

Dear Austin Resident,

You have been selected from a random list of Austin residents to participate in a research survey, entitled the Austin Digital Assessment and conducted by the City of Austin in partnership with the University of Texas at Austin (UT). If you are a current resident of this address and are age 18 or older, we request that you complete the following survey. If there are multiple adults in your home, please have the person with the most recent birthday complete the survey. Completing the survey may take up to 20-30 minutes of your time.

This survey asks about your use of communications technology and your access to it. Even if you believe you don't use communication technology, your response is important to us. Your participation in this study will help both the City and UT to understand the needs of the community and how to include all of Austin in the new digital media environment. Your participation is entirely voluntary and you may decline to answer any question. If you choose to participate, your personal information will not in any way be associated with your responses. All responses you provide will be kept private and used for the purposes of this study only. Risks to participants are considered minimal. There will be no cost or direct benefit to you for participating in this study.

If you have any questions, please call Dr. Sharon Strover at (512) 471-5826. This study has been reviewed and approved by The UT Institutional Review Board (IRB). If you have questions about your rights as a study participant, or are dissatisfied with any aspect of this study, you may contact – anonymously, if you wish – the IRB by phone at (512) 471-8871 or email at orsc@uts.cc.utexas.edu. Thank you in advance for your participation.

To protect your privacy, survey responses will only be identified through an access number rather than identifiable personal information. Please enter the access number found on your postcard at the top of your survey below.

If you prefer to take the survey online, you may do so by visiting the website <http://www.atxdigitalassessment.com>

We greatly value your help with this important project, and thank you for participating.

Sincerely,

University of Texas at Austin, Telecommunications and Information Policy Institute and

City of Austin, Office of Telecommunications and Regulatory Affairs

THE AUSTIN DIGITAL ASSESSMENT

PLEASE ENTER YOUR ACCESS NUMBER: _____

Q1. HOUSEHOLD: We would like to begin by asking you some questions about your household.

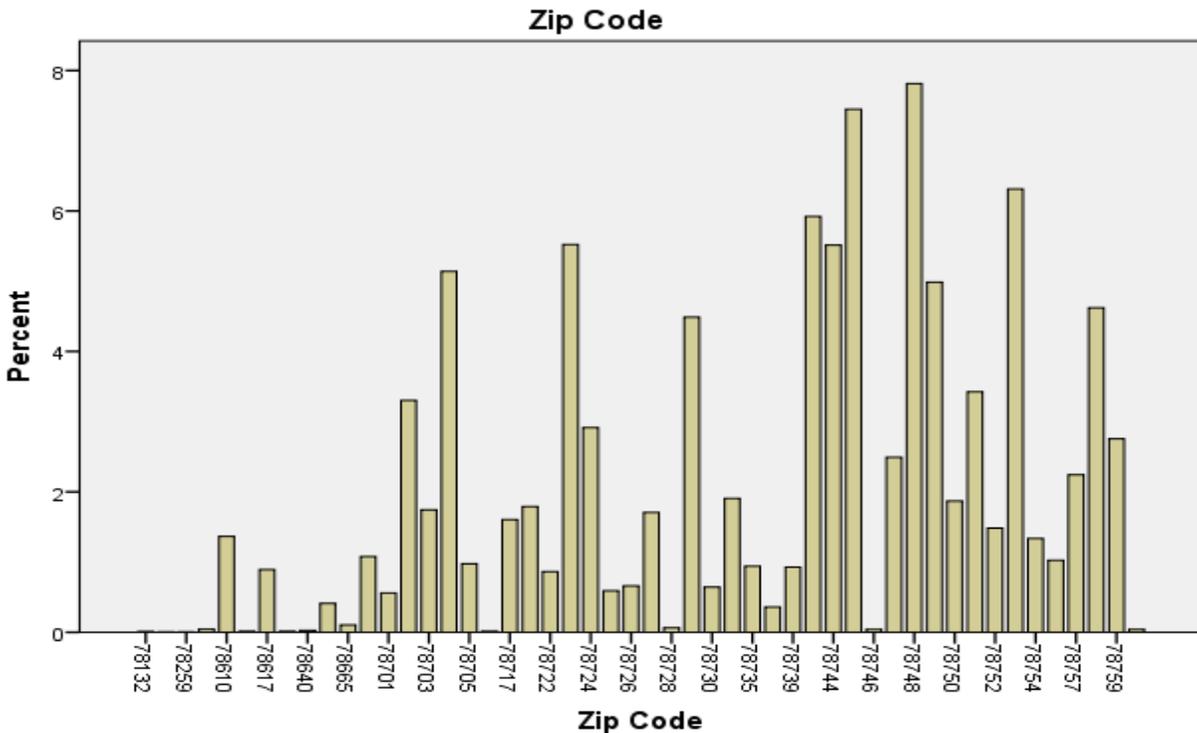
A. Including yourself, how many adults (age 18 or older) live in the place you currently live? _____

