

# Digital Equity: The Resident's Voice

The purpose of the Digital Equity: The Resident's Voice Survey was to assess the state of digital equity and understand the disparities in access to technology, internet connectivity, digital skills, and affordability. The survey aimed to identify the impact of digital inequity and provide recommendations for promoting digital inclusion.



**3,435 Participants**



**52%**



**38%**

**48%**

Adults 25 - 34

**25%**

Adults 35 - 44

**12%**

Adults 18-24

**0.8%**

Under 18



## Demographics

- About **9%** preferred not to disclose their gender and **0.5%** fall under transgender and **0.1%** under non-binary.
- Highest responses of **48%** came from the Age range 25-34.
- Age range 25-34: Responses from men were **28%** and women **19%**
- In the Under 18 category, only **0.8%** have responded.
- **8.73%** chose not to disclose their age.
- The least participant group is 65+, only 9 people responded (**0.3%**).
- **72%** of the survey participation came in the month of August.

## Internet Connectivity



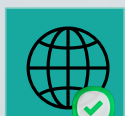
**70% Personal Data Plans**



**62% Public Wi-Fi**

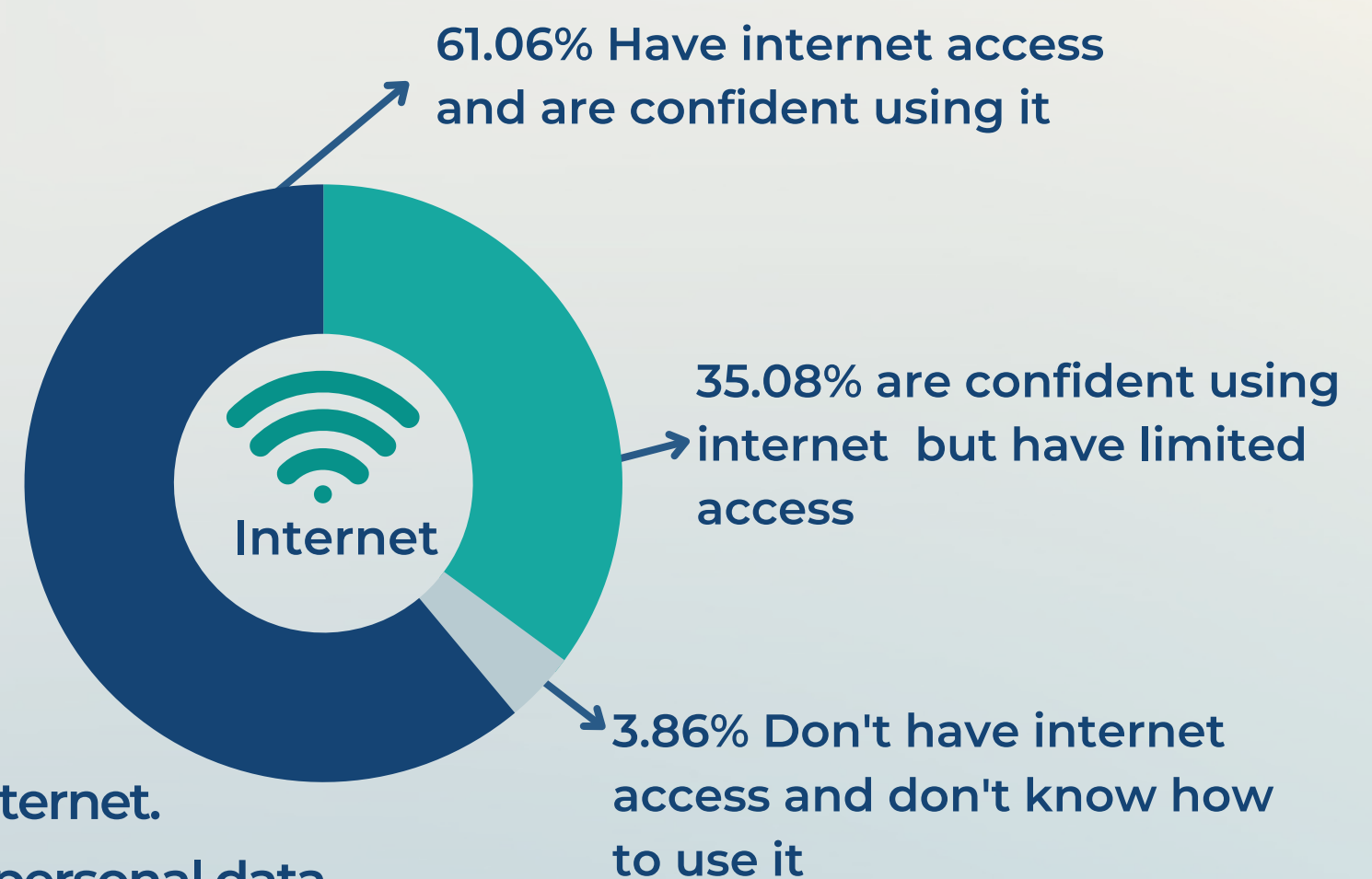


**41% At Work**



**~95% Have access to internet through one or more of the above modes**

- Most of the participants have a personal data plan to access the internet.
- While some participants access internet through all the 3 modes, personal data plan, public Wi-Fi, and at work, accessing the internet using the personal data plan still remains popular.
- Majority of the participants belong to the age group of 18 -24, 25 - 34, and 35 - 44.



