| AUSTIN DIGITAL ASSESSMENT - WEIGHTED PERCENTAGES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Council District | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 78617 | 78701 | 78702 | 78703 | 78704 | 78705 | 78717 | 78721 | 78722 | 78723 | 78724 | 78725 | 78726 | 78727 | 78729 | 78730 | 78731 | 78735 | 78736 | 78739 | 78741 | 78744 | 78745 | 78747 | 78748 | 78749 | 78750 | 78751 | 78752 | 78753 | 78754 | 78756 | 78757 | 78758 | 78759 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| **INTERNET USERS** | 88% | 100% | 80% | 94% | 99% | 100% | 100% | 76% | 100% | 93% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 86% | 100% | 82% | 88% | 80% | 63% | 100% | 100% | 97% | 84% | 93% | 96% | 92% | 100% | 98% | 93% | 100% | 95% | 86% | 84% | 94% | 90% | 100% | 97% | 99% | 95% | 98% |
| *N* | 16 | 10 | 61 | 33 | 95 | 18 | 30 | 33 | 16 | 102 | 54 | 11 | 12 | 31 | 83 | 12 | 35 | 17 | 7 | 17 | 105 | 102 | 138 | 46 | 145 | 92 | 35 | 64 | 28 | 117 | 24 | 19 | 42 | 85 | 51 | | | | | | | | | | |
| **INTERNET NON-USERS** | 13% | 0% | 20% | 6% | 1% | 0% | 0% | 24% | 0% | 7% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 14% | 0% | 18% | 12% | 20% | 37% | 0% | 0% | 3% | 16% | 7% | 4% | 8% | 0% | 2% | 7% | 0% | | | | | | | | | | |
| *N* | 16 | 10 | 61 | 33 | 95 | 18 | 30 | 33 | 16 | 102 | 54 | 11 | 12 | 31 | 83 | 12 | 35 | 17 | 7 | 17 | 105 | 102 | 138 | 46 | 145 | 92 | 35 | 64 | 28 | 117 | 24 | 19 | 42 | 85 | 51 | | | | | | | | | | |
| **HOME INTERNET ACCESS** | 65% | 100% | 81% | 100% | 94% | 100% | 100% | 88% | 100% | 92% | 93% | 100% | 100% | 100% | 98% | 100% | 94% | 100% | 100% | 100% | 76% | 91% | 90% | 94% | 100% | 100% | 100% | 83% | 100% | 96% | 100% | 95% | 100% | 87% | 98% | 94% | 83% | 83% | 93% | 95% | 100% | 96% | 100% | 94% | 98% |
| *N* | 17 | 10 | 62 | 32 | 95 | 18 | 30 | 33 | 16 | 103 | 53 | 11 | 12 | 32 | 83 | 12 | 35 | 17 | 6 | 17 | 110 | 102 | 136 | 46 | 145 | 92 | 35 | 64 | 27 | 117 | 25 | 19 | 41 | 86 | 51 | | | | | | | | | | |
| **SMARTPHONE USAGE RATES** | 73% | 82% | 83% | 91% | 95% | 100% | 90% | 52% | 88% | 85% | 85% | 82% | 100% | 83% | 95% | 100% | 88% | 88% | 83% | 88% | 85% | 78% | 85% | 96% | 94% | 98% | 94% | 72% | 82% | 83% | 88% | 81% | 95% | 78% | 82% | 83% | 79% | 83% | 81% | 91% | 94% | 84% | 91% | 88% | 91% |
| *N* | 15 | 11 | 57 | 32 | 91 | 18 | 29 | 31 | 16 | 102 | 53 | 11 | 12 | 30 | 82 | 11 | 33 | 17 | 6 | 17 | 110 | 102 | 132 | 45 | 145 | 91 | 34 | 60 | 27 | 117 | 24 | 16 | 39 | 80 | 50 | | | | | | | | | | |
| **PC (LAPTOP AND/OR DESKTOP) OWNERSHIP** | 69% | 100% | 73% | 100% | 99% | 100% | 100% | 88% | 100% | 94% | 89% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 76% | 83% | 90% | 98% | 100% | 100% | 100% | 84% | 96% | 96% | 100% | 100% | 100% | 93% | 98% | 93% | 81% | 82% | 94% | 96% | 100% | 98% | 100% | 96% | 100% |
