



Center for Regional Development



Southern Rural Development Center

Bridging the Digital Divide in Socio-  
Economically Disadvantaged  
Communities in the South

# Individual Digital Capital Survey Results

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# Methodology

- Survey **consisted of 22 questions** that gauged an individual's demographic and socioeconomic characteristics (educational attainment, gender, earnings, employment status, race/ethnicity, and age), internet and device access, internet use and benefits, digital resourcefulness, training interests, and support networks.
- Potential respondents were recruited to participate in the survey via **Qualtrics online panels, multiple online extension-related channels, and paper copies**
- Survey gathered data during late April, May, and early June of 2022 resulting in **968 valid responses**, including 42 paper copy responses (4.3 percent of total). Responses came from **43 states and the District of Columbia**



# Recoded Variables & Dimensions

## Age Groups

Age 18-34 Vs. Older Age 65+

## Earnings

Less than \$35k Vs. \$75k+

## Educational Attainment

High School or less Vs. Bachelor's or higher

## Race/Ethnicity

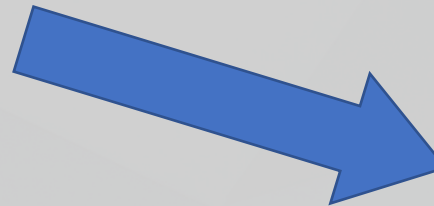
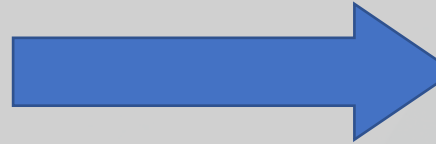
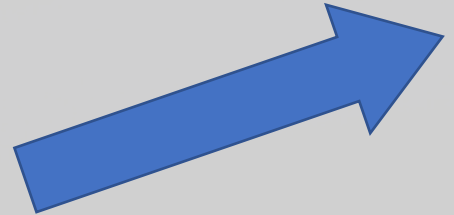
White, non-Hispanic Vs. Minorities

## Metro status

Metro Vs. Nonmetro

## Mobile only status

Mobile only Vs. Non-mobile only



## Internet & device access, reliability, and affordability

Home internet access  
Home internet type  
Reliability  
Median cost

## Resourcefulness, use, and benefits

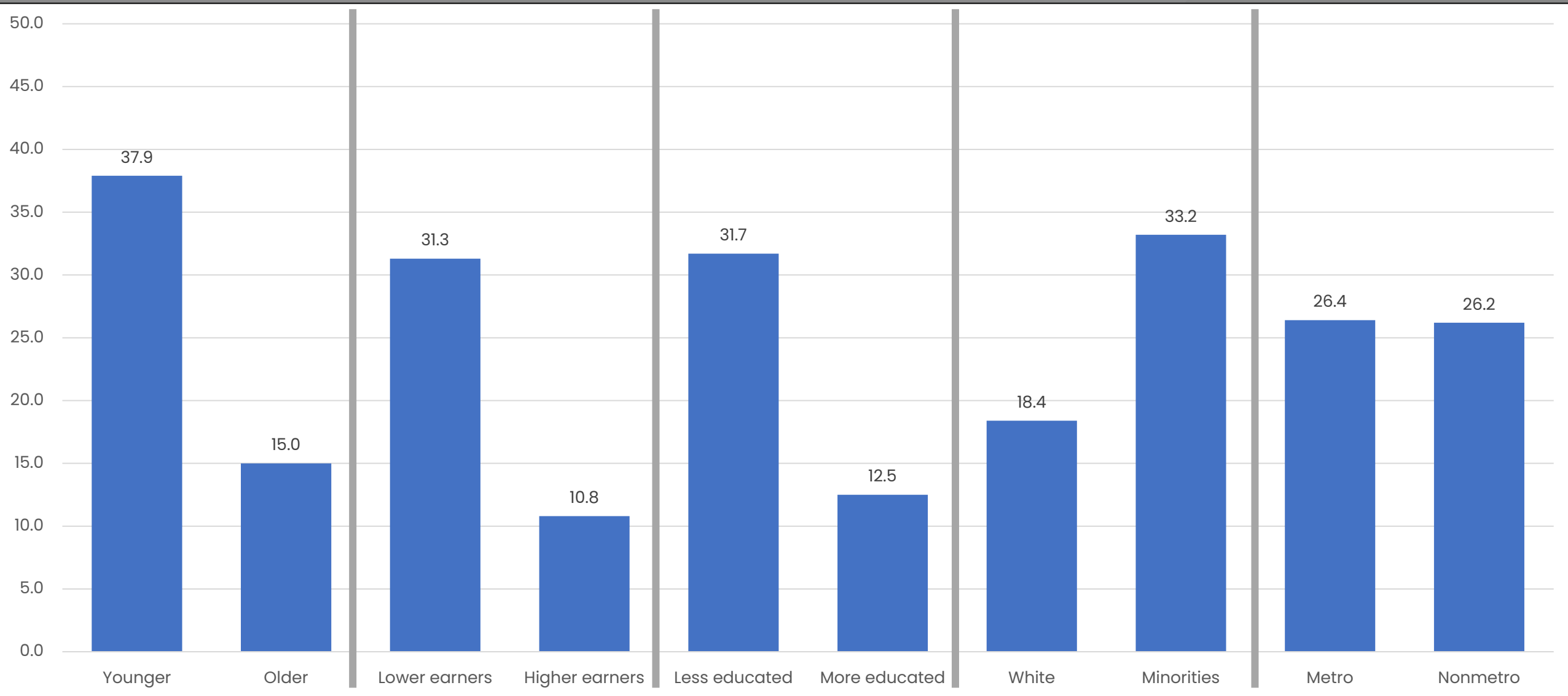
Interactions  
Internet use  
Avg. Earnings  
Avg. Savings  
Beneficial  
Detrimental

