

Digital Access in the City of Austin

Report to the Austin Community Technology and Telecommunications Commission

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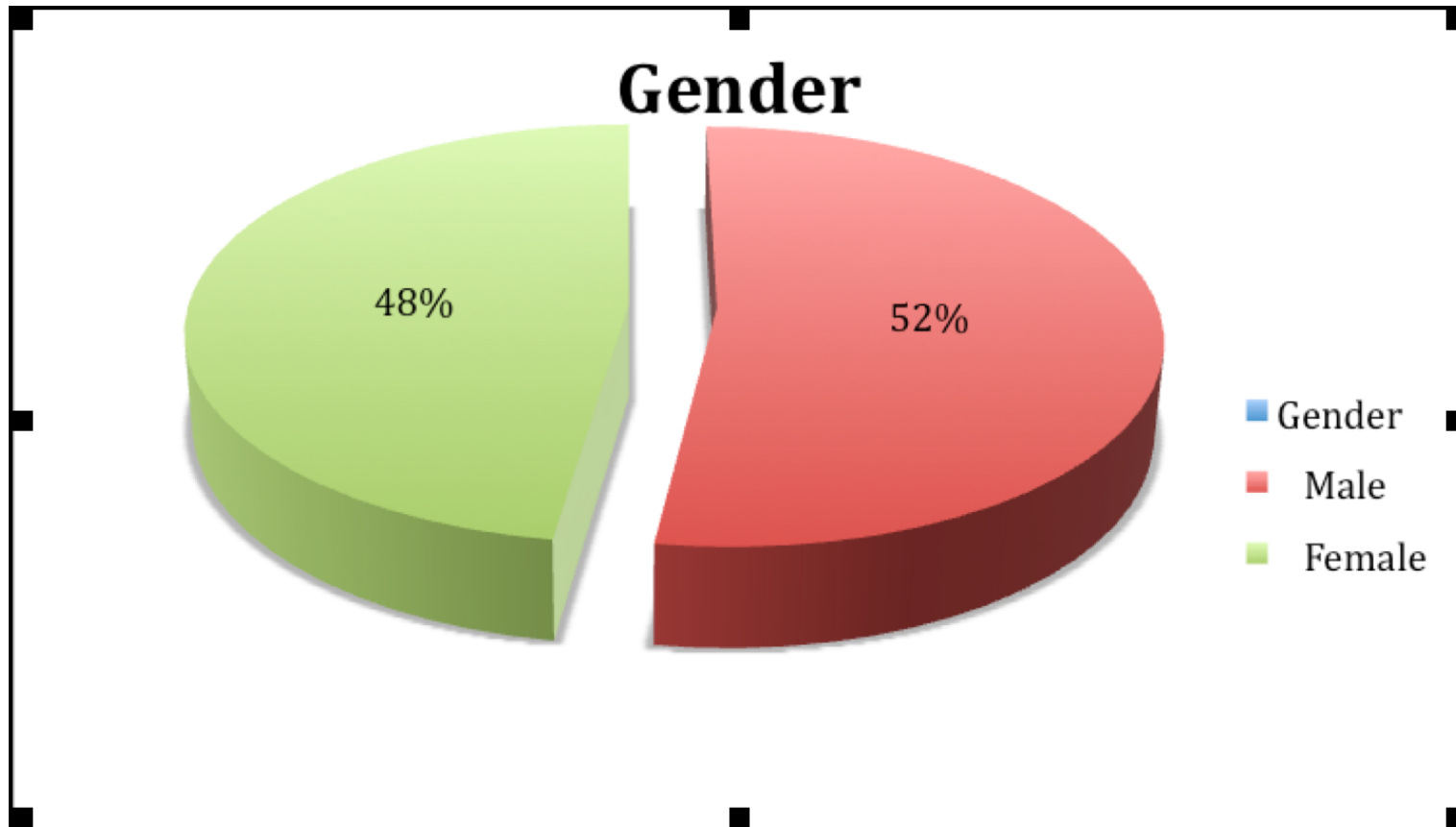
Teresa Correa

University of Texas, June 8, 2011

Background on Austin survey

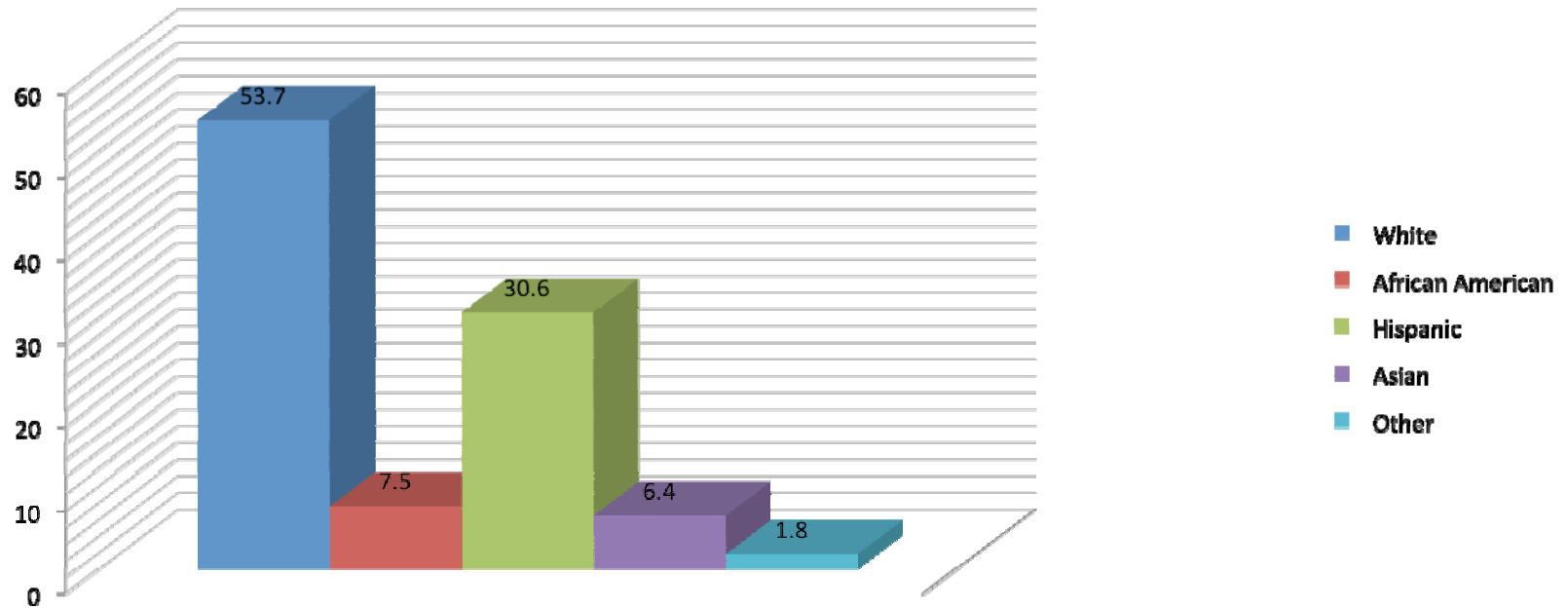
- A core sample of 12,000, plus 3,000 oversample of individuals in NE, E, and SE Austin
- Questionnaire mailed to homes in November 2010, filling it out promoted by city, notably on Univision
- 1701 returned for 12% return rate, very good for this kind of study, data entered by TARA and UT RTF
- Compared with 2010 census data, returned surveys tilted somewhat too old, educated, female and white
- So Dr. Chen, with city demographer Ryan Robinson, applied a statistical weighting to make the sample representative

