WiFi Use Survey

Laura Forlano, Columbia University
Search and the City: Follow the Wireless User

Laura Forlano
Visiting Fellow, Information Society Project
Yale Law School
laura.forlano@yale.edu

Ph.D. Candidate, Communications
Columbia University
lef45@columbia.edu

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Survey
Survey Design


• Conducted in partnership with NYCwireless and the Downtown Alliance in New York, Île Sans Fil in Montreal, and the Hungarian Wireless Community (HuWiCo) in Budapest

• Conducted between October 2006 and April 2007

• 614 responses in New York, 378 in Budapest and 370 in Montreal
Pew Wireless Survey
February 2007

• 34% of Internet users have used a wireless Internet connection; 27% have logged on from a place other than home or work
• 72% of wireless users check email on a typical day; 63% of home broadband users; 54% of all Internet users
• 46% get news online on the typical day; 38% of home broadband users; 31% of all Internet users
• 80% of wireless users have broadband connections at home
General Questions
Where Use WiFi (New York)

<table>
<thead>
<tr>
<th>Location</th>
<th>Percent of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starbucks Cafe</td>
<td>34%</td>
</tr>
<tr>
<td>Bryant Park</td>
<td>33%</td>
</tr>
<tr>
<td>New York Public Library</td>
<td>23%</td>
</tr>
<tr>
<td>Independently-owned Cafe</td>
<td>21%</td>
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<tr>
<td>College Campus</td>
<td>13%</td>
</tr>
<tr>
<td>Union Square Park</td>
<td>13%</td>
</tr>
<tr>
<td>Jet Blue Terminal</td>
<td>13%</td>
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<tr>
<td>City Hall Park</td>
<td>13%</td>
</tr>
<tr>
<td>Battery Park</td>
<td>13%</td>
</tr>
</tbody>
</table>
Where Use WiFi (Budapest)

- Other: 58%
- McDonald's: 30%
- Burger King: 17%
- Szimpla Kert: 16%
- Don Pepe: 13%
- Szoda: 11%
- A38: 9%
Where Use WiFi (Montreal)

Other: 61%
Laïka: 22%
Café l’Utopik: 21%
Café Pi: 19%
Starbucks: 18%
Other Second Cup locations: 14%
Café Art Java 3030: 14%
Second Cup St-Laurent: 12%
Santropol Café: 11%
Second Cup rue St.-Denis: 11%
Type of Use

- Work Use: 11%, 13%, 19%
- Personal Use: 28%, 29%, 15%
- Both Work and Personal Use: 63%, 57%, 66%
- Other: 2%, 6%, 7%
Why Use

To see familiar people/be part of a community: 23% (New York), 38% (Budapest), 31% (Montreal)
Other: 26% (New York), 18% (Budapest), 26% (Montreal)
To get information when I am just passing by: 59% (New York), 21% (Budapest), 27% (Montreal)
To get out of my home/office: 58% (New York), 26% (Budapest), 69% (Montreal)
Technology and Internet Access Questions
Hardware Used to Connect

- Other: New York 2%, Budapest 4%, Montreal 4%
- Gaming Device: New York 4%, Budapest 0.50%, Montreal 1%
- PDA: New York 19%, Budapest 33%, Montreal 7%
- Mobile Phone: New York 20%, Budapest 22%, Montreal 8%
- Laptop: New York 96%, Budapest 87%, Montreal 99%
Applications Used

- Other: New York 9%, Budapest 14%, Montreal 17%
- Remote Desktop: New York 19%, Budapest 14%, Montreal 28%
- Voice Application (VOIP): New York 23%, Budapest 28%, Montreal 32%
- Streaming Audio/Video Clips: New York 46%, Budapest 46%, Montreal 48%
- Instant Messenger: New York 63%, Budapest 69%, Montreal 64%
- Microsoft Office: New York 66%, Budapest 66%, Montreal 66%
- E-mail Application: New York 67%, Budapest 67%, Montreal 60%
- Web-based E-mail: New York 82%, Budapest 82%, Montreal 66%
Where Access Broadband

- Home: 89% (New York), 96% (Budapest), 80% (Montreal)
- Work: 79% (New York), 77% (Budapest), 64% (Montreal)
- Library: 26% (New York), 11% (Budapest), 48% (Montreal)
- School: 19% (New York), 32% (Budapest), 42% (Montreal)
- Other: 5% (New York), 4% (Budapest), 7% (Montreal)
Content and Activity-Related Questions
Other Activities

- Play video games: New York 4%, Budapest 2%, Montreal 2%
- Other: New York 6%, Budapest 10%, Montreal 9%
- Hold work meetings: New York 15%, Budapest 26%, Montreal 31%
- Meet friends: New York 49%, Budapest 66%, Montreal 65%
- Watch people: New York 56%, Budapest 37%, Montreal 57%
- Read: New York 60%, Budapest 37%, Montreal 69%
- Eat meals: New York 65%, Budapest 77%, Montreal 72%
- Make phone calls: New York 66%, Budapest 66%, Montreal 64%
Go to this Location With

- New York
- Budapest
- Montreal

- Other: 1% (New York), 2% (Budapest), 3% (Montreal)
- Other relatives: 3% (New York), 2% (Budapest), 3% (Montreal)
- Neighbors: 5% (New York), 6% (Budapest), 3% (Montreal)
- Children: 4% (New York), 3% (Budapest), 3% (Montreal)
- Co-workers or business colleagues: 4% (New York), 9% (Budapest), 6% (Montreal)
- Members of a common organization or club: 0% (New York), 6% (Budapest), 3% (Montreal)
- Spouse/partner: 17% (New York), 30% (Budapest), 26% (Montreal)
- Friends: 17% (New York), 31% (Budapest), 24% (Montreal)
- Alone: 87% (New York), 75% (Budapest), 85% (Montreal)
Willingness to Watch an Advertisement

- New York: 59% Yes, 14% No, 27% Maybe
- Budapest: 58% Yes, 13% No, 30% Maybe
- Montreal: 39% Yes, 24% No, 38% Maybe
Demographic Questions
Education

- New York
- Budapest
- Montreal
Industry
Thanks to...

- NYCwireless, the Downtown Alliance, Île Sans Fil and HuWiCo
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- Microsoft Research
- NET Institute, New York University
- Urban Communication Foundation
Contact

Laura Forlano
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Communications
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lef45@columbia.edu