Digital Inclusion Profiles

City of
Minneapolis

City-wide Summary and Profiles by City Council Ward Boundaries

Community Technology Survey

Overcoming the Digital Divide

March 2012

Information Technology Department
www.minneapolismn.gov/it
612-673-3190

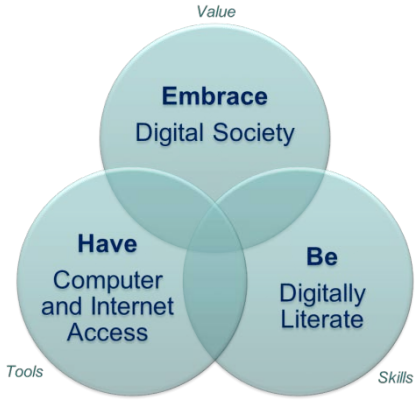
Introduction and Overview

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. The City of Minneapolis IT department conducted the 2012 Community Technology Survey, with the help of a grant from the Minneapolis Foundation Digital Inclusion Fund, to determine the state of the digital divide in Minneapolis. The survey gathered data about residents' access to and experiences with computers, mobile devices and the Internet.

Get Involved

The City is taking on a facilitator role to help digital inclusion stakeholders, community members, and the private sector come together to address the digital divide 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 Points from the Survey

- While 82% of City households overall have computers with Internet access, only 57% of Phillips and 65% of Near North residents have access at home. 25% of African Americans reported they don't have Internet access at home.
- Too many residents do not feel comfortable finding and applying for jobs online.
- Residents are not comfortable attaining education online.
- Residents aged 55 and older are least likely to be computer and Internet users.
- The Internet is not being used often by residents to find community resources, engage in civic activities or communicate with government.
- Residents are not seeking health information online.
- Residents do not feel they know enough to deal with cyber security issues.
- Most residents are not aware of the City's Wi-Fi network.

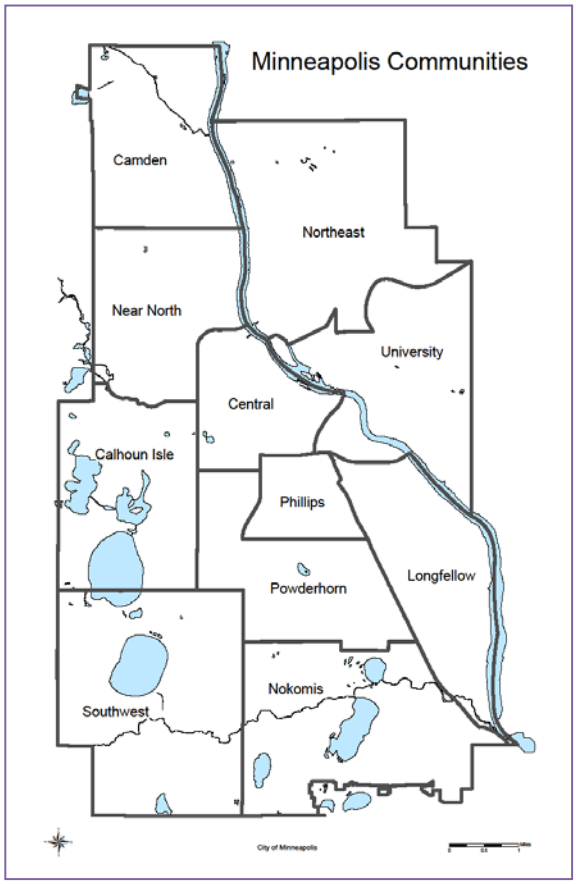
Why Does It Matter?

- ✓ 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.
- ✓ The Internet offers access to the online economy, community and business resources, and social/civic engagement opportunities.
- ✓ Health care providers are increasingly using online tools to connect with patients.
- ✓ To prosper in today's information-based world requires access to the world's knowledge.

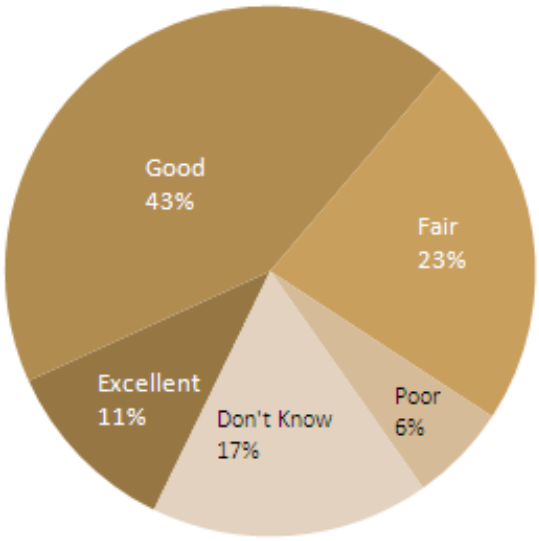
Citywide Results Highlights

Survey questions captured Minneapolis residents' opinions and preferences related to technology, as well as their access to computers and the Internet.

Overall, residents thought somewhat favorably of technology in Minneapolis, saw computers and the Internet as important, had a computer and Internet access and accessed the Internet regularly (most commonly via a high-speed connection).

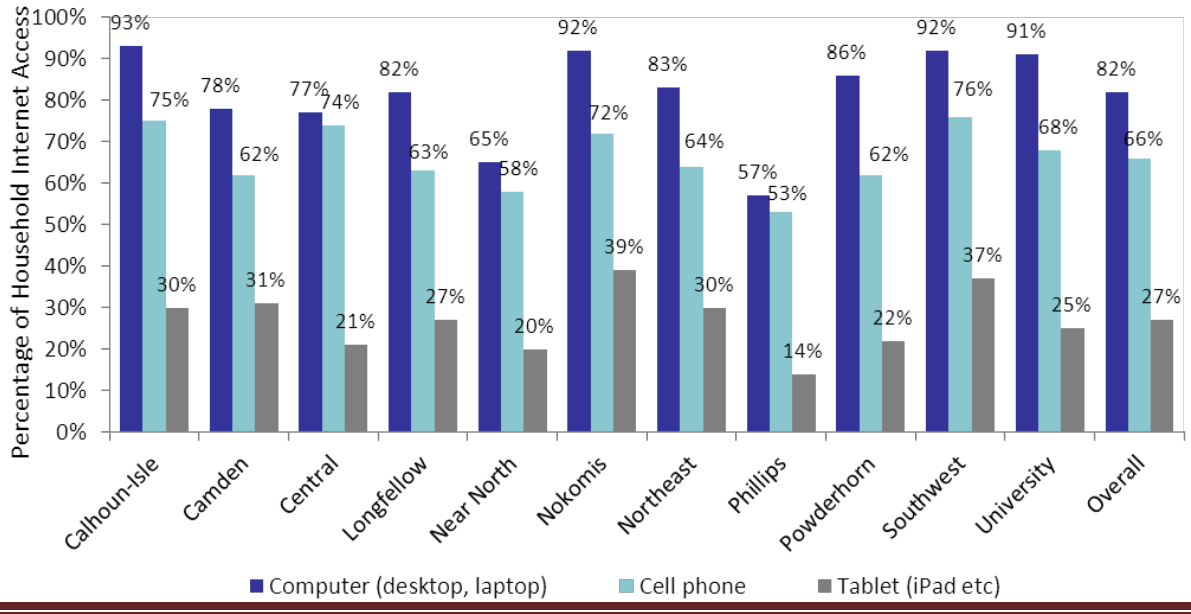


Access to Technology in General



Residents generally found help for any computer or Internet issues through a variety of means and participated frequently and comfortably in many basic digital activities, including emailing and using social media. However, meaningful differences were seen across the 11 communities that comprise Minneapolis as well as among different socio-demographic characteristics.

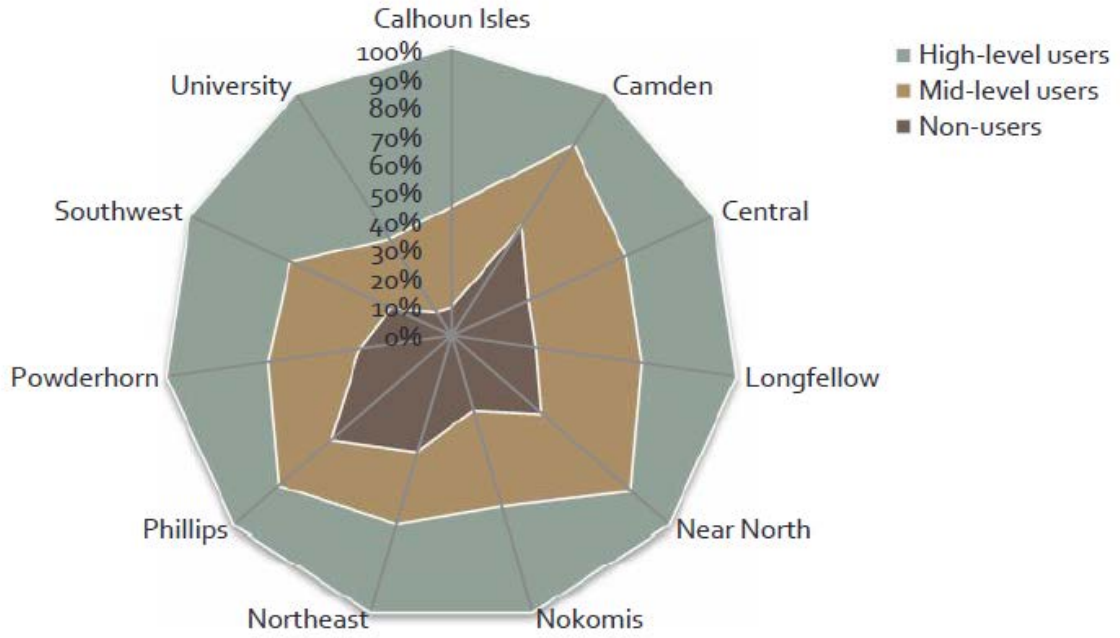
Method of Household Internet Access



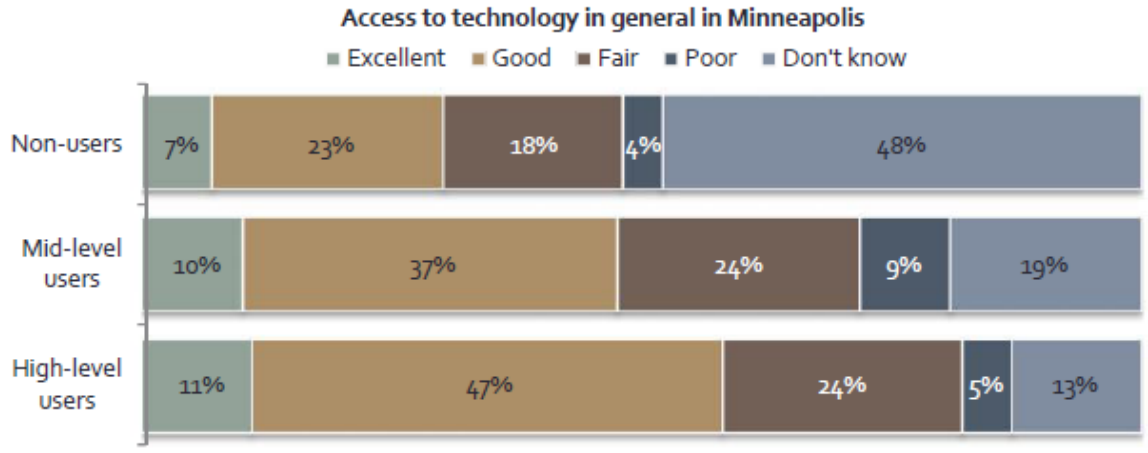
Non-user Profile

User and non-user profiles reveal more information about the digital divide in the city. Forty-seven of the questions on the survey had response categories that 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. A respondent with 31 or more non-use responses was considered a "non-user," 15-30 non-use responses was considered a "mid-level" user and fewer than 15 non-use responses made someone a "high-level" user.

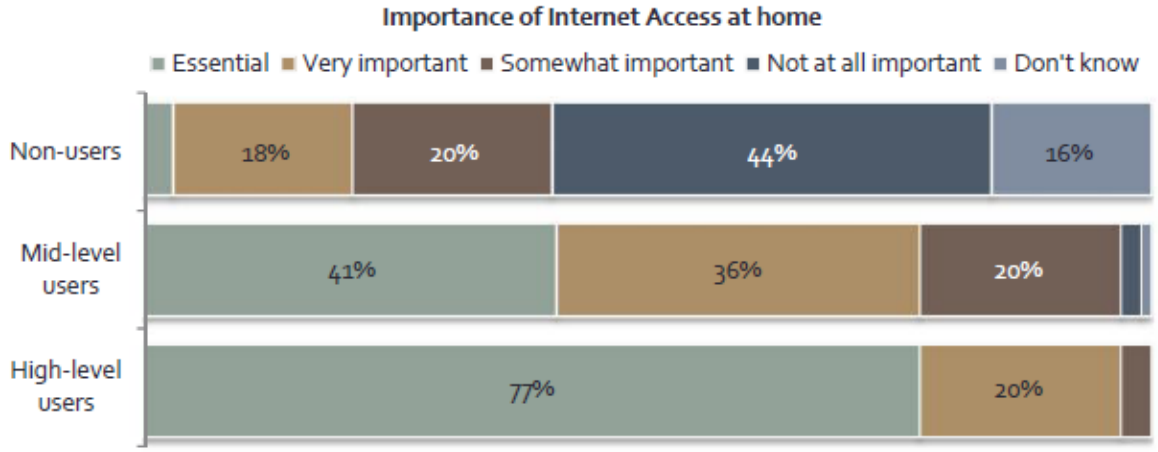
When comparing use levels by community, high-level use was most common in the communities of Calhoun Isles and University while non-users were greatest in Phillips and Camden.



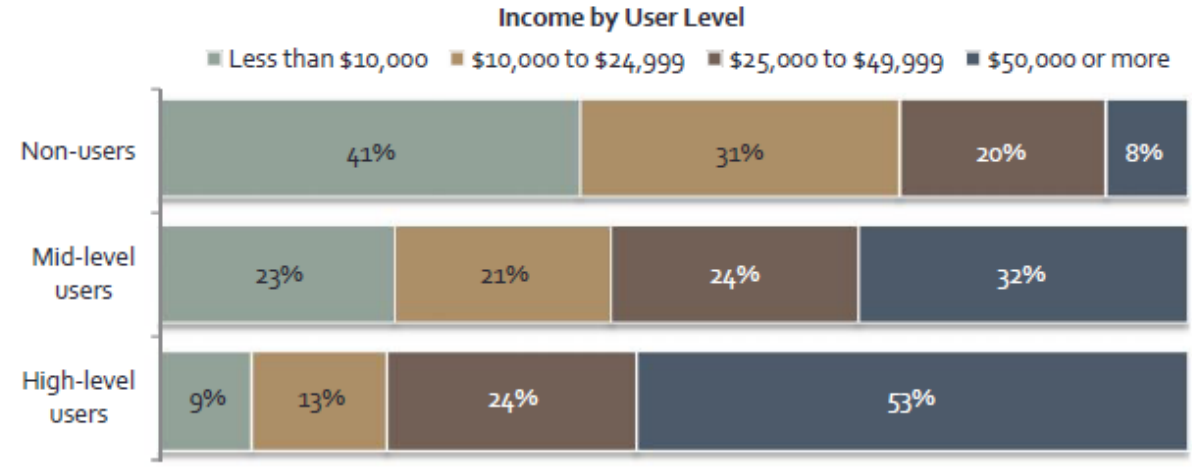
High-level users were more likely to laud the City's use of technology, while non-users often said they did not know about technology in the city. A similar pattern held true for overall access to technology in the city; non-users felt unfamiliar and mid-level and high-level users gave positive assessments.



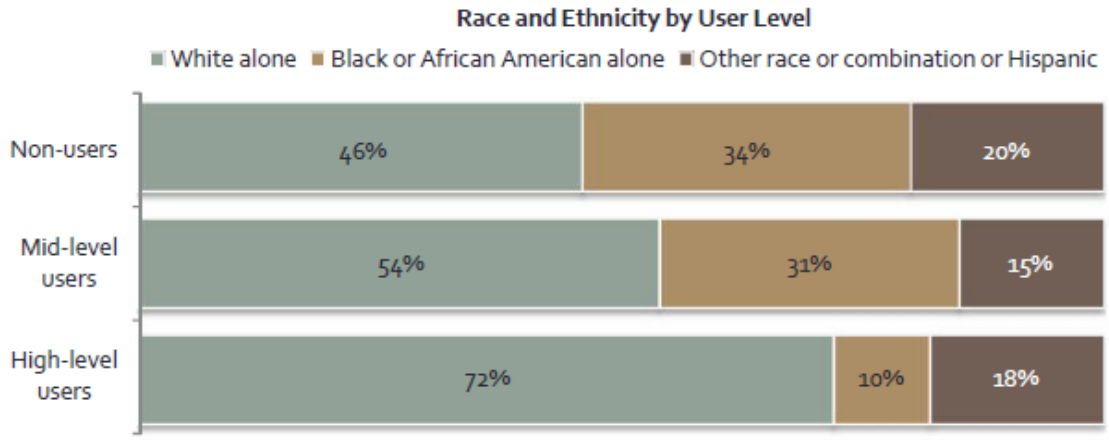
No high-level users described having Internet access at home as unimportant, while the plurality of non-users gave that response.



Income differentiated users and non-users; 9 in 10 non-users had household incomes under $50,000 (and 40% were under $10,000), while half of high-level users had incomes over $50,000 (and just 9% were under $10,000).



Race and ethnicity varied by user level, primarily in the composition of white and Black/African American residents. High-level users were 72% white and 10% Black or African American, while nonusers were 46% white and 34% Black or African American.



Race and Ethnicity Profiles

With 45% of African Americans not having a computer at home and 25% without Internet access at home, there is no surprise in this group not feeling computers and the Internet as important in their lives. They access the Internet the least and are not comfortable doing most online activities. African Americans seek help with technology at the library the most.

Asian Americans use computers the most at home (they are big users of game consoles with access to the Internet) and access the Internet outdoors the most. They most often take 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.

Native Americans more often feel no help with technology is available to them. They use social media and share opinions online the most. Native Americans use the Internet the most to find information on community resources/events, engage in civic activities, and look up information, such as in the health and medical field.

Families with Children Profile

Families with children use cell phones and tablet computers more and have the most Internet access at home. They seek entertainment venues and information on community resources and events the most. Families with children are the biggest user of social media. They are the most comfortable using a computer, using social media, job hunting online and using education tutorials.

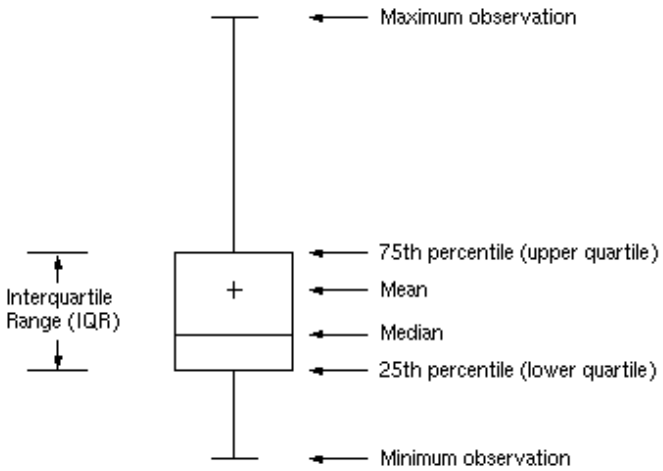
Points of Note

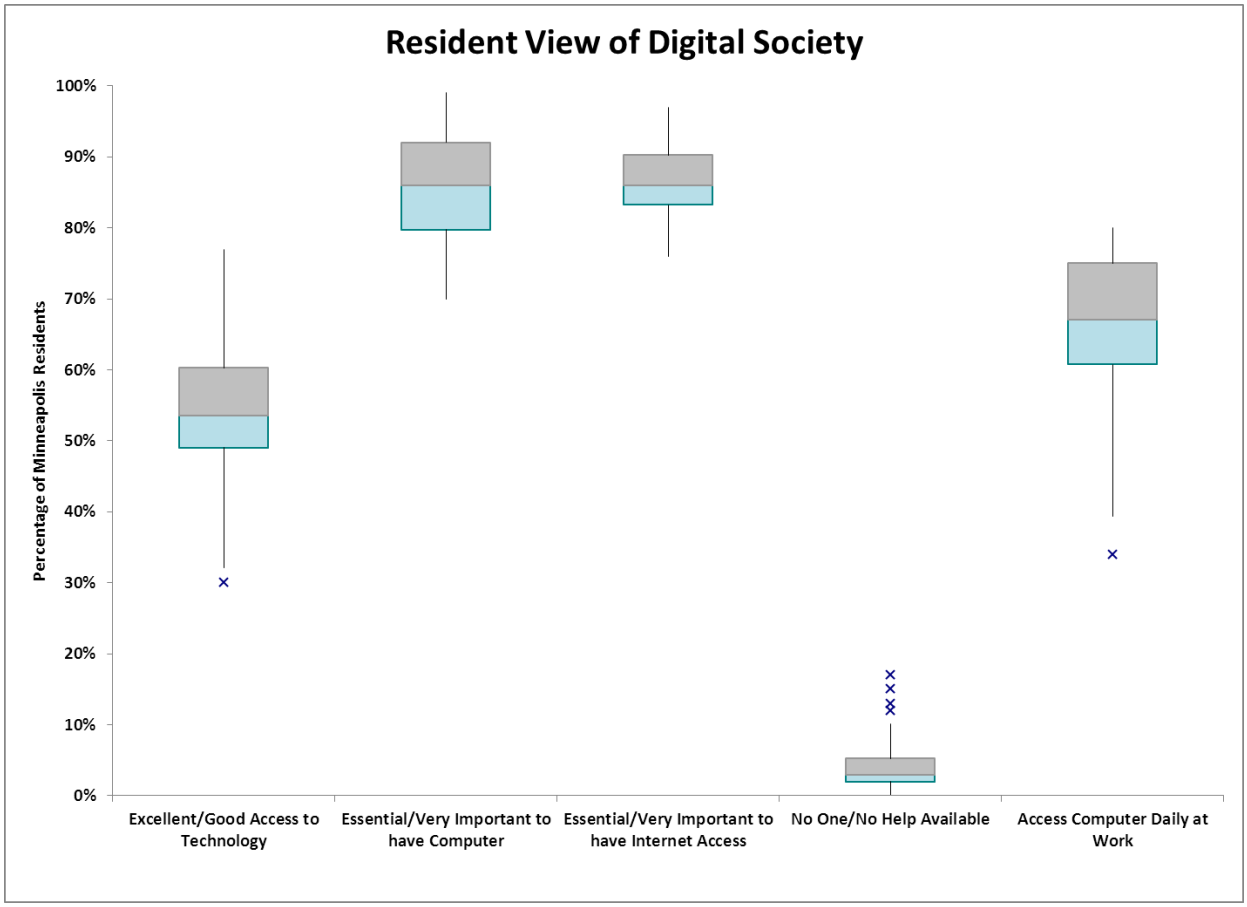
While areas of the City of Minneapolis have digital inclusion gaps, the City needs to facilitate solutions to the following citywide challenges. [1]

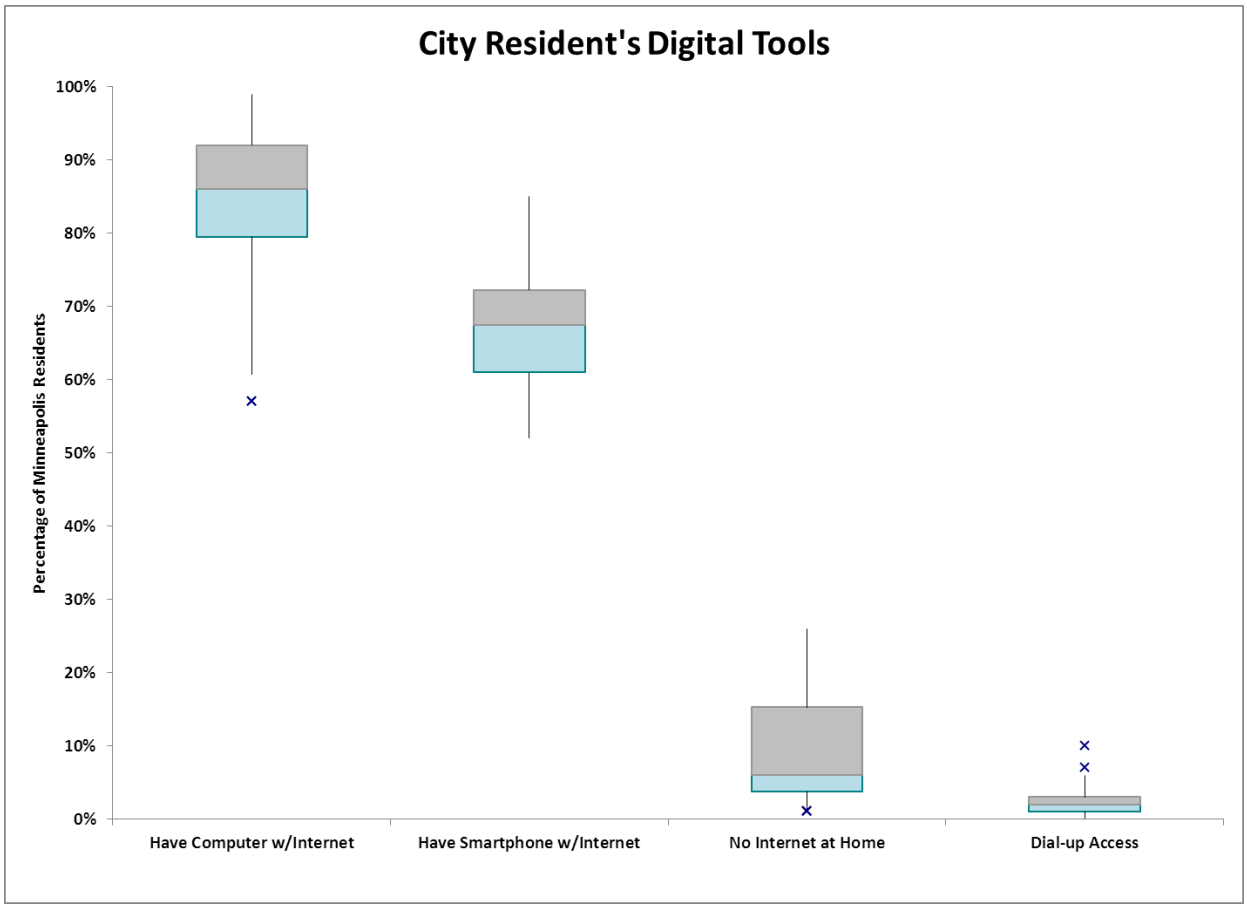
Tools: Without a Computer and Internet Access, Embracing the Digital Society is Tough

- Overall 18% of households do not have a computer with Internet access at home, which translates into 29,437 households in Minneapolis.
- The majority of residents are not aware of the City's WiFi network.
- Some areas of the City use dial-up access to the Internet—insufficient bandwidth.
- People primarily rely on their friends and family for help with computer or Internet questions. The next most common support methods include computer/Internet resources, Internet providers, and coworkers. Less frequent users are about four times more likely to go to the library for help than high level users. Libraries are also popular sources of help for unemployed job seekers, disabled respondents and those with less educational attainment. Renters in detached housing units were most likely to report they have no one available to help them.

[1] The following digital inclusion profiles make use of the technique of descriptive statistics, a **box plot** or **boxplot** (also known as a **box-and-whisker diagram** or **plot**) as a convenient way of graphically depicting groups of numerical data through their five-number summaries: the smallest observation (sample minimum), lower quartile (a set of values are the three points that divide the data set into four equal groups) (Q1), median (Q2), upper quartile (Q3), and largest observation (sample maximum). A boxplot may also indicate which observations, if any, might be considered outliers (an observation that is numerically distant from the rest of the data). This graphical method for showing the median, quartiles, and extremes of data, points out where the data are spread out and where they are concentrated. The box represents the second and third quartiles, with a central line at the median. Whiskers extend to the smallest and largest points which are not classified as outlier points (which are represented by Xs).

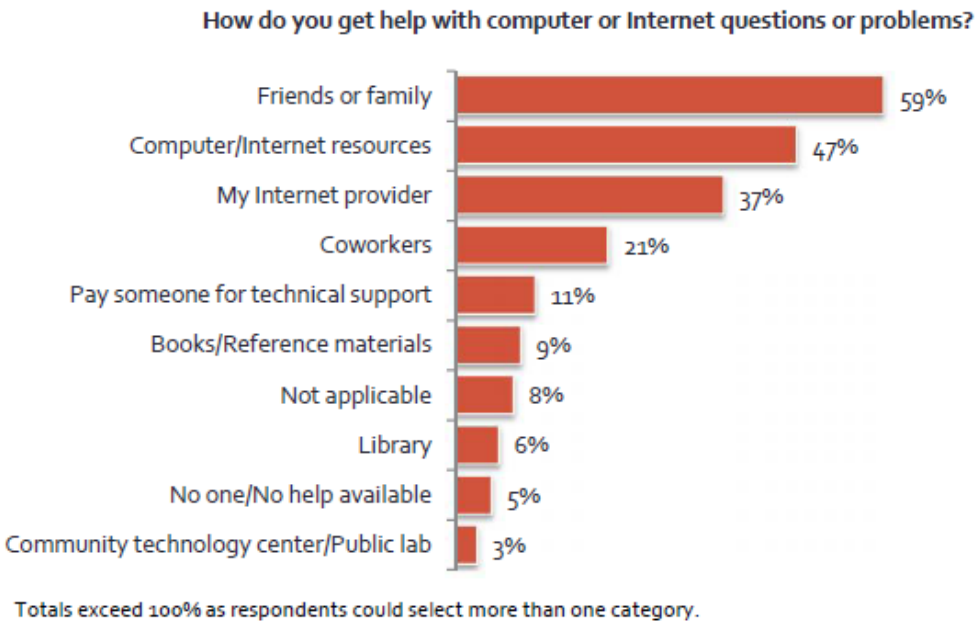



Resident View of Digital Society
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Excellent/Good Access to Technology
Essential/Very Important to have Computer
Essential/Very Important to have Internet Access
No One/No Help Available
Access Computer Daily at Work


City Resident's Digital Tools
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access

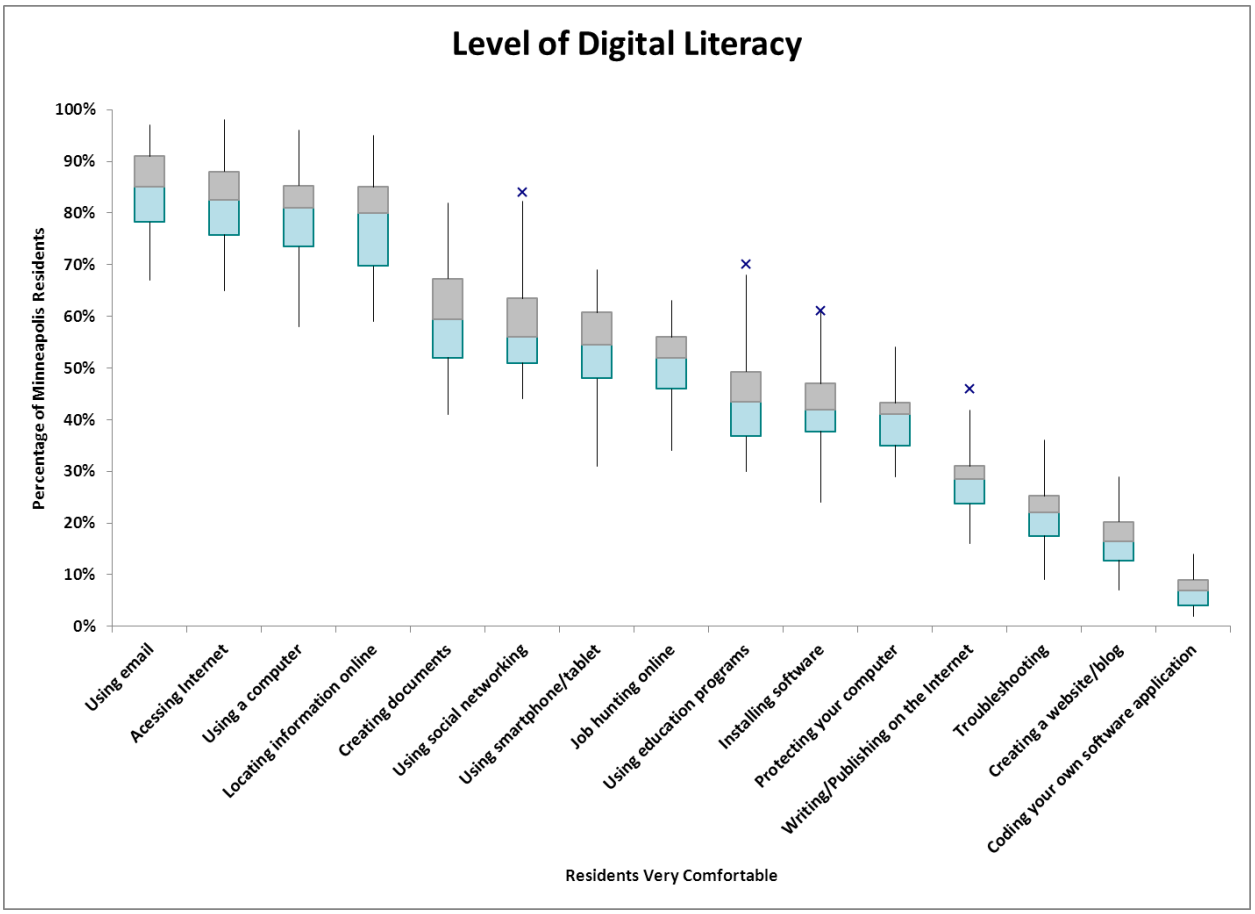
Getting Help

From a list of potential resources to help residents with computer or Internet questions and problems, "friends or family" was cited most (59% of respondents). Near North residents were more likely than residents in other communities to say that no help was available to them. Phillips and Near North listed the library more often as a resource for help with 19% of Phillips residents and 13% of Near North responding that they get help at the library.



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

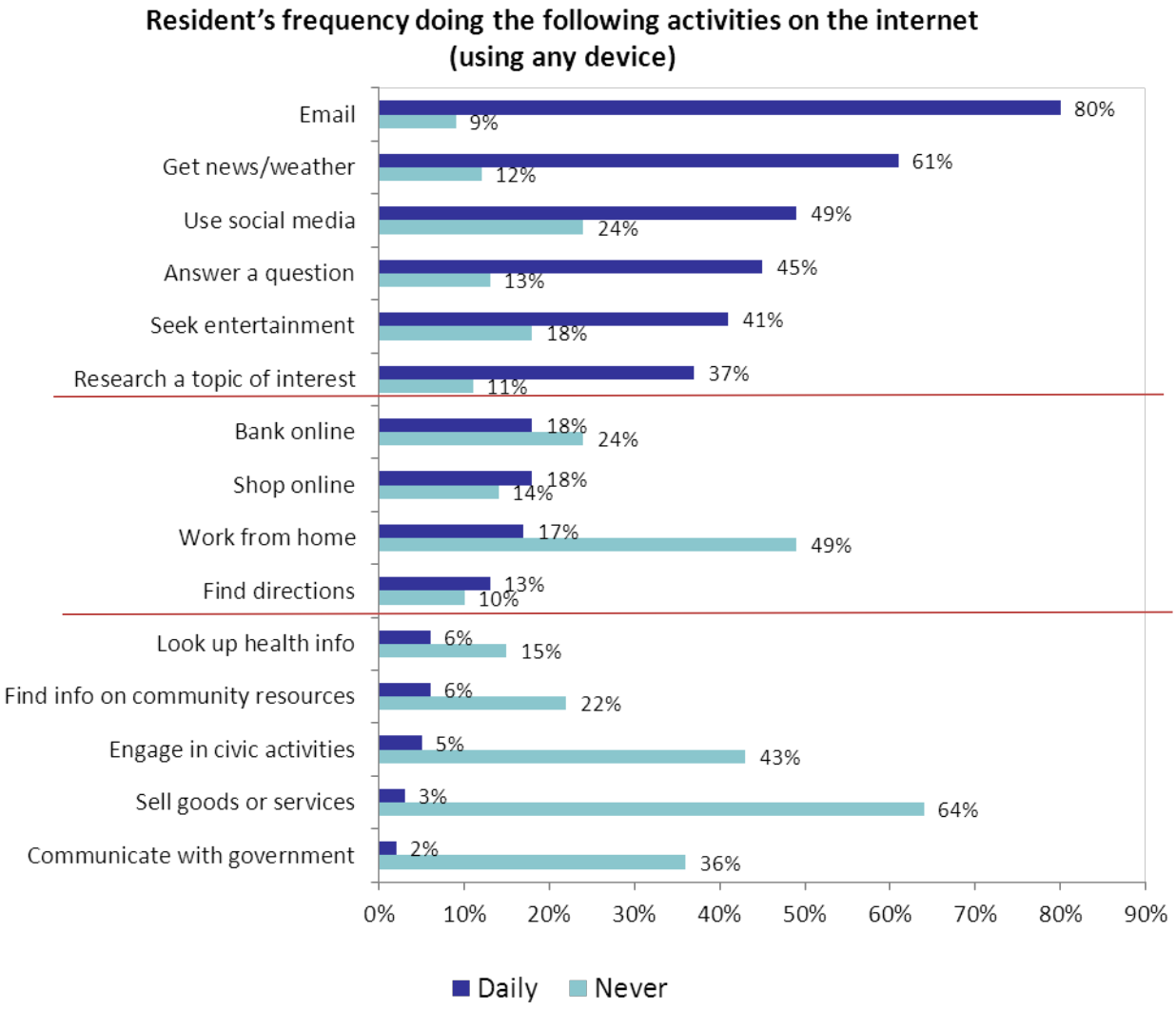
- Residents aged 55 and older are least likely to be computer and Internet users.
- Residents do not feel they know enough to deal with cyber security issues.
- Overall troubleshooting and software installation skills need improvement.
- Residents need skills in using the new online communication and collaboration skills—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 to jobs online.
- Residents are not comfortable attaining education through online means.

