

***The Austin Internet and Global Citizens Project***

Preliminary Report to the Austin Community Technology and  
Telecommunications Commission

June 8, 2011

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**Radio**TELEVISION**FILM**  
college of communication  
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## 1.1 Survey Sampling and Distribution

*The Austin Internet and Global Citizens Project* was supported by the Telecommunications Office of the City of Austin and faculty and doctoral students from the Radio, TV & Film Department at the University of Texas at Austin. A sample of 12,000 was identified from a random sample of addresses in the City of Austin acquired by the Telecommunications Office at the City of Austin. Additionally neighborhoods in the northeast, east and south east of Austin were oversampled by 3,000 addresses. The additional 3,000 were oversampled from zip codes or neighborhoods with poorer and increased minority populations. A postcard notifying about the survey was sent in November 2010, two weeks before they would receive a self-administered mail questionnaire. When respondents received the survey, they received a separate sheet that gave the respondents the option to participate in a drawing for a netbook computer valued at \$400 as an incentive.

A total of 1,701 surveys were mailed back, for a simple response rate of 11.3%.

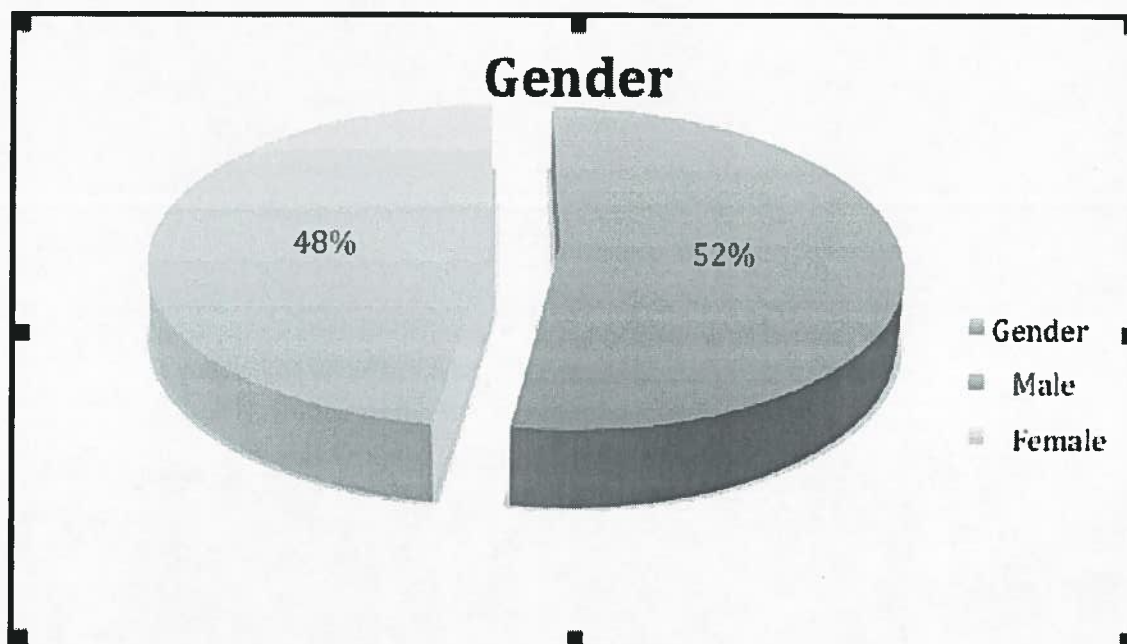
Although the response rate is relatively low, it is within the overall tendency in survey research of steadily decreasing response rates (DeLeeuw & de Heer, 2005). The web-based platform SurveyGizmo was used to assist with the data entry of the questionnaire. Compared with the preliminary results from the 2010 census data for the City of Austin, the returned surveys tended to be older, better educated, female and white. To allow generalization of the results to the population in the City of Austin, the survey data were weighted by gender, race/ethnicity, age, and education, drawing on demographic breakdowns from the Census 2010 and the American Community Survey data 2009 (for a demographic breakdown of the survey, see the Appendix).

**Table 1. Socio-demographic Characteristics of the  
"Internet and the Global Citizen Survey" Sample**

	Weighted (%) (n= 1,701)
Gender	
Male	52.4
Female	47.6
Race	
White	53.7

African American	7.5
Hispanic	30.6
Asian	6.4
Other	1.8
Age	
18-24	14.7
25-34	31.7
35-44	19.1
45-54	15.3
55-64	10.6
65+	8.6
Education	
Less than high school	16.0
High School	16.9
Some college	23.3
B.A. or B.S.	28.2
Post-graduate	15.7
Income	(n= 1,685)
Less than \$10,000	7.5
10,000 – 19,000	6.9
20,000 – 29,000	12.3
30,000 - 39,000	6.1
40,000 – 49,000	5.9
50,000 – 74,000	14.8
75,000 or more	27.5
No answer	19.0

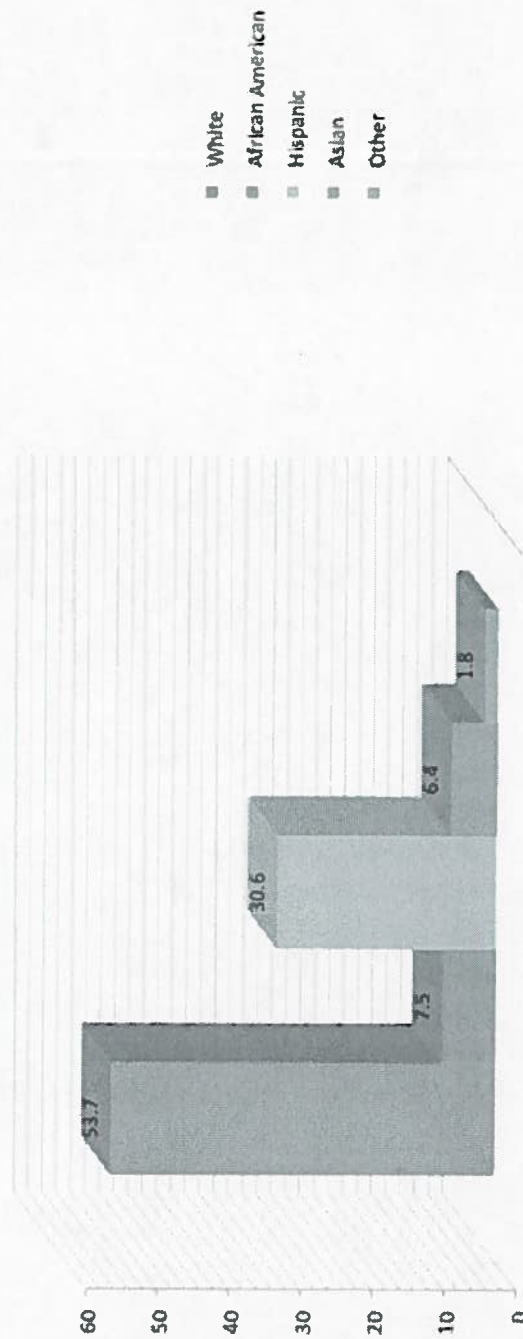
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**Figure 1. Gender Distribution of Sample**