## Training interests & access to support networks

Training topics  
Device help  
Internet help

# No paid home internet subscription\* by groups

n range: 957-966; % responses

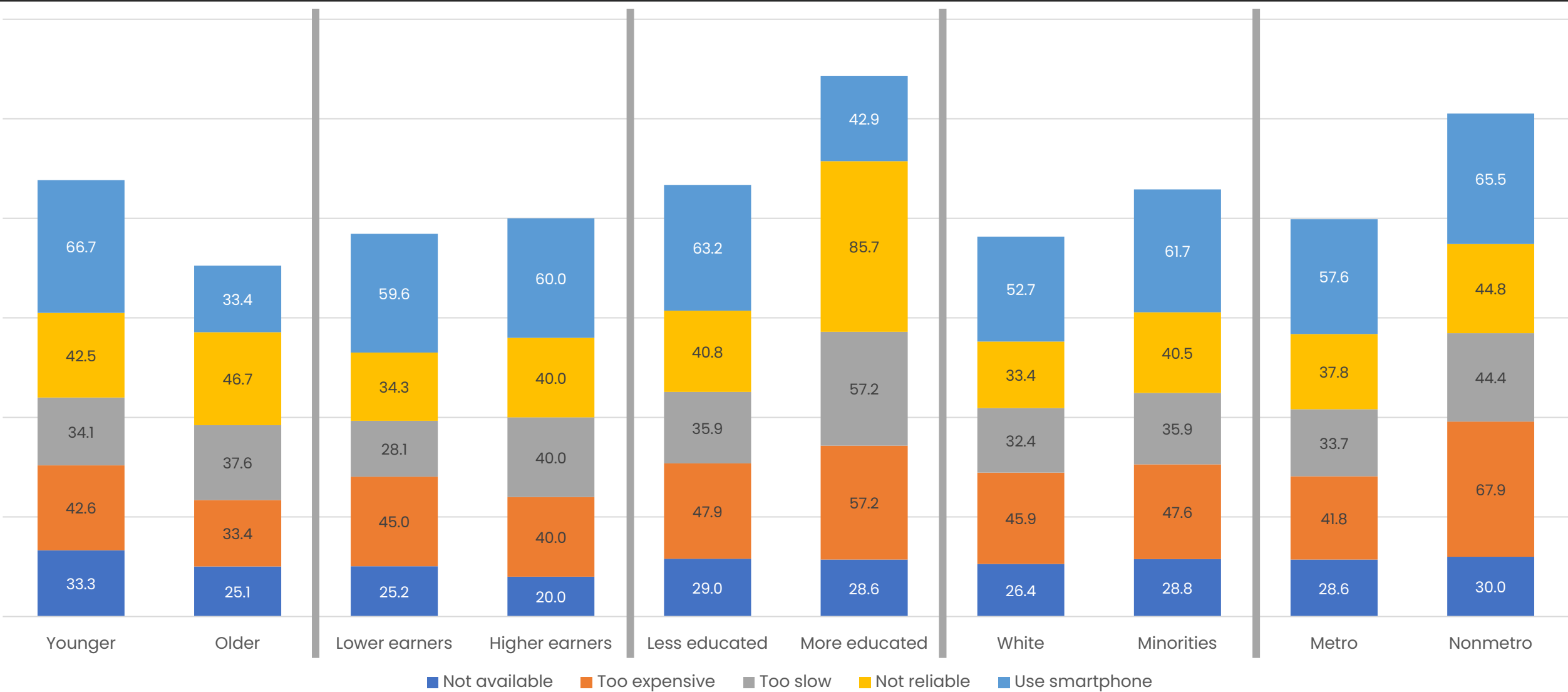


Source: 2022 Individual Digital Capital Survey

\* Includes those that did not have a paid home internet subscription for all 12 months

# No paid home internet subscription\* reasons by group

n range: 5-99; % responses

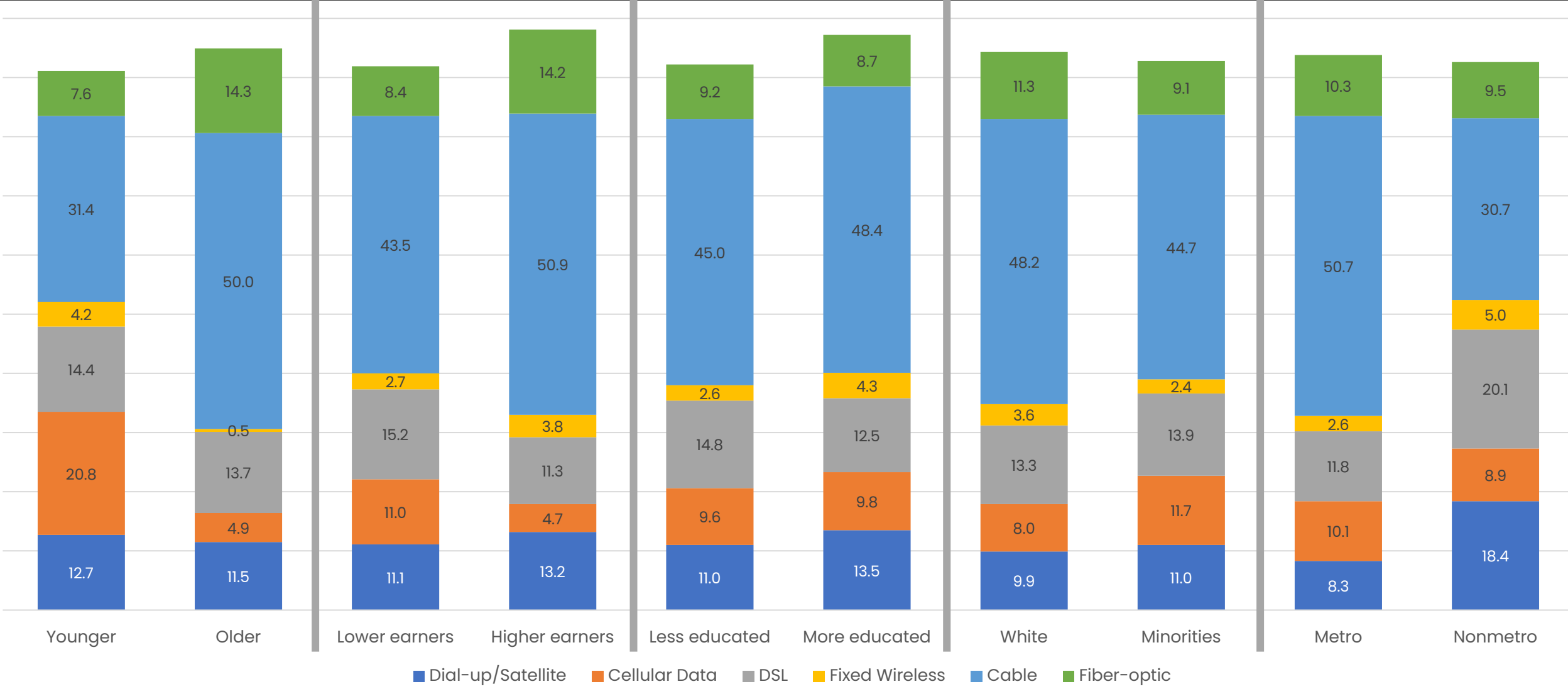


Source: 2022 Individual Digital Capital Survey

\* Includes those that did not have a paid home internet subscription for all 12 months

