



Addressing Your Community's Unique Needs

Jackson County, Oklahoma Connected Survey Results





Household Survey Results

Jackson County, Oklahoma

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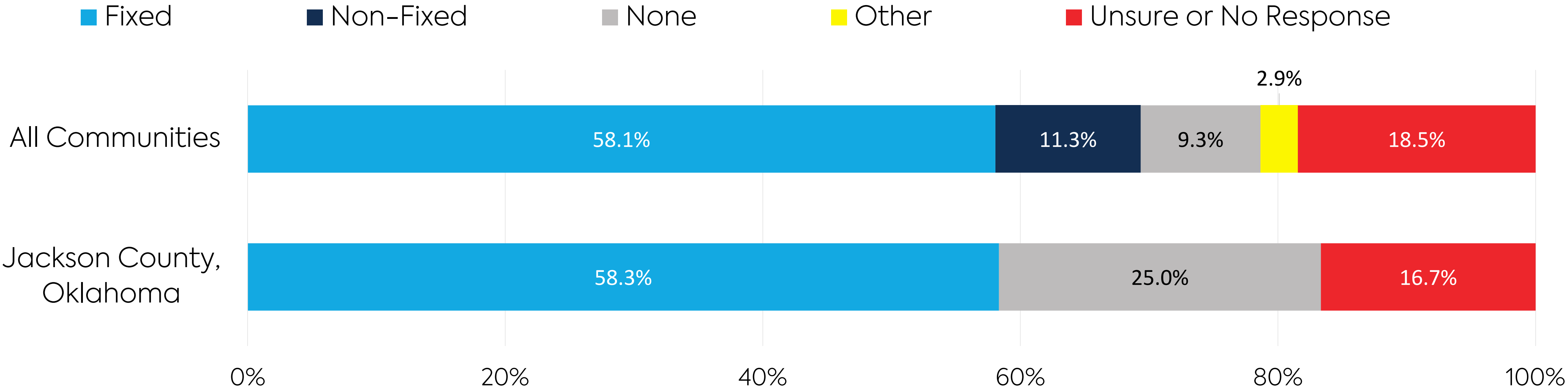
Households, and the residents within them, are the lifeblood of a community. Over the past 20 years, technology has transformed how residents interact with their communities, access critical services, and earn a living. A connection to the internet at home is the single-most critical step that families take to participate in the digital economy. Understanding how residents are connected, the barriers to subscribing to internet service if it is available, and the use of that connection is critical to ensuring all homes in the community are connected, and that those connections are leveraged to improve quality of life. The data below show the connectivity and use of technology among households and residents in Jackson County, Oklahoma, compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity. This information was gathered through surveys distributed in the community.

Data from Jackson County represent survey responses collected between September 2023 and January 2024. During this time, 15 Jackson County households responded to the survey. Data from all Connected communities represent survey responses collected between January 1, 2022, and December 31, 2023. As more households and communities participate in the Connected program, these figures are likely to change.

Broadband Adoption



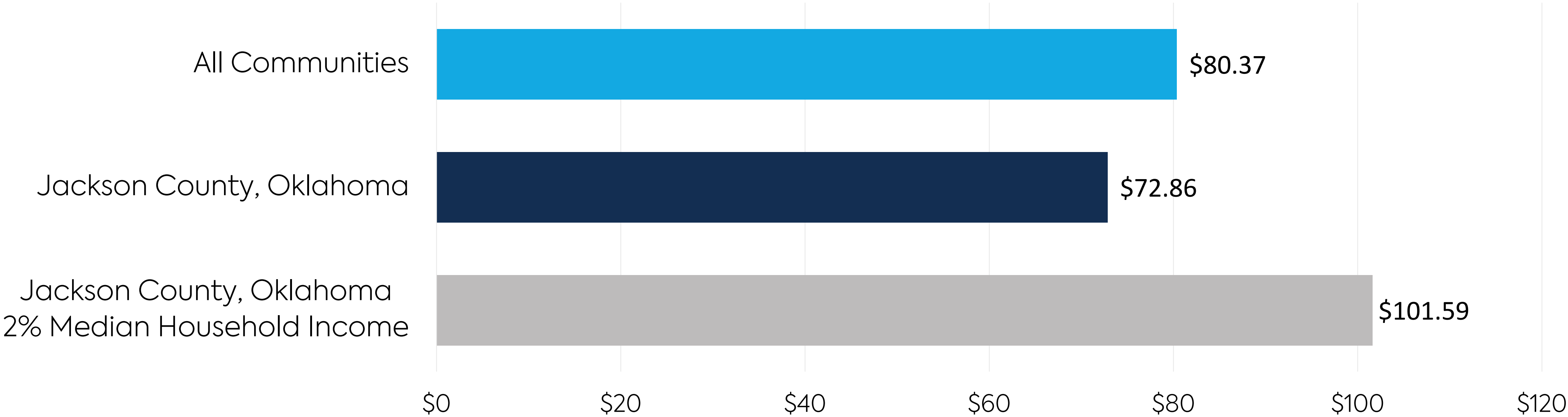
This chart shows the percentage of households that subscribe to various types of broadband services. Fixed connections are those provided by cable, DSL, fiber, or fixed wireless technology, while non-fixed connections include dial-up, satellite, and mobile-only services. These non-fixed types of internet services, while providing basic access, can often be plagued by connection latency, have costly monthly data plans, or can be impacted by weather, terrain, large expanses of open water, and other environmental factors. This chart shows responses from those who know the type of internet service to which they subscribe.



