



Not Online in Cleveland

New data from the Connect Your Community Project

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Connect Your Community Project

OneCommunity's **CYC Project**, a Sustainable Broadband Adoption initiative supported by an \$18.7 million Federal broadband stimulus grant, helped more than 33,000 disadvantaged residents of Cleveland, Detroit, Appalachian Ohio, and five other communities to cross the broadband divide between September 2010 and December 2012.

This includes **more than 6,000 newly connected residents of Cleveland and East Cleveland.**

CYC Partners

OneCommunity implemented CYC in partnership with fifteen community nonprofits, including six here in Cleveland:

Cleveland Housing Network

(Cleveland lead community agency)

Ashbury Senior Computer Community Center

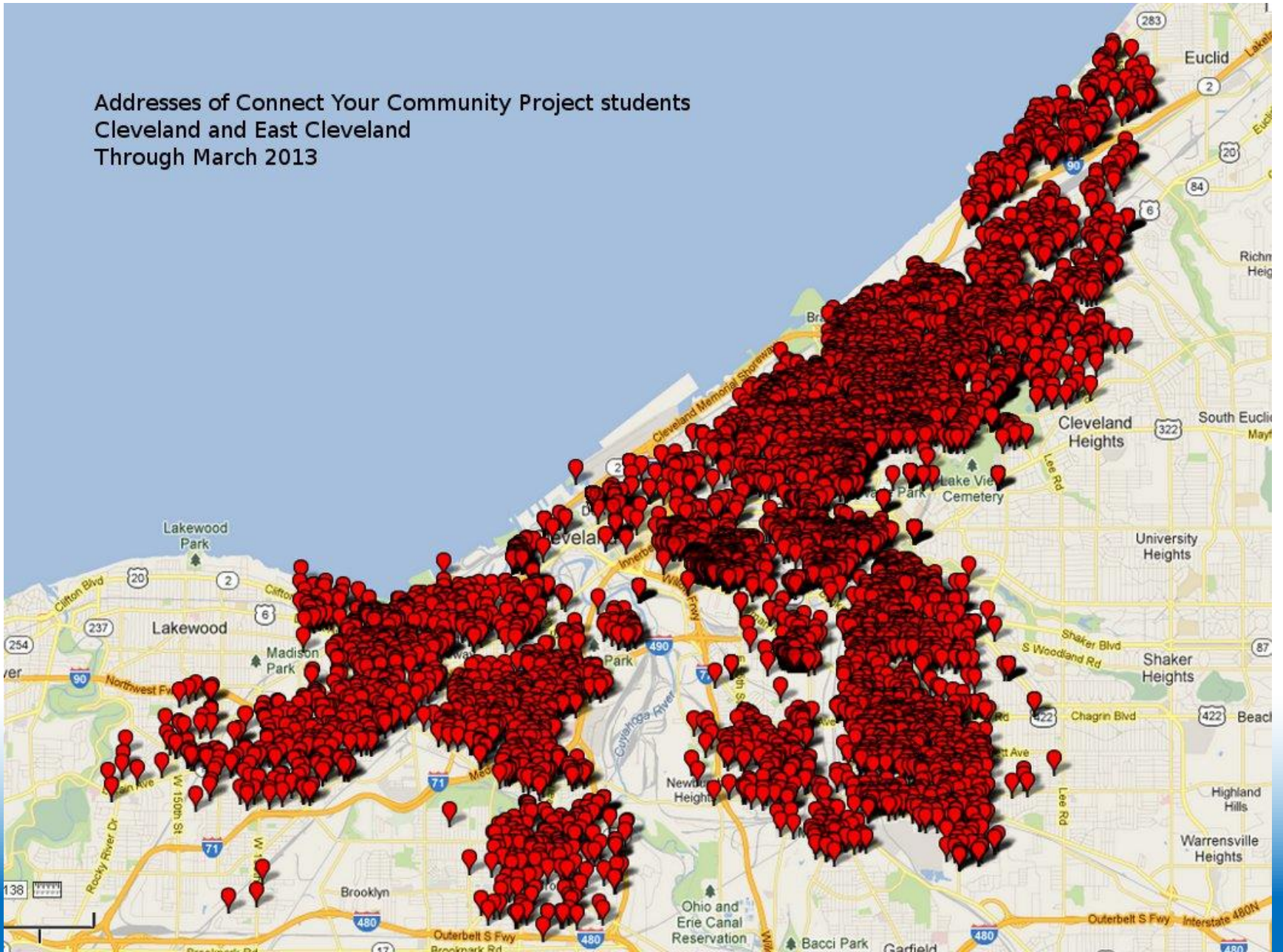
Esperanza, Inc

Fairfax Renaissance Development Corp

Tri-C Technology and Information Literacy Initiative

Famicos Foundation

Addresses of Connect Your Community Project students
Cleveland and East Cleveland
Through March 2013