# Home internet type by group

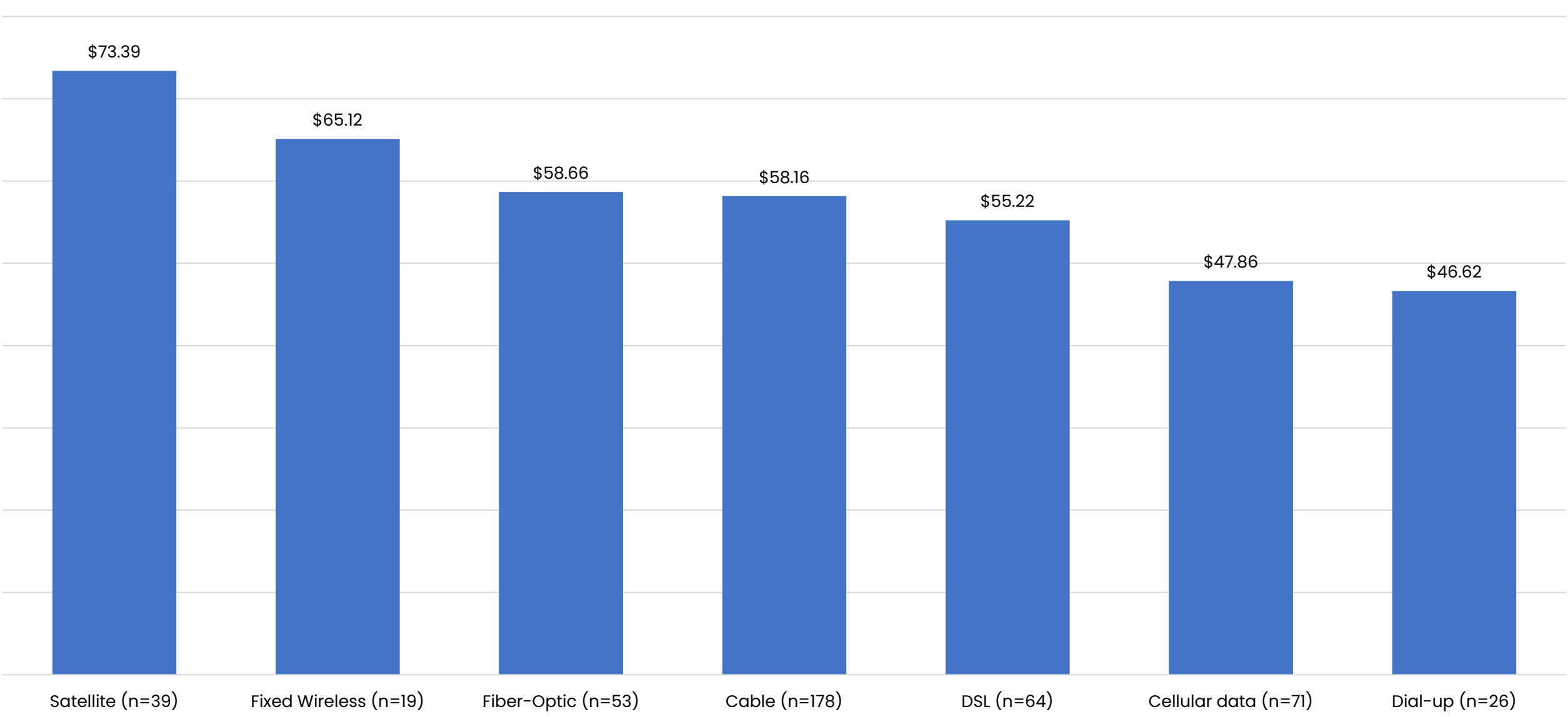
n range: 106-661; % responses



Source: 2022 Individual Digital Capital Survey

# Average median internet only cost per month by group

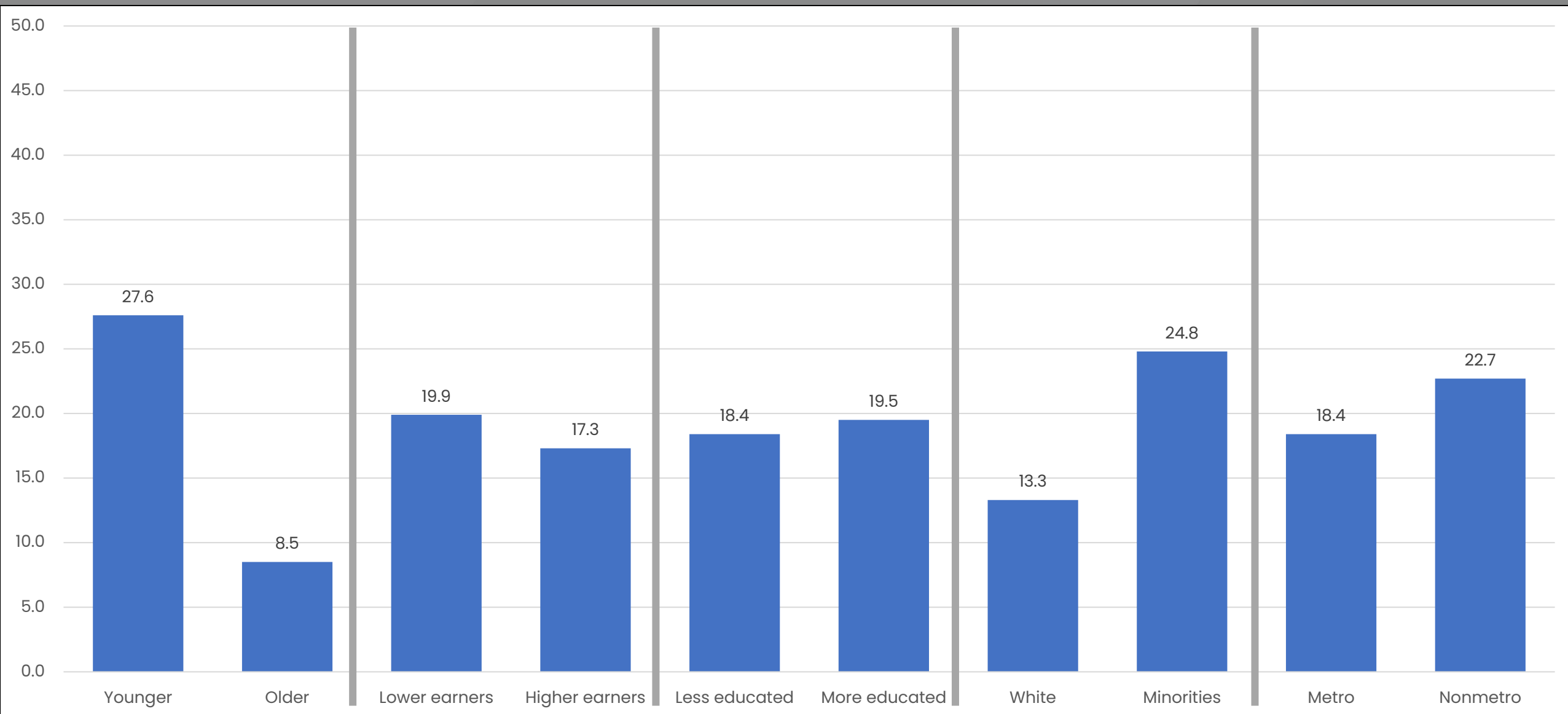
n range: 19-178



Source: 2022 Individual Digital Capital Survey

# No internet access for 8 or more days by groups

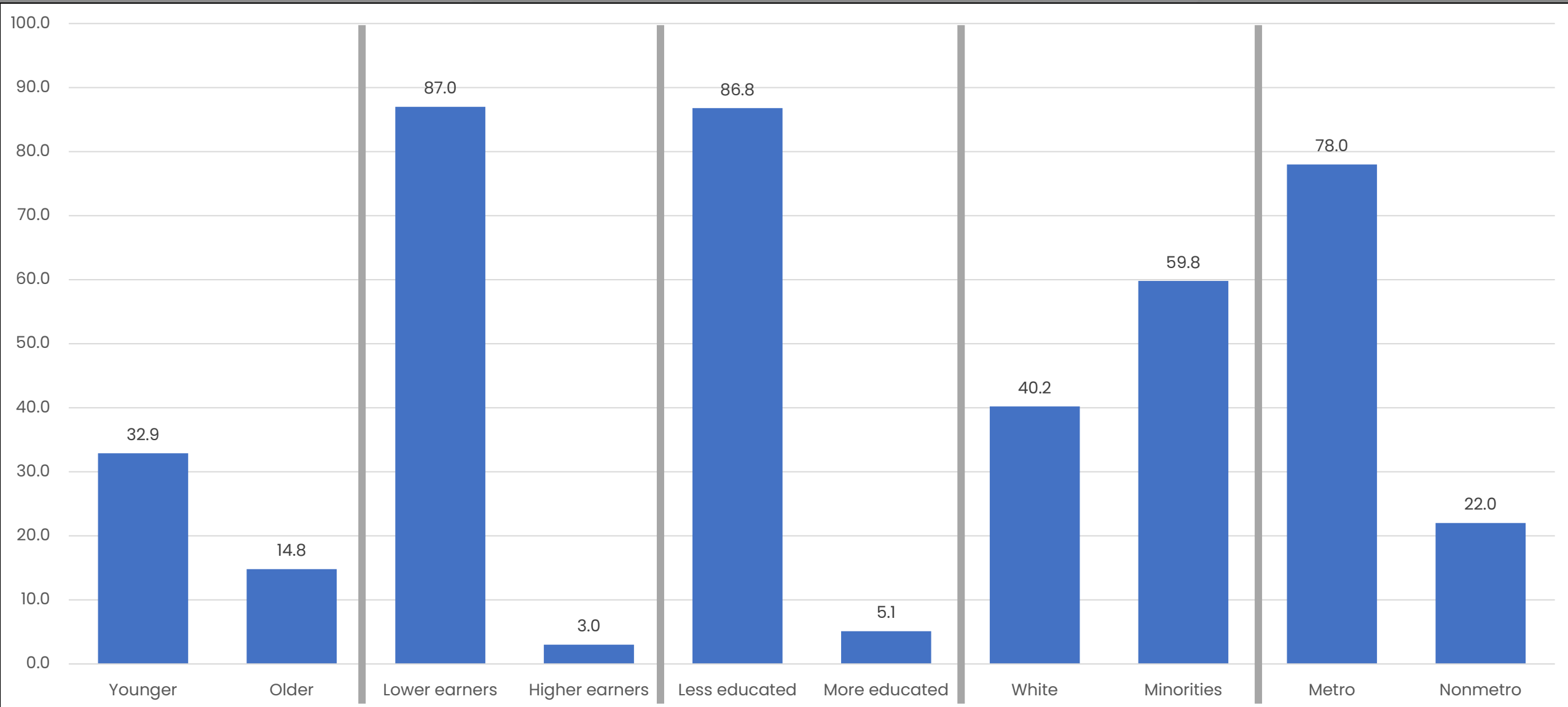
