

Community Technology Survey

City of Tacoma

Information Technology Department

City Council Study Session
March 28, 2017



Agenda

- Overview
- Background
- Survey
- Results
- Preliminary Recommendations
- Next Steps



Overview

ITD is pleased to share the results of the 2016 Community Technology Survey & preliminary recommendations



Background

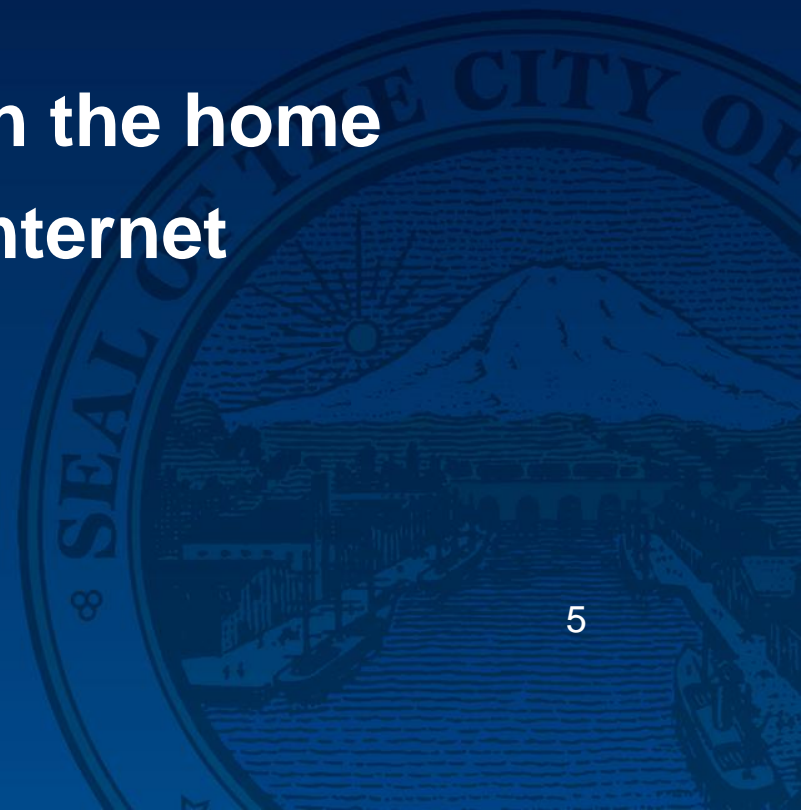
Why did we conduct this survey?

- 2025 Vision & Guiding Principles
- Data sources suggested disparities
- Insights to experience of Tacoma residents & how technology is used
- Understand the effects of policy, business decisions, marketplace

Survey

Scope: Five survey areas

1. Technology in the home
2. Internet access
3. Internet connectivity in the home
4. Use of technology & Internet
5. Opinions



Survey

Approach & methodology

- Designed for Tacoma
- Mail survey (August – November)
- 1,270 randomly selected households
- Multiple languages/response methods
- Supplemental “mini” survey
- 41% response rate
- Limitations

Survey

Demographic profile

	Sample	Weighted	Census	
Gender	42.8%	49%	49%	Male
	56.6%	51%	51%	Female
Age	1.5%	10.6%	13%	18-24
	14%	18.9%	21%	25-34
	25.4%	29.1%	28%	35-50
	32.3%	24.3%	22%	51-64
	16.8%	9.9%	10%	65-75

Survey

Demographic profile

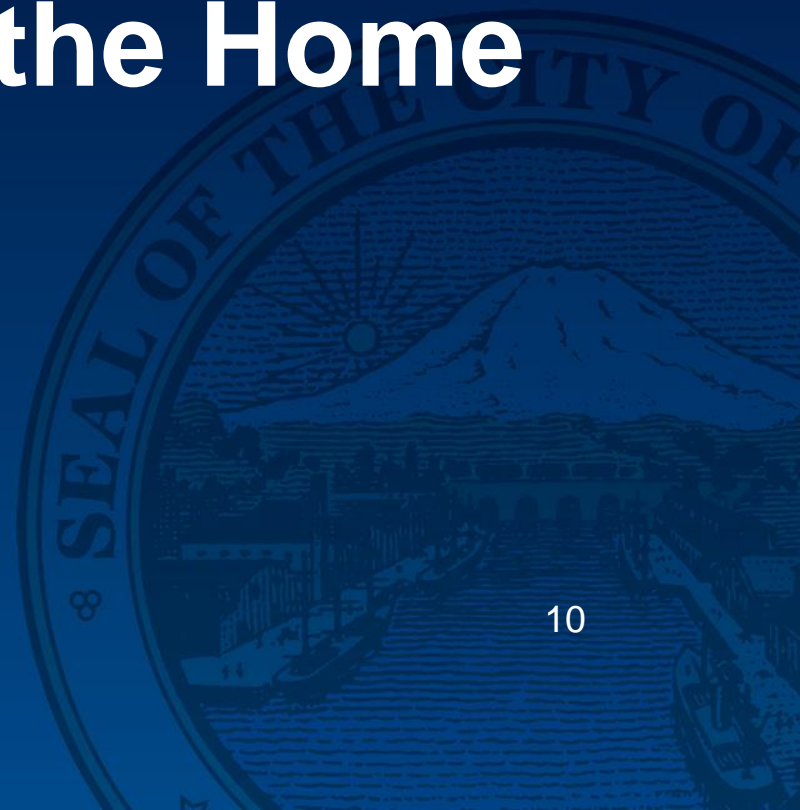
	Sample	Weighted	Census	
Race/ Ethnicity	5.7%	11.1%	11%	African American/Black
	6.5%	9.3%	9%	Asian/Pacific Islander
	79.2%	57.8%	61%	Caucasian/White
	3.3%	13.4%	11%	Hispanic/Latino
	1.4%	1.8%	2%	Native Amer./AK Native
	3.8%	6.7%	7%	Two or more

Survey

Demographic profile

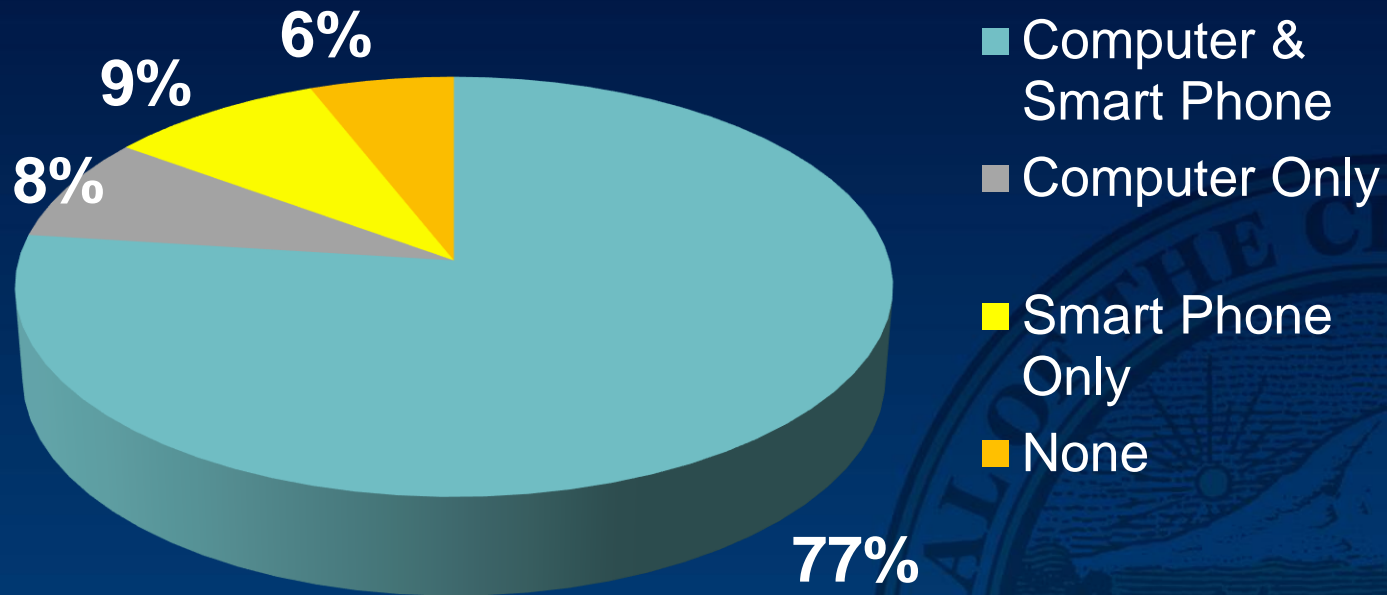
	Sample	Weighted	Census	
Income	10.1%	16.6%	19%	<\$20K
	8%	8.3%	10%	\$20K to <\$30K
	15.5%	23.4%	10%	\$30K to <\$40K
	7.8%	6.7%	9%	\$40K to <\$50K
	21.4%	16.7%	20%	\$50K to <\$75K
	13.7%	13.2%	13%	\$75K to <\$100K
	23.5%	15.1%	20%	\$100K+