**Ethnicity (%)**



**Figure 2. Distribution by Ethnicity of the Sample**

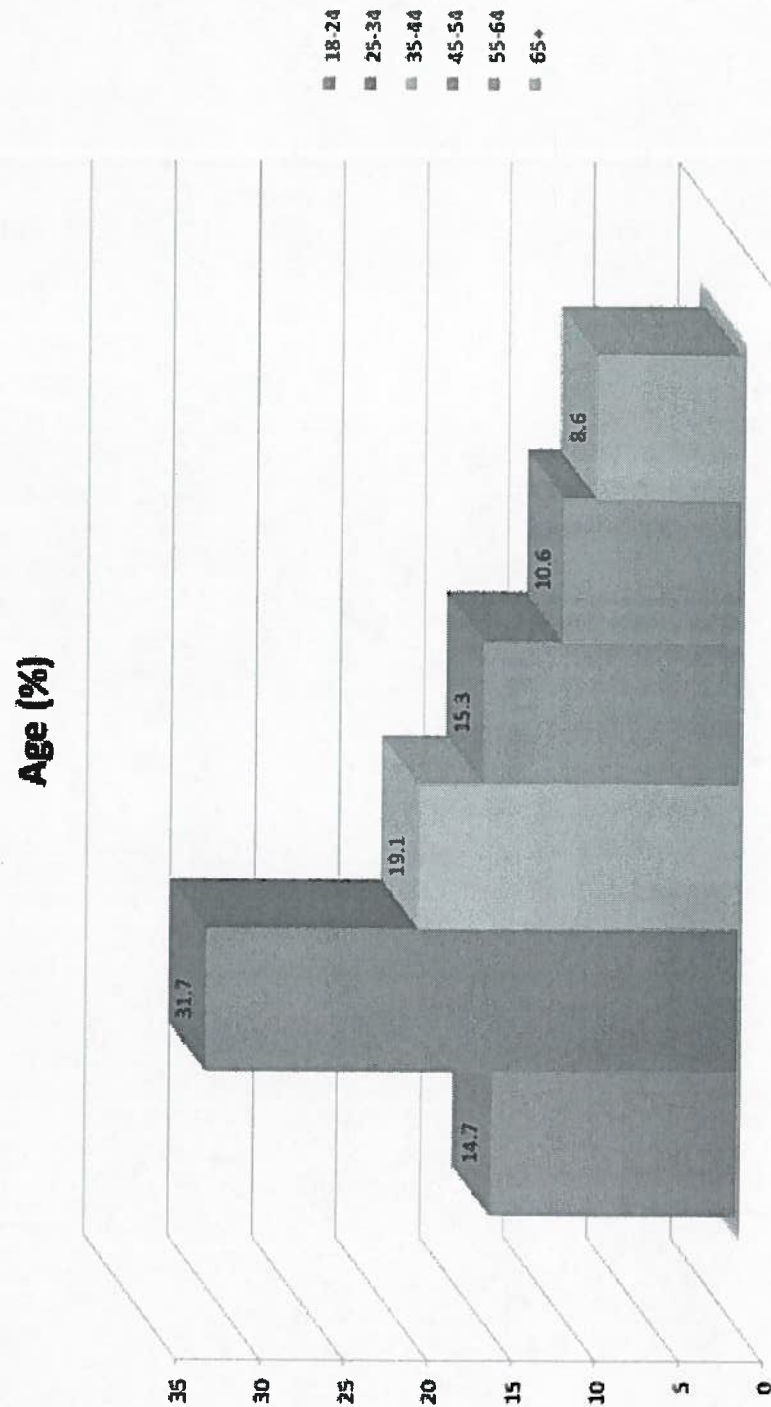
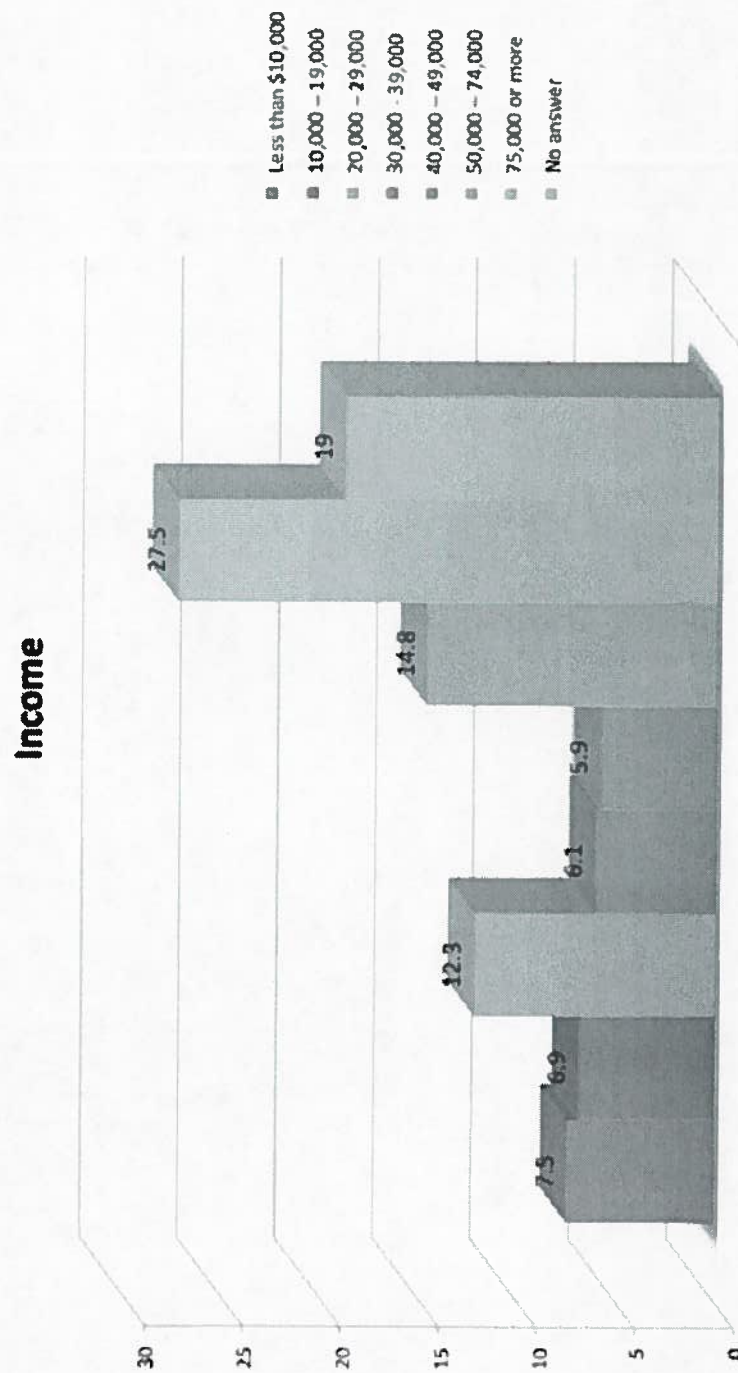
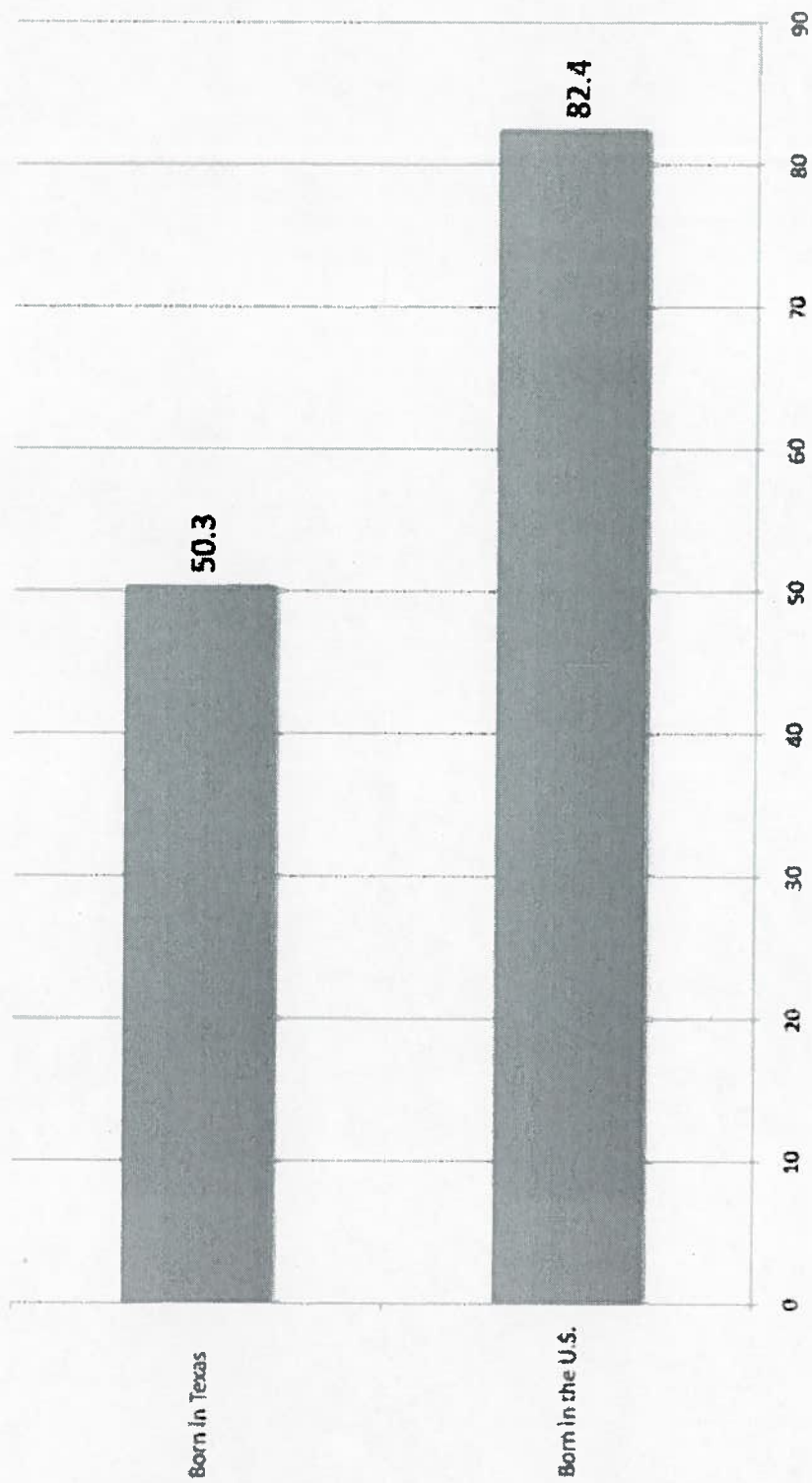


Figure 4. Distribution by Age of the Sample





**Figure 5. Distribution by Income of the Sample**



**Figure 6. Place of Birth Distribution of the Sample**

**Table 2. Employment Characteristics of Entire Sample**

Employment status*	(n= 1,693)
Full-time	59.5
Part-Time	13.9
Student	9.5
Homemaker	5.6
Unemployed	8.4
Retired	10.8
Other	11.3
Contractual arrangement	(n=1,282)
Salaried	47.8
Contracted	5.1
Employed hourly	35.1
Employed as temporary worker	1.1
Self-employed/freelancer	10.8
Employment sector	(n=1,279)
Construction	9.6
Creative	5.5
Education	8.9
Government	9.7
Health	6.5
Manufacturing	3.2
Media	6.0
Services	15.7
Technology	13.2
Other	21.7
Employees supervision	(n=1,252)
Yes	36.4
No	63.6

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\*Percentages do not add 100% because of multiple responses

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**Table 3. Employment Characteristics of Entire Sample**

Employment status*	(n= 1,693)
Full-time	59.5
Part-Time	13.9
Student	9.5
Homemaker	5.6
Unemployed	8.4
Retired	10.8
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Contractual arrangement	(n=1,282)
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No	63.6

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\*Percentages do not add 100% because of multiple responses

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## **1.3 Internet Access Places**

As Table 4 shows, 94% of the respondents have access to the Internet at home and nearly 62% of the respondents get connected at their workplace. Slightly more than one-third of the people use their friends' and family's homes to get access (37%) and a quarter (25%) access it through coffee shops. Nine percent get access through the Austin public libraries.

### **Men more likely to access the Internet from work than women**

Table 5 shows that there are no major differences in access through home, school/university, public libraries, and coffee shops. However, men are more likely to get connected at the workplace than women (73% vs. 52%) and women are more likely to get connected through homes of family and friends than men (44% vs. 30%).

### **Minorities less likely to access the Internet from work and more likely to access the Internet from public libraries**

Regarding access differences by ethnicity, whites and Asians are more likely to access the Internet through home and coffee shops than African Americans and Hispanics (see Table 6). There are strong differences in access to the Internet at people's work: while close to two-thirds (65%) of white respondents access the Web from their work, one-fifth (21%) of Hispanics and only 3% of African Americans do the same. It is noteworthy that African Americans are more likely to use Internet public access through libraries than the rest of the ethnic groups (14%), followed by Hispanics (10%), whites (8%) and Asians (4%). There are no major ethnic differences in access through home of family and friends, although Asians used this access point less than the rest of the groups.

Home Internet access is similar across age groups (see Table 7). Access at work increases with age and then steadily decreases starting at middle age (45 to 54). That is, access through work is more important for people who are in the peak of their work life cycle. A similar pattern was found when analyzing access through coffee shops. Access at school/university decreases with age. This pattern was also seen in access at home of family/friends.

### **In general, Internet access increases with education**

87% of people with high school education have access at home while 98% of respondents with a post-graduate degree have it, although 100% of survey's

respondents with less than high school education said they had access at home (see table 8). Access at work steadily increases as education goes up: while 24% of people with less than high-school education get connected at work, 82% of respondents with post-graduate education do it. Interestingly, public access through Austin libraries increases with education and then decreases. More people with high school and some college education use the libraries to get connected (14% and 12%, respectively) than people with less than high school education (0%) and a college or post-graduate degrees (7% and 8%, respectively). There is no clear education pattern for access at coffee shops and home of family and friends.

Regarding differences by income (see Table 9), Internet access at home is generally high for all groups. There is more access through work as income increases, although the pattern is not as clear as in the analysis by level of education. Access at school/university increases a little bit with income and then decreases; the greater proportion of people who take advantage of access through school/university earn between \$10,000 and \$30,000. In addition, more respondents with lower income (less than \$39,999) use the Internet at public libraries compared to people with higher income (\$40,000 and more). Internet access at coffee shops generally increases with income but there are no clear income patterns for access at home of family and friends.

In sum, most people access to the Internet at home, but a higher number of ethnic minorities (particularly African Americans and Hispanics) and people with lower levels of education and income get access through public places such as Austin public libraries and school/university.

