



Cost of service biggest reason more do not have broadband at home

Three-fourths of state residents already have high-speed internet in home

The fifth in a series of six reports from the 2022 Louisiana Survey, a project of the Reilly Center for Media & Public Affairs

For further information on this report:
Michael Henderson, Ph.D.
mbhende1@lsu.edu

Reilly Center for Media & Public Affairs

The Reilly Center for Media & Public Affairs is partnership-driven, action-oriented, and dedicated to exploring contemporary issues at the intersection of mass communication and public life. Its interdisciplinary approach draws together experts from diverse fields to advance research and dialogue. The intent is to inspire our communities to think deeply, develop solutions, take action and broaden knowledge. The Center's role, within the state's flagship university, is to respond quickly to the needs of state governance in addressing challenges facing Louisiana, particularly in times of crisis such as during Hurricanes Katrina and Rita, the 2010 Deepwater Horizon oil spill and the 2016 historic floods. Underlying the Center's endeavors is to strengthen and advance the Manship School's national and state leadership in media and politics.

For further information on the Reilly Center:

Jenée Slocum, Ph.D.

Director

jenee@lsu.edu

About the 2022 Louisiana Survey

The *2022 Louisiana Survey* is the twentieth in an annual series of statewide surveys beginning in 2003 and sponsored by the Reilly Center for Media & Public Affairs at Louisiana State University's Manship School of Mass Communication.

Reflecting the continuing evolution of survey research, we used two approaches for this year's survey. First, we used our traditional probability-sampling approach to draw landline and cell phone numbers for a live-interview telephone survey while allowing participants with cellphones to choose to reply online, rather than over the phones, through a link sent via text message. Second, in partnership with the research firm *YouGov*, we administered an online survey to a nonprobability sample of Louisiana residents who participate in the *YouGov* panel. The body of this report focuses on results from the traditional probability sample. However, interested readers can find the topline results from both samples at the end of this document. More information about our methods, including *YouGov's* strategy for generating representative samples, is available in the survey methodology section of this report.

The mission of the *Louisiana Survey* is to establish benchmarks as well as to capture change in residents' assessments of state government services. The survey is further dedicated to tracking public opinion on contemporary policy issues. Each iteration of the *Louisiana Survey* contains core items designed to serve as barometers of public sentiment, including assessments of whether the state is heading in the right direction or wrong direction and perceptions about the most important problems facing the state.

In the *2022 Louisiana Survey*, this core is supplemented with items about the Covid-19 pandemic, access to high-speed internet, coastal issues, flooding and other natural disasters, integrity of elections, media use, the death penalty, and abortion.

As part of an effort to ensure that the *Louisiana Survey* fulfills its public service mission, the research team solicited input about topics for the survey from members of the government and policy community across the political spectrum. Additionally, the research team drew upon expertise in public policy and polling from Louisiana State University faculty. These advisors provided invaluable insight into the design of the questionnaire and in identifying the contemporary policy questions that could most benefit from an understanding of the public's views. While we are indebted to them for their time and contributions, they bear no responsibility for final decisions on the questionnaire, analysis, and interpretation presented in this report or any mistakes therein.

We especially thank the Reilly Family Foundation for their generous support and vision in helping to create the *Louisiana Survey*.

Principal Author

Michael Henderson
Associate Professor, Manship School of Mass Communication
mbhende1@lsu.edu



Summary

This is the fifth of six reports from the *2022 Louisiana Survey*, a project of the Reilly Center for Media & Public Affairs at Louisiana State University's Manship School of Mass Communication. This report includes results from questions asking Louisiana residents about their internet access. These results include:

- Three-fourths (75%) of Louisiana adults have broadband internet service in their home. Six percent (6%) have internet service at home but do not identify it as high-speed service. Twenty-percent (20%) have no internet service at home. Eighteen percent (18%) do not have broadband service at home but do have a smartphone. Six percent (6%) have neither broadband service at home nor a smartphone. In all, five percent (5%) have no internet service of any kind at home and no smartphone.
- Most Louisiana residents without broadband service in their home would like to have this service (54%), but many (42%) remain uninterested.
- Many of those without broadband said they do not have this service because it is not available in their area (42%), but the most commonly named barrier to having broadband at home is the cost of the service (64%).

