

John 9



MEMORANDUM

TO: Austin Community Technology & Telecommunications Commission

FROM: John M. Speirs, Program Coordinator; Sharla Chamberlain, Digital Inclusion Associate
Telecommunications & Regulatory Affairs

DATE: April 9, 2014

SUBJECT: Austin Digital Assessment: Working Group Update

The purpose of this memorandum is to provide an update to the Working Group’s work on the Austin Digital Assessment and to note and file the current progress of the survey and provide any additional direction, feedback, revisions and changes to staff to incorporate into the survey process.

Tech & Telecom Working Group Coordination

1. **Working group reviewed initial draft with TARA and UT on April 2 and provided edits (see below)**
2. TARA will update the Commission on behalf of the Working group related to the findings from the April 2 questionnaire review session with UT
3. **UT will implement the edits highlighted below and send a finalized questionnaire to TARA and Working Group for final edits and testing**
4. UT and TARA will make sure we consistently use the Commission-approved survey name: **Austin Digital Assessment**

Summary of the edits discussed at the questionnaire review session:

Q2C – Add “AT&T U-Verse”

Q2J/K – Branching: Only ask Q2K (do you have a smart phone) if the response to Q2J (do you have a cell phone) is “Yes”
Q2L – Correct typos: “tablet” and “iPad”

Q3A – Add “at any location”

Q3B-F – Branching: These questions are for **non-adopters** only

Q3D – Take out “City of Austin”; e.g., “There are free public computer training courses at various locations in the city....”

Q3H – Add something to capture those who teach the computer training courses; e.g., “Computer course trainer”

Q3J – tweak wording to say “...a home broadband **Internet** subscription...”

Q3K – After extensive discussion, we came to the conclusion that we either need to list ALL the providers or NONE of the providers

- If none of the providers, change to “Various providers plan to roll out...” or “Competing providers plan to roll out...”
- If all of the providers, change to something like “Google Fiber, AT&T, Time Warner Cable and Grande Communications all have plans to roll out high-speed Internet in Austin...”
- City of Austin is leaning toward listing NONE of the providers.
- Either way, we probably need to list Grande Communication’s offering as an answer option (we did not discuss this in the meeting)

Q3L – We discussed how best to incorporate “original” content into this list. Here are two options:

- Change the first row to say “Uploading original content”
- Add a row (2nd to the bottom) that says “Create original content (Ex. Videos, photos, music)”
- City of Austin is leaning toward adding a separate row for this.

Q4B – Add a row for “Use online government services (ex. manage utility accounts, pay parking tickets)”

Q4B,C,D,E – Close parentheses on 2nd to last row—“(Massive Online Open Course)”

Q4B,C,D,E – We discussed whether it would be better to leave these questions organized according to **device** as it is currently, or whether it would be better to structure it according to the **activity**.

Although there are advantages and disadvantages of both, we leaned toward organizing these by **activity** as it seemed more intuitive for the respondent.

Q5E – Same discussion about listing providers as Q3K (see above)

Q5E – Change “Entrepreneurship” to “Starting a business”

Delete Q8D & Q8E (because they are repeats of A&B)

Q8G- bold “**personal contacts**”; fix 4th answer choice (Alexis mentioned “headhunters”)

SMALL BUSINESS OWNER section – After extensive discussion during and after the questionnaire review session, the City has come to the conclusion that we would like these questions included in the statistically valid version of the survey. We recognize the importance of gathering this information now from an entrepreneurial and gigabit standpoint to build on in the future.

Q9D – Cut “Other”

Delete Q9G and Q9H

Delete Q9M and Q9Q (“About what year was your mother/father born”)

Delete Q9U (the question about where grandparents immigrated from)

Q9A/Q9B (the questions about mother and father) – Consolidate to grid form to save time and space

Online version of the survey

1. UT will use Qualtrics and will share a preview link with UT for testing
- A. **UT will work with TARA to make sure that a statistically viable sample is maintained, but allow for the larger Austin community to ultimately be involved in the survey effort**
 - UT will first make the online survey available only to those specifically identified by the random sample.
 - Then we will open up a separate version of the online survey to the larger Austin community.
- B. TARA secured ATXDigitalAssessment.com:
 - We'll want to link to the **community**-based online survey from this site.
 - We'll build up this site to include data access, previous reports, etc.

