Ward 12 Digital Equity Profile

City of

Minneapolis

Community Technology Survey

Overcoming the Digital Equity Gap

Neighborhood Clusters

Hiawatha
Howe
Keewaydin/Minnehaha/Morris Park/Wenonah
Standish/Ericsson

April 2014

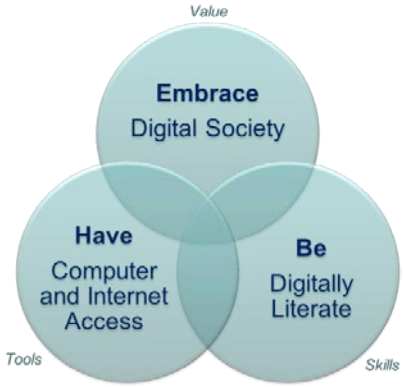
Introduction and Overview

Access to computers and the Internet, along with the skills to use these tools is critical as technology becomes more and more a part of our daily lives and is integrated in our economic, educational, health, and workforce systems. The City of Minneapolis Information Technology Department contracted with National Research Center, Inc. to conduct a survey to gather data about residents' access to and experiences with computers, mobile devices and the Internet. The purpose of the survey is to inform the City's efforts to overcome the digital equity gap between individuals and groups in their access to and use of technology, and provide data to measure changes in the community over time. The 2014 Minneapolis Community Technology Survey is the survey's third year; the survey was first conducted in 2012 and the second in 2013.

Get Involved

The City is taking a leadership role to help stakeholders, community members, and the private sector come together to address the digital equity gaps in Minneapolis. This report is intended to generate ideas and actions to make the most of our community resources in light of the survey results.

Priority Principles



Access to Tools: People need affordable and reliable computers and broadband Internet access. Access opens up a world of possibilities and allows full participation in our society.

Digital Literacy: Beyond having access to technology, people need to understand digital technologies and how to use them effectively to achieve their educational, economic, civic, and social goals.

Value: To embrace the digital society, people must see the benefits to their life. The City is stronger, the more its residents take advantage of computing and the vast sea of knowledge the Internet offers.

Key Challenge Points from the Survey

- The data on access and use of technology points to a digital equity gap along the lines of income, race, age and education.
- Overall, too many residents do not feel very comfortable finding and applying for jobs online; only 65% of unemployed respondents looking for work have a computer with Internet at home.
- Residents are not comfortable attaining education online and are not often accessing health information.
- While households with children agree to the importance of computers and Internet access at home, there is a 16% gap between whites and people of color in access within households with children.
- The Internet is not being used often by residents to find community resources, engage in civic activities or communicate with government.
- Residents do not feel they know enough to deal with cyber security issues.

Why Does It Matter?

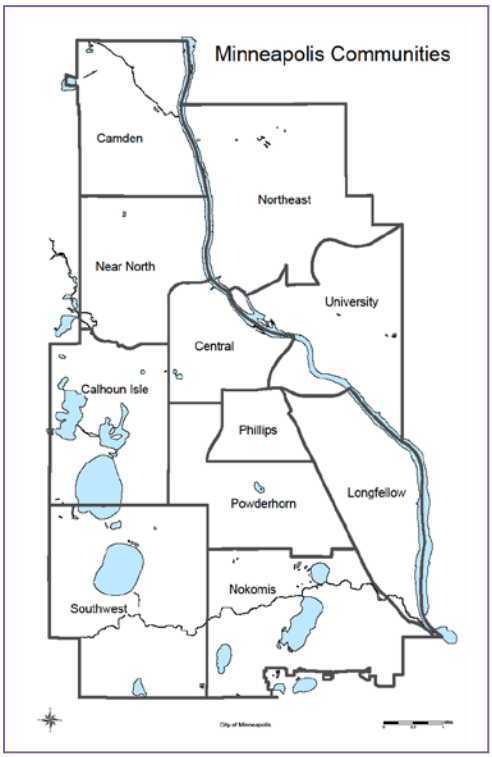
- ✓ Digital equity is a component of equity in Minneapolis.
- ✓ Job postings/applications have moved online.
- ✓ Employers need well-trained workers—most jobs require increasing levels of computer skills—to effectively compete with others around the world.
- ✓ Access to technology that promotes the pursuit of productive and creative interests enhances one's quality of life.
- ✓ Education often depends upon Internet access—schools use online tools to communicate with students and families.
- ✓ Health care providers are increasingly using online tools to connect with patients.
- ✓ The Internet offers access to the online economy, community and business resources, and social/civic engagement opportunities.
- ✓ To prosper in today's information-based world requires access to the world's knowledge.

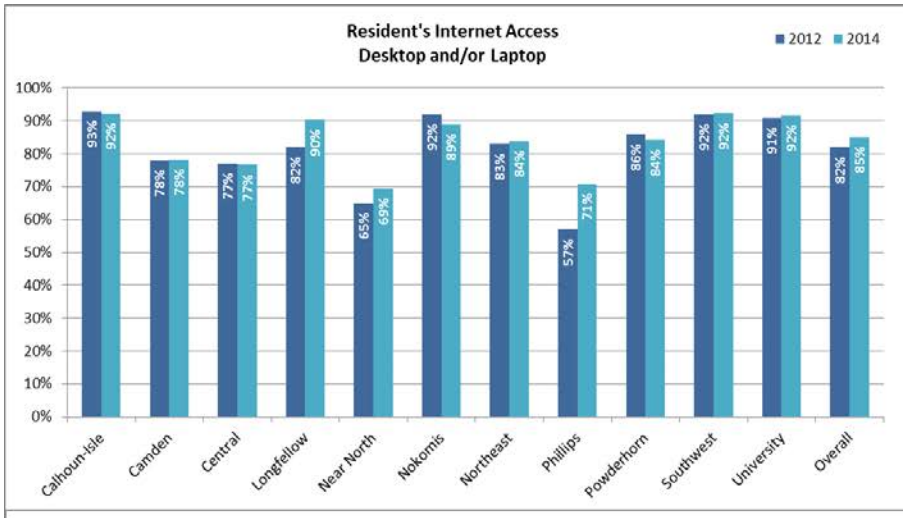
Citywide Results Highlights

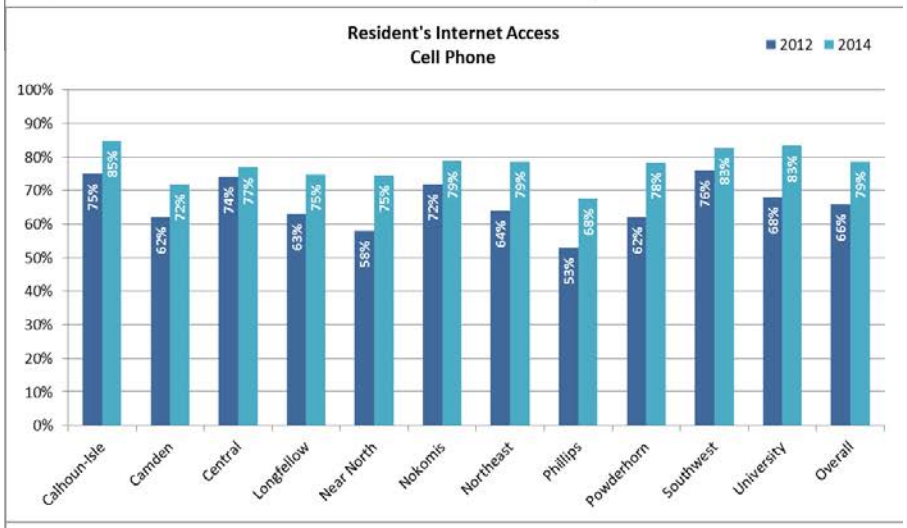
Survey questions captured Minneapolis residents' opinions and experiences related to technology, as well as their access to computers and the Internet. Most Minneapolis residents held positive views of technology access in the city. Access to computers and the Internet was widely considered essential, and most households had Internet-capable computers and cell phones and used them regularly to go online; ownership of devices with Internet access continued to increase in 2014.

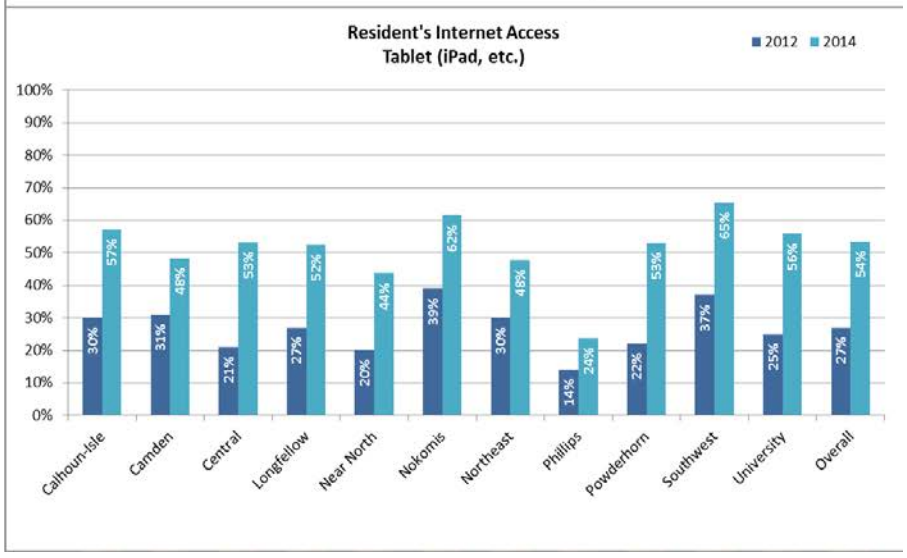
Over the last three years, residents have increasingly accessed the Internet using smart phones and tablets yet access varies across the 11 Minneapolis Communities and socio-economic factors. Residents who identified as lower-income, African-American, older and retired, unemployed or disabled were less likely to own a device with Internet access. Still, ownership of Internet-enabled mobile phones was high, even among those households least likely to own a computer.