Weighted sample of Austin

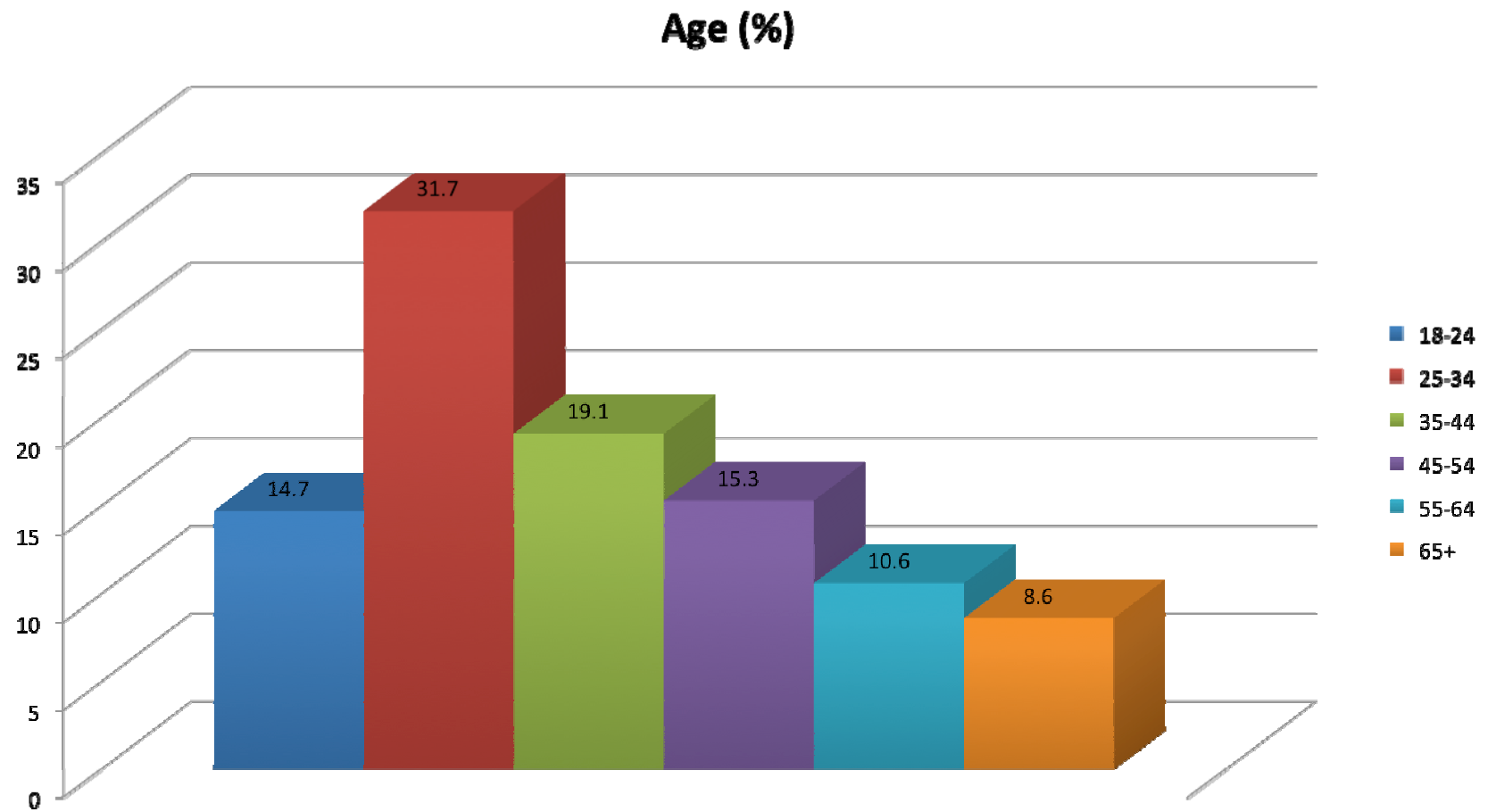


Weighted sample of Austin

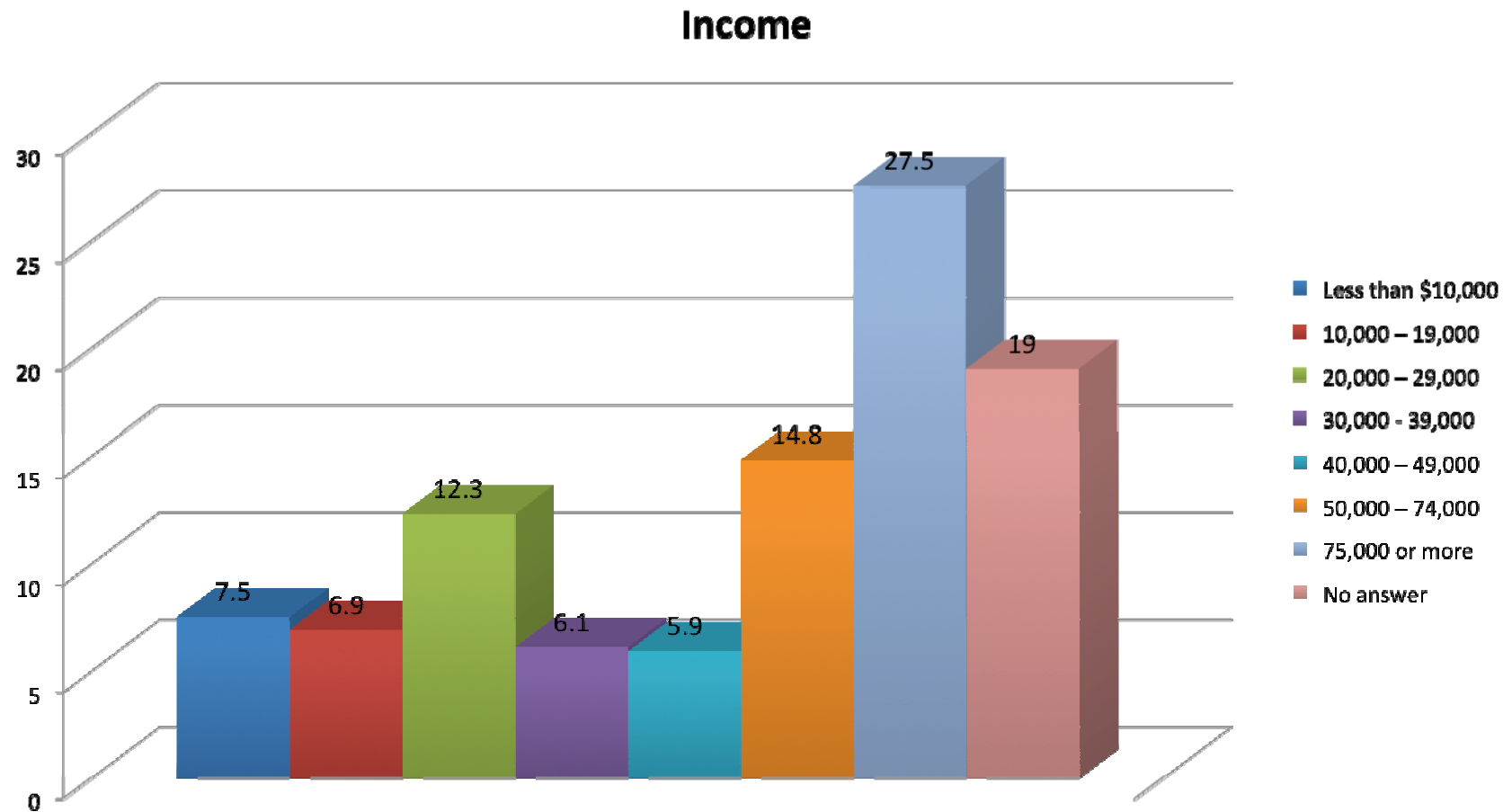
Ethnicity (%)