Sampling/printing

1. **COA staff will email UT materials related to the points below**
2. *Quote from US Data Corps (\$900 for 15,000 addresses)*
 - *We don't have to use them, but they're an option*
 - *They need 24-48 hours (during business week) to put together the address list*
3. **Methodology:**
 - *Weight the # of addresses from each zipcode by the population*
 - *Decide if we want to exclude zipcodes like we did last time*
 - *Why were those zipcodes excluded last time?*
 - *Would we exclude the same ones or different ones this time?-->look at median household income spreadsheet*
 - *COA staff are leaning toward including all zipcodes this time*
 - *Confirm the 3,000 address oversample selected zipcodes → look at median household income spreadsheet*
 - *Do we want to oversample in the same zipcodes as last time, or different ones?*
 - *Should the oversample also be stratified, or random throughout the selected zips?*
 - *I'm leaning toward stratified*
4. **Check in with UT on printing plans**
 - *Last time, COA handled printing, and we used Ginny's Printing (\$20,105.83)*
 - *Develop timeline for printing, stuffing and mailing*

Discuss promotional efforts, aimed at engaging geographical and demographic groups least likely to participate

1. **UT will work with TARA on utilizing undergraduate students for grassroots marketing efforts**
2. **TARA is working with City of Austin PIO on some marketing efforts**
 - *Logo for the survey*
 - *Promote media coverage of the survey, especially Univision, at upcoming PIO/media networking events*

- *Generate flyers to post in underserved communities and with our community partners*
- *Have the COMMUNITY survey link to the online survey promoted at our public computer labs, libraries, etc.*

TARA: will any available resources to create memorable marketing materials (e.g., sunglasses or stress balls with the survey name and logo)

- *Google may assist*

Timeline

1. October 23, 2014 Digital Inclusion Strategic Plan is due to City Council, Austin Digital Assessment will serve to set goals for this effort.

Qualitative research

1. Review UT's existing qualitative research
2. **Work with TARA to recruit more participants at Esquinas and other community events in target neighborhoods (Dove Springs, Rundberg, etc.)**
3. Discuss how best to implement qualitative findings into final report.

Recommendation

Staff recommends the Commission note and file the current progress of the survey and provide any additional direction, feedback, revisions and changes to incorporate into the survey process.


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?

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

- C. What is your zip code? _____

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	Don't Know
A. Do you have a home Internet connection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Do you have a TV in your current residence?			
C. Do you subscribe to cable TV (ex. Time Warner, Grande)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Do you subscribe to satellite TV (ex. DIRECTV, DISH)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Is there a game console in your current residence (ex. PlayStation, Wii, Xbox)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F.  If YES, is the game console connected to the Internet?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Is there a desktop computer you can use in your current residence?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Do you personally own a laptop or notebook computer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Do you have a home phone line (wired, landline)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Do you have a cell phone?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Do you have a smart phone (ex. iPhone, Blackberry, Android)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L. Do you have a tabled (ipad, Kindle Fire, Surface, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 (ex. surf the web, chat, email)?

- Yes
- No

► **If you answered NO please answer the questions below. If you answered YES please move to question (G) in this section.**

B. 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)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
An Internet connection is too expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am concerned about my safety and privacy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not have enough time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am not interested.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't need to go online because I have someone who will do it for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have no one to teach me how to go online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not speak English well enough to use the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using the Internet is too difficult	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C. 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.
- I would need someone to help me.
- I would not want to start using the Internet.

D. The City of Austin currently offers free public computer training at various locations. Would you be interested in participating in free training through a local organization?

