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UCLA: Gap exists between Hispanic men and women in Internet use

Fewer Hispanics use the Internet compared to non-Hispanics, and among Hispanics, there is a gap in Internet use between Hispanic men and women with more than two-thirds of men (68 percent) using the Internet, compared to slightly more than half of women (51 percent), according to a new study by the University of California, Los Angeles Center for Communication Policy. Of non-Hispanics, 74 percent of men and 71 percent of women use the Internet, the study says.

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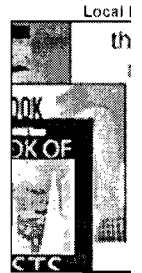
The study also found that a much lower percentage of Hispanics age 35 or older use the Internet compared to non-Hispanics in the same age range. And again, more Hispanic men than women use the Internet.

Hispanic and non-Hispanics alike, concerns remain extremely high about online privacy and credit card information when buying online.

"Latinos express strong opinions about Internet access, trust of online information, their concerns about online privacy and credit card security," says Jeffrey Cole, director of the center.

The study also says that Hispanics in all age ranges use the Internet less than non-Hispanics. Of Hispanics age 34 or younger, 71 percent use the Internet, compared to 90 percent of non-Hispanics. Of Hispanics age 35 and older, less than half (46 percent) use the Internet, compared to almost two-thirds (64 percent) of non-Hispanics.

Hispanic Internet users are somewhat more trusting of the information they find online than are non-Hispanics. Sixty-three percent of Hispanic Internet users say that "most or all" information online is reliable and accurate, compared to 52 percent of non-Hispanics who provided the same response.



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Large numbers of Hispanic Internet users are extremely concerned about their privacy when or if they buy online. More than one-half (54 percent) are either "very concerned" or "extremely concerned" about their privacy when buying online.

Almost three-quarters of adult Hispanic Internet users (74 percent) are "very concerned" or "extremely concerned" about their credit card information when buying online.

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