



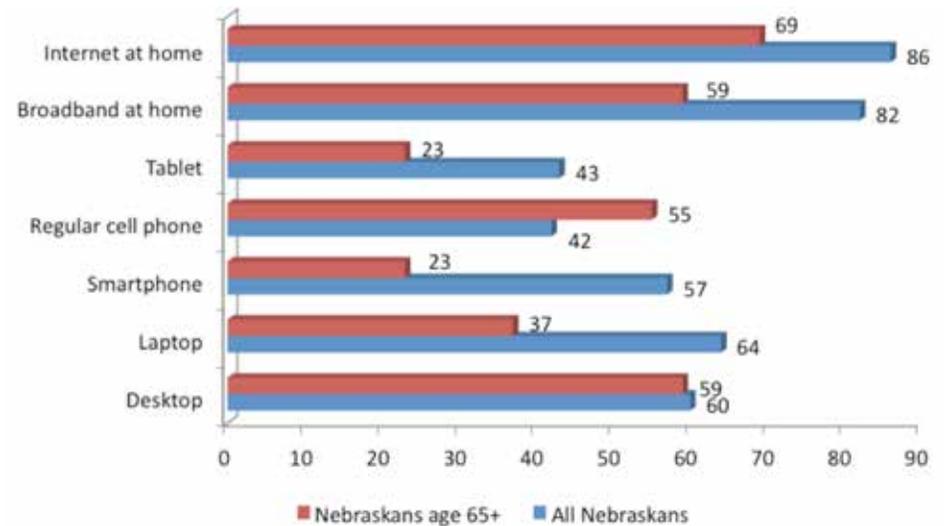
A Closer Look ← The Nebraska Broadband Household Survey

Older Nebraskans' Technology Use

Almost seven in ten Nebraskans age 65 and older have Internet service in their home (69%). In addition, over one-half (59%) have broadband Internet service (Internet service faster than dial-up). In comparison, the Pew Research Center recently reported that 59 percent of senior adults nationwide are Internet users and 47 percent have a high-speed broadband connection at home. Thus, senior Nebraskans are adopting technology faster than their counterparts nationwide; however, they still lag behind younger Nebraskans in their adoption of technology.

Older Nebraskans are also less likely to have mobile devices in their household. While over one-half of older Nebraskans have a regular cell phone (55%), less than one-quarter have either a smartphone (23%) or tablet computer (23%). In addition, just over one-third of older Nebraskans (37%) have a laptop computer.

Older Nebraskans living in metropolitan areas are more likely than older Nebraskans living in nonmetropolitan regions to be using the Internet and to have broadband service. Eighty-three percent of seniors living in Lancaster County have broadband Internet service at home. In comparison, only 46 percent of seniors living in the South Central region have broadband service at home.



