

DEC. 2018



AUSTIN CITY DIGITAL INCLUSION SURVEY

Preliminary Report

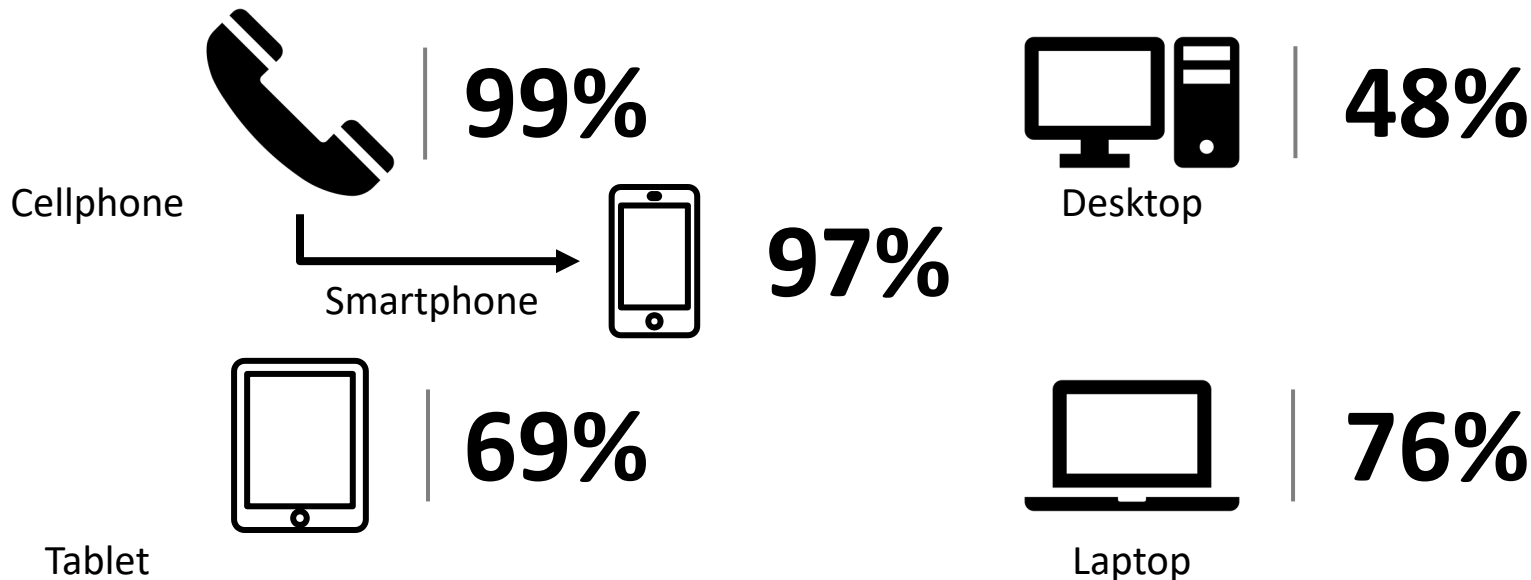
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Access to the Internet in Austin continues to grow

- 95% have a home Internet connection, compared to 92% in 2014.
- However, only 93% use the Internet, on any device, whether at home or at a public location compared to 92% in 2014. Some people with access do not use it .
- Others still depend on public access at public libraries, community technology centers like DeWitty, etc.