\*affordability - Internet cost is less than 5% of your monthly salary

**87.92%**

Participants have affordable internet

Ages groups with highest internet affordability : 18 -24, 25 - 34 and 34 - 44  
Age groups that need assistance with connectivity most : < 18, 54 - 65 and 65+



**97.27%**  
voted 'Yes'



**94.97%**  
voted 'Yes'



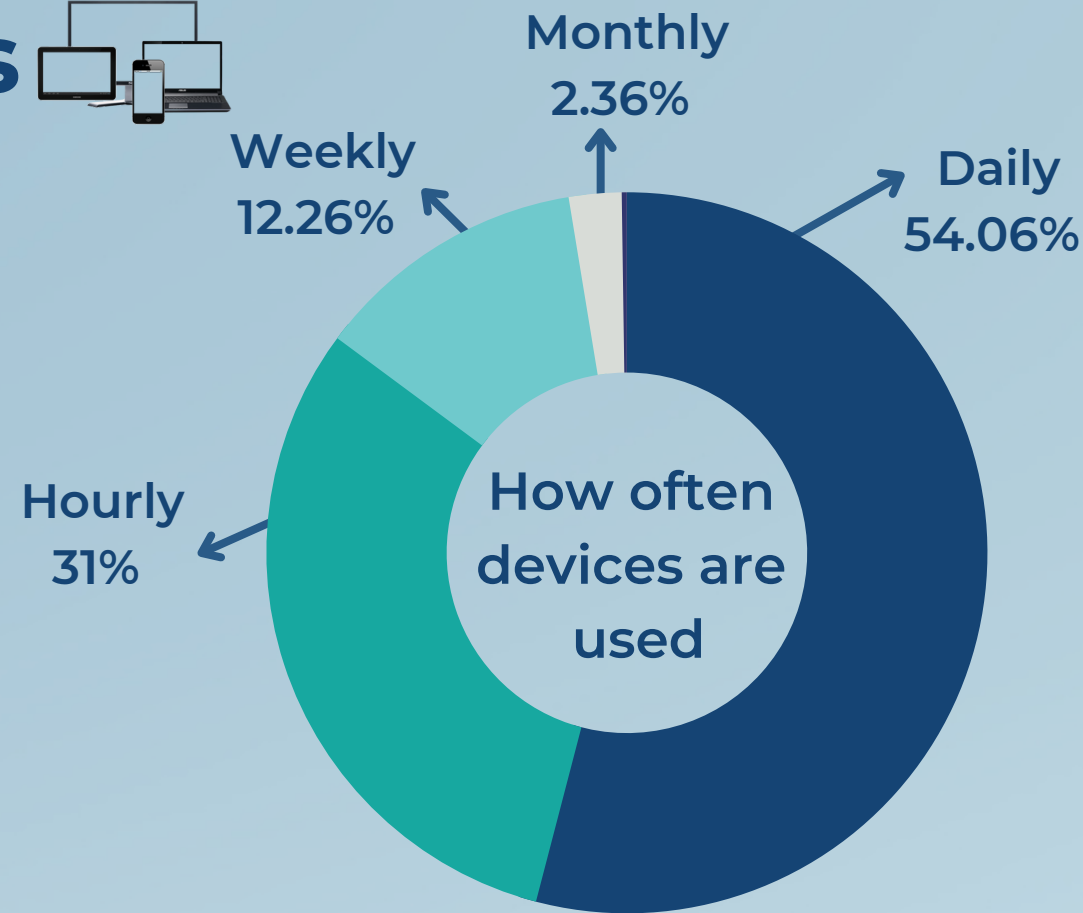
## Affordable Internet

- **96%** have high-speed broadband, cable, satellite or fiber internet at their home.
- Only **12.32%** have excellent internet quality or stability.



