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Chapter 1. Executive Summary & Survey Overview

1.1. Executive Summary for Austin City Survey 2010

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

1.2. Survey Sampling and Distribution

The Austin Internet and Global Citizens Project was supported by the Telecommunications & Regulatory Affairs Office of the City of Austin, and faculty and doctoral students from the Radio, TV & Film Department and School of Journalism at the University of Texas at Austin. To study Austin resident's Internet and computer use, a core sample of 12,000 was identified from a random sample of addresses in 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 for a total sample of 15,000. 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 the 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%. 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, more 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, ethnicity, age, and

education, drawing on demographic breakdowns from the Census 2010 and the American Community Survey data 2009. Before running the analyses, the data was weighted based on gender, ethnicity, age, and education so as to have results that more accurately reflect the Austin population (for a demographic breakdown of the survey, see the Appendix).

The statistical weighting of the survey data results was performed by Dr. Chen with information provided by the City Demographer, Ryan Robinson.

Although the response rate of 12% is low in absolute terms, it is within the overall tendency in survey research of steadily decreasing response rates (DeLeeuw & de Heer, 2005). The low response rate of the “Internet and the Global Citizen Survey” should not be of great concern: the survey was sponsored by the City of Austin and the University of Texas—both fairly familiar entities for Austinites—, most of the items in the questionnaire gauged behaviors, and the survey was self-administered.

Table 1.1. Socio-demographic Characteristics of the “Internet and the Global Citizen Survey” Sample

	Weighted (%) (n= 1,701) ¹
Gender	
Male	52.4
Female	47.6
Ethnicity	
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

¹ N=1,701 – This number refers to the total number of respondents to this particular question. This number will vary throughout the report.

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
<hr/>	
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

*Percentages do not add up to 100% because of multiple responses

Table 1.2. 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
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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

*Percentages do not add up to 100% because of multiple responses

The map displays the following case counts by neighborhood:

- 33 (North)
- 14 (Northwest)
- 55 (Northwest)
- 14 (Northwest)
- 91 (North)
- 59 (North)
- 42 (Northeast)
- 16 (Northeast)
- 191 (Central)
- 69 (Central)
- 73 (Central)
- 144 (Central)
- 26 (East)
- 14 (West)
- 29 (West)
- 68 (West)
- 30 (Southwest)
- 70 (Southwest)
- 16 (South)
- 12 (Southeast)
- 8 (Southeast)
- 76 (Central)
- 119 (Central)
- 262 (Central)

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Chapter 2. Internet Non-users

Table 2.1 Age Cohort, Education Level and Gender for Non Users – Weight and Non-weighted Results in Relation to the 2010 Census Parameters

	Census 2010 Parameter	Unweighted Survey #	Weighted
Ethnicity 18 Plus			
White	53.60%	75.75%	53.65%
African American	7.50%	5.97%	7.51%
Hispanic	30.60%	12.13%	30.63%
Asian	6.40%	3.17%	6.41%
Other	1.80%	2.99%	1.80%
Gender			
Male	52.41%	41.68%	52.40%
Female	47.59%	58.32%	47.36%
Educational Attainment 25+			
Less than high school	16.00%	1.49%	15.98%
High school	16.90%	11.82%	16.88%
Some college	23.30%	20.16%	23.28%
BA	28.20%	38.21%	28.17%
Postgraduate	15.70%	28.31%	15.68%
Age 18 plus			
18-24	14.70%	1.50%	14.70%
25-34	31.70%	16.85%	31.70%
35-44	19.10%	22.32%	19.10%
45-54	15.30%	19.45%	15.30%
55-64	10.60%	20.88%	10.60%
65+	8.60%	19.00%	8.60%

This section of the survey examines solely respondents who reported not using the Internet at all. After extensive research this section of the report will focus on the weighted population, which has been adjusted to approximate the 2010 census profile for the population studied. The resulting total of non-users is 193 respondents or 7.8 % of the overall sample.

Table 2.2 Access to Technology by Non-Users of the Internet				
	Yes		No	
	Frequency	Percentage	Frequency	Percentage
2.2. Is there a desktop computer you can use in your current residence?	37	19	156	81
2.3. Is there a game console in your residence (ex. PlayStation, Wii, Xbox)?	37	19	156	81
2.4. If there is a game console in your current residence, is the game console connected to the Internet?	9	12	69	88
2.5. Do you personally own an mp3 player (ex. iPod, Zune, Archos)?	54	28.2	121	63.4
2.6. Do you have a home phone line (wired, landline)?	93	48.2	84	43.4
2.7. Do you have a cell phone?	137	70.7	57	29.3
2.8. Do you subscribe to cable TV (ex. Time Warner, Grande)?	92	47.7	101	52.3
2.9. Do you subscribe to satellite TV (ex. DIRECTV, DISH)?	70	36.7	122	63.3
2.10. Do you use a pre-paid cell phone?	28	17.7	93	22.6
2.11. Do you use a smart phone (ex. iPhone, Blackberry, Android)?	23	15.6	125	83.2

Table 2.2 notably illustrates that between up to 19% of non-users have some type of Internet access in their home, use some sort of digital technology (28.2 % use mp3 player); however, approximately 80% of non-users are “excluded from access” and do not report having access to Internet in the

home, at work or on their cell phone, which represents 5.6% of the entire sample. The population of non-users in the City of Austin should be between 5.6% and 7.8% of the general population, which when compared to real numbers represents between 45,473 and 63,337 persons, based on a total population of 812,025 as of April 1, 2011 (Austin City Demographer).

Table 2.3. Reasons for not using the Internet:			
	Agree/ Strongly Agree (%)	Neutral (%)	Disagree/ Strongly Disagree (%)
An Internet connection is too expensive.	5.82	20.6	79.4
I do not have enough time.	67.2	16.9	15.9
I am not interested	26	32.2	4.5
I am concerned about my safety & privacy.	47	37	16

Table 2.4. Needing Assistance to Learn How to Use the Internet			
	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 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?	22.5	55.6	21.9

Although a significant majority (67.2%) states that they are not interested in accessing the Internet, a similar majority (55.6%) states that they would need assistance in learning.

