

Table C13(a). Madera County: Census Statistics and Connectedness Estimates, by Household

	Number of Households (%)*	Estimated Households Subscribing to Broadband		Estimated Households Owning Computers	
		Connected	Unconnected	Connected	Unconnected
Total Number of Households	42,032				
Household Income					
Less than \$25,000	10,016 (23.8 %)	4,297	5,719	5,449	4,567
\$25,000 - \$49,999	11,792 (28.1 %)	7,759	4,033	8,974	2,818
\$50,000 - \$74,999	8,298 (19.7 %)	6,696	1,602	7,286	1,012
\$75,000 - \$99,999	4,400 (10.5 %)	3,863	537	4,096	304
\$100,000 or more	7,526 (17.9 %)	6,969	557	7,225	301
Totals	42,032	29,585	12,447	33,029	9,003
<i>Estimated Connectedness Rates by Income</i>		70.4%	29.6%	78.6%	21.4%
Education Level**					
Less than High School Degree	11,059 (26.3 %)	3,661	7,398	4,921	6,138
High School Degree	9,236 (22.0 %)	5,255	3,981	6,179	3,057
Some College	14,554 (34.6 %)	10,814	3,740	12,167	2,387
College Degree or more	7,183 (17.1 %)	6,264	919	6,630	553
Totals	42,032	25,993	16,039	29,897	12,135
<i>Estimated Connectedness Rates by Education</i>		61.8%	38.2%	71.1%	28.9%
Race/Ethnicity***					
Asian	892 (2.1 %)	722	170	771	121
White	22,543 (53.6 %)	16,186	6,357	18,034	4,509
Hispanic	16,439 (39.1 %)	9,354	7,085	10,948	5,491
Black	1,074 (2.6 %)	596	478	697	377
American Indian and Alaska Native	787 (1.9 %)	412	375	516	271
Totals	41,735	27,269	14,466	30,967	10,768
<i>Estimated Connectedness Rates by Race/Ethnicity</i>		65.3%	34.7%	74.2%	25.8%
Age					
15 to 44 years	16,192 (38.5 %)	12,419	3,773	13,666	2,526
45 to 64 years	16,671 (39.7 %)	12,003	4,668	13,403	3,268
65 years and over	9,169 (21.8 %)	4,172	4,997	5,080	4,089
Totals	42,032	28,594	13,438	32,149	9,883
<i>Estimated Connectedness Rates by Age</i>		68.0%	32.0%	76.5%	23.5%
Household Type					
Households with school-age children	9,147 (21.8 %)	7,144	2,003	7,894	1,253
Households without school-age children	32,885 (78.2 %)	21,342	11,543	24,170	8,714
Totals	42,032	28,486	13,546	32,064	9,968
<i>Estimated Connectedness Rates by Household Type</i>		67.8%	32.2%	76.3%	23.7%

Sources: Demographic data are from the 2007-2011 American Community Survey conducted by the U.S. Census Bureau (5-year cumulative estimates). Household broadband-subscription and computer-ownership estimates are calculated using the rates from Table B2 (Computer Use, Internet and Broadband Adoption at the Household Level, by Demographic Characteristics and Geographic Locations, 2010) of *Exploring the Digital Nation: Computer and Internet Use at Home*, a November 2011 report by the National Telecommunications and Information Administration. *Exploring the Digital Nation* is based on data from the U.S. Census Bureau's Current Population Survey (School Enrollment and Internet Use Supplement) conducted in October 2010, with a sample size of 129,494 individuals in 54,269 households. (Households were included in the sample only if the householder (head of household) was at least 16 years of age.)

* Due to rounding, percentages may not add up to 100.

** Education level, race/ethnicity, and age are for the householder (head of household).

*** Numbers for race/ethnicity do not add up to the total number of households because some racial categories were excluded due to insufficient data.

Table C13(b). Madera County: Census Statistics and Connectedness Estimates, by Individual*

	Number of Individuals (%)**	Estimated Individuals Subscribing to Broadband		Estimated Individuals Owning Computers	
		Connected	Unconnected	Connected	Unconnected
Total Number of Individuals	142,453				
Gender					
Male	68,333 (48.0 %)	43,118	25,215	56,033	12,300
Female	74,120 (52.0 %)	46,621	27,499	59,889	14,231
Totals	142,453	89,740	52,713	115,922	26,531
<i>Estimated Connectedness Rates by Gender***</i>		63.0%	37.0%	81.4%	18.6%
Citizenship Status					
Citizens (including foreign-born)	125,276 (83.7 %)	80,427	44,849	102,977	22,299
Non-citizens	24,335 (16.3 %)	11,462	12,873	17,302	7,033
Totals	149,611	91,889	57,722	120,279	29,332
<i>Estimated Connectedness Rates by Citizenship</i>		61.4%	38.6%	80.4%	19.6%

Sources: Demographic data are from the 2007-2011 American Community Survey conducted by the U.S. Census Bureau (5-year cumulative estimates). Individual broadband-subscription and computer-ownership estimates are calculated using the rates from Table B3 (Computer Use, Internet and Broadband Adoption at the Individual Person Level, by Demographic Characteristics and Geographic Location, 2010) of *Exploring the Digital Nation: Computer and Internet Use at Home* (NTIA 2011).

* Census figures and connectedness estimates are given at the individual level for gender and citizenship status because the American Communities Survey does not publish statistics at the household level for

** Due to rounding, percentages may not add up to 100.

*** It should be noted that the differences between the connectedness rates calculated by the NTIA for males and females were not statistically significant at the individual level.

**** Numbers for citizenship status add up to more than the total number of individuals because the NTIA sample included only individuals at least 3 years of age, but the ACS data on citizenship status is not broken down into the corresponding age categories.