## Personal Devices

- 73% Smartphones
- 55% Desktop Computers
- 48% Laptops
- 46% Tablet / iPad

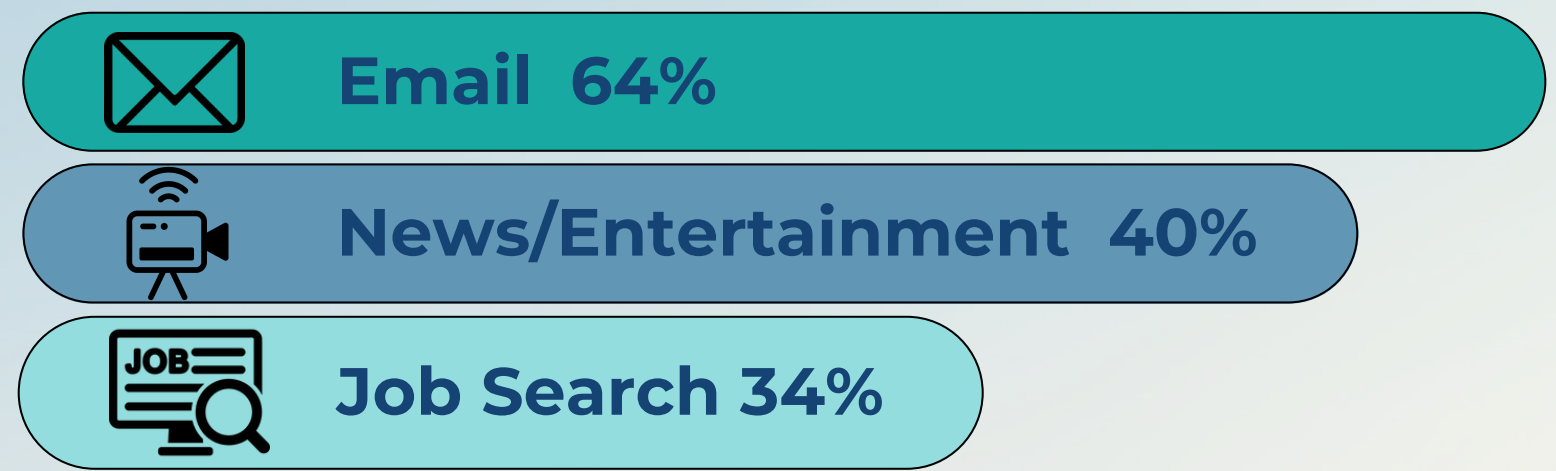


- 27% of respondents from the age range 25 - 34 say that they use their devices DAILY.
- Highest users are the from the age range 25-44.
- Survey says that Men use their devices daily 11% more than women.
- A smartphone is the most commonly owned device.
- Age group 25-34 ranks first in owning all the different kinds of personal devices.
- However there still exists a very small portion 0.7% who does not own any kind of device.

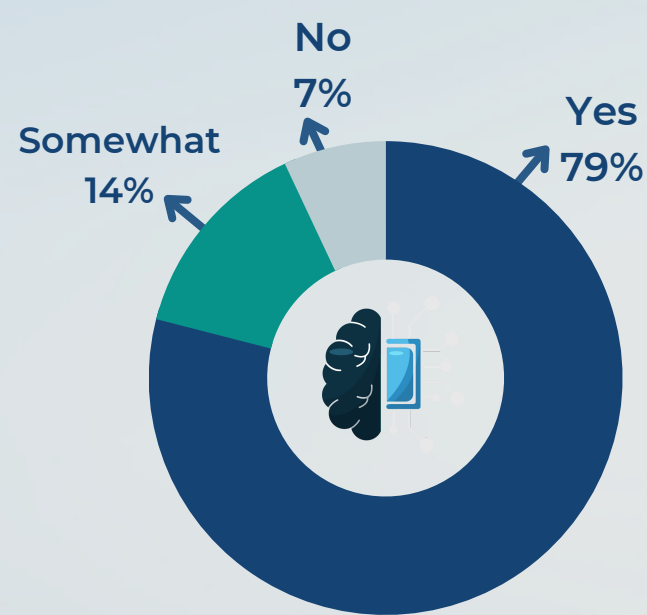
## Technology Use

- Only 20% of the respondents are using technology for school / formal digital learning and 17% are using technology for research.
- Awareness programs can help people understand the different ways to use technology for their benefit.