Minneapolis residents frequently conducted a variety of activities online, with many using email, accessing news and weather, looking up a question and using social media on a daily basis. Residents rarely watched Minneapolis government television programming.







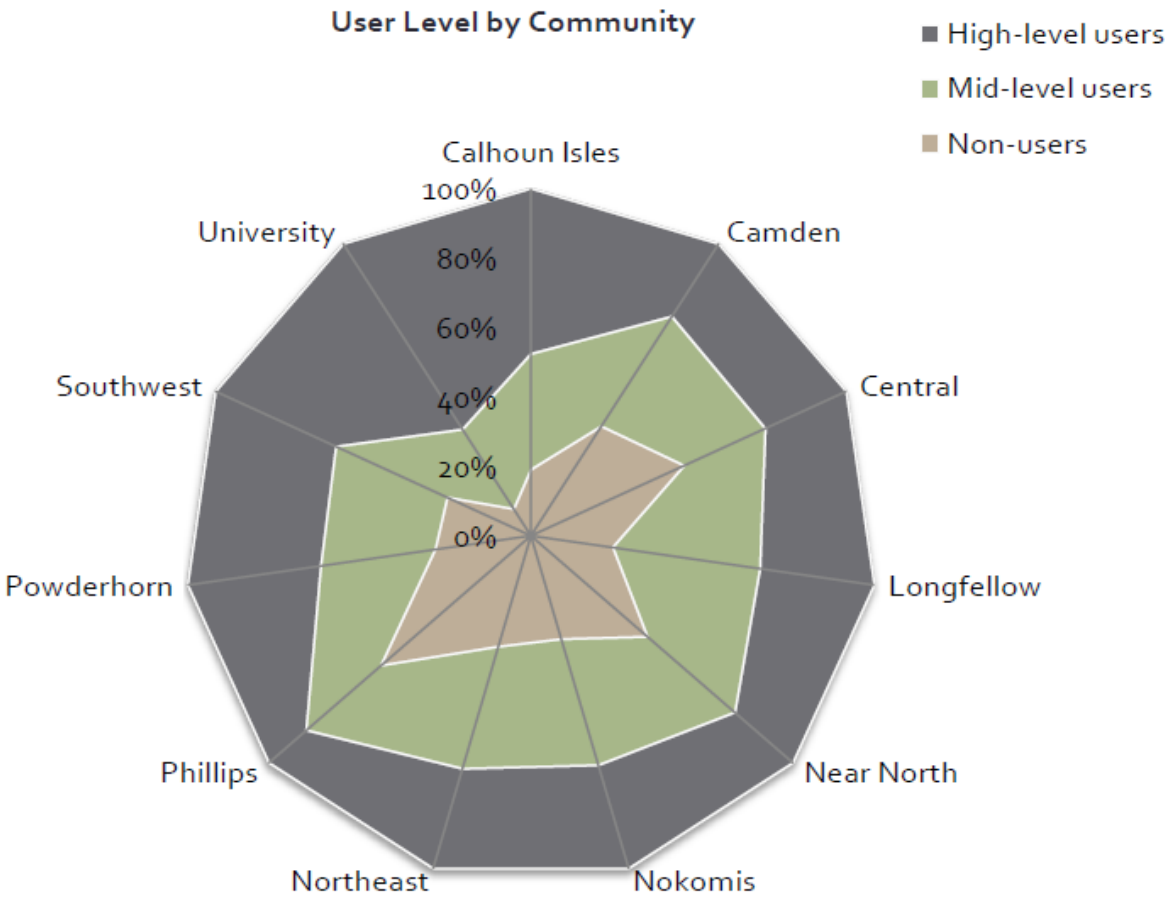


Non-user Profile

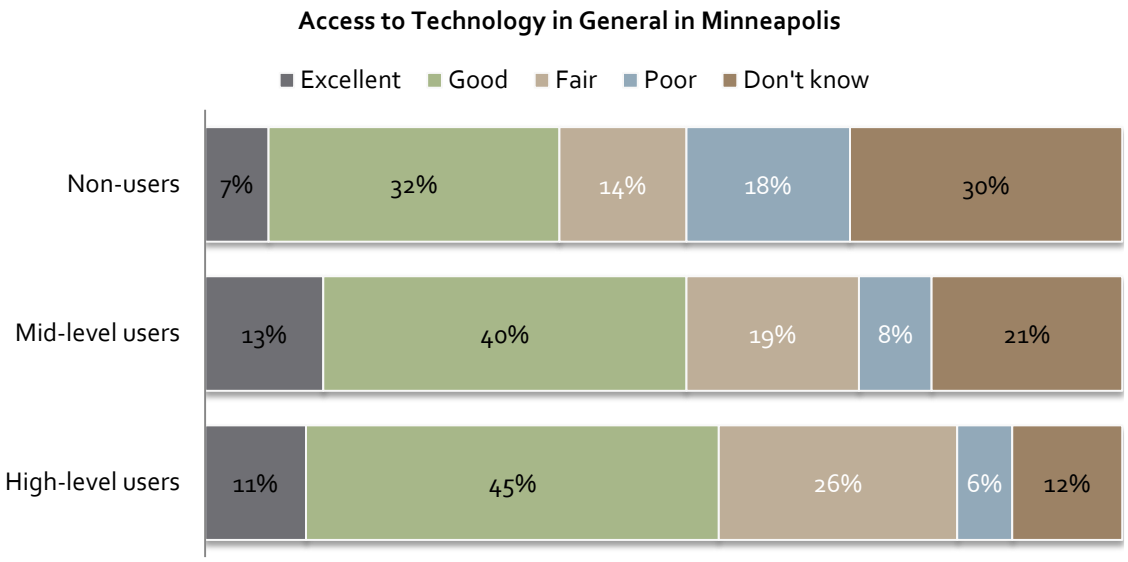
User and non-user profiles revealed more information about the digital equity gap in the city. A number of individual survey items had response categories related to residents' use of and comfort with technology; for each of these questions, response categories were divided into those that connoted "use" versus "non-use" and then each respondent's total count of "non-use" answers was tallied. Respondents with at least 31 non-use responses were considered "non-users"; those with 15-30 non-use responses were considered "mid-level users"; and those with fewer than 15 non-use responses were designated "high-level users."

Compared to the overall population, low level users tended to include more people aged 55 years or older and those educated at the high school level or less. Overall, the data on user levels point to a digital equity gap along the lines of income, race, age and education.

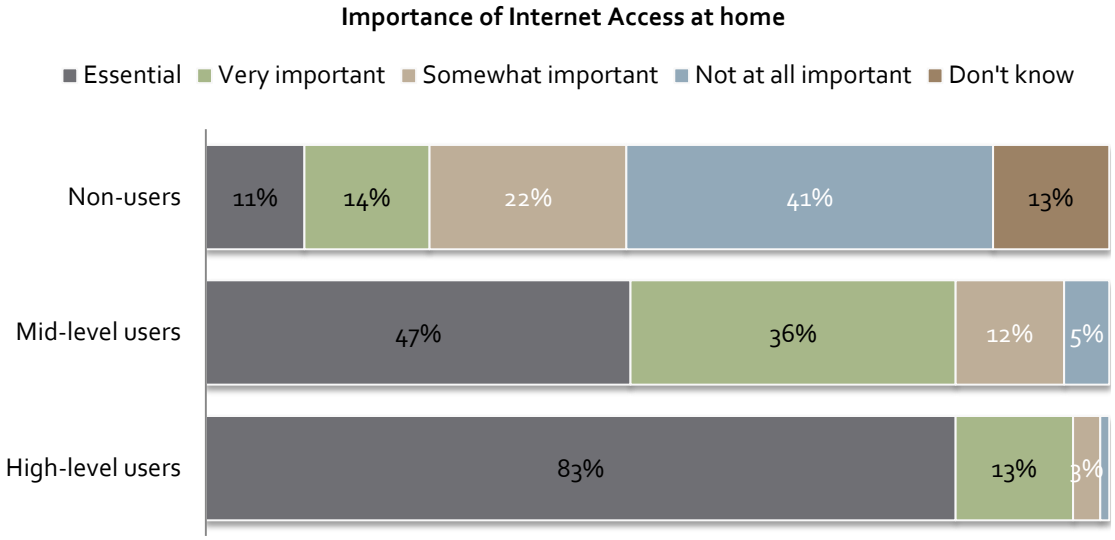
The proportion of high-level users varied across communities: Calhoun Isles, Southwest and University had the most high-level users, while Near North, Phillips, Camden and Central had the most non-users. These relative distributions were similar in 2013 and 2014.



