

Connect Puerto Rico Residential Technology Assessment Results

In compliance with Island and NTIA requirements



2010 Technology Assessment of Puerto Rico Residential Consumers Presentation Outline

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2010 Technology Assessment of Puerto Rico Residential Consumers Presentation Outline (Continued)

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Summary of Key Findings



Key Findings

Key Technology Benchmarks, 2010:

Households with broadband service:	31%
Households with a computer:	55%
Residents who access the Internet from home or someplace else:	64%
• Residents who subscribe to mobile broadband via laptop or cell phone/mobile device:	18%

Other Key Findings:

- Across Puerto Rico, 31% of all residents subscribe to home broadband service; by comparison, surveys show that 67% of American households subscribe to home broadband service.
- Island-wide, 55% of all residents own a home computer. This translates into over one million adults without a home computer, with more than half of those residents saying they do not believe they need one.
- Island-wide, 12% of Puerto Rico residents report that broadband is not available where they live, 61% say with certainty that broadband is available, and 27% do not know whether broadband service is available. By comparison, Connect Puerto Rico's provider-validated Broadband Service Inventory found that 8.7% of households do not have terrestrial fixed broadband service access.
- In rural Puerto Rico, 19% of adults report that broadband service is not available where they live, 62% say with certainty that broadband is available, and 19% do not know whether broadband service is available where they live. By comparison, Puerto Rico's provider-validated Broadband Service Inventory reports that 13.3% of rural households do not have terrestrial fixed broadband access.



Key Findings (Continued)

- Residents living in rural areas have higher broadband adoption rates than residents living in non-rural areas.
- Residents age 65 or older are less likely to subscribe to home broadband service, and they are also less likely to access the Internet altogether (from home or any other location).
- Island-wide, 48% of broadband subscribers report that they have cable modem service at home, while 28% subscribe via DSL. Satellite broadband and fiber to the home service account for 4% of home broadband subscribers in Puerto Rico, while fixed wireless broadband accounts for 12% of all Puerto Rico broadband subscribers.
- More than three-fourths Puerto Rico Internet subscribers (76%) get their Internet service "bundled" with other services. The most popular service to be bundled with home Internet service is home phone service, followed by television and cell phone service.
- On average, Puerto Rico broadband subscribers pay \$42.37 per month for their home broadband service. Among those who do not subscribe to home broadband service, 16% cite cost as a barrier to adoption.
- Over one-third of Puerto Rico residents who do not have home broadband service say it is because they
 do not need Internet service or don't know why they don't subscribe. More than one-fourth say it is
 because they do not own a computer.
- Among rural non-subscribers, the belief that they do not need broadband or the Internet is still the top barrier, cited by one-third of rural residents without home broadband service.



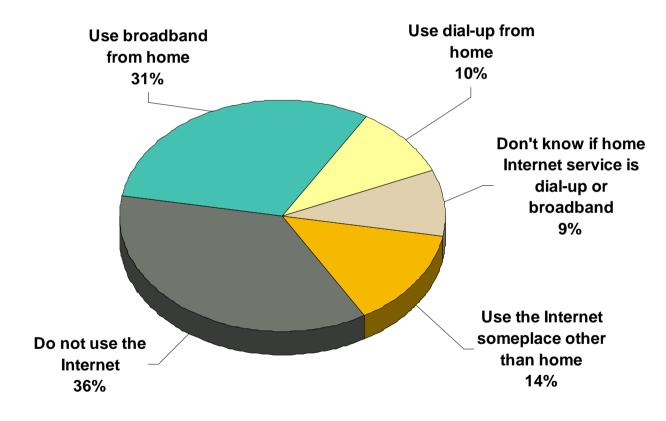
Key Findings (Continued)

- The top applications used by Puerto Rico Internet users include communicating with friends and family, conducting research for schoolwork, sending or receiving e-mail, using a search engine, and communicating with others through a social networking site.
- Among all Puerto Rico Internet users, 45% search for health or medical information online, while 10% interact with doctors or healthcare professionals online.
- E-government services are utilized by some Puerto Rico Internet users; 26% report that they search
 online for information about government services or policies. In addition, 8% conduct online transactions
 with government offices (such as e-filing taxes or filling out forms), 11% interact with Puerto Rico
 government offices, 8% interact with local government offices, and 3% interact with elected officials or
 candidates online.
- Many Puerto Rico Internet users go online for educational purposes. Island-wide, 56% conduct research for schoolwork online, 18% interact with teachers online, and 11% take classes online.
- Puerto Rico residents also use the Internet for work purposes. Among Puerto Rico Internet users, 34% interact with their co-workers online, 37% go online to search for jobs or employment, and 14% report that they go online to work from home.
- In Puerto Rico, only 4% of employed adults report that they telework, or work from home using an Internet connection rather than commuting to work. Teleworking could provide an additional boost to the island's workforce, as nearly one-sixth of retirees, over one-fourth of adults with disabilities, and over one-third of homemakers say they would likely join the workforce if empowered to do so by teleworking.



Puerto Rico Technology Adoption Summary

Percent of all Puerto Rico residents



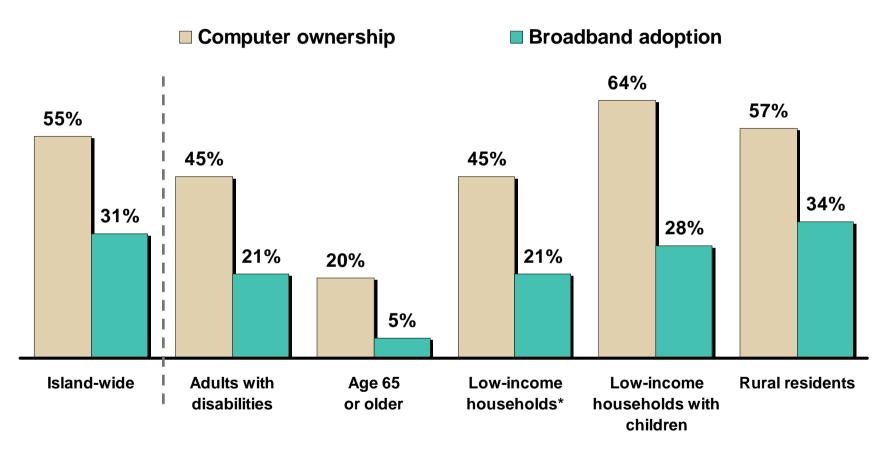
Q: Do you have an Internet connection at home?,

Q: Which of the following describe the type of Internet service you have at home?, and

Q: Do you have access to the Internet from any locations outside of your own home? (n=1,200 PR residents)



Technology Adoption by Demographic



^{*}Low-income=household income less than \$25,000

Q: Does your household have a computer? and

Q: Which of the following describe the type of Internet service you have at home? (n=1,200 PR residents)



Broadband Adoption and Usage



Puerto Rico Residents Who Subscribe to Home Broadband Service

Percent of all Puerto Rico residents who subscribe to home broadband service



Island-wide, 31% of all Puerto Rican adults subscribe to home broadband service. This translates into approximately 911,000 adults with broadband service at home.

Q: Which of the following describe the type of Internet service you have at home? (n=1,200 PR residents)

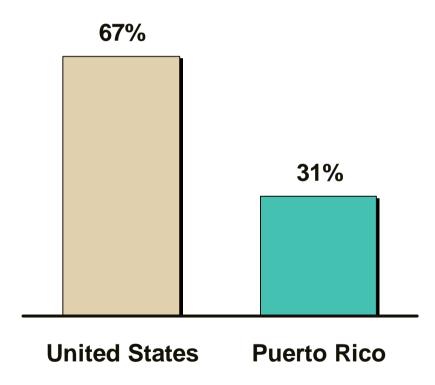


Puerto Rico Residents Who Subscribe to Home Broadband Service

In Puerto Rico, 31% of Puerto Ricans (approximately 911,000 Puerto Rican adults) subscribe to home broadband service.

A survey conducted by the Federal Communications
Commission indicates that 67% of American households subscribe to home broadband service.*

Percent of all Puerto Rico residents with broadband service at home



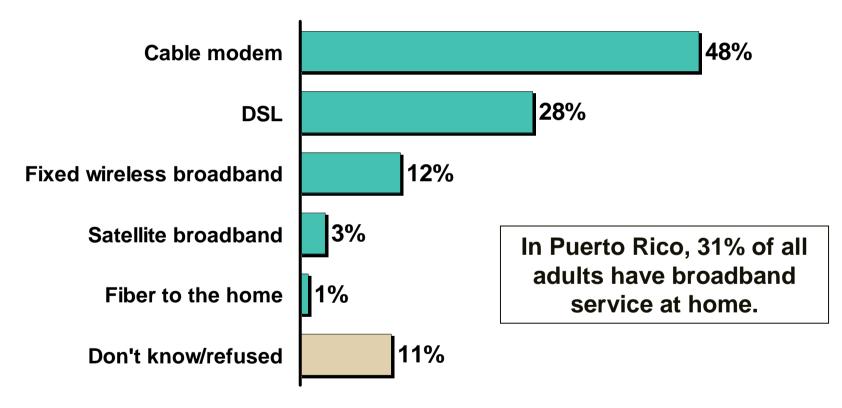
Q: Which of the following describe the type of Internet service you have at home? (n=1,200 PR residents)

*Source: Federal Communications Commission, Broadband Adoption and Use in America, 2010. Source: 2010 Connect Puerto Rico Residential Technology Assessment www.connectpr.org



Types of Broadband Service That Puerto Rico Residents Use

Percent of all Puerto Rico broadband subscribers*



^{*}Percentages do not add up to 100% because individuals could give multiple responses.

Q: Which of the following describes the broadband service you have at home? (n=366 PR residents with home broadband service)

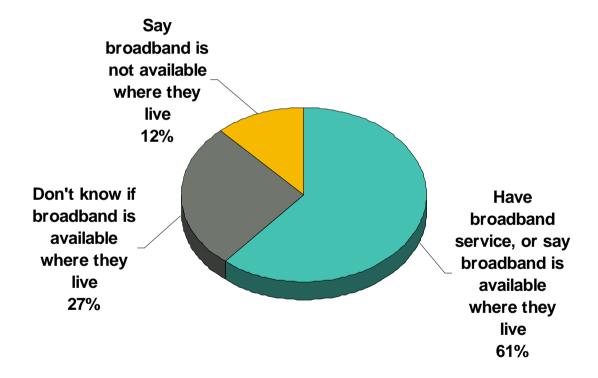


Perceptions of Broadband Availability in Puerto Rico

In Puerto Rico, 12% of adults report that broadband service is not available where they live, and an additional 27% do not know whether broadband service is available.

According to Connect Puerto Rico's providervalidated Broadband Service Inventory, 8.7% of households do not have terrestrial fixed broadband access.

Awareness of broadband availability among Puerto Rico residents



Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live? (n=1,200 PR residents)

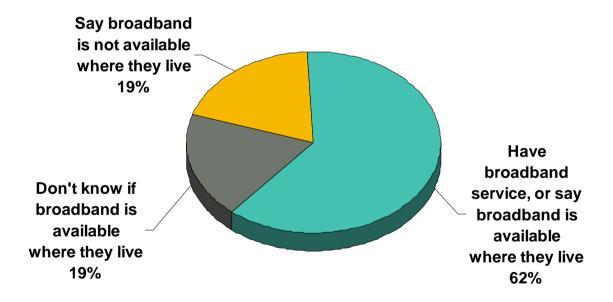


Perceptions of Broadband Availability in Puerto Rico

(Among Rural Residents)

In rural Puerto Rico, 19% of residents report that broadband service is not available where they live, and an additional 19% do not know whether broadband service is available.

According to Connect Puerto Rico's providervalidated Broadband Service Inventory, 13.3% of households do not have terrestrial fixed broadband access. Awareness of broadband availability among rural Puerto Rico residents

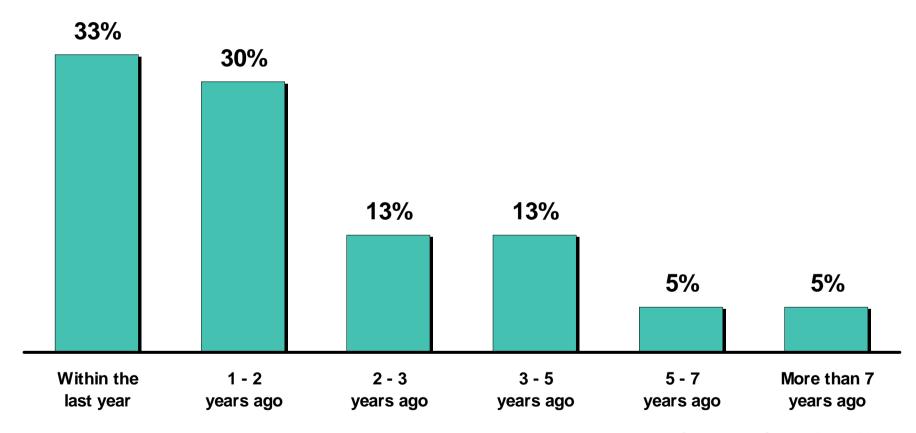


Q: To the best of your knowledge, is broadband or high-speed Internet service available in the area where you live? (n=211 rural PR residents)



When Puerto Rico Residents First Subscribed to Broadband

When Puerto Rico broadband users began subscribing

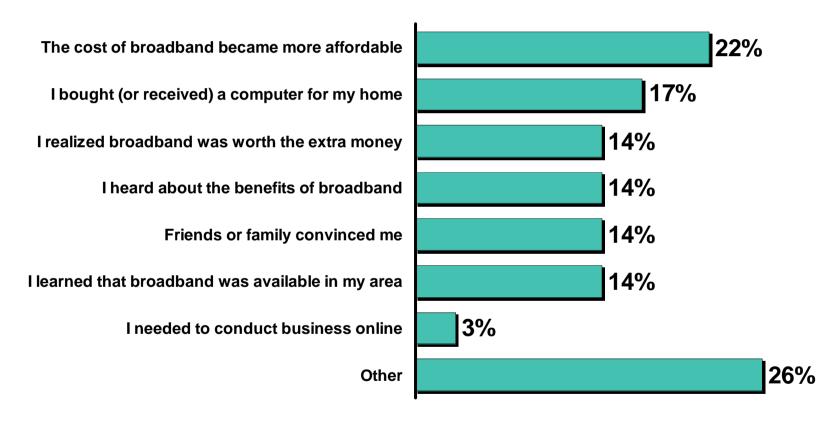


Q: When did you first begin subscribing to broadband service? (n=366 PR residents with home broadband service)



Why Puerto Rico Residents Subscribe to Broadband

Percent of Puerto Rico residents with a broadband connection at home*



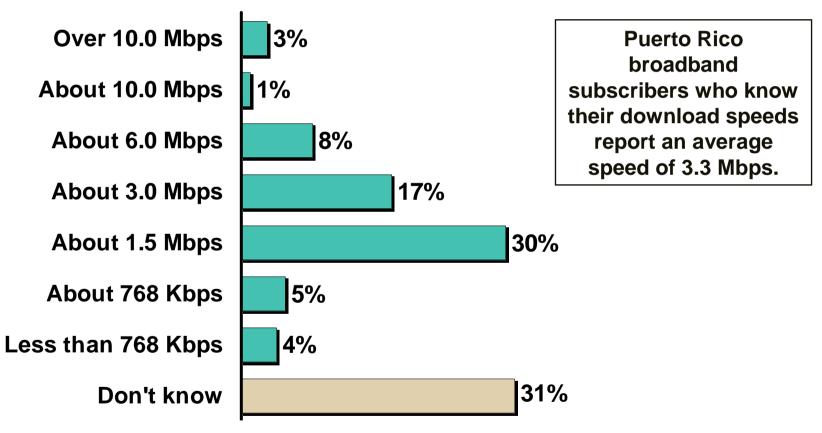
^{*}Percentages do not add up to 100% because individuals could give multiple responses.