- 1 Adult = 22.5%
- 2 Adults = 49.9%
- 3 Adults = 19.4%
- 4 Adults = 5.8%
- 5 Adults = 2.3%
- 6 Adults = 0.0%
- 19 Adults = 0.1%

B. How many children (under the age of 18) live with you in the place you currently live? _____

- 0 Children = 70.8%
- 1 Child = 9.1%
- 2 Children = 15.7%
- 3 Children = 3.7%
- 4 Children = 0.4%
- 5 Children = 0.4%

C. What is your zip code? _____



Cases weighted by Raked Weight

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 YES, 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 YES, 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%

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%

↳ **If YES please move to question H on page 3.**

↳ **If NO please continue answering below**

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%

D. There is currently free public computer training at various locations around Austin. Would you be interested in participating in free training through a local organization?

Yes = 36.1% No = 63.9%

↳ **If no, please skip to question F**

E. If you were to attend free computer training, what would you be interested in learning about? *

- Social Media 1.0%
- Email 2.4%
- Job Searching and online job applications 1.3%
- Software (learning Microsoft Office, for example) 1.9%
- Learning to create or edit my own work (writing, photos, videos, website, etc.) 3.6%

*percentages for this question include all survey respondents in the total

F. If you could subscribe to a home broadband service at a price you considered acceptable, would you do so?

Yes = 62.9% No = 37.1%

G. At what monthly price would you consider a home broadband Internet subscription to be "too expensive to consider"?

- \$10-15 36.6%
- \$16-25 4.5%
- \$26-35 12.2%
- \$36-45 8.8%
- \$61-75 30.7%
- Over \$75 7.3%

↳ **If you do NOT use the Internet, please continue to Section Q5 on page 8.**

H. How many years have you been using the Internet? Mean = 14.88 years.

I. Other than yourself, who taught you to use the Internet? (CHECK ALL THAT APPLY)

<input type="checkbox"/> My father or mother	26.3%
<input type="checkbox"/> My brother or sister	15.1%
<input type="checkbox"/> My spouse or partner	9.8%
<input type="checkbox"/> My son or daughter	8.0%
<input type="checkbox"/> Another relative	5.6%
<input type="checkbox"/> Computer course trainer	11.9%
<input type="checkbox"/> A friend	27.9%
<input type="checkbox"/> A Teacher	27.1%
<input type="checkbox"/> A Librarian	9.3%
<input type="checkbox"/> A Coworker	12.4%
<input type="checkbox"/> Just myself, No one else	29.8%
<input type="checkbox"/> Other: _____	3.8%

J. To what extent do you rely on a family member or friend in order to look things up on the Internet?

Rely a great deal on someone else:	4.2%
Rely somewhat on someone else:	4.6%
Rely rarely on someone else:	16.3%
Don't rely on anyone:	74.9%

K. Do you plan to upgrade to Ultra-high speed Internet service (such as that promised by AT&T, Google, Grande, Time Warner) when it becomes available? This service is as much as 100 times faster than cable broadband.