Chapter 3. Internet Users

3.1. Internet Access Places

As Table 3.1 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 3.2 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%).

Looking at the disaggregated figures by gender (see Table 3.3), the survey reveals 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 through their work 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 3.4). 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 14% of African Americans are more likely to use Internet public access through libraries than the rest of the ethnic groups, 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.

The disaggregated percentages by age revealed that access at home is similar across all ages (see Table 3.5). 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. As it can be expected, access at school/university decreases with age. This pattern was also seen in access at home of family/friends. There was no clear age pattern in access to the Internet through Austin public libraries.

The analysis of Internet access places by education revealed that, in general, access at home steadily 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 3.6). Also, 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 3.7), 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.

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.

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 3.7). 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 3.8), 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.

Table 3.2. 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 up to more than 100% because of multiple responses	

Table 3.4. 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 up to 100% due to multiple responses		

Table 3.5. 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 up to 100% due to multiple responses

Table 3.6. 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 up to 100% due to multiple responses

Table 3.7. 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 3.8. 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 up to 100% due to multiple responses

3.9 Internet Access Technology

As the Table 3.10 shows, quite a few Austinites now access the Internet at through cell phones (66%) and more than four fifths of the respondents (85%) use wireless, either at home or public places. A few (10%) go to various places to use City of Austin free Wi-Fi. Another part of the UT study, which observed and interviewed people about Internet use at libraries, found that quite a few young people and substantial numbers of Hispanics and African Americans use WiFi at libraries because they can't afford paid Wifi and the libraries have become a convenient, reliable part of their work and personal lives.

Nearly all with home access have broadband. Only 3% have dial-up, 5% don't know: the rest have various combinations of DSL (22%), cable (54%) and wireless (49%).

Table 3.10. 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 up to more than 100% because of multiple responses	

Table 3.11. 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 up to more than 100% because of multiple responses	

3.12 Smart Phone Use

A majority of Austinites (51%) have and use smart phones (Table 3.13.) – this compares to 31% nationwide for the 3rd quarter of 2010 (Figure 3.14.).

Table 3.13. Do you use a smart phone (ex.: iPhone, Blackberry, Android) for the entire population	
	Percent
Yes	51 %
No	48 %

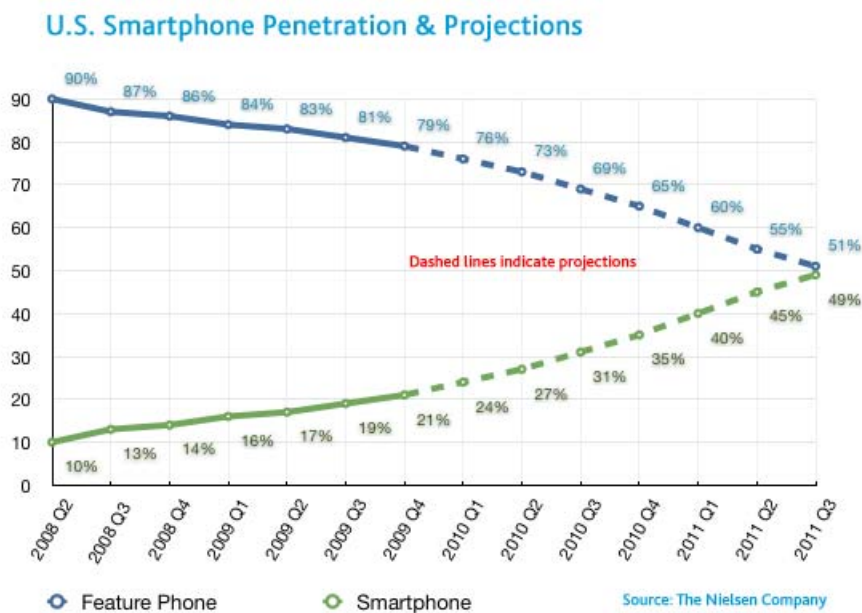


Figure 3.14 U.S. Smartphone Penetration & Projections²

² <http://blog.nielsen.com/nielsenwire/consumer/smartphones-to-overtake-feature-phones-in-u-s-by-2011/>

Table 3.15. Smart Phone Use by Gender & City Zones			
Austin City Zones		Do you use a smart phone (ex. iPhone, Blackberry, Android)?	
		Yes	No
Central East	Male	71.3%	28.7%
	Female	28.7%	71.3%
Central West	Male	58.2%	41.8%
	Female	78.3%	21.7%
North East	Male	72.0%	28.0%
	Female	23.7%	76.3%
North West	Male	56.9%	43.1%
	Female	48.5%	51.5%
South East	Male	24.2%	74.5%
	Female	38.8%	61.2%
South West	Male	64.6%	35.4%
	Female	55.8%	44.2%

3.16 What does Austin use the Internet for?

Table 3.17. How often do you read or send email?					
	Never	Less Often	Monthly	Weekly	Daily
Male	2.3%	.9%	.6%	9.9%	86.2%
Female	2.7%	2.9%	1.0%	7.9%	85.5%

Table 3.18. How often do you play online games?					
	Never	Less Often	Monthly	Weekly	Daily
Male	42.8%	20.4%	6.9%	12.2%	17.7%
Female	32.3%	16.4%	10.2%	12.2%	28.9%

Table 3.19. How often do you pay bills online?					
	Never	Less Often	Monthly	Weekly	Daily
Male	19.8%	9.1%	43.6%	23.2%	4.2%
Female	15.8%	10.1%	53.6%	16.4%	4.1%

Table 3.20. How often do you buy a product online?					
	Never	Less Often	Monthly	Weekly	Daily
Male	11.0%	27.6%	39.6%	19.0%	2.8%
Female	11.8%	37.0%	35.3%	14.3%	1.6%