Technology in the Home



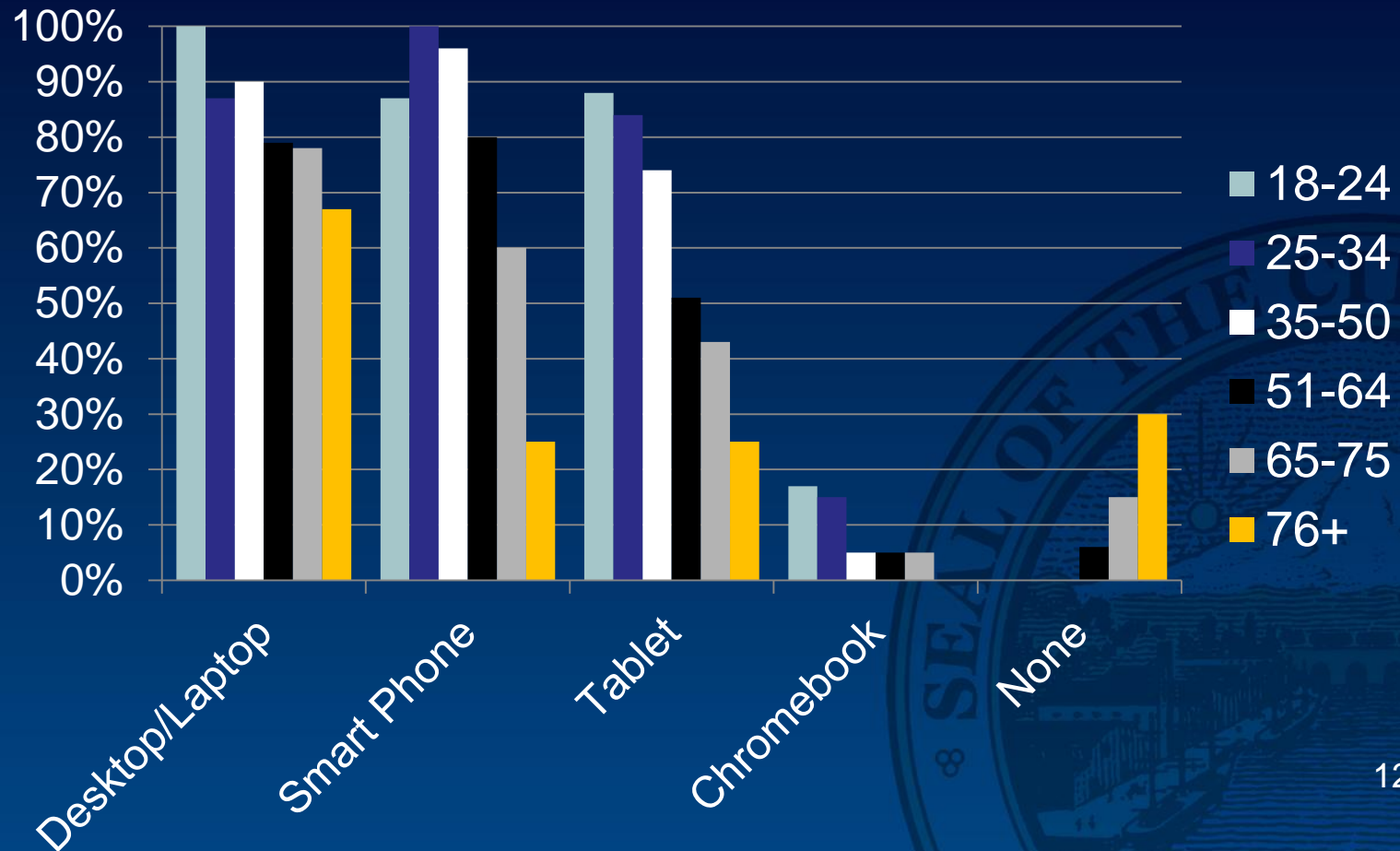
Results

94% of respondents have technology at home



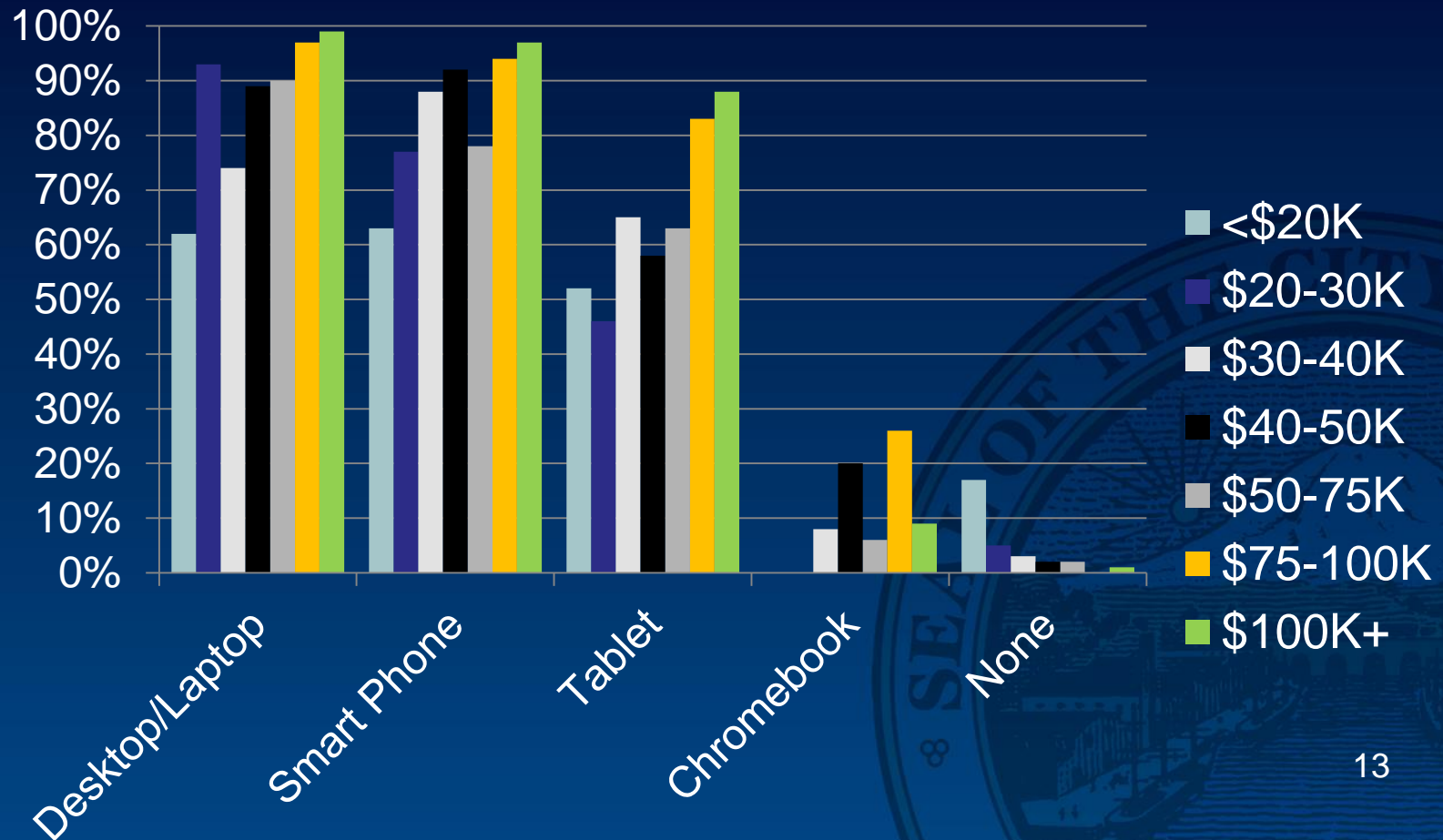
Results

Presence of devices decreases with age

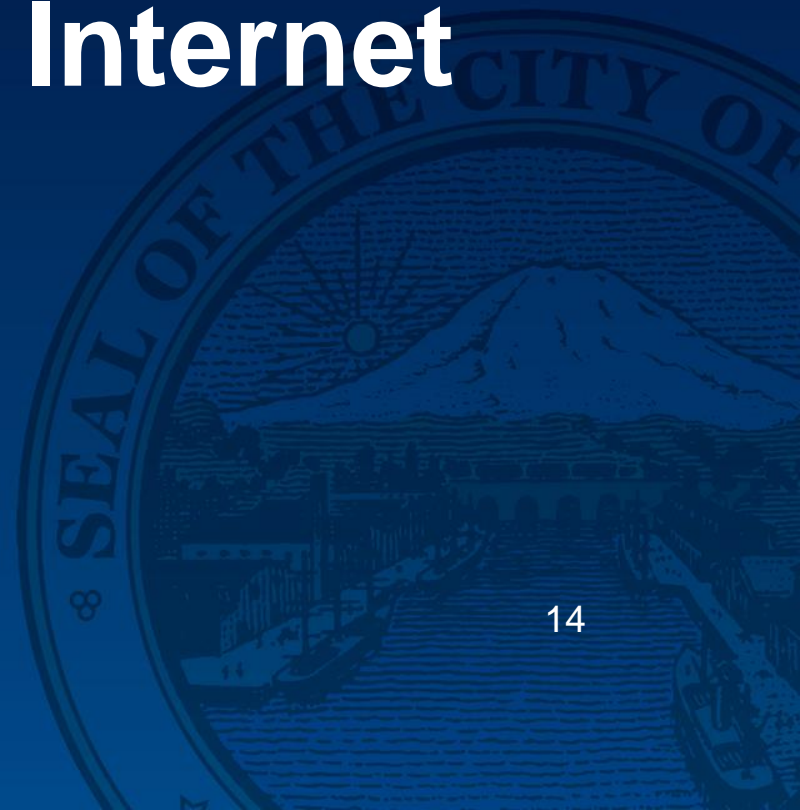


Results

Presence of devices increases with income