- Yes
- No

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

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

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

- Yes
- No

G. How many years have you been using the internet? _____ years.

H. Other than your own efforts, who taught you how to use the Internet? (CHECK ALL THAT APPLY)

- | | |
|---|---|
| <input type="checkbox"/> My father or mother | <input type="checkbox"/> A friend |
| <input type="checkbox"/> My brother or sister | <input type="checkbox"/> A teacher |
| <input type="checkbox"/> My spouse or partner | <input type="checkbox"/> Just myself, no one else |
| <input type="checkbox"/> My son or daughter | <input type="checkbox"/> A Librarian |
| <input type="checkbox"/> Another relative | <input type="checkbox"/> A Coworker |
| | <input type="checkbox"/> Other: _____ |

I. To what extent do you rely on a friend or family member to look something up online for you?

- I rely a great deal on someone else
- I rely somewhat on someone else
- I rely rarely on someone else
- I do not rely on anyone else

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

- \$10-15
- \$16-25
- \$26-35
- \$36-45
- \$61-75
- Over \$75

K. Google Fiber plans to roll out in Austin in 2014. AT&T and other providers have announced that it would offer gigabit high-speed internet. What do you plan to do once the services are available?

- Sign up for Google Fiber
- Upgrade or sign up for AT&T Gigapower
- Update or sign up for ultra high-speed internet services such as those offered by Grande
- Update or sign up for ultra high-speed internet services such as those offered by Time Warner Cable
- Keep my current internet service
- I do not want any service

L. 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		Neutral	Strongly	
	Agree	Agree		Disagree	Disagree
Uploading content (Ex. Videos, photos, music) to a website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blocking spam or unwanted content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adjusting my privacy settings online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bookmarking a website or adding a website to my list of favorites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comparing different sites to check the accuracy of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating and managing my own personal profile on a social network site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating and managing my own personal website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognizing a phishing request	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

M. How often do you access the Internet in the following places?

(Check all that apply)	Multiple times per day		2-3 times per week		2-3 times per month		Less Often		Never
	Daily	Daily	Weekly	Weekly	Monthly	Monthly	Often	Often	Never
At home (where you currently live)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At school/university	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At an Austin Public Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coffee Shop or other private business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At the home of a friend or a family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At a community center or other public place (busses, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City of Austin Free Public WiFi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

A. How often do you access the Internet on the following devices?

(CHECK ONE for each row)	Multiple times				Less		
	per day	Daily	Weekly	Monthly	Often	Often	Never
Smart Phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tablet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Personal Computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer at a Public Place (libraries, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A Game Console	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B. Please indicate how often you go online **VIA YOUR SMART PHONE** to do each of the following activities (check one for each row).

	Daily	Weekly	Monthly	Less Often	Never
Read or Send Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play Online Games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a Product Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use online banking services or pay bills online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create and post original media (writing, art, music, videos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to music or radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch clips, TV Shows, or Movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read a Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment or Write on a Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate in a discussion forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use Social Network sites (ex. Facebook, Twitter, LinkedIn)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read e-books, online magazines, or online newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take a MOOC (Massive Online Open Course)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment on TV content while watching TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C. Please indicate how often you go online **VIA YOUR TABLET** to do each of the following activities (check one for each row).

	Daily	Weekly	Monthly	Less Often	Never
Read or Send Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play Online Games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a Product Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use online banking services or pay bills online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create and post original media (writing, art, music, videos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to music or radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch clips, TV Shows, or Movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read a Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment or Write on a Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate in a discussion forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use Social Network sites (ex. Facebook, Twitter, LinkedIn)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read e-books, online magazines, or online newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take a MOOC (Massive Online Open Course)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment on TV content while watching TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D. Please indicate how often you go online **VIA YOUR PERSONAL COMPUTER** to do each of the following activities (check one for each row).