| *N* | 16 | 10 | 62 | 32 | 95 | 18 | 30 | 33 | 16 | 101 | 54 | 11 | 12 | 31 | 83 | 12 | 35 | 17 | 6 | 17 | 110 | 102 | 138 | 46 | 145 | 92 | 35 | 64 | 28 | 117 | 25 | 19 | 41 | 86 | 51 | | | | | | | | | | |
| **REASONS FOR NOT USING INTERNET (NON-USERS: AGREE)** | 78617 | 78701 | 78702 | 78703 | 78704 | 78705 | 78717 | 78721 | 78722 | 78723 | 78724 | 78725 | 78726 | 78727 | 78729 | 78730 | 78731 | 78735 | 78736 | 78739 | 78741 | 78744 | 78745 | 78747 | 78748 | 78749 | 78750 | 78751 | 78752 | 78753 | 78754 | 78756 | 78757 | 78758 | 78759 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| **Expense** | 88% | 0% | 17% | | 0% | | 0% | 100% | | 63% | 100% | | | | | | | | | | 63% | 46% | 42% | 100% | | 0% | | 100% | 100% | 100% | 67% | | 100% | 86% | 0% | | | | | | | | | | |
| *N* | 8 | 1 | 12 | 0 | 7 | 0 | 1 | 8 | 0 | 8 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 16 | 11 | 24 | 17 | 0 | 1 | 0 | 9 | 2 | 23 | 3 | 0 | 1 | 7 | 1 | | | | | | | | | | |
| **Privacy concerns** | 100% | 0% | 42% | | 86% | | 100% | 100% | | 82% | 0% | | | | | | | | 0% | | 31% | 85% | 85% | 6% | | 0% | | 100% | 100% | 27% | 100% | | 100% | 83% | 0% | | | | | | | | | | |
| *N* | 8 | 1 | 12 | 0 | 7 | 0 | 1 | 8 | 0 | 11 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 16 | 13 | 26 | 17 | 0 | 1 | 0 | 9 | 2 | 15 | 2 | 0 | 1 | 6 | 1 | | | | | | | | | | |
| **Not interested** | 88% | 0% | 50% | | 83% | | 0% | 0% | | 55% | 0% | | | | | | | | | | 38% | 20% | 25% | 100% | | 0% | | 100% | 0% | 80% | 0% | | 100% | 57% | 0% | | | | | | | | | | |
| *N* | 8 | 1 | 10 | 0 | 6 | 0 | 1 | 8 | 0 | 11 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 16 | 10 | 28 | 1 | 0 | 1 | 0 | 10 | 2 | 15 | 2 | 0 | 1 | 7 | 1 | | | | | | | | | | |
| **No one to teach me** | 13% | 0% | 0% | | 83% | | 0% | 0% | | 70% | 0% | | | | | | | | | | 63% | 46% | 58% | 94% | | 0% | | 0% | 50% | 80% | 67% | | 100% | 83% | 0% | | | | | | | | | | |
| *N* | 8 | 1 | 12 | 0 | 6 | 0 | 1 | 8 | 0 | 10 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 16 | 11 | 26 | 17 | 0 | 1 | 0 | 10 | 2 | 15 | 3 | 0 | 1 | 6 | 1 | | | | | | | | | | |
| **Not enough time** | 100% | 100% | 0% | | 0% | | 0% | 0% | | 30% | 0% | | | | | | | | | | 0% | 27% | 79% | 0% | | 0% | | 70% | 0% | 80% | 33% | | 100% | 72% | 0% | | | | | | | | | | |
| *N* | 3 | 1 | 12 | 0 | 6 | 0 | 1 | 8 | 0 | 10 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 16 | 11 | 24 | 17 | 0 | 1 | 0 | 10 | 2 | 15 | 3 | 0 | 1 | 7 | 1 | | | | | | | | | | |
| **Too difficult** | 13% | 0% | 0% | | 86% | | 0% | 0% | | 36% | 0% | | | | | | | | | | 31% | 17% | 67% | 0% | | 0% | | 100% | 50% | 80% | 67% | | 100% | 57% | 0% | | | | | | | | | | |
| *N* | 8 | 1 | 12 | 0 | 7 | 0 | 1 | 8 | 0 | 11 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 16 | 12 | 27 | 17 | 0 | 1 | 0 | 9 | 2 | 15 | 3 | 0 | 1 | 7 | 1 | | | | | | | | | | |