Table 3.21. How often do you discuss politics?					
	Never	Less Often	Monthly	Weekly	Daily
Male	59.8%	18.3%	5.6%	10.7%	5.6%
Female	71.9%	17.9%	4.3%	3.0%	2.9%

Table 3.22. How often do you listen to music or radio on the Internet?					
	Never	Less Often	Monthly	Weekly	Daily
Male	16.3%	16.8%	9.6%	25.7%	31.6%
Female	17.4%	19.9%	10.4%	22.8%	29.5%

Table 3.23. How often do you watch videos (ex.: clips, TV shows, movies) on the Internet?					
	Never	Less Often	Monthly	Weekly	Daily
Male	13.3%	10.1%	11.0%	27.1%	38.5%
Female	15.0%	14.5%	19.5%	27.1%	23.8%

Table 3.24. How often do you read a blog?					
	Never	Less Often	Monthly	Weekly	Daily
Male	25.1%	14.5%	14.5%	17.1%	28.9%
Female	23.7%	18.4%	12.8%	29.9%	15.1%

Table 3.25. How often do you comment on a blog?					
	Never	Less Often	Monthly	Weekly	Daily
Male	48.3%	21.1%	7.9%	12.3%	10.4%
Female	53.4%	21.4%	9.3%	8.9%	7.1%

Table 3.26. How often do you participate in a discussion forum?					
	Never	Less Often	Monthly	Weekly	Daily
Male	49.2%	24.6%	7.7%	10.5%	8.0%
Female	63.4%	20.9%	5.2%	6.4%	4.1%

Table 3.27. How often do you use social network sites (ex.: MySpace, Facebook, Twitter, LinkedIn)?					
	Never	Less Often	Monthly	Weekly	Daily
Male	20.6%	7.8%	7.0%	22.7%	41.9%
Female	16.7%	7.4%	8.2%	17.6%	50.1%

Table 3.28. How often do you visit a virtual world (ex.: Second Life)?					
	Never	Less Often	Monthly	Weekly	Daily
Male	84.2%	7.5%	5.4%	1.6%	1.3%
Female	87.9%	9.5%	1.4%	.0%	1.2%

Chapter 4. Austin Public Library

Quite a few Austinites use the library, 44% have visited in the last year and 51% have a library card. Quite a few have used electronic services like accessing their account on line (24%) and placing a book on hold online (19%).

Gender differences among users are not particularly clear or significant, although the UT observation of libraries noticed more men than women using public Internet access at libraries.

While Whites (or Anglos) make up the majority of visitors, African Americans and Hispanics are actually somewhat more likely to use public libraries. The UT observation of libraries tended to confirm that.

People of all ages use the library, but those under 25 are somewhat less likely to do so (24% compared to over 40% for other age groups). So library use by youth is something that needs to be promoted through schools, libraries and public campaigns.

Table 4.1. 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 4.2. 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)
X ² = 1.01, n.s.				

Table 4.3. 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 ethnicity	46.1	61.4	32.5	58.7	65.5	
No	% within visitors	51.8	5.2	37.2	4.8	1.1	
	% within ethnicity	53.9	38.6	67.5	41.3	34.5	
		(n=908)	(n=127)	(n=520)	(n=109)	(n=29)	(n=1,693)
X ² = 60.16, p ≤ .001							

Table 4.4. 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)
X ² = 72.53, p ≤ .001								

Table 4.5. 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 (n=272)	53.1 (n=288)	49.9 (n=393)	52.4 (n=479)	44.7 (n=264)	(n=1,696)

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

Table 4.6. 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 (n=124)	53.4 (n=116)	36.2 (n=207)	52.5 (n=101)	48.0 (n=100)	53.4 (n=249)	56.4 (n=461)	75.3 (n=320)	(n=1,678)

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

Table 4.7. 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 (n= 888)	41.5 (n=802)	(n=1,690)

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

Table 4.8. 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 ethnicity	48.6	40.8	50.2	72.5	79.3	
No	% within holders	56.4	7.9	31.4	3.6	0.7	
	% within ethnicity	51.4	51.2	49.8	27.5	20.7	
		(n=906)	(n=127)	(n=520)	(n=109)	(n=29)	(n=1,691)
X ² = 31.93, p ≤ .001							

Table 4.9. 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)
X ² = 34.31, p ≤ .001								

Table 4.10. 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)
X ² = 14.08, p ≤ .01							

Table 4.12. 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)
X ² = 7.68, p = n.s.										

Table 4.13. 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)
X ² = 5.79, p ≤ .05.				

Table 4.14. 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 ethnicity	27.2	31.5	11.1	43.1	55.2	
No	% within users	51.2	6.8	36.1	4.8	1.0	
	% within ethnicity	72.8	68.5	88.9	56.9	44.8	
		(n=902)	(n=127)	(n=521)	(n=109)	(n=29)	(n=1,688)
X ² = 93.30, p ≤ .001							

Table 4.15. 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)
X ² = 91.62, p ≤ .001								

Table 4.16. 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)
X ² = 110.79 , p ≤ .001							

Table 4.17. 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)
X ² = 73.73, p ≤ .001										

Table 4.18. 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)

$X^2 = 7.06, p \leq .01.$

Table 4.19. 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 ethnicity	22.2	16.1	8.8	34.9	37.9	
No	% within users	51.3	7.6	34.6	5.2	1.3	
	% within ethnicity	77.8	83.9	91.2	65.1	62.1	
		(n=902)	(n=124)	(n=520)	(n=109)	(n=29)	(n=1,684)

$X^2 = 66.67, p \leq .001$

Table 4.20. 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)

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

Table 4.21. 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 (n=272)	91.5 (n=283)	80.4 (n=392)	71.7 (n=474)	69.7 (n=264)	(n=1,685)
X ² = 134.19 , p ≤ .001							

Table 4.22. 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 (n=123)	82.8 (n=116)	85.9 (n=206)	85.9 (n=99)	78.8 (n=99)	75.1 (n=249)	72.5 (n=458)	91.2 (n=319)	(n=1,669)
X ² = 59.20 , p ≤ .001										

