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LUS Fiber Releases Study on Internet Utilization in Lafayette

LAFAYETTE, La – As a dedicated community partner and an advocate for a better community, LUS Fiber commissioned a study to set a benchmark on Internet utilization in Lafayette – entitled Internet Use in Lafayette, LA 2009 Baseline Study. This study may be the first in the nation to set a benchmark on the use of Internet in a community prior to the deployment of a significant community-owned broadband infrastructure. It was conducted between May and July 2009, just at the early beginning of the city-wide rollout of LUS Fiber.

LUS Fiber pursued this study and it was completed in conjunction with Acadiana Education Endowment and the UL Lafayette Department of Sociology and Anthropology. The structure of the survey provides Lafayette a valid baseline against respected studies conducted by the Pew Internet and American Life Project and the USC Annenberg School Center for the Digital Future. It will help the community gauge its progress in addressing the Digital Divide as LUS Fiber services become available community-wide.

“LUS Fiber is providing our community the world’s most powerful technology at affordable rates because the citizens of Lafayette recognized that a superior broadband network will propel Lafayette forward,” states Terry Huval, director of Lafayette Utilities System. “This study will allow us to measure our progress as a community.”

Notable observations from the study are:

Table with 3 columns: Metric, Lafayette, US. Rows include: Percentage of residents who use computers (77% vs 78%), Percentage of residents using the Internet (71% vs 79%), Percentage of resident computer owners using a broadband Internet connection (86% vs 76%), Percentage of African-American residents using a computer (61% vs 66%), Percentage of Caucasian residents using a computer (83% vs 78%).

Percentage of African-American residents using the Internet	51%	67%
Percentage of Caucasian residents using the Internet	78%	79%
Percentage of residents, 50-64 years of age, using a computer	80%	
Percentage of residents, 65+ years of age, using a computer	48%	
Percentage of residents satisfied with the Internet speeds (May-July 2009)	36%	

Results from this study were included in LUS Fiber’s portion of the recent Lafayette Consolidated Government application for the Broadband Technology Opportunities Program (BTOP) stimulus funds. Having this type of baseline will provide Lafayette a unique opportunity to quantitatively measure its progress moving forward which can be a definite advantage in attracting funds from various sources to help bridge the Digital Divide.

“Not only do we now have an opportunity to help more of our citizens realize and enjoy the value of Internet connectivity,” says Huval, “but we are now in a position to provide all Internet-savvy citizens and businesses the level of bandwidth they want and need.”

Residents and businesses interested in taking advantage of LUS Fiber services should visit LUSFIBER.com or call 99-FIBER (993-4237) for more information.

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About LUS Fiber:

LUS Fiber, a division of Lafayette Utilities System, is constructing the city’s only 100% fiber optic network. Upon completion, the system will be composed of more than 83,000 miles of glass fiber in the city alone. LUS Fiber began serving customers TV, Internet and phone services over this powerful communications infrastructure in February 2009 and will continue to build the network so that every home, business and school in the city has the option to get connected.

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