
Geography			
Urban (n=523)	15	12	11
Suburban (n=944)	16	10	10
Rural (n=366)	10	5	7

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

Survey questions

Spring Change Assessment Survey 2011

Final Topline

5/25/2011

Data for April 26–May 22, 2011

Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life Project

Sample: n= 2,277 national adults, age 18 and older, including 755 cell phone interviews
Interviewing dates: 04.26.2011 – 05.22.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,277]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,701]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,914]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,015]

Q10 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ⁶				
Current	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--

⁶ Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
November 23-30, 2004	65	35	*	--

CELL4 Some phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?

Based on cell phone users [N=1,914]

	<u>CURRENT</u>	
%	33	Yes, is a smartphone
	53	No, is not a smartphone
	14	Not sure
	*	Refused

CELL5 Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, a Palm, or something else?

Based on cell phone users [N=1,914]

	<u>CURRENT</u>	
%	10	iPhone
	10	Blackberry
	15	Android
	2	Windows phone
	2	Palm
	8	Basic cell phone – unspecified (VOL.)
	7	Samsung – unspecified (VOL.)
	5	LG – unspecified (VOL.)
	3	Flip phone – unspecified (VOL.)
	3	Motorola – unspecified (VOL.)
	2	Nokia – unspecified (VOL.)
	2	Tracfone (VOL.)
	1	Pantech – unspecified (VOL.)
	16	Something else (SPECIFY)
	13	Don't know
	1	Refused

Q14 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 ITEMS; ALWAYS ASK a-b FIRST in order; RANDOMIZE c-h]?⁷

Based on cell phone users

	YES	NO	DON'T KNOW	REFUSED
a. Send or receive email				
Current [N=1,914]	38	62	0	*
December 2010 [N=1,982]	38	62	*	*
November 2010 [N=1,918]	34	66	0	*
September 2010 [N=2,485]	34	66	*	0
May 2010 [N=1,917]	34	66	0	0
January 2010 [N=1,891]	30	70	0	0
December 2009 [N=1,919]	29	70	*	*
September 2009 [N=1,868]	27	73	*	0
April 2009 [N=1,818]	25	75	*	0
December 2007 [N=1,704]	19	81	0	--
b. Access the internet⁸				
Current	44	56	0	0
December 2010	42	58	*	*
November 2010	39	61	*	*
September 2010	39	61	*	0
May 2010	38	62	0	0
January 2010	34	66	0	0
December 2009	32	67	*	0
September 2009	29	71	*	0
April 2009	25	74	*	*
December 2007	19	81	0	--

⁷ In May 2011, the question was asked of all Form B cell phone users and Form A cell phone users who said in CELL7 that they do more than make calls on their phone. Current figures have been repercentaged to all cell phone users. Prior to May 2011, question was asked of all cell phone users. Prior to January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other device to do any of the following things. Do you ever use it to [INSERT ITEM]?" In January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other handheld device to do any of the following things. Do you ever use it to [INSERT ITEMS]?" For January 2010, December 2009, and September 2009, an answer category "Cell phone can't do this" was available as a volunteered option; "No" percentages for those trends reflect combined "No" and "Cell phone can't do this" results.

⁸ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

CELL8 Did you happen to use the internet on your cell phone YESTERDAY?

Based on those who access the internet on their cell phone [N=746]

	<u>CURRENT</u>	
%	70	Yes, used the internet on cell phone yesterday
	30	No, did not use the internet on cell phone yesterday
	*	Don't know
	0	Refused

CELL9 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?

Based on those who access the internet on their cell phone [N=746]

	<u>CURRENT</u>	
%	27	Mostly on cell phone
	62	Mostly on something else
	10	Both equally (VOL.)
	1	Depends (VOL.)
	*	Don't know
	*	Refused

Methodology

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from April 26 to May 22, 2011, among a sample of 2,277 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,522) and cell phone (755, including 346 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.4 percentage points. For results based Internet users (n=1,701), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage weight is the product of two adjustments made to the data – a Probability of Selection Adjustment (PSA) and a Phone Use Adjustment (PUA). The PSA corrects for the fact that respondents in the landline sample have different probabilities of being sampled depending on how many adults live in the household. The PUA corrects for the overlapping landline and cellular sample frames.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced by form to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2010 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the January-June 2010 National Health Interview Survey. Following is the full disposition of all sampled telephone numbers:

Table 2: Sample Disposition

Landline	Cell	
32,909	19,899	Total Numbers Dialed
1,416	364	Non-residential
1,428	35	Computer/Fax
32	---	Cell phone
16,833	8,660	Other not working
1,629	287	Additional projected not working
11,571	10,553	Working numbers
35.2%	53.0%	Working Rate
543	96	No Answer / Busy
3,091	3,555	Voice Mail
53	10	Other Non-Contact
7,884	6,892	Contacted numbers
68.1%	65.3%	Contact Rate
489	1,055	Callback
5,757	4,618	Refusal
1,638	1,219	Cooperating numbers
20.8%	17.7%	Cooperation Rate
56	33	Language Barrier
---	426	Child's cell phone
1,582	760	Eligible numbers
96.6%	62.3%	Eligibility Rate
60	5	Break-off
1,522	755	Completes
96.2%	99.3%	Completion Rate
13.6%	11.5%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 13.6 percent. The response rate for the cellular sample was 11.5 percent.

PewResearchCenter Publications

Latinos and Digital Technology

by Gretchen Livingston, Senior Researcher, Pew Hispanic Center
February 9, 2011

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.

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.

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

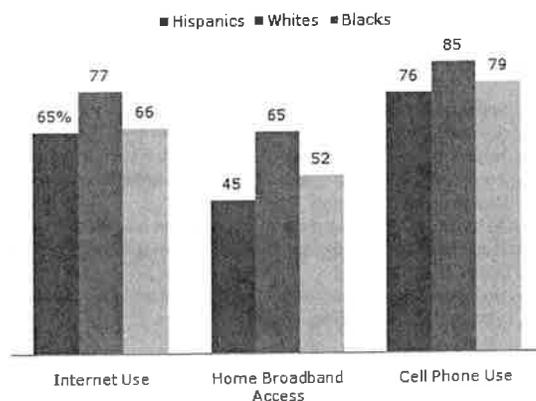
The findings reveal a mixed pattern of non-voice cell phone application use across ethnic and racial groups. Hispanics are less likely than whites to use any non-voice applications on a cell phone (58% vs. 64%), and they are also less likely than whites to send or receive text messages (55% vs. 61%). 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.

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 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.

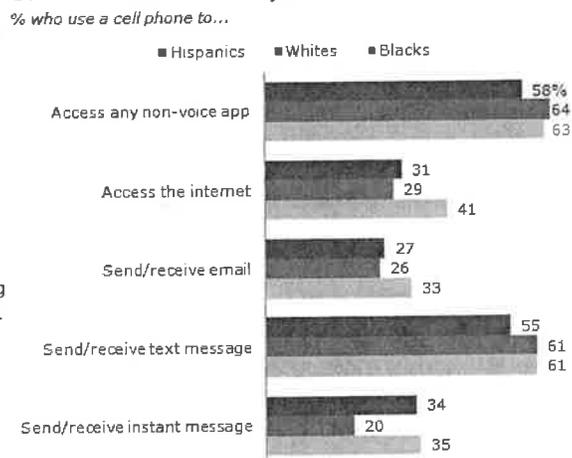
This report is based on two national surveys. The first, the Pew Hispanic Center's 2010 National Survey of Latinos is a nationally representative bilingual telephone survey of 1,375 adults ages 18 and older. Interviews were conducted from Aug. 17 through Sept. 19, 2010. The margin of error for the full sample is

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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Figure 2
Cell Phone Activities 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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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 Aug. 9 through Sept. 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 in the full report](#) (PDF).

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 much 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.

[Read the full report at pewhispanic.org.](http://pewresearch.org)

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Center**



February 9, 2011

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.