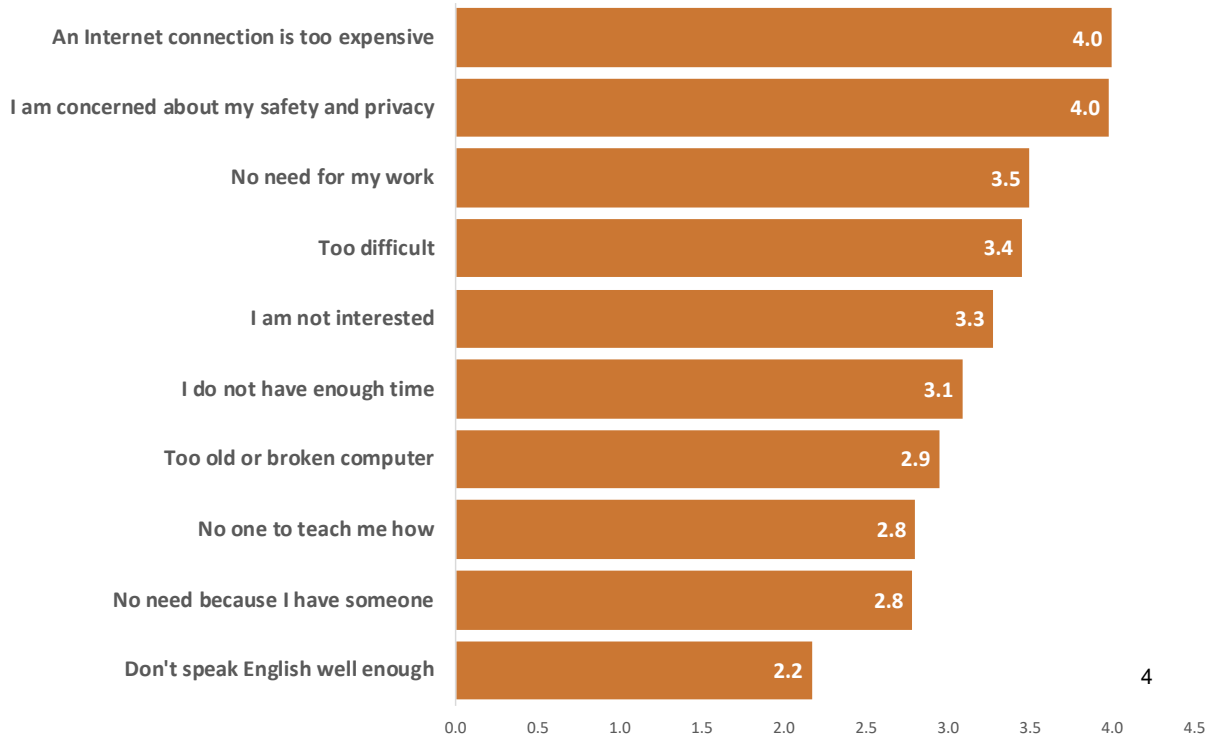
Device possession



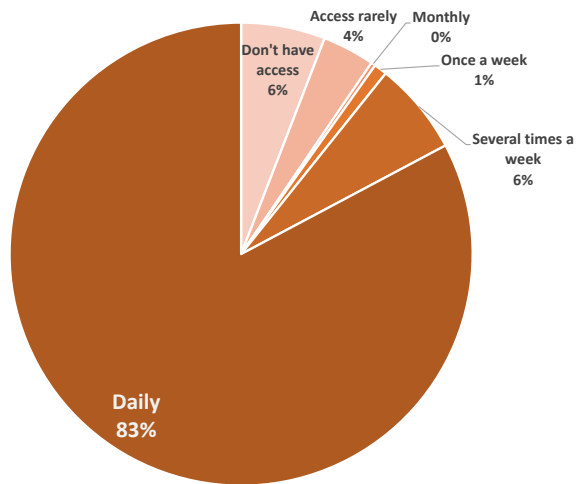
Why people don't use the Internet?