Q: Which of the following contributed to your decision to subscribe to broadband service? (n=366 PR residents with home broadband service)



Broadband Download Speeds

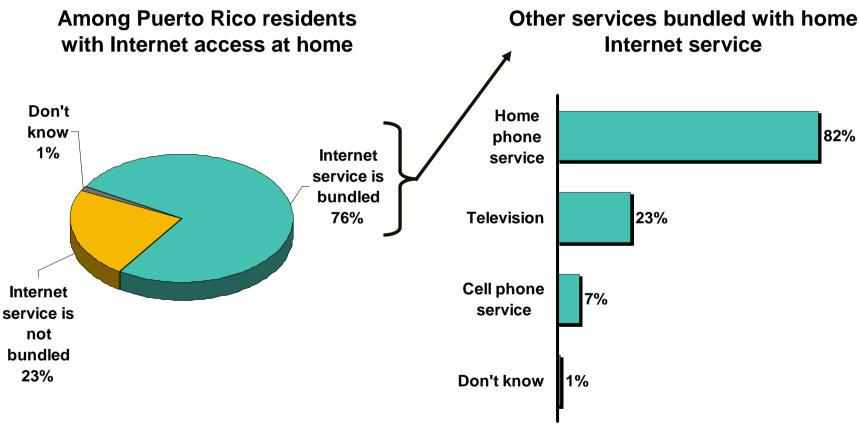
Download speeds among Puerto Rico broadband subscribers



Q: To the best of your knowledge, what is the approximate download speed or bandwidth provided by your Internet service provider? (n=366 PR residents with home broadband service)



Bundling Services Offered by Internet Providers



Q: Does your Internet provider also provide your home with other service, such as our telephone, cell phone service, or television? This is often called "bundling"? (n=598 PR residents with Internet service at home), and Q: What other services are bundled with your home Internet service? (n=460 PR residents with bundled Internet access)

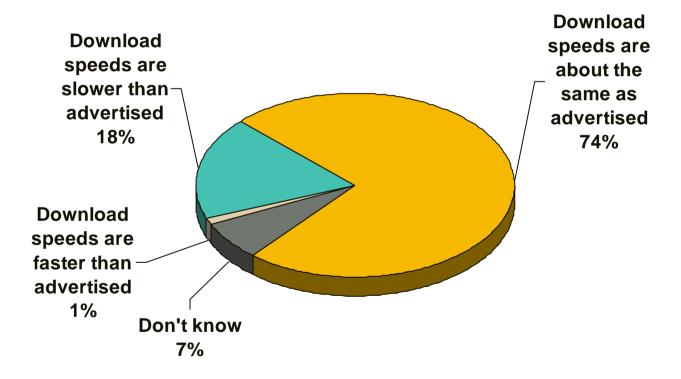


Actual Broadband Speeds vs. Advertised Speeds

Three out of four broadband subscribers (75%) say their download speed is the same or faster than what was advertised by their provider.

However, 18% of broadband subscribers (approximately 164,000 adults) say that their download speeds are slower than advertised.

Among Puerto Rico residents with home broadband service



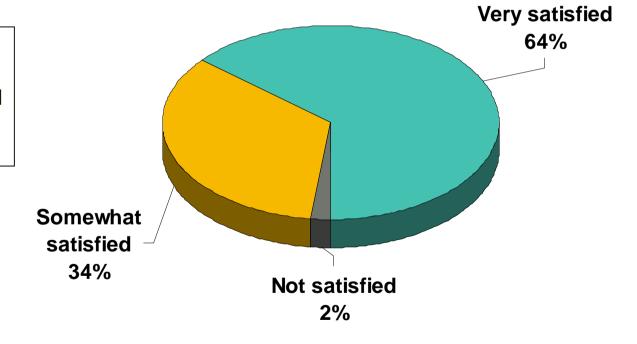
Q: To what extent would you say the actual speeds you receive compare to the speeds advertised by the Internet provider you use? Would you say the actual speed you receive is usually... (n=366 PR residents with home broadband service)



Satisfaction With Broadband Service

Satisfaction among Puerto Rico residents with their home broadband service

2% of Puerto Rico broadband subscribers report being dissatisfied with their current broadband service.

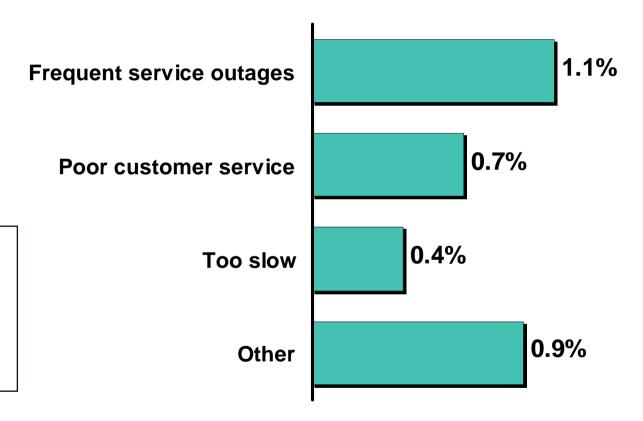


Q: Overall, how satisfied are you with your broadband service? (n=366 PR residents with home broadband service)



Reason for Dissatisfaction with Broadband Service

Among Puerto Rico residents with home broadband service*



Overall, 2% of Puerto
Rico broadband
subscribers report that
they are dissatisfied
with their current
service.

^{*}Respondents could provide more than one answer.

Q: What is it about your broadband service that is not satisfactory?
(n=366 PR residents with home broadband service)



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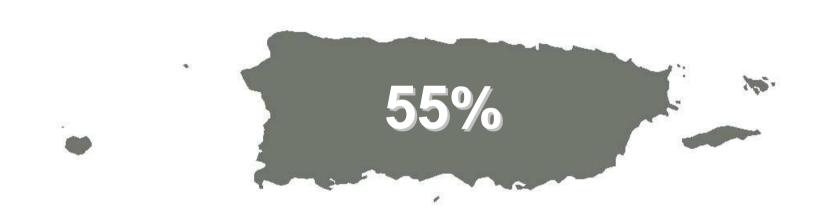


Computer and Internet Adoption



Puerto Rico Residents With a Computer in Their Household

Percent of all Puerto Rico residents who own a computer



Island-wide, 55% of all Puerto Rican adults own a home computer. This translates into more than 1.3 million adults without a home computer.

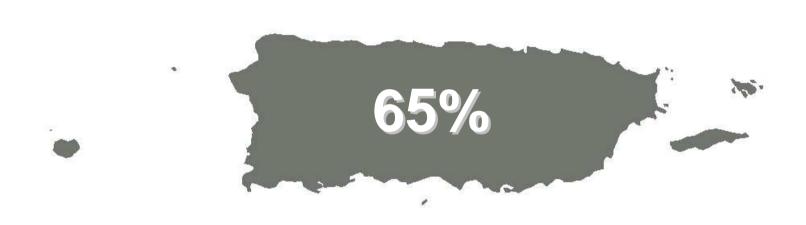
Q: Does your household have a computer? (n=1,200 PR residents)



Puerto Rico Residents Who Use a Computer

(At Home or Someplace Else)

Percent of all Puerto Rico adults who use a computer



Island-wide, 65% of all adult residents use a computer.

This translates into over one million adults who do not use a computer at all.

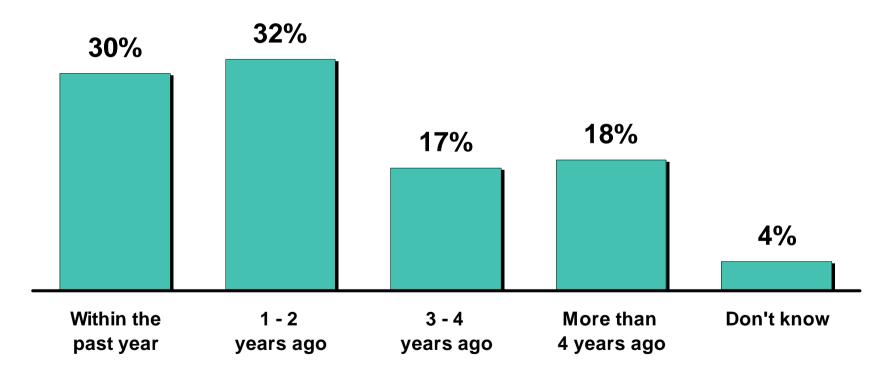
Q: Does your household have a computer? and

Q: At what locations outside of your own home do you have access to the Internet? (n=1,200 PR residents)



Puerto Rico Residents With a Computer in Their Household

When Puerto Rico computer owners purchased their home computer

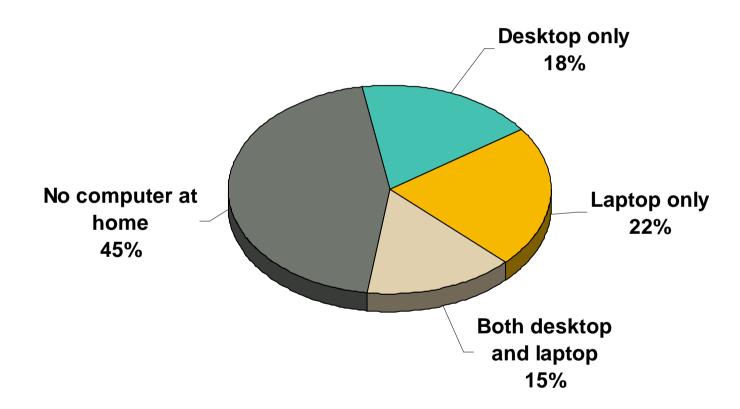


Q: When was the last time you purchased a home computer? (n=665 PR computer owners)



Types of Computers That Puerto Rico Residents Own

Percent of all Puerto Rico residents

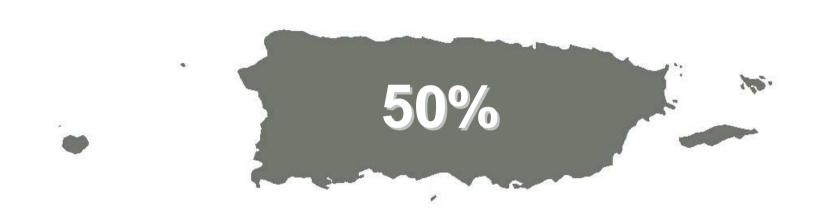


Q: Does your household have a computer? and Q: What type of computer do you have at home? (n=1,200 PR residents)



Puerto Rico Residents Who Subscribe to Home Internet Service

Percent of all Puerto Rico residents who subscribe to home Internet service



Island-wide, 50% of all Puerto Rico adult residents subscribe to home Internet service.

This translates into over 1.5 million adults with Internet service at home.

Q: Do you have an Internet connection at home? (n=1,200 PR residents)

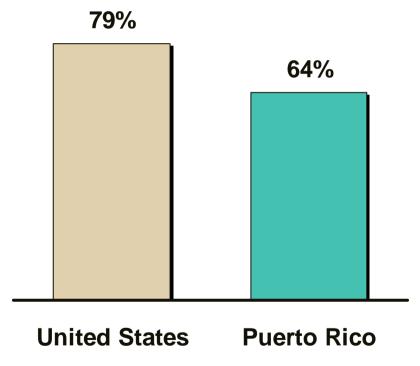


Puerto Rico Residents Who Use the Internet

(Any Internet Connection, From Any Location)

Percent of residents who access the Internet from home or some other place

Sixty-four percent of Puerto Rico adults access the Internet either from their home or from some other place (such as school, work, or Wi-Fi "hot spots"). By comparison, a study of the continental United States recently found that 79% of American adults use the Internet.*



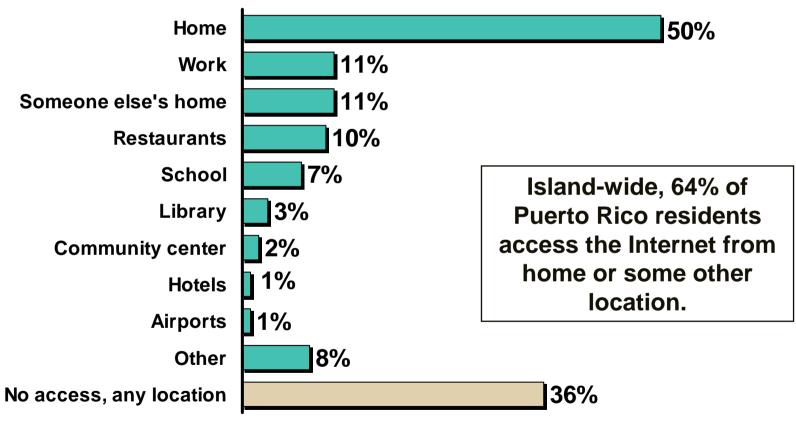
Q: Do you have an Internet connection at home? and Q: At what locations do you use the Internet? (n=1,200 PR residents)

*Source: Pew Research Center's Internet & American Life Project, "Home Broadband 2010," released August 11, 2010. Source: 2010 Connect Puerto Rico Residential Technology Assessment www.connectpr.org



Where Puerto Rico Residents Access the Internet





^{*}Percentages do not add up to 100% because individuals could give multiple responses. Q: At what locations do you have access to the Internet? (n=1,200 PR residents)



Prices Paid by Puerto Rico Residents for Internet Service



Average Monthly Price Puerto Rico Residents Pay for Internet Service

(Either Dial-Up or Broadband)

Average monthly price paid for home Internet service



Home dial-up subscribers A

All Internet subscribers

Home broadband subscribers

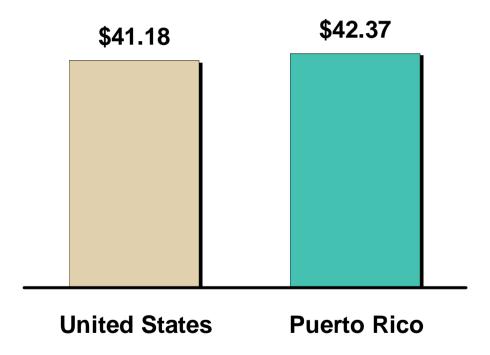
Q: What do you pay each month for your Internet service? (n=598 PR residents with Internet service at home)



Average Monthly Price Puerto Rico Residents Pay for Broadband Service

Average monthly price paid for home broadband service

\$42.37 per month for service. By comparison, a study of the continental United States recently found that the average broadband subscriber pays \$41.18 per month for service.*



Q: What do you pay each month for your Internet service? (n=366 PR residents with home broadband service)

