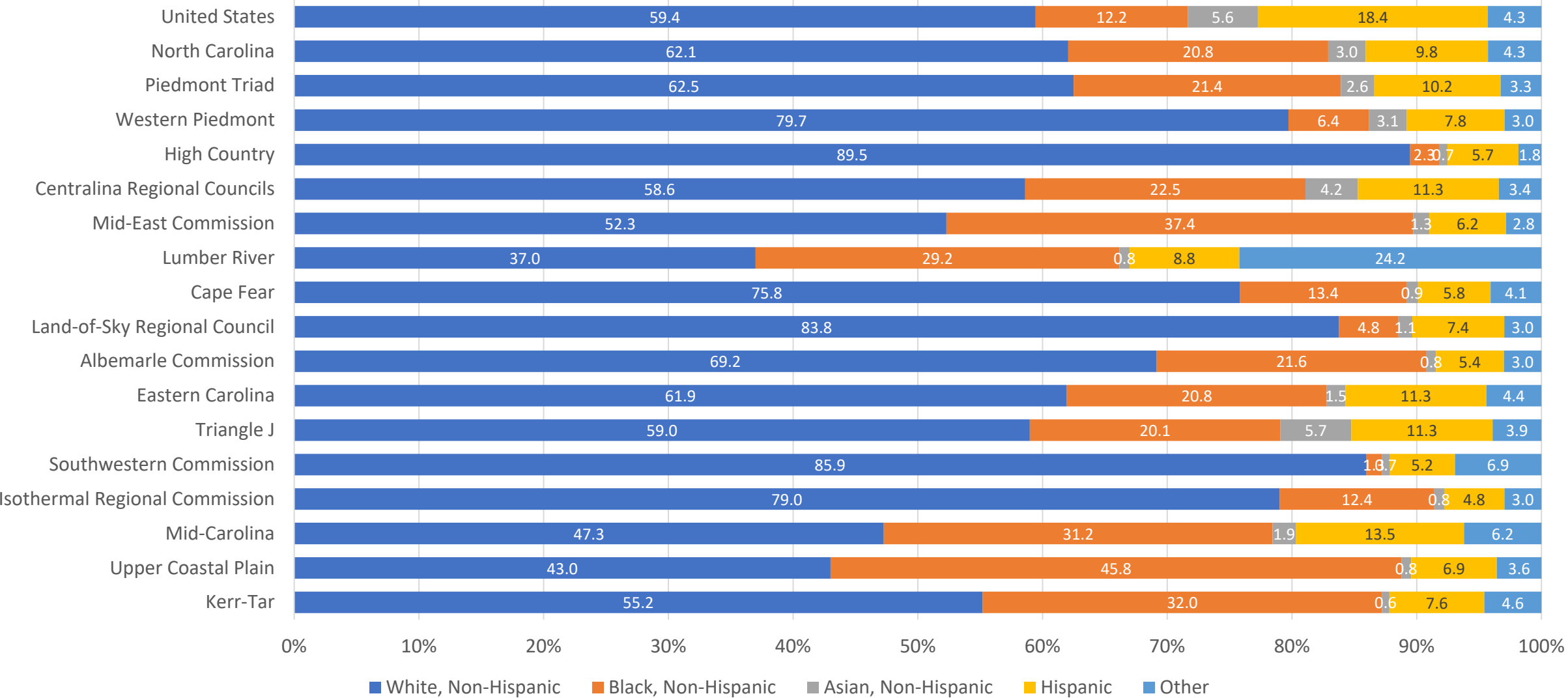


Understanding & Benchmarking Digital Equity

Roberto Gallardo, Ph.D.
May 2023

Race/Ethnicity: Percent Total Population



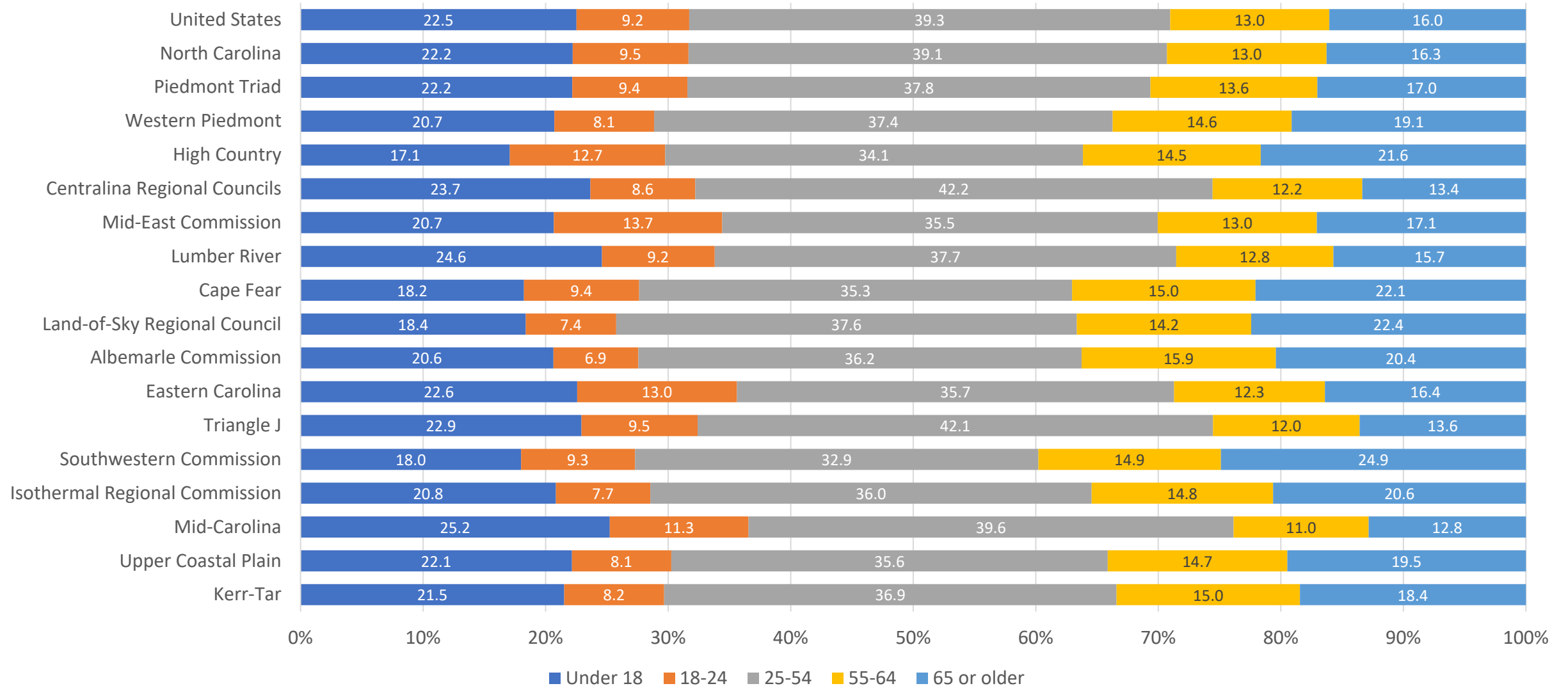
Source: 2017-2021 Census 5-Year ACS

What percent of the population in North Carolina is age 65 or older?

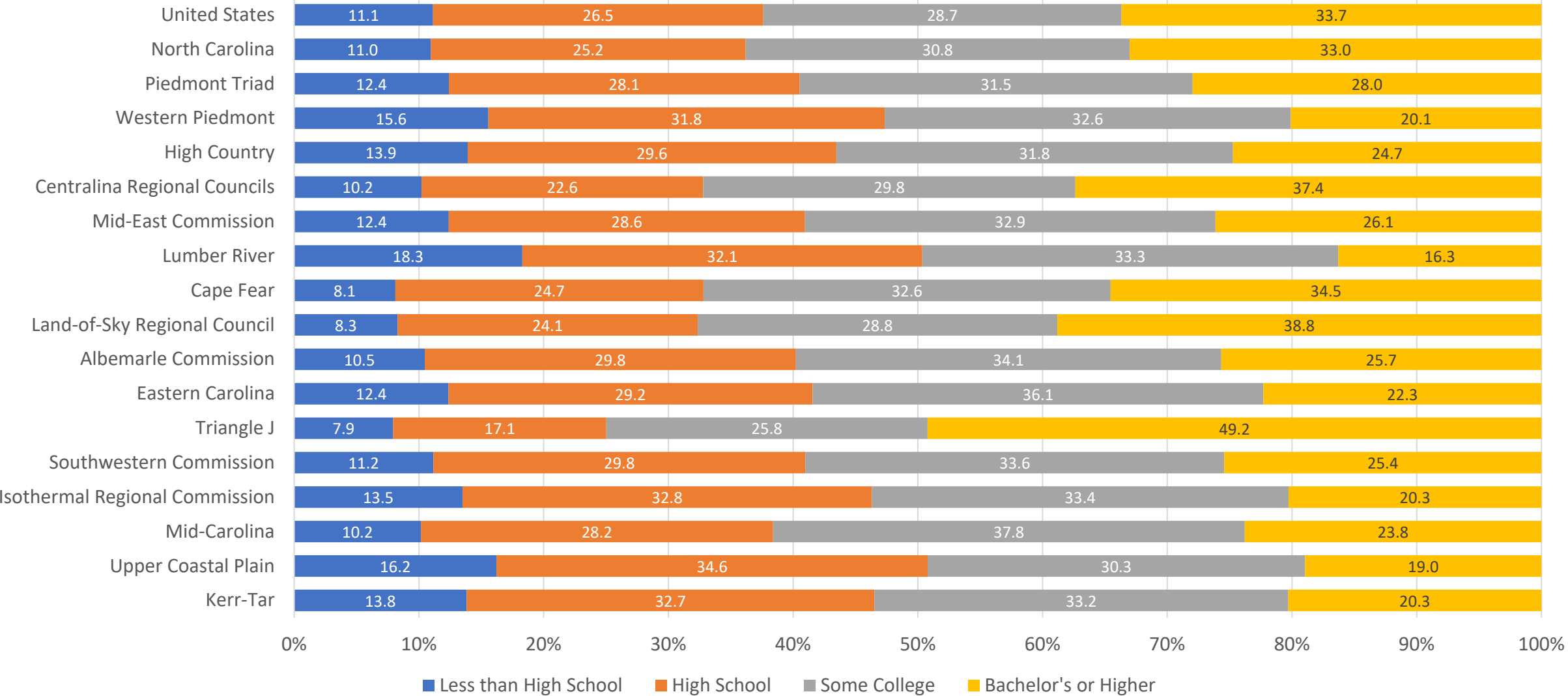
- 1) Less than 10%
- 2) Between 10% and 14.9%
- 3) Between 15% and 20%
- 4) More than 20%

Go to PollEV.com/Fountainworks to respond.