### How the responders are using technology

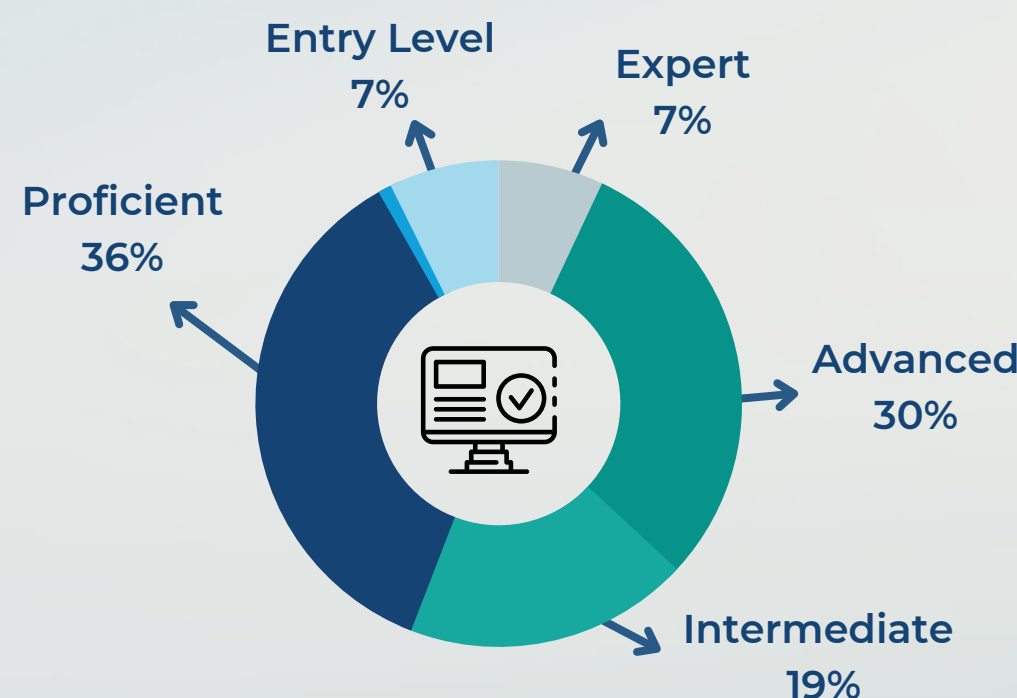


## Digitally Empowered



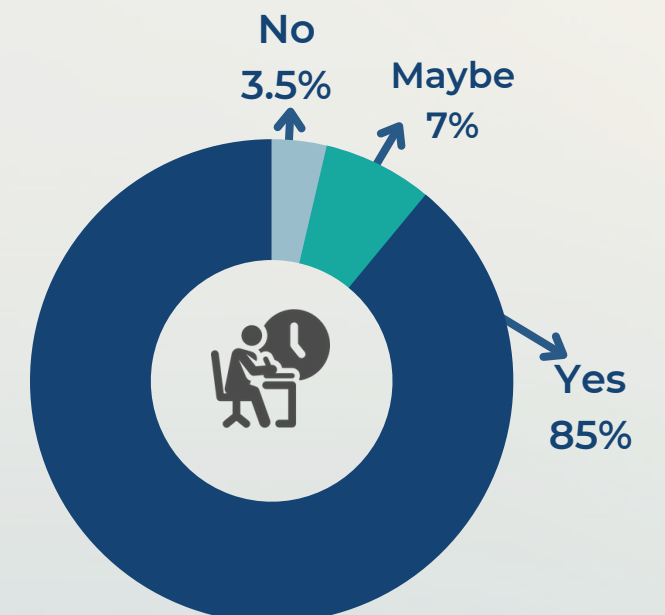
- Ages 25-44 feel digitally empowered
- Ages 18-24 , 45+ don't feel digitally empowered