n range: 110–750; % responses





# Mobile only\* respondents by groups

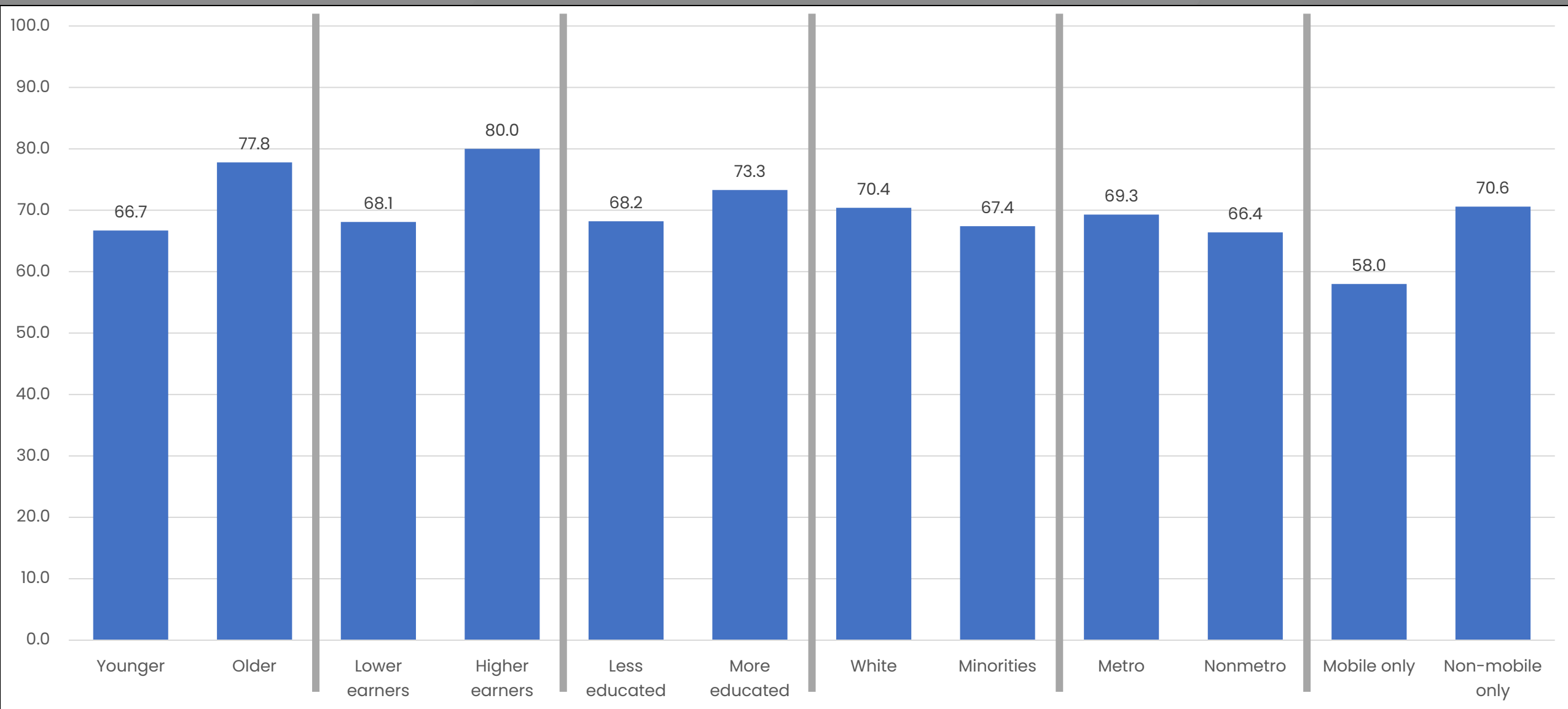
n = 119; % responses



Source: 2022 Individual Digital Capital Survey  
\* Respondents did not own a laptop or desktop

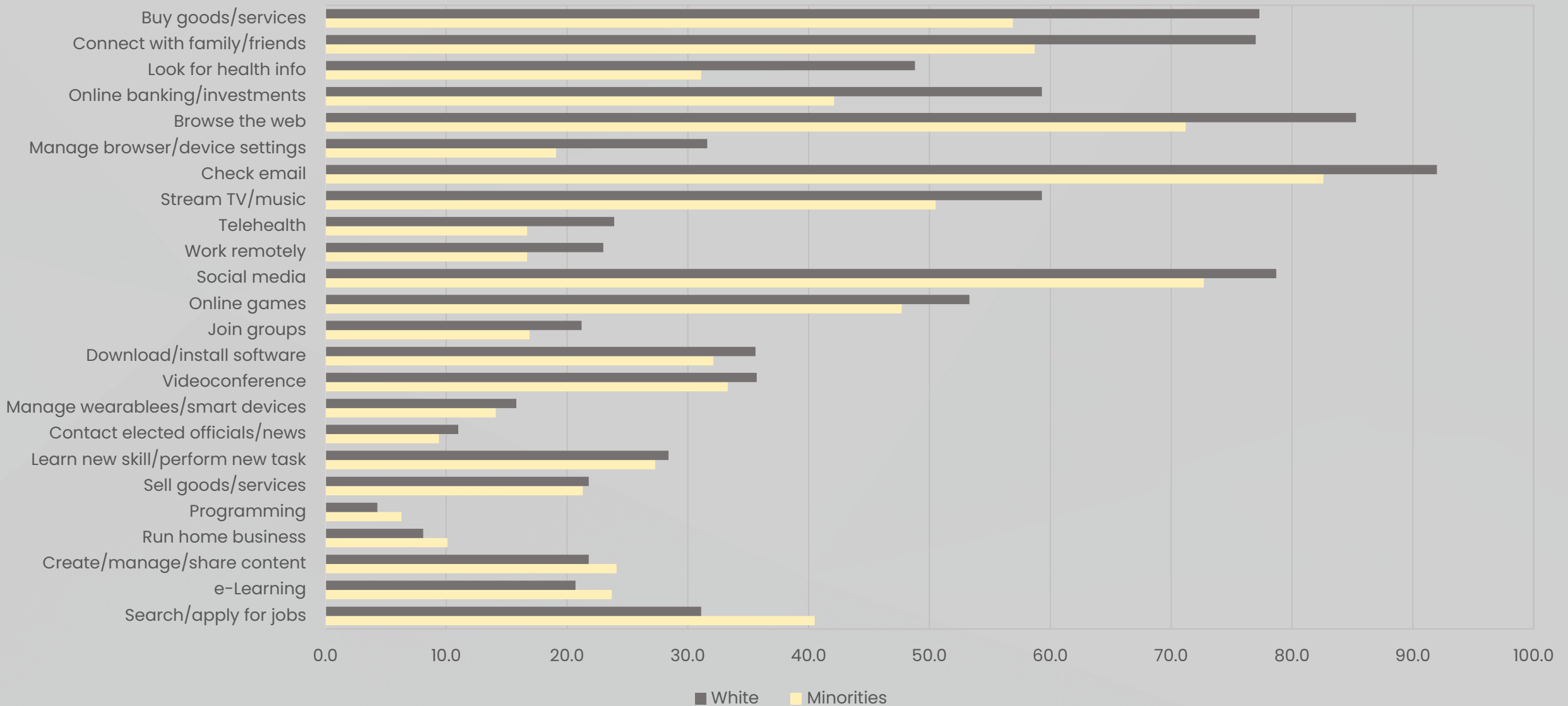
# Ability to find resources online by groups