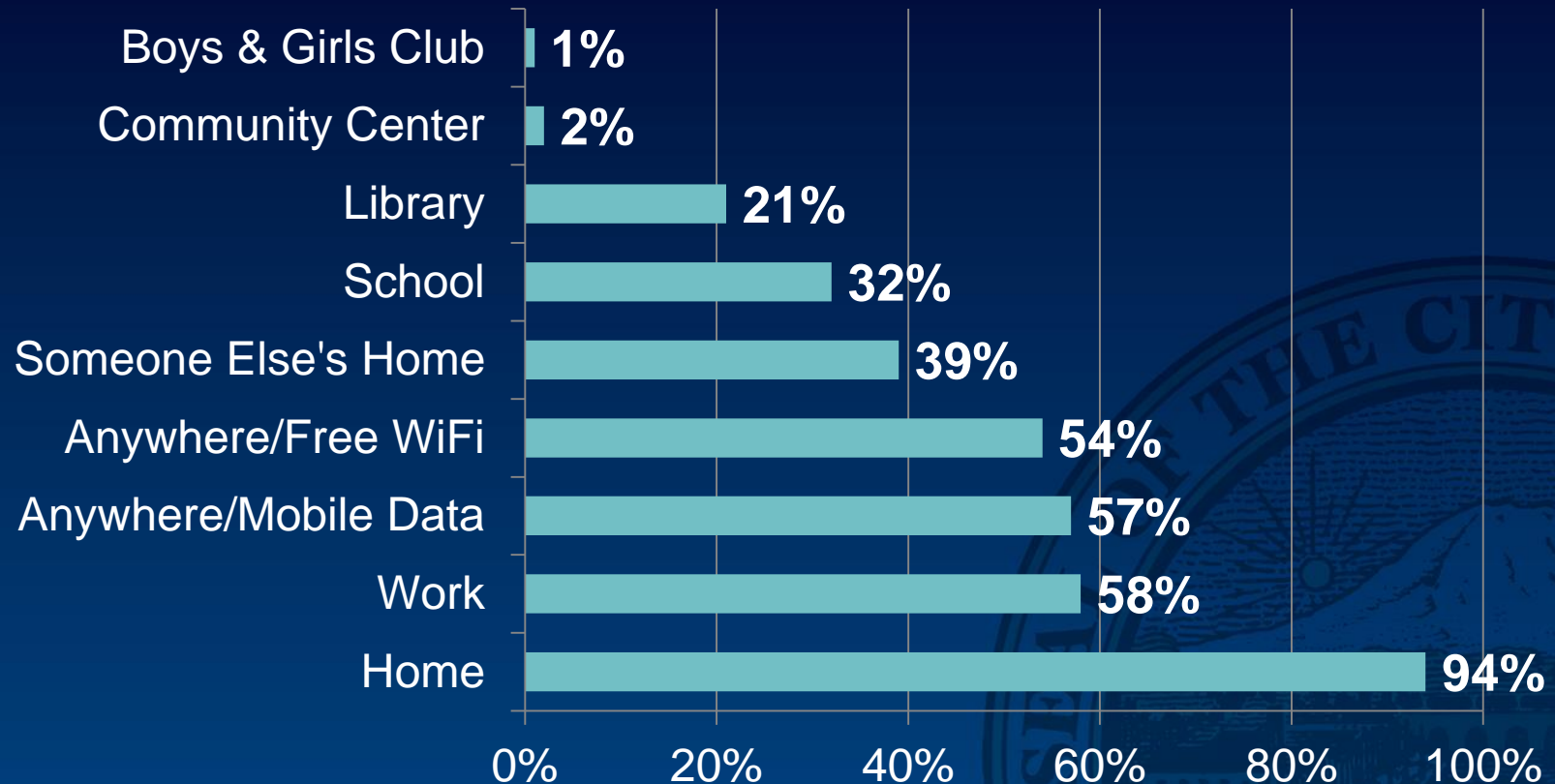


Access to the Internet



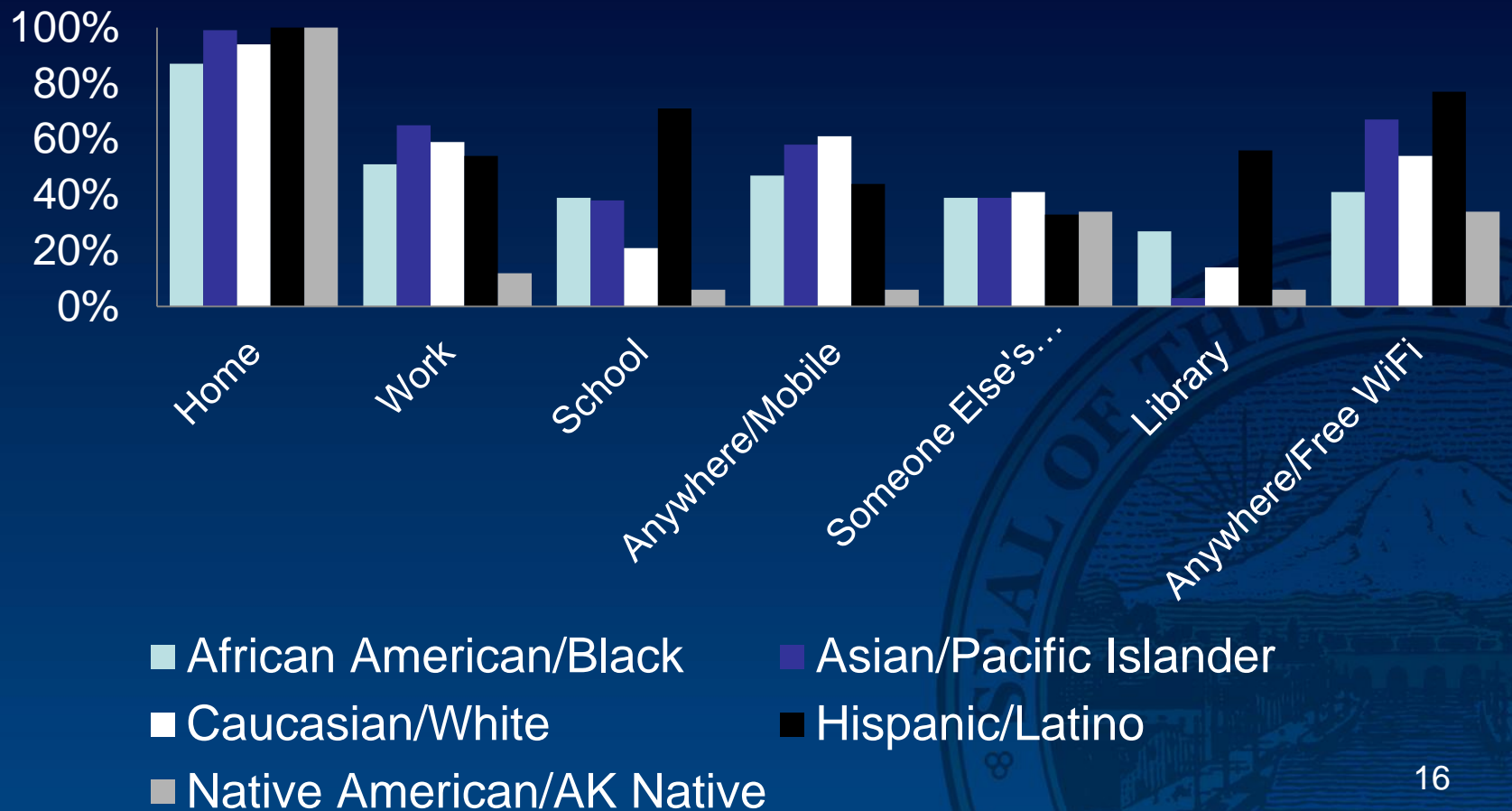
Results

94% of respondents connect to Internet at home



Results

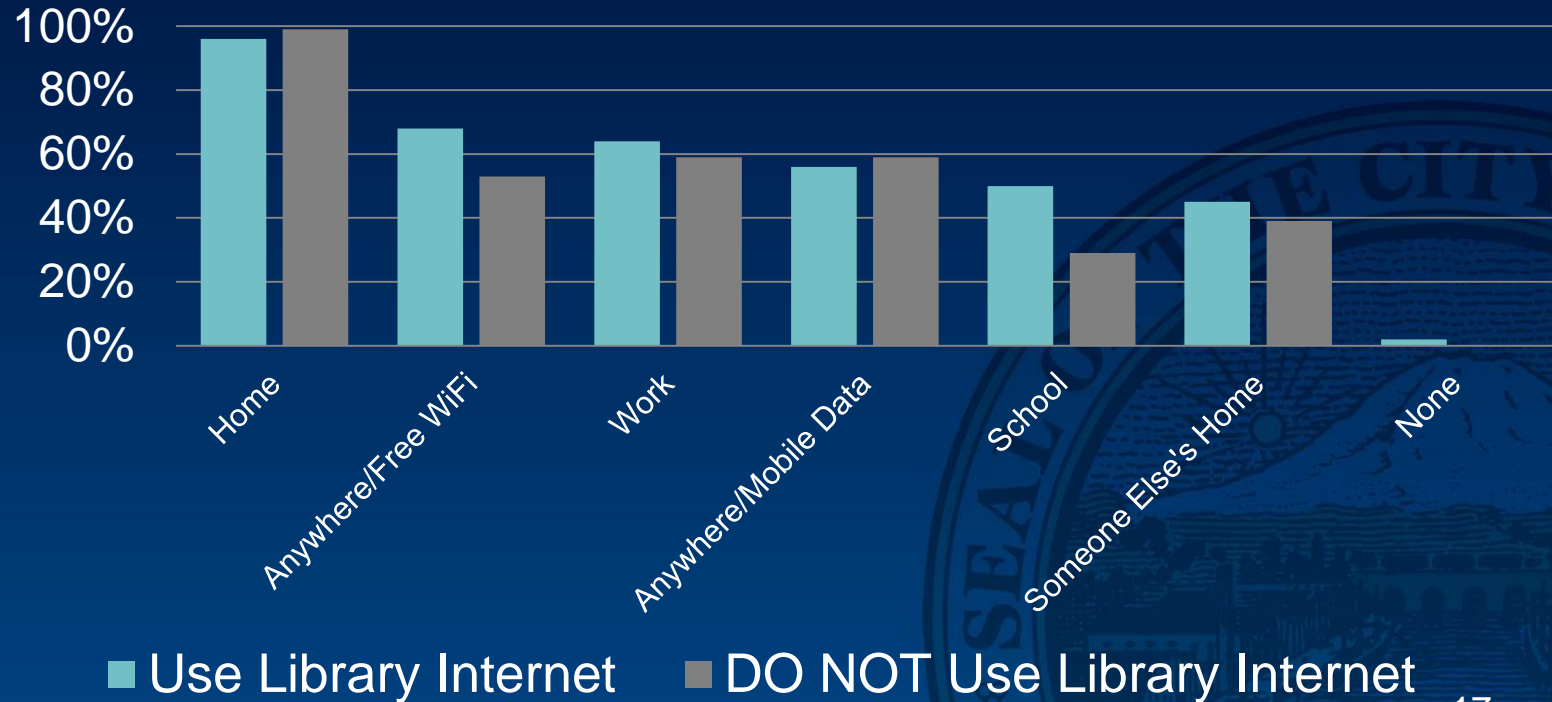
Internet options vary based on race/ethnicity