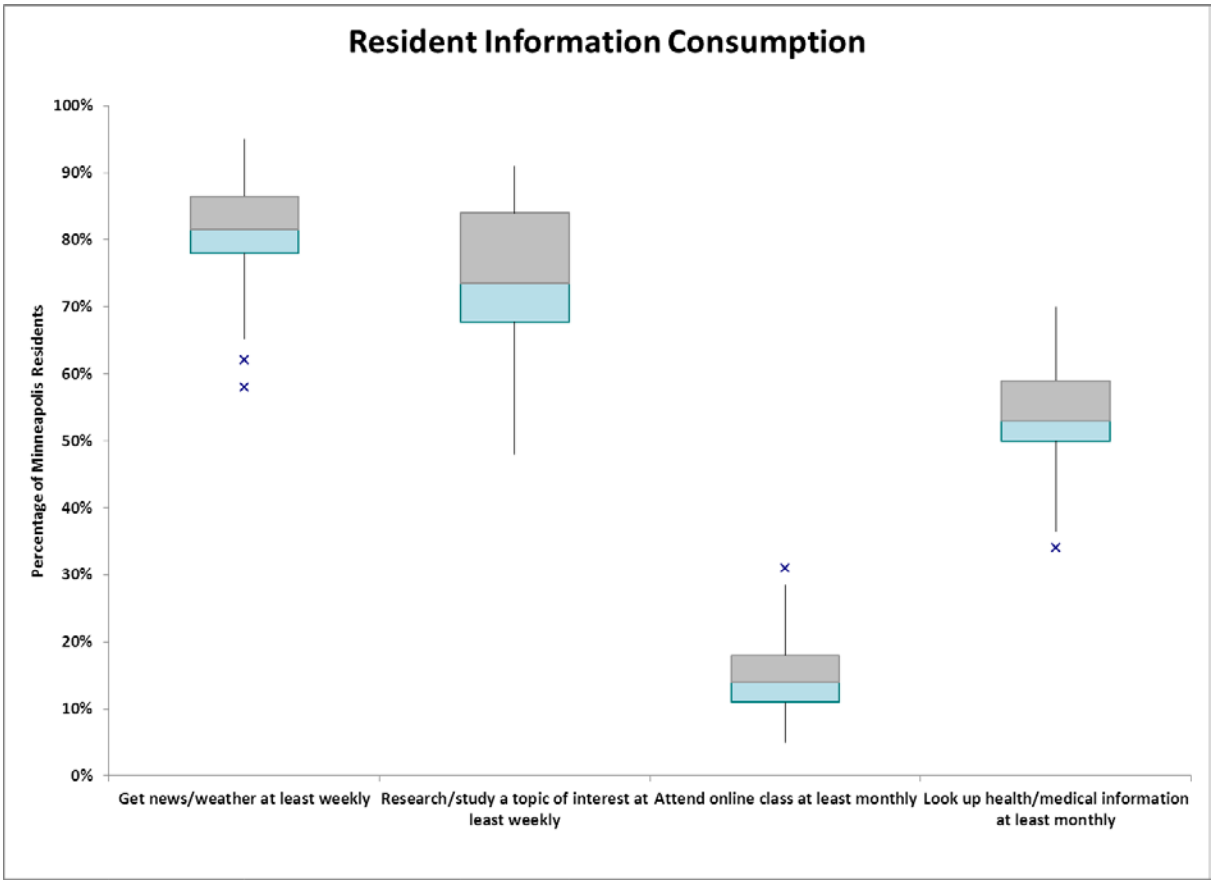


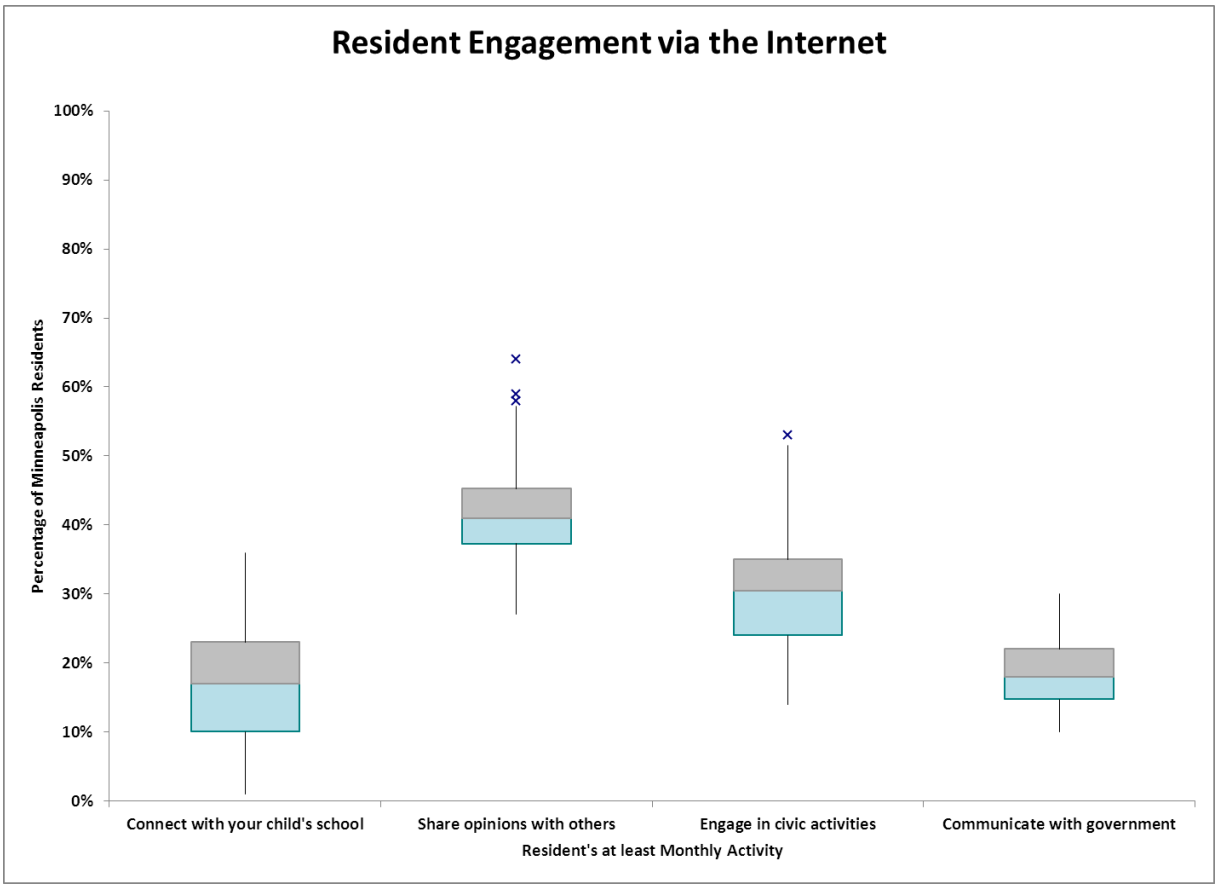
Defining Digital Literacy: In general, digital literacy means the ability to locate, evaluate, and use digital information. The digitally literate can efficiently find the information they seek, evaluate that information, and use that information effectively. The ability to recognize what information 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

- Retired and disabled people do not see the importance of computers and the Internet; hence, have the least technology at home and are the least comfortable using technology. They also use dial-up communications the most.
- Economic development through direct selling of goods and services on the Internet and working within the IT industry is not happening.
- The internet is not being used often by residents to find community resources, engage in civic activities or communicate with government.
- Residents overall are not seeking health information online.




Resident Information Consumption
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
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


Resident Engagement via the Internet
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

Appendix A : Background and Highlights of Results by Neighborhood Clusters

Survey Background

The City's IT Vision includes a component for addressing the digital divide 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 2012 Minneapolis Community Technology Survey was to gather data about Minneapolis residents' access to and experiences with computers, mobile devices and the Internet. The results will inform priorities for the City's digital inclusion 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 a 2012 survey of residents to inform the City's efforts to overcome the "digital divide"—the gap between individuals and groups in their access to and use and knowledge of information and communication technologies. Three mailings were sent to a random selection of 800 addresses in each of the 11 communities in the City, a pre-notification postcard and two survey packets, each just under a week apart. The 30% response rate reflects 2,578 completed surveys; the margin of error for comparisons by community is 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.

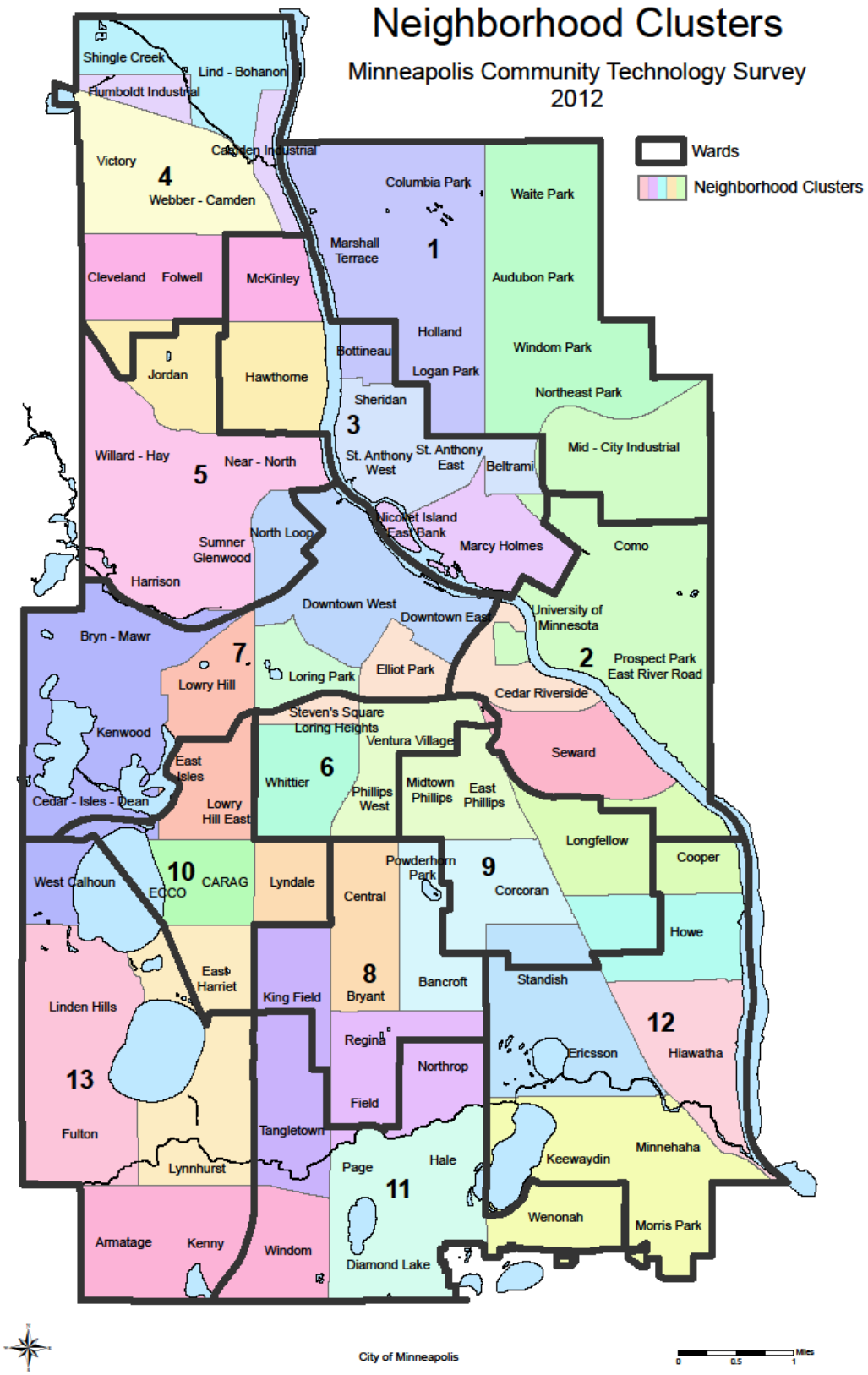
The survey data was also aggregated around 32 neighborhood clusters. At the risk of using smaller sample sizes within the neighborhoods clusters, there is value in a more granular neighborhood view of the data to allow community members to see specific opportunities within their geographic area. City 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. Hence, the study analyzed the resident view of the digital society; profiled their digital tools; defined their level of digital literacy; showed their information consumption patterns; and showed their engagement via the Internet.

Interactive maps show survey results for neighborhood clusters in Minneapolis at http://bit.ly/KTbjPB

The map layers show how each neighborhood cluster compares to the results for the city overall by showing if the cluster is in:

- Quartile 1 (Upper quartile, 75th percentile or above, compared to city overall)
- Quartile 2 (50%-74% range)
- Quartile 3 (25%-49% range)
- Quartile 4 (lower quartile, below 25th percentile)

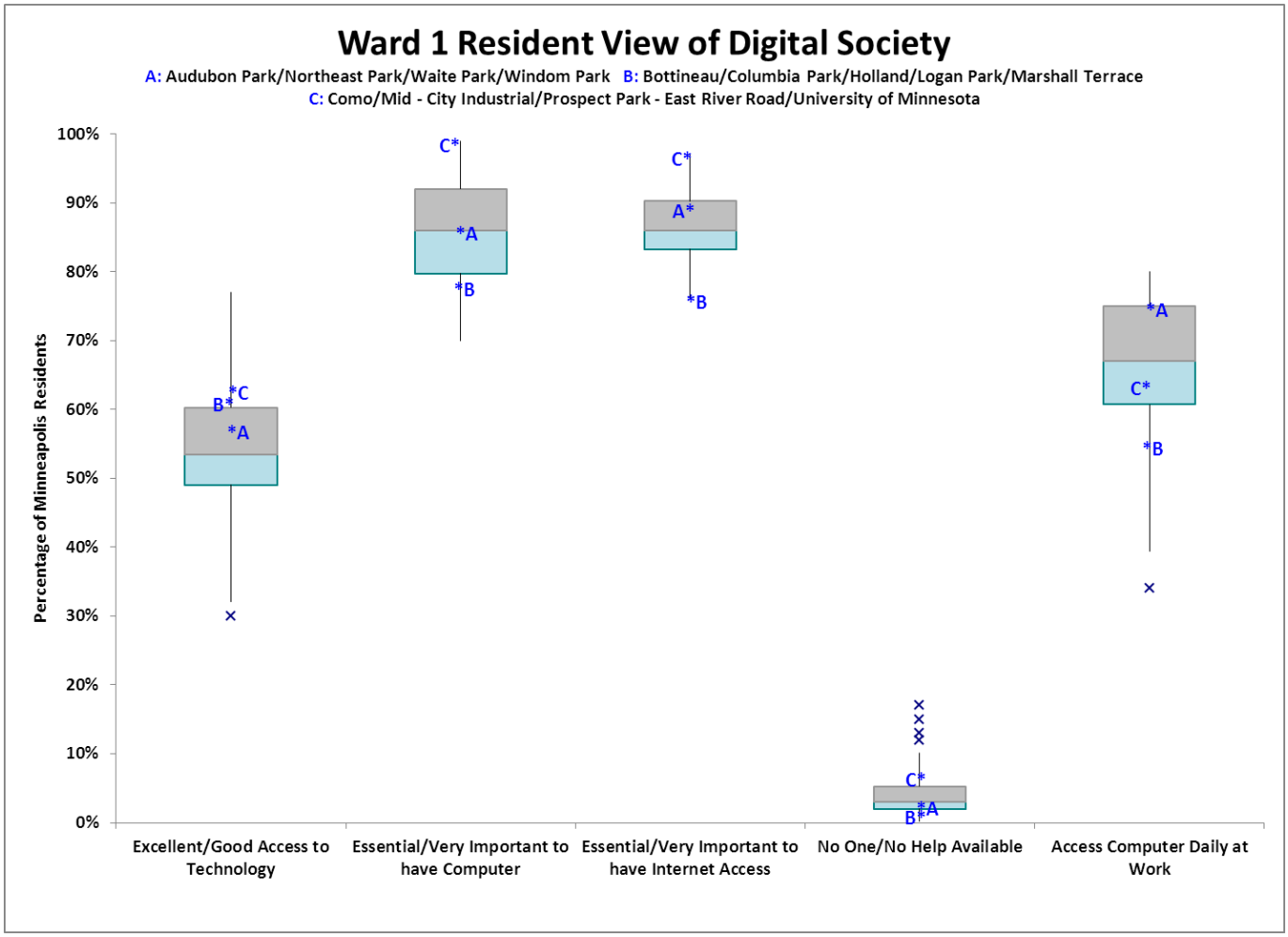
Appendix B: Digital Inclusion Profiles by City Council Ward Boundaries

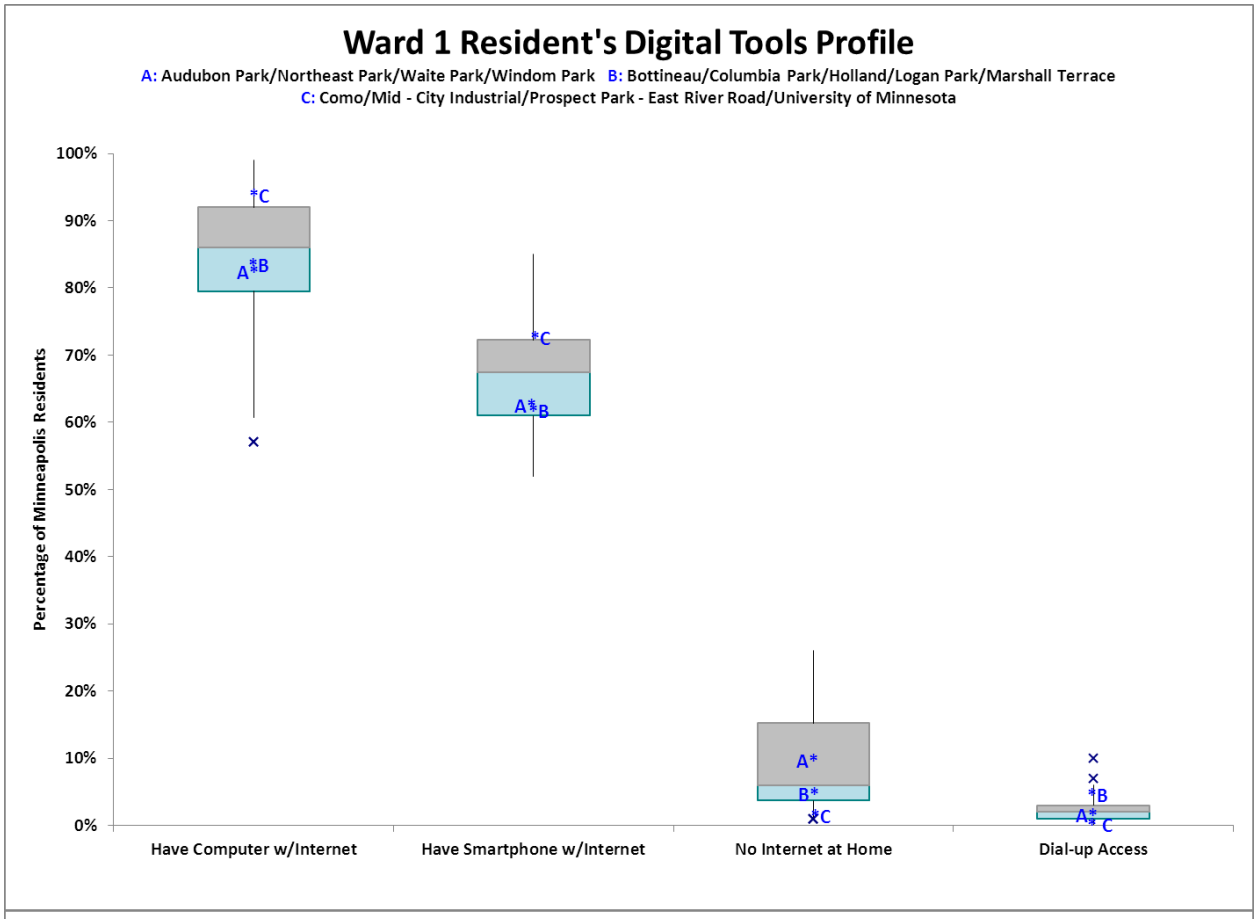


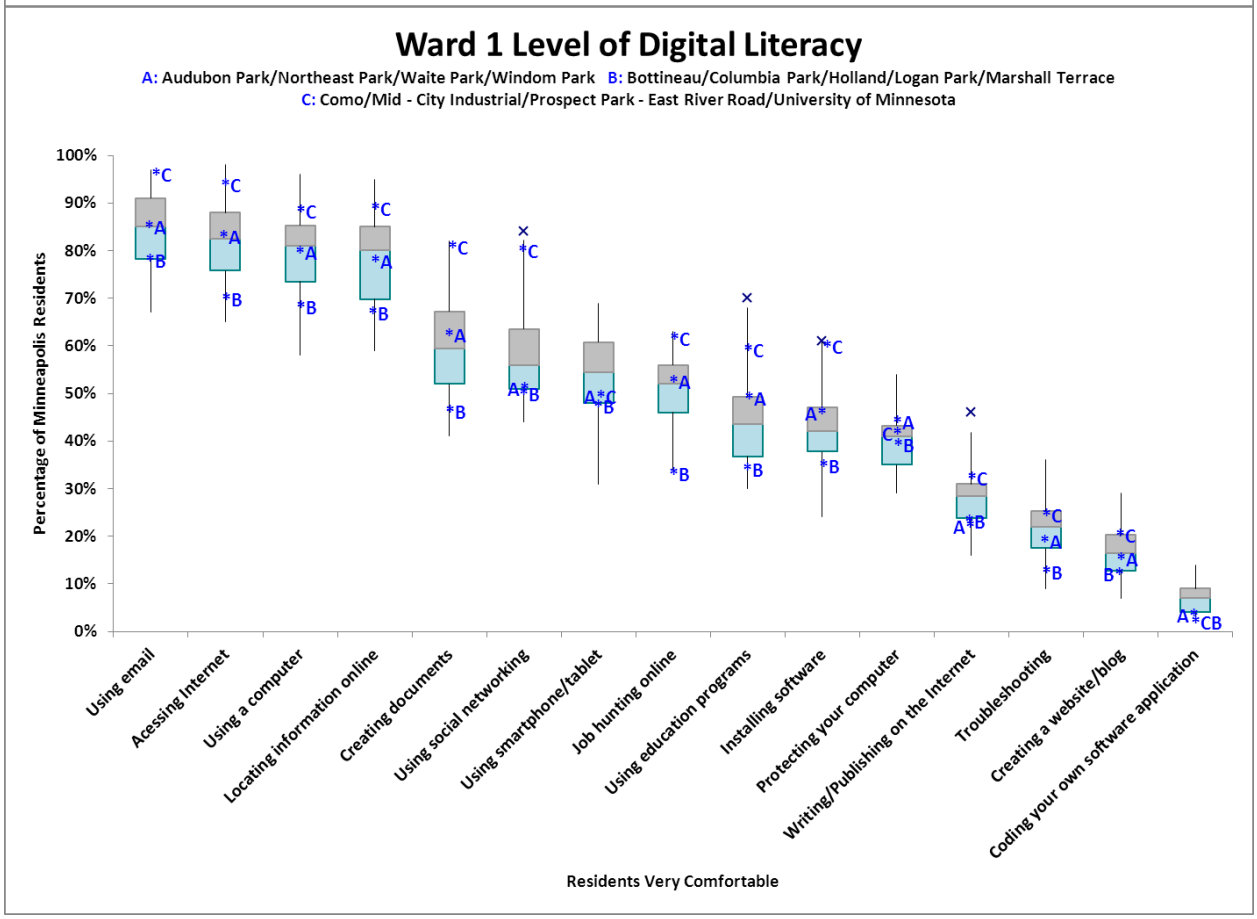
Ward 1

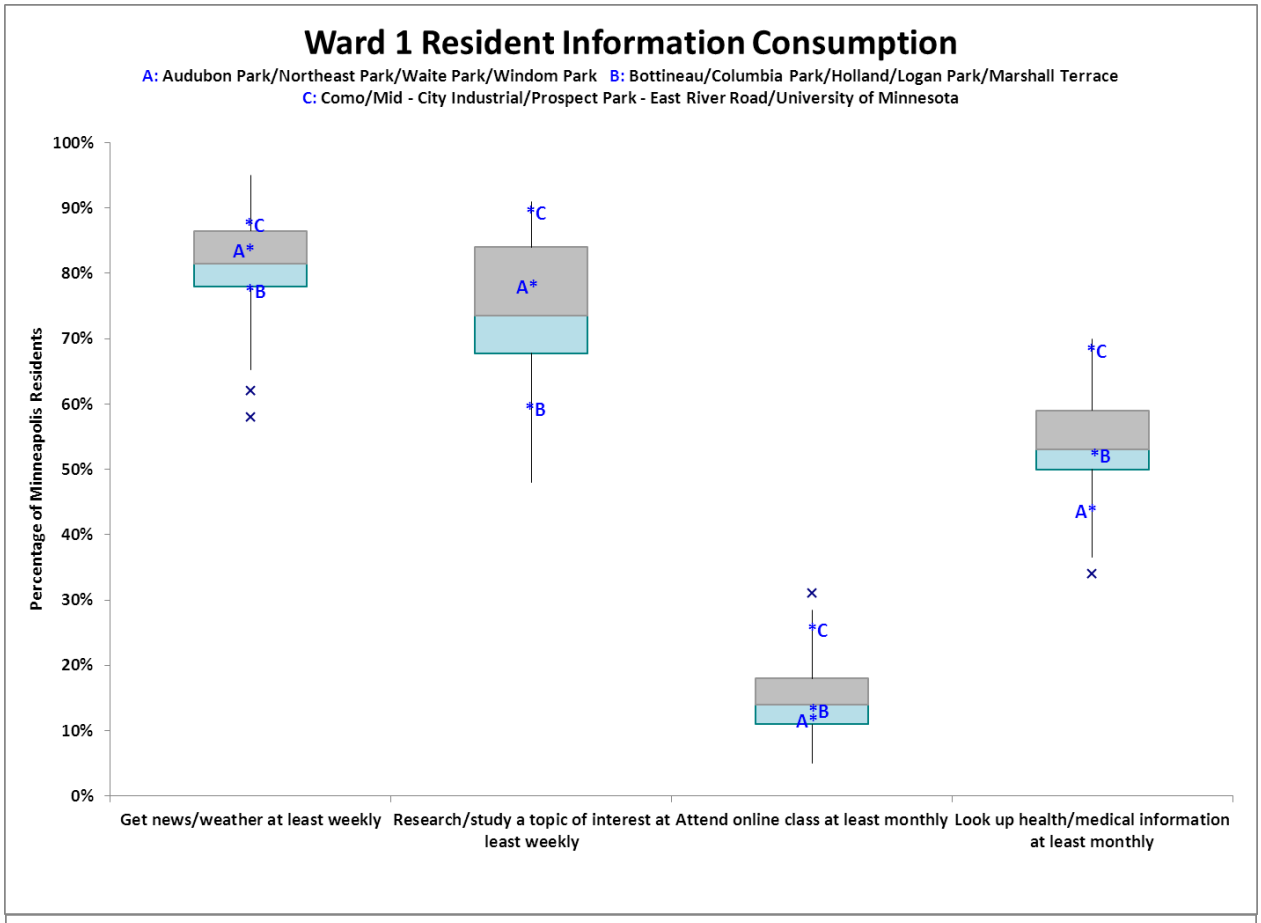
The neighborhood clusters of Audubon Park/Northeast Park/Waite Park/Windom Park, Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace, and Como/Mid - City Industrial/Prospect Park - East River Road/University of Minnesota were used to represent Ward 1. Some observations from the survey data follow:

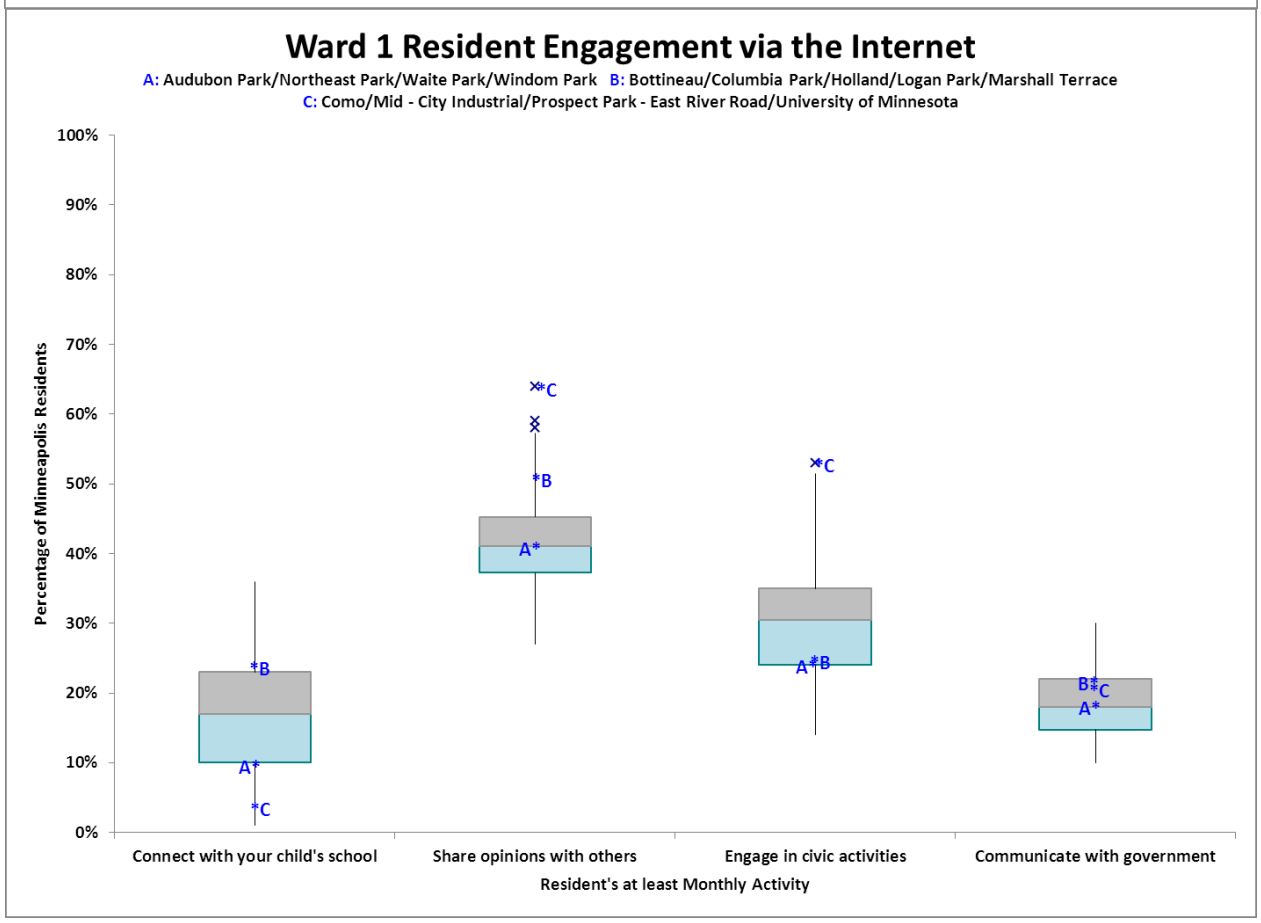
- The Como/Mid-City Industrial/Prospect Park-East River Road/University of Minnesota neighborhood clusters in Ward 1 has the smallest of digital divides in the City overall. Even though these neighborhoods are some of the best in the City, residents would do well to improve their digital literacy skills for job hunting, getting educated online, handling cyber security issues, etc. (see the citywide discussion earlier in this document).
- The Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace neighborhood cluster is the most digitally challenged within Ward 1. They tend to not place importance on owning a computer and having Internet access. This drives use of dial-up Internet access. They have the least computer skills in all categories. Many of the cluster residents do not have access to computers at work. This cluster could use more training on how to take advantage of what the Internet offers—news and weather, staying healthy, sharing opinions, etc.




Ward 1 Resident's Digital Tools Profile
A: Audubon Park/Northeast Park/Waite Park/Windom Park B: Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace
C: Como/Mid - City Industrial/Prospect Park - East River Road/University of Minnesota
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 1 Level of Digital Literacy
A: Audubon Park/Northeast Park/Waite Park/Windom Park B: Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace
C: Como/Mid - City Industrial/Prospect Park - East River Road/University of Minnesota
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

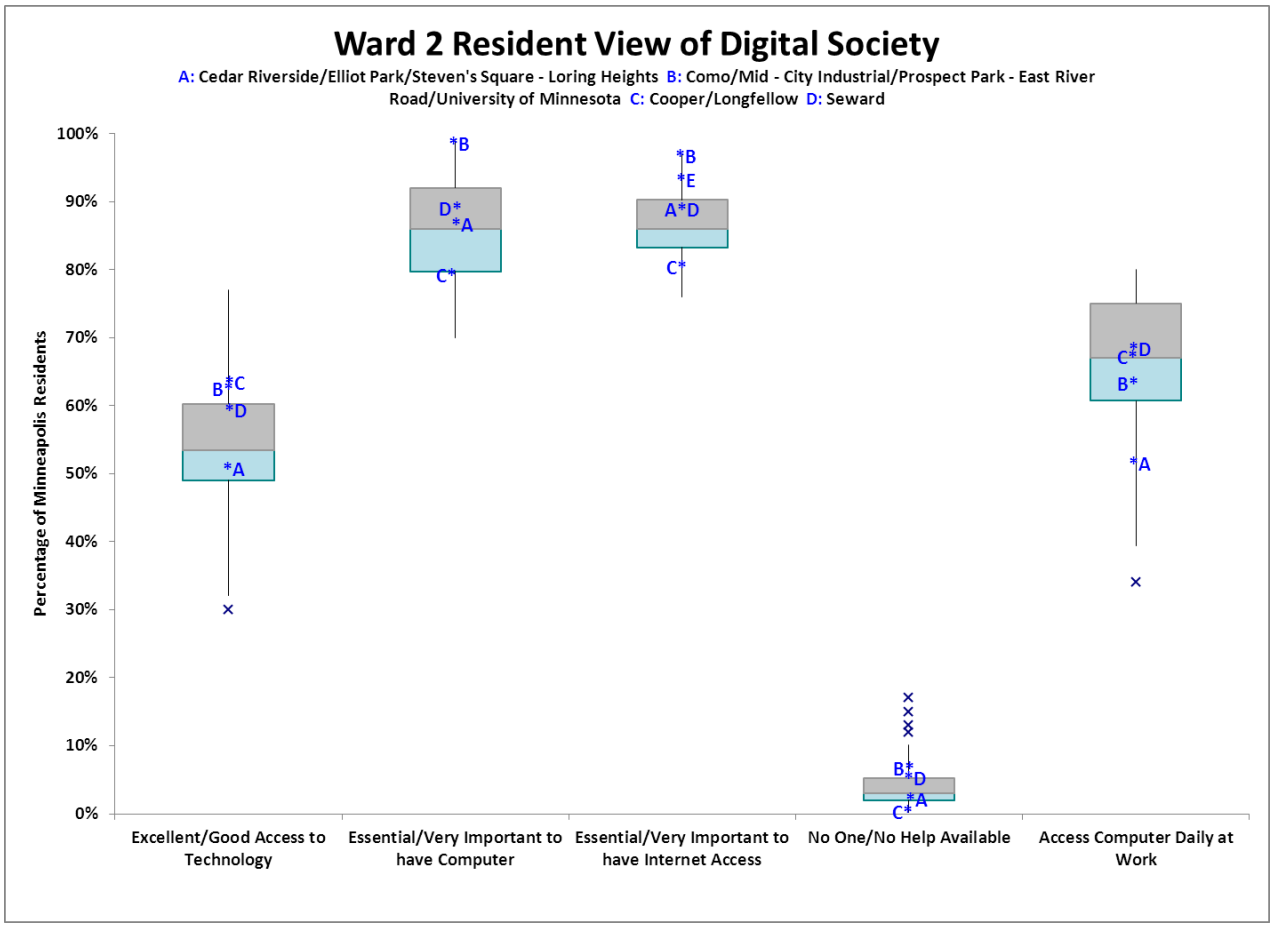

Ward 1 Resident Information Consumption
A: Audubon Park/Northeast Park/Waite Park/Windom Park B: Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace
C: Como/Mid - City Industrial/Prospect Park - East River Road/University of Minnesota
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
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

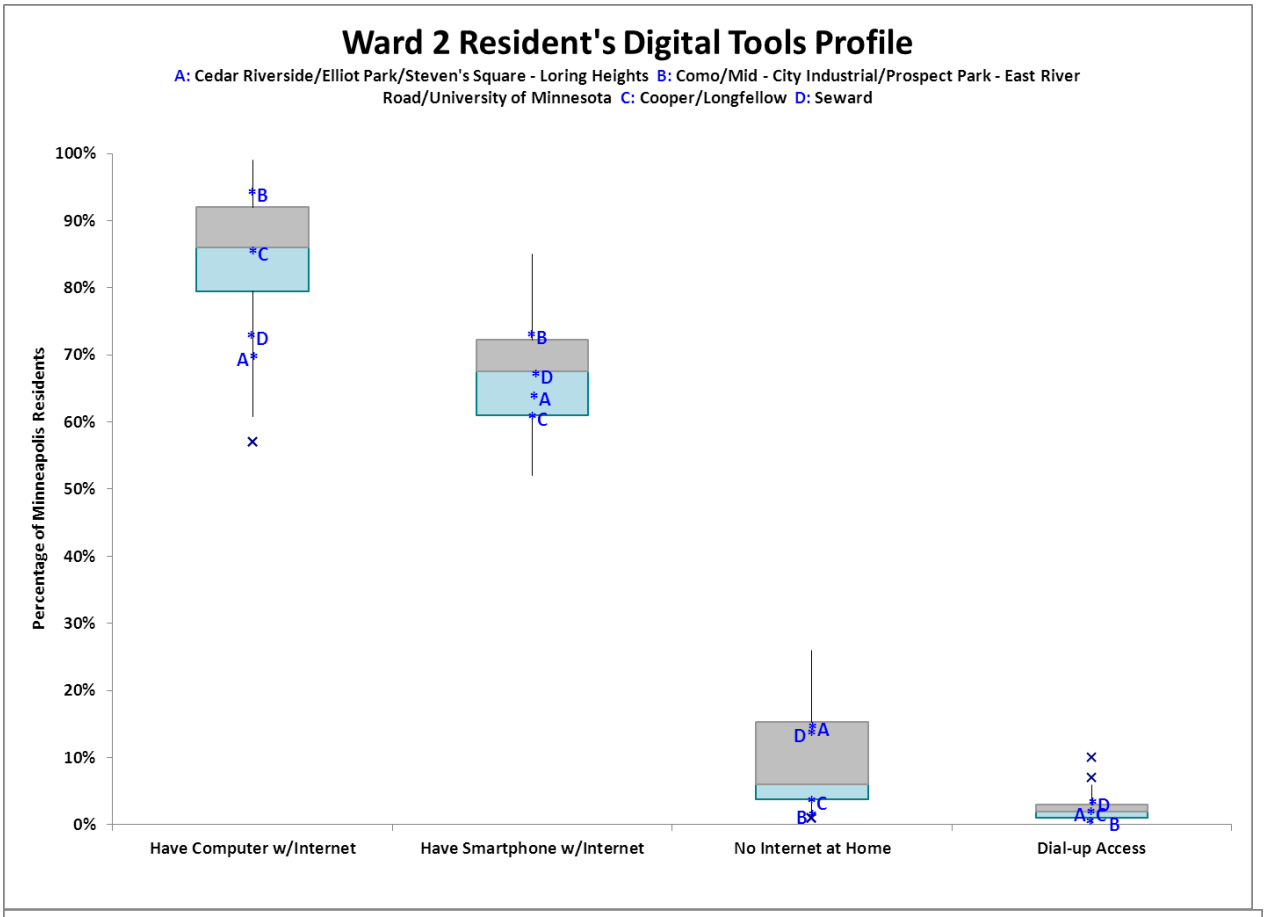

Ward 1 Resident Engagement via the Internet
A: Audubon Park/Northeast Park/Waite Park/Windom Park B: Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace
C: Como/Mid - City Industrial/Prospect Park - East River Road/University of Minnesota
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