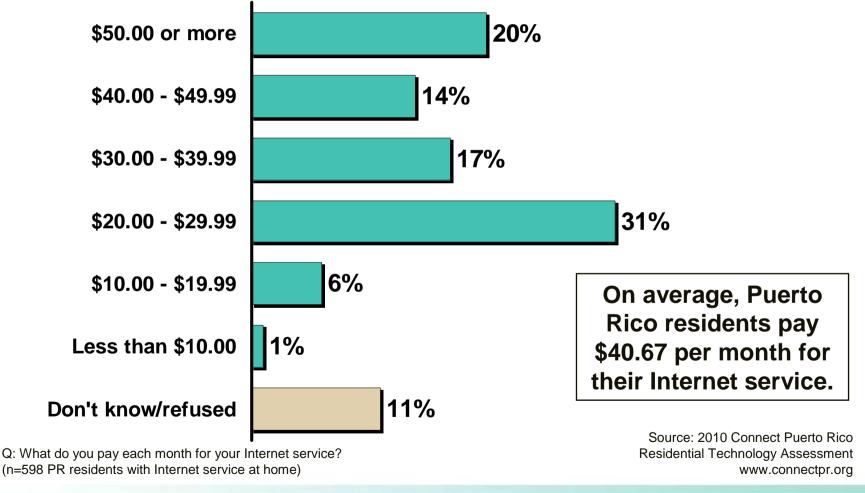
*Source: Pew Research Center's Internet & American Life Project, "Home Broadband 2010," released August 11, 2010. Source: 2010 Connect Puerto Rico Residential Technology Assessment www.connectpr.org



Monthly Price Puerto Rico Residents Pay for Internet Service

(Either Dial-Up or Broadband)

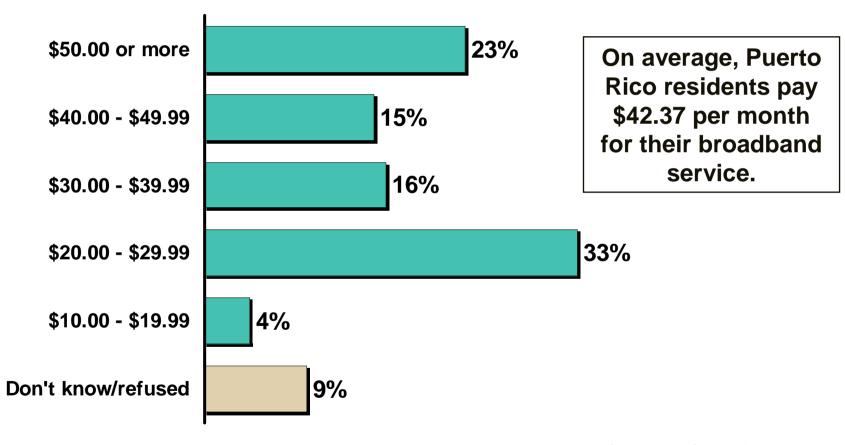
Percent of Puerto Rico residents with either dial-up or broadband Internet service at home





Monthly Price Puerto Rico Residents Pay for Broadband Service

Percent of Puerto Rico residents with broadband service at home



Q: What do you pay each month for your Internet service? (n=366 PR residents with home broadband service)



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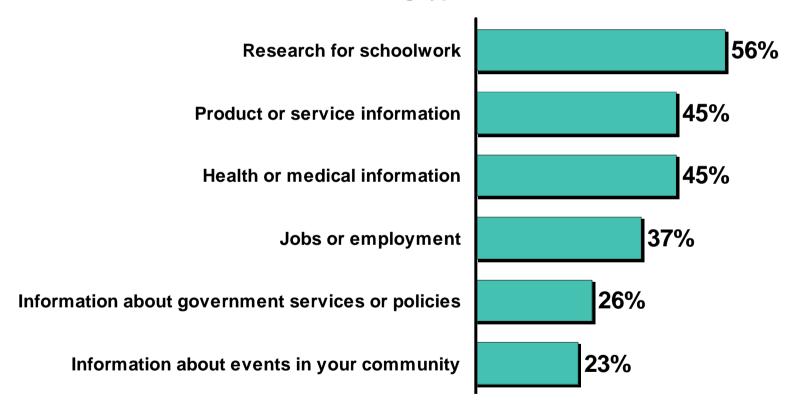


Online Activities Among Puerto Rico Internet Users



Searching for Information Online

Percent of Puerto Rico Internet users who search for the following types of information online

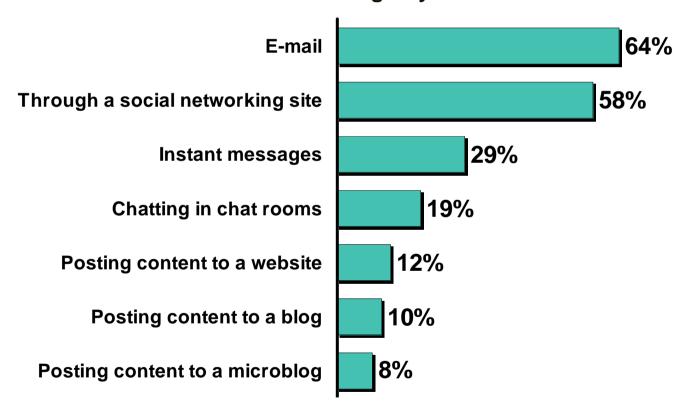


Q: Which of the following types of information do you use the Internet to look for online? (n=766 PR Internet users)



Communicating Online

Percent of Puerto Rico Internet users who communicate online in the following ways

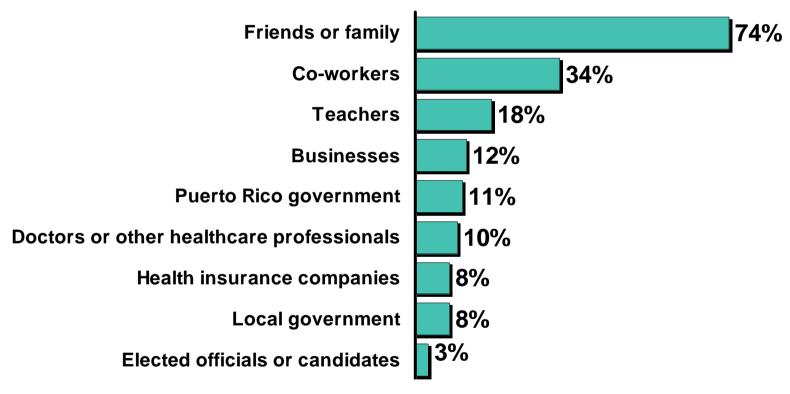


Q: Which of the following ways of communicating with others do you use? (n=766 PR Internet users)



Interacting Online

Percent of Puerto Rico Internet users who interact with the following individuals or organizations online

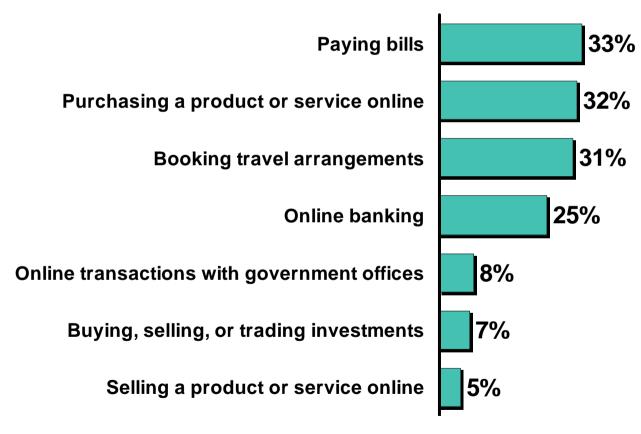


Q: Which of the following types of individuals or organizations do you interact with online, by visiting a website or communicating online to obtain information? (n=766 PR Internet users)



Online Transactions

Percent of Puerto Rico Internet users who conduct the following transactions online

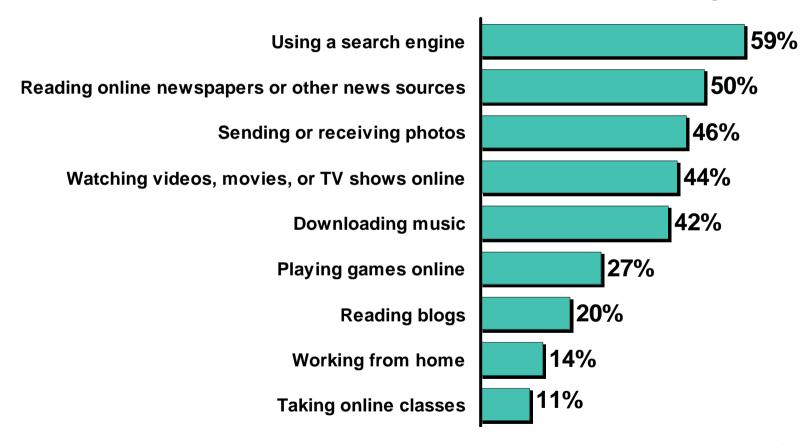


Q: Which of the following types of transactions have you completed online? (n=766 PR Internet users)



Online Activities

Percent of Puerto Rico Internet users who conduct the following activities online

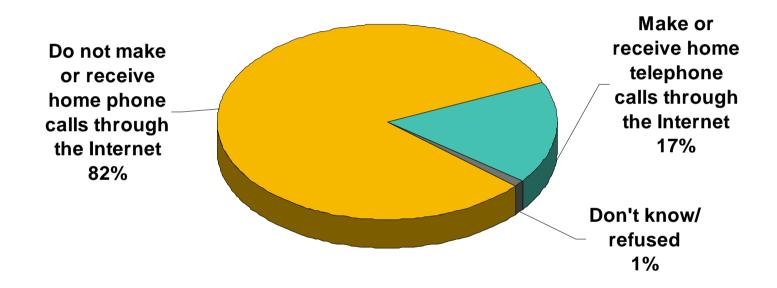


Q: Which of the following activities have you conducted online? (n=766 PR Internet users)



Use of the Internet to Make or Receive Phone Calls

Among Puerto Rico residents who have broadband service at home



In Puerto Rico, 17% of residents with broadband make or receive home telephone calls using their Internet connection.

Q: Do you make or receive home telephone calls through your Internet connection? (n=366 PR residents with home broadband service)



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Mobile Technology Use



Cell Phone Ownership

Percent of all Puerto Rico residents who own a cell phone



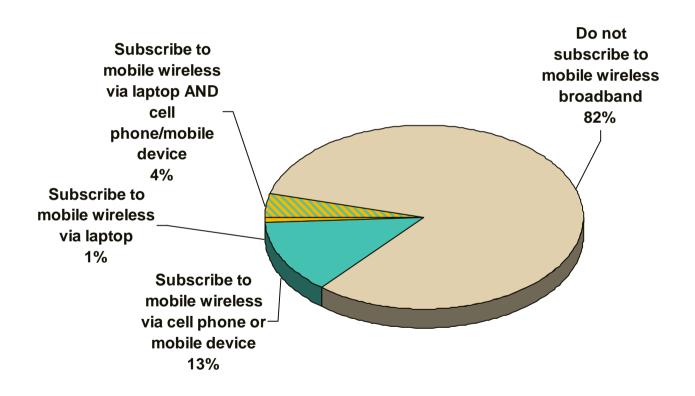
Island-wide, 62% of all Puerto Rican adults subscribe to home broadband service. This translates into approximately 1.9 million adults who own cellular phones.

Q: Do you have a cell phone? (n=1,200 PR residents)



Mobile Wireless Broadband Adoption

Percent of all Puerto Rico residents



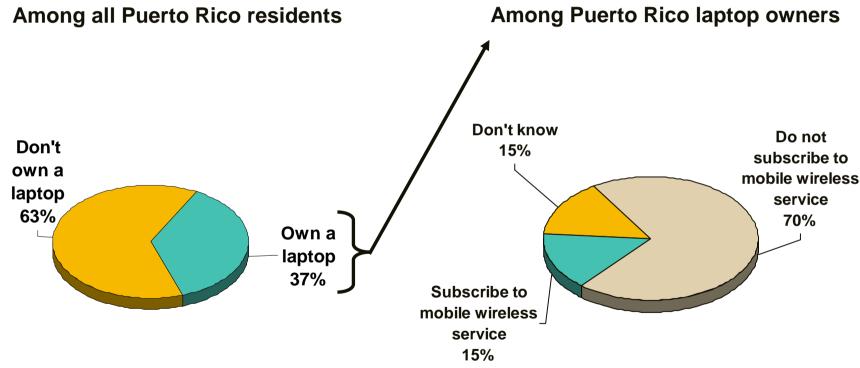
Although over onethird of Puerto Rico
residents own a
laptop computer,
and more than three
out of five residents
own a cellular
phone, the vast
majority of Puerto
Rico residents (82%)
do not subscribe to
mobile wireless
broadband.

Q: Do you access the Internet through a cellular phone or other mobile device? (n=1,200 PR residents)



Mobile Wireless Broadband for Laptops Via a Cellular Network

Island-wide, 15% of Puerto Rican laptop owners (or 5% of all Puerto Rican residents) subscribe to a mobile wireless service that allows them to access the Internet on their laptop computer via a cellular network.



Q: What type of computer do you have at home? (n=1,200 PR residents) and

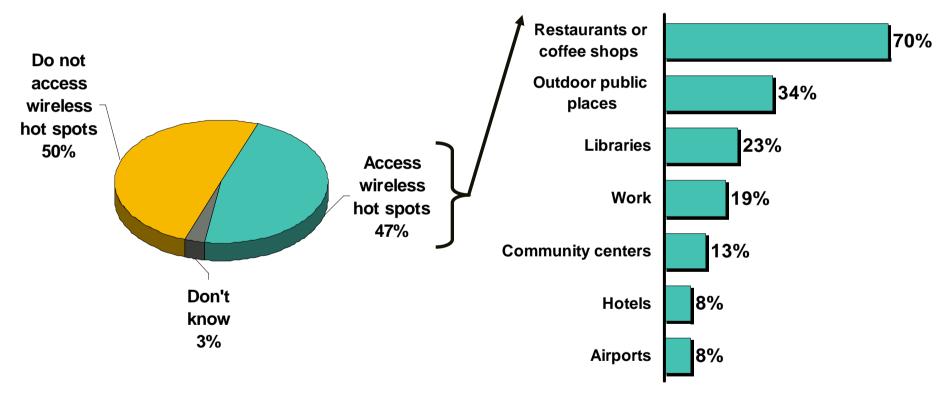
Q: On your laptop computer, do you subscribe to a mobile wireless service that allows you to access the Internet through a cellular network? (n=444 PR residents who own laptop computers)



Hot Spot Usage Among Laptop Computer Owners



Most popular places to access hot spots (among wireless hot spot users)



Q: Do you regularly use Wi-Fi zones, sometimes called "hot spots," to access the Internet with your laptop? (n=444 PR laptop owners) and Q: Do you regularly use hot spots at any of the following locations? (n=208 PR residents who access wireless hot spots)



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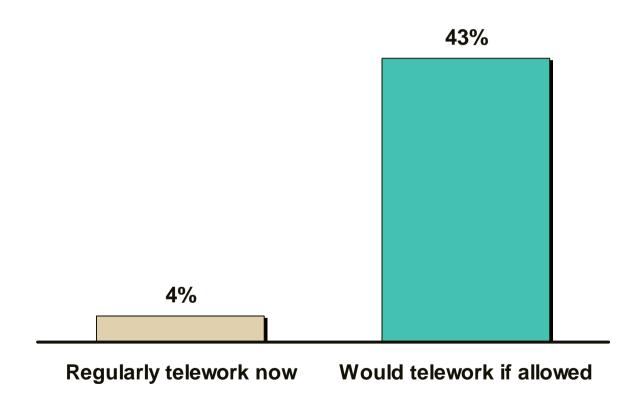


Teleworking and Working From Home Through an Internet Connection



Puerto Rico Residents and Telework

Among Puerto Rico residents employed full-time or part-time



Q: Which of the following describe the way you work from home? and Q: Would you be interested in teleworking if your employer allowed it? (n=448 PR residents employed full-time or part-time)

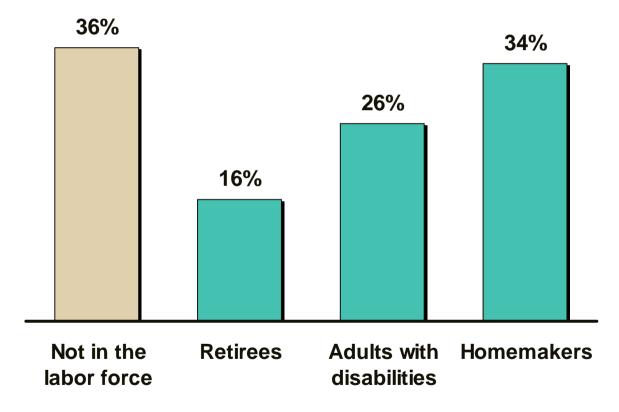


The Potential Impact of Telework on the Labor force

Teleworking could provide a boost to the island's workforce, as more than one-third of Puerto Rico residents who are not currently in the labor force said they would likely join the workforce if empowered to do so by teleworking.