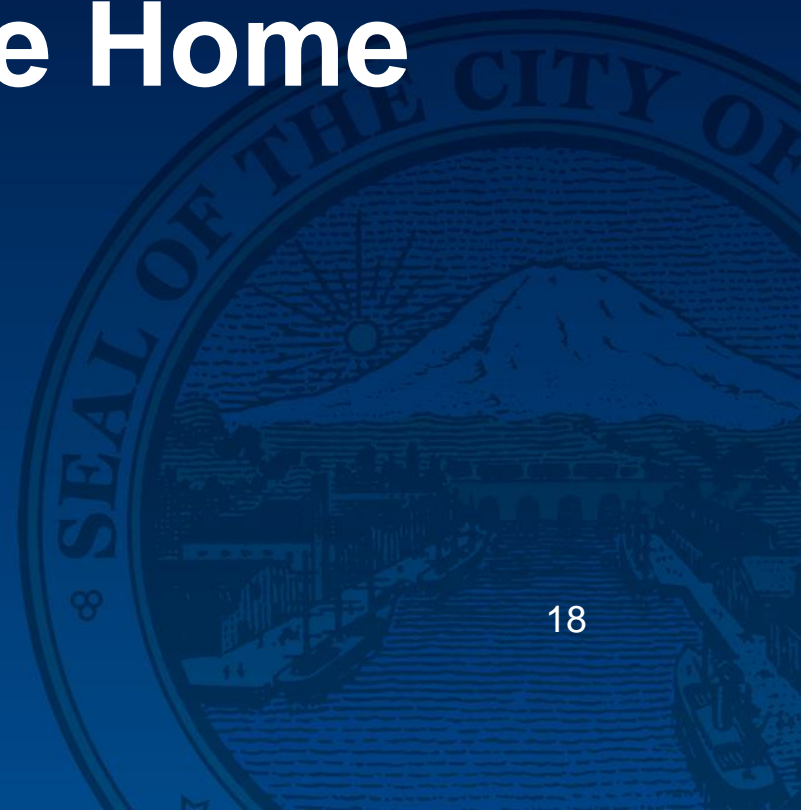
Results

Library Internet services widely utilized

Other Internet Access Options for
Those that DO and DO NOT use Library Access

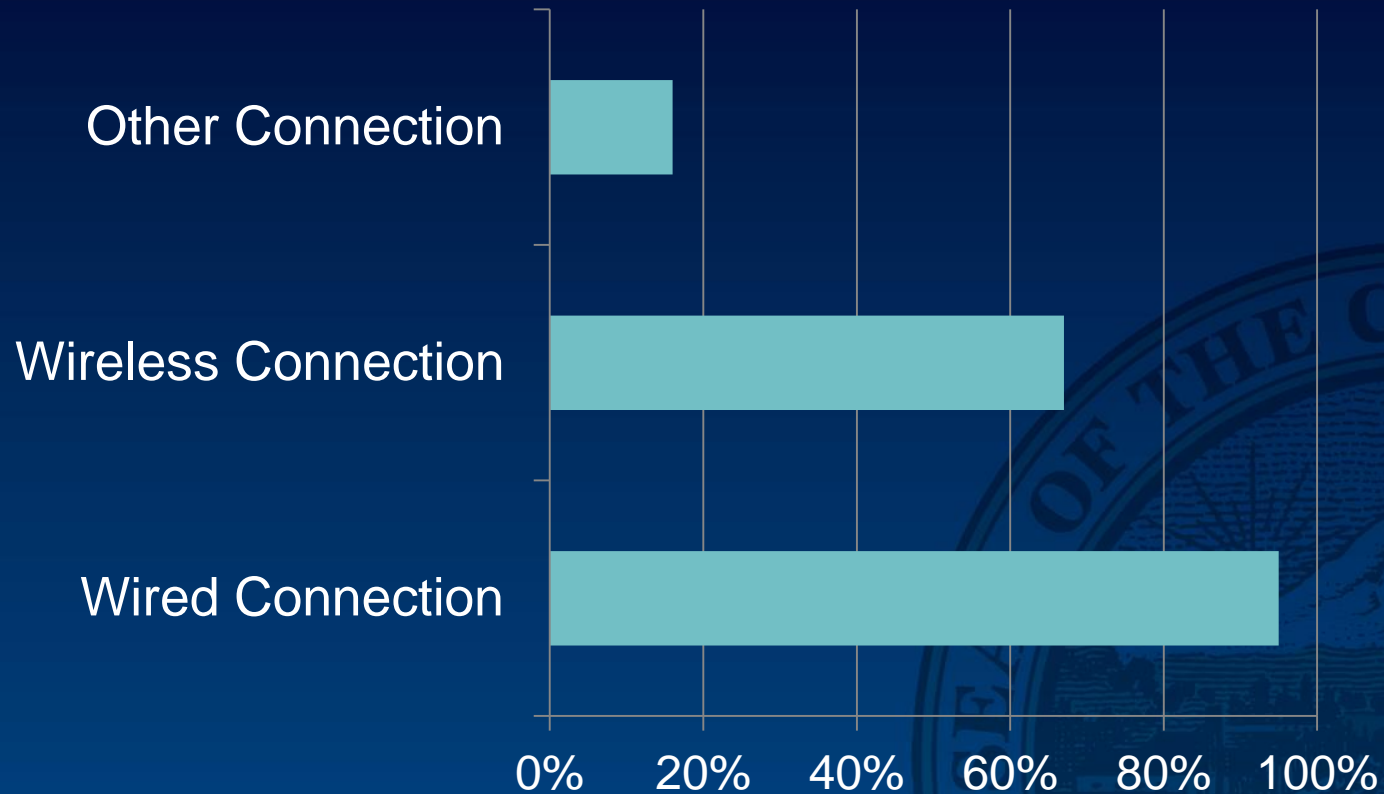


Internet in the Home



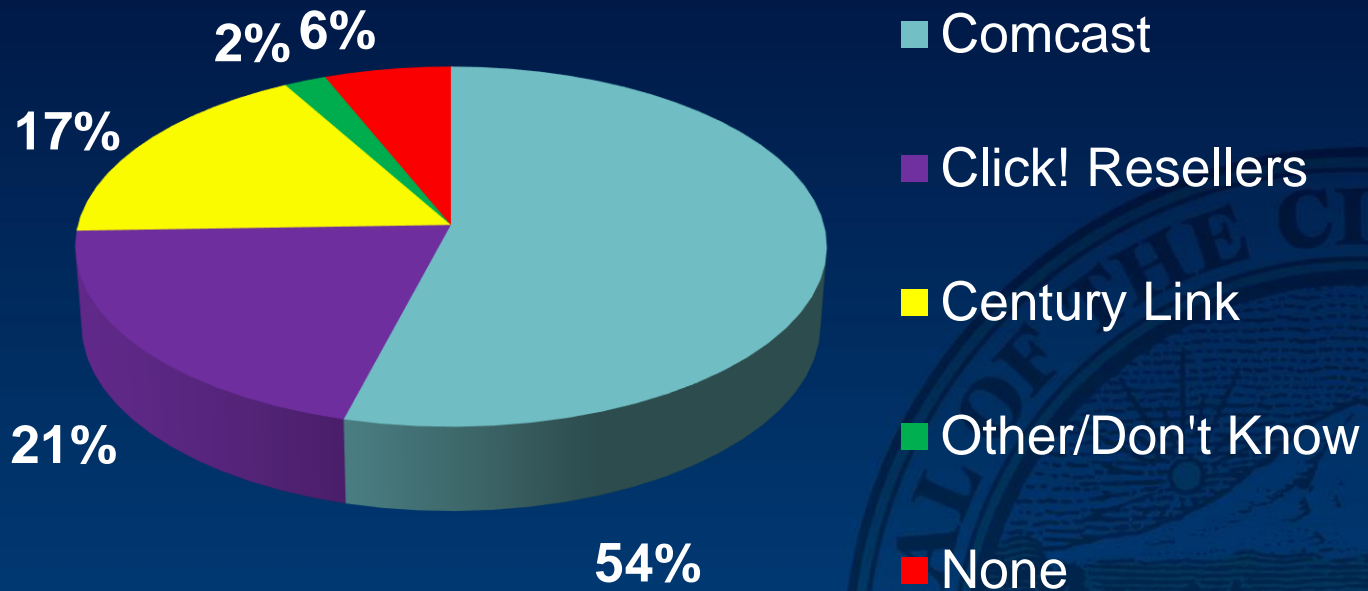
Results

95% of home access with wired connection



Results

Residential ISP market share

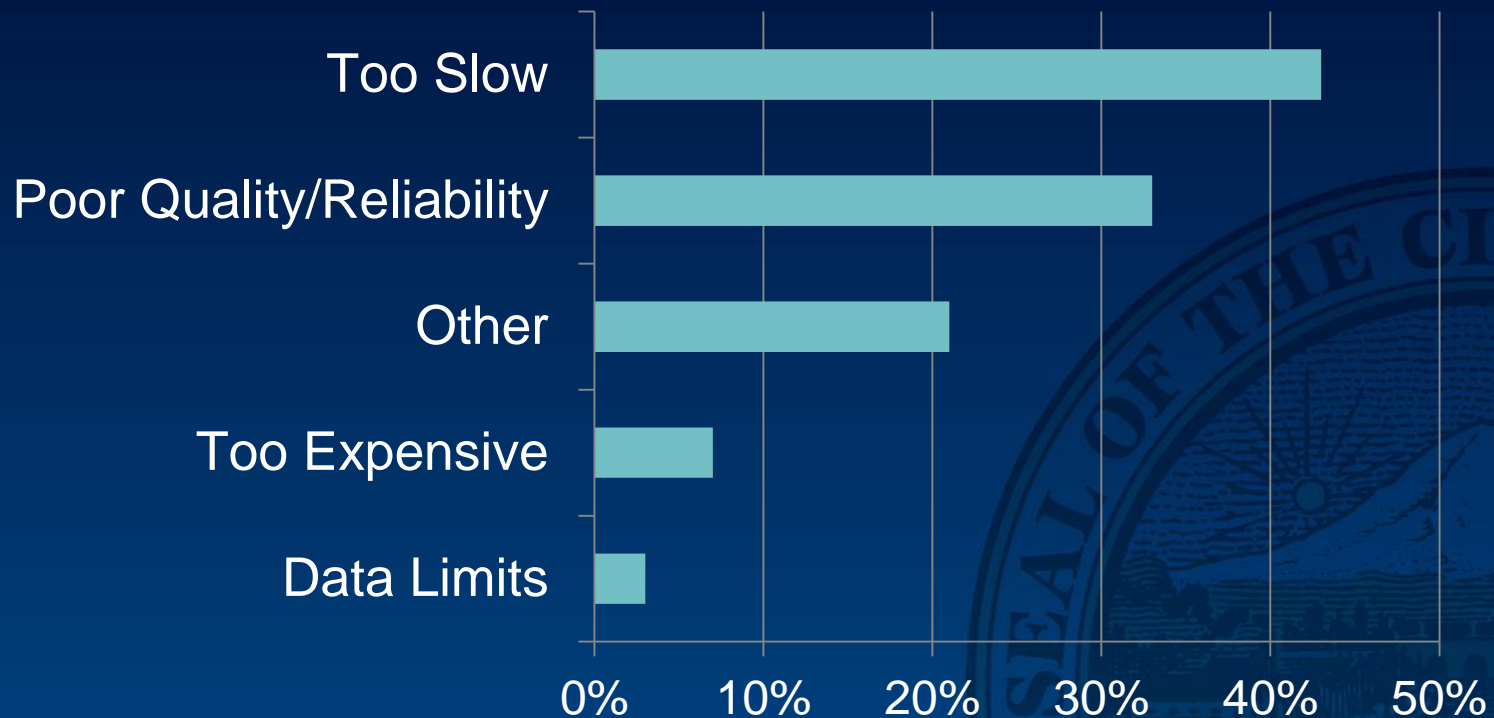


Average monthly payment for Internet alone is \$52; \$131 bundled

