



# Internet Use in Lafayette, LA 2009 Baseline Study



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## Acknowledgments

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## Introduction

This report presents data on Internet use by residents of Lafayette in 2009. The project was sponsored by the Lafayette Utilities System (LUS) and the survey was conducted between May and July 2009 by the Acadiana Educational Endowment in cooperation with the Department of Sociology, Anthropology, and Child and Family Studies at the University of Louisiana at Lafayette.

The study aims at measuring various dimensions of Internet use and Internet-related attitudes prior to the introduction of fiber optic technology to the community. It seeks to establish a baseline so that changes in Internet-related behaviors and attitudes following the adoption of fiber-optic can be measured at a later stage. It also provides a platform for the comparison between local and national trends.

Our findings suggest that Lafayette is a dynamic Internet community. More than 7 adults out of 10 say they use a computer and almost all of those use the Internet either at home or at work. Lafayette Internet users are well equipped with half of respondents reporting to have 2 or more computers at home, and 86% getting online with a fast broadband connection. Most rate their ability to navigate the Internet as excellent or good, are quite satisfied with their Internet experience, and engage in a great variety of activities on the web.

We compared the behavior and attitudes of Lafayette users with those of users nationwide as they emerge from studies conducted by the Pew Internet and American Life Project and the USC Annenberg School Center for the Digital Future. Our study suggests that Lafayette Internet usage is very much in line with use nationwide although it appears to be slightly lagging overall and especially for African Americans. However, Lafayette users appear to be better equipped, more active, experienced, and able.

Overall we believe that this study provides a highly reliable picture of Internet use in Lafayette and constitutes a solid basis for further analysis. On the basis of the information collected, it is very likely that the introduction of fiber optic will impact behavior and attitudes, a change that a second study will be able to measure.

## Highlights

### Internet Use

A large majority of Lafayette residents (77%) report using a computer at home, at work or anywhere else and 71% report using the Internet at least occasionally. This is less than nationwide usage for which April 2009 figures were respectively 78% and 79%. However, more Lafayette users (85%) said they used the Internet yesterday than nationwide (73%).

Lafayette residents use the Internet differently if they are at home or at work. First, Internet use is greater at home than at work. Among those employed, 86% get online at home and 65% get online at work. Then, while 44% of Internet users get on line several times a day at home and 23% use it constantly (only 3% never do), at work 28% get online several times a day and 28% never do.

Lafayette residents appear to be long-time users of the Internet. 42% say they have been online for 10 years or more, more than users at the national level (31%). On average Lafayette users have been online for 10.4 years (9.3 years nationwide).

### Internet Connection

In regard to hardware, Lafayette Internet users are well equipped, better than households nationwide. Only 2% report having no computer at home while the nationwide figure is almost 10 times larger. 40% of Lafayette users report having one desktop or laptop working computer at home, slightly more than the nationwide figure (38%), and 30% have two.

The majority of users (86%) access the Internet with a broadband connection (DSL or cable). Access via dial up (4%) and cellular or wireless (5%) is more limited. Nationwide, fewer Internet users report broadband connections (76%) and more still use a slower dial-up connection (24%).

Lafayette residents are savvy Internet users: 85% rate their ability as being good or excellent slightly better than users nationwide (80%).

### Activities on the Internet

The most frequent activities reported by Lafayette Internet users are:

- Sending and reading email: 96%
- Using online search engines to find information: 93%
- Search for a map or driving directions: 87%
- Check the weather: 86%
- Get news: 85%

Buy a product such as books, music, toys or clothes: 80%  
 Look for health or medical information: 80%

Lafayette residents are very much in sync with Internet users nationwide who report similar frequent activities with comparable numbers.

### **Attitudes about the Internet**

Most Lafayette residents rate their ability to use the Internet as excellent (38%) or good (42%) on par with nationwide users (respectively 34% and 44%).

Most view the Internet as a valuable source of information and entertainment which is rated as being very important (62%) or important (18%).

Lafayette residents are quite satisfied with the Internet overall (57% are very satisfied, 36% are satisfied). They are most satisfied with the amount of information available (88% are satisfied or very satisfied), with the availability of goods and services (88%), and with the ability to communicate with other people (81%). They are least satisfied with the speed of their connection at home: only 36% are very satisfied but 11% are not satisfied at all.

Lafayette internet users believe that the Internet makes significant contributions to their life (82%), saves them time (80%), and allows them to communicate with people they normally could not reach as often if they had no email (52%). 63% believe that people who do not have access to the Internet are at a serious disadvantage.

Still Lafayette users remain wary of some aspects of Internet usage. 76% think that children have access to a lot of inappropriate material on the Internet and 56% say that people who go online put their privacy at risk.

### **Changes brought by the Internet**

Lafayette Internet users suggest that their use of the Internet has not brought dramatic changes to their relationships, very much in line with national data.

While 52% of respondents say that the Internet has increased the number of people they regularly stay in contact with, 36% disagree. Similarly, 40% say that they communicate more with friend and family, 38% say they do not. 76% of Lafayette Internet users do believe that it is easier to meet people. Yet they say having met on average 2.8 new friends in person, more than 1.6 nationwide. However, 79% refuse to share intimate details of their life on the net.

Internet usage has an impact on the time dedicated to several activities. The most impacted are media-related: Lafayette Internet users spend less time watching television, listening to the radio and reading newspapers and magazines. They also

spend less time sleeping. Exercising and participating in sports, engaging in creative, artistic activities as well as spending face-to-face with family and friends are also slightly negatively impacted. Expressing inner personal feelings is the only activity that Lafayette users say they spend more time on, although only slightly.

### **Utilities and the Internet**

A majority of Lafayette internet users would like to use the Internet to reduce their electricity cost by reducing use when price is high (67%), provide home security by sending alarms when they are away from home (67%), and automatically notify the electricity company if the power went out (66%).

They express substantial but less interest in knowing their energy cost on an hourly basis (48% do), calling people using a video phone (55%), or using video to monitor the well-being of a child or an elderly person (60%).

### **A Community Divided and Not**

Computer and Internet usage in Lafayette vary by race, education level, employment, and household income. African Americans in Lafayette are much less likely to use a computer (61% do) and get online (51% do) than whites (respectively 83% and 78%). They are also less likely to use a computer and the Internet than African Americans nationwide (66%).

Education and employment matter too. Whereas 44% of high school drop-outs and 61% of high school graduates use a computer, 87% of residents with a bachelor's degree and over 90% of those with at least a master's degree do. While 87% of those employed report using a computer, only 57% of those not employed do.

Finally, computer use increases with income: 59% of people living in a household with an income below \$20,000 do, compared with over 90% of people living in households making over \$80,000. Overall, 51% of Lafayette's poorest residents get online while on average over 95% of upper class residents do.

Interestingly, ethnicity and sex also do not appear to be as strong dividers regarding computer use and Internet access. In fact, 89% of Hispanics and 85% of Cajuns say they use a computer, slightly more than whites (83%). However, Creoles report a much lower level of Internet access (40%) than Hispanics (89%) and Cajuns (80%). As for sex, women (74%) are slightly less likely than men (81%) to use a computer and to access the Internet (91% of female computer users do versus 93% for men)

## Internet Usage in Lafayette 2009

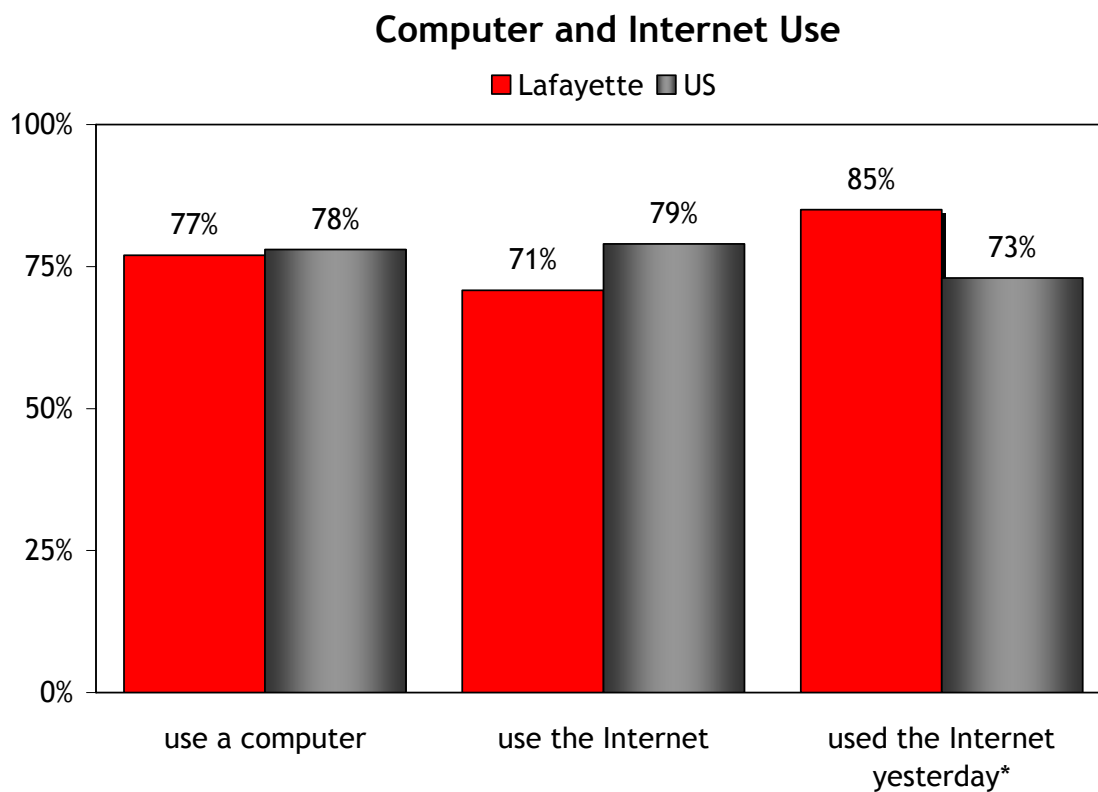
<b><i>Demographics of Lafayette Internet Use</i></b>	
<i>Below is the percentage of each group who use the Internet according to our May-July 2009 survey. For example, 67% of women in Lafayette use the Internet.</i>	
<i>Use the Internet</i>	
Total Adults	73%
Women	67%
Men	75%
<i>Age</i>	
18-29	76%
30-49	83%
50-64	70%
65+	39%
<i>Race/Ethnicity</i>	
White	78%
Black	51%
Hispanic	80%
Cajun	80%
Creole	40%
<i>Household Income</i>	
Less than \$20,000/yr	51%
\$20,000-\$49,999	59%
\$50,000-\$79,999	86%
\$80,000 and above	91%
<i>Education</i>	
Less than High School	25%
High School and Equivalent	52%
Some College	80%
Bachelor's Degree and More	86%

## Internet Use in Lafayette and the US

Most Lafayette residents (77%) report using a computer at home, at work or anywhere else and 71% report using the Internet at least occasionally. Of these Internet users, 85% said they used it yesterday.

Nationwide data collected in April 2009 by the Pew Internet and American Life Project show that Americans are as likely to use a computer (78%). They are more likely than Lafayette residents to use the Internet (79%) but fewer Internet users (73%) said they used it yesterday.

Due to the study design, the proportion of Internet users in Lafayette was computed from computers users (92% of them say they use the Internet) and applied to the whole population. This calculation rests on the reasonable assumption that people only access the Internet via computers at home, at work or elsewhere.

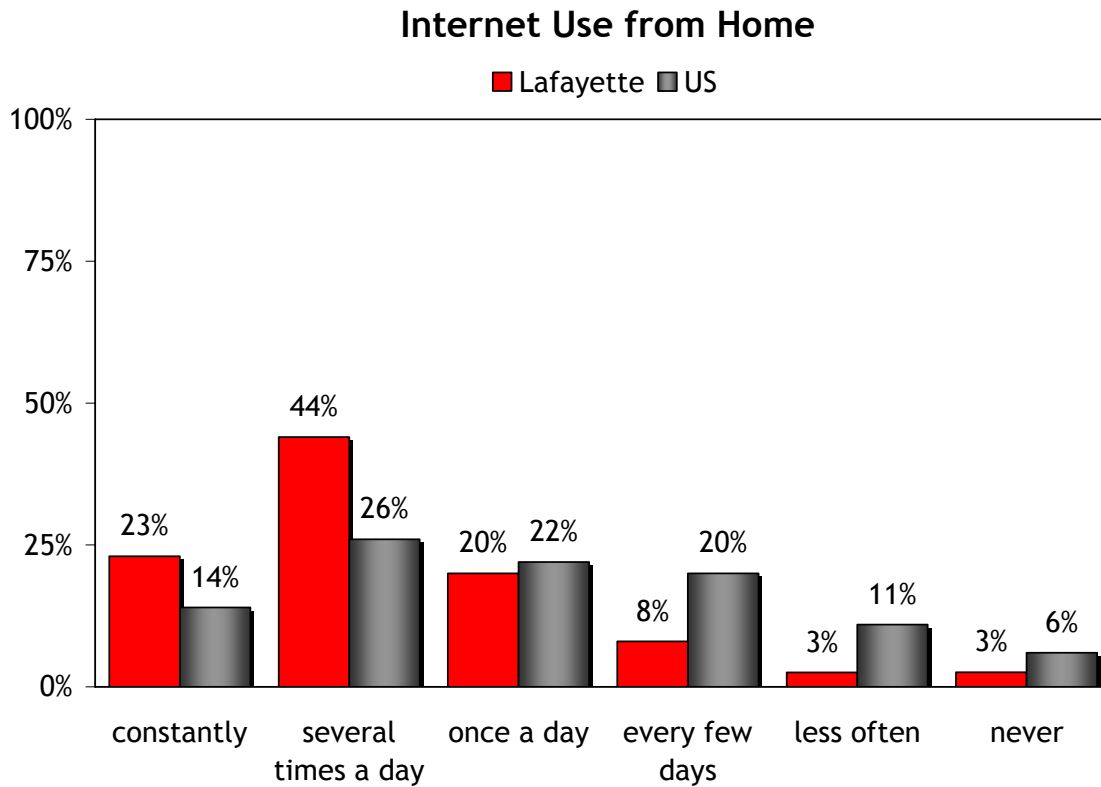


\* for Internet users only

Source for US data: Pew Internet and American Life Project 2009c

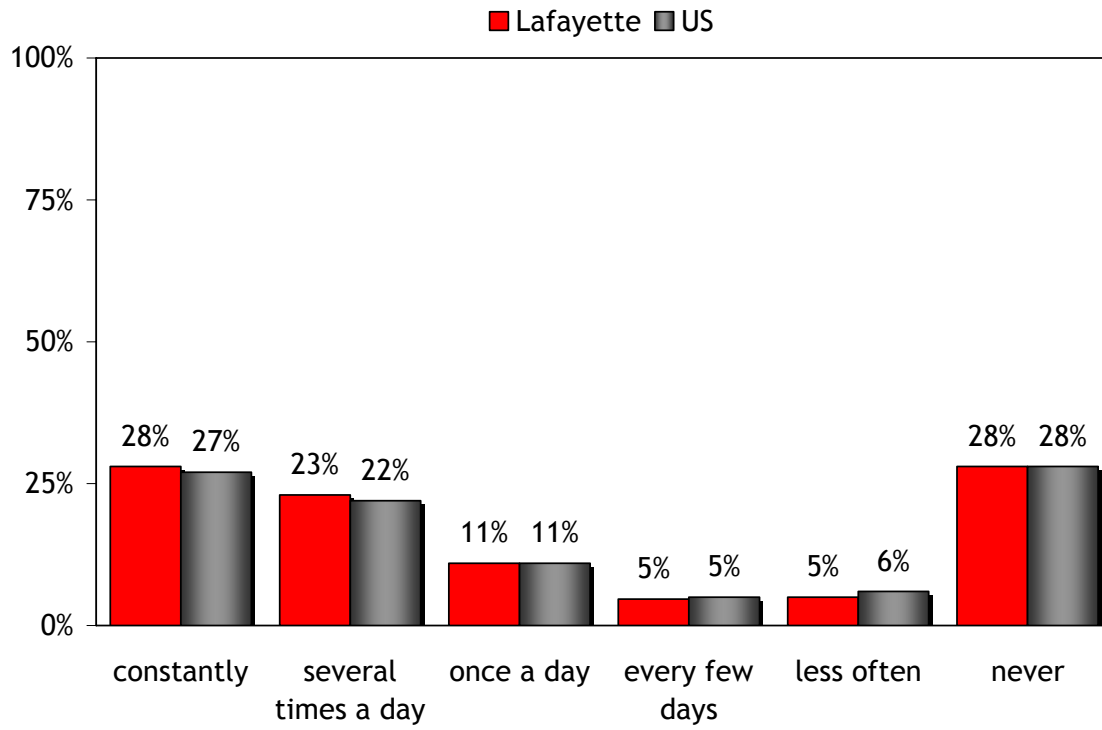
Lafayette residents use the Internet differently if they are at home or at work. First, Internet use is greater at home than at work. Among those employed, 86% get online at home and 65% get online at work. Then, while 44% of Internet users get on line several times a day at home, and 23% use it constantly (only 3% never do), at work 24% use it constantly and 23% several times a day.

While the figures on use from work are in line with access nationwide, Lafayette users appear to access the Internet from home more frequently than users nationwide.



