2024 Seattle Technology Access & Adoption Study

Seattle.gov/TechAccessStudy

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October 28, 2024
Technology Matching Fund Info Session
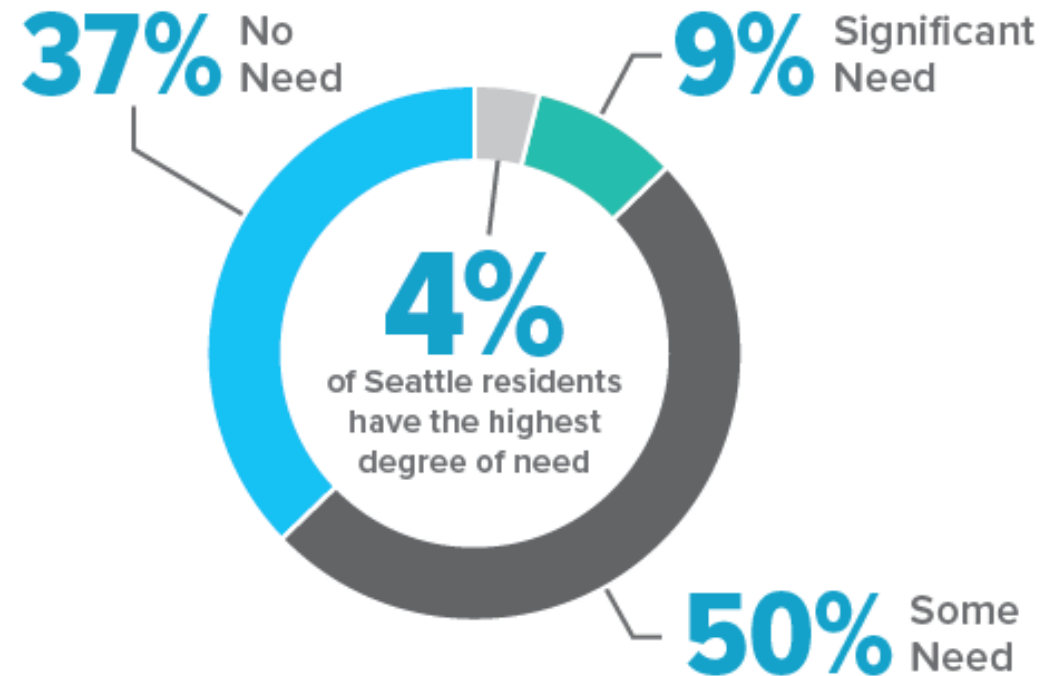
Technology Access and Adoption Study

- 6th City of Seattle Tech Access and Adoption Study since 2000.

- Topics include Internet Access, Devices, Digital Activities and Skills, Civic Engagement