## Having Technology Skills



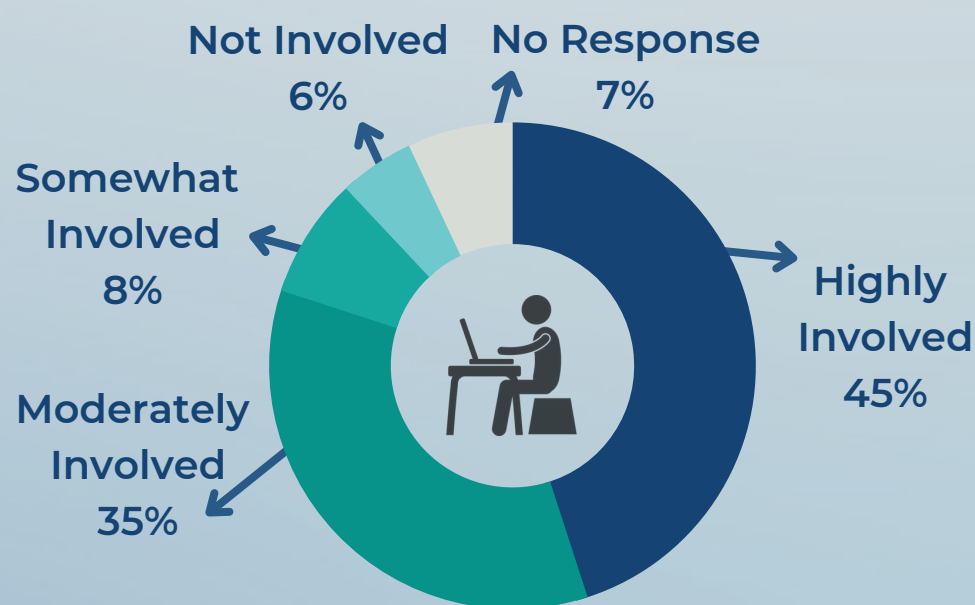
- Only 7% rank themselves as Experts

## Learning Technology Skills

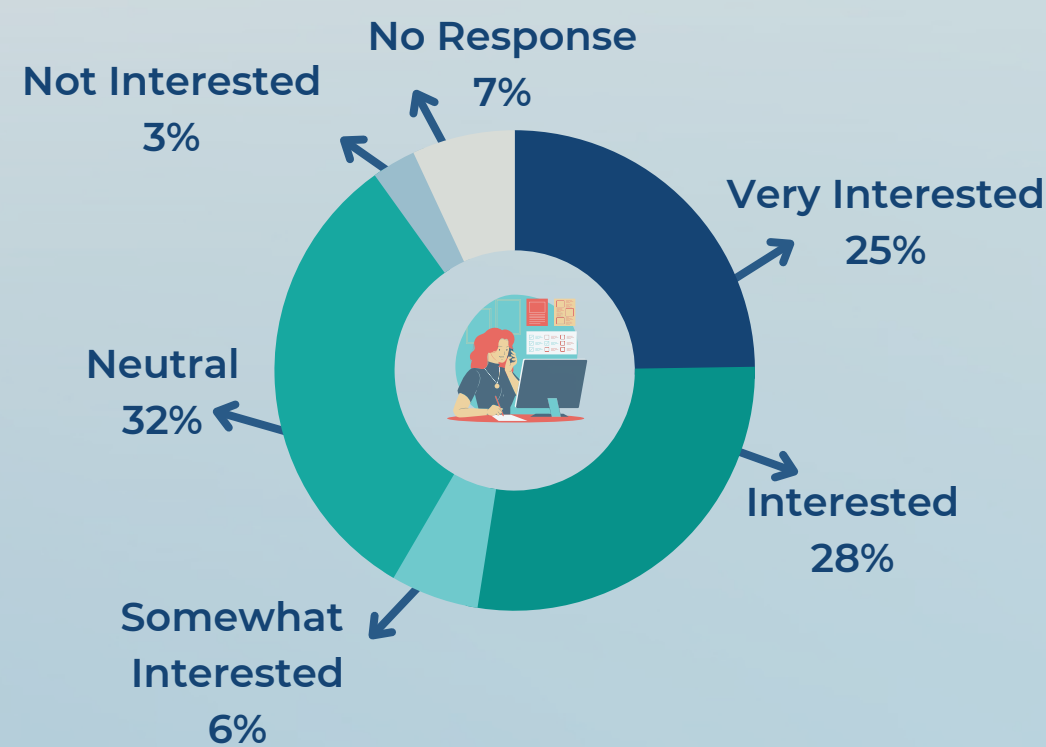


- Out of those responded YES age 25-34 are the most interested group (43%), age 35-44 are the second most interested (22%).

