# 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.)*
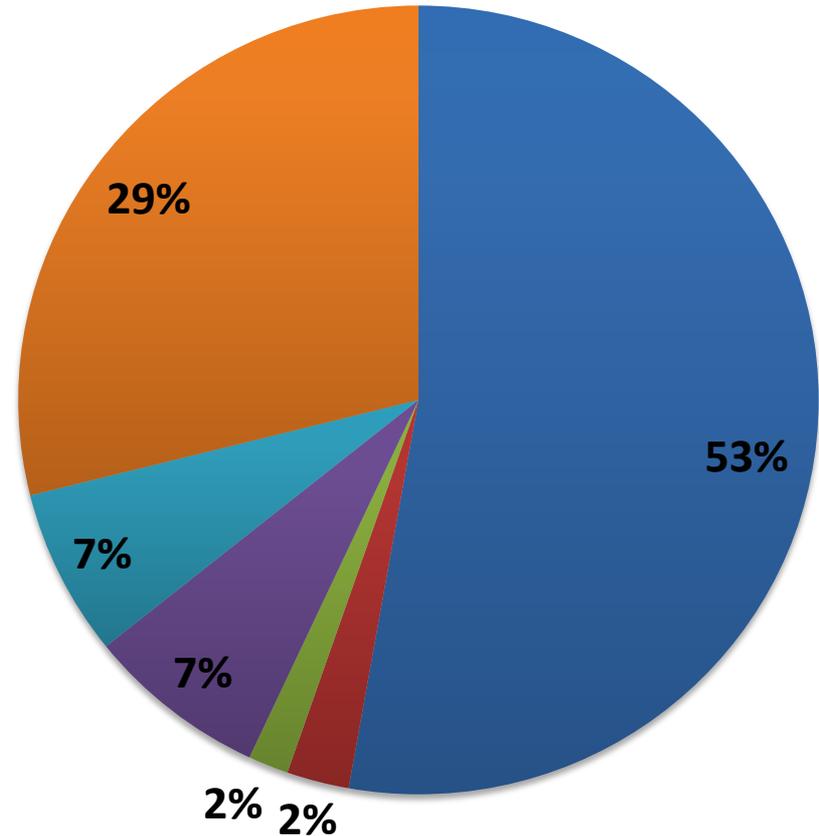
# Reported Home Broadband Connection Numbers



- No — 20%
- Yes — 73%
- (blank) — 7%
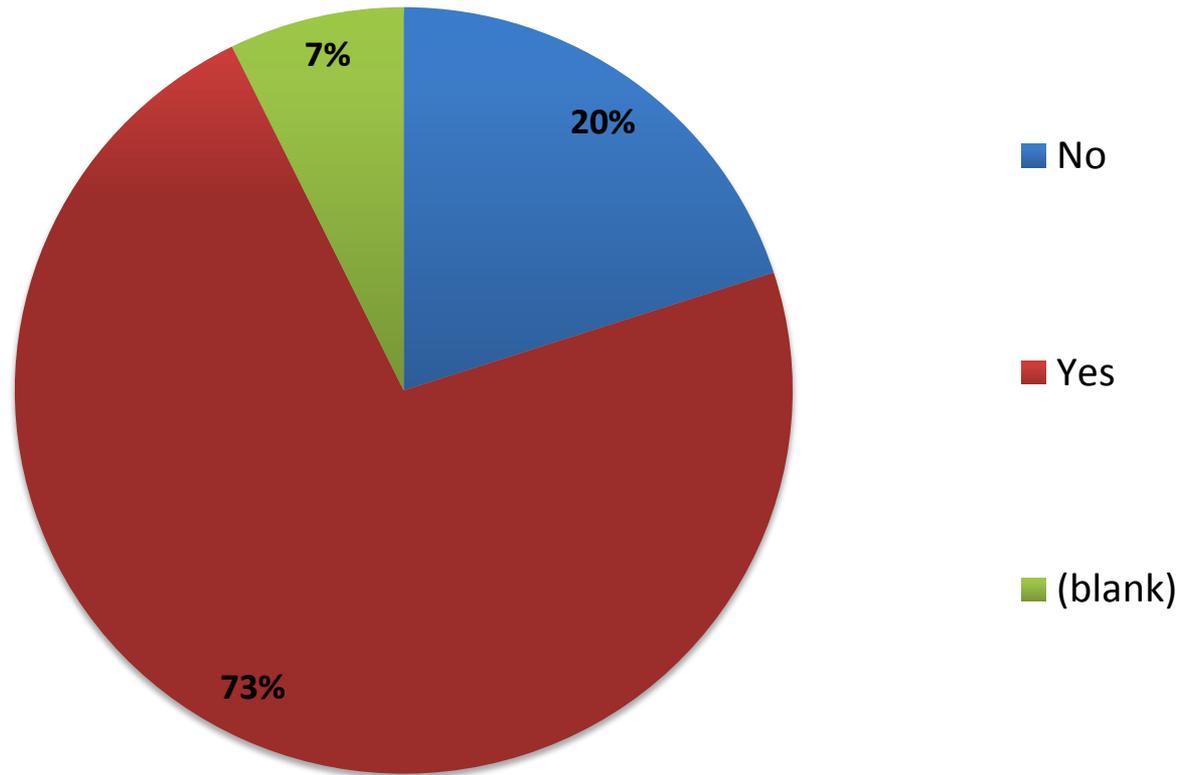
# Ethnicity

