HIGH-SPEED INTERNET: VIEWS OF KANSAS VOTERS AGES 50+

October 2021
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</tbody>
</table>
Introduction and Objectives

Introduction
High-speed internet (often referred to as “broadband”) offers access to an ever-expanding range of online information and resources that can improve quality of life for people of all ages and help older adults live independently. The technology, faster and more reliable than antiquated dial-up service, has the potential to reduce the risk of social isolation by facilitating social connections, provide access to important supportive services (including telehealth) that may not be locally available, promote learning by offering access to unlimited information, and help local businesses grow by serving customers outside their geographical area.

However, access to high-speed internet is not uniform throughout the state of Kansas.

Objectives
This survey of registered voters ages 50+ in Kansas was conducted from May 11, 2021 to May 25, 2021 in order to:

• Assess experiences and challenges of 50+ voters in Kansas with respect to internet usage.
• Gauge their support for potential methods of expanding access to high-speed internet in Kansas.
Key Findings

Nine in ten (93%) Kansas registered voters ages 50+ use the internet. Among internet users, nearly all (96%) use it at home.

Experiences with the internet are not uniform throughout the state of Kansas, with rural areas facing more challenges.

➢ Overall, roughly one in three (35%) Kansas voters say that access to high-speed internet is a problem in their local community, with problems much more prevalent in rural areas. Over half (53%) of rural voters note local access problems, compared to just one in four (27%) nonrural voters.

➢ Rural internet users report experiencing more home internet problems in the past 12 months related to bandwidth and multiple users than do nonrural users (26% vs. 19% bandwidth, and 26% vs. 16% multiple users, respectively).

➢ The types of home internet connections reported by rural internet users contrast sharply with the types of connections reported by nonrural users. While 72% of nonrural home internet users have a cable or fiber optic internet connection, just 35% of rural home internet users claim the same. Rural home internet users are more likely than nonrural users to rely on satellite (13% of rural vs. 2% of nonrural), fixed wireless (9% vs. 2%), or to say that cellular service is their only method of accessing the internet at home (13% vs. 6%). Overall, three-fourths (75%) of home internet users say that they do not have a fiber optic internet connection at home, which is generally the fastest type of internet service. When asked to indicate their “major” reasons for not having fiber, over four in ten cite lack of availability. Rural internet users without fiber at home are more likely than their nonrural counterparts to cite lack of availability (64% vs 35%, respectively).
Key Findings (cont.)

Kansas home internet users have used the internet in a variety of ways during the pandemic to stay connected with others and to address important needs such as paying bills, obtaining healthcare, and working remotely.

➢ The majority of home internet users have made online purchases (78%), used social media (73%), paid bills online (69%), streamed TV shows or movies (63%), video chatted with friends or family (53%), and attended a live virtual event (48%).

➢ In addition, 61% have used the internet for at least one of the following health-related reasons:
  ➢ to schedule a healthcare appointment or order prescriptions (49%),
  ➢ to get health or fitness information (47%),
  ➢ to attend an online healthcare appointment (36%).

➢ Close to four in ten have used the internet to work remotely (37%).

More than one-third (36%) of home internet users say their household is now using the internet more than before the pandemic.

Kansas voters express widespread support for increasing access to affordable, high-speed internet throughout the state of Kansas.

➢ Three out of four (76%) voters agree that elected officials in Kansas should work to ensure that high-speed internet is available to all Kansans regardless of where they live.

➢ Two-thirds (66%) of voters support the development of partnerships among state and local governments, internet service providers, and local nonprofits and businesses to bring affordable, high-speed internet to more of Kansas.

➢ More than six in ten (64%) voters support state action to offer incentives to internet providers to expand high-speed internet service to rural areas that do not currently have access.
More than nine in ten registered voters ages 50+ in Kansas use the internet.

Although internet usage is common regardless of age, voters ages 50–64 (98%) are more likely to use it than are voters ages 65+ (87%). Among internet users, nearly all (96%) have access at home.

Internet usage among registered voters ages 50+

Among all respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Internet users</th>
<th>Non-users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>93%</td>
<td>7%</td>
</tr>
<tr>
<td>Age 50–64</td>
<td>98%</td>
<td>2%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>87%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Bar chart displays calculations from Q2. “Which of the following items or devices do you use to connect to the internet?”, and Q3. “How often do you use the internet? This includes using email or accessing the Internet through any of the devices that we just discussed.”, and Q3i. “Earlier you indicated that you use [insert devices recorded in Q2] to connect to the Internet. Is that correct?” Respondents were classified as “internet users” if they selected at least one device in Q2 and confirmed in Q3 that they use the internet. All other respondents were classified as “nonusers.”