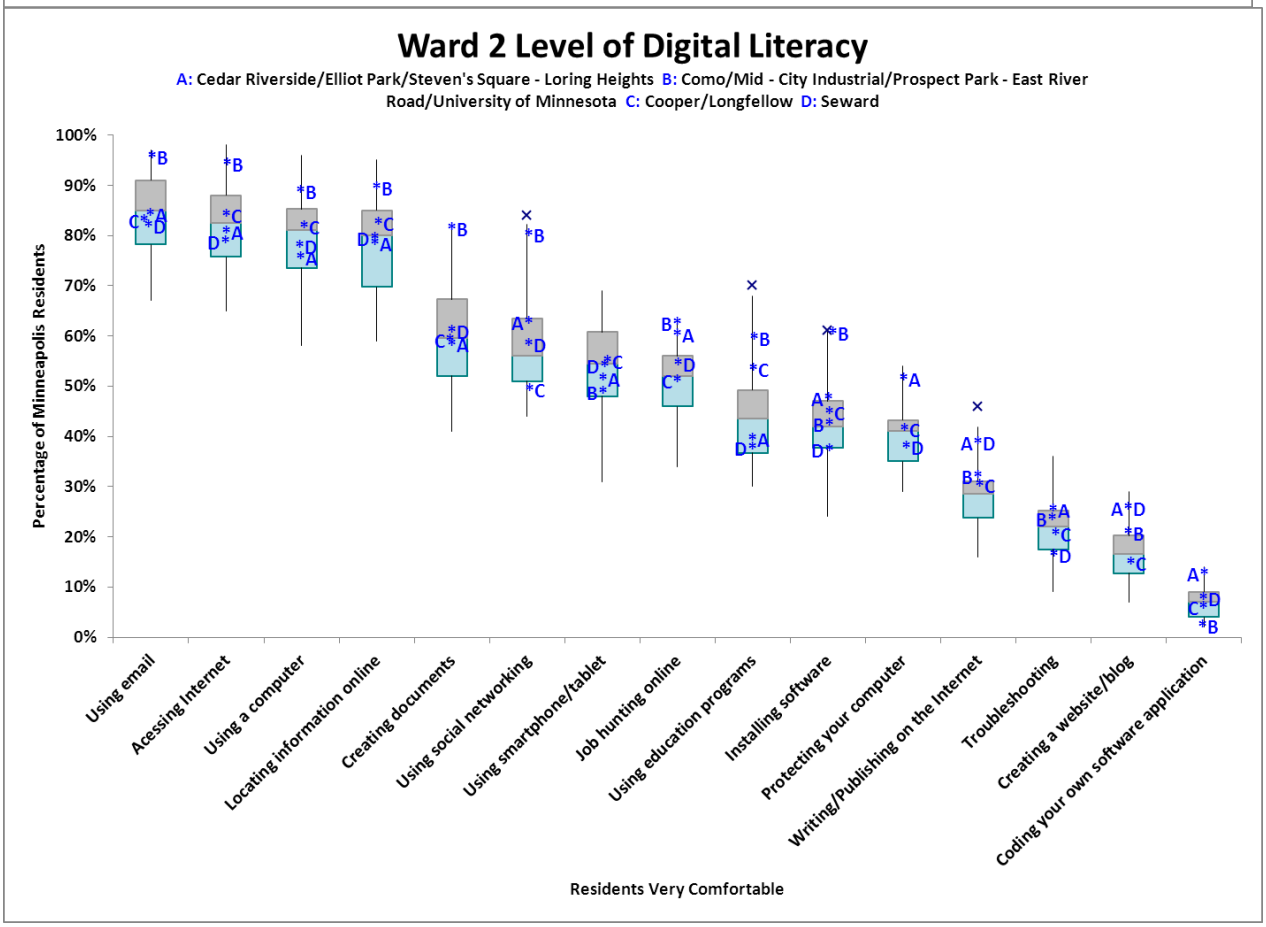
Ward 2

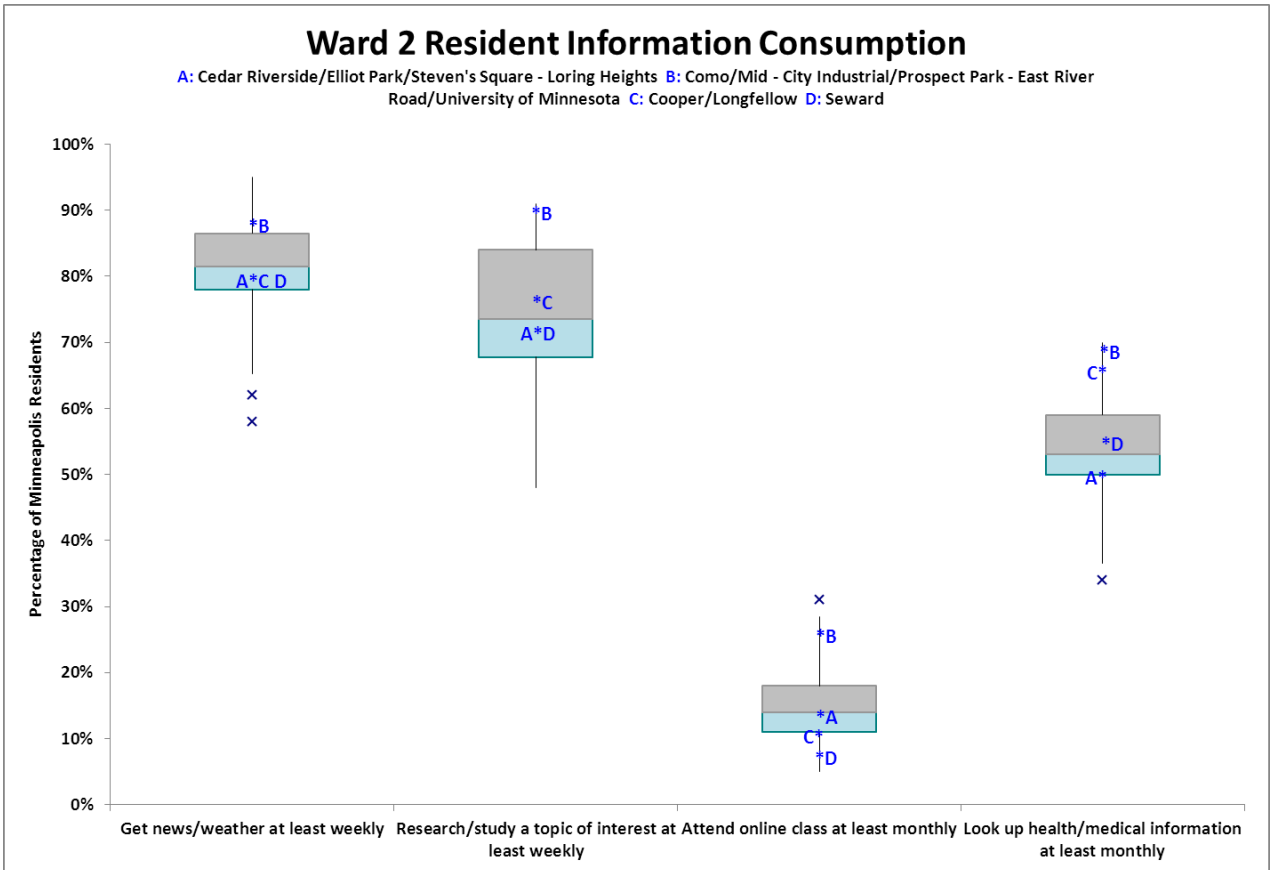
The neighborhood clusters of Cedar Riverside/Elliot Park/Steven's Square - Loring Heights, Como/Mid - City Industrial/Prospect Park - East River Road/University of Minnesota, Cooper/Longfellow, and Seward were used to represent Ward 2. Some observations from the survey data follow:

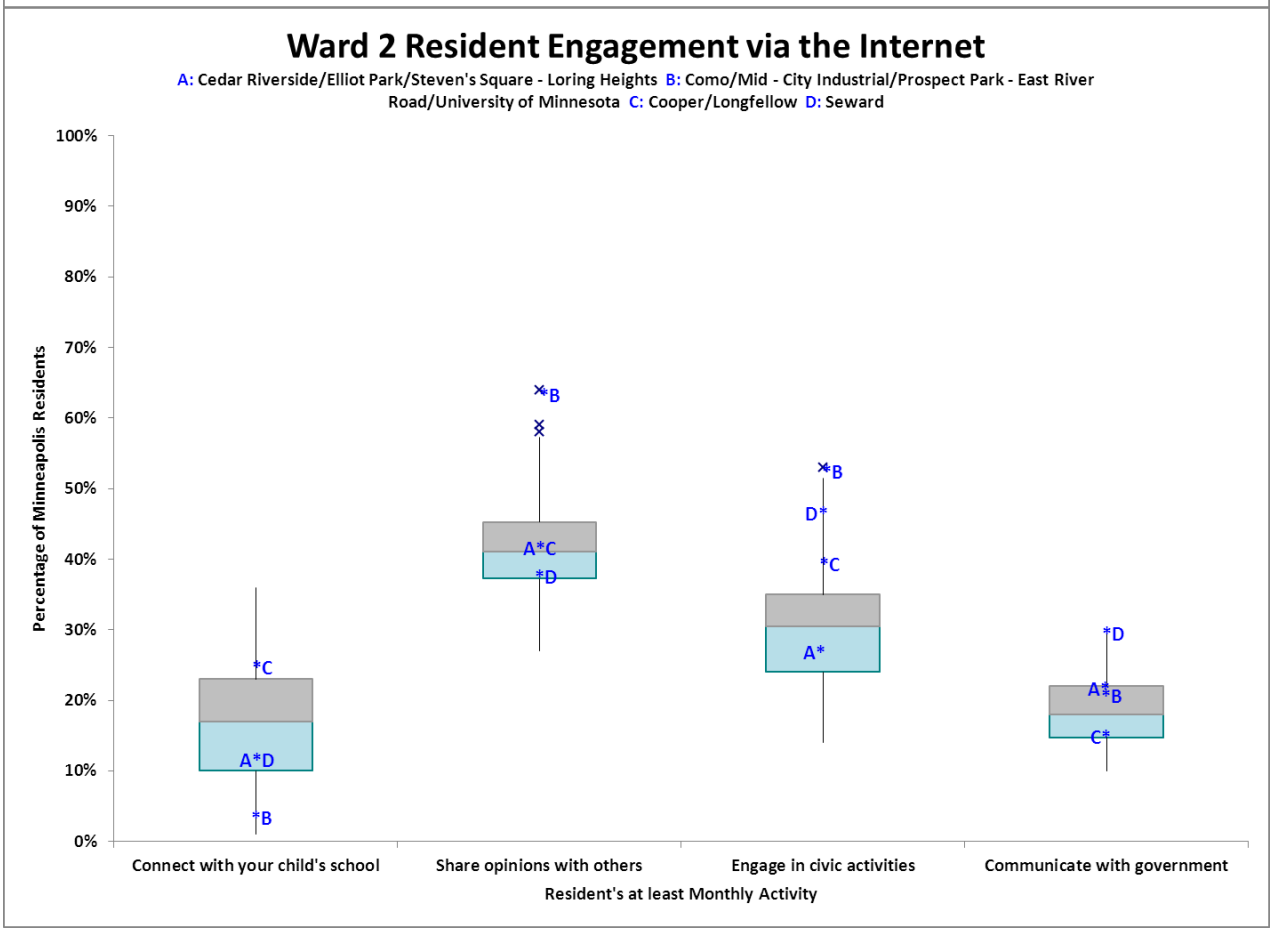
- The Como/Mid-City Industrial/Prospect Park-East River Road/University of Minnesota neighborhood cluster in Ward 2 has the smallest of digital divides in the City overall. Even though these neighborhoods are some of the best in the City, residents would do well to improve their digital literacy skills for job hunting, getting educated online, handling cyber security issues, etc. (see the citywide discussion earlier in this document).
- The Cedar Riverside/Elliot Park/Steven's Square-Loring Heights cluster is a dichotomy of having a large population of households without access to the Internet at home and at work but very strong in literacy skills that are the weakest in the City overall (protecting your computer, writing/publishing on the Internet, troubleshooting, creating a website/blog, coding applications, etc.).
- The Cooper/Longfellow neighborhood cluster fell within the range found for the City overall. This cluster has one notable exception; residents are not big users of smartphones with Internet access.
- The Seward neighborhood attends classes online the least.




Ward 2 Resident's Digital Tools Profile
A: Cedar Riverside/Elliot Park/Steven's Square - Loring Heights B: Como/Mid - City Industrial/Prospect Park - East River Road/University of Minnesota C: Cooper/Longfellow D: Seward
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 2 Level of Digital Literacy
A: Cedar Riverside/Elliot Park/Steven's Square - Loring Heights B: Como/Mid - City Industrial/Prospect Park - East River Road/University of Minnesota C: Cooper/Longfellow D: Seward
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

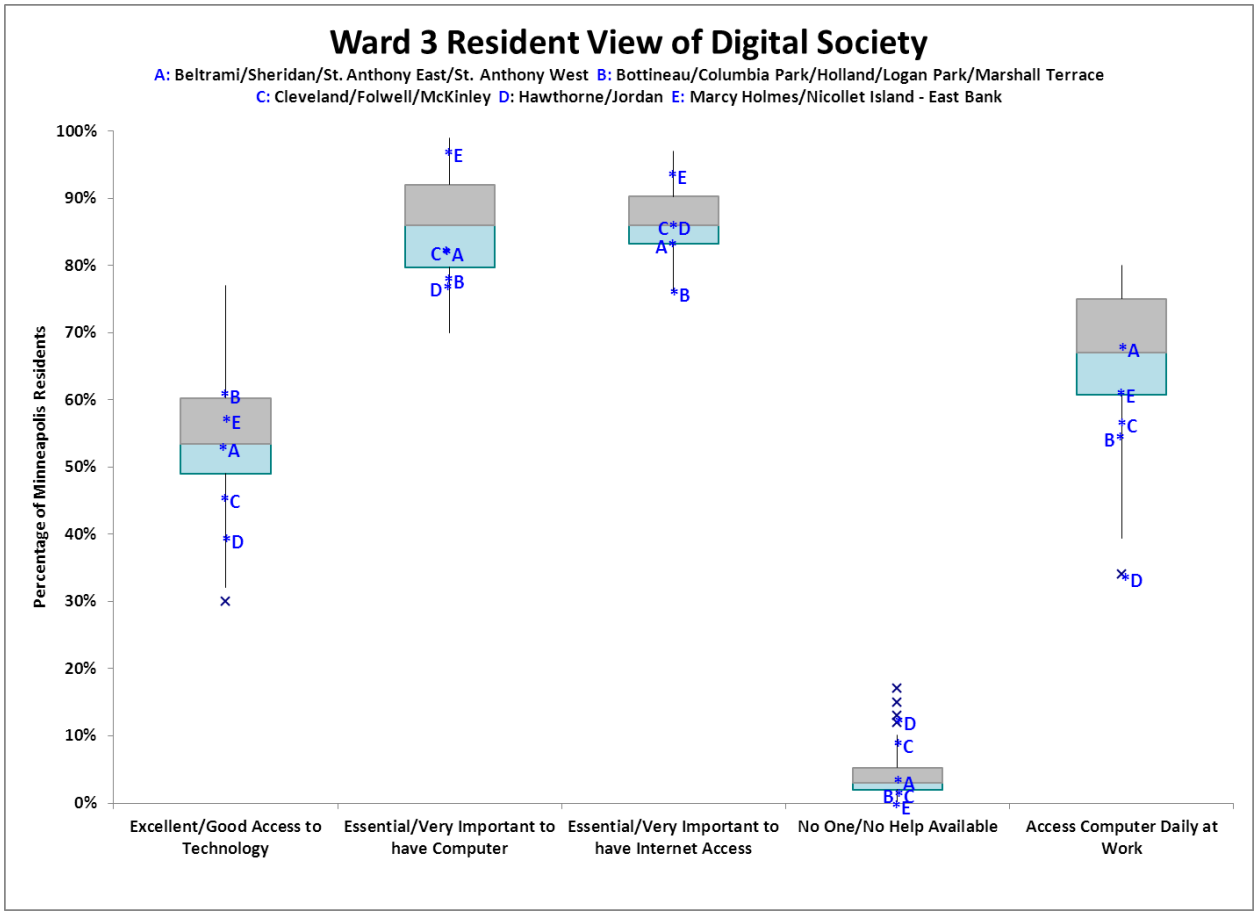

Ward 2 Resident Information Consumption
A: Cedar Riverside/Elliot Park/Steven's Square - Loring Heights B: Como/Mid - City Industrial/Prospect Park - East River Road/University of Minnesota C: Cooper/Longfellow D: Seward
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
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

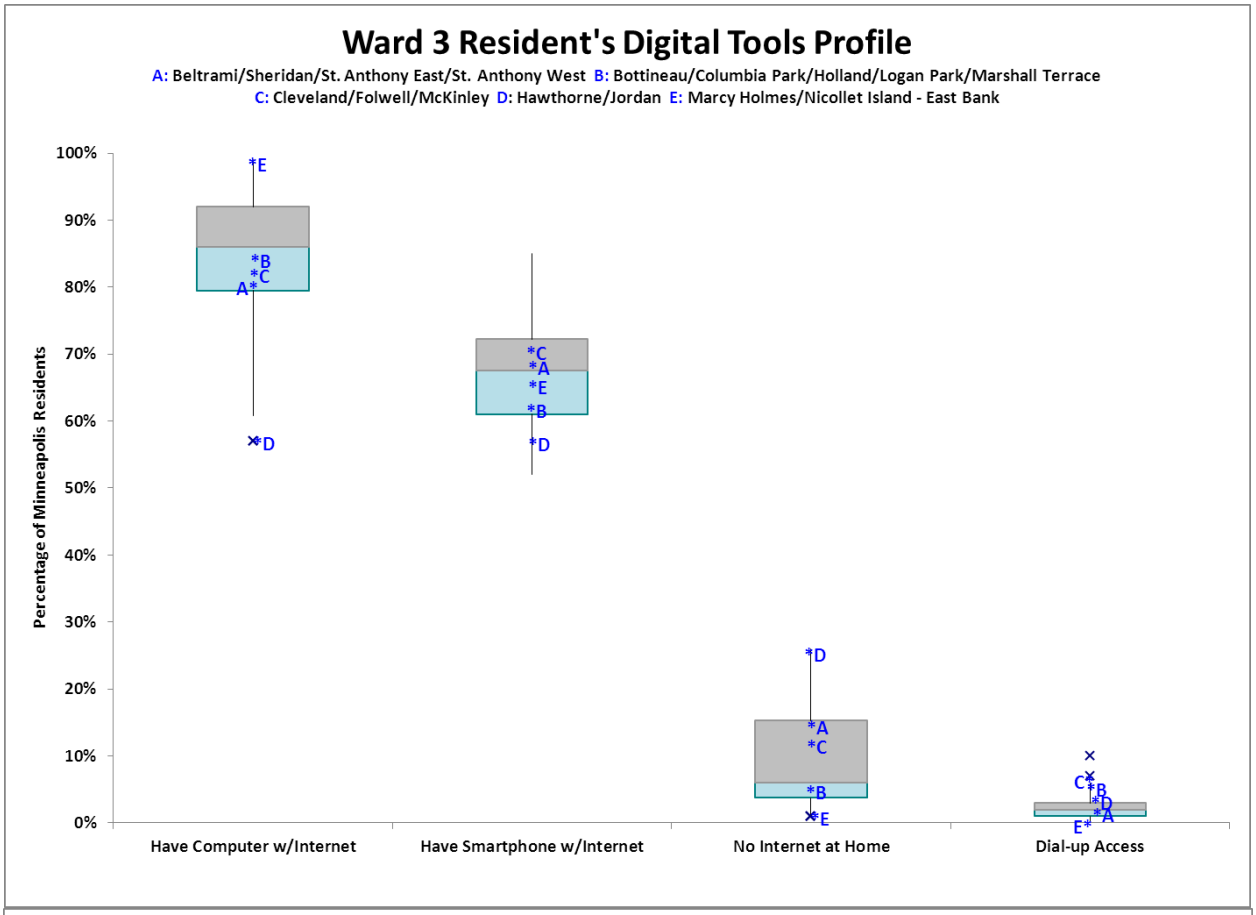

Ward 2 Resident Engagement via the Internet
A: Cedar Riverside/Elliot Park/Steven's Square - Loring Heights B: Como/Mid - City Industrial/Prospect Park - East River Road/University of Minnesota C: Cooper/Longfellow D: Seward
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

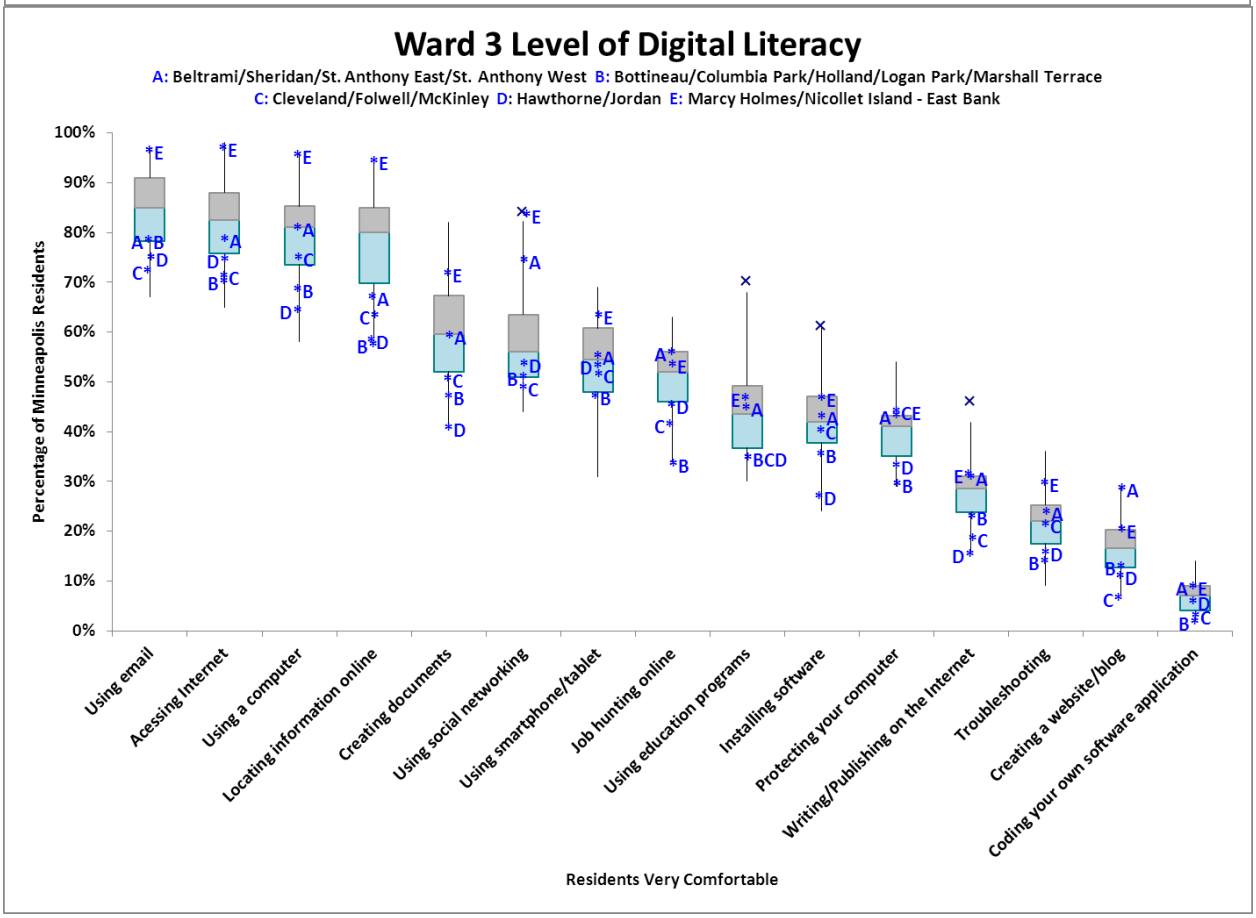
Ward 3

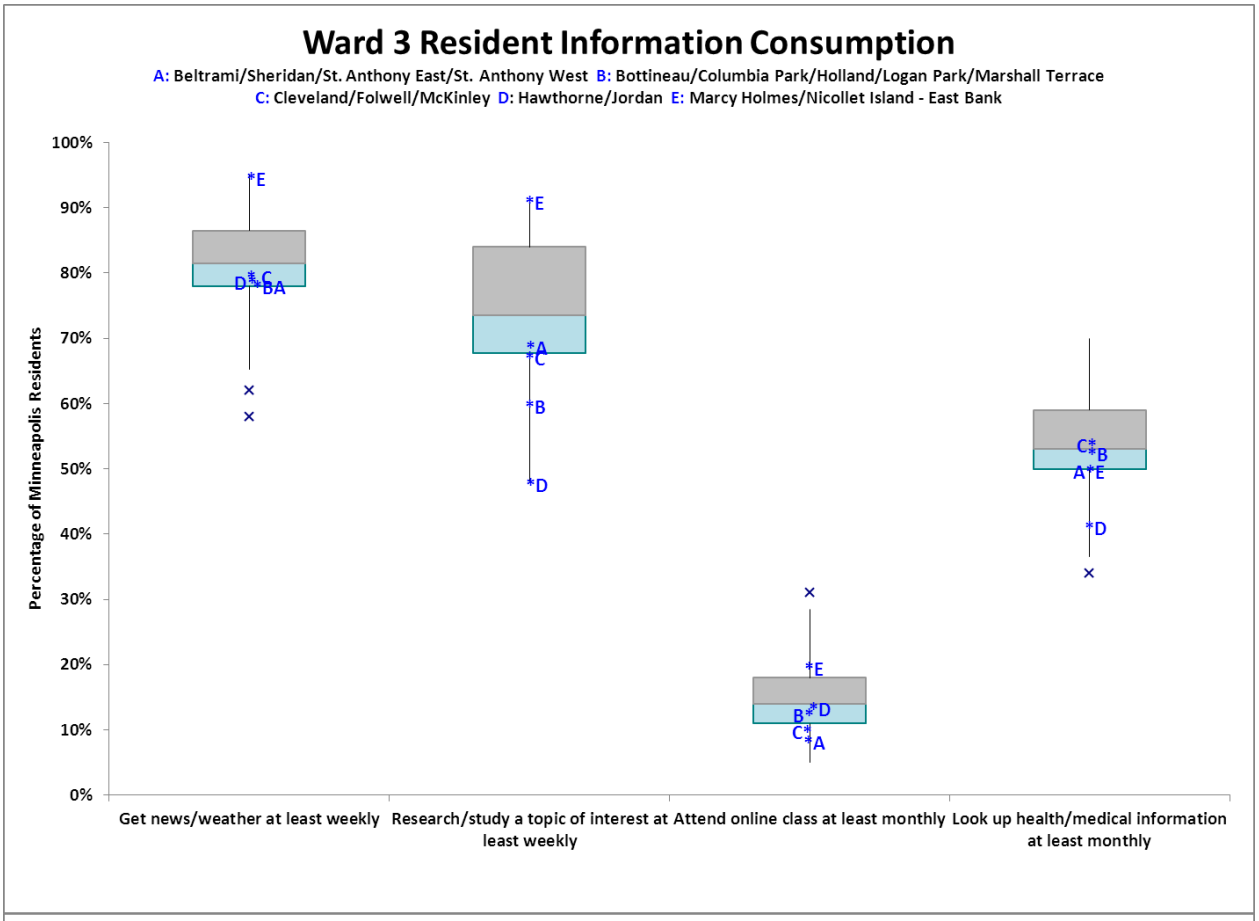
The neighborhood clusters of Beltrami/Sheridan/St. Anthony East/St. Anthony West, Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace, Cleveland/Folwell/McKinley, Hawthorne/Jordan, and Marcy Holmes/Nicollet Island - East Bank were used to represent Ward 3. Some observations from the survey data follow:

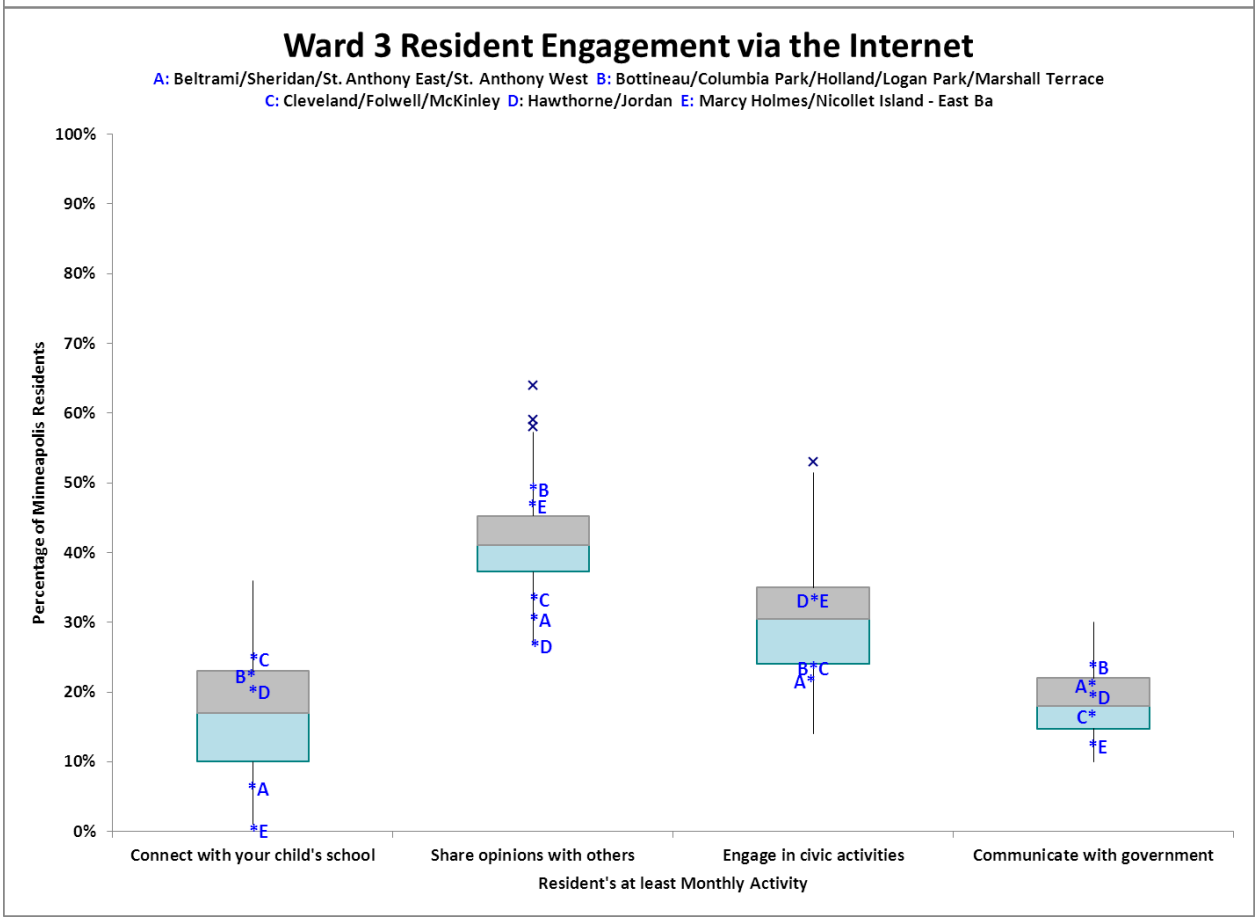
- The Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace neighborhood cluster is one of the most digitally challenged within Ward 3. They tend to not place importance on owning a computer and having Internet access. This drives use of dial-up Internet access. They have the least computer skills in all categories. Many of the cluster residents do not have access to computers at work. This cluster could use more training on how to take advantage of what the Internet offers—news and weather, staying healthy, sharing opinions, etc.
- The Hawthorne/Jordan neighborhood cluster is also digitally challenged within Ward 3. They tend to not place importance on owning a computer and having Internet access. This drives a lack of computers (by far the most Citywide) and smartphones with Internet access. They have the least computer skills in most categories. This cluster has the least access by far to computers at work in the City overall. This cluster could use more training on how to take advantage of what the Internet offers—general research, staying healthy, sharing opinions, etc.
- The Marcy Holmes/Nicollet Island-East Bank cluster has the most computers with internet access in the City.




Ward 3 Resident's Digital Tools Profile
A: Beltrami/Sheridan/St. Anthony East/St. Anthony West B: Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace
C: Cleveland/Folwell/McKinley D: Hawthorne/Jordan E: Marcy Holmes/Nicollet Island - East Bank
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 3 Level of Digital Literacy
A: Beltrami/Sheridan/St. Anthony East/St. Anthony West B: Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace
C: Cleveland/Folwell/McKinley D: Hawthorne/Jordan E: Marcy Holmes/Nicollet Island - East Bank
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

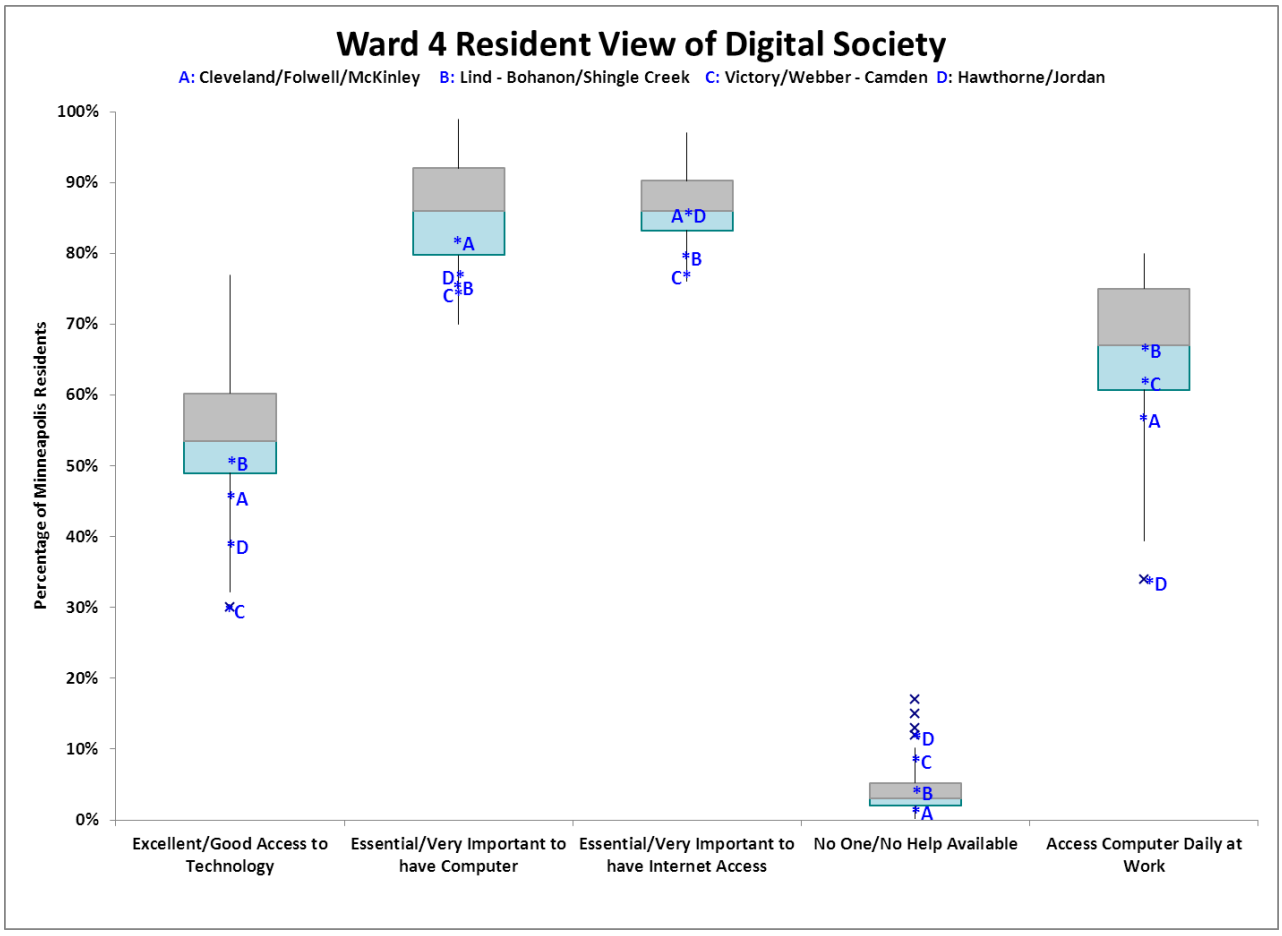

Ward 3 Resident Information Consumption
A: Beltrami/Sheridan/St. Anthony East/St. Anthony West B: Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace
C: Cleveland/Folwell/McKinley D: Hawthorne/Jordan E: Marcy Holmes/Nicollet Island - East Bank
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
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

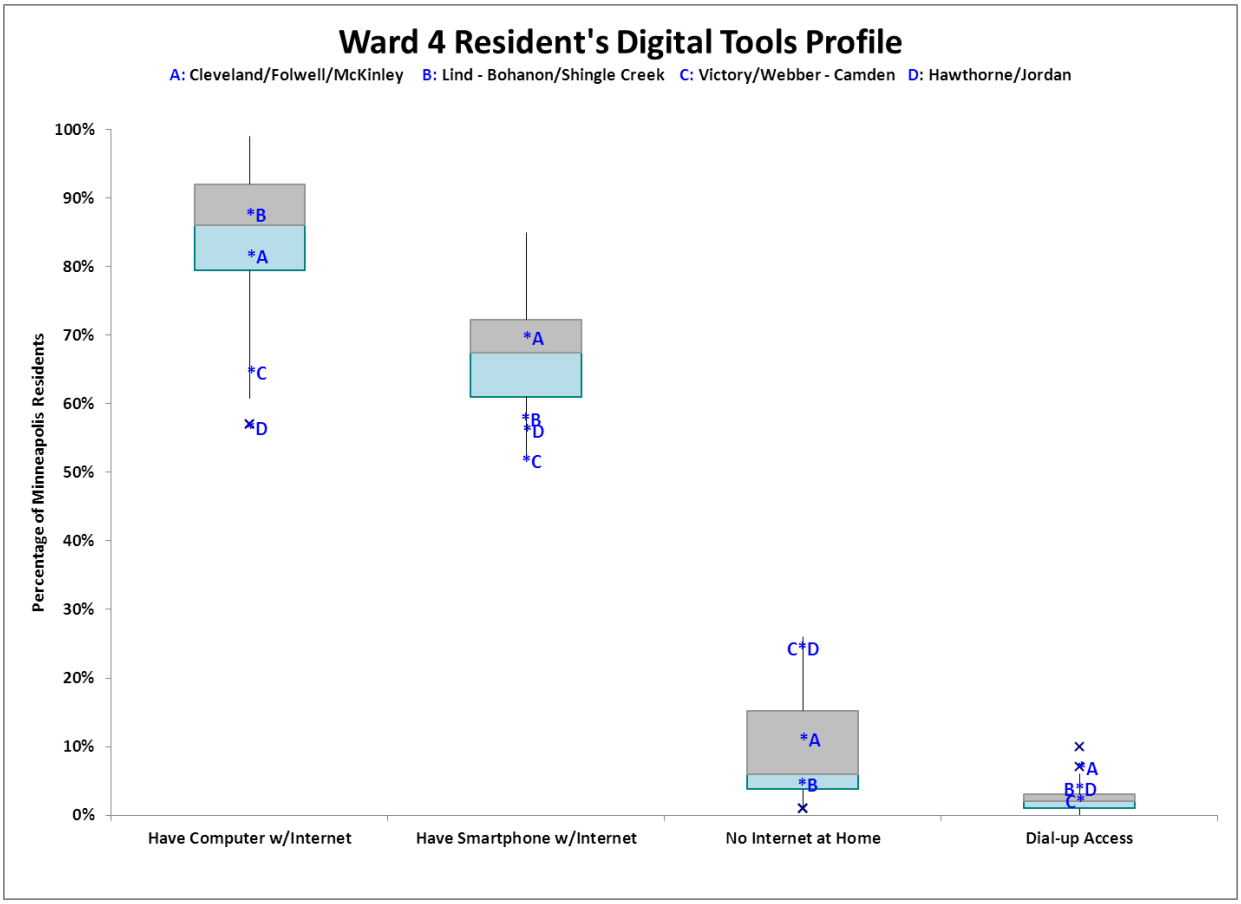

Ward 3 Resident Engagement via the Internet
A: Beltrami/Sheridan/St. Anthony East/St. Anthony West B: Bottineau/Columbia Park/Holland/Logan Park/Marshall Terrace
C: Cleveland/Folwell/McKinley D: Hawthorne/Jordan E: Marcy Holmes/Nicollet Island - East Ba
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