Results

85% of respondents satisfied with ISP

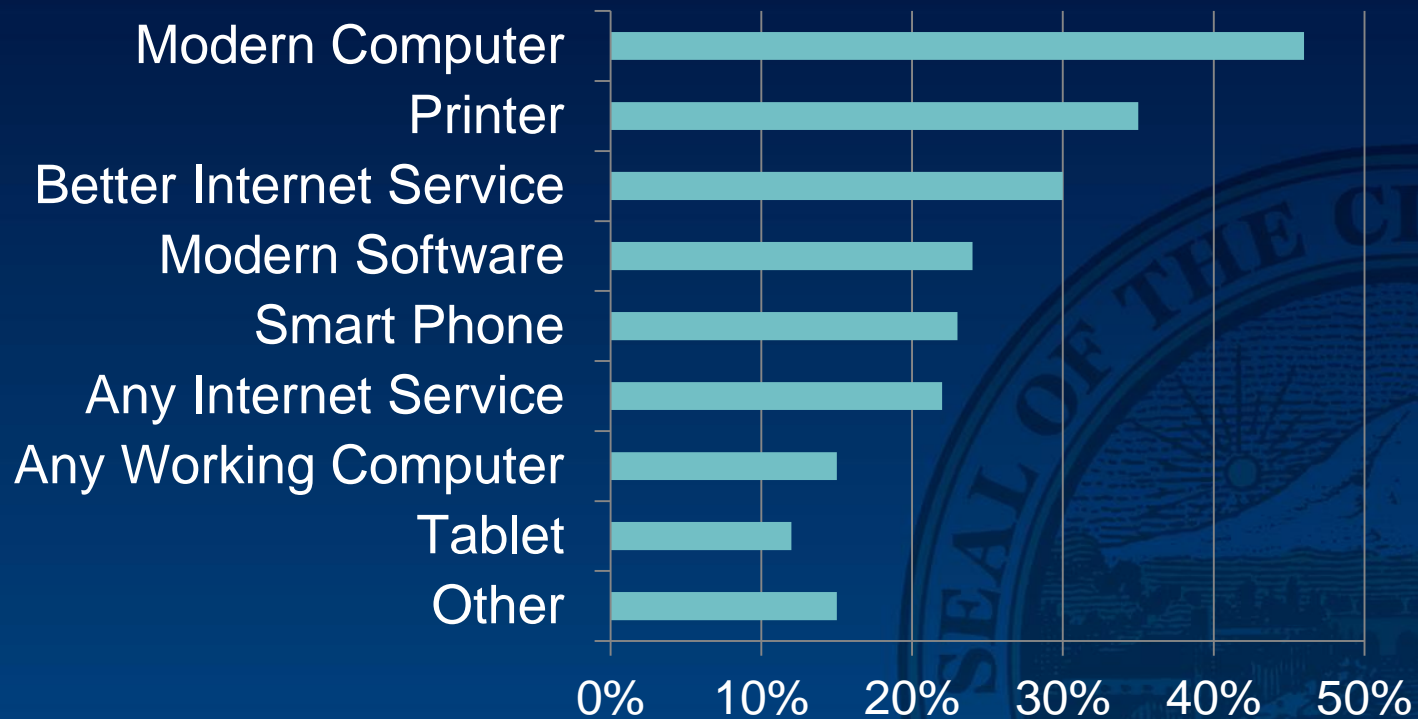
Dissatisfaction Reasons



Results

77% of respondents satisfied with tech experience

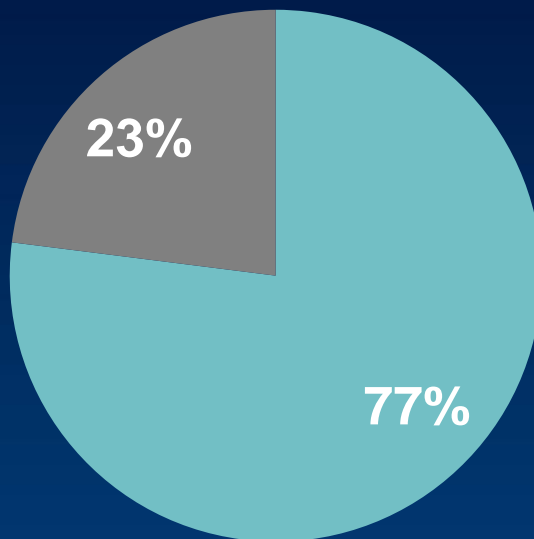
What is Lacking



Results

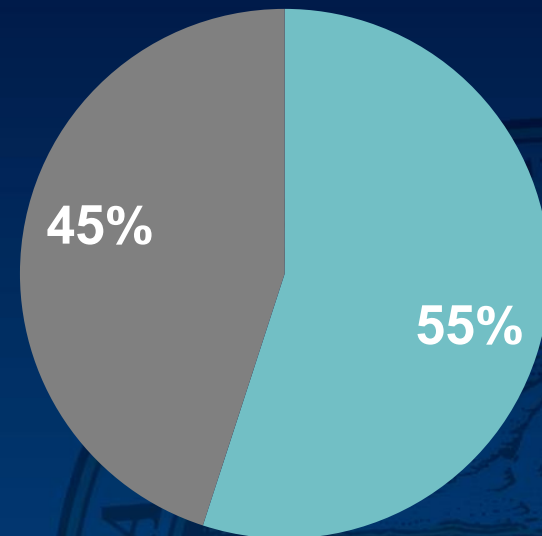
Families with school-aged children less satisfied

All Tacoma



■ Satisfied ■ Not Satisfied

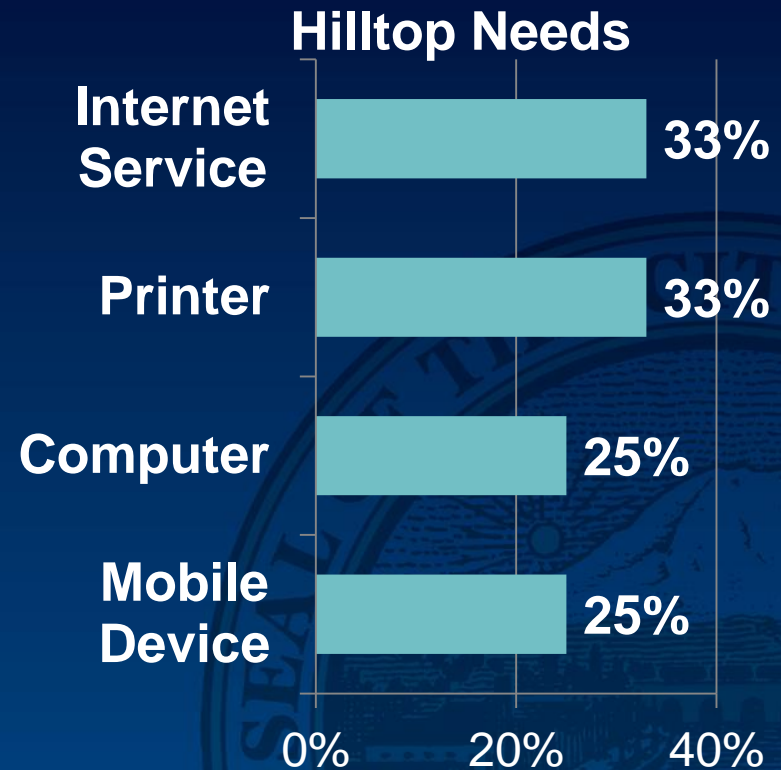
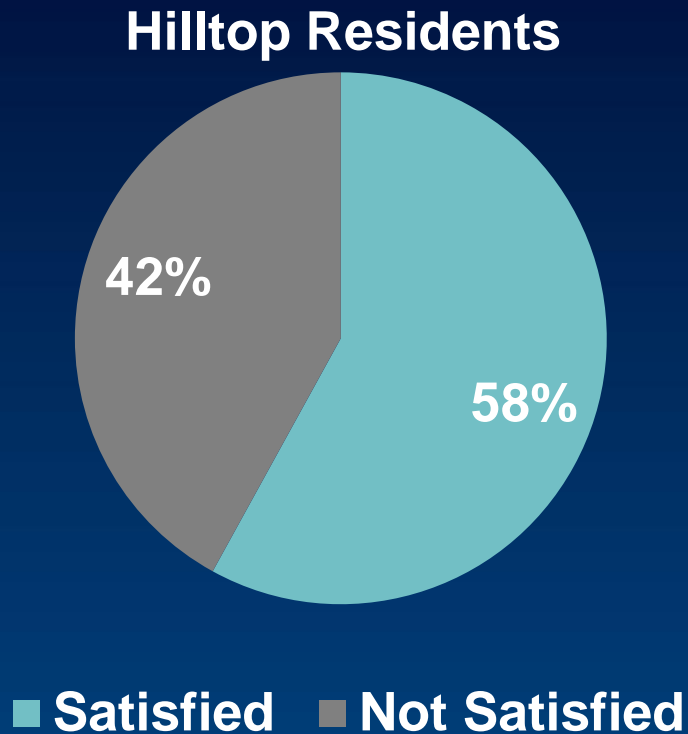
TPS Families



