Asian-Americans and Technology

Organization for Chinese Americans
Wiltshire & Grannis
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Pew surveys

• Asian and Pacific Americans make up 4.5% of population (5.1% including mixed race)
• Standard survey – 2,200 people = 80-90 APA
• Combined four 2010 datasets
• Interviews on landlines and cell phones
• Only in English = substantially upscale APA population > educational attainment and household income
  – More male, younger, more Northeastern/Western, more urban/suburban
Internet and Home Broadband - 2010

- **Asian-Amer. (English-speaking)**
  - Broadband at home: 80%
  - Use internet: 87%

- **Hispanic**
  - Broadband at home: 52%
  - Use internet: 67%

- **Black**
  - Broadband at home: 49%
  - Use internet: 65%

- **White**
  - Broadband at home: 62%
  - Use internet: 76%

- **All adults**
  - Broadband at home: 60%
  - Use internet: 74%

Colors:
- Red: Broadband at home
- Blue: Use internet

Source: Pew Internet & American Life Project
Asian-American divides

- Men: 93%
- Women: 79%

- Age <40: 92%
- Age 40+: 75%

- HH income >$50,000: 96%
- HH income <$50,000: 77%
Intensity of use

Online "yesterday"

- Asian-Amer. (English-speaking): 89%
- Hispanic: 74%
- Black: 66%
- White: 77%
- All adults: 76%

Online every day

- Asian-Amer. (English-speaking): 87%
- Hispanic: 71%
- Black: 62%
- White: 74%
- All adults: 73%
Mobile connectivity

Cell phone
- All adults: 82%
- White: 82%
- Black: 81%
- Hispanic: 84%
- Asian-Amer. (English-speaking): 90%

Laptop
- All adults: 52%
- White: 54%
- Black: 42%
- Hispanic: 49%
- Asian-Amer. (English-speaking): 74%

Wireless connectivity
- All adults: 57%
- White: 55%
- Black: 57%
- Hispanic: 60%
- Asian-Amer. (English-speaking): 77%
Cell phone activity

- Young, relatively well-off, Asian-American men are most likely to be wireless
- Not quite as much texting as Blacks, Hispanics
- Equivalent browsing to Blacks, Hispanics
- Equivalent email use
- Less instant messaging
Online activity

• Love email – 74% of internet users did this “yesterday” compared with 61% of gen. pop.

• Love news – 83% of internet users get news online / 58% got it “yesterday” (but no great differences related to political news)

• Social networking – 65% of internet users / 44% yesterday (not much different from others)
  – 78% online women vs. 57% of online men
  – 73% of those under age 40 vs. 43% of those older

• Twitter / other status updates – 20% of internet users (not much different)
  – 25% of those under age 40 vs. 7% of those older
Thank you!

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