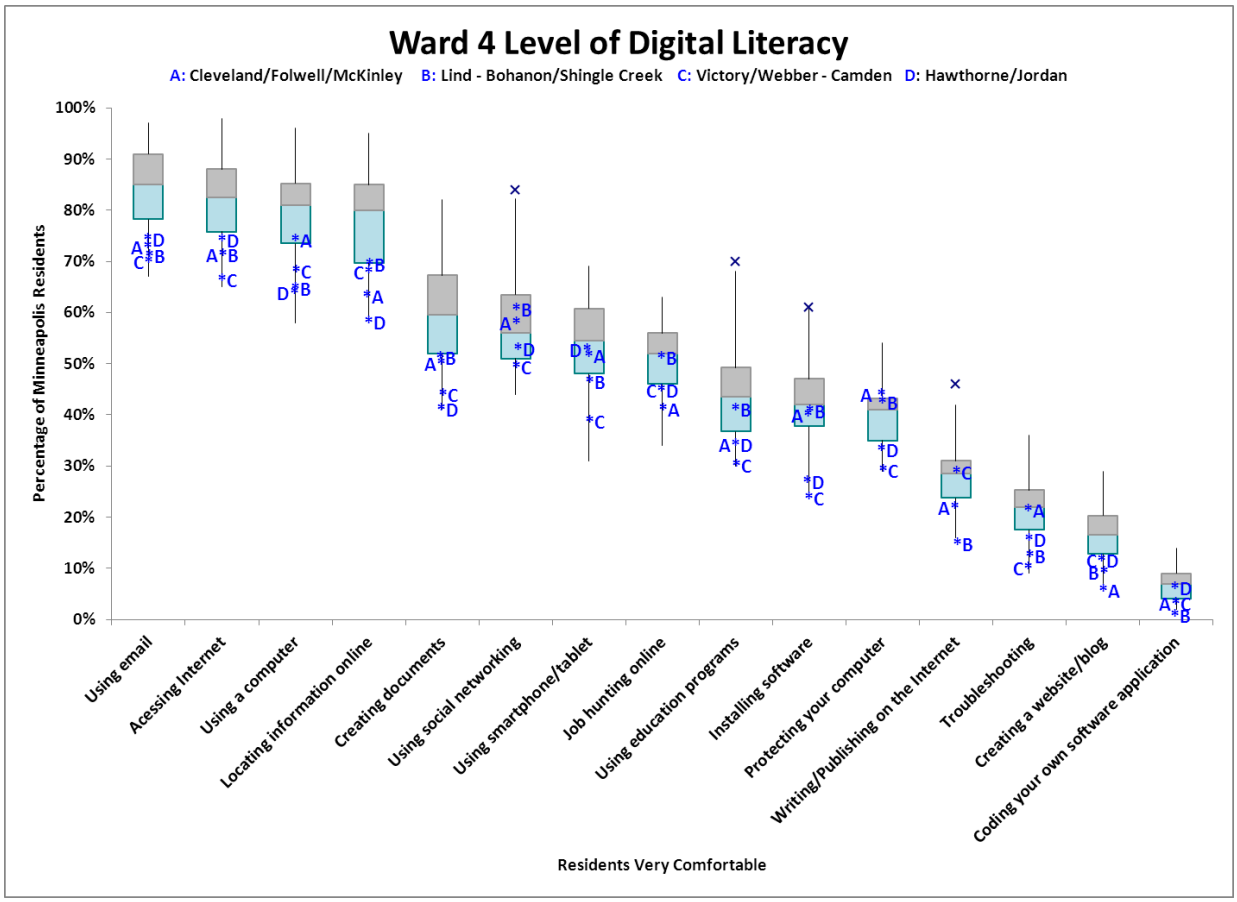
Ward 4

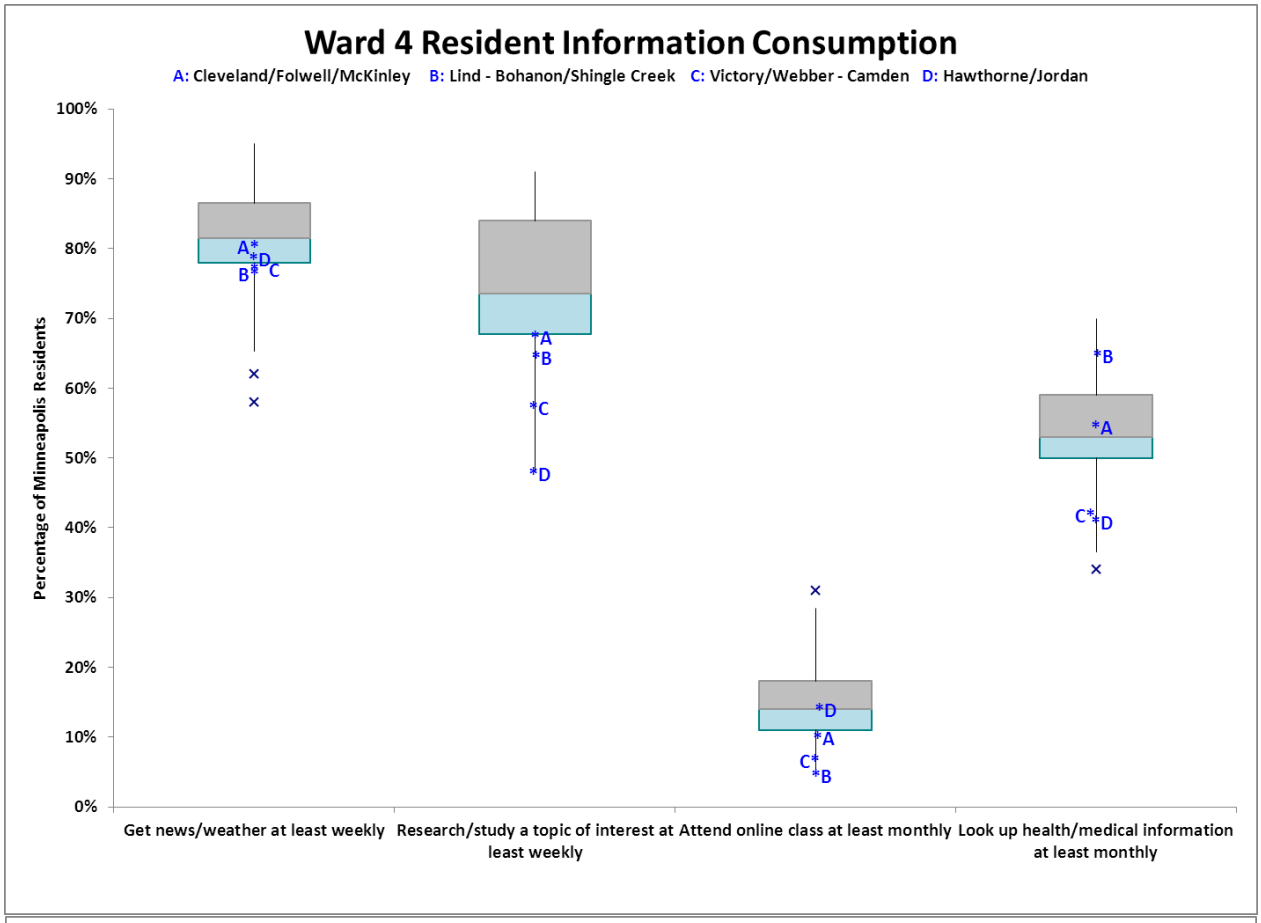
The neighborhood clusters of Cleveland/Folwell/McKinley, Lind - Bohanon/Shingle Creek, Victory/Webber – Camden, and Hawthorne/Jordan were used to represent Ward 4. Some observations from the survey data follow:

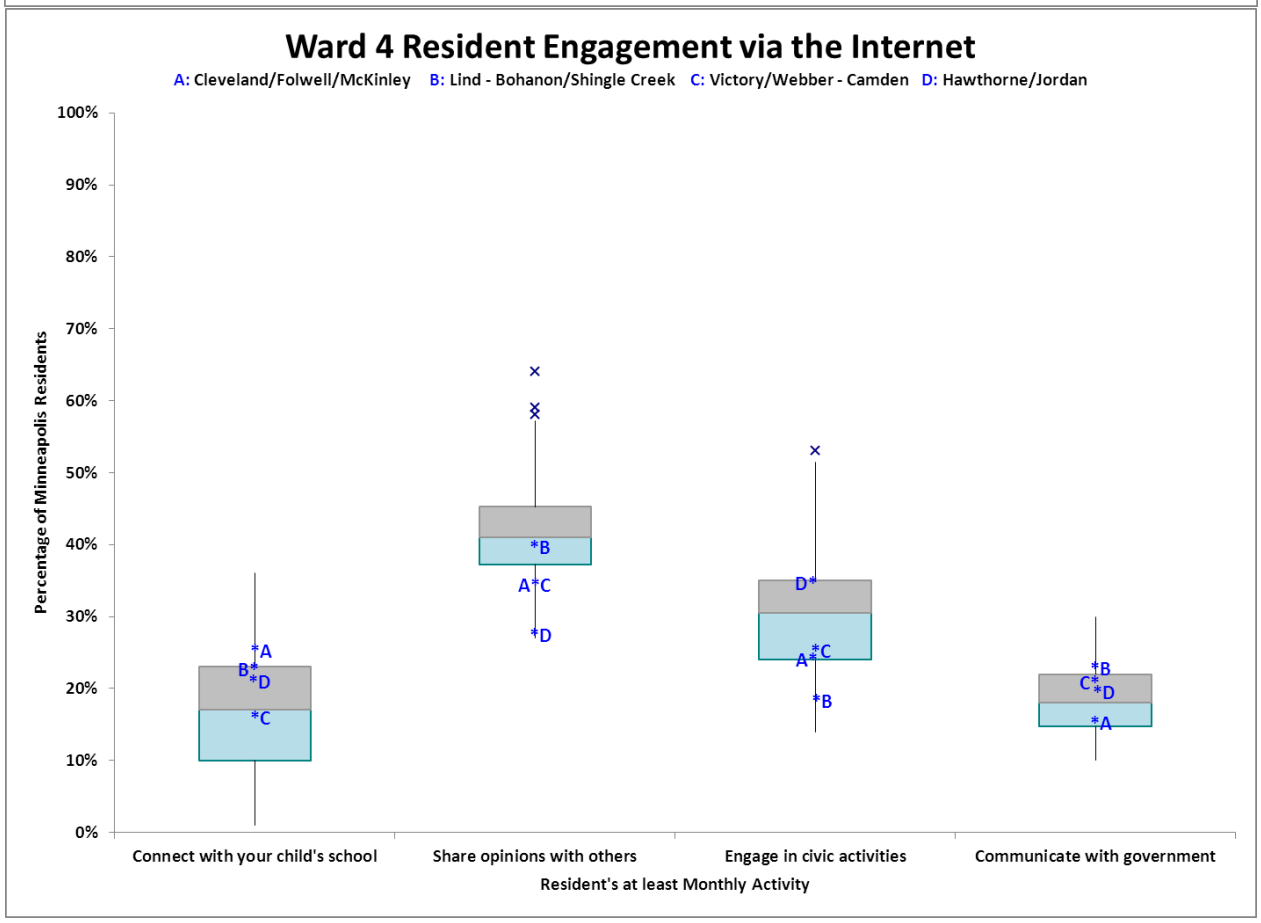
- The Victory/Webber-Camden and Hawthorne/Jordan neighborhood clusters are the most digitally challenged within Ward 4. They tend to not place importance on owning a computer and having Internet access. This drives a lack of computers and smartphones with Internet access. They have the least computer skills in most categories. The Hawthorne/Jordan cluster has the least access to computers at work in the City overall. Victory/Webber-Camden rated access to technology in the City as not excellent/good the most citywide. These clusters could use more training on how to take advantage of what the Internet offers—general research, staying healthy, sharing opinions, etc.
- The Cleveland/Folwell/McKinley cluster has a surprisingly high percentage of households using dial-up access. The cluster is a mixed bag concerning digital literacy, but could definitely benefit from more training.
- The Lind-Bohanon/Shingle Creek cluster tends not to place importance on owning a computer having Internet Access, but has above average access to computers at home. The cluster needs more training on the use of technology. Households consume information via the Internet very well except for finding health/medical information. The cluster engages well via the Internet except for civic activities.




Ward 4 Resident's Digital Tools Profile
A: Cleveland/Folwell/McKinley B: Lind - Bohanon/Shingle Creek C: Victory/Webber - Camden D: Hawthorne/Jordan
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 4 Level of Digital Literacy
A: Cleveland/Folwell/McKinley B: Lind - Bohanon/Shingle Creek C: Victory/Webber - Camden D: Hawthorne/Jordan
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

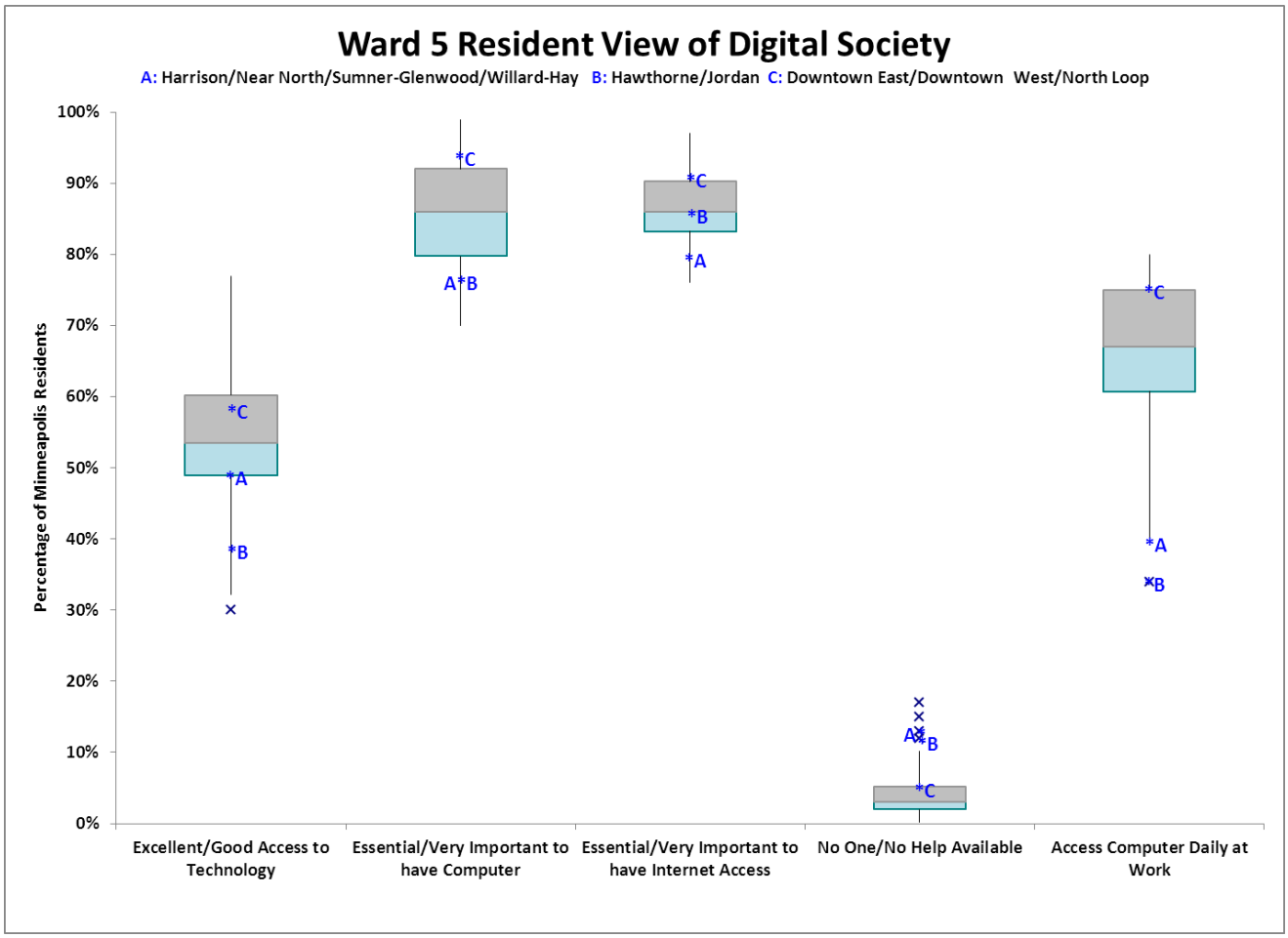

Ward 4 Resident Information Consumption
A: Cleveland/Folwell/McKinley B: Lind - Bohanon/Shingle Creek C: Victory/Webber - Camden D: Hawthorne/Jordan
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Get news/weather at least weekly
Research/study a topic of interest at least weekly
Attend online class at least monthly
Look up health/medical information at least monthly

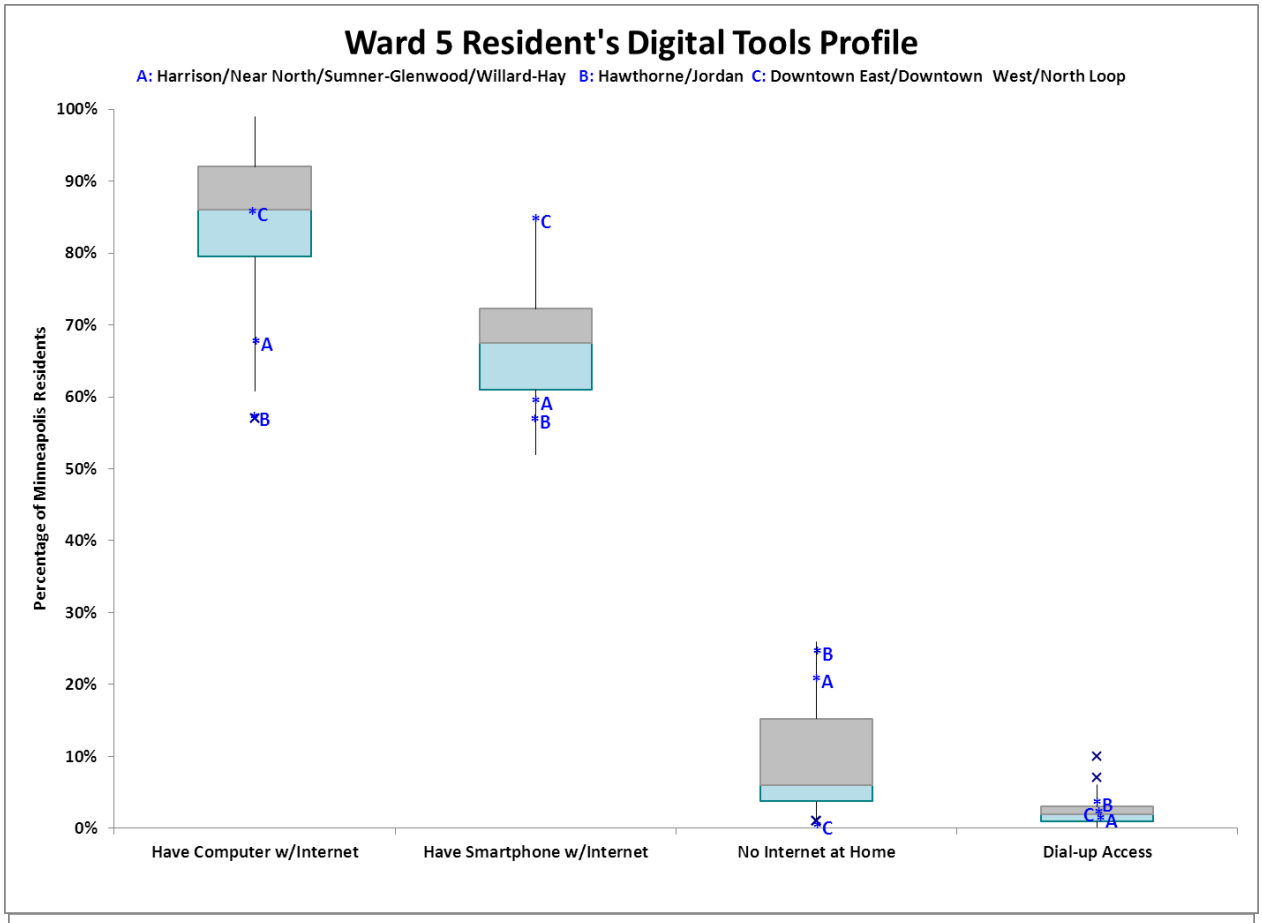

Ward 4 Resident Engagement via the Internet
A: Cleveland/Folwell/McKinley B: Lind - Bohanon/Shingle Creek C: Victory/Webber - Camden D: Hawthorne/Jordan
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

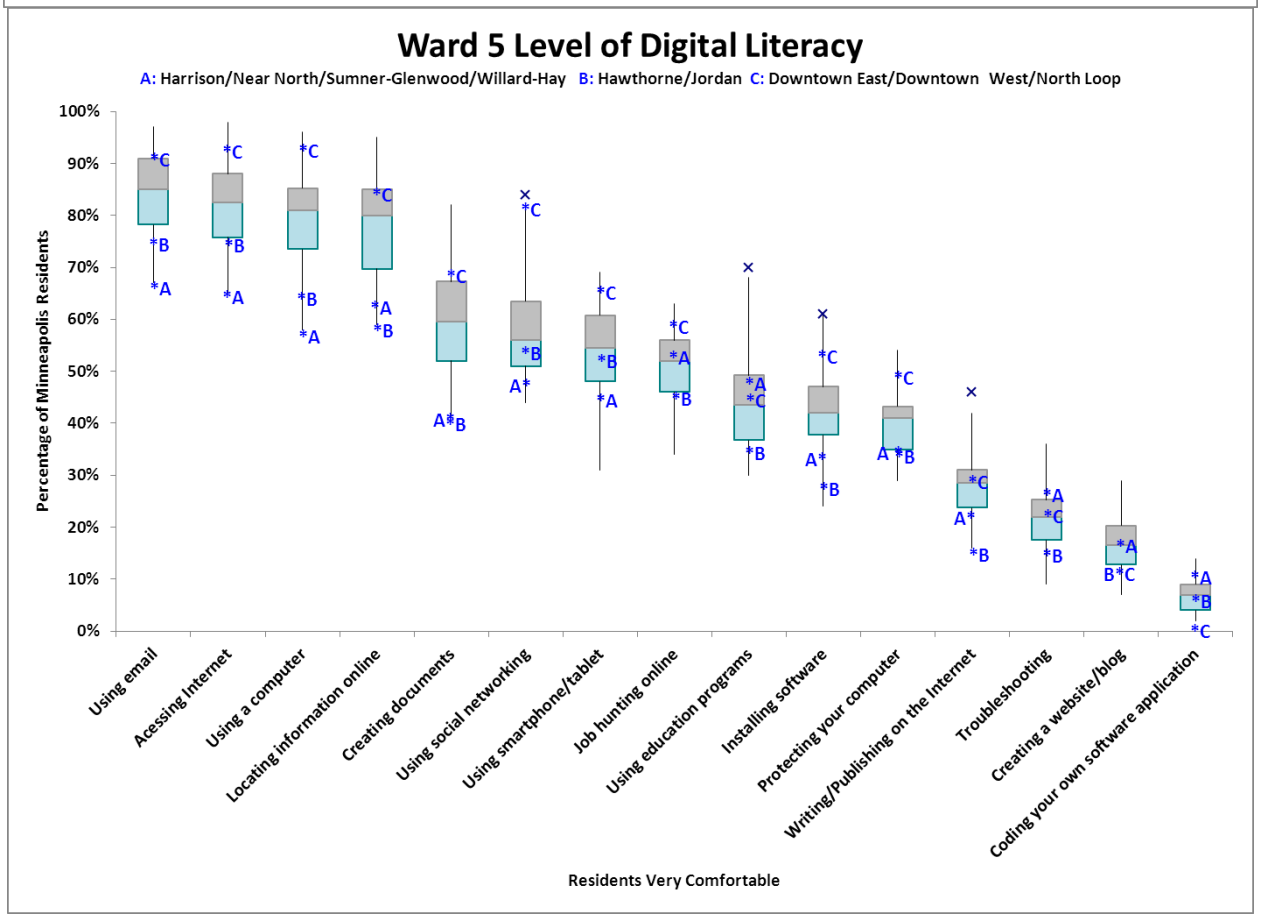
Ward 5

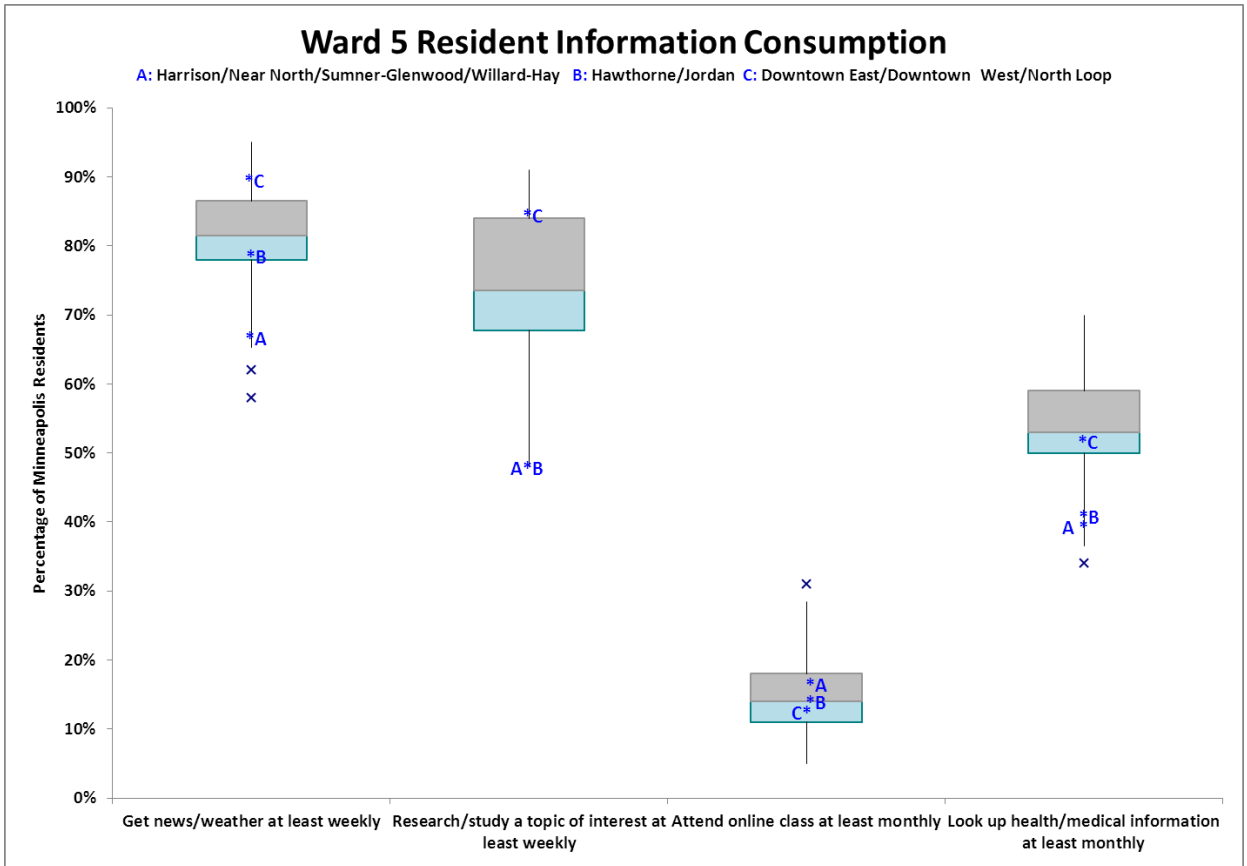
The neighborhood clusters of Harrison/Near North/Sumner-Glenwood/Willard-Hay, Hawthorne/Jordan, and Downtown East/Downtown West/North Loop were used to represent Ward 5. Some observations from the survey data follow:

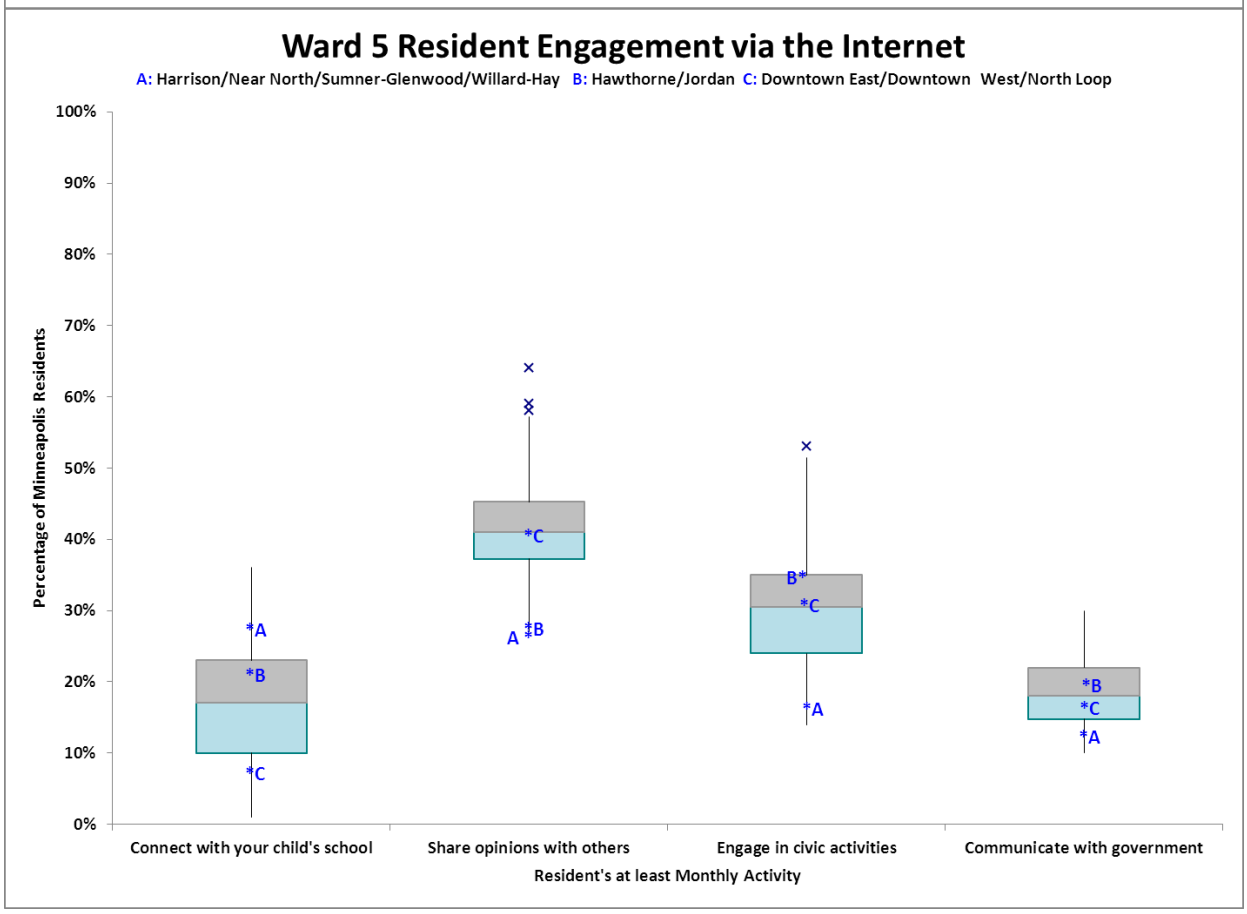
- The Hawthorne/Jordan neighborhood cluster and the Harrison/Near North/Sumner-Glenwood cluster are the most digitally challenged in Ward 5.
- The challenged neighborhoods tend to not place importance on owning a computer and having Internet access. This drives a lack of computers and smartphones with Internet access. They have the least computer skills in most categories. Cluster residents have the least access to computers at work of any in the City. This cluster could use more training on how to take advantage of what the Internet offers—news and weather, staying healthy, sharing opinions, engaging others, etc.
- Even though Downtown East/Downtown West/North Loop is one of the best in the City, residents would do well to improve their digital literacy skills for job hunting, getting educated online, handling cyber security issues, etc. (see the citywide discussion earlier in this document).




Ward 5 Resident's Digital Tools Profile
A: Harrison/Near North/Sumner-Glenwood/Willard-Hay B: Hawthorne/Jordan C: Downtown East/Downtown West/North Loop
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 5 Level of Digital Literacy
A: Harrison/Near North/Sumner-Glenwood/Willard-Hay B: Hawthorne/Jordan C: Downtown East/Downtown West/North Loop
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

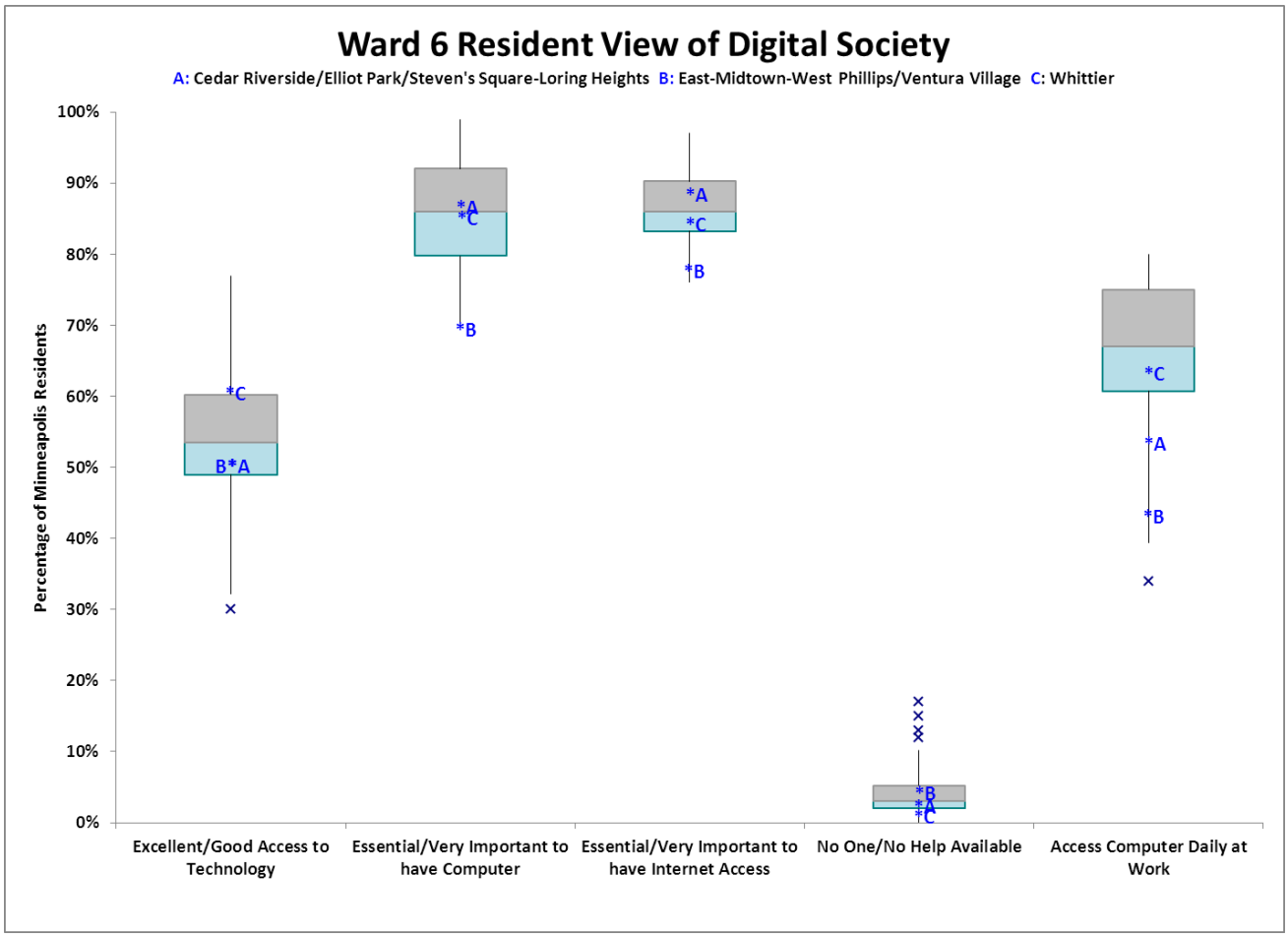

Ward 5 Resident Information Consumption
A: Harrison/Near North/Sumner-Glenwood/Willard-Hay B: Hawthorne/Jordan C: Downtown East/Downtown West/North Loop
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Get news/weather at least weekly
Research/study a topic of interest at least weekly
Attend online class at least monthly
Look up health/medical information at least monthly