**Table 4. Internet Access Places of Entire Sample**

Internet access points	(n= 1,510)
Home	94.2
Work	62.4
School/University	12.1
Austin Public Library	8.6
Coffee shop	24.5
Home of friend/family	36.6
Other	7.9
Percentages add more than 100% because of multiple responses	



**Table 5. Internet Access Places by Gender (%)\***

	Men	Women
Home	96.1	92.1
Work	73.1	52.1
School/University	11.3	13.0
Austin Public Library	7.8	9.6
Coffee shop	28.1	21.4
Home of friend/family	29.7	44.0
Other	6.5	9.4
	(n=776)	(n=735)
Percentages do not add 100% due to multiple responses		

Table 5. Observation: Of note in this table is the uniform use of the Internet at home by both Men and Women. However, significantly more Men (73.1%) use the Internet at work than Women (52.1%). However, significantly more Women (44%) than Men (29.7%) use the Internet at the home of a friend or family member.

**Table 6. Internet Access Places by Ethnicity**

	White	African-American	Hispanic	Asian	Other
Home	96.5	92.3	89.2	96.1	100
Work	64.9	3.2	20.8	8.5	2.6
School/University	13.7	18.2	6.4	17.5	8.6
Austin Public Library	7.8	13.6	9.9	3.7	14.6
Coffee shop	31.5	23.1	11.4	33.0	9.9
Home of friend/family	36.8	38.2	39.6	21.9	35.3
Other	8.2	26.6	3.1	7.6	0
	(n=835)	(n=109)	(n=432)	(n=106)	(n=28)
Percentages do not add 100% due to multiple responses					

Table 6. Observation: There is notably less access to the Internet at home by Hispanics (82.2% which is 3.1%-5.3% less than other groups). The remaining variances may be related to variations in the statistical methodology.

**Table 7. Internet Access Places by Age**

	18-24	25-34	35-44	45-54	55-64	65+
Home	89.4	94.8	98.2	92.0	92.5	97.6
Work	35.2	75.7	77.3	63.6	58.0	20.9
School/University	20.9	14.2	9.9	9.3	5.3	3.8
Austin Public Library	6.1	10.3	7.2	11.2	9.0	4.4
Coffee shop	14.3	35.3	30.8	19.8	15.1	6.6
Home of friend/family	76.6	43.1	27.0	19.8	15.6	6.4
Other	1.5	9.4	8.3	12.3	8.3	4.3
	(n=242)	(n=486)	(n=310)	(n=230)	(n=145)	(n=97)

Percentages do not add 100% due to multiple responses

Table 7. Observation: Home access is predominant across all age groups; however, home access is the lowest among 18-24 year olds. This is likely a natural phenomenon given the innate mobility of 18-24 year olds. Coffee shop use peaks between 25-44 years old. Home of a friend or family member peaks at ages 18-24 and decreases with each succeeding age group.

**Table 8. Internet Access Places by Education**

	Less than high school	High school	Some college	B.A. or B.S.	Post-graduate
Home	100	87.2	90.5	96.3	98.1
Work	23.5	38.2	61.5	81.9	81.8
School/University	0	4.1	17.5	13.9	17.9
Austin Public Library	0	14.3	11.7	7.4	7.5
Coffee shop	13.8	9.5	25.2	29.7	38.7
Home of friend/family	51.3	25.4	40.0	37.1	30.4
Other	12.4	4.4	5.4	8.5	10.6
	(n=193)	(n=241)	(n=373)	(n=448)	(n=256)

Percentages do not add 100% due to multiple responses

Table 8. Observation: Internet access at home decreases with respondents with a high school education (87,2%) in relation to other groups. Internet access at Austin Public Library peaks with respondents with a high school education and decreases as a respondents level of education increases. In contrast, Internet

access at Coffee Shops dips with users with a high school education and increases as level of education increases.

**Table 9. Internet Access Places by 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	88.0	93.2	84.8	94.9	98.4	93.7	98.2
Work	11.3	51.4	49.8	70.5	64.3	75.9	83.0
School/University	5.1	27.5	15.4	8.6	15.8	7.0	9.9
Austin Public Library	13.9	12.4	16.1	12.7	7.8	5.6	6.1
Coffee shop	7.4	11.0	29.9	23.6	28.5	22.2	35.0
Home of friend/family	43.7	38.5	38.5	21.7	24.7	35.7	31.8
Other	11.6	2.0	11.6	8.1	6.8	7.2	10.7
	(n=96)	(n=106)	(n=186)	(n=80)	(n=93)	(n=233)	(n=437)

Percentages do not add 100% due to multiple responses

Table 9. Observation: Internet access in the home is at its lowest with respondents in the “Less than 10k” and “20k-29k” income brackets. Notably, respondents in the 10-19k income brackets are in line with other respondents, in terms of access in the home, – this may reflect the income bracket of university students. Access to the Internet at the Austin Public Library decreases as the respondents income increases.

**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

Table 10. Observation: The number of respondents reporting use of both 4g/WiMax (7.3%) and the City of Austin's free WiFi program are both significant, and warrant further investigation.

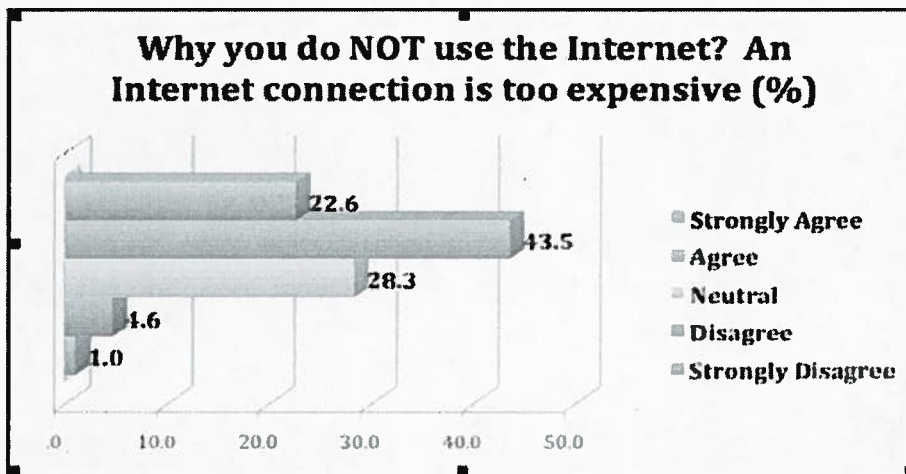
**Table 11. Home-Computer Internet Access Technologies**

Home computer Internet access	(n= 1,498)
Dial-up	2.8
High-speed DSL phone line	21.8
High-speed cable	53.8
Wireless	49.0
Don't know	4.9
Don't have access	7.7

Percentages add more than 100% because of multiple responses

Table 11. Observation: On this table the number of note is 7.7% of respondents report not having Internet access at home.

## 1.5 Reasons for Not Using the Internet



**Figure 7. Reason for Not using the Internet: Connection is too expensive.**

Figure 7. Observation: Of the 7.7% of the general population of respondents reporting not having internet access, 66.1%, or close to two-thirds, indicate that the cost of the Internet connection is an issue.

## 1.6 Austin Public Library

**Table 12. Austin Public Library Usage in Entire Sample**

	Yes (%)	No (%)
Have you visited an Austin Public Library within the last 12 months? (n=1,694)	44.2	55.8
Do you have a library card that you use at an APL? (n= 1,690)	51.1	48.9
Have you ever accessed your library account via the APL's website? (n=1,688)	24.0	76.0
Have you ever placed a book on hold via the APL's website? (n=1,684)	18.7	81.3

**Table 13. Austin Public Library Visits within Last Year by Gender**

		Male	Female	Total
Yes	% within total visitors	51.1	48.9	
	% within gender	43.0	45.5	
No	% within total visitors	53.6	46.4	
	% within gender	57.0	54.5	
		(n= 890)	(n=805)	(n=1,695)

$\chi^2 = 1.01$ , n.s.

**Table 14. Austin Public Library Visits within Last Year by Ethnicity**

		White	African-American	Hispanic	Asian	Other	Total
Yes	% within visitors	55.9	10.4	22.6	8.5	2.5	
	% within race	46.1	61.4	32.5	58.7	65.5	
No	% within visitors	51.8	5.2	37.2	4.8	1.1	
	% within race	53.9	38.6	67.5	41.3	34.5	
		(n=908)	(n=127)	(n=520)	(n=109)	(n=29)	(n=1,693)

$\chi^2 = 60.16$ ,  $p \leq .001$

**Table 15. Austin Public Library Visits within Last Year by Age**

		18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	% within visitors	8.2	32.0	25.8	15.4	10.0	8.7	
	% within age category	24.4	44.4	59.9	44.2	41.9	45.1	
No	% within visitors	20.0	31.6	13.7	15.3	11.0	8.4	
	% within age category	75.6	55.6	40.1	55.8	58.1	54.9	
		(n=250)	(n=538)	(n=322)	(n=260)	(n=179)	(n=144)	(n=1,693)

$\chi^2 = 72.53, p \leq .001$

**Table 16. Austin Public Library Visits within Last Year by Education**

		Less than H-S	High School	Some college	B. A. B.S.	Post-grad.	Total
Yes	% within visitors	5.9	18.0	26.3	30.4	19.5	
	% within educ. cat.	16.2	46.9	50.1	47.6	55.3	
No	% within visitors	24.1	16.2	20.7	26.5	12.5	
	% within educ. cat.	83.8	53.1	49.9	52.4	44.7	
		(n=272)	(n=288)	(n=393)	(n=479)	(n=264)	(n=1,696)

$\chi^2 = 108.47, p \leq .001$

**Table 17. Austin Public Library Visits within Last Year by Income**

		Less than 10,000	10,000- 19,000	20,000- 29,000	30,000- 39,000	40,000- 49,000	50,000- 74,000	75,000+	No answer	Total
Yes	% within visitors	8.6	7.2	17.7	6.4	7.0	15.5	26.9	10.6	
	% within bracket	51.6	46.6	63.8	47.5	52.0	46.6	43.6	24.7	
No	% within visitors	6.4	6.7	8.0	5.7	5.2	14.3	27.9	25.9	
	% within bracket	48.4	53.4	36.2	52.5	48.0	53.4	56.4	75.3	
		(n=124)	(n=116)	(n=207)	(n=101)	(n=100)	(n=249)	(n=461)	(n=320)	(n=1,678)

$\chi^2 = 87.97, p \leq .001$



**Table 18. Austin Public Library Card Possession by Gender**

		Male	Female	Total
Yes	% within total holders	45.7	54.3	
	% within gender	44.5	58.5	
No	% within total holders	59.7	40.3	
	% within gender	55.5	41.5	
		(n= 888)	(n=802)	(n=1,690)

$\chi^2 = 33.04, , p \leq .001 .$

**Table 19. Austin Public Library Card Possession by Ethnicity**

		White	African-American	Hispanic	Asian	Other	Total
Yes	% within holders	50.9	7.2	30.2	9.1	2.7	
	% within race	48.6	40.8	50.2	72.5	79.3	
No	% within holders	56.4	7.9	31.4	3.6	0.7	
	% within race	51.4	51.2	49.8	27.5	20.7	
		(n=906)	(n=127)	(n=520)	(n=109)	(n=29)	(n=1,691)