Mean Scores of The Reasons for Not Using the Internet, people can choose multiple items

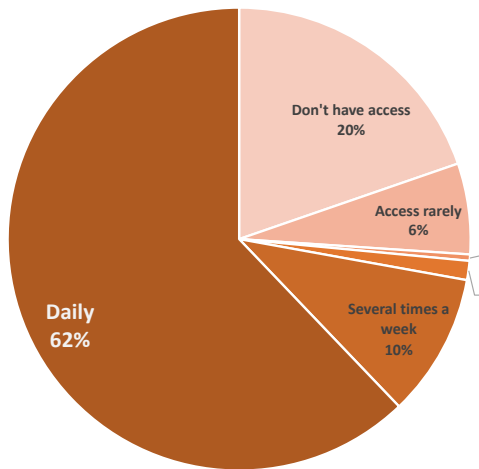
(N = 41)



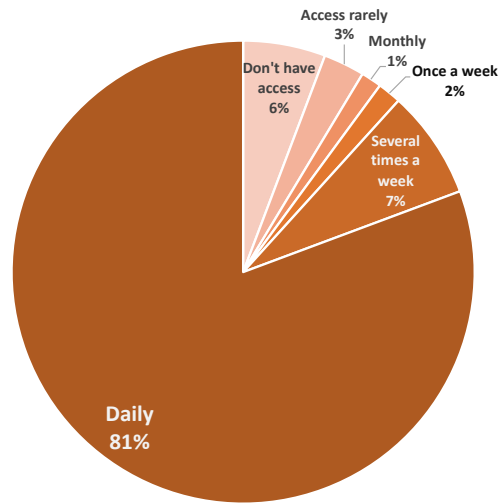
How and Where?



At Home with Broadband

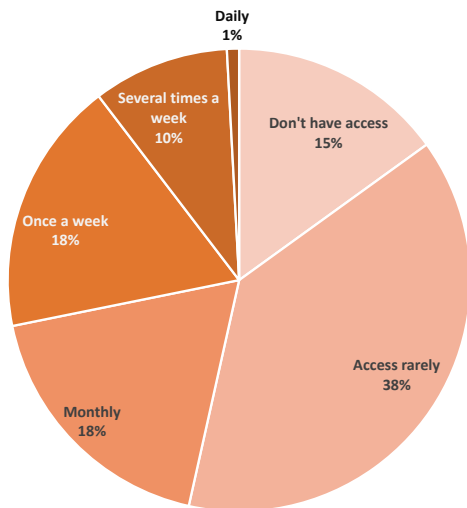


At Work

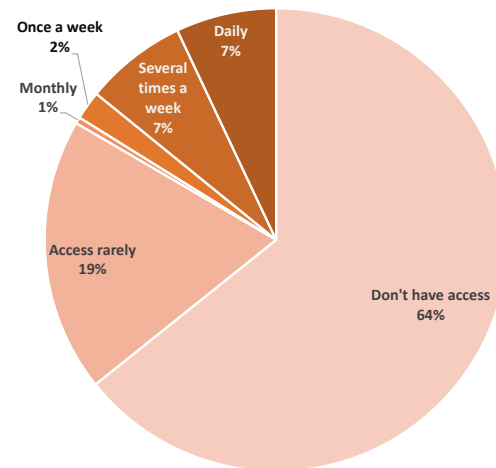


Using a Data Plan on My Own Device

How and Where?