Table 4.23. 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 4.24. 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

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

Table 4.25. Austin Public Libraries Usage by Employment Sector

		Construc- tion	Creat- ive	Educa- tion	Govern- ment	Health	Manu- fact.	Media	Serv- ice	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
		(n=122)	(n=69)	(n=113)	(n=121)	(n=80)	(n=41)	(n=76)	(n=200)	(n=168)	(n=276)
X ² = 58.25 , p ≤ .001; X ² = 80.52 , p ≤ .001; X ² = 47.61 , p ≤ .001; X ² = 82.08 , p ≤ .001, respectively											

Table 4.26. 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)
X ² = 33.34 , p ≤ .001; X ² = 21.36, p ≤ .001; X ² = 22.18 , p ≤ .001; X ² = 20.46 , p ≤ .001, respectively				

Table 4.27. 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
---	----	------	------	------	------

Table 4.28. Austin Public Library's Website Usage by Home Computer Internet Access Technologies (%)

		Dial-up	High-speed phone line	DSL	High-speed cable	Wireless	Don't know	Don't have access
		(n=42)	(n=325)	(n=799)	(n=728)	(n=73)	(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 4.29. 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

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

Chapter 5. 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. Respondents 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).

5.1 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.

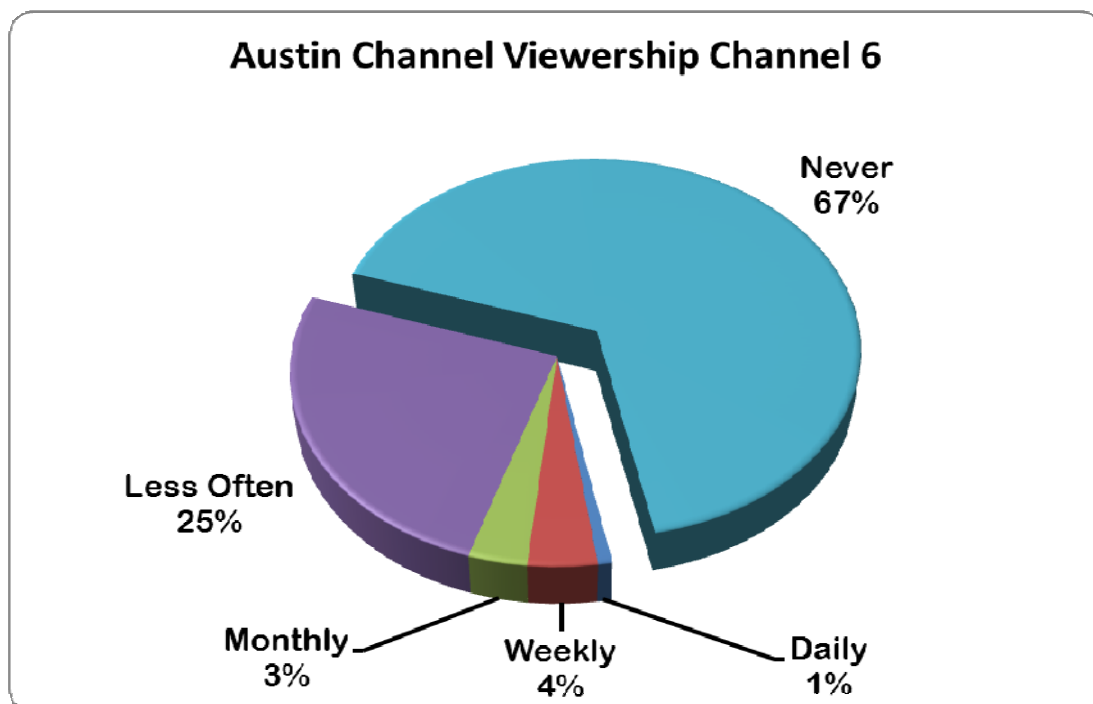


Figure 5.2. Austin Channel 6 Viewership

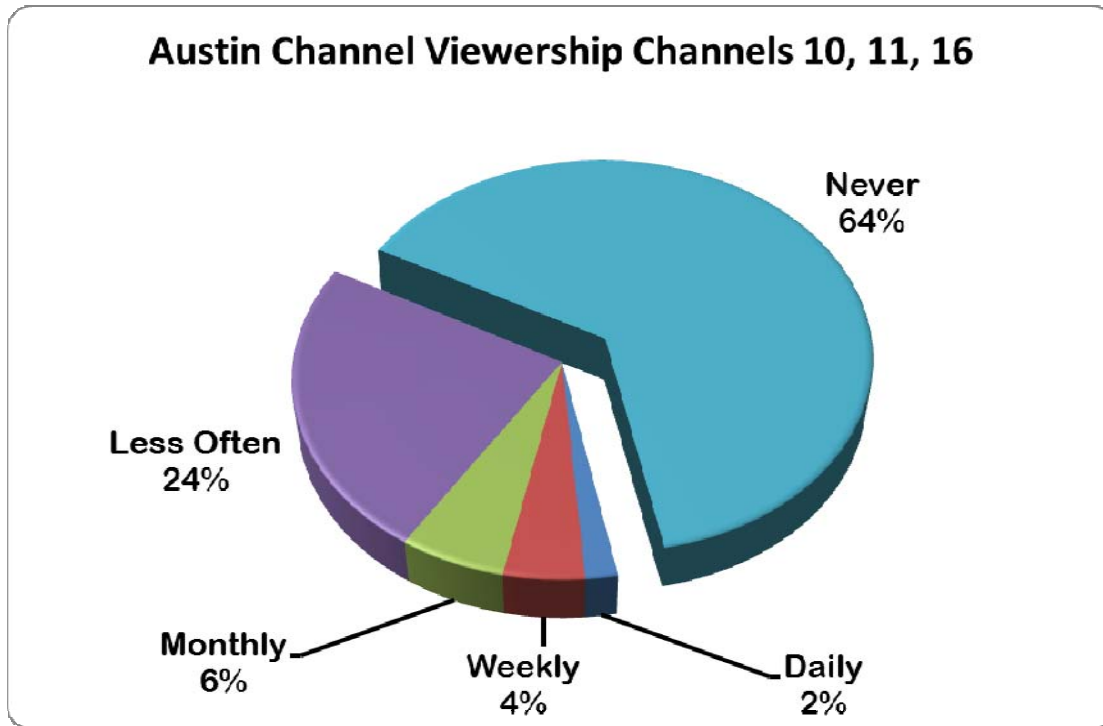


Figure 5.3. Austin Channel 10, 11, 16 Viewership

Table 5.4. 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 5.5).