Source for US data: Madden & Jones 2008

## Internet Use from Work



Source for US data: Madden & Jones 2008

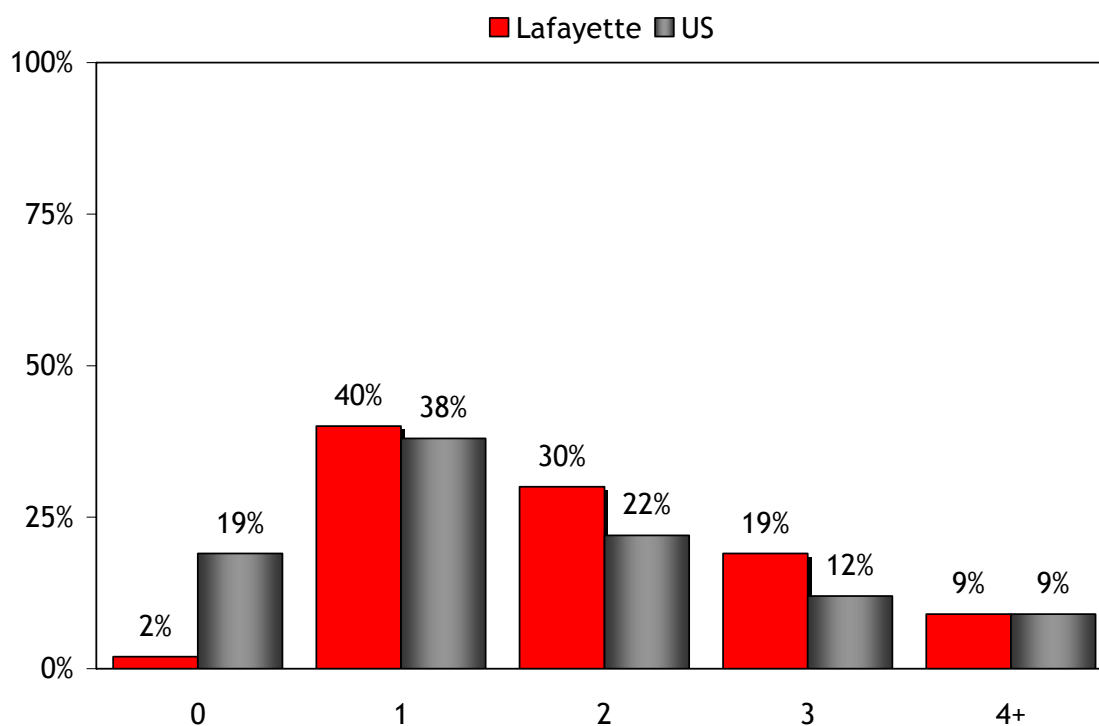
## Internet Equipment and Connection in Lafayette and the US

In regard to hardware, Lafayette Internet users are well equipped, better than households nationwide. Only 2% report having no computer at home while the nationwide figure is almost 10 times larger. 40% of Lafayette users report having one desktop or laptop working computer at home, slightly more than the nationwide figure (38%), and 30% have two. Some of the difference may be due to the fact that national data were collected in 2007.

The majority of users (86%) access the Internet with a broadband connection (DSL or cable). Access via dial up (4%) and cellular or wireless (5%) is more limited. Nationwide, fewer Internet users report broadband connections (76%) and more still use a slower dial-up connection (24%).

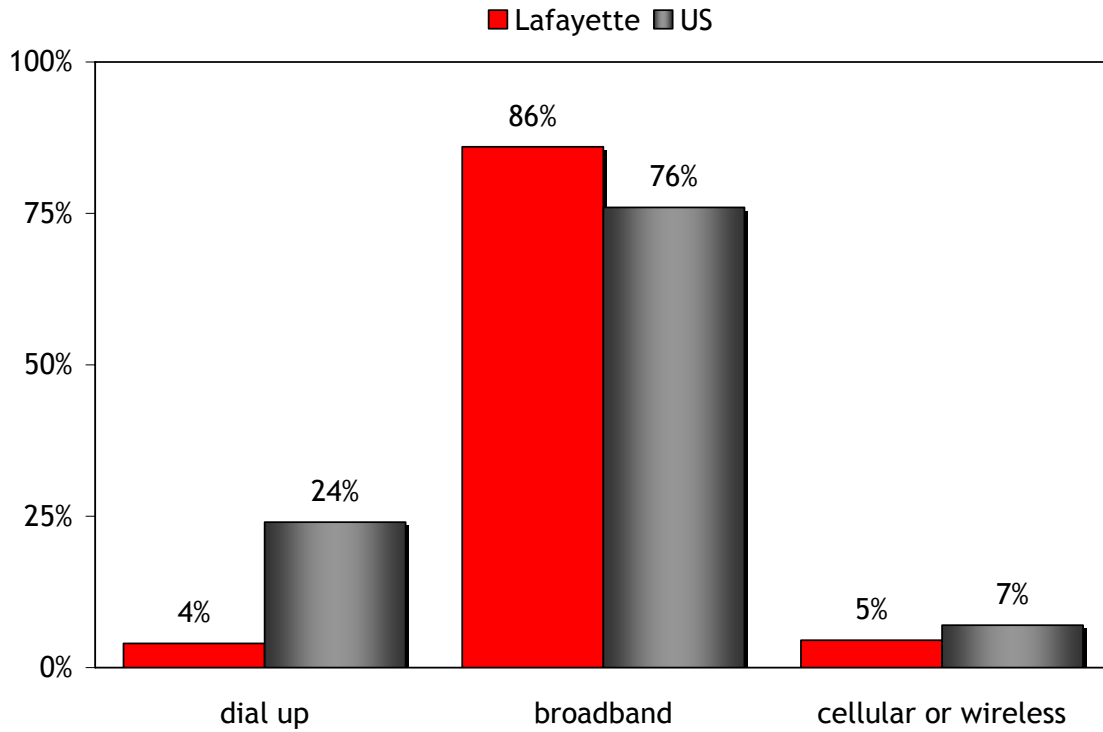
In addition, Lafayette internet users report connecting to the Internet with cable boxes and cell phones (35% have one or more connected to the Internet), then with a variety of smart phones (24%) and video game systems (25%). Video recorders (10%) and other electronic devices (7%) are the least used.

### Number of Computers at Home

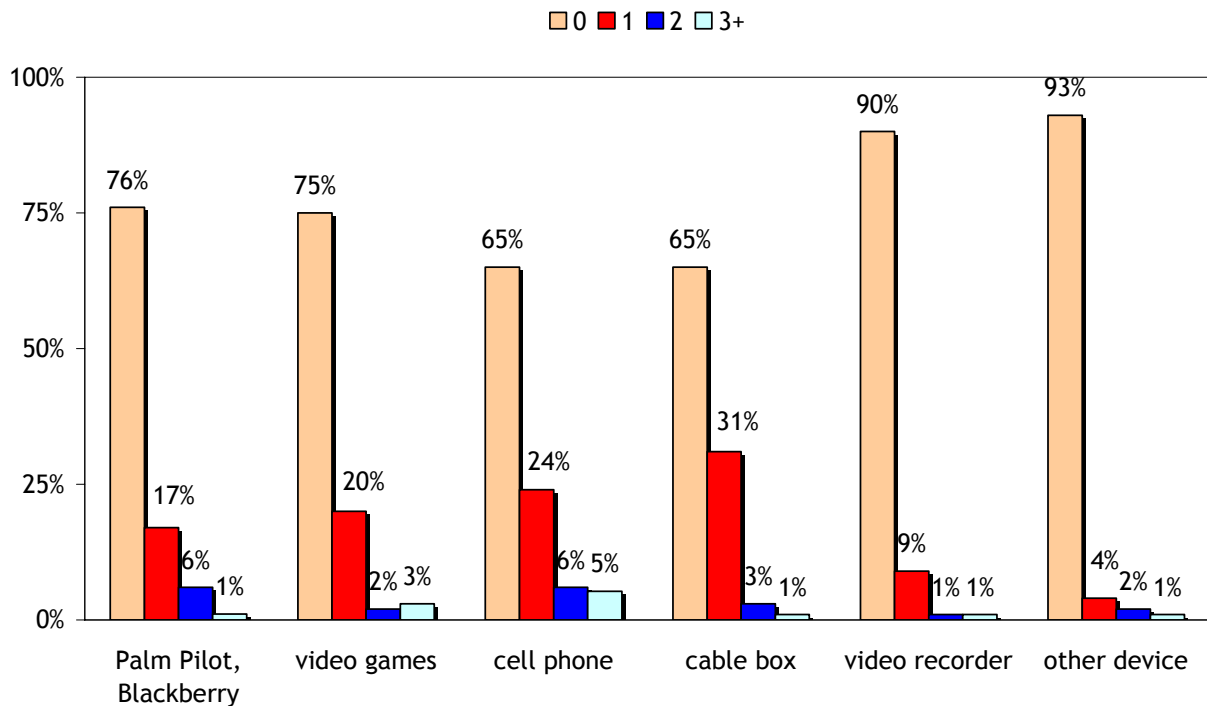


Source for US data: The 2008 Digital Future Report

### Type of Internet Connection

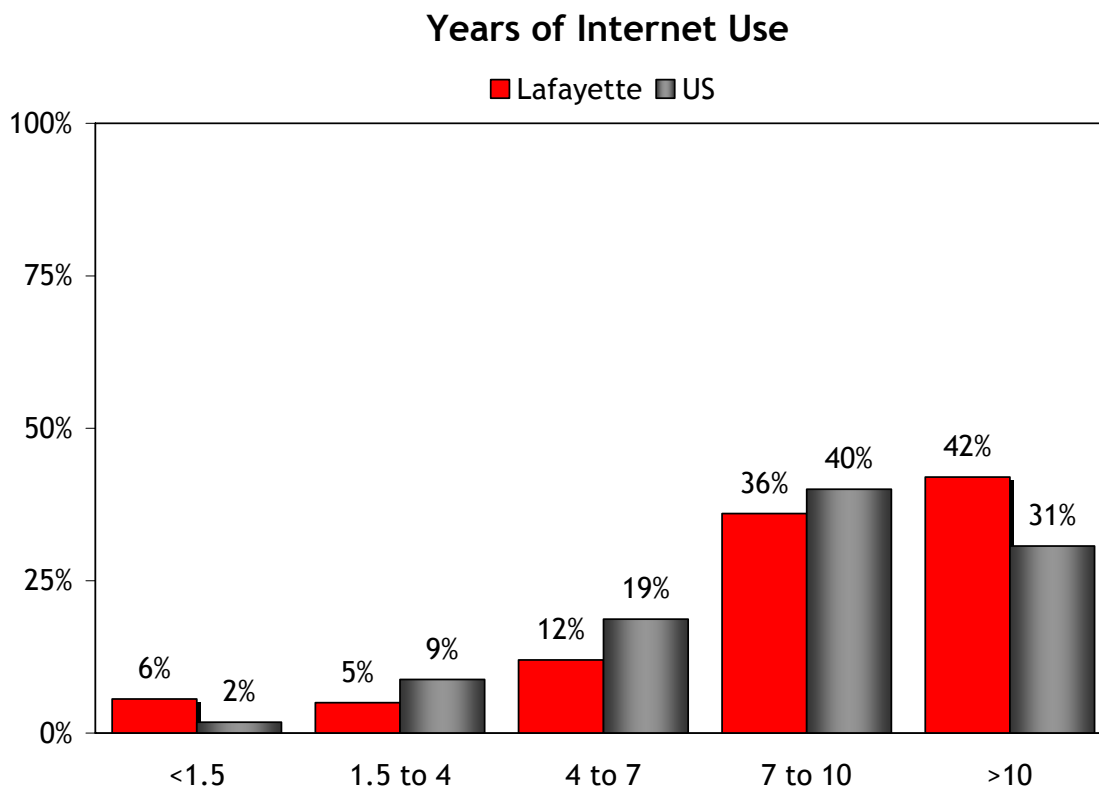


### Connection to the Internet with Electronic Devices



Lafayette residents report being long-time users of the Internet. Over three fourths (78%) have been Internet users for more than 7 years (71% nationwide), including 42% who say they have been online for 10 years or more (31% nationwide).

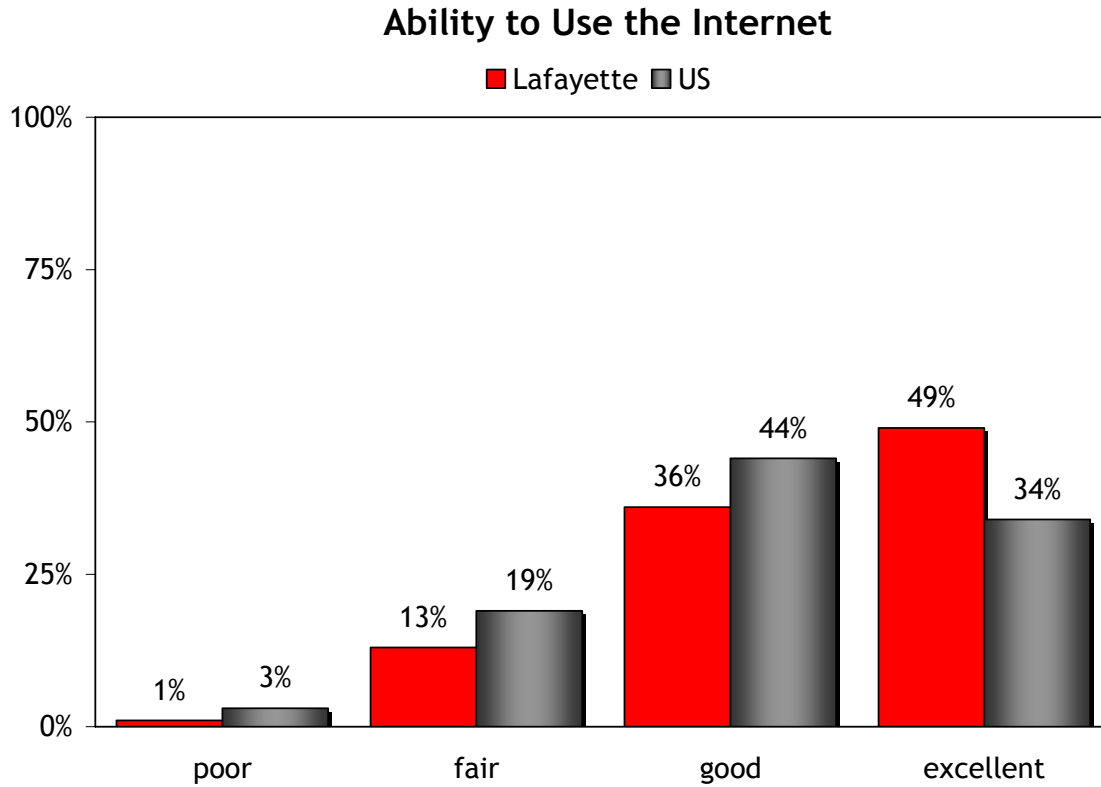
On average, in 2009, Lafayette users have been online for 10.4 years. This is slightly less than the 9.3 years that reported by nationwide users in 2007 if one adjusts for the 2-year difference in the time of surveys (The 2008 Digital Future Report).



Source for US data: The 2008 Digital Future Report

Lafayette residents say they are savvy Internet users. Respectively 36% and 49% rate their ability as being good or excellent, more than users nationwide.

Also, only 8% of users feel left behind when they hear about the Internet.

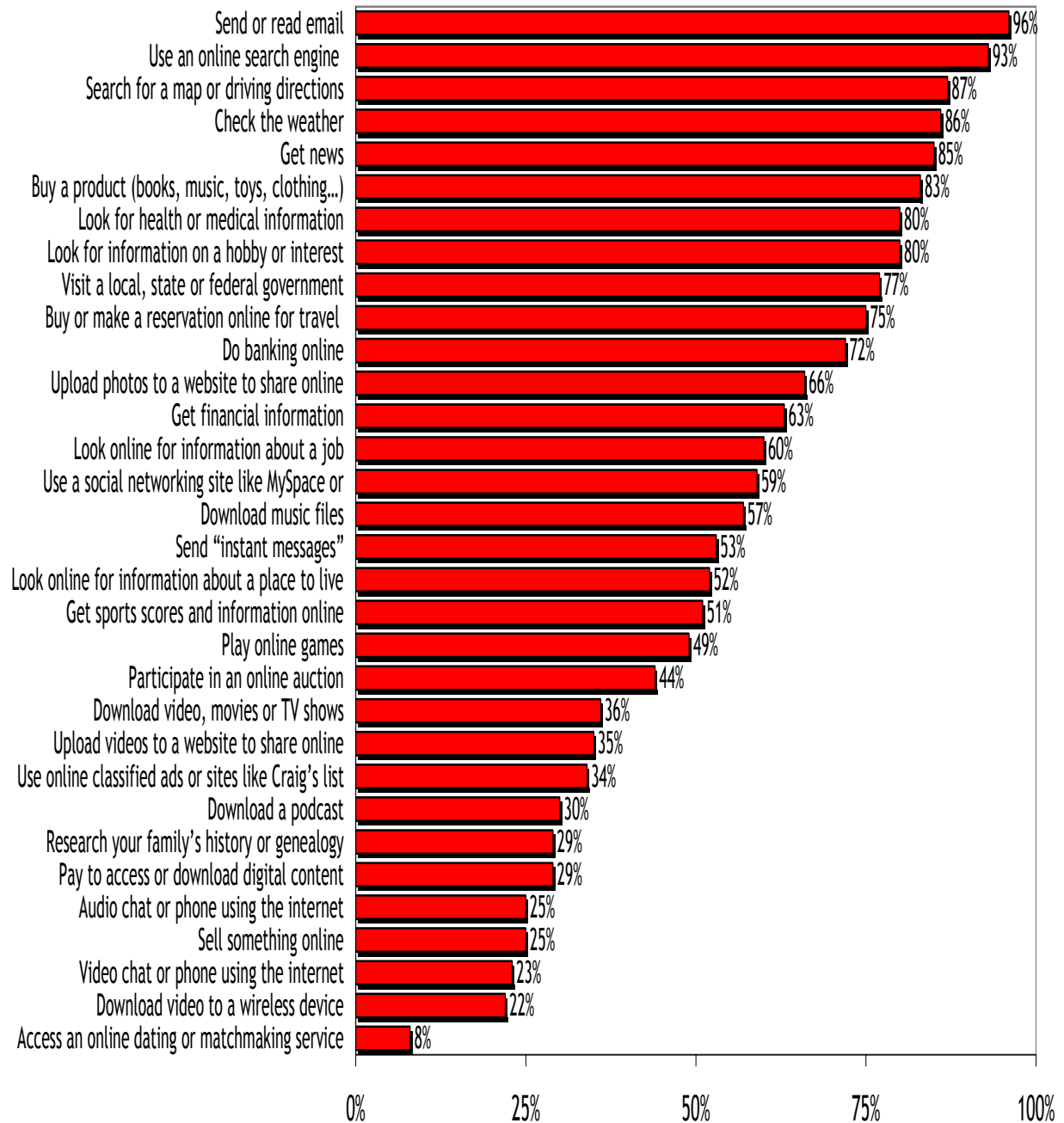


Source for US data: The 2008 Digital Future Report

## Activities on the Internet

What have Lafayette residents ever used the Internet for? Here is what they answered when asked: Have you ever used the Internet to....?