Base: All respondents. Unweighted ns: 1202 total, 545 ages 50-64, 657 ages 65+.

Pie chart displays responses from Q3a “Do you currently have access to the internet at home?” Base: Internet users. Unweighted n: 1083.
Home internet users have used the internet to address a variety of needs during the pandemic, including making purchases, staying socially connected, paying bills, working, and for entertainment and healthcare.

Making online purchases (78%) and using social media (73%) have been the most common uses of the internet at home. Many have also used the internet to pay bills, stream entertainment, video chat, and attend a live virtual event. In addition, 61% have used it for health-related reasons such as to get health information, schedule a healthcare appointment or order prescriptions, or attend an appointment.

Q6b. Since the Coronavirus pandemic started, have you yourself used your internet at home to …? Base: Internet users with home access. Unweighted n: 1033.
The two most common uses of the internet during the pandemic are the same regardless of age — making online purchases and connecting with others through social media.

Home internet use since the COVID-19 pandemic started
Among internet users with home access, ages 50–64 and ages 65+

- Make purchases online for delivery or pickup: 70% (50-64), 84% (65+)
- Use social media: 65% (50-64), 80% (65+)
- Pay bills online: 57% (50-64), 78% (65+)
- Stream TV shows or movies: 49% (50-64), 74% (65+)
- Video chat with friends or family: 48% (50-64), 57% (65+)
- Schedule healthcare appointment or order prescriptions: 44% (50-64), 53% (65+)
- Attend a live virtual event: 43% (50-64), 52% (65+)
- Get health or fitness information: 41% (50-64), 51% (65+)
- Work remotely or perform job-related tasks: 19% (50-64), 50% (65+)
- Attend an online healthcare appointment: 32% (50-64), 40% (65+)
- Attend school remotely or take online trainings: 12% (50-64), 31% (65+)
- None of these: 4% (50-64), 2% (65+)

Those ages 50-64 are significantly more likely than those ages 65+ to have engaged in all of the online activities tracked. That said, the majority of home internet users ages 65+ have made online purchases, used social media, and paid bills online since the pandemic started, and roughly half have used the internet for streaming and video chatting during this time.

Q6b. Since the Coronavirus pandemic started, have you yourself used your internet at home to …?
Base: Internet users with home access. Unweighted ns: 514 ages 50-64, 519 ages 65+. 
Over one-third (36%) of home internet users ages 50+ report their household is using the internet more now than they did prior to the pandemic.

Those with household incomes of $75K or more (47%) and those ages 50–64 (43%) are especially likely to say their household’s home internet usage is higher than it was before the pandemic. Nonrural users are more likely than rural users (42% vs. 24%) to report higher home usage.

Change in internet usage compared to before the COVID-19 pandemic
Among internet users with home access, by age, household income, and urbanicity

Q7. Overall, compared to before the Coronavirus pandemic, is your household now using the internet at home...?
Base: Internet users with home access. Unweighted ns: 1033 total, 514 ages 50-64, 519 ages 65+, 251 <$40K, 283 $40-$74K, 351 $75K+, 376 rural, 645 nonrural
BARRIERS TO HOME INTERNET USE
One in three (35%) Kansas voters ages 50+ say access to high-speed internet is a problem in their local community, with rural voters especially likely to feel this way.

More than half (53%) of rural voters say that high-speed internet access is a problem in their community, while just one in four (27%) nonrural voters express this concern.

Access to high-speed internet is a problem in the local community
Among all respondents, by age and urbanicity

<table>
<thead>
<tr>
<th></th>
<th>Major problem</th>
<th>Minor problem</th>
<th>Not a problem</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>16%</td>
<td>19%</td>
<td>45%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 50–64</td>
<td>16%</td>
<td>22%</td>
<td>44%</td>
<td>19%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>15%</td>
<td>17%</td>
<td>45%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>Urbanicity</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rural</td>
<td>30%</td>
<td>23%</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td>Nonrural</td>
<td>9%</td>
<td>18%</td>
<td>50%</td>
<td>23%</td>
</tr>
</tbody>
</table>
Quality, cost, and availability limit home internet use for a significant share of Kansas voters, regardless of where they live.