Will upgrade when available:	26.6%
Will upgrade but not immediately:	8.2%
Depends on price:	44.4%
No, will keep current service:	12.9%
Don't know:	8.0%

L. How aware are you of the following ultra-high speed services (1 = not aware, 5 = very aware)

	Not Aware	2	3	4	Strongly Aware
Time Warner Cable	31.7%	11.2%	14.1%	15.7%	27.3%
Grande	48.0%	12.6%	12.4%	7.4%	19.7%
AT&T Uverse	24.0%	8.7%	19.2%	18.6%	29.6%
Google Fiber	17.8%	5.9%	14.2%	17.2%	44.9%

M. Please indicate how much you agree or disagree with the following statements regarding how you feel about your Internet skills. (CHECK ONE for each row)

I feel capable of	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Uploading content (Ex. Videos, photos, music) to a website	64.8%	17.3%	9.1%	4.0%	4.8%
Blocking spam or unwanted content	50.1%	29.2%	10.2%	5.8%	4.7%
Adjusting my privacy settings online	50.3%	30.9%	9.2%	4.6%	5.1%
Bookmarking a website or adding a website to my list of favorites	78.7%	11.6%	4.0%	2.8%	2.9%
Comparing different sites to check the accuracy of information	67.8%	18.2%	7.8%	3.3%	3.0%
Creating and managing my own personal profile on a social network site	64.4%	15.5%	11.5%	3.8%	4.7%
Creating and managing my own personal website	29.5%	19.1%	25.0%	13.3%	13.1%
Recognizing a phishing request	46.9%	19.7%	12.7%	12.8%	7.9%
Making my own content (Ex. Videos, photos, music)	43.1%	23.2%	16.7%	8.7%	8.2%

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%

Q4. DEVICE USAGE: We would now like to ask about the devices you use to access the Internet. How often do you:

A. **Access the Internet** on the following devices?

(CHECK ONE for each row)

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	75.2%	7.1%	4.1%	0.7%	1.7%	11.1%
Tablet	28.7%	13.0%	16.2%	7.2%	5.4%	29.5%
Personal Computer	67.1%	16.5%	7.9%	1.0%	2.4%	5.2%
Computer at a city library/lab	0.3%	0.9%	1.7%	1.9%	21.6%	73.6%
A Game Console	8.3%	6.9%	11.9%	4.4%	14.1%	54.5%

B. Read or send email?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	62.1%	10.8%	4.8%	2.4%	3.7%	16.2%
Tablet	17.6%	13.2%	13.3%	3.3%	12.2%	40.3%
Personal Computer	54.2%	17.2%	11.9%	6.4%	4.2%	6.2%
Computer at a city library/lab	0.4%	0.9%	1.5%	1.0%	13.3%	82.9%
A Game Console	0.3%	0.1%	0.2%	0.3%	5.6%	93.6%

C. Play online games?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	10.8%	10.9%	13.6%	4.7%	13.5%	46.6%
Tablet	5.2%	7.5%	12.3%	6.6%	13.5%	54.8%
Personal Computer	7.6%	6.7%	9.4%	6.9%	17.8%	51.6%
Computer at a city library/lab	0.1%	0.8%	0.3%	0.1%	4.4%	94.4%
A Game Console	2.6%	6.2%	9.2%	7.9%	9.7%	64.4%

D. Buy a product online?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	1.2%	0.3%	10.1%	23.0%	30.3%	35.0%
Tablet	0.8%	0.3%	8.1%	15.6%	20.0%	55.3%
Personal Computer	1.4%	0.9%	20.4%	45.2%	21.2%	10.8%
Computer at a city library/lab	0.1%	0.1%	0%	0.1%	2.2%	97.5%
A Game Console	0.4%	0.1%	0.1%	3.6%	6.4%	89.5%

E. Use online banking services or pay bills online?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	9.2%	10.7%	16.6%	11.2%	15.4%	36.9%
Tablet	1.7%	3.7%	9.0%	7.6%	12.6%	65.3%
Personal Computer	3.9%	10.2%	37.0%	25.8%	5.3%	17.9%
Computer at a city library/lab	0.2%	0%	0%	0.4%	2.4%	97.0%
A Game Console	0.1%	0%	0%	0.2%	1.1%	98.6%

F. Create and post original media (writing, art, music, videos)?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	6.1%	4.1%	12.7%	7.2%	16.2%	53.7%
Tablet	1.7%	1.2%	4.2%	6.0%	16.1%	70.9%
Personal Computer	3.1%	4.1%	12.5%	13.7%	23.9%	42.7%
Computer at a city library/lab	0.2%	0%	0.1%	0.2%	3.3%	96.2%
A Game Console	0.2%	0.1%	0%	0.4%	1.3%	98.1%