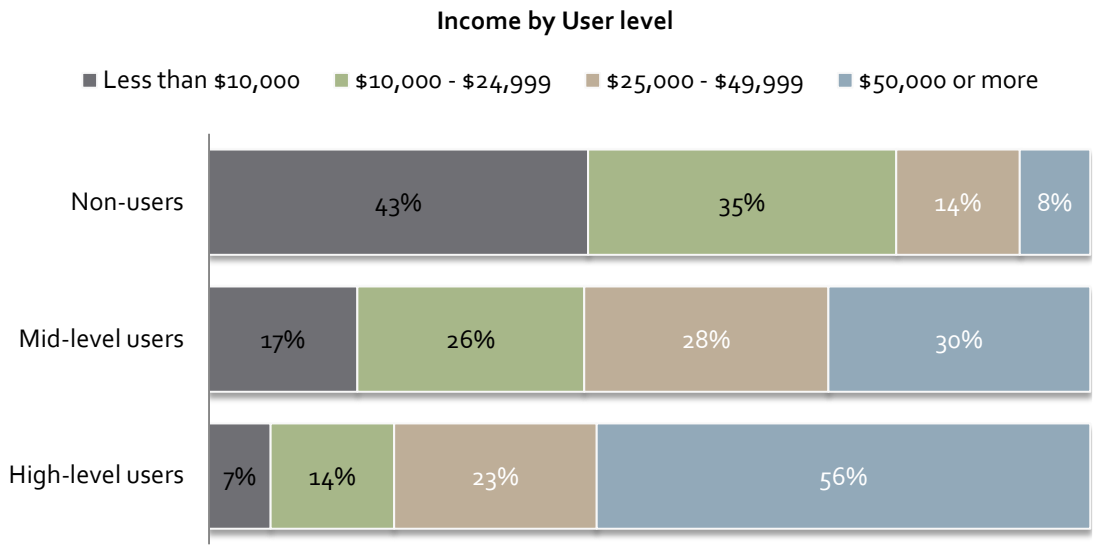
Positive ratings for overall access to technology in the city were most often given by high- and mid-level users; non-users were most likely to express a lack of knowledge about technology access in the city.



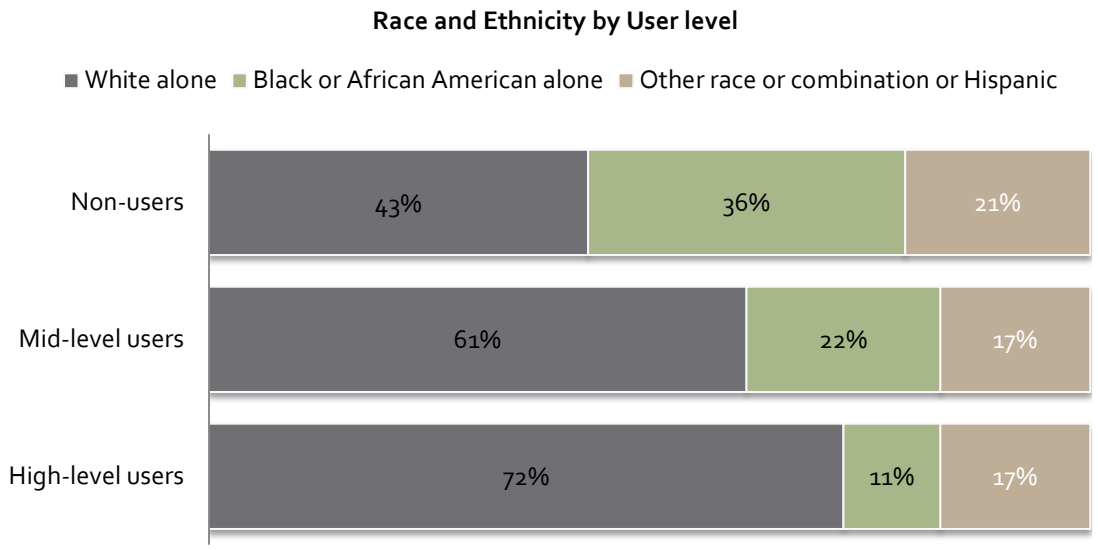
The importance of home Internet access increased substantially with level of use; virtually all high-level users described Internet access as essential, while non-users were most likely to say that home Internet access was not at all important.



Use of technology increased with respondents' income level. While a majority of high-level users had annual household incomes of $50,000 or more, most non-users reported incomes of less than $25,000 per year.

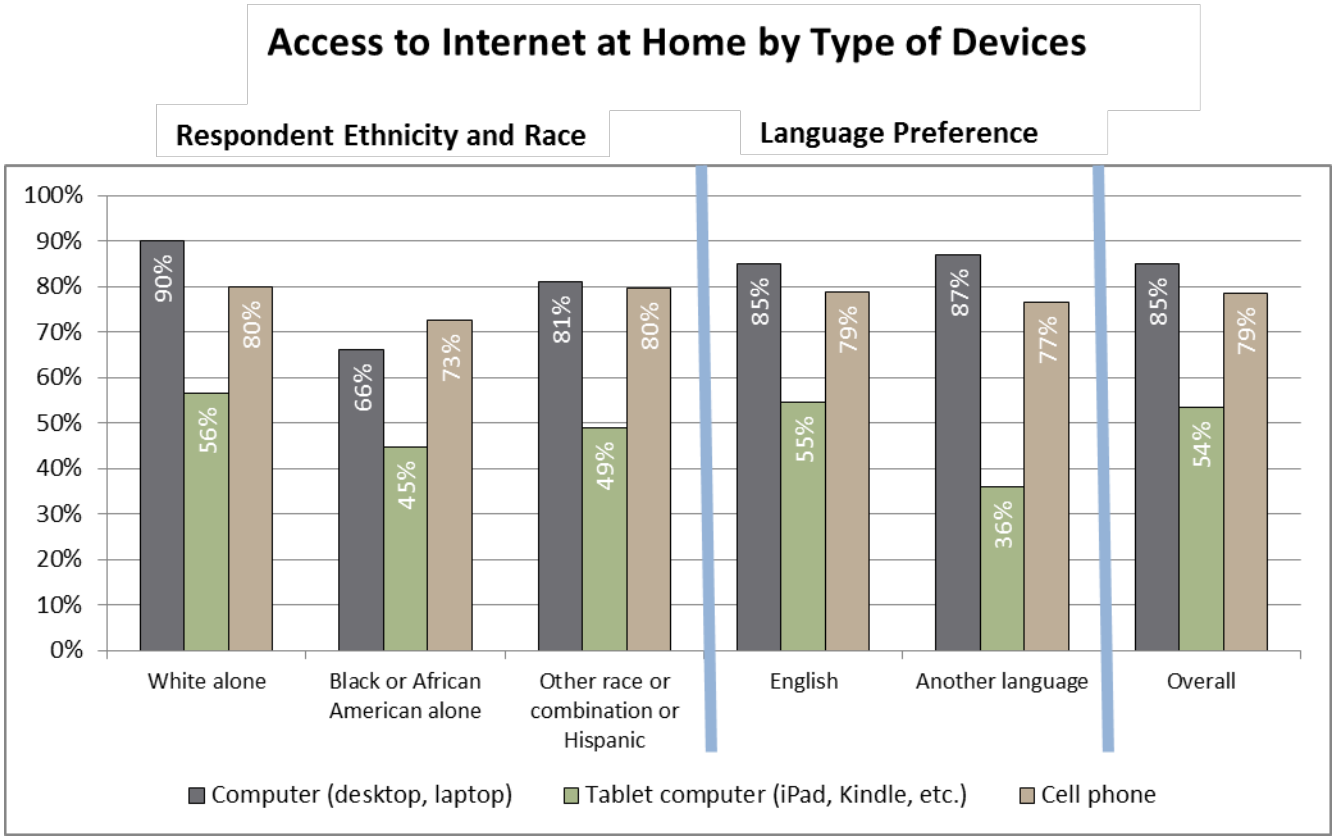


User levels also differed by race and ethnicity, specifically between Black/African American and White, non-Hispanic residents. Black/African American respondents made up over one-third of non-users but only 11% of high-level users. White, non-Hispanic residents made up nearly three-quarters of high-level users and less than half of non-users.



Race, Ethnicity and Language Preference

Overall, only 6% of whites don't have any Internet access at home, compared to 24% of African Americans and 10% of other races/multiracial or Hispanic respondents. The chart below shows variances in Internet access on specific devices by ethnicity and race, along with language preference. While there is less variation based on preferred language for respondents with computers and smartphones, 90% of whites have computes with Internet at home compared to 66% of African Americans and 81% of other races or Hispanic.