Four in ten (44%) internet users say their home internet use over the past 12 months has been limited a “great deal,” “moderately,” or “some” by quality; 36% say their home internet use has been limited by cost, and 31% say that it has been limited by availability. Rural internet users (35%) are more likely than nonrural users (29%) to say that their home internet use has been affected by availability. Those with incomes under $40,000 are more likely than those with higher incomes to cite limitations due to cost.

Degree to which quality, availability, and cost limit home internet use

Among internet users

<table>
<thead>
<tr>
<th>Quality</th>
<th>Total</th>
<th>Age 50–64</th>
<th>Age 65+</th>
<th>Household income</th>
<th>Age 50–64</th>
<th>Age 65+</th>
<th>Household income</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great deal</td>
<td>48%</td>
<td>48%</td>
<td>39%</td>
<td>&lt;$40K</td>
<td>45%</td>
<td>47%</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td>Moderately</td>
<td>39%</td>
<td>39%</td>
<td>30%</td>
<td>$40K–$74K</td>
<td>35%</td>
<td>35%</td>
<td>28%</td>
<td>33%</td>
</tr>
<tr>
<td>Some</td>
<td>45%</td>
<td>45%</td>
<td>42%</td>
<td>$75K+</td>
<td>35%</td>
<td>29%</td>
<td>28%</td>
<td>37%</td>
</tr>
<tr>
<td>Not too much</td>
<td>31%</td>
<td>31%</td>
<td>39%</td>
<td>Below poverty</td>
<td>35%</td>
<td>35%</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>Not at all</td>
<td>34%</td>
<td>34%</td>
<td>46%</td>
<td>Above poverty</td>
<td>35%</td>
<td>29%</td>
<td>37%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Q5C. In the past 12 months, to what extent has each of the following limited your use of the Internet at home? [Quality; Cost, Availability]

Base: Internet users. Unweighted ns: 1083 total, 534 ages 50–64, 549 ages 65+, 406 rural, 665 nonrural, 273 <$40K, 298 $40–$74K, 358 $75K or more.
Home internet problems often arise for unknown reasons or are attributed to bandwidth shortfalls.

Home internet users ages 50-64, who are generally heavier users, and those who live in rural areas are affected more so than their counterparts. For example, rural internet users are more likely than nonrural users to have experienced problems when doing something that requires a lot of bandwidth (26% of rural vs. 19% of nonrural) or when multiple users try to use the internet (26% vs. 16%).

Problems experienced with home internet*
Among internet users with home access

- Experienced problems but don’t know why
  - Total: 34%
  - Age 50–64: 35%
  - Age 65+: 34%
  - Rural: 38%
  - Nonrural: 32%
- User tries something requiring a lot of bandwidth
  - Total: 21%
  - Age 50–64: 26%
  - Age 65+: 13%
  - Rural: 26%
  - Nonrural: 19%
- Multiple users try to use at the same time
  - Total: 19%
  - Age 50–64: 23%
  - Age 65+: 13%
  - Rural: 26%
  - Nonrural: 16%
- None of the above
  - Total: 43%
  - Age 50–64: 39%
  - Age 65+: 49%
  - Rural: 41%
  - Nonrural: 45%

Q5D. In the past 12 months, has your household experienced problems with your Internet when any of the following happen? (Multiple responses accepted.) Base: Internet users with home access. Unweighted ns: 1033 total, 514 ages 50-64, 519 ages 65+, 376 rural, and 645 nonrural.

*In addition to the responses above, which represent the percentage who selected pre-existing response options, approximately 4% of respondents wrote in other types of problems, the most common of which was related to weather (2%).
Cable is the most common type of home internet connection, cited by 36% of home internet users.

One in four (25%) report having fiber optic, while 14% report having DSL.

Main type of home internet connection
*Among home internet users*

- **Cable**: 36%
- **Fiber optic**: 25%
- **DSL**: 14%
- **Cellular service provider**: 8%
- **Satellite**: 5%
- **Fixed wireless**: 4%
- **High speed, unspecified**: 4%
- **Dial-up**: 3%
- **Don't know**: 2%

Chart combines responses to Q5 and Q5a. Q5. What type of internet service do you have at home? (for those who selected more than one type:) Which is the main type? Q5a.(for those who replied “don’t know” to Q5): As far as you know, do you have dial-up internet service or do you have high-speed internet service?

Base: Home internet users. Unweighted n: 1033
Cable is relatively uncommon in rural areas of Kansas (17%), while it dominates in nonrural areas (44%).