■ Satisfied ■ Not Satisfied

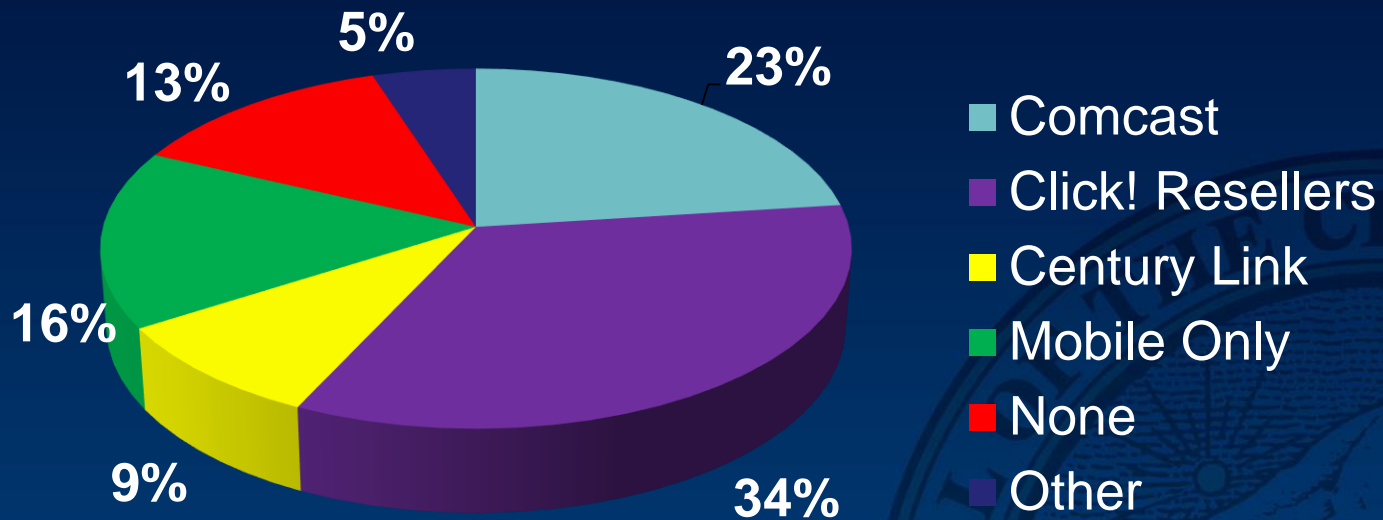
Results

Hilltop residents (98405) less satisfied



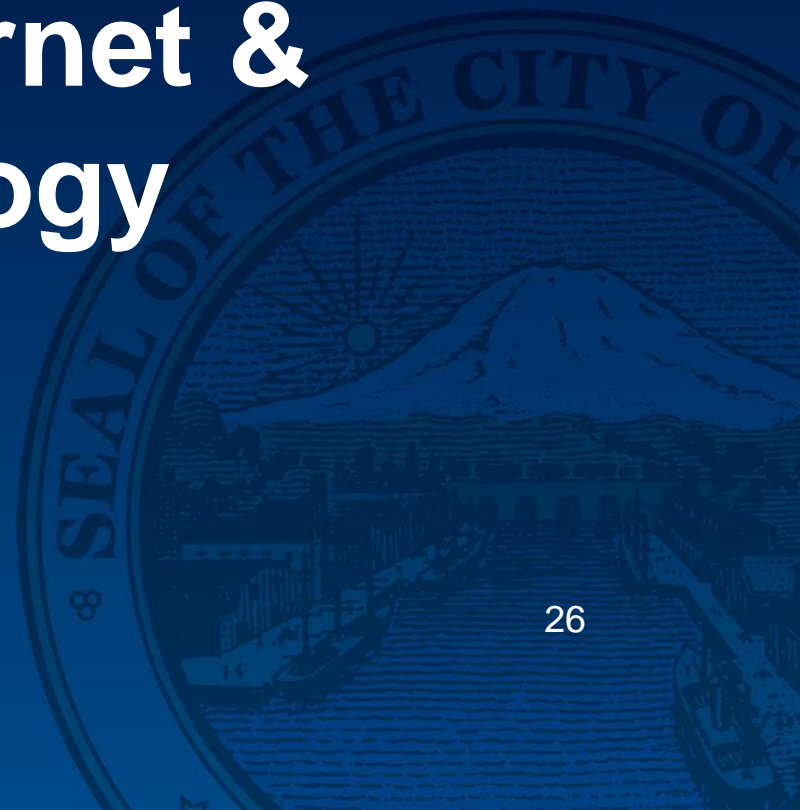
Results

13% Hilltop respondents lack Internet at home



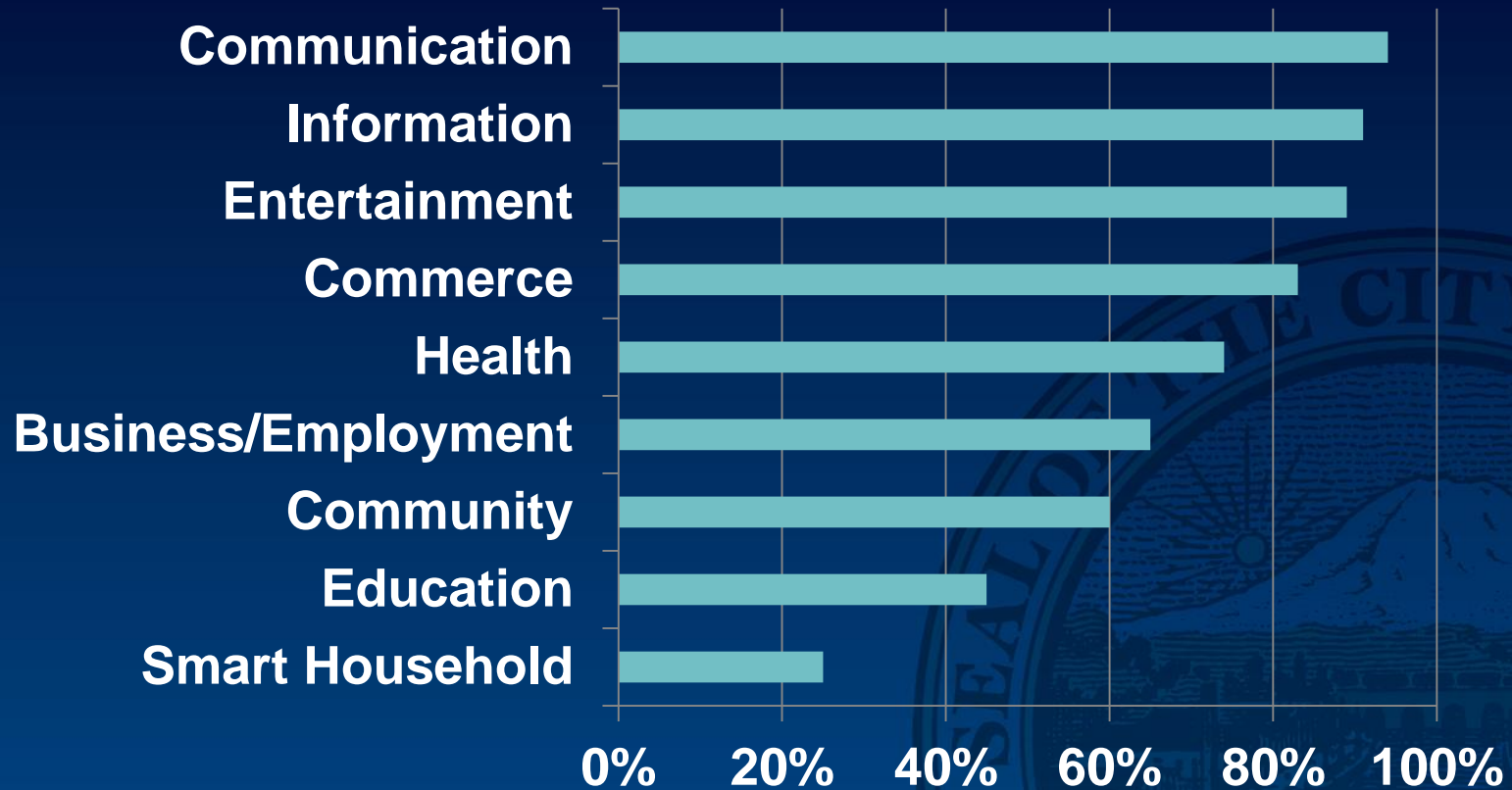
Zip code 98405

Use of Internet & Technology



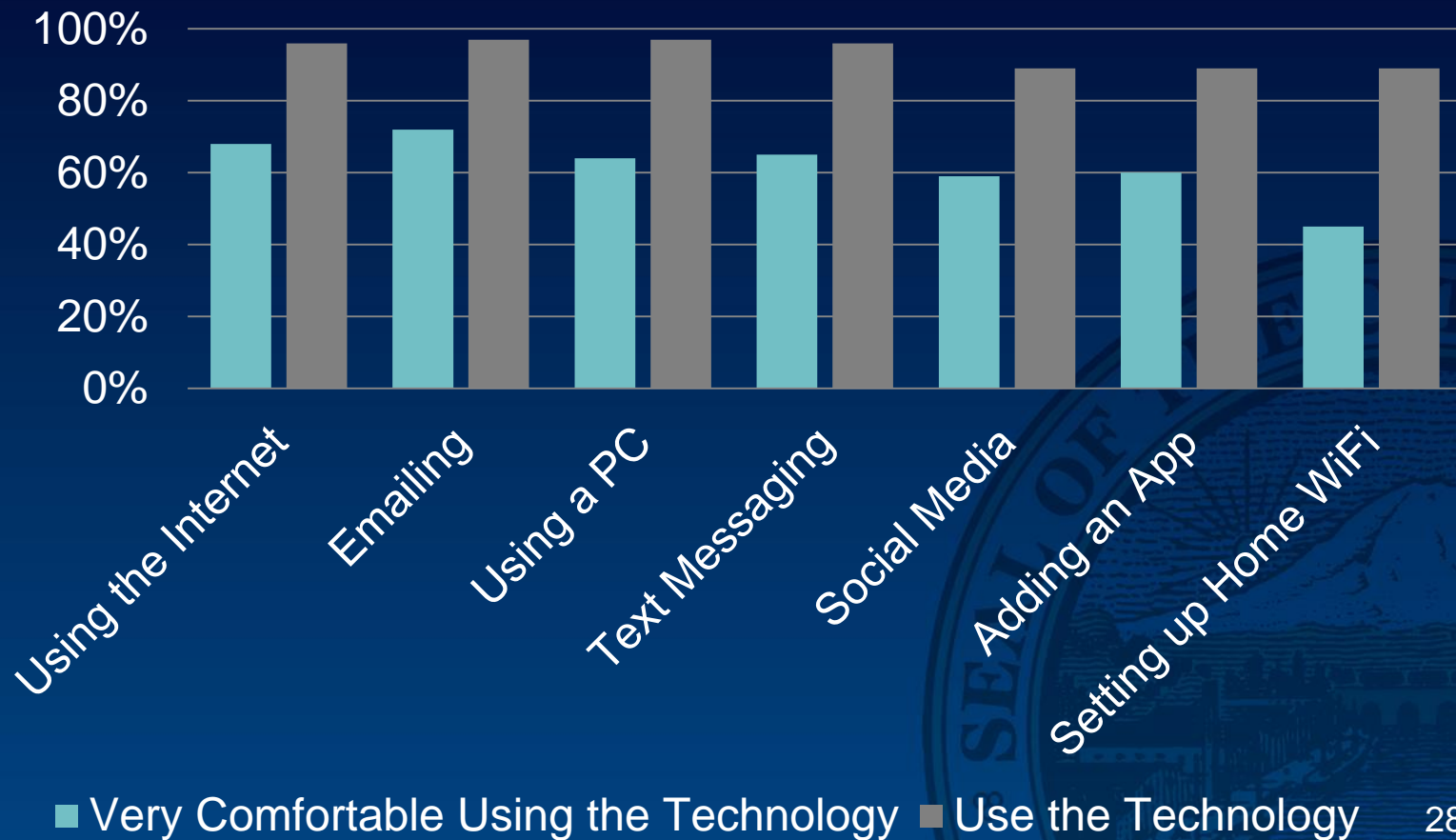
Results