Table 5.5. 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 add up to 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 5.6 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 5.6. 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≤.001; X ² : 10.33, p≤.01		

Table 5.6 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 Hispanic 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).

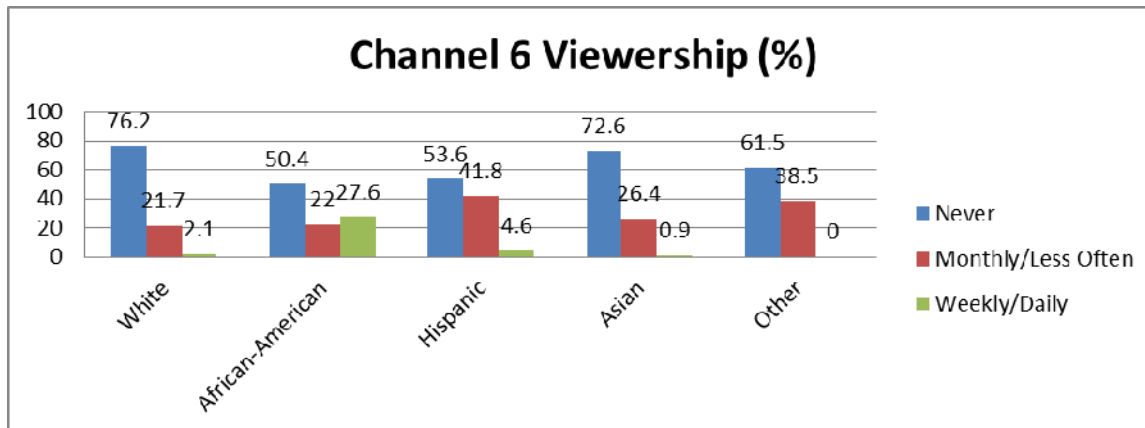


Figure 5.7. Channel 6 Viewership by Ethnicity

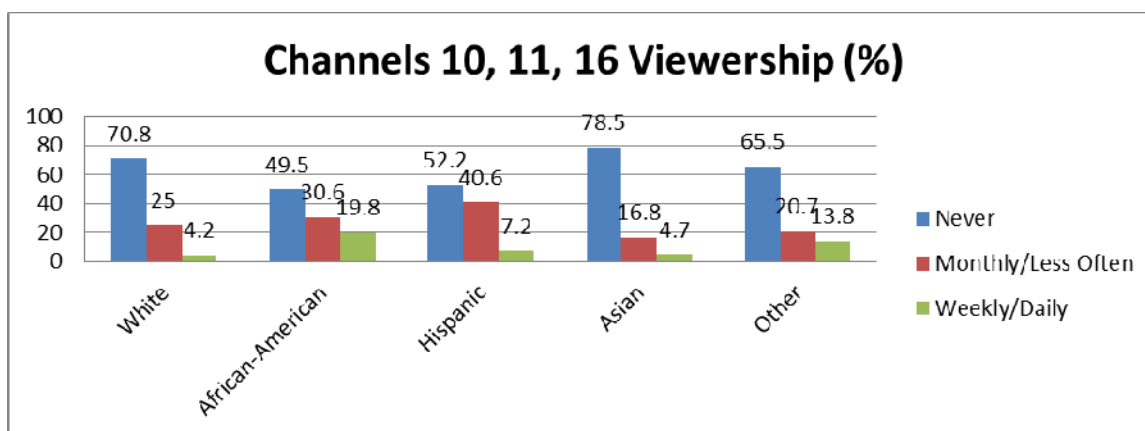


Figure 5.8. Channels 10, 11, and 16 Viewership by Ethnicity

Table 5.9. Channels 6, 10, 11, 16 Viewership by Ethnicity

	White	African American	Hispanic	Asian	Other
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)
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)

X²: 239.53, p≤.001; X²: 100.78, p≤.001

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 5.10. Channels 6, 10,11, or 16 Viewership by Age

	18-24	25-34	35-44	45-54	55-64	65+
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)
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)		

X²: 27.27, p≤.01; X²: 56.07, p≤.001

Table 5.11 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.