Rural home internet users are more likely than nonrural users to have satellite, fixed wireless, dial up, or rely only on their cellular provider for their internet connection. The type of internet connection at home does not vary significantly by age, however.

Main type of internet connection at home
Among home internet users, by age

<table>
<thead>
<tr>
<th>Type</th>
<th>Age 50–64</th>
<th>Age 65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable</td>
<td>38%</td>
<td>32%</td>
</tr>
<tr>
<td>Fiber optic</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>DSL</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Cellular service provider</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Satellite</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Fixed wireless</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>High speed, unspecified</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Dial-up</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Main type of internet connection at home
Among home internet users, by urbanicity

<table>
<thead>
<tr>
<th>Type</th>
<th>Rural</th>
<th>Nonrural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable</td>
<td>17%</td>
<td>44%</td>
</tr>
<tr>
<td>Fiber optic</td>
<td>18%</td>
<td>28%</td>
</tr>
<tr>
<td>DSL</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Cellular service provider</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Satellite</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Fixed wireless</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>High speed, unspecified</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Dial-up</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Chart displays combined responses to Q5 and Q5a: Q5. What type of Internet connection do you have at home? (multiple responses accepted). (For those who selected more than one type) Which is the main type? Q5a. (For those who replied “don’t know” to Q5): As far as you know, do you have dial-up Internet service or do you have high-speed Internet service? Base: Home Internet users. Unweighted ns: 514 ages 50-64, 519 ages 65+; 376 rural, 645 nonrural.
Lack of availability is the most common reason for not having fiber optic.

Three-fourths (75%) of Kansas home internet users say that they do not have a fiber optic internet connection, which is generally the fastest type of internet service. When asked their reasons for not having fiber, 44% cite lack of availability as a “major” reason, while roughly one in five cite lack of interest or cost as “major” reasons. When respondents were forced to name just one “main” reason, lack of availability (42%) was by far the most common response.

Reasons for not having fiber optic at home
Among respondents who do not have fiber optic at home (n=764)

Major reason
- Fiber optic is not available in area: 44%
- Not interested in fiber optic: 19%
- Fiber optic is too expensive: 19%
- Don't know much about fiber optic: 16%
- Not sure how to get fiber optic installed: 15%
- Can use fiber optic elsewhere: 4%
- Concerns about fiber optic: 4%

Main reason
- Fiber optic is not available in area: 42%
- Not interested in fiber optic: 20%
- Fiber optic is too expensive: 12%
- Don't know much about fiber optic: 11%
- Not sure how to get fiber optic installed: 6%
- Can use fiber optic elsewhere: 2%
- Concerns about fiber optic: 1%
Rural internet users are considerably more likely than nonrural users to cite lack of availability as their reason for not having fiber optic.

Among rural home internet users who don’t have fiber optic at home, 64% cite “fiber optic not available in my area” as a “major” reason for not having it at home, with 62% citing it as their one “main” reason for not having it. Among those in nonrural areas who don’t have fiber at home, lack of availability (35%) remains the most common “major” reason for not having fiber, followed by cost (23%), lack of interest (19%), and lack of knowledge (17%).

### Reasons for not having fiber optic at home

**Among home internet users who do not have fiber optic at home (n=764)**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Rural</th>
<th>Nonrural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiber optic is not available in area</td>
<td>64%</td>
<td>35%</td>
</tr>
<tr>
<td>Not interested in fiber optic</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Not sure how to get fiber installed</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>Don't know much about fiber optic</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Fiber optic is too expensive</td>
<td>10%</td>
<td>23%</td>
</tr>
<tr>
<td>Can use fiber optic elsewhere</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Concerns about fiber optic</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

5g. Please indicate whether each of the following is a major reason, a minor reason, or not a reason at all why you don’t have a Fiber Optic internet connection at home.

5h. What is the main reason that you don’t have a Fiber Optic internet connection at home? (Select one.)
Lack of interest, privacy concerns, and cost are the most common reasons given for not having internet at home.

Just 11% of respondents say that they don’t use the internet or use the internet but not at home. When asked to indicate their “major” reasons for not using internet at home, lack of interest (44%), privacy concerns (44%) and cost (41%) are all equally mentioned. Rural respondents are more likely than nonrural respondents to cite lack of internet service in their area as both a “major” reason and the “main” reason.