Broadband access

Three quarters of Louisiana adults have high-speed internet access in their home

Most adults in the state have high-speed internet service in their home. Seventy-five percent (75%) of respondents said they have high-speed broadband service such as DSL, cable, or fiber-optic service. Another six percent (6%) said they currently subscribe to internet service in the home, but it is slower dial-up service (2%) or the respondent was unsure about the service type and speed (4%). One-fifth (20%) said they do not have any internet service in their home.

We also asked respondents if they have a smartphone – devices that can access the

internet without a home internet subscription depending on the quality and reach of their carrier’s service. Smartphone use is far-reaching – 87% said they have a smartphone (however, because this is a telephone survey it may overestimate the share of Louisiana adults with these devices). Considering smartphone use alongside broadband access, 18% of respondents do not have high-speed internet service at home but do have a smartphone. Another six percent have neither broadband access nor a smartphone. Altogether, this leaves five percent of Louisiana adults with no internet service in their home (either broadband or dial-up) and no smartphone.

Figure 1: Access to broadband and other internet services in the home

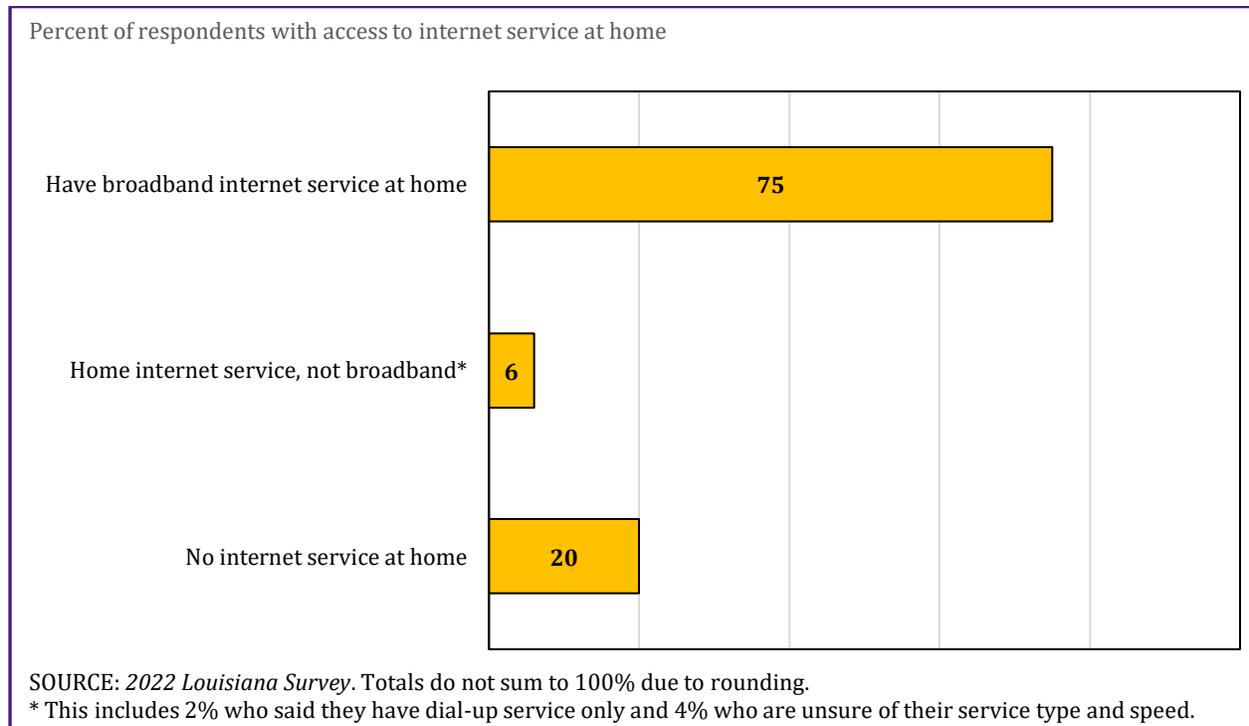
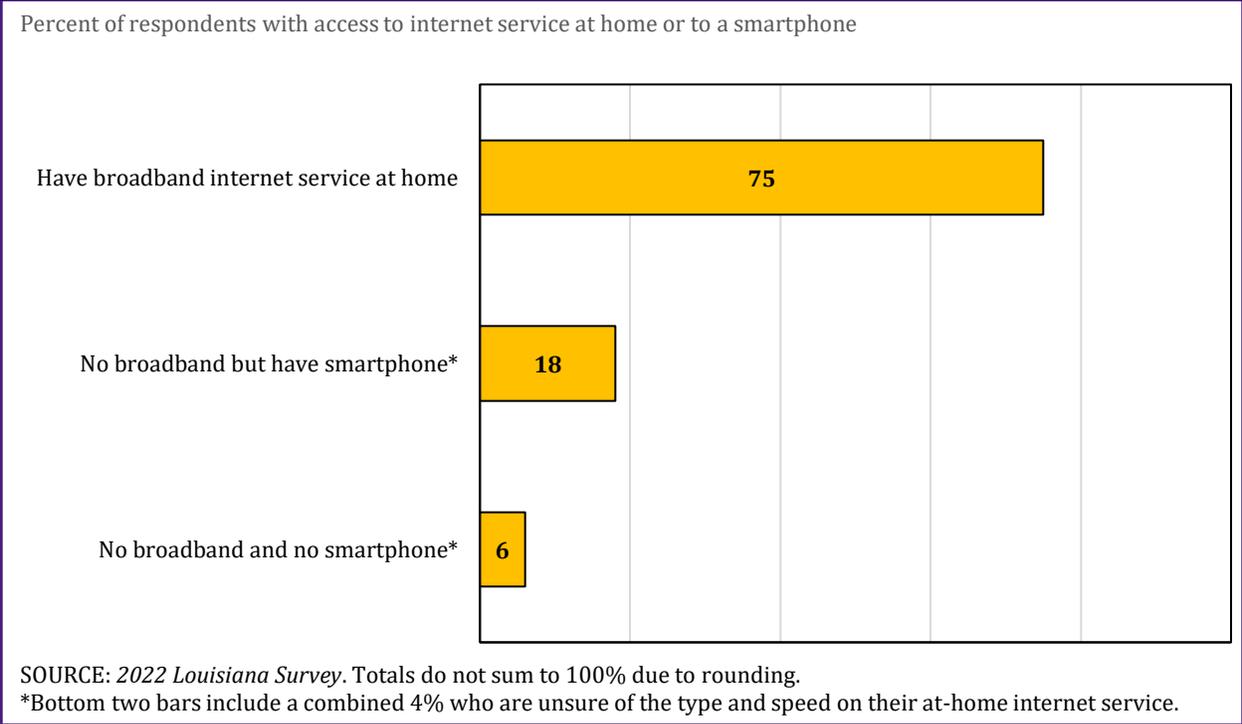