### Internet Activities by Lafayette Users



How does Lafayette Internet use compare with usage nationwide?

Lafayette residents are very much in sync with Internet users nationwide who report similar frequent activities with comparable but lower numbers.

According to the Pew Internet and American Life Project, Americans' most frequent use of the Internet are sending or reading email (91%), using a search engine to find information (89%), searching for a map or directions (86%), the same three major uses as reported by Lafayette residents.

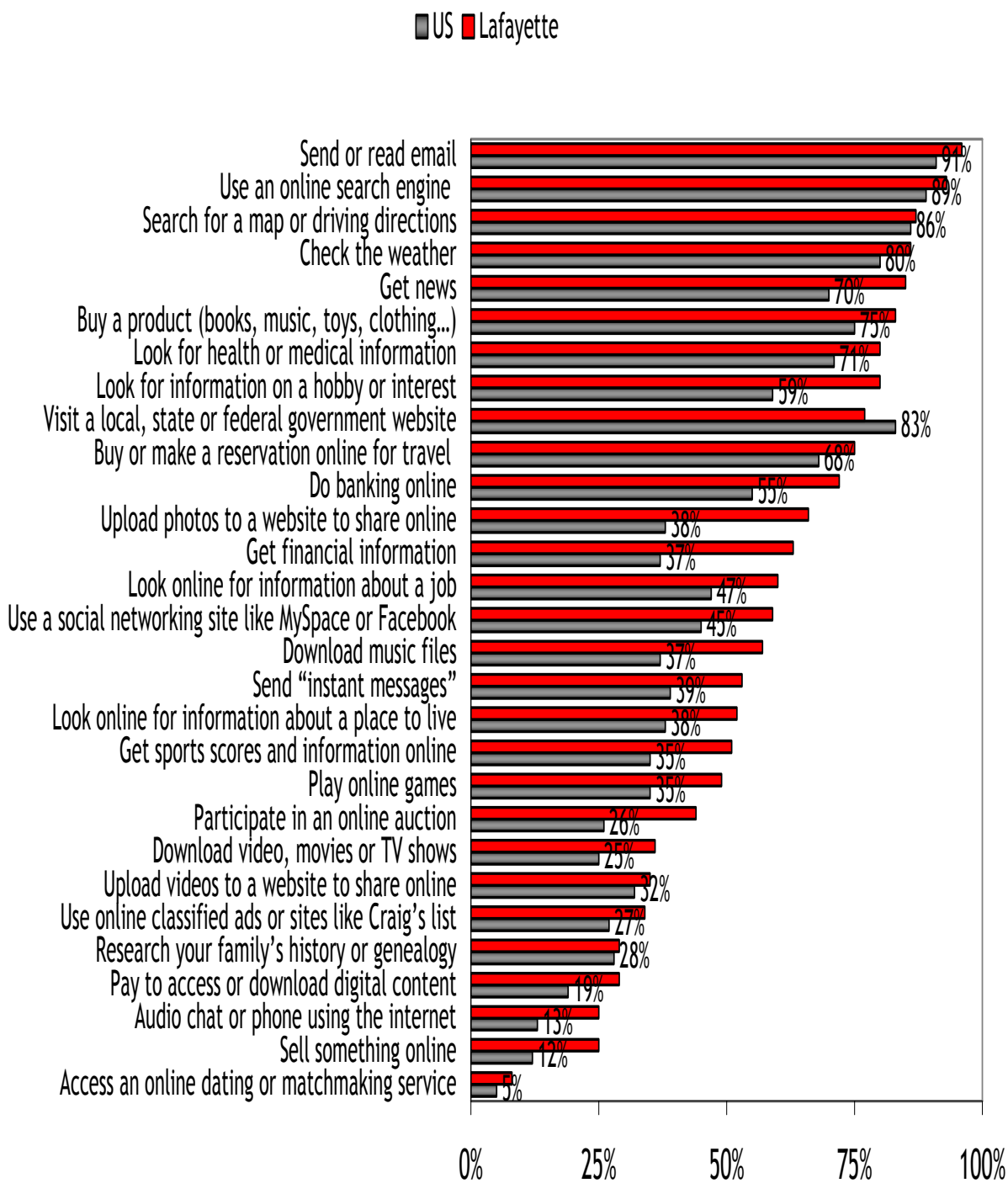
Other activities popular nationwide are looking for information on a hobby or interest (83%), looking for information on a product (81%), and checking the weather (80%).

Visiting a local, state, or federal government website is the only activity more frequent for nationwide users than for it is local users.

Lower national figures may be due to the fact that data on several activities come from survey conducted as early as 2004 and have not been updated.

It may be noted that in Lafayette and nationwide, Internet use is dominated by email correspondence and the search for a variety of information be it news, weather, or directions. Interactive usage such as playing games (49% of Lafayette Internet users do), participating in an online auction (44%), audio chatting (25%) or video chatting (23%) are less frequent.

## Frequent Internet Activities in Lafayette and the US



Source for US data: Pew Internet and American Project 2009c.

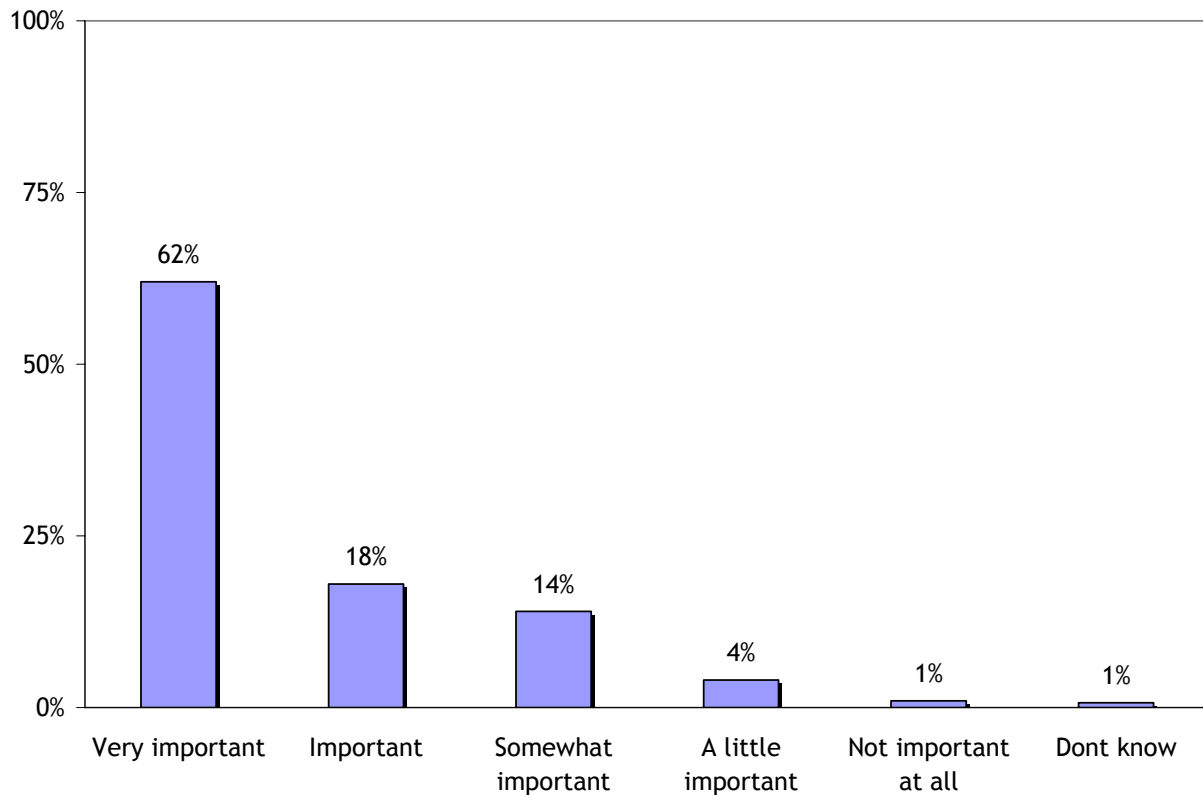
## Relevance of the Internet for Lafayette Users

For 80% of Lafayette users the Internet is important and for 62% it is a very important source of information and entertainment.

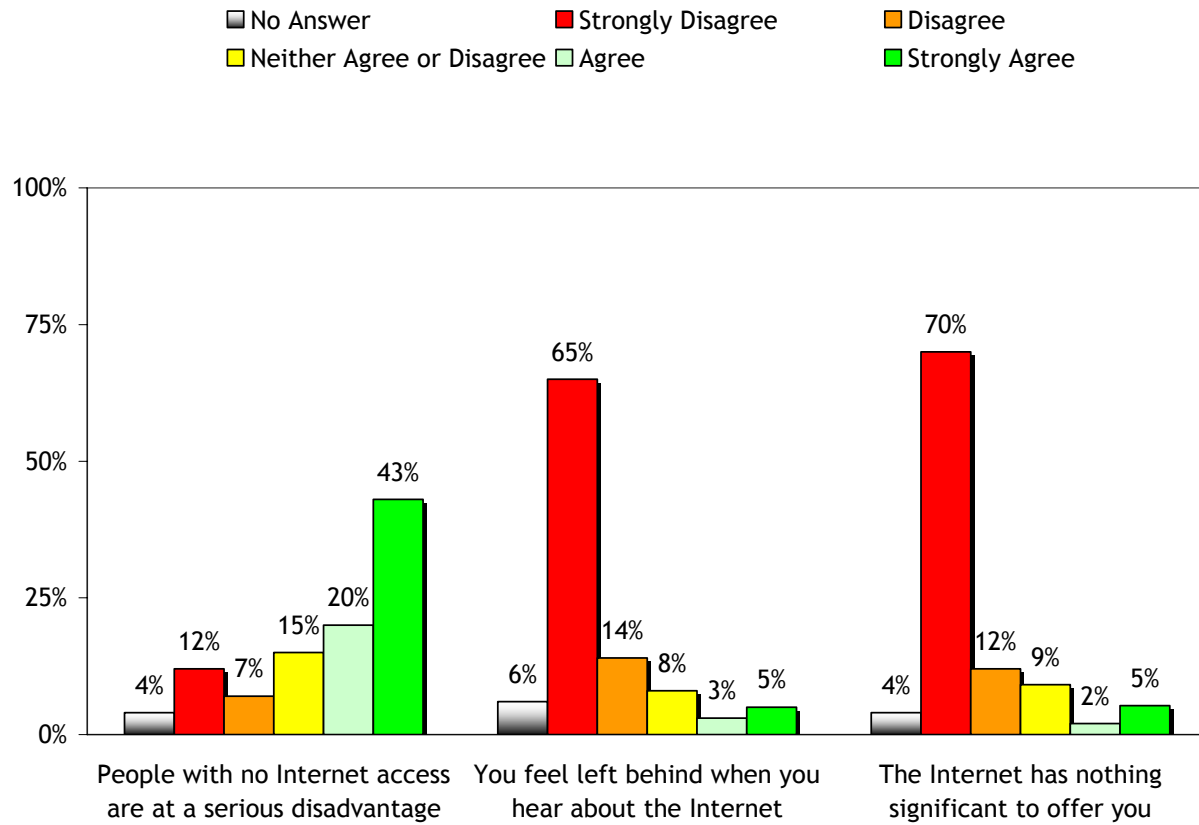
Only 8% agree with the statement that the Internet has nothing to contribute to their lives.

Two-thirds (66%) believe that people who do not have access to the Internet are at a serious disadvantage

## How Important is the Internet as a Source of Information or Entertainment?



## How Important is the Internet in People's Lives



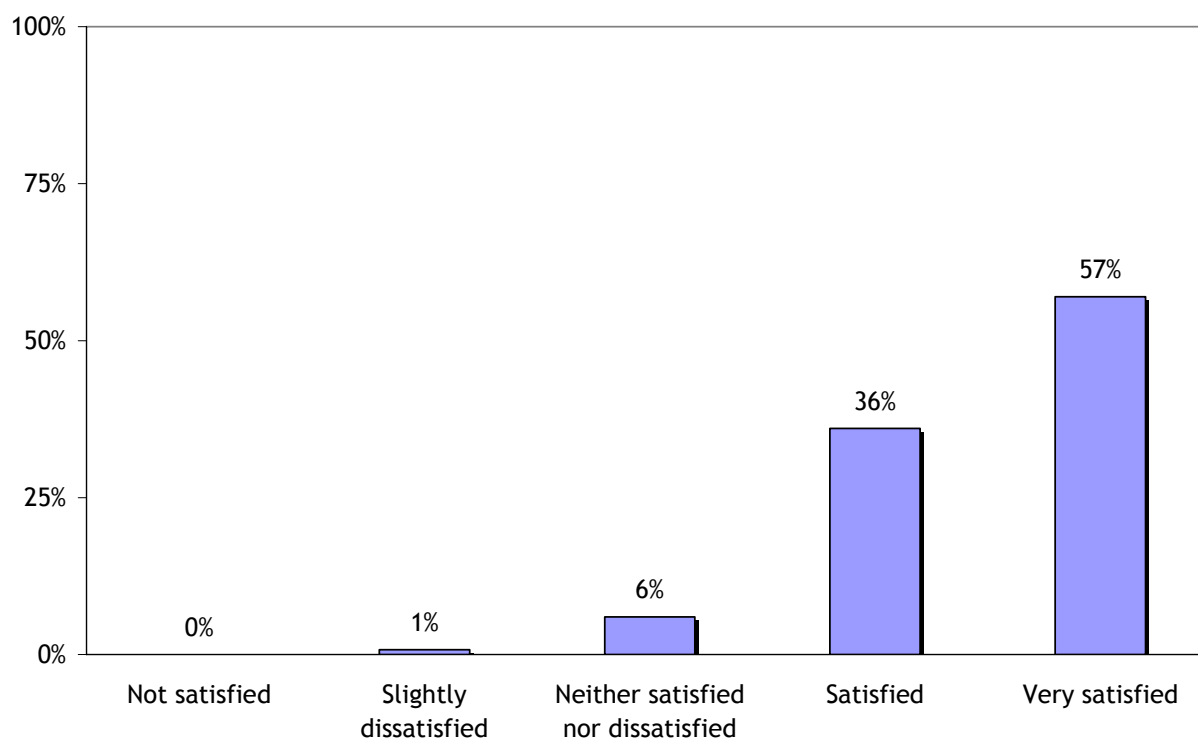
## Attitudes of Lafayette Users Towards the Internet

Lafayette users say they are quite satisfied with the Internet. Most (57%) say they are very satisfied and 36% say they are satisfied.