Age Groups: Percent Total Population

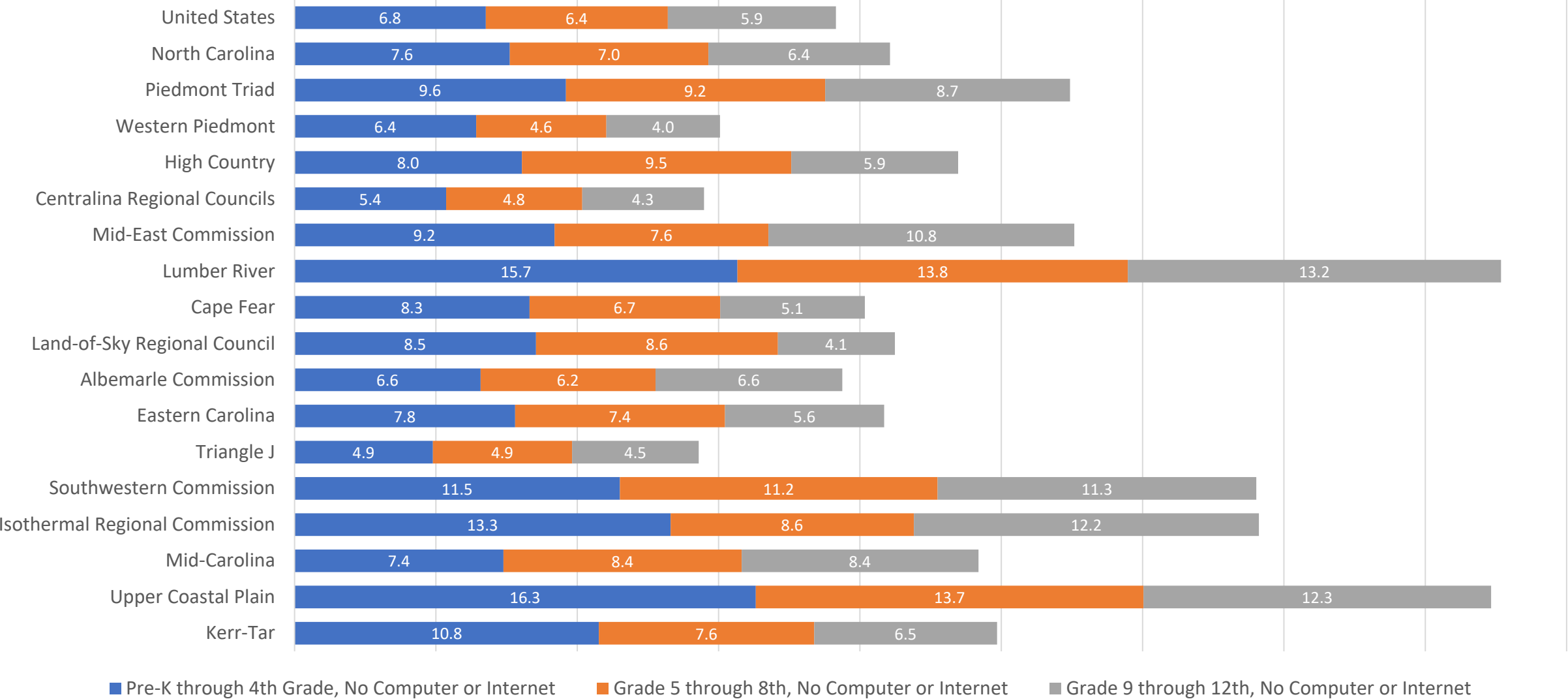


Educational Attainment: Percent Population 25 or Older



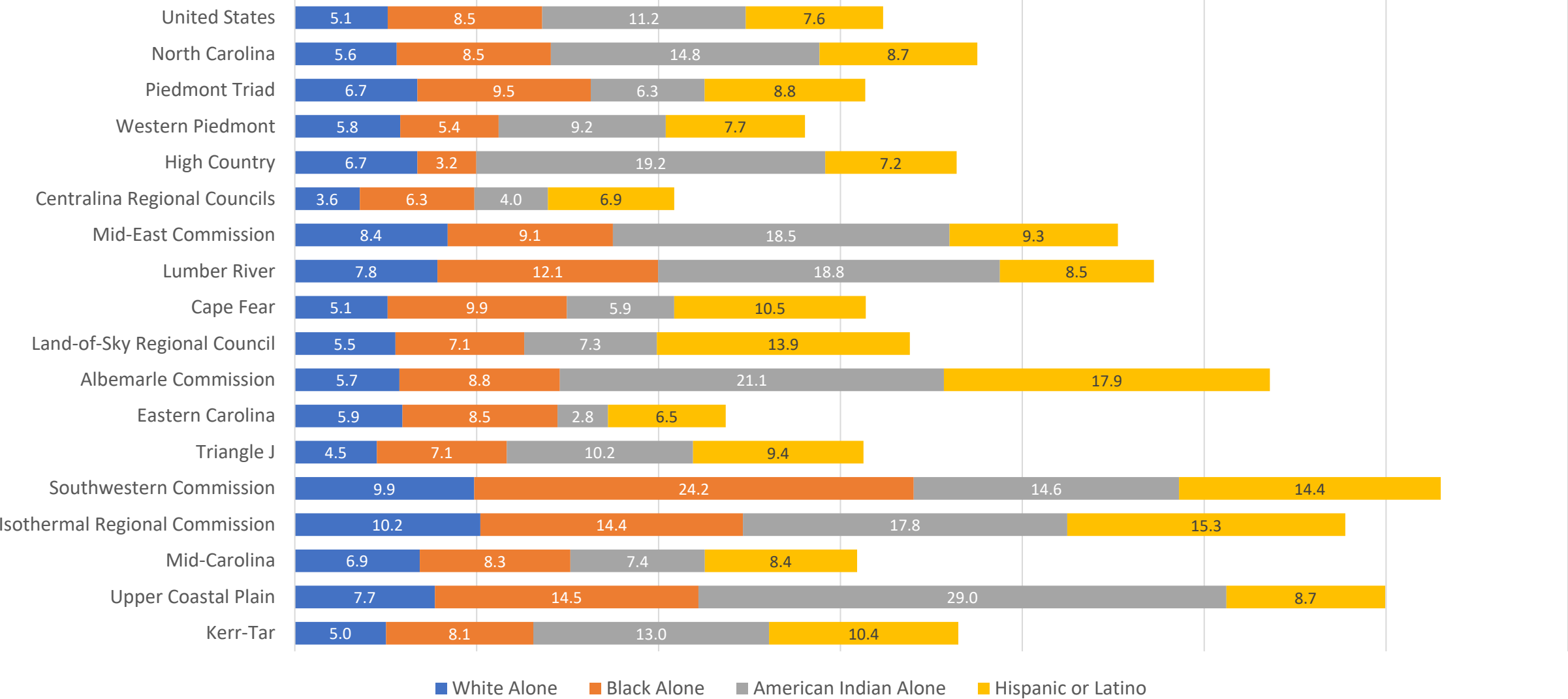
Source: 2017-2021 Census 5-Year ACS

Children by Grade: No access to internet or computers



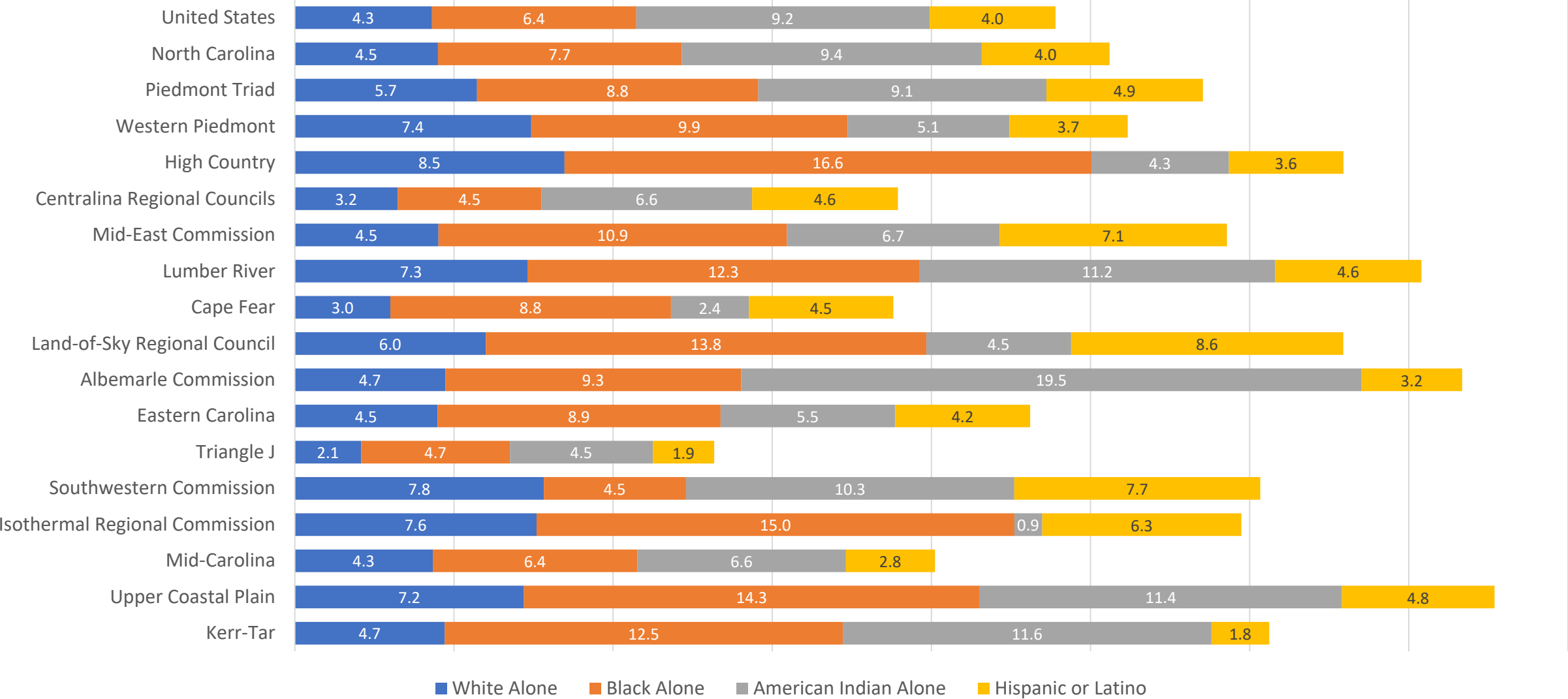
Source: 2017-2021 Census 5-Year ACS

Computer, No Internet Access by Selected Race/Ethnicity



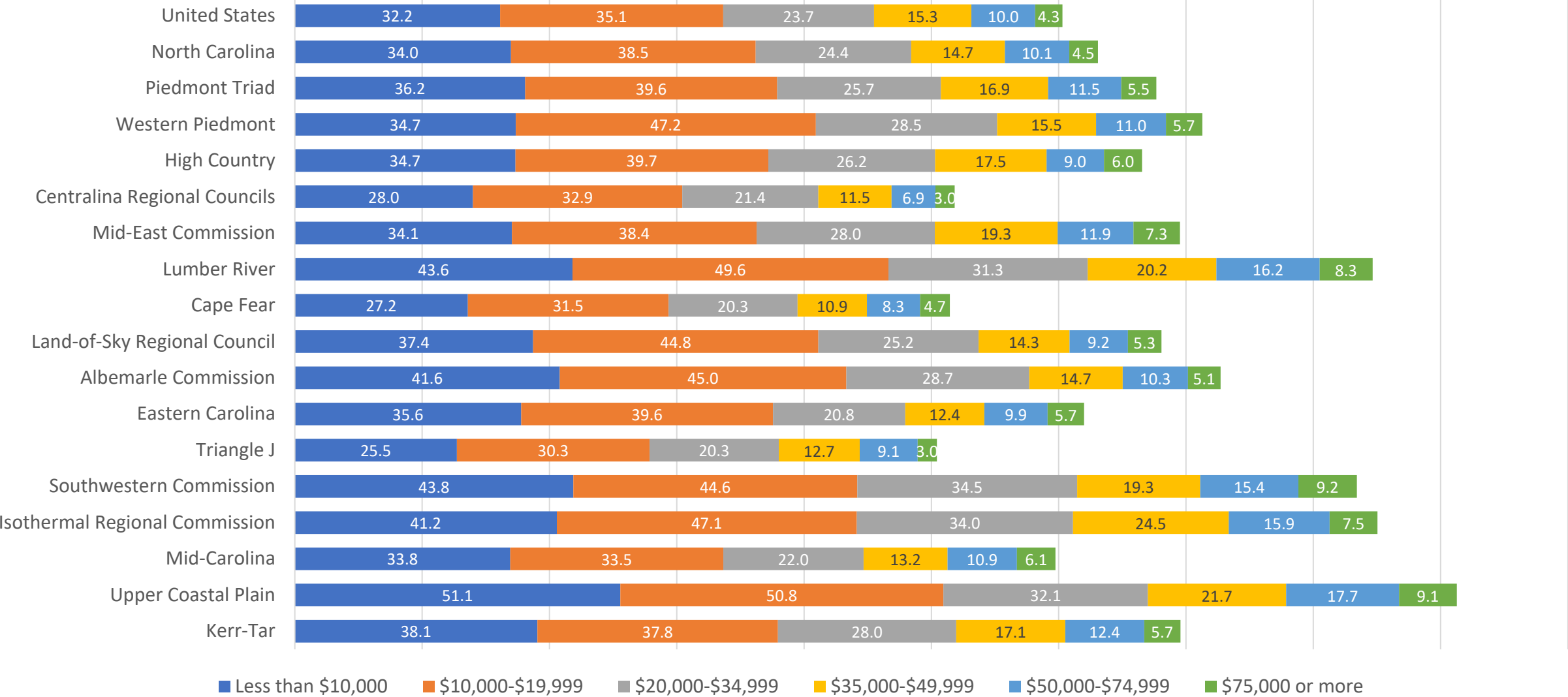
Source: 2017-2021 Census 5-Year ACS

No Computer by Selected Race/Ethnicity