G. Listen to music or radio?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	27.9%	19.6%	14.8%	5.5%	8.2%	23.9%
Tablet	7.0%	7.5%	10.8%	6.1%	14.4%	54.2%
Personal Computer	17.2%	20.6%	21.8%	8.1%	11.7%	20.6%
Computer at a city library/lab	0.3%	0.6%	0%	0.1%	3.8%	95.2%
A Game Console	0.9%	0.8%	4.9%	2.5%	7.6%	83.3%

H. Participate in a discussion forum?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	9.2%	3.2%	5.8%	4.7%	16.3%	60.9%
Tablet	3.9%	3.0%	3.3%	3.2%	13.1%	73.5%
Personal Computer	9.5%	5.3%	7.8%	8.8%	18.2%	50.3%
Computer at a city library/lab	0%	0.6%	0.1%	0%	2.7%	96.6%
A Game Console	0%	0.2%	0.1%	0.1%	1.5%	98.2%

I. Use social networking sites? (Myspace, Facebook, LinkedIn, Twitter)

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	41.0%	14.0%	8.8%	3.9%	4.0%	28.4%
Tablet	12.5%	11.3%	8.8%	6.0%	9.1%	52.3%
Personal Computer	32.4%	17.4%	11.4%	5.8%	9.6%	23.2%
Computer at a city library/lab	0.1%	0.1%	0.2%	1.3%	7.1%	91.2%
A Game Console	0.4%	0.3%	0%	0.5%	3.1%	95.8%

J. Read e-books, online magazines, or online newspapers?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	13.7%	10.6%	16.6%	9.0%	11.0%	39.1%
Tablet	8.8%	13.3%	10.9%	10.8%	7.6%	48.7%
Personal Computer	14.5%	17.0%	14.5%	6.1%	11.8%	36.1%
Computer at a city library/lab	0.2%	0.4%	0.3%	0.5%	4.3%	94.3%
A Game Console	0.1%	0%	0%	0.1%	1.2%	98.6%

K. Comment on TV content while watching TV?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	1.0%	2.5%	5.5%	2.8%	8.6%	79.7%
Tablet	0.5%	0.4%	1.2%	2.2%	6.8%	88.8%
Personal Computer	0.4%	0.6%	3.5%	2.9%	8.7%	83.9%
Computer at a city library/lab	0%	0%	0.2%	0.1%	0.5%	99.2%
A Game Console	0.1%	0.6%	0%	0%	0.7%	98.6%

L. Pay utility bills or check city information?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Smart Phone	3.6%	2.0%	5.3%	17.2%	13.4%	58.6%
Tablet	0.9%	1.7%	4.1%	10.2%	11.8%	71.4%
Personal Computer	1.4%	3.7%	11.8%	41.4%	14.6%	27.0%
Computer at a city library/lab	0.1%	0.1%	0%	0.2%	2.6%	97.1%
A Game Console	0.2%	0%	0%	0%	0.9%	98.9%

Q5. GENERAL MEDIA: Here we have some more specific questions about your use of media.

A. Which of the following services or devices do you use to regularly use to view films, television and other entertainment?

	Multiple times per day	Daily	Weekly	Monthly	Less Often	Never
Cable or satellite TV	33.7%	30.2%	8.3%	0.6%	5.0%	22.3%
A device to stream media such as Roku or Apple TV	6.8%	10.8%	7.5%	2.1%	5.0%	67.8%
DVD Player	1.8%	7.7%	23.5%	22.0%	18.8%	26.2%
Hulu or Hulu plus	1.4%	2.8%	7.5%	5.2%	17.1%	66.0%
Netflix	10.2%	20.4%	24.0%	6.5%	7.1%	31.7%
Amazon Prime	3.6%	5.4%	10.6%	6.6%	10.6%	63.2%

B. From which sources do you get information about each of the following? (CHECK ALL THAT APPLY)

	Friends & Family	Mobile App	Online Site	Email	Facebook	Twitter	TV	Newspapers	Radio
Your Neighborhood	57.5%	11.0%	28.4%	15.4%	22.1%	3.9%	35.1%	31.0%	25.9%
Austin	64.9%	23.7%	56.5%	14.8%	38.8%	13.0%	61.8%	39.5%	50.4%
Texas	60.9%	18.3%	54.3%	8.3%	32.1%	9.7%	61.0%	33.7%	41.8%
USA	52.9%	20.5%	56.7%	9.0%	34.2%	13.5%	62.2%	36.1%	41.8%
Other countries	41.5%	19.7%	50.8%	7.2%	30.9%	12.2%	58.1%	33.2%	38.8%
If applicable , country your family immigrated from	15.6%	2.0%	9.5%	2.1%	7.7%	1.1%	13.4%	3.5%	7.9%