Average Monthly Cost of Internet Service



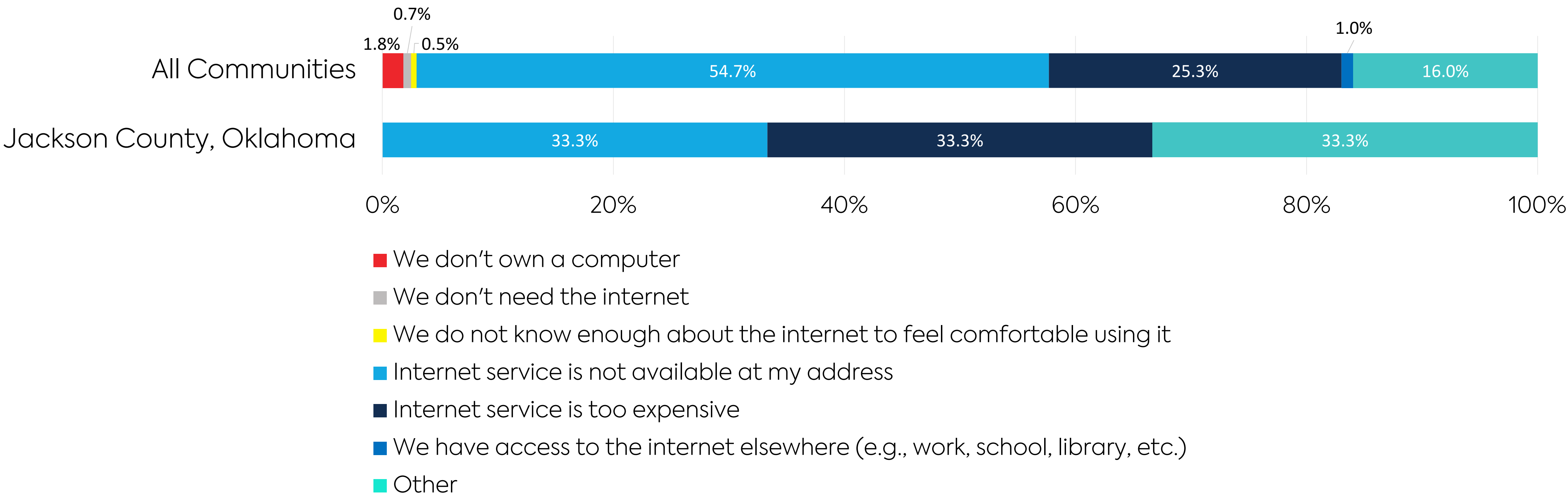
The cost of service can prevent some residents from getting access to the internet. This chart shows the average reported monthly cost of service among households in the community, compared to those in other Connected communities. Two percent of household income is the benchmark generally used when determining the affordability of home internet service. However, it is important to remember that this benchmark is applied to the community’s median income. Half of the households in the community earn less than the median income and thus may find broadband service unaffordable at this price.