This includes 16% of retirees, over one-quarter of adults with disabilities, and more than one in three homemakers who said they would telework if empowered to do so.

Puerto Rico residents who do not currently work and are "very likely" or "somewhat likely" to work if empowered to telework



Q: If you were able to work from home through a broadband connection - commonly known as teleworking - how likely is it that you would work outside the home? (n=752 PR residents not employed full-time or part-time)



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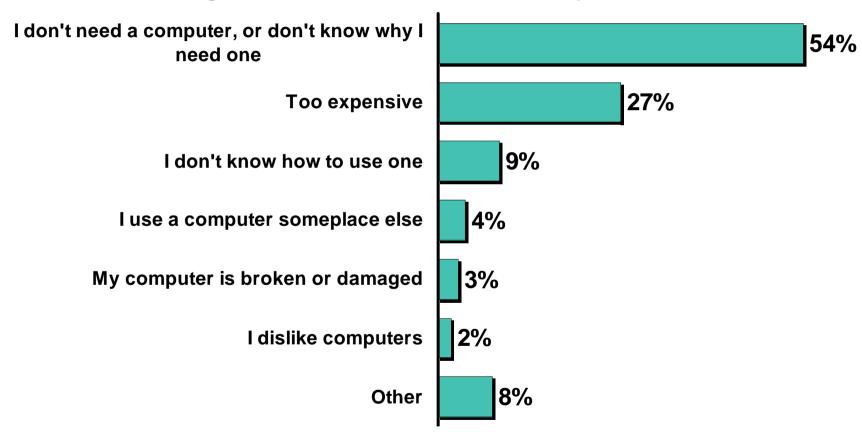


Technology Adoption Barriers



Barriers to Computer Ownership

Among Puerto Rico residents with no computer at home*

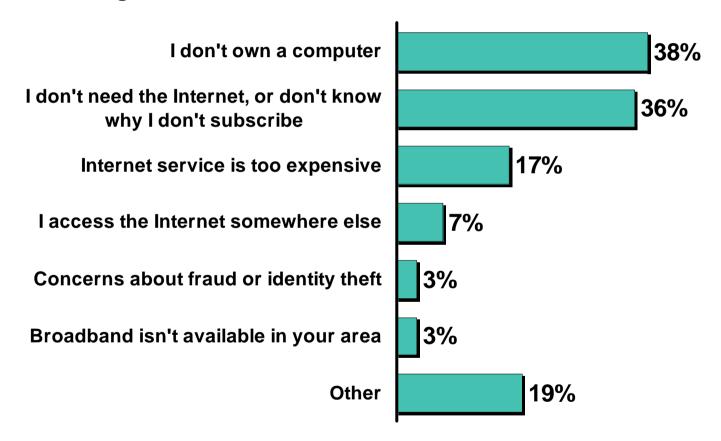


^{*}Percentages do not add up to 100% because individuals could give multiple responses. Q: Why don't you have a computer at home? (n=535 PR residents with no home computer)



Barriers to Internet Adoption

Among Puerto Rico residents with no Internet connection at home*

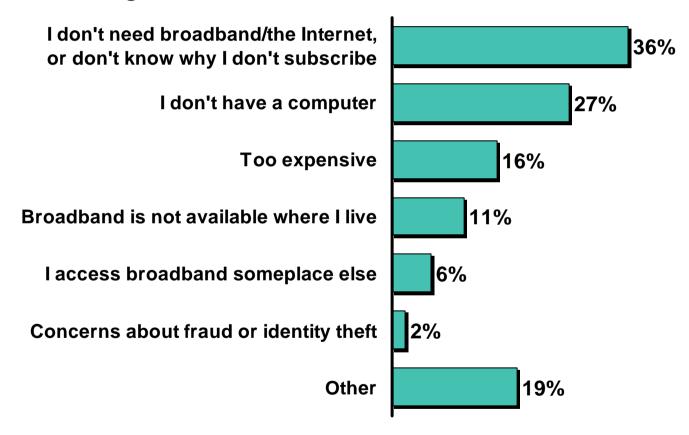


^{*}Percentages do not add up to 100% because individuals could give multiple responses. Q: Why don't you subscribe to the Internet at home? (n=602 PR residents with no Internet service in their household)



Barriers to Broadband Adoption

Among Puerto Rico residents with no home broadband service*



^{*}Percentages do not add up to 100% because individuals could give multiple responses. Q: Why don't you subscribe to broadband at home? (n=834 PR residents who do not subscribe to home broadband service)

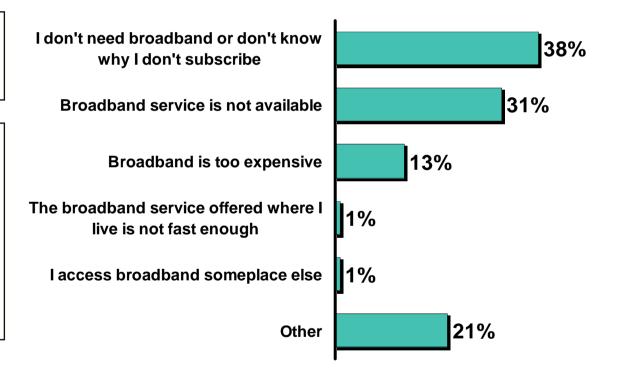


Barriers to Broadband Adoption Among Dial-Up Users

Among Puerto Rico Internet subscribers who do not have broadband*

In Puerto Rico, 10% of residents rely on dial-up service.

The top barrier to broadband adoption among dial-up users is the belief that they don't need broadband or don't understand the benefits of having home broadband service.



^{*}Percentages do not add up to 100% because individuals could give multiple responses. Q: Why don't you subscribe to broadband at home? (n=232 PR Internet subscribers that do not subscribe to broadband)

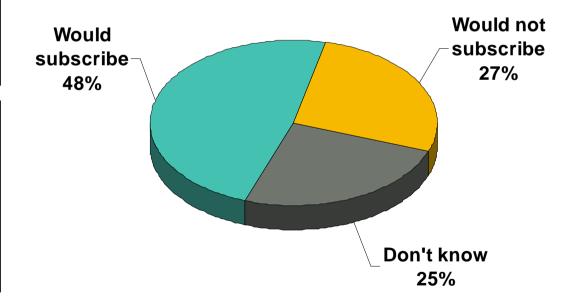


Lack of Availability as a Barrier to Broadband Adoption

Among Puerto Rico dial-up subscribers who say broadband service is not available where they live

Nearly one-half of Puerto Rico dial-up users who say broadband service is unavailable say they would subscribe if it were available.

More than one-fourth of Puerto Rico dial-up users who say broadband service is unavailable would *not* subscribe to broadband even if it were available where they live.



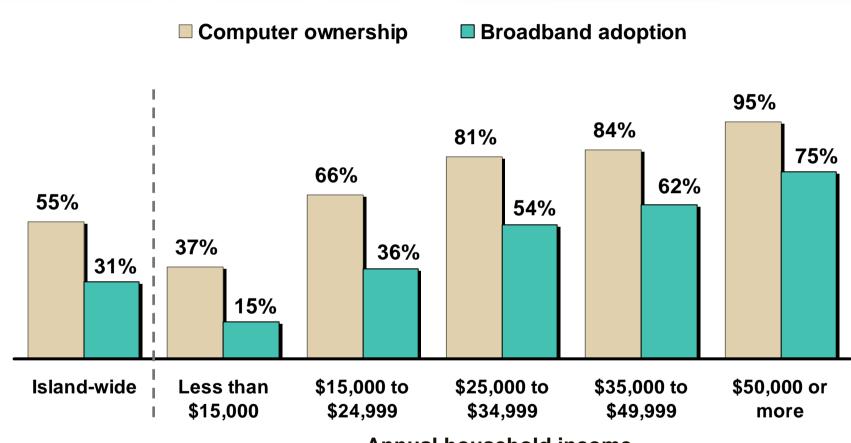
Q: Would you sign up for broadband service if it were available in your area? (n=146 PR Internet users who do not have broadband, and report that broadband service is not available where they live)



Residential Technology Assessment by Annual Household Income



Technology Adoption by Income



Annual household income

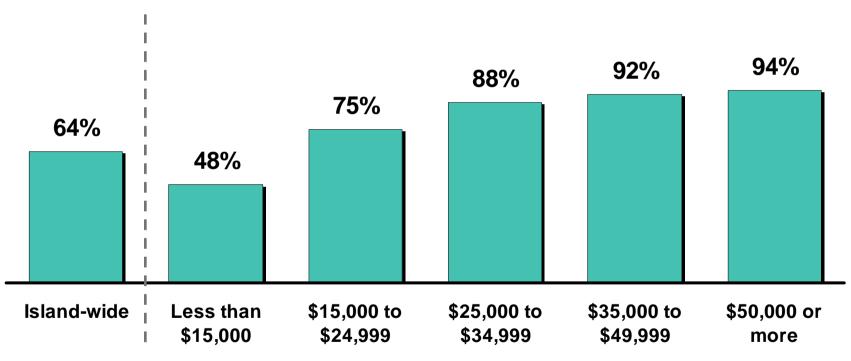
Q: Does your household have a computer? and Q: Which of the following describe the type of Internet service you have at home? (n=1,200 PR residents)



Puerto Rico Residents Who Access the Internet

(At Home or Someplace Else)

Percent of all Puerto Rico residents who access the Internet from home or some other place



Annual household income

Q: Do you use the Internet from any locations outside of your own home? (n=1,200 PR residents)



Searching for Information Online

Percent of Puerto Rico Internet users who search for the following types of information online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 or more
Product or service information	31%	46%	49%	68%	68%
Community events	16%	28%	26%	34%	30%
Health or medical information	40%	55%	46%	46%	49%
Government services	15%	25%	28%	36%	44%
Research for schoolwork	56%	62%	53%	50%	63%
Jobs or employment	37%	43%	37%	33%	34%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of information have you used the Internet to look for online? (n=766 PR Internet users)



Communicating Online

Percent of Puerto Rico Internet users who communicate with others in the following ways

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 or more
E-mail	49%	70%	71%	77%	86%
Social or professional networking sites	60%	63%	51%	59%	59%
Instant messages	25%	32%	26%	28%	43%
Posting content to a website	9%	14%	14%	14%	14%
Microblogs such as Twitter	7%	10%	7%	10%	8%
Posting content to a blog	8%	13%	9%	11%	9%
Chatting in chat rooms	17%	25%	16%	13%	21%

^{*}Significance measured at a 95% confidence level Q: Which of the following ways of communicating with others have you used? (n=766 PR Internet users)



Interacting Online

Percent of Puerto Rico Internet users who interact online with the following

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 or more
Friends or family	67%	78%	75%	84%	85%
Companies with which you do business	5%	8%	19%	25%	32%
Co-workers	20%	39%	40%	48%	57%
Puerto Rico government	7%	7%	11%	15%	32%
Your health insurance company	3%	9%	10%	14%	15%
Doctors or other healthcare professionals	6%	15%	10%	18%	16%
Teachers	16%	26%	15%	22%	22%
Local government	6%	9%	8%	7%	15%
Elected officials or candidates	2%	4%	2%	6%	2%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information? (n=766 PR Internet users)



Online Transactions

Percent of Puerto Rico Internet users who conduct the following transactions online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 or more
Purchasing a product or service online	16%	38%	35%	56%	63%
Online banking	10%	26%	27%	45%	56%
Paying bills	16%	37%	37%	59%	64%
Booking travel arrangements	15%	34%	38%	54%	59%
Online transactions with government	3%	8%	9%	16%	15%
Selling a product or service online	2%	5%	4%	15%	5%
Buying, selling, or trading investments	4%	11%	9%	6%	16%

^{*}Significance measured at a 95% confidence level Q: Which of the following types of transactions have you completed online? (n=766 PR Internet users)



Online Activities

Percent of Puerto Rico Internet users who conduct the following activities online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 or more
Using a search engine	49%	67%	56%	74%	77%
Reading online newspapers	39%	54%	58%	64%	67%
Sending or receiving photos	39%	54%	46%	55%	56%
Playing games online	27%	35%	23%	23%	22%
Downloading music	43%	47%	29%	46%	46%
Watching videos, movies, or TV shows	41%	50%	36%	55%	35%
Working from home	9%	9%	12%	24%	35%
Reading blogs	15%	24%	18%	32%	24%
Taking online classes	8%	14%	6%	14%	20%

^{*}Significance measured at a 95% confidence level Q: Which of the following activities have you conducted online? (n=766 PR Internet users)



Why Puerto Rico Residents Subscribe to Broadband

Percent of Puerto Rico residents who subscribe to broadband for the following reasons

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Less than \$25,000	\$25,000 to \$49,999	\$50,000 or more
I realized broadband was worth the extra money	14%	16%	7%
I needed to conduct business online	1%	3%	6%
Broadband became available in my area	15%	18%	10%
The cost of broadband became more affordable	15%	29%	22%
I bought (or received) a computer for my home	18%	19%	15%
I heard about the benefits of broadband	11%	20%	9%
Friends or family convinced me	16%	12%	11%

^{*}Significance measured at a 95% confidence level

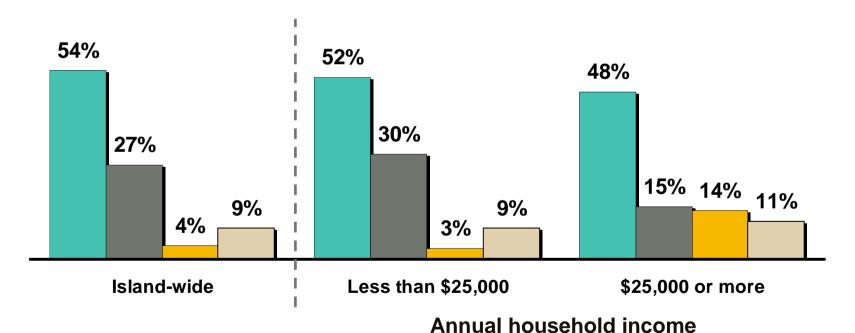
Q: Which of the following contributed to your decision to subscribe to broadband service? (n=366 PR residents with home broadband service)



Top Barriers to Computer Ownership

Among Puerto Rico residents who do not own a home computer

- I don't need a computer or don't know why I need one
- Too expensive
- I use a computer at a different location
- I don't know how to use one