- Mixed Methods: general population survey + focus groups

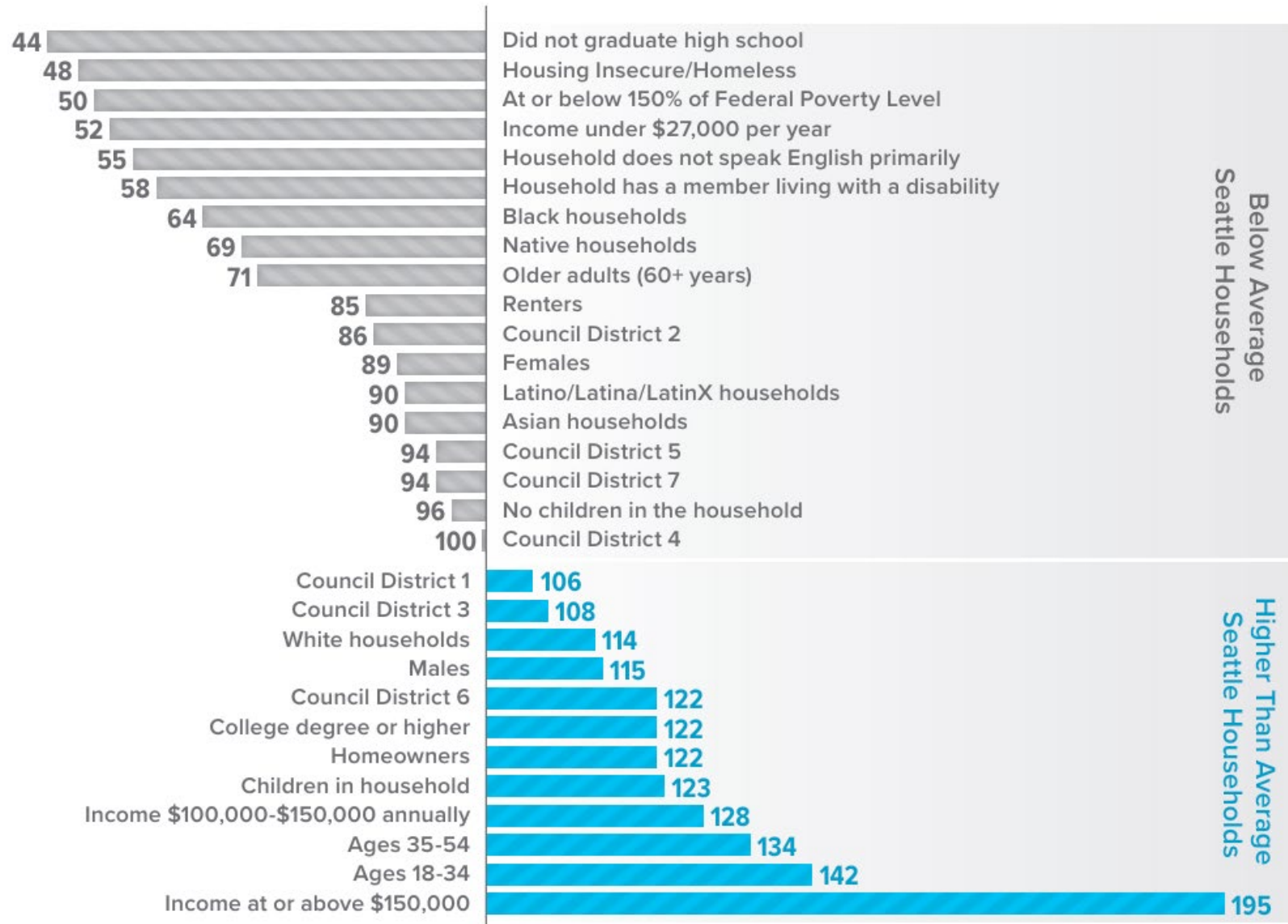- Includes Digital Connectedness Index

Digital connectedness: A wholistic measure of connectivity needs

The focus of our work: 13% of Seattle (44,000 households)

- did not graduate from high school

- low-income

- ESL household

- Black and Native American households

- Household member is older or has a disability

37% No Need

9% Significant Need

4% of Seattle residents have the highest degree of need

50% Some Need

Index scores below 100 have 'higher need'—and represent digital inequity. Index scores above 100 represent households who have a higher than average degree of digital connectedness. Population groups which are higher or lower than average are illustrated below.
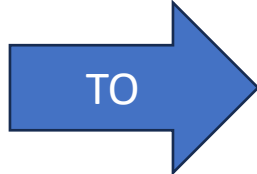
Below Average Seattle Households

Score	Group
44	Did not graduate high school
48	Housing Insecure/Homeless
50	At or below 150% of Federal Poverty Level
52	Income under $27,000 per year
55	Household does not speak English primarily
58	Household has a member living with a disability
64	Black households
69	Native households
71	Older adults (60+ years)
85	Renters
86	Council District 2
89	Females
90	Latino/Latina/LatinX households
90	Asian households
94	Council District 5
94	Council District 7
96	No children in the household
100	Council District 4

Higher Than Average Seattle Households

Group	Score
Council District 1	106
Council District 3	108
White households	114
Males	115
Council District 6	122
College degree or higher	122
Homeowners	122
Children in household	123
Income $100,000-$150,000 annually	128
Ages 35-54	134
Ages 18-34	142
Income at or above $150,000	195

Populations with Low Digital Connectedness

| Group	Digital Connectedness Index Score
Did not graduate high school	44
Housing Insecure/Homeless	48
At or below 150% of Federal Poverty Level	50
Income under $27,000 per year	52
Household does not speak English primarily	55
Household has a member living with a disability	58
Black households	64
Native households	69
Older adults (60+ years)	71

