

BASTROP COUNTY, TEXAS

Household Survey Results

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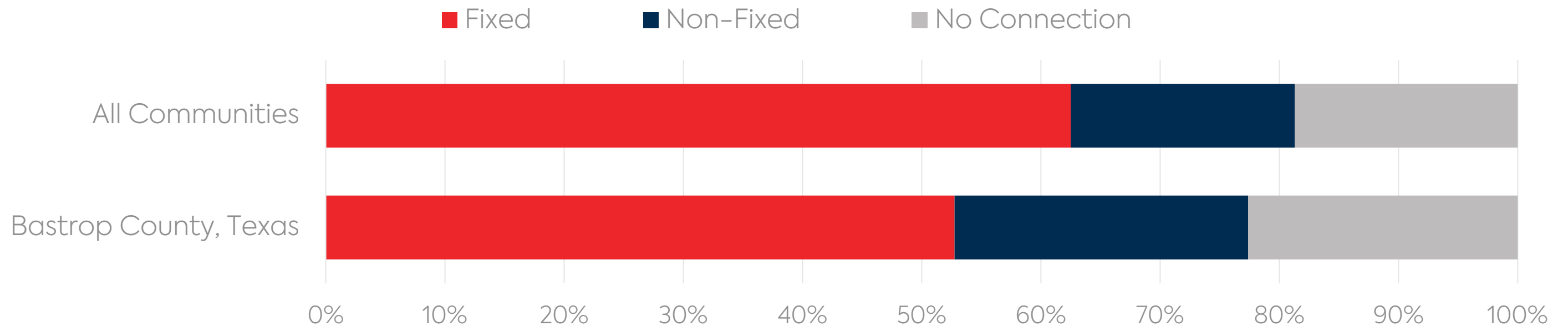
Households, and the residents within, are the lifeblood of a community. Over the last 20 years, technology has transformed how residents interact with their communities, access critical services, and earn a living. A connection to the internet at home is the single-most critical step that families take to participate in the digital economy. Understanding how residents are connected, the barriers to subscribing to internet service if it is available, and the use of that connection is critical to ensuring all homes in the community are connected and that those connections are leveraged to improve quality of life. The data below show the connectivity and use of technology among households and residents in the community compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity in the community. This information was gathered through surveys distributed in the community.

Data from Bastrop County represent survey responses collected between July 6, 2020, and November 16, 2020. Altogether, 3,624 Bastrop County households responded to the survey, with some households responding more than one time. Data from all Connected communities represent survey responses collected between January 1, 2017, and January 29, 2021. As more households and communities participate in the Connected program, these figures are likely to change.

Broadband Adoption



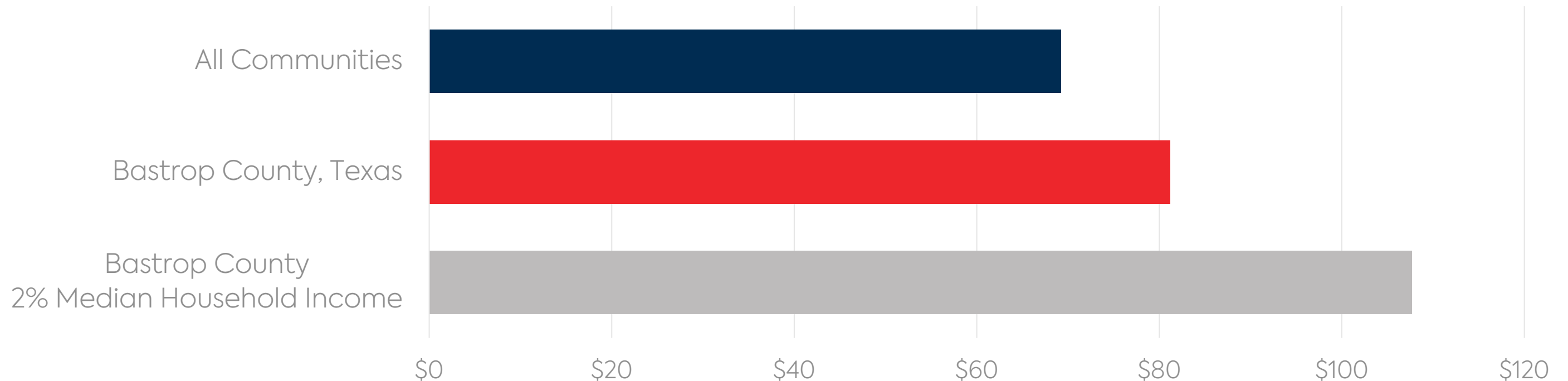
This chart shows the percent of households that subscribe to various types of broadband services. Fixed connections are those provided by cable, DSL, fiber, or fixed wireless technology, while non-fixed connections include dial-up, satellite, and mobile-only services. These non-fixed types of internet services, while providing basic access, can often be plagued by connection latency, have costly monthly data plans, or can be impacted by weather, terrain, large expanses of open water, and other environmental factors. This chart shows responses from those who know the type of internet service to which they subscribe.