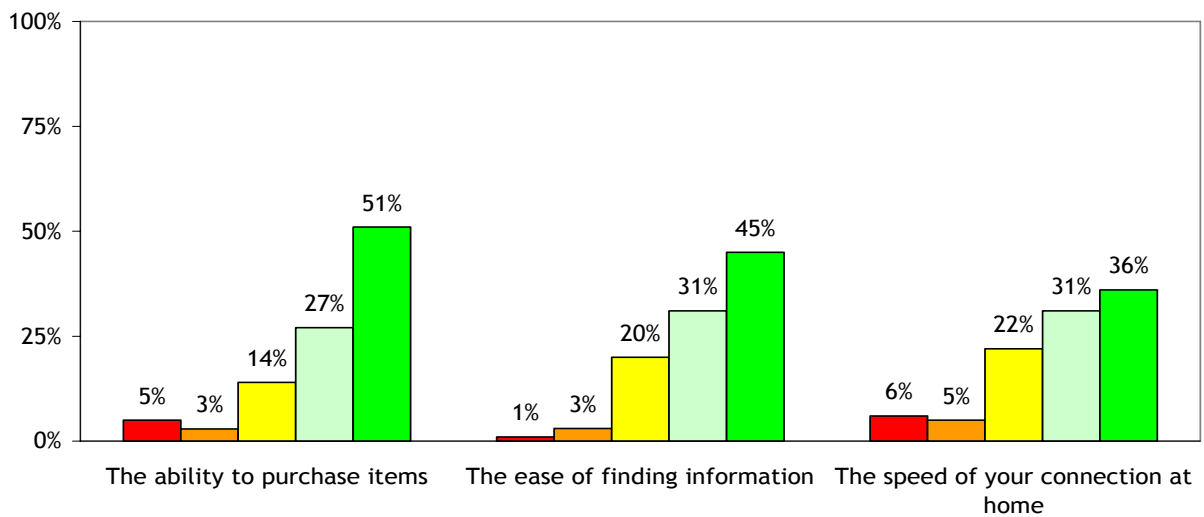
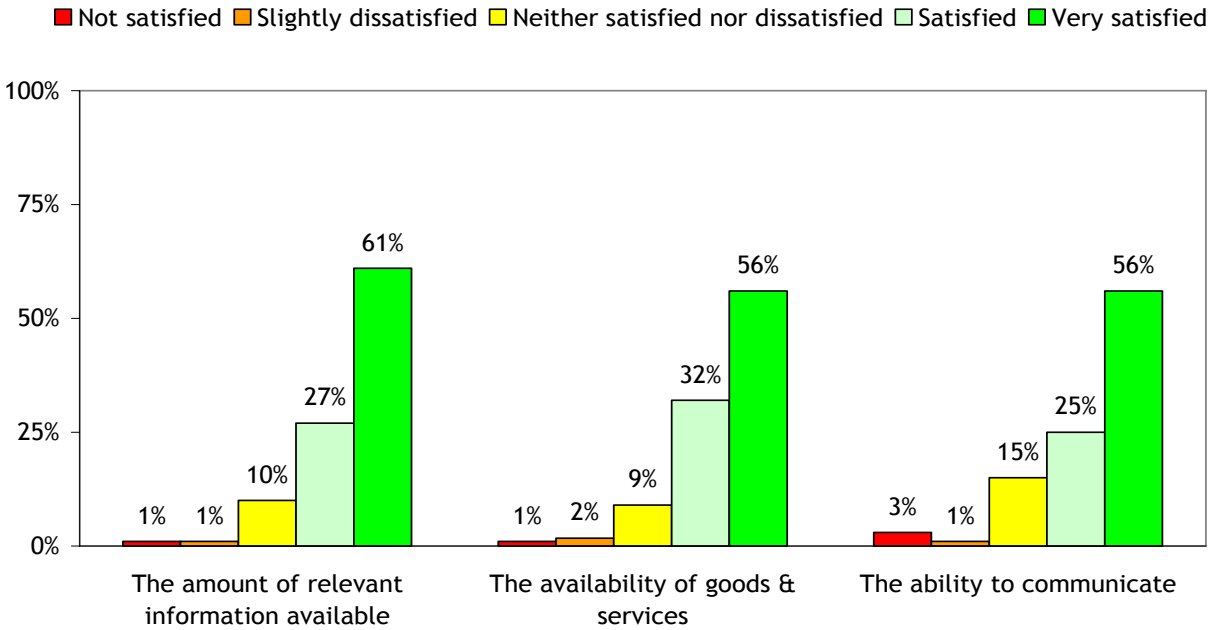
They are most satisfied with the amount of relevant information they find on the Internet, the availability of goods and services they can access through the Internet (88% are very satisfied or satisfied), the ability to communicate with other people (81%), the ability to purchase items (78%), and the ease of finding information (76%).

They are least satisfied with the speed of their connection at home: 11% of Lafayette users are not pleased at all and only 36% are very satisfied.

### How Satisfied Are You with the Internet?



## How Satisfied Are You with these Uses of the Internet?

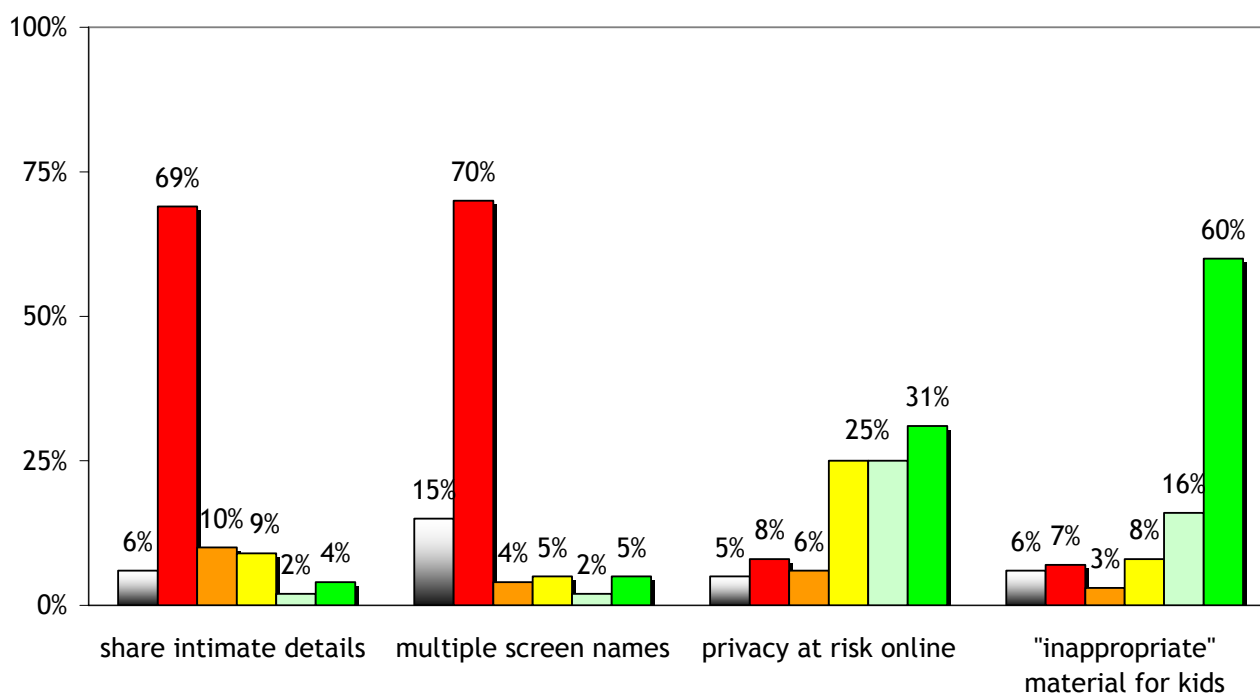


While they find the Internet important and useful, Lafayette users are also wary of some of its aspects when it comes to their safety and privacy. 62% agree that they put their privacy at risk when they are online and 83% would refrain from sharing intimate details of their lives online.

If most (74%) do not believe they need to have multiple screen names with distinct personalities, 78% of Lafayette users think there is too much “inappropriate” material available to children on the Internet.

## Privacy and Security Online

No Answer
  Strongly Disagree
  Disagree
  Neither Agree or Disagree
  Agree
  Strongly Agree



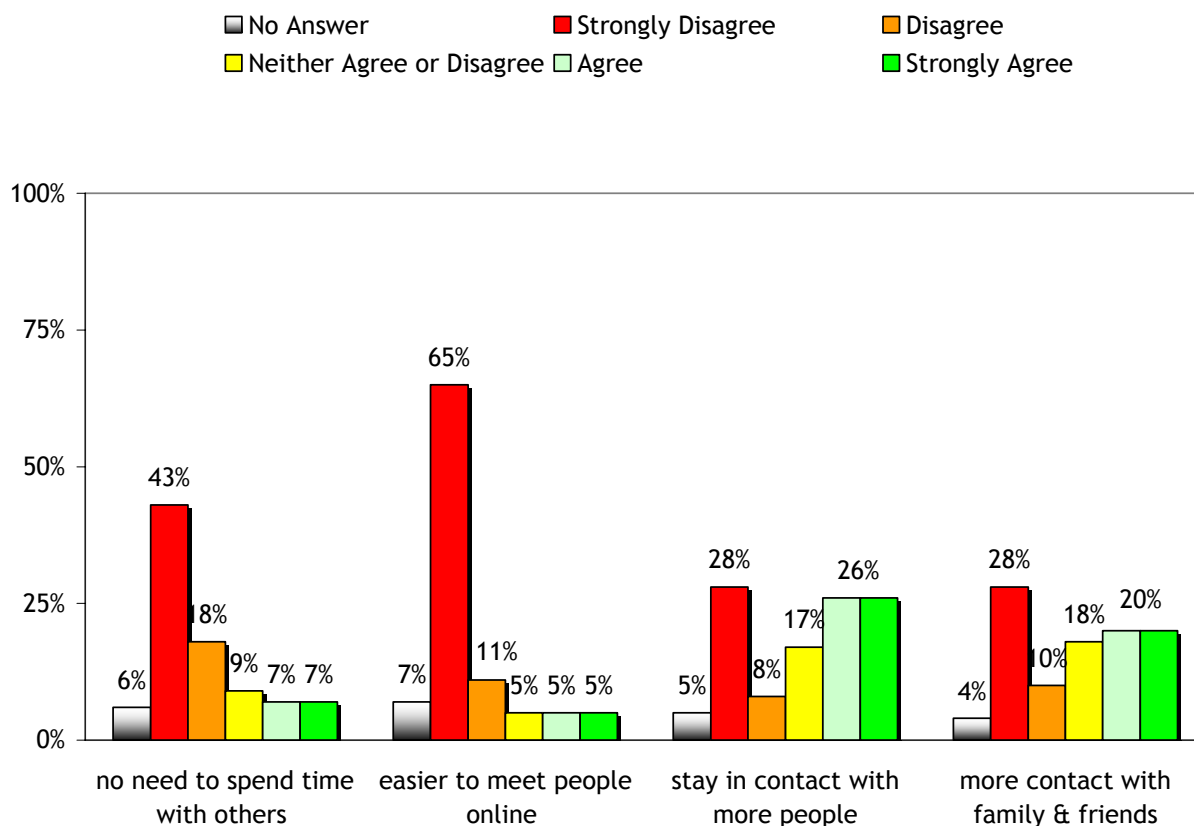
## Impact of the Internet on the Behavior of Lafayette Users

The ability to be online does not appear to bring profound changes to the behavior of many Lafayette users yet some say it impacts their interaction with others.

More people say that the Internet has allowed them to increase the number of people they stay in contact with (52%) than those who don't (36%). While 40% say they are communicating more with family and friends because of the Internet, 38% disagree.

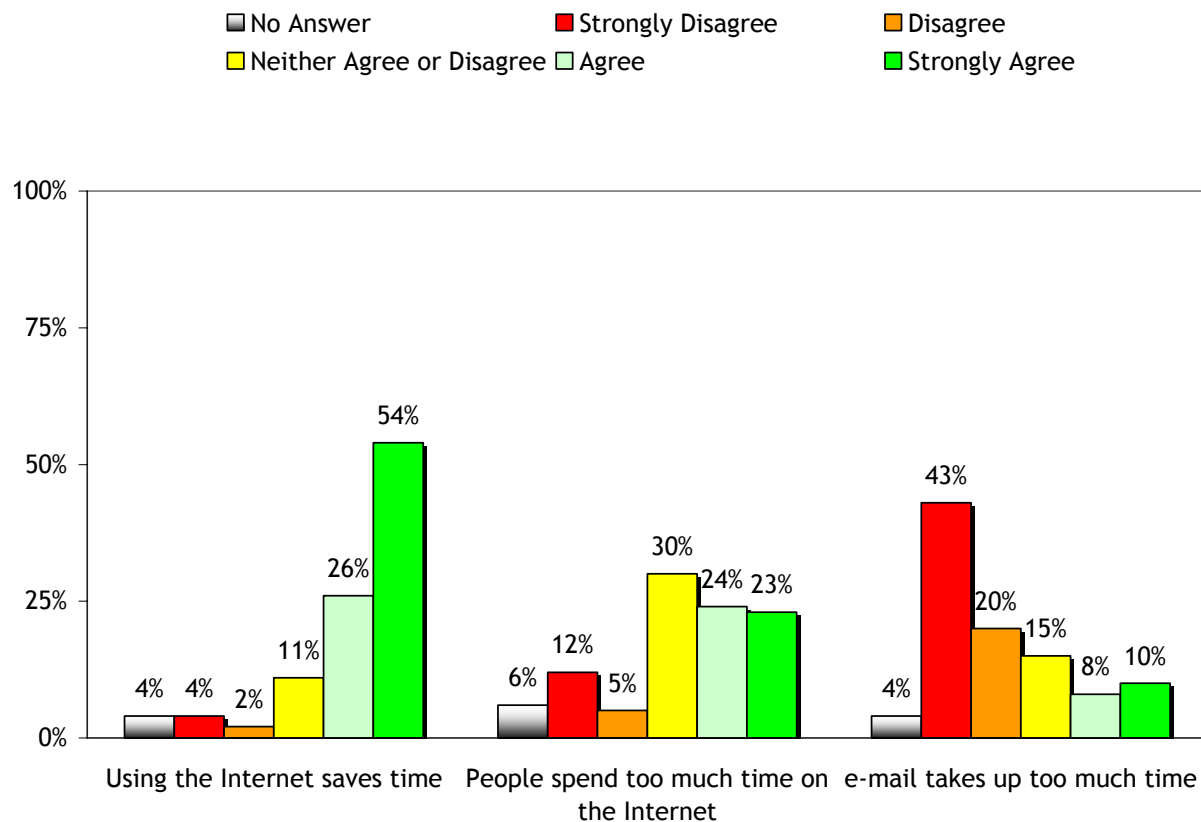
In addition, 86% do not believe it is easier to meet people online than in person and 51% do not agree that being online can replace spending with others even if the Internet offers many services and much information.

### Being Online and Interaction



As for time management, most Lafayette users (80%) believe that the Internet saves times and 63% think that dealing with e-mail does not take up too much time. While 47% believe that some people spend too much time online, the same percentage disagree or have no strong opinion.

## Time and the Internet



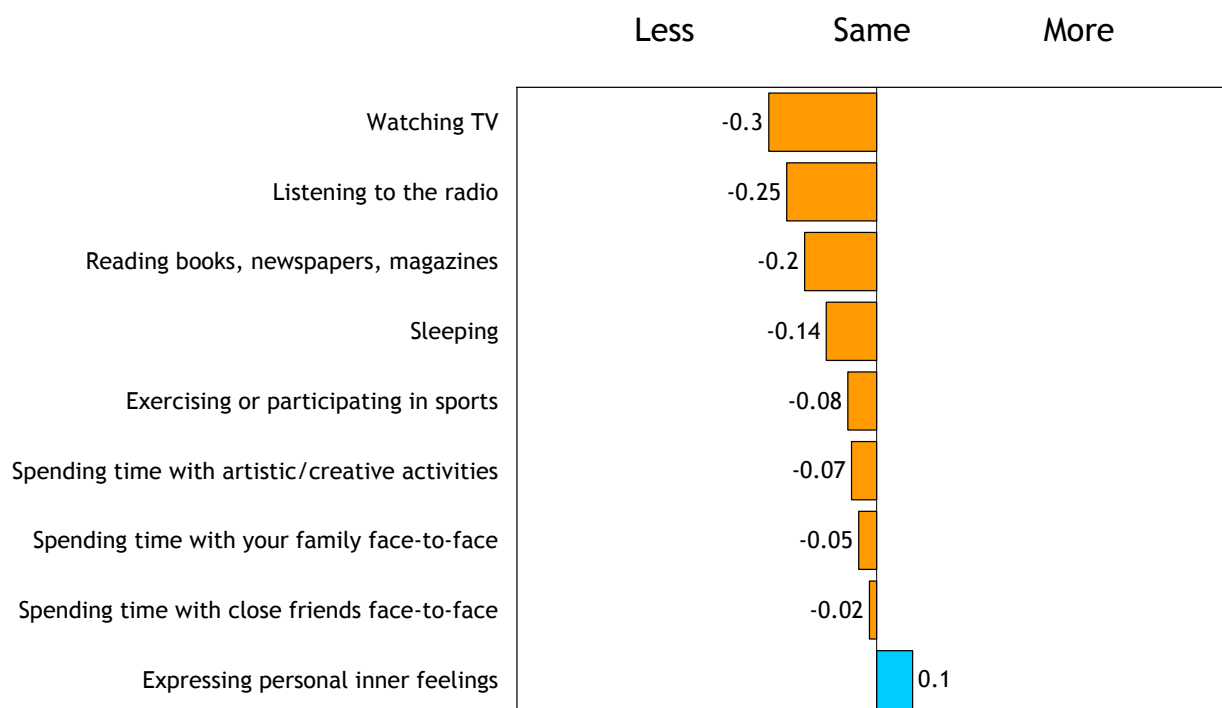
Lafayette Internet users have not dramatically altered their offline leisure routines. Most say the Internet has not changed the time they spend sleeping (81%), expressing inner personal feelings (80%), spending time with friends (79%) and family (78%), engaging in artistic and creative activities (79%), or exercising (76%).

However, even if limited, the Internet seems to have a negative impact on some offline activities. The consumption of media appears to be most impacted since 32% of Lafayette Internet users report watching less television, 28% say they listen to less radio offline, and 26% read less.

The expression of personal feelings is the only exception where more people report an increase (8%) than a decrease (6%).

