

# Austin Digital ASSESSMENT



## Background on the Project

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. The sample of 15,000 randomly selected addresses was ordered from the US Data Corporation. 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.

## 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	No	DK
Do you have a home Internet connection?	92.5%	7.4%	0.1%
Do you have a TV in your current residence?	97.0%	3.0%	0%
Do you subscribe to cable TV (ex. Time Warner, Grande, UVerse)?	57.6%	42.1%	0.2%
Do you subscribe to satellite TV (ex. DIRECTV, DISH)?	9.6%	90.0%	0.5%
Is there a game console in your current residence (ex. PlayStation, Wii, Xbox)?	52.0%	47.6%	0.4%
If <b>YES</b> , is the game console connected to the Internet?	63.4%	33.9%	2.6%
Is there a desktop computer you can use in your current residence?	57.0%	42.9%	0.1%
Do you have a laptop or notebook computer?	83.8%	16.1%	0.1%
Do you have a home phone line (wired, landline)?	39.2%	60.6%	0.2%
Do you have a cell phone?	96.6%	3.7%	0%
If <b>YES</b> , Do you have a smart phone (like iPhone, Blackberry, Android phones)?	86.0%	13.9%	0.1%
Do you have a tablet (iPad, Kindle Fire, Surface, etc.)?	60.1%	39.8%	0.1%

**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
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%

**Table 9 Activity by device**

Table 9 shows what people do with different devices or forms of access at least daily (“daily” or “multiple times per day”). This shows that certain kinds of online activity, such as email, are actually now more common on smart phones than on PCs.

Devices	Internet access (%)	Email (%)	Games (%)	Social Network (%)	Banking (%)	Listen to Music (%)	Read Online (%)
PC	78.1	66.8	13.4	46.4	13.2	47.7	29.3
Smart phone	75.1	67.1	19.9	50.5	18.1	43.5	22.3
Tablet	34.9	25.9	10.8	20.0	4.5	12.2	18.5
Game consoles	11.7	0.2	6.8	0.5	6.1	1.3	6.1
Library / PCC	1.0	1.0	0.7	0.1	0.1	0.7	0.5

Note: The table shows what people do with different devices or forms of access at least daily (“daily” or “multiple times per day”).

**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 = 91.9%    No = 8.1%

**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)**

- I know enough to go online on my own.    33.5%
- I would need someone to help me.    42.1%
- I would not want to start using the Internet.    24.4%

**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	Neutral	Disagree	S. Disagree
An Internet connection is too expensive.	43.3%	18.3%	14.1%	21.8%	2.5%
I am concerned about my safety and privacy.	36.5%	19.7%	21.3%	15.3%	7.3%
I do not have enough time.	11.5%	29.1%	43.2%	9.7%	6.6%
I am not interested.	23.8%	20.3%	38.1%	11.0%	6.8%
I don't need to go online because I have someone who will do it for me	13.4%	19.9%	33.5%	17.9%	15.4%
I have no one to teach me how to go online	10.2%	31.3%	22.3%	14.7%	21.5%
I do not speak English well enough to use the Internet	20.4%	5.6%	24.4%	21.4%	28.2%
Using the Internet is too difficult	20.8%	16.1%	28.8%	15.8%	18.5%