Average Monthly Cost of Internet Service

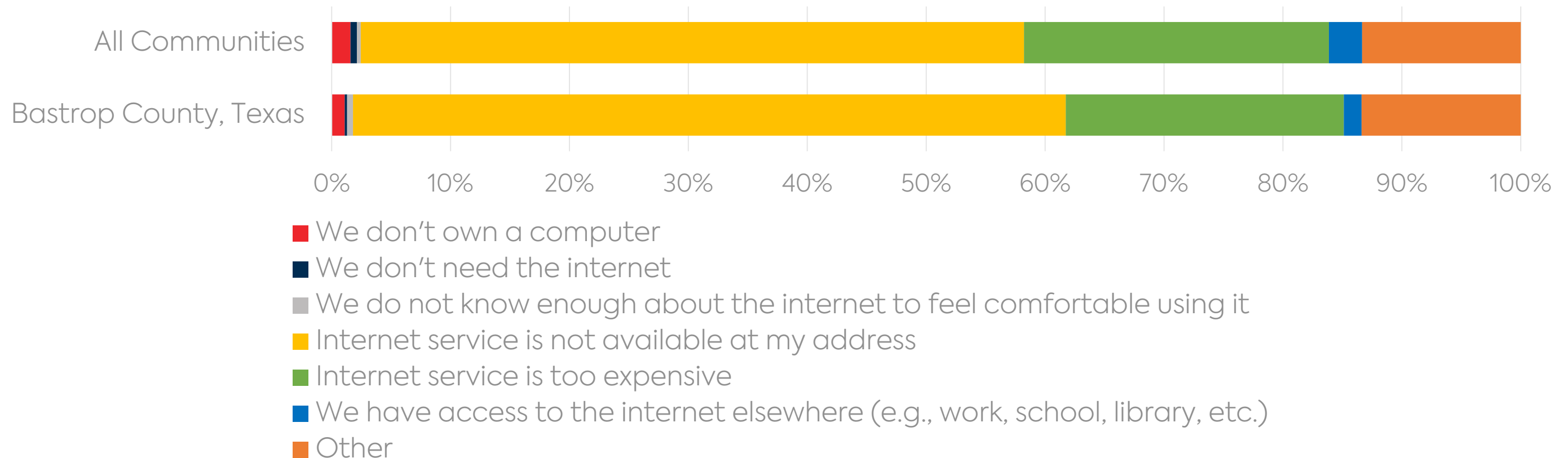


The cost of service can prevent some from being able to access the internet. This chart shows the average reported monthly cost of service among households in the community compared to those in other Connected communities. Two percent of household income is the benchmark generally used when determining the affordability of home internet service. However, it is important to remember that this benchmark is applied to the median income of a community. Half of the households in the community earn less than the median income and thus may find broadband service unaffordable at this price.



Barriers to Broadband Adoption

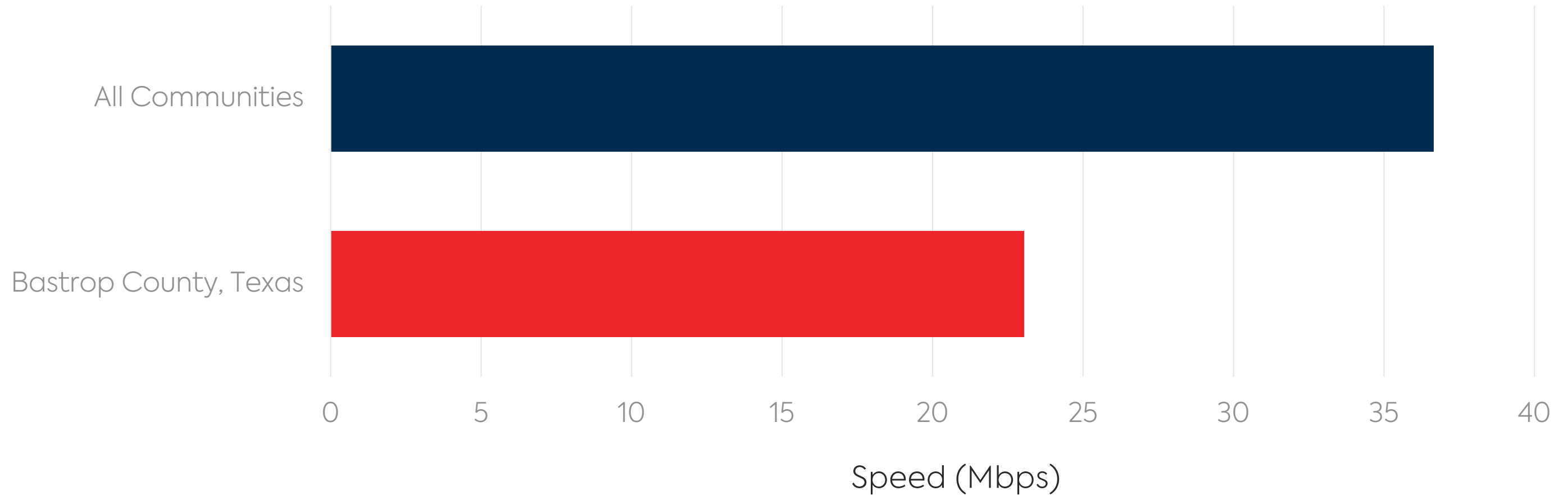
Households without an internet connection face many barriers to obtaining connectivity. In some cases, the cost of service may be out of reach. In others, the physical infrastructure may not be available. This chart shows the primary reason households without a connection in the community do not or cannot subscribe to broadband service. This chart compares households in the community to those across other participating communities.



