



Digital Differences and Money

Center for Financial Services Innovation/NYSE – Financial Literacy Week

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a project of the
PewResearchCenter

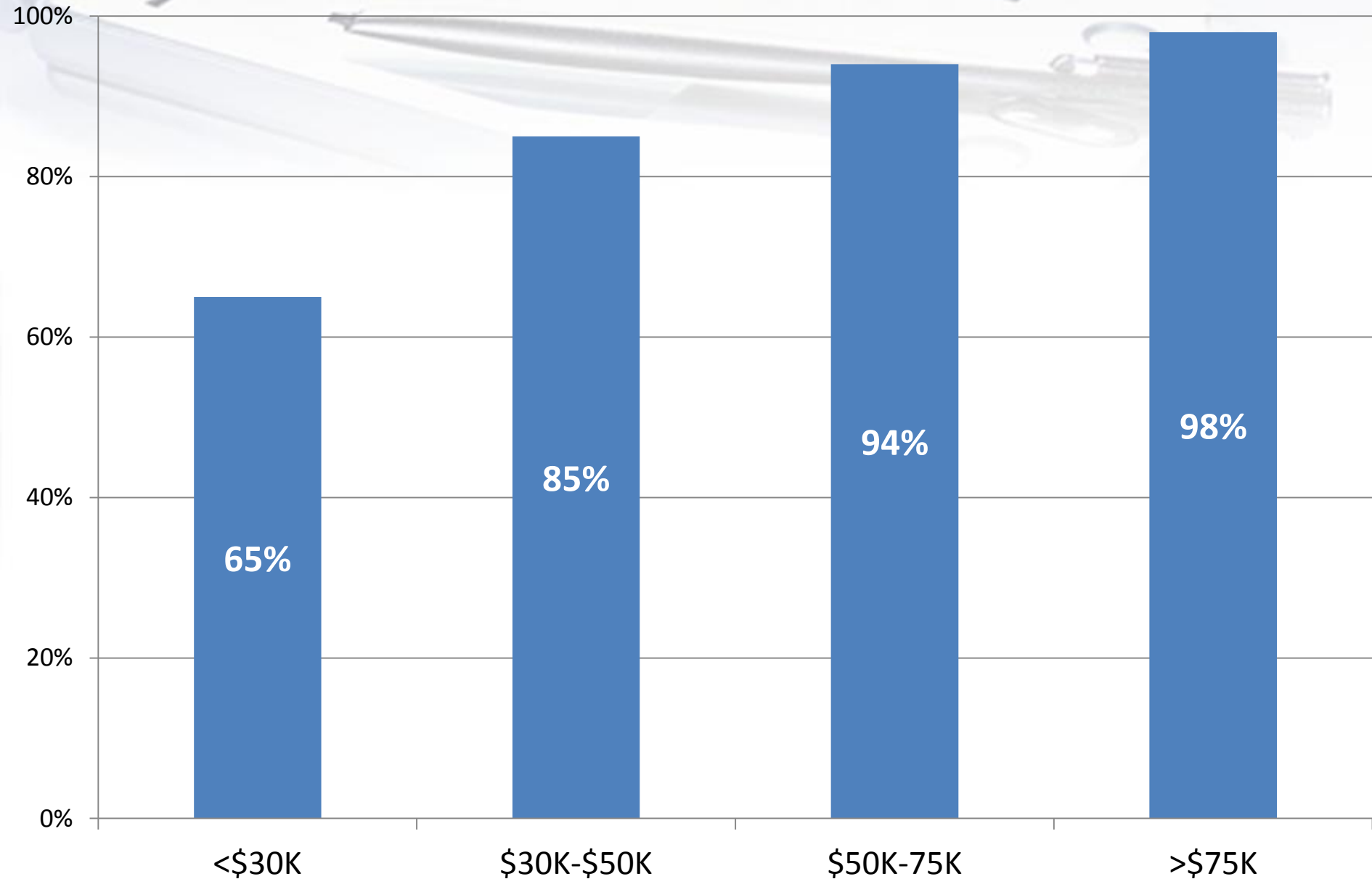
PewInternet.org

The background of the slide features a soft-focus image of a white laptop, a silver pen, and a white notepad with a pencil resting on it. The text is overlaid on this background.

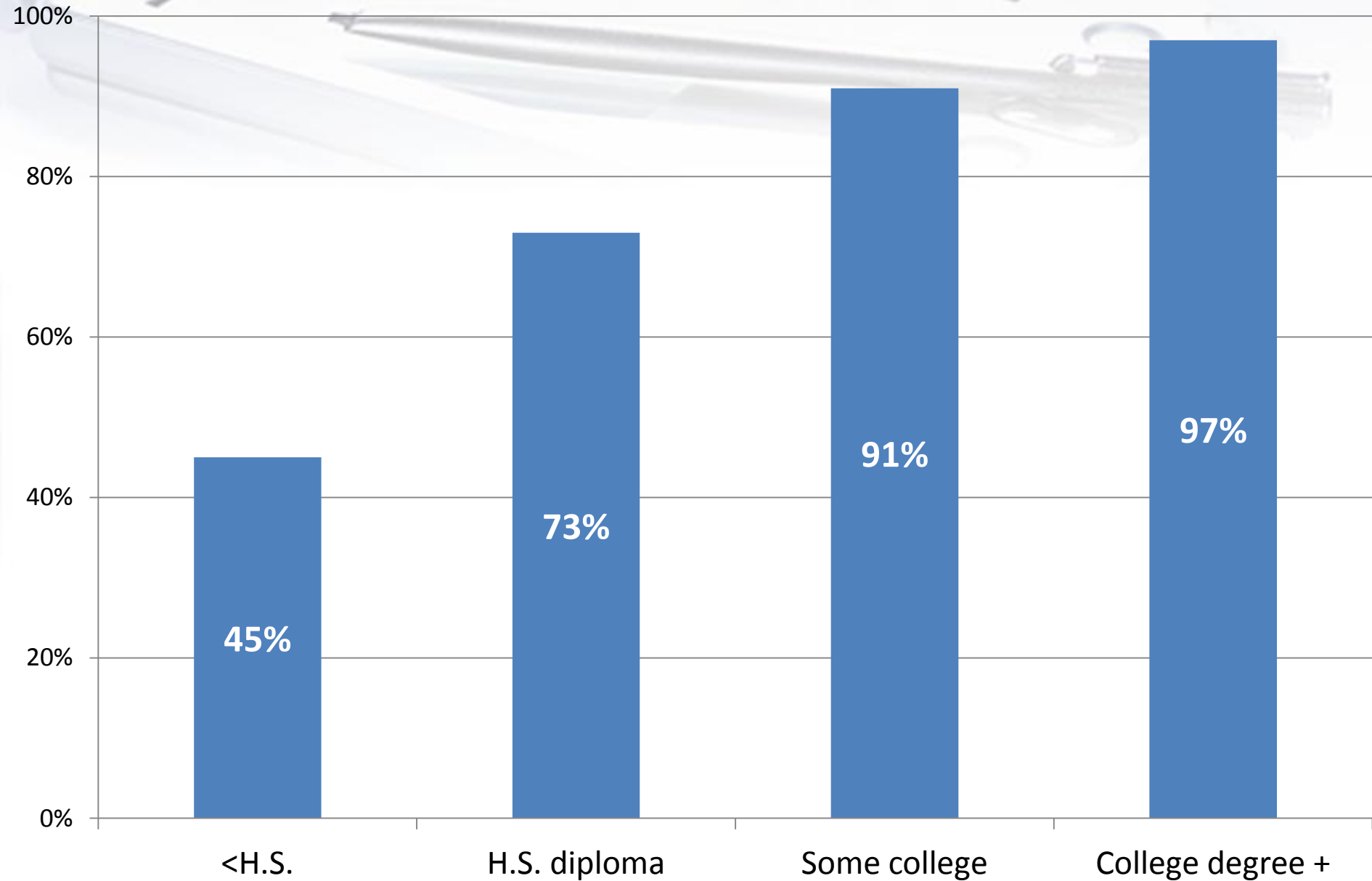
Tech landscape

- Income
 - Educational attainment
 - Age
 - Race/ethnicity
-
- Internet / broadband at home
 - Mobile
 - Social networking