Figure 2: Access to broadband in home and smartphone use



Cost of service is the most common reason for not having broadband at home

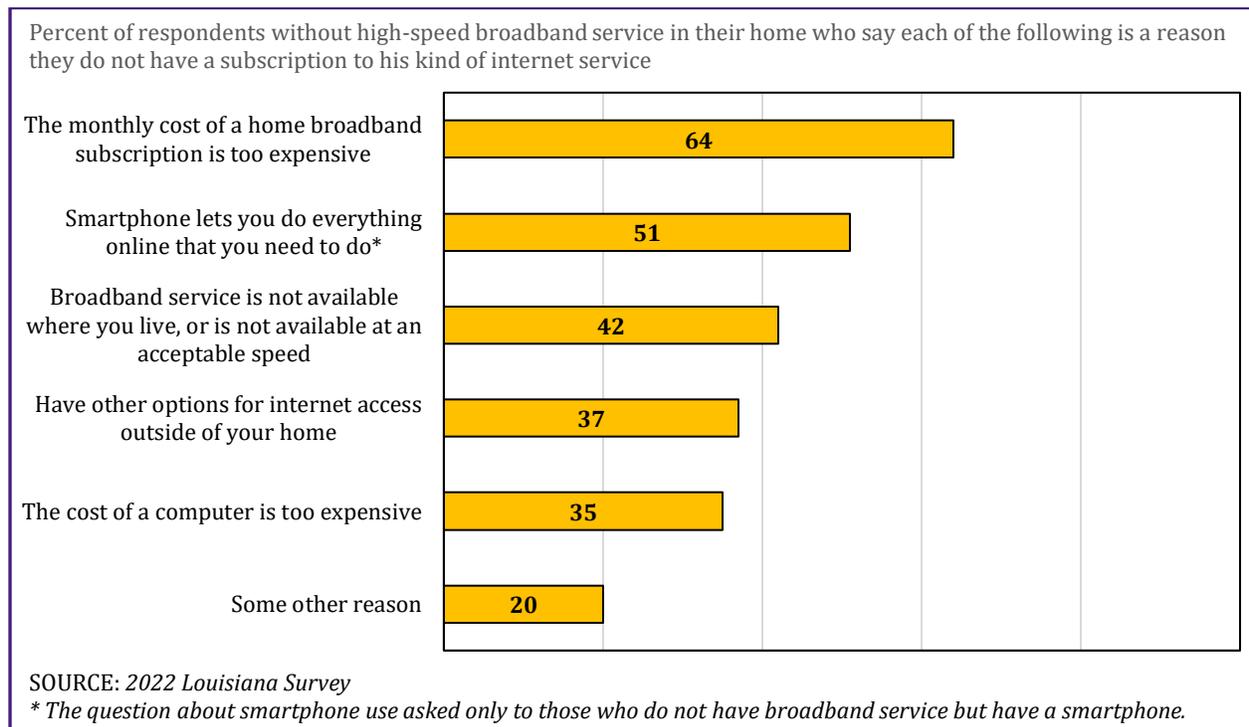
Among respondents who do not have high-speed internet service in their home, most (54%) said they would like to have it. Yet, a significant share (42%) said they are not interested in the service.

