2012
Connect Your Community
Participant Survey Results

Presentation prepared by:
Samantha Schartman, Assistant Project Director
About the Survey:

- 10,400 numbers
- 1000 hours of staffed phone time
- 8-10 minutes per survey
- 16 phone representatives
- 2 shifts per day (morning and evening)
- 2,267 completed surveys
About the Sample:

- Taken from our database of over 31,000 CYC program participants (trainees)
- Scrubbed for seemingly good phone numbers
- Only included those who told us they were unconnected (either without broadband, without a computer or both) in their homes when they came into the program.
- Representation in the sample was determined by the percentage of trainees each LCA was responsible for.
  - (so if Focus Hope trained 23% of the project's participants, this “market share” was represented in our sample by selecting 2,300 participants to be included in our survey sample.)
Reported Home Broadband Connection Numbers

- Yes: 73%
- No: 20%
- (blank): 7%
Ethnicity

- **61%** - Black
- **24%** - White
- **6%** - Hispanic
- **24%** - Asian
- **1%** - mixed race
- **1%** - other
- **7%** - prefer not to answer
Marriage Status

• **53%** - Live alone
• **36%** - Live with a partner or spouse (29%+7%)
• **2%** - Live alone with their children
• **2%** - Live with a roommate
• **7%** - prefer not to answer
Reported Internet Service Provider use

- AT&T: 42%
- Bright House: 2%
- CenturyLink: 29%
- Clear: 2%
- Comcast: 10%
- I get free community WiFi: 8%
- I get internet access through my building: 3%
- Mobile Citizen: 1%
- Time Warner: 1%
- Windstream: 1%
Government Services

70% of all survey respondents are currently enrolled in one or more government program
Use of Government Services

- Medicare
- Social Security
- Medicaid
- Energy Assistance
- Disability Assistance
- Housing Assistance
- SSI
- Family Services
- Veteran's Services
- Unemployment
- Child Support Services
- Cash Assistance

The chart shows the use of various government services, with Medicare and Social Security being the most utilized, followed by Medicaid and Energy Assistance.
Use of Government Services

• While 30% of adults in the workforce report being unemployed, only 12% of them are currently collecting unemployment benefits.
Parents

25% of all survey respondents are parents of a school-aged (K-12) child.
78% receive free or reduced lunch
Parents (continued)

• **78%** of parents report that their kids use their home broadband connection to do their homework/schoolwork and class projects.

• **83%** of parents say their children spend over 3 hours per week on their home computer/internet doing school-related activities.
Parents (continued)

• 53% of Parents report using their home broadband connection to communicate with their child’s school/teachers

• 60% of parents say that having home broadband access has increased their ability to communicate with their child’s school/teachers
48% of working-age adults surveyed are currently unemployed or under-employed
Workforce (continued)

• **14%** of all survey respondents reported experiencing some workforce impact.
  – Meaning they got a full or part-time job, were given a promotion, had a pay increase, entered a work training program, or started a business

• **22%** of those reporting to be in the workforce, *(not retired, or enrolled full-time in school)* say they had some positive employment outcome since participating in the CYC program.
Workforce (continued)

• **47%** of those reporting to have experienced a positive workforce impact – use a computer for their job

• **35%** of these people who improved their employment status - are now using a computer for their job where they didn’t previously!
  
  – Meaning they did not previously use a computer for their job!
HealthCare Outcomes

81% of all survey respondents say that the CYC program improved their ability to find health information online.
Healthcare (continued)

• 29% of all survey respondents report using their home broadband connection to communicate with their hospital/doctor.
Healthcare (continued)

• Broadband access can play a role in healthcare beyond being a communication method between doctor and patient. It can improve the mental health and feelings of isolation many older adults feel.
Healthcare (continued)

• **55%** of all survey respondents report feeling more socially connected to their family and friends since getting home broadband access.

• **59%** of all survey respondents say that having home broadband access makes them feel more independent.
Financial Literacy

51% of all survey respondents who have a checking account, have used it to pay bills online
Financial Literacy (continued)

• **65%** of those who report having paid bills online – learned to do so through the CYC program!
The Unconnected...

- **22%** of all survey respondents are still unconnected.

- **54%** of all unconnected participants say the reason is that they cannot afford broadband service.
The Unconnected...(continued)

• **54%** of all unconnected participants use the library as their primary source of internet access.

• **24%** say they don’t use the internet at all
CYC Project Satisfaction

99% of all survey respondents say they would recommend the CYC program to others!
• **58%** of all survey respondents report first learning about CYC from a friend or family member.

• **16%** learned about it through a community center
  – Which means these are NEW clients people!!
• 94% of all survey respondents say that the CYC program improved their computer skills!

• 64% rate us EXCELLENT!
• 31% rate us GOOD!
CYC Project Satisfaction (continued)

• 51% state that the CYC program had a HUGE positive impact on their life!

• 97% of all survey respondents report that CYC had some positive impact on their life!
• **77%** of all survey respondents say that now that they experienced CYC – they would be MORE LIKELY to look into other offerings at the agency they took classes at!
  – This means that CYC potentially expanded the overall client base for all partners on the project!
Connect Your Community
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