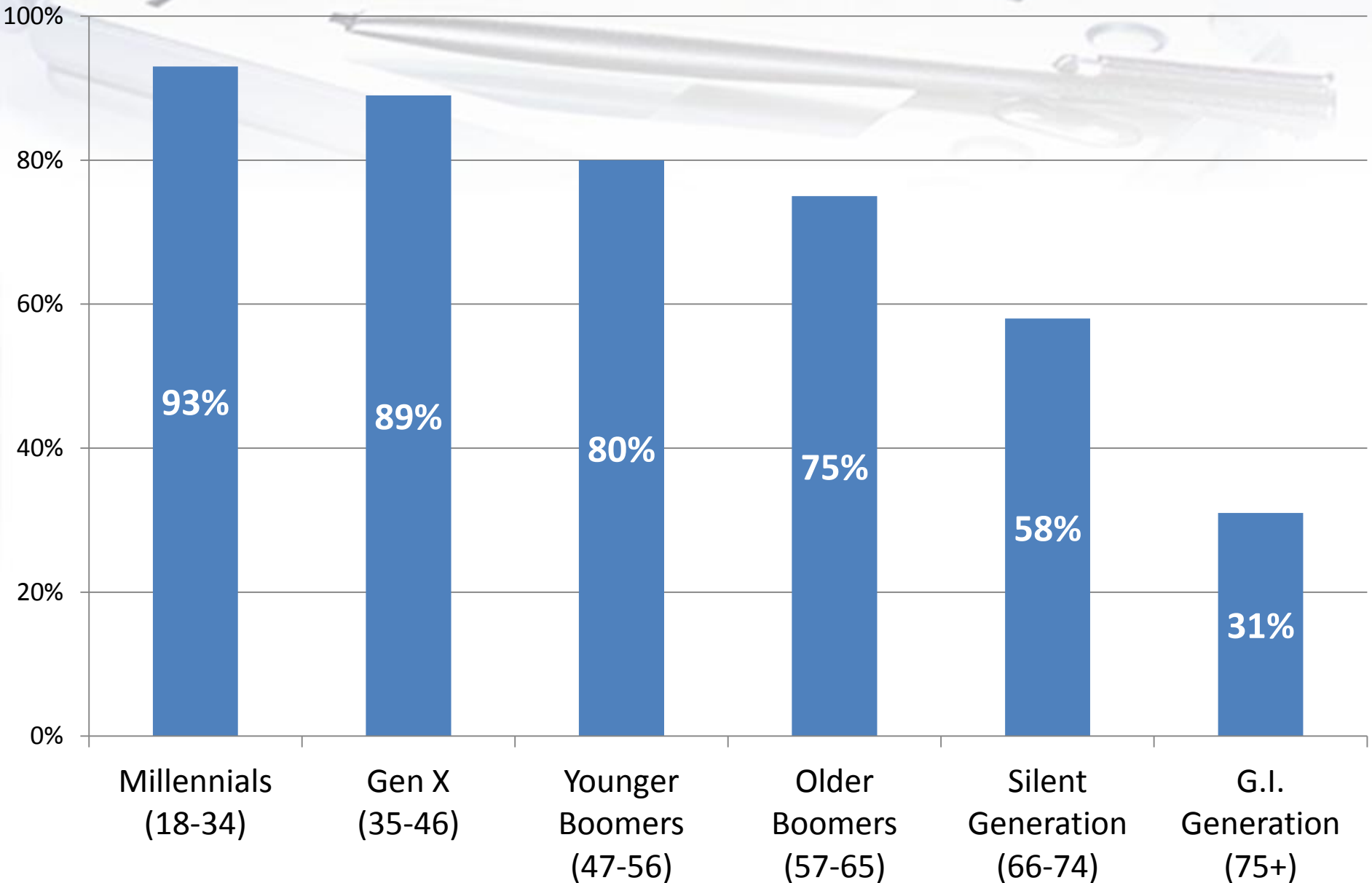
Internet users and HH income – 80%



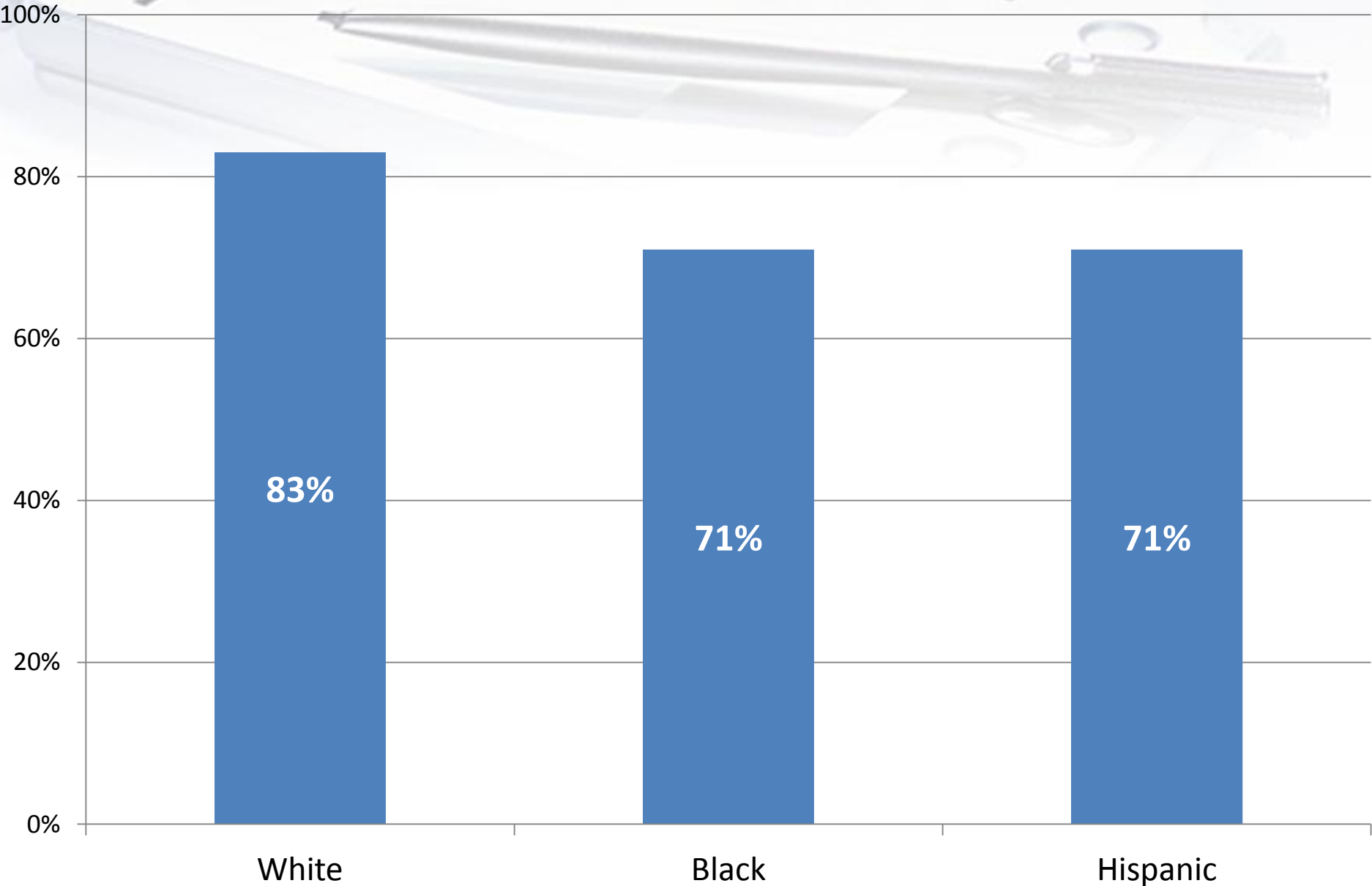
Internet users and education – 80%



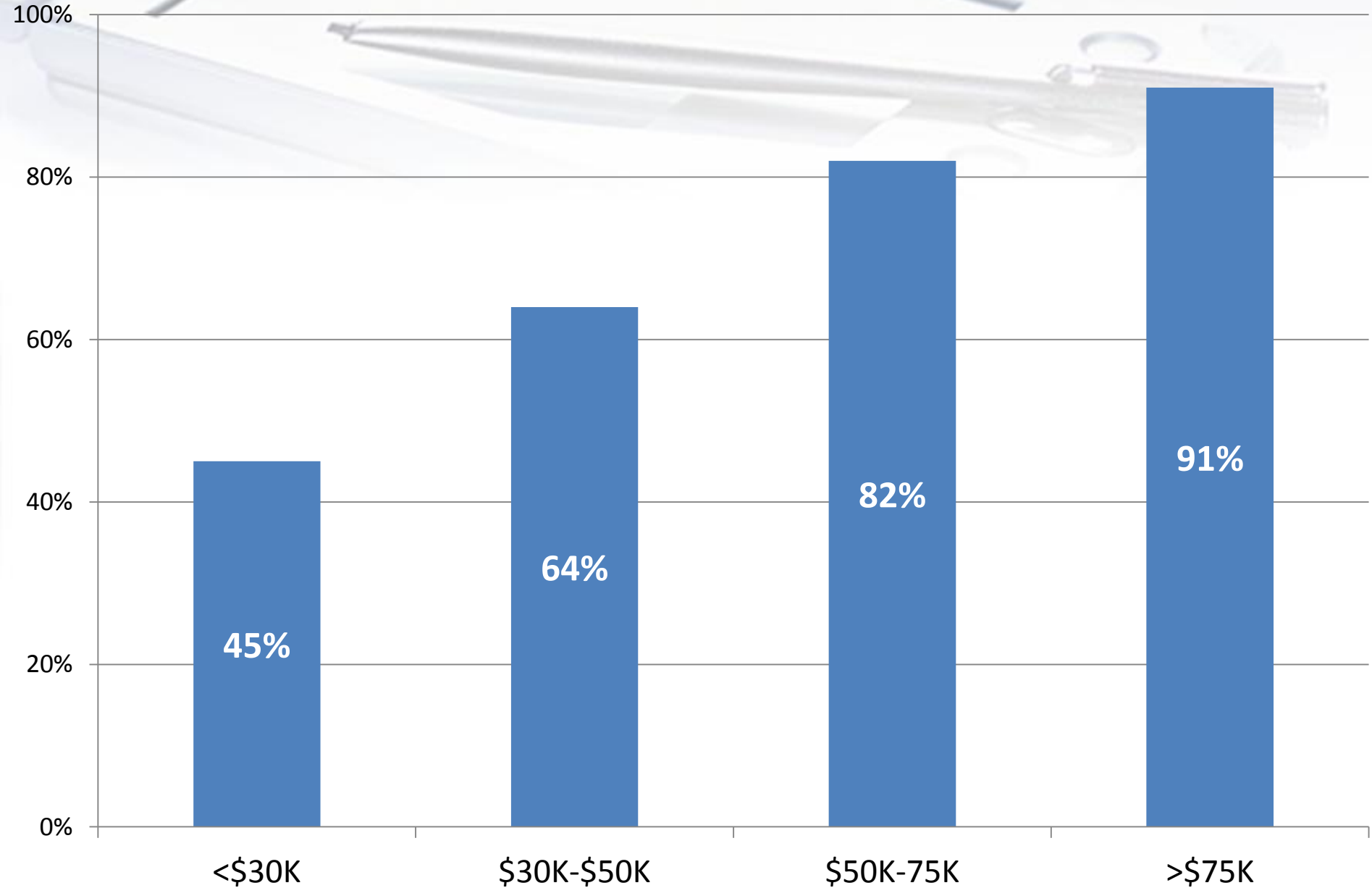
Internet users and age – 80%



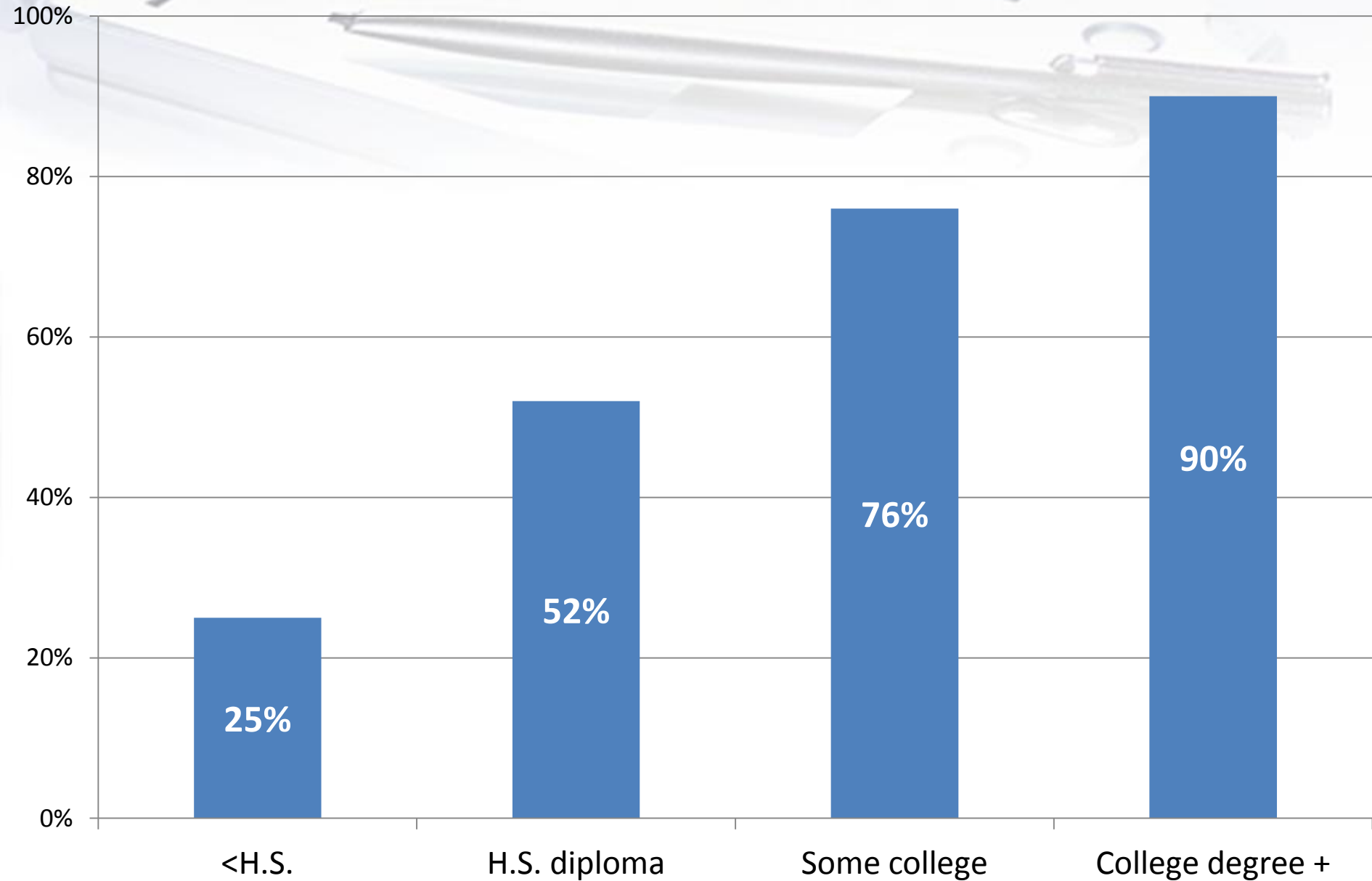
Internet users and race/ethnicity – 80%



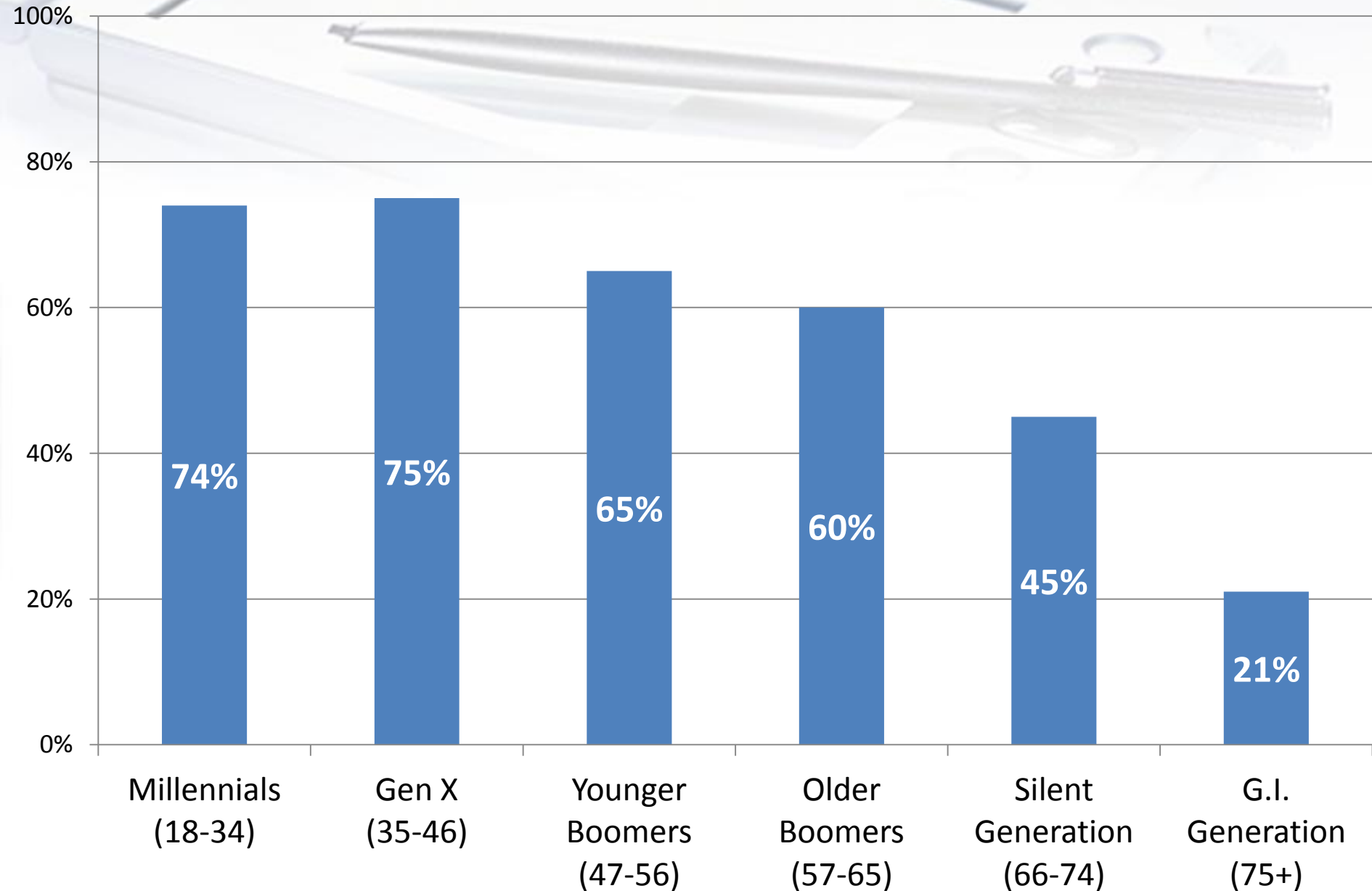
Broadband at home and HH income – 64%



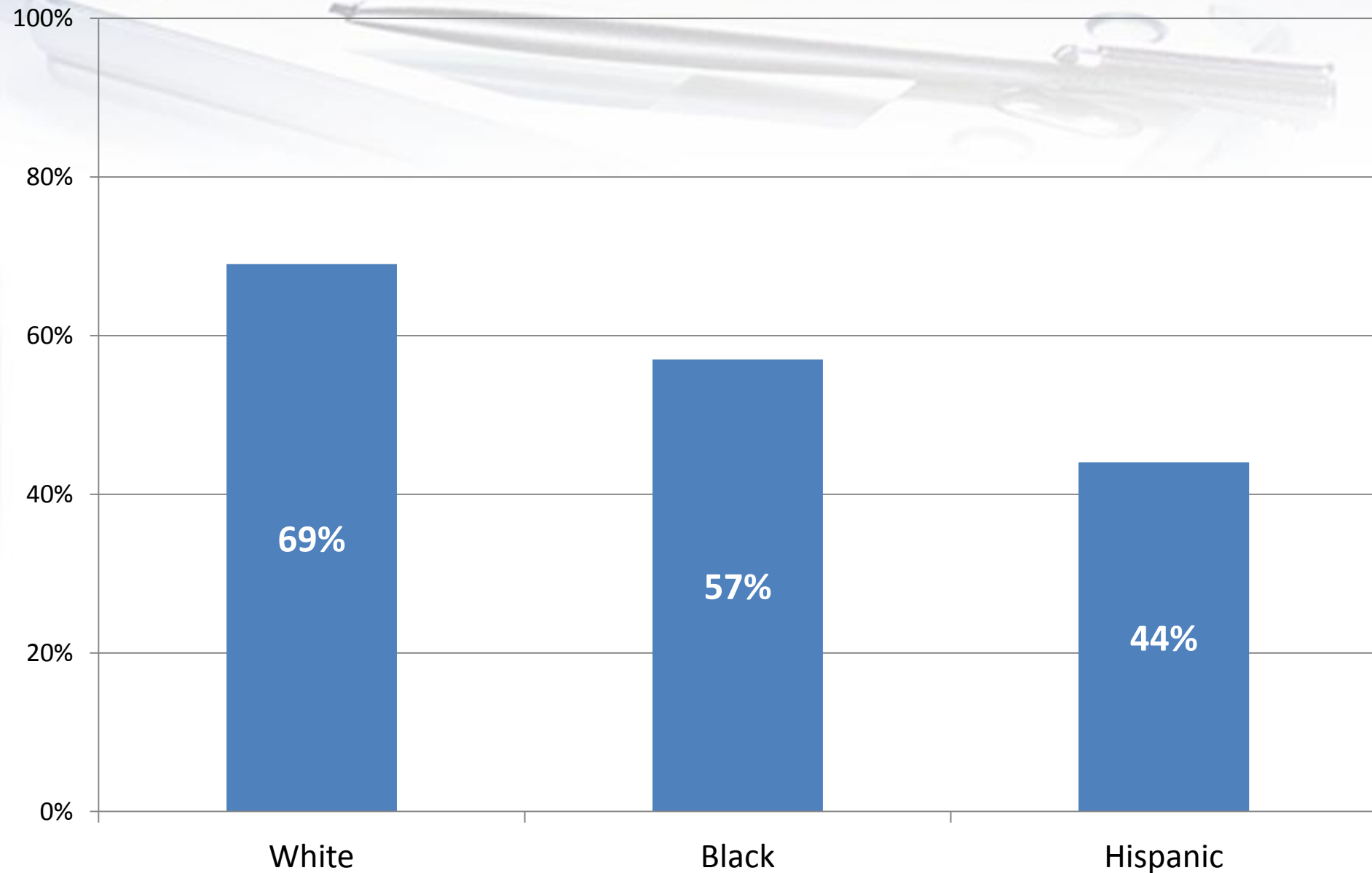