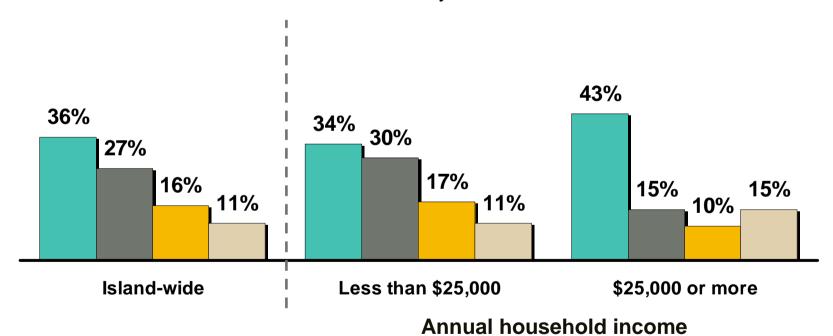
Q: Why don't you have a computer at home? (n=535 PR residents with no home computer)



Top Barriers to Broadband Adoption

Among Puerto Rico residents without home broadband service

- I don't need broadband or don't know why I don't subscribe
- No computer
- Broadband is too expensive
- Broadband is not available in my area



Q: Why don't you subscribe to broadband at home? (n=834 PR adults who do not subscribe to broadband)



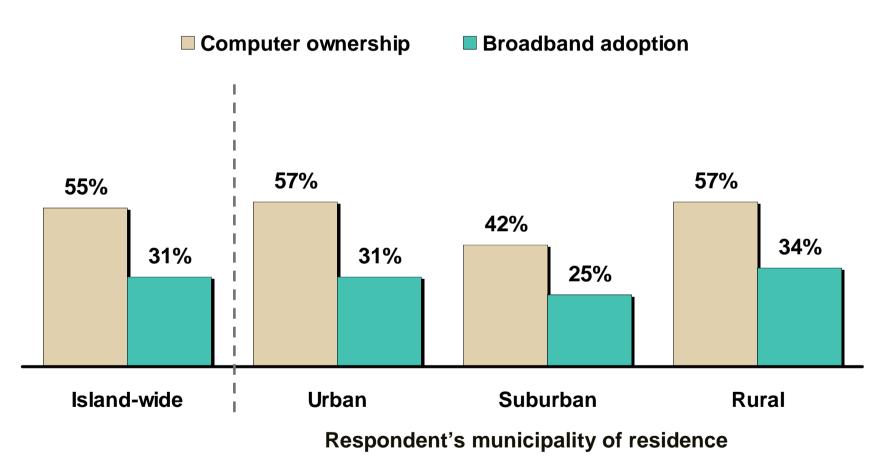
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Residential Technology Assessment by Urban-Rural Classification



Technology Adoption by Urban-Rural Classification



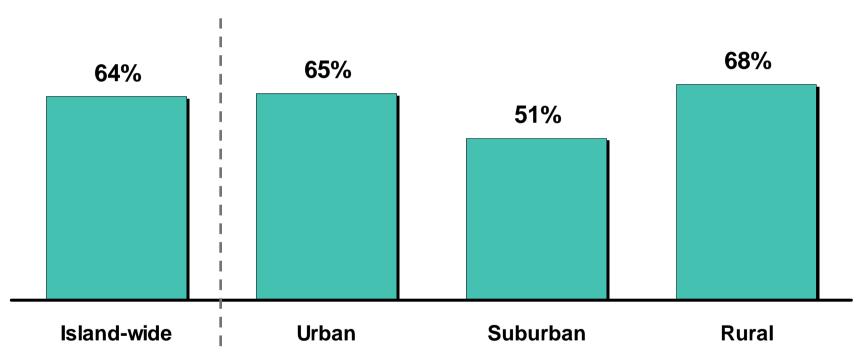
Q: Does your household have a computer? and Q: Which of the following describe the type of Internet service you have at home? (n=1,200 PR residents)



Puerto Rico Residents Who Access the Internet

(At Home or Someplace Else)

Percent of all Puerto Rico residents who access the Internet from home or some other place



Respondent's municipality of residence

Q: Do you use the Internet from any locations outside of your own home? (n=1,200 PR residents)



Searching for Information Online

Percent of Puerto Rico Internet users who search for the following types of information online

Percentage is significantly* <i>higher</i> than the island-wide average: Percentage is significantly* <i>lower</i> than the island-wide average:	Non-rural	Rural
Product or service information	45%	49%
Community events	23%	21%
Health or medical information	45%	44%
Government services	26%	29%
Research for schoolwork	56%	63%
Jobs or employment	37%	36%

^{*}Significance measured at a 95% confidence level Q: Which of the following types of information have you used the Internet to look for online? (n=766 PR Internet users)



Communicating Online

Percent of Puerto Rico Internet users who communicate with others in the following ways

Percentage is significantly* <i>higher</i> than the island-wide average: Percentage is significantly* <i>lower</i> than the island-wide average:	Non-rural	Rural
E-mail	64%	62%
Social or professional networking sites	58%	69%
Instant messages	28%	34%
Posting content to a website	12%	15%
Posting content to a microblog such as Twitter	8%	9%
Posting content to a blog	10%	12%
Chatting in chat rooms	18%	23%

^{*}Significance measured at a 95% confidence level Q: Which of the following ways of communicating with others have you used? (n=766 PR Internet users)



Interacting Online

Percent of Puerto Rico Internet users who interact online with the following

Percentage is significantly* <i>higher</i> than the island-wide average: Percentage is significantly* <i>lower</i> than the island-wide average:	Non-rural	Rural
Friends or family	74%	85%
Companies with which you do business	12%	16%
Co-workers	33%	41%
Puerto Rico government	11%	12%
Health insurance company	8%	7%
Doctors or other healthcare professionals	10%	8%
Teachers	18%	23%
Local government	8%	9%
Elected officials or candidates	3%	5%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information? (n=766 PR Internet users)



Online Transactions

Percent of Puerto Rico Internet users who conduct the following transactions online

Percentage is significantly* <i>higher</i> than the island-wide average: Percentage is significantly* <i>lower</i> than the island-wide average:	Non-rural	Rural
Purchasing a product or service online	32%	38%
Online banking	25%	21%
Paying bills	33%	33%
Booking travel arrangements	31%	24%
Online transactions with government	8%	7%
Selling a product or service online	5%	5%
Buying, selling, or trading investments	7%	3%

^{*}Significance measured at a 95% confidence level Q: Which of the following types of transactions have you completed online? (n=766 PR Internet users)



Online Activities

Percent of Puerto Rico Internet users who conduct the following activities online

Percentage is significantly* <i>higher</i> than the island-wide average: Percentage is significantly* <i>lower</i> than the island-wide average:	Non-rural	Rural
Using a search engine	58%	71%
Reading online newspapers	50%	58%
Sending or receiving photos	46%	56%
Playing games online	26%	36%
Downloading music	42%	44%
Watching videos, movies, or TV shows	44%	53%
Working from home	15%	7%
Reading blogs	20%	27%
Taking online classes	11%	12%

^{*}Significance measured at a 95% confidence level Q: Which of the following activities have you conducted online? (n=766 PR Internet users)



Why Puerto Rico Residents Subscribe to Broadband

Percent of Puerto Rico residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the island-wide average: Percentage is significantly* <i>lower</i> than the island-wide average:	Non-rural	Rural
I realized broadband was worth the extra money	14%	13%
I needed to conduct business online	3%	7%
Broadband became available in my area	14%	26%
The cost of broadband became more affordable	22%	22%
I bought (or received) a computer for my home	17%	19%
I heard about the benefits of broadband	14%	19%
Friends or family convinced me	14%	11%

^{*}Significance measured at a 95% confidence level

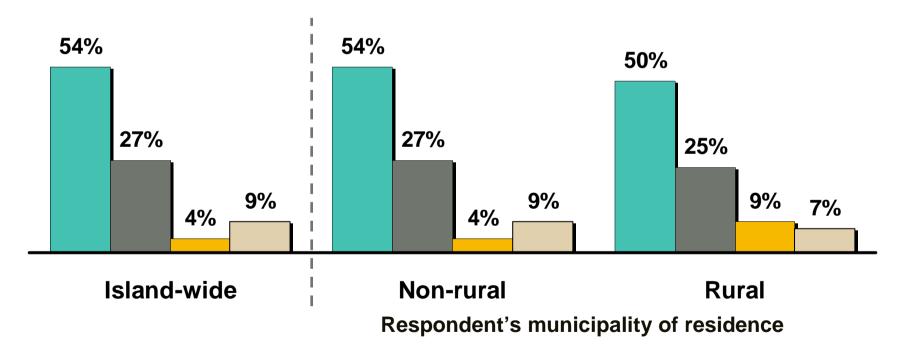
Q: Which of the following contributed to your decision to subscribe to broadband service? (n=366 PR residents with home broadband service)



Top Barriers to Computer Adoption

Among Puerto Rico residents who do not own a home computer

- I don't need a computer or don't know why I need one
- **■** Too expensive
- I use a computer at a different location
- □ I don't know how to use one



Q: Why don't you have a computer at home? (n=535 PR residents with no home computer)

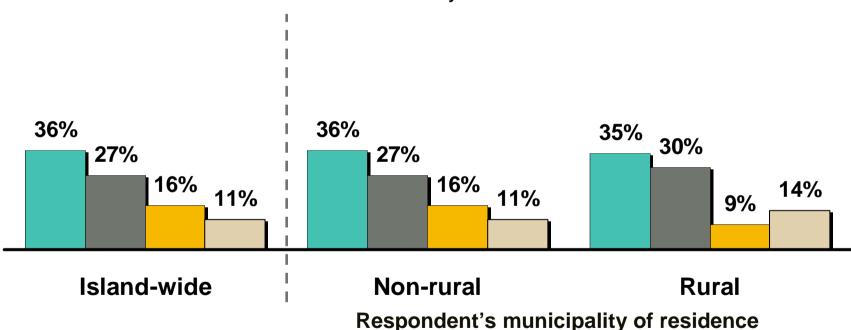


Top Barriers to Broadband Adoption

Among Puerto Rico residents without home broadband service



- No computer
- Broadband is too expensive
- Broadband is not available in my area



Q: Why don't you subscribe to broadband at home? (n=834 PR adults who do not subscribe to broadband)



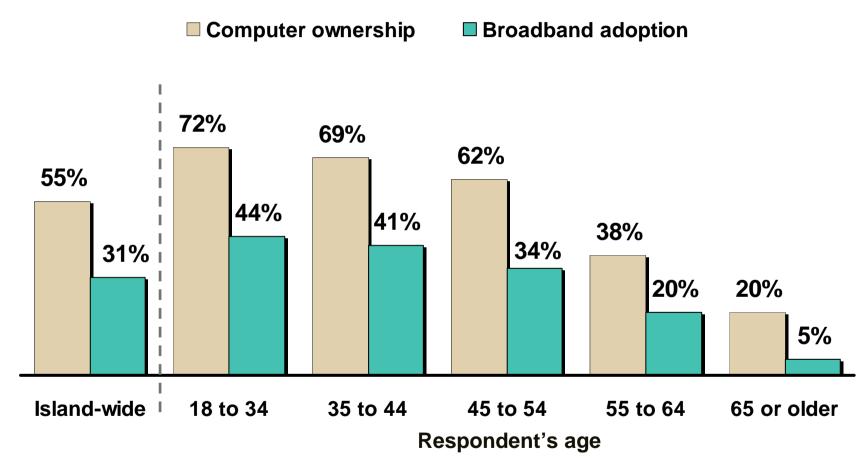
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Residential Technology Assessment by Age



Technology Adoption by Age



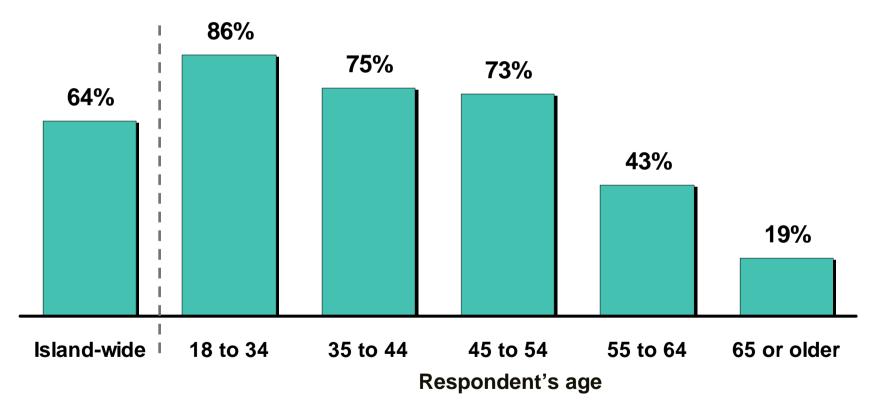
Q: Does your household have a computer? and Q: Which of the following describe the type of Internet service you have at home? (n=1,200 PR residents)



Puerto Rico Residents Who Access the Internet

(At Home or Someplace Else)

Percent of all Puerto Rico residents who access the Internet from home or some other place



Q: Do you use the Internet from any locations outside of your own home? (n=1,200 PR residents)



Searching for Information Online

Percent of Puerto Rico Internet users who search for the following types of information online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
Product or service information	47%	50%	47%	35%	26%
Community events	25%	25%	26%	17%	8%
Health or medical information	44%	49%	46%	42%	31%
Government services	22%	27%	31%	31%	22%
Research for schoolwork	66%	63%	47%	35%	21%
Jobs or employment	49%	34%	31%	21%	5%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of information have you used the Internet to look for online? (n=766 PR Internet users)



Communicating Online

Percent of Puerto Rico Internet users who communicate with others in the following ways

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
E-mail	72%	69%	55%	52%	35%
Social or professional networking sites	76%	62%	34%	39%	20%
Instant messages	37%	30%	19%	17%	7%
Chatting in chat rooms	27%	17%	10%	10%	3%
Posting content to a blog	16%	8%	5%	4%	2%
Posting content to a website	17%	9%	11%	7%	0%
Microblogs such as Twitter	14%	5%	3%	3%	0%

^{*}Significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others have you used? (n=766 PR Internet users)



Interacting Online

Percent of Puerto Rico Internet users who interact online with the following

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
Friends or family	86%	75%	64%	56%	48%
Companies with which you do business	11%	17%	19%	6%	0%
Co-workers	41%	37%	30%	18%	8%
Puerto Rico government	8%	13%	20%	8%	11%
Your health insurance company	6%	7%	12%	8%	7%
Doctors or other healthcare professionals	9%	11%	11%	8%	12%
Teachers for yourself or someone else	24%	20%	12%	10%	5%
Local government	6%	12%	9%	6%	6%
Elected officials or candidates	5%	2%	2%	0%	0%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information? (n=766 PR Internet users)



Online Transactions

Percent of Puerto Rico Internet users who conduct the following transactions online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
Purchasing a product or service online	33%	36%	34%	21%	24%
Online banking	25%	33%	23%	18%	10%
Paying bills	33%	40%	32%	29%	16%
Booking travel arrangements	32%	37%	33%	22%	17%
Online transactions with government	8%	9%	6%	9%	6%
Selling a product or service online	6%	6%	3%	0%	0%
Buying, selling, or trading investments	8%	6%	9%	5%	0%

^{*}Significance measured at a 95% confidence level Q: Which of the following types of transactions have you completed online? (n=766 PR Internet users)



Online Activities

Percent of Puerto Rico Internet users who conduct the following activities online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
Using a search engine	72%	63%	46%	35%	27%
Reading online newspapers	57%	56%	44%	36%	18%
Sending or receiving photos	61%	46%	29%	35%	10%
Playing games online	40%	25%	17%	5%	8%
Downloading music	62%	37%	24%	19%	13%
Watching videos, movies, or TV shows	60%	43%	26%	28%	12%
Working from home	15%	19%	11%	9%	10%
Reading blogs	28%	19%	12%	7%	7%
Taking online classes	16%	10%	9%	2%	0%