The staff of the Pew Hispanic Center is:

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Rakesh Kochhar, Associate Director for Research

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Mark Hugo Lopez, Associate Director

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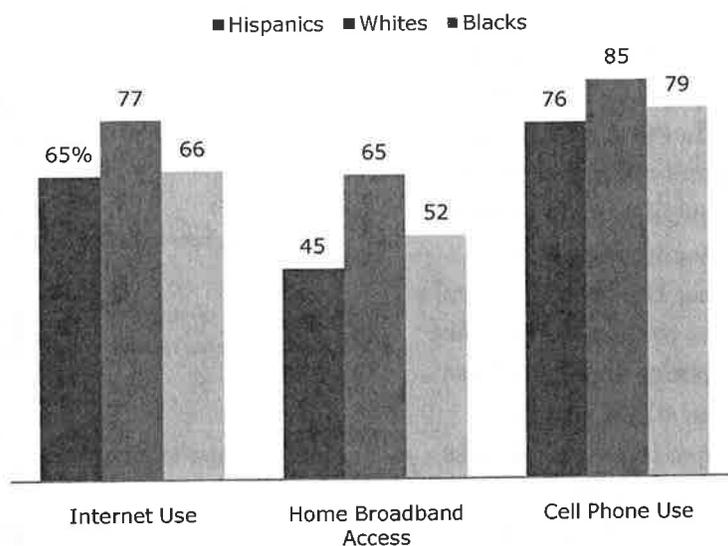
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While about two-thirds of Latino (65%) and black (66%) adults went online in 2010, more than three-fourths (77%) of white adults did so. In terms of broadband use at home, there is a large gap between Latinos (45%) and whites (65%), and the rate among 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.²

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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¹ 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.

² 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.

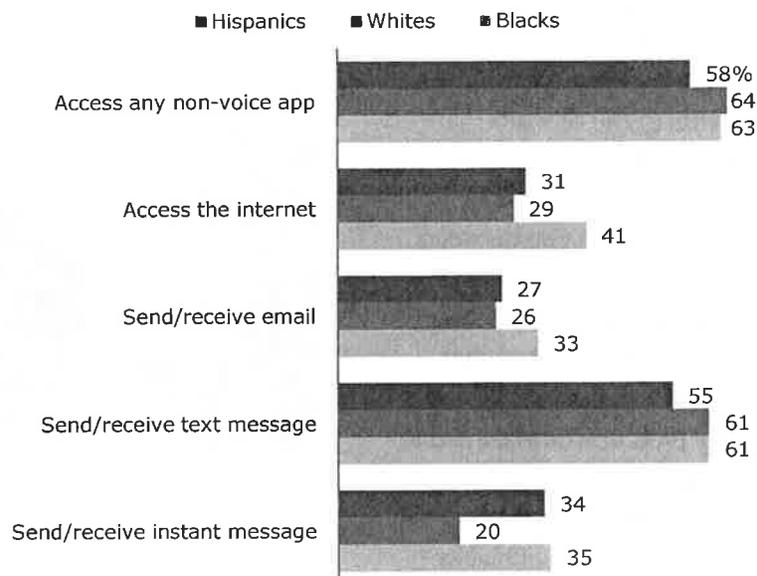
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Survey questions also probed for the use of non-voice applications on cell phones. Respondents were asked specifically about whether they access the internet and whether they use email, texting or instant messaging from a cell phone. The findings reveal 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.³ 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.

³ 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
All	64	65	80	77	72	66
Nativity/Generation						
Foreign born	51	54	---	---	---	---
Native born	85	81	---	---	---	---
2nd generation	84	84	---	---	---	---
3rd generation	86	76	---	---	---	---
Years in the U.S. (foreign born only)						
Less than 10 years	56	61	---	---	---	---
10 to 19 years	48	63	---	---	---	---
20 years or more	50	48	---	---	---	---
Language						
English dominant	87	81	---	---	---	---
Bilingual	76	74	---	---	---	---
Spanish dominant	36	47	---	---	---	---
Gender						
Male	67	68	80	78	***	66
Female	61	62	81	77	69	66
Age						
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
Educational Attainment						
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
Annual Household Income						
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
Place of Residence						
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
All	55	75	58	85	96	88
Nativity/Generation						
Foreign born	45	---	---	82	---	---
Native born	71	---	---	88	---	---
2nd generation	72	---	---	86	---	---
3rd generation	68	---	---	90	---	---
Years in the U.S. (foreign born only)						
Less than 10 years	50	---	---	82	---	---
10 to 19 years	51	---	---	80	---	---
20 years or more	40	---	---	84	---	---
Language						
English dominant	77	---	---	95	---	---
Bilingual	61	---	---	83	---	---
Spanish dominant	37	---	---	78	---	---
Gender						
Male	58	75	62	85	96	94
Female	53	74	55	85	96	83
Age						
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	***
Educational Attainment						
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
Annual Household Income						
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
Place of Residence						
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 59.⁴ 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.