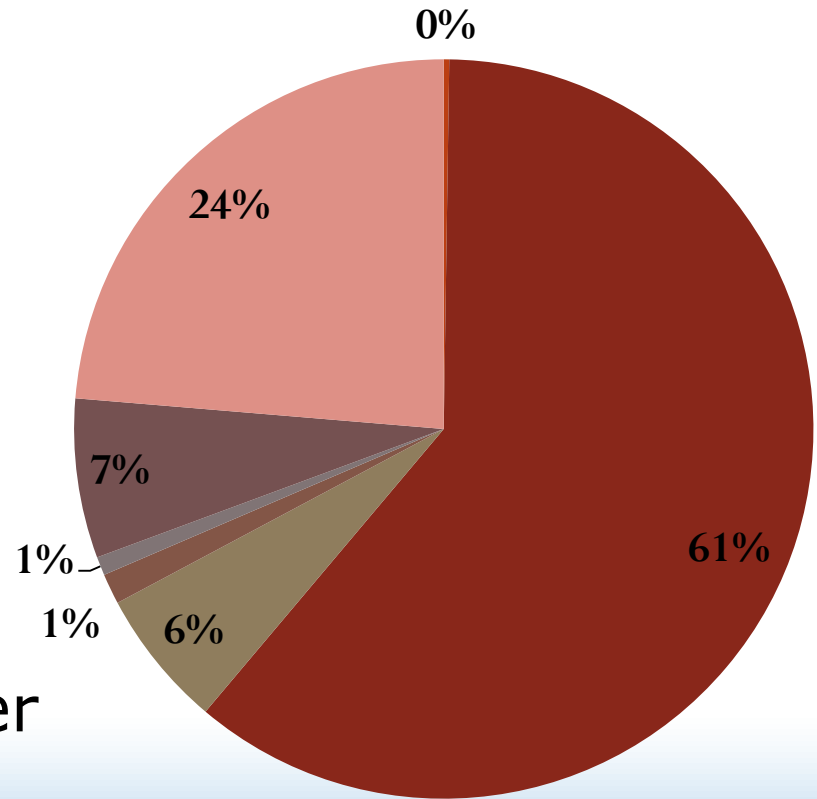
CYC survey research

Data in this presentation is from two random phone surveys conducted by OneCommunity as part of the CYC Project's strategic evaluation:

- **Participant survey** (Nov 2012) – over 2,200 interviews with CYC participants conducted in-house
- **Cuyahoga Co Broadband Inclusion Survey** (Oct 2012) – interviews with 1,261 adult County residents by research team from University of Iowa, University of Illinois, and Rutgers

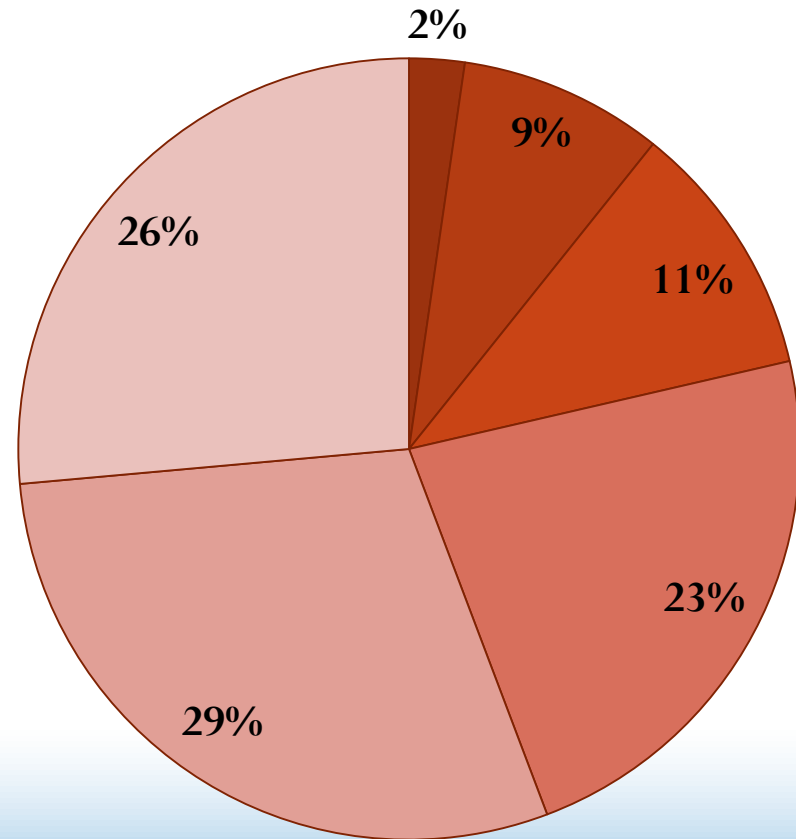
Participant Survey Ethnicity Profile

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



Participant Survey Age Profile

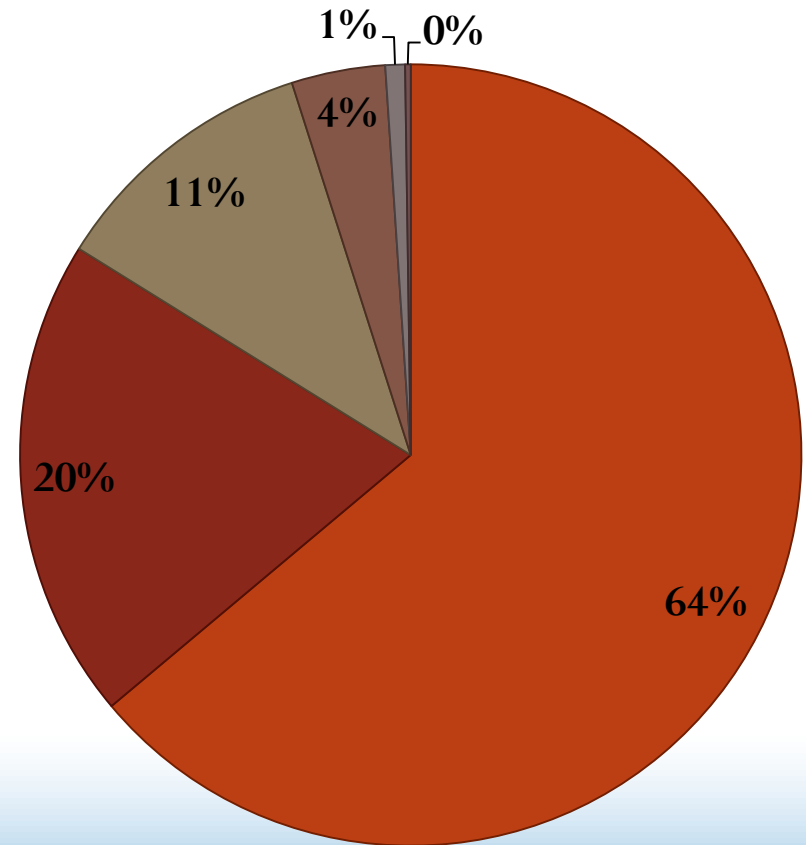
- 2% 15-24
- 9% 25-34
- 11% 35-44
- 23% 45-54
- 29% 55-64
- 26% 65+