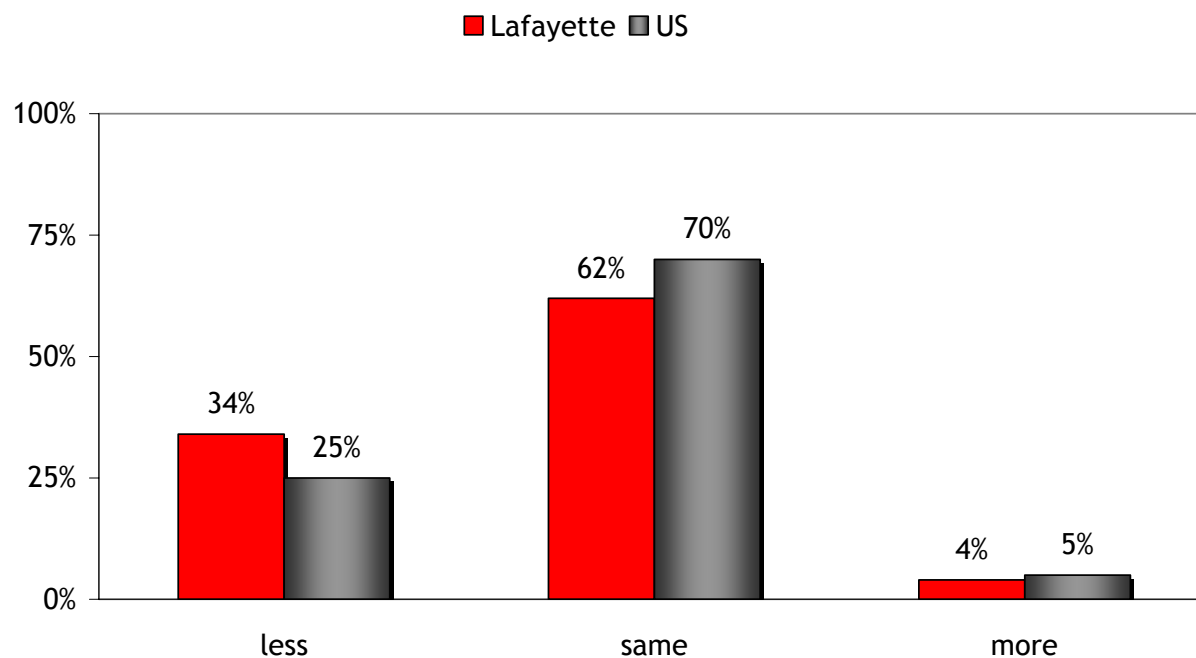
The figure below presents the mean of activity changes where -1 represents total negative change and 1 represents total positive change.

### Changes in non-Internet Activities



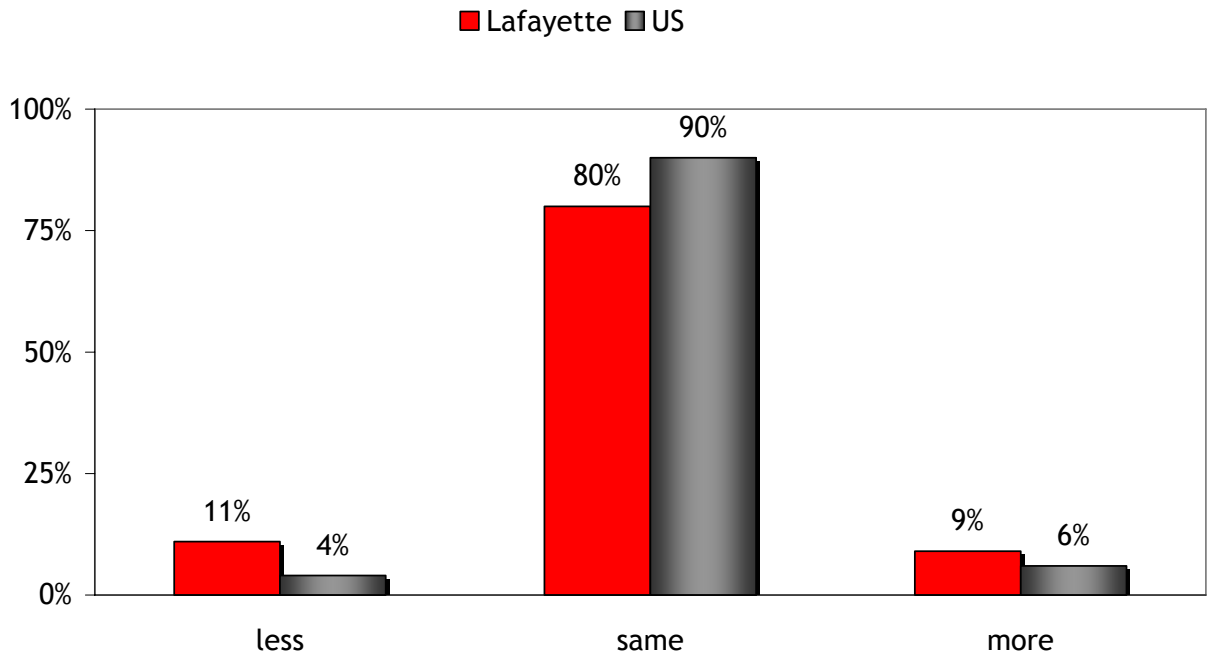
The limited changes in activities reported by Lafayette residents since they started using the Internet mirror those noted at the national level. Figures shown below for watching television, spending face-to-face time with friends and family vary slightly from those shown above because they do not include non-answers.

### Time Watching Television

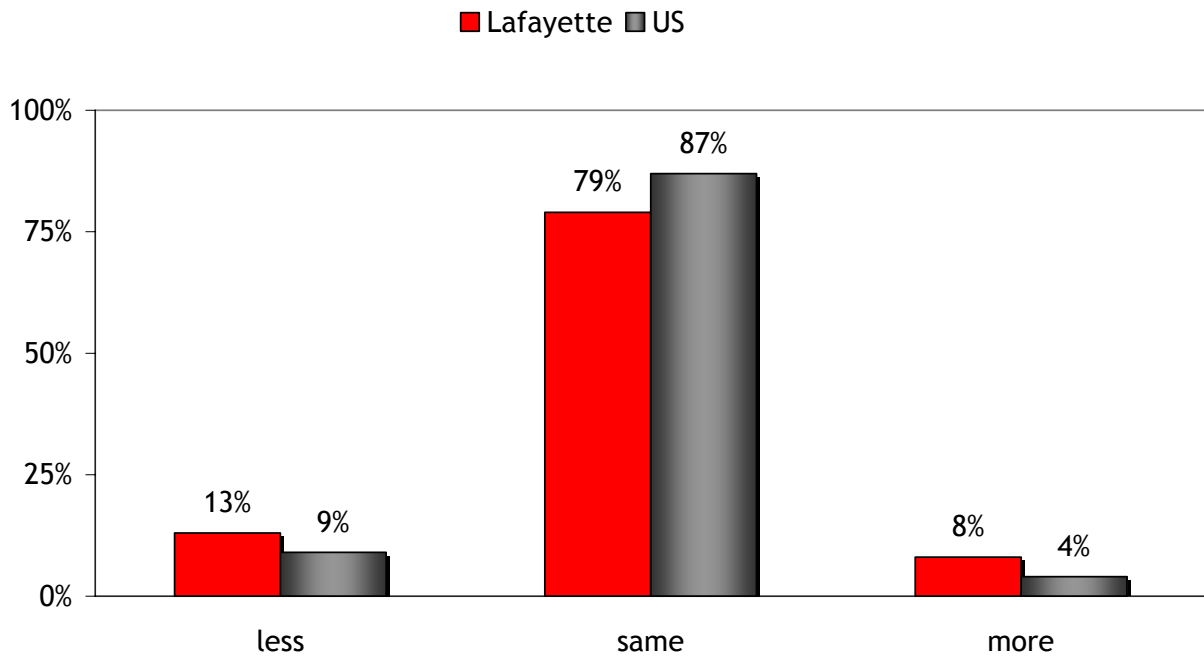


Source for US data: Kennedy et al. 2008

## Time Spent with Friends



## Time Spent with Family



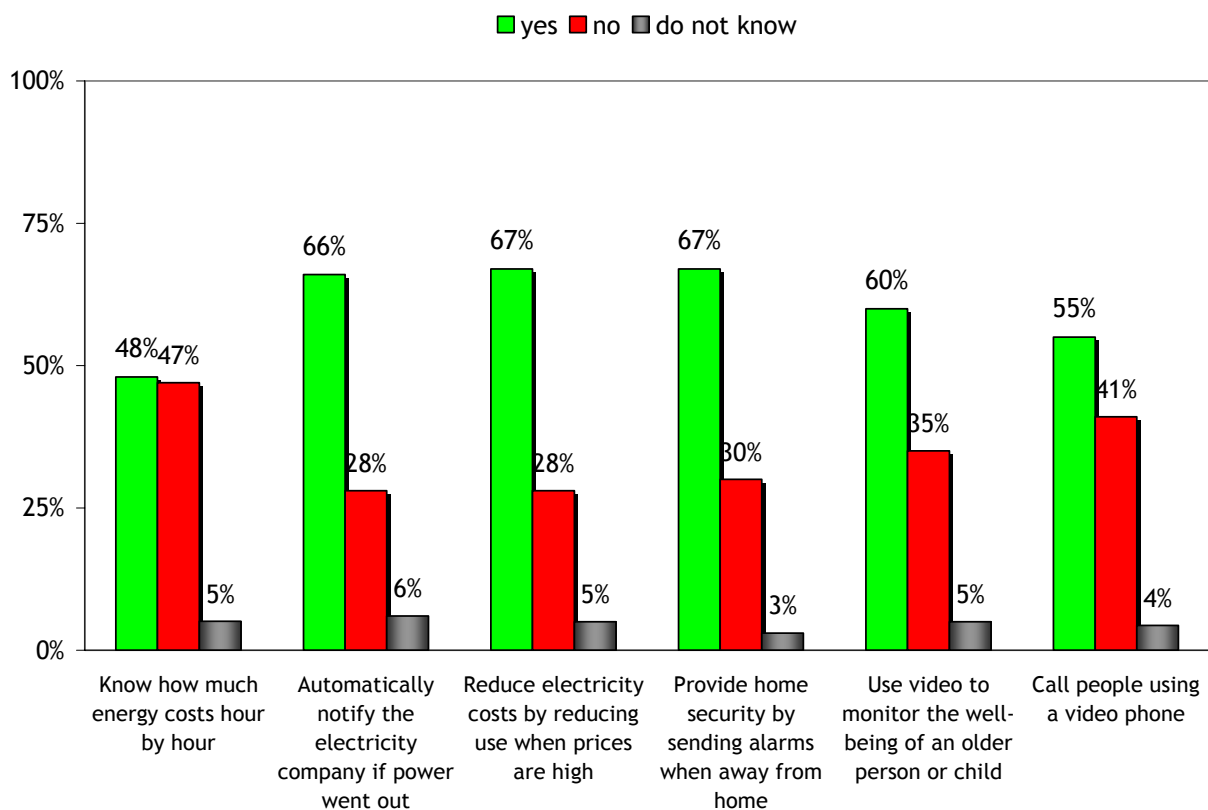
Source for US data: Kennedy et al. 2008

## Utilities and the Internet

A majority of Lafayette internet users would like to use the Internet to reduce their electricity cost by reducing use when price is high (67%), to provide home security by sending alarms when they are away from home (67%), and to automatically notify the electricity company if the power went out (66%).

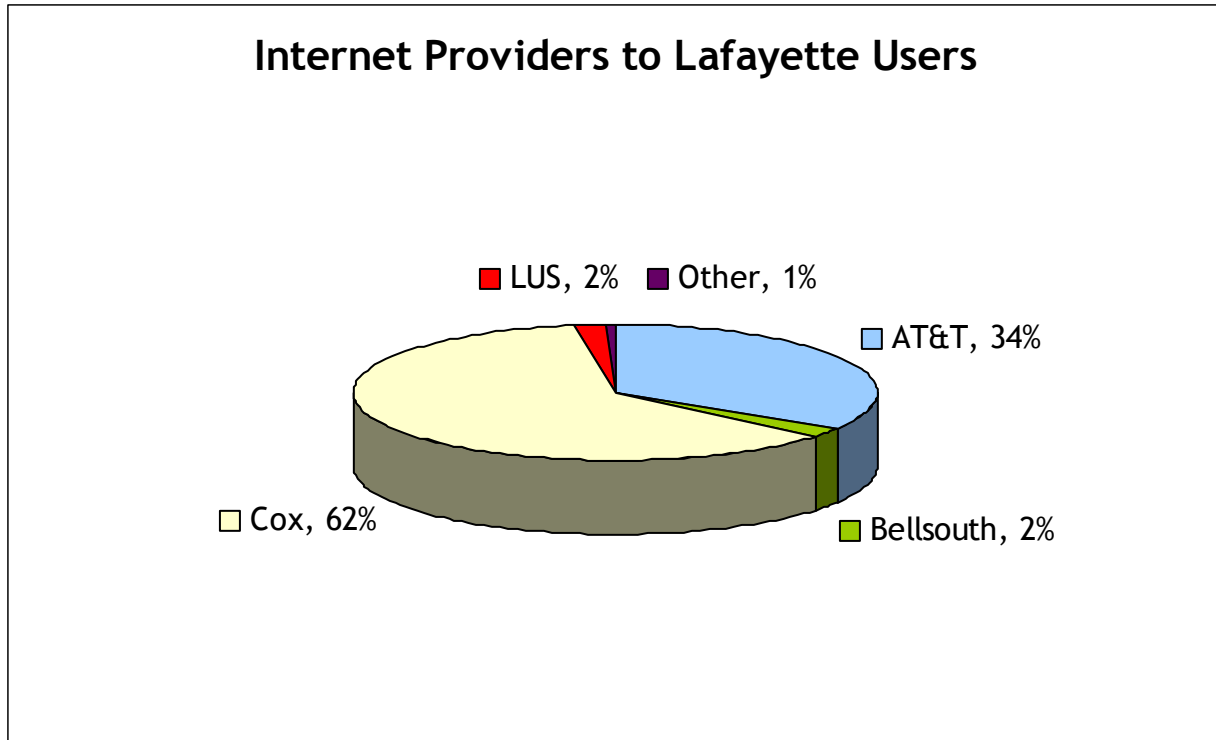
Conversely, they express substantial but less interest in knowing about their energy cost on an hourly basis (48% do), calling people using a video phone (55%), or using video to monitor the well-being of a child or an elderly person (60%).

## Utilities and the Internet



## Internet Providers in Lafayette

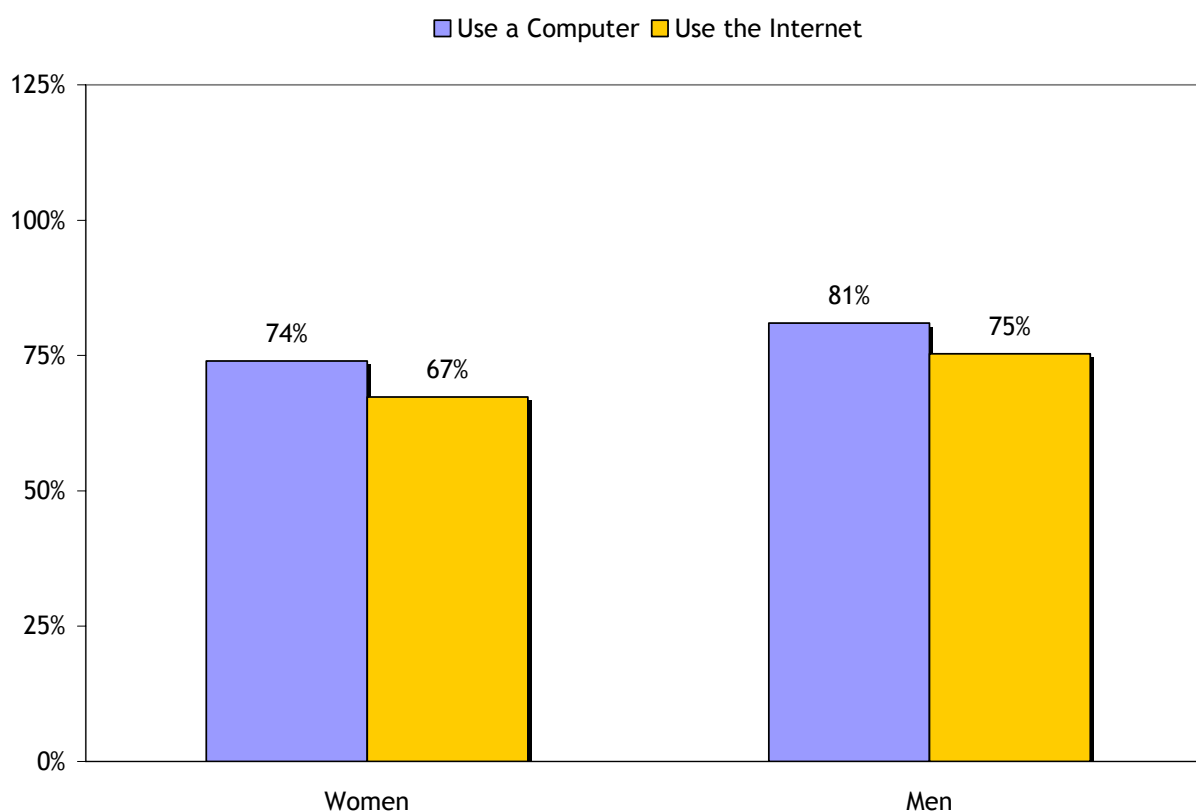
Two companies dominate the Internet market in Lafayette, Cox with a 62% share followed by AT&T with a 34% share.



## Computer and Internet Use by Sex

Men are more likely than women to use a computer and the Internet in Lafayette. 81% of male Lafayette residents report using a computer and 93% of male computer users report using the Internet at least occasionally (yielding a 75% ratio shown here for the total male population). Fewer women (74%) report using a computer do and among them 91% say they get online, yielding a 67% ratio of Internet users for the total female population.

However, the ANOVA result for computer use is statistically significant but the ANOVA result for Internet use is not.



Overall there are few large, significant, and unexpected differences between both sexes in Internet-related behaviors and attitudes. Still there are some. We only report on statistically significant ( $p < .05$ ) and meaningful results (i.e we do not report negligible or expected differences).

Women are more “very satisfied” with the Internet (63%) than men (51%).

Men are much more likely to sell something online (33% do) than women (17% do) but they are only slightly less likely to buy (79% do) than women (86% do). Notwithstanding the stereotype, both sexes are equally highly likely to search for maps and driving directions online: 90% of men and 87% of women do it.

Our data suggest that women are more interactive Internet users than men. Women report meeting more people in person (3.9) after online contact than men (1.77). Men do not strongly agree with the proposition that they communicate more with friends and family (16% do) whereas 26% of women do. Women are also more likely to strongly disagree with the proposition that there is no need to spend much time with others (51%) than men are (31%).

