

THE DIGITAL DIVIDE

Who Does Not Have Access To The Internet?

How Are We Using Smart Gadgets to Connect the Gap?

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The Aging Grey Gap

Aging Baby Boomers and senior citizens are the most resistant to the Internet; and the young are the most likely to go online eventually.

World Users in Billions by Age from 2004-2016

Year	18-29	30-49	50-64	>65
00	10	15	20	25
01	12	18	23	28
02	14	20	25	30
03	16	22	27	32
04	18	24	29	34
05	20	26	31	36
06	22	28	33	38
07	24	30	35	40
08	26	32	37	42
09	28	34	39	44
10	30	36	41	46
11	32	38	43	48
12	34	40	45	50
13	36	42	47	52
14	38	44	49	54

Don't Discount the Disabled

Disabled Individuals

Among adults who do not use the internet, almost half have told us that the main reason they don't go online is because they don't think the internet is relevant to them.

Most have never used the internet before, and don't have anyone in their household who does. About one in five say that they do know enough about technology to start using the internet on their own, and only one in ten told us that they were interested in using the internet or email in the future.

The 27% of adults living with disability in the U.S. today are significantly less likely than adults without a disability to go online (54% vs. 81%). Furthermore, 2% of adults have a disability or illness that makes it more difficult or impossible for them to use the internet at all.

2013 Census in the USA
Individuals that are Disabled vs Not Disabled That Use the Internet

Category	Count
Disabled	38,486
Not Disabled	269,163

How Has Cell Phone Access Changed The Way We Use the Internet?

Most of the strongest internet holdouts are older Americans, who are fretful about the online world and often don't believe it can bring them any benefits. In contrast, a substantial majority those under 30 who are not currently online say they plan to get access, though the expense of going online still looms as a major issue to them.

With the accessibility of smart phones streaming suggests that over an extended period of time, perhaps in a generation, internet penetration will reach the levels enjoyed by the telephone, which is used by 94% of Americans, and the television, which is used by 98% of Americans. The graph adjacent describes the overall age groups that access the internet using a household computer.

Generation Statistics

67% of those 65 and over do not have internet access and 59% of those between the ages of 50 and 64 do not go online. In comparison, 65% of those under age 30 have internet access.

45% of those under 30 believe they are missing out by not being online, while just 26% of those over 64 believe that.

47% of those under 30 believe the internet is too expensive, while just 29% of those over 64 believe that.

63% of parents with children under 18 who don't now have internet access say they will probably or definitely go online.

Most vs Least Connected States

Rural Scarcity

There is notably less internet penetration in rural areas than in other types of communities. A major factor in rural areas is that a relatively large number of residents don't use computers. This effects their desire to find connection in their limited environment.

57% of those in rural areas do not have access to the internet, compared to 47% of those in urban areas and 46% of suburban areas.

42% of rural residents do not use computers, compared to 31% of urban residents and 34% of suburban residents who don't use computers.

The graph above compares to states in America. Colorado, being the most connected, and Mississippi being the least connected. This can be attributed to the rural nature of the states, income and education levels.

2013 Census Comparing The State that is Most Connected and Least Connected

State	Connected Outside of Home	Connected Only in Home	Not Connected	Connected Outside and Inside
Colorado	41.7%	25.6%	21.9%	5.4%
Mississippi	41.3%	21.8%	28.2%	8.7%

Users Based On Income

Along with age, educational attainment represents one of the most pronounced gaps in internet access. Some 43% of adults who have not completed high school use the internet, versus 71% of high school graduates—and 94% of college graduates.

Household income is also a strong predictor of internet use, as only six in ten (62%) of those living in households in the lowest income bracket (less than \$30,000 per year) use the internet, compared with 90% of those making at least \$50,000-\$74,999 and 97% of those making more than \$75,000.25

Individuals that Use the Internet US Yearly Income in 2013

Yearly Income in Thousands	People in Billions
> \$25	~35
\$25-\$49	~30
\$50-\$99	~25
\$100-\$149	~15
< \$150	~10

80% Of American adults use the Internet but only 50% are using computers for their browsing.

