



Goal 3: Public Infrastructure

Desired Community Condition: **Technological infrastructure is accessible to all.**



Indicator: **Residents Who Have Internet Access**

Progress Rating: **Local Trend: POSITIVE** **National Comparison: BETTER**

Indicator Description

This indicator shows the percent and demographic characteristics of Albuquerque residents who access the Internet. It utilizes data from surveys conducted under contract by Research and Polling, Inc. for the City of Albuquerque. This local data is compared to national data developed by The Pew Internet and American Life Project.

Why is this indicator important?

The Internet is a relatively new communications infrastructure – a medium that breaks down barriers to information and borders, allows efficient transactional capabilities without regard to time, encourages communications, creates opportunities for commerce, creates new networks, and generally empowers users to achieve improved quality of life. Increasingly the Internet is becoming an integral part of the infrastructure of the international economy. Because the benefits of Internet usage can be significant, it is important to know the extent to which it is used in Albuquerque and if any segment of the population is lagging behind. Comparing Albuquerque information to national data can provide a perspective on the competitiveness of the Albuquerque community.

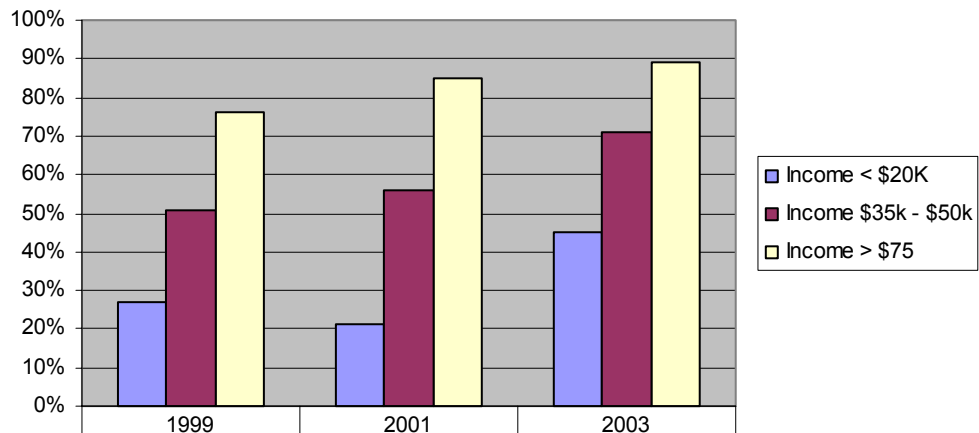
Data Sources

City of Albuquerque *Citizen Perception of Community Conditions Surveys* 1999, 2001, and 2003; *The Ever-Shifting Internet Populations* by the Pew Internet and American Life Project, April 2003.

What can we tell from the data?

- Within Albuquerque the gap in Internet usage among different income and education levels - often called the “digital divide” - is shrinking. Significant increases in access by low and middle income households have occurred since 1999.
- Still the rate of Internet access is twice as high for high income households compared to low income households.
- The percentage of middle level households accessing the Internet increased from 51% to 71%.
- Albuquerque compares favorably with national trends identified by the Pew Internet and American Life Project, showing higher percentages of Internet users among lower income, women, and seniors.
- Similar to national trends, Albuquerque’s Internet population grew across all demographic groups, but a gap still exists between rich and poor, well educated and less well educated, and among ethnic groups.

Albuquerque Home Internet Access by Income by Year



	1999	2001	2003
Income < \$20K	27%	21%	45%
Income \$35k - \$50k	51%	56%	71%
Income > \$75	76%	85%	89%

Year

Albuquerque Internet Users	1999	2001	2003	National Internet Users	2000	2002
Male	63%	60%	69%		51%	60%
Female	58%	54%	66%		46%	56%
INCOME						
<\$20k	27%	21%	45%	<\$30	31%	38%
\$35-\$50k	51%	56%	71%	\$30-\$50	52%	65%
>\$75k	76%	85%	89%	>\$75	78%	86%
AGE						
Age 18-34	47%	54%	77%		69%	74%
35-49	50%	59%	68%		60%	67%
50-64	44%	50%	62%		45%	52%
65+	27%	29%	29%		14%	18%
CULTURAL IDENTITY						
Hispanic	52%	43%	55%		43%	54%
Caucasian not Hispanic	66%	67%	76%		50%	60%
EDUCATION						
HS grad	29%	31%	47%	HS grad	34%	45%
College Grad	63%	72%	77%	College Grad plus Grad	75%	82%
Grad Degree	68%	75%	85%			