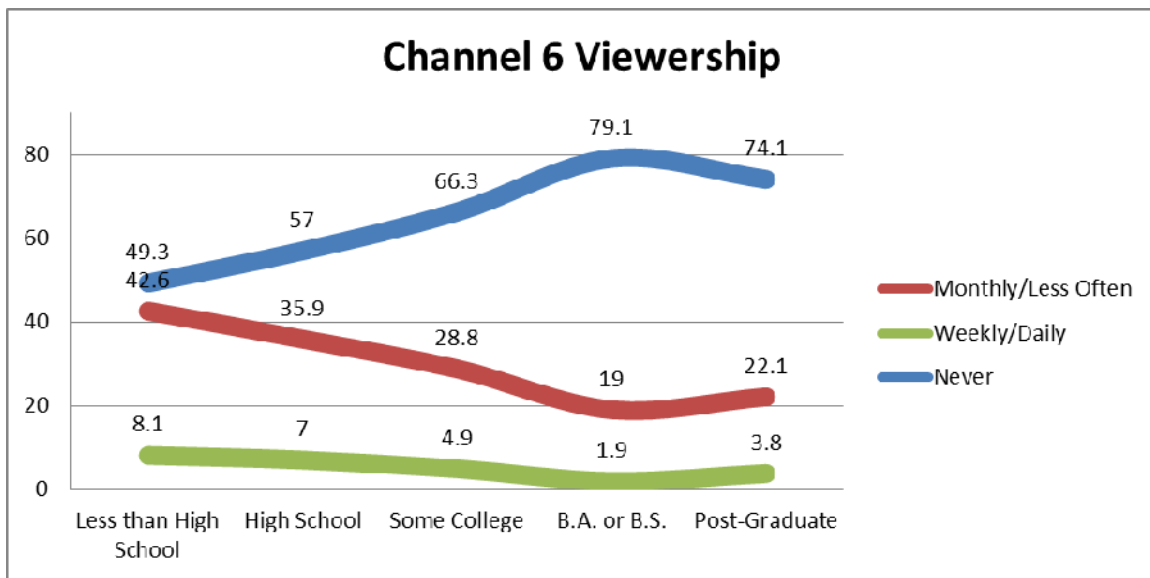


Figure 5.11. Chanel 6 Viewership by Education Level

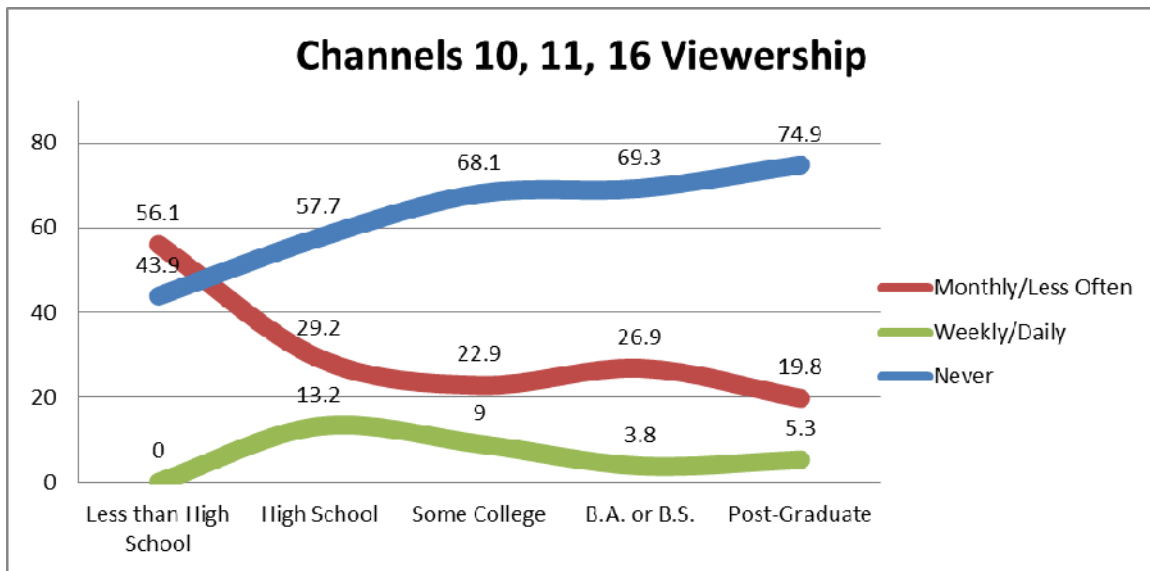


Figure 5.12. Channels 10, 11, and 16 Viewership by Education Level

Table 5.13. Channels 6, 10, 11, 16 Viewership by Education

	Less than high school	High - school	Some college	B.A. or B.S.	Post- graduate
Channel 6 viewership					
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)
Channels 10,11,16 viewership					
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)

X²: 27.27, p≤.01; X²: 56.07, p≤.001

5.14 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 5.17).

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 5.17 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 5.18). 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 5.19).

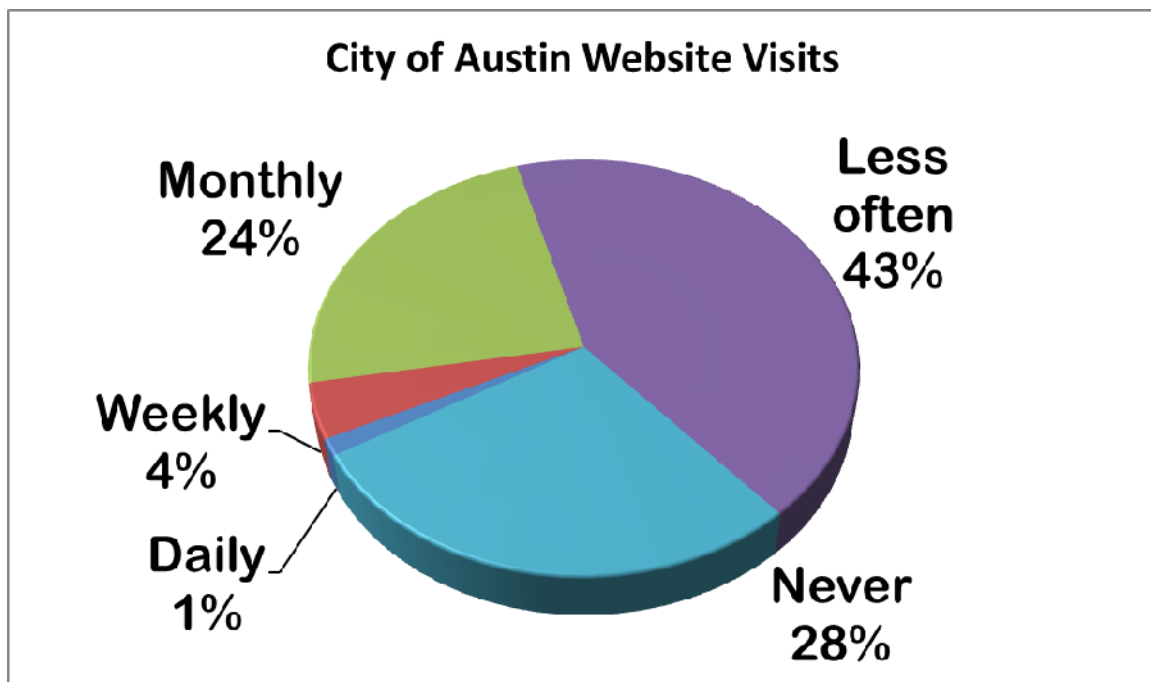


Figure 5.15. Frequency of City of Austin Website Visits

Table 5.16. 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 5.17. 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 5.18 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 5.18. 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 5.19 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 5.19. 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)

χ^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).