C. Most people get information from many different sources. Where do you get **health-related** information? (CHECK ALL THAT APPLY)

<input type="checkbox"/> Family members or relatives	67.4%
<input type="checkbox"/> Radio (offline)	43.3%
<input type="checkbox"/> TV (offline)	5.1%
<input type="checkbox"/> Close Friends	78.8%
<input type="checkbox"/> Acquaintances	11.4%
<input type="checkbox"/> Doctors, nurses, or public health professionals	68.4%
<input type="checkbox"/> Health websites	18.7%
<input type="checkbox"/> Printed newspapers, magazines, or journals	8.4%
<input type="checkbox"/> Email listservs	8.2%
<input type="checkbox"/> Social networking sites such as Facebook, Twitter, and Pinterest	7.0%
<input type="checkbox"/> Online communities or groups	32.9%
<input type="checkbox"/> Mobile apps	23.9%
<input type="checkbox"/> Other: _____	13.4%

D. Most people get information from many different sources. Where do you get **education or training related** information? (CHECK ALL THAT APPLY)

	Yourself	If applicable, your school-aged children
Family Members or relatives	53.6%	11.4%
Close Friends	51.5%	6.8%
Acquaintances	32.6%	5.1%
Teachers or educational professionals	51.0%	15.5%
Community or neighborhood organizations	24.4%	4.8%
Printed newspapers, magazines, or journals	50.0%	5.1%
Email listservs	21.2%	2.5%
Social networking sites such as Facebook, Twitter, and Pinterest	33.3%	3.9%
Online communities or groups	34.9%	4.0%
Mobile apps	21.7%	2.8%
Other: _____	12.0%	1.6%

E. How important do you think it is for the City of Austin and its partners to provide the following services on a scale of 1-5 where 1 is the **least** important and 5 is **very** important. All services listed are currently available.

(CHECK ONE for each row)

	1 (least)	2	3	4	5 (most)	Not aware of this service
Free computer and Internet access at public libraries	5.3%	2.3%	8.4%	13.4%	65.6%	5.1%
Free public Wi-Fi downtown	6.3%	5.0%	14.6%	18.1%	42.6%	13.3%
Free public computer training (Skillpoint Alliance, public libraries, etc...)	5.9%	5.4%	14.5%	14.9%	47.5%	11.9%
Free public WiFi on Capital Metro Rapid buses	10.3%	8.1%	11.7%	19.8%	36.1%	13.9%

F. To what extent do you think ultra-high speed Internet (such as Google Fiber or AT&T GigaPower, etc.) would improve the following aspects in Austin?

	A Lot	Some	Only a little	Not at all
Home Entertainment	60.0%	27.2%	6.8%	6.0%
Starting Businesses	52.7%	32.1%	9.1%	6.0%
Innovation	56.7%	27.9%	9.5%	5.9%
Working from home	66.5%	21.3%	6.0%	6.3%
Online learning/education	58.7%	26.0%	8.8%	6.5%
Internet pricing options	48.1%	25.3%	14.4%	12.2%

Q8. WORK: Next, we would like to learn about your work and employment.

A. We would like to ask about the jobs held by people you may know. These people include your friends, relatives, and acquaintances (acquaintances are people who know each other by face and name). Is there anyone you know who is...?