Internet Access at Home

Home internet in Seattle has increased from

95% → **98%**

Over the past 5 years
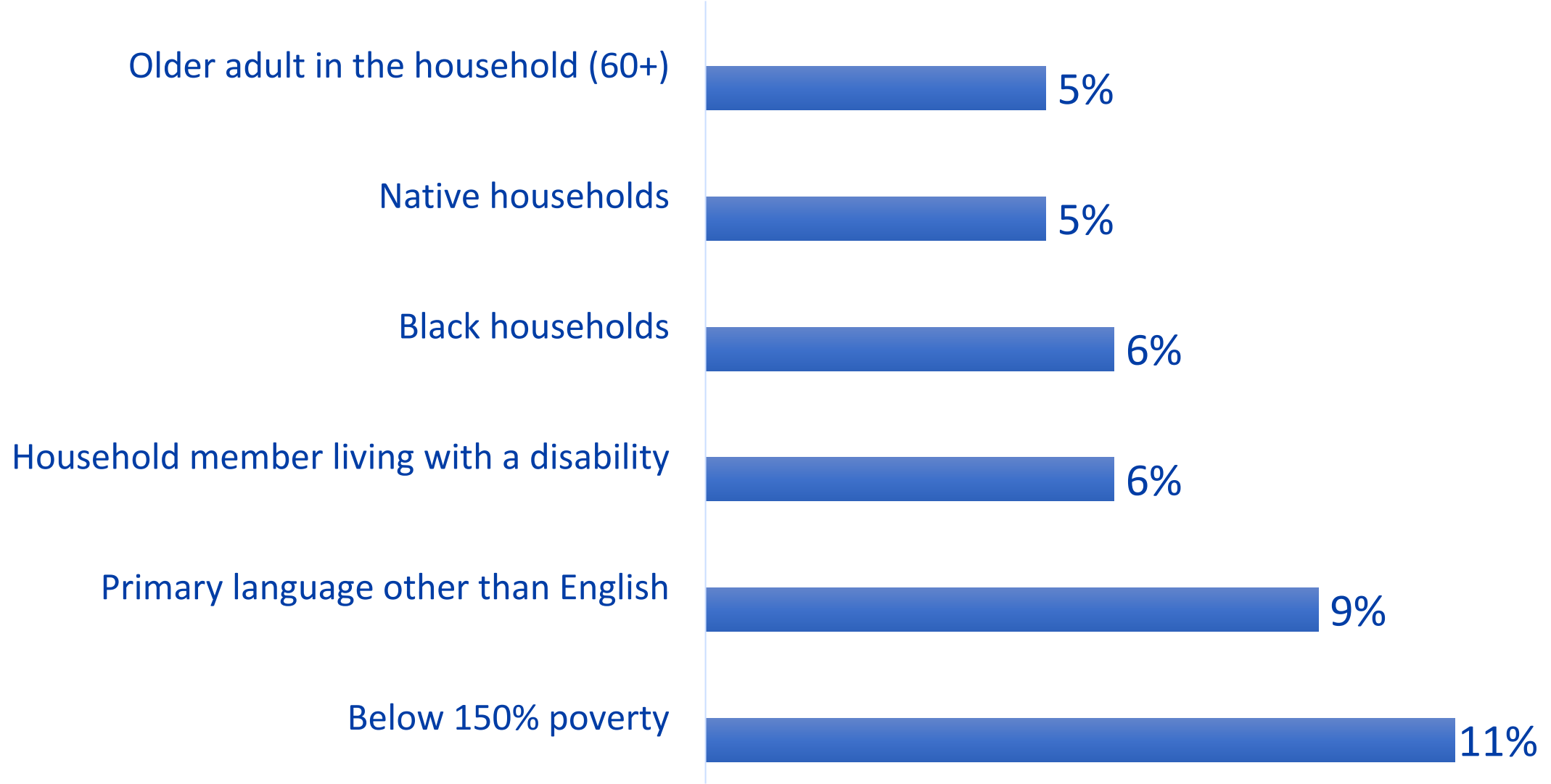
Internet access on the go

26,000 households do not have internet access at home and on the go.