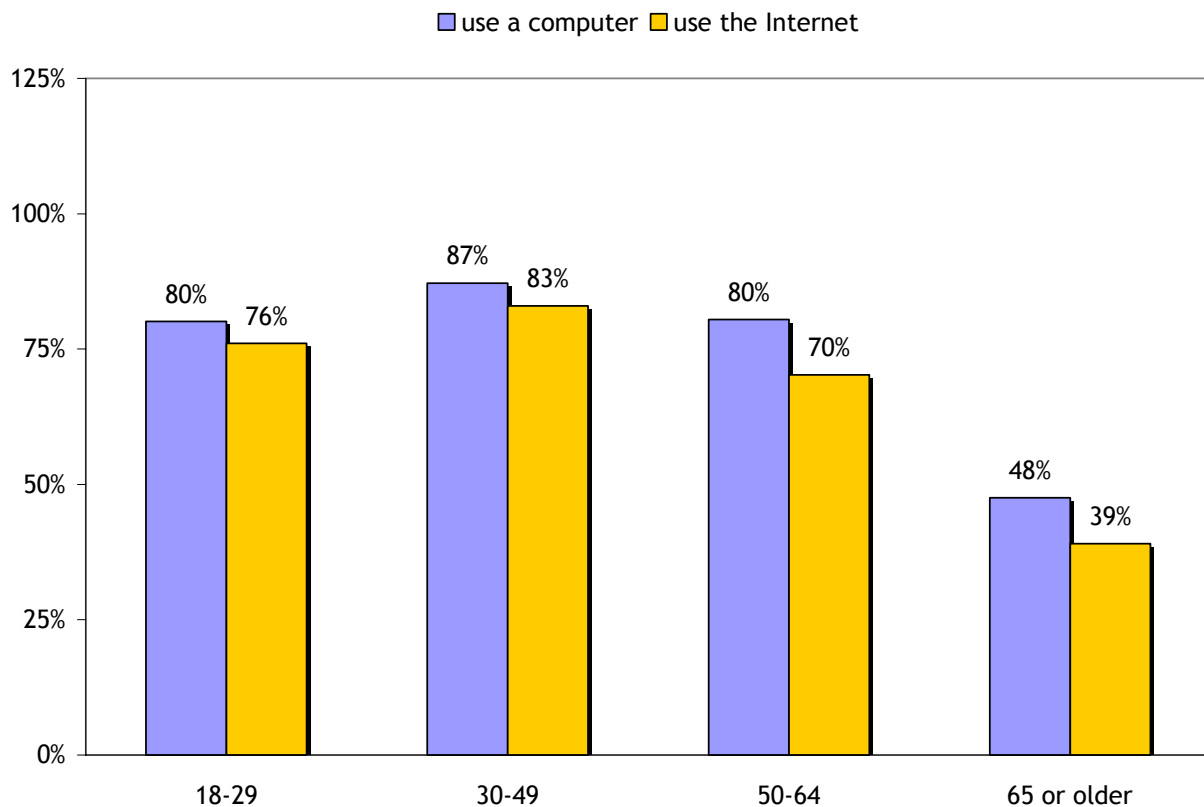
## Computer and Internet Use by Age

Age impacts computer and Internet use especially for those over 65. Less than half of people over 65 report using a computer and 39% say they use the Internet.

Adults between 30 and 49 years of age are the most likely to use a computer and the Internet. This is consistent with nationwide data which show a similar drop as age increases.

Interestingly, although young (18 to 29) and aging (50 to 64) adults are equally likely to use a computer (80% do), baby boomers lag in Internet use (70% versus 76%).

The ANOVA results for computer and Internet use are statistically significant.

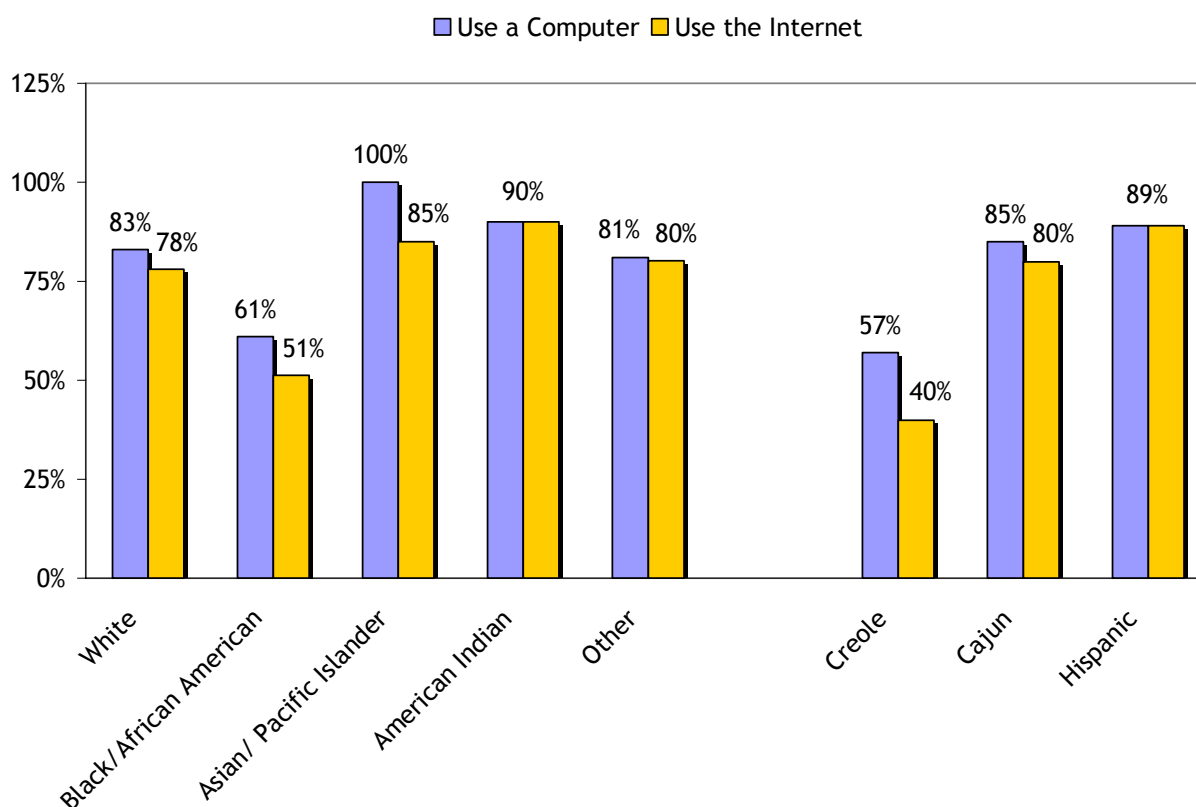


## Computer and Internet Use by Racial and Ethnic Groups

Race and to a lesser extent ethnicity matter to computer and Internet use. In Lafayette, Asian Americans and Native Americans report the greatest usage of computer (respectively 100% and 90%) and the Internet (85% and 90%). As for the largest racial groups, whites are significantly more likely to use a computer (83%) and the Internet (78%) than blacks (respectively 61% and 51%).

In regard to ethnicity, computer and Internet use is greater among Hispanics (89% for both) than among Cajuns (respectively 85% and 80%) and Creoles (respectively 57% and 40%). Interestingly, the association of Louisiana's French heritage with Creoles and Cajuns' respective racial groups of reference yields divergent results. Creoles are less likely than other black people to use a computer and the Internet while Cajuns are slightly more likely to get online than other white people.

Contrary to all the figures reported on this page, the data for Hispanics are not statistically significant which may be due to their small representation in the population and our sample (2%).



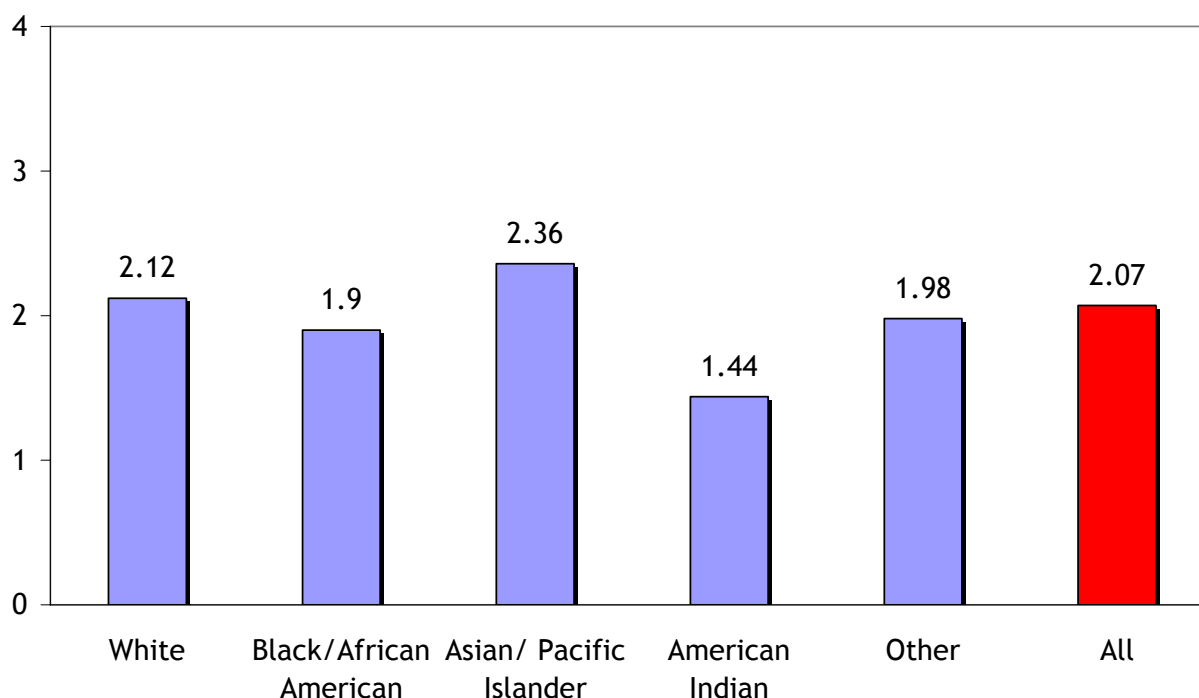
Racial disparities tend to flatten in regard to computer equipment since the average number of computers per household hovers around two for major racial groups. Lafayette Internet users report having an average of 2.07 computers per household. Asian Americans (2.36) and whites (2.12) report slightly higher figures than blacks (1.90) and especially Native Americans (1.44).

Large differences between racial groups exist in regard to the type of connection to the Internet. Cable is the major type of connection for whites (52%) but DSL is the primary type for native Americans (71%) and blacks (52%). Slower dial-up connections become rare (4% for all users) but is more prevalent among blacks (7%) than any other group.

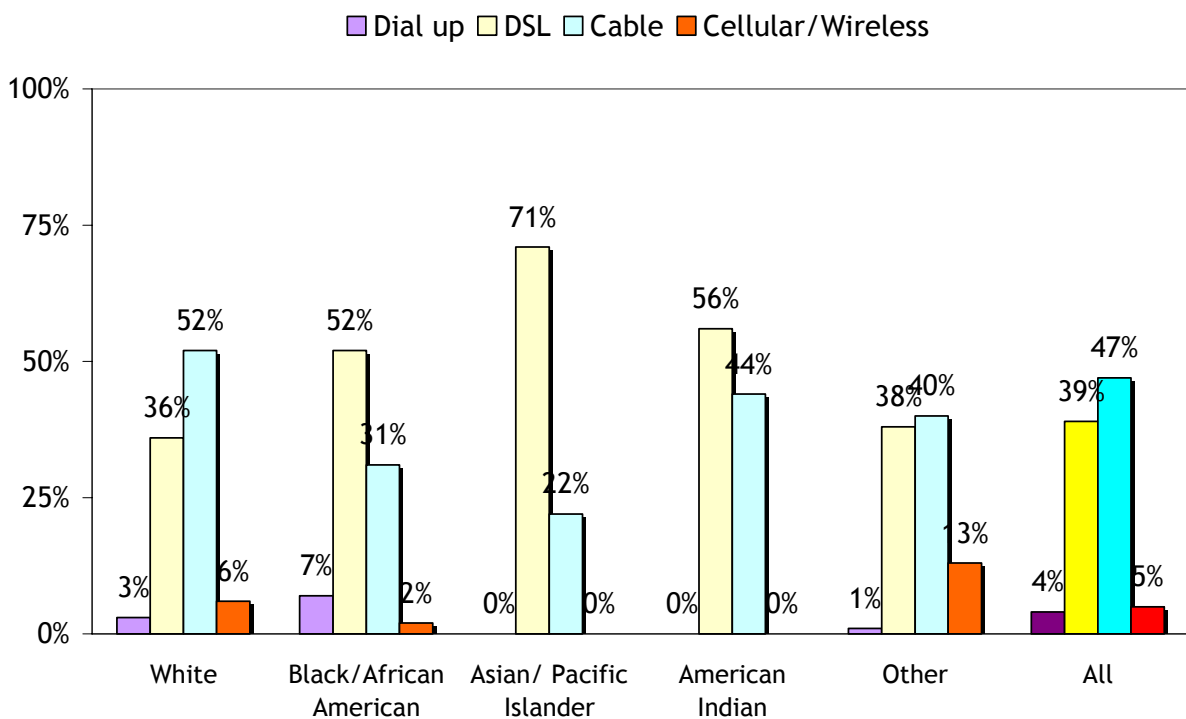
Asian Americans in Lafayette report the greatest ability to use the Internet since 100% consider it to be excellent or good. 85% of whites and 83% of blacks say likewise and whites are slightly more likely to report their ability as excellent.

However, the apparent differences between races in types of connection and ability are not statistically significant, i.e. it is not confirmed by the significance test.

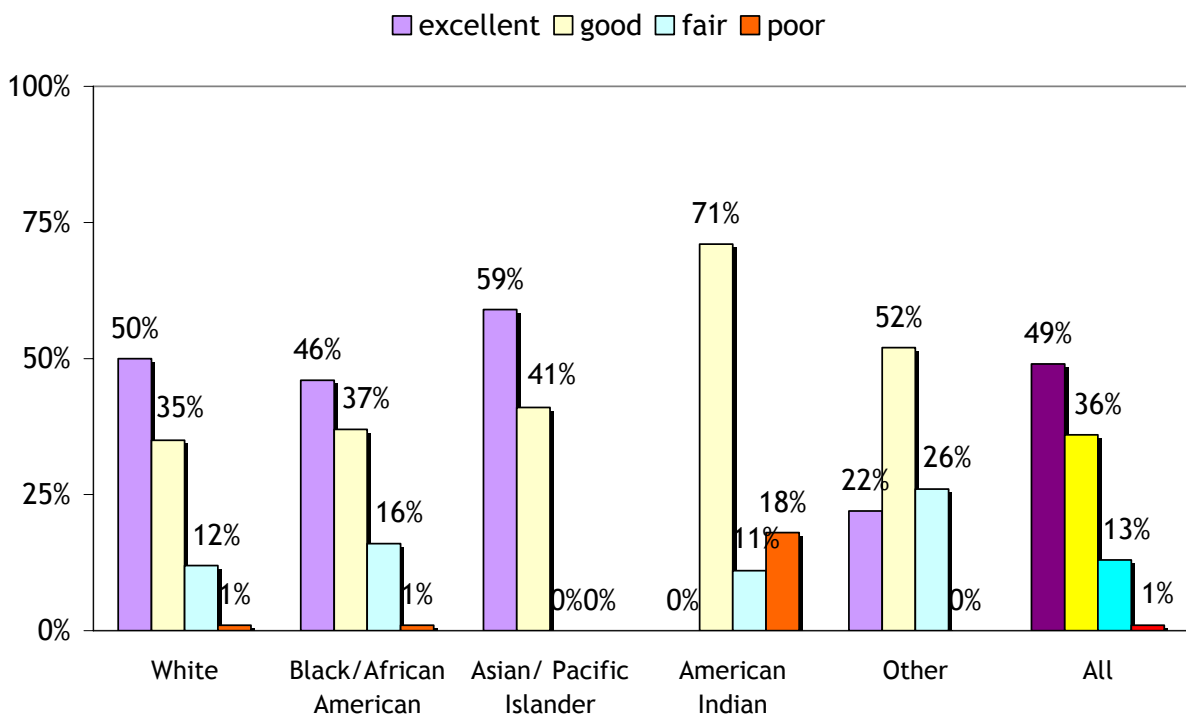
### Average Number of Computers



### Majors Types Of Internet Connection by Race



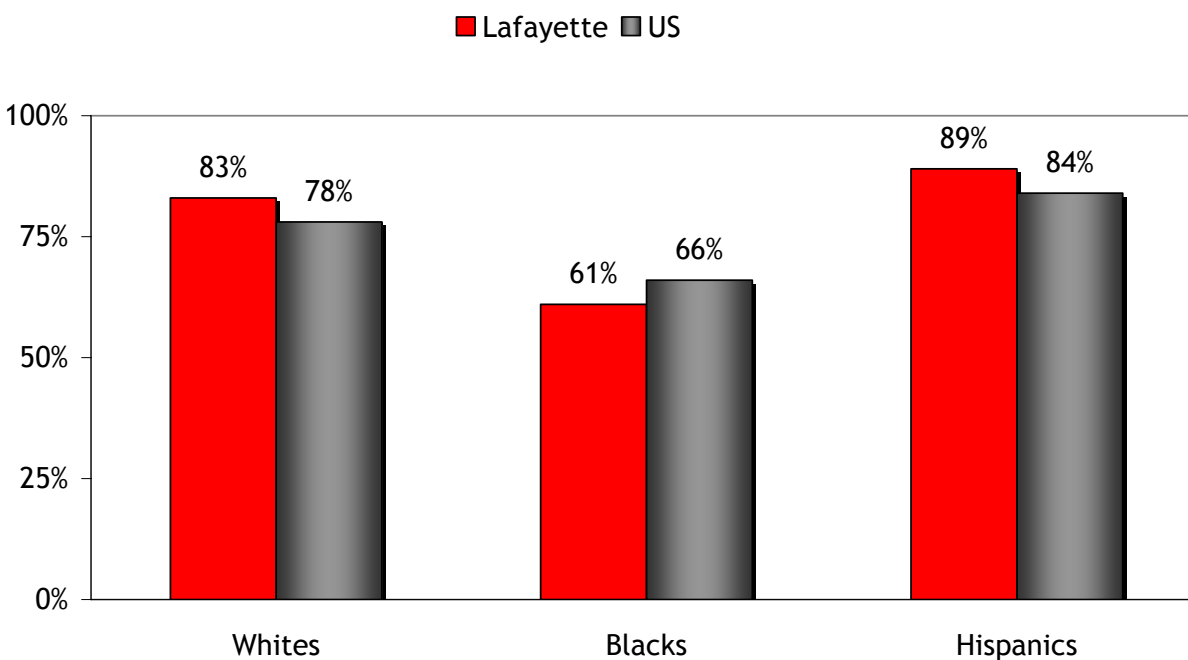
### Ability to Use the Internet by Race



How do race and ethnicity impact Lafayette users compared to users nationwide? In regard to computers, whites and Hispanics are more likely to use one in Lafayette than nationwide. It is different for blacks who are more likely to use one across the nation than locally. However, the difference is small in both directions (5%).