We asked respondents without broadband service about the reasons they do not have it. We asked whether each of five potential explanations apply to them: The monthly cost of a home broadband subscription is too expensive; the cost of a computer is too expensive; their smartphone lets them do everything online that they need; they have other options for internet access outside of

the home; and broadband service is not available where they live. We also asked if there was some other reason we did not name.

Cost of service is the most common reason for lack of broadband in the home. Approximately two-thirds (64%) of those without broadband service said cost of broadband is a reason they do not have it. The next most common explanation, which half named (51%), is that smartphones allow them to access the internet for everything they need to do online. Forty-two percent (42%) said they do not have a broadband connection because this service is not available in their area.

Figure 3: Reasons for not having broadband service at home



Survey Methodology

The *2022 Louisiana Survey* includes two distinct efforts to sample residents of the state and conduct interviews.

Survey 1: Probability sample of landline and cellphone numbers

The results discussed in this report come from interviews of a probability sample of adult Louisiana residents contacted via telephone (landline or cell phone), administered by the Reilly Center for Media & Public Affairs' Public Policy Research Lab (PPRL) at Louisiana State University. This sample was stratified across Louisiana parishes proportionally to their adult population ensuring geographic representation. The design of the landline portion of this sample ensures representation of both listed and unlisted landline numbers by use of random digit dialing. Similarly, the cellphone portion of this sample is randomly drawn from known, available phone number banks dedicated to wireless service in the state. Both portions, landline and cell phone, were provided by Marketing Systems Group. For landline numbers, interviewers called landline numbers to conduct interviews. For cellphone numbers, the PPRL first sent a text to these numbers inviting recipients to complete the questionnaire online and, if the recipient did not use the online option, interviewers followed up with a call to conduct interviews over the telephone. Of the 508 respondents in this sample, 105 were interviewed via a landline telephone, 290 were interviewed over a cellphone, and another 113 cellphone owners elected to complete the questionnaire online. Interviews for this survey were conducted from February 21 to March 14, 2022.

The combined landline and cellphone sample (including cellphone owners who completed the questionnaire online via the link sent to them by text) is weighted using an iterative procedure that matches race, education, household income, gender, and age to known profiles for the adult population of Louisiana found in the Census Bureau's American Community Survey 2020 five-year estimates. Weighting cannot eliminate every source of nonresponse bias. However, proper administration of probability sampling combined with accepted weighting techniques has a strong record of yielding unbiased results.

The sample has an overall margin of error of +/- 5.8 percentage points. The margin of error includes adjustment due to the weighting procedure. The design effect due to weighting is 1.4 percentage points; that is, the margin of error is 1.4 percentage points larger than it would be for a simple random sample of this size without weighting

In addition to sampling error, as accounted for through the margin of error, readers should recognize that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls. As often as possible, the *Louisiana Survey* follows the wording of relevant questions repeatedly used by reputable public opinion research institutions and projects, such as the Pew Research Center, Gallup Inc., and the American National Election Studies.

This version of the *2022 Louisiana Survey* has a response rate of 6%. This response rate is the percentage of eligible residential households or personal cell phones in the sample for which an interview is completed. The rate is calculated using the American Association for Public Opinion Research's method for Response Rate 3 as published in their Standard Definitions. Response rates for telephones have been on decline for several decades and frequently fall in the single digits even among the very best survey research organizations.