Download Speeds

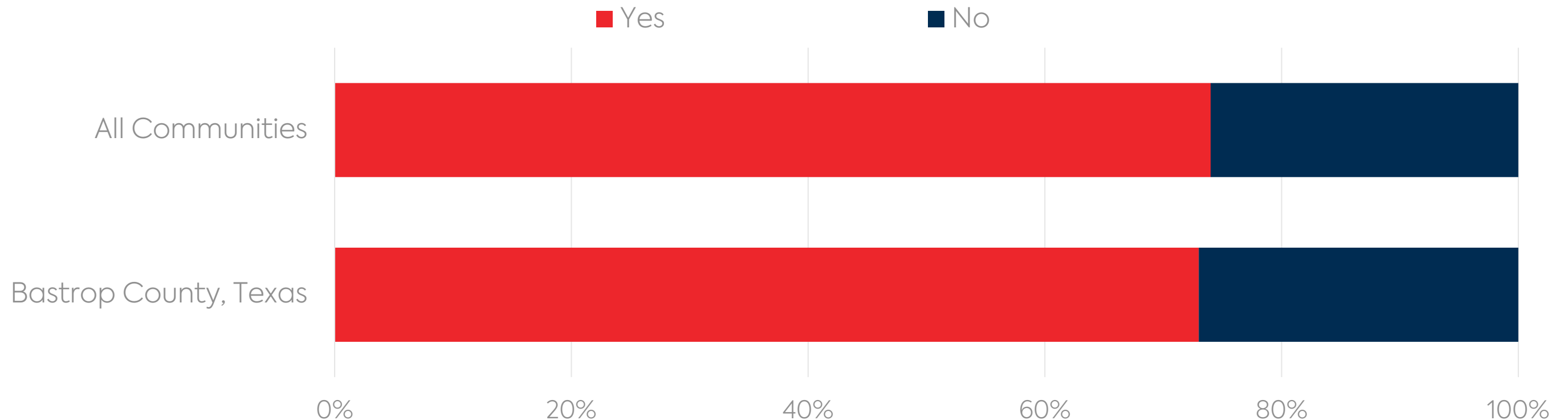


Connection speeds can have a major impact on how the internet is used. This chart shows the average reported download speed among households in the community compared to those in other Connected communities.



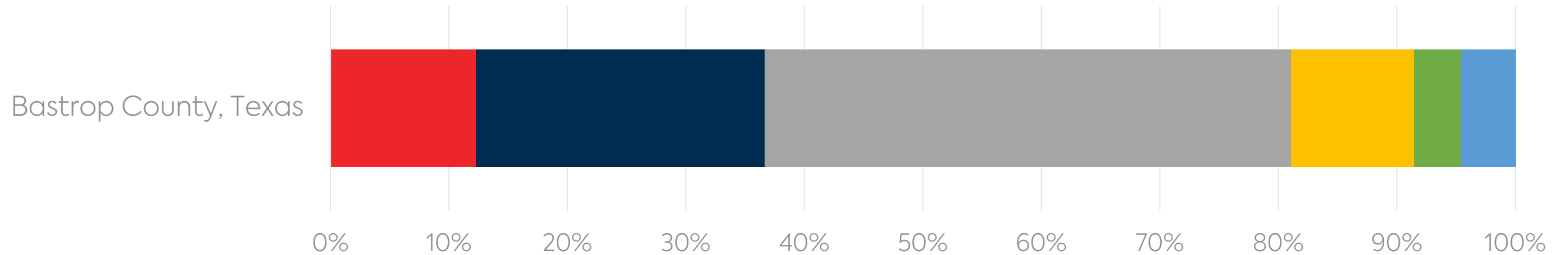
Mobile Usage

Mobile broadband is different from fixed internet service in that it is designed for continuous use on the go. Having both fixed and mobile broadband connections is critical for households to ensure voice and data options are available to users as needed or desired. This chart shows the percent of households in the community that have a mobile broadband plan and device compared to other communities.



How Mobile Internet is Used

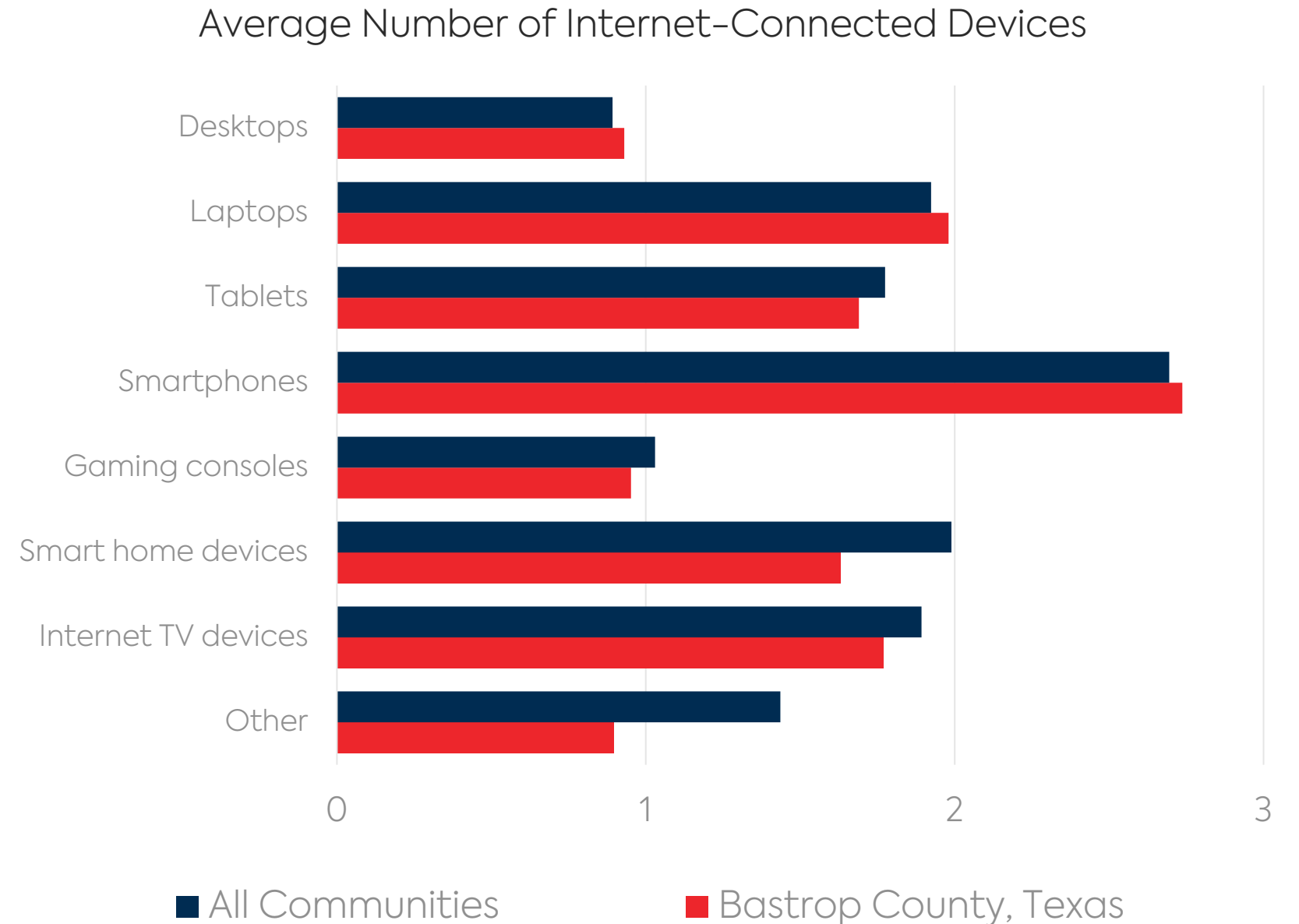
Some households use their mobile internet service as a backup or supplemental way to go online. For others, mobile internet service is the primary (or only) way to access the internet at home. This chart shows how households that subscribe to mobile service use those mobile internet subscriptions.