Broadband at home and education – 64%



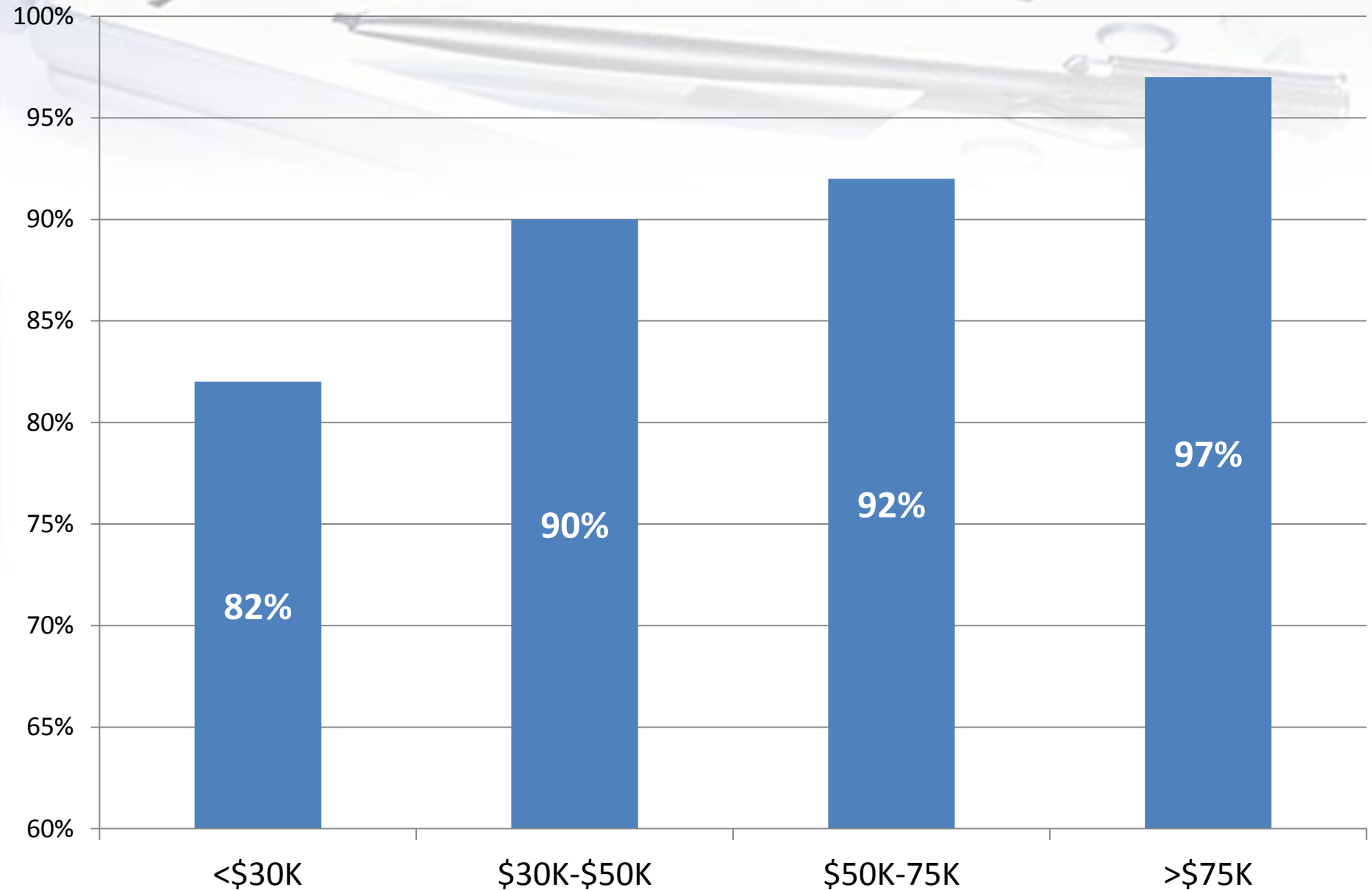
Broadband at home and age – 64%



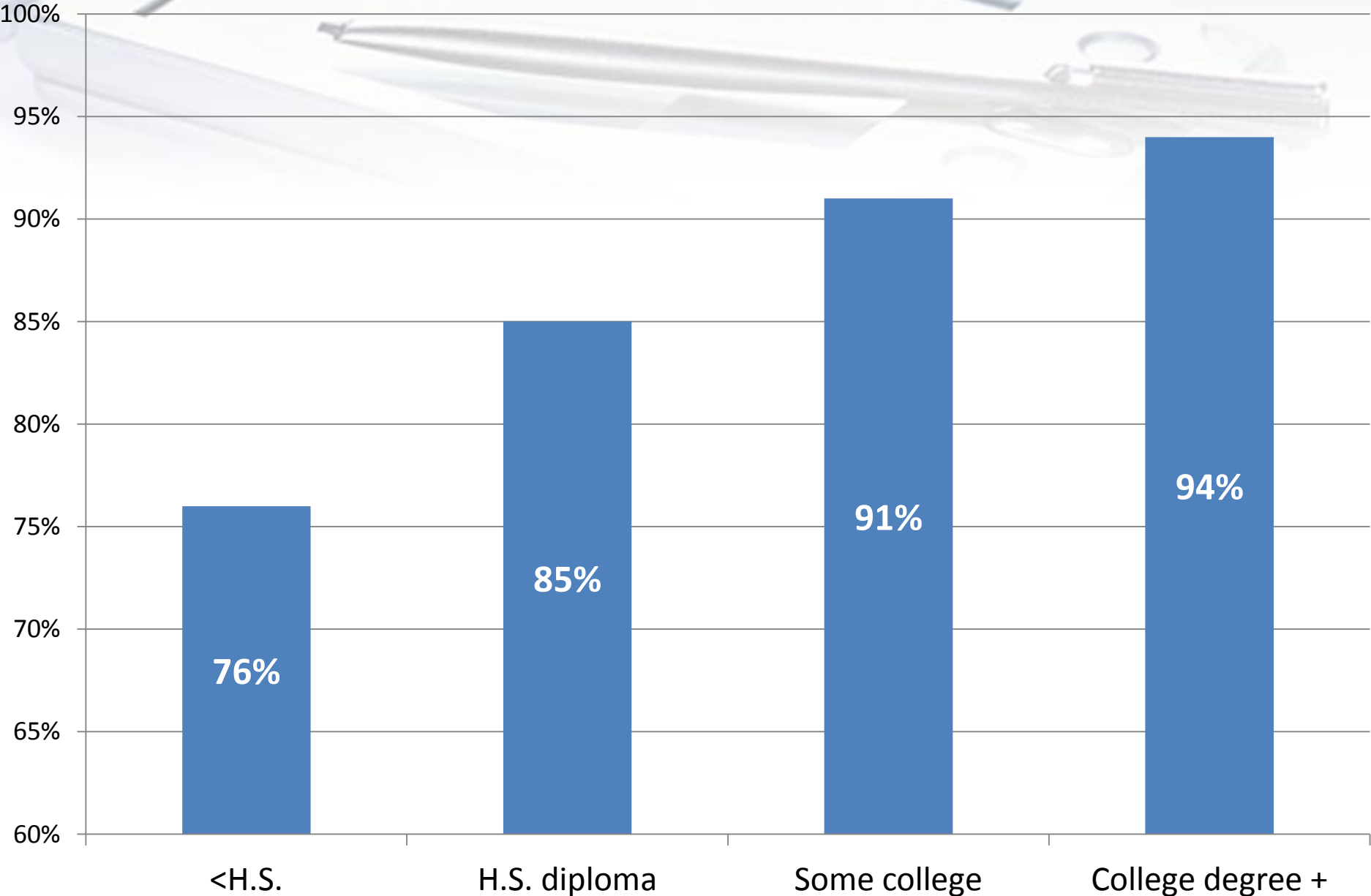
Bband at home, race/ethnicity – 64%



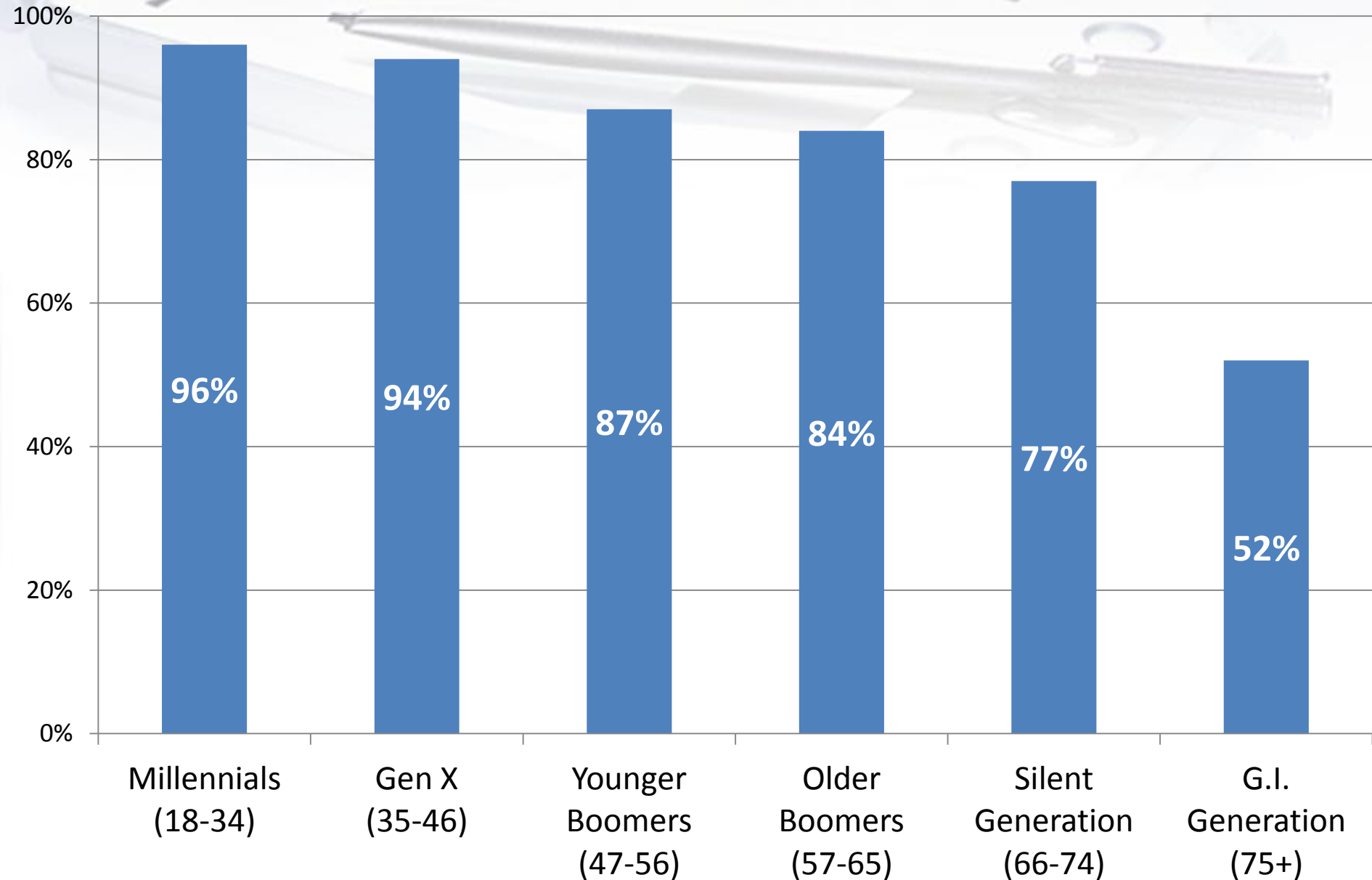
Cell phones and HH income – 88%



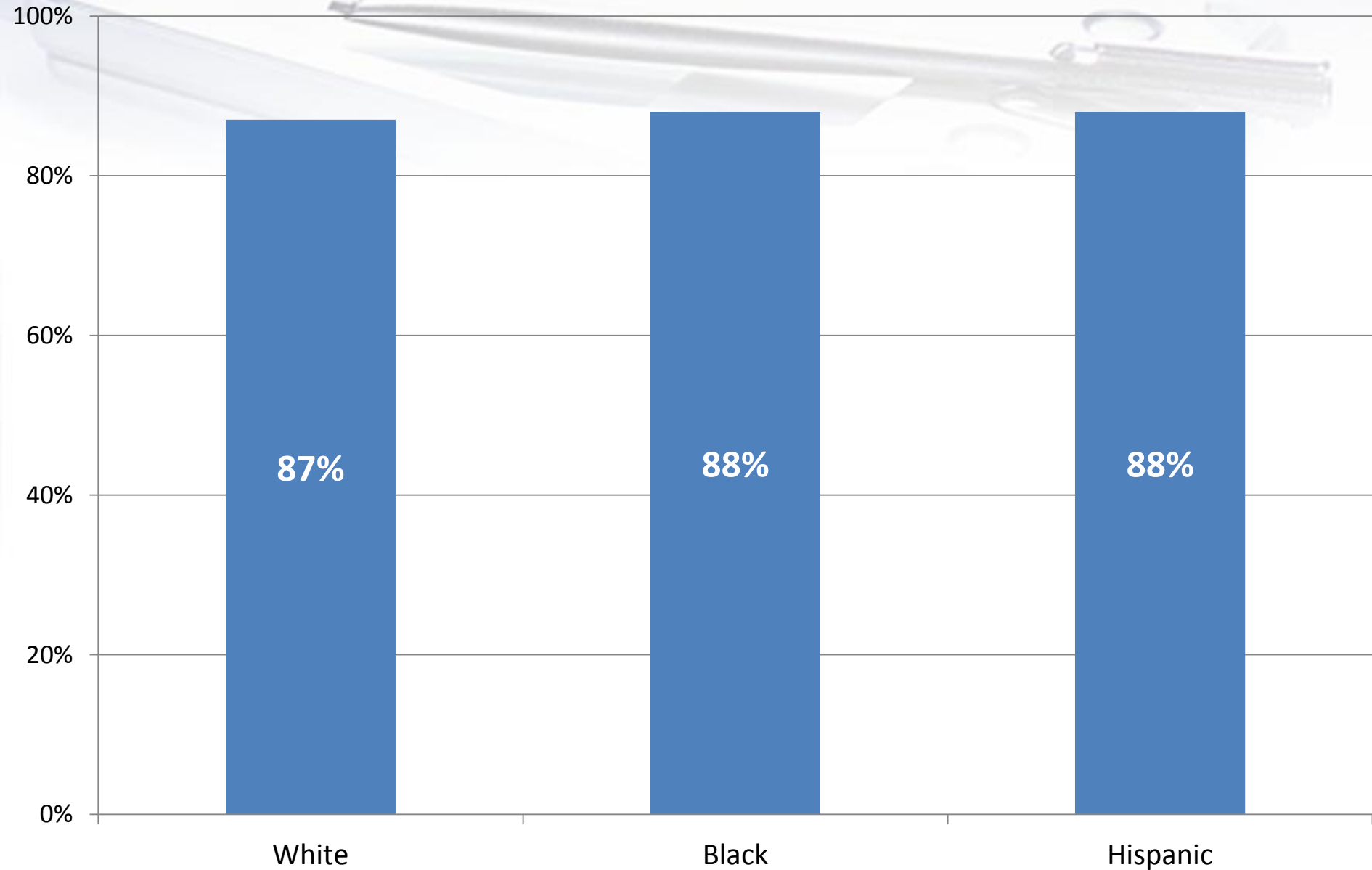
Cell phones and education – 88%



Cell phones and age – 88%



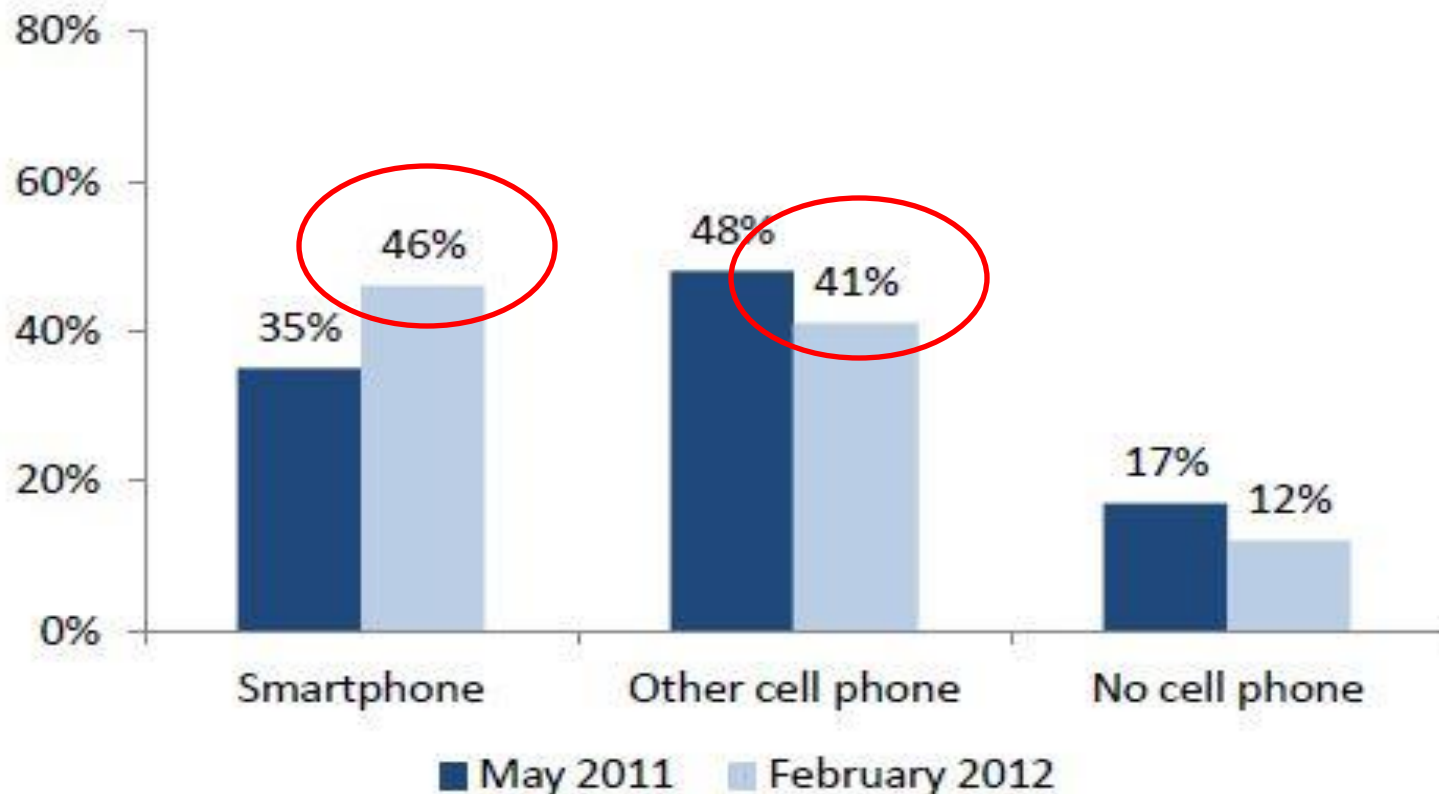
Cell phones and race/ethnicity – 88%