11% of Black, Indigenous, People of Color

25% of households speaking languages other than English

16% of older adults

18% of households living with disabilities

26% of households living in poverty

Remaining Barriers to Internet Adoption and Use

20% of residents cited a barrier or reason for not using the internet more.

Top reasons why residents do not use the internet more (among those with ANY concerns)

Internet service is too expensive — **36%**

Too slow/frustrating/internet doesn't work well — **25%**

Not interested or don't need/want to use it — **25%**

Service plans from internet providers are confusing — **17%**
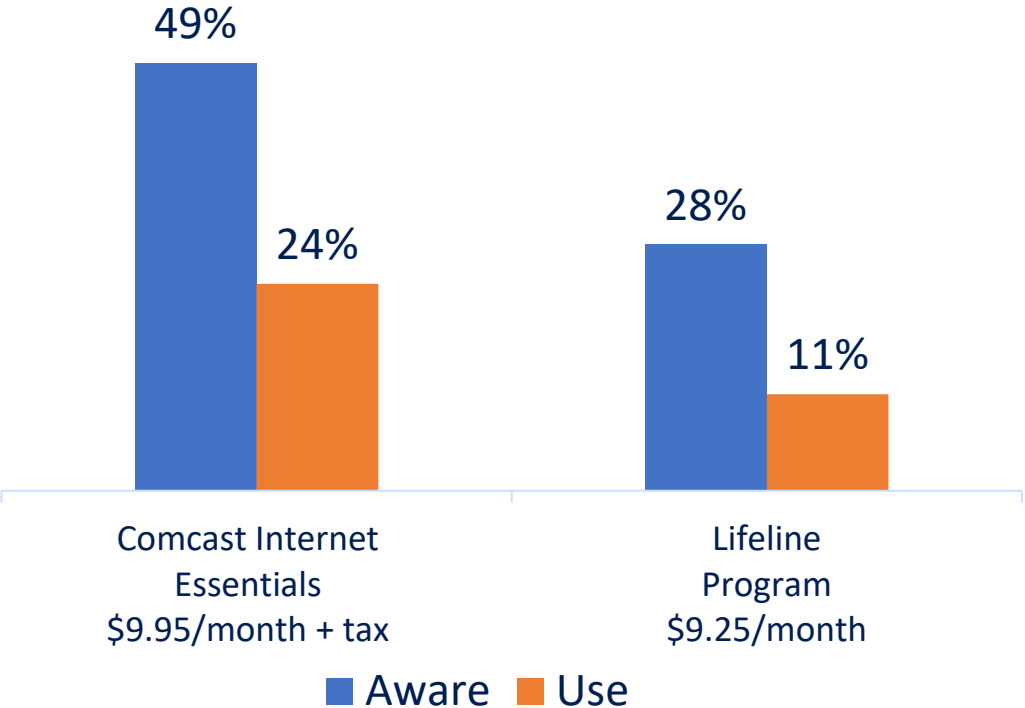
Cost of Internet

As a Percentage of Income

- **2.2%** Seattle households overall

- **5.1%** Living in poverty (under 150% of Federal Poverty Level)

- **4.4%** Black households

- **3.9%** Household has a member that is living with a disability

- **3.5%** Native households

- **3.0%** Elder adult is living in the household

- **2.5%** Household speaks a language other than English

Discounts and Lower Cost Internet Services

Awareness and Use of Common Discounts and Lower Cost Internet Services
(among those who would qualify based on income)

49%
24%
28%
11%

Comcast Internet Essentials $9.95/month + tax

Lifeline Program $9.25/month

■ Aware ■ Use

More than half of eligible Seattle households are not aware or are not using these programs.

Households speaking languages other than English are much less likely to be aware and use programs like these, especially Lifeline (20% aware, 9% using).

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Adequate screen size

Almost 55,000 Seattleites (9% of residents) are working with screen sizes inadequate for the tasks required of them.