- Mobile internet service is our primary home internet source - we exclusively use our smartphones to go online
- We use our mobile service to connect other household devices to the internet
- Mobile internet service is a secondary connection; we mostly use a fixed internet connection to go online from home
- We subscribe to mobile internet service but we don't use it at home
- Unsure
- Other

Devices in the Home

In the early days of the internet, a desktop computer was the primary, and virtually the only, way of connecting to the internet. However, with the rise of Wi-Fi, mobile broadband, Bluetooth, and many other revolutionary technologies, residents have multiple ways through which they can access the internet. While a wide variety of devices are available to connect to the internet, sometimes the lack of an internet-enabled device is cited as a barrier to home broadband adoption. The chart shows the average number of internet-enabled devices in households in the community compared to homes in other Connected communities.



Digital Interactions



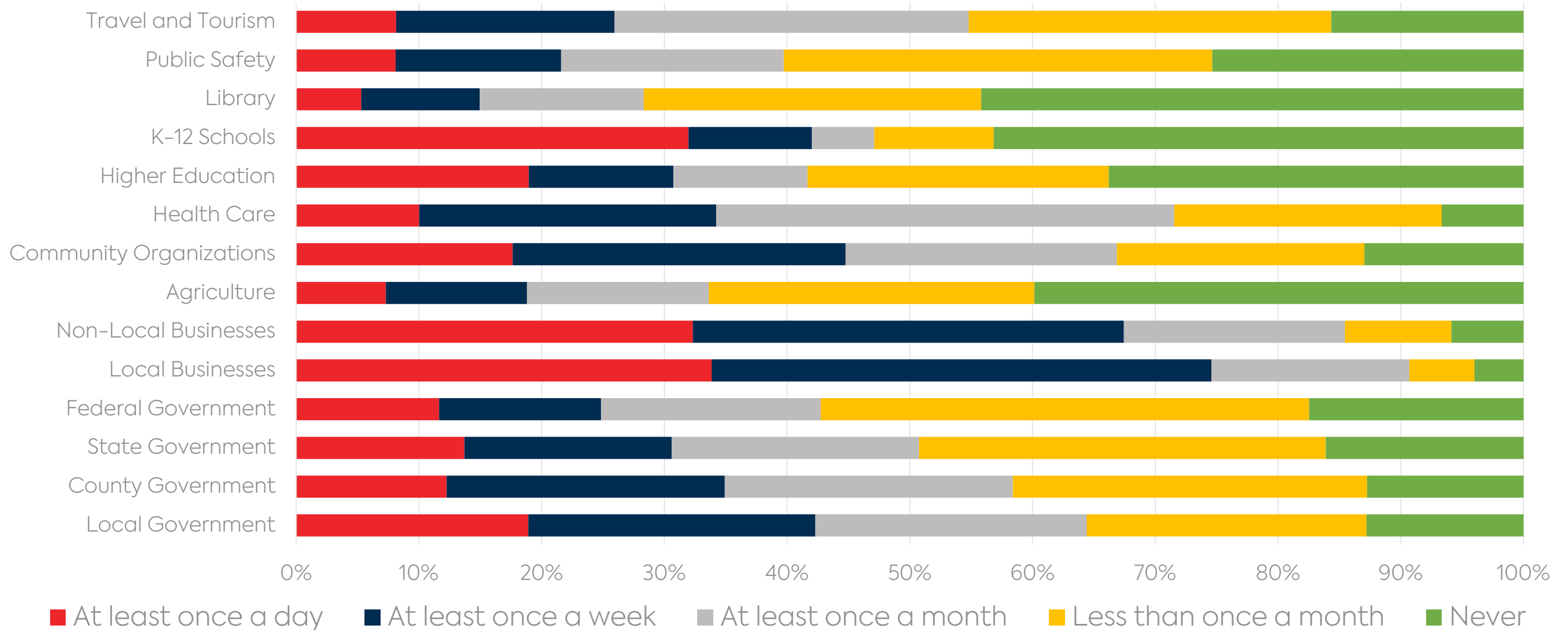
The internet has moved from an occasional tool to one of the principal ways we communicate, perform research, work, or participate in leisure activities. Measuring the digital interaction among residents and different community sectors allows a glimpse into the importance of the internet in their lives. More importantly, this analysis can identify the common traits among those who use the internet less frequently and develop solutions for including them in the digital ecosystem.