Barriers to Broadband Adoption



Households without an internet connection face many barriers to obtaining connectivity. In some cases, the cost of service may be out of reach. In others, the physical infrastructure may not be available. This chart shows the primary reason households without a connection do not or cannot subscribe to broadband service, and compares households in the community with those across other participating communities.



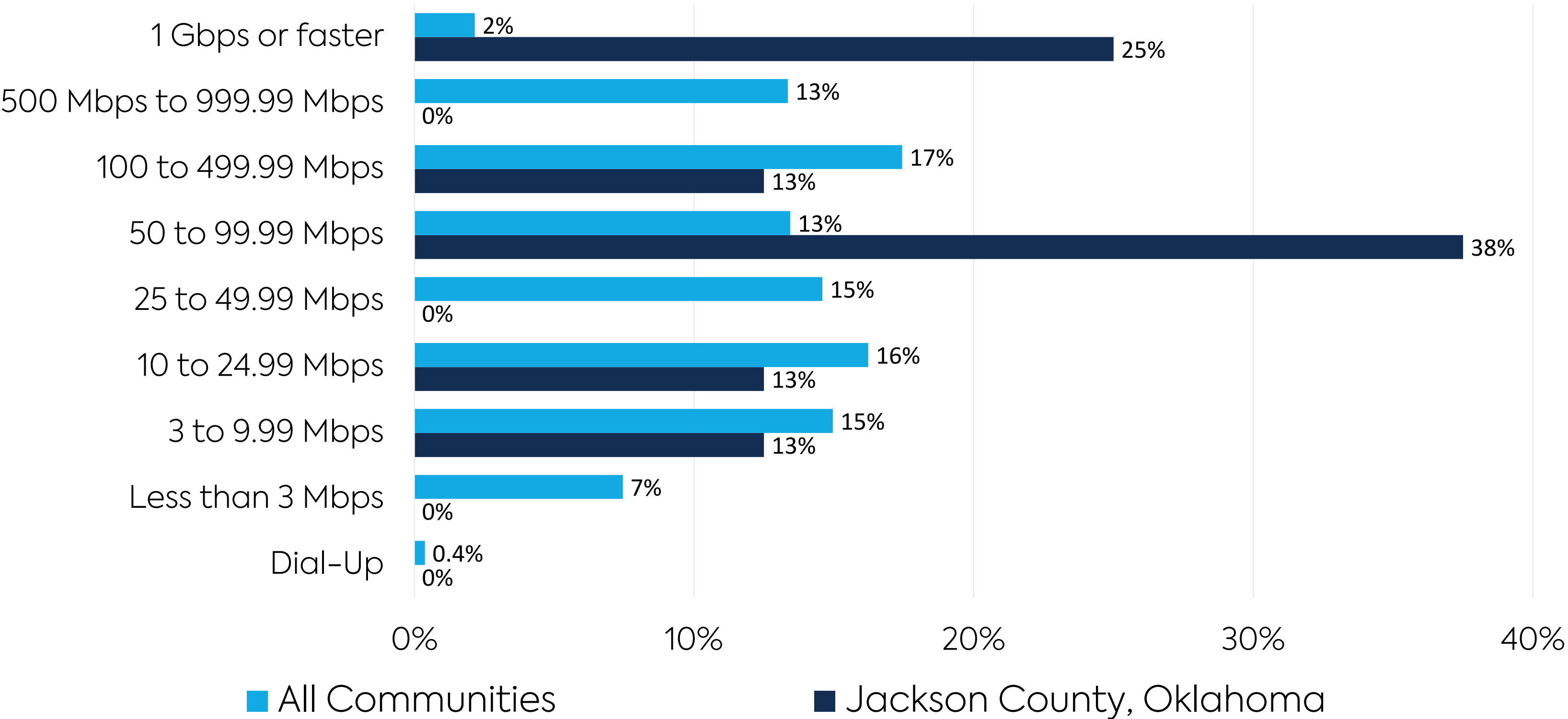
Download Speeds



Connection speeds can have a major impact on how the internet is used. This chart shows the average reported download speed among households in the community, compared to those in other Connected communities.

In Jackson County, 75% of households* subscribe to download speeds faster than 25 Mbps.

On average, Jackson County households reported an average download speed of 318.63 Mbps.