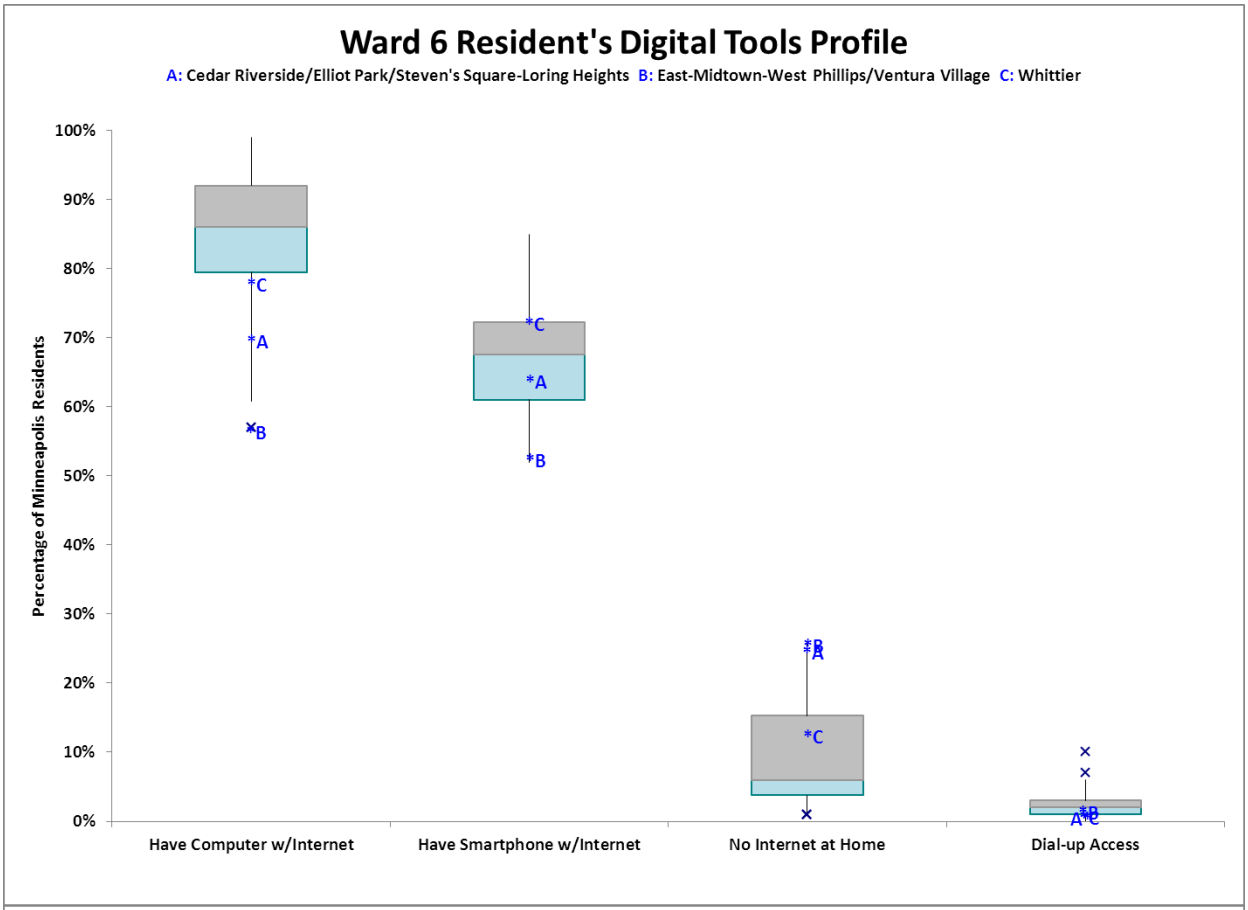

Ward 5 Resident Engagement via the Internet
A: Harrison/Near North/Sumner-Glenwood/Willard-Hay B: Hawthorne/Jordan C: Downtown East/Downtown West/North Loop
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

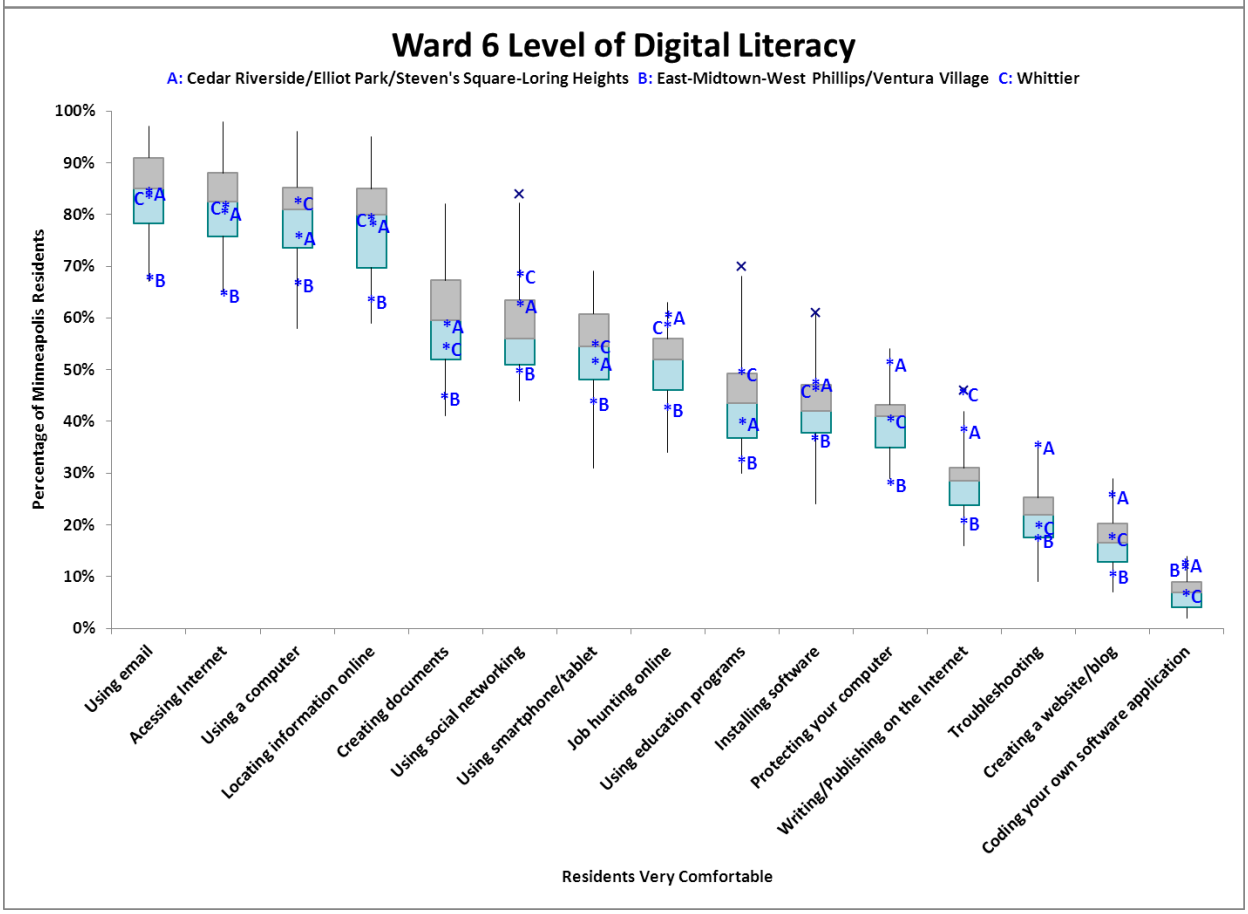
Ward 6

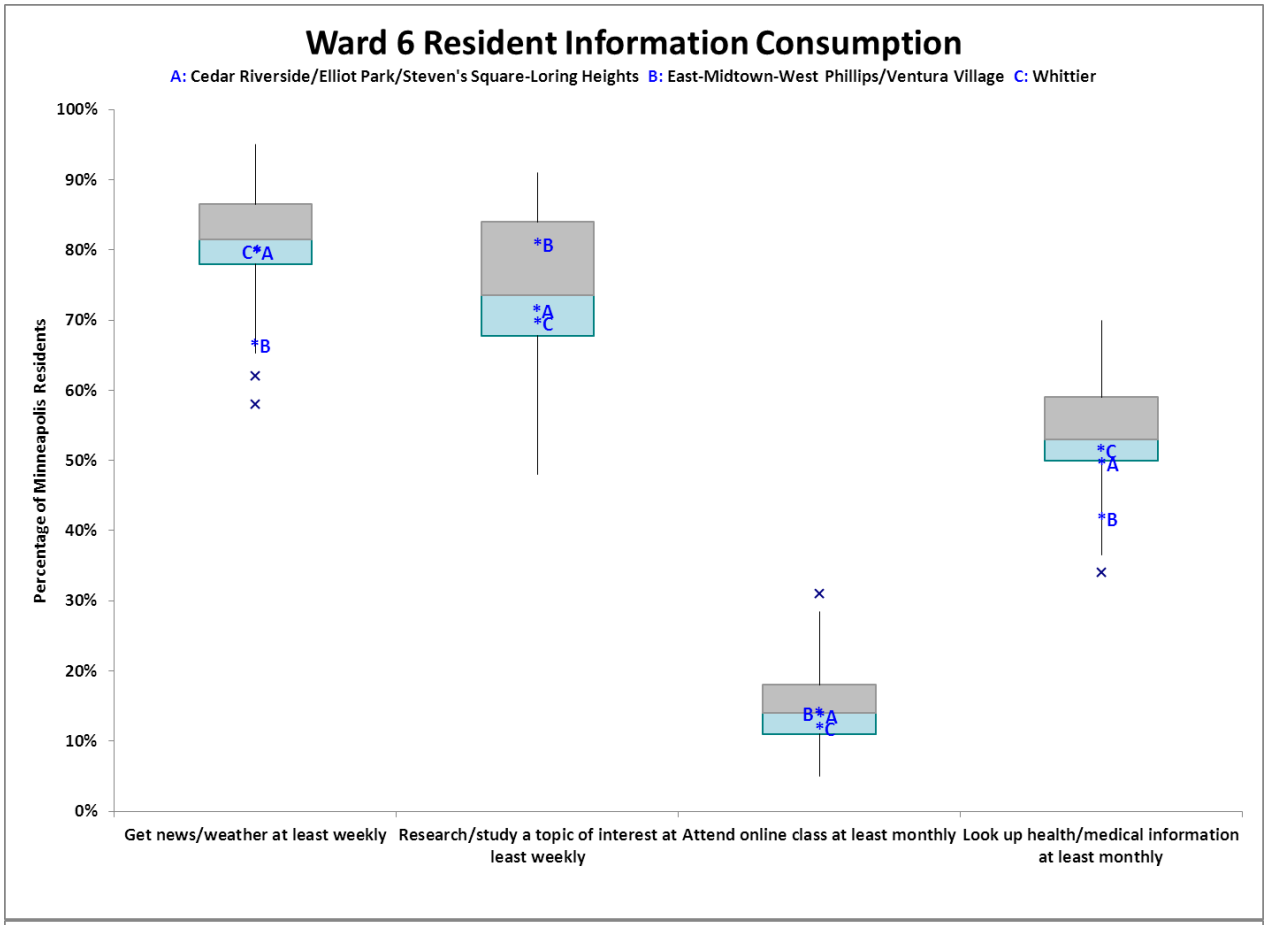
The neighborhood clusters of Cedar Riverside/Elliot Park/Steven's Square-Loring Heights , East-Midtown-West Phillips/Ventura Village, and Whittier were used to represent Ward 6. Some observations from the survey data follow:

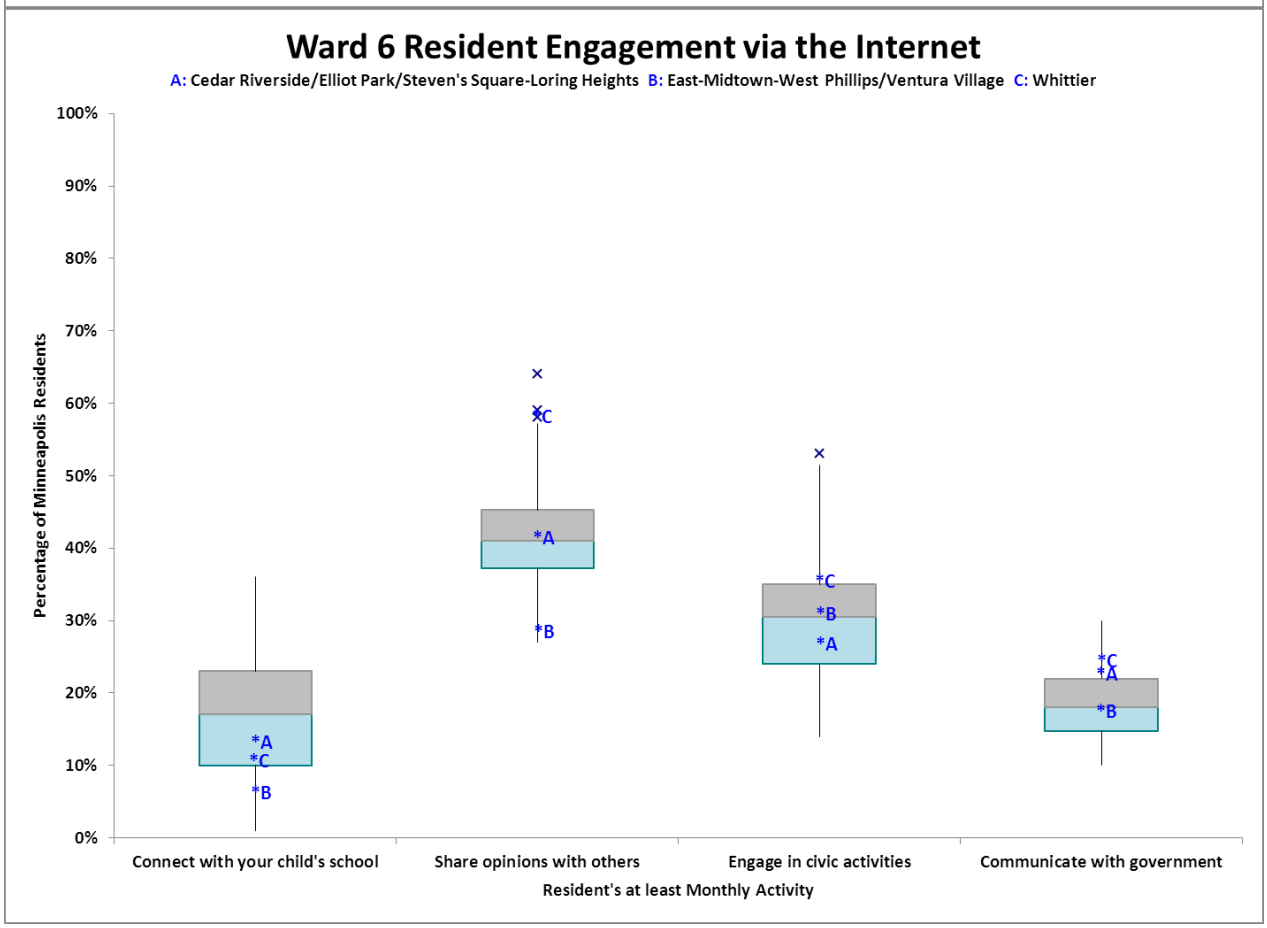
- Ward 6 neighborhoods, except East-Midtown-West Phillips/Ventura Village cluster, usually fall within the range found for the City overall.
- The East-Midtown-West Phillips/Ventura Village neighborhood cluster is the most digitally challenged within Ward 6. They tend to not place importance on owning a computer and having Internet access. This drives a lack of computers and smartphones with Internet access. They have the least computer skills in all categories except for coding applications. Less than half of the cluster residents have access to computers at work. This cluster could use more training on how to take advantage of what the Internet offers—news and weather, staying healthy, sharing opinions, etc.
- The Whittier neighborhood is the strongest in available digital tools and digital literacy. Maybe they could help adjacent neighborhoods.
- The Cedar Riverside/Elliot Park/Steven's Square-Loring Heights cluster is a dichotomy of having a large population of households without access to the Internet at home and at work but very strong in literacy skills that are the weakest in the City overall (protecting your computer, writing/publishing on the Internet, troubleshooting, creating a website/blog, coding applications, etc.).




Ward 6 Resident's Digital Tools Profile
A: Cedar Riverside/Elliot Park/Steven's Square-Loring Heights B: East-Midtown-West Phillips/Ventura Village C: Whittier
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 6 Level of Digital Literacy
A: Cedar Riverside/Elliot Park/Steven's Square-Loring Heights B: East-Midtown-West Phillips/Ventura Village C: Whittier
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

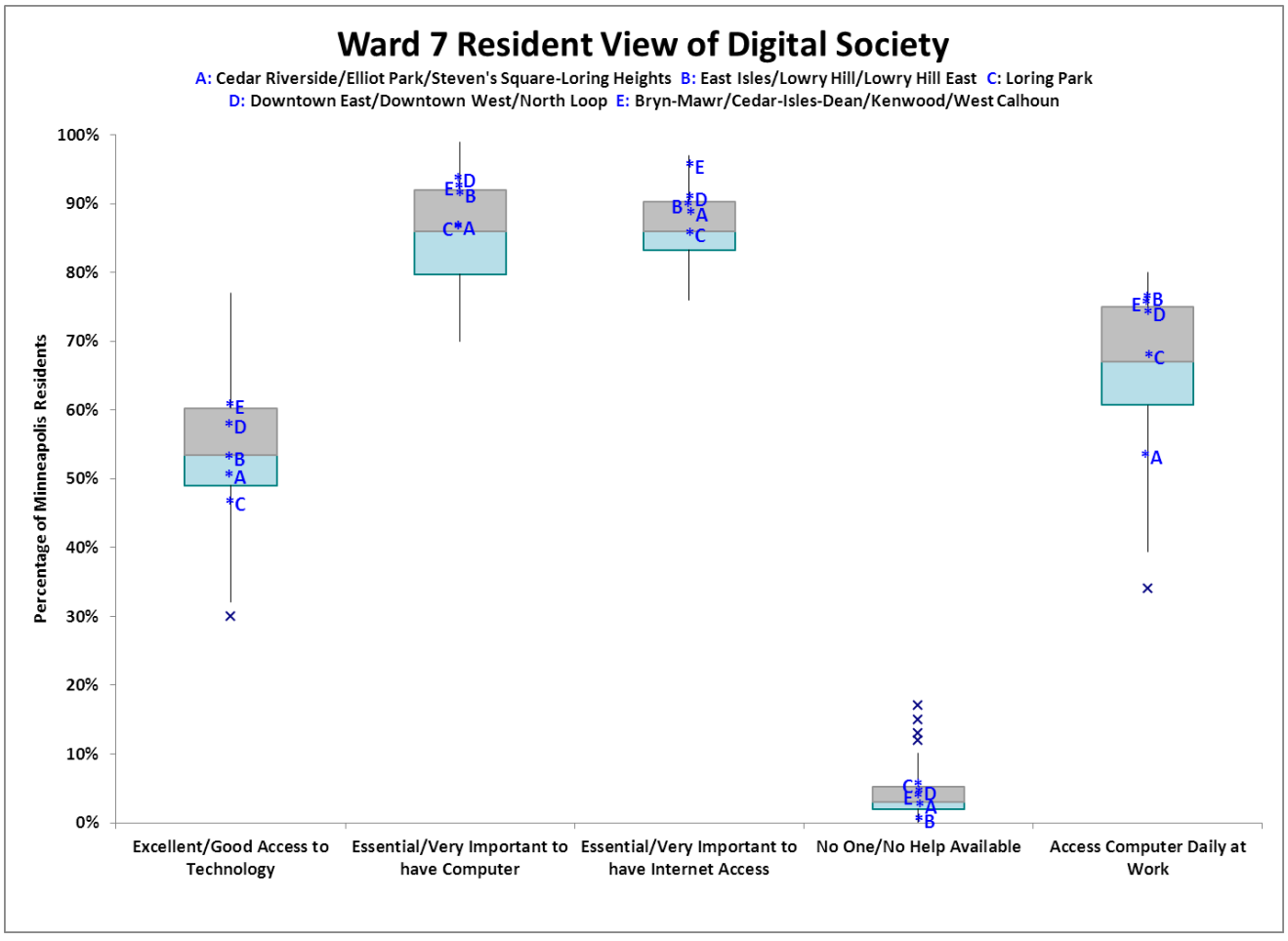

Ward 6 Resident Information Consumption
A: Cedar Riverside/Elliot Park/Steven's Square-Loring Heights B: East-Midtown-West Phillips/Ventura Village C: Whittier
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Get news/weather at least weekly
Research/study a topic of interest at least weekly
Attend online class at least monthly
Look up health/medical information at least monthly

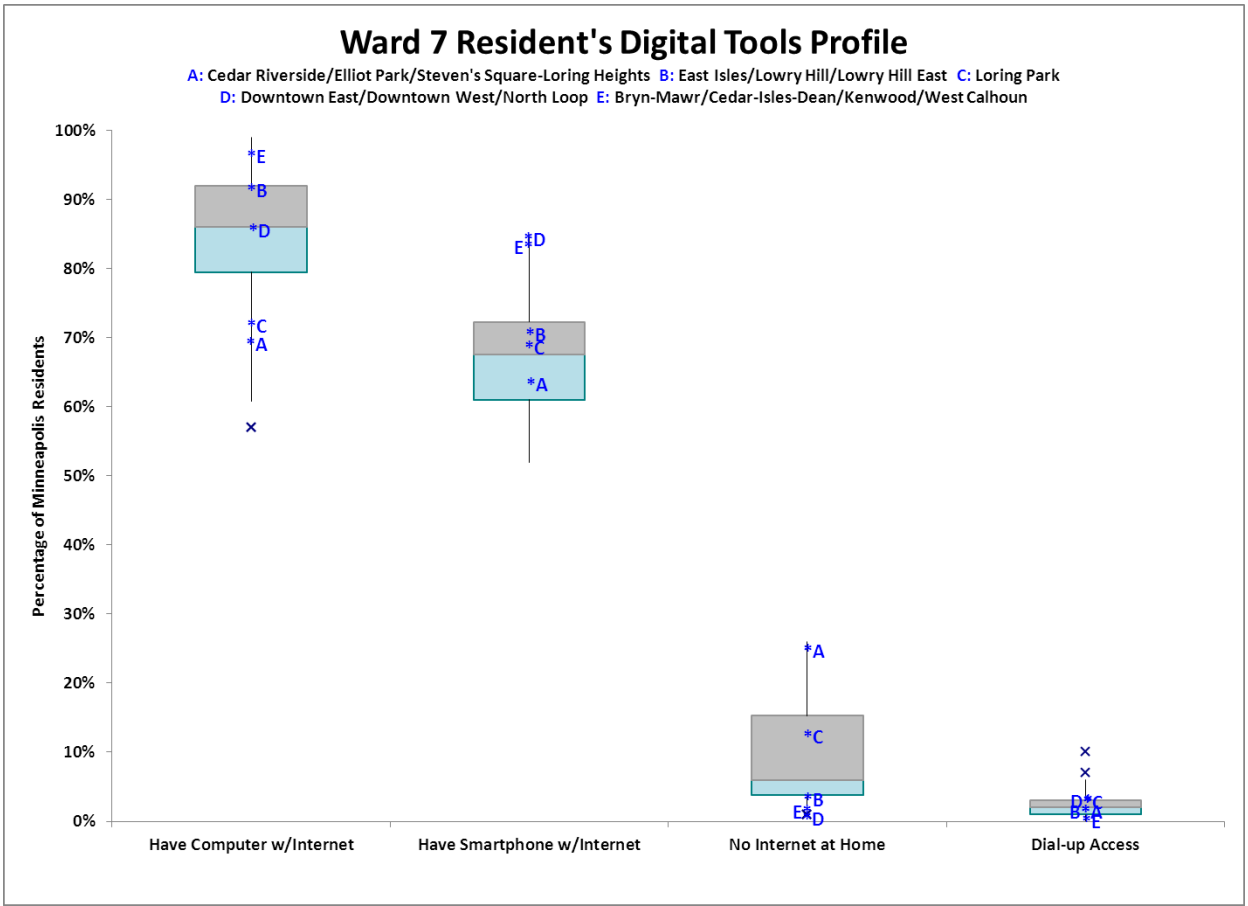

Ward 6 Resident Engagement via the Internet
A: Cedar Riverside/Elliot Park/Steven's Square-Loring Heights B: East-Midtown-West Phillips/Ventura Village C: Whittier
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

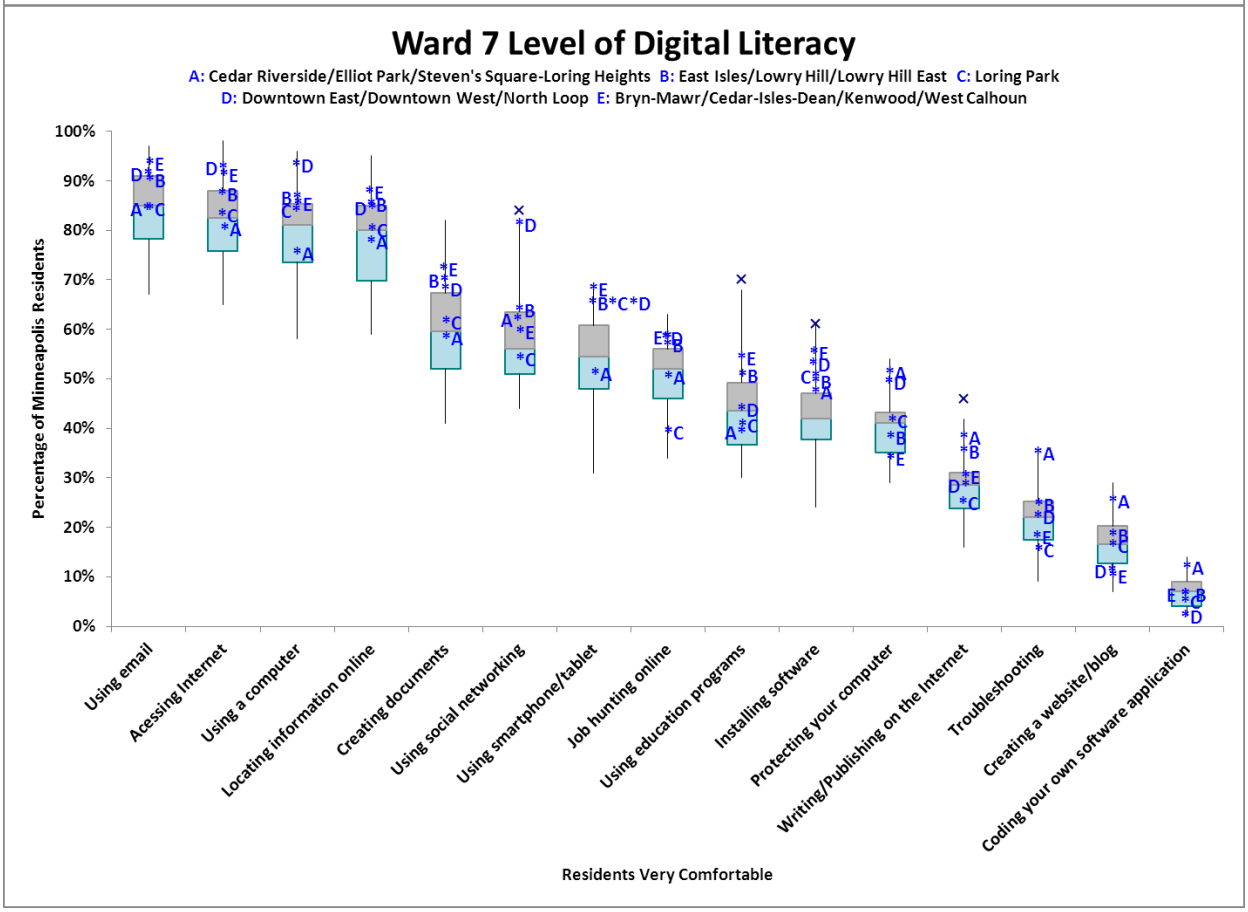
Ward 7

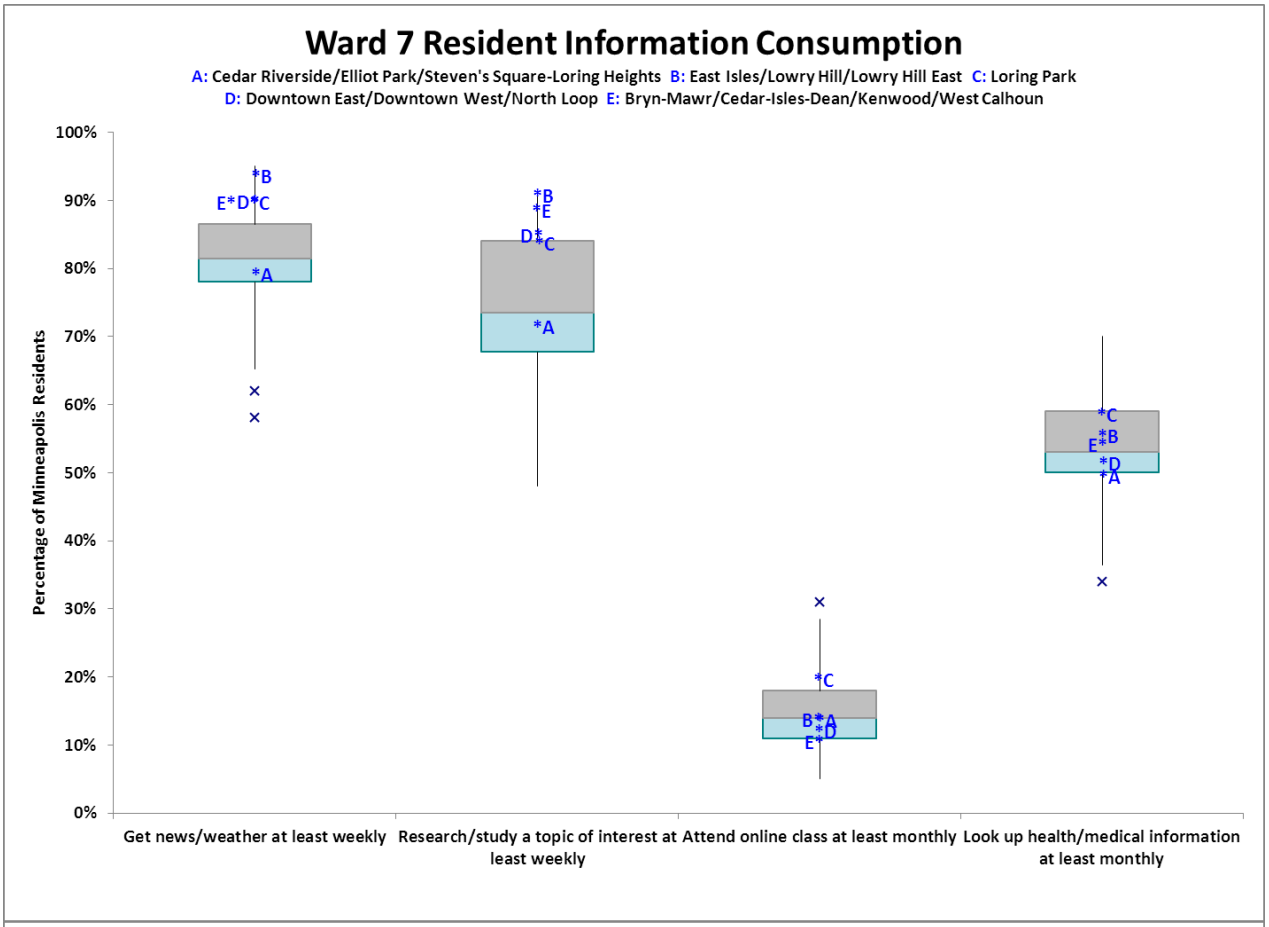
The neighborhood clusters of Cedar Riverside/Elliot Park/Steven's Square-Loring Heights, East Isles/Lowry Hill/Lowry Hill East, Loring Park, Downtown East/Downtown West/North Loop, and Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun were used to represent Ward 7. Some observations from the survey data follow:

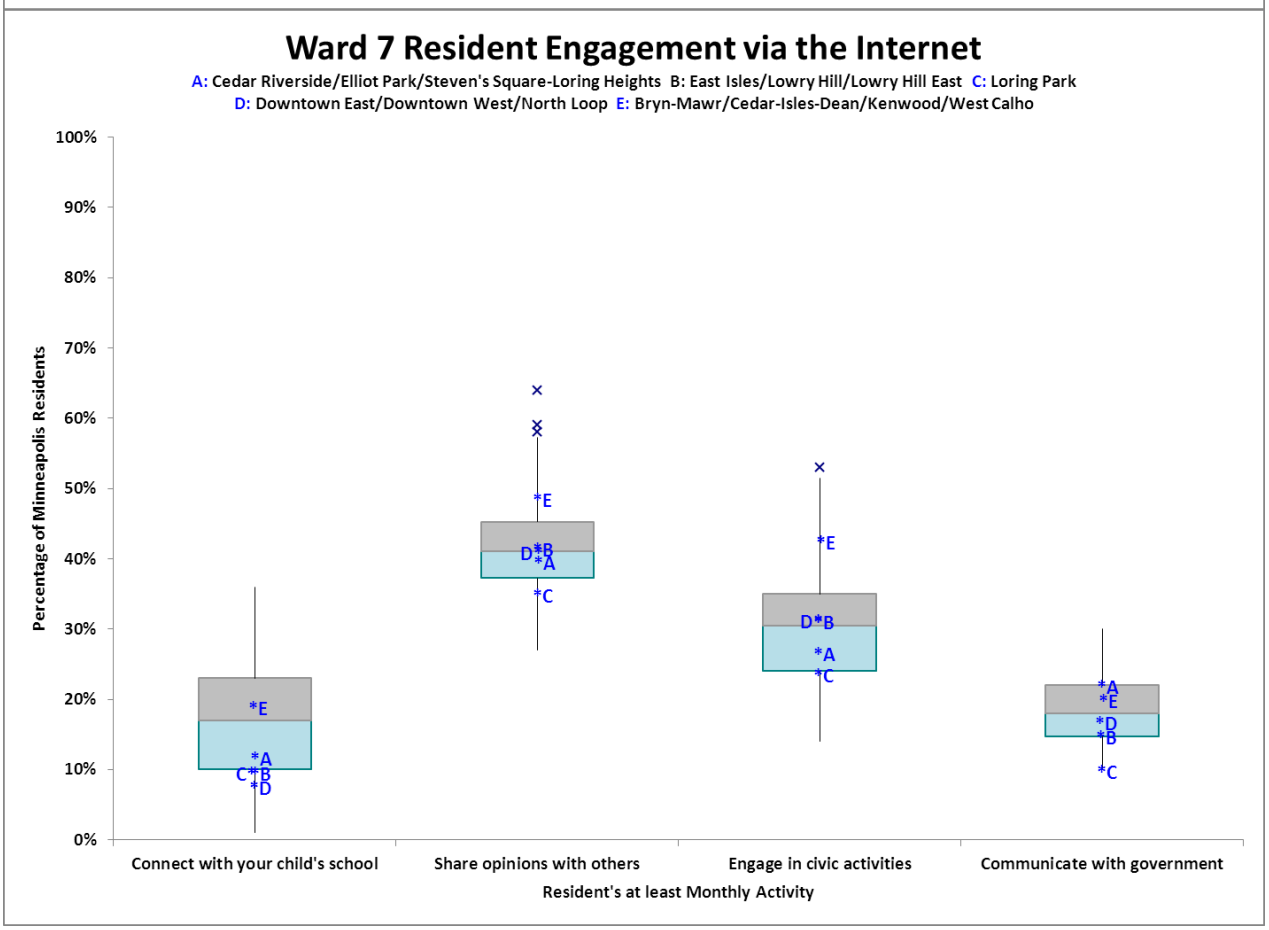
- Ward 7 neighborhoods for the most part fall within the range found for the City overall. Even though these clusters are some of the best in the City, residents would do well to improve their digital literacy skills for job hunting, getting educated online, handling cyber security issues, etc. (see the citywide discussion earlier in this document).
- The Cedar Riverside/Elliot Park/Steven's Square-Loring Heights cluster is a dichotomy of having a large population of households without access to the Internet at home and at work but very strong in literacy skills that are the weakest in the City overall (protecting your computer, writing/publishing on the Internet, troubleshooting, creating a website/blog, coding applications, etc.).
- Ward 7 neighborhoods do well consuming information and engaging others via the Internet, but for connecting with K-12 schools online.