⁴ 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.

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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
All	45	65	52	69	84	78
Nativity/Generation						
Foreign born	35	---	---	64	---	---
Native born	60	---	---	74	---	---
2nd generation	63	---	---	74	---	---
3rd generation	56	---	---	74	---	---
Years in the U.S. (foreign born only)						
Less than 10 years	38	---	---	62	---	---
10 to 19 years	40	---	---	63	---	---
20 years or more	32	---	---	66	---	---
Language						
English dominant	66	---	---	81	---	---
Bilingual	52	---	---	71	---	---
Spanish dominant	26	---	---	55	---	---
Gender						
Male	47	67	57	68	87	86
Female	44	63	47	70	82	71
Age						
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	***
Educational Attainment						
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
Annual Household Income						
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
Place of Residence						
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
All	76	76	86	85	84	79
Nativity/Generation						
Foreign born	73	70	---	---	---	---
Native born	80	86	---	---	---	---
2nd generation	79	88	---	---	---	---
3rd generation	83	82	---	---	---	---
Years in the U.S. (foreign born only)						
Less than 10 years	75	82	---	---	---	---
10 to 19 years	76	72	---	---	---	---
20 years or more	71	63	---	---	---	---
Language						
English dominant	84	86	---	---	---	---
Bilingual	76	78	---	---	---	---
Spanish dominant	70	68	---	---	---	---
Gender						
Male	80	80	87	89	***	78
Female	71	73	85	82	82	81
Age						
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
Educational Attainment						
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
Annual Household Income						
Less than \$30,000	---	75	78	75	***	78
\$30,000 to \$49,999	---	84	88	88	***	***
\$50,000 or more	---	96	93	94	***	93
Place of Residence						
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.⁵

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
All	6	1	6
Age			
18-29	11	3	***
30-44	6	2	13
45-59	4	2	2
60+	1	<1	<1
Educational Attainment			
No high school diploma	9	2	9
High school graduate	9	3	9
Some college or more	2	1	3
Annual Household Income			
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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⁵ 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
All	58	64	63	77	75	79
Nativity/Generation						
Foreign born	48	---	---	69	---	---
Native born	74	---	---	86	---	---
2nd generation	79	---	---	89	---	---
3rd generation	67	---	---	81	---	---
Years in the U.S. (foreign born only)						
Less than 10 years	64	---	---	78	---	---
10 to 19 years	55	---	---	77	---	---
More than 20 years	37	---	---	59	---	---
Language						
English dominant	76	---	---	88	---	---
Bilingual	62	---	---	79	---	---
Spanish dominant	44	---	---	65	---	---
Gender						
Male	60	66	63	76	74	81
Female	57	62	62	78	76	77
Age						
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
Educational Attainment						
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
Annual Household Income						
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
Place of Residence						
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

PEW HISPANIC CENTER

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
All	31	29	41	40	34	51
Nativity/Generation						
Foreign born	22	---	---	32	---	---
Native born	42	---	---	49	---	---
2nd generation	48	---	---	54	---	---
3rd generation	34	---	---	41	---	---
Years in the U.S. (foreign born only)						
Less than 10 years	32	---	---	38	---	---
10 to 19 years	24	---	---	34	---	---
20 years or more	17	---	---	28	---	---
Language						
English dominant	43	---	---	50	---	---
Bilingual	35	---	---	45	---	---
Spanish dominant	19	---	---	27	---	---
Gender						
Male	33	33	43	42	37	56
Female	28	25	39	38	31	48
Age						
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
Educational Attainment						
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
Annual Household Income						
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
Place of Residence						
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

PEW HISPANIC CENTER

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
All	27	26	33	36	31	41
Nativity/Generation						
Foreign born	21	---	---	30	---	---
Native born	37	---	---	43	---	---
2nd generation	41	---	---	47	---	---
3rd generation	32	---	---	39	---	---
Years in the U.S. (foreign born only)						
Less than 10 years	32	---	---	39	---	---
10 to 19 years	23	---	---	32	---	---
20 years or more	15	---	---	24	---	---
Language						
English dominant	40	---	---	46	---	---
Bilingual	29	---	---	37	---	---
Spanish dominant	18	---	---	27	---	---
Gender						
Male	32	32	37	40	36	48
Female	23	21	29	32	26	35
Age						
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
Educational Attainment						
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
Annual Household Income						
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
Place of Residence						
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