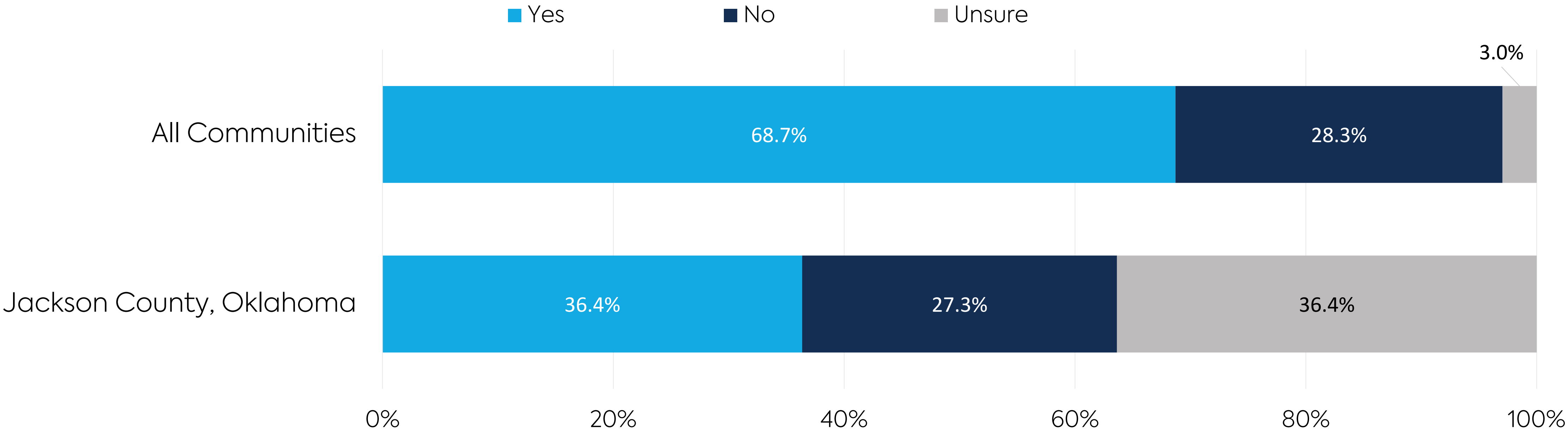


*Among households that subscribe to home internet service and either know their download speeds or took a speed test as part of this survey.

Mobile Usage



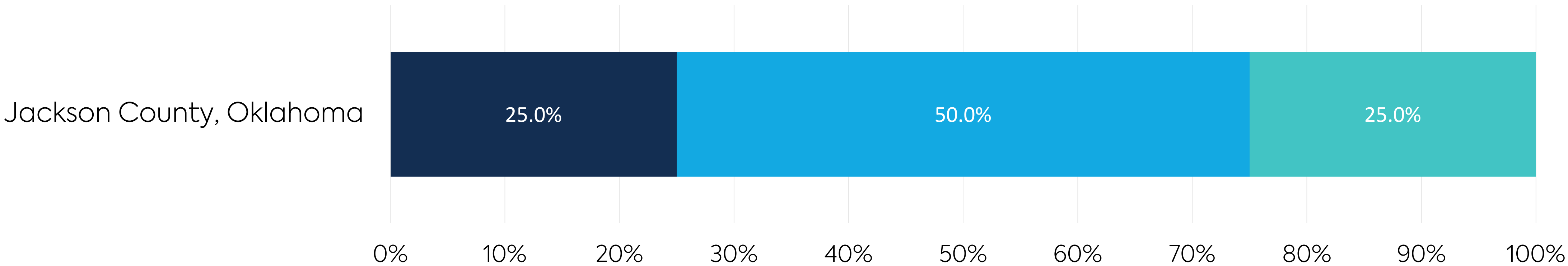
Mobile broadband is different from fixed internet service in that it is designed for continuous use on the go. Having both fixed and mobile broadband connections is critical for households to ensure voice and data options are available to users as needed or desired. This chart shows the percentage of households in the community that have a mobile broadband plan and device, compared to other communities.



How Mobile Internet is Used



Some households use their mobile internet service as a backup or supplemental way to go online. For others, mobile internet service is the primary (or only) way to access the internet at home. This chart shows how households that subscribe to mobile service use those mobile internet subscriptions.