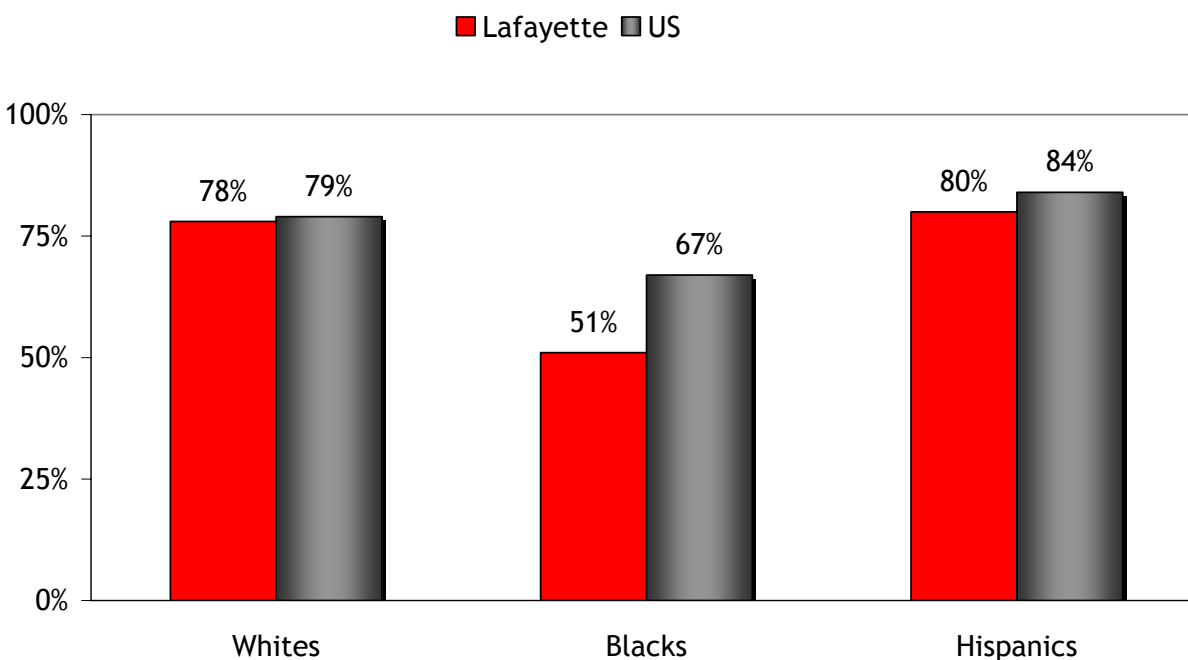
In regard to Internet use, the difference is minimal for whites and Hispanics but much larger for African Americans. If two thirds of African Americans nationwide report using the Internet, half (51%) of African Americans do so in Lafayette. Interestingly, Hispanics report the highest rates of computer and Internet use in both Lafayette and the nation.

### Computer Use by Race/Ethnicity



Source for US data: Pew Internet and American Life Project 2009c

## Internet Use by Race/Ethnicity



Source for US data: Pew Internet and American Life Project 2009c

Interestingly, despite the differences in access presented above, there are few large, statistically significant, and meaningful differences between black and white Internet users in regards to Internet-related behaviors and attitudes. Still there are a couple which are statistically significant ( $p < .05$ ) and noteworthy.

Black users are more likely to report that being online results in more face-to-face contact with close friends (21%) and family (14%) than whites (only 6% do for both).

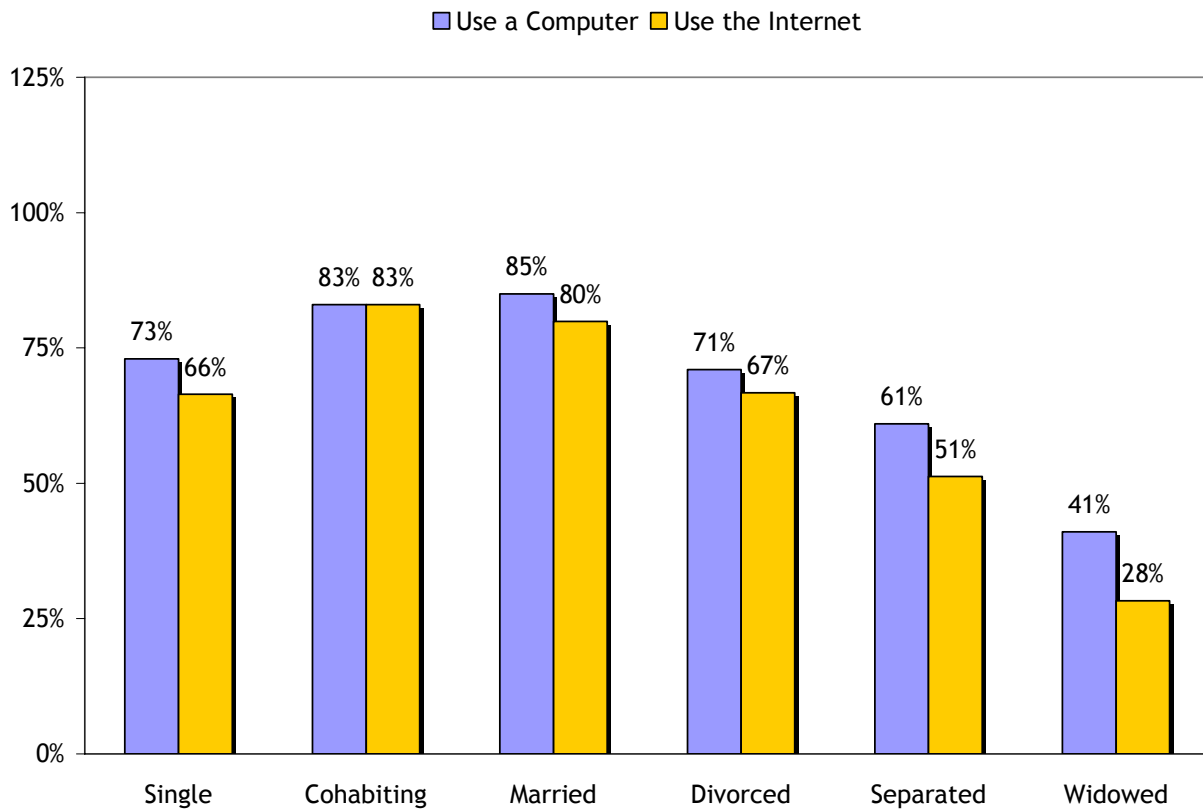
Being online also seems to impact sleep patterns differently. Blacks are more likely to report sleeping less (24% do) or more (7% do) than white users (13% and 0% respectively).

## Computer and Internet Use by Marital Status

Marital status impacts Lafayette residents' use of computer and the Internet especially for widows and widowers. They are the only group where a minority use a computer (41%) and the Internet (28%).

The married and those cohabitating with a significant other are the most likely to use a computer and the Internet, over 80% do. Those living with no other adult - single or divorced- are less likely to do so. Only 61% of those who are separated use a computer and 51% get online.

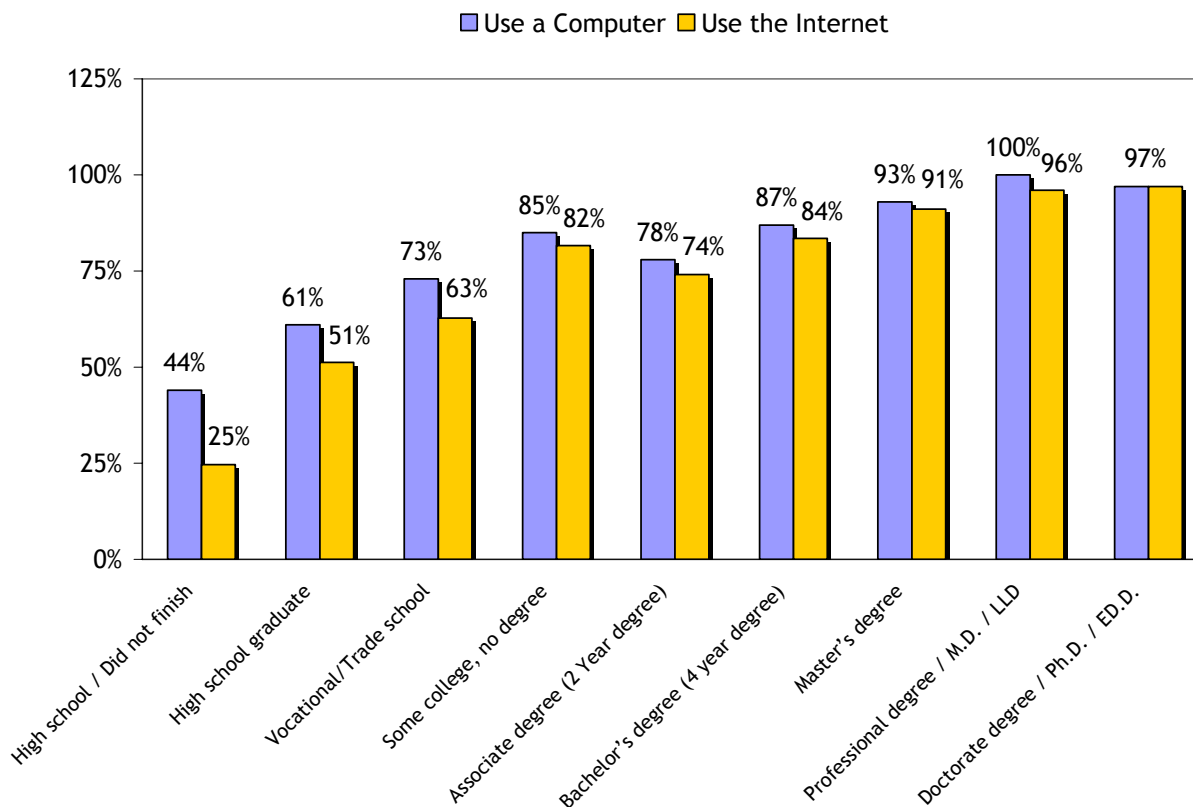
The ANOVA results for computer and Internet use are statistically significant.



## Computer and Internet Use by Educational Level

Computer and Internet use increase with the degree of educational attainment among Lafayette residents. While less than half (44%) of adults with less than a high school degree report using a computer and 25% say they use the Internet, over 90% of residents with at least a master's degree say they are computer and Internet users.

The ANOVA results for computer and Internet use are statistically significant.



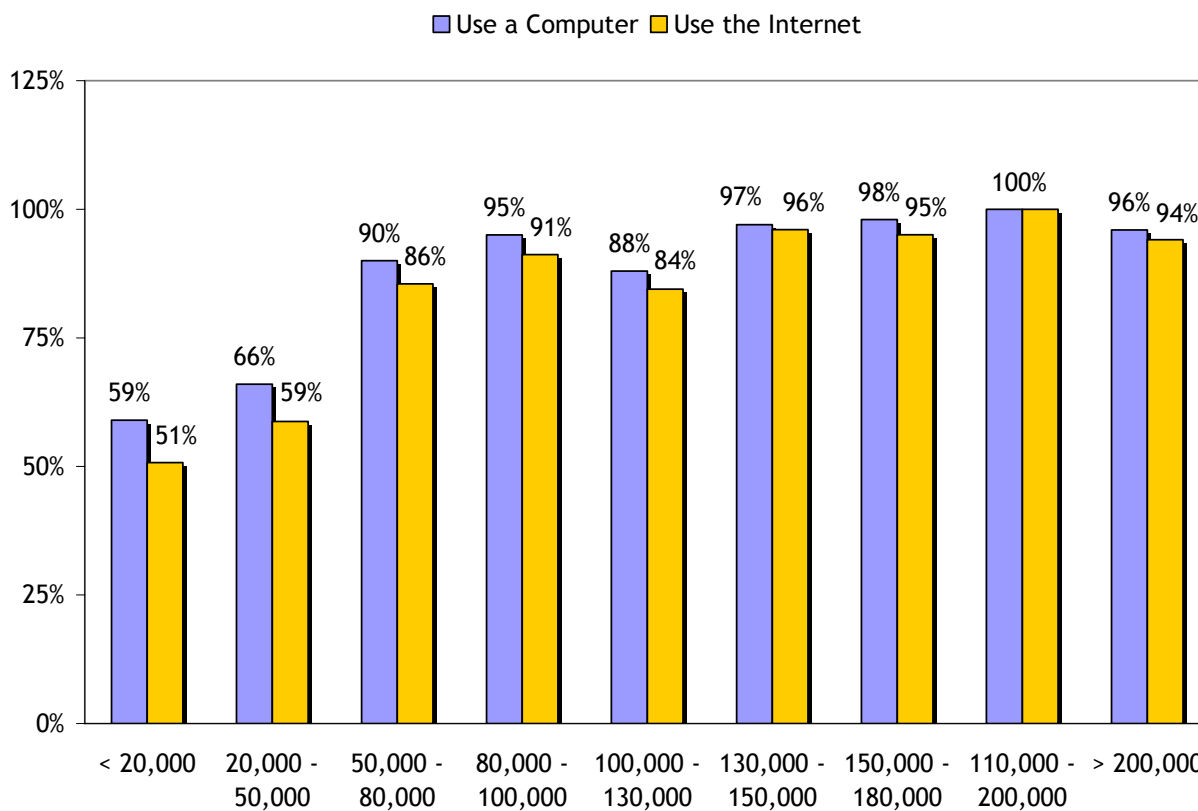
## Computer and Internet Use by Household Income

Computer and Internet use increase with income. Approximately 6 people out of 10 living in households earning less than \$20,000 a year say they use a computer (59%) and half (51%) say they use the Internet.

For people living in households with an income above \$130,000, computer and Internet use is over 95%.

The \$50,000 level appears to be a break point. People living in households earning between \$20,000 and \$50,000 report much lower rates of use of a computer (66%) and the Internet (59%) than those living in households earning between \$50,000 and \$80,000 where computer use is 90% and Internet use is 86%.

The ANOVA results for computer and Internet use are statistically significant.



In addition, income appears to impact several internet-related attitudes and behaviors. Here we only report on statistically significant ( $p < .05$ ) and meaningful results (i.e we do not report negligible or expected differences).

First, the ability to use the Internet apparently increases with income. People living in households earning less than \$20,000 are less likely to rate their ability as

excellent (36%) and more likely to rate their ability as fair (37%) than people in households earning over \$50,000 (respectively (58% and 9%).

Then, activities on the Internet vary quite a lot and in various ways with income. In general people in wealthier households are more likely to engage in activities than people in other households.

As seen in the table below, the difference in the level of engagement in some activities is relatively small for the most popular activities such as sending or reading email, using a search engine and getting the news.

The difference is large and predictable for activities that directly relate to financial means such as looking for financial information, doing online banking, making travel plans, participating in online auctions, buying and selling products online, or paying to access digital content online.

Interestingly, the difference is also large for some activities that do not seem to be connected to means such as visiting a government website, researching one's family genealogy, getting sports information, looking for information on a hobby, looking for health information or searching for maps or driving directions.