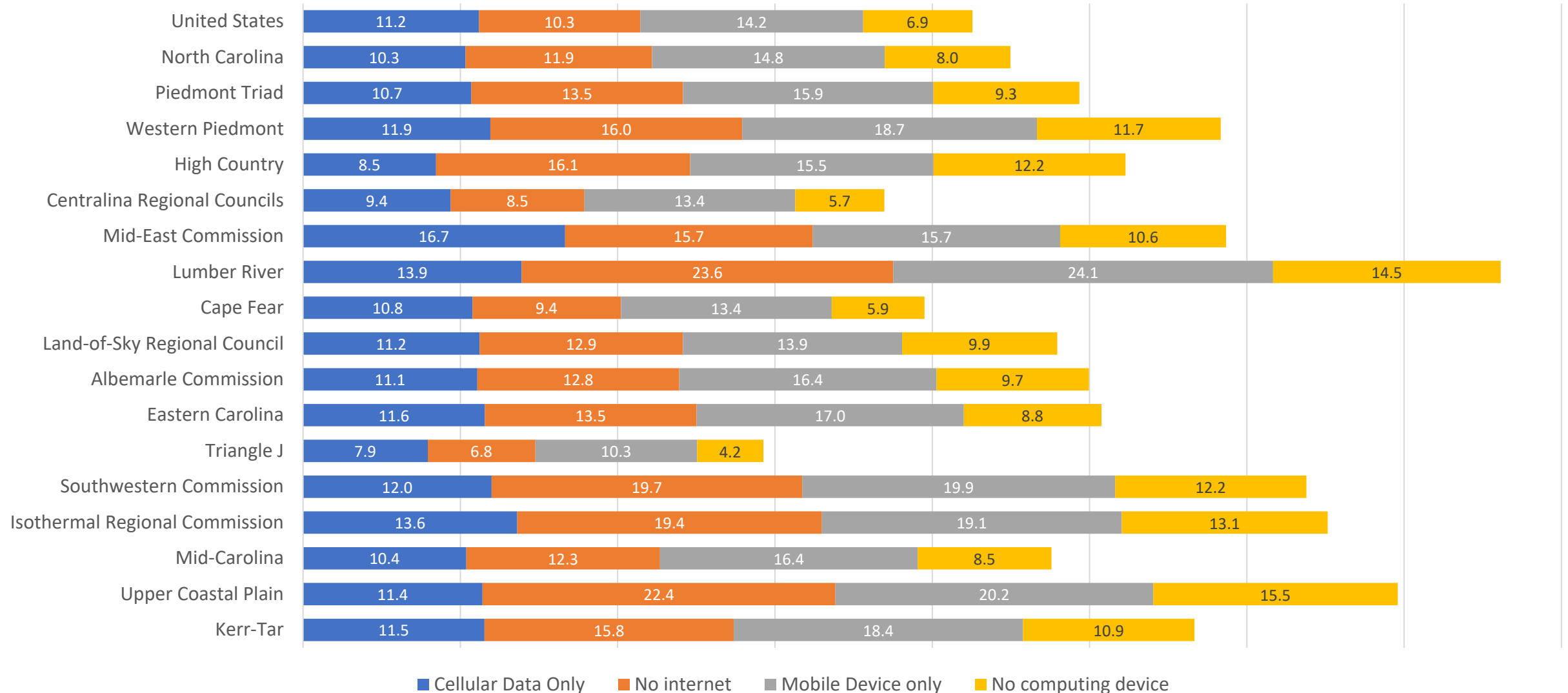
Source: 2017-2021 Census 5-Year ACS

No Home Internet Access by Household Income Groups



Source: 2017-2021 Census 5-Year ACS

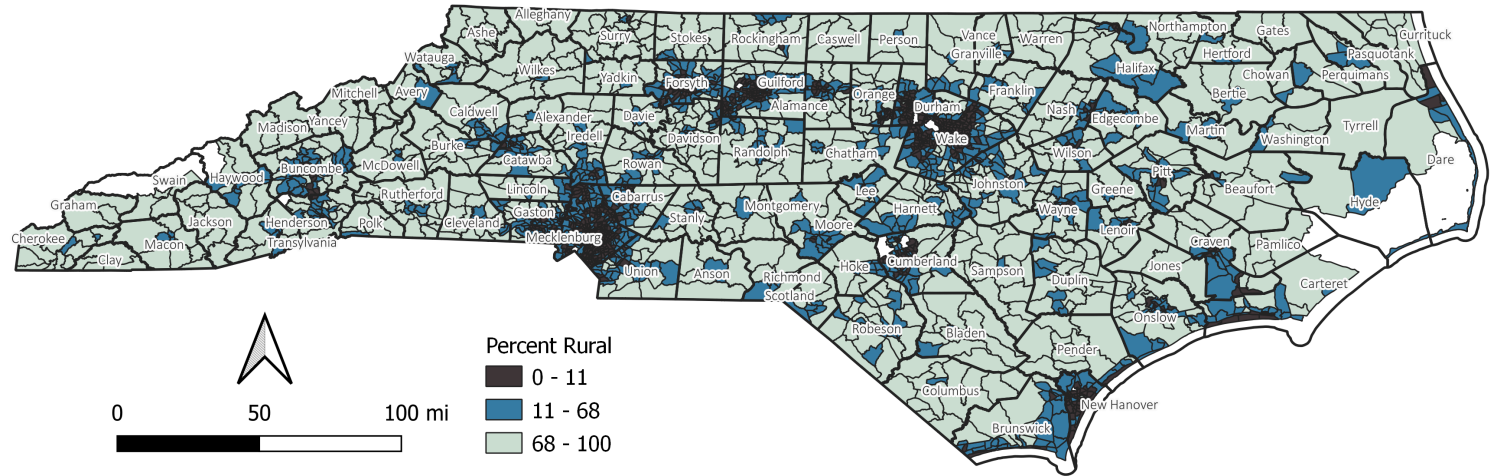
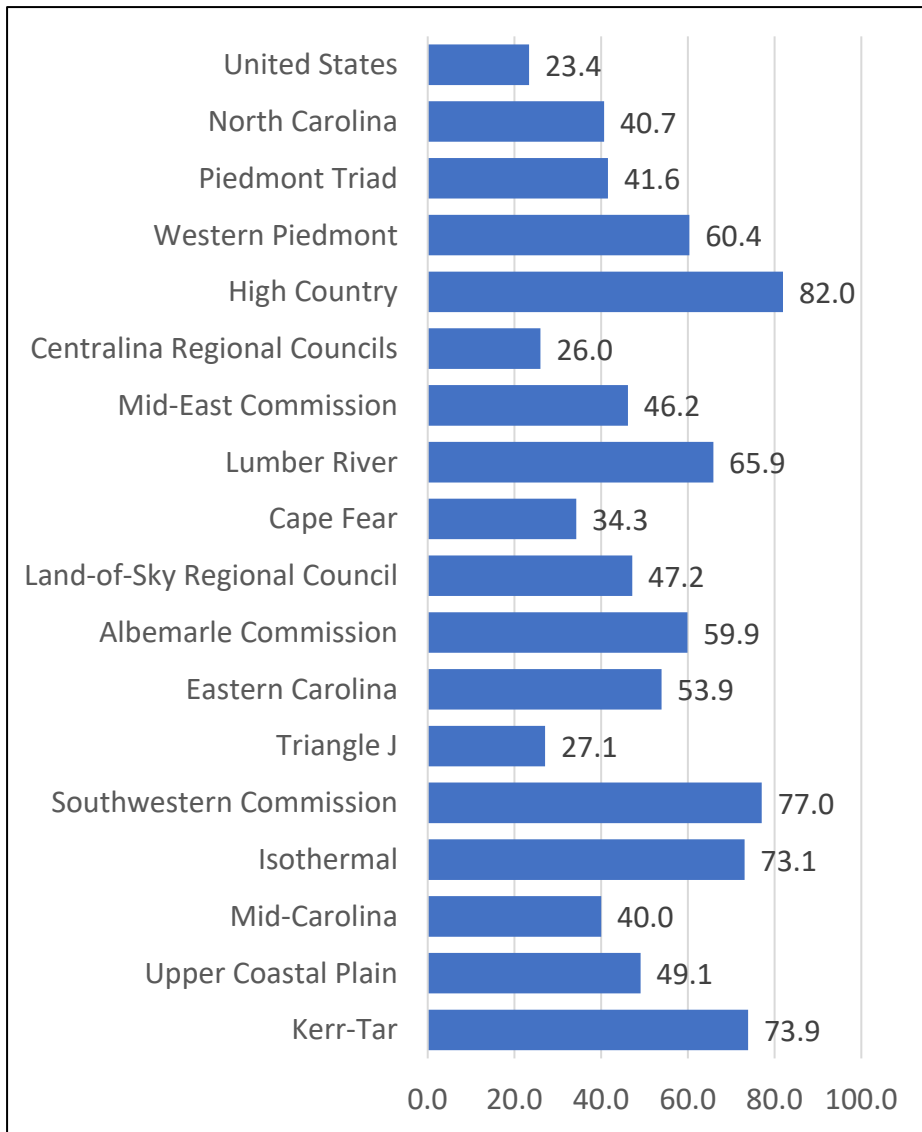
Share of Households by Digital Distress Metrics



Source: 2017-2021 Census 5-Year ACS; Purdue Center for Regional Development

Digital distress refers to a situation where homes rely on mobile devices only or have no computing devices as well as no internet access or rely on cellular data only.