$\chi^2 = 31.93, p \leq .001$

**Table 20. Austin Public Library Card Possession by Age**

		18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	% within holders	15.5	27.6	23.8	13.8	10.8	8.6	
	% within age category	53.6	44.4	63.8	46.5	52.2	52.1	
No	% within holders	14.0	36.2	14.1	17.2	10.3	8.2	
	% within age category	46.4	55.6	36.2	54.4	47.8	47.9	
		(n=250)	(n=538)	(n=323)	(n=261)	(n=178)	(n=142)	(n=1,692)

$\chi^2 = 34.31, p \leq .001$

**Table 21. Austin Public Library Card Possession by Education**

		Less than H-S	High School	Some college	B. A.	Post-grad.	Total
Yes	% within holders	13.3	16.9	23.5	28.5	17.8	
	% within educ. cat.	42.3	51.2	51.7	51.6	58.3	
No	% within holders	19.0	16.8	23.0	27.9	13.3	
	% within educ. cat.	57.7	48.8	48.3	48.4	41.7	
		(n=272)	(n=285)	(n=393)	(n=477)	(n=264)	(n=1,691)

$\chi^2 = 14.08, p \leq .01$

**Table 22. Austin Public Library Card Possession by Income**

		Less than 10,000	10,000- 19,000	20,000- 29,000	30,000- 39,000	40,000- 49,000	50,000- 74,000	75,000+	No answer	Total
Yes	% within holders	8.2	7.9	11.5	5.7	5.5	14.4	27.2	19.6	
	% within bracket	58.2	59.1	48.1	48.5	47.0	49.8	50.8	53.0	
No	% within holders	6.3	5.8	13.2	6.4	6.5	14.4	28.0	18.5	
	% within bracket	41.8	40.9	51.9	51.5	53.0	50.2	49.2	47.0	
		(n=122)	(n=115)	(n=206)	(n=101)	(n=100)	(n=249)	(n=461)	(n=319)	(n=1,673)

$\chi^2 = 7.68, p = n.s.$

**Table 23. Austin Public Library Website Usage by Gender**

		Male	Female	Total
Yes	% within total users	47.3	52.7	
	% within gender	21.7	26.7	
No	% within total users	54.1	45.9	
	% within gender	78.3	73.3	
		(n= 886)	(n=802)	(n=1,688)

$\chi^2 = 5.79, p \leq .05.$

**Table 24. Austin Public Library Website Usage by Ethnicity**

		White	African-American	Hispanic	Asian	Other	Total
Yes	% within users	60.3	9.9	14.3	11.6	3.9	
	% within race	27.2	31.5	11.1	43.1	55.2	
No	% within users	51.2	6.8	36.1	4.8	1.0	
	% within race	72.8	68.5	88.9	56.9	44.8	
		(n=902)	(n=127)	(n=521)	(n=109)	(n=29)	(n=1,688)
$\chi^2 = 93.30, p \leq .001$							

**Table 25. Austin Public Library Website Usage by Age**

		18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	% within users	2.7	38.4	28.8	14.8	8.6	6.7	
	% within age category	4.4	29.0	36.6	23.1	19.7	18.9	
No	% within users	18.6	29.8	15.8	15.6	11.1	9.0	
	% within age category	95.6	71.0	63.4	76.9	80.3	81.1	
		(n=250)	(n=538)	(n=320)	(n=260)	(n=178)	(n=143)	(n=1,689)
$\chi^2 = 91.62, p \leq .001$								

**Table 26. Austin Public Library Website Usage by Education**

		Less than H-S	High School	Some college	B. A. B.S.	Post-grad.	Total
Yes	% within users	4.0	10.9	23.2	35.8	26.2	
	% within educ. cat.	5.9	15.3	24.0	30.5	40.5	
No	% within users	20.0	18.9	23.2	25.7	12.2	
	% within educ. cat.	94.1	84.7	76.0	69.5	59.5	
		(n=272)	(n=287)	(n=392)	(n=475)	(n=262)	(n=1,688)
$\chi^2 = 110.79, p \leq .001$							

**Table 27. Austin Public Library Website Usage by Income**

		Less than 10,000	10,000- 19,000	20,000- 29,000	30,000- 39,000	40,000- 49,000	50,000- 74,000	75,000+	No answer	Total
Yes	% within visitors	3.7	6.4	14.6	4.4	5.9	18.5	38.0	8.4	
	% within bracket	12.1	22.6	28.6	17.6	24.2	30.1	33.6	10.6	
No	% within visitors	8.6	7.0	11.6	6.6	5.9	13.7	24.0	22.6	
	% within bracket	87.9	77.4	71.4	82.4	75.8	69.9	66.4	89.4	
		(n=124)	(n=115)	(n=206)	(n=102)	(n=99)	(n=249)	(n=458)	(n=320)	(n=1,673)
$\chi^2 = 73.73, p \leq .001$										

**Table 28. Austin Public Library Website Usage to Hold a Book by Gender**

		Male	Female	Total
Yes	% within total users	45.9	54.1	
	% within gender	16.3	21.3	
No	% within total users	54.2	45.8	
	% within gender	83.7	78.7	
		(n= 886)	(n=798)	(n=1,684)
$\chi^2 = 7.06, p \leq .01.$				

**Table 29. Austin Public Library Website Usage to Hold a Book by Ethnicity**

		White	African- American	Hispanic	Asian	Other	Total
Yes	% within users	63.5	6.3	14.6	12.1	3.5	
	% within race	22.2	16.1	8.8	34.9	37.9	
No	% within users	51.3	7.6	34.6	5.2	1.3	
	% within race	77.8	83.9	91.2	65.1	62.1	
		(n=902)	(n=124)	(n=520)	(n=109)	(n=29)	(n=1,684)
$\chi^2 = 66.67, p \leq .001$							

**Table 30. Austin Public Library Website Usage to Hold a Book by Age**

		18-24	25-34	35-44	45-54	55-64	65+	Total
Yes	% within users	2.5	35.8	29.4	15.2	8.9	8.2	
	% within age category	3.2	21.1	29.2	18.4	15.6	18.1	
No	% within users	17.7	30.8	16.4	15.5	11.0	8.0	
	% within age category	96.8	78.9	70.8	81.6	84.4	81.9	
		(n=250)	(n=535)	(n=318)	(n=261)	(n=179)	(n=144)	(n=1,687)

$\chi^2 = 65.90, p \leq .001$

**Table 31. Austin Public Library Website Usage to Hold a Book by Education**

		Less than H-S	High School	Some college	B. A. B.S.	Post-grad.	Total
Yes	% within users	0	7.6	24.4	42.5	25.4	
	% within educ. cat.	0	8.5	19.6	28.3	30.3	
No	% within users	19.9	18.9	23.0	24.8	13.4	
	% within educ. cat.	100	91.5	80.4	71.7	69.7	
		(n=272)	(n=283)	(n=392)	(n=474)	(n=264)	(n=1,685)

$\chi^2 = 134.19, p \leq .001$

**Table 32. Austin Public Library Website Usage to Hold a Book by Income**

		Less than 10,000	10,000- 19,000	20,000- 29,000	30,000- 39,000	40,000- 49,000	50,000- 74,000	75,000+	No answer	Total
Yes	% within visitors	4.5	6.4	9.2	4.5	6.7	19.7	40.1	8.9	
	% within bracket	11.4	17.2	14.1	14.1	21.2	24.9	27.5	8.8	
No	% within visitors	8.0	7.1	13.1	6.3	5.8	13.78	24.5	21.5	
	% within bracket	88.6	82.8	85.9	85.9	78.8	75.1	72.5	91.2	
		(n=123)	(n=116)	(n=206)	(n=99)	(n=99)	(n=249)	(n=458)	(n=319)	(n=1,669)

$\chi^2 = 59.20, p \leq .001$

**Table 33. Austin Public Library Usage by Employment Status**

		Full-time	Part-time	Student	Homemaker	Unemployed	Retired	Other
		(n=1006)	(n=235)	(n=162)	(n=94)	(n=143)	(n=182)	(n=191)
Have you visited an APL in the last 12 months?	Yes	43.2	54.0	59.5	46.4	22.5	45.6	40.1
	No	56.8	46.0	40.5	53.6	77.5	54.4	59.9
		(n=1005)	(n=235)	(n=162)	(n=94)	(n=143)	(n=180)	(n=191)
Do you have a library card?	Yes	46.9	50.3	48.7	55.0	76.9	50.3	72.8
	No	53.1	49.7	51.3	45.0	23.1	49.7	27.2
		(n=1002)	(n=235)	(n=162)	(n=94)	(n=142)	(n=182)	(n=191)
Have you accessed your account through an APL's website?	Yes	26.8	17.3	36.3	31.4	12.4	19.2	16.5
	No	73.2	82.7	63.7	68.6	87.6	80.8	83.5
		(n=996)	(n=235)	(n=162)	(n=94)	(n=143)	(n=183)	(n=191)
Have you placed a book on hold via an APL's website?	Yes	19.5	16.3	22.8	21.7	12.8	17.4	13.1
	No	80.5	83.7	77.2	78.3	87.2	82.6	86.9

**Table 34. Austin Public Library Usage by Employment Contract**

		Salaried	Contracted	Employed hourly	Temporary worker	Self-employed
		(n=610)	(n=65)	(n=450)	(n=14)	(n=137)
Have you visited an APL in the last 12 months?	Yes	43.6	60.0	42.2	57.1	65.7
	No	56.4	40.0	57.8	42.9	34.3
		(n=610)	(n=65)	(n=450)	(n=14)	(n=137)
Do you have a library card?	Yes	47.4	60.0	42.2	57.1	65.7
	No	52.6	40.0	57.8	42.9	34.3
		(n=607)	(n=65)	(n=451)	(n=14)	(n=138)
Have you accessed your account through an APL's website?	Yes	31.8	23.1	16.6	35.7	32.6
	No	68.2	76.9	83.4	64.3	67.4
		(n=602)	(n=65)	(n=450)	(n=14)	(n=137)



Have you placed a book on hold via an APL's website?	Yes	24.8	15.4	12.4	35.7	23.4
	No	75.2	84.6	87.6	64.3	76.6

$\chi^2 = 31.05$ ,  $p \leq .001$ ;  $\chi^2 = 13.07$ ,  $p \leq .05$ ;  $\chi^2 = 35.18$ ,  $p \leq .001$ ;  $\chi^2 = 28.66$ ,  $p \leq .001$ , respectively