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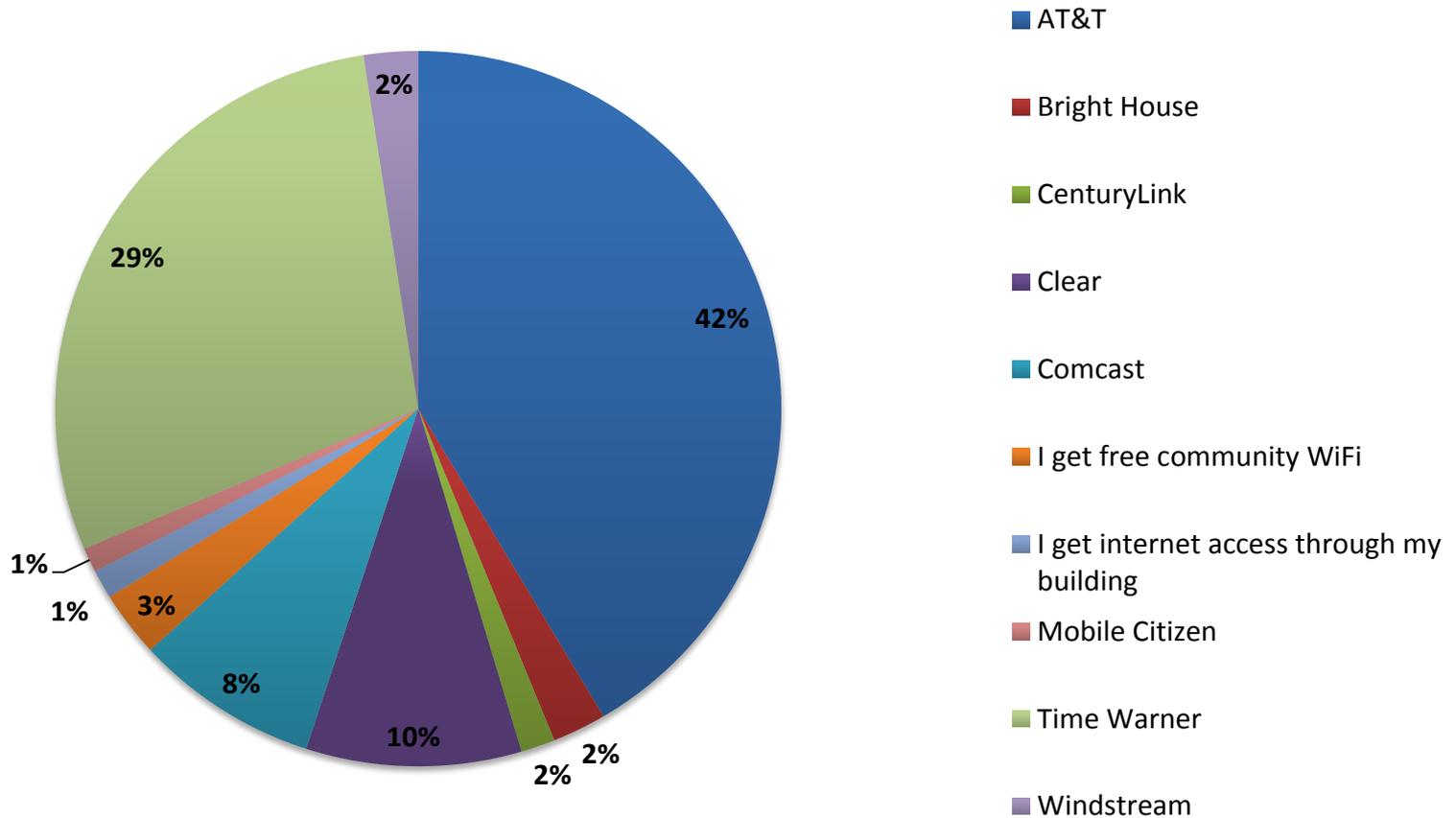