| **Have someone who will use the Internet for me** | 86% | 0% | 39% | | 83% | | 0% | 0% | | 73% | | | | | | | | | | | 46% | 50% | 71% | 0% | | 0% | | 30% | 50% | 0% | 0% | | 0% | 40% | 0% | | | | | | | | | | |
| *N* | 7 | 1 | 13 | 0 | 6 | 0 | 1 | 8 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 | 4 | 14 | 1 | 0 | 1 | 0 | 10 | 2 | 15 | 2 | 0 | 1 | 5 | 1 | | | | | | | | | | |
| **Do not speak English well enough** | 0% | 0% | 0% | | 71% | | 0% | 0% | | 27% | 100% | | | | | | | | 0% | | 31% | 17% | 48% | 0% | | 0% | | 70% | 0% | 70% | 67% | | 0% | 0% | 0% | | | | | | | | | | |
| *N* | 8 | 1 | 12 | 0 | 7 | 0 | 1 | 8 | 0 | 11 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 16 | 12 | 25 | 17 | 0 | 1 | 0 | 10 | 2 | 23 | 3 | 0 | 1 | 7 | 1 | | | | | | | | | | |
| **NEED HELP WITH TECHNOLOGY (NON-USERS)** | 78617 | 78701 | 78702 | 78703 | 78704 | 78705 | 78717 | 78721 | 78722 | 78723 | 78724 | 78725 | 78726 | 78727 | 78729 | 78730 | 78731 | 78735 | 78736 | 78739 | 78741 | 78744 | 78745 | 78747 | 78748 | 78749 | 78750 | 78751 | 78752 | 78753 | 78754 | 78756 | 78757 | 78758 | 78759 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| **I know enough to go online on my own** | 13% | 100% | 0% | | 14% | | 100% | 0% | 100% | 18% | 33% | | | 100% | | | | | | | 6% | 50% | 67% | 0% | 100% | 100% | | 0% | 50% | 73% | 0% | | 0% | 0% | 100% | | | | | | | | | | |
| **I would need someone to help me** | 13% | 0% | 58% | | 71% | | 0% | 100% | 0% | 9% | 67% | | | 0% | | | | | | | 94% | 25% | 19% | 94% | 0% | 0% | | 0% | 50% | 27% | 100% | | 100% | 29% | 0% | | | | | | | | | | |
| **I would not want to start using the Internet** | 75% | 0% | 42% | | 14% | | 0% | 0% | 0% | 73% | 0% | | | 0% | | | | | | | 0% | 25% | 15% | 6% | 0% | 0% | | 100% | 0% | 0% | 0% | | 0% | 71% | 0% | | | | | | | | | | |
| *N* | 8 | 1 | 12 | 0 | 7 | 0 | 1 | 8 | 1 | 11 | 3 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 16 | 12 | 27 | 17 | 1 | 1 | 0 | 10 | 2 | 15 | 2 | 0 | 1 | 7 | 1 | | | | | | | | | | |
| **INTERESTED IN FREE TRAINING (NON-USERS)** | 78617 | 78701 | 78702 | 78703 | 78704 | 78705 | 78717 | 78721 | 78722 | 78723 | 78724 | 78725 | 78726 | 78727 | 78729 | 78730 | 78731 | 78735 | 78736 | 78739 | 78741 | 78744 | 78745 | 78747 | 78748 | 78749 | 78750 | 78751 | 78752 | 78753 | 78754 | 78756 | 78757 | 78758 | 78759 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| **Yes** | 13% | 0% | 17% | | 83% | | 100% | 100% | | 36% | 80% | | | 0% | | | | | | | 31% | 25% | 19% | 94% | | 0% | | 0% | 100% | 65% | 33% | | 100% | 29% | 100% | | | | | | | | | | |
| *N* | 8 | 1 | 12 | 0 | 6 | 0 | 1 | 8 | 0 | 11 | 5 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 16 | 12 | 27 | 17 | 0 | 3 | 0 | 10 | 2 | 23 | 3 | 0 | 1 | 7 | 1 | | | | | | | | | | |