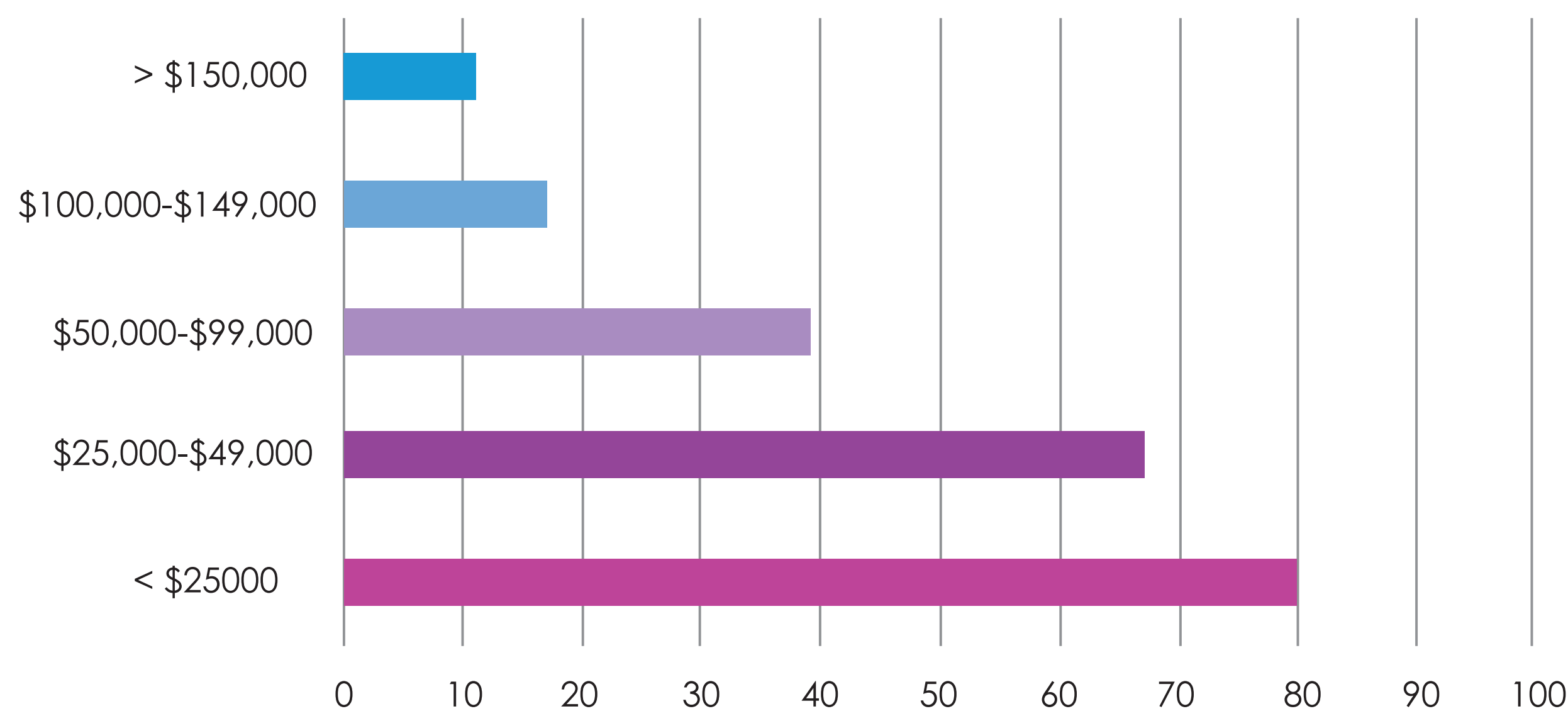
Gadgets Have Bridged a Gap to Use the Internet Without Investing In a Computer

The ways in which people connect to the internet are also much more varied today than they were in 2000. As a result, internet access is no longer synonymous with going online with a desktop computer.

Gadget ownership is generally correlated with age, education, and household income, although some devices—notably e-book readers and tablets—are as popular or even more popular with adults in their thirties and forties than young adults ages 18-29.

The rise of mobile is changing the story. Groups that have traditionally been on the other side of the digital divide in basic internet access are using wireless connections to go online. Among smartphone owners, young adults, minorities, those with no college experience, and those with lower household income levels are more likely than other groups to say that their phone is their main source of internet access. Even beyond smartphones, both African Americans and English-speaking Latinos are as likely as whites to own any sort of mobile phone, and are more likely to use their phones for a wider range of activities.

2013 Study of Percentage of Individuals That ONLY Have Smart Gadget Internet Access Based on Income



There is Still A Digital Divide, So Who is Least Likely to Have Access To the Internet or Does Not Find it Useful?

Ultimately, neither race nor gender are themselves part of the story of digital differences in its current form. Instead, age (being 65 or older), a lack of a high school education, and having a low household income (less than \$20,000 per year) are the strongest negative predictors for internet use.

Those that have lower income are more likely to use mobile devices to browse the internet because of the limited commitment to internet payments. These individuals are considered to not have internet access readily available at home.

Source: Pew Research