- **1**% - other
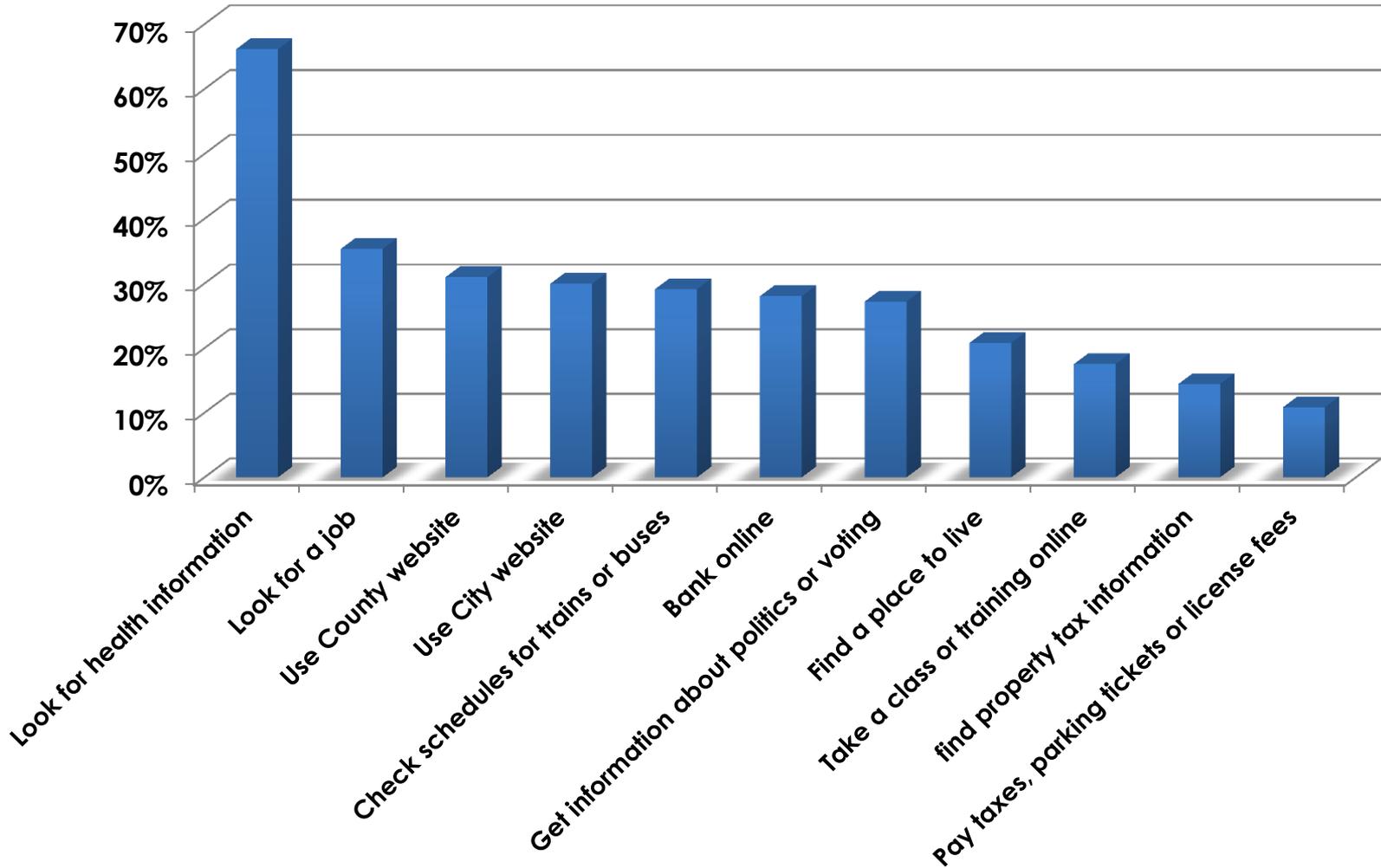- **7**% - prefer