

Austin Digital ASSESSMENT

AUSTIN INTERNET AND GLOBAL CITIZENS PROJECT



City of Austin Residential Technology Usage Change over Time Snapshot: 2010 vs 2014

Background on the Projects

The 2014 Austin Digital Assessment Project was supported by the Telecommunications & Regulatory Affairs Office of the City of Austin, the Telecommunications and Information Policy Institute at the University of Texas, and faculty and graduate students from the Department of Radio, Television, and Film and the University of Texas. This study on Internet and technology use surveyed a core sample of 12,000 randomly selected addresses and an additional oversample of 3,000 households in geographic areas with lower median incomes located throughout Austin. Potential respondents had opportunities to complete the questionnaire either online, or on a hard copy questionnaire that was mailed to them with a postage-paid return envelope. Respondents had the option of completing the survey in English or in Spanish.

The 2010-2011 Austin Internet and Global Citizens Project was supported by the Telecommunications & Regulatory Affairs Office of the City of Austin, and faculty and doctoral students from the Radio, TV & Film Department and School of Journalism at the University of Texas at Austin. This study on Internet and technology use surveyed a core sample of 12,000 randomly selected addresses and an additional oversample of 3,000 households in geographic areas with lower median incomes located throughout Austin. The randomly selected residents were asked to complete a hard copy questionnaire that was mailed to them with a postage-paid return envelope. Respondents had the option of completing the survey in English or in Spanish.

***Note: There were some minor differences in wording and phrasing for some data points highlighted in this document, but the intended meanings were the same.*

Media Usage

Q2. HOME MEDIA: The following questions ask about the media that you have access to at the place you currently live. Please check your answer.

	Yes (2014)	Yes (2010)
Do you have a home Internet connection?	92.5%	94%
Do you have a smart phone (like iPhone, Blackberry, Android phones)?	86.0%	51%

N. How often do you access the Internet in the following places? (CHECK ONE for each row)

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
	<u>2014</u>	<u>2014</u>	<u>2014</u>	<u>2014</u>	<u>2014</u>	<u>2014</u>
At home (where you currently live)	79.5%	12.7%	3.2%	0.9%	2.1%	1.6%
At work	67.8%	8.6%	3.8%	0.3%	3.1%	16.5%
At school/university	22.8%	4.9%	1.1%	0.5%	6.3%	64.4%
At an Austin Public Library	1.8%	1.1%	3.0%	3.1%	14.9%	76.1%
Coffee Shop or other private business	6.4%	4.9%	19.7%	14.7%	24.1%	30.2%
At the home of a friend/family member	11.2%	6.9%	18.1%	20.2%	24.8%	18.8%
At a community center or other public place like a city bus	4.0%	2.1%	3.2%	11.5%	20.8%	58.3%
City of Austin Free Public WiFi	1.2%	1.0%	4.1%	3.8%	17.8%	72.1%

2010

Table 3.2. Internet Access Places of Entire Sample

Internet access points	(n= 1,510)
Home	94.2
Work	62.4
School/University	12.1
Austin Public Library	8.6
Coffee shop	24.5
Home of friend/family	36.6
Other	7.9

Percentages add up to more than 100% because of multiple responses

Q3. INTERNET: We would now like to ask about your use of the Internet.

A. Do you use the Internet at all on any device at any location? (ex. surf the web, chat, email)?

Yes (2014) = 91.9% No (2014)= 8.1%
Yes (2010) = 92.2% No (2010)= 7.8%

Internet Non-Users

B. If you wanted to start using the Internet, do you feel that you know enough about computers and technology to be able to do that on your own, or would you need someone to help you? (CHECK ONE)

	<u>2014</u>	<u>2010</u>
<input type="checkbox"/> I know enough to go online on my own.	33.5%	22.5%
<input type="checkbox"/> I would need someone to help me.	42.1%	55.6%
<input type="checkbox"/> I would not want to start using the Internet.	24.4%	21.9%

C. Thinking about the reasons why you do NOT use the Internet, please indicate how much you agree or disagree with the following statements. (CHECK ONE for each row)

	S. Agree/Agree (2014)	S. Agree/Agree (2010)
An Internet connection is too expensive.	61.9%	**66% of people with home Internet
I am concerned about my safety and privacy.	56.2%	47%
I do not have enough time.	40.6%	67.2%
I am not interested.	44.1%	26%
I don't need to go online because I have someone who will do it for me	33.3%	
I have no one to teach me how to go online	41.5%	
I do not speak English well enough to use the Internet	26.0%	
Using the Internet is too difficult	36.9%	