Percent Rural* Population



Source: 2017-2021 Census 5-Year ACS

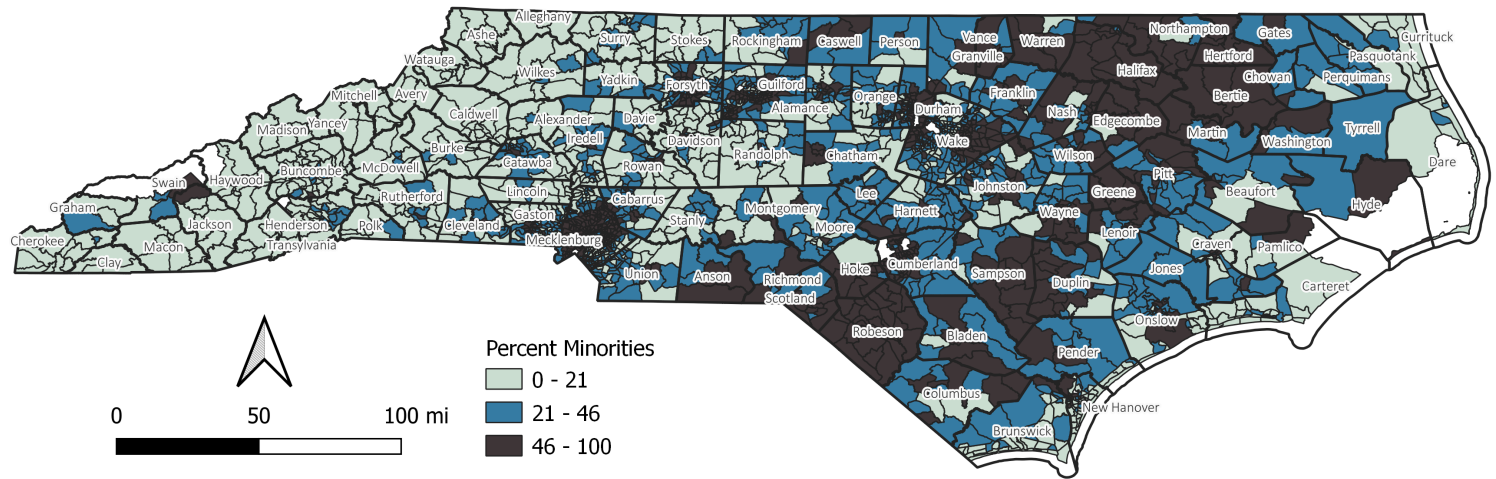
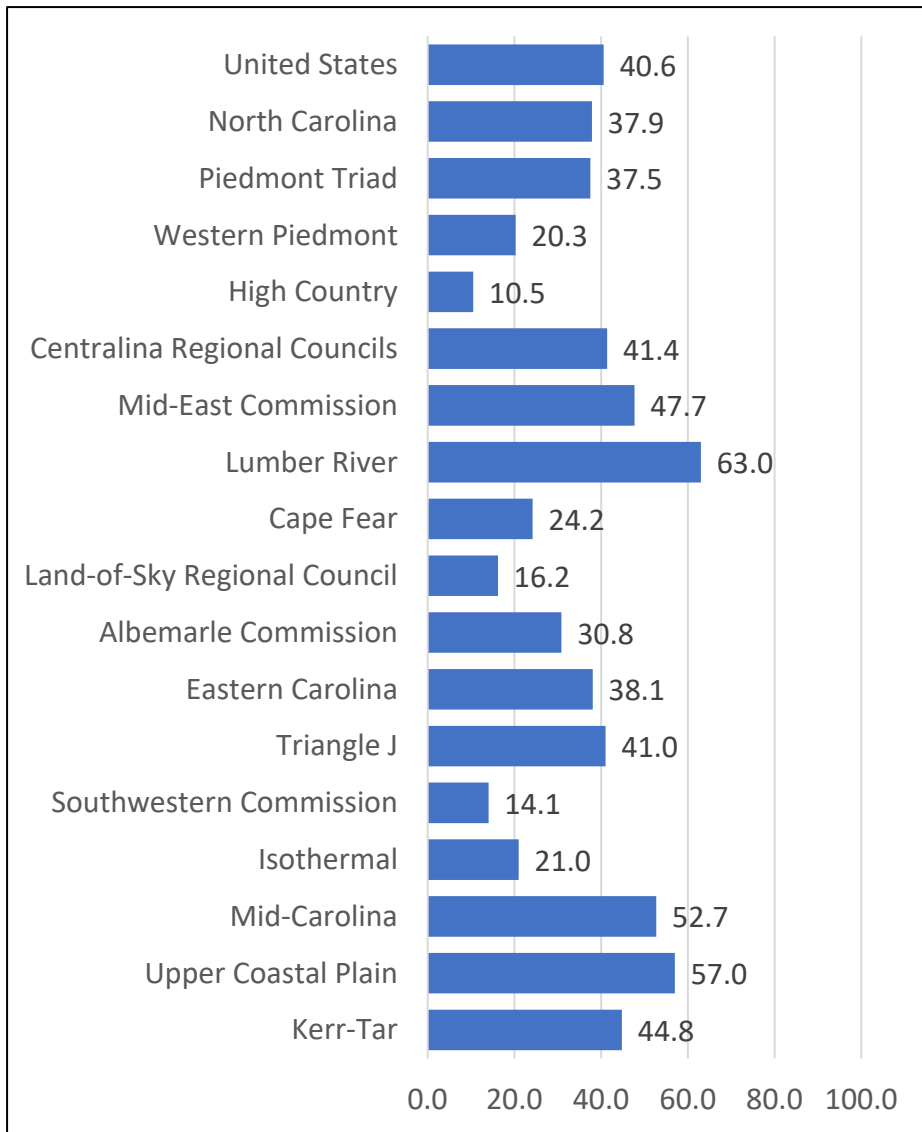
*Preliminary figures based on 425 housing units per square mile

What percent of the population in North Carolina are a minority?

- 1) Less than 20%
- 2) Between 20% and 29.9%
- 3) Between 30% and 40%
- 4) More than 40%

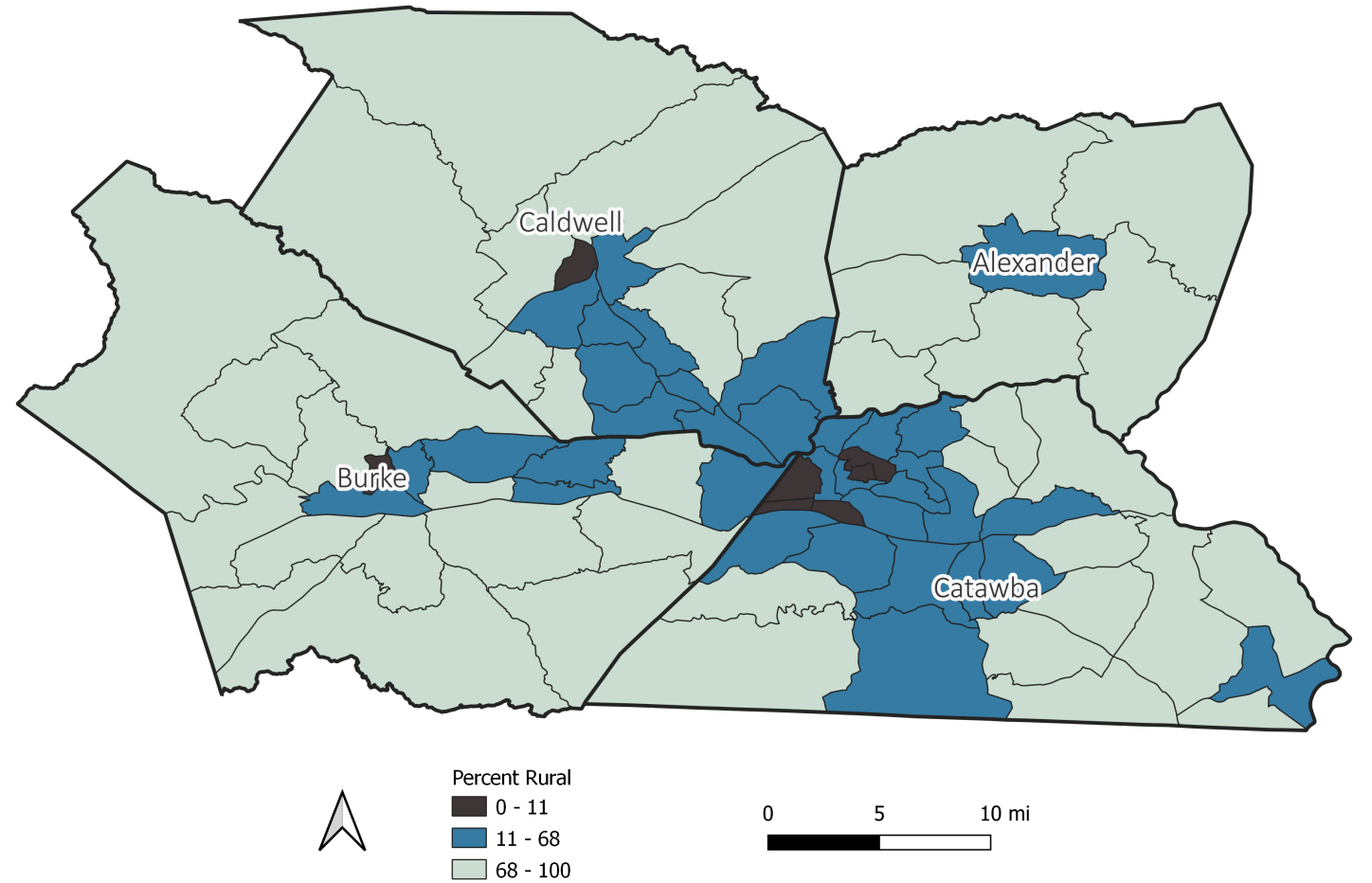
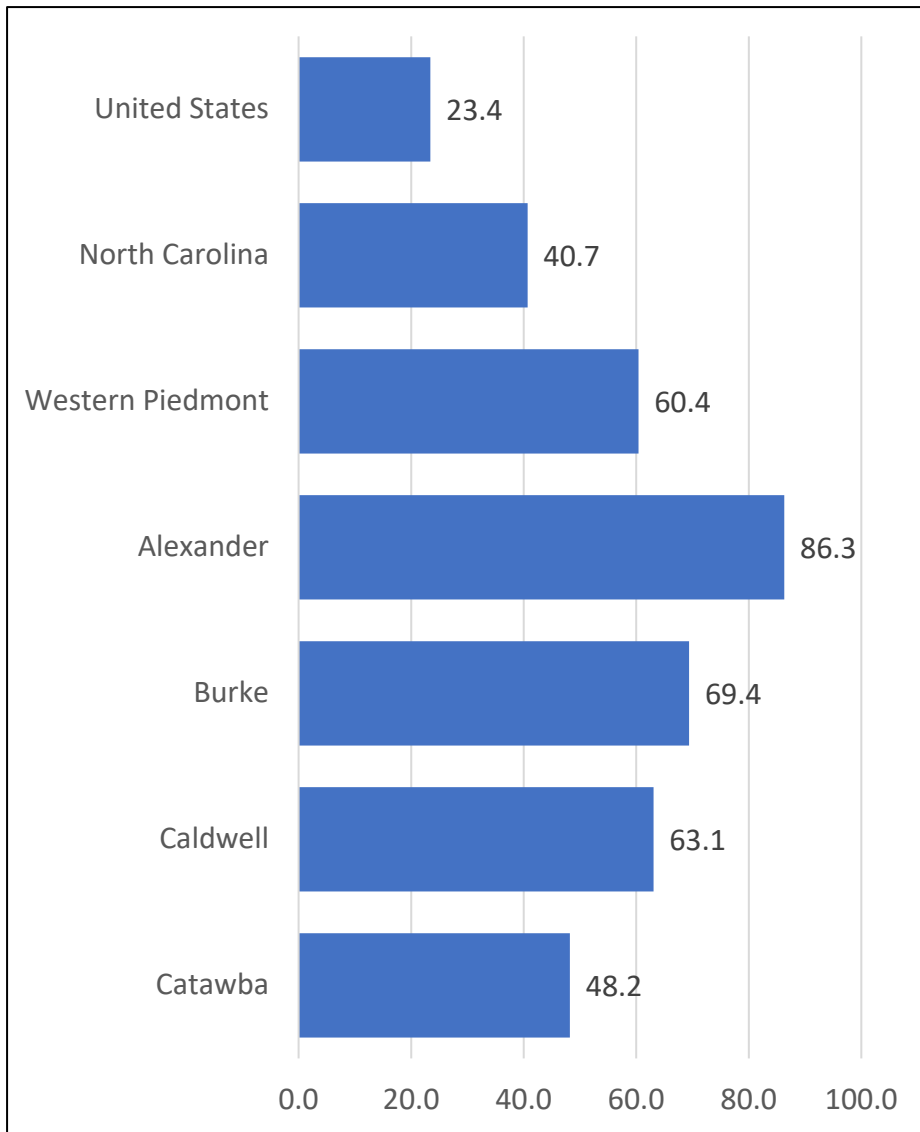
Go to PollEV.com/Fountainworks to respond.