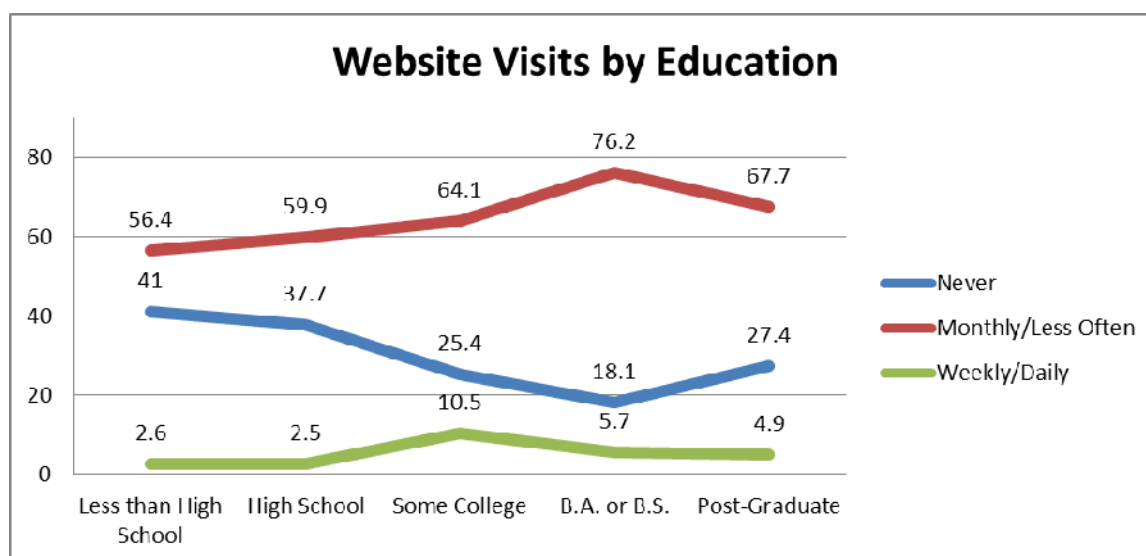


Figure 5.20. Frequency of City of Austin Website Visits by Education Level

Table 5.21. 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)
X ² : 82.76, p ≤.001					

5.22 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 Chanel 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 by 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.

Appendix 1. City Zones

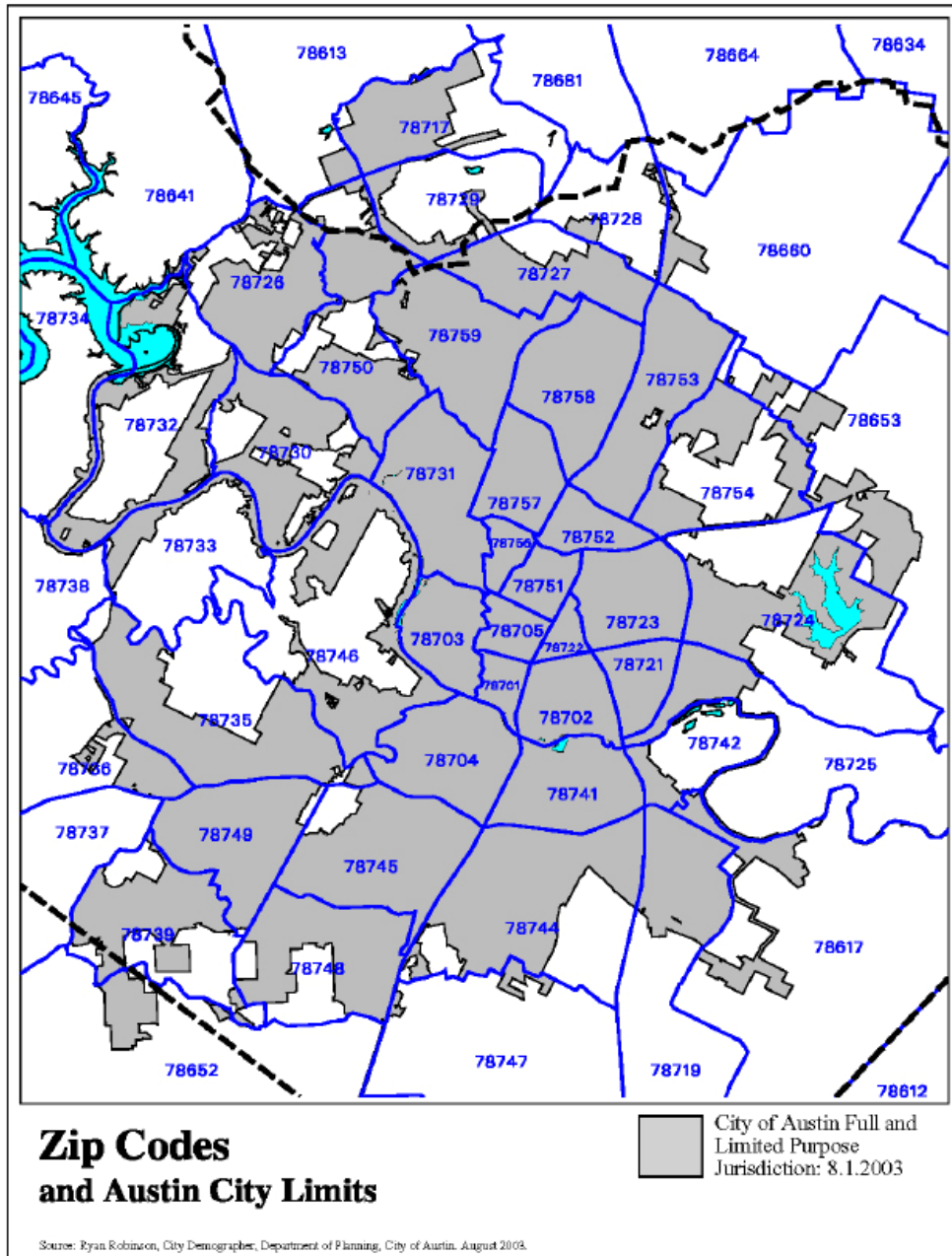
The Office of Telecommunications and Regulatory Affairs has defined six regions of the City of Austin for analytic purposes. They are Northwest, Northeast, Central West, Central East, Southwest, and Southeast.