not to answer
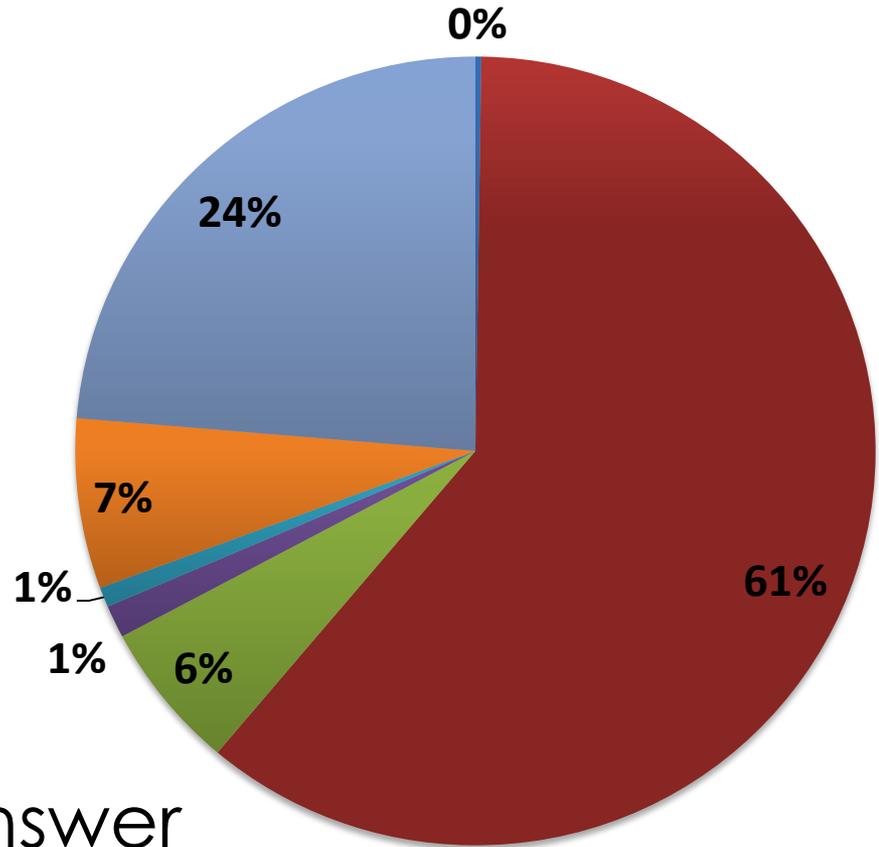
# Marriage Status