**Table 35. Austin Public Libraries Usage by Employment Sector**

		Constructi on	Creativ e	Educatio n	Governme nt	Health	Manuf act	Media	Servic e	Techn.	Other
		(n=122)	(n=70)	(n=114)	(n=123)	(n=84)	(n=40)	(n=77)	(n=201)	(n=169)	(n=276)
Have you visited an APL in the last 12 months?	Yes	36.9	47.1	64.9	51.2	40.5	35.0	74.0	45.3	34.9	43.5
	No	63.1	52.9	35.1	48.8	59.5	65.0	26.0	54.7	65.1	56.5
		(n=122)	(n=69)	(n=114)	(n=122)	(n=83)	(n=41)	(n=77)	(n=201)	(n=169)	(n=276)
Do you have a library card?	Yes	25.4	42.0	69.3	57.4	48.2	36.6	75.3	47.8	47.9	41.7
	No	74.6	58.0	30.7	42.6	51.8	63.4	29.7	52.2	52.1	58.3
		(n=122)	(n=69)	(n=113)	(n=121)	(n=83)	(n=40)	(n=77)	(n=199)	(n=169)	(n=275)
Have you accessed your account through an APL's website?	Yes	19.7	24.6	44.2	36.4	30.1	12.5	23.4	23.6	32.0	17.5
	No	80.3	75.4	55.8	63.6	69.9	87.5	76.6	76.4	68.0	82.5
		(n=122)	(n=69)	(n=113)	(n=121)	(n=80)	(n=41)	(n=76)	(n=200)	(n=168)	(n=276)
Have you placed a book on hold via an APL's website?	Yes	5.7	17.4	45.1	29.8	17.5	14.6	18.4	18.0	26.2	12.7
	No	94.3	82.6	54.9	70.2	82.5	85.4	81.6	82.0	73.8	87.3

$\chi^2 = 58.25$ ,  $p \leq .001$ ;  $\chi^2 = 80.52$ ,  $p \leq .001$ ;  $\chi^2 = 47.61$ ,  $p \leq .001$ ;  $\chi^2 = 82.08$ ,  $p \leq .001$ , respectively

**Table 36. Austin Public Library Usage by non-English Language Media Consumption**

		Frequency of non-English language media usage		
		Never (n=554)	Monthly/ Less often (n=431)	Weekly/ Daily (n=632)
Have you visited an APL in the last 12 months?	Yes	40.6	55.0	37.8
	No	59.4	45.0	62.2
		(n=552)	(n=431)	(n=629)
Do you have a library card?	Yes	44.2	58.7	53.1
	No	55.8	41.3	46.9
		(n=548)	(n=430)	(n=631)
Have you accessed your account through an APL's website?	Yes	22.6	30.9	18.5
	No	77.4	69.1	81.5
		(n=549)	(n=431)	(n=626)
Have you placed a book on hold via an APL's website?	Yes	16.6	26.0	15.7
	No	83.4	74.60	84.3
		(n=549)	(n=431)	(n=626)

$\chi^2 = 33.34$ ,  $p \leq .001$ ;  $\chi^2 = 21.36$ ,  $p \leq .001$ ;  $\chi^2 = 22.18$ ,  $p \leq .001$ ;  $\chi^2 = 20.46$ ,  $p \leq .001$ , respectively

**Table 37. Austin Public Library's Website Usage by Internet Access Technologies (%)**

		Cell phone (n=805)	WiFi/ Wireless (n=1037)	4G or WiMax (n=90)	City of Austin's free WiFi (n=120)
Have you accessed your account through an APL's website?	Yes	23.1	27.7	39.9	17.0
	No	76.9	72.3	60.1	53.9
		(n=805)	(n=1033)	(n=86)	(n=120)
Have you	Yes	19.5	22.3	17.5	37.3

placed a book on hold via an APL's website?	No	80.5	77.7	82.5	62.7
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**Table 38. Austin Public Library's Website Usage by Home Computer Internet Access Technologies (%)**

		Dial-up	High-speed DSL phone line	High-speed cable	Wireless	Don't know	Don't have access
		(n=42)	(n=325)	(n=799)	(n=728)	(n=73)	(n=115)
Have you accessed your account through an APL's website?	Yes	72.1	24.9	26.9	24.1	24.6	25.2
	No	27.9	70.6	73.1	75.9	75.4	74.8
		(n=42)	(n=325)	(n=799)	(n=724)	(n=73)	(n=112)
Have you placed a book on hold via an APL's website?	Yes	19.7	28.4	56.65	19.5	2.4	9.7
	No	80.3	74.0	78.9	80.5	97.6	90.3

**Table 39. Austin Public Libraries' Website Usage by Smart Phone Ownership**

		Smart phone ownership	
		Yes	No
Have you accessed to an APL's website?		(n=810)	(n=774)
		26.3	23
Have you ever placed a book on hold via de APL's website?		(n=811)	(n=771)
		20.3	18.4

$\chi^2 = 2.97$ ,  $p = n.s.$ ;  $\chi^2 = 1.42$ ,  $p = n.s.$ , respectively.

## 1.7 Austin City Government and Public Television Channels

The survey questionnaire included several questions about respondents' access and use of the city government access channel, public access channels, and the City of Austin website. Respondents are asked about how often they watch Channel 6, using a scale from daily, weekly, monthly, less often, to never. Respondent who have watched Channel 6 are further asked what programming he or she watches. In a similar vein, respondents are asked how often they watch the public access channels in Austin, namely Channels 10, 11, and 16. Respondents are also asked their frequency of visiting the City of Austin website ([www.cityofaustin.org](http://www.cityofaustin.org)).

### 1.7.1 General Viewership/Visiting Pattern and Breakdowns

Preliminary analysis shows that about one-third of Austinites watch the public access channels. About 8% of the respondents watch Channel 6 and 12% Channels 10,11, or 16 at least monthly (Figure 9 and 10). However, few watch the public channels on a daily basis. Around 1% of respondents watch Channel 6 and about 2% Channels 10,11, or 16 daily.

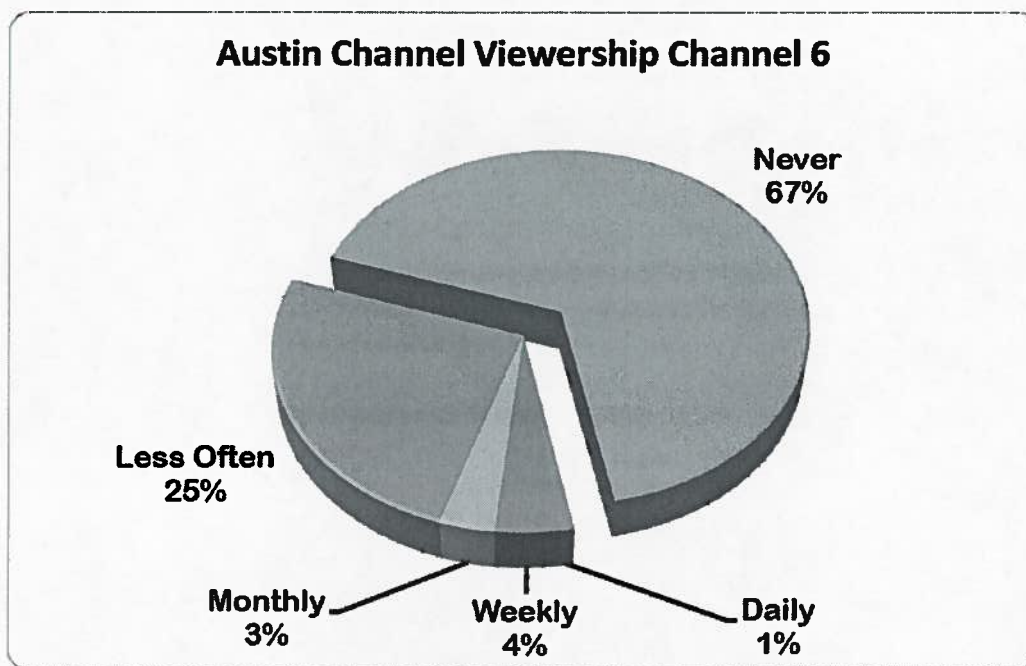


Figure 9. Austin Channel 6 Viewership

### Austin Channel Viewership Channels 10, 11, 16

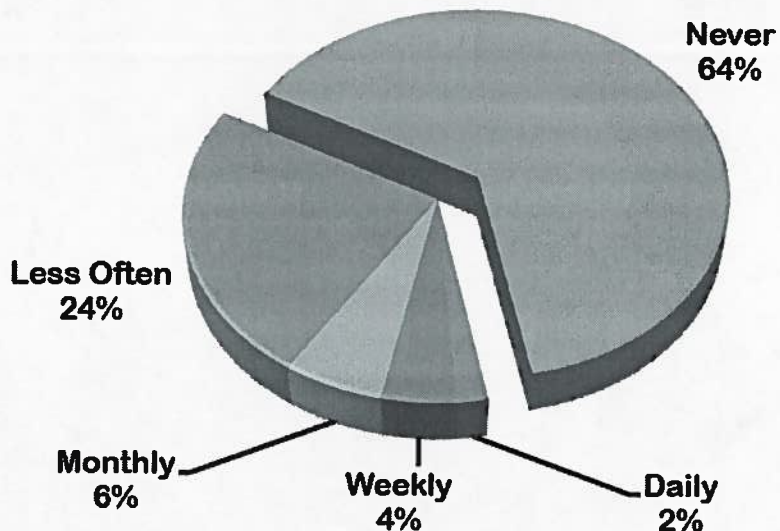


Figure 10. Austin Channel 10, 11, 16 Viewership

Table 40. Austin's Channels Viewership

	Channel 6 (%) (n=1,680)	Channel 10,11,16 (%) (n=1,666)
Daily	0.8	1.8
Weekly	3.9	4.5
Monthly	3.3	5.9
Less often	25.2	23.8
Never	66.8	64.1

The most frequently viewed Channel 6 programming are city council meetings (22%), board meetings (11%), and bulletin boards (11%). Close to two-thirds of the Channel 6 viewers do not know what programming they watch (Table 41).

