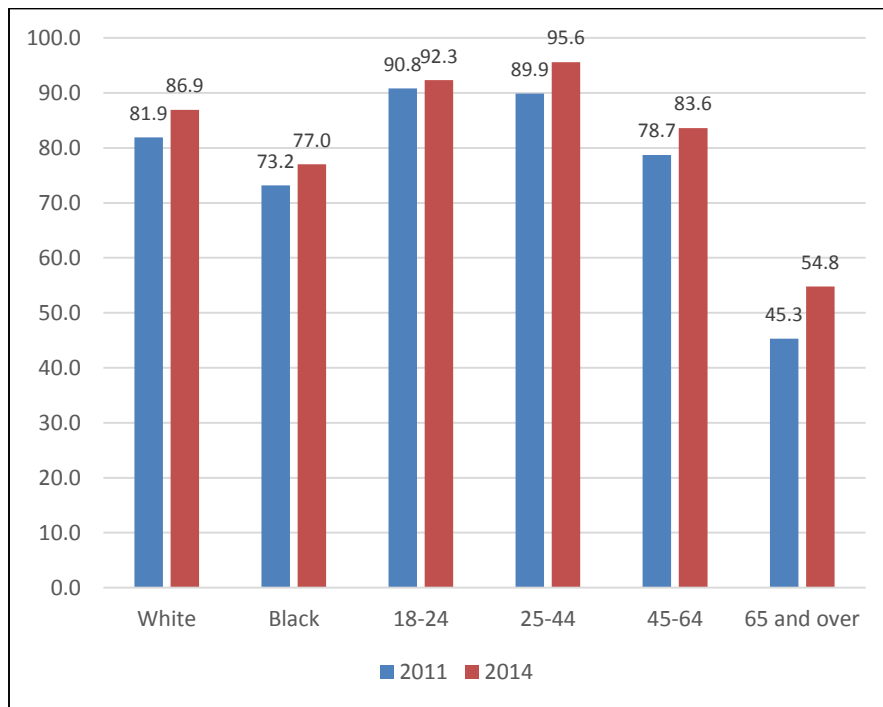


Do Geography & Demographics Still Matter?

Research shows that specific socioeconomic characteristics and geographic location (for example, metro versus rural) have an impact on Internet use. Have these changed in Mississippi between 2011 and 2014?

The graph below shows the percent of Mississippi household respondents using the Internet by race and age groups. Internet use increased no matter the race and age group between 2011 and 2014. The largest jump—9.5 percentage points—took place in households where the respondent was age 65 and over.



n range=958-1,372

Households whose respondents had less than a high school education had the lowest percent of Internet use. This may be due to affordability. But more than half of these households used the Internet in 2014, compared to less than half in 2011.

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

ABOUT THE SURVEY, AUTHORS, & SPONSORSHIP

Both surveys were weighted appropriately and completed via telephone interviews with adult respondents using a random-digit-dialing and dual-frame (landlines and cell phones) sampling methodology.

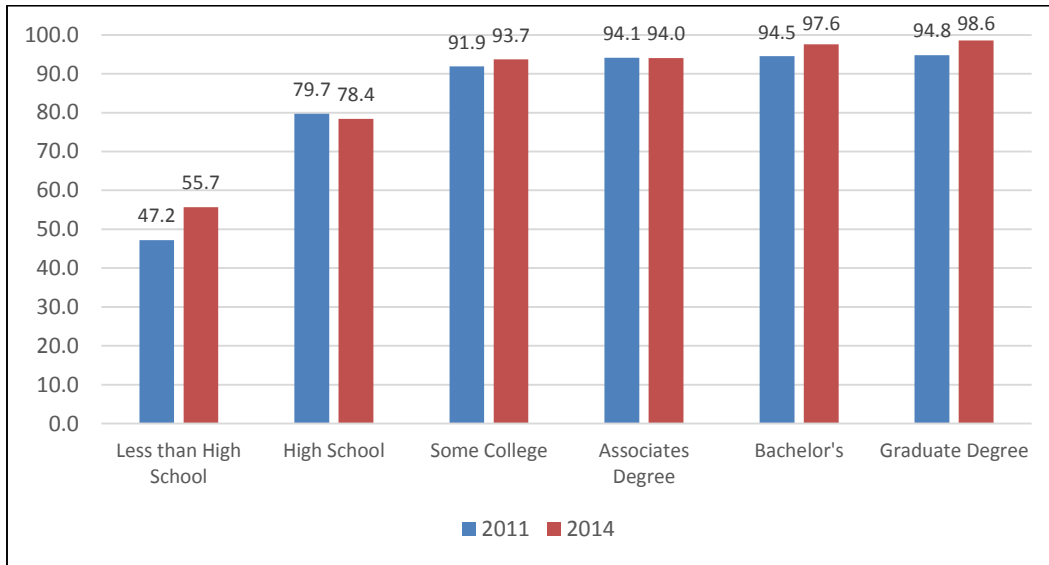
Roberto Gallardo is an associate Extension professor and faculty member with the Mississippi State University Extension Service.

