



## Statewide Internet Use on the Rise, But 31% of Residents Don't Subscribe

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### ***Connected Texas annual survey reveals 69% of residents now subscribing to broadband service, up from 62% in 2011***

**Austin, TX** – Connected Texas today released new data on broadband adoption in Texas just as the state prepares for next month's digital inclusion conference at the University of Texas at Austin. The latest data shows broadband adoption is increasing, with 69% of residents now subscribing to broadband service, up from 62% in 2011.

"Texans are clearly moving toward embracing the amazing educational, professional, and quality-of-life benefits that high-speed Internet provides," said Connected Texas Executive Director Don Shirley. "But, while we saw a seven percentage point increase in household adoption since 2011, the newest research shows us a digital divide is beginning to leave certain Texas populations behind. We're working hard to address broadband access, adoption, and use across the state so that every resident has the opportunity to access the limitless benefits that broadband provides."

The data are available via an [interactive widget](#) on the Connected Texas website.

Among the key findings of the residential survey are:

- Despite the numerous benefits of broadband, 31% of, or approximately 5.7 million, Texans still do not subscribe to home broadband service.

- There remains an adoption gap between rural and non-rural regions of the state as 58% of rural Texans subscribe to home broadband service, compared to the 69% state average.
- Despite the statewide growth in home broadband adoption, not all Texas residents are subscribing at the same rate. Only 37% of Texas low-income households have broadband service and only 56% of Hispanic adults in Texas subscribe to broadband.
- The top reasons for Texans not subscribing to home broadband are:
  - 15% say they don't want it
  - 13% say broadband fees are too expensive

This survey is conducted in support of Connected Texas' efforts to close the state's digital gap and explores the barriers to adoption, rates of broadband adoption among various demographics, and the types of activities broadband subscribers conduct online, among other findings.

While the results show adoption is increasing, there are still 5.7 million adults (31%) in Texas not connected to the empowering technology of high-speed Internet. To address this digital divide, Connected Texas offers the [Every Community Online](#) program where it offers free digital literacy training and low-cost computers and Internet access. Connected Texas is also co-hosting the conference, Digital Inclusion in Texas, April 26-27, 2013, in Austin. [Registration](#) for the event is already underway.

Connected Texas' 2012 residential survey was conducted last summer and includes responses from 1,202 residents. The survey was conducted as part of the State Broadband Initiative (SBI) grant program, funded by the U.S. Department of Commerce, National Telecommunications and Information Administration, and by the American Recovery and Reinvestment Act of 2009.

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**About Connected Texas:** Connected Texas is a subsidiary of Connected Nation and operates as a non-profit in the state of Texas. The Texas Department of Agriculture is leading the initiative to increase broadband Internet access, adoption, and use across the state. Connected Texas was commissioned by the state to work with all Texas broadband providers to create detailed maps of broadband coverage and development of a statewide plan for the deployment

and adoption of broadband. For more information visit:  
<http://www.connectedtx.org>.

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