**Table 41. Channel 6 programming Viewership**

Ch. 6 programming	(n= 871)
City Council meetings	22.3
Board meetings	11.1
Bulletin boards	10.8
Other	7.0
Don't know	64.1

Percentages do not 100% because of multiple responses

Breaking down the general pattern by demographic factors such as gender, ethnicity, age, and education show some interesting results. Table 42 shows the proportion of women who have never watched channel 6 is significantly higher than that of men (71% vs. 63%). Yet, the proportion of women who watch Channel 6 at least weekly is significantly higher than that of men (5% vs. 4%). The gendered viewership is reversed for Channels 10, 11, or 16. Proportionally, significantly more men have never watched these channels than women (67% vs. 61%). However, men are more likely to be weekly or more frequent viewers than women (7% vs. 6%)

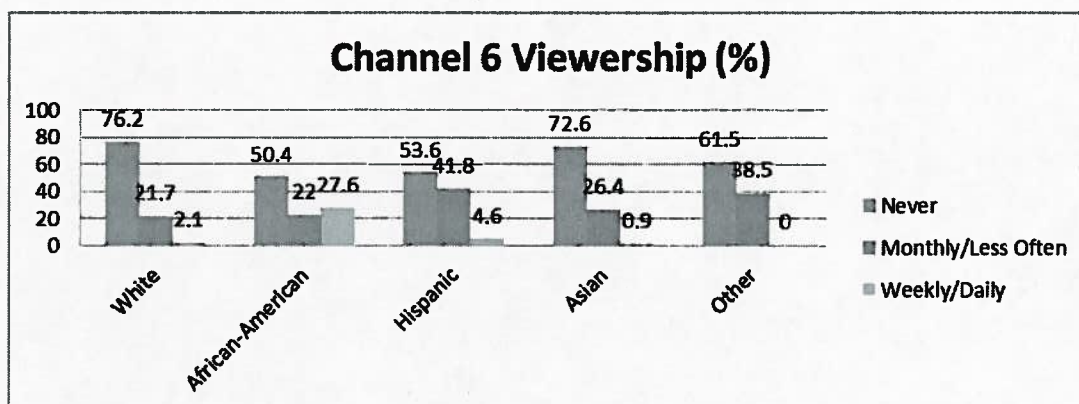
**Table 42. Channels 6, 10,11,16 Viewership by Gender**

Channel 6 viewership	Men	Women
Never	63.1	71.0
Monthly/ Less often	32.7	23.7
Weekly/ Daily	4.2	5.3
	(n=883)	(n=796)
Channels 10,11,16 viewership		
Never	66.7	61.0
Monthly/ Less often	26.3	33.4
Weekly/ Daily	6.9	5.6
	(n=878)	(n=788)
$X^2: 16.83, p \leq .001; X^2: 10.33, p \leq .01$		

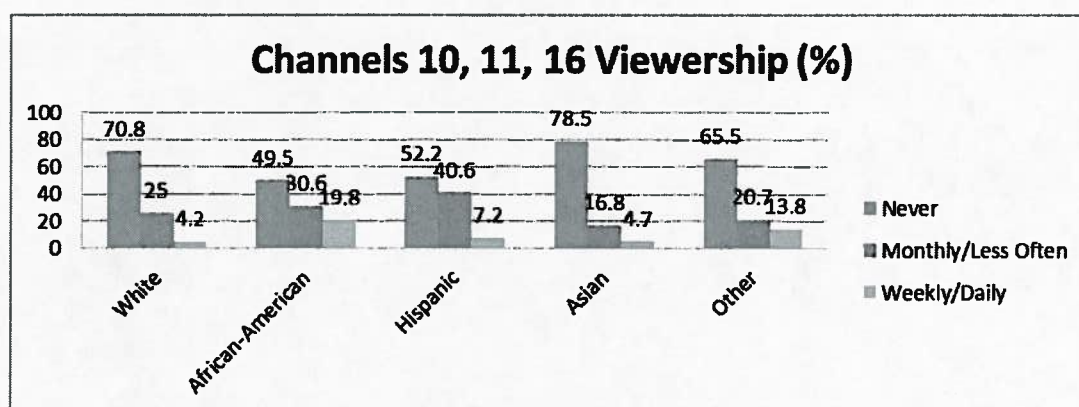
Table 43 reports the public channel viewership by ethnicity. African American and Hispanic respondents are significantly more likely to watch public access channels.



About 28% of African-American respondents view channel 6 at least weekly, more than 5 times of the city average (4.7%). The proportion of Hispanic respondents who watch Channel 6 at least weekly is around the average, while Whites, Asians, and others are much below the average. By and large, the viewership of Channels 10, 11, or 16 shows a similar pattern. A significant and higher proportion of African-American and Hispanics respondents watch public channels at least weekly (20% and 7% respectively). Respondents who identify themselves in the other racial group are significantly more likely to watch Channels 10, 11, or 16 than Whites and Asians (14% vs. 4% and 5% respectively).



**Figure 11. Channel 6 Viewership by Ethnicity**



**Figure 12. Channels 10, 11, and 16 Viewership by Ethnicity**

**Table 42. Channels 6, 10, 11, 16 Viewership by Ethnicity**

	White	African-American	Hispanic	Asian	Other
<hr/>					
Channel 6 viewership					
Never	76.2	50.4	53.6	72.6	61.5
Monthly/ Less often	21.7	22.0	41.8	26.4	38.5
Weekly/ Daily	2.1	27.6	4.6	0.9	0
	(n=904)	(n=127)	(n=513)	(n=106)	(n=26)
<hr/>					
Channels 10,11,16 viewership					
Never	70.8	49.5	52.2	78.5	65.5
Monthly/ Less often	25.0	30.6	40.6	16.8	20.7
Weekly/ Daily	4.2	19.8	7.2	4.7	13.8
	(n=903)	(n=111)	(n=517)	(n=107)	(n=29)
<hr/>					
X <sup>2</sup> : 239.53, p≤.001; X <sup>2</sup> : 100.78, p≤.001					
<hr/>					

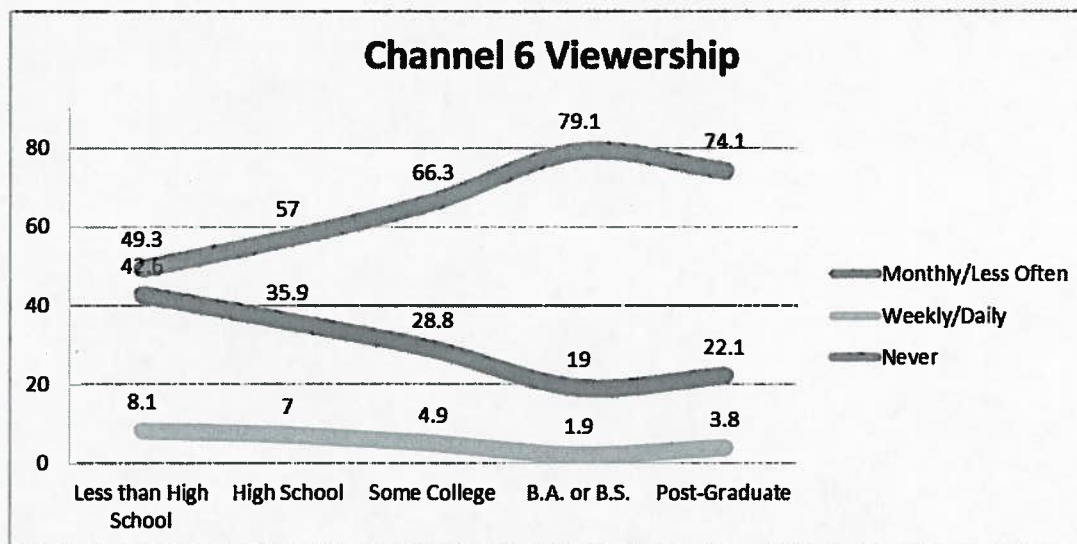
The weekly or more frequent viewership of public channels grows with age. About three-quarters of the respondents aged between 18-24 never watch Channel 6 and 56% of them never watch Channels 10, 11, or 16. Among the young people who do watch, they do so only occasionally. None of them watch these channels weekly or more frequent. By contrast, respondents who are 65 or older have the highest share of watching the public channels weekly or more frequent (7% for Channel 6 and 10% for Channels 10, 11, or 16).

**Table 43. Channels 6, 10,11, or 16 Viewership by Age**

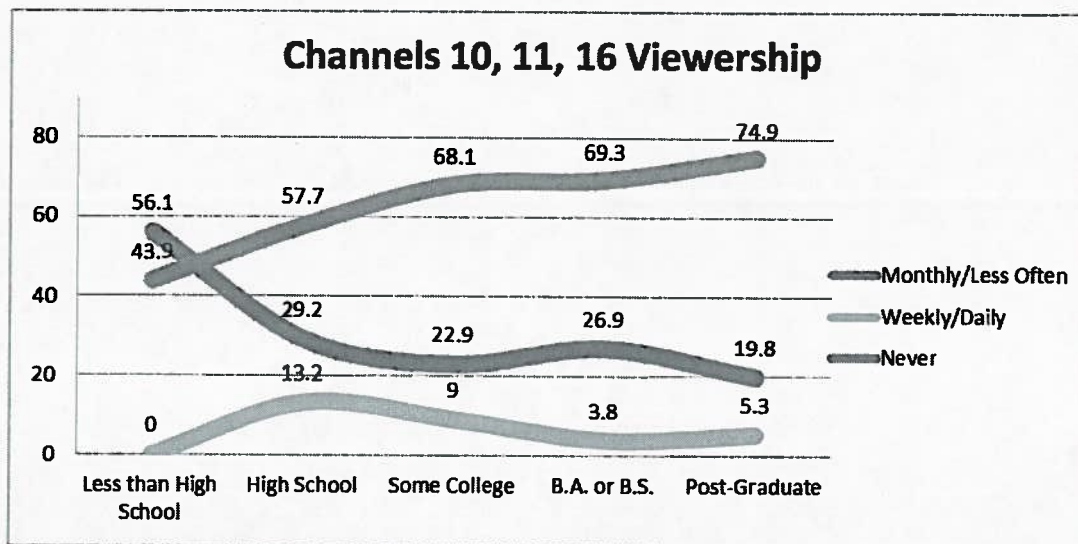
	18-24	25-34	35-44	45-54	55-64	65+
<hr/>						
Channel 6 viewership						
Never	74.4	66.9	69.8	59.7	66.1	60.3
Monthly/ Less often	25.6	28.3	25.9	33.3	27.7	32.6
Weekly/ Daily	0	4.9	4.4	7.0	6.2	7.1
	(n=250)	(n=534)	(n=321)	(n=258)	(n=177)	(n=141)
<hr/>						
Channels 10,11,16 viewership						
Never	56.2	64.8	64.6	64.5	67.2	69.7
Monthly/ Less often	43.8	30.2	27.8	25.9	23.7	20.4

Weekly/ Daily	0	5.0	7.6	9.7	9.80	9.9
	(n=251)	(n=523)	(n=316)	(n=259)		
$\chi^2: 27.27, p \leq .01; \chi^2: 56.07, p \leq .001$						

Table 8b4 reports the viewership by education. The weekly or more frequent viewership of public channels drops with the level of education, although there is a slight uptick for respondents with postgraduate education. People with less than high school education are more likely to have watched Channel 6 and channels 10, 11, and 16. About 8% of respondents with less than high school education watch Channel 6 at least weekly but none of them watch Channels 10, 11, or 16. By contrast, about 7% of respondents with high school education watch Channel 6 and 13% Channels 10, 11, and 16 at least weekly.



**Figure 13. Chanel 6 Viewership by Education Level**



**Figure 14. Channels 10, 11, and 16 Viewership by Education Level**

**Table 44. Channels 6, 10, 11, 16 Viewership by Education**

	Less than high school	High - school	Some college	B.A. or B.S.	Post- graduate
<b>Channel 6 viewership</b>					
Never	49.3	57.0	66.3	79.1	74.1
Monthly/ Less often	42.6	35.9	28.8	19.0	22.1
Weekly/ Daily	8.1	7.0	4.9	1.9	3.8
	(n=272)	(n=284)	(n=389)	(n=473)	(n=263)
<b>Channels 10,11,16 viewership</b>					
Never	43.9	57.7	68.1	69.3	74.9
Monthly/ Less often	56.1	29.2	22.9	26.9	19.8
Weekly/ Daily	0	13.2	9.0	3.8	5.3
	(n=255)	(n=281)	(n=389)	(n=476)	(n=263)

$\chi^2$ : 27.27,  $p \leq .01$ ;  $\chi^2$ : 56.07,  $p \leq .001$

### 1.7.2 Visiting the City of Austin Website

The survey revealed that more than three fourths (72%) of respondents have visited the City of Austin's Website at least once. Most of people visit it monthly (23%) or less often (43%). Although there are no substantive differences by gender, more

women tend to visit the website on a weekly or daily basis than men (4% vs. 7%) (see Table 45).