Smartphone tipping point -- 46%

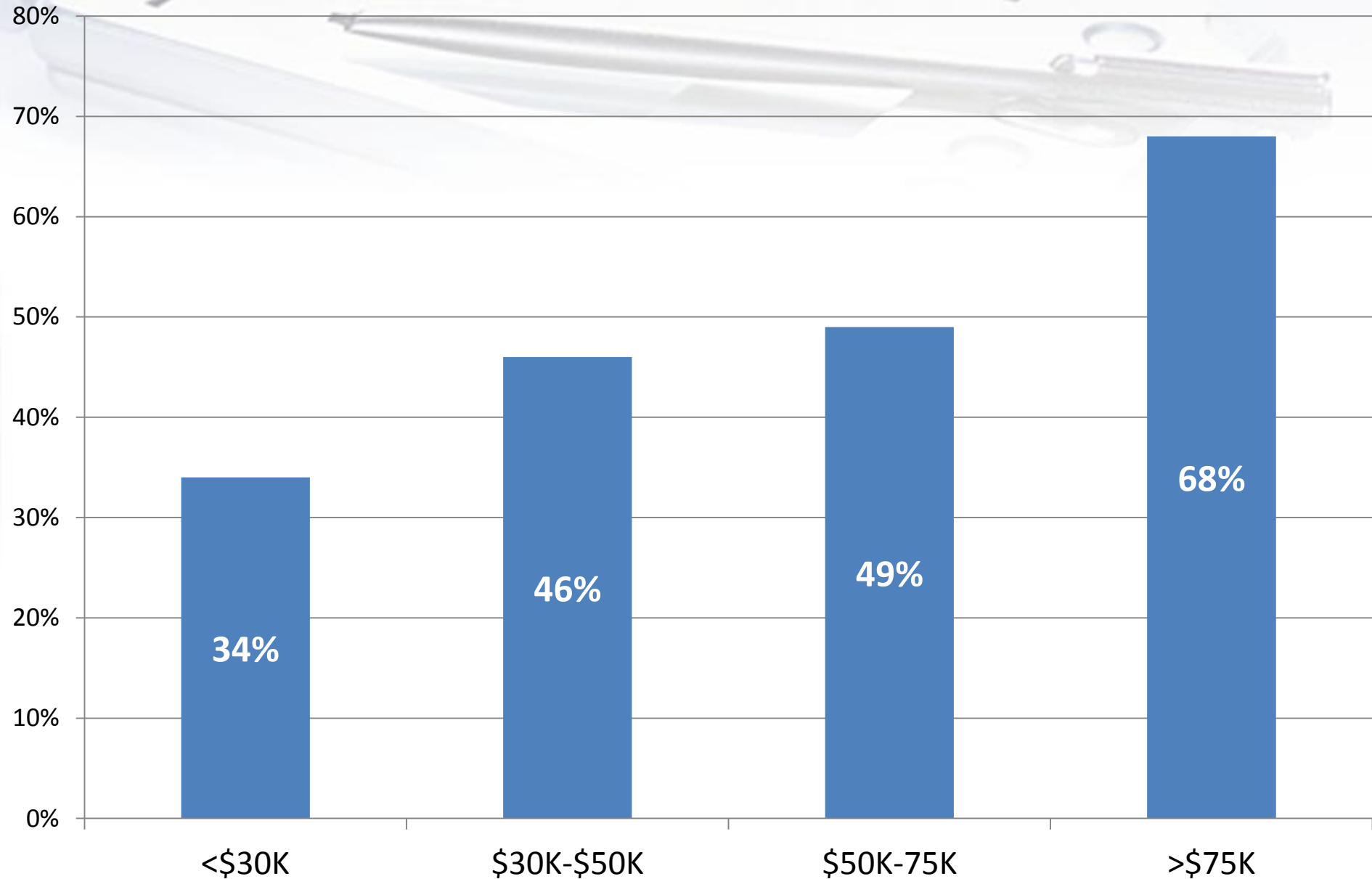
Changes in smartphone ownership, 2011-2012

% of US adults who own...

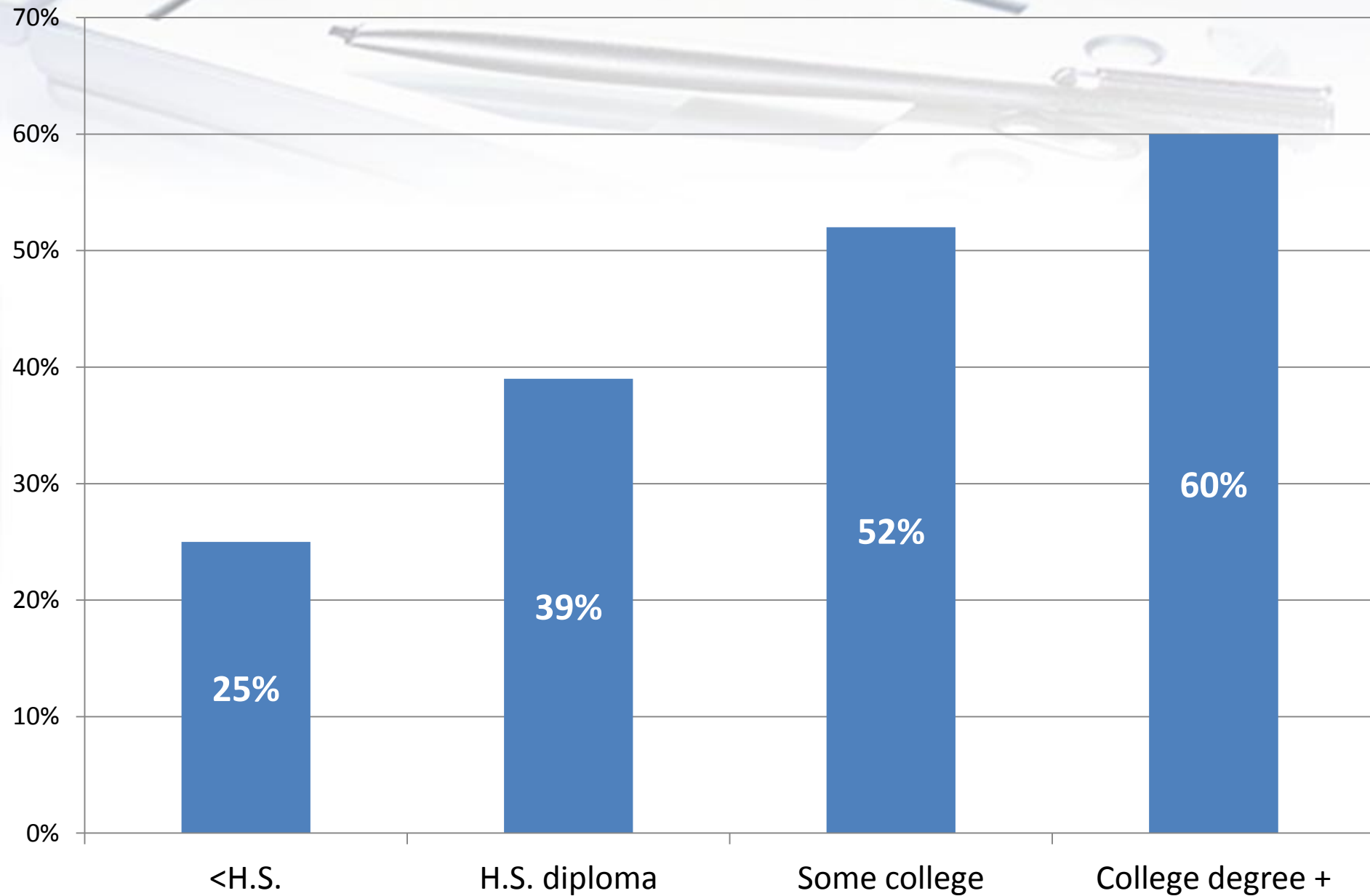


Source: Pew Research Center's Internet & American Life Project April 26-May 22, 2011 and January 20-February 19, 2012 tracking surveys. For 2011 data, n=2,277 adults ages 18 and older, including 755 interviews conducted on respondent's cell phone. For 