Device sharing in the household

5% of all Seattle households share devices across multiple individuals

10% of households with children share

14% of households living with a disability share
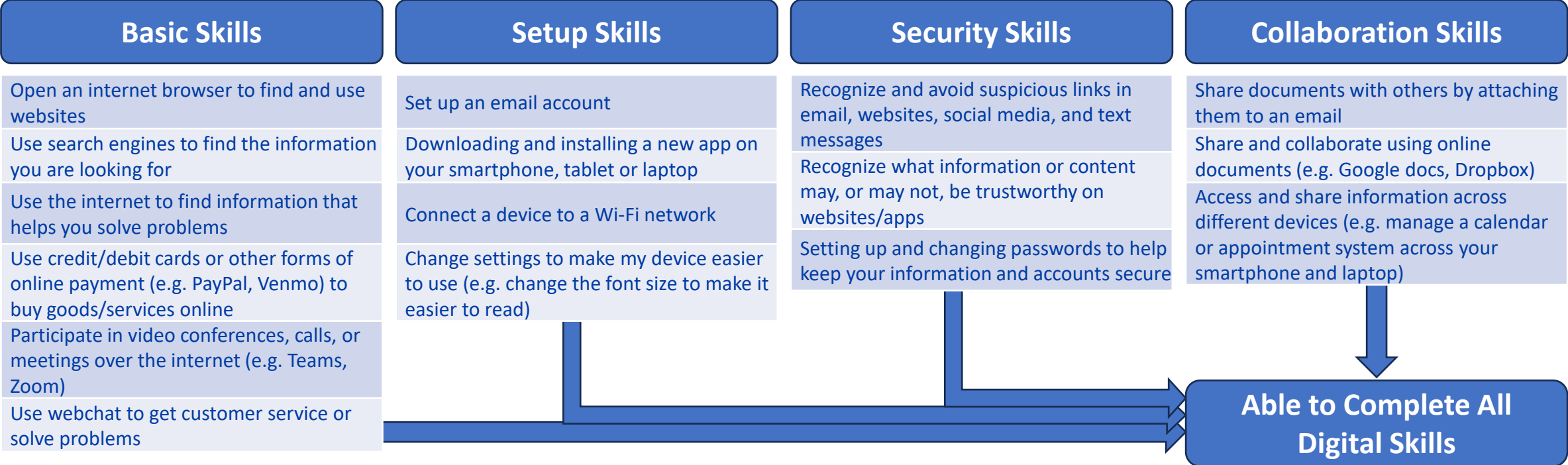
15% of Native households share devices

10% of Black households share devices

20% of households at or below 150% of Federal poverty level

22% of households whose primary language is not English

Residents asked how comfortable they were with a range of tasks

| Basic Skills	Setup Skills	Security Skills	Collaboration Skills
Open an internet browser to find and use websites	Set up an email account	Recognize and avoid suspicious links in email, websites, social media, and text messages	Share documents with others by attaching them to an email
Use search engines to find the information you are looking for	Downloading and installing a new app on your smartphone, tablet or laptop	Recognize what information or content may, or may not, be trustworthy on websites/apps	Share and collaborate using online documents (e.g. Google docs, Dropbox)
Use the internet to find information that helps you solve problems	Connect a device to a Wi-Fi network	Setting up and changing passwords to help keep your information and accounts secure	Access and share information across different devices (e.g. manage a calendar or appointment system across your smartphone and laptop)
Use credit/debit cards or other forms of online payment (e.g. PayPal, Venmo) to buy goods/services online	Change settings to make my device easier to use (e.g. change the font size to make it easier to read)		
Participate in video conferences, calls, or meetings over the internet (e.g. Teams, Zoom)			
Use webchat to get customer service or solve problems			

Able to Complete All Digital Skills

Only two-thirds (66%) know how to measure their internet speed.

Three in five (61%) residents are able to perform all types of digital skills without help.