^{*}Significance measured at a 95% confidence level Q: Which of the following activities have you conducted online? (n=766 PR Internet users)



Why Puerto Rico Residents Subscribe to Broadband

Percent of Puerto Rico residents who subscribe to broadband for the following reasons

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	18 to 34	35 to 44	45 to 54	55 to 64	65 or older
I realized broadband was worth the extra money	9%	20%	14%	18%	10%
I needed to conduct business online	2%	4%	2%	4%	10%
Broadband became available in my area	16%	13%	14%	11%	10%
The cost of broadband became more affordable	24%	24%	21%	12%	20%
I bought (or received) a computer for my home	19%	19%	13%	15%	10%
I heard about the benefits of broadband	9%	18%	27%	9%	0%
Friends or family convinced me	12%	9%	19%	17%	29%

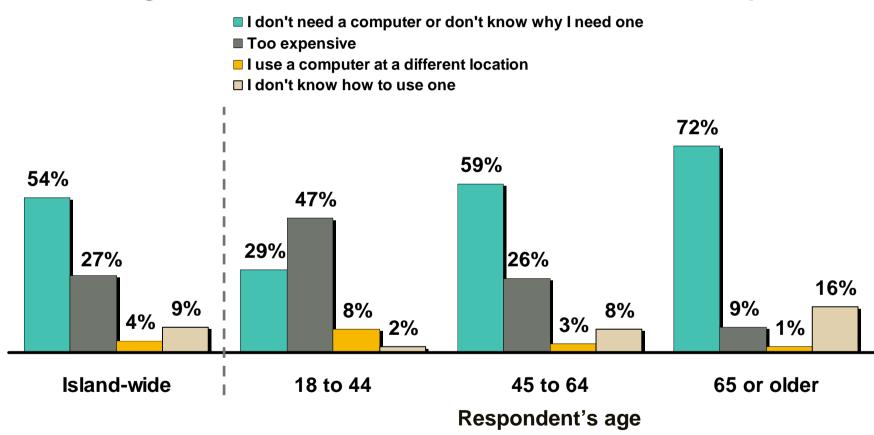
^{*}Significance measured at a 95% confidence level

Q: Which of the following contributed to your decision to subscribe to broadband service? (n=366 PR residents with home broadband service)



Top Barriers to Computer Ownership

Among Puerto Rico residents who do not own a home computer

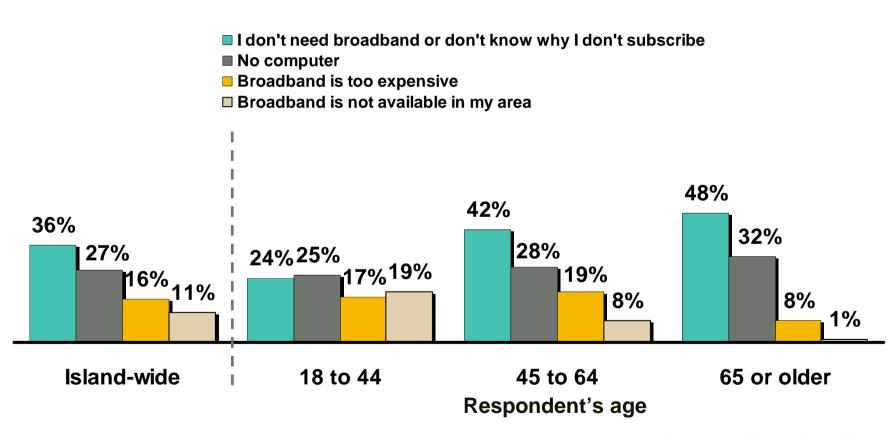


Q: Why don't you have a computer at home? (n=535 PR residents with no home computer)



Top Barriers to Broadband Adoption

Among Puerto Rico residents without home broadband service



Q: Why don't you subscribe to broadband at home? (n=834 PR adults who do not subscribe to broadband)



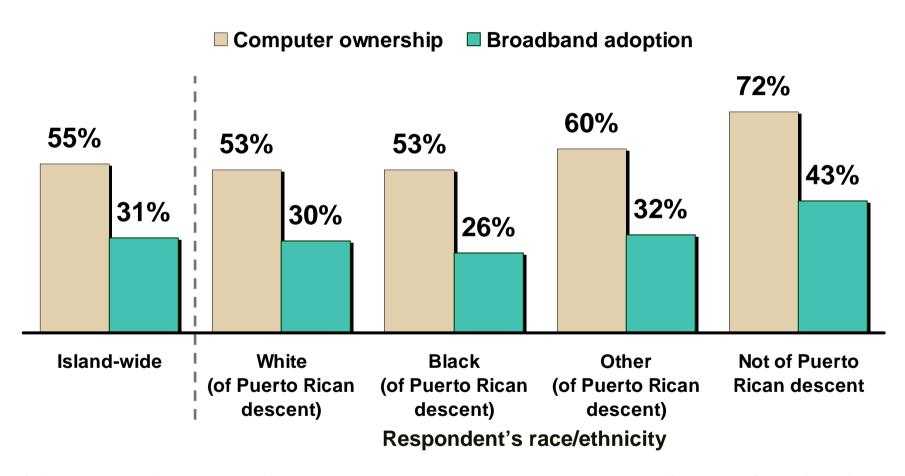
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Residential Technology Assessment by Race/Ethnicity



Technology Adoption by Race/Ethnicity



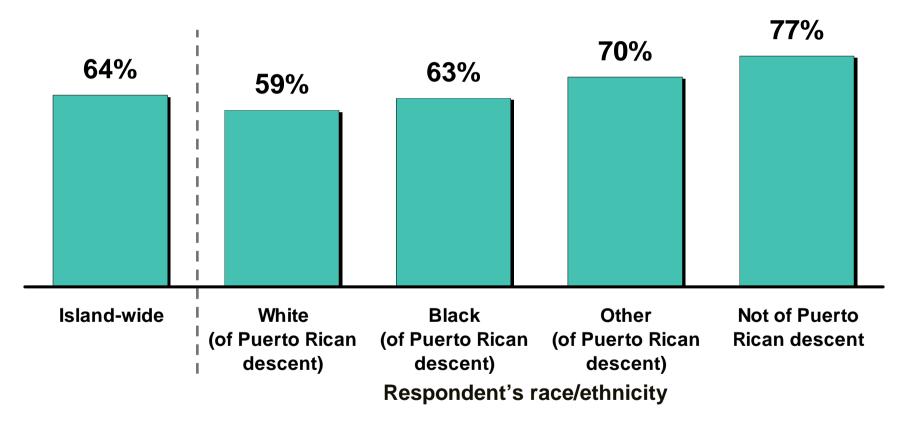
Q: Does your household have a computer? and Q: Which of the following describe the type of Internet service you have at home? (n=1,200 PR residents)



Puerto Rico Residents Who Access the Internet

(At Home or Someplace Else)

Percent of all Puerto Rico residents who access the Internet from home or some other place



Q: Do you use the Internet from any locations outside of your own home? (n=1,200 PR residents)



Searching for Information Online

Percent of Puerto Rico Internet users who search for the following types of information online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	White (Puerto Rican)	Black (Puerto Rican)	Other (Puerto Rican)	Non- Puerto Rican
Product or service information	45%	44%	41%	59%
Community events	24%	19%	23%	40%
Health or medical information	46%	47%	45%	40%
Government services	24%	25%	28%	37%
Research for schoolwork	54%	63%	57%	57%
Jobs or employment	37%	40%	31%	52%

^{*}Significance measured at a 95% confidence level Q: Which of the following types of information have you used the Internet to look for online? (n=766 PR Internet users)



Communicating Online

Percent of Puerto Rico Internet users who communicate with others in the following ways

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	White (Puerto Rican)	Black (Puerto Rican)	Other (Puerto Rican)	Non- Puerto Rican
E-mail	62%	65%	61%	79%
Social or professional networking sites	62%	61%	51%	49%
Instant messages	30%	39%	26%	11%
Posting content to a website	12%	15%	10%	24%
Microblogs such as Twitter	9%	8%	6%	8%
Posting content to a blog	12%	8%	8%	18%
Chatting in chat rooms	22%	23%	12%	10%

^{*}Significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others have you used? (n=766 PR Internet users)



Interacting Online

Percent of Puerto Rico Internet users who interact online with the following

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	White (Puerto Rican)	Black (Puerto Rican)	Other (Puerto Rican)	Non- Puerto Rican
Friends or family	74%	76%	71%	87%
Companies with which you do business	13%	11%	13%	14%
Co-workers	33%	37%	35%	28%
Puerto Rico government	12%	4%	11%	18%
Your health insurance company	9%	5%	4%	16%
Doctors or other healthcare professionals	10%	10%	9%	11%
Teachers	18%	24%	18%	23%
Local government	9%	9%	6%	7%
Elected officials or candidates	4%	1%	2%	4%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information? (n=766 PR Internet users)



Online Transactions

Percent of Puerto Rico Internet users who conduct the following transactions online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	White (Puerto Rican)	Black (Puerto Rican)	Other (Puerto Rican)	Non- Puerto Rican
Purchasing a product or service online	31%	31%	33%	37%
Online banking	26%	17%	23%	37%
Paying bills	34%	23%	32%	40%
Booking travel arrangements	31%	28%	27%	58%
Online transactions with government	9%	5%	8%	0%
Selling a product or service online	5%	4%	3%	10%
Buying, selling, or trading investments	7%	9%	6%	17%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of transactions have you completed online? (n=766 PR Internet users)



Online Activities

Percent of Puerto Rico Internet users who conduct the following activities online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	White (Puerto Rican)	Black (Puerto Rican)	Other (Puerto Rican)	Non- Puerto Rican
Using a search engine	61%	52%	55%	62%
Reading online newspapers	48%	46%	53%	59%
Sending or receiving photos	44%	54%	49%	44%
Playing games online	26%	29%	26%	26%
Downloading music	42%	51%	38%	46%
Watching videos, movies, or TV shows	42%	48%	43%	47%
Working from home	13%	7%	18%	16%
Reading blogs	21%	18%	19%	31%
Taking online classes	12%	11%	13%	6%

^{*}Significance measured at a 95% confidence level Q: Which of the following activities have you conducted online? (n=766 PR Internet users)



Why Puerto Rico Residents Subscribe to Broadband

Percent of Puerto Rico residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the island-wide average: Percentage is significantly* <i>lower</i> than the island-wide average:	White (Puerto Rican)	Black (Puerto Rican)	All Other
I realized broadband was worth the extra money	15%	6%	11%
I needed to conduct business online	1%	6%	2%
Broadband became available in my area	16%	13%	11%
The cost of broadband became more affordable	21%	22%	23%
I bought (or received) a computer for my home	18%	12%	18%
I heard about the benefits of broadband	15%	23%	12%
Friends or family convinced me	17%	15%	9%

^{*}Significance measured at a 95% confidence level

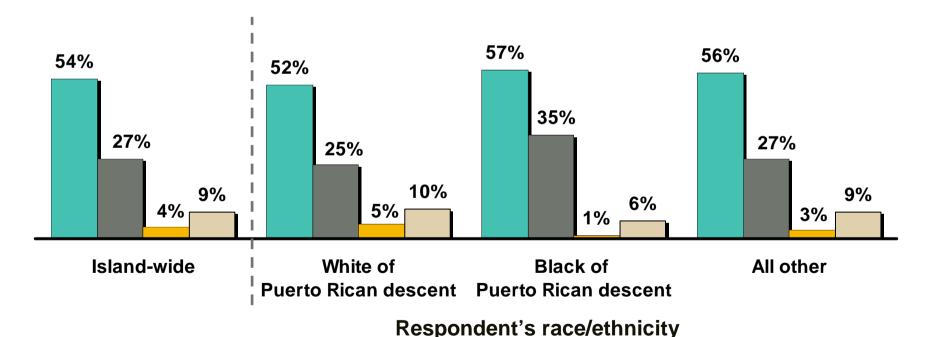
Q: Which of the following contributed to your decision to subscribe to broadband service? (n=366 PR residents with home broadband service)



Top Barriers to Computer Ownership

Among Puerto Rico residents who do not own a home computer

- I don't need a computer or I don't know why I need one
- **■** Too expensive
- I use a computer at a different location
- I don't know how to use one



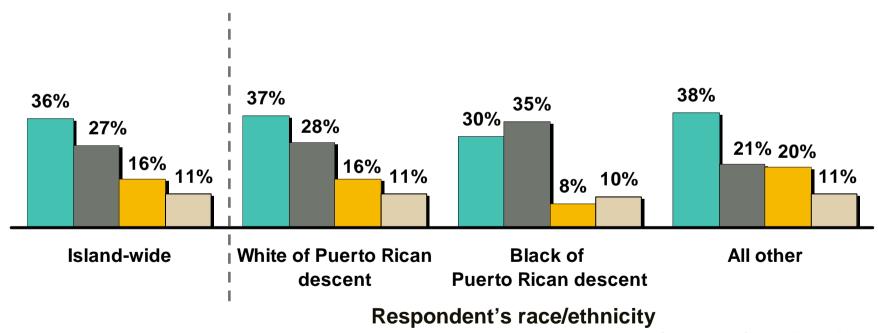
Q: Why don't you have a computer at home? (n=535 PR residents with no home computer)



Top Barriers to Broadband Adoption

Among Puerto Rico residents without home broadband service

- I don't need broadband or I don't know why I don't subscribe
- No computer
- Broadband is too expensive
- Broadband is not available in my area



Q: Why don't you subscribe to broadband at home? (n=834 PR adults who do not subscribe to broadband)



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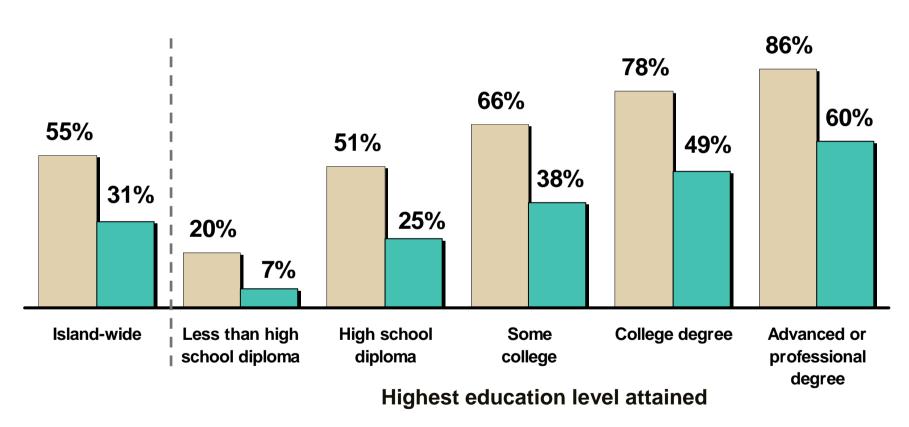