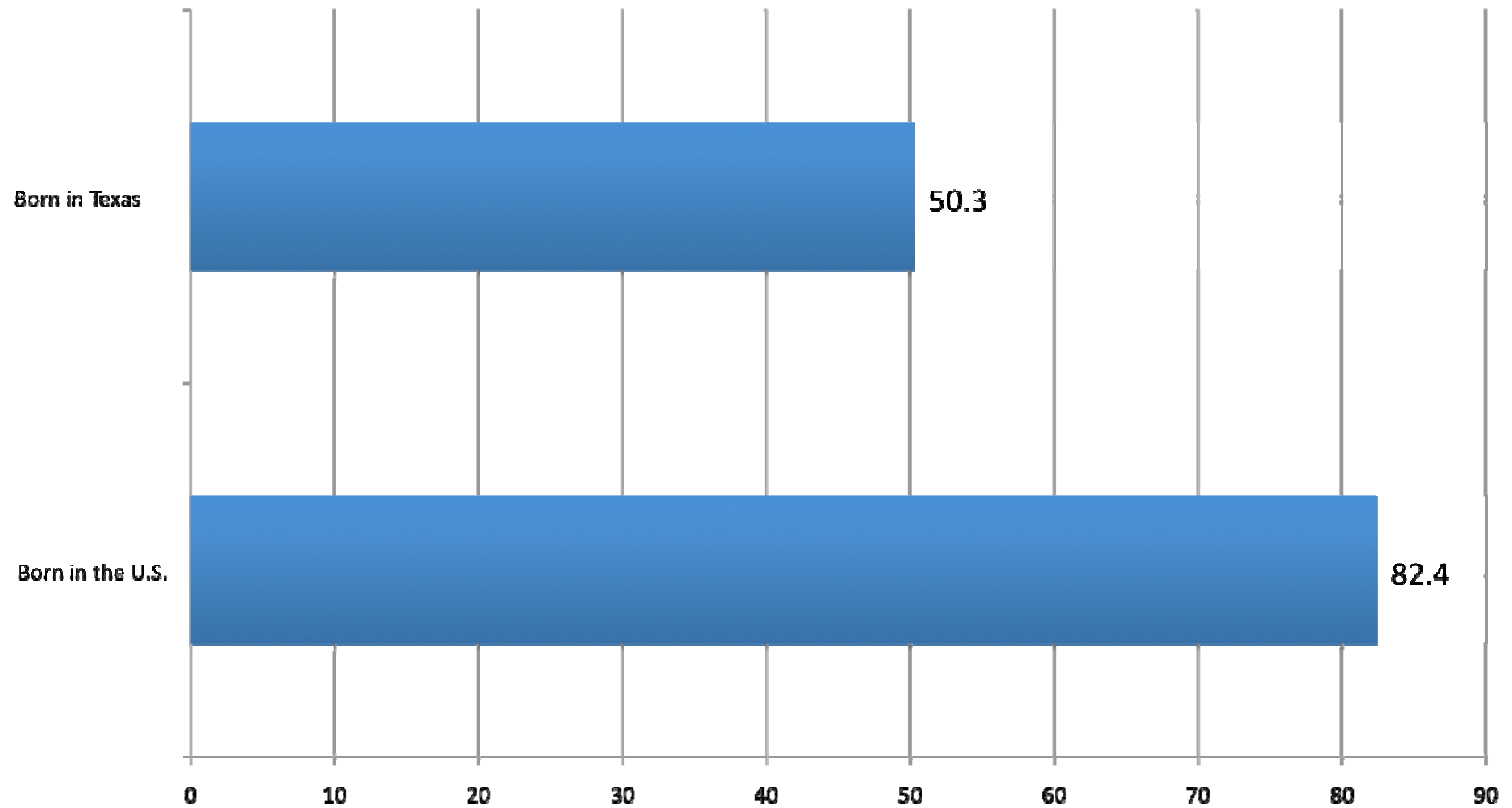
Weighted sample of Austin



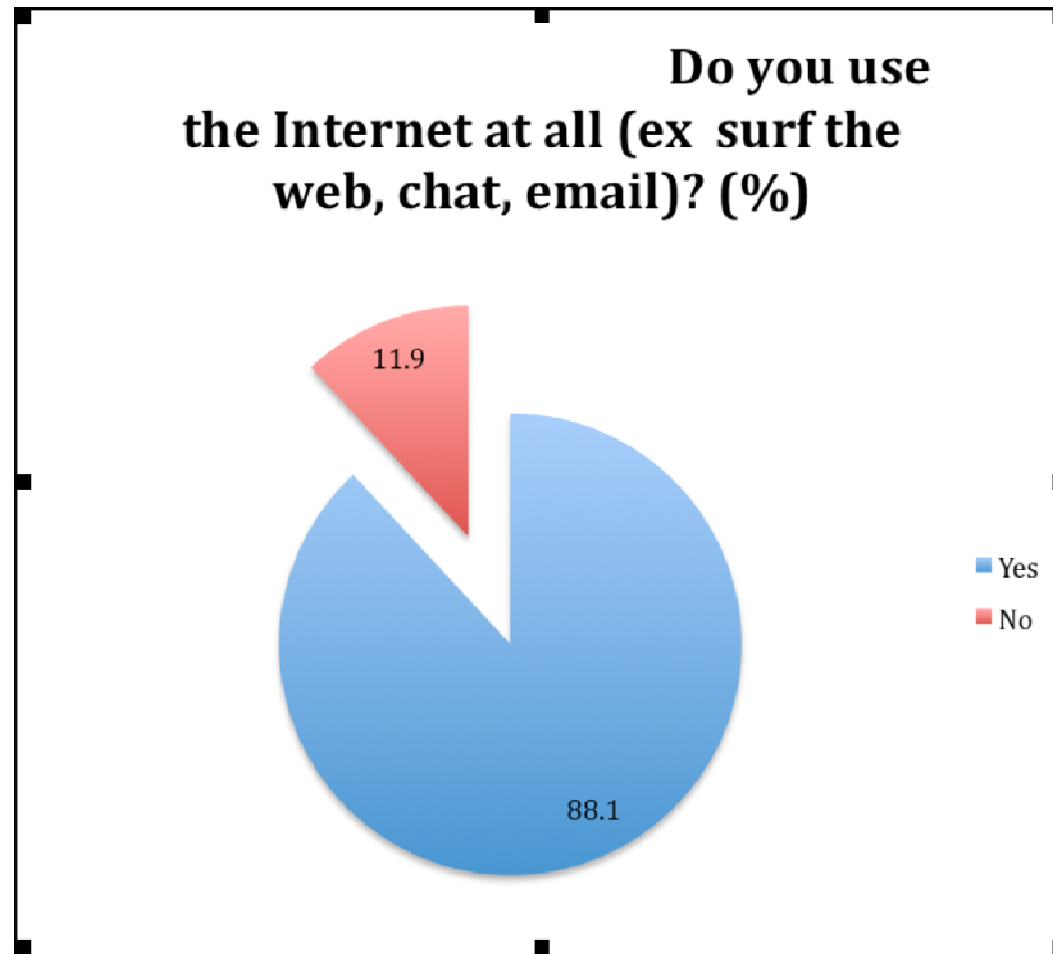
Weighted sample of Austin