This digital interaction information explores how residents are (or are not) digitally interacting with various community institutions. This information is helpful for guiding and developing the digital strategy and online presence of these entities in the community. The chart on the following page shows the average frequency with which residents digitally interact with different community sectors.

While digital interaction is a personal choice, for those completely without or with restricted access to the internet, those who cannot afford a connection, those without the skills to use the internet, and those with limited awareness of the opportunities afforded by the internet, their opportunity to make such a personal choice is severely limited.

Digital Interactions Continued

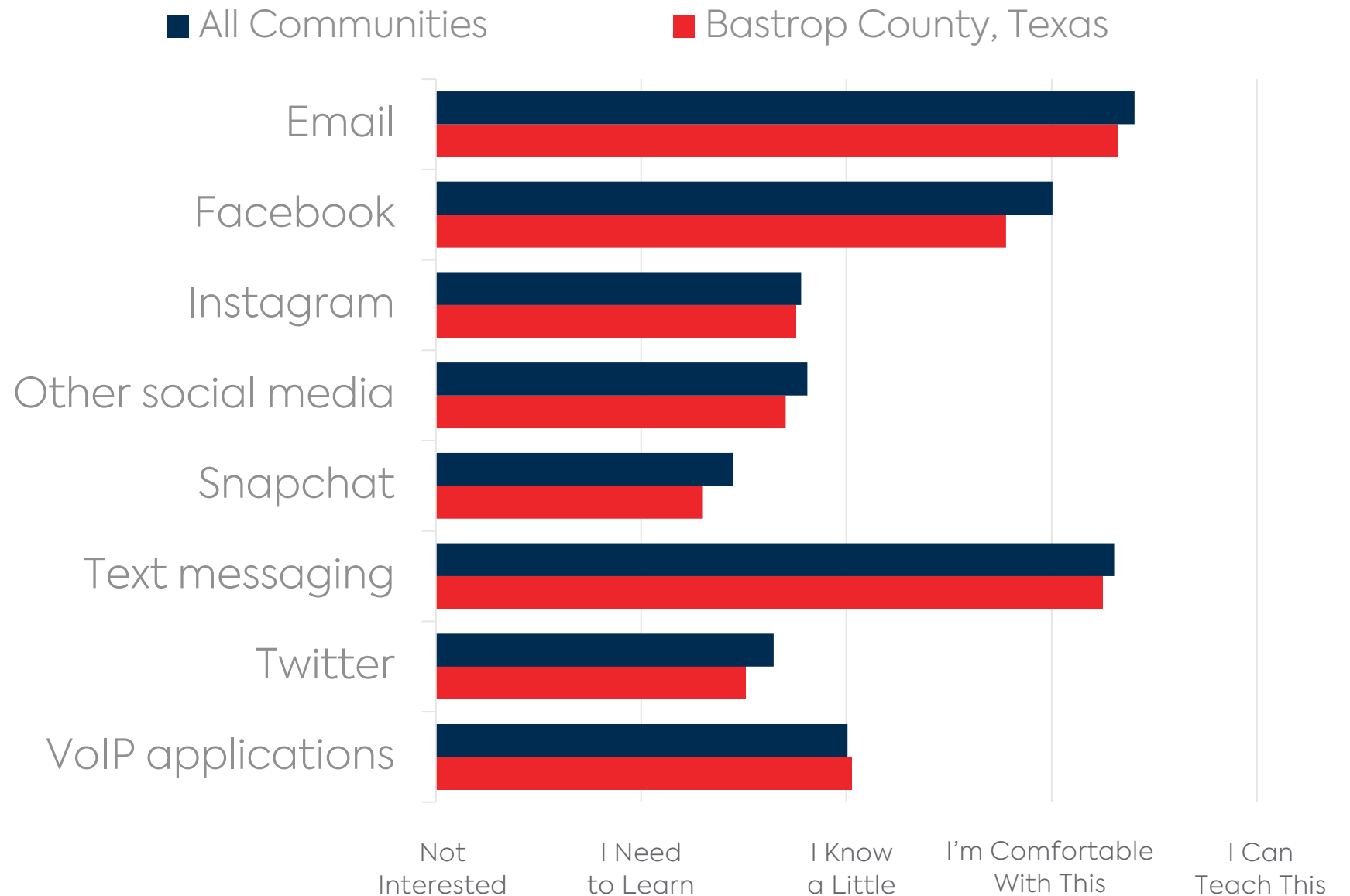
How Frequently Residents Interact with Community Sectors