The regions of the city are broken down by zip codes:

78617	Northwest
78701	Central West
78702	Central East
78703	Central West
78704	Southwest
78705	Central West
78717	Northwest
78721	Central East
78722	Central East
78723	Central East
78724	Northeast
78725	Northeast
78726	Northwest
78727	Northwest
78730	Northwest
78731	Northwest
78735	Southwest
78736	Southwest
78739	Southwest
78741	Southeast
78742	Southeast
78744	Southeast
78745	Southwest
78747	Southeast
78748	Southwest
78749	Southwest
78750	Northwest
78751	Central West
78752	Northeast
78753	Northeast
78754	Northeast
78756	Central West
78757	Northwest
78759	Northwest

Appendix 2. Zip code map

Zip Code Map



Appendix 3. 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? _____

B. 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"/>
B. Do you have a TV in your current residence?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>
↳ If YES, is the game console connected to the Internet?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Is there a desktop computer you can use in your current residence?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Do you personally own a laptop or notebook computer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Do you personally own an mp3 player (ex. iPod, Zune, Archos)?	<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"/>

► 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"/>
B. Do you use a smart phone (ex. iPhone, Blackberry, Android)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Do you send or receive text messages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Do you ever make a charitable donation by text messages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- E. 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 _____."

- ☐ All on a landline phone (including, home and work phone)
- ☐ Mostly on a landline phone
- ☐ Equally between my cell phone and a landline phone
- ☐ Mostly on my cell phone
- ☐ All on my cell phone

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

☐ Daily ☐ Weekly ☐ Monthly ☐ Less often ☐ Never

- G. 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.

- 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"/>

- 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.

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

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

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> My father or mother | <input type="checkbox"/> My friends |
| <input type="checkbox"/> My brother or sister | <input type="checkbox"/> A teacher |
| <input type="checkbox"/> My spouse or partner | <input type="checkbox"/> Myself |
| <input type="checkbox"/> My son or daughter | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Another relative | |

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

- | | |
|---|--|
| <input type="checkbox"/> At home (where you currently live) | <input type="checkbox"/> Coffee shop |
| <input type="checkbox"/> At work | <input type="checkbox"/> At the home of a friend or family |
| <input type="checkbox"/> At school or university | <input type="checkbox"/> Some other place: _____ |
| <input type="checkbox"/> At an Austin Public Library | |

F. 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.

G. 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

H. 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"/>

- I. 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"/>

- J. 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 ONLINE (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"/>

- K. 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 OFFLINE (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.

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

(CHECK ONE for each row)	Daily	Weekly	Monthly	Less Often	Never
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"/>

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

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

	People	Internet	TV (Offline)	Radio (Offline)	Newspaper (Offline)	Other
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"/>	

	People	Internet	TV (Offline)	Radio (Offline)	Newspaper (Offline)	Other
Local events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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"/>	

D. 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 (offline) ☐ Internet
☐ Radio (offline) ☐ People
☐ TV (offline) ☐ Other: _____

E. 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

F. 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.

G. 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

H. How often do you visit the City of Austin website (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)

- | | |
|--|---|
| <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 |

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

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> My father or mother | <input type="checkbox"/> My friends |
| <input type="checkbox"/> My brother or sister | <input type="checkbox"/> A teacher |
| <input type="checkbox"/> My spouse or partner | <input type="checkbox"/> Myself |
| <input type="checkbox"/> My son or daughter | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Another relative | |

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? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| B. Do you have a library card that you can use at an Austin Public Library? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| C. Have you ever accessed your library account via the Austin Public Library website? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| D. Have you ever placed a book on hold via the Austin Public Library website? | <input type="checkbox"/> Yes | <input type="checkbox"/> 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.

B. 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

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

- ☐ Construction
- ☐ Creative
- ☐ Education
- ☐ Government
- ☐ Health
- ☐ Manufacturing
- ☐ Media
- ☐ Services
- ☐ Technology
- ☐ Other: _____

D. Do you supervise other employees? ☐ Yes ☐ No

E. 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

F. 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.

A. 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"/>

B. Are you male or female? ☐ Male ☐ Female

C. 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: _____

- D. What year were you born? _____
- E. Were you born in the United States? ☐ Yes ☐ No
- F. Were you born in Texas? ☐ Yes ☐ No
- G. About how long have you lived in the United States? _____ year(s) and _____ month(s)
- H. About how long have you lived in Austin? _____ year(s) and _____ month(s)
- I. 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)
- J. What is your current civil status? (CHECK ONE)
- ☐ Married
 - ☐ Living with a partner
 - ☐ Divorced
 - ☐ Separated
 - ☐ Widowed
 - ☐ Single and never been married
- K. 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.

- L. About what year was your mother born? _____
- M. Was she born in the United States? ☐ Yes ☐ No
- N. Was she born in Texas? ☐ 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)

Now, please tell us about your FATHER.

P. About what year was your father born? _____

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

R. Was he born in Texas? ☐ 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 American
- ☐ Middle East
- ☐ Other: _____
- ☐ None of my parents or grandparents immigrated to the US.

THANK YOU VERY MUCH!

Please use the pre-stamped envelope to return your questionnaire.