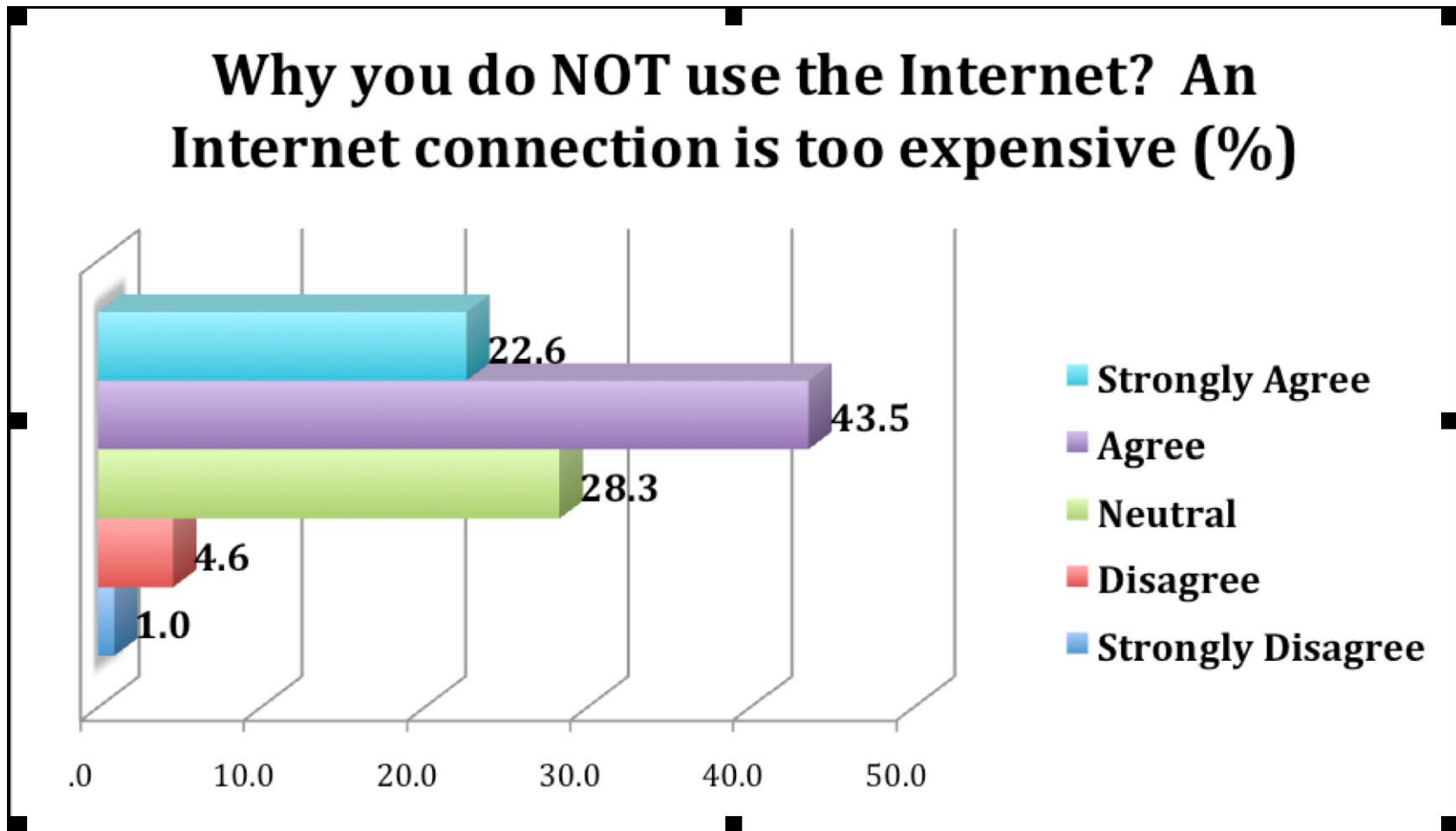
Weighted sample of Austin



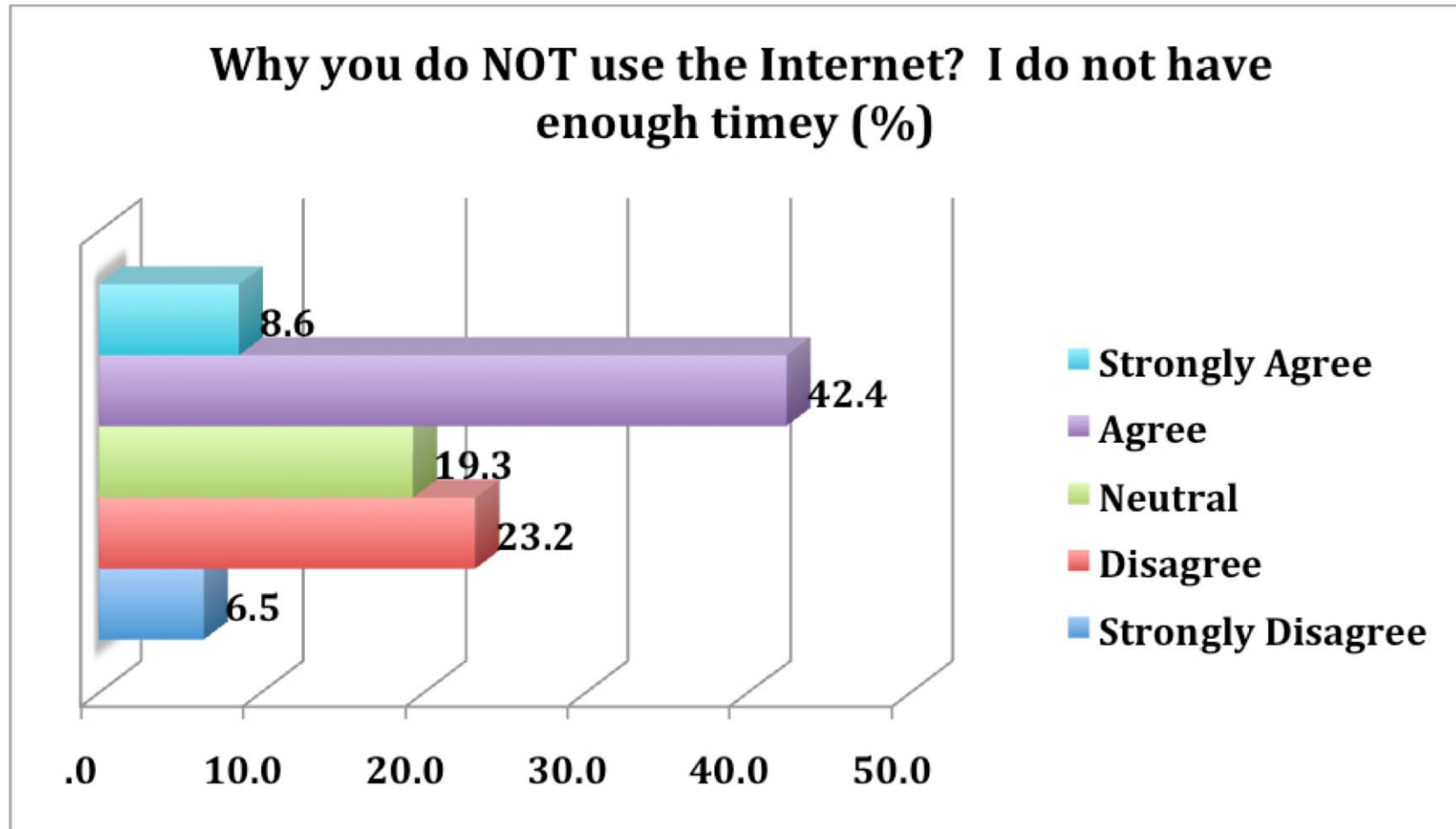
How many Austinites use Internet?