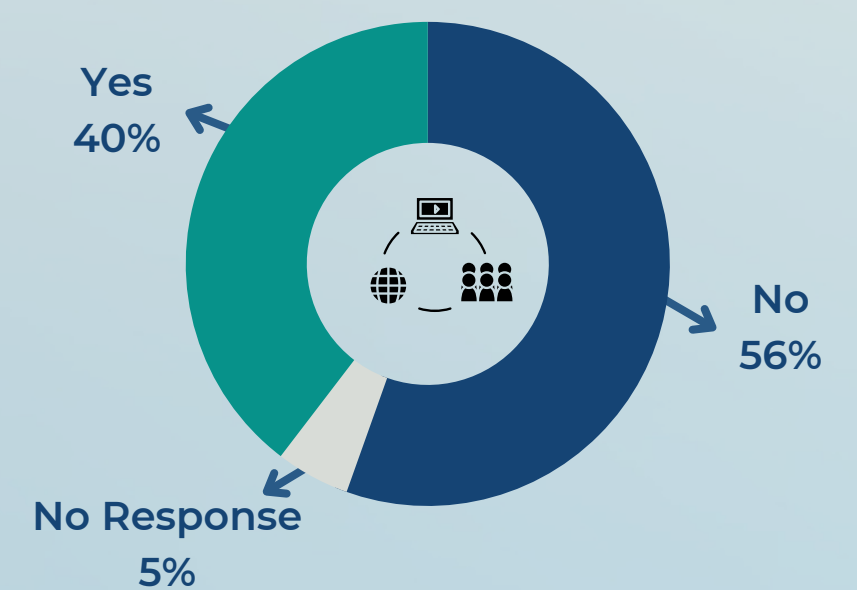
## Technology in Current Job



## Interest in Technical Career



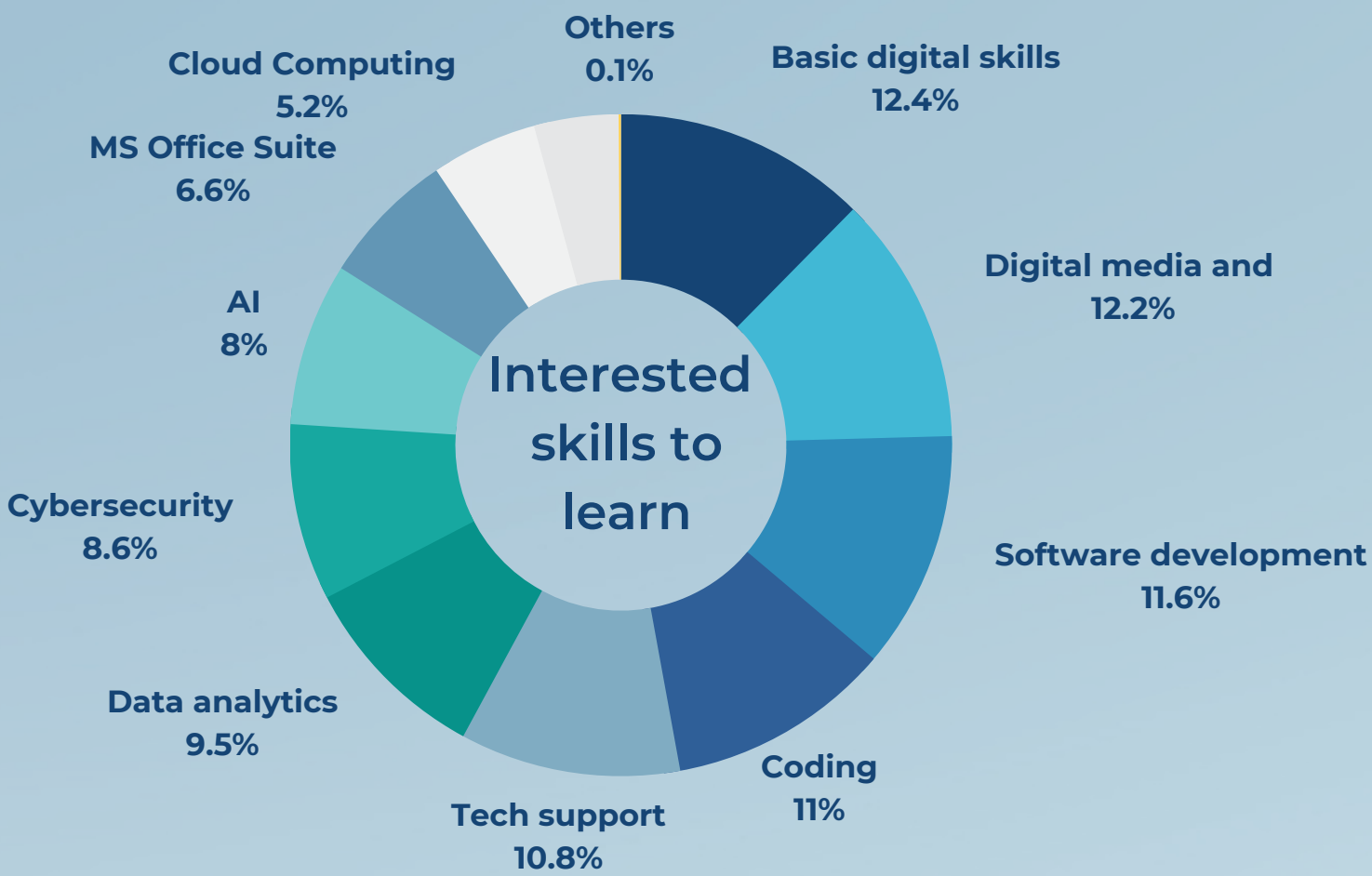
## Participated in Training



- 56% have not participated in a technical training program and close to 60% are interested in a technical career.
- 72% said that if training was provided remotely, would have access to a device other than a phone (laptop or desktop computer, tablet, chromebook, etc.) to use for training.
- Courses can be offered and awareness programs can be provided so the 32% (13% women and 18% Men) that are neutral in their interest in a technical career be encouraged to get technical jobs.
- This approach may empower the 3% of the respondents that mentioned that they are Not Interested in a technical career



# Training & Learning



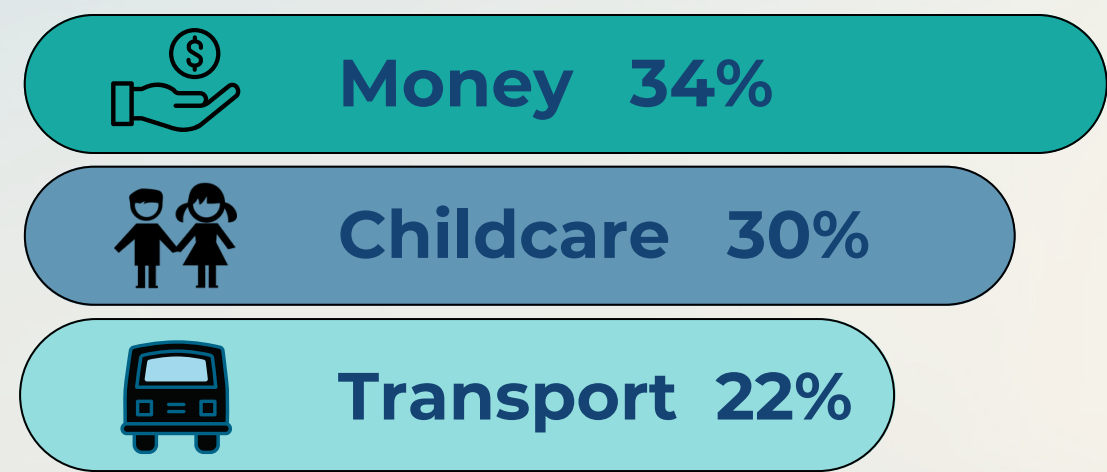
- Both men and women belonging to younger age groups (< 44 yrs) are interested in learning the same digital skills - Basic Digital Skills, Digital Marketing, Technical Support, Coding and Software Development.
- Interestingly age groups 35 - 44 and 45 - 55 are more keen on learning Data Analytics skills compared to the younger age groups!
- Project Management, Cloud Computing, Cybersecurity and Data Analytics were the top skills which ages 55 - 64 and 65+ wished to learn.

- 45% said that they have access to laptops for training. Followed by desktops( 33%) and tablets(25%).
- About 93% are interested in participating in a training program.