(CHECK ALL THAT APPLY)

<input type="checkbox"/> a nurse	67.9%
<input type="checkbox"/> a farmer	20.0%
<input type="checkbox"/> a lawyer	57.4%
<input type="checkbox"/> a middle school teacher	40.8%
<input type="checkbox"/> a full-time babysitter	18.1%
<input type="checkbox"/> a janitor	18.1%
<input type="checkbox"/> a personnel manager	31.4%
<input type="checkbox"/> a hair dresser	54.5%
<input type="checkbox"/> a bookkeeper	34.8%
<input type="checkbox"/> a production manager	26.5%
<input type="checkbox"/> an operator in a factory	19.0%
<input type="checkbox"/> a computer programmer	61.8%
<input type="checkbox"/> a taxi driver	6.3%
<input type="checkbox"/> a professor	46.7%
<input type="checkbox"/> a policeman	27.6%
<input type="checkbox"/> a Chief Executive Officer (CEO) of a large company	20.5%

B. What is your current employment status? CHECK ALL THAT APPLY

- | | |
|--------------------------------------------------|-------|
| <input type="checkbox"/> Employed full time | 51.4% |
| <input type="checkbox"/> Employed part time | 13.7% |
| <input type="checkbox"/> Self-employed full time | 7.2% |
| <input type="checkbox"/> Self-employed part time | 5.2% |
| <input type="checkbox"/> Student | 17.2% |
| <input type="checkbox"/> Disabled | 3.2% |
| <input type="checkbox"/> Full time homemaker | 3.2% |
| <input type="checkbox"/> Unemployed | 7.1% |
| <input type="checkbox"/> Retired | 10.2% |
| <input type="checkbox"/> Other: _____ | 1.6% |

↳ If you are **not employed at all**, move forward to question 9 on page 13, “Personal Information”

C. What kind of work do you do? (CHECK ALL THAT APPLY)*

- | | |
|---------------------------------------------------------------------------------------------------------------|-------|
| <input type="checkbox"/> Professional: lawyer, doctor, nurse, teacher, accountant | 27.3% |
| <input type="checkbox"/> Manager, executive, or official: store manager, business executive | 11.3% |
| <input type="checkbox"/> Business Owner | 9.1% |
| <input type="checkbox"/> Clerical/Office/Sales: secretary, receptionist, sales clerk | 10.0% |
| <input type="checkbox"/> Service work: waiter/waitress, hairstylist, police or fireman, janitor, nurses’ aide | 5.6% |
| <input type="checkbox"/> Skilled trades: electrician, plumber, carpenter | 4.9% |
| <input type="checkbox"/> Semi-skilled: assembly line worker, truck driver, bus driver | 4.4% |
| <input type="checkbox"/> Other | 15.1% |

*Percentages in responses to questions 8C to 8H include “Unemployed” and “Retired” in total

D. In which year did you start your most current job? Mean: 2007

E. Most people get job information from many different sources. Where did you get information about your **CURRENT job**? (CHECK ALL THAT APPLY)

- | | |
|--------------------------------------------------------------------------------------------------------|-------|
| <input type="checkbox"/> From personal contacts | 45.1% |
| <input type="checkbox"/> From a job/employment center or agency | 8.7% |
| <input type="checkbox"/> From current employers or colleagues | 18.6% |
| <input type="checkbox"/> Contacted by headhunters or recruiters | 5.6% |
| <input type="checkbox"/> From online job sites such as Monster, LinkedIn, and Craigslist | 15.5% |
| <input type="checkbox"/> From in printed newspapers, magazines, or journals | 4.8% |
| <input type="checkbox"/> From email listservs | 3.0% |
| <input type="checkbox"/> From social networking sites such as Facebook, Twitter, Pinterest, and Meetup | 4.8% |
| <input type="checkbox"/> Other | 3.4% |

F. If you got your **CURRENT job** information from **personal contacts**, was it from (CHECK ALL THAT APPLY)

- | | |
|----------------------------------------------------------|-------|
| <input type="checkbox"/> Family members or relatives | 13.3% |
| <input type="checkbox"/> Close friends | 22.5% |
| <input type="checkbox"/> Acquaintances | 15.2% |
| <input type="checkbox"/> Headhunters or recruiters | 2.3% |
| <input type="checkbox"/> Current employers or colleagues | 15.4% |
| <input type="checkbox"/> Other: _____ | 2.0% |

G. How often, if ever, do you work from home?

- Everyday 16.9%
- A few times a week 13.4%
- A few times a month 12.6%
- Less often 17.6%
- Never 39.5%

H. When you work from home or other places, do you use telecommunications media to remotely access resources from the office?