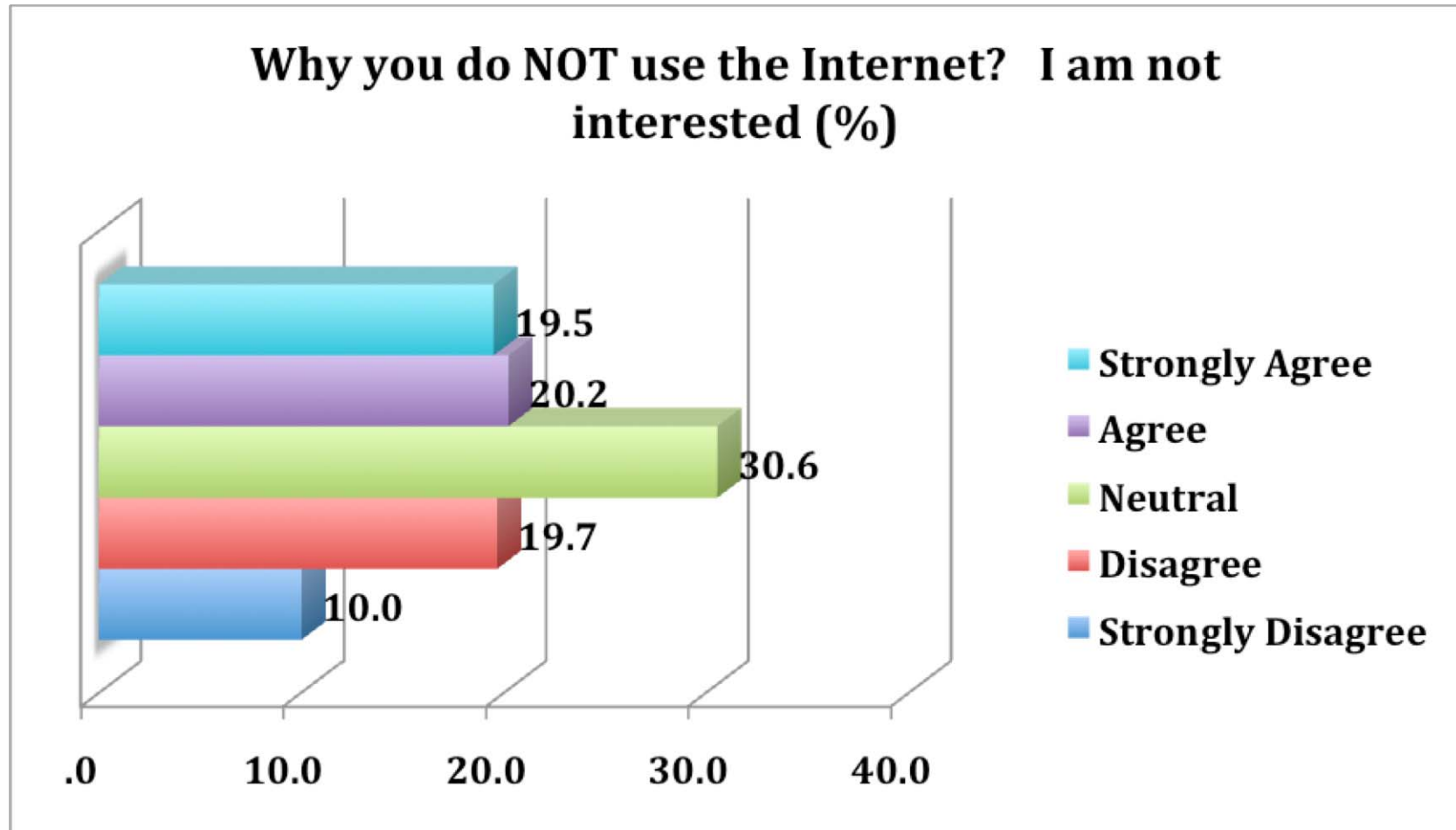
Non-users who think Internet too expensive



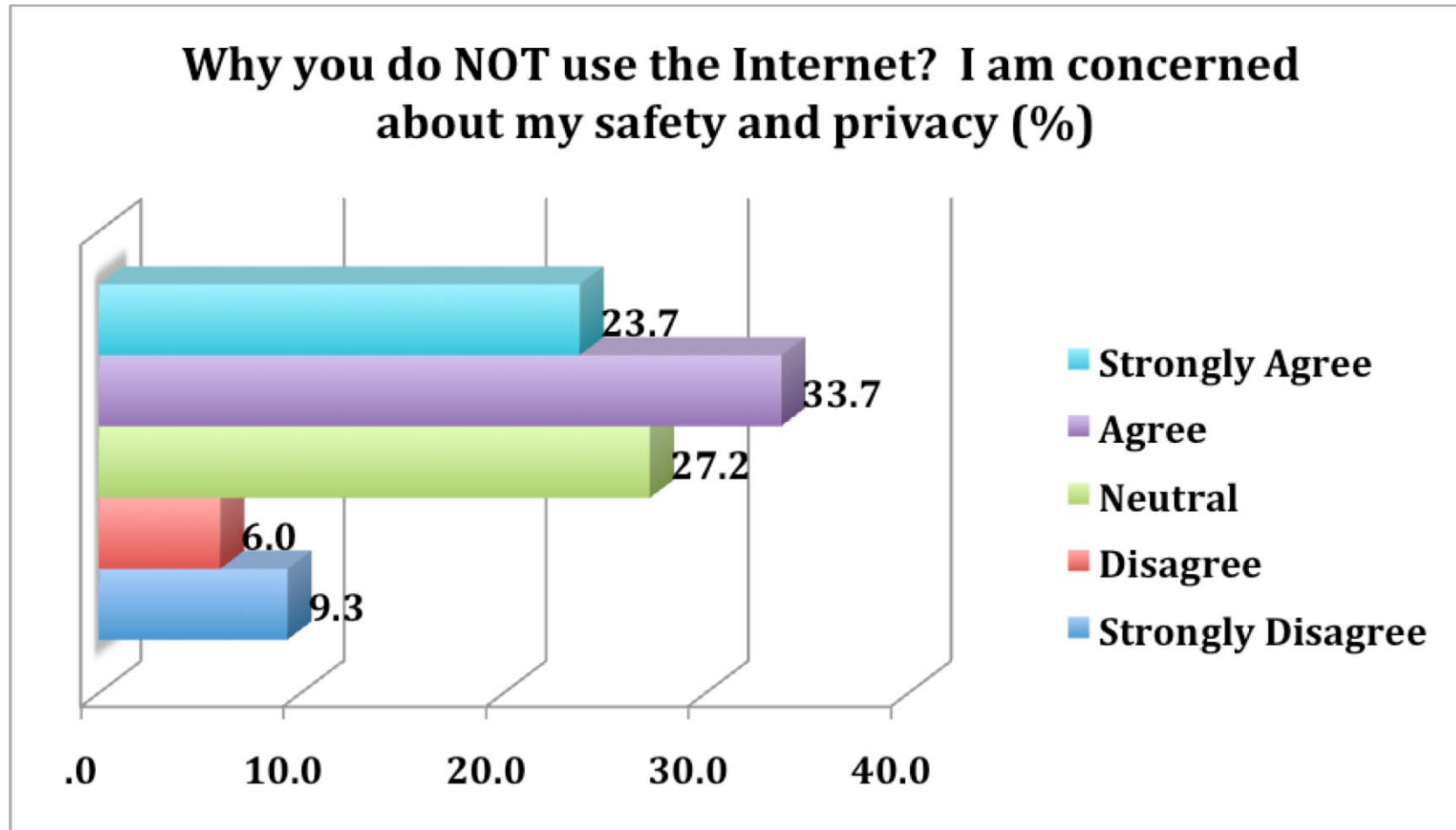
Non-users who think Internet too time consuming