2012 data, n=2,253 adults and survey includes 901 cell phone interviews. Both 2011 and 2012 data include Spanish-language interviews.

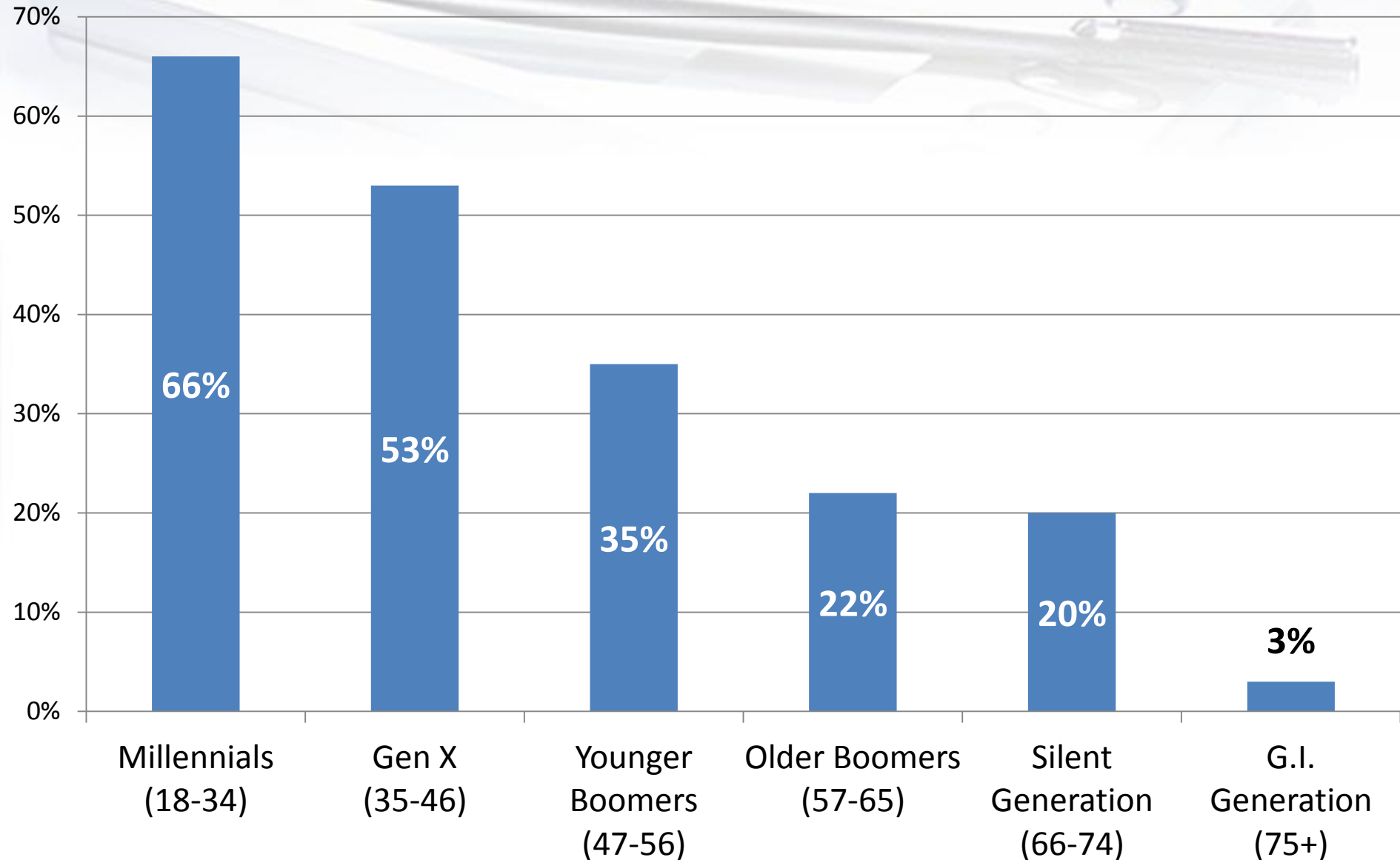
Smartphones and HH income – 46%



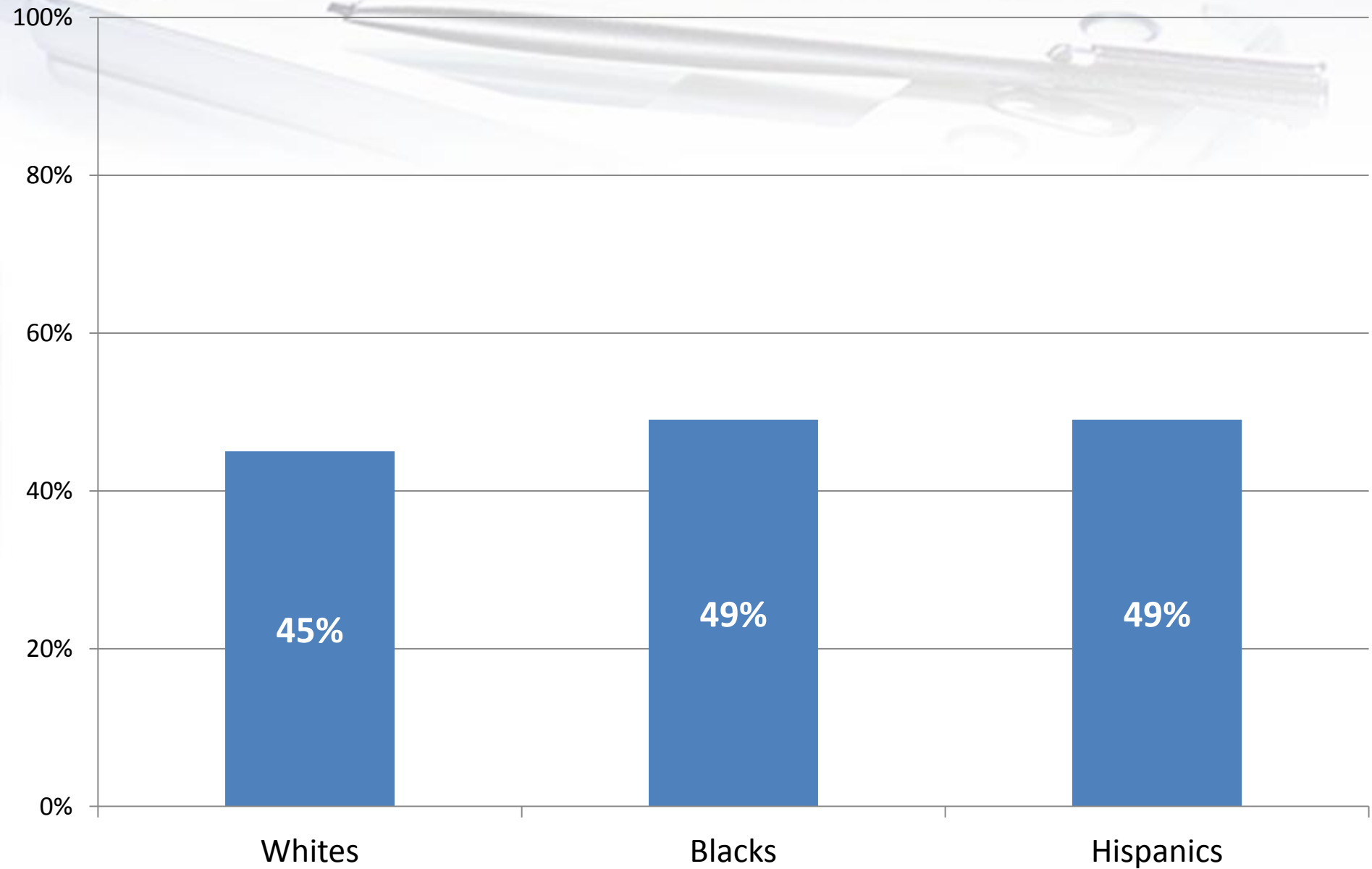
Smartphones and education – 46%



Smartphones and age – 46%



Smartphones and race/ethnicity – 46%



The demographics of smartphone users who go online mostly using their cell phone (May 2011)