Significantly lower digital skills:

· Older adults (29%)

· Living under 150% of Federal Poverty Level (30%)

· Those in households that speak a language other than English (30%)

· Those living with a disability (33%)

· BIPOC (55%)
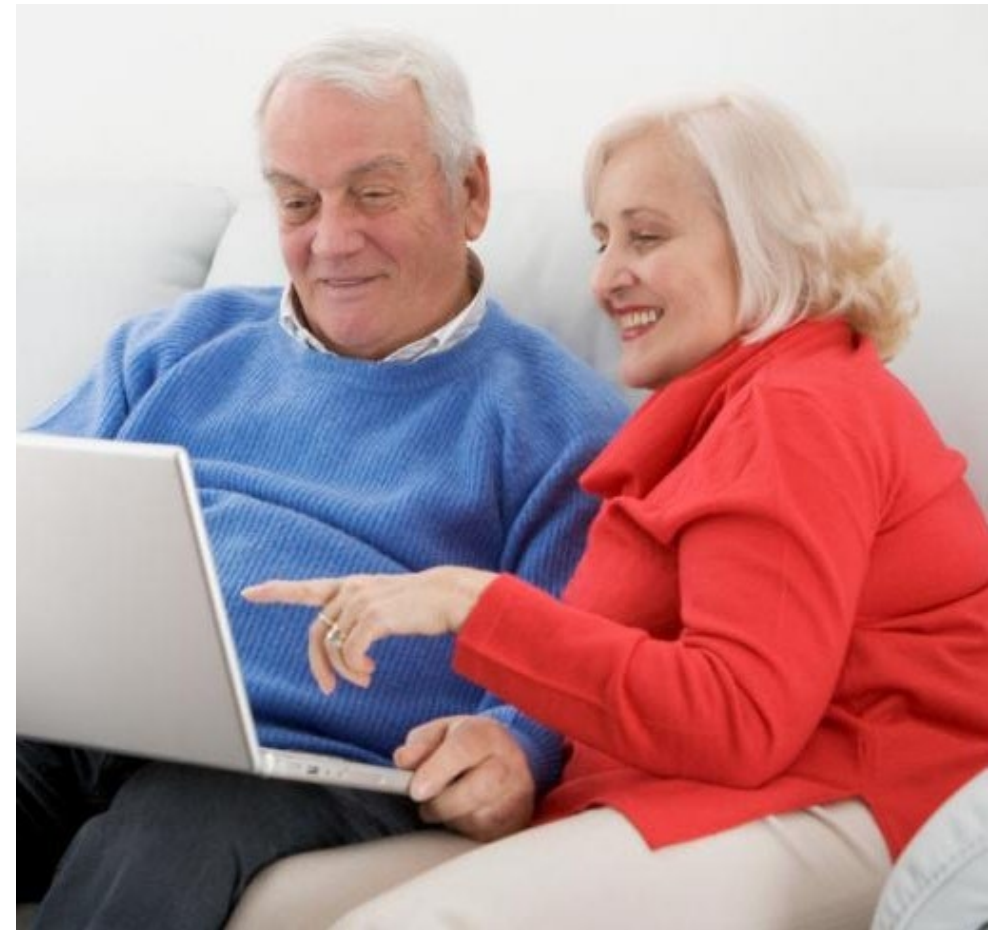
City of Seattle

High Digital Skills Training Interest

- Participants of the focus groups were most likely to prefer in-person training with a slightly lower number preferring online training or hybrid in-person/online training.

% of Individuals Interested in Training Topics

Protecting yourself and your data online
54%

Learning how to code software and applications
49%

Computer hardware/mobile device troubleshooting
43%

On the website – Seattle.gov/TechAccessStudy

- [Summary Report](#)

- [Survey full report](#)

- [Focus Group Qualitative full report](#)

- [Data explorer dashboard](#)
  - 2 tabs: one for <u>households</u> questions and one for <u>individual</u> questions.

- [Survey questionnaire](#) (Also available in multiple languages)

- [Study home page](#) has above plus: Crosstab banners, data sets from the survey and from the focus groups, and materials used for survey and focus groups.

THANK YOU!

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How the study was done

Two types of research with 4600 participants

1) a citywide general population survey in 8 languages

2) qualitative research conducted through 40 focus groups in 6 languages with key communities and earlier design phase interviews.

Partners:

- Olympic Research & Strategy; Pacific Market Research

- Inclusive Data

- Tribal Tech Training for Native outreach

- Seattle Schools, Seattle Housing Authority, community partners for focus groups.

- WA Dept of Commerce Broadband Office helped sponsor focus groups