Yes = 59.4% No = 40.6%

I. Do you consider yourself to be self-employed or a small business owner?

- Yes. ► **If YES, please fill section Q8**
- No ► **If NO, please continue on to Section Q9, skipping section Q8**

Yes = 18.9% No = 81.1%

Q8A: Small Business Questions

A. Does the business or organization belong to the high-tech sector?

Yes = 20.3% No = 79.7%

B. Does the business or organization belong to a cultural industry sector (ex., film, music, media, publishing etc.)?

Yes = 26.0% No = 74.0%

C. How many years has your CURRENT business been operating? Mean: 9.83 years

D. How many people does your CURRENT business employ? Range 0-100,000

E. Does your business have the following?

	Yes	No
A website	59.8%	40.2%
A blog	25.4%	74.6%
Facebook presence	45.4%	54.6%
Twitter presence	31.0%	69.0%
A mobile app	11.0%	89.0%
Presence on other social media platforms	31.6%	68.4%

F. How frequently does your business use **social media** for the following activities?

	Daily or more often	A few times a week	A few times a month	Less Often	Never
Advertising, marketing, and promotion	15.4%	9.7%	14.9%	12.6%	47.5%
Building professional business networks or communities	8.9%	14.1%	19.6%	8.3%	49.0%
Crowdfunding (ex. Raising funds for projects or ideas)	3.0%	3.3%	2.2%	12.8%	78.6%
Crowdsourcing	2.5%	1.9%	12.9%	6.4%	76.5%
Tracking and analyzing social media	5.6%	4.7%	13.4%	11.8%	64.5%
Using social media management tools such as HootSuite	4.1%	2.3%	10.2%	10.2%	73.2%
Recruiting Employees	2.1%	4.3%	2.9%	15.9%	74.8%

Q9. PERSONAL INFORMATION: In this final section, please answer some questions about yourself.

A. Are you male or female?

Male = 50.6%

Female = 49.4%

B. Are you, yourself, of Hispanic, Latino, or Spanish origin or descent?

Yes = 37.0%

No = 63.0%

C. Which race (or races) do you consider yourself to be? (CHECK ALL THAT APPLY)

- White 74.6%
- Black or African American 10.2%
- Asian or Pacific Islander 6.3%
- American Indian, Eskimo, or Alaska Native 3.5%
- Other 2.4%

D. Do you have a medical condition or disability that makes it harder for you to use the Internet?

Yes = 6.1%

No = 93.9%

E. How fluent do you consider yourself to be in the following languages?

	Completely	Fairly	Somewhat	Not Very	Not At All
English	89.0%	6.0%	2.9%	1.6%	0.6%
Spanish	18.8%	8.1%	16.6%	29.8%	26.7%

F. What year were you born?

Mean: 41.08

G. About how long have you lived in Austin?

Mean: 20.16 years

H. What is your current civil or relationship status? (CHECK ONE)

- Married 38.6%
- Living with a partner 14.4%
- Single 42.3%
- Other: _____ 4.7%

I. What is/was the highest degree or level of school completed by the following people?

	Less than high school	High school	Tech / 2 yr college, Some college	4-year undergraduate degree	Graduate / prof. degree
Yourself	13.2%	16.7%	24.6%	29.5%	15.9%
Your mother	18.7%	26.2%	15.8%	24.8%	14.5%
Your father	23.2%	18.3%	17.8%	23.2%	17.5%

J. Last year, in 2013, what was your total family income?

- Less than \$10,000 5.6%
- \$10,000-\$19,999 6.3%
- \$20,000-\$29,999 9.4%
- \$30,000-\$39,000 7.4%
- \$40,000 to \$49,000 7.4%
- \$50,000 to \$74,999 16.7%
- \$75,000 or above 33.2%
- Prefer not to answer 14.0%

K. Please indicate the places you and your family members were born. (CHECK ALL THAT APPLY)

	Born in the USA	Born outside the USA	Don't know
Yourself	81.2%	17.9%	0%
Mother	71.3%	27.4%	0.2%
Father	71.5%	26.5%	0.7%
Any of your Grandparents	64.7%	36.4%	2.6%

H. Are you willing to be contacted for a follow-up to further help the City of Austin? If yes, please leave your contact information below. It will be kept strictly confidential.

Yes = 48.7% No = 51.3%

Contact information:

THANK YOU FOR YOUR IMPORTANT FEEDBACK!

Please use the self-addressed, stamped envelope to return your survey.