Reasons for not having internet at home
Among respondents who do not use the internet or do not have internet at home (n=162)

Major reason
- Not interested in the internet: 44%
- Concerns about privacy and security: 44%
- Internet service is too expensive: 41%
- Computer or equipment is too expensive: 34%
- Don't know much about the internet: 29%
- Internet service is not available in area: 19%
- Not sure how to get internet installed: 11%
- Can use the internet elsewhere*: 9%

Main reason
- Internet Not Available: 33%
  - Rural: 29%
  - Nonrural: 8%
- Concerns about privacy and security: 18%
- Internet service is too expensive: 19%
- Computer or equipment is too expensive: 7%
- Don't know much about the internet: 3%
- Internet service is not available in area: 9%
- Not sure how to get internet installed: 0%
- Can use the internet elsewhere*: 6%

5e. Please indicate whether each of the following is a major reason, a minor reason, or not a reason at all why you [if user without home access: “don’t have Internet at home” / if nonuser: “don’t use the Internet.”] “Can use the internet elsewhere” was not asked of non-users, but the percentages shown here have been recalculated to include non-users in the denominator so that the base is the same for all percentages in this chart.

5f. Which of the following is the main reason that you don’t have Internet at home?
SUPPORT FOR EXPANDING HIGH-SPEED INTERNET ACCESS
The majority of Kansas voters support various methods of expanding high-speed internet access throughout the state.

Three-fourths (76%) of voters ages 50+ agree that elected officials should work to ensure that high-speed internet is available to all Kansans regardless of where they live, and approximately two-thirds support both the development of public/private partnerships (66%) and state action to offer incentives to internet providers (64%).

Support for the following methods of expanding high-speed internet

Among all respondents

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree or support</th>
<th>Somewhat agree or support</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Strongly or somewhat agree] Elected officials should work to ensure that high speed internet service is available to all Kansans regardless of where they live</td>
<td>58%</td>
<td>18%</td>
</tr>
<tr>
<td>[Strongly or somewhat support] Development of public/private partnerships to bring affordable, high-speed internet to more areas of the state</td>
<td>39%</td>
<td>27%</td>
</tr>
<tr>
<td>[Strongly or somewhat support] State action to offer incentives to internet providers to expand high-speed internet service to rural areas that do not currently have access</td>
<td>39%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Charts show responses to QP2–QP4. QP2 asked respondents to rate the degree to which they agree or disagree with the displayed statement. QP3–QP4 asked respondents to rate the degree to which they support or oppose each of the three methods. Base: All respondents. Unweighted n: 1202 total
Support for expansion of high-speed internet access throughout Kansas is widespread regardless of political party affiliation.

At least seven in ten voters, regardless of party, agree that elected officials should work to ensure that high-speed internet is available to all Kansans regardless of where they live. Roughly six in ten Republicans support the development of public/private partnerships and state action to incentivize internet providers, while support is even higher among Democrats and Independents.

Support for the following methods of expanding high-speed internet
Among all respondents, by political party

- **Democrat**
  - [Strongly or somewhat agree] Elected officials should work to ensure that high speed internet service is available to all Kansans regardless of where they live: 90%
  - [Strongly or somewhat support] Development of public/private partnerships to bring affordable, high-speed internet to more areas of the state: 76%
  - [Strongly or somewhat support] State action to offer incentives to internet providers to expand high-speed internet service to rural areas that do not currently have access: 76%

- **Independent**
  - [Strongly or somewhat agree] Elected officials should work to ensure that high speed internet service is available to all Kansans regardless of where they live: 79%
  - [Strongly or somewhat support] Development of public/private partnerships to bring affordable, high-speed internet to more areas of the state: 68%
  - [Strongly or somewhat support] State action to offer incentives to internet providers to expand high-speed internet service to rural areas that do not currently have access: 68%

- **Republican**
  - [Strongly or somewhat agree] Elected officials should work to ensure that high speed internet service is available to all Kansans regardless of where they live: 70%
  - [Strongly or somewhat support] Development of public/private partnerships to bring affordable, high-speed internet to more areas of the state: 62%
  - [Strongly or somewhat support] State action to offer incentives to internet providers to expand high-speed internet service to rural areas that do not currently have access: 58%

Charts show responses to QP2–QP4. QP2 asked respondents to rate the degree to which they agree or disagree with the displayed statement. QP3–QP4 asked respondents to rate the degree to which they support or oppose each of the three methods. Base: All respondents. Unweighted ns: 298 Democrat, 297 Independent, 514 Republican.
Implications

Internet usage is widespread among voters ages 50+ in the state of Kansas, with many using the internet to stay connected with others, for entertainment, and to address important needs such as making online purchases, paying bills, obtaining healthcare, and working remotely. It is a critical resource in their daily lives.