78% of all participants are over the age of 45

Participant Survey Income Profile

- 64% \$ 0,000 - \$14,999
- 20% \$15,000 - \$24,999
- 11% \$25,000 - \$34,999
- 4% \$35,000 - \$49,999
- 1% \$50,000 - \$74,999
- 0% \$75,000 +



84% of all participants report a household income of less than \$24,999

Participant Survey : Online Banking

- 58% of all program participants have a checking account
- 54% of all program participants making less than \$14,999 have a checking account.

Approximately half of all demographics have a checking account

Participant Survey : Online Banking

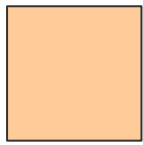
- 39% of all program participants have paid a bill online

2012 Cuyahoga County Broadband Inclusion Survey

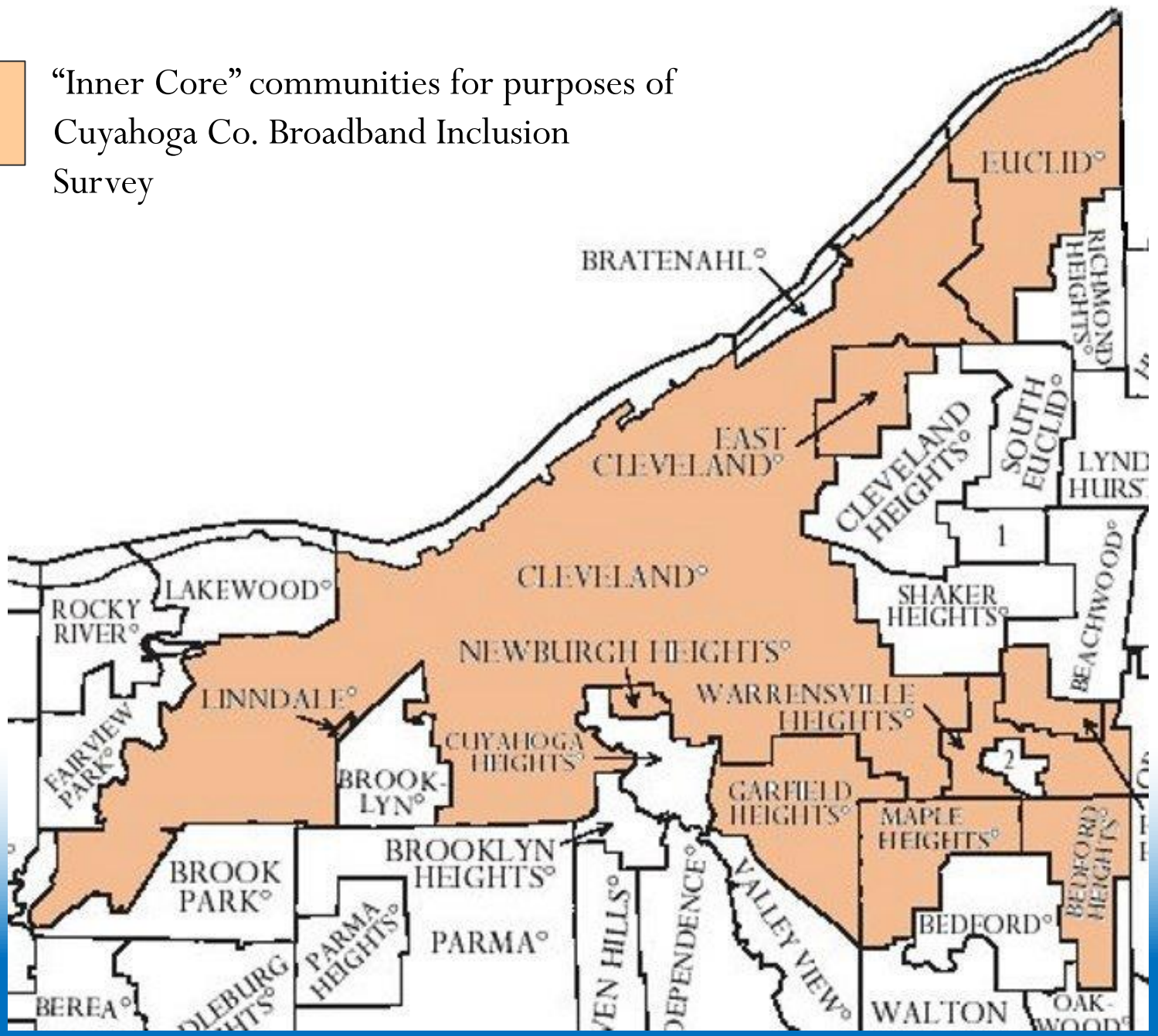
The survey, conducted in October 2012, was commissioned by OneCommunity's Connect Your Community (CYC) Project, and carried out by a team of researchers from the University of Iowa, the University of Illinois at Chicago, and the Eagleton Center of Rutgers University. The principal authors are Dr. Caroline Tolbert of the University of Iowa and Dr. Karen Mossberger of the University of Illinois, with support from CYC Project Assistant Director Samantha Schartman-Cycyk.

