

Table D18(a). Santa Cruz 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	93,834				
Household Income					
Less than \$25,000	17,673 (18.8 %)	7,582	10,091	9,614	8,059
\$25,000 - \$49,999	18,409 (19.6 %)	12,113	6,296	14,009	4,400
\$50,000 - \$74,999	15,846 (16.9 %)	12,788	3,058	13,913	1,933
\$75,000 - \$99,999	12,568 (13.4 %)	11,035	1,533	11,701	867
\$100,000 or more	29,338 (31.3 %)	27,167	2,171	28,164	1,174
Totals	93,834	70,684	23,150	77,401	16,433
<i>Estimated Connectedness Rates by Income</i>		75.3%	24.7%	82.5%	17.5%
Education Level^{**}					
Less than High School Degree	11,992 (12.8 %)	3,969	8,023	5,336	6,656
High School Degree	13,204 (14.1 %)	7,513	5,691	8,833	4,371
Some College	30,703 (32.7 %)	22,812	7,891	25,668	5,035
College Degree or more	37,935 (40.4 %)	33,079	4,856	35,014	2,921
Totals	93,834	67,374	26,460	74,852	18,982
<i>Estimated Connectedness Rates by Education</i>		71.8%	28.2%	79.8%	20.2%
Race/Ethnicity^{***}					
Asian	3,583 (3.8 %)	2,899	684	3,096	487
White	67,824 (72.3 %)	48,698	19,126	54,259	13,565
Hispanic	19,545 (20.8 %)	11,121	8,424	13,017	6,528
Black	786 (0.8 %)	436	350	510	276
American Indian and Alaska Native	588 (0.6 %)	308	280	386	202
Totals	92,326	63,461	28,865	71,268	21,058
<i>Estimated Connectedness Rates by Race/Ethnicity</i>		68.7%	31.3%	77.2%	22.8%
Age					
15 to 44 years	33,999 (36.2 %)	26,077	7,922	28,695	5,304
45 to 64 years	41,554 (44.3 %)	29,919	11,635	33,409	8,145
65 years and over	18,281 (19.5 %)	8,318	9,963	10,128	8,153
Totals	93,834	64,314	29,520	72,232	21,602
<i>Estimated Connectedness Rates by Age</i>		68.5%	31.5%	77.0%	23.0%
Household Type					
Households with school-age children	15,942 (17.0 %)	12,450	3,491	13,758	2,184
Households without school-age children	77,892 (83.0 %)	50,552	27,340	57,251	20,641
Totals	93,834	63,003	30,831	71,009	22,825
<i>Estimated Connectedness Rates by Household Type</i>		67.1%	32.9%	75.7%	24.3%

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 D18(b). Santa Cruz 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	250,732				
Gender					
Male	124,851 (49.8 %)	78,781	46,070	102,378	22,473
Female	125,881 (50.2 %)	79,179	46,702	101,712	24,169
Totals	250,732	157,960	92,772	204,090	46,642
<i>Estimated Connectedness Rates by Gender***</i>		63.0%	37.0%	81.4%	18.6%
Citizenship Status					
Citizens (including foreign-born)	226,738 (87.4 %)	145,566	81,172	186,379	40,359
Non-citizens	32,664 (12.6 %)	15,385	17,279	23,224	9,440
Totals	259,402	160,951	98,451	209,603	49,799
<i>Estimated Connectedness Rates by Citizenship</i>		62.0%	38.0%	80.8%	19.2%

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.