- When looking at technology access and use by race and ethnicity, the biggest differences are seen between whites and Black or African American respondents.
- Black or African American respondents had the second highest rate of taking online courses, yet they were less likely to own a computer with Internet access, less likely to access the Internet overall, and were less likely to say that having a computer in their household was essential.
- Black/African American respondents and those speaking a language other than English accessed the Internet less often from home, work, school or public places.
- Non-white respondents and non-English speakers gave lower marks to opportunities to participate in community matters; however, non-English speakers were more likely to rate the City's use of technology and access to technology in Minneapolis as excellent.
- Non-English speakers were less likely to own or access the Internet on a tablet computer and were less likely to view Internet access as essential.
- Hispanic respondents were more likely than non-Hispanics to lack a computer with Internet access in their household.
- While American Indian or Alaskan Native respondents have less access to computers and Internet at home compared to the City overall, they use social media and communicate with government the most. They have high rates of smartphone use, frequently share opinions online, and use the Internet to find

information on community resources/events, and engage in civic activities. They also feel the most comfortable with cyber security.

- Asian Americans use computers the most at home and at school, and are very comfortable taking advantage of the Internet for training and education purposes. Asian Americans write and publish information on the Internet the most and create websites, blogs, etc. the most.
- White respondents were more comfortable with basic computer skills and Internet activities and used the Internet at work the most compared to other groups.
- Whites were the least likely to watch government programming or government meetings on Comcast cable channel 79 or 14 in Minneapolis or via the Internet.

Embracing the Digital Society

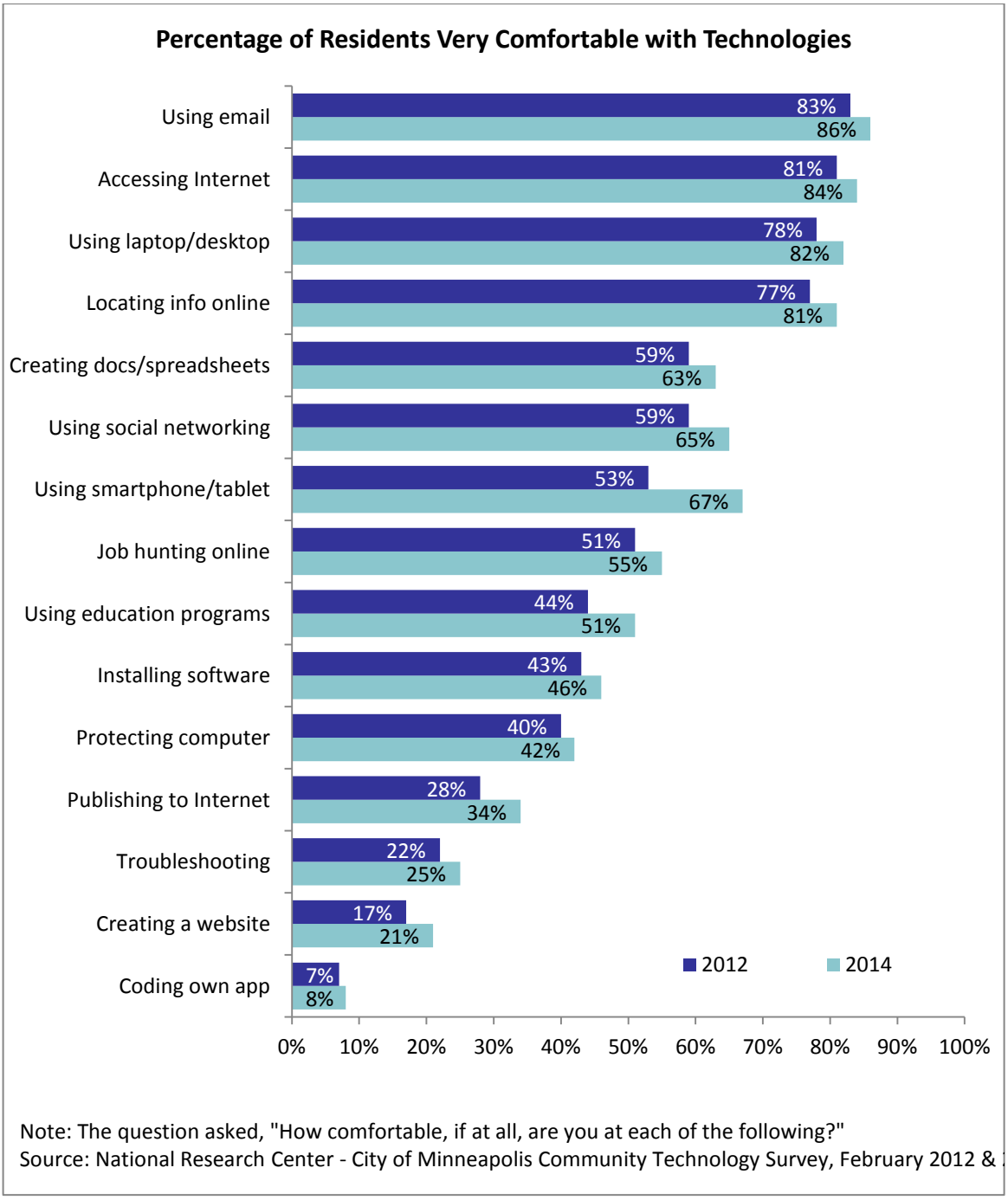
Beyond looking at who is using technology overall in Minneapolis, and addressing digital equity gaps between racial and ethnic groups, the City needs to facilitate solutions to the following challenges.

Tools: Without a Computer and Internet Access, Embracing the Digital Society is Tough

- Overall 15% of households do not have a computer with Internet access at home, which translates into 24,750 households in Minneapolis.
- **Families with Children:** Overall, 90% of households with children have access to a computer with Internet access and families recognize that having a computer with Internet access is essential for their household. When we look at the data by race and ethnicity, 97% of white alone/non-Hispanic households have access to a computer with Internet at home compared to 81% of households with children from all other races/ethnicities.
- **Income:** Respondents earning $50,000 a year or more were significantly more likely to own a desktop computer, tablet, cell phone and game console with Internet access.
- **Education:** Those with a high school education or less felt that access to a computer and Internet at home was less important compared to their counterparts. Residents with more education were more likely to own computers, tablets and cell phones with Internet access, were more comfortable using these devices, and tended to use the Internet for activities such as emailing, attending online classes and communicating with government.

Skills: Reading, Writing and Arithmetic Are Now Joined by Digital Literacy

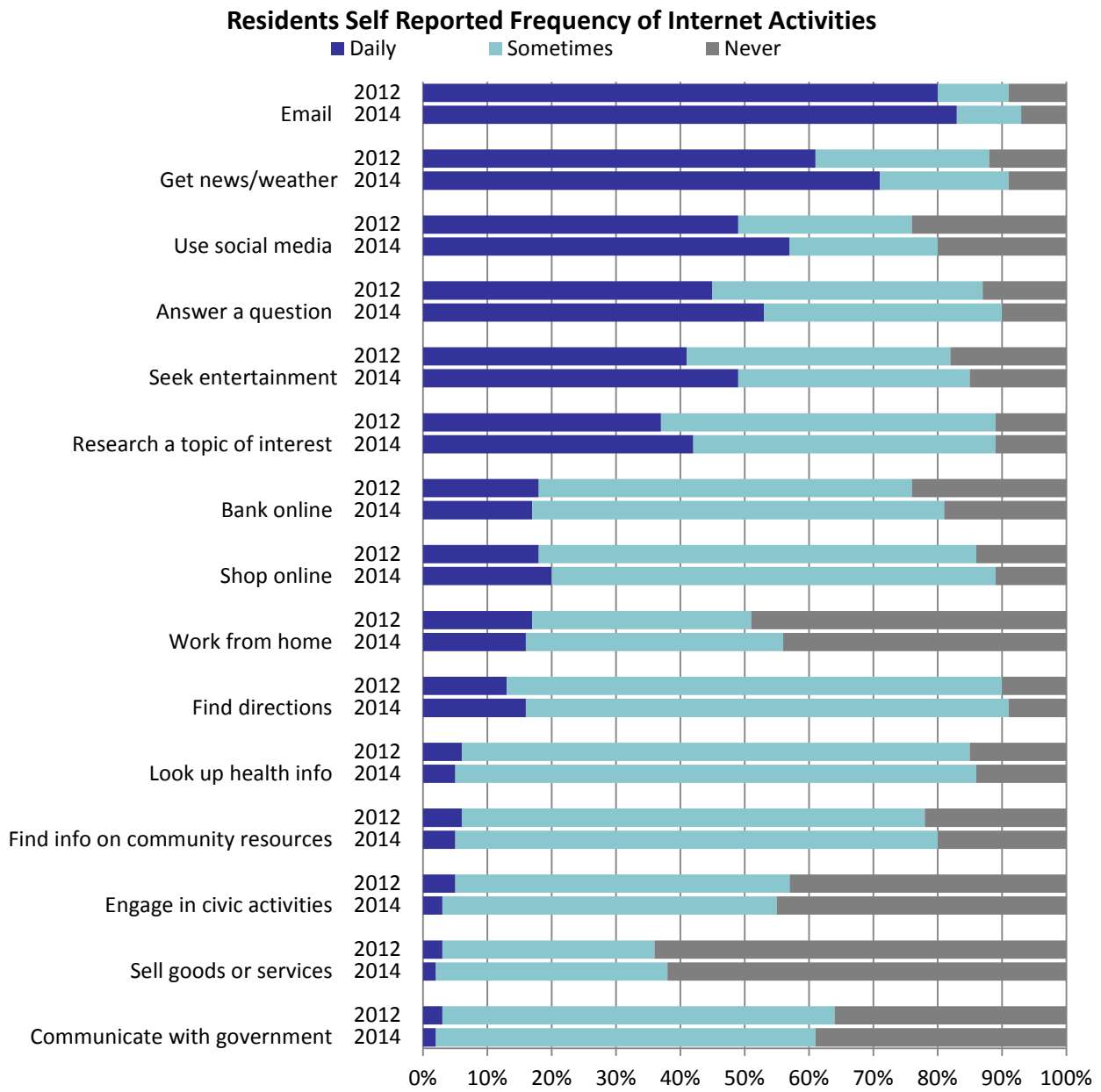
- Residents aged 55 and older are least likely to be computer and Internet users.
- While comfort level with mobile devices has increased significantly, more residents of all ages need skills in online communication and collaboration —such as, publishing to the Internet, creating websites, maintaining blogs and even coding their own applications.
- Too many residents do not feel comfortable finding and applying for jobs online.
- Residents are not very comfortable attaining education through online means.
- Residents do not feel they know enough to deal with cyber security issues.
- Overall troubleshooting and software skills need improvement.