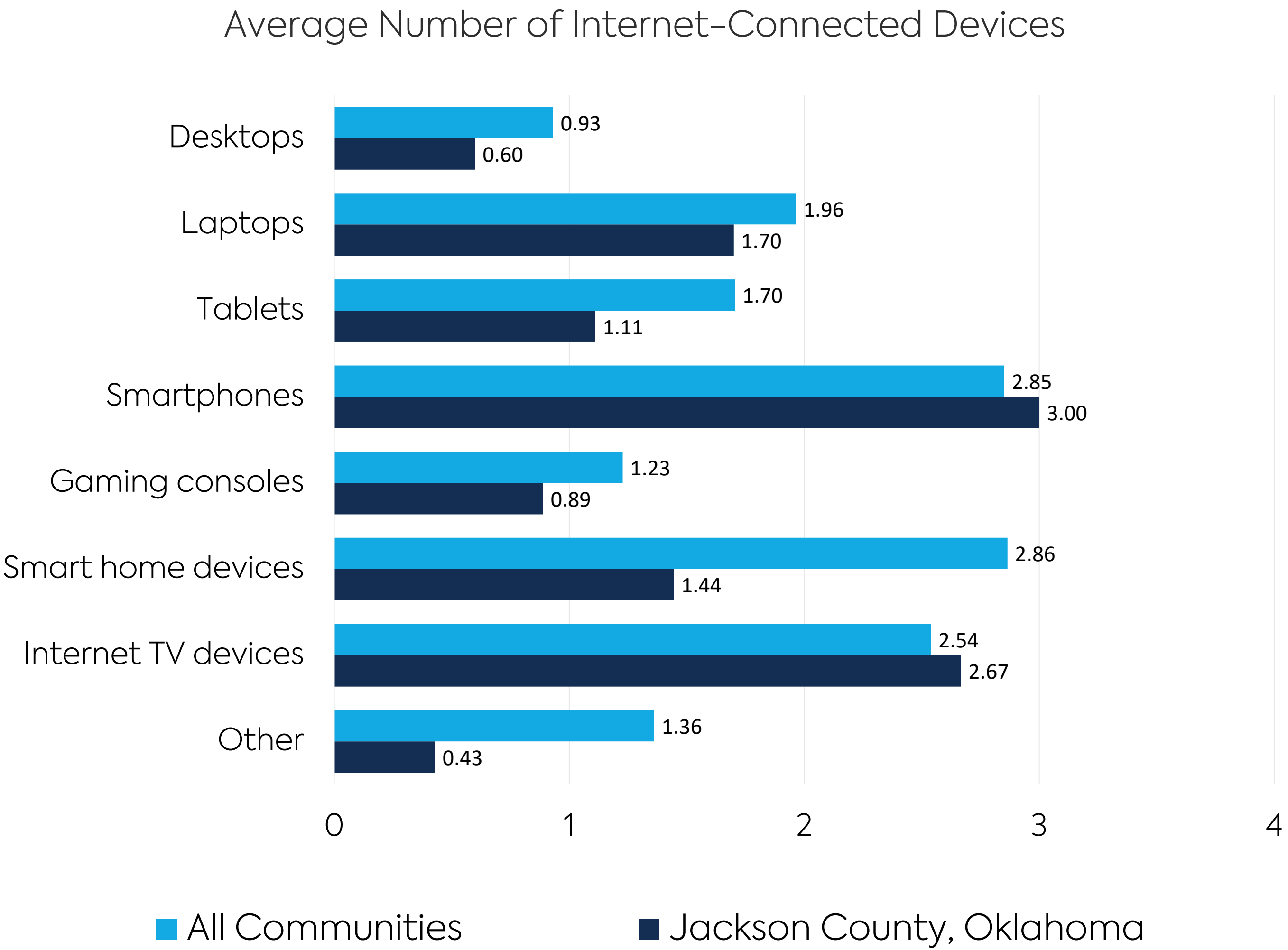


- Mobile internet service is our primary home internet source – we exclusively use our smartphones to go online
- We use our mobile service to connect other household devices to the internet
- Mobile internet service is a secondary connection; we mostly use a fixed internet connection to go online from home
- We subscribe to mobile internet service but we don’t use it at home
- Unsure
- Other

Devices in the Home



In the early days of the internet, a desktop computer was the primary, and virtually the only, way of connecting to the internet. However, with the rise of Wi-Fi, mobile broadband, Bluetooth, and many other revolutionary technologies, residents can access the internet through multiple devices. While a wide variety of devices are available to connect to the internet, sometimes the lack of an internet-enabled device is cited as a barrier to home broadband adoption. This chart shows the average number of internet-enabled devices in households in the community, compared to homes in other Connected communities.