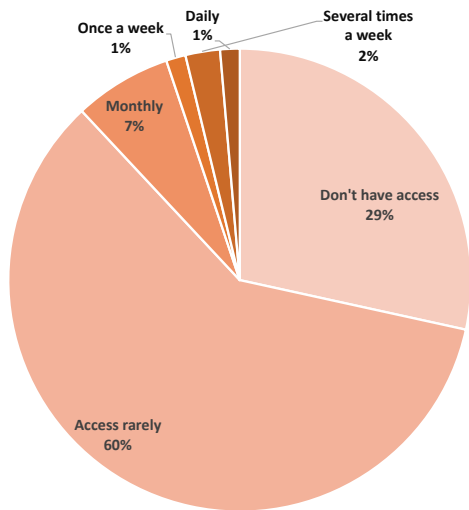


At a Friend's or Relative's House

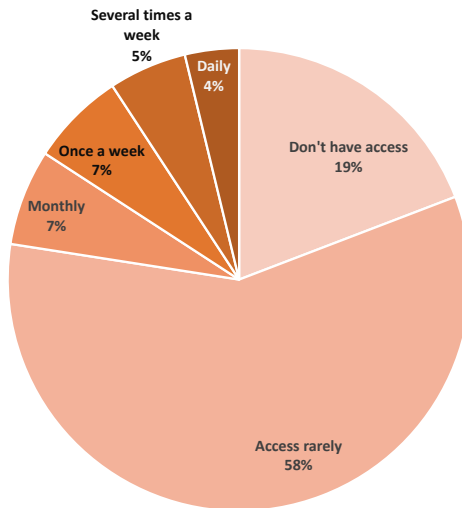


At School

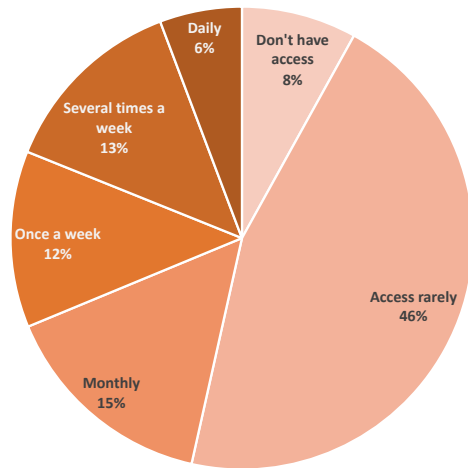
How and Where?



**At a Public Library
using WiFi/Computers**



WiFi at Public Places



WiFi at Retail Place

	Smartphones	Computers	Tablets
Use city services			
Buy bus pass	10%	3%	1%
Pay city bills	31	58	9
Get public transportation info	38	19	4
Get info on or apply for govt. services	25	30	6
Contact ride share services	47	3	1
Check city info and resources	42	43	8
Work-related			
Complete work for current job	38	61	12
Learn job-related skills	22	45	10

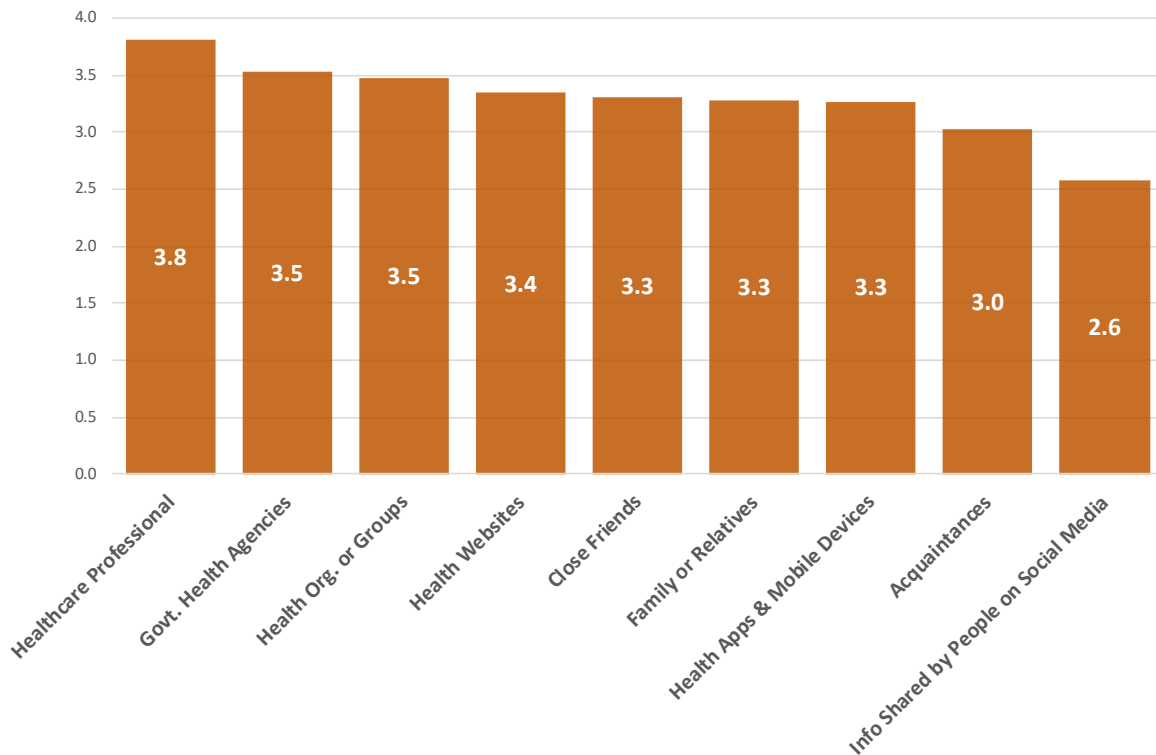
	Smartphones	Computers	Tablets
Check out product before buying	69	64	24
Information/news			
Get directions	92	48	15
Read news/current events	84	57	30
Social			
Connect with friends or family	88	53	18
Health			
Get information about health	57	56	19
Complete forms for health/other services	26	55	6