2012 Cuyahoga County Broadband Inclusion Survey

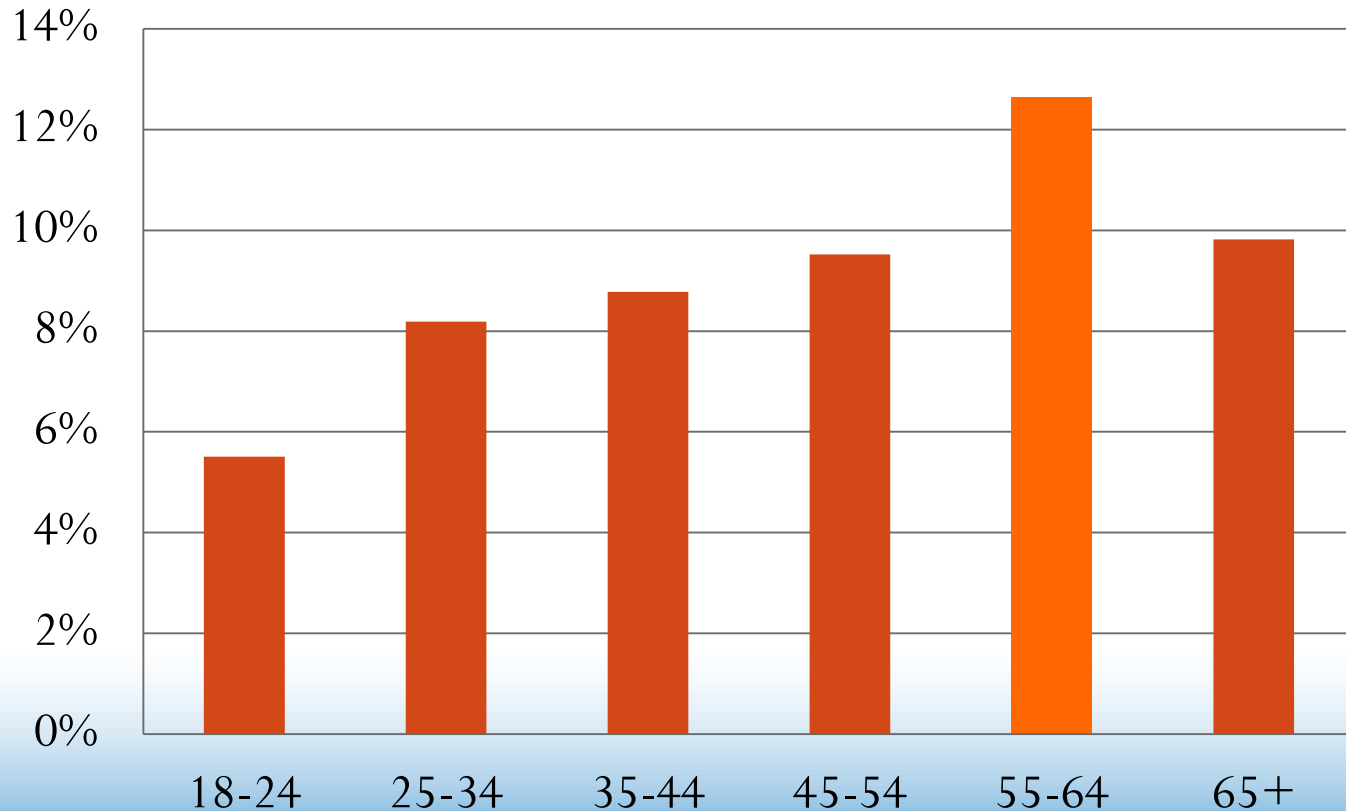
In addition to data for Cuyahoga County residents as a whole, the survey report provides the same data for **686 respondents who live in what we call “Inner Core”** communities... i.e. the city of Cleveland and nine adjacent municipalities¹ with significant levels of household poverty, indicated by Ohio Directions Card participation by 25% or more of their households.