Defining Digital Literacy: In general, digital literacy means the ability to locate, evaluate, and use digital information. The digitally literate can efficiently find the information they seek, evaluate that information, and use that information effectively. The ability to recognize what information is needed and when to use it are additional components of digital literacy. Digital literacy also includes the ability to effectively use a range of technologies (such as computers and mobile devices) and Internet-enabled services (such as online publishing and engagement tools, social media, video/digital media tools). Without access, people cannot develop digital literacy; without digital literacy, they cannot gain maximum benefit from online resources. *(from American Library Association and http://www.plinternetsurvey.org/analysis/public-libraries-and-digital-literacy)*

Value Proposition: Technology Use Must be Compelling

- Residents are frequently using email, social media and obtaining information online, however engagement activities are occurring less frequently, including communicating with government and economic development through direct selling of goods and services on the Internet.



Note: The question asked: "How frequently, if ever, do you do each of the following things on the Internet (using any device)? "

Government Programming on Television and Online

For the first time in 2014, residents of Minneapolis indicated how often they had watched different types of television programming in the year prior to the survey. Most had never watched Minneapolis government meetings on channel 79 (85%) or government programming on channel 14 (87%); only 2% said they watched such programming on each channel "often."

Respondents from Near North and Phillips watched Minneapolis government meetings and government programming more frequently than those living in other communities. In addition, residents over 45 were more likely to watch Minneapolis government meetings and programming as were residents who lived in households of 5 or more people. Residents living in Minneapolis less than 5 years were less likely to watch government meetings or programming.

Eighteen percent of respondents overall indicated that they sometimes watched a live or rebroadcast government meeting online. Residents in the Phillips, Near North, Powderhorn and Camden communities were the most likely to watch government meetings online.

Survey Background

The City's IT Vision includes a component for addressing the digital equity gap in Minneapolis:

> *All City residents, institutions and businesses will have the tools, skills and motivation to gain value from the digital society. Our residents and businesses need to be equipped to effectively compete with others around the world—to be smarter, more creative, more knowledgeable, and more innovative. The City becomes stronger the more its residents take advantage of computing and the vast sea of knowledge the Internet offers, to achieve their educational, economic, civic, and social goals. Leveraging technology is a necessary ingredient of success.*

The purpose of the 2014 Minneapolis Community Technology Survey was to continue to gather data about Minneapolis residents' access to and experiences with computers, mobile devices and the Internet. The results inform priorities for the City's digital equity initiatives, and help us engage businesses, neighborhood and community groups, public sector partners, and funders to more effectively address community technology and economic development needs. In addition, the survey provides a baseline to measure changes in our community over time and our effectiveness at closing the gaps.

The City of Minneapolis IT Department contracted with National Research Center, Inc. to conduct the 2014 using the same methodology as the 2013 and 2012 surveys. Three mailings were sent to a random selection of 12,375 addresses distributed among each of the 11 communities in the city and responses were anonymously tracked at the neighborhood level. Mailings included a pre-notification postcard and two survey packets, each sent to selected households just under a week apart. The response rate of 25% reflects 3,015 completed surveys, providing an overall margin of error of plus or minus two percentage points. The margin of error for making comparisons between communities rises to plus or minus nine percentage points. The results were weighted to reflect the 2010 Census profile within each of the 11 communities and the City overall. Additional information regarding survey administration and response rates is enclosed beginning on page 17.

Information in this summary report was compiled from the report prepared by National Research Center, Inc. and from additional data analysis and charts created by the IT Department.

Ward 12 Results Highlights

The survey data was aggregated around 32 neighborhood clusters (see map on page 16). At the risk of using smaller sample sizes within the neighborhoods clusters, there is value in a more granular neighborhood view of the data to allow community members to see specific opportunities within their geographic area. City residents and their businesses need the tools (i.e. computing device and access to the Internet) to go online, need to be digitally literate to use those tools effectively, and must see value in incorporating computing and the Internet into their daily lives to fully embrace the digital society.

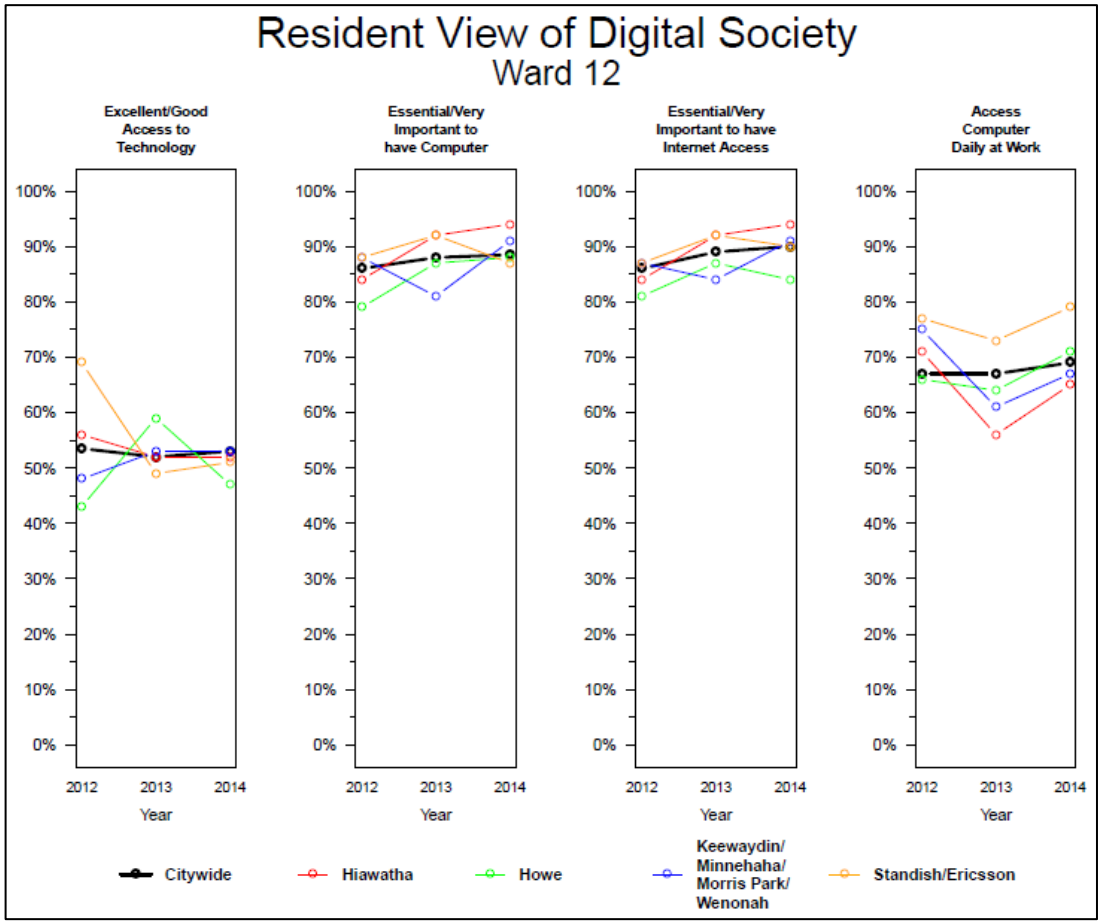
The neighborhoods and neighborhood clusters of Hiawatha, Howe, Keewaydin/Minnehaha/Morris Park/Wenonah, and Standish/Ericsson were used to represent Ward 12. Some observations from the survey data follow:

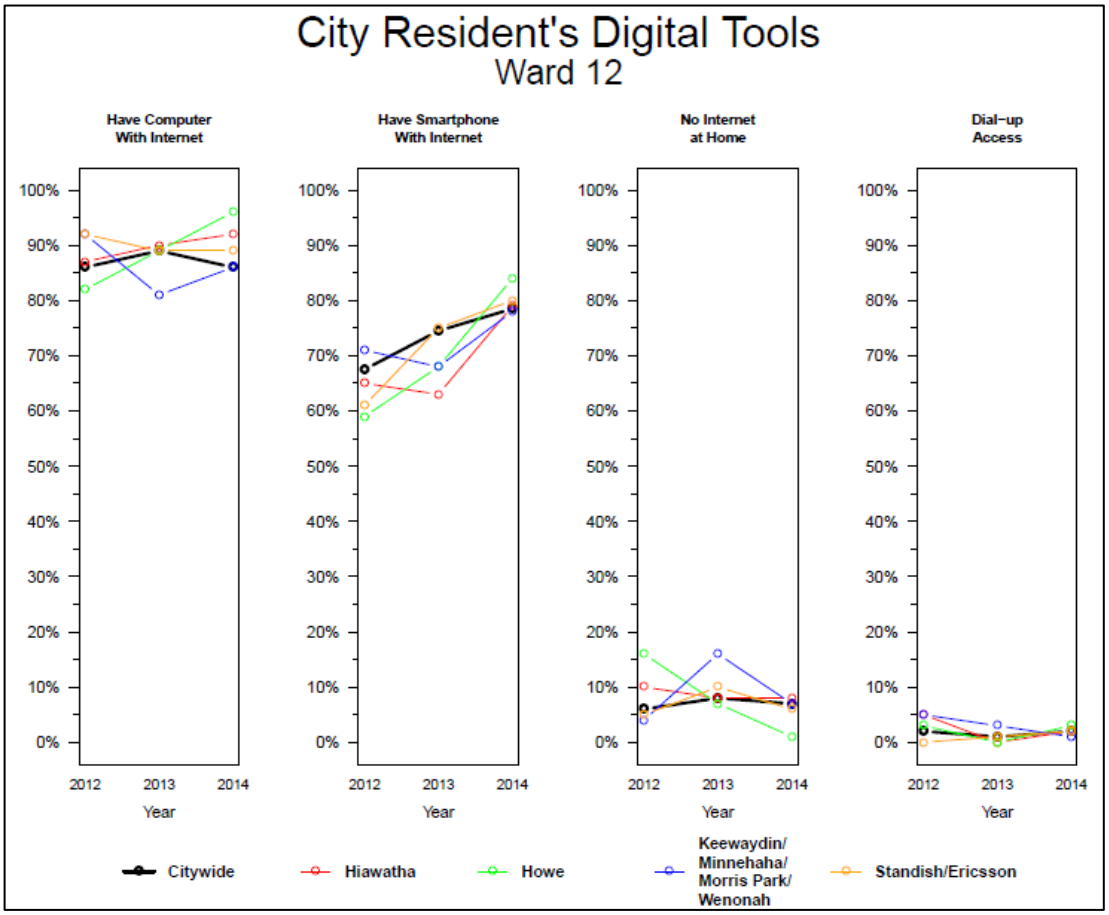
- Clusters in Ward 12 tend to fall close to the city median in regards to information consumption.
- Standish/Ericsson has some of the highest rates of engagement via the internet in the city for connecting with their child's school, engaging in civic activities, and communicating with the government.
- Residents in Howe have one of the lowest rates of excellent/good access to technology in the city, however they have one of the highest rates of having a computer with Internet access and the lowest rate of lacking Internet in the home.
- Howe has increased from about 80% to 95% between 2012 and 2014 for having access to a computer with Internet and increased from about 60% to 85% between 2012 and 2014 for having access to a smartphone with Internet.
- Standish/Ericsson increased from about 60% to 80% between 2012 and 2014 for having access to a smartphone with Internet.
- Getting news/weather at least weekly from the Internet increased from about 60% to about 90% between 2012 and 2014 in Howe.
- Residents in Keewaydin/Minnehaha/Morris Park/Wenonah tend to fall at or below the city median for level of digital literacy, whereas Hiawatha residents tend to fall at or above the median for digital literacy.
- The Keewaydin/Minnehaha/Morris Park/Wenonah cluster saw the level of residents using dial-up decrease each year from 5% to 1% from 2012 to 2014.

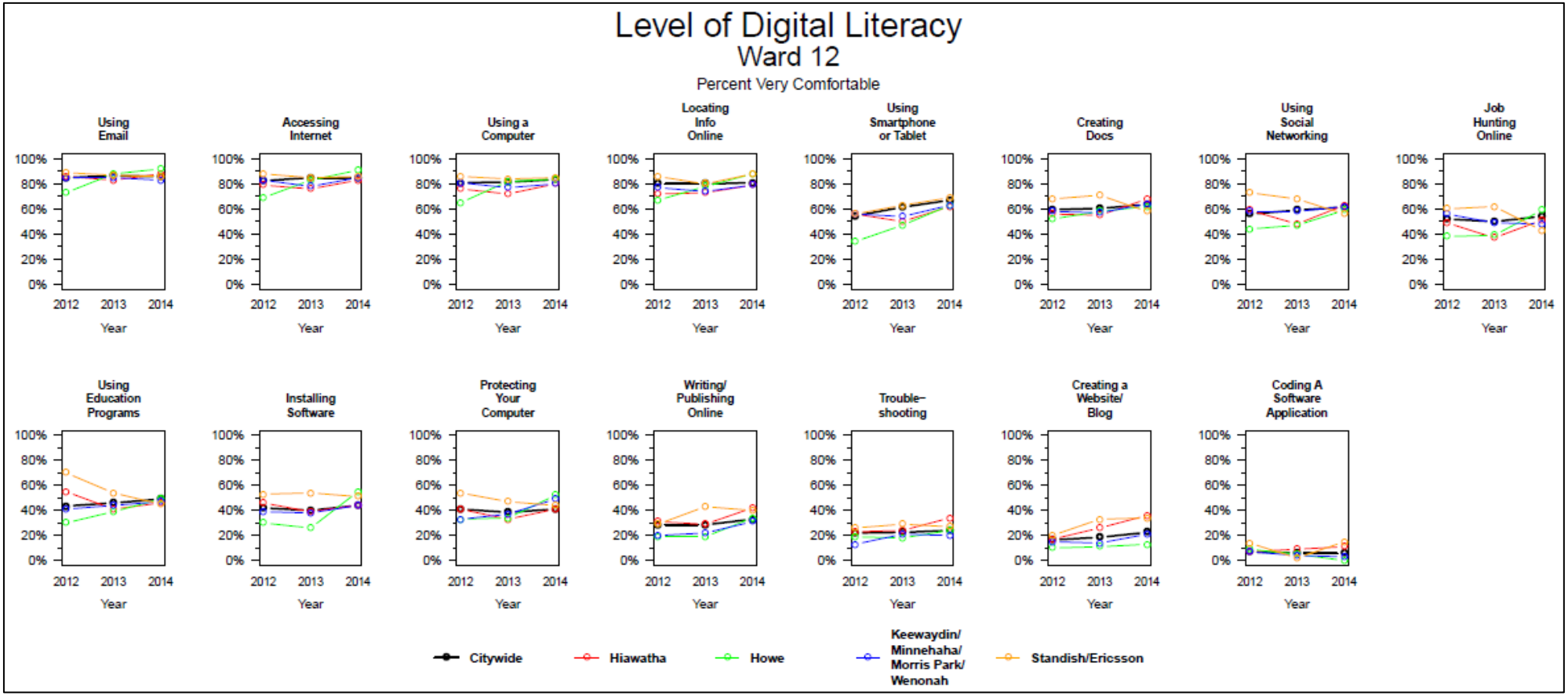
The charts below show the survey responses from 2012 to 2014 for the neighborhood clusters within Ward 12 to analyze residents':