Ward 7 Resident's Digital Tools Profile
A: Cedar Riverside/Elliot Park/Steven's Square-Loring Heights B: East Isles/Lowry Hill/Lowry Hill East C: Loring Park
D: Downtown East/Downtown West/North Loop E: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 7 Level of Digital Literacy
A: Cedar Riverside/Elliot Park/Steven's Square-Loring Heights B: East Isles/Lowry Hill/Lowry Hill East C: Loring Park
D: Downtown East/Downtown West/North Loop E: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

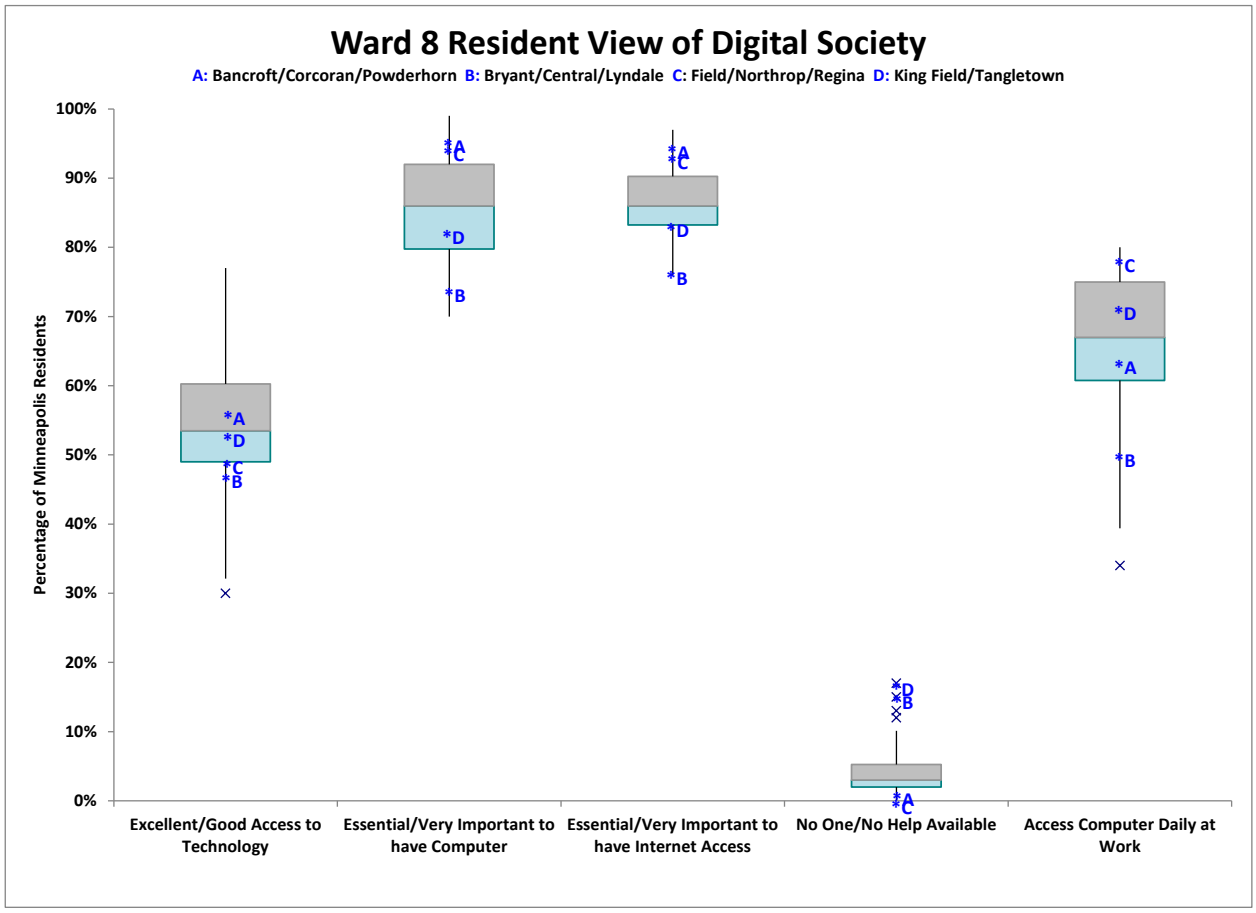

Ward 7 Resident Information Consumption
A: Cedar Riverside/Elliot Park/Steven's Square-Loring Heights B: East Isles/Lowry Hill/Lowry Hill East C: Loring Park
D: Downtown East/Downtown West/North Loop E: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
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

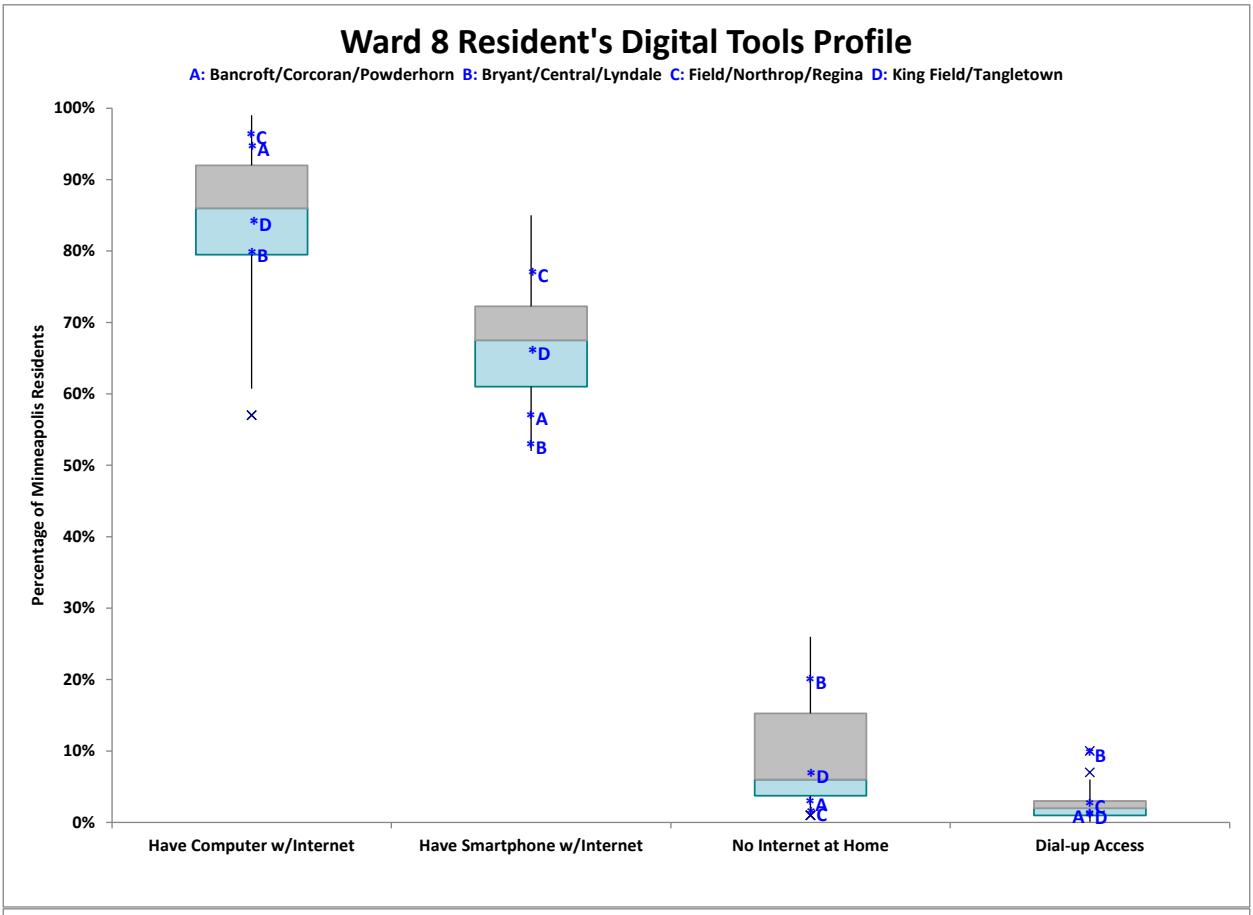

Ward 7 Resident Engagement via the Internet
A: Cedar Riverside/Elliot Park/Steven's Square-Loring Heights B: East Isles/Lowry Hill/Lowry Hill East C: Loring Park
D: Downtown East/Downtown West/North Loop E: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calho
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

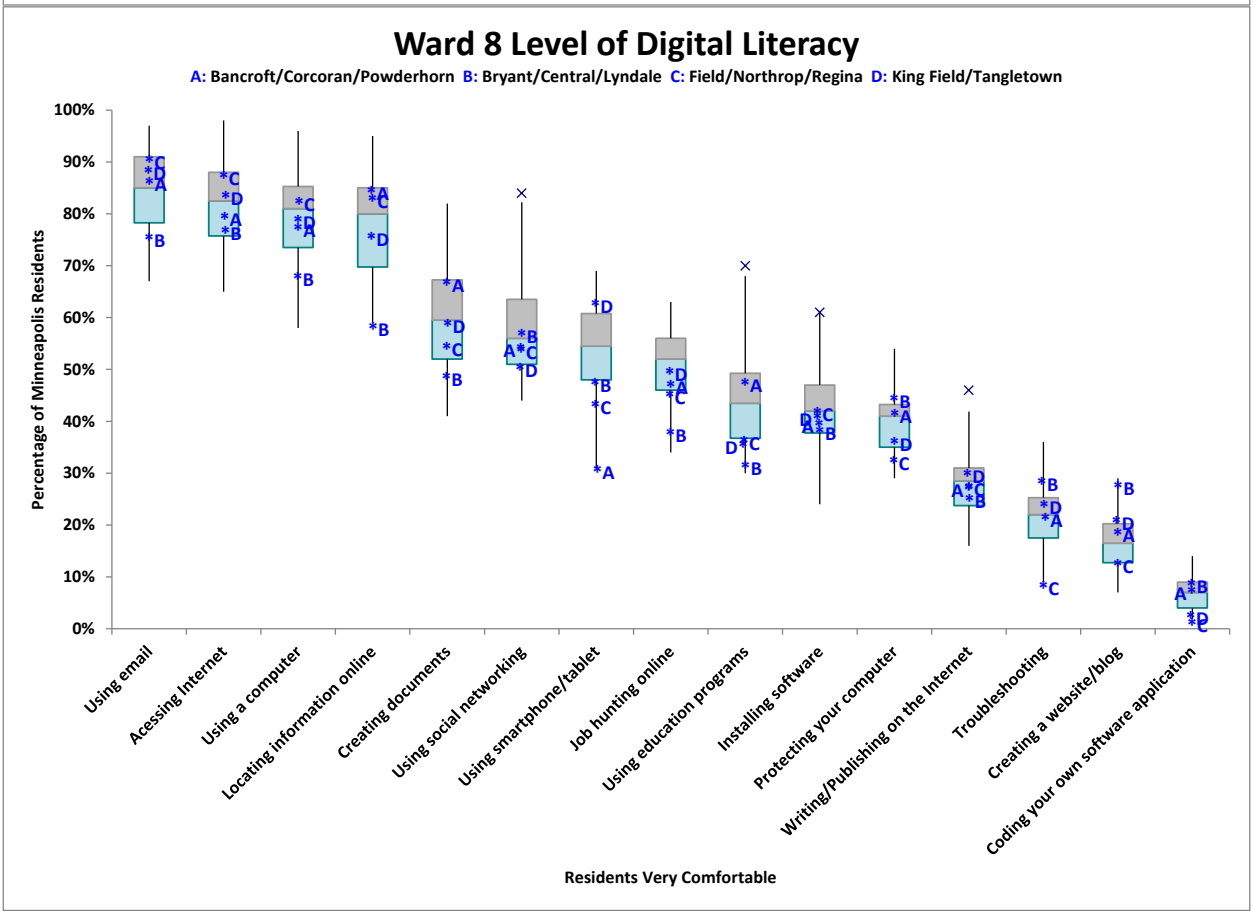
Ward 8

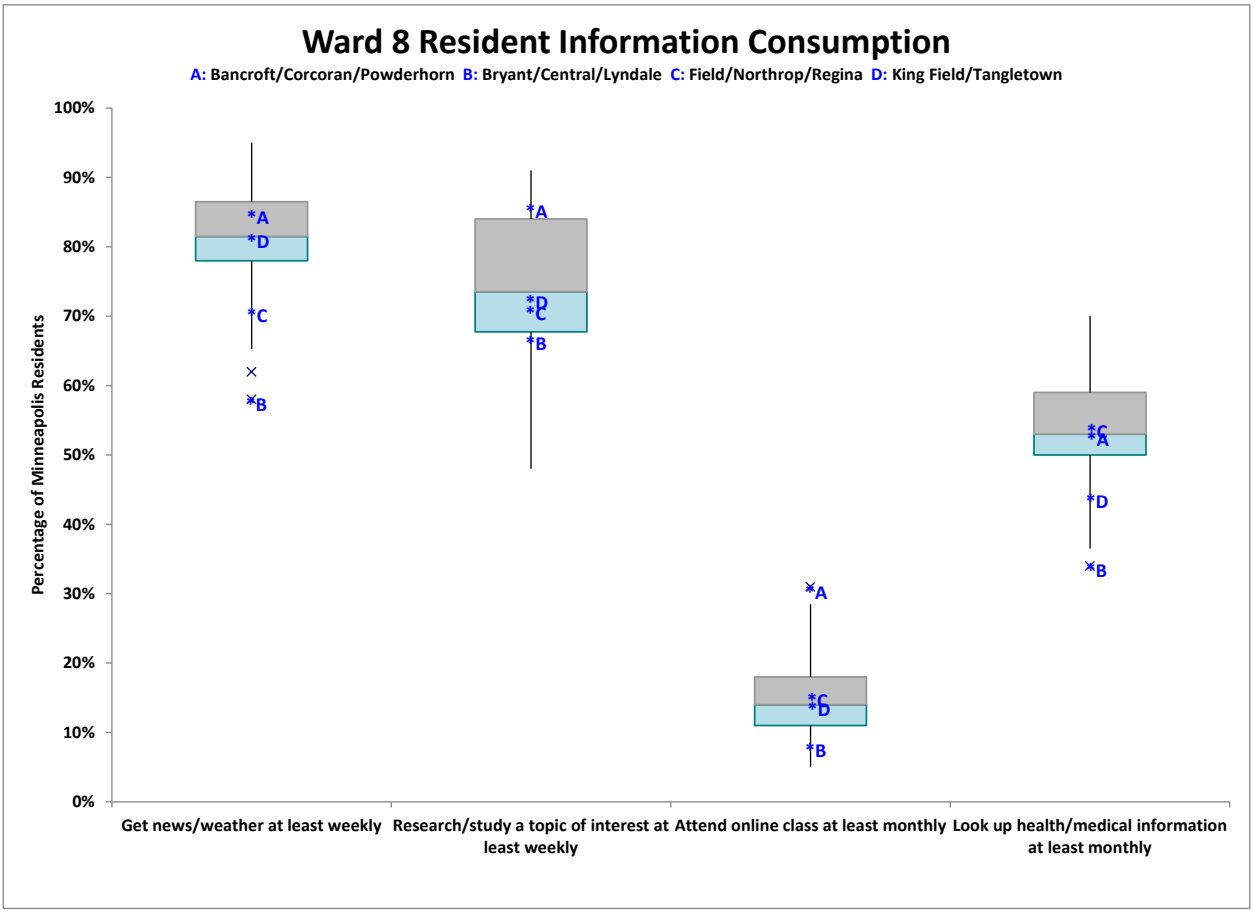
The neighborhood clusters of Bancroft/Corcoran/Powderhorn Park, Bryant/Central/Lyndale, Field/Northrop/Regina, and King Field/Tangletown were used to represent Ward 8. Some observations from the survey data follow:

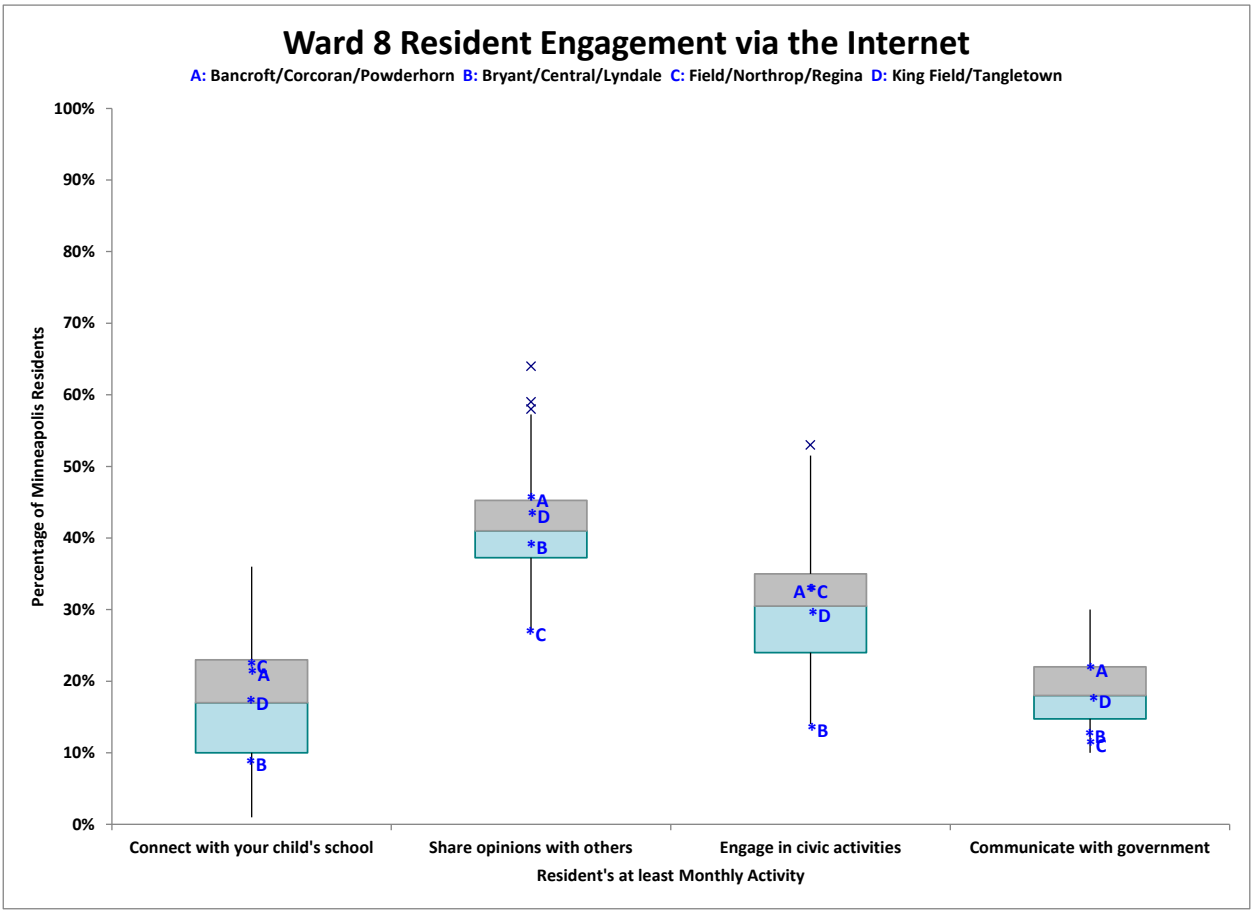
- Ward 8 neighborhoods, except the Bryant/Central/Lyndale cluster, usually fall within the range found for the City overall.
- The Bryant/Central/Lyndale neighborhood cluster is the most digitally challenged within Ward 8. They particularly see little help available to them (as does King Field/Tangletown), have the highest concentration of dial-up Internet use in the City, get news/weather the least in the City, look up health/medical information the least in the City, engage in civic activities the least in the City, and do not have Internet at home the most in Ward 8. Interestingly, this cluster feels the most comfortable using social networking, protecting their computer, troubleshooting, creating a website/blog and coding their own software applications than any other neighborhood cluster in Ward 8. This cluster could use more access to computers, training on how to take advantage of what the Internet offers—finding a job, improving their education, locating useful information, staying healthy, etc.
- The Bancroft/Corcoran/Powderhorn Park neighborhood cluster attends the most online classes in the City. Everyone in the Field/Northrop/Regina neighborhood cluster feels they have help available to them.




Ward 8 Resident's Digital Tools Profile
A: Bancroft/Corcoran/Powderhorn B: Bryant/Central/Lyndale C: Field/Northrop/Regina D: King Field/Tangletown
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 8 Level of Digital Literacy
A: Bancroft/Corcoran/Powderhorn B: Bryant/Central/Lyndale C: Field/Northrop/Regina D: King Field/Tangletown
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

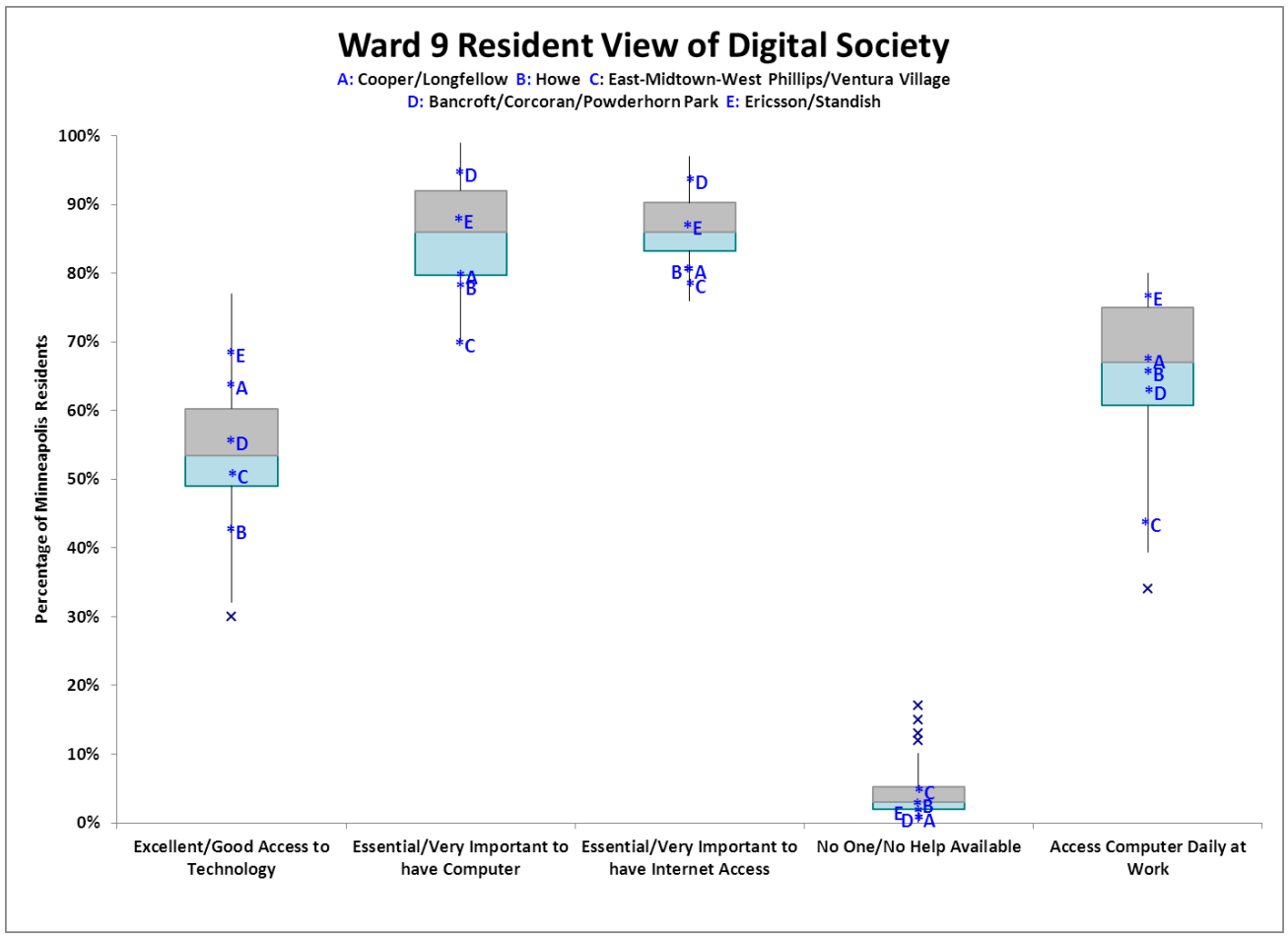

Ward 8 Resident Information Consumption
A: Bancroft/Corcoran/Powderhorn B: Bryant/Central/Lyndale C: Field/Northrop/Regina D: King Field/Tangletown
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Get news/weather at least weekly
Research/study a topic of interest at least weekly
Attend online class at least monthly
Look up health/medical information at least monthly

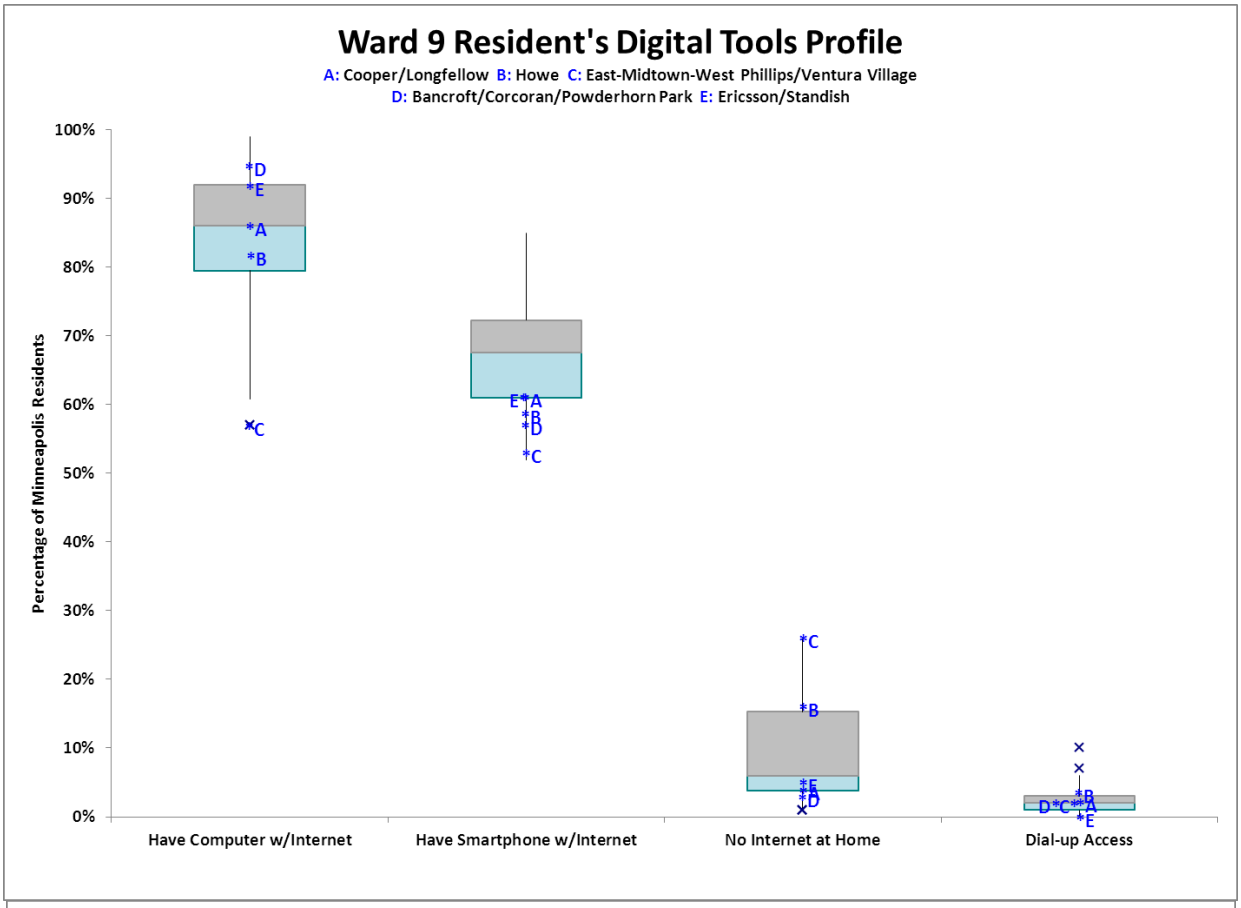

Ward 8 Resident Engagement via the Internet
A: Bancroft/Corcoran/Powderhorn B: Bryant/Central/Lyndale C: Field/Northrop/Regina D: King Field/Tangletown
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

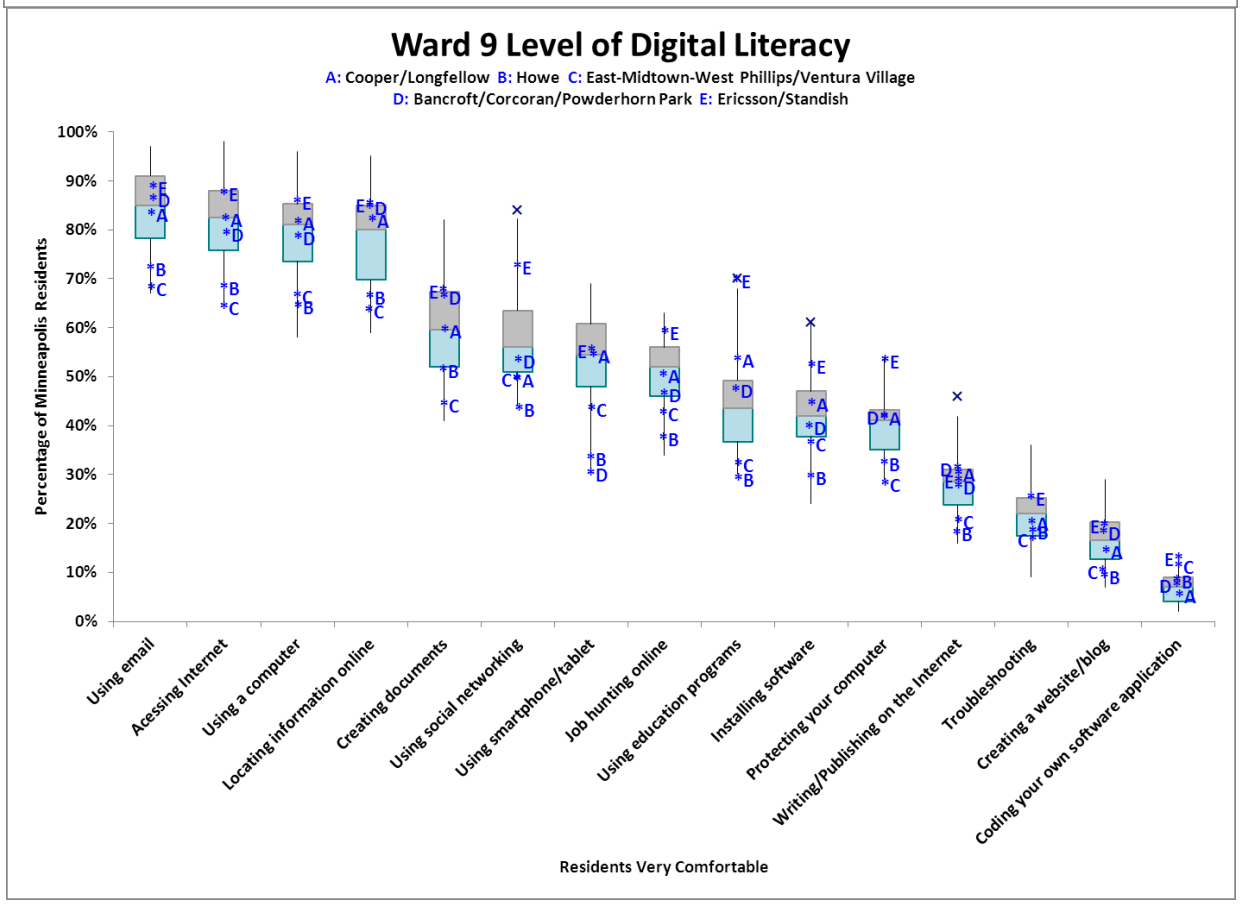
Ward 9

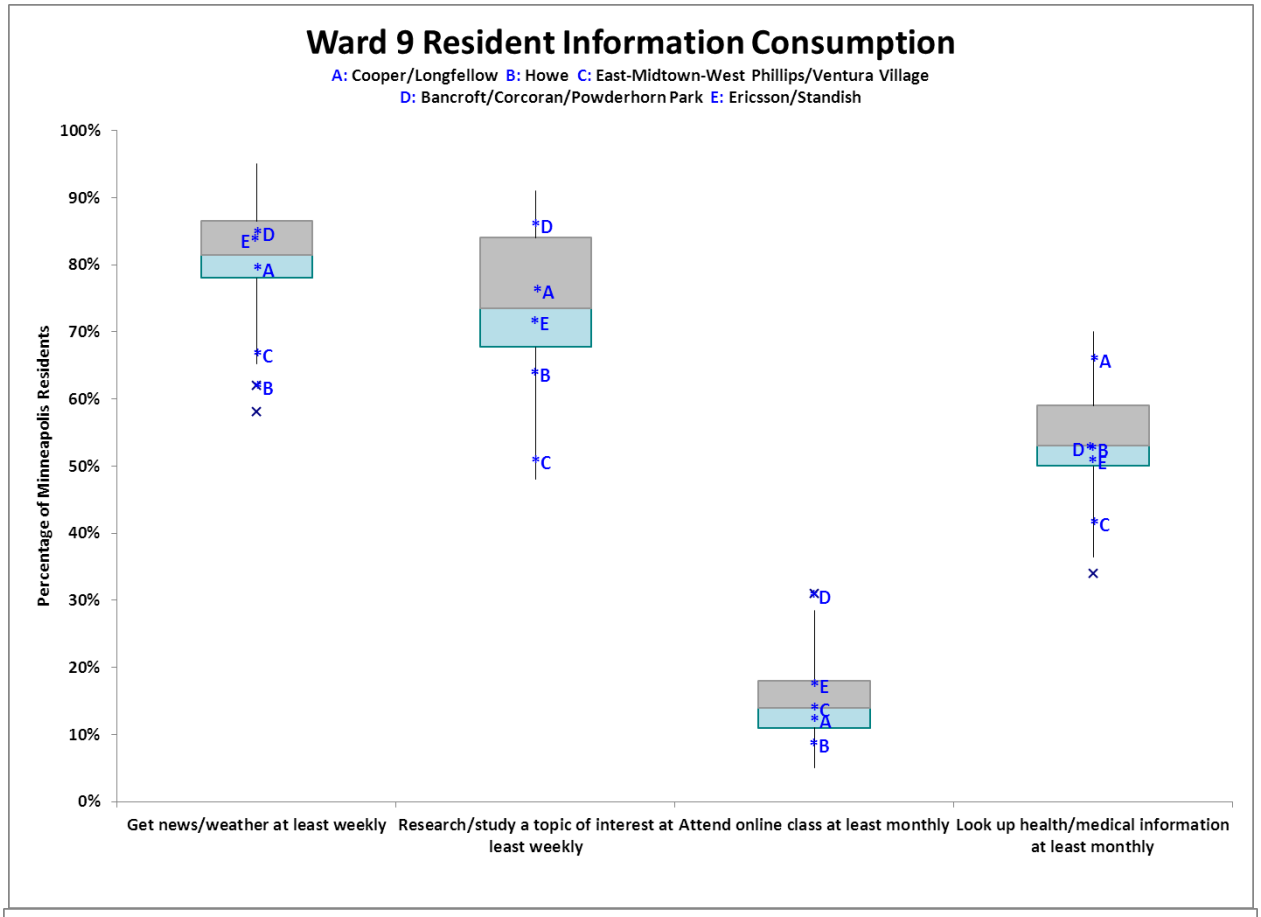
The neighborhood clusters of Cooper/Longfellow, Howe, East-Midtown-West Phillips/Ventura Village, Bancroft/Corcoran/Powderhorn Park, and Ericsson/Standish were used to represent Ward 9. Some observations from the survey data follow:

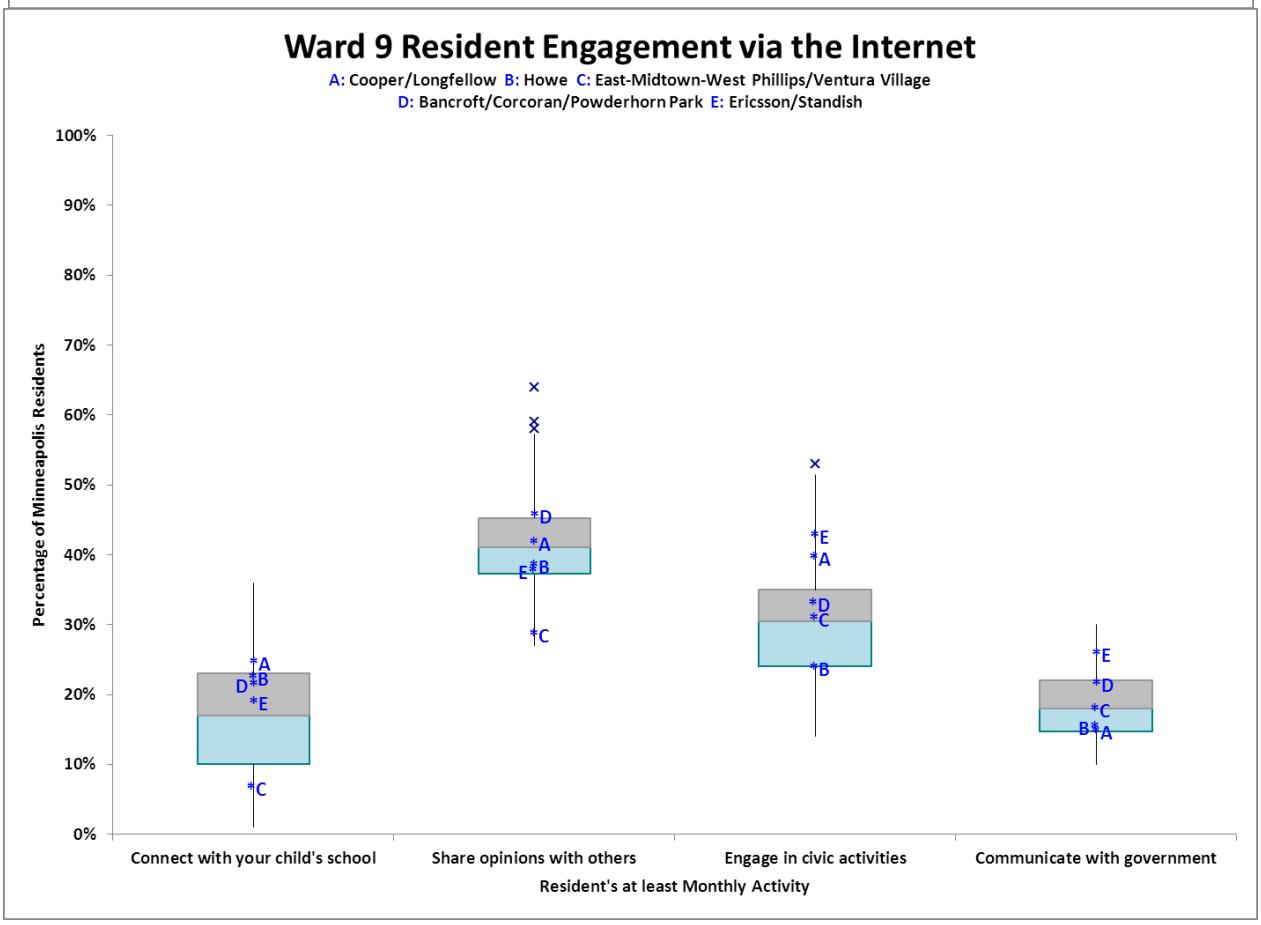
- The East-Midtown-West Phillips/Ventura Village neighborhood cluster is the most digitally challenged within Ward 9. They tend to not place importance on owning a computer and having Internet access. This drives a lack of computers and smartphones with Internet access. They have the least computer skills in all categories except for coding applications. Less than half of the cluster residents have access to computers at work. This cluster could use more training on how to take advantage of what the Internet offers—news and weather, staying healthy, sharing opinions, etc.
- The neighborhood clusters of Cooper/Longfellow, Bancroft/Corcoran/Powderhorn Park and Ericsson/Standish fell within the range found for the City overall. These clusters have one notable exception, actually all clusters in this ward have this feature; they are not big users of smartphones with Internet access.
- The Ericsson/Standish neighborhoods are the strongest in digital literacy. Maybe they could help adjacent neighborhoods.
- The Howe neighborhood needs the most help with digital literacy across the board.
- The Bancroft/Corcoran/Powderhorn Park cluster attends the most classes online, by far, in the City overall.