Percent Population Minorities (all but White, non-Hispanic)



Source: 2017-2021 Census 5-Year ACS

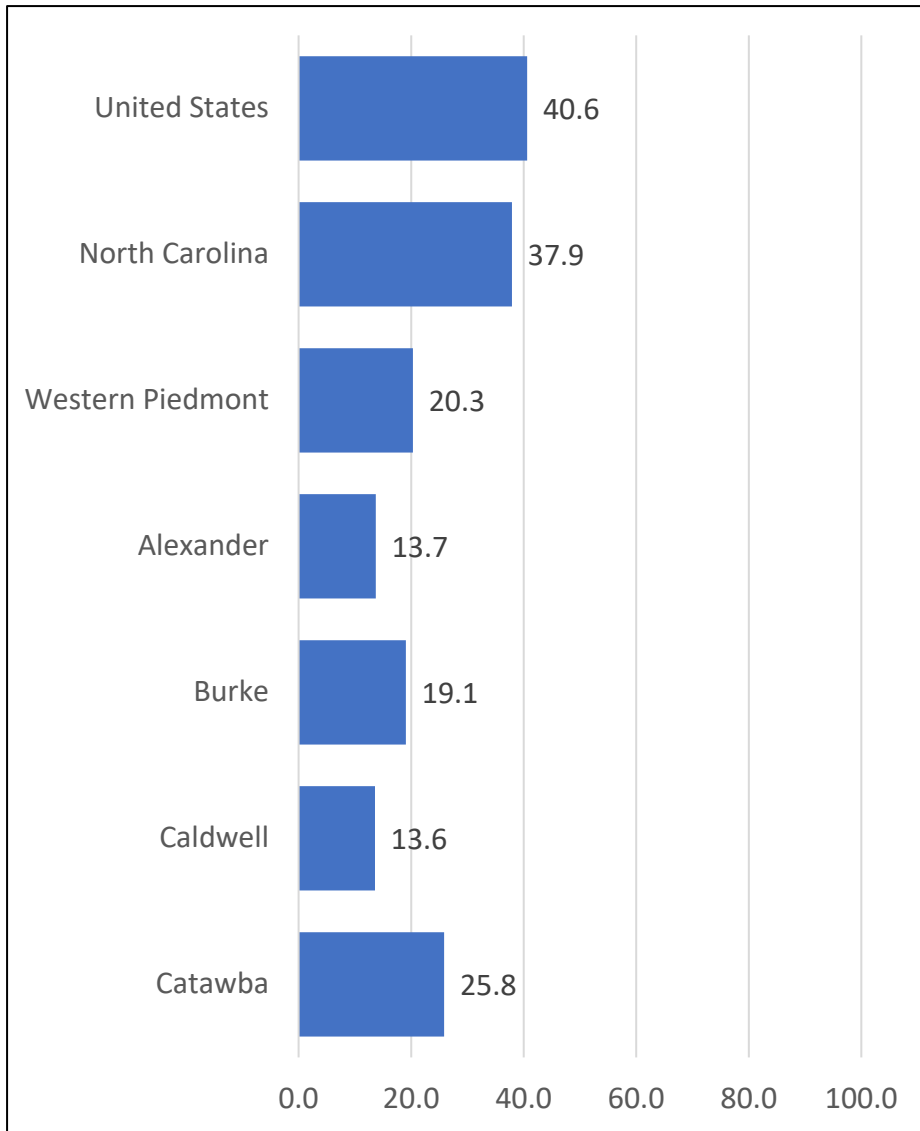
Western Piedmont Region: Percent Rural* Population



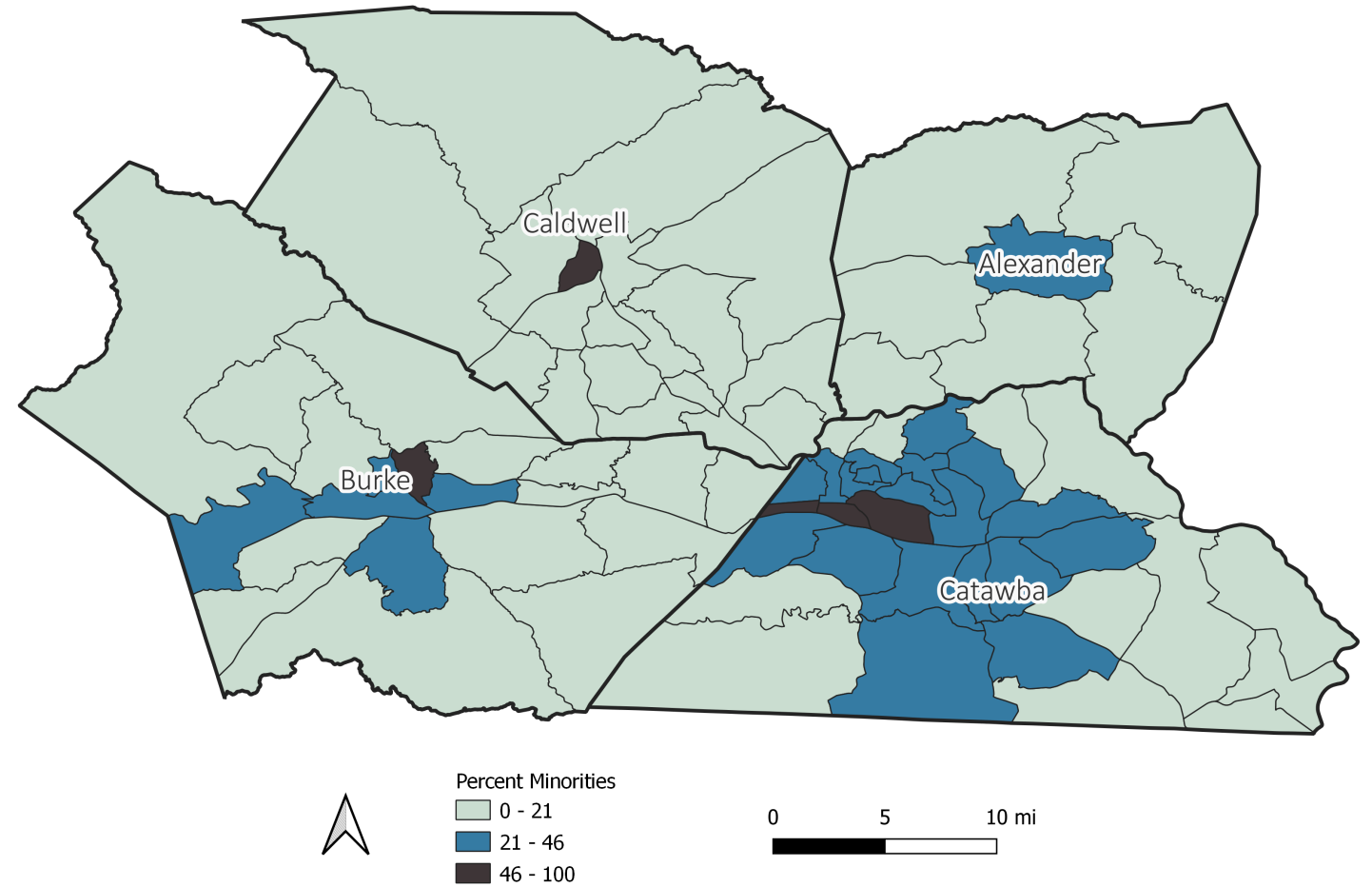
Source: 2017-2021 Census 5-Year ACS

*Preliminary figures based on 425 housing units per square mile

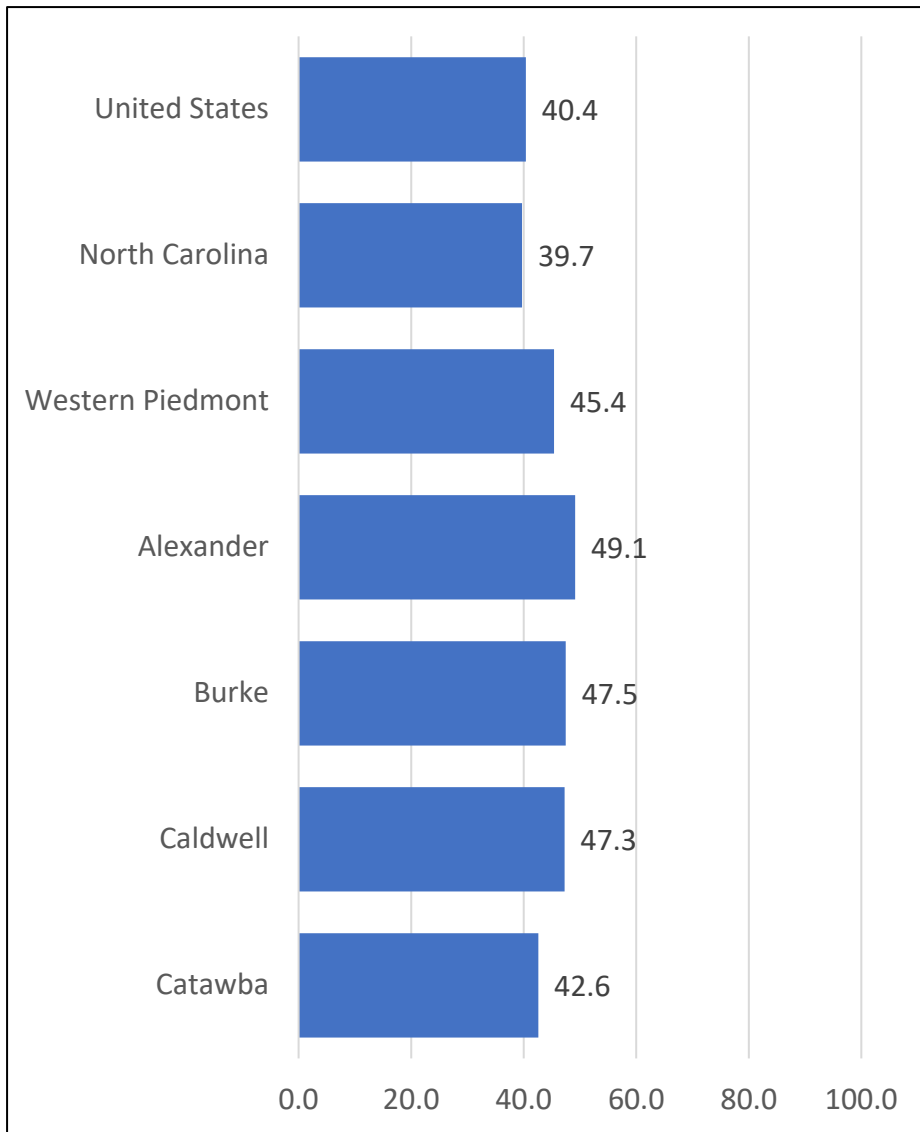
Western Piedmont Region: Percent Population Minorities (all but White, non-Hispanic)