The internet has moved from an occasional tool to one of the principal ways we communicate, perform research, work, or participate in leisure activities. Measuring the digital interaction among residents and different community sectors allows a glimpse into the importance of the internet in their lives. More importantly, this analysis can identify the common traits among those who use the internet less frequently and develop solutions for including them in the digital ecosystem.

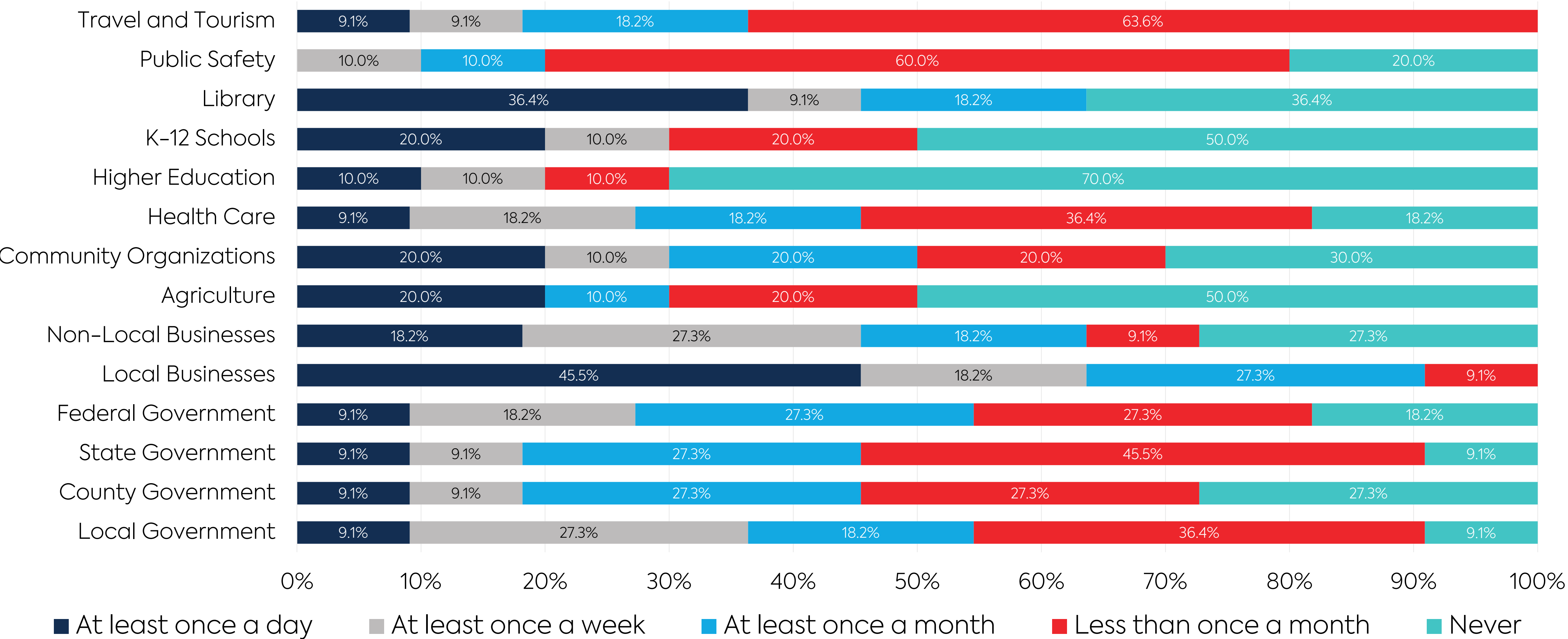
This digital interaction information explores how residents are (or are not) digitally interacting with various community institutions. This information is helpful for guiding and developing the digital strategy and online presence of these entities. The chart on the following page shows the average frequency with which residents digitally interact with different community sectors.

While digital interaction is a personal choice, for those completely without access to the internet, those with restricted access, those who cannot afford a connection, those without the skills to use the internet, and those with limited awareness of the opportunities afforded by the internet, their chance to make such a personal choice is severely limited.