Communications is top use of technology



Results

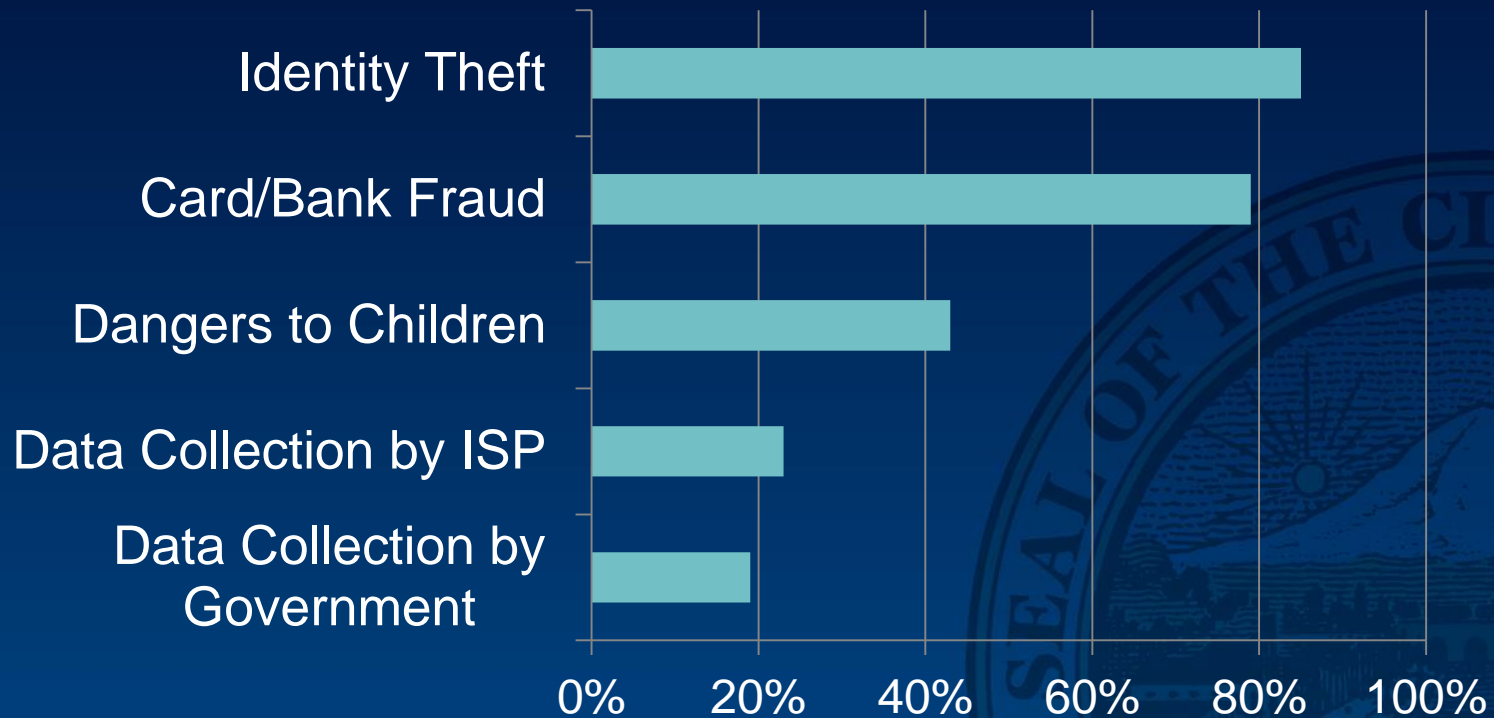
68% very comfortable using Internet



Results

85% concerned about identity theft

Top Internet Safety Concerns

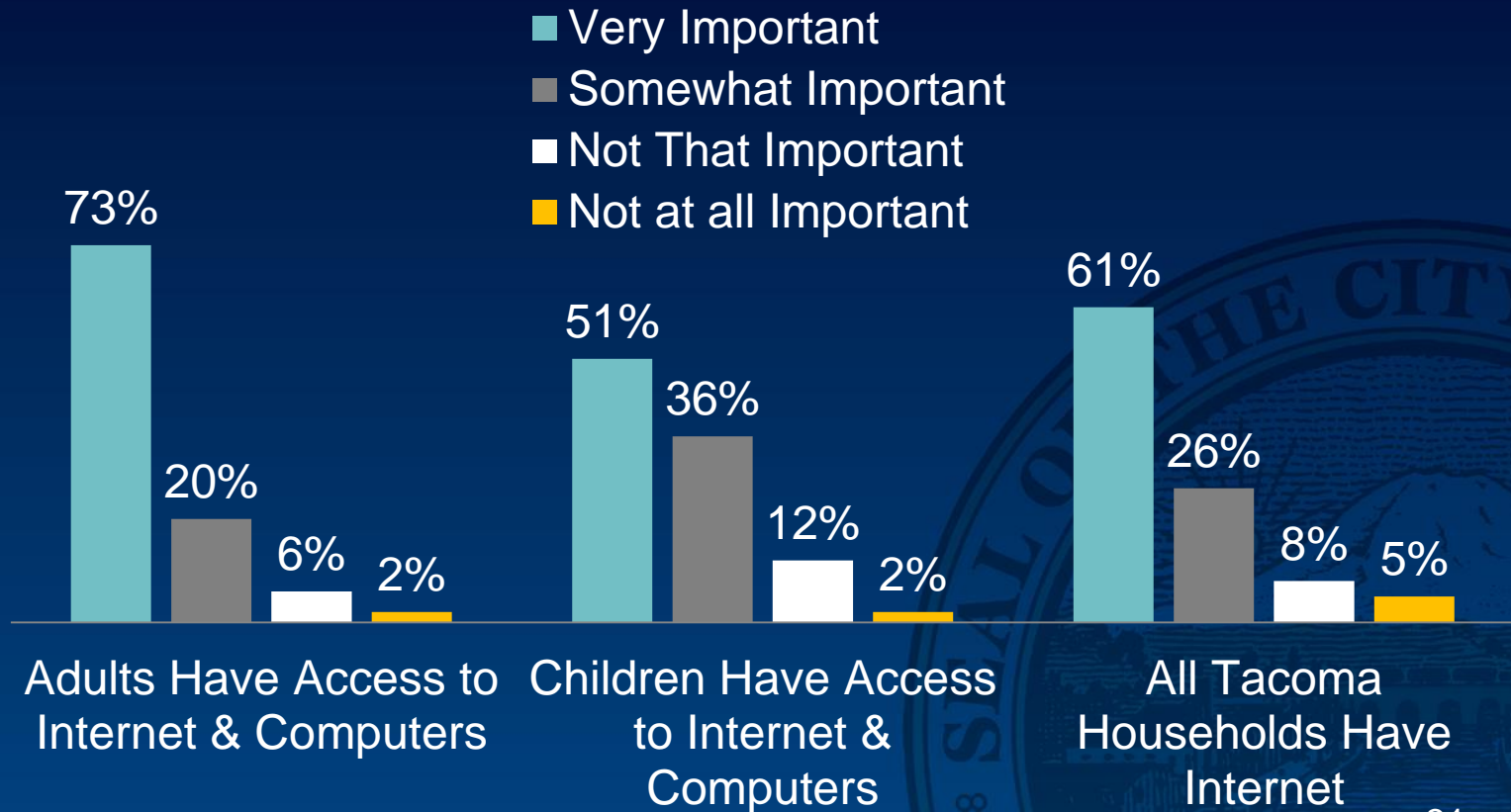


Opinions



Results

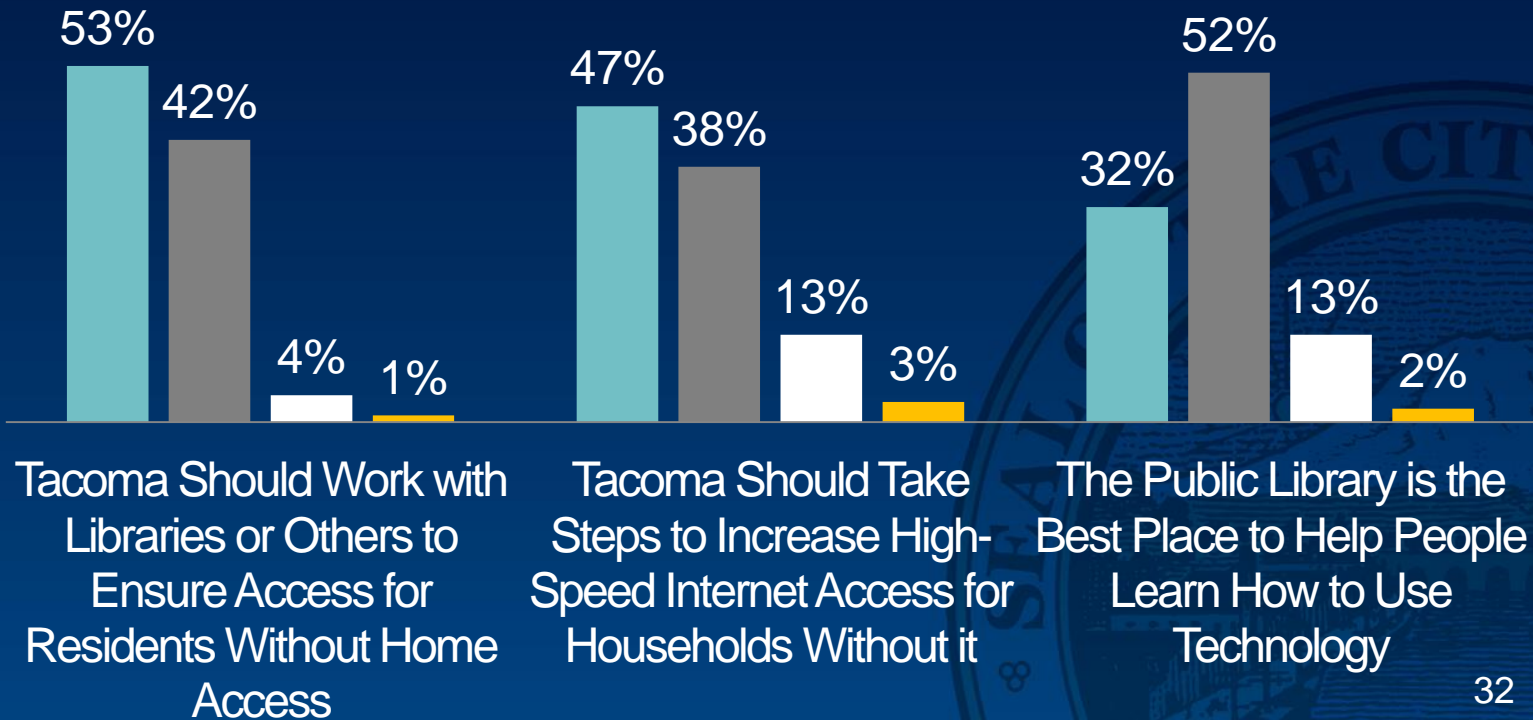
93% agree tech is somewhat or very important