However, some voters face clear challenges related to quality, availability and/or cost that have limited their use of the internet.

The fact that large majorities of Kansas voters ages 50+ agree that elected officials should work to ensure that high-speed internet is available to all Kansans regardless of where they live suggests that the expansion of affordable, high-speed internet in Kansas is an important issue to many voters.
Methodology

Telephone survey of 1,202 registered voters ages 50+ in Kansas. The final sample includes an oversample of registered voters who live in rural counties.* Forty percent of the interviews were completed on a mobile phone. Interviewing was conducted by Alan Newman Research on behalf of AARP.


Weighting: The rural and nonrural samples were weighted by age, gender, and education based on 5-year 2019 American Community Survey data for rural and nonrural counties in Kansas. The total sample was also weighted to reflect the actual distribution of adults age 50+ residing in rural versus nonrural areas within the state of Kansas in order to ensure that the total statewide sample reflects the correct proportion of rural residents.

Margin of Error: ±2.8% at the 95% level of confidence for the total sample of 1,202; +/- 4.5% at the 95% level of confidence for the 474 respondents who report that they live in a rural area.

*Description of the Rural Oversample:
For the purpose of designing the rural oversample, rural counties were defined as counties with NCHS codes of 5 or 6. In the report, results reported for “rural” respondents represent the findings from respondents who told the interviewer that they live in a “less developed or rural” area when answering question D4. “Do you live in a city, a suburb, or a less developed or rural area that is not near a city?”
APPENDIX:
ADDITIONAL BREAKDOWNS
Nonrural voters (96%) are more likely than rural voters (88%) to use the internet.

Among voters who use the internet, the vast majority have internet at home. However, the share of rural internet users who have internet at home is lower than that of nonrural internet users (92% vs. 97%, respectively).

Bar chart displays calculations from Q2 Which of the following items or devices do you use to connect to the internet?, and “Q3. How often do you use the internet? This includes using email or accessing the Internet through any of the devices that we just discussed.”, and Q3i. “Earlier you indicated that you use [insert devices recorded in Q2] to connect to the Internet. Is that correct?” Respondents were classified as “internet users” if they selected at least one device in Q2 and confirmed in Q3 that they use the internet. All other respondents were classified as “nonusers.” Base: All respondents. Unweighted ns: 474 rural, 712 nonrural.

Pie chart displays responses from Q3a “Do you currently have access to the internet at home?” Unweighted ns: 406 rural, and 665 nonrural.
Regardless of age or whether they live in rural or nonrural areas, the majority of voters ages 50+ in Kansas use the internet at least once a day.

Voters ages 65+ are less likely than those ages 50-64 to access the internet daily; 75% vs. 96%, respectively. Rural voters (79%) are less likely than nonrural voters (90%) to access the internet daily.

Frequency of internet use
Among all respondents, by age and urbanicity

Q3. How often do you use the internet? This includes using email and accessing the internet through devices such as computers, tablets, or smartphones. Base: All respondents. (Although this question was asked only of respondents who use the internet, the percentages displayed on this slide have been rebased to include all respondents, including those who do not use the internet.) Unweighted ns: 1,202 total, 545 50-64, 657 65+, 474 rural, 712 nonrural
Kansans use multiple devices to access the internet, most common are smartphones, laptops, and desktop computers.

Kansans ages 50-64 are more likely than those ages 65+ to access the internet through all devices tracked.

Devices used to access the internet

Among all respondents, by age

<table>
<thead>
<tr>
<th>Device</th>
<th>Total</th>
<th>Age 50–64</th>
<th>Age 65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>78%</td>
<td>88%</td>
<td>66%</td>
</tr>
<tr>
<td>Laptop</td>
<td>58%</td>
<td>68%</td>
<td>48%</td>
</tr>
<tr>
<td>Desktop</td>
<td>49%</td>
<td>51%</td>
<td>46%</td>
</tr>
<tr>
<td>Smart TV</td>
<td>42%</td>
<td>49%</td>
<td>33%</td>
</tr>
<tr>
<td>Tablet</td>
<td>41%</td>
<td>47%</td>
<td>34%</td>
</tr>
<tr>
<td>Home assistant</td>
<td>19%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Wearable device</td>
<td>17%</td>
<td>23%</td>
<td>10%</td>
</tr>
<tr>
<td>Smart home tech/security</td>
<td>14%</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>E-reader</td>
<td>13%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Non-user/Do not use the internet</td>
<td>7%</td>
<td>2%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Q2. Which of the following items or devices do you use to connect to the internet? Base: All Respondents. Unweighted ns: 1,202 total, 545 ages 50-64, 657 ages 65+. 
The majority of both rural and nonrural voters use smartphones to access the internet. Voters who live in rural areas are less likely than those who live in nonrural areas to access the internet through all of the devices tracked with the exception of E-readers, for which they are at parity.