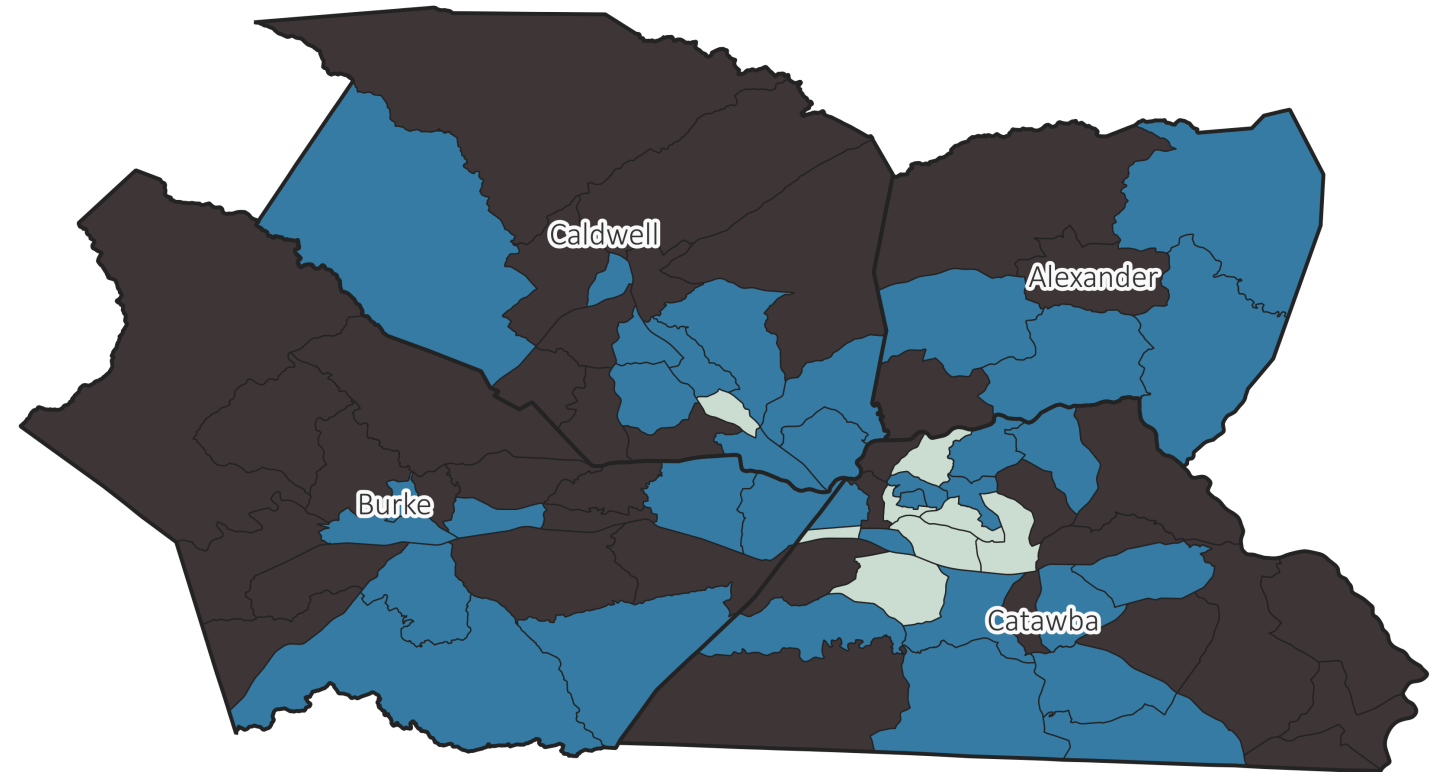
Source: 2017-2021 Census 5-Year ACS



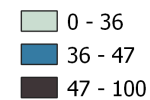
Western Piedmont Region: Percent Households with a Person Aged 60 or Older



Source: 2017-2021 Census 5-Year ACS



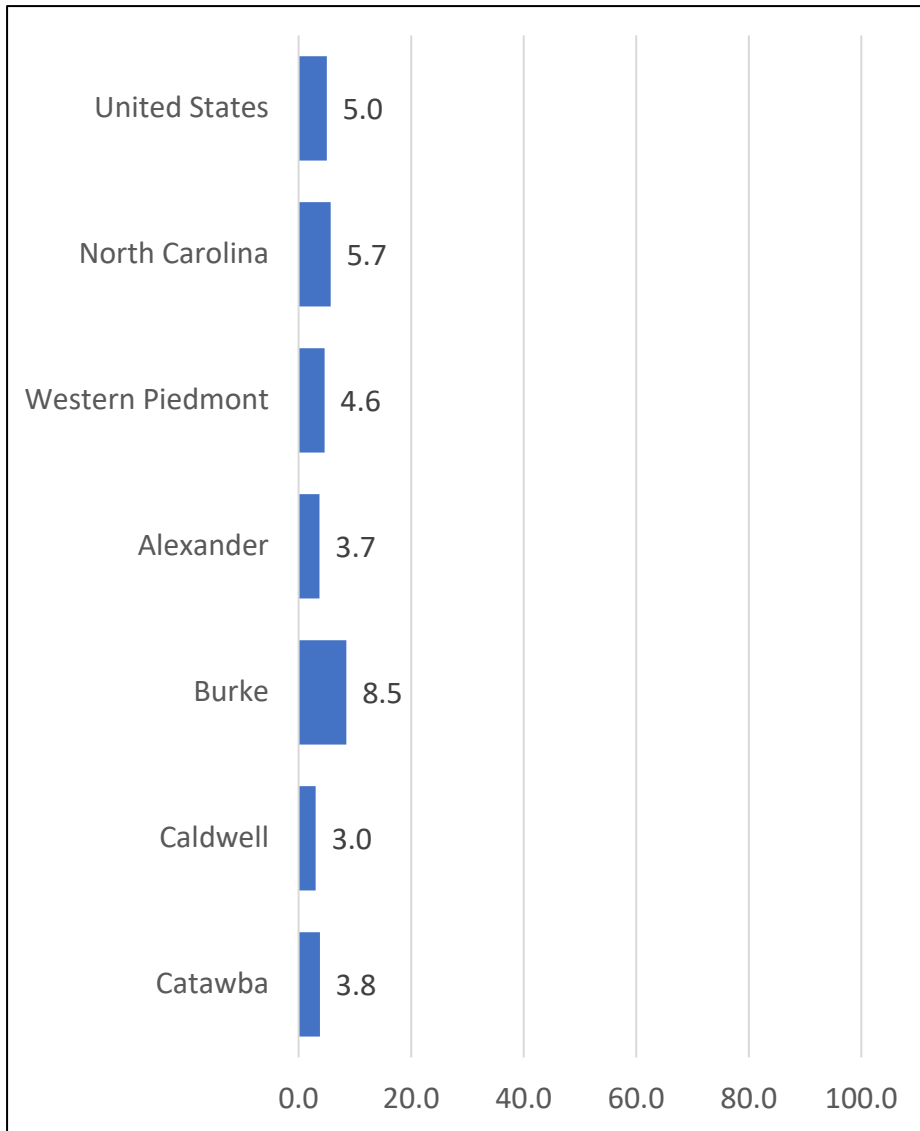
Percent Hhlds with Age 60+



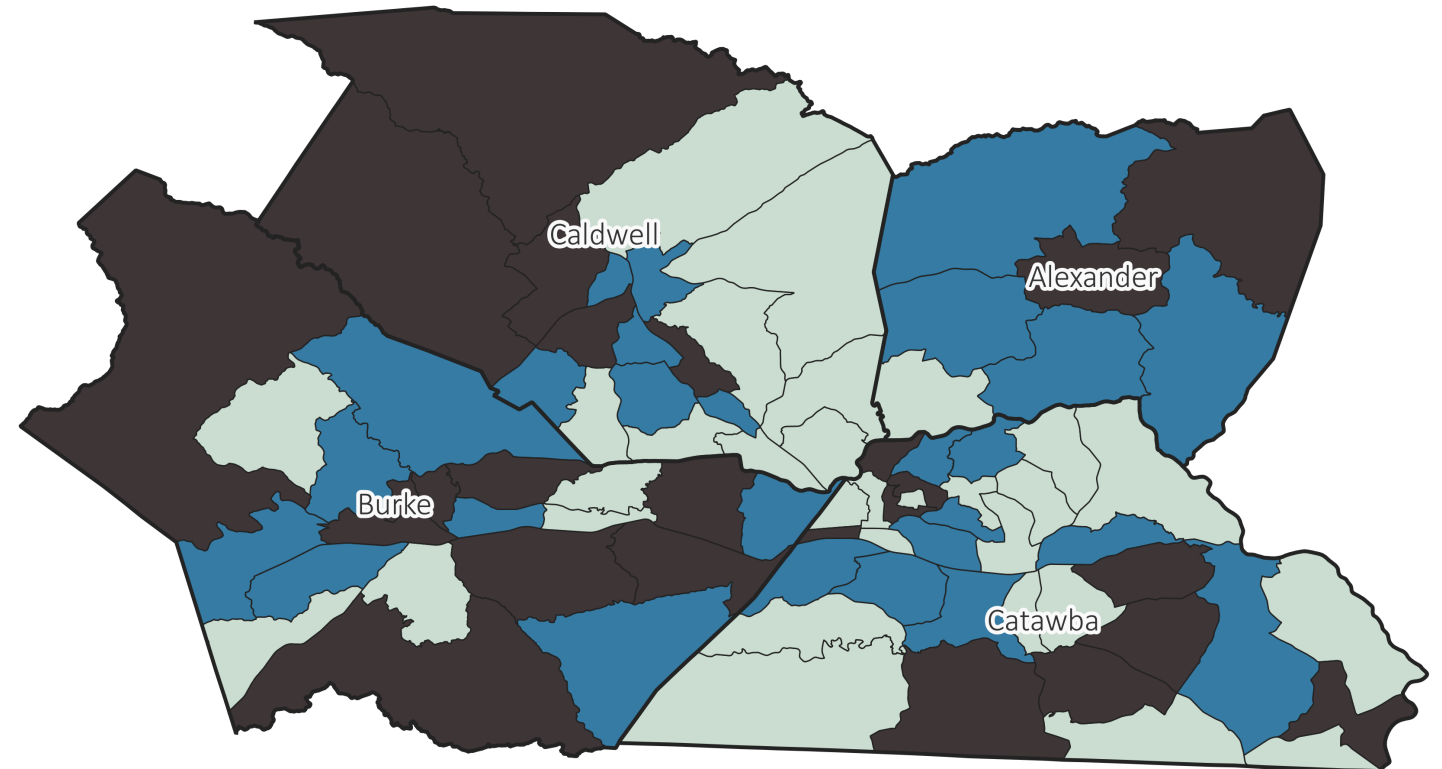
0 5 10 mi



Western Piedmont Region: Homework Gap—Percent Children with Computer, No Internet