Digital Literacy: Communications

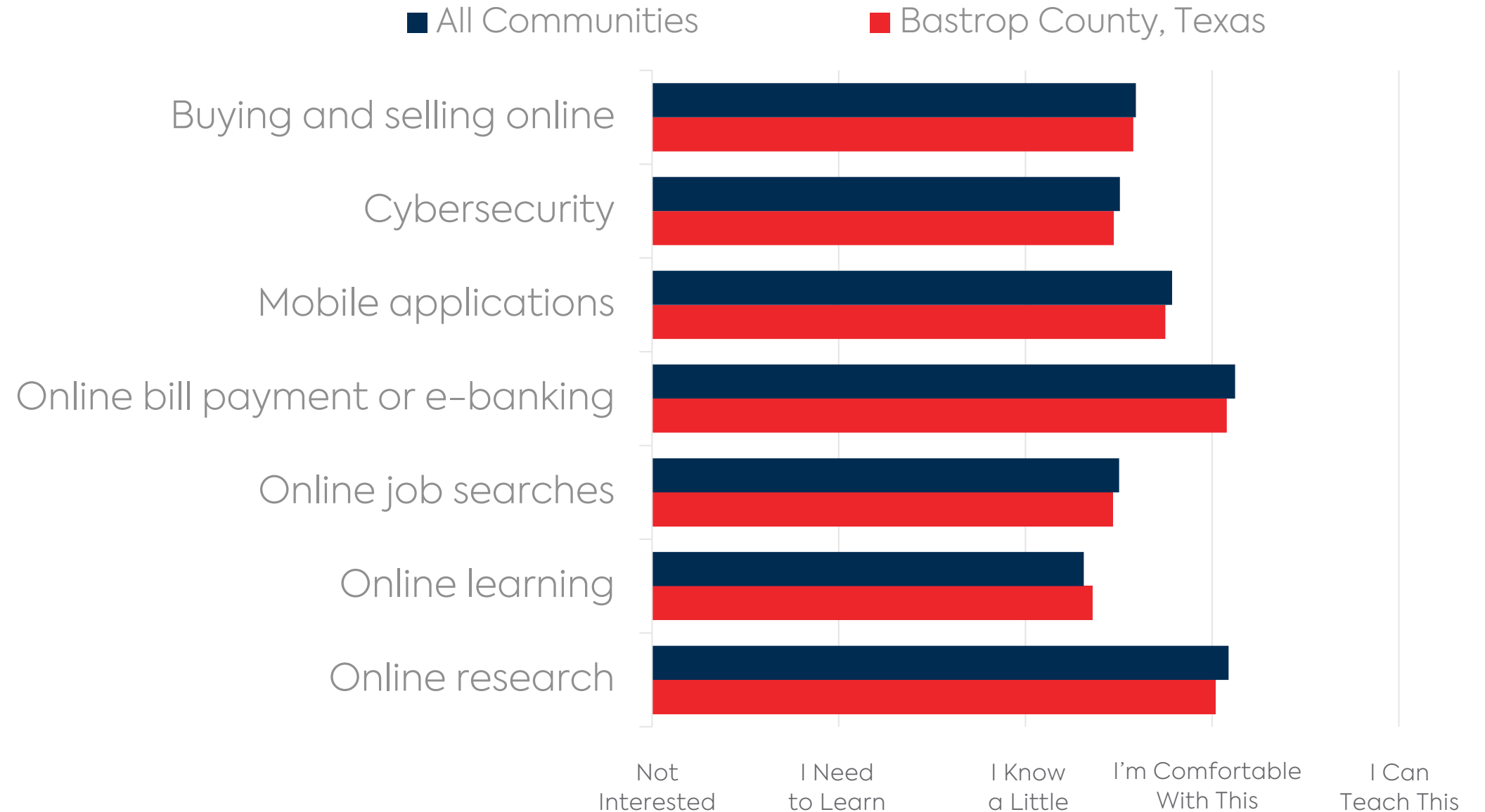
Digital literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills. Technology skills are critical for competing in the global, digital economy, and for fully leveraging internet connectivity for improving quality of life.

This chart compares the average self-reported digital literacy of residents in the community and those in other Connected communities when it comes to using various communications platforms.