“Inner Core” communities for purposes of Cuyahoga Co. Broadband Inclusion Survey

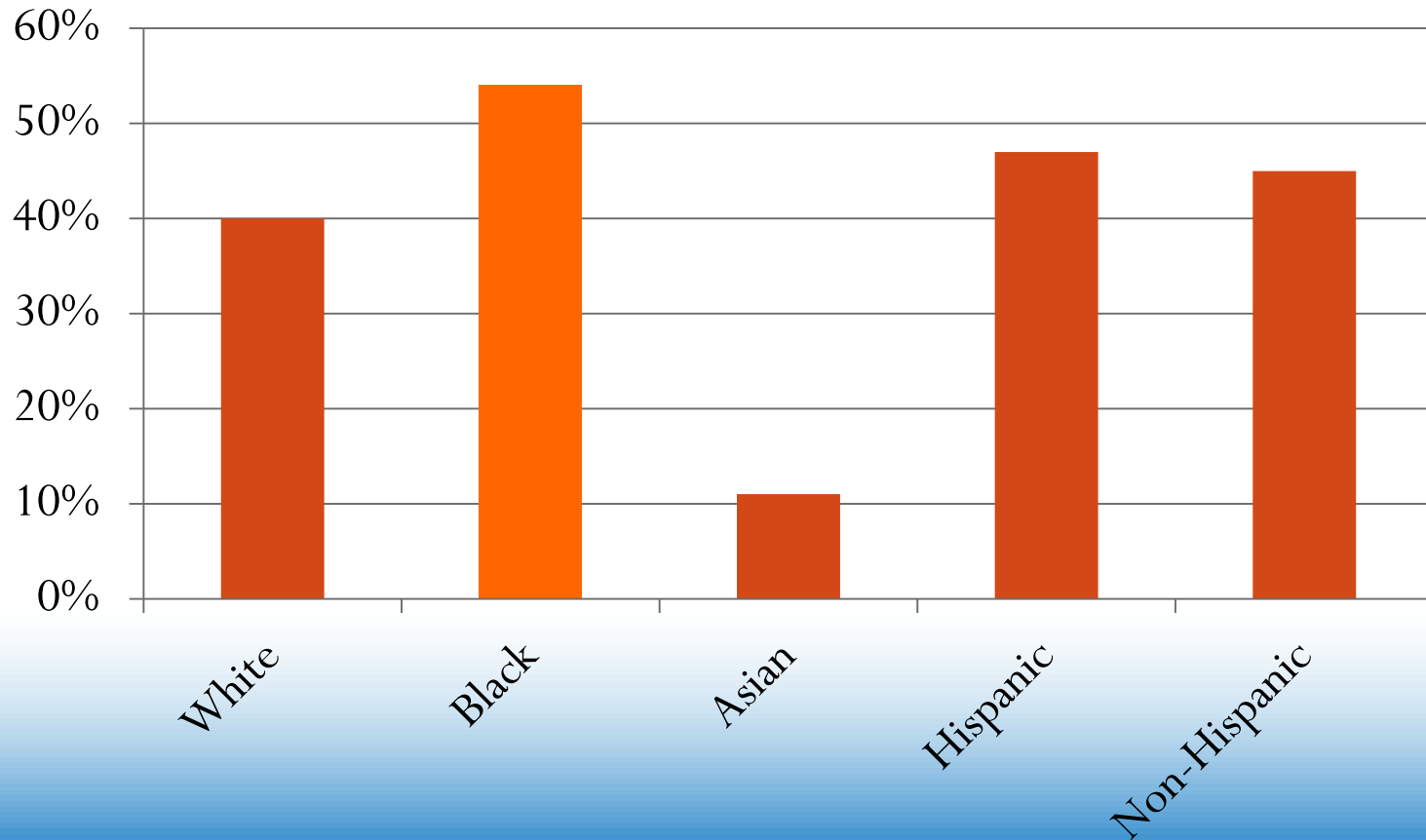


Cleveland + Inner Core Residents without home broadband access by age

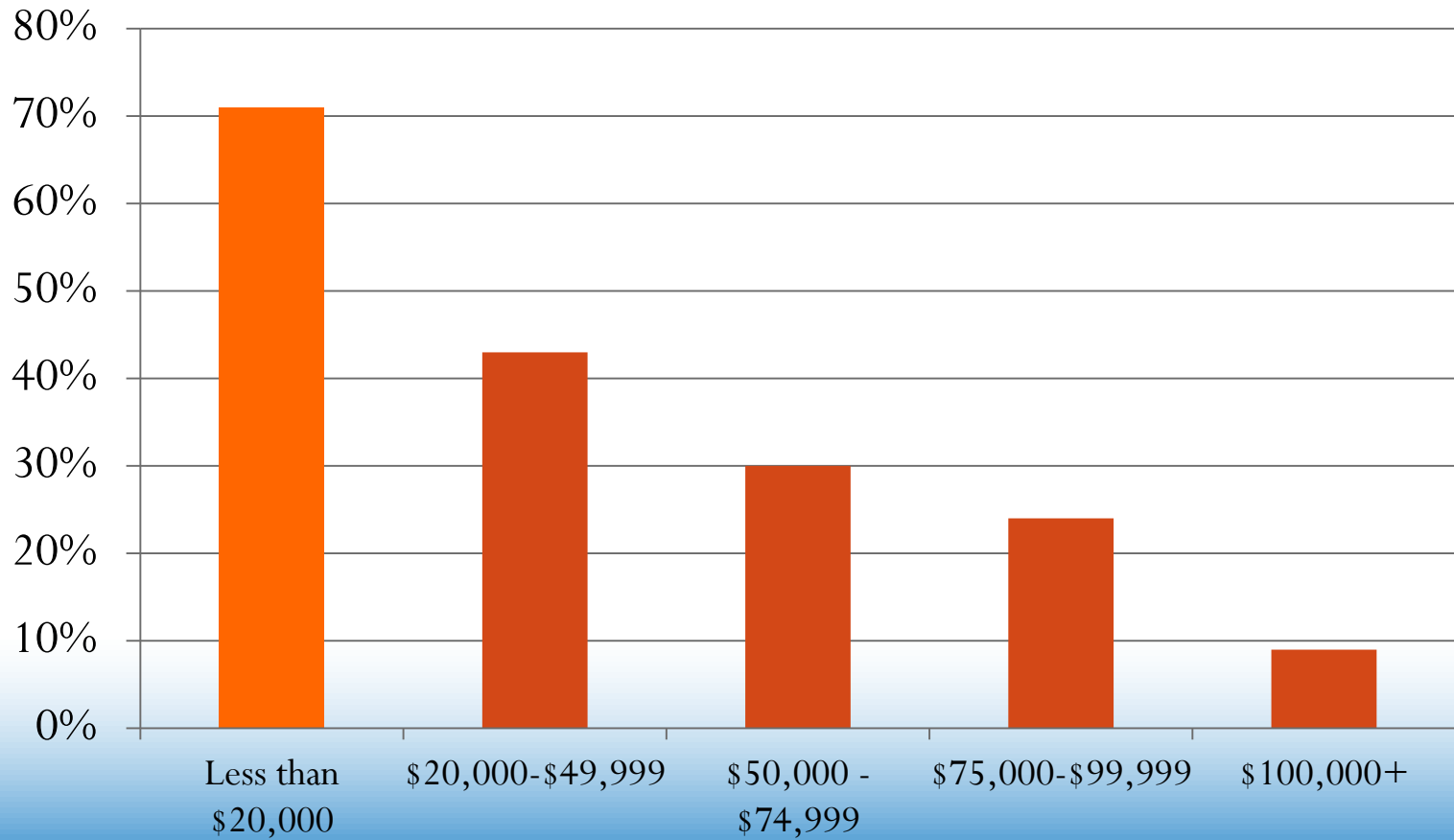


This totals **43%** of all adults in Cleveland and the inner core suburbs!