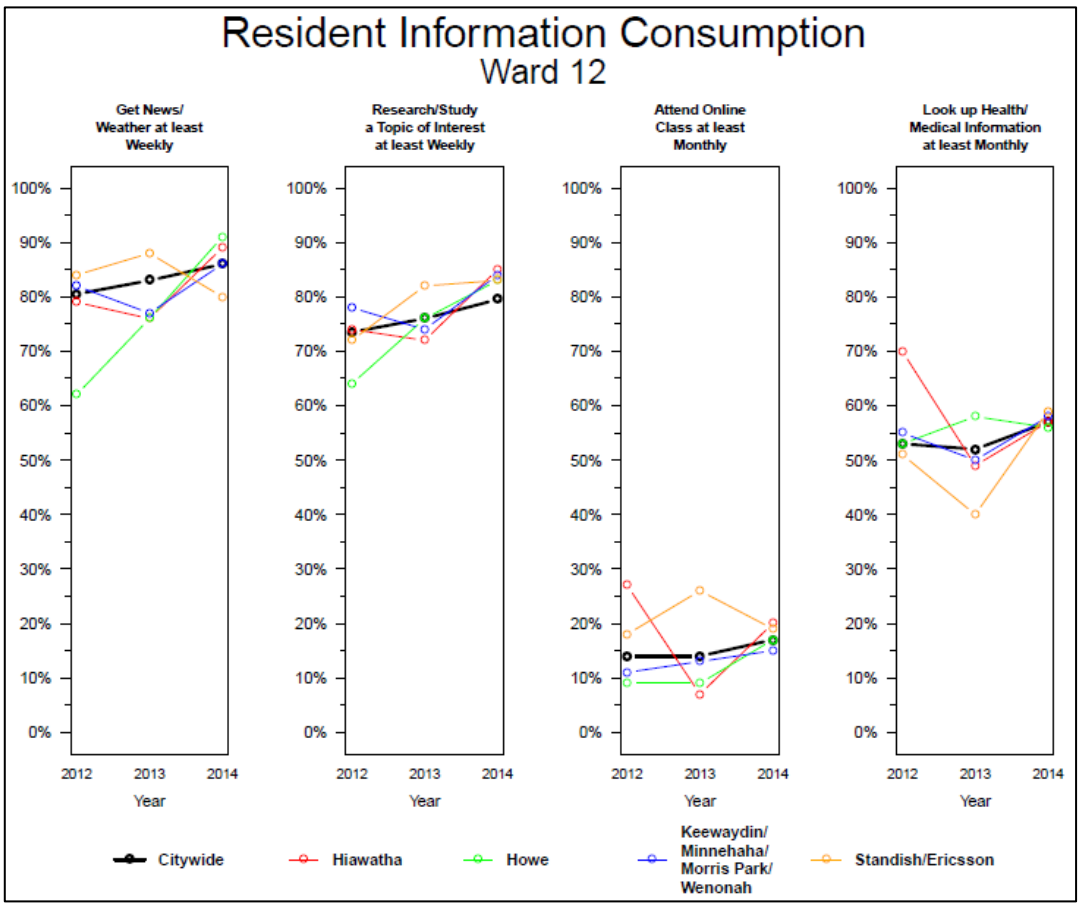
- View of the digital society
- Access to digital tools
- Level of digital literacy
- Information consumption and engagement patterns via the Internet

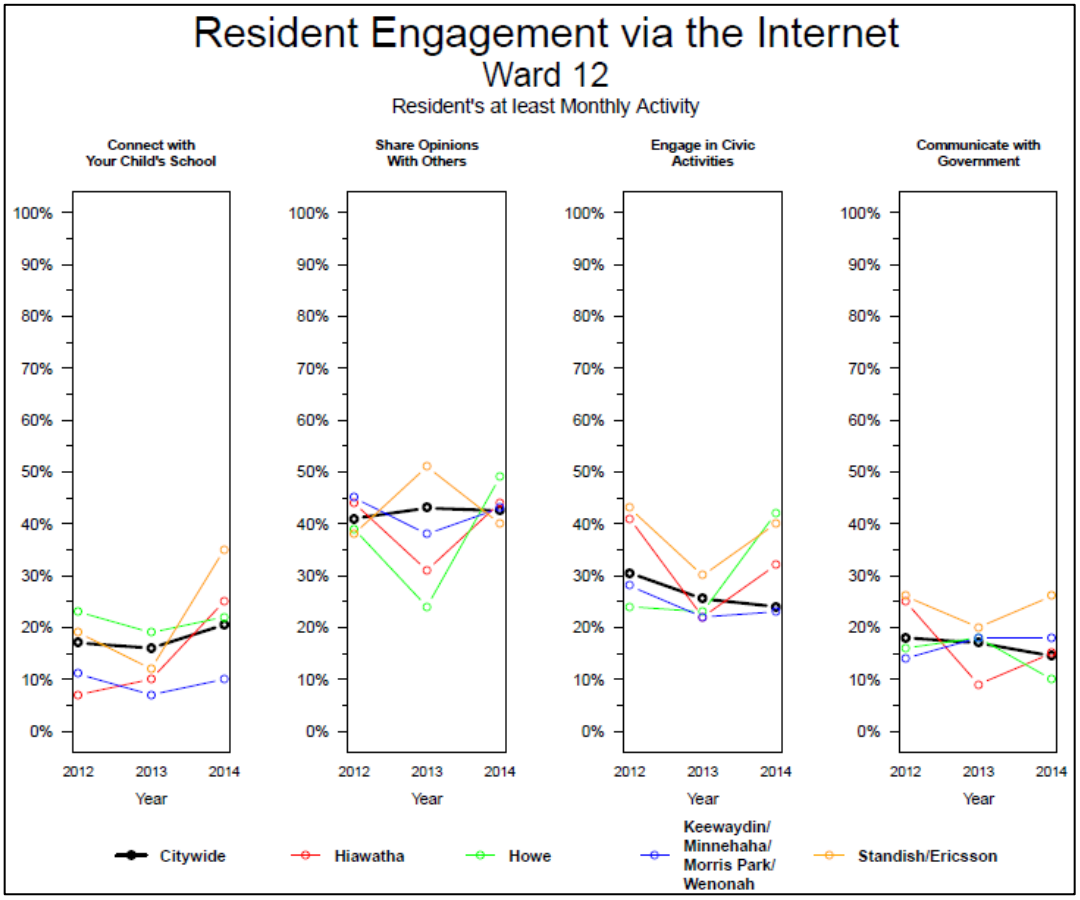
The City-wide data is also shown within each chart for comparison.

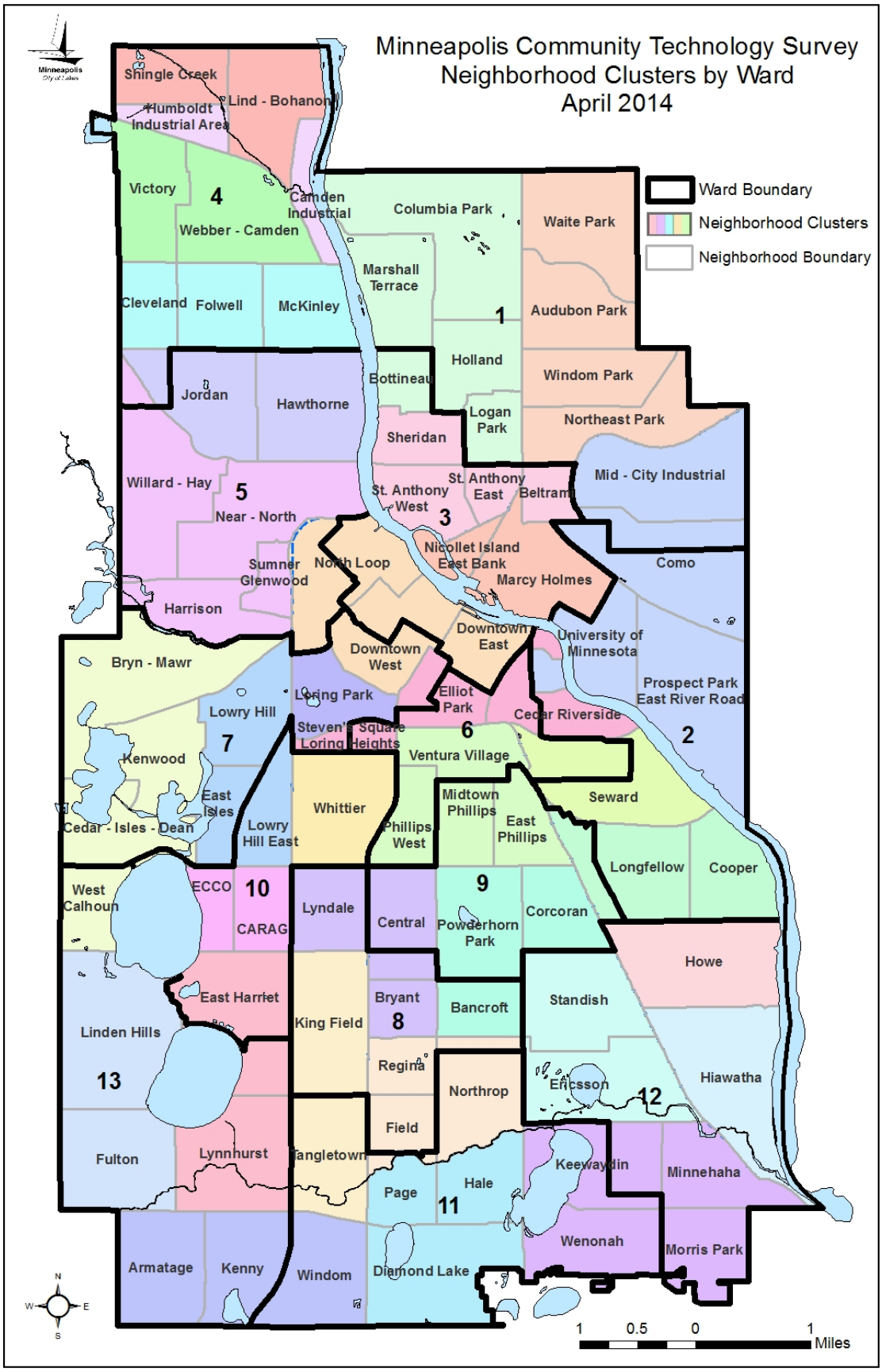

Resident View of Digital Society
Ward 12
Excellent/Good Access to Technology
Essential/Very Important to have Computer
Essential/Very Important to have Internet Access
Access Computer Daily at Work
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
2012
2013
2014
Year
Citywide
Hiawatha
Howe
Keewaydin/ Minnehaha/ Morris Park/ Wenonah
Standish/Ericsson