- **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

# Online Behaviors

# Government Services

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

# Use of Government Services
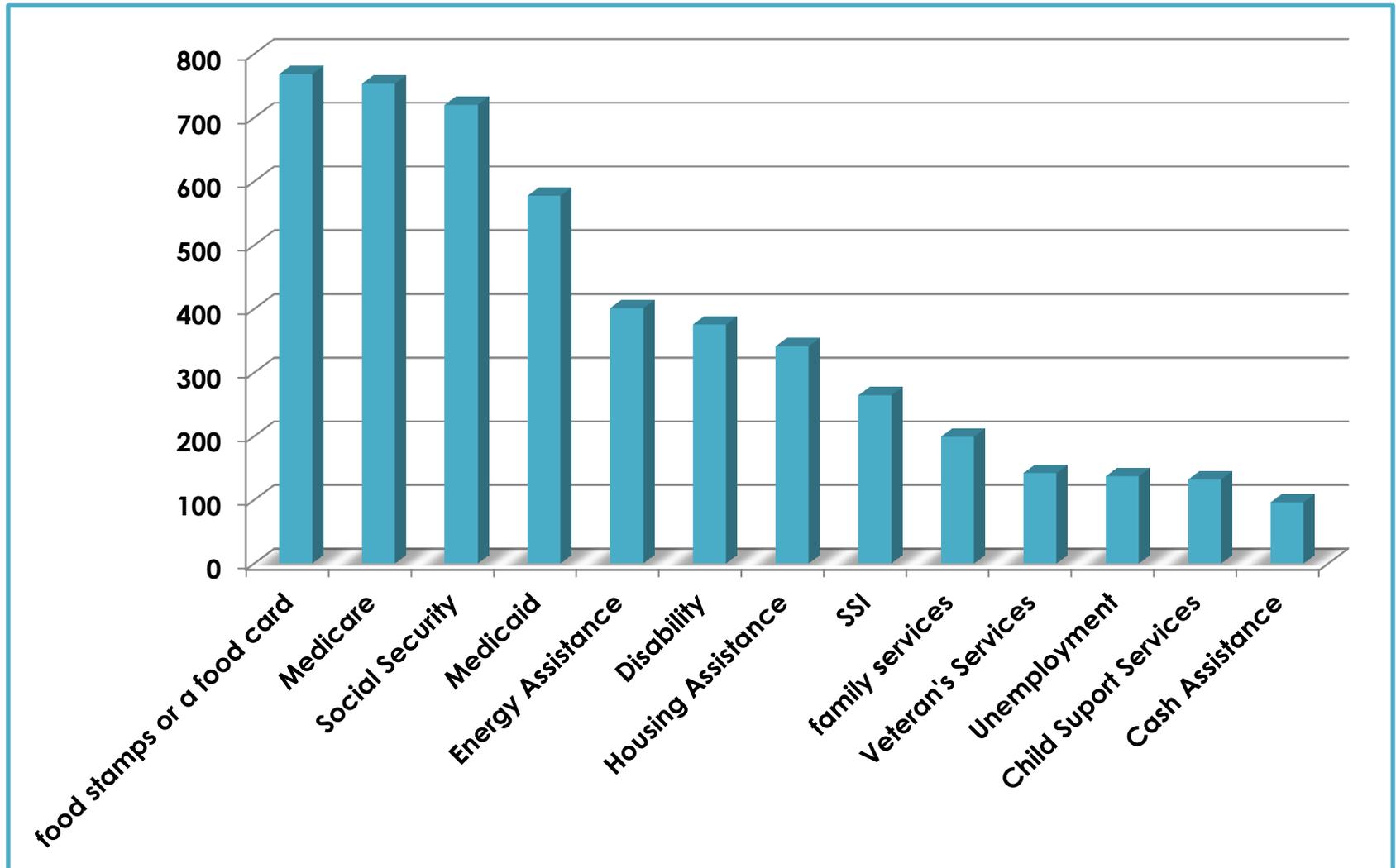
# Use of Government Services

- 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

# Workforce Impact

48% of working-age adults surveyed
are currently un or under-employed

# Employment Status
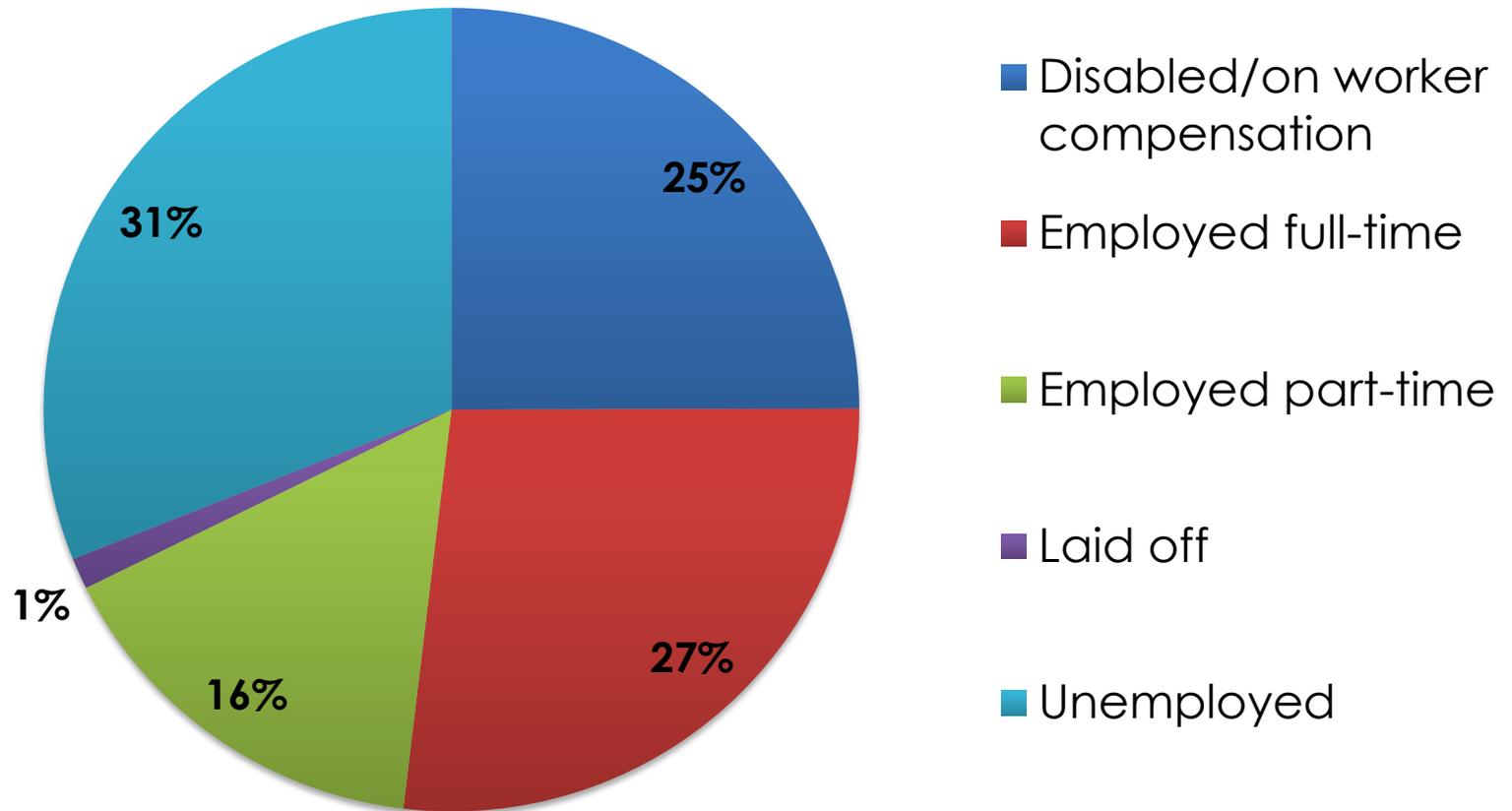
# **Workforce** (continued)

- **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!

# CYC Project Satisfaction (continued)

- **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!!

# CYC Project Satisfaction (continued)

- 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!

# **CYC Project Satisfaction** (continued)

- **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**
## is a project of OneCommunity
## Cleveland, Ohio

With major funding by the Broadband Technology Opportunities Program (BTOP)

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