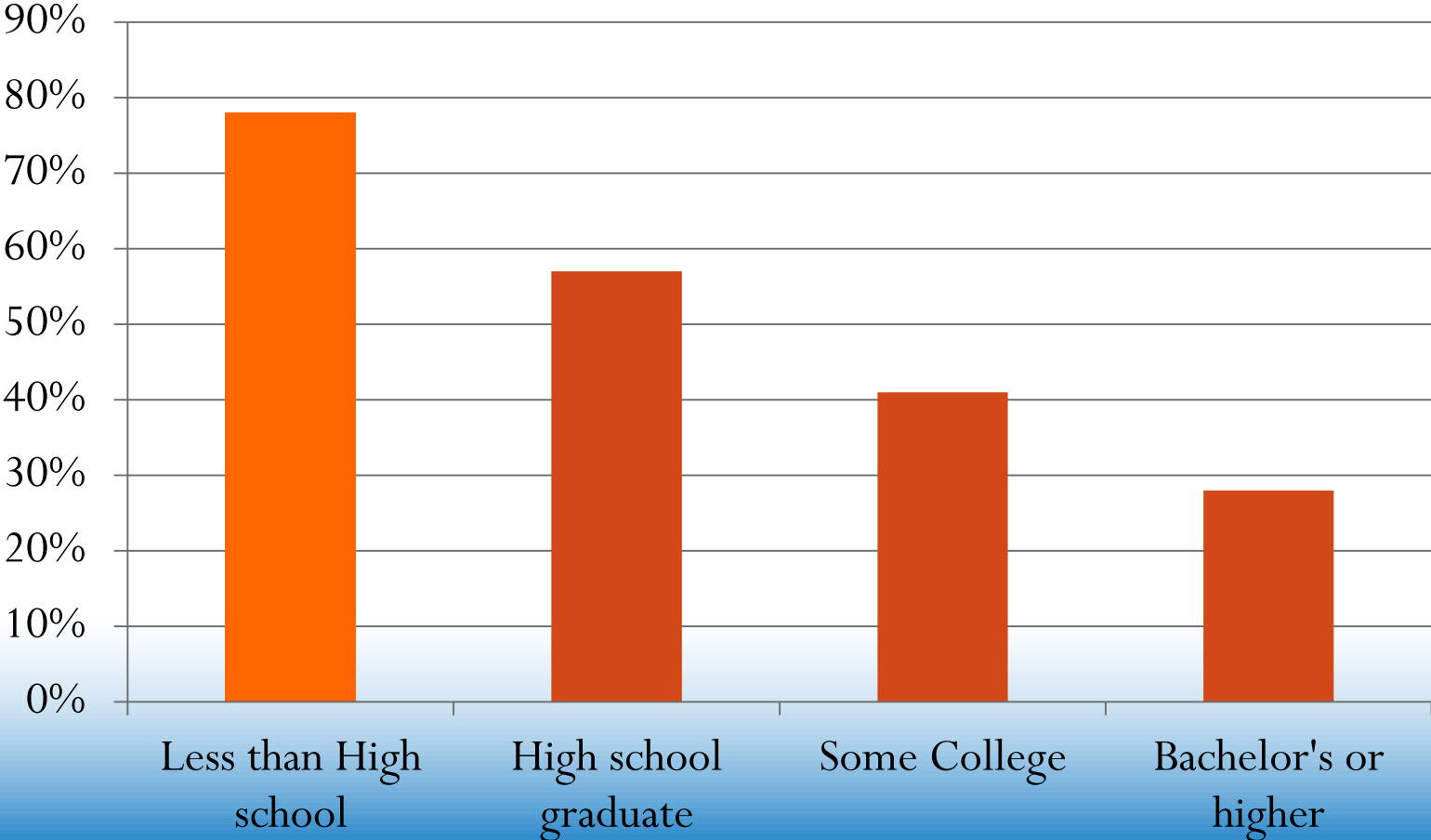
Cleveland + Inner Core Residents Without Home Broadband Access by Ethnicity