broadband.nebraska.gov

For details and contact information



AIM Institute



Nebraska Information Technology Commission



Nebraska Department of Economic Development



Nebraska Public Service Commission

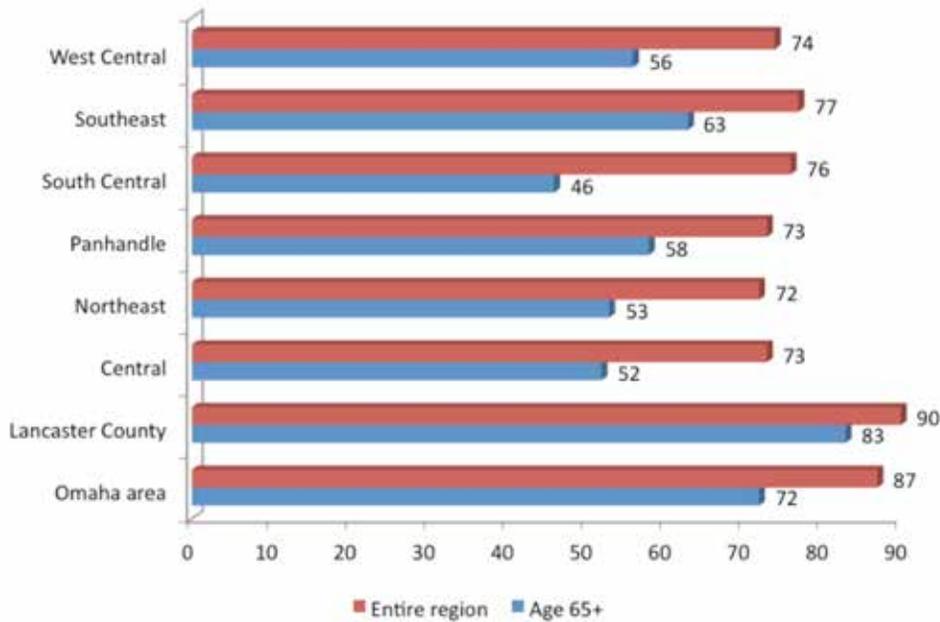


University of Nebraska-Lincoln



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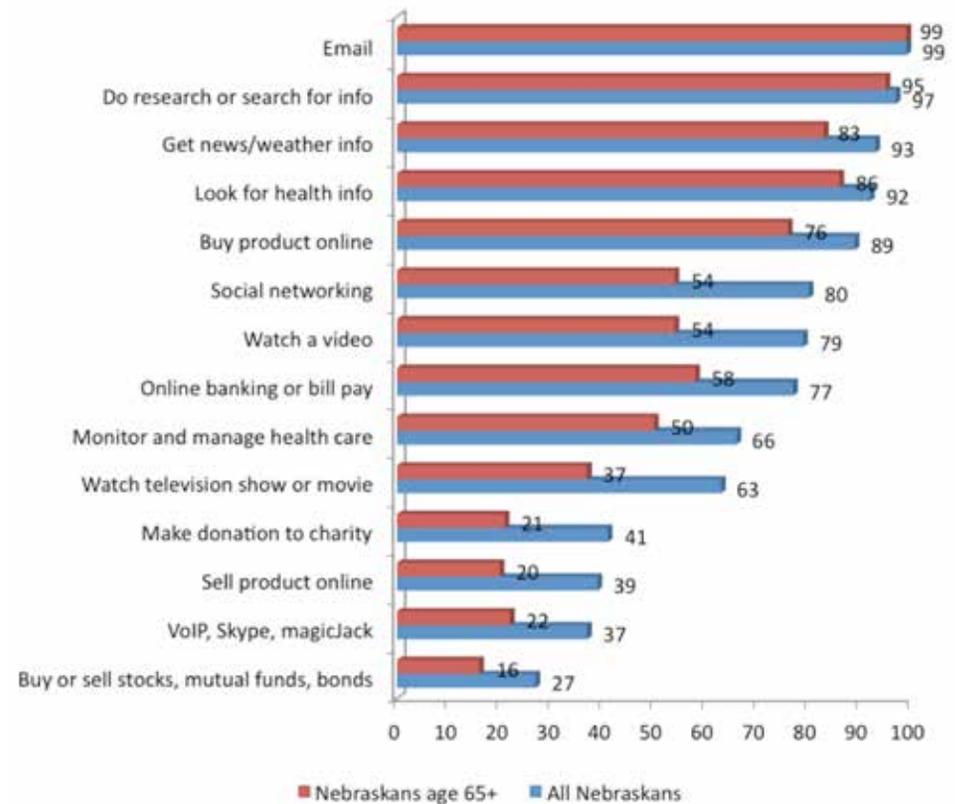
Regional Comparisons



What are older Nebraskans using the Internet for at home? At least three-quarters of older Nebraskans use the Internet for email (99%), to do research or search for information (95%), to look for health information (86%), to get news/ weather information (83%), and to buy a product online (76%). Just over one-half of older Nebraskans use the Internet for online banking or bill pay (58%), social networking (54%), and to watch a video (54%). Older Nebraskans lag behind younger Nebraskans in using most of these Internet applications.

When asked specifically about online shopping behaviors, the majority of older Nebraskans are using the Internet to do the following: research/browse products (73%), purchase a product (69%), and compare prices (57%). Many are also finding/researching information on local businesses (46%), finding coupons or special deals (43%), and finding online or non-local businesses (41%). Fewer older Nebraskans are rating products or services using an online rating system (22%).

Thus, while older Nebraskans are active users of the Internet, there are still opportunities for growth. At least one-third of older Nebraskans indicated they were somewhat or very interested in the following courses: using the Internet (45%), basic computer use (41%), e-mail use (37%), and social media (33%). Training



may give them the confidence to try new Internet applications and increase their utilization of technology. This is especially important as the Internet will continue to play an important role in providing health information, news, government services and social connections in the future.

About the Study

Nebraskans were surveyed about their computer and Internet usage, community technology resources and technology training needs through a mail survey conducted in January and February 2014 by the University of Nebraska-Lincoln Department of Agricultural Economics. The 14-page survey was mailed to approximately 8,000 households (8,024 deliverable households out of the 9,000 initial list). A 35% response rate was achieved (2,798 responses).

This project is part of the Nebraska Broadband Initiative