All smartphone owners (age 18+ n=688) 25%

Men (n=349) 24

Women (n=339) 26

Race/Ethnicity

White, non-Hispanic (n=417) 17

Black/Hispanic (n=206) 38

Age

18-29 (n=177) 42

30-49 (n=256) 21

50+ (n=240) 10

Household Income

Less than \$30,000/yr (n=131) 40

\$30,000-\$49,999 (n=118) 29

\$50,000+ (n=334) 17

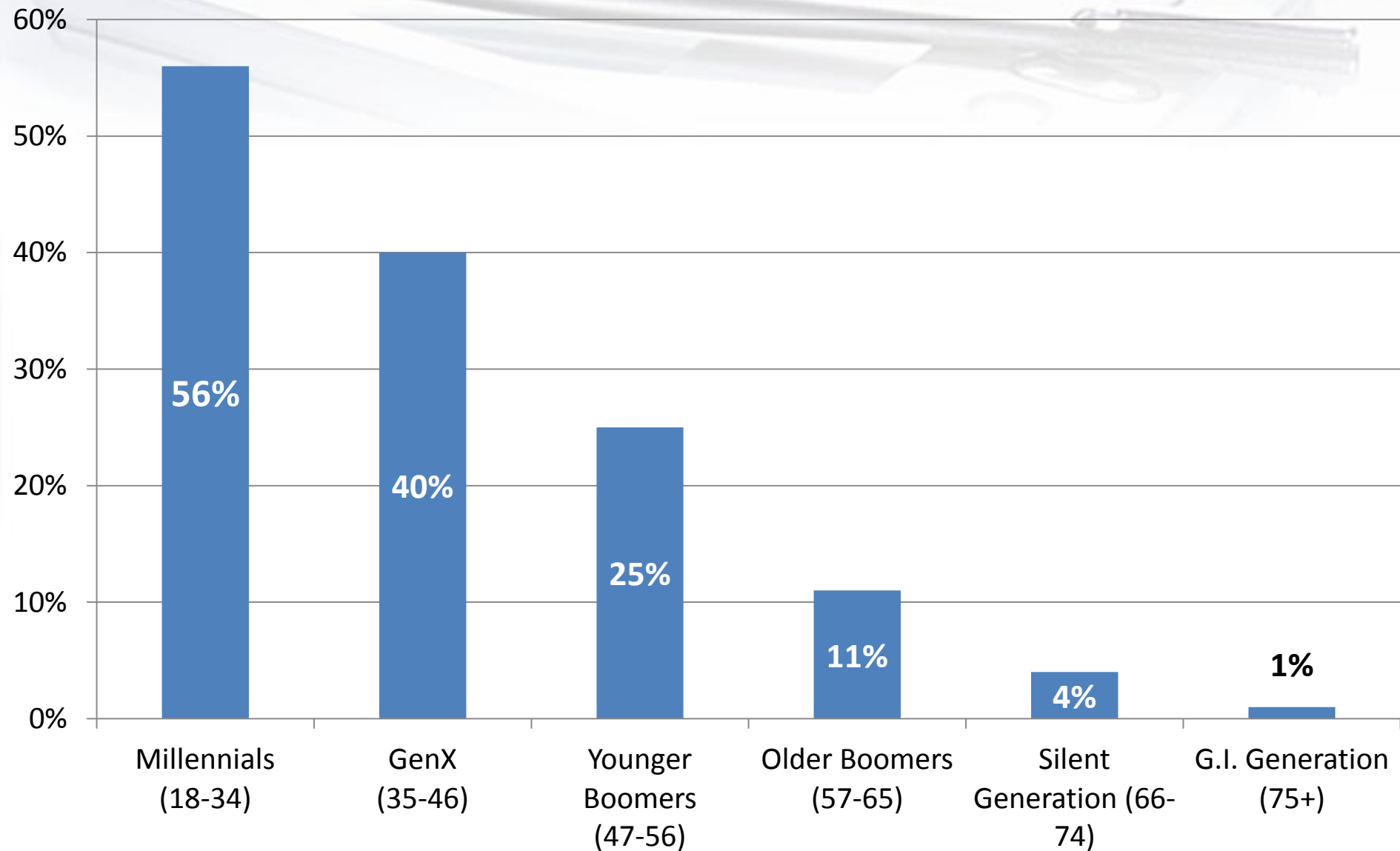
Education level

High school grad (n=169) 33

Some college (n=171) 27

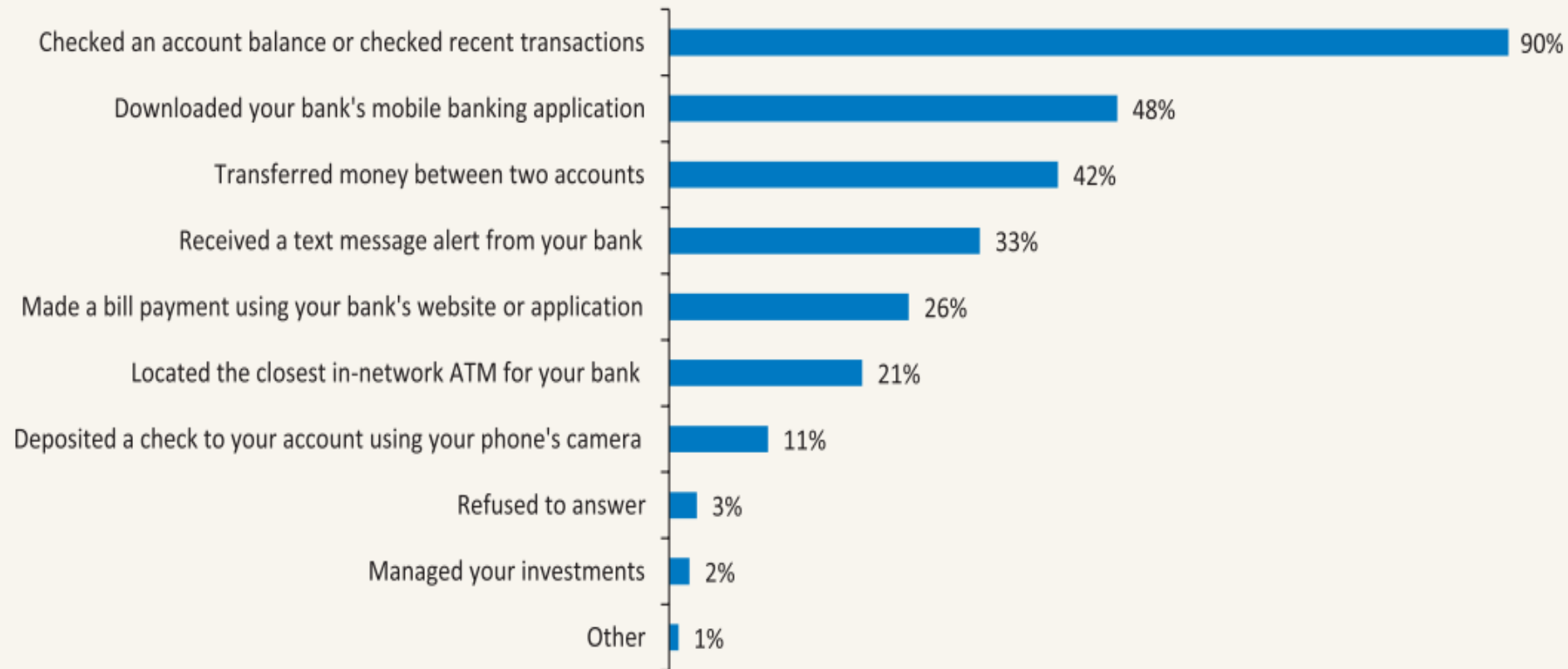
College+ (n=308) 13

Download apps– 46%



	White, non-Hispanic (n=1343)	Black, non-Hispanic (n=232)	Hispanic (n=196)
Send or receive text messages	70	76	83*
Take a picture	71	70	79*
Access the internet	39	56*	51*
Send a photo or video to someone	52	58	61*
Send or receive email	34	46*	43*
Download an app	28	36*	36*
Play a game	31	43*	40*
Play music	27	45*	47*
Record a video	30	41*	42*
Access a social networking site	25	39*	35*
Post a photo or video online	18	30*	28*
Check bank balance or do online banking	15	27*	25*
Mean (out of 14)	4.7	6.1	6.2

Figure 2. Using your mobile phone, have you done any of the following in the past 12 months?



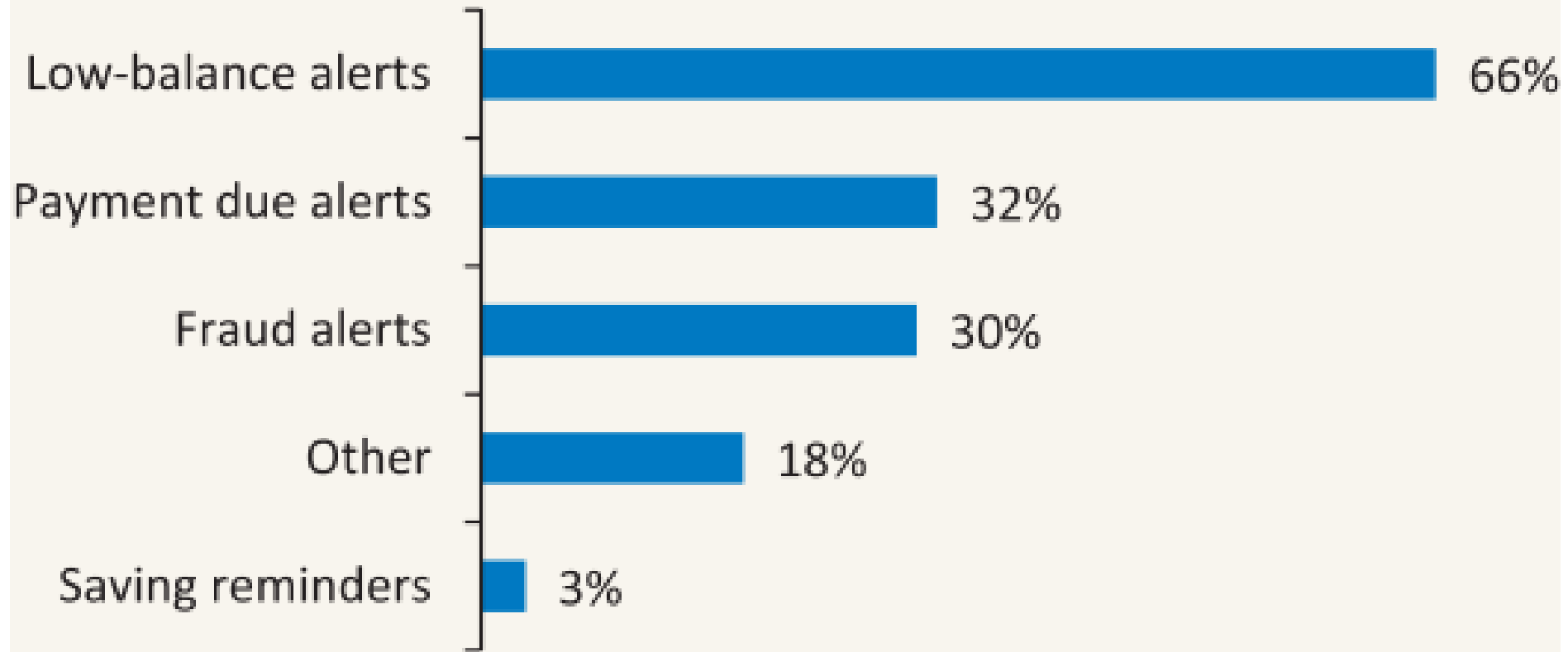
Federal Reserve <http://www.federalreserve.gov/econresdata/mobile-device-report-201203.pdf> "Consumers and Mobile Financial Services"

Figure 5. Would you like to use your mobile phone for any of the following purposes, assuming they were made available to you?