Ward 9 Resident's Digital Tools Profile
A: Cooper/Longfellow B: Howe C: East-Midtown-West Phillips/Ventura Village
D: Bancroft/Corcoran/Powderhorn Park E: Ericsson/Standish
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 9 Level of Digital Literacy
A: Cooper/Longfellow B: Howe C: East-Midtown-West Phillips/Ventura Village
D: Bancroft/Corcoran/Powderhorn Park E: Ericsson/Standish
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

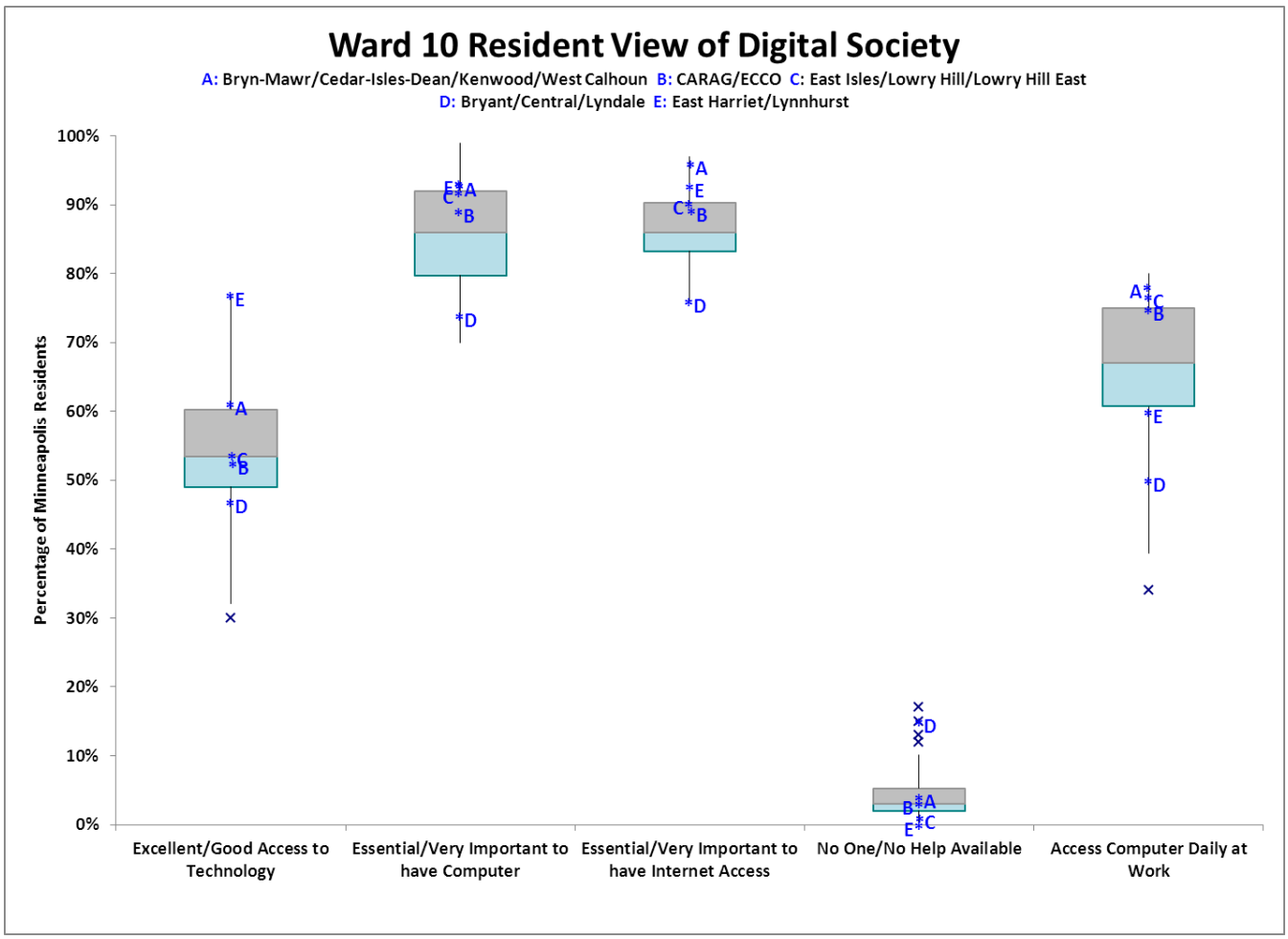

Ward 9 Resident Information Consumption
A: Cooper/Longfellow B: Howe C: East-Midtown-West Phillips/Ventura Village
D: Bancroft/Corcoran/Powderhorn Park E: Ericsson/Standish
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Get news/weather at least weekly
Research/study a topic of interest at least weekly
Attend online class at least monthly
Look up health/medical information at least monthly

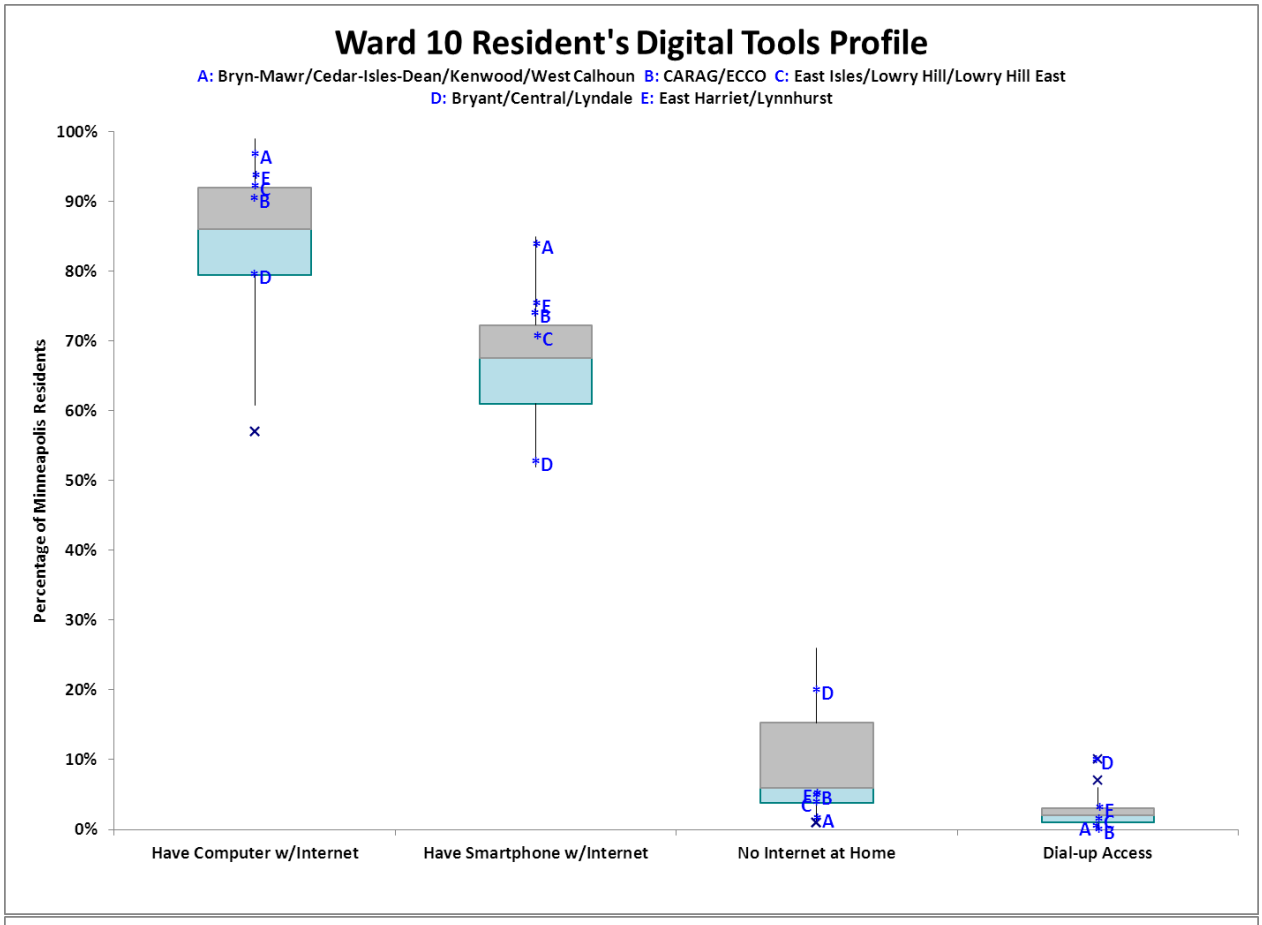

Ward 9 Resident Engagement via the Internet
A: Cooper/Longfellow B: Howe C: East-Midtown-West Phillips/Ventura Village
D: Bancroft/Corcoran/Powderhorn Park E: Ericsson/Standish
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

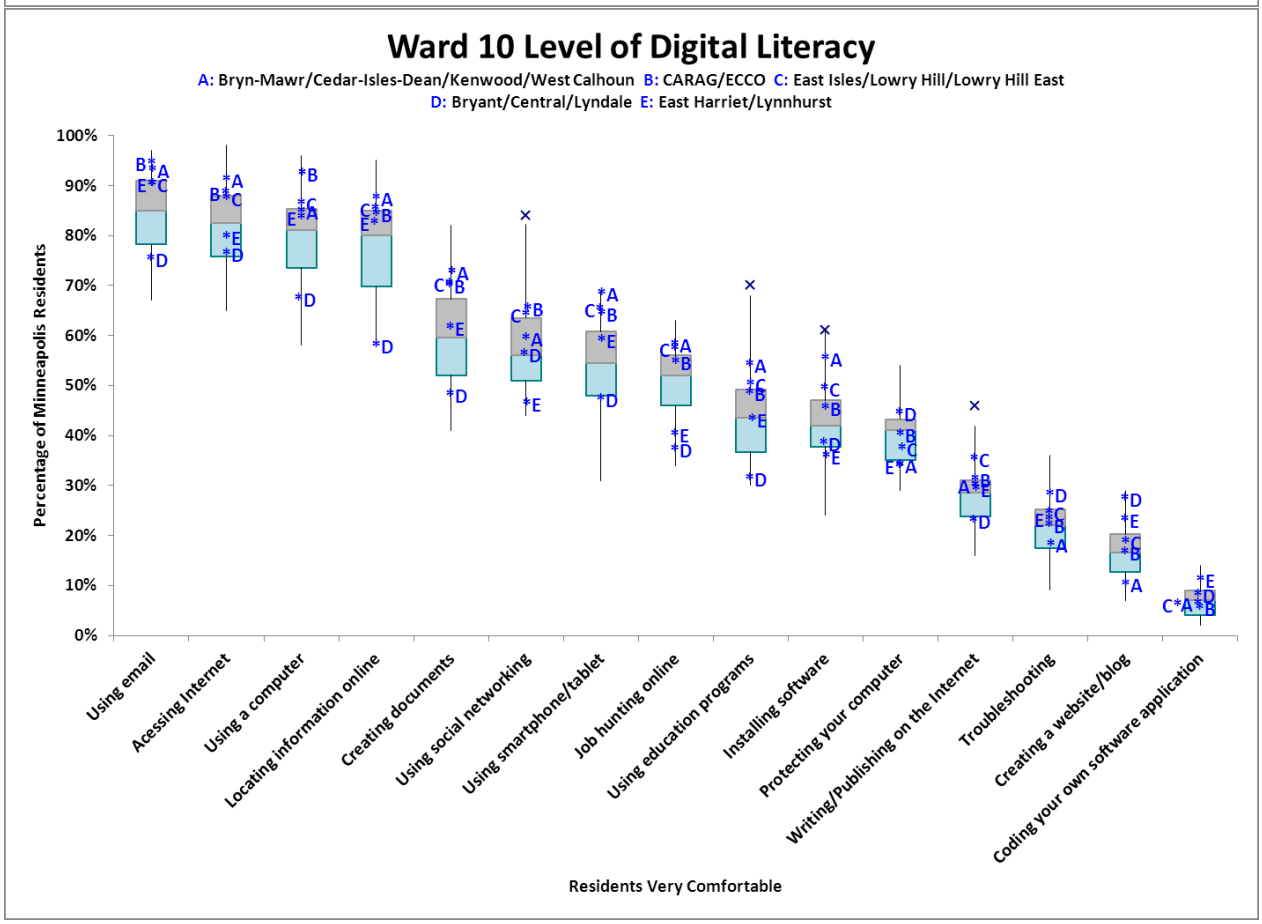
Ward 10

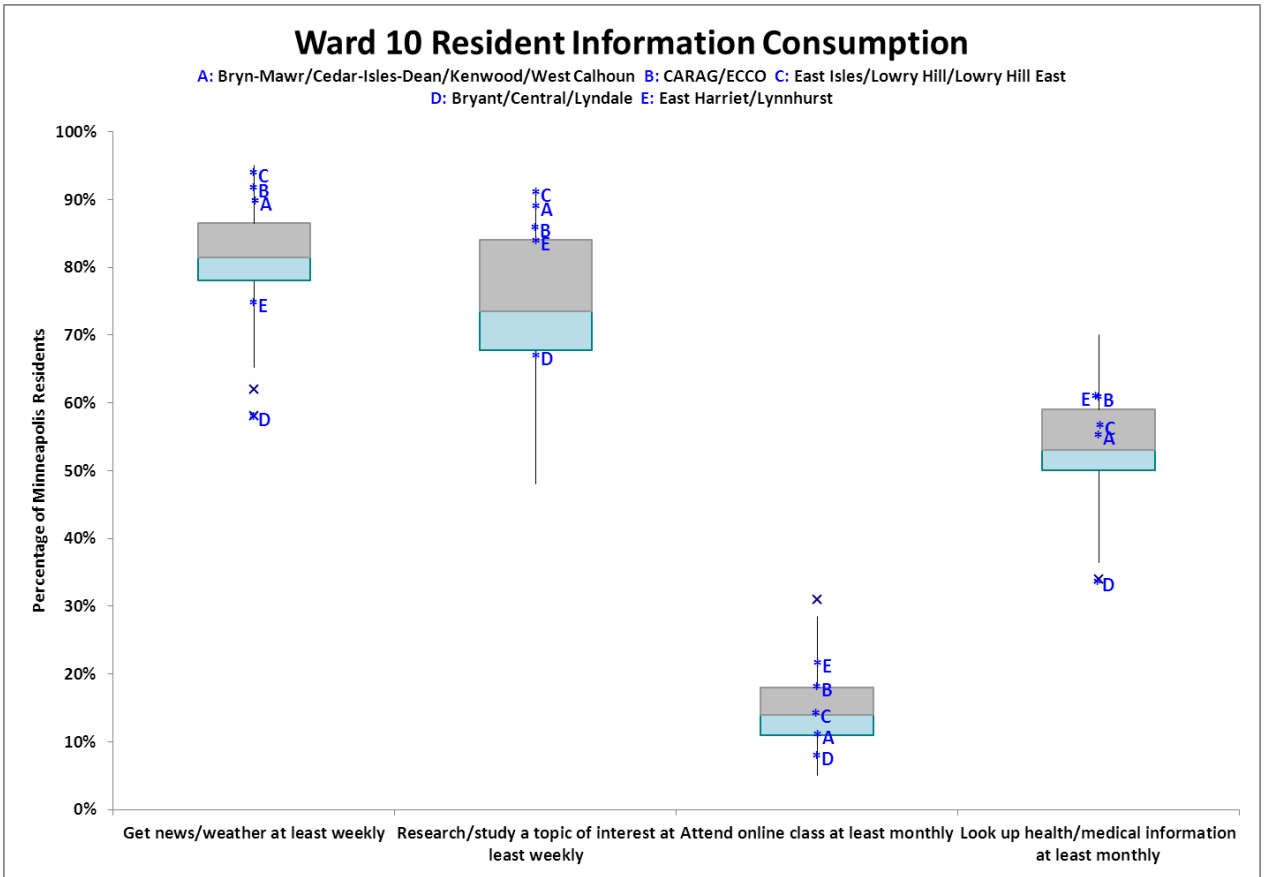
The neighborhood clusters of Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun, CARAG/ECCO, East Isles/Lowry Hill/Lowry Hill East, Bryant/Central/Lyndale, and East Harriet/Lynnhurst were used to represent Ward 10. Some observations from the survey data follow:

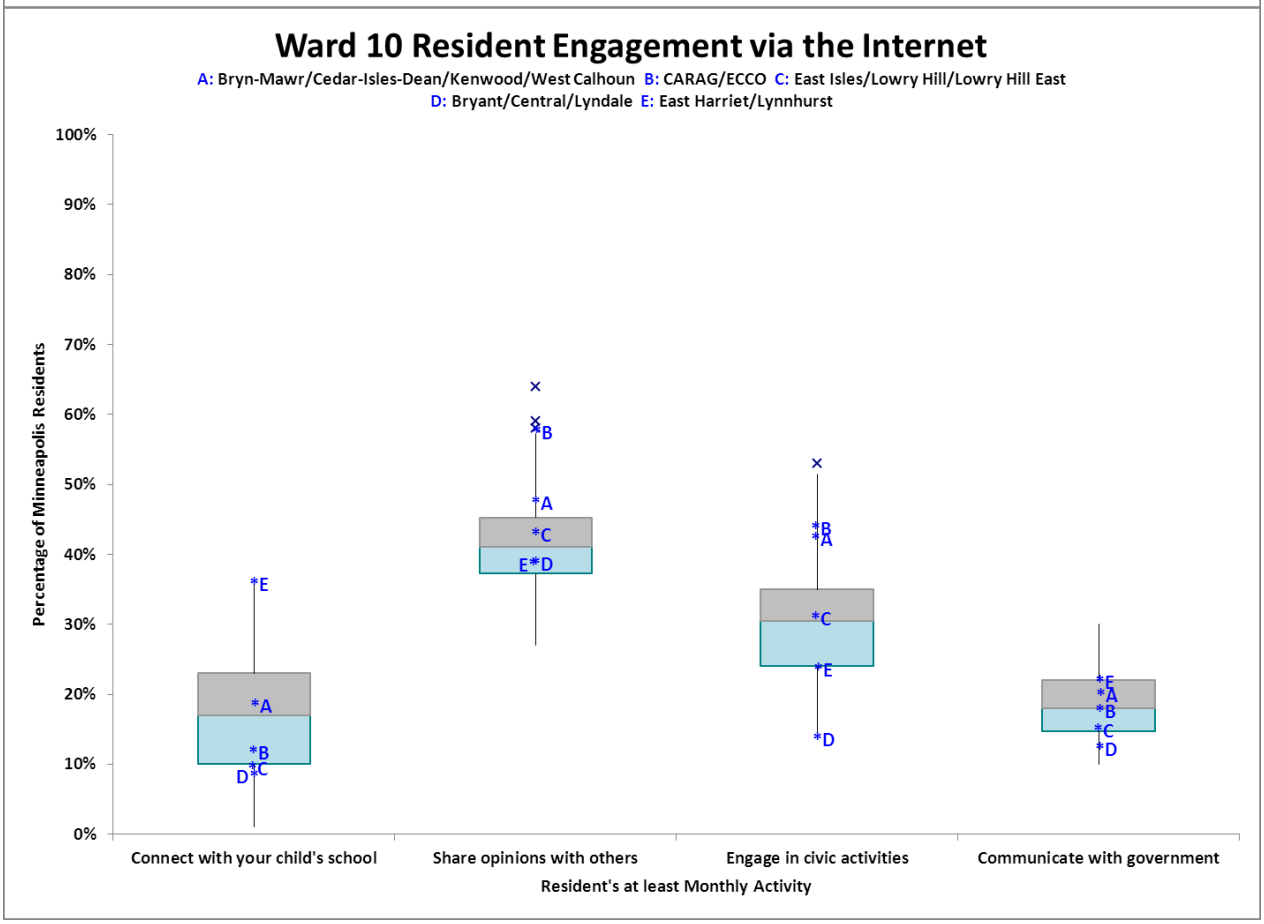
- The Bryant/Central/Lyndale neighborhood cluster is the most digitally challenged within Ward 10. They particularly see little help available to them (as does King Field/Tangletown), have the highest concentration of dial-up Internet use in the City, get news/weather the least in the City, look up health/medical information the least in the City, engage in civic activities the least in the City, and do not have Internet at home the most in Ward 10. Interestingly, this cluster feels the most comfortable using social networking, protecting their computer, troubleshooting, creating a website/blog and coding their own software applications than any other neighborhood cluster in Ward 10. This cluster could use more access to computers, training on how to take advantage of what the Internet offers—finding a job, improving their education, locating useful information, staying healthy, etc.
- Ward 10 neighborhoods, with the exception of the Bryant/Central/Lyndale cluster, for the most part fall within the range found for the City overall. Even though these clusters are some of the best in the City, residents would do well to improve their digital literacy skills for job hunting, getting educated online, handling cyber security issues, etc. (see the citywide discussion earlier in this document).




Ward 10 Resident's Digital Tools Profile
A: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun B: CARAG/ECCO C: East Isles/Lowry Hill/Lowry Hill East
D: Bryant/Central/Lyndale E: East Harriet/Lynnhurst
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 10 Level of Digital Literacy
A: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun B: CARAG/ECCO C: East Isles/Lowry Hill/Lowry Hill East
D: Bryant/Central/Lyndale E: East Harriet/Lynnhurst
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

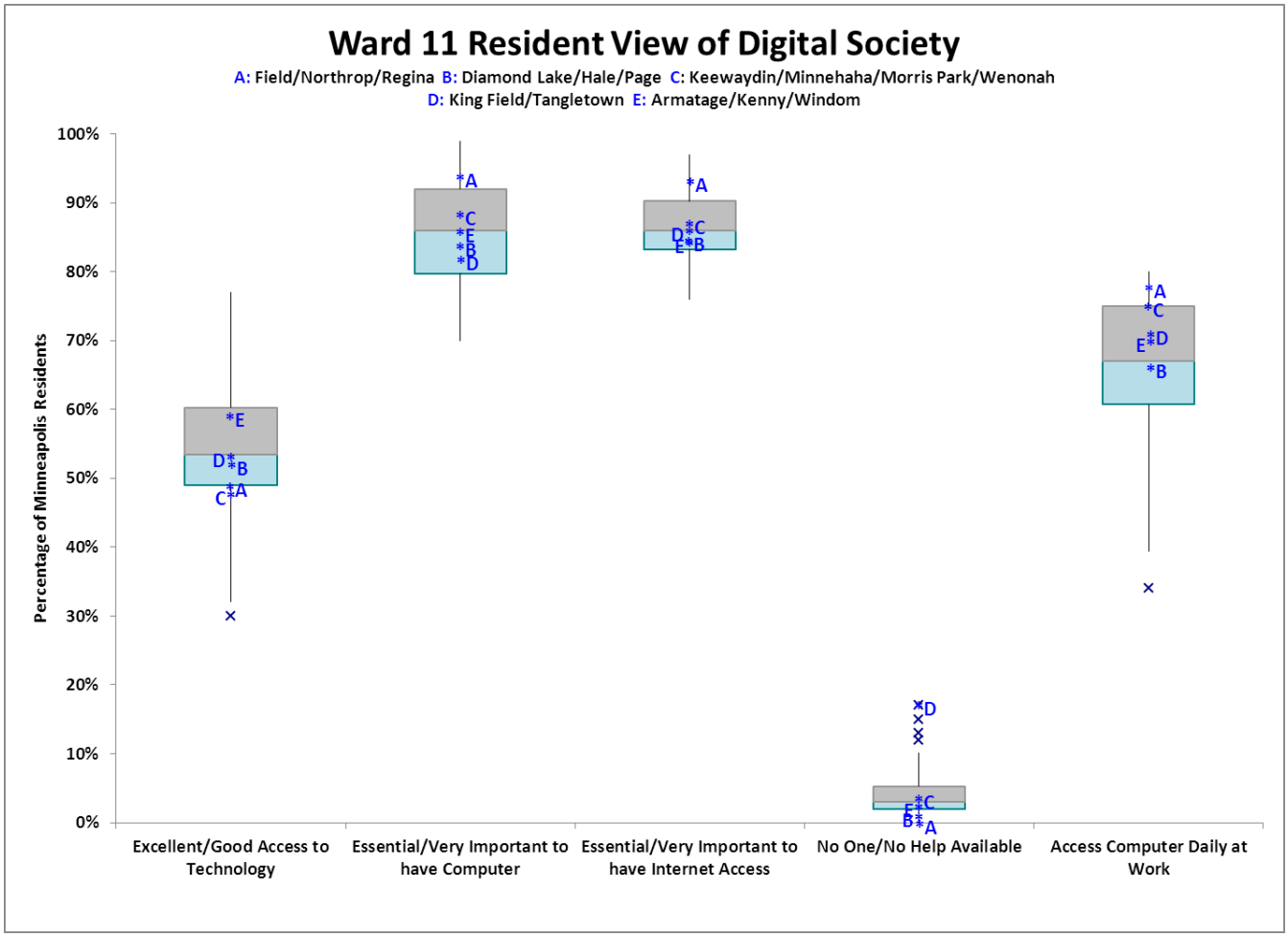

Ward 10 Resident Information Consumption
A: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun B: CARAG/ECCO C: East Isles/Lowry Hill/Lowry Hill East
D: Bryant/Central/Lyndale E: East Harriet/Lynnhurst
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Get news/weather at least weekly
Research/study a topic of interest at least weekly
Attend online class at least monthly
Look up health/medical information at least monthly

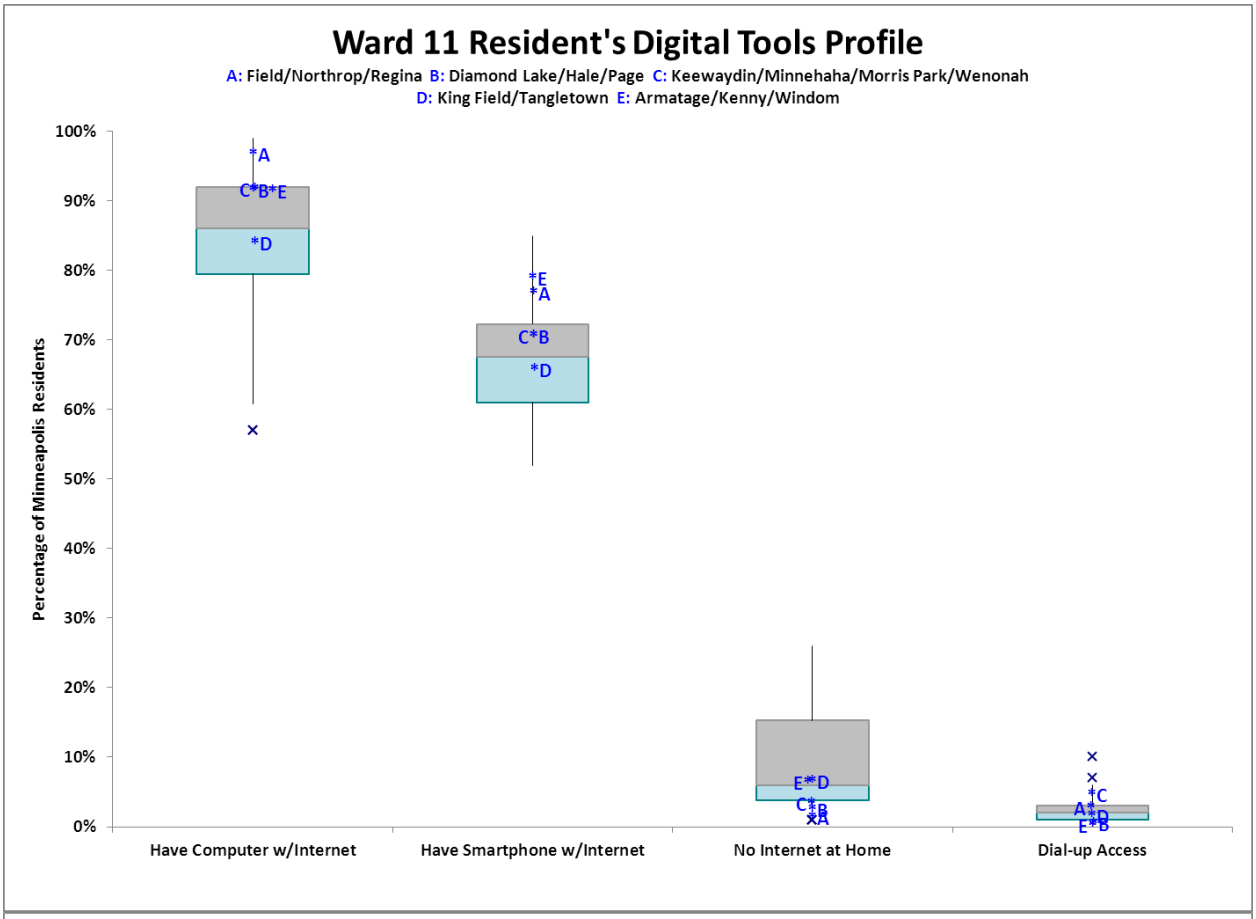

Ward 10 Resident Engagement via the Internet
A: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun B: CARAG/ECCO C: East Isles/Lowry Hill/Lowry Hill East
D: Bryant/Central/Lyndale E: East Harriet/Lynnhurst
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

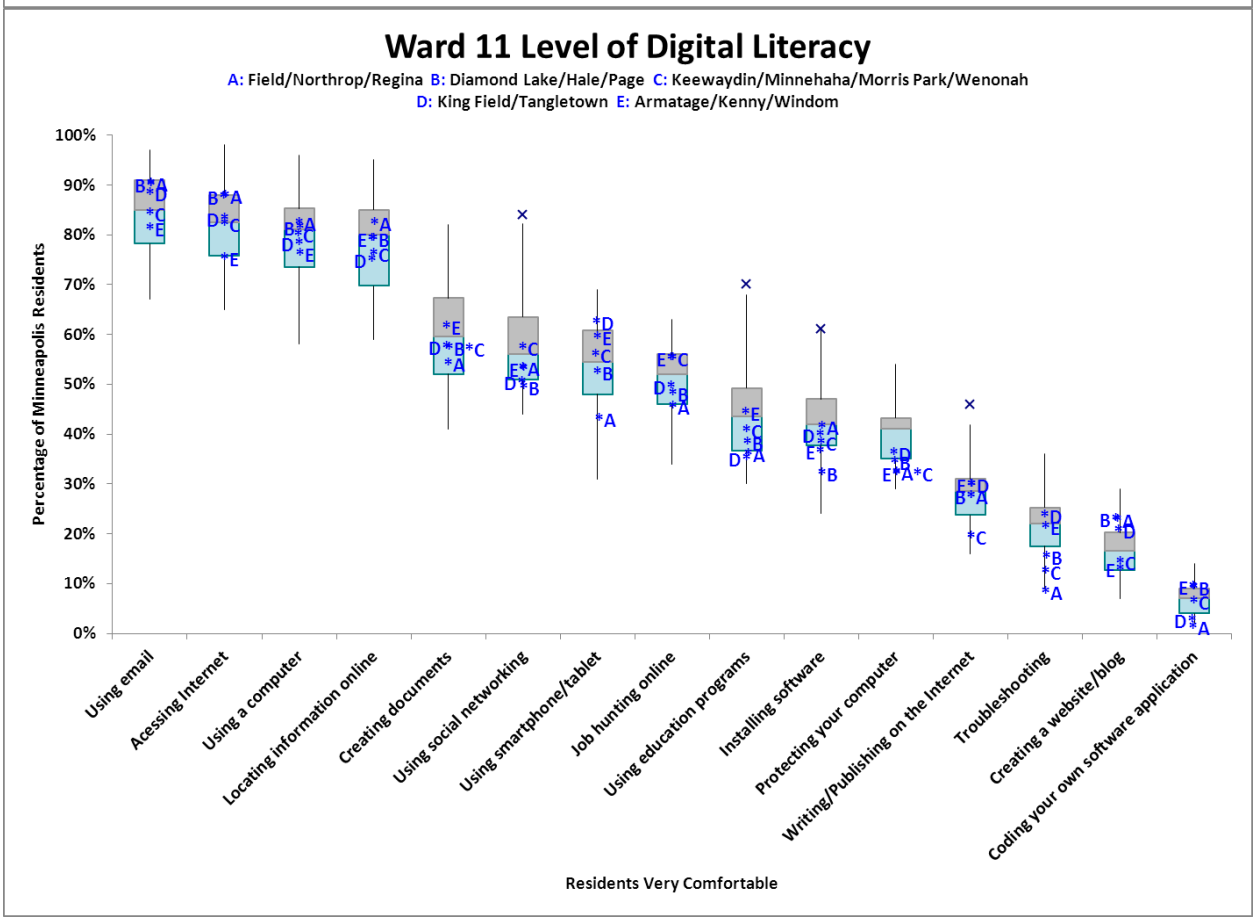
Ward 11

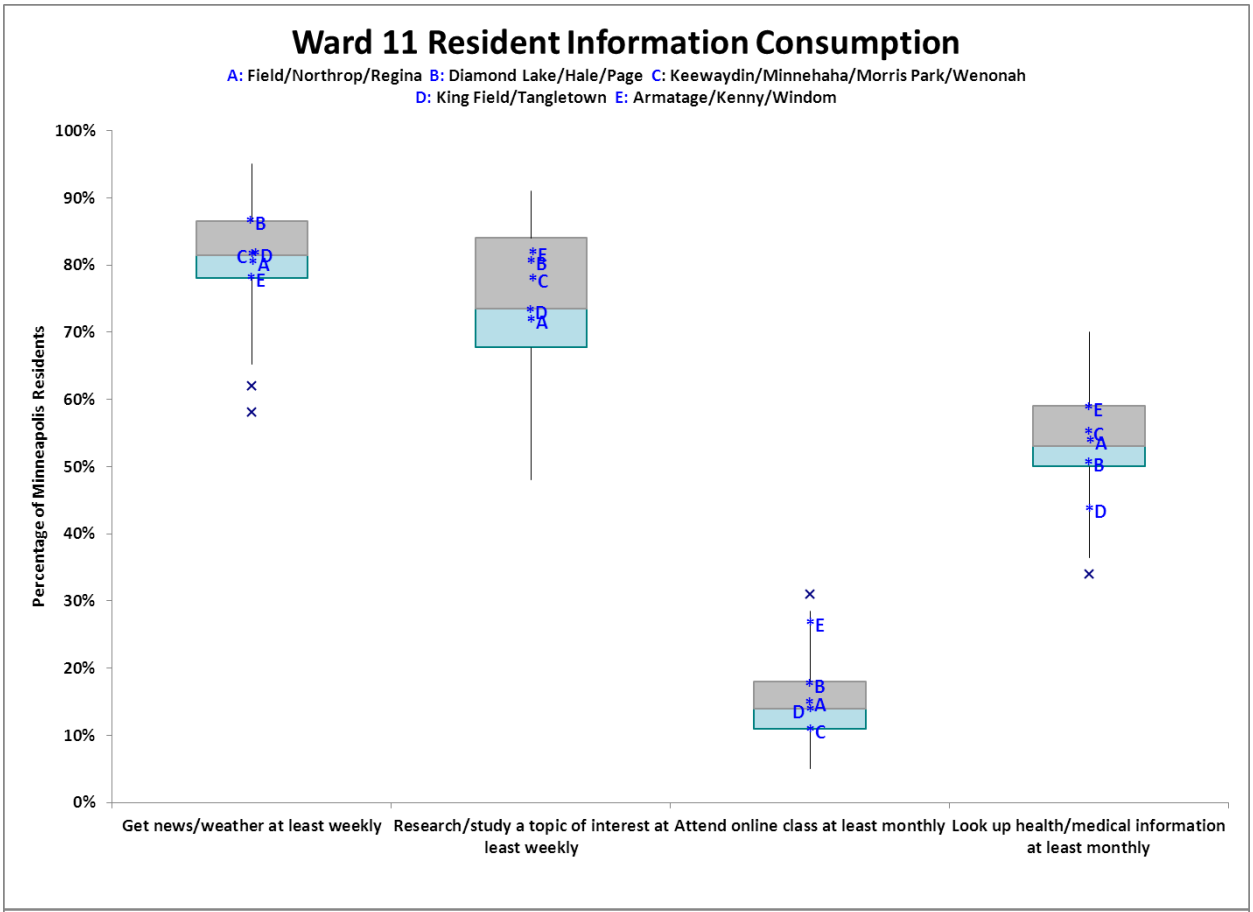
The neighborhood clusters of Field/Northrop/Regina, Diamond Lake/Hale/Page, Keewaydin/Minnehaha/Morris Park/Wenonah, King Field/Tangletown, and Armatage/Kenny/Windom were used to represent Ward 11. Some observations from the survey data follow:

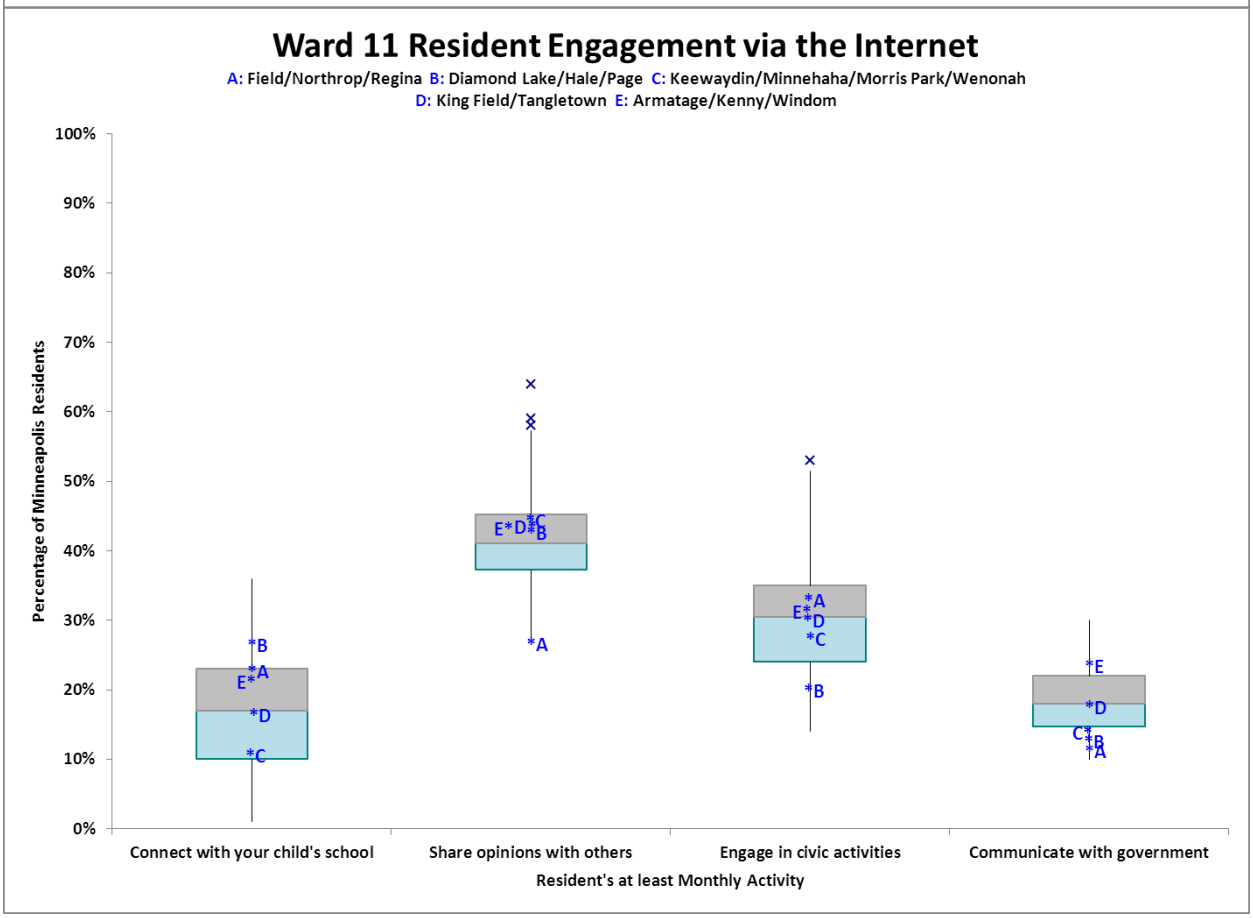
- Within the Ward 11 neighborhood clusters, the Field/Northrop/Regina neighborhood cluster gave the highest importance to computers and Internet.
- Keewaydin/Minnehaha/Morris Park/Wenonah use dial-up Internet service the most in Ward 11.
- Two citywide extremes exist in that the Field/Northrop/Regina neighborhood cluster feels they have help available to them while King Field/Tangletown feels they have the least amount of help available.
- Even though the ward's clusters' digital literacy matches the City median overall, residents would do well to improve their handling of cyber security issues and troubleshooting.
- The ward's residents for the most part use the Internet to engage others except Field/Northrop/Regina is using the Internet the least, on a citywide basis, to share their opinions, and only King Field/Tangletown and Armatage/Kenny/Windom engage with their government.