Survey 2: Non-probability sample administered online

As the technology and science of the survey industry continues to evolve – especially in the face of declining response rates among traditional probability-based telephone surveys – the *2022 Louisiana Survey* included a second design: An online survey administered by the survey firm *YouGov* to a nonprobability sample of adult Louisiana residents. *YouGov* recruits individuals online to join its panel of survey respondents and periodically answer online questionnaires.

For this survey, 623 adult Louisiana residents in the *YouGov* panel completed the questionnaire. *YouGov* then matched 500 respondents to a sampling frame representing the adult population of the state on gender, age, race, and education. *YouGov* constructed this frame by stratified sampling from the full 2019 American Community Survey (ACS) one-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). The frame reflects, on average, what probability samples of adult Louisiana residents would look like in terms of these demographic characteristics. The 500 respondents were then weighted to this sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion. The propensity score function included age, gender, race/ethnicity, years of education, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2016 and 2020 Presidential vote choice, and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

Respondents completed this survey from March 1 to March 21, 2022.

The margin of error for this survey is +/- 6.1%.

With its innovative approach to online polling, *YouGov* conducts surveys for a variety of business, university, and media clients, including *CBS News*, the *Economist* and the *New York Times*. [Research from scholars at Harvard University and Tufts University](#) shows that well-designed online opt-in sampling techniques, like those *YouGov* uses for its surveys, perform as well as traditional random digit dialing telephone polls.

Although the results discussed above in this report focus on Survey 1, readers can find topline results from Survey 2 below.

Comparison of samples

The following table displays demographic characteristics of each sample as well as population estimates based on the ACS.

Table: Comparison of survey samples to population benchmarks

Characteristic	Probability-based Telephone Sample	Non-probability Online Sample	Benchmark
High school diploma or less	36.3%	46.9%	47.8%
Some college	34.1%	29.1%	29.3%
College degree or higher	28.5%	24.0%	22.9%
White, non-Hispanic	62.4%	57.7%	60.5%
Black, non-Hispanic	25.5%	33.3%	31.2%
Hispanic	3.1%	4.8%	4.8%
Other	6.5%	4.1%	3.5%
18-24	8.7%	7.2%	11.9%
25-34	16.1%	17.3%	18.7%
35-44	16.2%	20.5%	16.5%
45-54	15.6%	20.0%	15.8%
55-64	17.4%	11.8%	16.9%
65+	25.6%	23.2%	20.2%
Men	47.2%	47.1%	48.2%
Women	52.0%	52.9%	51.8%
Metro BR	18.7%	19.4%	17.8%
Metro NOLA	29.8%	29.5%	31.0%
South Louisiana	23.6%	23.1%	25.2%
North Louisiana	26.5%	28.0%	26.0%

Characteristic	Probability-based Telephone Sample	Non-probability Online Sample	Benchmark
Registered to vote	92.1%	82.7%	84.5%
Have driver's license	88.8%	84.9%	94.6%
Average size of household	2.6	3.7	2.6
Employed	52.7%	45.9%	55.4%
Married (not separated)	46.4%	44.2%	43.4%
Have cell phone	98.3%	98.4%	90.6%
Have cell phone only	72.0%	73.8%	64.0%
Have internet access at home	82.3%	88.5%	78.5%

Statistics for both Louisiana Survey samples incorporate the sample weights. All sample statistics and benchmarks are for the adult population of Louisiana. Benchmarks represent data from the following data sources:

- U.S Census American Community Survey (ACS), 2020 5-year estimates (education, race and ethnicity, age, gender, average size of household, employment, and marital status);
- U.S Census ACS, 2019 1-year estimate (region);
- Louisiana Secretary of State (voter registration count is for March 1, 2022, and divided by the adult population from the 2022 5-year ACS estimate);
- Federal Highway Administration (the number of adult licensed drivers from 2019, which is divided by the 2019 ACS population estimate);
- National Health Insurance Survey (cell phone access); and
- National Center for Education Statistics (household internet access).

These comparisons indicate that both samples are often close to the benchmark (within five percentage points) for education, race and ethnicity, age, gender, and region. The exceptions are that the probability sample underestimates the share who have no experience with college, overestimates the share with a college degree, underestimates the share of non-Hispanic Black residents, and overestimates the share who are 65 years or older. The non-probability sample overestimates the share who are 55 to 64 years old. The general similarity of both samples to population benchmarks for this set of demographics is unsurprising given that both samples are weighted to these characteristics of the population.