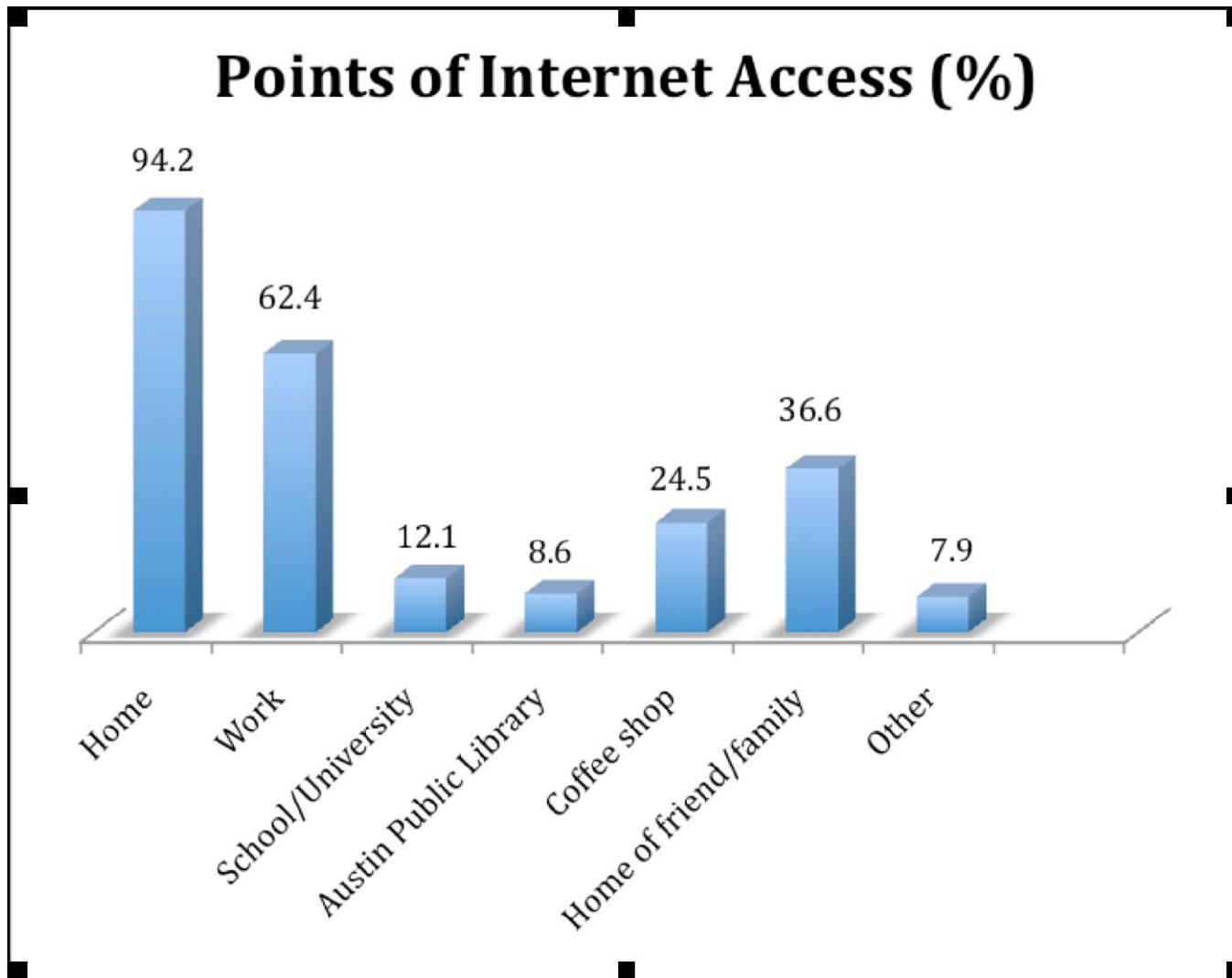
Non-users who are not interested in Internet



Non-users who are concerned about privacy



Primary points of internet access in Austin



Note: multiple responses were possible

Where Austinites use the Internet (multiple responses possible)

Home use widespread

Less for \$20-30,000

Work use primarily by incomes over \$30,000

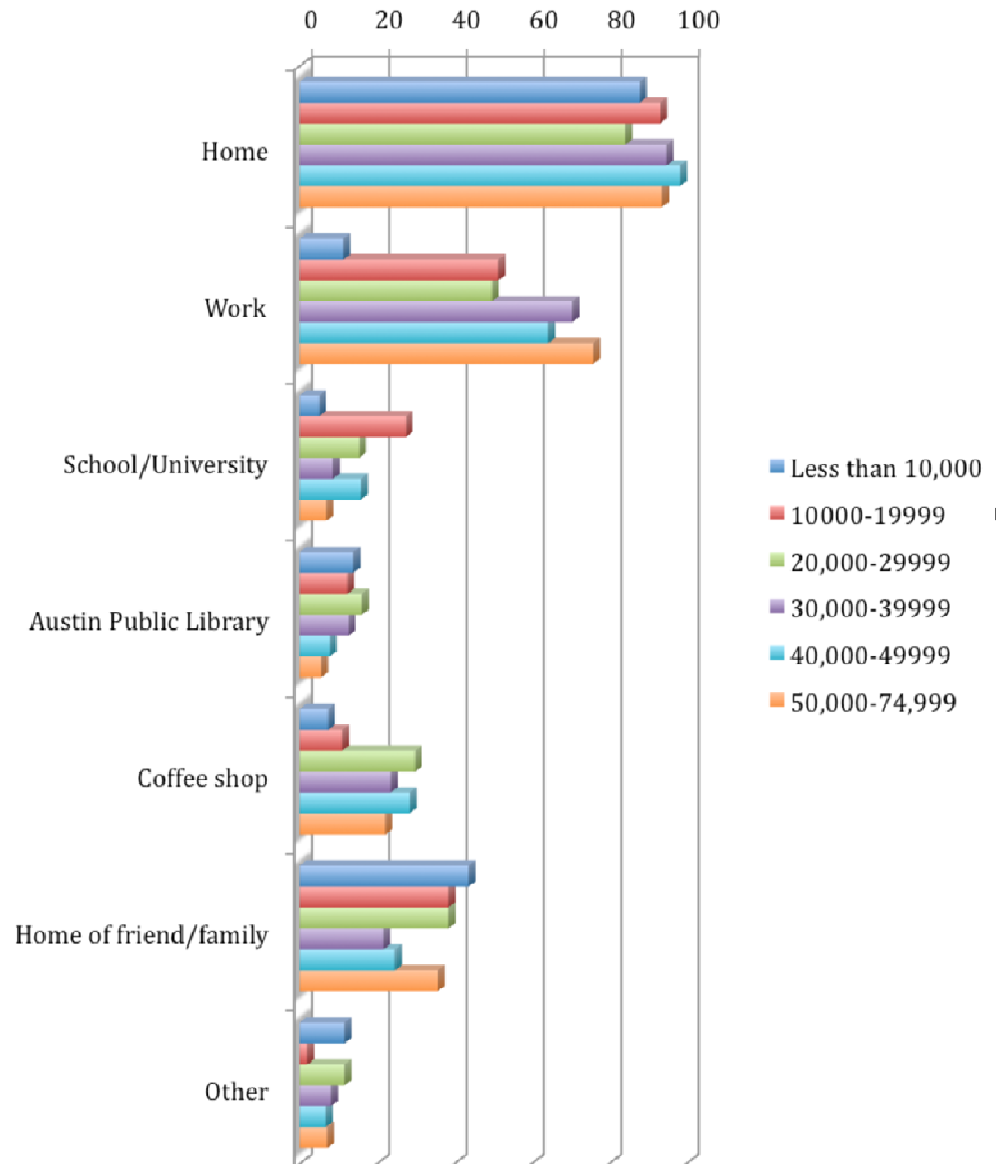
School use most important for \$10-20,000

APL use significant for all but most for under \$40,000

Coffee shop access mostly for over \$20,000

Homes of family, friends significant for many, most under \$30,000

Internet Access Places by Income (%)



Where Austinites use the Internet (multiple responses possible)