PEW HISPANIC CENTER

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
All	55	61	61	72	72	77
Nativity/Generation						
Foreign born	44	---	---	63	---	---
Native born	72	---	---	83	---	---
2nd generation	77	---	---	87	---	---
3rd generation	65	---	---	79	---	---
Years in the U.S. (foreign born only)						
Less than 10 years	57	---	---	70	---	---
10 to 19 years	53	---	---	73	---	---
20 years or more	33	---	---	53	---	---
Language						
English dominant	75	---	---	86	---	---
Bilingual	59	---	---	75	---	---
Spanish dominant	40	---	---	58	---	---
Gender						
Male	57	63	61	71	71	79
Female	54	60	61	74	74	75
Age						
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
Educational Attainment						
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
Annual Household Income						
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
Place of Residence						
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

PEW HISPANIC CENTER

LATINOS AND DIGITAL TECHNOLOGY, 2010

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
All	34	20	35	45	24	44
Nativity/Generation						
Foreign born	31	---	---	44	---	---
Native born	39	---	---	45	---	---
2nd generation	44	---	---	50	---	---
3rd generation	32	---	---	39	---	---
Years in the U.S. (foreign born only)						
Less than 10 years	44	---	---	53	---	---
10 to 19 years	33	---	---	45	---	---
20 years or more	24	---	---	37	---	---
Language						
English dominant	34	---	---	39	---	---
Bilingual	38	---	---	49	---	---
Spanish dominant	30	---	---	44	---	---
Gender						
Male	39	24	36	49	27	46
Female	29	18	35	40	22	43
Age						
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
Educational Attainment						
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
Annual Household Income						
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
Place of Residence						
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

PEW HISPANIC CENTER

Appendix A: Survey Methodology

The majority of the analysis of Hispanics is based upon the Pew Hispanic Center 2010 National Survey of Latinos (NSL).⁶ 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.

⁶ 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.

LATINOS AND DIGITAL TECHNOLOGY, 2010

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.⁷ 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](#).”

⁷ 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	*

LATINOS AND DIGITAL TECHNOLOGY, 2010

56/57/62/63. Combo Table

	USE THE INTERNET									Do not use the internet
	EVER USE THE INTERNET FROM HOME								Never use the internet from home	
	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



She's One Smart Mom, She's Got **text4baby**

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About

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Despite decades of public health outreach and education, more than 500,000 babies are born prematurely and an estimated 28,000 children die before their first birthday each year in the U.S. Many factors cause these negative outcomes, including health care access, poverty, and negative health behaviors, but research supports that increasing knowledge around health can help people stay healthier.

To help more pregnant women and new moms get information about caring for their health and giving their babies the best possible start in life, the National Healthy Mothers, Healthy Babies Coalition (HMHB) launched text4baby, the first free health text messaging service in the U.S. Text4baby supports moms by providing accurate, text-length health information and resources in a format that is personal and timely, using a channel she knows and uses. Over 85% of Americans own a cell phone and 72% of cell users send or receive text messages.

How Text4baby Works

Registration is easy and can be done online here or from your cell phone. Use your cell phone to text the word BABY (or BEBE for Spanish) to the number 511411. You'll be asked to enter your baby's due date or your baby's birthday and your zip code. Once registered, you will start receiving free messages with tips for your pregnancy or caring for your baby.

These messages are timed to your due date or your baby's birth date. If you are pregnant and your due date changes, text UPDATE to 511411 to enter your new due date. Once you have your baby, be sure to text in UPDATE with your baby's birthday so you keep getting messages through baby's first year.

If you want to stop receiving messages from text4baby, text STOP to 511411. To start receiving the messages again, you will have to enroll again by sending BABY to 511411 (BEBE to 511411 for Spanish messages).