Residential Technology Assessment by Education



Technology Adoption by Education





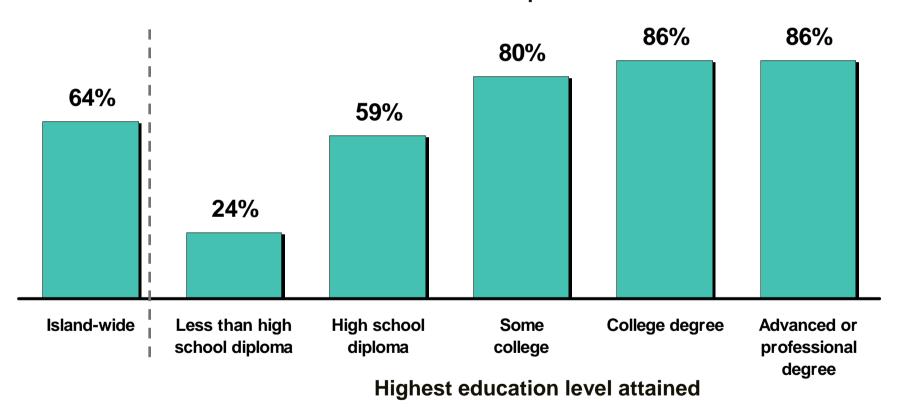
Q: Does your household have a computer? and Q: Which of the following describe the type of Internet service you have at home? (n=1,200 PR residents)



Puerto Rico Residents Who Access the Internet

(At Home or Someplace Else)

Percent of all Puerto Rico residents who access the Internet from home or some other place



Q: Do you use the Internet from any locations outside of your own home? (n=1,200 PR residents)



Searching for Information Online

Percent of Puerto Rico Internet users who search for the following types of information online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	No HS diploma	HS diploma	Some college	College degree (4 yr)	Advanced or professional degree
Product or service information	18%	35%	52%	55%	53%
Health or medical information	28%	38%	53%	43%	55%
Information about events in your community	10%	13%	31%	29%	25%
Information about government services	9%	14%	32%	33%	37%
Jobs or employment	26%	31%	42%	44%	31%
Research for schoolwork	53%	49%	62%	60%	54%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of information have you used the Internet to look for online? (n=766 PR residents who use the Internet)



Communicating Online

Percent of Puerto Rico Internet users who communicate with others in the following ways

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	No HS diploma	HS diploma	Some college	College degree (4 yr)	Advanced or professional degree
E-mail	43%	50%	67%	74%	86%
Social or professional networking sites	49%	56%	60%	60%	56%
Instant messages	26%	24%	31%	31%	31%
Posting content to a website	10%	9%	14%	14%	16%
Posting content to a microblog such as Twitter	0%	7%	9%	10%	7%
Posting content to a blog	8%	8%	10%	12%	13%
Chatting in chat rooms	31%	19%	18%	17%	12%

^{*}Significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others have you used? (n=766 PR residents who use the Internet)



Interacting Online

Percent of Puerto Rico Internet users who interact online with the following

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	No HS diploma	HS diploma	Some college	College degree (4 yr)	Advanced or professional degree
Friends or family	62%	65%	81%	79%	81%
Companies with which you do business	2%	5%	14%	20%	19%
Co-workers	15%	20%	40%	40%	52%
Puerto Rico government	8%	5%	10%	14%	28%
Health insurance company	2%	4%	10%	9%	11%
Doctors or other healthcare professionals	0%	5%	13%	11%	17%
Teachers	4%	15%	25%	18%	25%
Local government	2%	6%	10%	7%	14%
Elected officials or candidates	0%	4%	3%	1%	2%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information? (n=766 PR residents who use the Internet)



Online Transactions

Percent of Puerto Rico Internet users who conduct the following transactions online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	No HS diploma	HS diploma	Some college	College degree (4 yr)	Advanced or professional degree
Purchasing a product or service online	12%	20%	37%	42%	51%
Online banking	4%	14%	22%	40%	43%
Paying bills	2%	18%	37%	48%	55%
Booking travel arrangements	10%	20%	34%	41%	53%
Online transactions with government	6%	5%	7%	11%	10%
Selling a product or service online	0%	2%	5%	9%	4%
Buying, selling, or trading investments	6%	2%	8%	14%	5%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of transactions have you completed online? (n=766 PR residents who use the Internet)



Online Activities

Percent of Puerto Rico Internet users who conduct the following activities online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	No HS diploma	HS diploma	Some college	College degree (4 yr)	Advanced or professional degree
Using a search engine	33%	53%	66%	63%	64%
Reading online newspapers	26%	39%	55%	59%	72%
Sending or receiving photos	35%	40%	49%	52%	50%
Playing games online	25%	29%	28%	25%	16%
Downloading music	40%	44%	44%	42%	32%
Watching videos, movies, or TV shows online	40%	41%	47%	42%	51%
Working from home	4%	6%	12%	22%	36%
Reading blogs	19%	15%	24%	19%	29%
Taking online classes	3%	8%	13%	13%	16%

^{*}Significance measured at a 95% confidence level Q: Which of the following activities have you conducted online? (n=766 PR residents who use the Internet)



Why Puerto Rico Residents Subscribe to Broadband

Percent of Puerto Rico residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the island-wide average: Percentage is significantly* <i>lower</i> than the island-wide average:	No college education	Any college education
I realized broadband was worth the extra money	12%	14%
I needed to conduct business online	2%	3%
Broadband became available in my area	14%	15%
The cost of broadband became more affordable	14%	24%
I bought (or received) a computer for my home	20%	16%
I heard about the benefits of broadband	16%	13%
Friends or family convinced me	20%	11%

^{*}Significance measured at a 95% confidence level

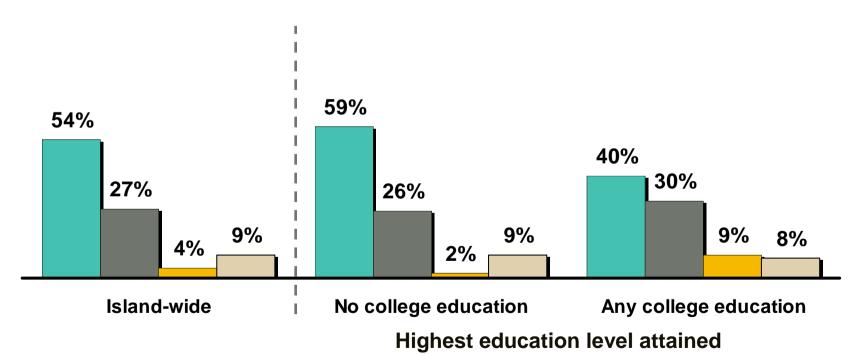
Q: Which of the following contributed to your decision to subscribe to broadband service? (n=366 PR residents with home broadband service)



Top Barriers to Computer Ownership

Among Puerto Rico residents who do not own a home computer

- I don't need a computer or don't know why I need one
- **■** Too expensive
- I use a computer at a different location
- I don't know how to use one

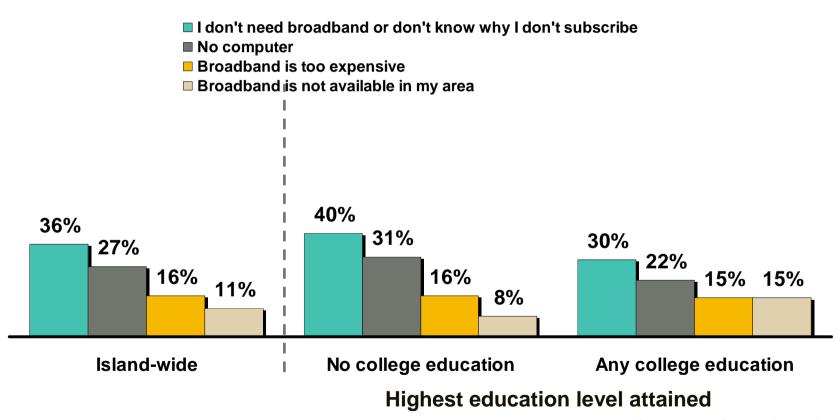


Q: Why don't you have a computer at home? (n=535 PR residents with no home computer)



Top Barriers to Broadband Adoption

Among Puerto Rico residents without home broadband service



Q: Why don't you subscribe to broadband at home? (n=834 PR adults who do not subscribe to broadband)



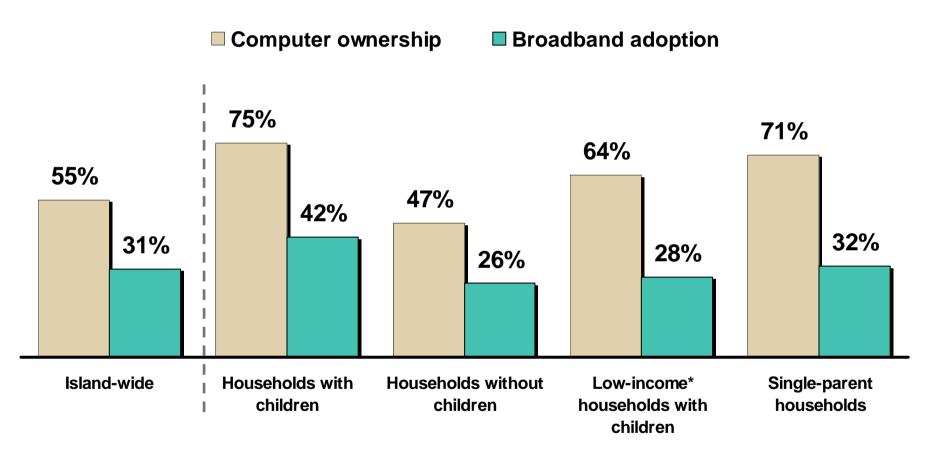
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Residential Technology Assessment of Households With Children



Technology Adoption Among Households With Children



^{*}Low-income=household income less than \$25,000

Q: Does your household have a computer? and

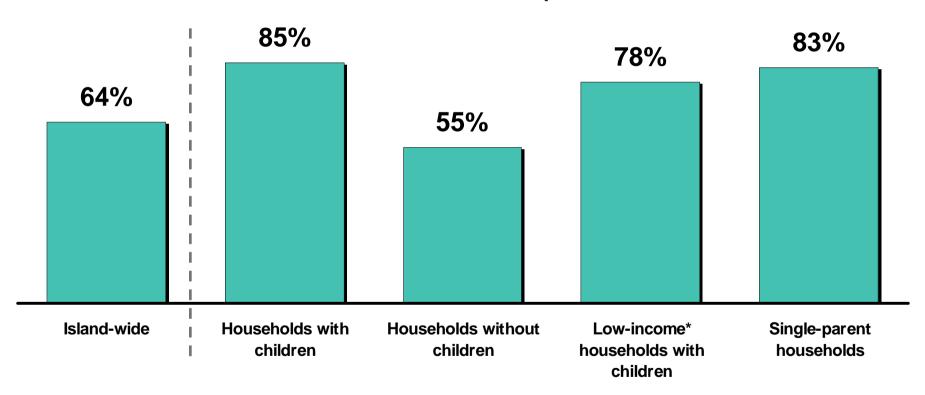
Q: Which of the following describe the type of Internet service you have at home? (n=1,200 PR residents)



Puerto Rico Residents Who Access the Internet

(At Home or Someplace Else)

Percent of all Puerto Rico residents who access the Internet from home or some other place



^{*}Low-income=household income less than \$25,000

Q: Do you use the Internet from any locations outside of your own home? (n=1,200 PR residents)



Searching for Information Online

Percent of Puerto Rico Internet users who search for the following types of information online

Percentage is significantly** higher than the island-wide average: Percentage is significantly** lower than the island-wide average:	Households with children	Households without children	Low-income* households with children	Single- parent households
Product or service information	43%	46%	30%	42%
Community events	24%	22%	22%	27%
Health or medical information	44%	45%	43%	40%
Government services	24%	26%	19%	27%
Research for schoolwork	65%	50%	72%	72%
Jobs or employment	37%	36%	44%	46%

^{*}Low-income=household income less than \$25,000

^{**}Significance measured at a 95% confidence level

Q: Which of the following types of information have you used the Internet to look for online? (n=766 PR Internet users)



Communicating Online

Percent of Puerto Rico Internet users who communicate with others in the following ways

Percentage is significantly** higher than the island-wide average: Percentage is significantly** lower than the island-wide average:	Households with children	Households without children	Low-income* households with children	Single- parent households
E-mail	64%	64%	56%	69%
Social or professional networking sites	62%	56%	64%	77%
Instant messages	27%	30%	25%	25%
Posting content to a website	12%	12%	12%	14%
Posting content to a microblog such as Twitter	6%	9%	7%	13%
Posting content to a blog	8%	12%	10%	15%
Chatting in chat rooms	18%	19%	18%	29%

^{*}Low-income=household income less than \$25,000

Q: Which of the following ways of communicating with others have you used? (n=766 PR Internet users)

^{**}Significance measured at a 95% confidence level



Interacting Online

Percent of Puerto Rico Internet users who interact online with the following

Percentage is significantly** higher than the island-wide average: Percentage is significantly** lower than the island-wide average:	Households with children	Households without children	Low-income* households with children	Single- parent households
Friends or family	74%	75%	71%	78%
Companies with which you do business	13%	12%	5%	2%
Co-workers	31%	35%	23%	28%
Puerto Rico government	10%	12%	6%	6%
Health insurance company	6%	8%	4%	2%
Doctors or other healthcare professionals	9%	10%	7%	6%
Teachers	14%	22%	15%	16%
Local government	8%	8%	5%	9%
Elected officials or candidates	2%	3%	1%	3%

^{*}Low-income=household income less than \$25,000

^{**}Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information? (n=766 PR Internet users)



Online Transactions

Percent of Puerto Rico Internet users who conduct the following transactions online

Percentage is significantly** higher than the island-wide average: Percentage is significantly** lower than the island-wide average:	Households with children	Households without children	Low-income* households with children	Single- parent households
Purchasing a product or service online	28%	35%	20%	19%
Online banking	25%	24%	11%	19%
Paying bills	37%	30%	21%	23%
Booking travel arrangements	34%	29%	21%	23%
Online transactions with government	5%	9%	3%	3%
Selling a product or service online	5%	4%	2%	3%
Buying, selling, or trading investments	6%	8%	4%	3%

^{*}Low-income=household income less than \$25,000

^{**}Significance measured at a 95% confidence level

Q: Which of the following types of transactions have you completed online? (n=766 PR Internet users)



Online Activities

Percent of Puerto Rico Internet users who conduct the following activities online

Percentage is significantly** higher than the island-wide average: Percentage is significantly** lower than the island-wide average:	Households with children	Households without children	Low-income* households with children	Single- parent households
Using a search engine	59%	58%	53%	59%
Reading online newspapers	52%	49%	43%	47%
Sending or receiving photos	43%	48%	39%	50%
Playing games online	30%	25%	32%	35%
Downloading music	45%	40%	46%	53%
Watching videos, movies, or TV shows	41%	46%	42%	45%
Working from home	13%	15%	4%	6%
Reading blogs	21%	19%	20%	22%
Taking online classes	9%	12%	7%	9%

^{*}Low-income=household income less than \$25,000

^{**}Significance measured at a 95% confidence level

Q: Which of the following activities have you conducted online? (n=766 PR Internet users)



Why Puerto Rico Residents Subscribe to Broadband

Percent of Puerto Rico residents who subscribe to broadband for the following reasons

Percentage is significantly* <i>higher</i> than the island-wide average: Percentage is significantly* <i>lower</i> than the island-wide average:	Households with children	Households without children
I realized broadband was worth the extra money	15%	13%
I needed to conduct business online	2%	3%
Broadband became available in my area	15%	14%
The cost of broadband became more affordable	29%	17%
I bought (or received) a computer for my home	18%	17%
I heard about the benefits of broadband	18%	11%
Friends or family convinced me	11%	16%

^{*}Significance measured at a 95% confidence level

Q: Which of the following contributed to your decision to subscribe to broadband service? (n=366 PR residents with home broadband service)