Home use widespread

Less for African-American, Hispanic

Work use primarily white

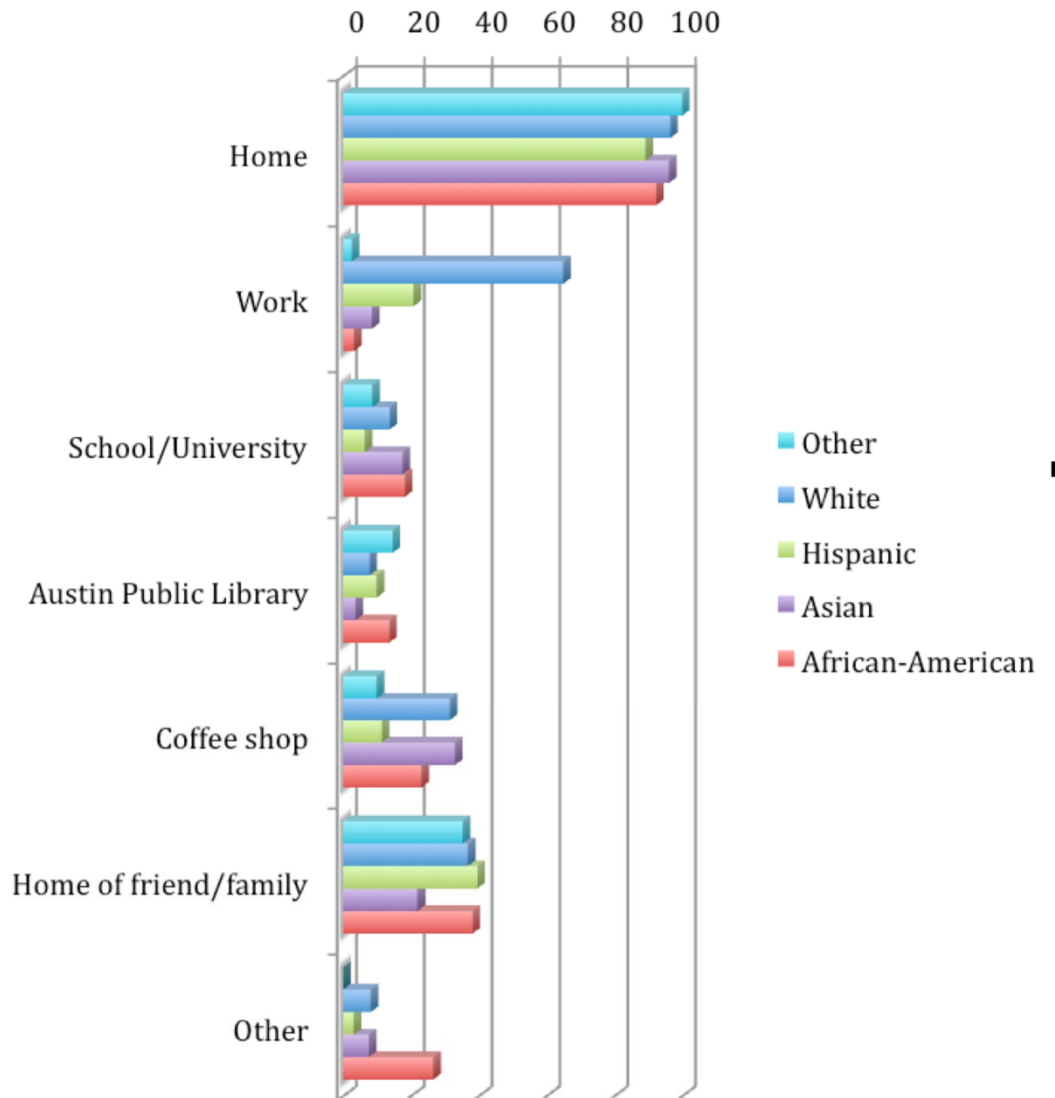
School use most important for African-American, Asian

APL use significant for all but Asian population

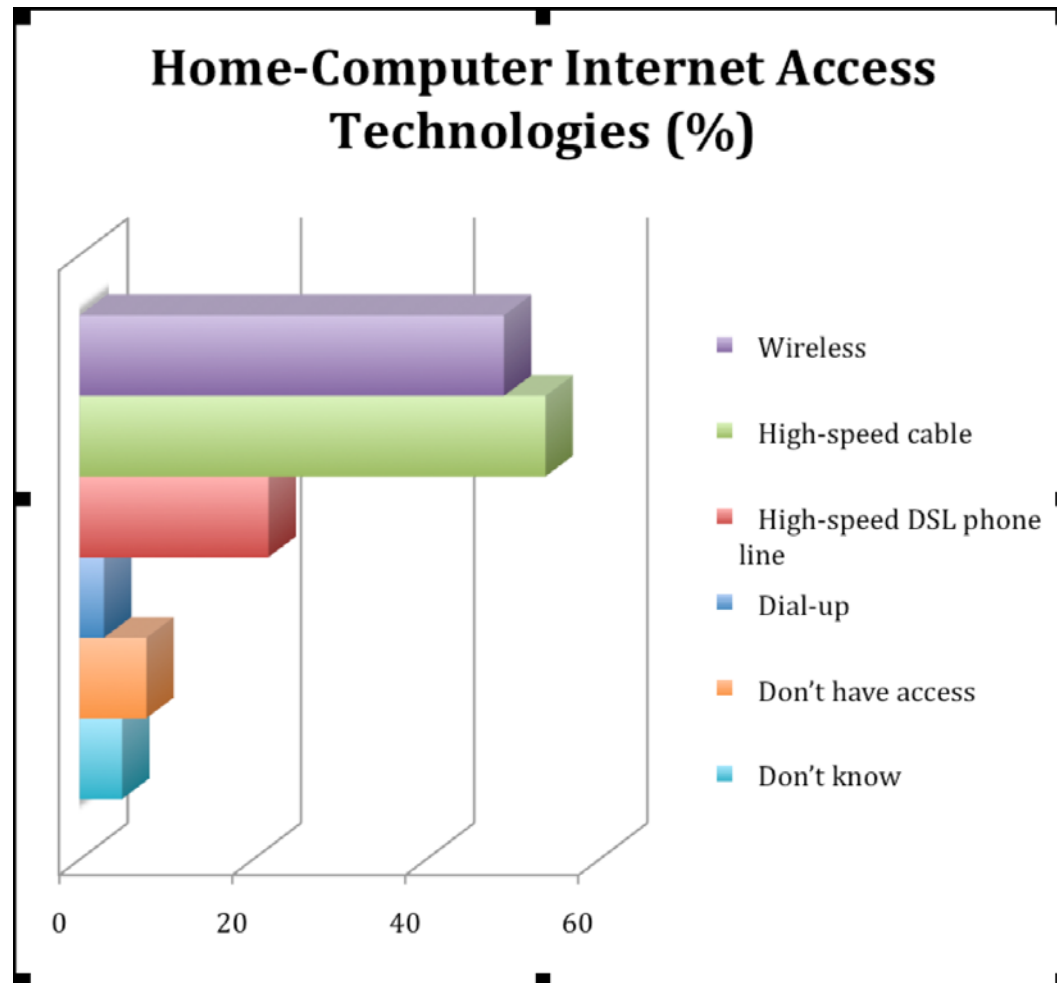
Coffee shop access mostly for white, Asian

Homes of family, friends significant for many, most for Hispanic, African-American

Internet Access Places by Ethnicity (%)



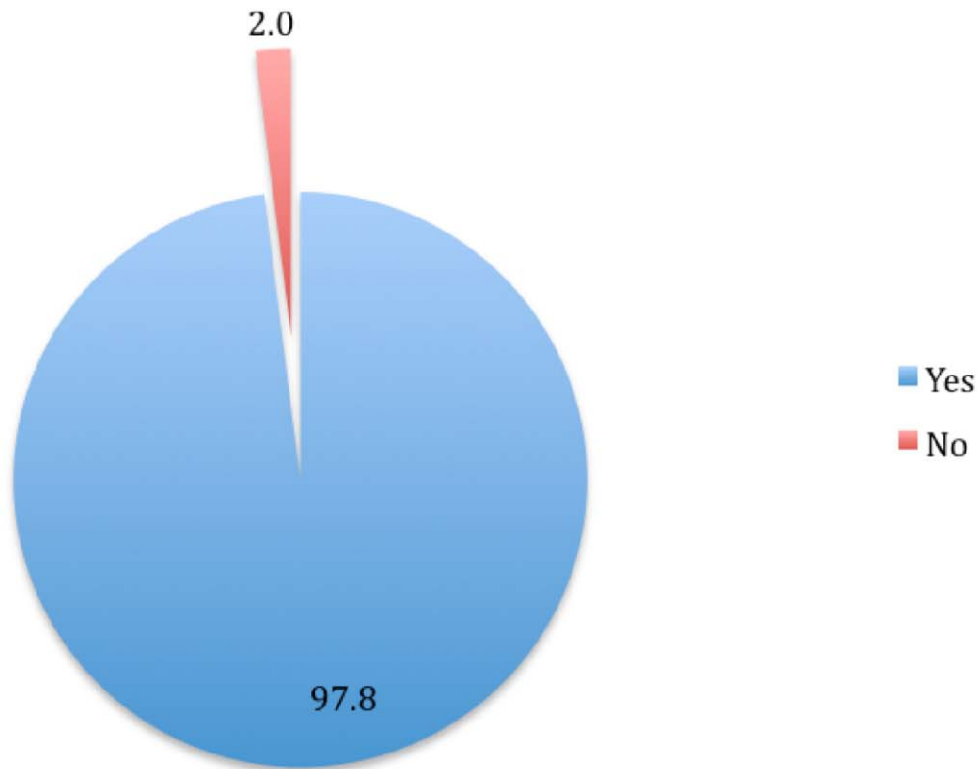
How people in Austin access the Internet at home



