Across Puerto Rico, 46% of adults subscribe to home broadband service, up from 31% in 2010.

International Trends in Internet Use

Percent of individuals who use the Internet*

Puerto Rico data reflect Internet users for 2014.

*Different countries use different methods to measure Internet use and may reflect Internet usage among individuals of different age groups.

**Puerto Rico data reflect Internet users for 2014.

Puerto Rico Source: Connect Puerto Rico
Between 2010 and 2014, home broadband adoption in Puerto Rico grew by 15 percentage points. By comparison, broadband adoption grew by 4 percentage points on the United States mainland between 2010 and 2013.

Puerto Rico Source: Connect Puerto Rico
US Source: Pew Internet Research Center
(http://www.pewinternet.org/2013/08/26/home-broadband-2013/)

*US data only available from 2013. Data for Puerto Rico reflects 2014 survey findings.
Low-income households defined as those that report annual household incomes less than $15,000.

Broadband Adoption Trends in Puerto Rico by Demographic

Percent of adults in each demographic group who subscribe to home broadband service

- Age 65 or older
- No high school diploma
- Low-income households*
- Adults with disabilities
- Rural

*Low-income households defined as those that report annual household incomes less than $15,000.

Broadband Adoption by Demographic

Percent of adults in each demographic group who subscribe to home broadband service

- **United States (2013)**
  - Average: 70%
  - Age 65 or older: 43%
  - No high school diploma: 37%
  - Low-income households: 54%
  - Rural: 62%

- **Puerto Rico (2014)**
  - Average: 46%
  - Age 65 or older: 27%
  - No high school diploma: 16%
  - Low-income households: 38%
  - Rural: 51%

Adults in Puerto Rico trail behind their peers on the United States mainland.

*Low-income households defined in Puerto Rico as those that report annual household incomes less than $15,000; in the United States, low-income households are defined as having annual household incomes less than $25,000.

Puerto Rico Source: Connect Puerto Rico 2014 Residential Technology Assessment
US Source: Pew Internet Research Center (http://www.pewinternet.org/2013/08/26/home-broadband-2013/)
Since 2010, the greatest growth in home broadband adoption has been among lower-income households.

Broadband Speeds and Prices in Puerto Rico

Puerto Rican broadband subscribers report paying less on average, but they report that their advertised download speeds have more than tripled since 2010.

Source: Connect Puerto Rico 2010 and 2014 Residential Technology Assessments. Speed and price data were self-reported as part of these residential surveys.
Mobile Broadband Trends in Puerto Rico

Between 2010 and 2014, mobile broadband usage in Puerto Rico has grown by more than 300%.

This growth parallels a significant increase in laptop and tablet computer ownership on the Island.

Barriers to Home Broadband Adoption

Main barrier to home broadband adoption among adults who do not subscribe

- Perceived lack of relevance: 27% (2012), 29% (2014)
- Cost: 30% (2012), 20% (2014)
- Lack of digital literacy skills: 12% (2012), 14% (2014)
- Broadband is not available: 6% (2012), 5% (2014)
- Access the Internet some other way: 5% (2012), 8% (2014)
- Other: 14% (2012), 17% (2014)

Across Puerto Rico, more than 1.5 million adults do not subscribe to home broadband service.

Source: Connect Puerto Rico 2012 and 2014 Residential Technology Assessments
Cost as a Barrier to Home Broadband Adoption

Between 2012 and 2014, the share of non-adopters who say that the monthly cost of broadband service is their main barrier to adoption has dropped significantly.

Non-adopters who cite the following costs as their main barriers to home broadband adoption

- **Monthly subscription cost**
  - 21% in 2012
  - 13% in 2014

- **Installation costs**
  - 4% in 2012
  - 4% in 2014

- **Hardware costs**
  - 5% in 2012
  - 3% in 2014

Source: Connect Puerto Rico 2012 and 2014 Residential Technology Assessments