	Daily	Weekly	Monthly	Less Often	Never
Read or Send Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play Online Games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Buy a Product Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use online banking services or pay bills online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create and post original media (writing, art, music, videos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to music or radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch clips, TV Shows, or Movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read a Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment or Write on a Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate in a discussion forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use Social Network sites (ex. Facebook, Twitter, LinkedIn)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read e-books, online magazines, or online newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take a MOOC (Massive Online Open Course)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment on TV content while watching TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

E. Please indicate how often you go online **VIA A CONNECTED GAME CONSOLE** to do each of the following activities (check one for each row).

I feel capable of...					
	Daily	Weekly	Monthly	Less Often	Never
Read or Send Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play Online Games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a Product Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use online banking services or pay bills online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create and post original media (writing, art, music, videos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to music or radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Watch clips, TV Shows, or Movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read a Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment or Write on a Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate in a discussion forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use Social Network sites (ex. MySpace, Twitter, LinkedIn)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read e-books, online magazines, or online newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take a MOOC (Massive Online Open Course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment on TV content while watching TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

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

	Friends and family	Online news site	Email	Facebook	Twitter	Television (offline)	Newspapers (offline)	Radio (offline)
Your Neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Austin information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Texas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Countries outside of the USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Country your family immigrated from	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

	1 (least)	2	3	4	5 (most)	I was not aware of this service
Free computer and internet access at public libraries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free public Wi-Fi downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free public computer training (Skillpoint Alliance, public libraries, etc...)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free public WiFi on Metro-Rapid busses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C. Most people can get information from many different channels. Now thinking about **health**-related information, where do you get this information? Please check all that apply.

- Information provided by personal contacts
- Information provided by doctors or nurses
- Information provided by public health professionals
- Information from health websites such as Webmd.com
- Information from a printed newspapers, magazines, or journals
- Information from health related email listservs
- Information from social networking sites such as Facebook, Twitter, and Pinterest
- Information from online communities or groups
- Other: _____

D. If you got your **health** information from personal contacts, was it from (CHECK ALL THAT APPLY)

- Parents or relatives
- Close friends
- Acquaintances

Other: _____

E. To what extent do you think ultra-high speed Internet such as Google Fiber or AT&T Gigapower would improve Austin in the following aspects?

	A Lot	Some	Only a little	Not at all	Not important at all
Home Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entrepreneurship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online learning/education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve Internet pricing options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

A. What is your current employment status?

- Employed full time
- Employed part time
- Self-employed full time
- Self-employed part time
- Student
- Full time homemaker
- Unemployed
- Retired
- Other: _____

B. In which year did you start your most current job? _____

C. We would like to ask about the jobs people you may know have. 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 | <input type="checkbox"/> a bookkeeper |
| <input type="checkbox"/> a farmer | <input type="checkbox"/> a production manager |
| <input type="checkbox"/> a lawyer | <input type="checkbox"/> an operator in a factory |
| <input type="checkbox"/> a middle school teacher | <input type="checkbox"/> a computer programmer |
| <input type="checkbox"/> a full-time babysitter | <input type="checkbox"/> a taxi driver |
| <input type="checkbox"/> a janitor | <input type="checkbox"/> a professor |
| <input type="checkbox"/> a personnel manager | <input type="checkbox"/> a policeman |
| <input type="checkbox"/> a hair dresser | <input type="checkbox"/> a Chief Executive Officer (CEO) of a large company |

D. What is your current employment status?

- Employed full time
- Employed part time
- Self-employed full time
- Self-employed part time
- Student
- Full time homemaker
- Unemployed
- Retired
- Other: _____

E. In which year did you start your most current job? _____

F. Most people can get information from many different channels. Now thinking about your current/most recent **job**, where did you get information about the **job**? Please check all that apply.

- Information provided by personal contacts
- Information provided by job/employment center or agency
- Contacted by current employers or colleagues
- Contacted by headhunters or recruiters
- Information from online sites such as Monster, LinkedIn, and Craigslist
- Information from a printed job ad in newspapers, magazines, or journals
- Information from email listservs

- Information from social networking sites such as Facebook, Twitter, Pinterest, and Meetup
- Other: _____

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

- Parents or relatives
- Close friends
- Acquaintances
- H or recruiters
- Current employers or colleagues
- Other: _____

H. In your current/most recent job, about what percentage of time did you work at home or someplace other than your office?

