



Connect-Arkansas

Our Path to a Better Future

Preliminary Broadband Survey

January 2008

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In December 2007, a set of questions concerning computer and internet usage were included in a more general study of public perceptions in Arkansas. This general population survey employed random digit dialing. The sample size for the survey was 608 respondents with a margin of error of +/- 4.0%. The results of the survey, in more detail, are available on the following page.

Initial survey results indicate the following:

Internet Usage

- 29% of the population has never used the internet.
- Over 50% of households, with an income of less than \$30,000, have never used the internet. As household income increases, however, there is a significant increase in the use of the internet.

Access

- 51% do not have broadband service, while another 7% were unsure of what broadband, or high speed internet access, meant.
- Even if broadband was affordable and was made available to every household in Arkansas, 30% would not subscribe to the service.

Subscription Rates:

- Of the population that had access to broadband, 74% thought the rates charged were reasonable.

The results of this survey were obtained to provide a preliminary look at internet usage in Arkansas and closely mirror nationwide surveys indicating that thirty-two percent of adults in the United States do not use the internet.¹ Future surveys will provide a more comprehensive look at underlying barriers for connectivity.

¹ Atkinson, R.D. Framing a National Broadband Policy. The Information Technology & Innovation Foundation. January 2008.

Survey Results - December 2007	Total	Regions					Sex		Income (in thousands)			Age		
		NW	NE	Pulaski	Rest L Rk	South	Male	Female	<30	30-50	50+	<40	40-59	60+
Internet Usage	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Never	29	26	37	20	33	27	29	30	52	26	17	20	18	47
1-3 times a month	18	18	19	18	17	31	20	18	17	21	18	20	23	14
Once a week	10	9	10	9	13	9	12	9	10	10	11	10	12	9
More than once a week	40	47	31	50	36	32	37	42	20	40	54	48	46	28
(Don't know/Refused)	2	0	2	4	2	2	2	1	1	2	0	1	1	3
Broadband Access at Home														
Have broadband	42	40	37	58	39	38	42	42	19	49	58	49	52	27
Price is reasonable	32	28	26	49	29	30	31	32	12	38	47	39	37	22
Price is unreasonable	11	11	9	12	11	10	11	11	6	10	14	13	15	5
Do not have broadband: Why?	51	54	56	30	54	56	53	50	76	45	34	42	44	63
Access is not available where I live	9	8	2	4	15	9	9	10	9	11	10	13	11	6
Access is not affordable where I live	8	12	9	3	6	19	8	9	12	6	5	12	10	5
I don't need broadband internet access	27	28	40	17	25	27	28	26	45	23	17	12	19	42
(Other)	2	2	3	3	2	0	3	2	4	2	0	1	2	3
(Don't know)	4	4	1	4	6	0	5	3	6	2	2	4	1	7
(Don't Know)	7	6	7	11	7	6	5	9	4	7	7	9	4	9
Does not have broadband: Would you subscribe if it was affordable & available?														
Does not have broadband, but <u>would</u>	16	20	16	6	16	19	18	14	22	15	13	21	19	10
Does not have broadband and <u>would not</u>	30	27	35	17	34	33	31	29	42	25	20	17	22	44
Does not have broadband. <u>Depends/Don't know</u>	6	7	5	8	4	4	4	7	12	4	1	5	3	9
Has Broadband	42													
(Don't know if have broadband)	7													
Sex														
Male	48	49	46	47	48	46			40	52	50	48	50	46
Female	52	51	54	53	52	54			60	48	50	52	50	54
Income (in thousands)														
<30	19	19	14	15	22	25	16	22				15	13	29
30-50	24	27	20	20	25	21	26	22				27	28	18
50+	33	29	36	40	33	27	34	31				40	39	23
(Don't know/Refused)	24	24	31	26	20	28	24	24				18	20	31
Age														
<40	17	21	13	17	16	16	18	17	13	20	22			
40-59	44	42	44	45	43	49	45	42	29	51	51			
60+	36	34	40	35	37	32	34	37	57	29	26			
(Refused)	3	3	3	3	3	2	3	3	1	0	1			
How frequently do you attend religious services														
Once a week or more	53	49	53	55	52	68	48	58	56	57	52	47	52	57
Most weeks or Now and then	34	30	40	33	35	25	36	31	24	36	35	39	36	28
Less than that/Other	13	21	8	13	13	6	17	10	20	7	14	14	12	15





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