Compared to Channel 6 viewership, a much higher proportion of respondents have visited the City of Austin website (71% vs. 34%). About 6% of the respondents visit the City of Austin website at least weekly and 29% at least monthly. Table 46 report the visit by gender. Women have a higher proportion of not visiting the City of Austin website than men (29% vs. 27%). However, a significant higher proportion of women visit the City of Austin website at least weekly than men (7% vs. 4%)

Regarding differences by ethnicity, it is noteworthy that more minorities, particularly African Americans and Hispanics, visit the website on a regular basis (7% and 9%, respectively) compared to whites (4%) and Asians (4%) (see Table 47). In addition, regular visits to the website (i.e., weekly or daily) increase with level of education and then decrease, a pattern that is also found when analyzing the visits by income level see table 3e). The highest proportion of people who visit the City of Austin's website on a regular basis has some college degree and earn between \$40,000 and \$50,000. There are no clear patterns by age (see table 48).

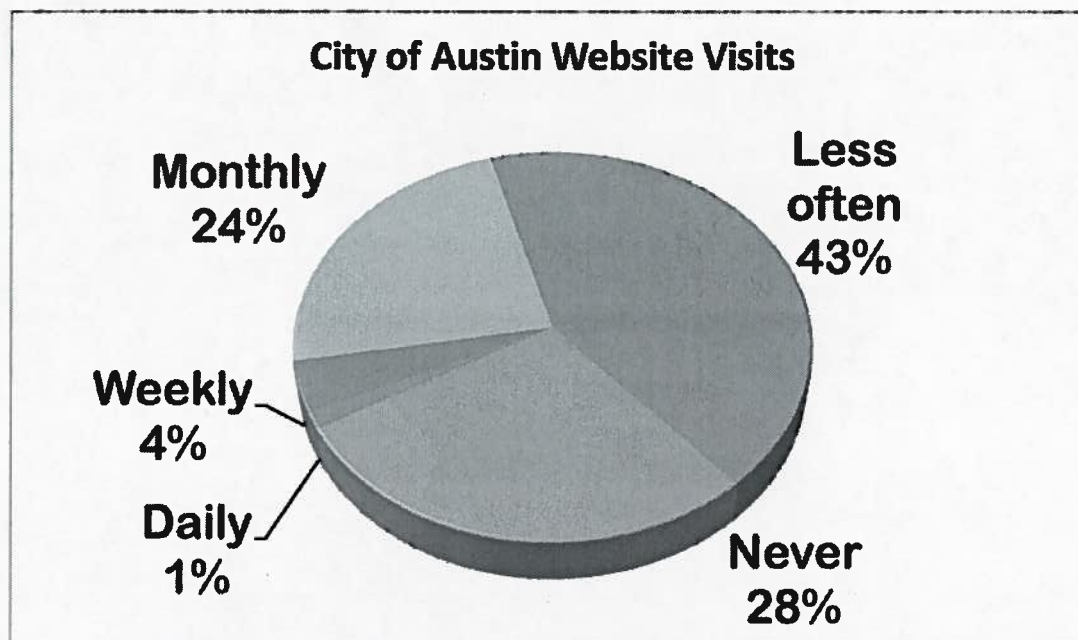


Figure 15. Frequency of City of Austin Website Visits



**Table 45. City of Austin's Website Visits**

	(%) (n=1,683)
Daily	1.3
Weekly	4.3
Monthly	23.4
Less often	42.8
Never	28.2

**Table 46. City of Austin's Website Visits by Gender**

Website's visits	Men	Women
Never	27.2	29.3
Monthly/ Less often	68.7	63.5
Weekly/ Daily	4.1	7.2
	(n=881)	(n=802)

$X^2: 9.79, p \leq .01$

Table 47 reports the breakdown of the City of Austin website visit by ethnicity. African Americans and Hispanics are significantly more likely not to visit the website (45% and 31%), compared to Whites (25%), Asians (26%), and others (10%). Yet, Hispanics and African Americans have a significant higher proportion of visiting the website at least weekly (9% and 7%), compared to other ethnic groups.

**Table 47. City of Austin's Website Visits by Ethnicity**

	White	African-American	Hispanic	Asian	Other
Website's visits					
Never	25.2	45.3	30.8	26.2	10.3
Monthly/ Less often	70.5	47.7	60.7	70.1	89.7
Weekly/ Daily	4.2	7.0	8.5	3.7	0
	(n=903)	(n=128)	(n=517)	(n=107)	(n=29)

$X^2: 48.48, p \leq .001$

Table 48 reports the visit of the City of Austin website by age group. The proportion of those not visiting the City of Austin website increases with age. However, among people who visit the city website at least weekly, people in the age group of 35-44 have the highest proportion (10%), followed by people in the age group of 45-54 (8%) and people in the age group of 55-64 (5%). People who are 34 or younger or 65 or older are less likely to visit the city website at least weekly (4% and 3% respectively).

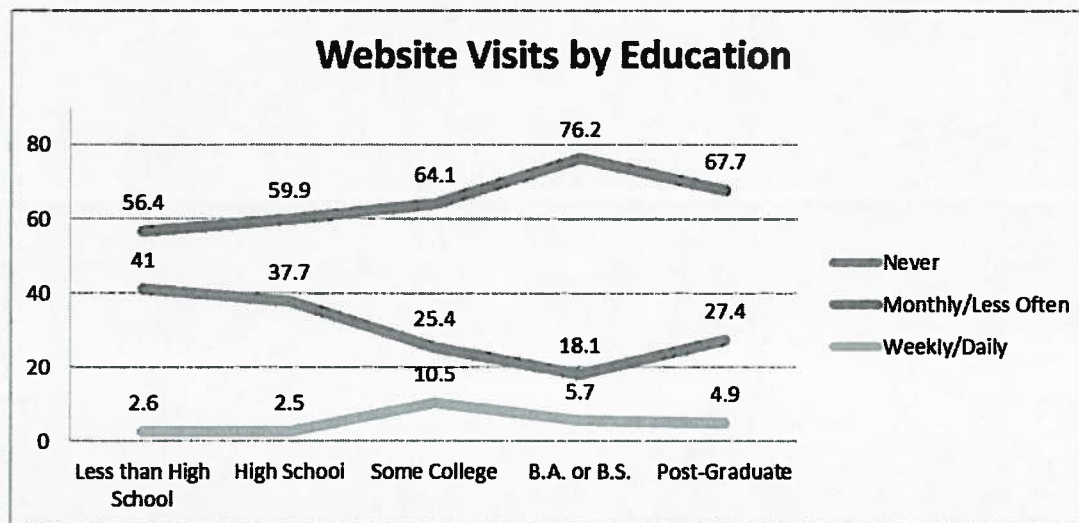
**Table 48. City of Austin's Website Visits by Age**

	18-24	25-34	35-44	45-54	55-64	65+
Website's visits						
Never	11.6	22.4	19.2	39.5	41.2	62.5
Monthly/ Less often	84.0	73.9	70.8	52.7	54.2	34.7
Weekly/ Daily	4.4	3.7	10.1	7.8	4.5	2.8
	(n=250)	(n=536)	(n=318)	(n=258)	(n=177)	(n=144)

$\chi^2$ : 192.37,  $p \leq .001$

The pattern of visiting the City of Austin website varies significantly by the levels of education. In general, better educated respondents are significantly more likely to visit the website. People with a high school or less education have the lowest share of frequent visiting: less than 3% of them visit the city website at least weekly. People who have an education at most of some college have the highest proportion of visiting the city website at least weekly (11%), while respondents who have a college or higher education are in the middle-of-the-road (6% and 5% respectively).





**Figure 16. Frequency of City of Austin Website Visits by Education Level**

**Table 49. City of Austin's Website Visits by Education**

	Less than high school	High - school	Some college	B.A. or B.S.	Post- graduate
Website's visits					
Never	41.0	37.7	25.4	18.1	27.4
Monthly/ Less often	56.4	59.9	64.1	76.2	67.7
Weekly/ Daily	2.6	2.5	10.5	5.7	4.9
	(n=273)	(n=284)	(n=390)	(n=475)	(n=263)

$\chi^2$ : 82.76,  $p \leq .001$

### 1.8.3 Austin City Government and Public Television Channels Summary

- About one-third of Austinites watch the public access channels. However, only around 1% of respondents watch Channel 6 and about 2% Channels 10,11, or 16 daily. The most frequently viewed Channel 6 programming are city council meetings (22%).
- Viewership of Austin public channels is patterned by gender, ethnicity, age, and education. African Americans and Hispanics respondents are significantly more likely to watch public access channels. In general, the weekly or more frequent viewership of public channels grows with age and drops with the level of education.

- The City of Austin Website attracts more audience than Channel 6 or Channel 10, 11, and 16. About 6% of the respondents visit the City of Austin website at least weekly and 29% at least monthly.
- Visiting the city website is patterned gender, ethnicity, age, and education. Among people who visit the city website at least weekly, people in the age group of 35-44 have the highest proportion, followed by people in the age group of 45-54. In general, better educated respondents are significantly more likely to visit the website.

## 1.8 Internet and the Global Citizen Survey

Zip+4: \_\_\_\_\_

### THE AUSTIN INTERNET AND GLOBAL CITIZENS PROJECT

**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? \_\_\_\_\_
- A. How many children (under the age of 18) live with you in the place you currently live? \_\_\_\_\_

**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 subscribe to a newspaper that is delivered to your current residence?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Do you have a TV in your current residence?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Do you subscribe to cable TV (ex. Time Warner, Grande)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Do you subscribe to satellite TV (ex. DIRECTV, DISH)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Is there a game console in your current residence (ex. PlayStation, Wii, Xbox)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If YES, is the game console connected to the Internet?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Is there a desktop computer you can use in your current residence?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Do you personally own a laptop or notebook computer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Do you personally own an mp3 player (ex. iPod, Zune, Archos)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Do you have a home phone line (wired, landline)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Do you have a cell phone?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

► If you do NOT own a cell phone, please go to Q4. INTERNET on Page 2.