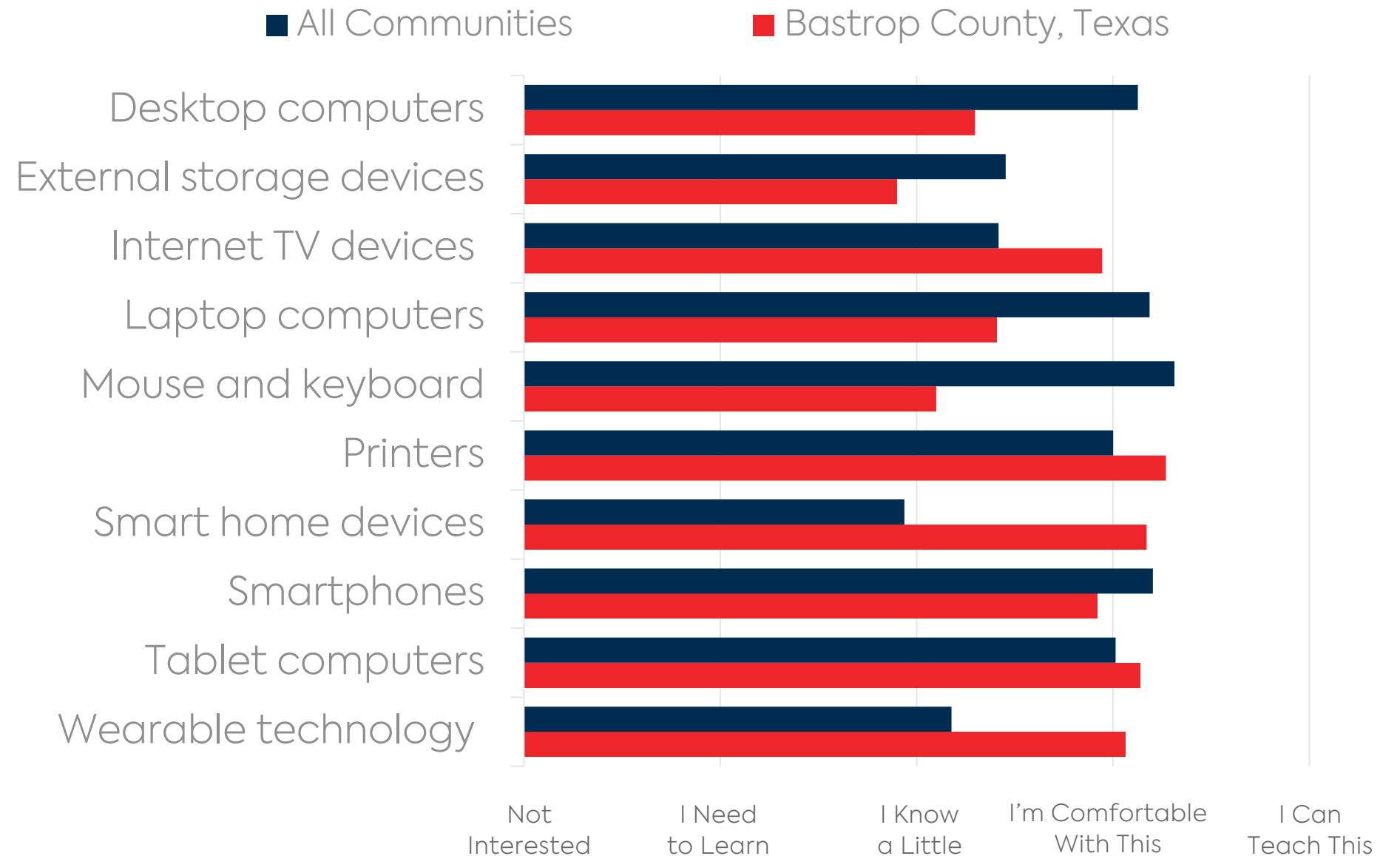
Digital Literacy: Online Activities

This chart compares the average self-reported digital literacy of residents in the community to households in other communities in terms of conducting online activities.



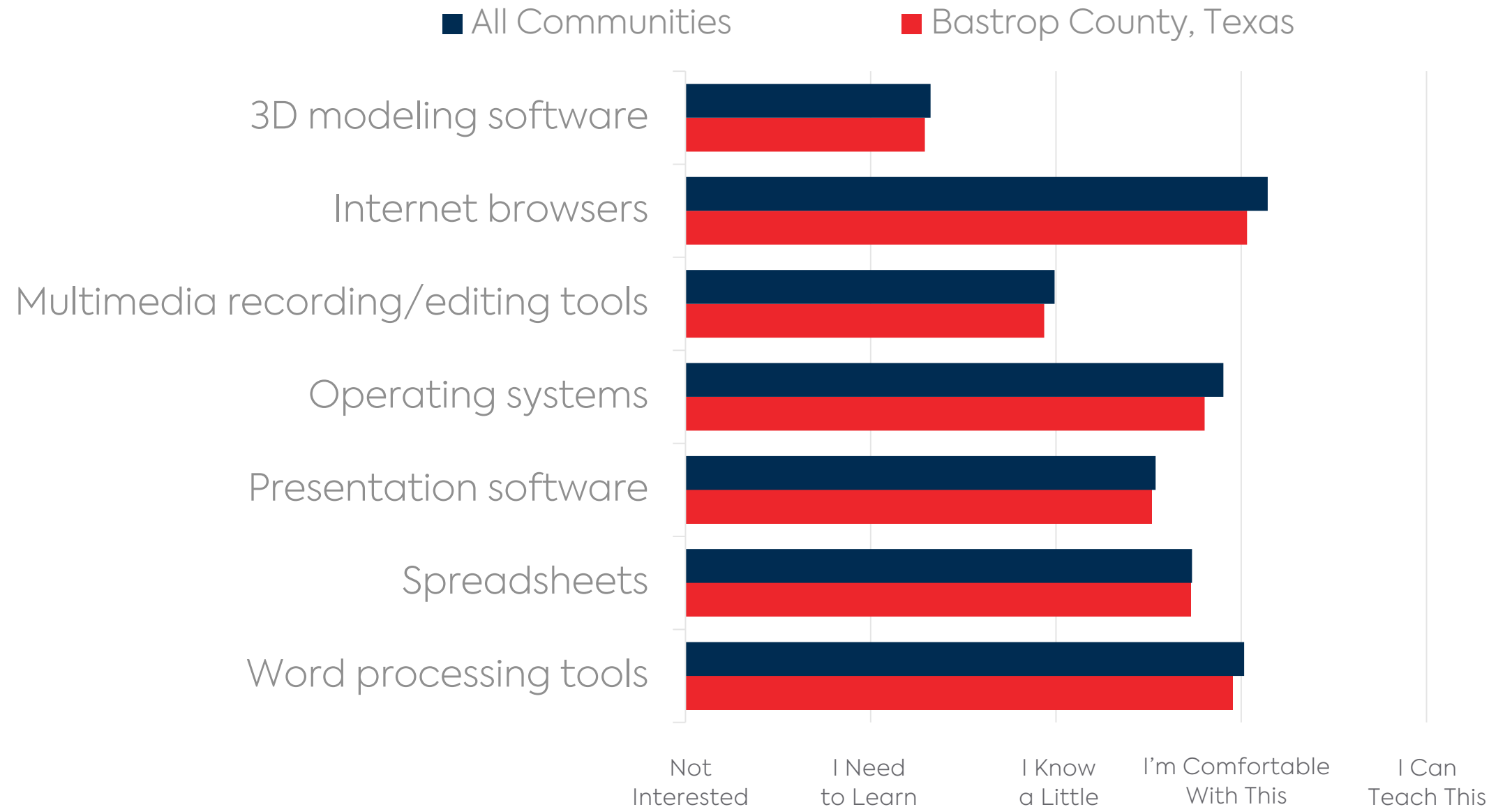
Digital Literacy: Hardware

This chart compares the average self-reported digital literacy of residents in the community to households in other communities when using various types of hardware.



