

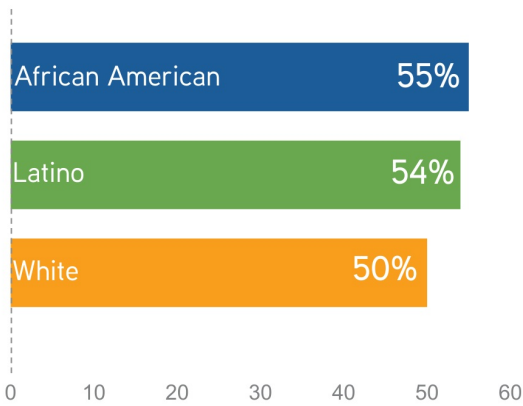
Communities & Wi-Fi

presented by
WifiForward

Understanding the spectrum of use across the human spectrum

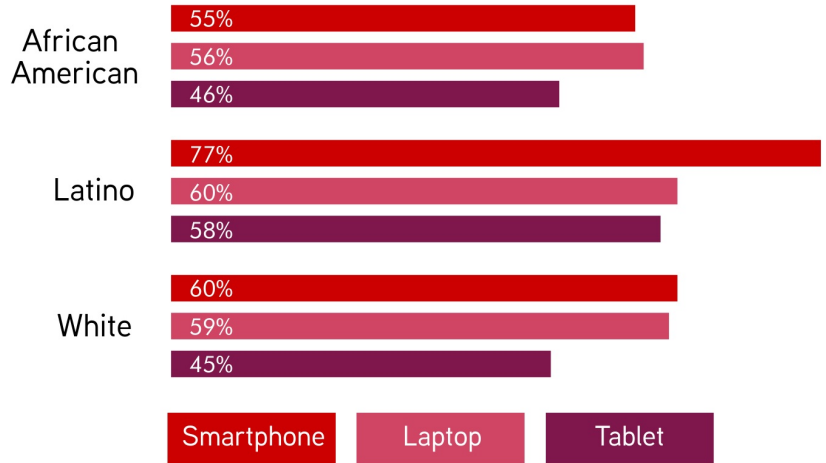
Use of Wi-Fi in Public Places

A new survey for WifiForward shows African Americans and Latinos are more likely to use Wi-Fi in public places and use it more often to get online.

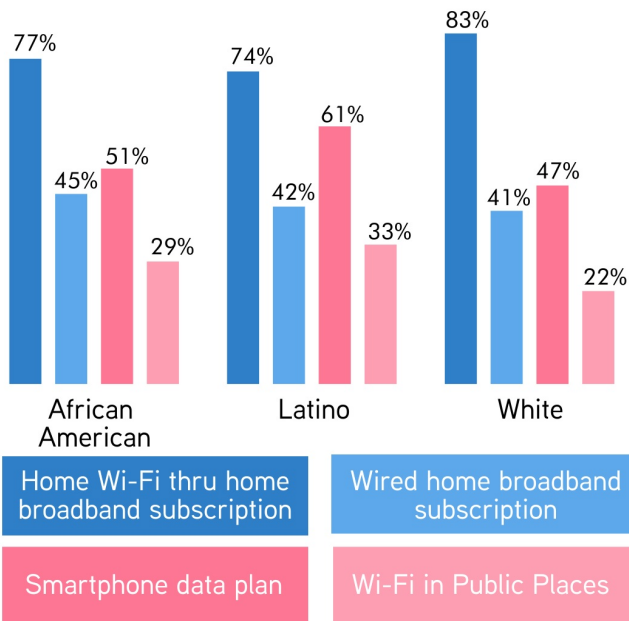


Devices used to connect to Wi-Fi

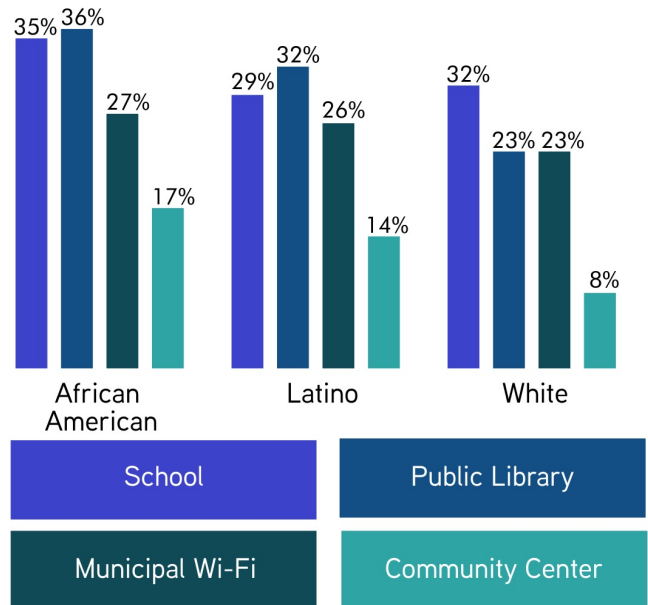
African Americans and Latinos are more likely to access the Internet on smartphones – for Latinos, the smartphone is the primary method for accessing Wi-Fi, too.



How people go online



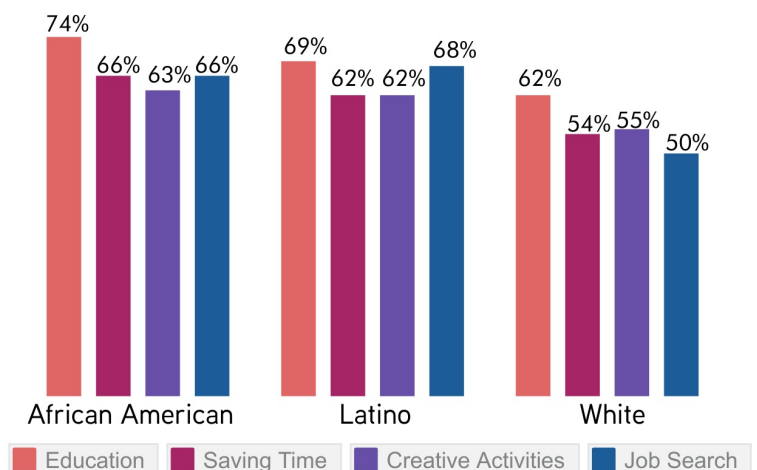
Use of Wi-Fi in public places in detail



Impacts of online access: Wi-Fi users

Wi-Fi networks in public places are catalysts to greater online use and higher levels of satisfaction with how the Internet impacts users' lives. Those who have used Wi-Fi in public places report more positive impacts by an average of 11 percentage points.

These impacts are greater for African American and Latino Internet users.



Based on a national survey and report conducted in December 2014 for WifiForward by John B. Horrigan, PhD and Jason Llorenz, JD. The sample is made up of 434 white adult Internet users, 411 African American adult Internet users, and 418 Latino adult Internet users.