**Q3. CELL PHONES:** If you own a cell phone, please answer the following questions.

	Yes	No	Don't Know
A. Do you use a pre-paid cell phone?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Do you use a smart phone (ex. iPhone, Blackberry, Android)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Do you send or receive text messages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Do you ever make a charitable donation by text messages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A. Based on your personal experience, how would you complete the following statement? (CHECK ONE)			
"On an average day, I make and receive my telephone calls _____."			
<input type="checkbox"/> All on a landline phone (including, home and work phone)			
<input type="checkbox"/> Mostly on a landline phone			
<input type="checkbox"/> Equally between my cell phone and a landline phone			
<input type="checkbox"/> Mostly on my cell phone			
<input type="checkbox"/> All on my cell phone			

A. How often do you access the Internet using your cell phone? (CHECK ONE)

☐ Daily   ☐ Weekly   ☐ Monthly   ☐ Less often   ☐ Never

A. If you use your cell phone to go online, do you use it to do any of the following activities? (CHECK ALL THAT APPLY)

- ☐ Read or send email
- ☐ Send or post a photo or video
- ☐ Watch a video
- ☐ Purchase a product (ex. books, music, toys or clothing)
- ☐ Access a social network site (ex. Facebook, Twitter, LinkedIn)

**Q4. INTERNET: We would now like to ask about your use of the Internet.**

A. Do you use the Internet at all (ex. surf the web, chat, email)? ☐ Yes   ☐ No

► If YES, you use the Internet, please go to **Question D** on Page 3.

► If NO, you do NOT use the Internet, please answer the following Questions B & 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)

	Strongly Agree	Agree	Neutral	Disagree e	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"/>

A. 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.

► If you do NOT use the Internet, please go to **Question K** on the top of Page 5.

A. Who taught you how to use the Internet? (CHECK ALL THAT APPLY)

- ☐ My father or mother
- ☐ My brother or sister
- ☐ My son or daughter
- ☐ Another relative
- ☐ My friends
- ☐ My boyfriend or girlfriend
- ☐ A teacher
- ☐ Myself

A. Where do you use the Internet? (CHECK ALL THAT APPLY)

- ☐ At home (where you currently live)
- ☐ At work
- ☐ At school or university
- ☐ At an Austin Public Library
- ☐ Coffee shop
- ☐ At the home of a friend or family
- ☐ Some other place: \_\_\_\_\_

A. How does your computer connect to the Internet at home? (CHECK ALL THAT APPLY)

- ☐ Dial-up telephone line
- ☐ High speed DSL-enabled phone line (from the phone company)
- ☐ High speed cable modem (from the cable company)
- ☐ Wireless
- ☐ I do not know.
- ☐ I do not have access to the Internet through a computer at home.

A. There are many ways to connect to the Internet. Do you use any of the following technologies to access the Internet? (CHECK ALL THAT APPLY)

- ☐ Cell phone      ☐ WiFi/Wireless      ☐ 4G or WiMax      ☐ City of Austin's free public WiFi

Please indicate how often you use the Internet to do each of the following activities. Please think about your online activities on a computer, cell phone, and other portable devices, combined.

(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"/>
Pay bills online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discuss politics	<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 videos (ex. clips, TV shows, 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 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, Facebook, Twitter, LinkedIn)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit a virtual world (ex. Second Life)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.	<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 on a website.	<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 verify 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"/>

People interact with their family, friends, neighbors, co-workers, acquaintances, and strangers **online**. Thinking about these people you know **online**, please indicate how much you agree or disagree with the following statements. (CHECK ONE for each row)

When thinking about people I know <b>ONLINE</b> (on the Internet).....	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
There are several people online I trust to help solve my problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is someone online I can turn to for advice about making very important decisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I feel lonely, there are several people online I can talk to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The people I interact with online would be good job references for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interacting with people online makes me want to try new things.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interacting with people online makes me feel like part of a larger community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to spend time to support general online community activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interacting with people online gives me new people to talk to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

People interact with their family, friends, neighbors, co-workers, acquaintances, and strangers **offline**. Thinking about these people you know **offline**, please indicate how much you agree or disagree with the following statements. (CHECK ONE for each row)

When thinking about people I know <b>OFFLINE</b> (not on the Internet).....	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
---	----------------	-------	---------	----------	-------------------



There are several people offline I trust to help solve my problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is someone offline I can turn to for advice about making very important decisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I feel lonely, there are several people offline I can talk to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The people I interact with offline would be good job references for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interacting with people offline makes me want to try new things.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interacting with people offline makes me feel like part of a larger community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to spend time to support general offline community activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interacting with people offline gives me new people to talk to.	<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.

How often do you engage in the following media activities in a language other than English?

(CHECK ONE for each row)	<b>Daily</b>	<b>Weekly</b>	<b>Monthly</b>	<b>Less Often</b>	<b>Never</b>
Read a book, newspaper, or magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch a movie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit a website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**A.** In which language(s) do you use these non-English media (books, TV, movies, websites)?

---

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

	<b>People</b>	<b>Internet</b>	<b>TV</b>	<b>Radio</b>	<b>Newspaper</b>	<b>Other</b>
	(Offline)	(Offline)	(Offline)	(Offline)	(Offline)	

Your neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Local businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Local events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<div> <div>TV</div> <div>Radio</div> <div>Newspaper</div> </div> <div> <div>People</div> <div>Internet</div> <div>(Offline)</div> <div>(Offline)</div> <div>(Offline)</div> </div>					Other
Austin City Services	<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"/>	
USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Countries outside the US	<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"/>	
Jobs and employment	<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"/>	
Health or medical issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
News and current events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Entertainment and pop culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Politics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

A. Please take this time to briefly think about the most recent Presidential Election (of 2008). Which of the following sources did you turn to for information about the campaigns and election? (CHECK ALL THAT APPLY)

- ☐ Newspapers  
☐ Internet  
☐ (offline)  
☐ People  
☐ Radio (offline)  
☐ Other:  
☐ TV (offline)

\_\_\_\_\_

A. Channel 6 is the City of Austin's government access channel. How often do you watch Channel 6? (CHECK ONE)

- ☐ Daily    ☐ Weekly    ☐ Monthly    ☐ Less often    ☐ Never

A. What Channel 6 programming do you watch? (CHECK ALL THAT APPLY)

- ☐ City council meetings  
☐ Board meetings  
☐ Bulletin board / CityView  
☐ Other programming: \_\_\_\_\_

☐ I do not know.

A. Channels 10, 11, and 16 are Austin's public access channels. How often do you watch any one or more of these channels? (CHECK ONE)

☐ Daily    ☐ Weekly    ☐ Monthly    ☐ Less often    ☐ Never

A. How often do you visit the City of Austin website ([www.cityofaustin.org](http://www.cityofaustin.org))? (CHECK ONE)

☐ Daily    ☐ Weekly    ☐ Monthly    ☐ Less often    ☐ Never

Q6. SOCIAL RESOURCES: Please tell us about the people in your life.

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

☐ a nurse  
☐ a farmer  
☐ a lawyer  
☐ a middle school teacher  
☐ a full-time babysitter  
☐ a janitor  
☐ a personnel manager  
☐ a hair dresser

☐ a bookkeeper  
☐ a production manager  
☐ an operator in a factory  
☐ a computer programmer  
☐ a taxi driver  
☐ a professor  
☐ a policeman  
☐ a Chief Executive Officer (CEO) of a large company

A. Who influenced your choices about furthering your education or schooling throughout your life? (CHECK ALL THAT APPLY)

☐ Siblings  
☐ Spouse or Partner  
☐ Parents  
☐ Grandparents  
☐ Other relative

☐ Friends  
☐ People in church or other associations  
☐ People in neighborhood  
☐ Teachers  
☐ Other: \_\_\_\_\_

Q7. AUSTIN PUBLIC LIBRARY: Please tell us about your use of the City of Austin's public libraries.

A. Have you visited an Austin Public Library within the last 12 months?

☐ Yes    ☐ No

A. Do you have a library card that you can use at an Austin Public Library?

☐ Yes    ☐ No

A. Have you ever accessed your library account via the Austin Public Library website?

☐ Yes    ☐ No

- A. Have you ever placed a book on hold via the Austin Public Library website? ☐ Yes ☐ No

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

- A. What is your current employment status? (CHECK ALL THAT APPLY)

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Student
- ☐ Full-time homemaker
- ☐ Unemployed
- ☐ Retired
- ☐ Other: \_\_\_\_\_

► If you are **NOT** currently employed, please go to **Q9. PERSONAL INFORMATION** on Page 8.

► If you are **EMPLOYED** either full-time or part-time, please answer the following questions.

- A. Which of the following best describes your current arrangements with your employer?

(CHECK ONE)

- ☐ Salaried
- ☐ Contracted
- ☐ Employed hourly
- ☐ Employed as temporary worker
- ☐ Self-employed/Freelancer

- A. Which of the following BEST describes the sector in which you work? (CHECK ONE)

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Construction | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Creative     | <input type="checkbox"/> Media         |
| <input type="checkbox"/> Education    | <input type="checkbox"/> Services      |
| <input type="checkbox"/> Government   | <input type="checkbox"/> Technology    |
| <input type="checkbox"/> Health       | <input type="checkbox"/> Other         |

- A. Do you supervise other employees? ☐ Yes ☐ No

- A. About how many days a week do you work from home or someplace other than your office?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

- A. When you work from home or other place, do you telecommute or use telecommunications media to remotely access resources from the office? ☐ Yes ☐ No

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

Please indicate how much you agree or disagree with the following statements about yourself.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
On the whole I am satisfied with myself.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have high self-esteem.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- A. Are you male or female? ☐ Male ☐ Female

A. Which of the following do you MOST consider yourself to be? (CHECK ONE)

- ☐ White  
☐ Black or African-American  
☐ Hispanic or Latino  
☐ Asian or Asian-American  
☐ Mixed  
☐ Other: \_\_\_\_\_

A. What year were you born? \_\_\_\_\_

A. Were you born in the United States? ☐ Yes ☐ No

A. Were you born in Texas? ☐ Yes ☐ No

A. About how long have you lived in the United States? \_\_\_\_\_ year(s) and \_\_\_\_\_ month(s)

A. About how long have you lived in Austin? \_\_\_\_\_ year(s) and \_\_\_\_\_ month(s)

**A.**

B. 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)

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

- |  |  |
|--|--|
| <input type="checkbox"/> Married               | <input type="checkbox"/> Separated                     |
| <input type="checkbox"/> Living with a partner | <input type="checkbox"/> Widowed                       |
| <input type="checkbox"/> Divorced              | <input type="checkbox"/> Single and never been married |

A. Last year in 2009, 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

Please answer the following questions about your MOTHER.

A. About what year was your mother born? \_\_\_\_\_

A. Was she born in the United States? ☐ Yes ☐ No

A. Was she born in Texas? ☐ Yes ☐ No

A. 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)

Now, please tell us about your FATHER.

A. About what year was your father born? \_\_\_\_\_

A. Was he born in the United States? ☐ Yes ☐ No

A. Was he born in Texas? ☐ Yes ☐ No

A. 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)

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

If any of your parents or grandparents immigrated to the US, where did they come from?  
(CHECK ALL THAT APPLY)

- ☐ Africa
- ☐ Asia
- ☐ Europe
- ☐ Latin American
- ☐ Middle East
- ☐ Other: \_\_\_\_\_
- ☐ None of my parents or grandparents immigrated to the US.