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MISSISSIPPI BROADBAND

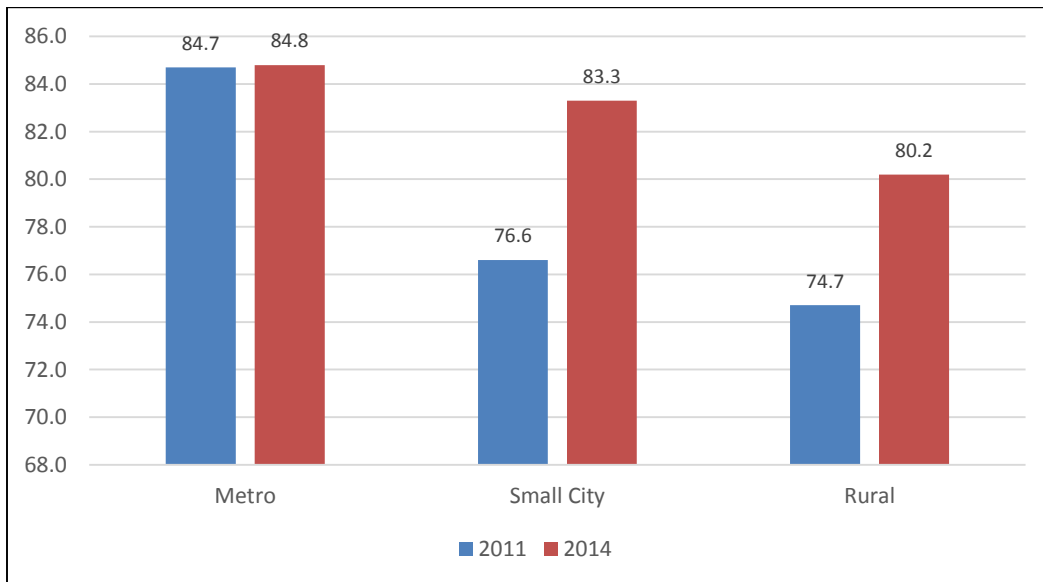
BRIEF NO. 10
APRIL 2015

QUICK FACTS
By Roberto Gallardo



n range=2,285-2,385

Internet use in metropolitan counties barely moved between 2011 and 2014, while use increased in small-city and rural counties. Because of this, both county types were near metropolitan levels by 2014.



n range=2,288-2,419

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Conclusions

Specific socioeconomic variables do have an impact on the level of Internet use among Mississippi households. For example the less educated and poorer continue to lag compared to other Mississippi households. Continually focusing on awareness and know-how will help these households perceive the Internet as necessary and worthy of using.

More research is needed, though, to unravel why the gap between White and Black increased during this period. As the table shows, this gap increased 1.2 percentage points, from 8.7 in 2011 to 9.9 in 2014. On the other hand, all other gaps decreased between 2011 and 2014: younger versus older, poorer versus wealthier, less educated versus more educated, and urban versus rural.

Though the difference between younger and older households remains significant—92% versus 54% as of 2014—the gap during these 3 years was reduced by almost 10 percentage points. If trends continue, this gap will not be as large in the future.

Variable	2011 Gap	2014 Gap	Difference
White vs. Black	8.7	9.9	+1.2
18-24 vs. 65 and over	45.5	37.5	-8.0
Under \$30,000 vs. over \$100,000	32.0	27.7	-4.3
Less than high school vs. graduate degree	47.6	42.9	-4.7
Metro-urban vs. noncore-rural	10.0	4.6	-5.4

The fact that most of the gaps are being reduced shows that Mississippi is not far behind national trends, but significant work still remains. Education and awareness efforts must continue to help decrease these gaps.