Source: 2017-2021 Census 5-Year ACS

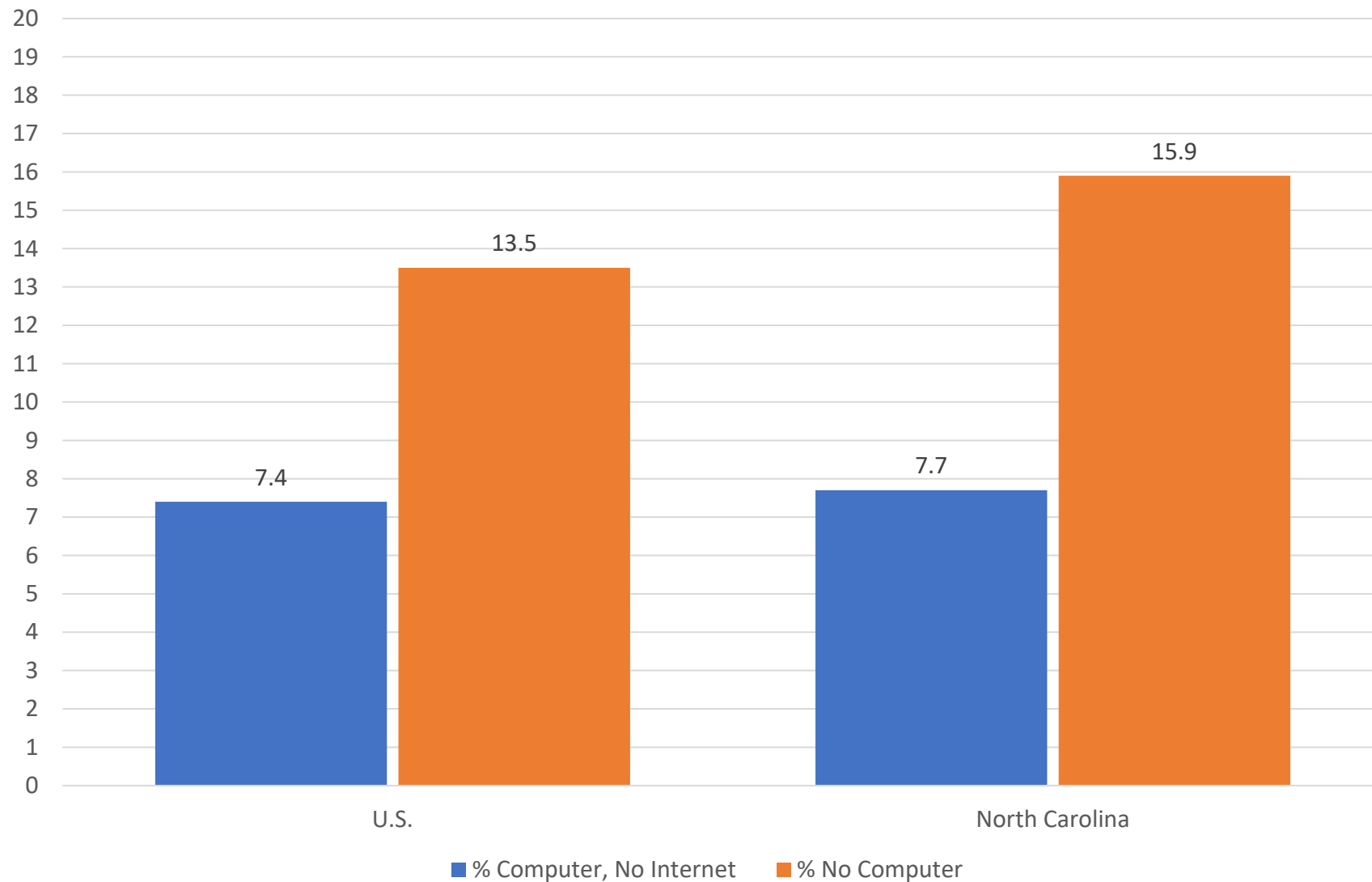


When thinking about the “senior gap” what would you say is more of an issue?

- 1) Lack of internet access
- 2) Lack of computers

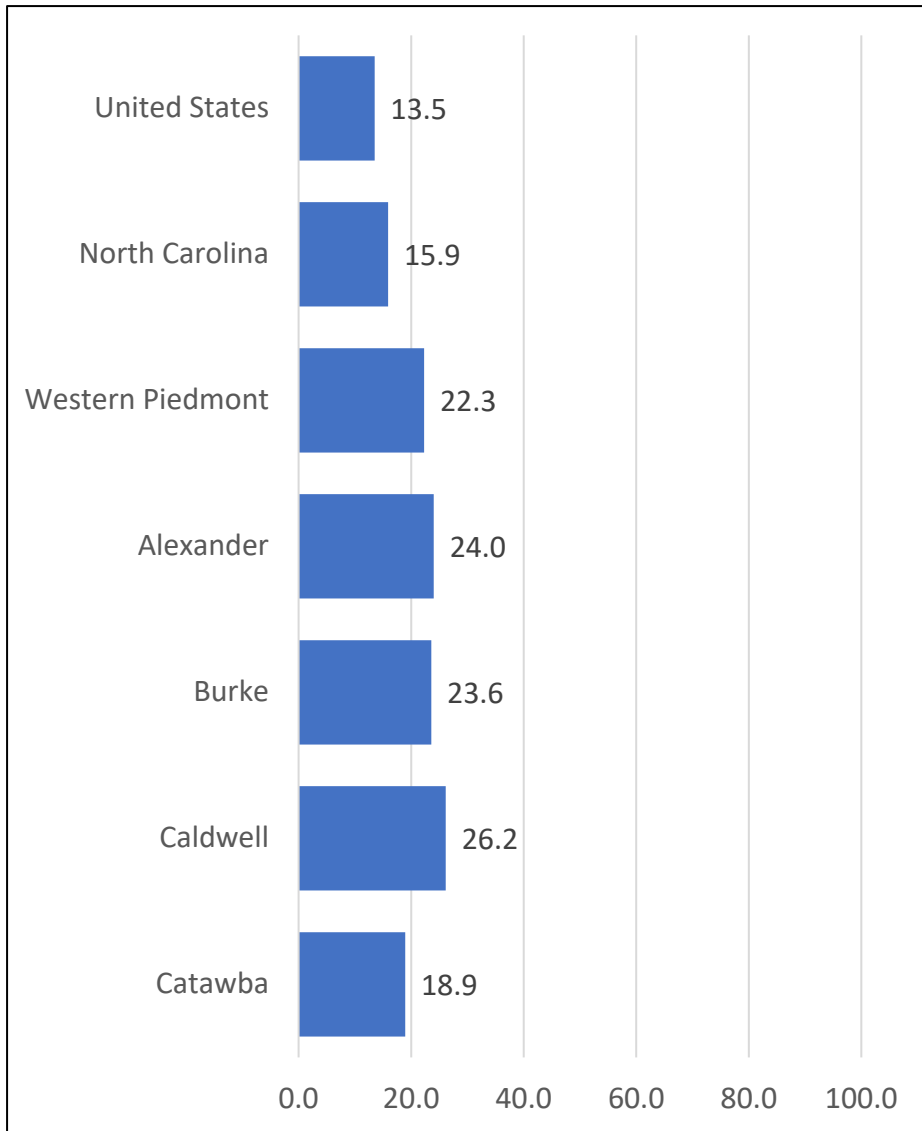
Go to PollEV.com/Fountainworks to respond.

