

Nebraska Annual Social Survey Snapshot:

Is Home Internet in Nebraska Fast and Dependable?

Experiences Differ Significantly between Urban and Rural Areas

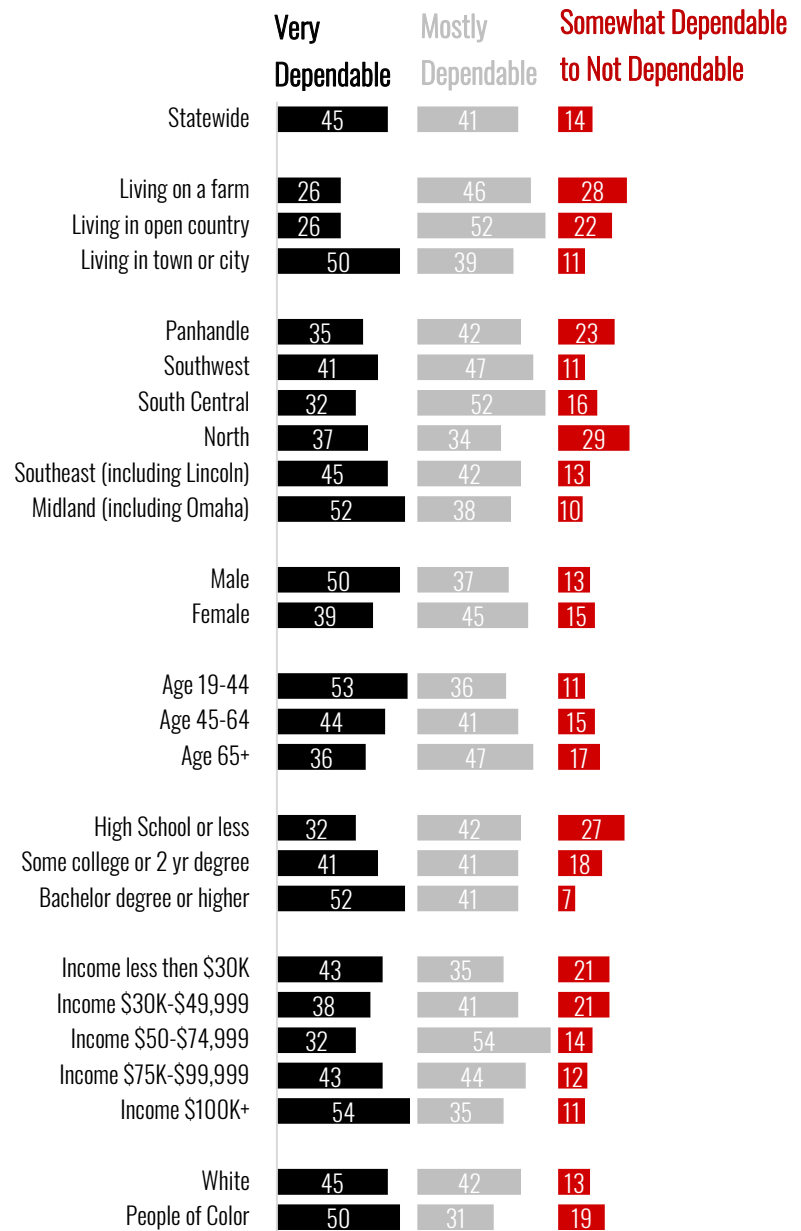
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A 2023 survey of about 1450 Nebraskans who reported having internet access at home found significant variation across demographic groups in home internet experiences over the past 12 months. Overall, 45% of Nebraska adults with home internet reported their home internet service to be very dependable, 41% reported mostly dependable, and 14% reported their internet service to be somewhat dependable, a little dependable, or not dependable at all. Regarding internet speed, 33% of Nebraska adults with home internet described it as very fast, 56% as somewhat fast, and 12% as somewhat slow or very slow.

Among those with internet access at home, the largest differences in internet dependability and speed are reported across those who live in a town or city compared to those who live on a farm or open country. Half (50%) of respondents living in a town or city who have home internet reported their home internet as being very dependable, significantly higher than reports for those living on a farm or in open country (both with 26%). One-quarter (28%) of those who live on a farm with home internet report that their internet is somewhat to not at all dependable, compared to only one-tenth (11%) of those who live in a town or city. Those who live in a town or city also reported the highest rates of having very fast internet speeds (37%), compared to only 16% of those who live on a farm. Over one-third (37%) of those who live on a farm report having somewhat slow or very slow internet speeds.

Internet dependability and speed also vary across behavioral health regions of Nebraska. Around half of those with home internet in Southeast (Region 5) and Midland (Region 6) areas – the areas that include Lincoln and Omaha – reported having very dependable internet (45% and 52% respectively), higher than the other areas across Nebraska. Adults in these regions also were more likely to report having very fast internet at home (36% and 35%, respectively). About half of adults with home internet living in the South Central region (Region 3, including Kearney) reported having mostly dependable (52%) internet and six-in-ten reported somewhat fast (63%) home internet. Adults living in the North region (including Norfolk, Region 4) were the most likely to report having somewhat to not at all dependable internet (29%) and somewhat to very slow internet (22%).

How Dependable is Your Internet Service at Home?