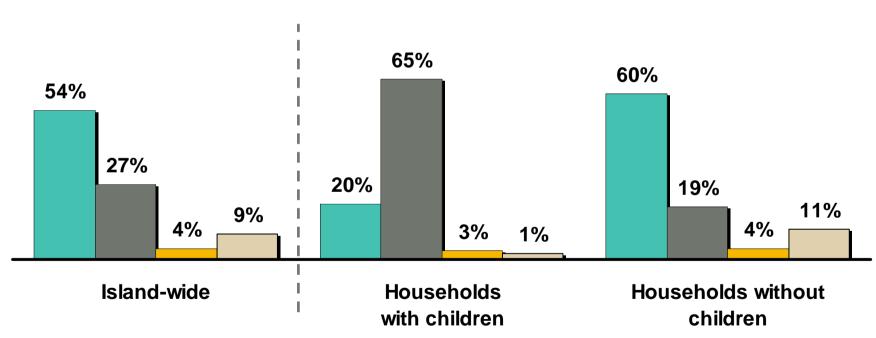


Top Barriers to Computer Ownership

Among Puerto Rico residents who do not own a home computer



- **■** Too expensive
- I use a computer at a different location
- I don't know how to use one

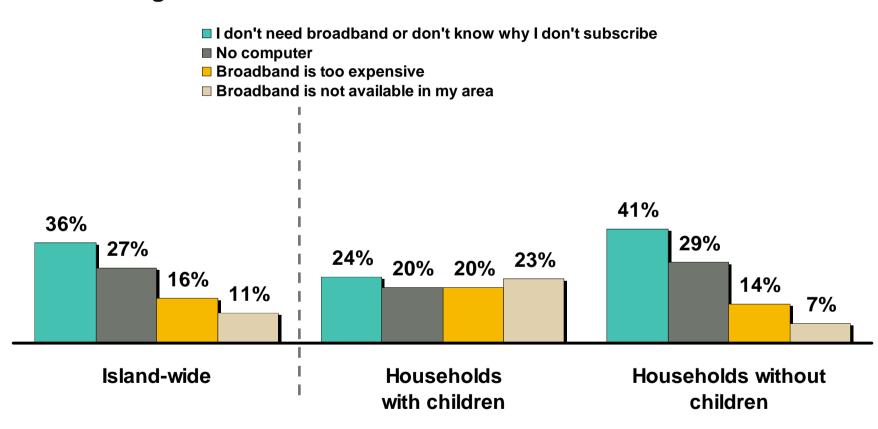


Q: Why don't you have a computer at home? (n=535 PR residents with no home computer)



Top Barriers to Broadband Adoption

Among Puerto Rico residents without home broadband service



Q: Why don't you subscribe to broadband at home? (n=834 PR adults who do not subscribe to broadband)



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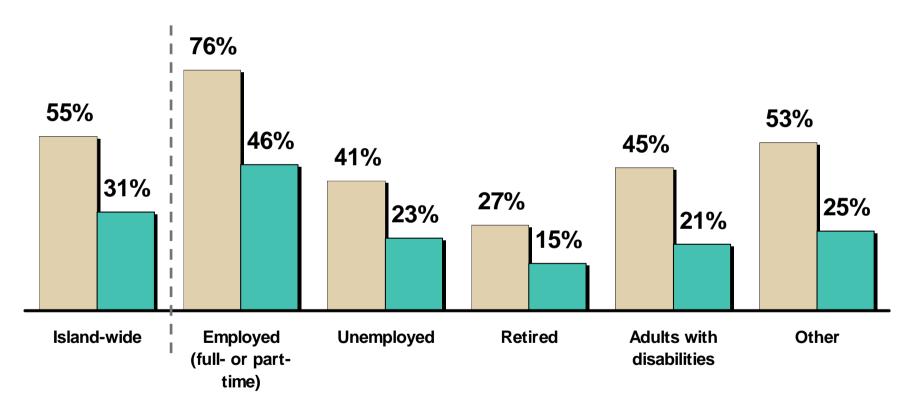


Residential Technology Assessment by Employment Status



Technology Adoption by Employment Status





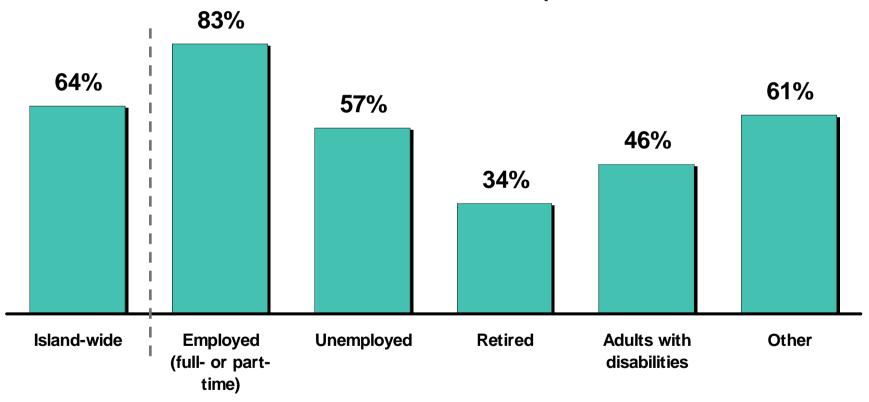
Q: Does your household have a computer? and Q: Which of the following describe the type of Internet service you have at home? (n=1,200 PR residents)



Puerto Rico Residents Who Access the Internet

(At Home or Someplace Else)

Percent of all Puerto Rico residents who access the Internet from home or some other place



Q: Do you use the Internet from any locations outside of your own home? (n=1,200 PR residents)



Searching for Information Online

Percent of Puerto Rico Internet users who search for the following types of information online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Employed (full-time or part-time)	Unemployed	Retired	Other
Product or service information	54%	48%	31%	34%
Community events	30%	21%	13%	16%
Health or medical information	46%	44%	42%	44%
Government services	31%	21%	26%	18%
Research for schoolwork	58%	56%	30%	61%
Jobs or employment	38%	56%	16%	34%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of information have you used the Internet to look for online? (n=766 PR Internet users)



Communicating Online

Percent of Puerto Rico Internet users who communicate with others in the following ways

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Employed (full-time or part-time)	Unemployed	Retired	Other
E-mail	71%	60%	41%	59%
Social or professional networking sites	62%	58% 25%		62%
Instant messages	29%	34% 13%		31%
Posting content to a website	12%	15%	4%	13%
Microblogs such as Twitter	7%	7%	2%	11%
Posting content to a blog	10%	13%	2%	12%
Chatting in chat rooms	18%	26%	5%	21%

^{*}Significance measured at a 95% confidence level

Q: Which of the following ways of communicating with others have you used? (n=766 PR Internet users)



Interacting Online

Percent of Puerto Rico Internet users who interact online with the following

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Employed (full-time or part-time)	Unemployed	Retired	Other
Friends or family	81%	72%	55%	69%
Companies with which you do business	20%	9%	2%	4%
Co-workers	46%	30%	13%	20%
Puerto Rico government	16%	4%	11%	7%
Your health insurance company	8%	7%	12%	5%
Doctors or other healthcare professionals	12%	8%	16%	5%
Teachers	19%	17%	10%	21%
Local government	9%	8%	6%	6%
Elected officials or candidates	3%	1%	0%	3%

^{*}Significance measured at a 95% confidence level

Q: Which of the following types of individuals or organizations have you interacted with online, by visiting a website or communicating online to obtain information? (n=766 PR Internet users)



Online Transactions

Percent of Puerto Rico Internet users who conduct the following transactions online

Percentage is significantly* <i>higher</i> than the island-wide average: Percentage is significantly* <i>lower</i> than the island-wide average:	Employed (full-time or part-time)	Unemployed	Retired	Other
Purchasing a product or service online	40%	32%	30%	20%
Online banking	33%	25%	18%	14%
Paying bills	47%	23%	31%	16%
Booking travel arrangements	39%	28%	22%	23%
Online transactions with government	10%	7%	4%	5%
Selling a product or service online	6%	2%	0%	3%
Buying, selling, or trading investments	9%	10%	3%	4%

^{*}Significance measured at a 95% confidence level Q: Which of the following types of transactions have you completed online? (n=766 PR Internet users)



Online Activities

Percent of Puerto Rico Internet users who conduct the following activities online

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Employed (full-time or part-time)	Unemployed	Retired	Other
Using a search engine	66%	60%	33%	53%
Reading online newspapers	62%	47%	34%	38%
Sending or receiving photos	48%	47%	29%	46%
Playing games online	27%	28%	9%	30%
Downloading music	42%	42%	21%	48%
Watching videos, movies, or TV shows	44%	50%	20%	48%
Working from home	22%	12%	5%	6%
Reading blogs	23%	23%	7%	17%
Taking online classes	11%	16%	2%	11%

^{*}Significance measured at a 95% confidence level Q: Which of the following activities have you conducted online? (n=766 PR Internet users)



Why Puerto Rico Residents Subscribe to Broadband

Percent of Puerto Rico residents who subscribe to broadband for the following reasons

Percentage is significantly* higher than the island-wide average: Percentage is significantly* lower than the island-wide average:	Employed (full-time or part-time)	Unemployed	Retired**	Other
I realized broadband was worth the extra money	14%	4%	21%	13%
I needed to conduct business online	4%	0%	4%	0%
Broadband became available in my area	14%	13%	13%	16%
The cost of broadband became more affordable	23%	23%	8%	22%
I bought (or received) a computer for my home	15%	10%	26%	21%
I heard about the benefits of broadband	13%	19%	11%	15%
Friends or family convinced me	12%	17%	23%	15%

^{*}Significance measured at a 95% confidence level

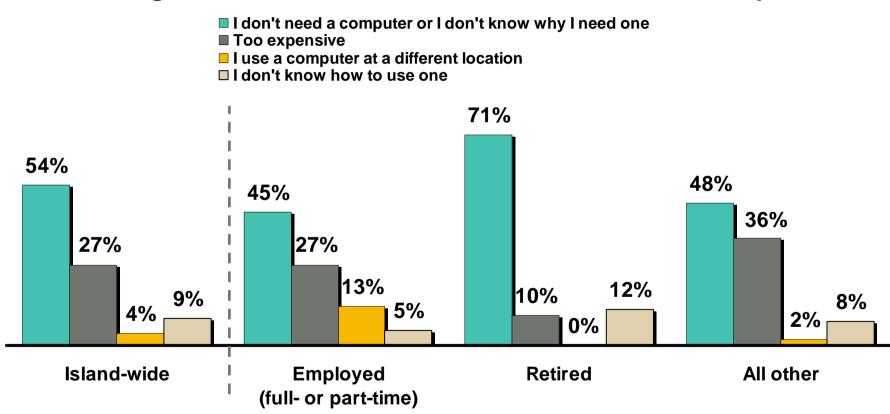
^{**} Sample size less than 30

Q: Which of the following contributed to your decision to subscribe to broadband service? (n=366 PR residents with home broadband service)



Top Barriers to Computer Ownership

Among Puerto Rico residents who do not own a home computer

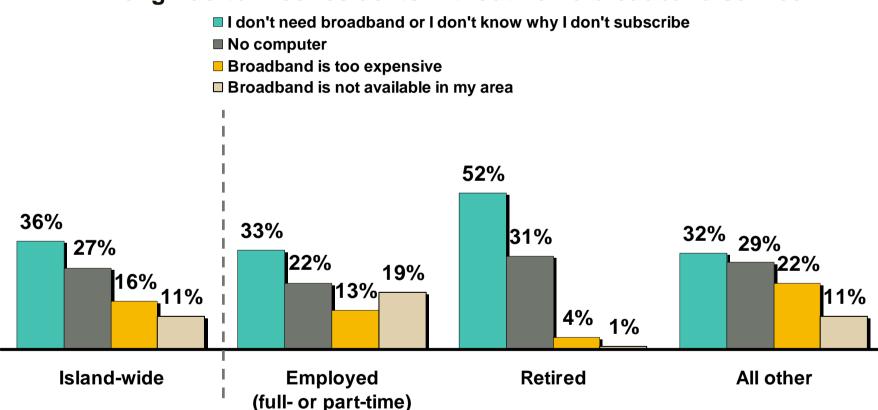


Q: Why don't you have a computer at home? (n=535 PR residents with no home computer)



Top Barriers to Broadband Adoption

Among Puerto Rico residents without home broadband service



Q: Why don't you subscribe to broadband at home? (n=834 PR adults who do not subscribe to broadband)



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Research Methodology



Methodology

- Data were collected by telephone through live computer-assisted interviews from an island-wide random digit dial (RDD) sample of 1,000 households and 200 cell phone users contacted between May 15 and June 9, 2010. On average, each survey took approximately 10 minutes to complete. Data were collected by Estudios Tecnicos in San Juan, PR.
 - This research was designed to measure technology adoption and the awareness of available broadband service, and establish benchmarks for these metrics.
- The questionnaire screened to include only adults age 18 or older with quotas set by gender, age, and municipality of residence (urban, suburban, or rural) to ensure adequate representation of all adults on the island.
- Weights were applied to correct for minor variations and ensure that the sample matches the most recent U.S. Census estimates of the island's population by age, gender, and urban/rural classification of the respondent's municipality of residence. Weighting and research consultation were provided by Lucidity Research, LLC.
- Sampling margin of error:
 - Across Puerto Rico, full sample (n=1,200): ±3.1% at the 95% level of confidence.
 This sample error accounts for sample weighting, using the effective sample size.



Urban-Rural Classifications Defined

- The U.S. Census Bureau uses an urban-rural classification based on Metropolitan Statistical Areas (MSAs), which are designated by the United States Office of Management and Budget to collect, tabulate and publish federal statistics.
- Metropolitan statistical areas contain a core urban area with a population of 50,000 or more. Each MSA also includes one or more municipalities that have a high degree of social and economic interaction with the urban core (further information on definitions for MSAs can be found at: www.census.gov/population/www/estimates/00-32997.pdf).
- When classifying urban, suburban and rural municipalities, we follow the Census Bureau definition whereby municipalities are categorized as "urban" if they contain the core city of an MSA. "Suburban" municipalities are MSA municipalities that do not contain a core city, and "rural" municipalities include all remaining municipalities that are not part of an MSA.
- Using these definitions, there are currently 62 urban, 8 suburban, and 8 rural municipalities in Puerto Rico.



Island Survey Sample (n=1,200 Adults)

Gender:		Employment Status:	
Male	47%	Employed full-time or part-time	37%
Female	53%	Retired	16%
Age:		Homemaker not employed outside home	19%
34 or younger	32%	Student not working for wages	8%
35 to 44	18%	Unemployed	12%
45 to 54	17%	Disabled, not employed outside the home	6%
55 to 64	15%	Other / no answer	2%
65 or older	18%	Educational Attainment:	
Mean age (years)	46	Less than high school	20%
Median age (years)	44	High school graduate	30%
Race:		Some college	24%
White (of Puerto Rican descent)	56%	College graduate or higher	23%
Black (of Puerto Rican descent)	13%	Refused	3%
American Native (of Puerto Rican descent)	2%	Household Income:	
Other (of Puerto Rican descent)	18%	Under \$25,000	61%
No answer/refused (of Puerto Rican descent)	6%	\$25,000 to \$49,999	17%
Not of Puerto Rican descent	4%	\$50,000 to \$74,999	4%
Marital Status:		\$75,000 or higher	3%
Single, never married	24%	No answer / refused	15%
Married or living in partnership	52%	Mean household income (\$000)	\$23
Separated or divorced	15%	Median household income (\$000)	\$15
Widowed	8%	Average household size (# of persons)	3.1
Refused to say	1%	Any children under age 18 in household	31%

Note: Sample profile shown here is after weighting to U.S. Census by age, gender and urban/suburban/rural municipality classification.