

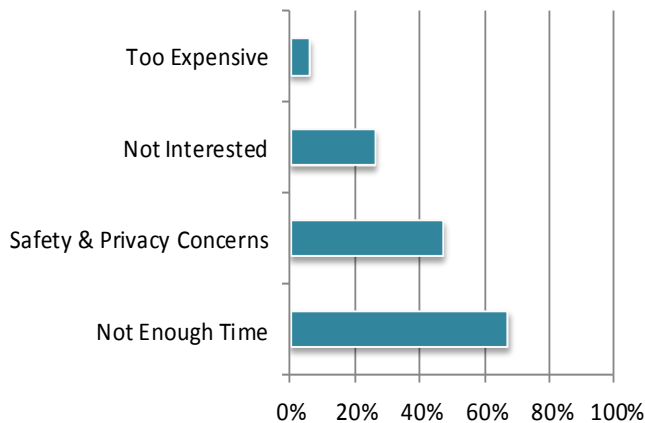
2010

2011

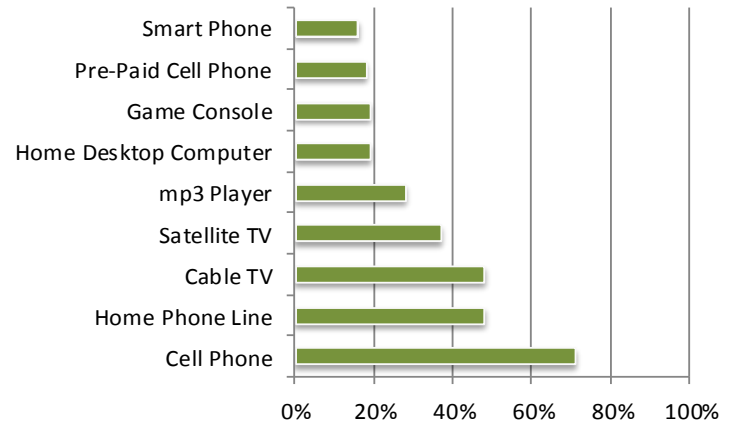


The **Austin Internet and Global Citizens Project** studied Austin residents' Internet and computer usage. This research was supported by the Telecommunications & Regulatory Affairs Office of the City of Austin, and faculty and students from Radio, Television & Film Department at the University of Texas at Austin. The study was administered in 2010. The final report was produced in 2011 and is available at www.austintexas.gov/digitalinclusion.

Reasons for Not Using the Internet:



Non-Users Report Having Access to:



8% Of Austinites Do Not Use the Internet

56% Of Non-Users Would Need Help to Get Online

Where Are Austinites Accessing the Internet?

Income (\$)

	Less than 10,000	10,000-19,999	20,000-29,999	30,000-39,999	40,000-49,999	50,000-74,999	More than 75,000
Home	88%	93%	85%	95%	98%	94%	98%
Work	11%	51%	50%	71%	64%	76%	83%
School/University	5%	28%	15%	9%	16%	7%	10%
Austin Public Library	14%	12%	16%	13%	8%	6%	6%
Coffee Shop	7%	11%	30%	24%	29%	22%	35%
Home of Friend/Family	44%	39%	39%	22%	25%	36%	32%

2010



2011

Executive Summary Findings

1. More people in Austin have Internet access at home (94%), compared to the nation as a whole (78%—Nielsen data). Home access, and Internet access in general, is lowest among the least educated, the poorest, Hispanics and recent immigrants.
2. For most (66%) of those people without home Internet access, cost is an issue.
3. Nearly all with home access have broadband. Only 3% have dial-up, 5% don't know: the rest have various combinations of DSL (22%), cable (54%) and wireless (49%).
4. While only 9% get Internet access through the public libraries, it is the only access many of them have, particularly among the poorest and among ethnic minorities, so it remains a priority for the city.
5. Half (51%) have a library card, 24% have used the library's website. The proportion visiting is highest among African Americans (61%), lowest among Hispanics (33%); highest among those 35-44 (60%), lowest among age 18-28 (24%); and very low (16%) among those with less than high school education.
6. About one fifth of Austinites watch the city or public channels at least once a month: 8% for city channel 6 and 12% for access channels 10, 11 or 16. Among them, most frequently watched on channel 6 are city council meetings (22%).
7. Those most likely to watch city or public access TV are those with least education, Hispanics, and those above 45.
8. More people have visited the city website (71%) than have watched Channel 6 (34%). Web-site visitors are less likely to be African American or Hispanic, more likely to be younger, better educated