Note: it is likely that wireless includes both home routers connected to cable and DSL, as well as some using newer direct wireless services

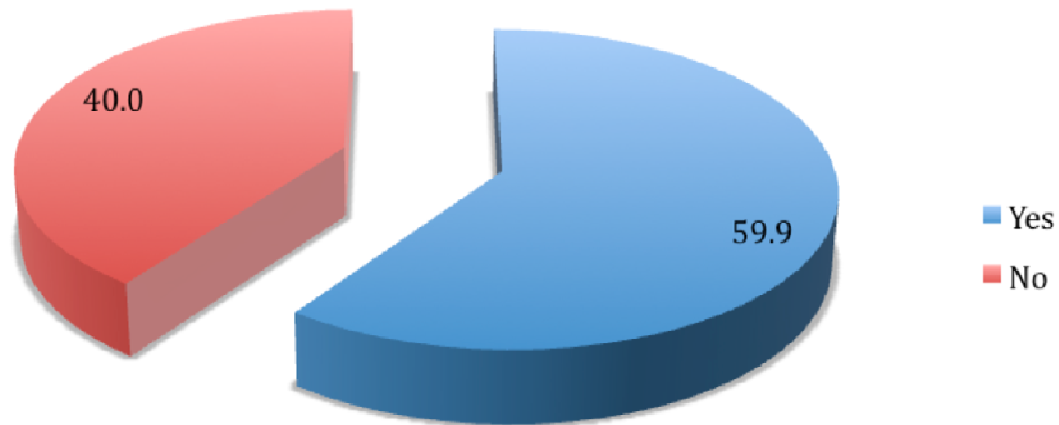
Austinites with TV

Do you have a TV in your current residence? (%)



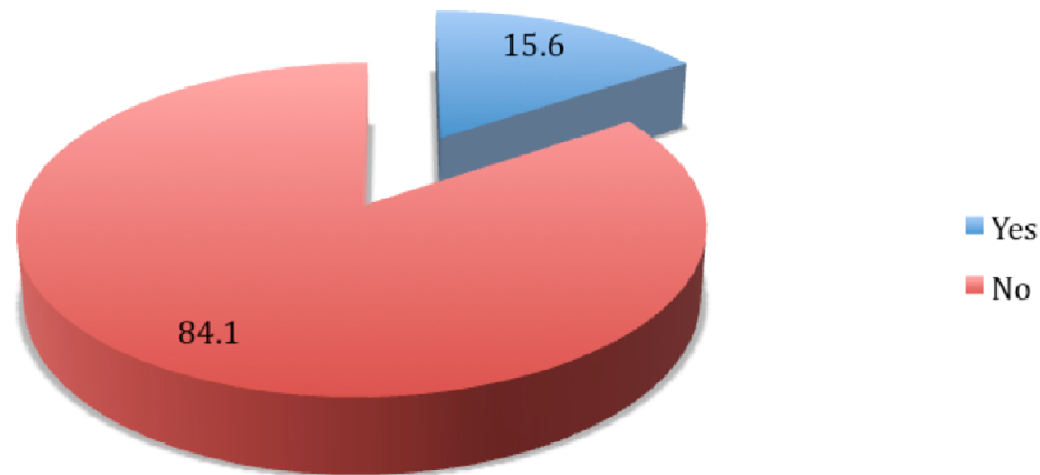
Austinites with TV

**Do you subscribe to cable
TV (ex Time Warner, Grande)?
(%)**

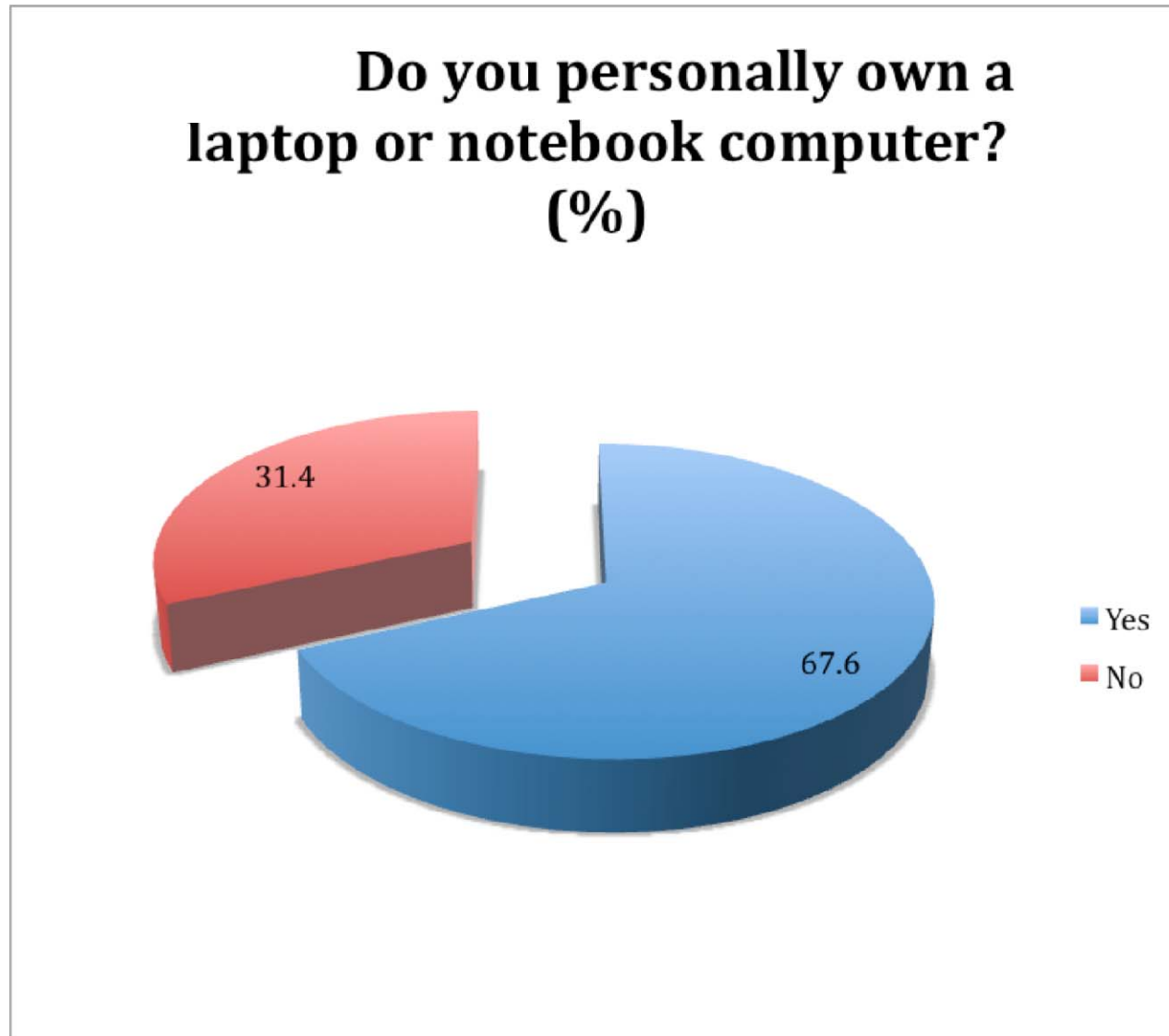


Austinites with satellite TV

**Do you subscribe to
satellite TV (ex DIRECTV, DISH)?
(%)**



Austinites with laptop computers



Internet Access Via Cell / WiFi

Table 10. Internet Access Technologies of Entire Sample

Internet access	(n= 1,228)
Cell phone	65.9
WiFi/Wireless	85.0
4G or WiMax	7.3
City of Austin's free WiFi	9.8

| Percentages add more than 100% because of multiple responses | |
| | |

Austinites with cellphones