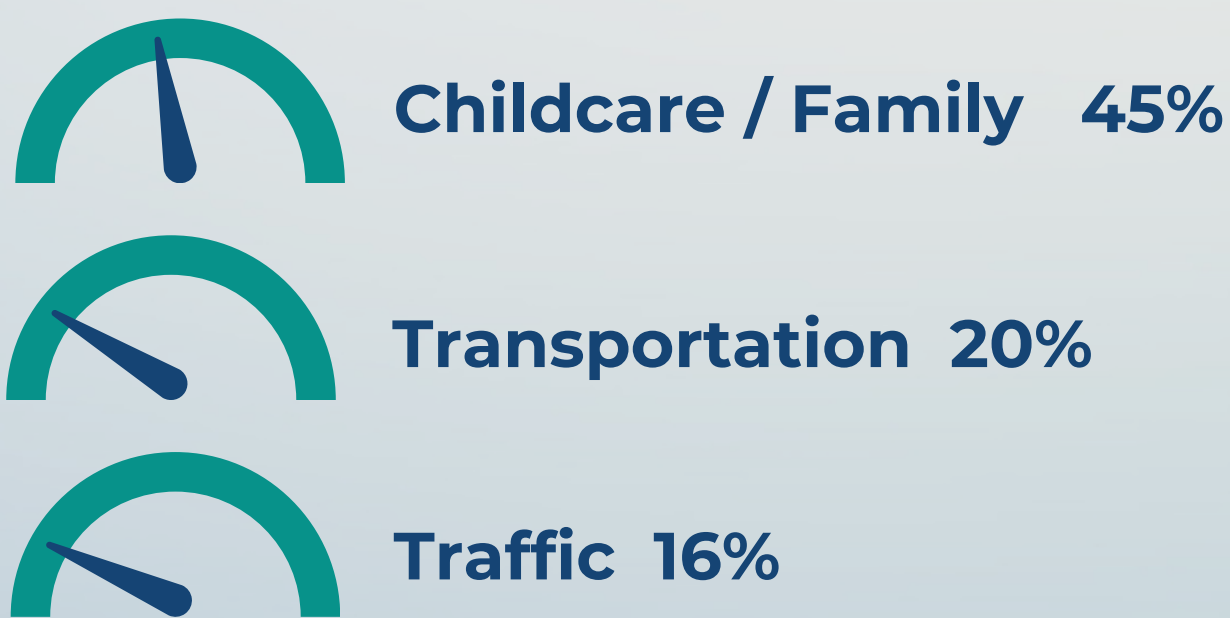
## Barriers & Benefits

### Top 3 barriers for joining a learning program

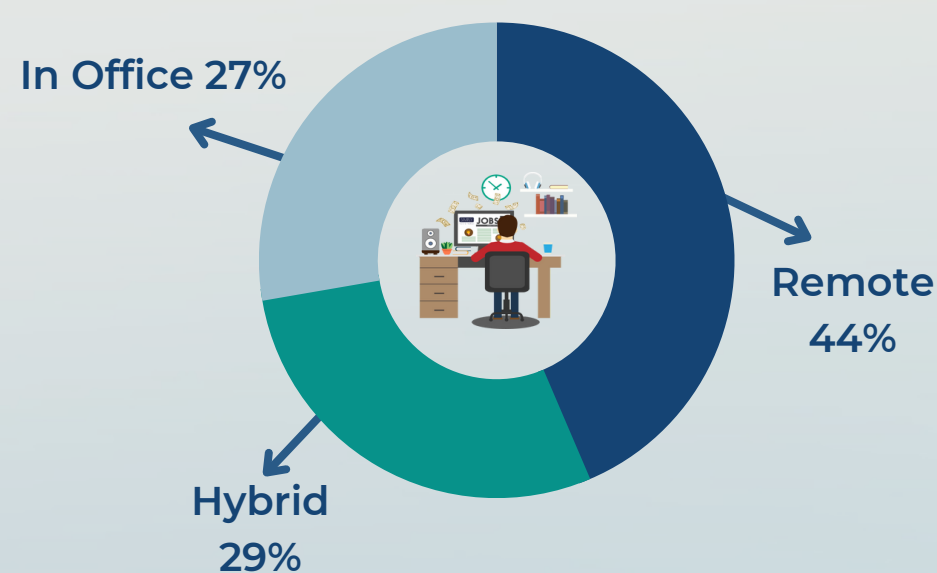
- Money (the need to work), childcare, and transportation remain the top three barriers for the age group between 18 to 54.
- However the trend slightly changes for age group 55 - 64 and under 18, where no home internet access takes the second place.
- Virtual Training: Providing education remotely can help overcome geographical limitations
- Discounted/Free Training: Eliminating financial constraints by offering cost-free courses
- Self-Paced Structure: Flexible course design enables learners to adapt to their schedules



### Top 3 barriers preventing from employment in tech-based career



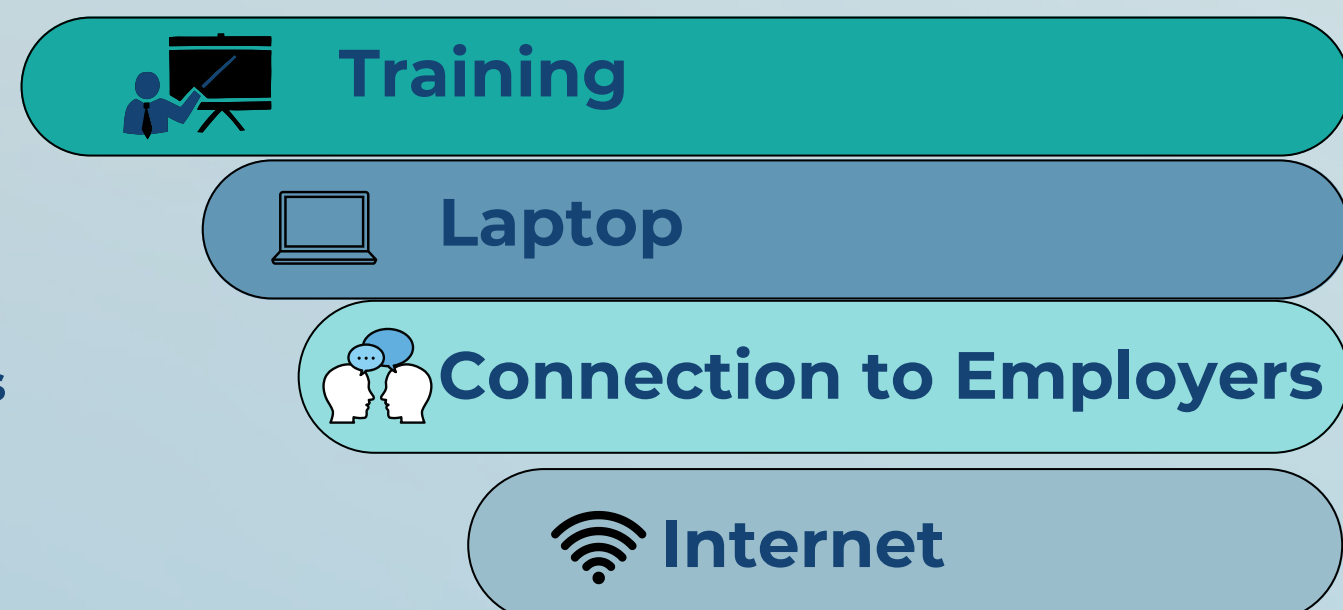
### Ideal work environment



- By focusing on getting a remote or a hybrid job the barriers can be broken.

### Highly ranked benefit

- Weighted average was used to find overall ranking of the benefits.
- Equal weight of 1 was assigned to each category.
- Training program got the 1st rank that people would benefit from, laptop was ranked as 2nd , connection to employers was 3rd and internet 4th.