U.S. Vs. North Carolina: Senior Gap—Percent 65 or Older

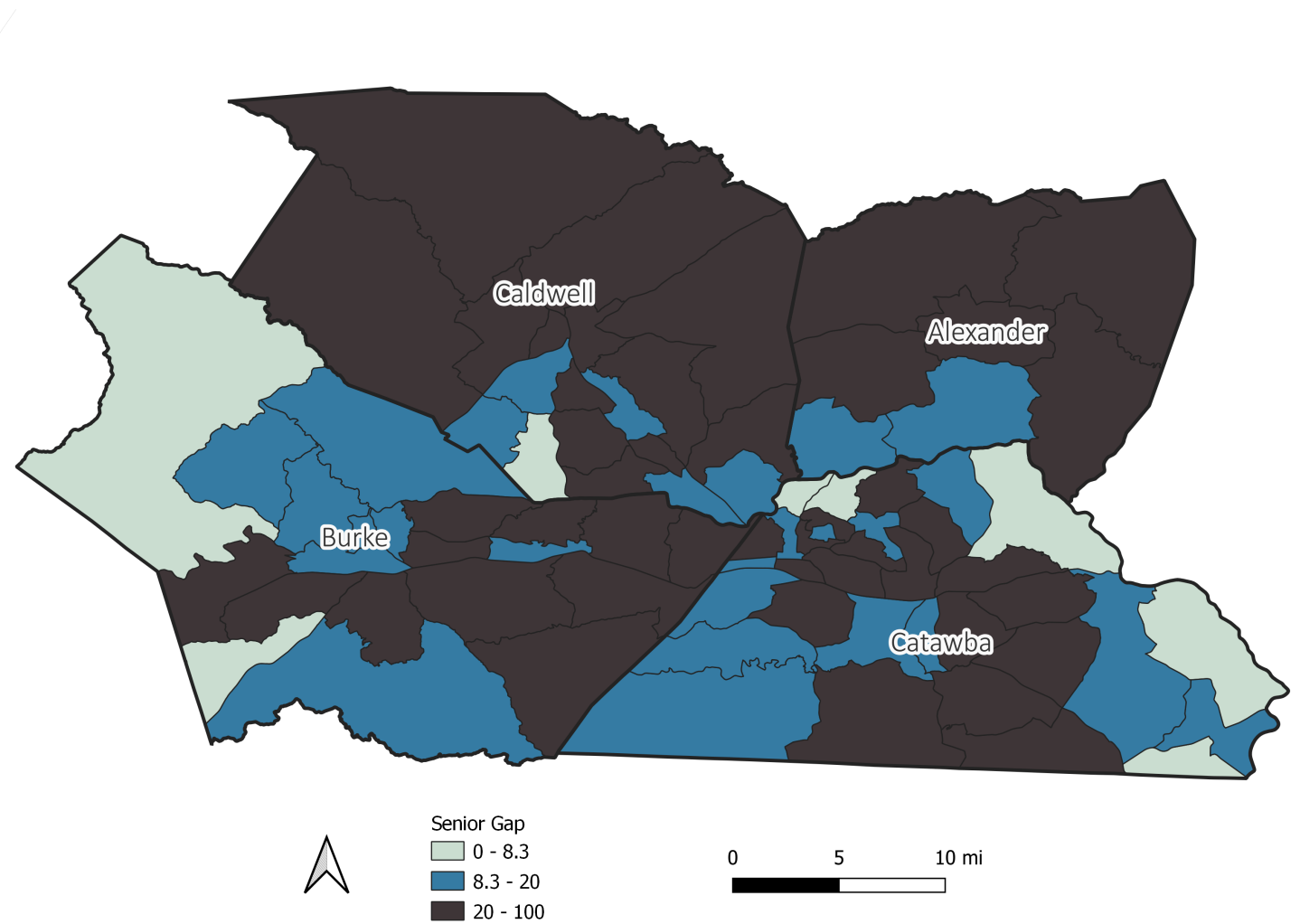


Source: 2017-2021 Census 5-Year ACS

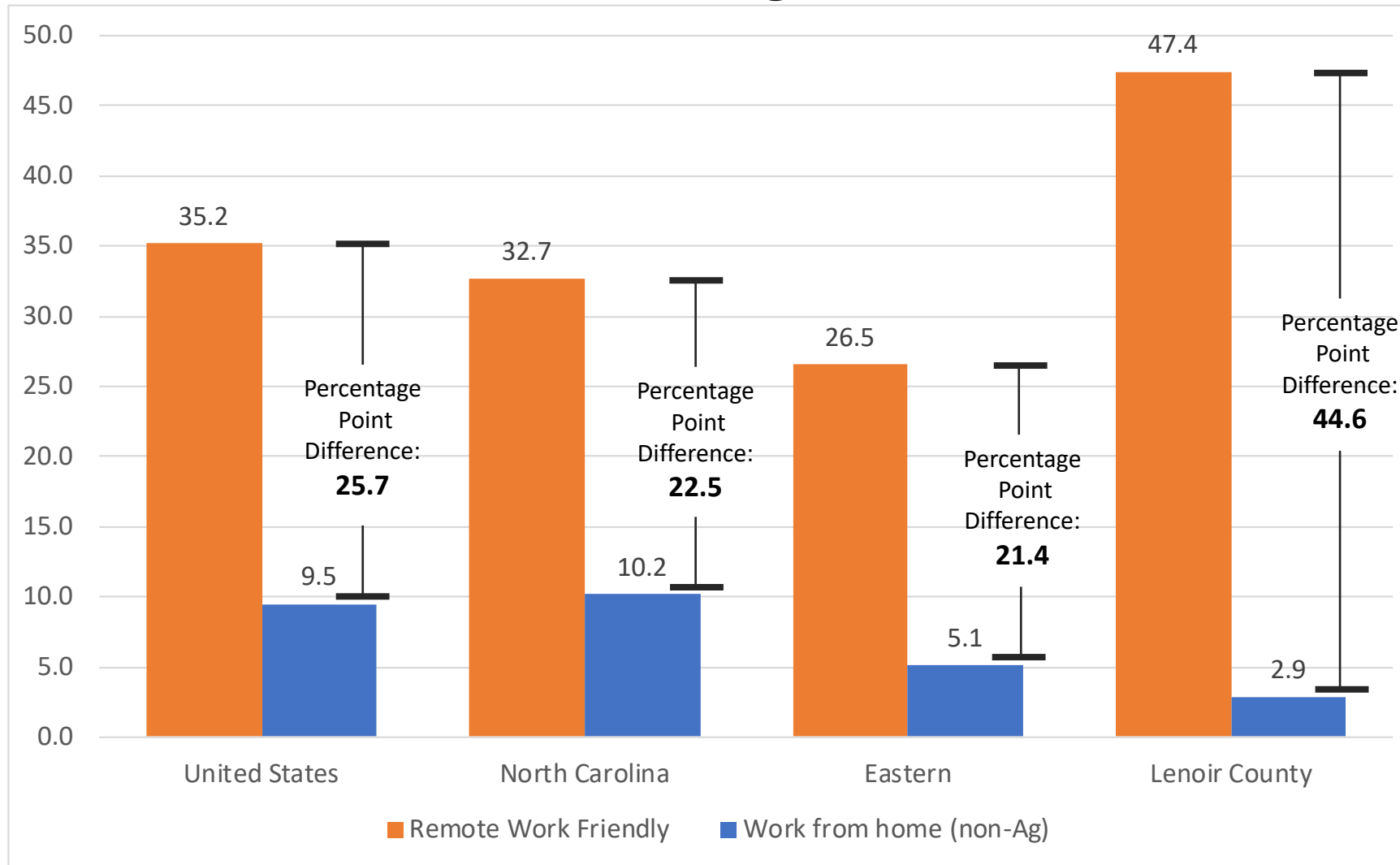
Western Piedmont Region: Senior Gap—Percent Seniors (Age 65 or older) with No Computer



Source: 2017-2021 Census 5-Year ACS



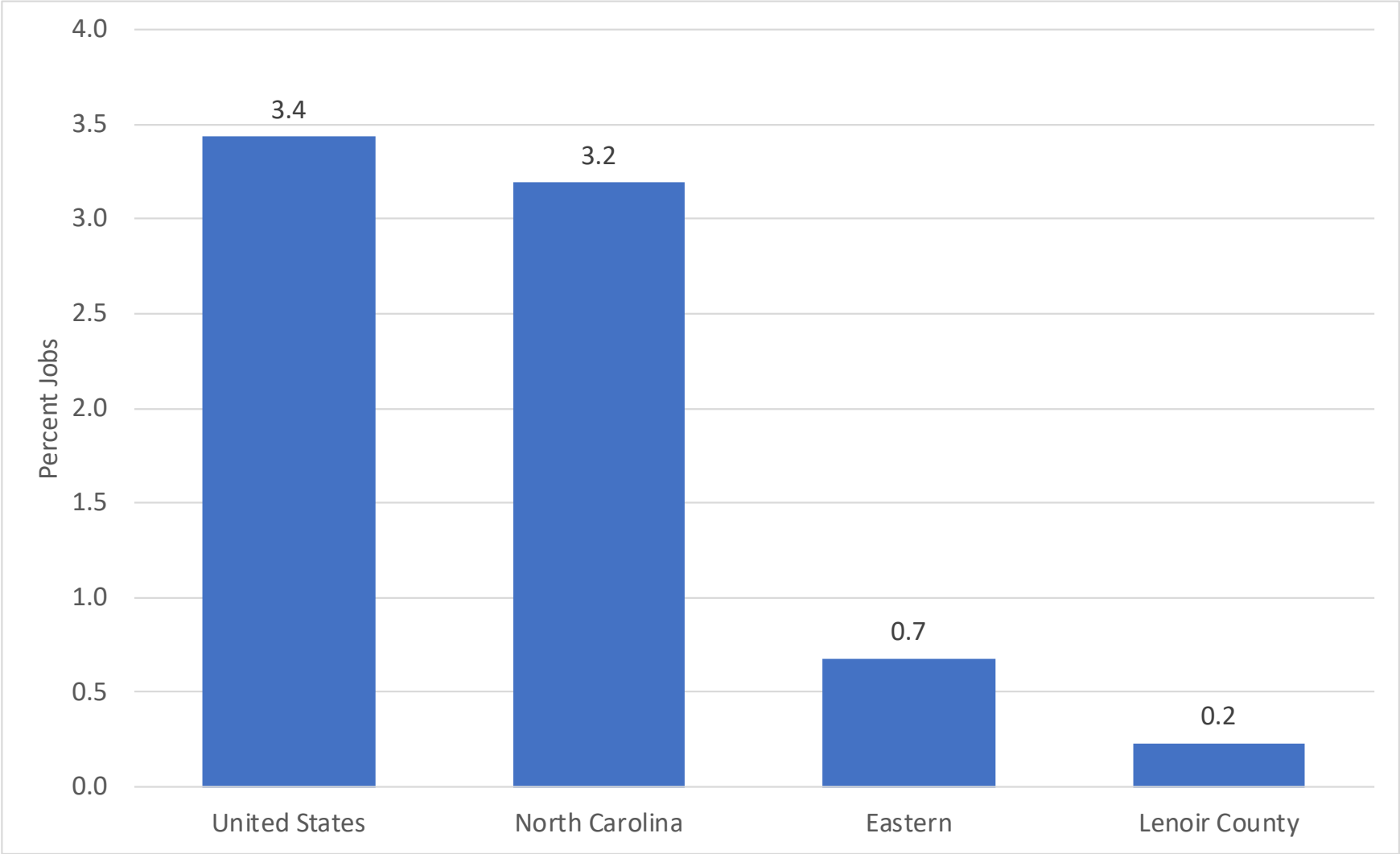
Lenoir County: Remote Work Potential*- Remote Friendly Occupations Versus Working from Home



Source: 2017-2021 Census ACS 5-Year; Lightcast; Purdue Center for Regional Development [National Bureau of Economic Research](#)

*Potential is in percentage points and is the difference between the share of remote work friendly occupations minus the share working from home (non-agriculture). A digitally inclusive community works towards leveraging this potential by reducing this number.

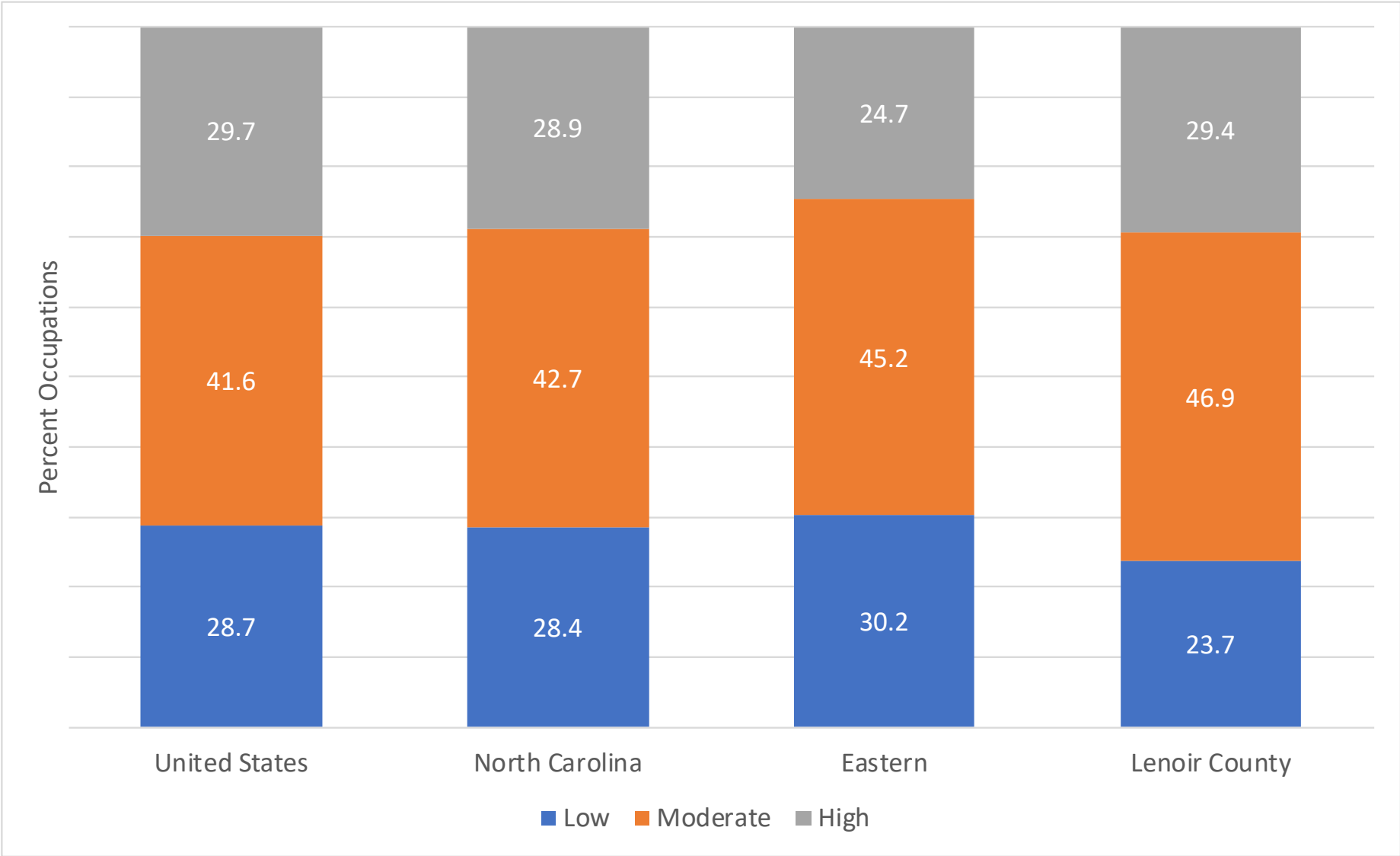
Lenoir County: Digital Economy Jobs*



Source: Lightcast; Bureau of Economic Analysis

*Includes 44 industries considered to be “fully” part of the digital economy ranging from hardware & software to data processing; does not include warehousing or retail associated with e-commerce

Lenoir County: Share of Occupations by Digital Skills Level



Source: Lightcast; Brookings

How to measure progress?

- Use ACS 2022-2026 data (published in 2027)
- Reduce percentages (e.g., percent ages 65 or older without a computer)
- Reduce differences compared to the region, state, and/or nation (e.g., share of homes making less than \$10,000 without home internet in the Upper Coastal Plain region: 51.1% versus the state: 34% and the U.S.: 32.2%)
- Did digital economy-related variables improve?