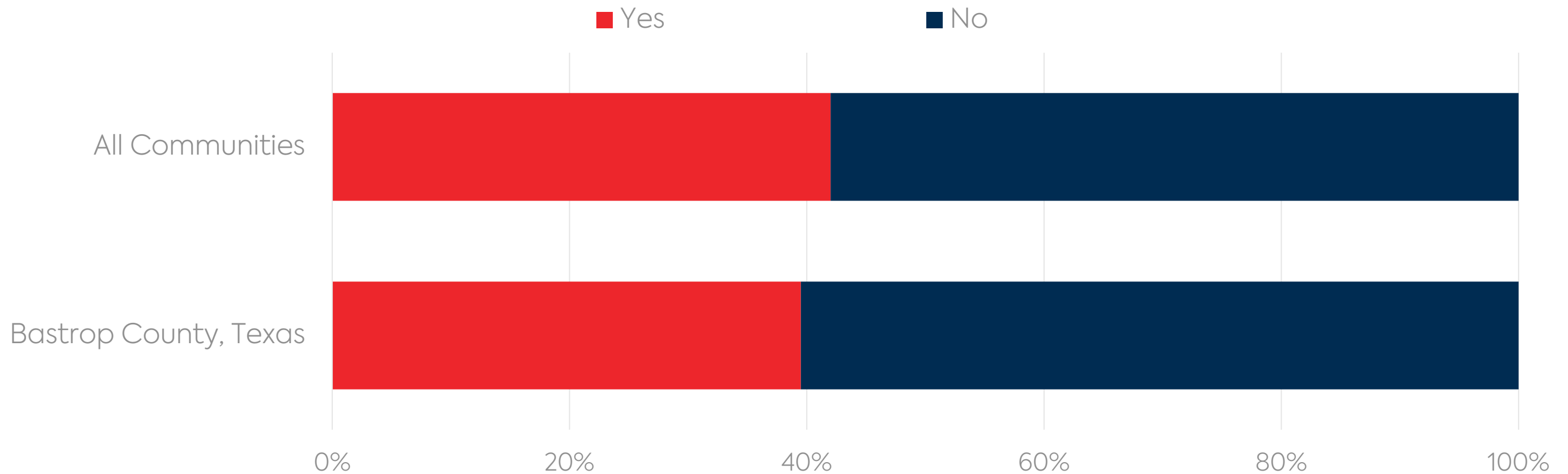
Digital Literacy: Software

This chart compares the average self-reported digital literacy of residents in the community to households in other communities in terms of using various software applications.



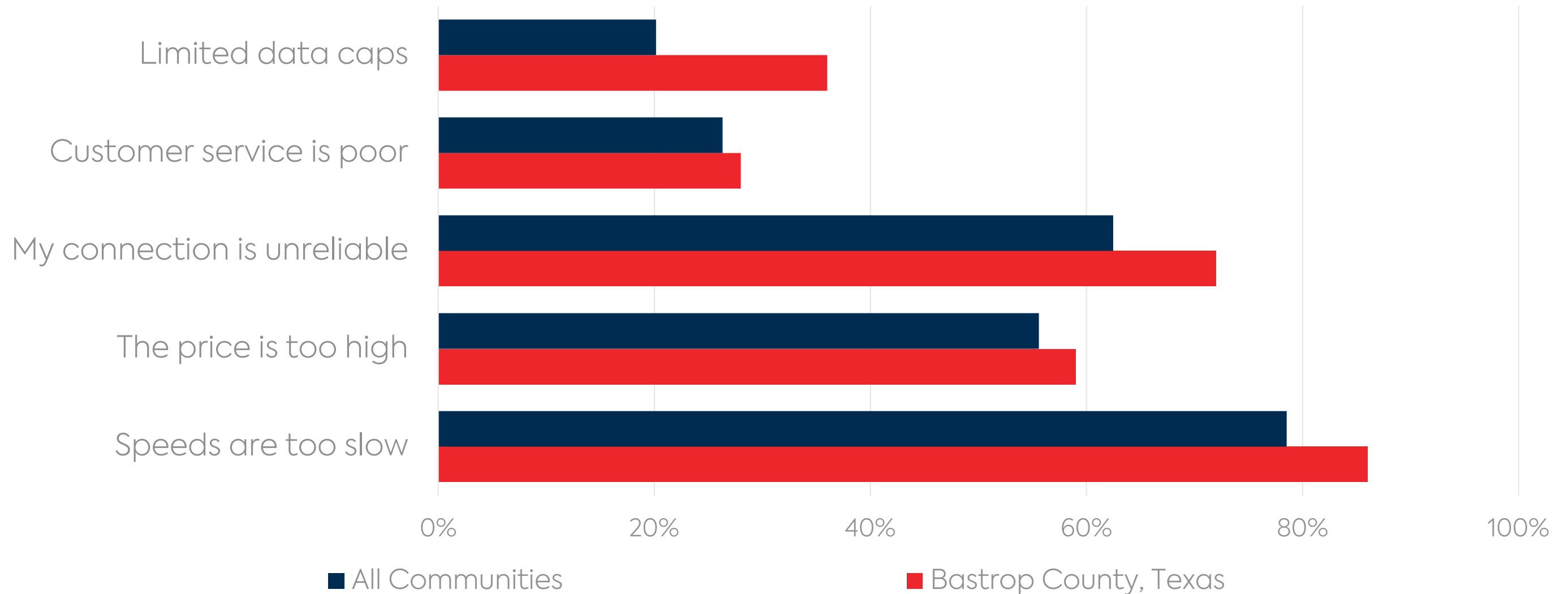
Service Satisfaction

Competition provides residents with choices for service, allowing them the ability to switch providers if their current service does not meet their needs. This chart shows the percent of households who state that their internet service meets or does not meet their needs.



Reasons for Dissatisfaction

This chart shows the various reasons why local households report being dissatisfied with their current internet service.



Interest in Additional Internet Options

This chart shows the percent of households who would like to have improved or additional options for home internet service.