n = 110-827; % responses agree/strongly agree



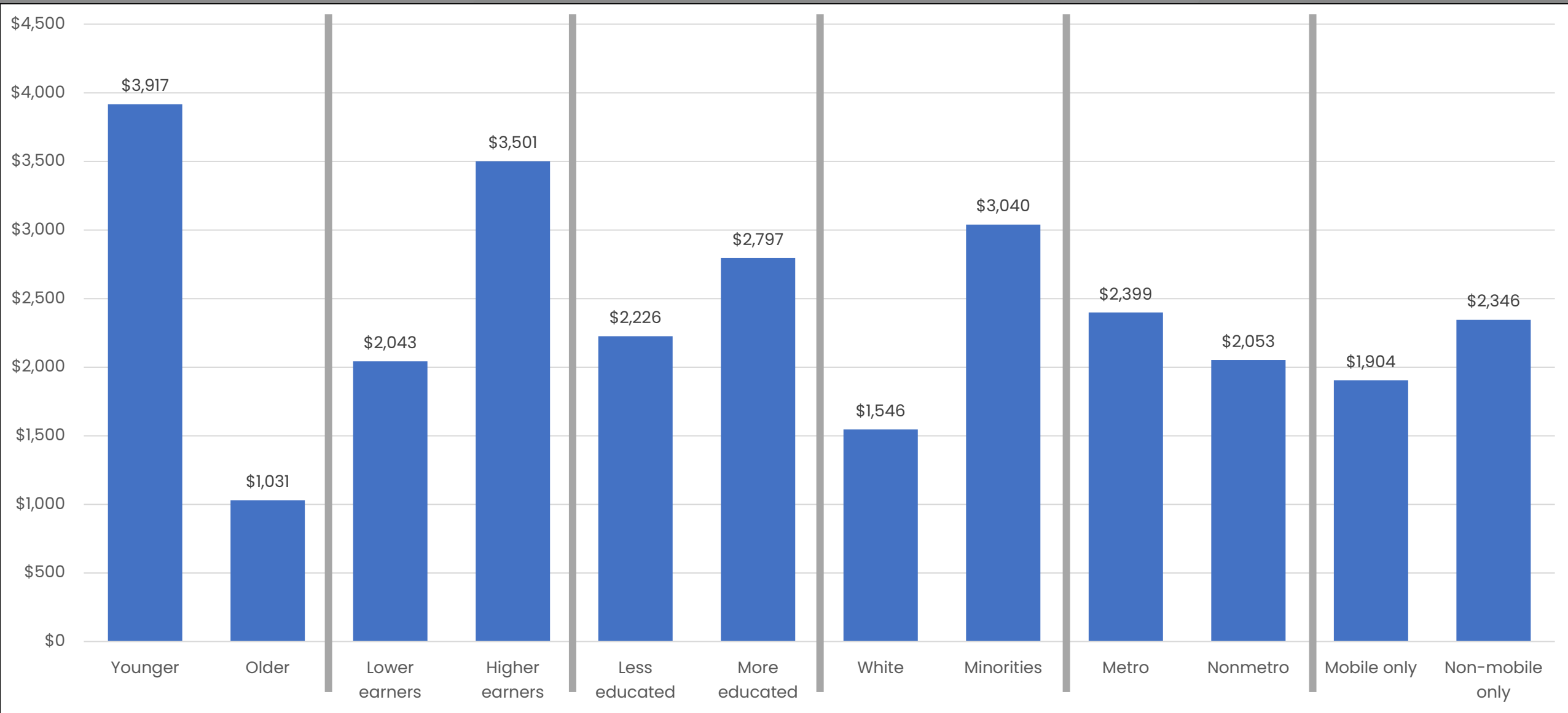
# Monthly internet uses by race

n range: 453-504; % responses



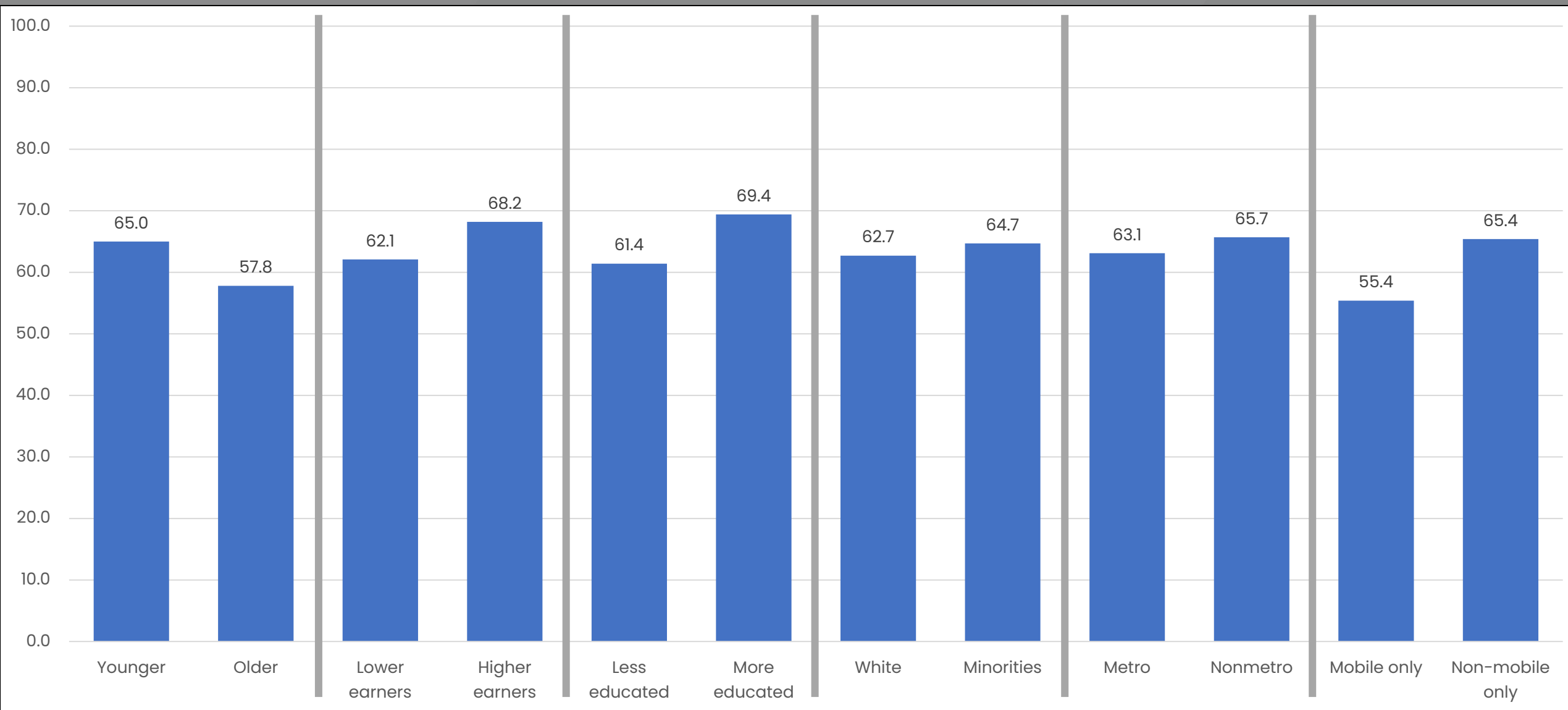
# Average median savings online by group