Cleveland + Inner Core Residents Without Home Broadband Access by Income



Cleveland + Inner Core Residents Without Home Broadband Access by Education



Cleveland and Inner Core: Online Banking

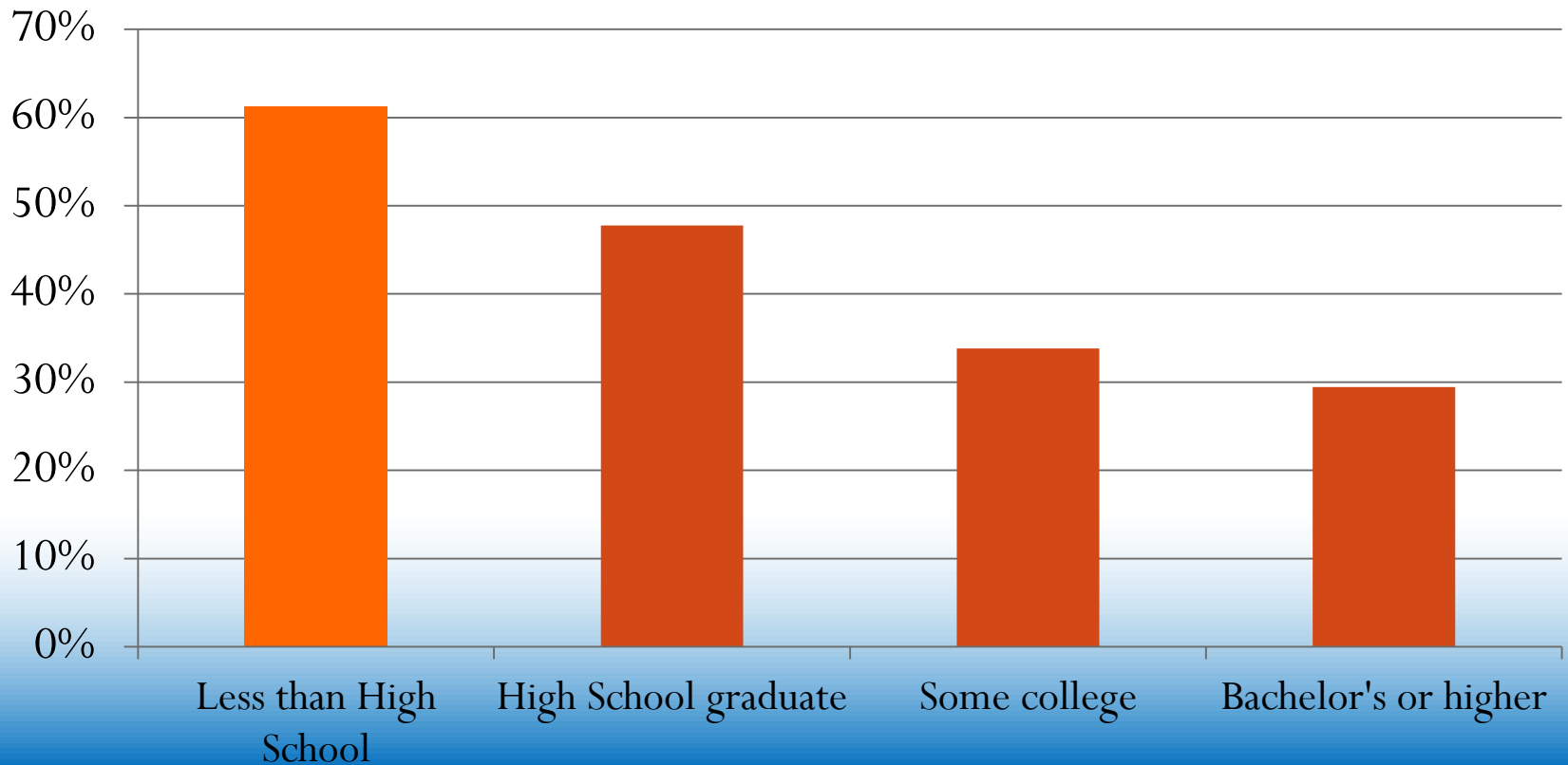
- 36% of all Cleveland and Inner Core Residents have never used a computer and internet connection to bank online.

Cleveland and Inner Core: Online Banking

- 88% of Cleveland and Inner Core Residents **over the age of 65** have never used a computer and internet connection to bank online.

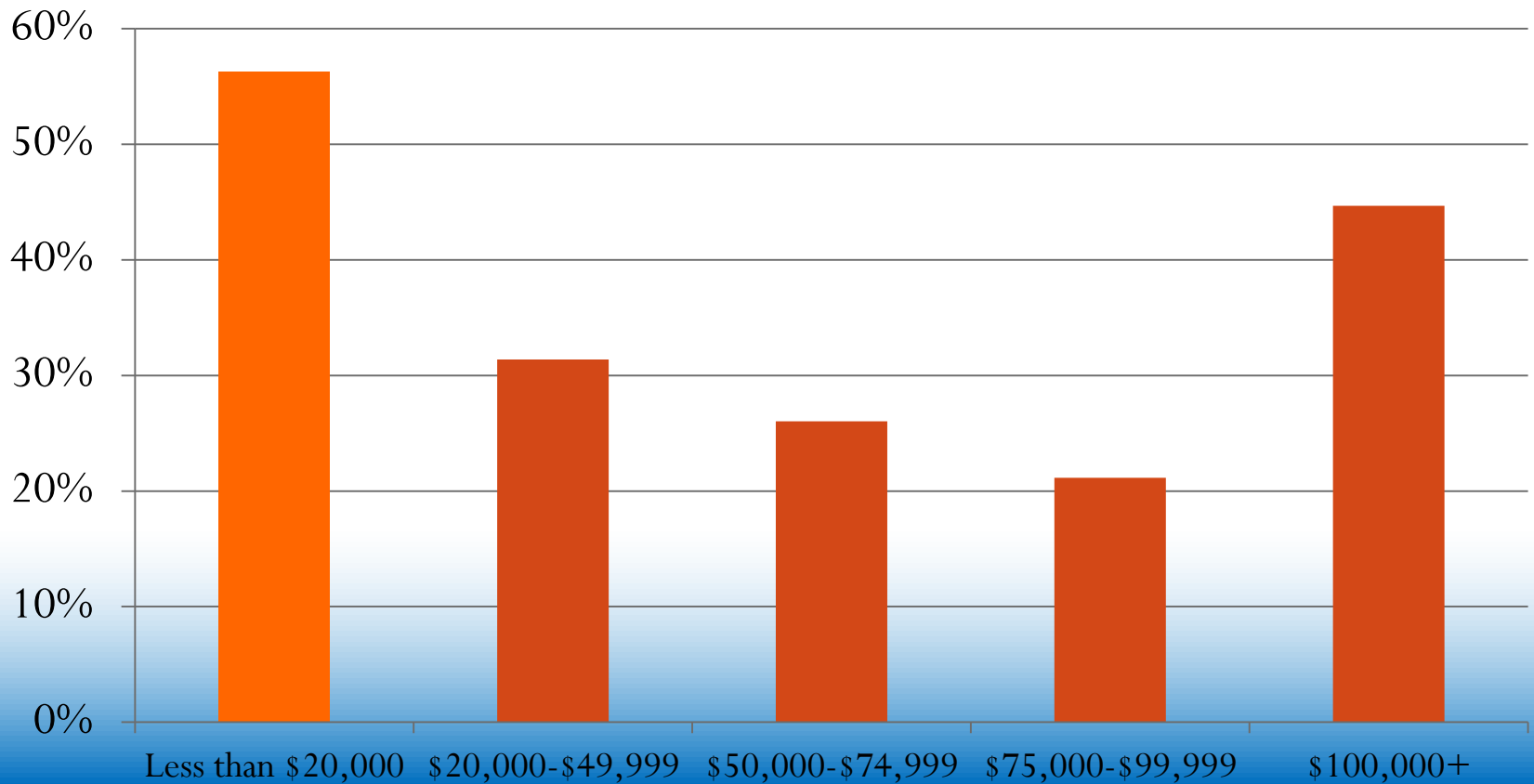
Cleveland and Inner Core:

Percentage of people who have never banked online by educational attainment



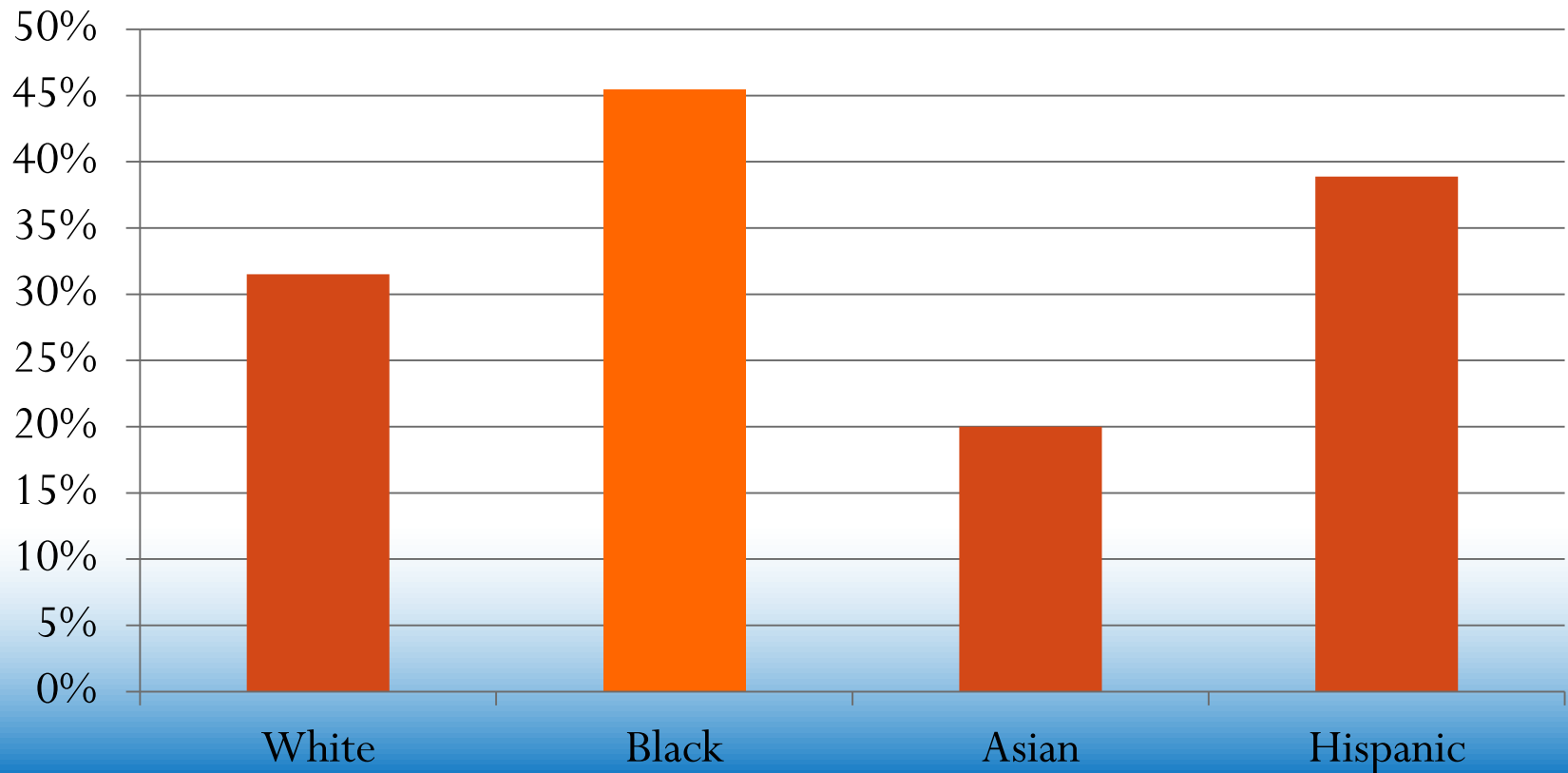
Cleveland and Inner Core:

Percentage of people who have never banked online by household income



Cleveland and Inner Core:

Percentage of people who have never banked online by ethnicity



What about mobile?

- Only 8% of Cleveland and inner core residents rely on a mobile broadband connection to get online.
- 35% still have no personal online access of any kind.

In Sum...

- The **unconnected** and those not leveraging technology skills to perform online financial management are primarily:
 - Ethnically diverse
 - low-income
 - Undereducated
 - older (over the age of 45)
 - Account for MANY Cleveland residents