Where People Get Health Info.

	Freq	% (/N)	% (Total)
Healthcare Professional	921	92%	16%
Family or Relatives	706	71%	12%
Close Friends	550	55%	9%
Acquaintances	161	16%	3%
Govt. Health Agencies	511	51%	9%
Health Org. or Groups	475	48%	8%
Health Websites	756	76%	13%
Podcasts	138	14%	2%
Social Media	233	23%	4%
Mobile Apps	221	22%	4%
Online Communities	214	21%	4%
Print Magazines or Newspapers	250	25%	4%
Health-oriented Pamphlets	240	24%	4%
TV	321	32%	5%
Radio	205	21%	3%
Total (N)	997		100%

- Healthcare professionals are still the most popular information source
- Second most popular health information source is health websites

Trust in Health Info.



Different Levels of Digital Capabilities



Basic Capability

- Use devices (e.g., download app)
- Create online profile
- Surf web and bookmark pages

Intermediate Capability

- Work-related computer skills (e.g., Word, Excel, etc.)
- Online banking
- Apply for job, search health information, etc.

Advanced Capability

- Security & Privacy (e.g., detect malware, control privacy setting)
- Creativity (e.g., create content and upload, code computer programs)

Homework gap in terms of access, asked of those who have children under their care (36%)

- **12% feel that their children or grandchildren cannot complete their homework because they do not have Internet access**
- **20% feel that the children cannot complete their homework because they do not have access to computers**
- **50% say that the children access the Internet at a public or school library**

Homework gap in terms of digital skills, asked of those who have children under their care (36%)

- 22% feel that their children's or grandchildren's computer skills are not good enough to complete their homework
- 24% feel that their own computer skills are not good enough to help the children complete their homework
- 18% don't feel that their children or grandchildren are learning computer skills at school that will prepare them for the future
- 15% don't feel they know enough to guide their children or grandchildren in setting their educational goals
- 23% don't feel they know enough to guide their children or grandchildren in setting their career or work plans and goals

Sample

- Final sample was 997, vs. 1990 in 2014.
- Data above are based on weighting survey respondents against American Community Survey data profile for the city in terms of age, education, race, and whether the respondent was Hispanic or not.
- Gender was distributed pretty well in the survey and did not need to be weighted.

	Component		
	1	2	3
Smartphone	.818		
App download	.805		
Upload	.775		.325
Bookmark	.722	.450	
Profile	.630		.542
Accuracy	.607	.487	.331
GPS/Map	.495	.453	.332
Basic task	.407	.811	
Productivity software		.781	
Online banking	.490	.682	
Job related	.456	.665	.318
Health info search	.329	.650	
Malware		.625	.501
Website			.780
Spam		.301	.772
Content			.715
Privacy			.712
Phishing		.576	.592
Coding			.488

Basic capability for general use of Internet/mobile

Intermediate capability of utilizing Internet/mobile for personal/work-related purposes

Advanced capability of protection/creation in online/mobile environment

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser
Normalization.