Ward 11 Resident's Digital Tools Profile
A: Field/Northrop/Regina B: Diamond Lake/Hale/Page C: Keewaydin/Minnehaha/Morris Park/Wenonah
D: King Field/Tangletown E: Armatage/Kenny/Windom
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 11 Level of Digital Literacy
A: Field/Northrop/Regina B: Diamond Lake/Hale/Page C: Keewaydin/Minnehaha/Morris Park/Wenonah
D: King Field/Tangletown E: Armatage/Kenny/Windom
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

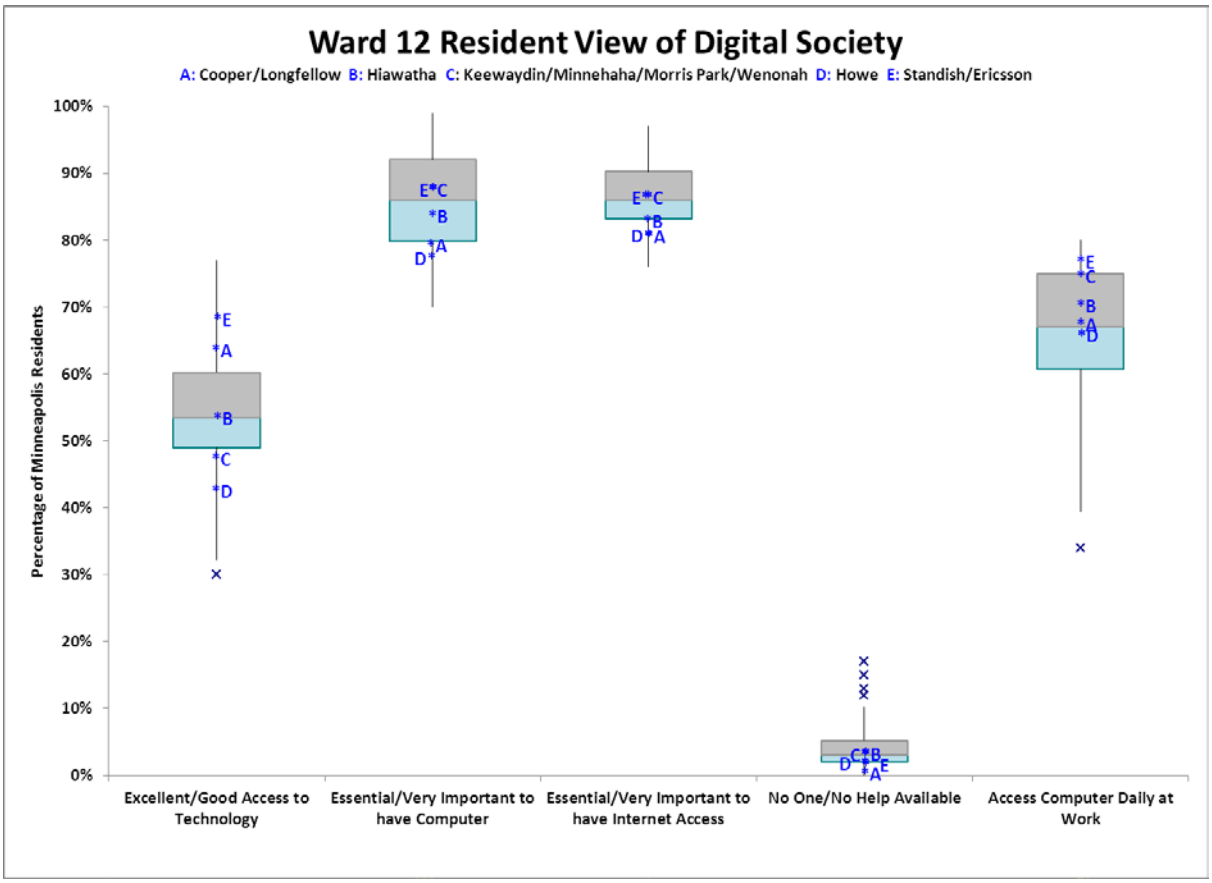

Ward 11 Resident Information Consumption
A: Field/Northrop/Regina B: Diamond Lake/Hale/Page C: Keewaydin/Minnehaha/Morris Park/Wenonah
D: King Field/Tangletown E: Armatage/Kenny/Windom
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Get news/weather at least weekly
Research/study a topic of interest at least weekly
Attend online class at least monthly
Look up health/medical information at least monthly

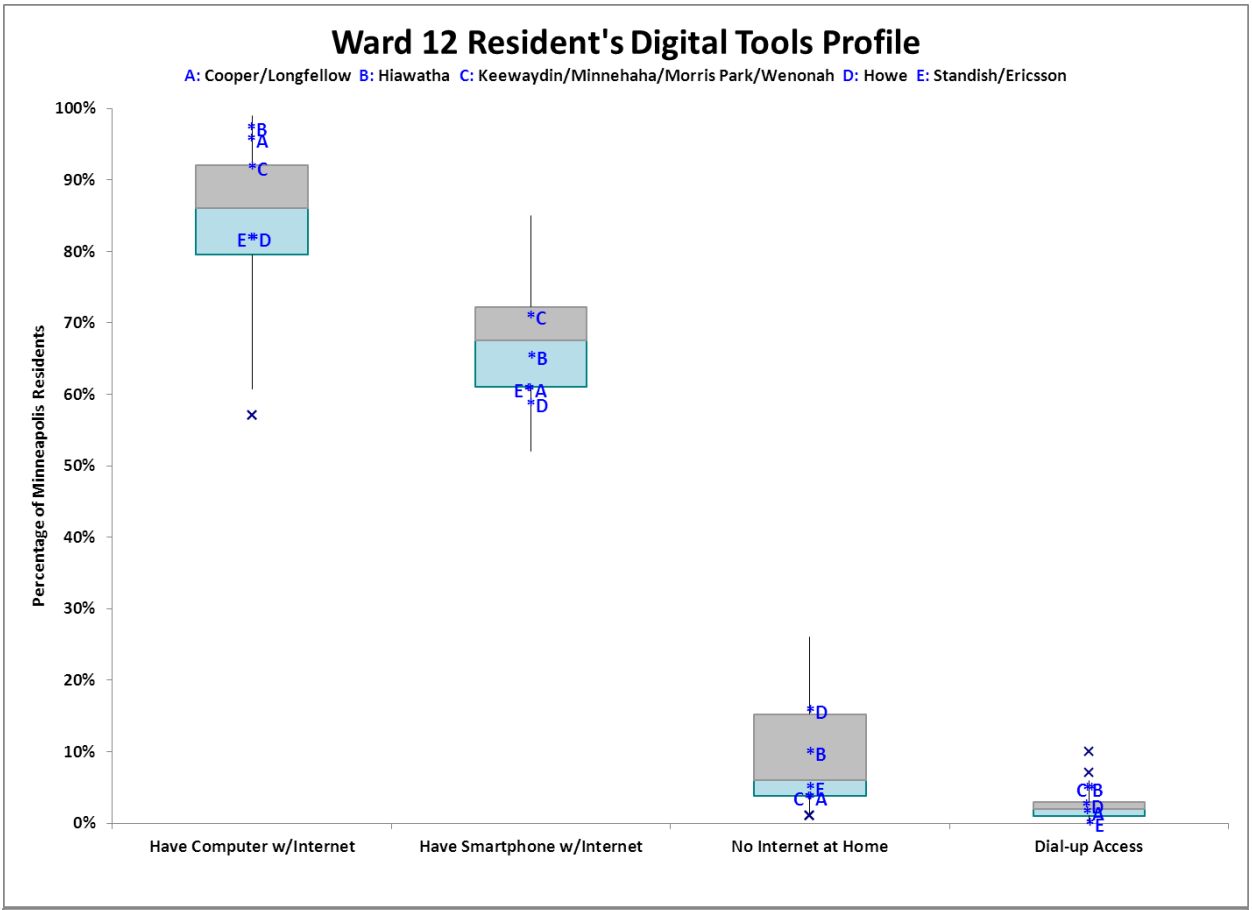

Ward 11 Resident Engagement via the Internet
A: Field/Northrop/Regina B: Diamond Lake/Hale/Page C: Keewaydin/Minnehaha/Morris Park/Wenonah
D: King Field/Tangletown E: Armatage/Kenny/Windom
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

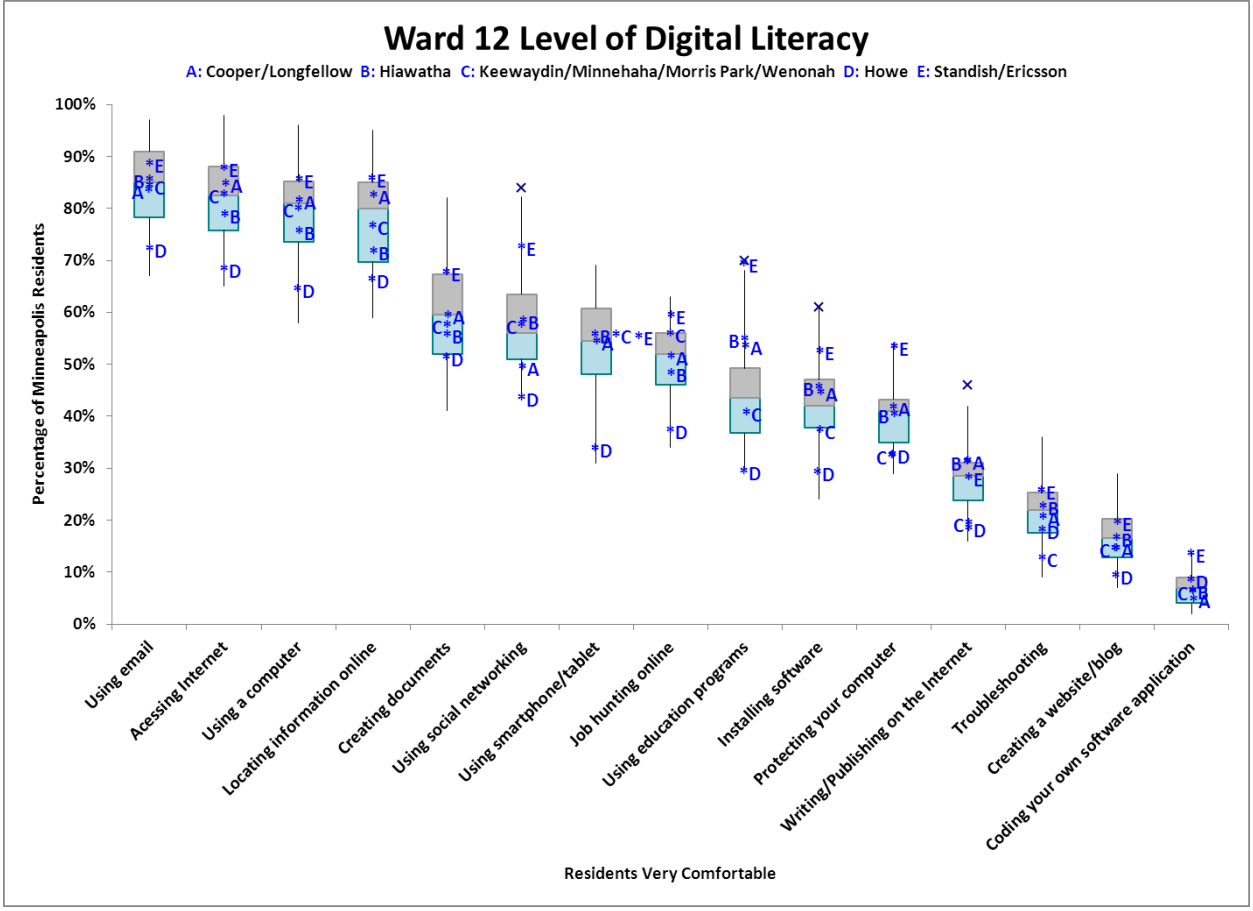
Ward 12

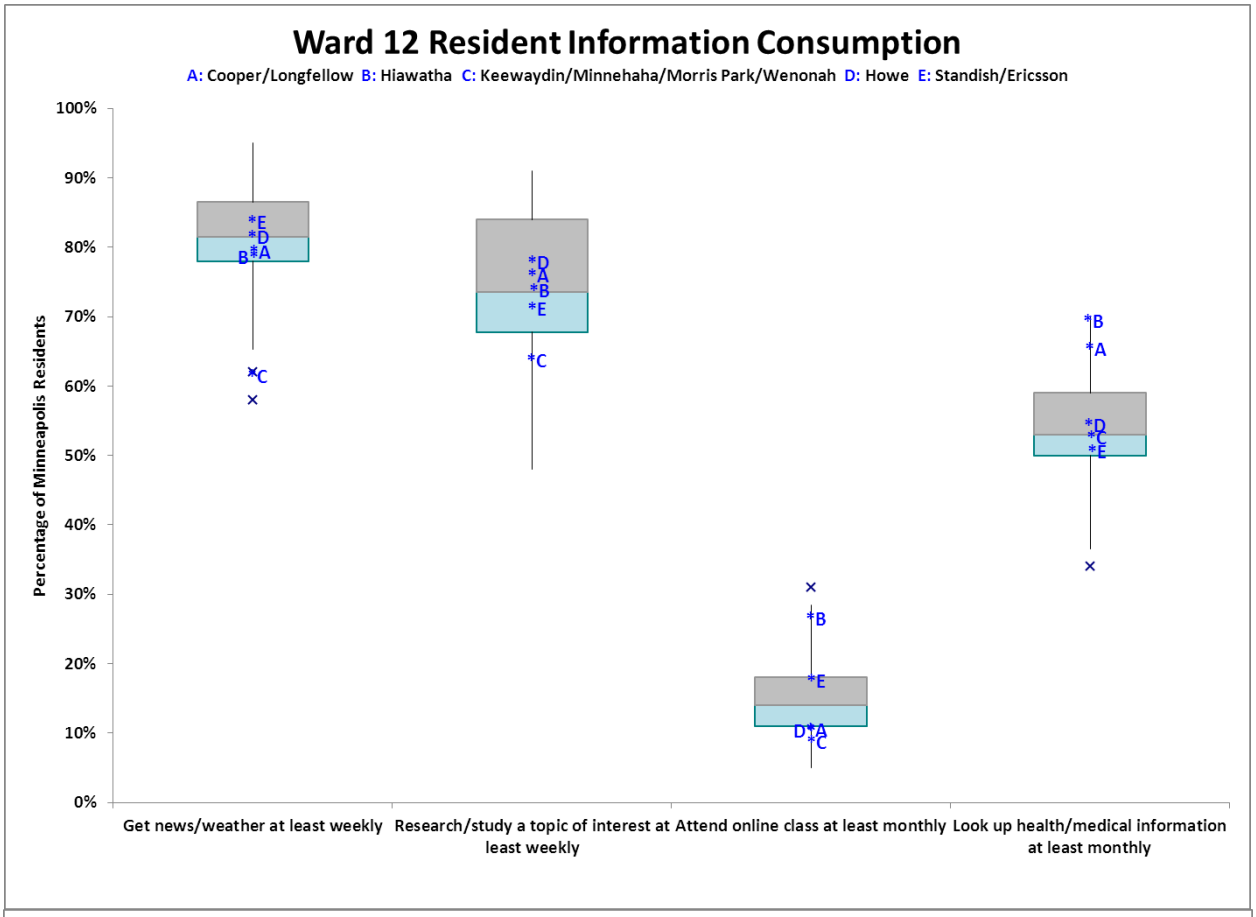
The neighborhood clusters of Cooper/Longfellow, Hiawatha, Keewaydin/Minnehaha/Morris Park/Wenonah, and Standish/Ericsson were used to represent Ward 12. Some observations from the survey data follow:

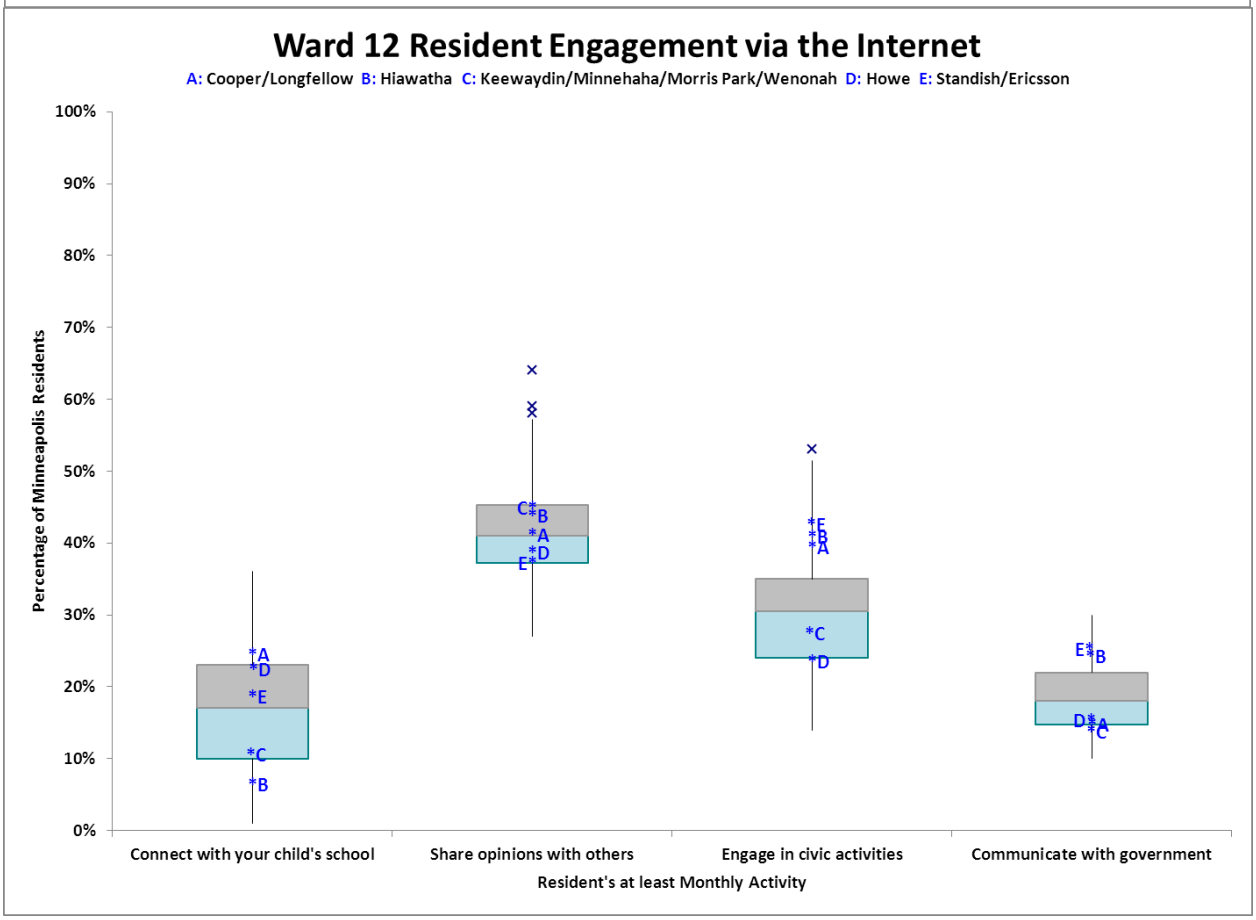
- Respondents are mixed in how they rated access to technology in general, with Standish/Ericsson reporting highest and Howe reporting lowest within Ward 12.
- Standish/Ericsson and Keewaydin/Minnehaha/Morris Park/Wenonah give the highest importance to computers and Internet within Ward 12, and have the most frequent access at work. Both Howe and Cooper/Longfellow place a lower importance on access at home, however only about 5% of Cooper/Longfellow residents don't have Internet access at home, while 16% of Howe residents do not have Internet access at home.
- The neighborhood clusters of Cooper/Longfellow, Howe and Standish/Ericsson are not big users of smartphones with Internet access.
- Hiawatha and Cooper/Longfellow have the most access to a computer with Internet at home with the Ward 12 neighborhood clusters, but Hiawatha more often uses dial-up access compared to the other clusters, along with Keewaydin/Minnehaha/Morris Park/Wenonah.
- Standish/Ericsson residents show the most digital literacy skills, particularly using online education programs and could be a resource for encouraging others, especially Howe residents who are the least comfortable using technology in Ward 12.
- Hiawatha residents are big users of health information on the Internet and are top users in the city overall in the health category.




Ward 12 Resident's Digital Tools Profile
A: Cooper/Longfellow B: Hiawatha C: Keewaydin/Minnehaha/Morris Park/Wenonah D: Howe E: Standish/Ericsson
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 12 Level of Digital Literacy
A: Cooper/Longfellow B: Hiawatha C: Keewaydin/Minnehaha/Morris Park/Wenonah D: Howe E: Standish/Ericsson
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable

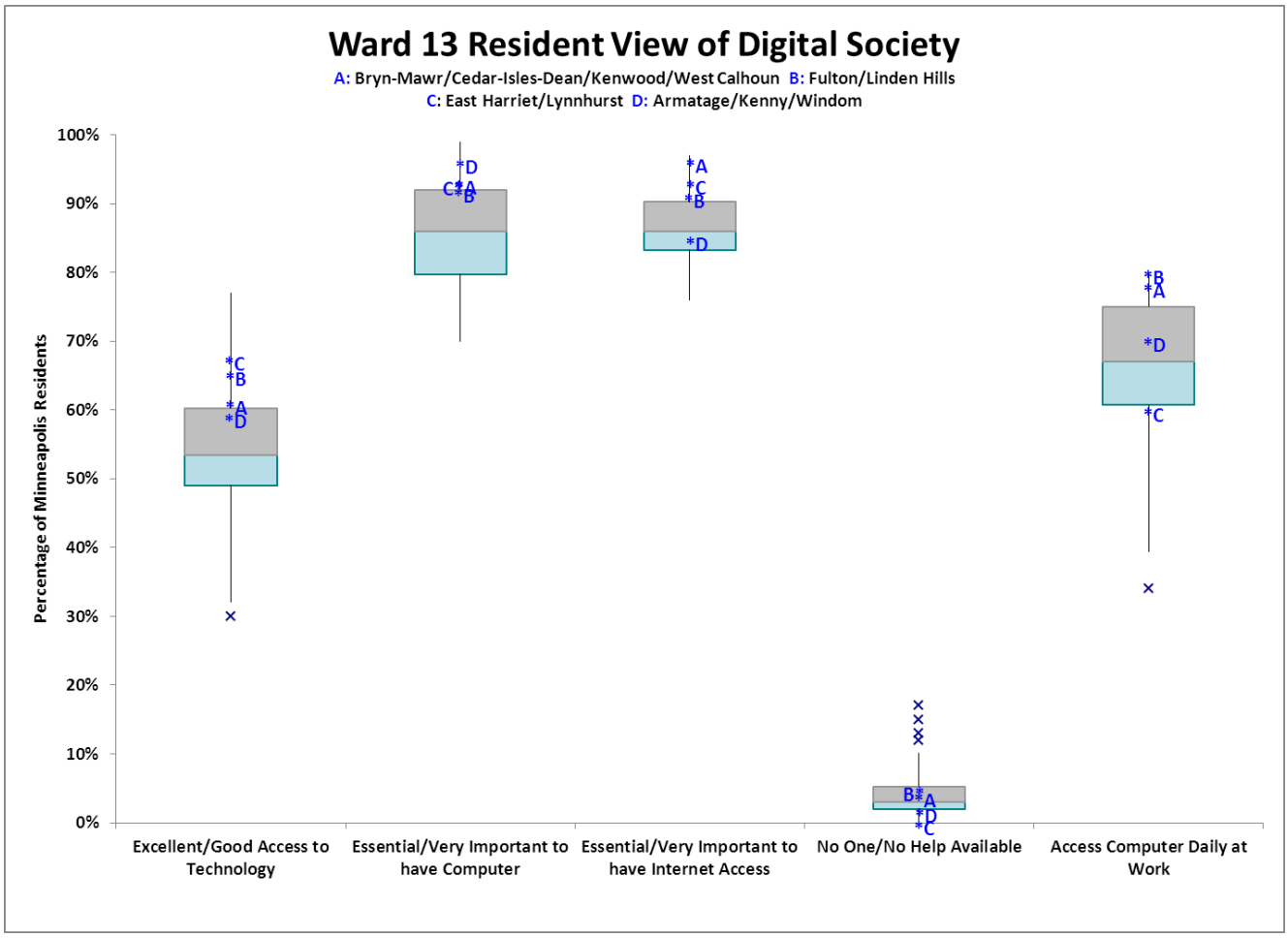

Ward 12 Resident Information Consumption
A: Cooper/Longfellow B: Hiawatha C: Keewaydin/Minnehaha/Morris Park/Wenonah D: Howe E: Standish/Ericsson
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Get news/weather at least weekly
Research/study a topic of interest at least weekly
Attend online class at least monthly
Look up health/medical information at least monthly

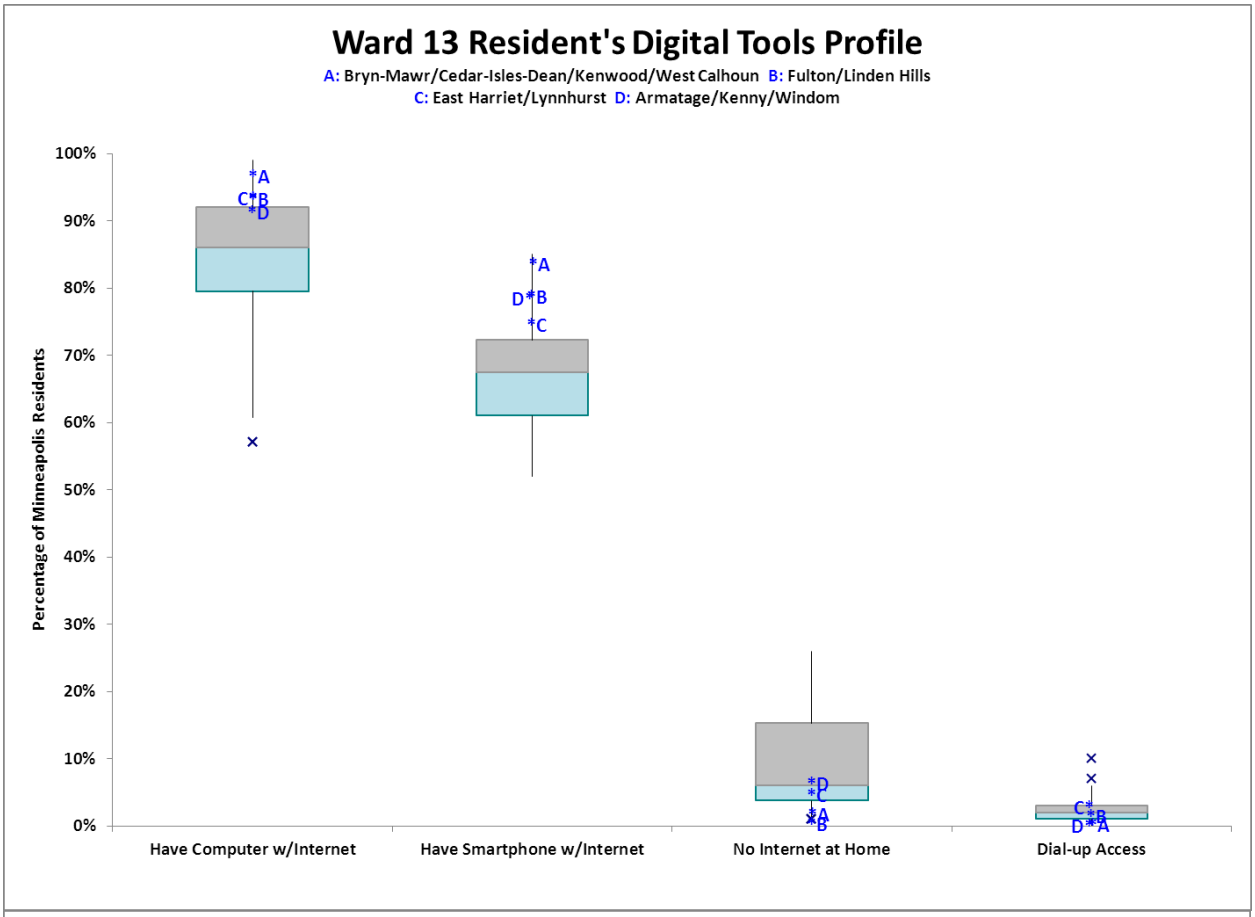

Ward 12 Resident Engagement via the Internet
A: Cooper/Longfellow B: Hiawatha C: Keewaydin/Minnehaha/Morris Park/Wenonah D: Howe E: Standish/Ericsson
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity

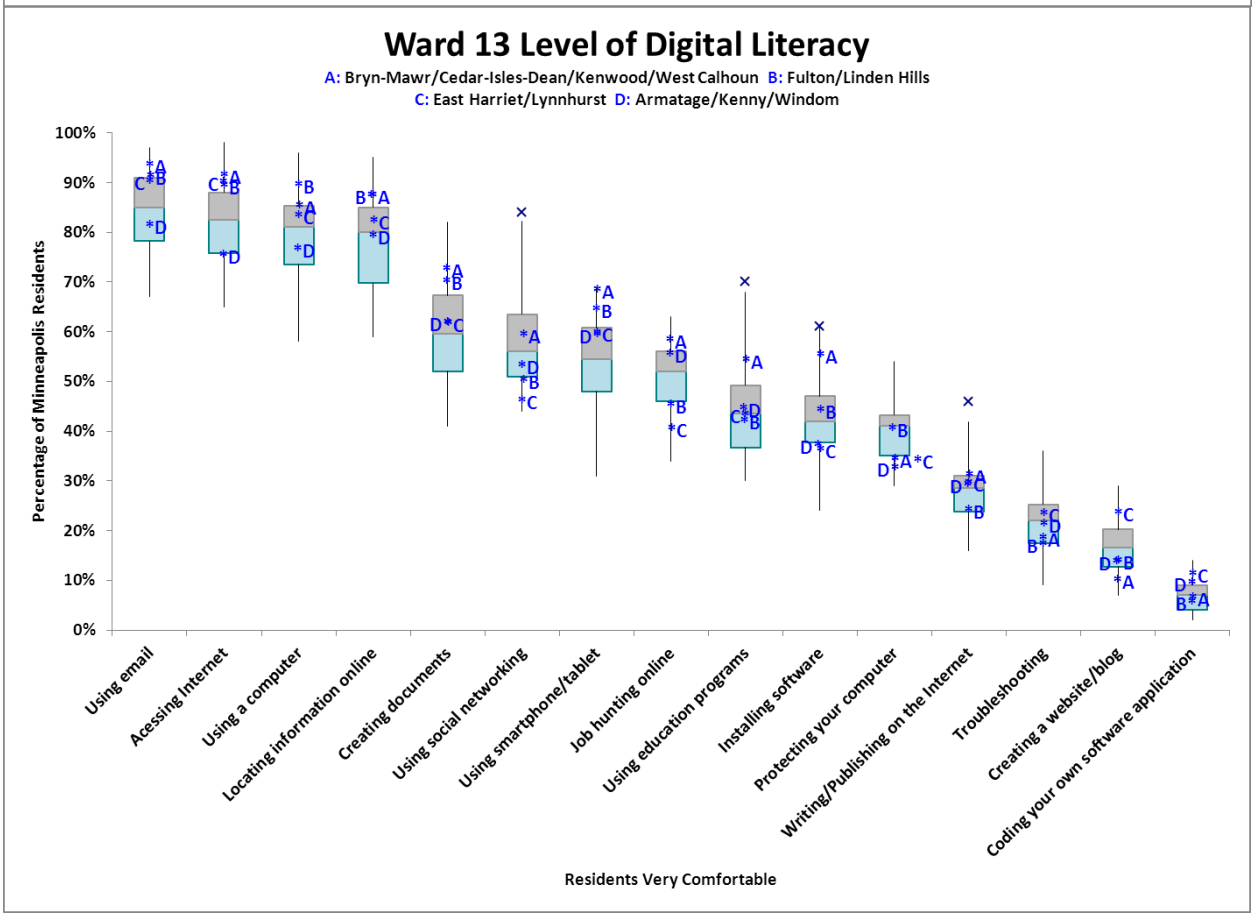
Ward 13

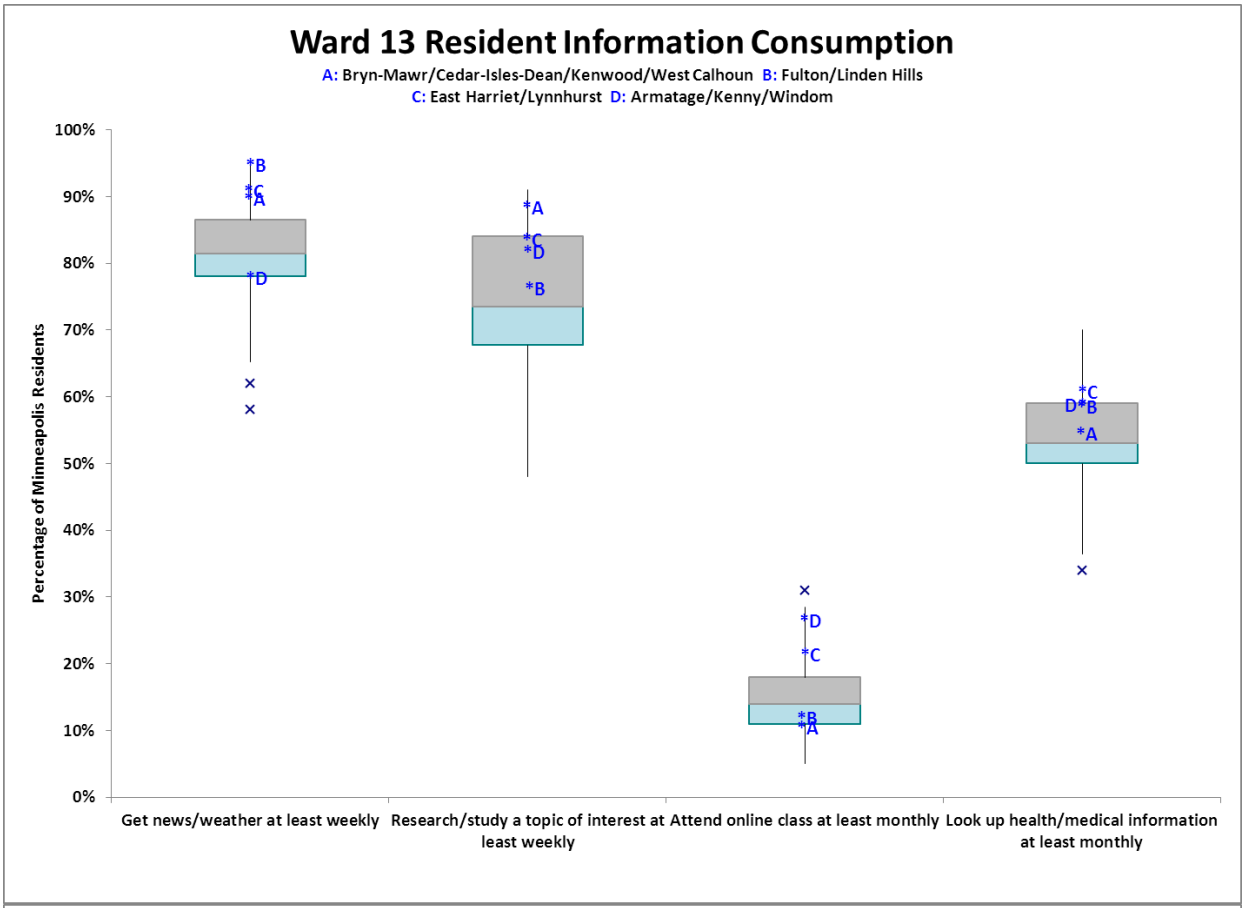
The neighborhood clusters of Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun, Fulton/Linden Hills, East Harriet/Lynnhurst and Armatage/Kenny/Windom were used to represent Ward 13. Some observations from the survey data follow:

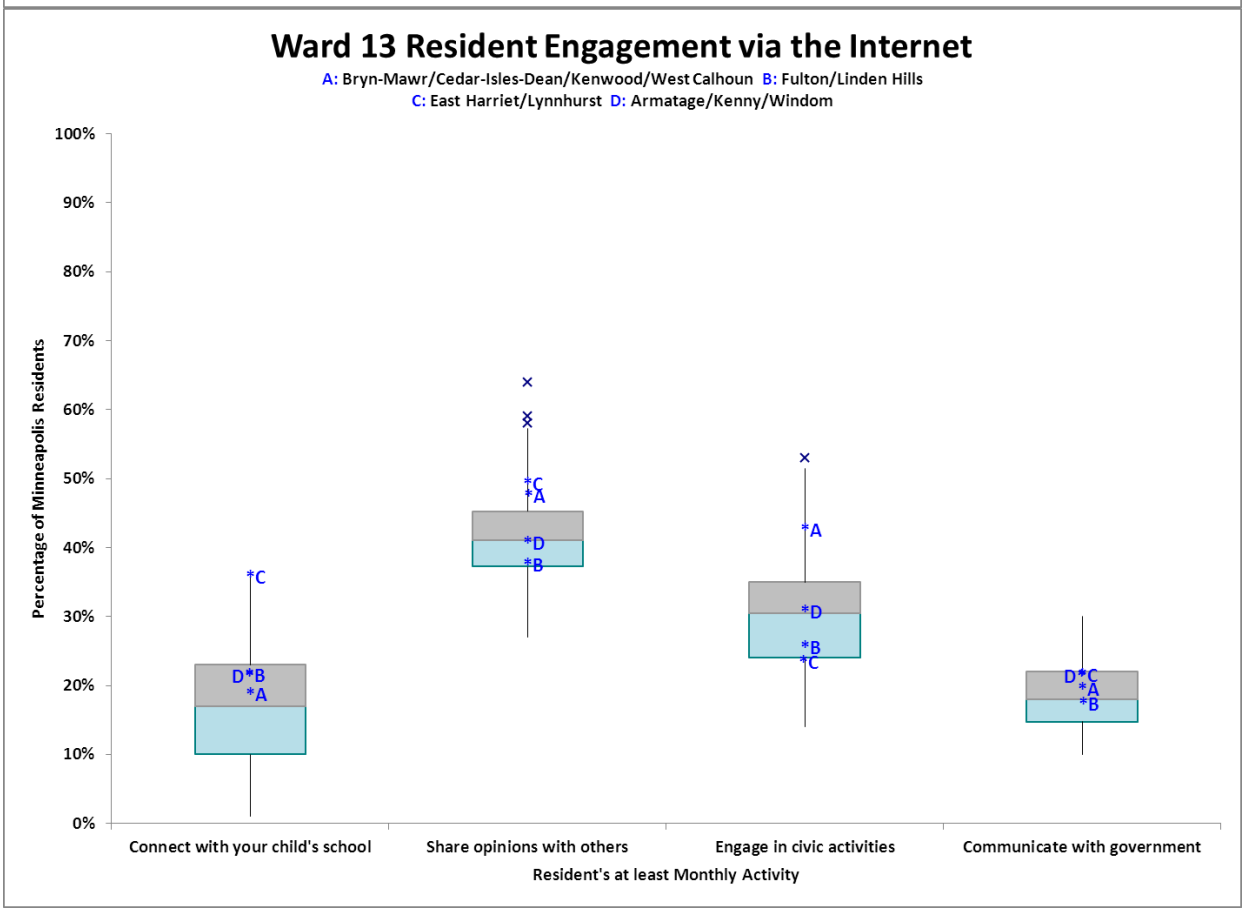
- All of the neighborhood clusters in Ward 13 have the smallest of digital divides in the City overall. Even though these clusters are some of the best in the City, residents would do well to improve their digital literacy skills for job hunting, getting educated online, handling cyber security issues, etc. (see the citywide discussion earlier in this document).




Ward 13 Resident's Digital Tools Profile
A: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun B: Fulton/Linden Hills
C: East Harriet/Lynnhurst D: Armatage/Kenny/Windom
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Have Computer w/Internet
Have Smartphone w/Internet
No Internet at Home
Dial-up Access


Ward 13 Level of Digital Literacy
A: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun B: Fulton/Linden Hills
C: East Harriet/Lynnhurst D: Armatage/Kenny/Windom
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Using email
Acessing Internet
Using a computer
Locating information online
Creating documents
Using social networking
Using smartphone/tablet
Job hunting online
Using education programs
Installing software
Protecting your computer
Writing/Publishing on the Internet
Troubleshooting
Creating a website/blog
Coding your own software application
Residents Very Comfortable


Ward 13 Resident Information Consumption
A: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun B: Fulton/Linden Hills
C: East Harriet/Lynnhurst D: Armatage/Kenny/Windom
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
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


Ward 13 Resident Engagement via the Internet
A: Bryn-Mawr/Cedar-Isles-Dean/Kenwood/West Calhoun B: Fulton/Linden Hills
C: East Harriet/Lynnhurst D: Armatage/Kenny/Windom
Percentage of Minneapolis Residents
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Connect with your child's school
Share opinions with others
Engage in civic activities
Communicate with government
Resident's at least Monthly Activity