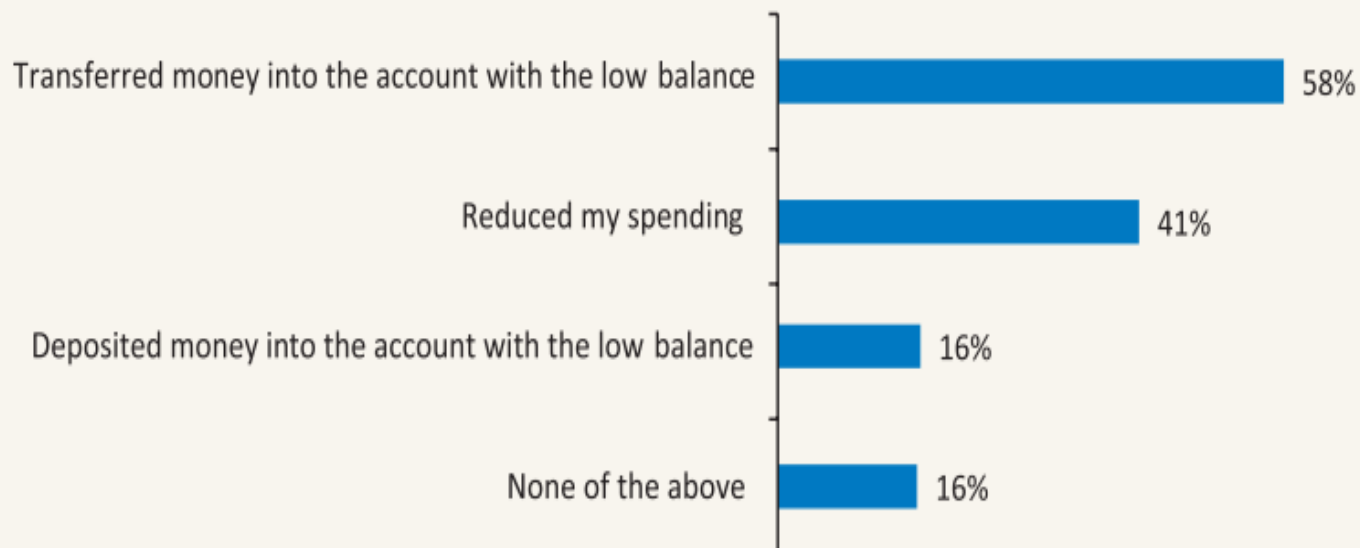
Federal Reserve <http://www.federalreserve.gov/econresdata/mobile-device-report-201203.pdf> "Consumers and Mobile Financial Services"

Figure 6. What kind of text alerts do you receive?

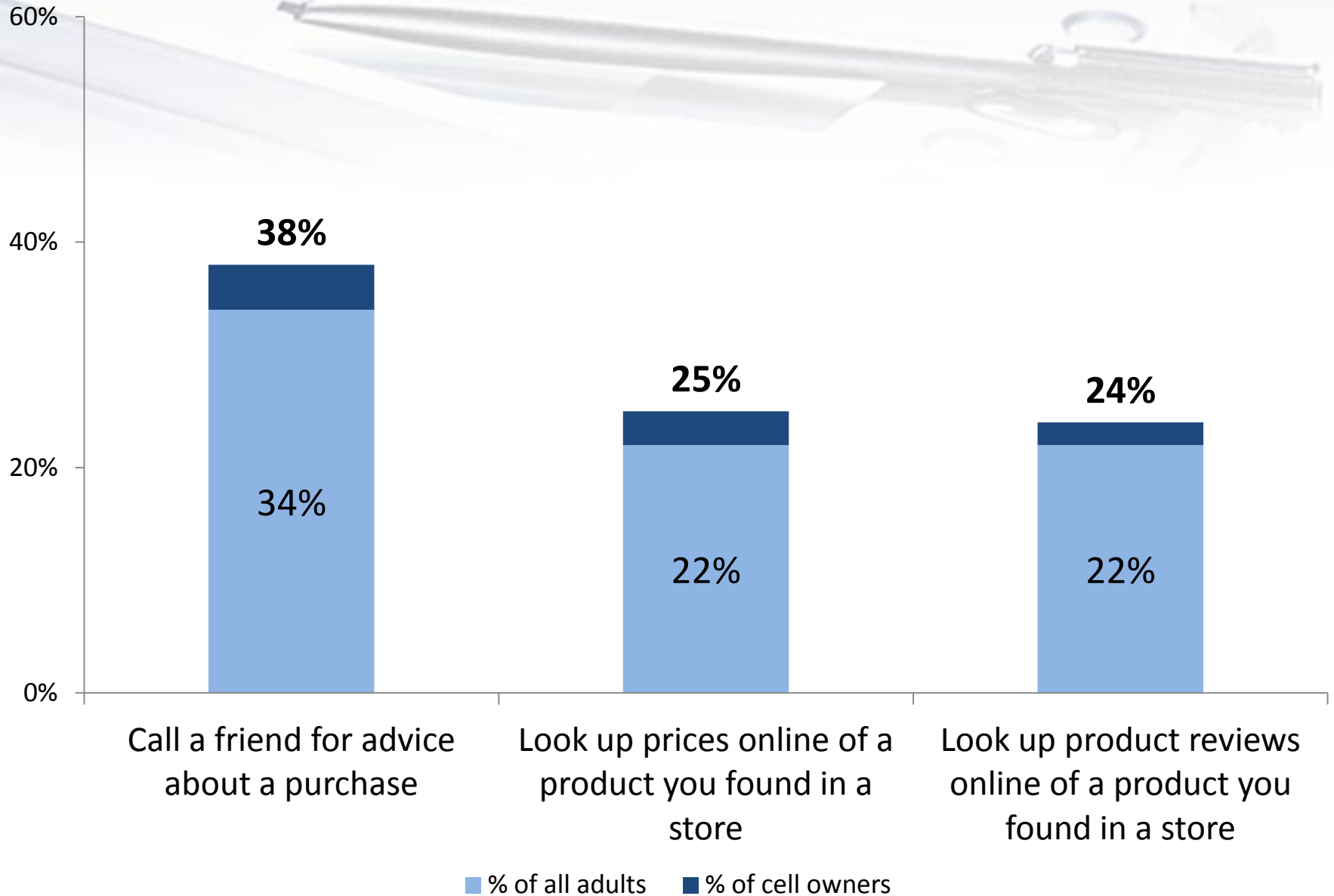


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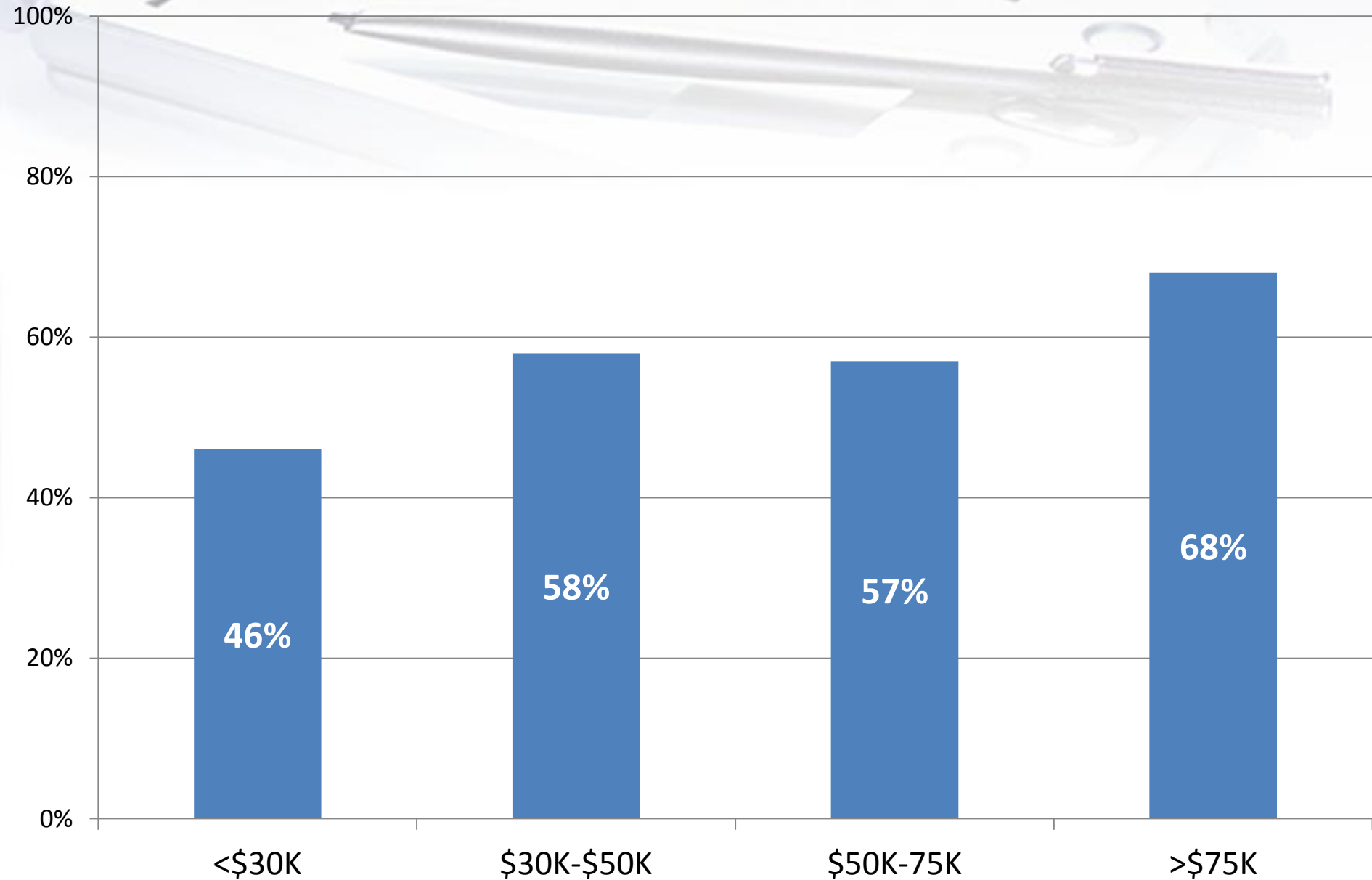
Figure 7. Thinking of the most recent low-balance alert you received by text message, which of the following actions did you take after receiving the alert?