Results

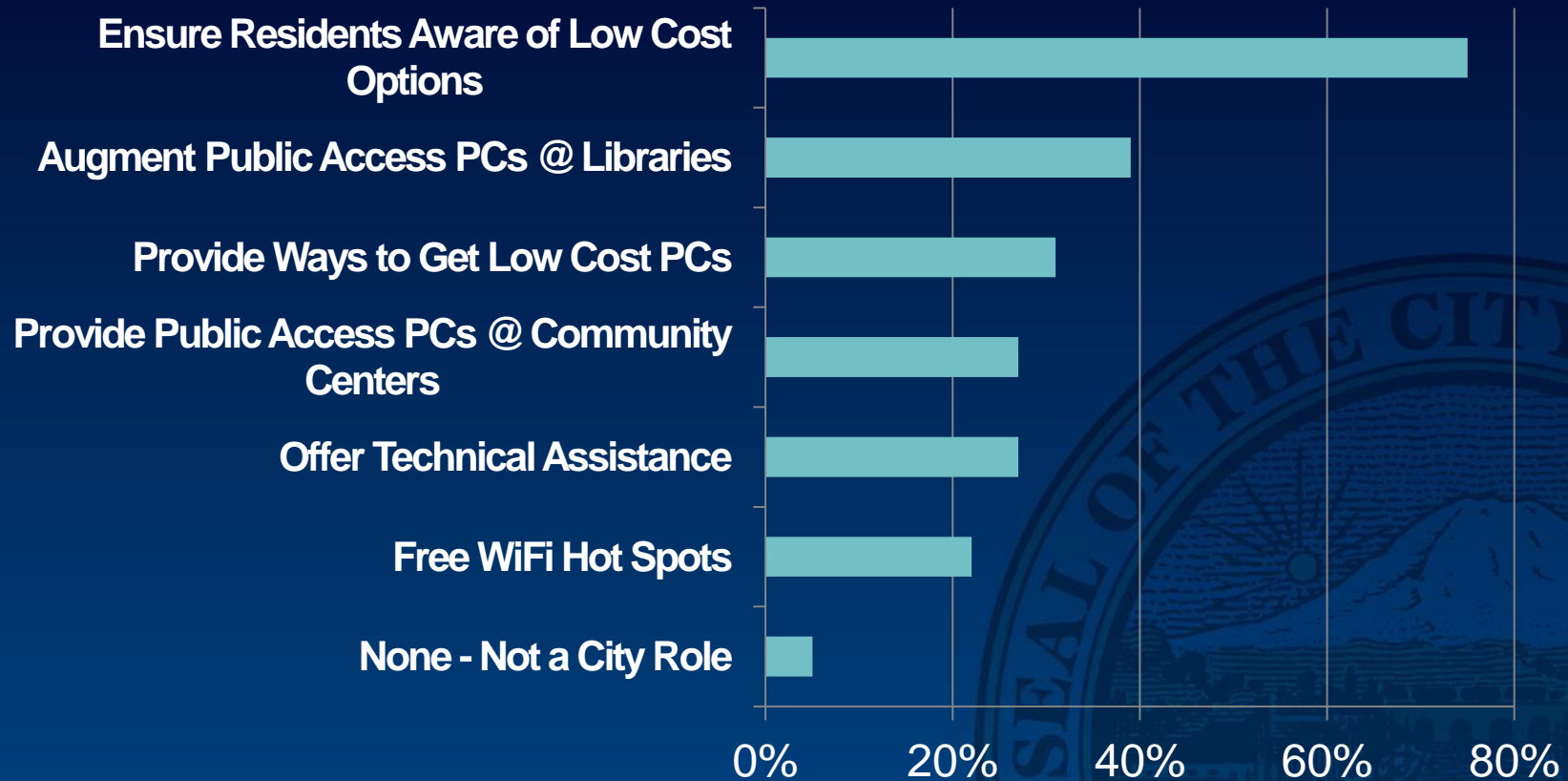
95% support City involvement

■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree

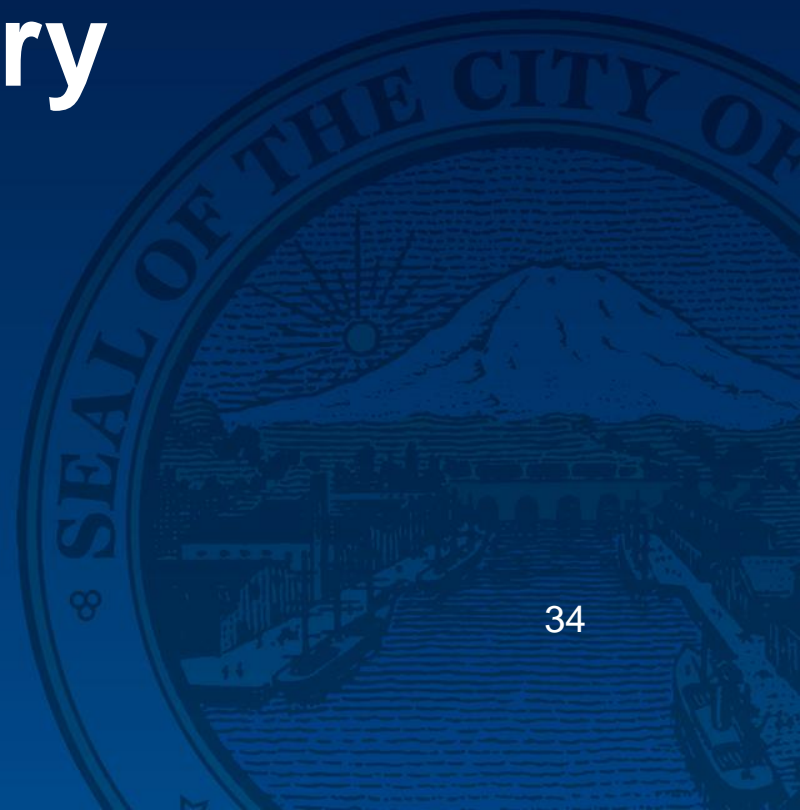


Results

Best ways City can help



Summary



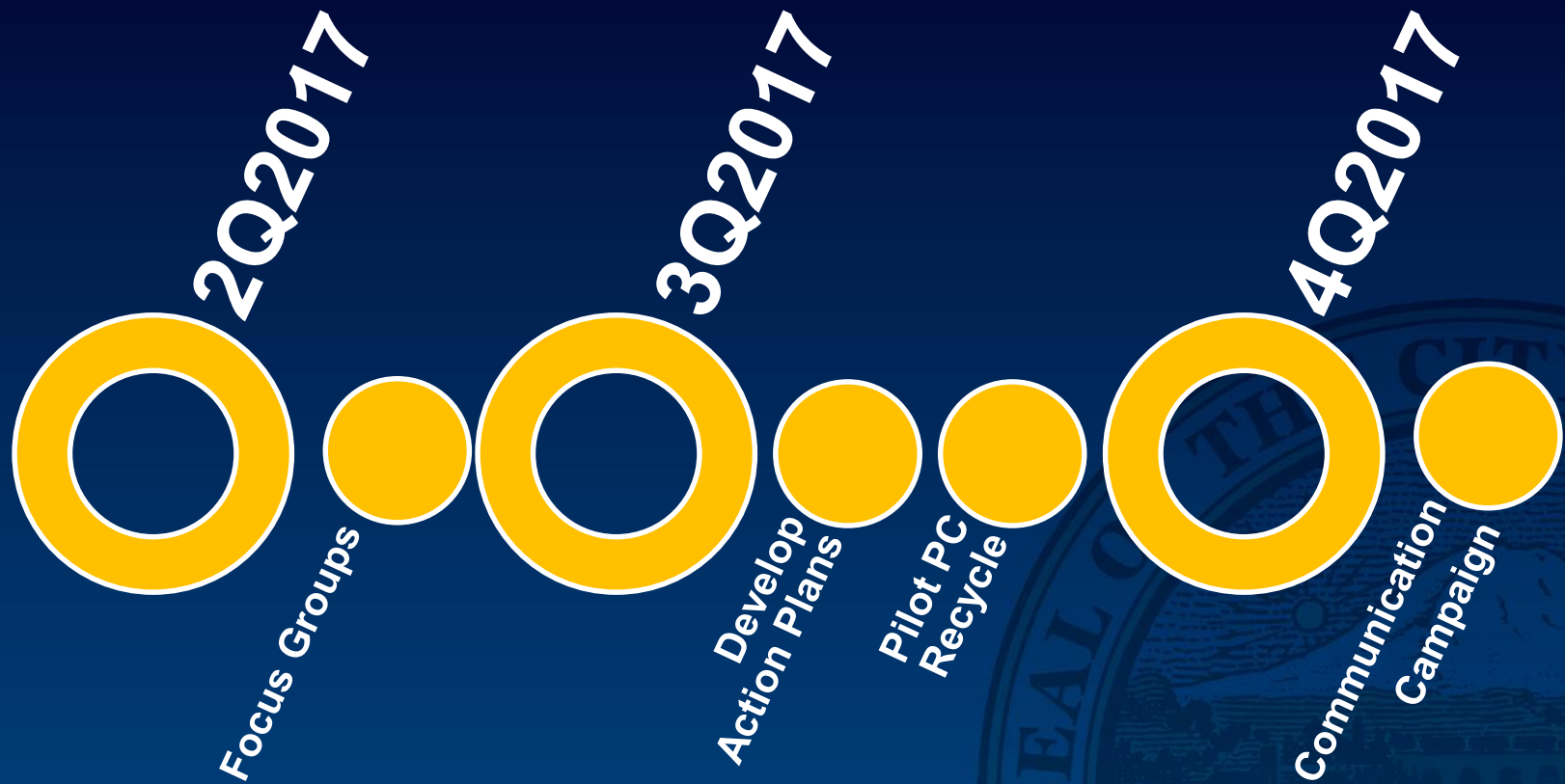
Summary

1. Nearly all residents have devices/access
2. Libraries provide a valued service
3. Inequities & challenges exist
 - Seniors
 - Specific racial/ethnic communities
 - Specific neighborhoods
4. Residents support equitable access
5. The City has a role to play

Preliminary Recommendations

	Internet Access	Affordable Devices	Public Access Computing	Digital Literacy Training
Objectives	Connect residents with low-cost service options	Provide low-cost devices to people who need them	Augment access to public computers	Augment existing training opportunities
Tactics	Awareness Campaign; Opportunity Zones	City Computer Recycling; Sr. Centers	Matching Funds	Matching Funds

Next Steps



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