_____ Percentage of the time

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

- Yes
- No

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

- Yes
- No

If NO, you do NOT consider yourself a small business owner, please continue on to Section (X). If YES, you DO consider yourself to be a small business owner, please answer the following questions

Q8A: Small Business Questions

A. What percentage of your sales and purchases are conducted via e-commerce, respectively?

_____ Sales _____ Purchases _____ Not applicable

B. How many years has your business been operating? _____ years.

C. How many people does your CURRENT business employ? _____ people.

D. Does your business have the following?

	Yes	No
A website	<input type="checkbox"/>	<input type="checkbox"/>
A blog	<input type="checkbox"/>	<input type="checkbox"/>
Facebook presence	<input type="checkbox"/>	<input type="checkbox"/>
Twitter presence	<input type="checkbox"/>	<input type="checkbox"/>
A mobile app	<input type="checkbox"/>	<input type="checkbox"/>
Presence on other social media platforms	<input type="checkbox"/>	<input type="checkbox"/>

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

	Daily or more often	A few times a week	About weekly	A few times a month	About monthly	Less Often	Never
Advertising, marketing, and promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building professional business networks or communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crowdfunding (ex. Raising funds for projects or ideas)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crowdsourcing collaborators or freelancers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tracking and analyzing social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using social media management tools such	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

as HootSuite

Recruiting Employees

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

A. Are you male or female? Male Female

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

Yes No

C. Which of the following race (or races) do you consider yourself to be?

White Black or African American Asian or Pacific Islander American Indian, Eskimo, or Alaska Native

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

	Completely	Fairly	Somewhat	Not Very	Not At All
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spanish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

E. What year were you born? _____

F. Were you born in the United States?

Yes No

G. Were you born in Texas?

Yes No

H. About how long have you lived in the United States? _____ year(s) and _____ month(s)

I. About how long have you lived in Austin? _____ year(s) and _____ month(s)

J. What is the highest degree or level of school you have completed? (CHECK ONE)

- Less than high school
- High school or equivalent
- Technical certificate, 2-year college degree, or some college education

- 4-year undergraduate degree (ex. BA or BS)
- Graduate or professional degree (ex. MA, MS, MD, JD, PhD)

K. What is your current civil status? (CHECK ONE)

- Married
- Single
- Living with a partner
- Other: _____

L. Last year in 2013, what was your total family income from all sources, before taxes?

- Less than \$10,000
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 or above
- Prefer not to answer

Q9A. Please answer the following questions about your MOTHER.

M. About what year was your mother born? _____

N. Was she born in the United States? Yes No

O. What is/was the highest degree or level of school your mother completed? (CHECK ONE)

- Less than high school
- High school or equivalent
- Technical certificate, 2-year college degree, or some college education
- 4-year undergraduate degree (ex. BA or BS)
- Graduate or professional degree (ex. MA, MS, MD, JD, PhD)

Q9B. Now, please tell us about your FATHER.

P.

Q. About what year was your father born? _____

R. Was he born in the United States? Yes No

S. What is/was the highest degree or level of school your father completed? (CHECK ONE)

- Less than high school
- High school or equivalent
- Technical certificate, 2-year college degree, or some college education
- 4-year undergraduate degree (ex. BA or BS)
- Graduate or professional degree (ex. MA, MS, MD, JD, PhD)

T. Were any of your grandparents born outside the United States? Yes No

U. If any of your parents or grandparents immigrated to the US, where did they come from?

(CHECK ALL THAT APPLY)

- Africa
- Asia
- Europe
- Latin America
- Middle East
- Other: _____

THANK YOU! Please use the self-addressed, stamped envelope to return your survey!