Text4baby Messages are Free

Thanks to the support of [CTIA - The Wireless Foundation](#) and participating mobile operators, all messages you receive from text4baby are free! Even individuals without a text messaging plan can get these messages for free. If someone has limited texts per month, text4baby won't take away from that limit. As long as you have service with one of the carriers listed below, text4baby is free for you.

- Alltel
- Assurance Wireless
- AT&T
- Bluegrass Cellular
- Boost Mobile
- Cellular South
- Cellcom
- Centennial Cellular
- Cincinnati Bell
- Cricket
- Metro PCS
- N-Telos
- Nex-Tech Wireless
- Sprint Nextel
- T-Mobile
- U.S. Cellular
- Verizon Wireless

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Now hiring! [Marketing and Communications Director, text4baby](#)

Text4baby is always looking for bright, driven interns to assist with various critical program functions out of the HMHB office in Alexandria, VA. Check out the links below for more information and to apply!

[Media Intern](#)

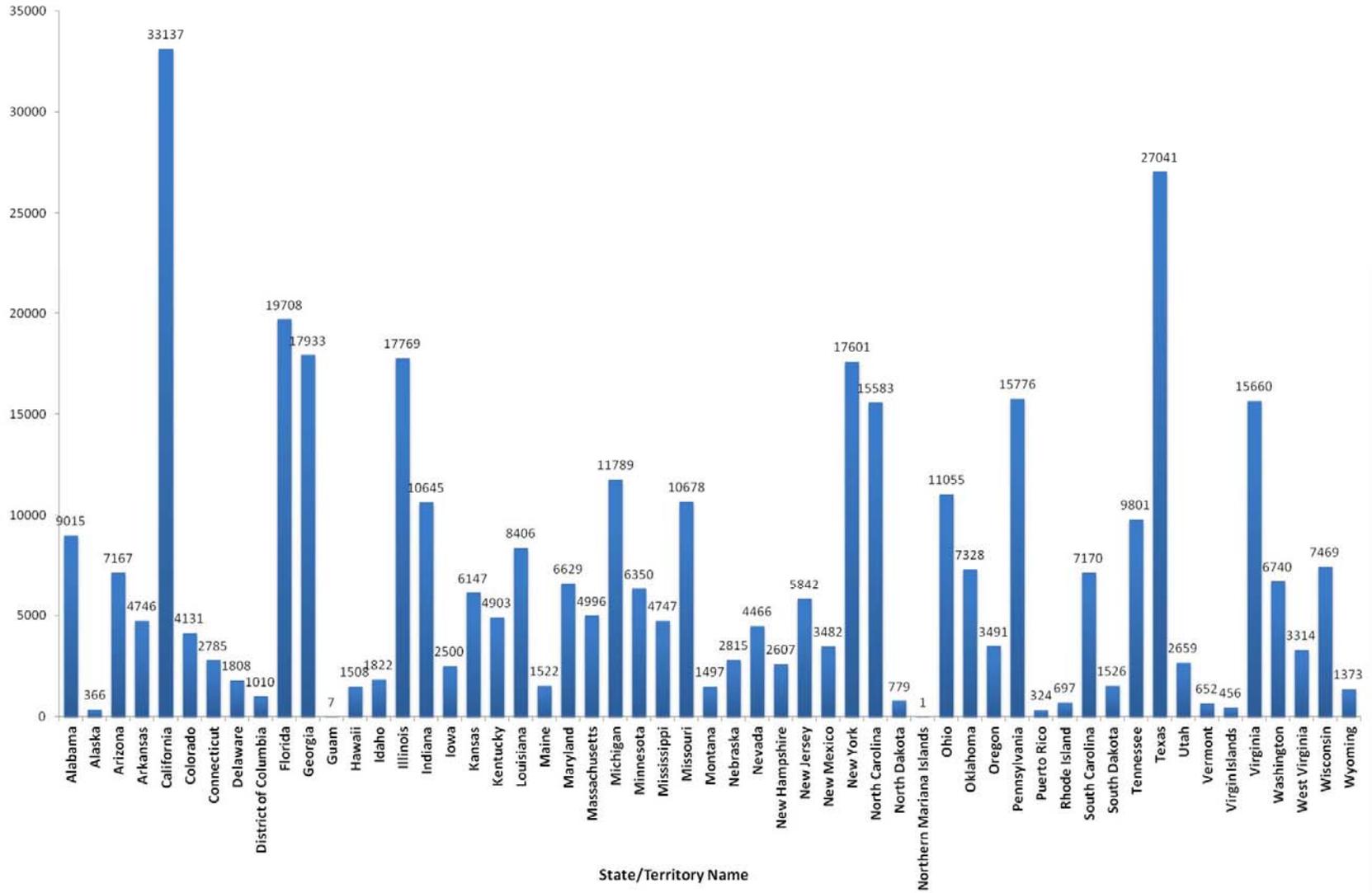
[Partner Outreach Intern](#)