| **TRAINING INTERESTS AMONG NON-USERS** | 78617 | 78701 | 78702 | 78703 | 78704 | 78705 | 78717 | 78721 | 78722 | 78723 | 78724 | 78725 | 78726 | 78727 | 78729 | 78730 | 78731 | 78735 | 78736 | 78739 | 78741 | 78744 | 78745 | 78747 | 78748 | 78749 | 78750 | 78751 | 78752 | 78753 | 78754 | 78756 | 78757 | 78758 | 78759 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| **Social media** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *N* | | | | | 5 | | 1 | | | 4 | 2 | | | | | | | | | | | | 4 | | | | | | 1 | | | | | | 1 | | | | | | | | | |
| **Email** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *N* | | | | | 1 | | 1 | 8 | | 4 | | | | | | | | | | | | 2 | 5 | 16 | | | | | 1 | 4 | | | 1 | 1 | | | | | | | | | |
| **Job Searching** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *N* | 1 | | | | | | 1 | 8 | | 3 | 2 | | | | | | | | | | 1 | 6 | 2 | | | | | | | | | | | 1 | | | | | | | | | |
| **Software** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *N* | | | | | | | 1 | | | | 2 | | | | | | | | | | 5 | 6 | 2 | | | | | | 1 | 15 | 1 | | | 2 | | | | | | | | | |
| **Learning to edit/create my own work** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *N* | | | 2 | | 1 | | 1 | 8 | | 4 | 2 | | | | | | | | | | 5 | 6 | 11 | 16 | | | | 2 | 7 | | | | 2 | | | | | | | | | |
| **KEY DEMOGRAPHICS** | 78617 | 78701 | 78702 | 78703 | 78704 | 78705 | 78717 | 78721 | 78722 | 78723 | 78724 | 78725 | 78726 | 78727 | 78729 | 78730 | 78731 | 78735 | 78736 | 78739 | 78741 | 78744 | 78745 | 78747 | 78748 | 78749 | 78750 | 78751 | 78752 | 78753 | 78754 | 78756 | 78757 | 78758 | 78759 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| **% HS Education or Less** | 56% | 10% | 0% | 0% | 35% | 0% | 3% | 67% | 0% | 45% | 67% | 17% | 0% | 7% | 0% | 0% | 11% | 0% | 0% | 0% | 57% | 24% | 18% | 51% | 44% | 55% | 9% | 17% | 0% | 23% | 20% | 16% | 2% | 36% | 10% | | | | | | | | | | |
| **% Low-Income HHs (Less Than $30K)** | 18% | 30% | 32% | 0% | 38% | 0% | 3% | 36% | 0% | 15% | 60% | 0% | 10% | 0% | 6% | 0% | 11% | 0% | 17% | 0% | 58% | 17% | 14% | 48% | 16% | 45% | 0% | 35% | 15% | 22% | 12% | 0% | 0% | 12% | 0% | | | | | | | | | | |
| **% Adults Age 65 and Older** | 41% | 10% | 11% | 6% | 6% | 6% | 3% | 12% | 0% | 11% | 11% | 0% | 0% | 6% | 4% | 0% | 20% | 12% | 14% | 12% | 10% | 10% | 13% | 6% | 4% | 4% | 11% | 8% | 4% | 7% | 4% | 6% | 5% | 11% | 14% | | | | | | | | | | |
| **% Disabled Adults** | 6% | 0% | 12% | 3% | 1% | 0% | 0% | 0% | 0% | 4% | 0% | 0% | 8% | 0% | 43% | 0% | 0% | 0% | 0% | 0% | 21% | 2% | 4% | 0% | 1% | 3% | 0% | 11% | 0% | 8% | 8% | 0% | 2% | 5% | 0% | | | | | | | | | | |
| **% Completely Fluent in Spanish** | 63% | 0% | 25% | 0% | 16% | 11% | 3% | 24% | 0% | 5% | 70% | 18% | 0% | 4% | 5% | 27% | 9% | 0% | 0% | 0% | 57% | 0% | 16% | 54% | 18% | 49% | 8% | 53% | 6% | 0% | 0% | 16% | 8% | 0% | 0% | 9% | 12% | | | | | | | | | |