City Resident's Digital Tools
Ward 12
Have Computer With Internet
Have Smartphone With Internet
No Internet at Home
Dial-up Access
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
2012
2013
2014
Year
Citywide
Hiawatha
Howe
Keewaydin/ Minnehaha/ Morris Park/ Wenonah
Standish/Ericsson


Level of Digital Literacy
Ward 12
Percent Very Comfortable
Using Email
Accessing Internet
Using a Computer
Locating Info Online
Using Smartphone or Tablet
Creating Docs
Using Social Networking
Job Hunting Online
Using Education Programs
Installing Software
Protecting Your Computer
Writing/ Publishing Online
Trouble-shooting
Creating a Website/ Blog
Coding A Software Application
100%
80%
60%
40%
20%
0%
2012
2013
2014
Year
Citywide
Hiawatha
Howe
Keewaydin/ Minnehaha/ Morris Park/ Wenonah
Standish/Ericsson


Resident Information Consumption
Ward 12
Get News/ Weather at least Weekly
Research/Study a Topic of Interest at least Weekly
Attend Online Class at least Monthly
Look up Health/ Medical Information at least Monthly
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
2012
2013
2014
Year
Citywide
Hiawatha
Howe
Keewaydin/ Minnehaha/ Morris Park/ Wenonah
Standish/Ericsson


Resident Engagement via the Internet
Ward 12
Resident's at least Monthly Activity
Connect with Your Child's School
Share Opinions With Others
Engage in Civic Activities
Communicate with Government
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
2012
2013
2014
Year
Citywide
Hiawatha
Howe
Keewaydin/ Minnehaha/ Morris Park/ Wenonah
Standish/Ericsson


Minneapolis Community Technology Survey
Neighborhood Clusters by Ward
April 2014
Ward Boundary
Neighborhood Clusters
Neighborhood Boundary
Shingle Creek
Lind - Bohanon
Humboldt Industrial Area
Victory
4
Camden Industrial
Webber - Camden
Columbia Park
Waite Park
Marshall Terrace
Cleveland
Folwell
McKinley
1
Audubon Park
Holland
Windom Park
Bottineau
Jordan
Hawthorne
Logan Park
Northeast Park
Sheridan
Mid - City Industrial
Willard - Hay
5
St. Anthony West
St. Anthony East
Beltrami
3
Near - North
Nicollet Island East Bank
Sumner Glenwood
North Loop
Como
Marcy Holmes
Harrison
Downtown East
University of Minnesota
Downtown West
Bryn - Mawr
Prospect Park East River Road
Loring Park
Elliot Park
Lowry Hill
Cedar Riverside
Steven's Square Loring Heights
6
2
7
Kenwood
Ventura Village
East Isles
Whittier
Midtown Phillips
Seward
Cedar - Isles - Dean
Lowry Hill East
Phillips West
East Phillips
Longfellow
Cooper
West Calhoun
ECCO
10
9
Lyndale
Central
Corcoran
CARAG
Powderhorn Park
Howe
East Harriet
Bryant
Bancroft
Standish
King Field
8
Linden Hills
Regina
13
Northrop
Ericsson
12
Hiawatha
Field
Fulton
Lynnhurst
Tangletown
Keewaydin
Minnehaha
Page
Hale
11
Wenonah
Morris Park
Armatage
Kenny
Windom
Diamond Lake
N
W
E
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1
0.5
0
1
Miles

Survey Administration and Response Rates

Each selected household was contacted three times. First, a pre-notification announcement, informing the household members that they had been selected to participate in the survey was sent. About one week after mailing the pre-notification, each household was mailed a survey containing a cover letter signed by the City's Chief Information Officer enlisting participation. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire. A reminder letter and survey, scheduled to arrive nearly one week after the first survey was the final contact. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Survey recipients who preferred to respond in Spanish, Somali or Hmong could request a survey in one of those languages and 311 was listed as a call in resource for residents to request to take the survey in another language. Over the course of the data collection period, one recipient requested the survey in Spanish. However, no Spanish language surveys were returned completed.

The mailings were sent on December 30 2013, January 6, 2014 and January 10. Completed surveys were collected through mid-February. About 1% to 7% of the surveys mailed in each of the 11 communities were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Response rates in each of the 11 communities ranged from 16% to 40%, with an overall response rate of 25%. The response rates for each community are shown in the table below.

RESPONSE RATE BY COMMUNITY/NEIGHBORHOOD

Community/Neighborhood	Mailed	Undeliverable	Completed	Response Rate
Calhoun Isles	1,069	62	275	27%
Bryn - Mawr	54	2	26	50%
CARAG	216	10	48	23%
Cedar - Isles - Dean	103	9	28	30%
East Isles	99	3	29	30%
ECCO	86	1	30	35%
Kenwood	20	4	7	44%
Lowry Hill	119	11	37	34%
Lowry Hill East	294	20	54	20%
West Calhoun	78	2	16	21%
Camden	1,069	50	278	27%
Camden Industrial	0	0	0	-
Cleveland	101	3	30	31%
Folwell	217	14	45	22%
Humboldt Industrial	1	1	0	-
Lind - Bohanon	196	7	63	33%
McKinley	84	4	12	15%
Shingle Creek	89	3	24	28%
Victory	150	8	47	33%
Webber - Camden	231	10	57	26%
Central	1,191	69	269	24%
Downtown East	47	6	12	29%
Downtown West	231	11	59	27%
Elliot Park	177	5	33	19%
Loring Park	330	22	69	22%
North Loop	189	14	40	23%
Steven's Square - Loring Heights	217	11	56	27%
Longfellow	844	22	259	32%
Cooper	79	5	30	41%
Hiawatha	184	4	62	34%
Howe	162	4	57	36%

Community/Neighborhood	Mailed	Undeliverable	Completed	Response Rate
Longfellow	146	3	42	29%
Seward	273	6	68	25%
Near North	1,340	90	224	18%
Harrison	161	8	23	15%
Hawthorne	211	10	30	15%
Jordan	250	22	45	20%
Near - North	306	24	47	17%
Sumner - Glenwood	102	6	13	14%
Willard - Hay	310	20	66	23%
Nokomis	844	11	310	37%
Diamond Lake	112	2	46	42%
Ericsson	99	1	34	35%
Field	54	2	22	42%
Hale	57	0	26	46%
Keewaydin	64	0	20	31%
Minnehaha	133	1	51	39%
Morris Park	59	1	20	34%
Northrop	89	1	38	43%
Page	30	0	13	43%
Regina	40	1	19	49%
Wenonah	107	2	21	20%
Northeast	1,069	30	309	30%
Audubon Park	105	3	38	37%
Beltrami	28	7	6	29%
Bottineau	56	3	10	19%
Columbia Park	23	1	9	41%
Holland	149	5	28	19%
Logan Park	54	1	19	36%
Marshall Terrace	62	1	16	26%
Northeast Park	24	0	7	29%
Sheridan	109	4	31	30%
St. Anthony East	62	1	18	30%
St. Anthony West	99	2	34	35%
Waite Park	110	2	42	39%
Windom Park	188	0	51	27%
Phillips	1,518	86	236	16%
East Phillips	271	7	44	17%
Midtown Phillips	275	24	45	18%
Phillips West	442	18	77	18%
Ventura Village	530	37	70	14%
Powderhorn	1,181	41	244	21%
Bancroft	63	2	23	38%
Bryant	36	2	11	32%
Central	118	3	18	16%
Corcoran	74	5	16	23%
Lyndale	213	4	43	21%
Powderhorn Park	159	4	28	18%
Standish	103	3	46	46%
Whittier	415	18	59	15%
Southwest	900	33	351	40%
Armatage	76	6	29	41%
East Harriet	83	2	29	36%

Community/Neighborhood	Mailed	Undeliverable	Completed	Response Rate
Fulton	84	5	39	49%
Kenny	47	0	34	72%
King Field	167	3	49	30%
Linden Hills	155	9	56	38%
Lynnhurst	99	6	47	51%
Tangletown	83	1	40	49%
Windom	106	1	28	27%
University	1,350	55	256	20%
Cedar Riverside	274	19	46	18%
Como	193	9	42	23%
Marcy Holmes	446	12	82	19%
Mid - City Industrial	10	0	4	40%
Nicollet Island - East Bank	78	3	24	32%
Prospect Park - East River Road	267	13	51	20%
University of Minnesota	82	1	7	9%
Unknown	-	-	4	-
Grand Total	12,375	551	3,015	25%

For more information including the full report from National Resource Center, Inc., and the full data set in Excel format, see www.minneapolismn.gov/it/inclusion or contact the IT Department at 612-673-2026.