n range: 53-548



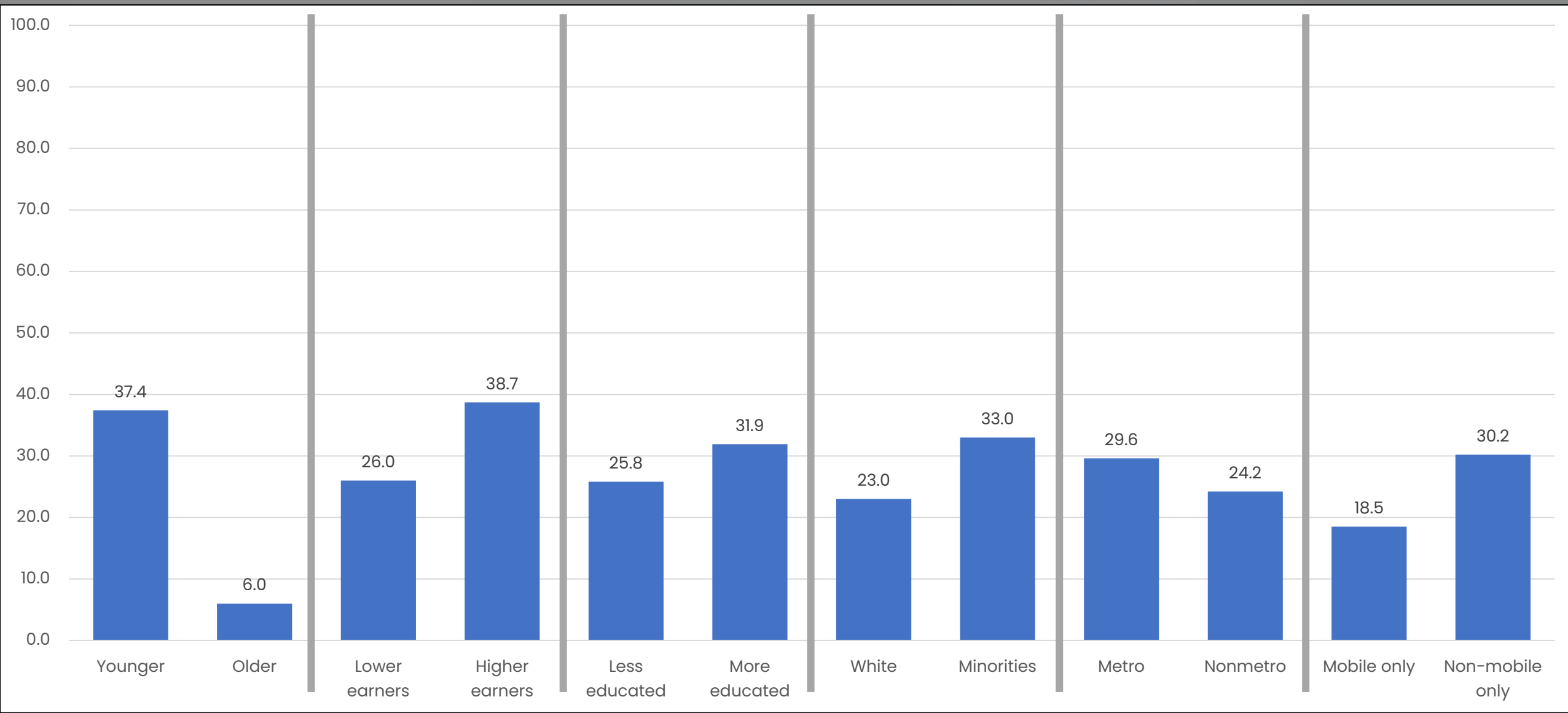
# Quality of life improved due to internet by groups

n = 107-820; % responses agree/strongly agree



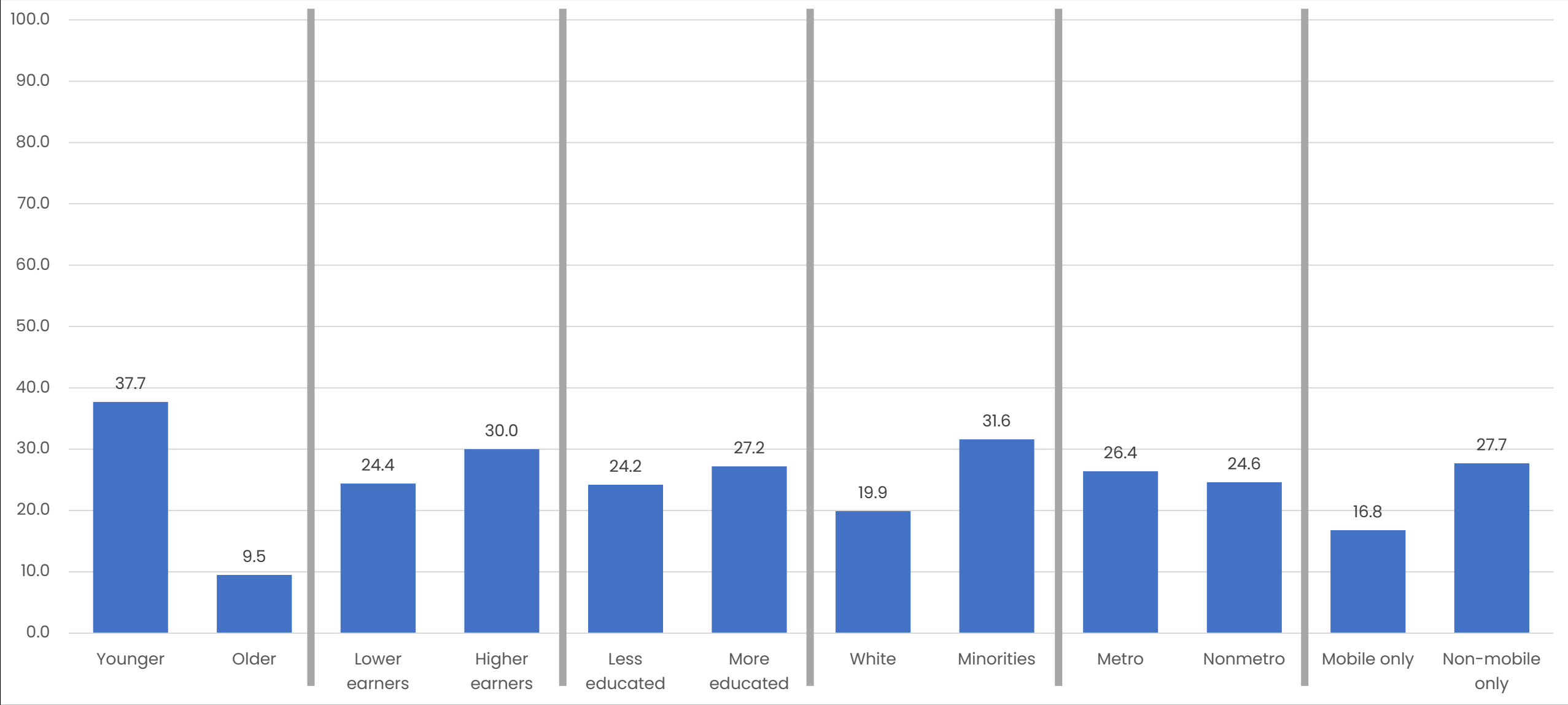
# Interested in work/professional digital training by groups