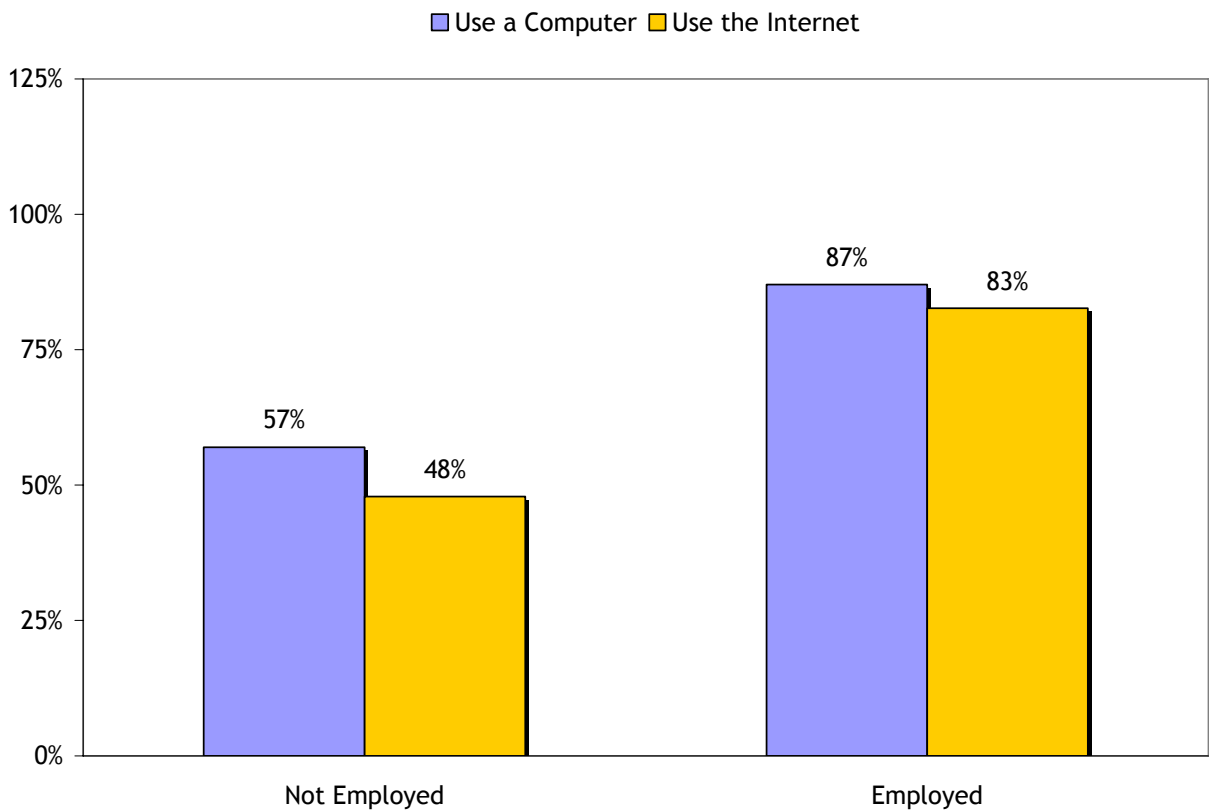
There are only two activities that people in households with modest means do more than wealthier people: playing online games (slight difference), and visiting matchmaking or online dating sites.

Online Activities	Household Earnings		
	<\$20,000	\$20,000-\$50,000	>\$50,000
Send or read email	81%	90%	99%
Use a search engine	75%	89%	97%
Get news	61%	77%	90%
<b>Travel</b>			
Buy or make a reservation for travel	39%	56%	84%
Do banking online	40%	63%	81%
Get financial information	25%	41%	77%
Participate in an online auction	15%	38%	50%
Use online classified ads or sites like Craig's list	14%	35%	39%
Pay to access or download digital content	13%	10%	35%
Sell something	13%	21%	30%
<b>Information</b>			
Search for a map or driving directions	51%	82%	92%
Look for information on a hobby or interest	50%	64%	89%
Look for health or medical information	33%	73%	88%
Visit a government website	45%	72%	84%
Get sports scores and information	16%	43%	56%
Research your family's history, genealogy	9%	26%	31%
Audio chat or phone using the internet	13%	19%	29%
<b>Entertainment</b>			
Play online games	49%	65%	46%
Access an online dating or matchmaking service	25%	11%	7%

## Computer and Internet Use by Employment

Employment clearly impacts the use of computer and the Internet. While more than 8 out of 10 people employed report computer and Internet use, only about half of those unemployed do. Age, lack of access to computers at work, and lower income are likely factors at play.

The ANOVA results for computer and Internet use are statistically significant.



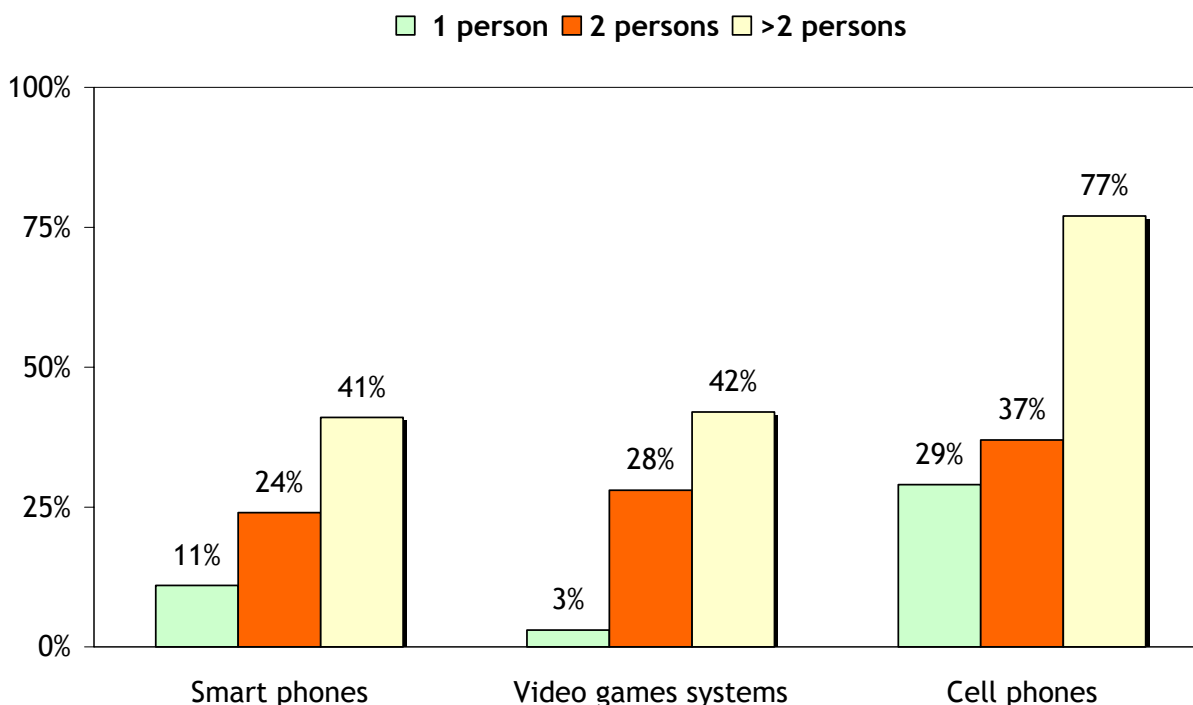
## The Impact of Number of People in the Household

Some findings from ANOVAs run on number of people in household (1, 2, and more than 2) show variations in regard to equipment, ability to use the Internet, and behavior change. Here, we only report on statistically significant ( $p < .05$ ) and meaningful results (i.e we do not report negligible or expected differences).

The number of people in a household obviously impacts the number of computers and other electronic equipment used in the house. Households of one report 1.11 computer, up to 1.84 for households of 2, and 2.4 for households of 3 or more people. Average for the whole sample is 2.08. This suggests that each person uses his or her own machine in households of 1 and 2 and that individuals in larger households are sharing 2 computers.

In addition, individuals in larger households are more likely to rely on smart phones, video games systems, and cell phones to access the Internet. The much greater likelihood of households of 3 and more to use video games systems than single households (14 times more) may be due to the probable presence of children.

### Devices Connected to the Internet per Household



The number of people per household also seems to impact the reported ability to use the Internet. People living alone say they are less proficient than people in

larger households. They are more likely to rate their ability as fair (21%) and less likely to rate ability as excellent (36%) than people in households of 3 and more (respectively 8% and 56%).

Finally, people in single households do not strongly agree with the proposition that they communicate more with friends and family (10% do) whereas 18% of people in households of 2 and 25% of people in households of 3 and more do. It may be that people in single households already did communicate a lot and the Internet does not change that pattern.

## Methodology

### Collection of data

The survey was conducted by the Acadiana Educational Endowment. The data were collected in telephone interviews with residents of the city of Lafayette between May 11 and July 25, 2009.

Numbers from landlines at private residences and cell phones were randomly selected from a list of all Lafayette Utilities System (LUS) customers.

Only persons 18 years of age and older were interviewed.

The questionnaire was designed by the Department of Sociology, Anthropology, and Child and Family Studies at the University of Louisiana at Lafayette. In order to achieve maximum comparability with data at the national level, some questions mirrored those asked by the Pew Internet and American Life Project and the Annenberg's Digital Future Report (USC Annenberg School Center for the Digital Future)

Working from a list of LUS customers' contact phone numbers, callers placed 15,901 calls. Of those we obtained 1,660 completed surveys, including 161 from cell phones, for a rate of response of 10.43%. Of the respondents, 1,131 were computer users and 1,018 were also internet users. From the non-computer or non-Internet users we gathered only demographic information.

The ratio of black respondents to white respondents, women to men, and age cohorts in our sample did not match the ratio as reported in 2008 census figures for the city of Lafayette. Fortunately there is a robust procedure called "weighting" to correct for such a sampling problem. Most simply described: If the percentage of say black respondents is half of what it should be, then each black respondent in the sample counts for two in the analysis. All of our analyses were done on a sample weighted for sex, age, and race and are therefore a fairly good basis on which to make conclusions about the population of the city.

We are presenting the descriptions and analysis of our data principally by means of simple graphs. We also ran some statistical procedures such as "analysis of variance" (ANOVA) which is designed to compute average answers within groups in order to answer such questions as "Is internet use among the old different than internet use among the young?" The advantage of using the ANOVA procedure is that it also enables one to see if an apparent difference in means between groups is likely to be real - or likely just a sampling artifact. When a result is reported as "significant" it is not a sampling artifact.

The survey's margin of error for the total sample is  $\pm 2.5\%$  at the 95% confidence level.

Significance is determined by sample size and the size of any measured differences in means. Even if the sample size is huge, very small differences in means may not be significant. And, even if the sample size is small, large differences in means may still be significant. We aimed at a sub-sample size of about 300 because that seemed large enough (usually) to catch most reasonable size differences in means. But until one runs the numbers one cannot know for sure if any measured differences will, in fact, be significant. Now that we have done the analysis, we have a read of significance for each reported difference in means. Thus, we can report, for each comparison, whether or not our measured differences are in fact significant. Most were but some weren't.

## Questionnaire

Hello, I am calling from the Acadiana Educational Endowment. We are conducting research on internet usage in our community here in Lafayette. Your number was chosen randomly, and we would like to ask you a few questions about your internet use.

Intro 1. Is this a private residence?

1. Yes
2. No - End Call

Intro 2. Are you 18 years of age or older?

1. Yes
2. No - Ask if someone is available. If not end call

Intro 3. Am I calling a cell phone?

1. Yes
2. No

Q1. Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

1. Yes
  2. No (Skip to QD1 - Demographics)
- 99 Refused

Q2. Do you use the internet, at least occasionally?

1. Yes
  2. No (Skip to QD1 - Demographics)
- 99 Refused

Q3. How many plugged in desktop computers or charged laptop / portable computers do you use in your home?

[Record number]

Q4. How many of the following do you have in your home which connect to the internet?

- 1.(Palm Pilot - Blackberry, etc.)
  - 2.video games systems
  - 3.cell phones
  - 4.cable box
  - 5.video recorder
  - 6.other electronic device
- 99.DK- NA- Refused

Q5. What kind of Internet connection do you have at home?

1. Dial up

- 2. DSL
- 3. Cable
- 4. Cellular or wireless
- 5. Fiber Optic
- 6. Other
- 7. No internet connection
- 99. DK-refused

Q6. Did you happen to use the internet yesterday?

Yes

No - Skip to Q9

DK-refused

Q7. Did you use the internet from home yesterday?

Yes

No

DK-refused

Q8. Did you use the internet from work yesterday (or your last normal work day)?

Yes

No

DK-refused

Q9. About how many years or months have you been an internet user?

Record Months

99 Refused

Q10. How often do you use the internet from home?

constantly,

several times a day,

once a day,

every few days,

less often?,

never

Q11. In general, how often do you use the internet from work?

constantly,

several times a day,

once a day,

every few days,

less often,

never

Q12. How would you rate your ability to use the Internet: excellent, good, fair, or poor?

Excellent  
 Good  
 Fair  
 Poor  
 Don't Know - NA

Q13. Please tell me if you have ever used the internet to do any of the following and if so when last.

- Send or read email
- Get financial information online, such as stock quotes or mortgage interest rate
- Send "instant messages" to someone who's online at the same time
- Buy or make a reservation online for a travel service, like an airline ticket, hotel room, or rental car
- Look online for information about a place to live
- Visit a local, state or federal government website
- Research your family's history or genealogy online
- Use an online search engine to help you find information on the Web
- Pay to access or download digital content online, such as a newscast, sporting event, or radio show
- Use an online social networking site like MySpace or Facebook
- Sell something online
- Download a podcast so you can listen to it or view it at a later time
- Get sports scores and information online
- Look for information on a hobby or interest
- Buy a product online, such as books, music, toys or clothing
- Look online for information about a job
- Play online games
- Participate in an online auction
- Look for health or medical information
- Upload photos to a website so you can share them with others online
- Upload videos to a website so you can share them with others online
- Download video, movies or TV shows for viewing on the computer or a TV
- Download video to a wireless device like a phone or handheld device
- Get news
- Do banking online
- Use online classified ads or sites like Craig's list
- Access an online dating or matchmaking service
- Search for a map or driving directions
- Audio chat or phone using the internet
- Video chat or phone using the internet
- Download music files
- Check the weather

Q14. New ways to use the internet occur often, Please tell me if you would be interested in using the internet to do any of the following things. Would you be interested in using the internet to...

- Know how much energy costs you hour by hour
- Automatically notify the electricity company if your power went out
- Reduce your electricity costs by reducing use when prices are high
- Provide home security by sending you alarms when away from home.
- Use video to monitor the well-being of an older person or child
- Call people using a video phone

Q15. How important is the Internet as a source of information or entertainment to you?

- Very important
- important
- Somewhat important
- A little important
- Not important at all
- NA - Don't Know

Q16. I'd like to read a list of things about using the Internet and have you tell me how satisfied you are with each one, where 1 means not satisfied and 5 means very satisfied. How satisfied are you with

- The amount of relevant information available on the Internet
- The availability of goods and services on the Internet
- The ease of finding information on the Internet
- The speed of your connection to the Internet at home
- The ability to communicate with other people using the Internet
- The ability to purchase items using the Internet
- The Internet overall

Q17. How has the use of the Internet changed the amount of time you spend with the following activities? Do you engage in the following activities less than, about the same as, or more than you did before you started using the Internet?

- Spending time with close friends face-to-face
- Spending time with your family face-to-face
- Exercising or participating in sports
- Expressing personal inner feelings
- Watching TV
- Listening to the radio (offline)
- Reading books, newspapers, and magazines (offline)
- Sleeping
- Spending time with artistic/creative activities

Q18. Please tell me how much you agree or disagree with each of the following statements. Use a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree.

I share intimate details of my life that I would generally not reveal in person.

It's easier for me to meet people online than in person.

The Internet has increased the number of people I regularly stay in contact with.

Since I started using the Internet, I am communicating more with my family and friends

I have multiple screen names and each screen name has its own personality

People who don't have access to the Internet are at a serious disadvantage

In general you feel people spend too much time on the Internet

You feel left behind when you hear about the Internet.

The Internet has nothing significant to offer you

Children have access to a lot of "inappropriate" material on the Internet

People who go online put their privacy at risk

Using the Internet saves time

You do not need to spend so much time with others because there are so many services and so much information available on the Internet.

Dealing with e-mail takes up too much of your time

You are more likely to keep in contact with someone who has e-mail

E-mail allows you to communicate with people you normally couldn't talk to as often

You are frustrated with people who don't have e-mail

Q19. How many friends, whom you originally met on-line, have you since met in person?

[If asked, on-line includes chat rooms, e-mail, etc.]

Q20. How many on-line friends do you have whom you have NEVER met in person?

[If asked, on-line includes chat rooms, e-mail, etc.]

Q21. What network do you use to access the Internet at home?

LUS

AT&T

Cox

Other

## Demographics

And the last set of questions are demographic questions, to give us more information about who is more likely to have access to the internet

QD1. Could you please tell me how many people live in your household?

QD2. What is the last year of education you completed? [DON'T READ]

None

Elementary

Junior high / Middle school

High school / Did not finish

High school graduate

Vocational/Trade school

Some college, no degree

Associate degree (2 Year degree)

Bachelor's degree (College degree / 4 year degree)

Master's degree

Professional degree / M.D. / LLD

Doctorate degree / Ph.D. / ED.D.

No answer - DK- Refused

QD3A. What is your occupation? [RECORD]

QD3B. Are you currently employed?

Yes

No

QD4. So that we may represent all people fairly, how do you describe your race? Are you White/Caucasian, Black/African American, Asian/Pacific Islander, American Indian, or of another race?

White/Anglo/Caucasian/Middle-Eastern

Black/African American

Asian/ Pacific Islander

American Indian

Other [RECORD]

DK - NA - Refused

QD5. Are you Spanish/Hispanic/Latino?

Yes

No

QD6. Do you consider yourself [READ]

Creole

Cajun

Neither

QD7. What is your marital status? Are you currently married, divorced, separated, widowed, cohabiting or living with a significant other, or single? [DON'T READ]

Married  
Divorced  
Separated  
Widowed  
Cohabiting/living with significant other  
Single  
DK - NA - Refused

QD8. What is your age? [RECORD]

QD9. What is your gender?

Male  
Female  
DK - NA - Refused

QD10. For classification purposes we would like to know the combined income category of your household. Please stop me when I reach the correct income category. Is your combined household income?

under 20,000  
20,000 to under 50,000  
50,000 to under 80,000  
80,000 to under 100,000  
100,000 to under 130,000  
130,000 to under 150,000  
150,000 to under 180,000  
180,000 to under 200,000  
Over 200,000  
DK - NA - Refused

That was my last question. Thank you for participating in our research.

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