The comparisons to the remaining benchmarks are more interesting because they reveal whether the samples represent the population even on characteristics to which they are not weighted. Ideally, this would be the case. In most cases, the probability sample comes within five percentage

points of the population benchmark. It overestimates voter registration, underestimates the share of adults with a driver's license, and overestimates cell phone access. The non-probability sample performs slightly less well, generally. It overestimates the share with a driver's license, overestimates the size of households, underestimates employment, overestimates cell phone access, and overestimates home internet access.

Question Wording and Toplines

Unless otherwise indicated, results are for the total sample. Percentages may not sum to 100 due to rounding.

Q1: Do you have a cell phone? [FOR PROBABILITY SAMPLE, THIS QUESTION IS ASKED IF INTERVIEWED VIA LANDLINE. FOR NON-PROBABILITY SAMPLE, THIS QUESTION ASKED TO ALL RESPONDENTS.]

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes	89	98
No	10	2
Don't know / Refused [VOLUNTEERED]	1	0

Q2: Does your household have a landline? [FOR PROBABILITY SAMPLE, THIS QUESTION IS ASKED IF INTERVIEWED VIA CELLPHONE OR RESPONDING TO TEXT TO CELLPHONE. FOR NON-PROBABILITY SAMPLE, THIS QUESTION ASKED TO ALL RESPONDENTS.]

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes	14	26
No	85	74
Don't know / Refused [VOLUNTEERED]	1	0

Q3: Is your cell phone a smartphone, or not? [THIS QUESTION ASKED IF RESPONDENT INTERVIEWED ON CELLPHONE, RESPONDS TO TEXT TO CELLPHONE, OR SAID HAS CELLPHONE.]

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes	89	94
No	9	6
Don't know / Refused [VOLUNTEERED]	2	0

Q4: Do you currently subscribe to internet service at home?

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes	82	89
No	17	11
Don't know / Refused [VOLUNTEERED]	1	0

Q5: Do you subscribe to dial-up internet service at home, OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service? [ASKED IF HAS INTERNET SERVICE AT HOME.]

Response	Probability-based Telephone Sample	Non-probability Online Sample
Dial-up	2	2
Higher-speed	90	89
Both [VOLUNTEERED]	0	5
Neither [VOLUNTEERED]	3	4
Don't know / Refused [VOLUNTEERED]	4	0

Q6: Would you like to have high-speed internet at home, or is that not something you're interested in? [ASKED IF DOES NOT HAVE BROADBAND.]

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes, interested	54	66
No, not interested	42	29
Don't know / Refused [VOLUNTEERED]	4	5

Please tell me whether any of the following are reasons why you do not have high-speed internet at home. [Q7 THROUGH Q12 ASKED ONLY IF DOES NOT HAVE BRODBAND. ORDER OF Q7 THROUGH Q12 RANDOMIZED.]

Q7: How about ‘The monthly cost of a home broadband subscription is too expensive’? Is this a reason why you do not have high-speed internet at home?

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes	64	68
No	34	30
Don't know / Refused [VOLUNTEERED]	2	1

Q8: How about ‘The cost of a computer is too expensive’? Is this a reason why you do not have high-speed internet at home?

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes	35	63
No	60	35
Don't know / Refused [VOLUNTEERED]	5	2

Q9: How about ‘Your smartphone lets you do everything online that you need to do’? Is this a reason why you do not have high-speed internet at home? [ASKED IF HAS SMARTPHONE.]

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes	51	64
No	47	34
Don't know / Refused [VOLUNTEERED]	3	2

Q10: How about 'You have other options for internet access outside of your home'? Is this a reason why you do not have high-speed internet at home?

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes	37	37
No	59	63
Don't know / Refused [VOLUNTEERED]	4	0

Q11: How about 'Broadband service is not available where you live, or is not available at an acceptable speed'? Is this a reason why you do not have high-speed internet at home?

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes	41	38
No	52	61
Don't know / Refused [VOLUNTEERED]	6	2

Q12: Is there some other reason I haven't mentioned why you do not have high-speed internet at home?

Response	Probability-based Telephone Sample	Non-probability Online Sample
Yes	20	29
No	79	71
Don't know / Refused [VOLUNTEERED]	2	0