## Age : Under 18



- Use public wifi
- Internet affordability - 81% said Yes
- Personal Device - Smartphone Tablet and Desktop
- Use technology for - Email, Job search and Play Games
- 71% interested in learning a new skill
- Skill interested in learning - Basic digital skills
- Have applied for technical training program - 33% Yes
- Learning barriers - No home internet access, Money and Childcare

- Have personal data plan
- Internet affordability - 100% said Yes
- Personal Device - Smartphone , Desktop and Tablet/ gaming device
- Use technology for -Play games, Job search and School
- 71% interested in learning a new skill
- Skill interested in learning - Basic digital skills
- Have applied for technical training program - 43% Yes
- Learning barriers - Money and Transportation



## Age : 18 - 24

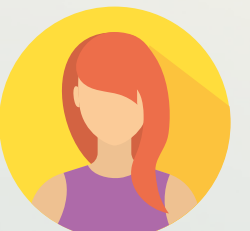


- Have personal data plan
- Internet affordability - 93% said Yes
- Personal Device - Smartphone , Laptop and Desktop
- Use technology for - Email, News and Job search / Networking
- 86% interested in learning a new skill
- Skill interested in learning - Tech desk support
- Have applied for technical training program - 32% Yes
- Learning barriers - Money, Childcare and Transportation

- Have personal data plan
- Internet affordability - 89% said Yes
- Personal Device - Smartphone , Laptop and Desktop
- Use technology for - Email, News and Job search
- 83% interested in learning a new skill
- Skill interested in learning - Basic digital skills
- Have applied for technical training program - 35% Yes
- Learning barriers - Money, Transportation and Childcare



## Age : 25 - 34



- Use public wifi
- Internet affordability - 95% said Yes
- Personal Device - Smartphone , Desktop and Tablet
- Use technology for - Email, News and Job search
- 92% interested in learning a new skill
- Skill interested in learning - Basic digital skills
- Have applied for technical training program - 46% Yes
- Learning barriers - Money, Childcare and Transportation

- Have personal data plan
- Internet affordability - 90% said Yes
- Personal Device - Smartphone , Desktop and Laptop
- Use technology for - Email, News and Job search
- 89% interested in learning a new skill
- Skill interested in learning - Digital media marketing
- Have applied for technical training program - 40% Yes
- Learning barriers - Money, Childcare and Transportation



## Age : 35 - 44



- Have personal data plan
- Internet affordability - 92% said Yes
- Personal Device - Smartphone , Desktop and Tablet
- Use technology for - Email, News and Job search
- 93% interested in learning a new skill
- Skill interested in learning - Basic digital skills
- Have applied for technical training program - 48% Yes
- Learning barriers - Money, Childcare and Transportation

- Have personal data plan
- Internet affordability - 78% said Yes
- Personal Device - Smartphone , Tablet and Laptop / Desktop
- Use technology for - Email, Job search and Social Media
- 85% interested in learning a new skill
- Skill interested in learning - Digital media marketing
- Have applied for technical training program - 35% Yes
- Learning barriers - Money, Childcare and Transportation





## Age : 45 - 54



- Use internet at work
- Internet affordability - 79% said Yes
- Personal Device - Smartphone , Tablet and Desktop
- Use technology for - Email, News and Network
- 89% interested in learning a new skill
- Skill interested in learning - Digital Media Marketing
- Have applied for technical training program - 45% Yes
- Learning barriers - Childcare, money and Transportation

- Have personal data plan
- Internet affordability - 74% said Yes
- Personal Device - Smartphone , Desktop and Laptop
- Use technology for - Email, Pay Bills and News
- 84% interested in learning a new skill
- Skill interested in learning - Basic digital skills
- Have applied for technical training program - 41% Yes
- Learning barriers - Money, Childcare and Transportation



## Age : 55 - 64



- Have personal data plan
- Internet affordability - 67% said Yes
- Personal Device - Smartphone , Laptop and Tablet
- Use technology for - Email, Pay Bills and News / Job search
- 80% interested in learning a new skill
- Skill interested in learning - Software development
- Have applied for technical training program - 40% yes
- Learning barriers - Money, childcare and no home internet access

- Have personal data plan
- Internet affordability - 48% said Yes
- Personal Device - Smartphone , Laptop and Tablet
- Use technology for - Email, Digital learning Program and News / Pay Bills
- 86% interested in learning a new skill
- Skill interested in learning - Tech desk support
- Have applied for technical training program - 19% Yes
- Learning barriers - Money, No home internet access and Transportation



## Age : 65+



- Have personal data plan
- Internet affordability - 100% said No
- Personal Device - Laptop, Smartphone and Tablet
- Use technology for - Email, Job search / Pay Bills/ Digital Learning program
- 100% interested in learning a new skill
- Skill interested in learning - Cybersecurity
- Have applied for technical training program - 33% Yes
- Learning barriers - Childcare, Money and Transportation

- Have personal data plan
- Internet affordability - 80% said Yes
- Personal Device - Smartphone , Laptop and Tablet
- Use technology for - Email, Social media and Working
- 100% interested in learning a new skill
- Skill interested in learning - Data analytics
- Have applied for technical training program - 60% Yes
- Learning barriers - Money, Transportation and No home internet access

<https://careerriseatlanta.org/>

<https://atlytics.org/>

Data Source: Westside Works (powered by CareerRise) survey in Digital Equity in Atlanta: The Resident's Voice.