Q2. Which of the following items or devices do you currently use to connect to the internet? Base: All respondents. Unweighted ns: 474 rural, and 712 nonrural.

<table>
<thead>
<tr>
<th>Devices used to access the internet</th>
<th>Rural</th>
<th>Nonrural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>67%</td>
<td>84%</td>
</tr>
<tr>
<td>Laptop</td>
<td>52%</td>
<td>62%</td>
</tr>
<tr>
<td>Desktop</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td>Smart TV</td>
<td>39%</td>
<td>44%</td>
</tr>
<tr>
<td>Tablet</td>
<td>35%</td>
<td>43%</td>
</tr>
<tr>
<td>Home assistant</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>E-reader</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Wearable device</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>Smart home technology/security</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>None of the above</td>
<td>12%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Close to half of internet users say that internet access is available to them at libraries/school, coffee shops, or at work; however, those ages 65+ are less likely to feel this way.*

Most notably, while three in five (60%) internet users ages 50-64 say that they can access the internet from work, just one in five (21%) users ages 65+ report access at work, presumably due to the relatively low share of internet users ages 65+ who are currently employed (29%). That said, both age groups are equally likely to say that they have internet access through church or a community/senior center.

*The smaller share of internet users ages 65+ who report that internet access is available to them at libraries/schools or coffee shops/businesses may reflect lower awareness among those ages 65+ of internet access options at these establishments or their lower likelihood of having mobile devices (which would hinder access at establishments where patrons are required to bring their own devices). It may also suggest that those ages 65+ find it more difficult to get to these places and, therefore, perceive internet access at these establishments as not applicable to them.

Among internet users, by age

<table>
<thead>
<tr>
<th>Place of Access</th>
<th>Total</th>
<th>Age 50–64</th>
<th>Age 65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library or school</td>
<td>51%</td>
<td>56%</td>
<td>45%</td>
</tr>
<tr>
<td>Coffee shop or business</td>
<td>44%</td>
<td>51%</td>
<td>35%</td>
</tr>
<tr>
<td>Work</td>
<td>43%</td>
<td>60%</td>
<td>21%</td>
</tr>
<tr>
<td>Place of worship</td>
<td>19%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Community/senior center</td>
<td>16%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>None of the above</td>
<td>15%</td>
<td>9%</td>
<td>22%</td>
</tr>
<tr>
<td>Somewhere else</td>
<td>15%</td>
<td>17%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Q3b. Now, besides your home, I’d like you to think about any other places in which access to the internet is usually available to you, even if you haven’t actually used the internet at these places. If any of these places are currently closed due to the pandemic, please think about whether access to the internet was available to you there before the pandemic when it was open. In which of the following places is access to the internet usually available to you? Base: Internet users. Unweighted ns: 1083 total from main sample, 534 ages 50-64, 549 ages 65+.
Roughly half of rural and nonrural internet users say that they can access the internet from a library or school.

Internet users who live in nonrural areas are more likely than rural users to say that internet access is available to them at various places besides their home, including a coffee shop or business (47% of nonrural users vs. 38% of rural users), work (45% vs. 39%), community or senior center (18% vs. 13%), or somewhere else (18% vs. 8%).

Other places (besides home) where internet access is available to you

Among all respondents, by urbanicity

<table>
<thead>
<tr>
<th>Place of Access</th>
<th>Rural</th>
<th>Nonrural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library or school</td>
<td>55%</td>
<td>50%</td>
</tr>
<tr>
<td>Coffee shop or business</td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td>Work</td>
<td>39%</td>
<td>45%</td>
</tr>
<tr>
<td>Place of worship</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Community/senior center</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>None of the above</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Somewhere else</td>
<td>8%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Q3b. Now, besides your home, I’d like you to think about any other places in which access to the internet is usually available to you, even if you haven’t actually used the internet at these places. If any of these places are currently closed due to the pandemic, please think about whether access to the internet was available to you there before the pandemic when it was open. In which of the following places is access to the internet usually available to you? Base: Internet users. Unweighted ns: 406 rural, 665 nonrural.
Regardless of age or whether they live in a rural or nonrural area, at least three in four voters ages 50+ agree that elected officials should expand high-speed internet.