n = 111-837; % responses



# Interested in education digital training by groups

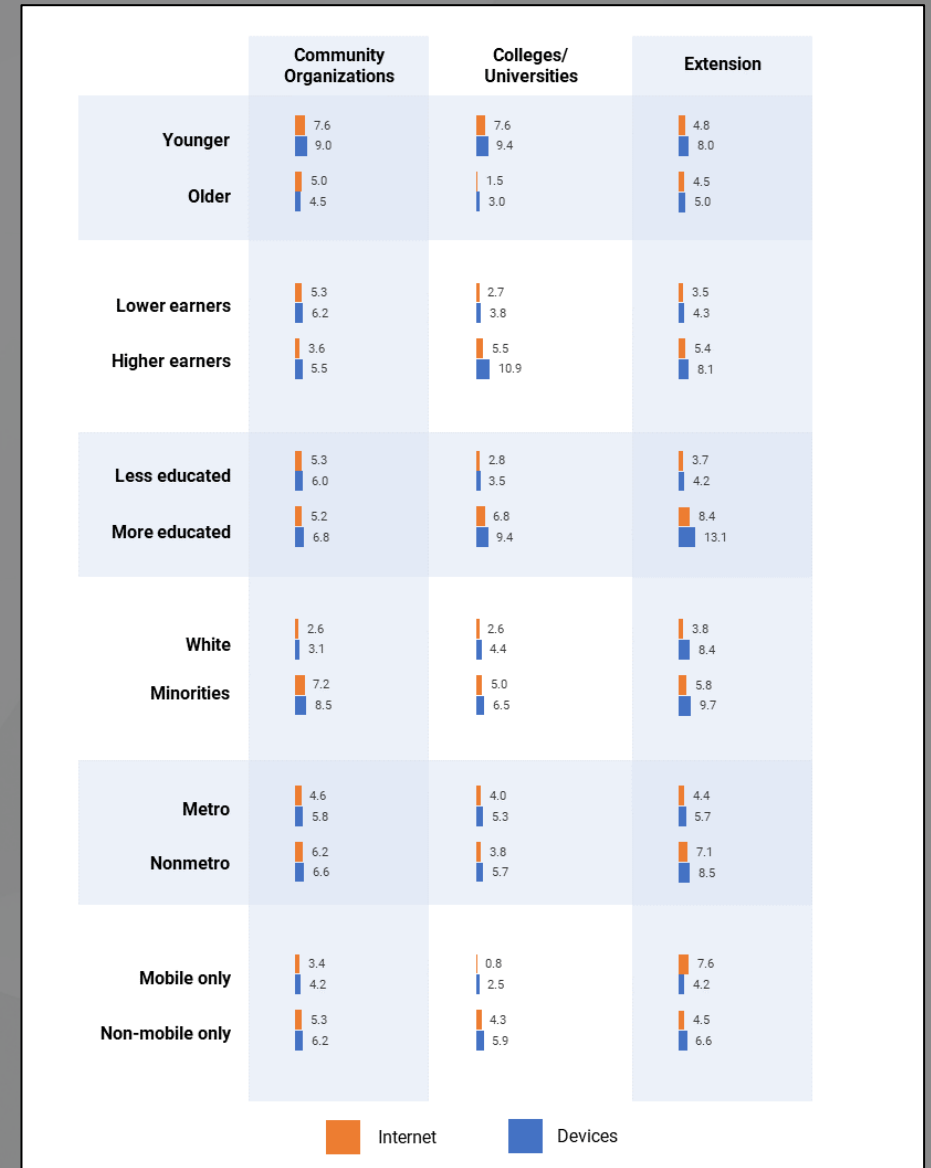
n = 111-837; % responses



Source: 2022 Individual Digital Capital Survey

# Device & internet support network by groups

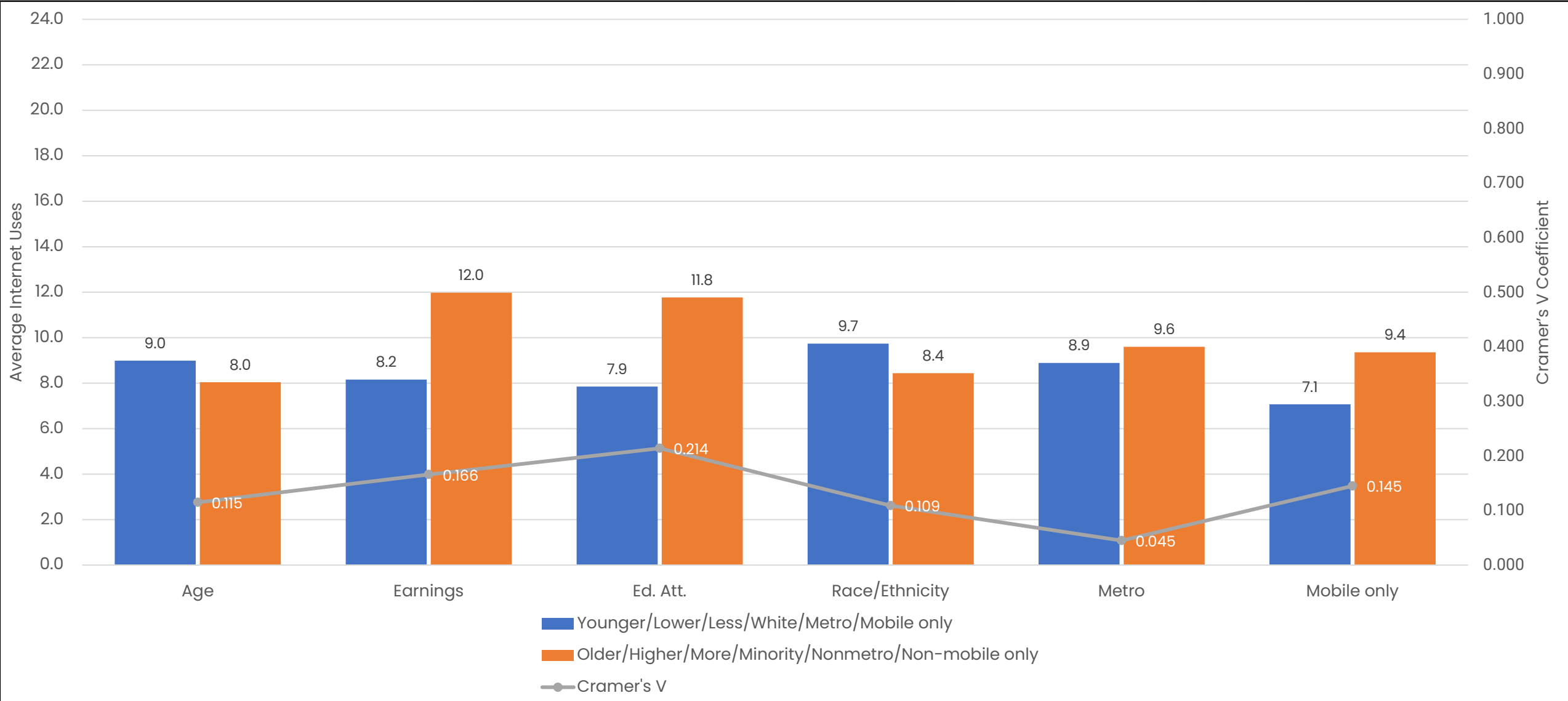
n range: 336-909; % responses





# Average internet use & Cramer's V\* by groups

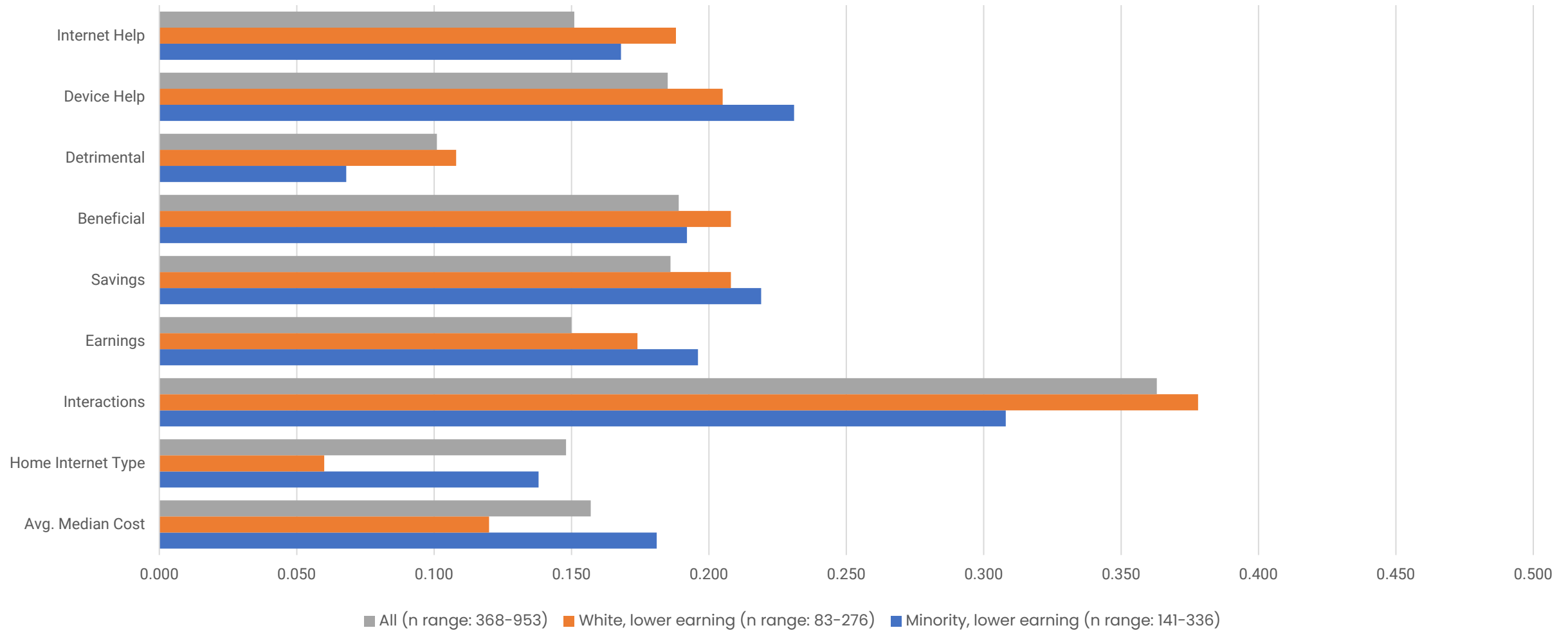
n range: 941-951



Source: 2022 Individual Digital Capital Survey  
 \* Internet uses were grouped to conduct Cramer's V analysis

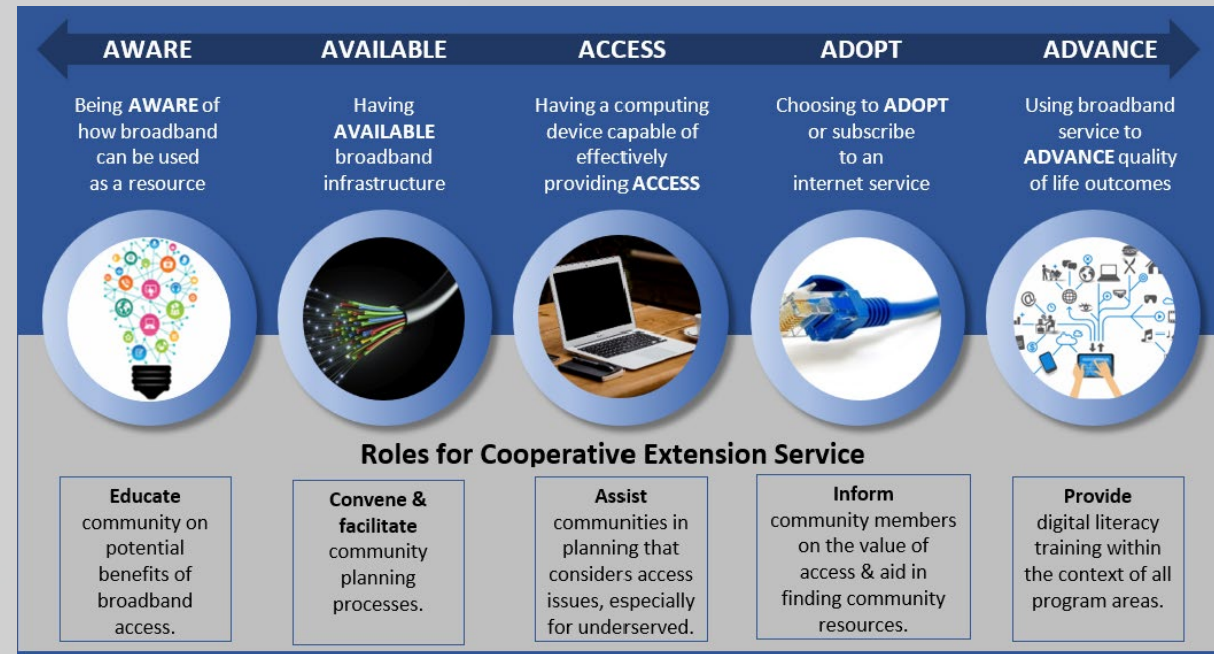
# Average internet use & Cramer's V\* controlled by race/ethnicity and earnings

n range: 941-951



# Implications

- 1) Digital exclusion is a complex issue affecting groups in different ways; cookie-cutter approaches will not work
- 2) Broadband infrastructure is no longer a binary yes/no issue but rather a quality issue
- 3) Increasingly, largest differences take place around class (e.g., earnings, educational attainment)
- 4) Tailor “benefits” message based on audience
- 5) Relying on family and friends is critical to reach specific groups
- 6) Improve awareness of Extension’s capability to help with digital literacy and devices



# Acknowledgements

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