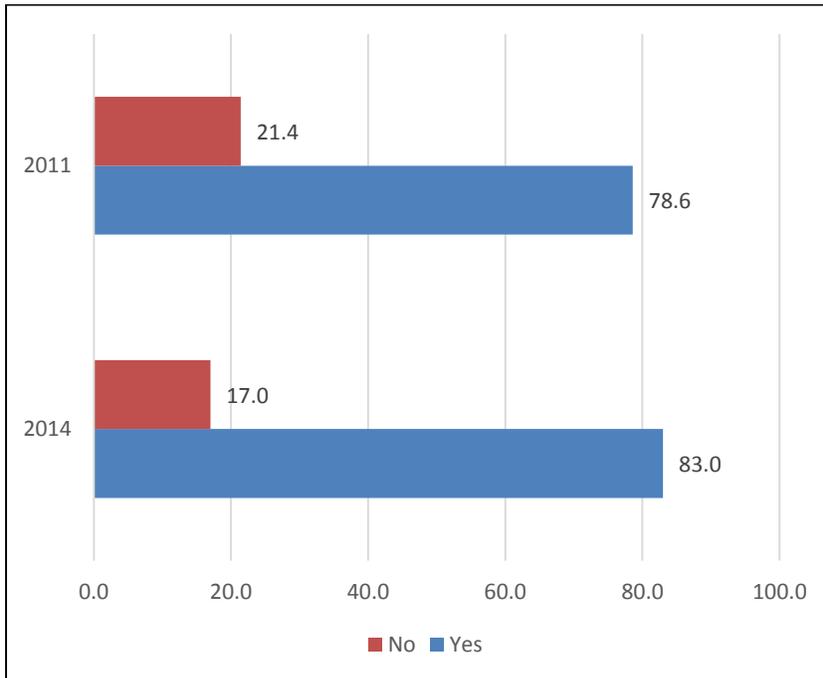


Home, Sweet Home

The Internet is positioned to be an essential tool of the 21st century. Understanding how and where it is being used is critical.

The graph below shows that the percent of Mississippi households with at least one member using the Internet at home or elsewhere increased from 78.6% in 2011 to 83% in 2014, a gain of 4.4 percentage points.



n=2,420 (2011); n=2,288 (2014)

Regarding where Mississippi household members access the Internet, the graph below shows an interesting trend regarding where people access the Internet: home, work, school, and public libraries decreased, while community centers, local government offices, and local businesses increased. However, home remained the most popular place to access the Internet.

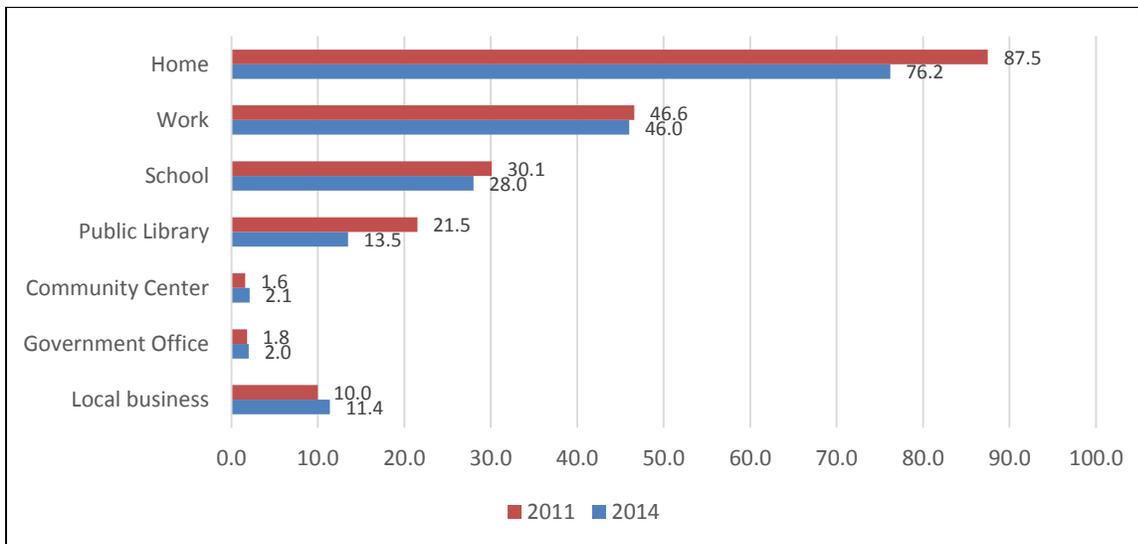
ABOUT THE SURVEY, AUTHOR, & SPONSORSHIP

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

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A survey conducted by the Pew Research Center’s Internet project in January 2014 found that 90% of U.S. adults accessed the Internet from home, while 44% accessed it from work. (Questions were not identical; Pew asked about going online “yesterday,” while the Mississippi household survey asked about Internet use “over the past month.”) Though Mississippi households trail U.S. adults accessing the Internet from home (76.2% versus 90%), more Mississippians access the Internet from work (46% of Mississippi adults versus 44% of U.S. adults).



n range=1,882-2,2281

Conclusions

Mississippi Internet adoption increased 4.4 percentage points between 2011 and 2014. Though an identical recent statistic is not available at the national level, Mississippi seems to be catching up with the nation.

The trends of where people access the Internet in Mississippi are interesting. A possible reason why the share of Mississippians accessing the Internet from home, school, and public libraries declined between 2011 and 2014 is speed. As Internet applications become more sophisticated, speed makes a difference. Perhaps this is an indicator that Internet speeds in these locations are not keeping up, and Mississippians are opting to use the Internet in places with potentially faster speeds.

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