Agreement is strong among voters of all ages; 61% of those 50-64 ‘strongly agree’, and 55% of those age 65+ say the same.

Agreement that elected officials should work to ensure high-speed internet expansion

Among all respondents, by age and urbanicity

<table>
<thead>
<tr>
<th>Age</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don’t know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 50–64</td>
<td>61%</td>
<td>19%</td>
<td>10%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>55%</td>
<td>18%</td>
<td>9%</td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Regardless of age or whether they live in a rural or nonrural area, at least three in four voters ages 50+ agree that elected officials should expand high-speed internet.

Agreement is strong among voters of all ages; 61% of those 50-64 ‘strongly agree’, and 55% of those age 65+ say the same.

Agreement that elected officials should work to ensure high-speed internet expansion

Among all respondents, by age and urbanicity

<table>
<thead>
<tr>
<th>Urbanicity</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don’t know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>55%</td>
<td>22%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Nonrural</td>
<td>60%</td>
<td>16%</td>
<td>11%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

QP2. Do you agree or disagree that elected officials in Kansas should work to ensure that high speed internet service is available to all Kansans regardless of where they live? Is that strongly or somewhat? Base: All respondents. Unweighted ns: 1202 total, 545 ages 50-64, 657 ages 65+, 474 rural, and 712 nonrural.
Regardless of age or whether they live in rural or nonrural areas, roughly two-thirds of voters ages 50+ favor incentivizing providers to expand high-speed internet.

Agreement was consistent regardless of age or urbanicity.

Support for state to incentivize internet providers to expand high-speed internet into rural areas*

Among all respondents, by age and urbanicity

QP3. Do you support or oppose state action to offer incentives to internet providers to expand high-speed internet service to rural areas that do not currently have access? Is that strongly or somewhat? Base: All respondents Unweighted ns: 1202 total, 545 ages 50-64, 657 ages 65+, 474 rural, and 712 nonrural.

*Percentages may not sum to exactly 100 percent due to rounding.
Regardless of age or whether they live in rural or nonrural areas, roughly two in three voters ages 50+ support creating public/private partnerships to expand affordable high-speed internet.

Those who are ages 50-64 express the most support to develop such partnerships.

Support of public/private partnerships to bring affordable high-speed internet to more areas of the state*

*Percentages may not sum to exactly 100 percent due to rounding.

Regardless of age or whether they live in rural or nonrural areas, roughly two in three voters ages 50+ support creating public/private partnerships to expand affordable high-speed internet.

Those who are ages 50-64 express the most support to develop such partnerships.

Support of public/private partnerships to bring affordable high-speed internet to more areas of the state*

Among all respondents, by age and urbanicity

QP4. Do you support or oppose the development of partnerships among state and local governments, internet service providers, and local nonprofits and businesses to bring affordable, high-speed internet to more areas of Kansas? Is that strongly or somewhat? Base: All respondents. Unweighted ns: 1202 total. 545 ages 50-64, 657 ages 65+, 474 rural, and 712 nonrural.

Regardless of age or whether they live in rural or nonrural areas, roughly two in three voters ages 50+ support creating public/private partnerships to expand affordable high-speed internet.

Those who are ages 50-64 express the most support to develop such partnerships.

Support of public/private partnerships to bring affordable high-speed internet to more areas of the state*

*Percentages may not sum to exactly 100 percent due to rounding.

Among all respondents, by age and urbanicity

QP4. Do you support or oppose the development of partnerships among state and local governments, internet service providers, and local nonprofits and businesses to bring affordable, high-speed internet to more areas of Kansas? Is that strongly or somewhat? Base: All respondents. Unweighted ns: 1202 total. 545 ages 50-64, 657 ages 65+, 474 rural, and 712 nonrural.

*Percentages may not sum to exactly 100 percent due to rounding.
S. Kathi Brown, AARP Research
skbrown@aarp.org

Media inquiries should be directed to Mary Tritsch in the AARP Kansas State Office at mtritsch@aarp.org.

This research was designed by AARP Research.