

**Table D13(a). San Francisco 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                             | 338,366                   |   |             |                                       |             |
| <b>Household Income</b>                                |                           |   |             |                                       |             |
| Less than \$25,000                                     | 69,971<br>(20.7 %)        | 30,018  | 39,953      | 38,064                                | 31,907      |
| \$25,000 - \$49,999                                    | 55,527<br>(16.4 %)        | 36,537  | 18,990      | 42,256                                | 13,271      |
| \$50,000 - \$74,999                                    | 47,260<br>(14.0 %)        | 38,139  | 9,121       | 41,494                                | 5,766       |
| \$75,000 - \$99,999                                    | 37,965<br>(11.2 %)        | 33,333  | 4,632       | 35,345                                | 2,620       |
| \$100,000 or more                                      | 127,643<br>(37.7 %)       | 118,197                                       | 9,446       | 122,537                               | 5,106       |
| Totals   | 338,366                   | 256,224                                       | 82,142      | 279,697                               | 58,669      |
| <i>Estimated Connectedness Rates by Income</i>         |                           | 75.7%   | 24.3%       | 82.7%                                 | 17.3%       |
| <b>Education Level**</b>                               |                           |   |             |                                       |             |
| Less than High School Degree                           | 36,583<br>(10.8 %)        | 12,109  | 24,474      | 16,279                                | 20,304      |
| High School Degree                                     | 39,882<br>(11.8 %)        | 22,693  | 17,189      | 26,681                                | 13,201      |
| Some College   | 71,476<br>(21.1 %)        | 53,107  | 18,369      | 59,754                                | 11,722      |
| College Degree or more                                 | 190,425<br>(56.3 %)       | 166,051                                       | 24,374      | 175,762                               | 14,663      |
| Totals   | 338,366                   | 253,959                                       | 84,407      | 278,477                               | 59,889      |
| <i>Estimated Connectedness Rates by Education</i>      |                           | 75.1%   | 24.9%       | 82.3%                                 | 17.7%       |
| <b>Race/Ethnicity***</b>                               |                           |   |             |                                       |             |
| Asian  | 93,336<br>(27.6 %)        | 75,509  | 17,827      | 80,642                                | 12,694      |
| White  | 176,239<br>(52.1 %)       | 126,540                                       | 49,699      | 140,991                               | 35,248      |
| Hispanic   | 37,113<br>(11.0 %)        | 21,117  | 15,996      | 24,717                                | 12,396      |
| Black  | 21,801<br>(6.4 %)         | 12,100  | 9,701       | 14,149                                | 7,652       |
| American Indian and Alaska Native                      | 1,478<br>(0.4 %)          | 773   | 705         | 970                                   | 508         |
| Totals   | 329,967                   | 236,038                                       | 93,929      | 261,469                               | 68,498      |
| <i>Estimated Connectedness Rates by Race/Ethnicity</i> |                           | 71.5%   | 28.5%       | 79.2%                                 | 20.8%       |
| <b>Age</b>   |                           |   |             |                                       |             |
| 15 to 44 years   | 159,207<br>(47.1 %)       | 122,112                                       | 37,095      | 134,371                               | 24,836      |
| 45 to 64 years   | 113,124<br>(33.4 %)       | 81,449  | 31,675      | 90,952                                | 22,172      |
| 65 years and over                                      | 66,035<br>(19.5 %)        | 30,046  | 35,989      | 36,583                                | 29,452      |
| Totals   | 338,366                   | 233,607                                       | 104,759     | 261,906                               | 76,460      |
| <i>Estimated Connectedness Rates by Age</i>            |                           | 69.0%   | 31.0%       | 77.4%                                 | 22.6%       |
| <b>Household Type</b>                                  |                           |   |             |                                       |             |
| Households with school-age children                    | 28,974<br>(8.6 %)         | 22,628  | 6,345       | 25,004                                | 3,969       |
| Households without school-age children                 | 309,392<br>(91.4 %)       | 200,796                                       | 108,597     | 227,403                               | 81,989      |
| Totals   | 338,366                   | 223,424                                       | 114,942     | 252,408                               | 85,958      |
| <i>Estimated Connectedness Rates by Household Type</i> |                           | 66.0%   | 34.0%       | 74.6%                                 | 25.4%       |

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 D13(b). San Francisco 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                         | 775,797                     |  |             |  |             |
| <b>Gender</b>                                       |                             |  |             |  |             |
| Male  | 393,164<br>(50.7 %)         | 248,086  | 145,078     | 322,394                                | 70,770      |
| Female  | 382,633<br>(49.3 %)         | 240,676  | 141,957     | 309,167                                | 73,466      |
| Totals  | 775,797                     | 488,763  | 287,034     | 631,562                                | 144,235     |
| <i>Estimated Connectedness Rates by Gender***</i>   |                             | 63.0%  | 37.0%       | 81.4%                                  | 18.6%       |
| <b>Citizenship Status</b>                           |                             |  |             |  |             |
| Citizens (including foreign-born)                   | 690,120<br>(86.5 %)         | 443,057  | 247,063     | 567,279                                | 122,841     |
| Non-citizens  | 107,863<br>(13.5 %)         | 50,803   | 57,060      | 76,691                                 | 31,172      |
| Totals  | 797,983                     | 493,861  | 304,122     | 643,969                                | 154,014     |
| <i>Estimated Connectedness Rates by Citizenship</i> |                             | 61.9%  | 38.1%       | 80.7%                                  | 19.3%       |

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 these categories.

\*\* 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.