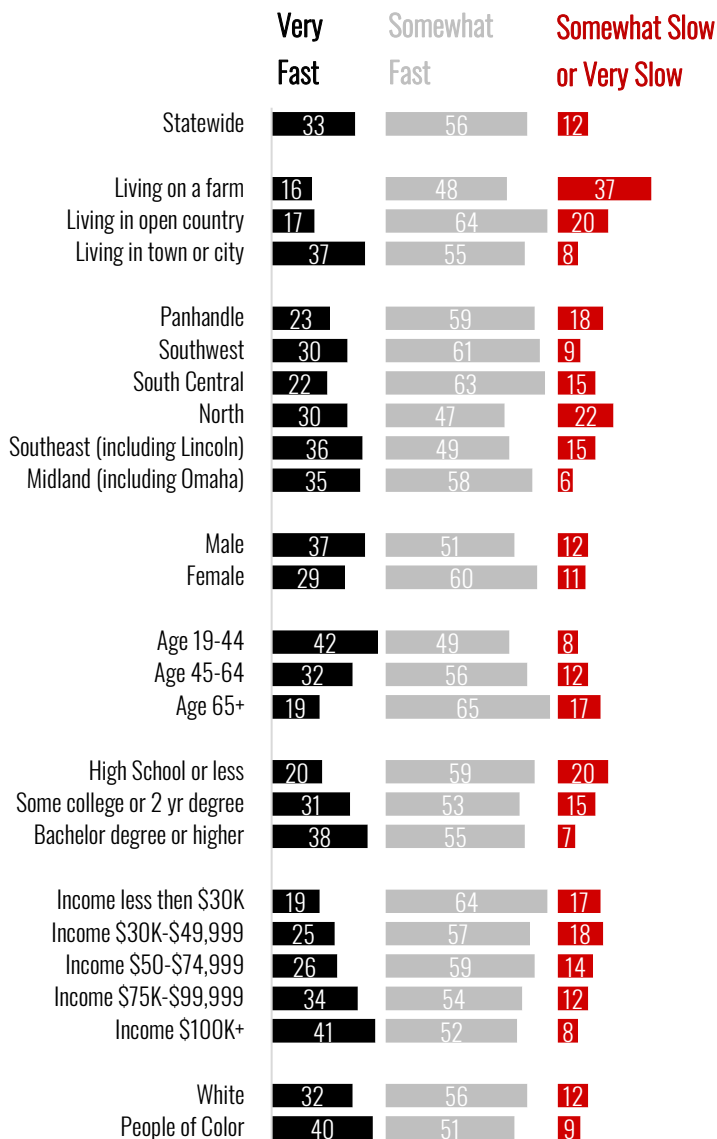
Variation also exists across other demographic groups. More men reported their home internet as very dependable (50%) and very fast (37%) compared to women (39% and 29%); while more women reported it as mostly dependable (45%) and somewhat fast (60%) compared to men (37% and 51% respectively). 13% of men and 15% of women reported that it was somewhat dependable to not dependable at all. 12% of men and 11% of women reported it was somewhat slow or very slow.

Younger adults are significantly more likely to report that their internet access at home is very dependable and fast. About half (53%) of adults aged 19-44 and four-in-ten (44%) of adults aged 45-64 reported that their home internet is very dependable, compared to about one-third of those aged 65+ (36%). A similar pattern is seen for internet speed. About 42% of adults aged 19-44 and 32% of adults aged 45-64 reported having very fast internet service at home, compared to 19% from adults aged 65 and older. No statistical differences in dependability and speed of internet are reported between white adults and adults of color who have home internet access.

Adults with higher levels of education report having more dependable and faster internet at home than adults with lower levels of education. 52% of adults with a college degree or higher and internet access at home reported their home internet service as very dependable, which was significantly higher than adults with some college or a 2-year degree (41%) and adults with a high school diploma or less education (32%). The pattern is similar for internet speed. Over one-third (38%) of adults with a college degree or higher and internet access at home report having very fast internet, compared to only 20% of those with a high school degree or less.

Internet speed and dependability among those with internet access at home also systematically varies with income. Interestingly, the relationship between income and internet dependability is U-shaped – adults whose income is between \$50,000 and \$74,000 report the lowest levels of “very dependable” internet and the highest levels of “mostly dependable internet.” In contrast, the relationship between income and internet speed is linear. Adults whose income is higher report higher levels of “very fast” internet – only 19% of adults with internet access at home and incomes \$30,000 and less report having very fast internet at home, compared to 41% of those whose income is \$100,000 or more.

How Fast or Slow is Your Internet Service at Home?



Data Source and Methodology

The Nebraska Annual Social Indicators Survey (NASIS) is an annual statewide concurrent mail and web survey conducted by BOSR with multiple clients. NASIS uses an address-based sample of adults aged 19 and older (Nebraska’s age of majority), and asks adults with the next birthday to participate in the survey. The 2023 NASIS consisted of a 16-page paper questionnaire that was administered by mail with an option to complete by web to a sample of 8,000 Nebraska households. Data were collected from July to November 2023 with an AAPOR Response Rate 2 of 21.6% (n=1,725). Overall estimates have a margin of error of ±4%. Significantly different groups are reported from statistical tests with p<.05. The full methodology report can be found at <https://bosr.unl.edu/nasis>.

WHO ARE WE?

BOSR has been conducting survey research and providing research assistance to University of Nebraska–Lincoln faculty, departments, administrative units, students, and various government agencies and non-profit organizations since 1964. Operating as a 'one-stop research shop,' BOSR develops and manages mail, web, telephone, in-person, and mixed-mode surveys with academic rigor.