[Data & Evaluation Intern](#)

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Breakdown of Total Unique Users since Launch (2/2/10) By State/Territory Jul 20, 2012



RESEARCHERS FIRST TO REPORT POSITIVE IMPACT OF TEXT4BABY



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-

Researchers at the National Latino Research Center (NLRC) at Cal State San Marcos and the Department of Reproductive Medicine at UCSD presented their findings on Nov. 1 at the American Public Health Association Conference in Washington D.C. demonstrating the positive impact of text4baby, a free mobile health information service for pregnant women and new mothers in San Diego.

Research indicates high satisfaction with the service and an increase in users' health knowledge, improved interaction with healthcare providers, improved adherence to appointments and immunizations and increased access to health resources. The findings demonstrate the positive impact of mobile health interventions, like the text4baby program.

Funded by the Alliance Healthcare Foundation, researchers partnered with the San Diego County Medical Society Foundation, Voxiva, Healthy Mothers Healthy Babies Coalition and the San Diego Text4Baby Coalition to introduce text4baby to San Diego County. Text4baby is a free mobile health information service that provides pregnant women and new moms with maternal, fetal and newborn health information via text messages and connects them to national health resources.

The San Diego research team is the first in the nation to evaluate the text4baby service. Phase one of the evaluations describes the experience of San Diego women enrolled in text4baby and shows promising results.

- Women reported high satisfaction with text4baby, with Spanish speaking women reporting even higher satisfaction scores than English-speaking women.

- 63.1 percent of women reported that text4baby helped them remember an appointment or immunization that they or their child needed.
- 75.4 percent reported that text4baby messages informed them of medical warning signs they did not know.
- 71.3 percent reported talking to their doctor about a topic that they read on a text4baby message.
- 38.5 percent reported that they called a service or phone number that they received from text4baby.

According to principal investigator Dr. Konane Martinez, "The results of this phase of the research provide promising data that mobile technology can be an important source of health information."

"This independent, formal evaluation illustrates that text4baby is a practical, valuable resource for today's moms," said Judy Meehan, CEO of Healthy Mothers Healthy Babies Coalition. "We appreciate the hard work of our San Diego partners in conducting the study and more broadly, promoting the service."

The San Diego text4baby coalition and implementation team will begin customizing referrals to services in San Diego in lieu of the national resources and anticipates an evaluation of this customized San Diego resource in 2012. Project coordinator Anna Hoff states that the team hopes that "customization of local prenatal and newborn resources in San Diego will facilitate easier access and utilization of free- and low-cost services for expectant and new parents."

Stuart Cohen, MD, vice chair for the California District, American Academy of Pediatrics and president of the San Diego County Medical Society Foundation Board, says the results show that text4baby can improve health outcomes for infants. "Not only are women getting information they did not know, but the information is starting conversations between the parent and healthcare provider. A better informed parent provides the best chance for a healthy baby."

Alliance Healthcare Foundation Board Chair Robert McCray, a healthcare technology entrepreneur and president of the Wireless-Life Sciences Alliance, is excited about the potential for mobile health information. "It's clear from the results of the study that women like receiving health information via text messages, and will act upon the knowledge they receive. This should prove beneficial for other health issues as well, regardless of the socioeconomic status of the target population."

To date, more than 2,200 expectant and new parents have enrolled in and used the text4baby mobile messaging service in San Diego. Expectant and new parents can enroll in text4baby by simply texting "baby," or "bebe" for Spanish language messages, to 511411. The service is free. In addition to local funding from Alliance Healthcare Foundation and First 5 San Diego, the program receives support nationally from Johnson & Johnson, CTIA the Wireless Foundation and Grey Healthcare Group.