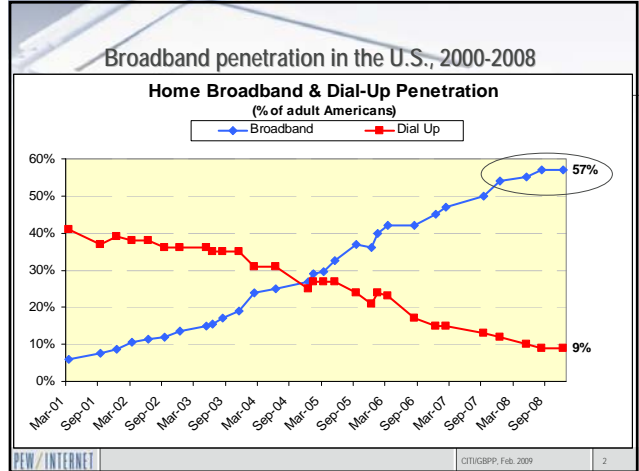


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Broadband Adoption & the Current Policy Debate

John B. Horrigan
Associate Director



Barriers to broadband adoption I: Dial-up users: 9% of adult Americans

- What would it take dial-up users to switch to broadband?
 - 35% say price would have to fall
 - 19% say nothing would get them to change
 - 16% don't know
 - 14% say it would have to become available where they live
 - 11% cite some other reason

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Barriers to broadband adoption Non-users: 25% of adult Americans

- What is the MAIN reason you don't use the internet?
 - 33% of non-users say they aren't interested in getting online.
 - 13% say they can't get access.
 - 9% find it difficult and frustrating
 - 9% cite unspecified "other" reason
 - 7% say it is too expensive
 - 7% say the internet is a waste of time
 - 4% don't have a computer
 - 3% say they are too old to learn
 - 3% are physically unable

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Summary of reasons dial-up <u>and</u> non-internet users cite for not having broadband at home		
	% of dial-up + non-online users	% of all adults
Relevance (not interested in getting online + nothing could get me to switch + too busy + other unspecified reasons)	51%	16%
Price (price must fall + too expensive + no computer)	18%	6%
Usability (difficult + waste of time + too old + physically unable)	17%	6%
Availability	14%	5%

Policy & priorities: Matching instruments to barriers

- Promoting computer & online literacy address the largest barriers → relevance & usability
- Vouchers/adapting universal service program addresses price barriers.
- Infrastructure investment addresses availability barriers.