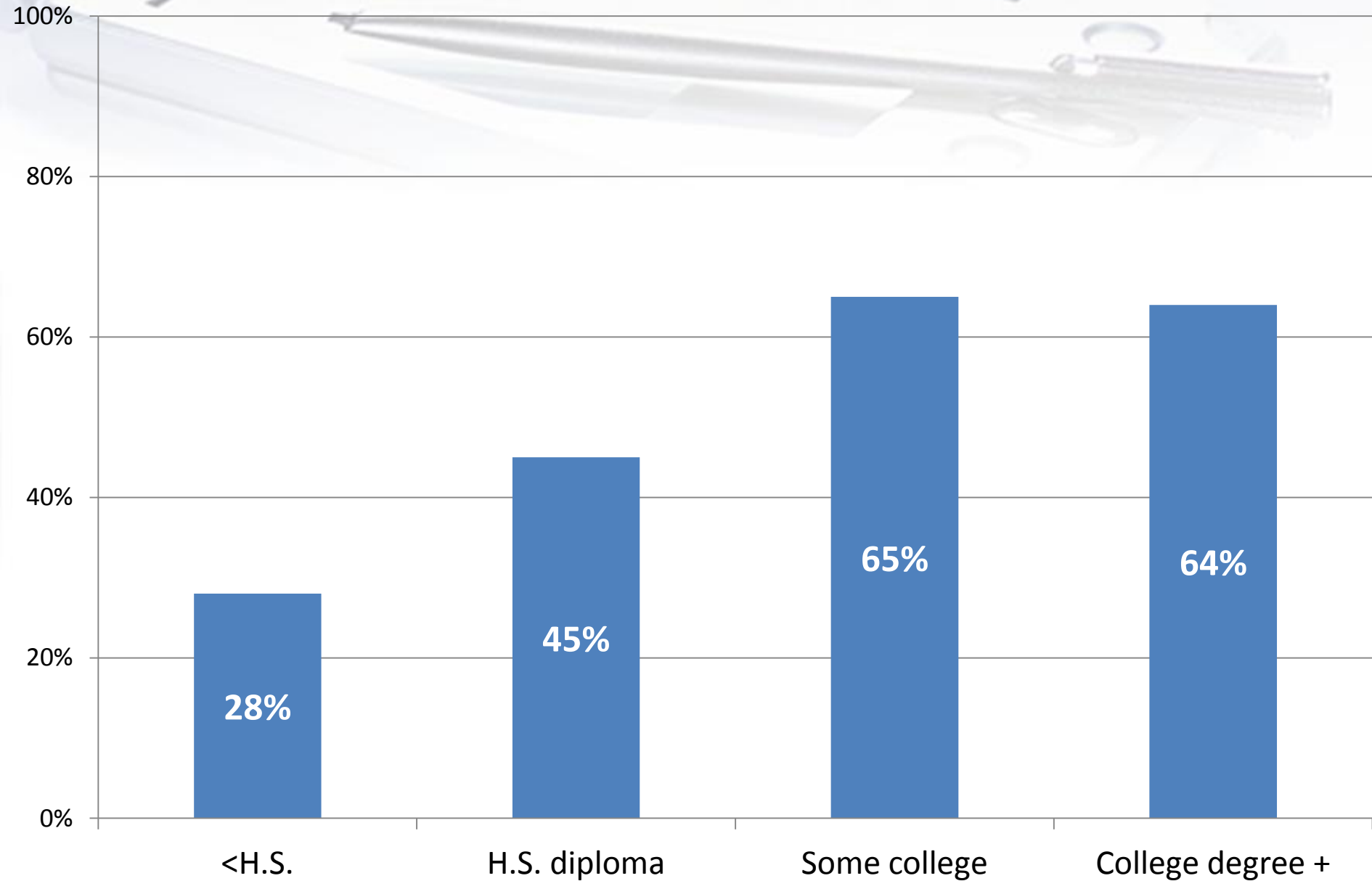
Just-in-time commerce



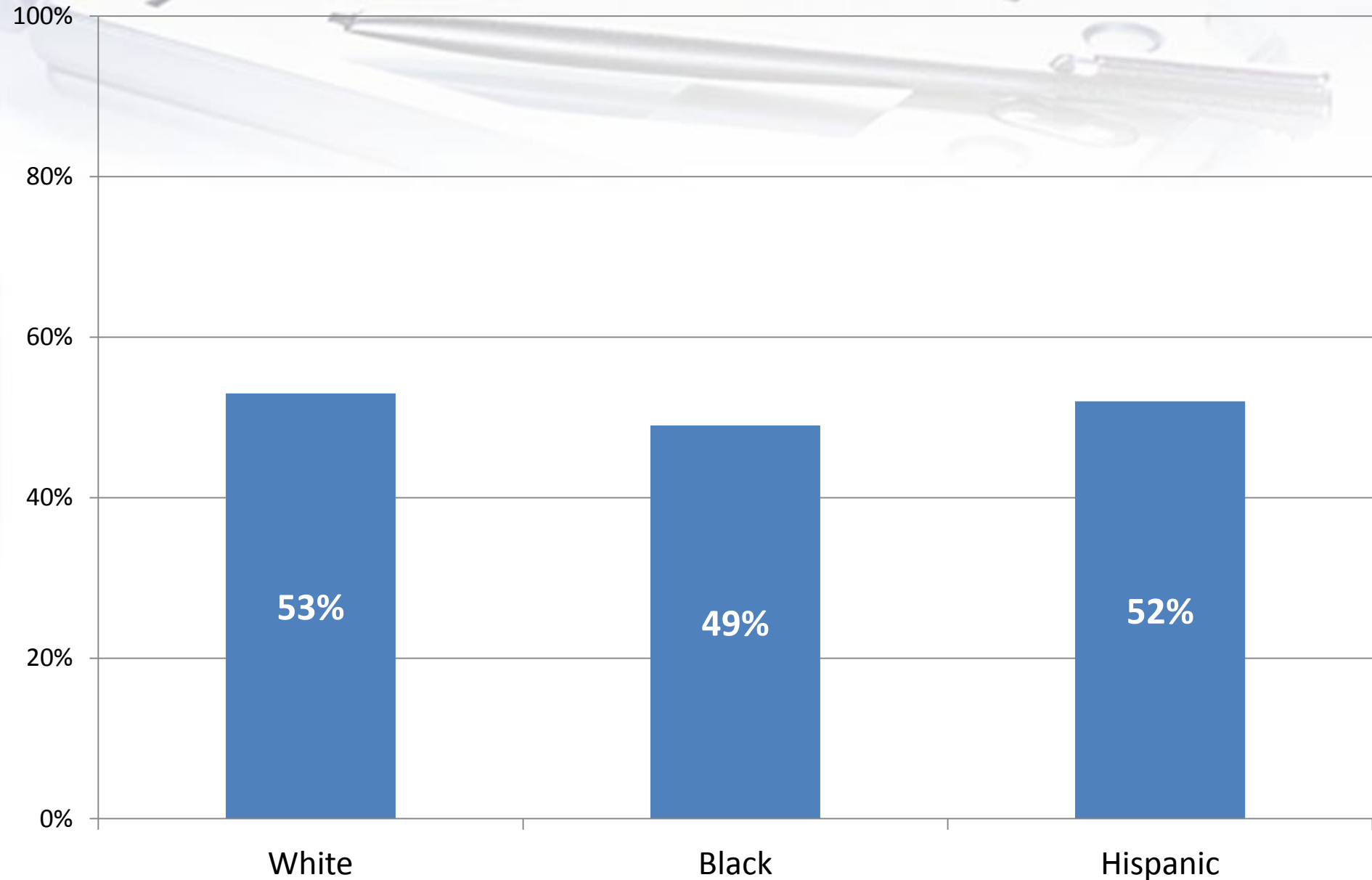
SNS and HH income – 52%



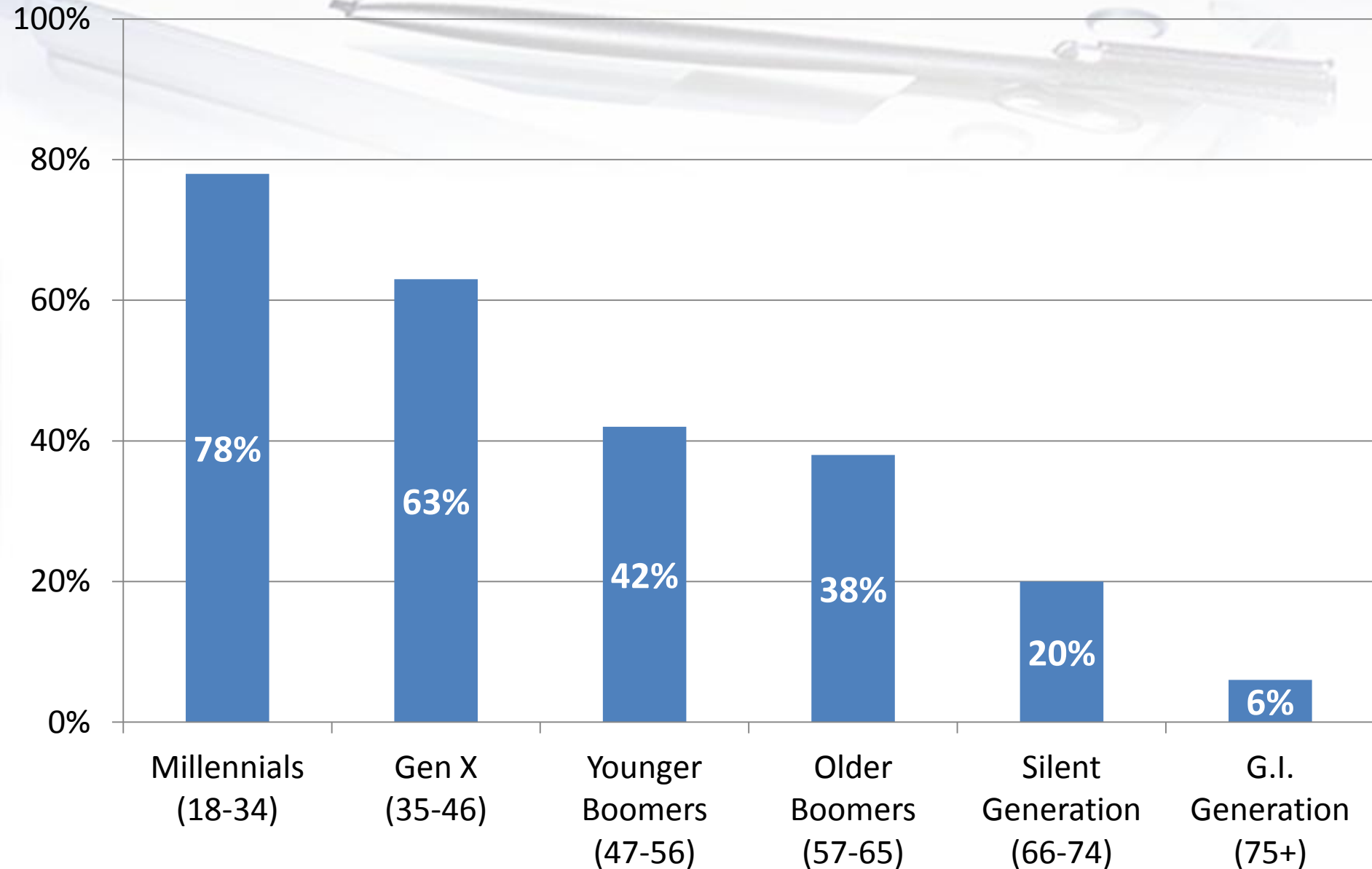
SNS and education – 52%



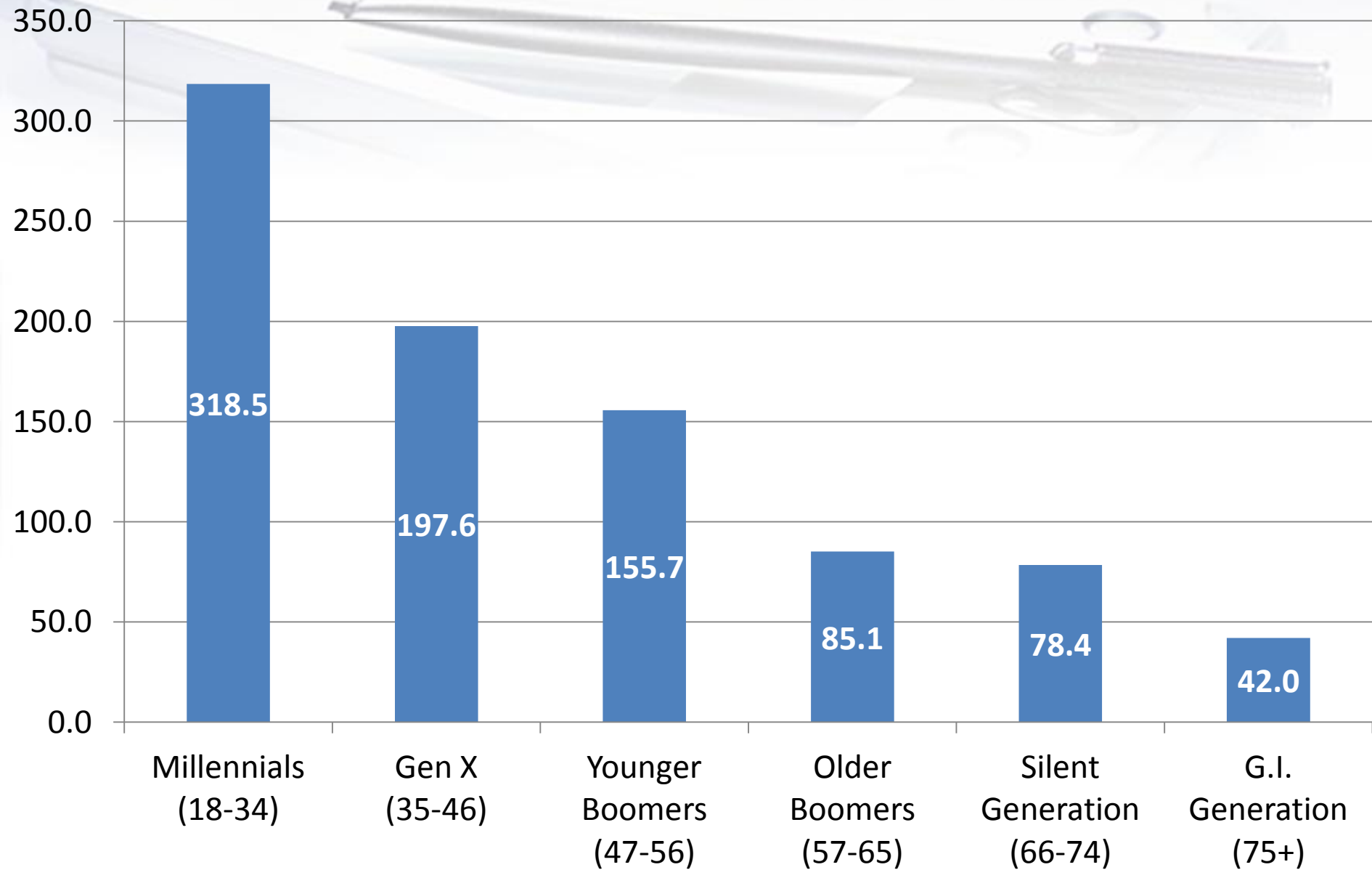
SNS and race/ethnicity – 52%



SNS and age – 52%



Mean side of SNS network





Thank you!