Digital Interactions (Continued)



How Frequently Residents Interact with Community Sectors

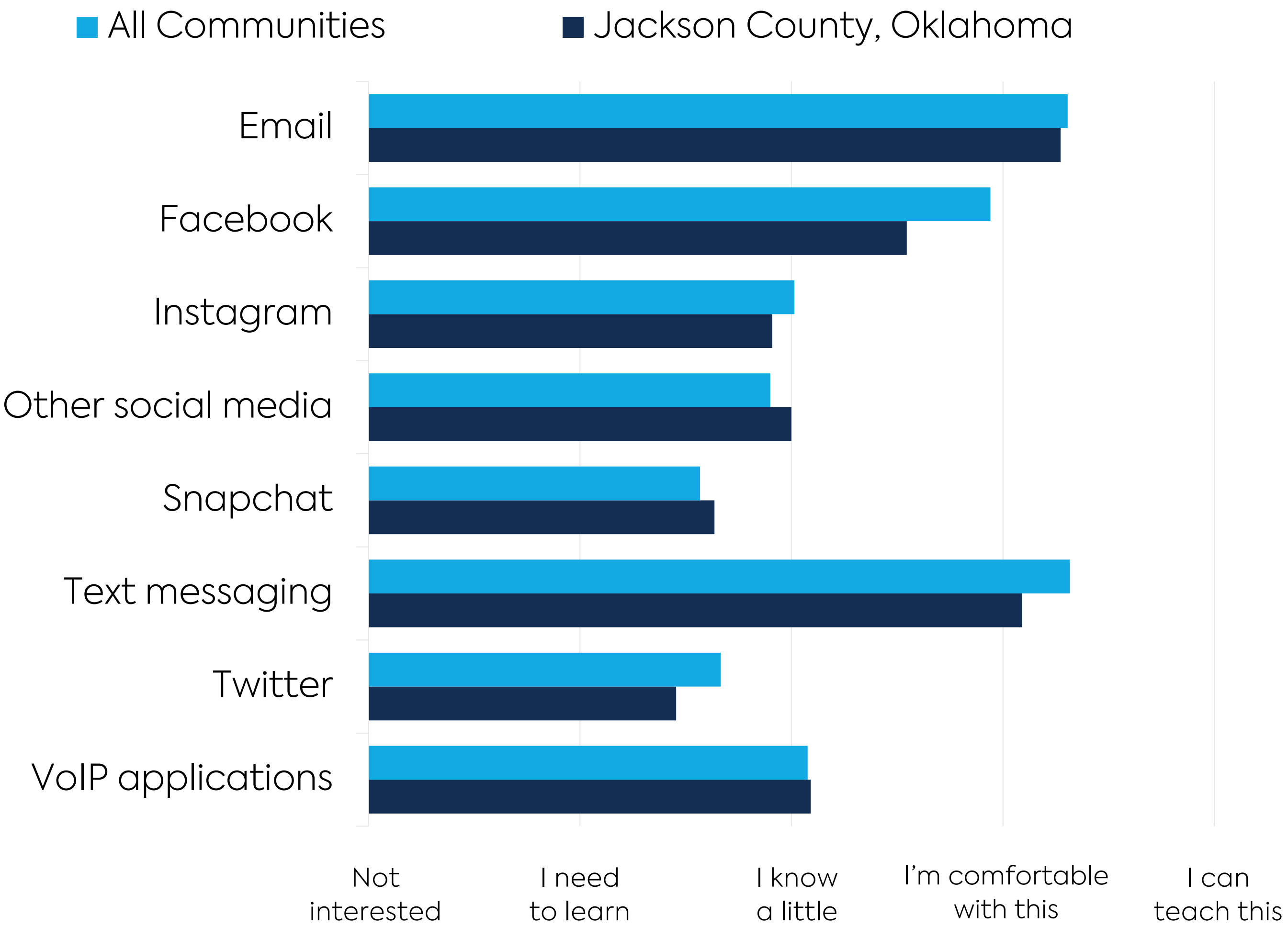


Digital Literacy: Communications



Digital literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills. Technology skills are critical for competing in the global, digital economy, and for fully leveraging internet connectivity for improving quality of life.

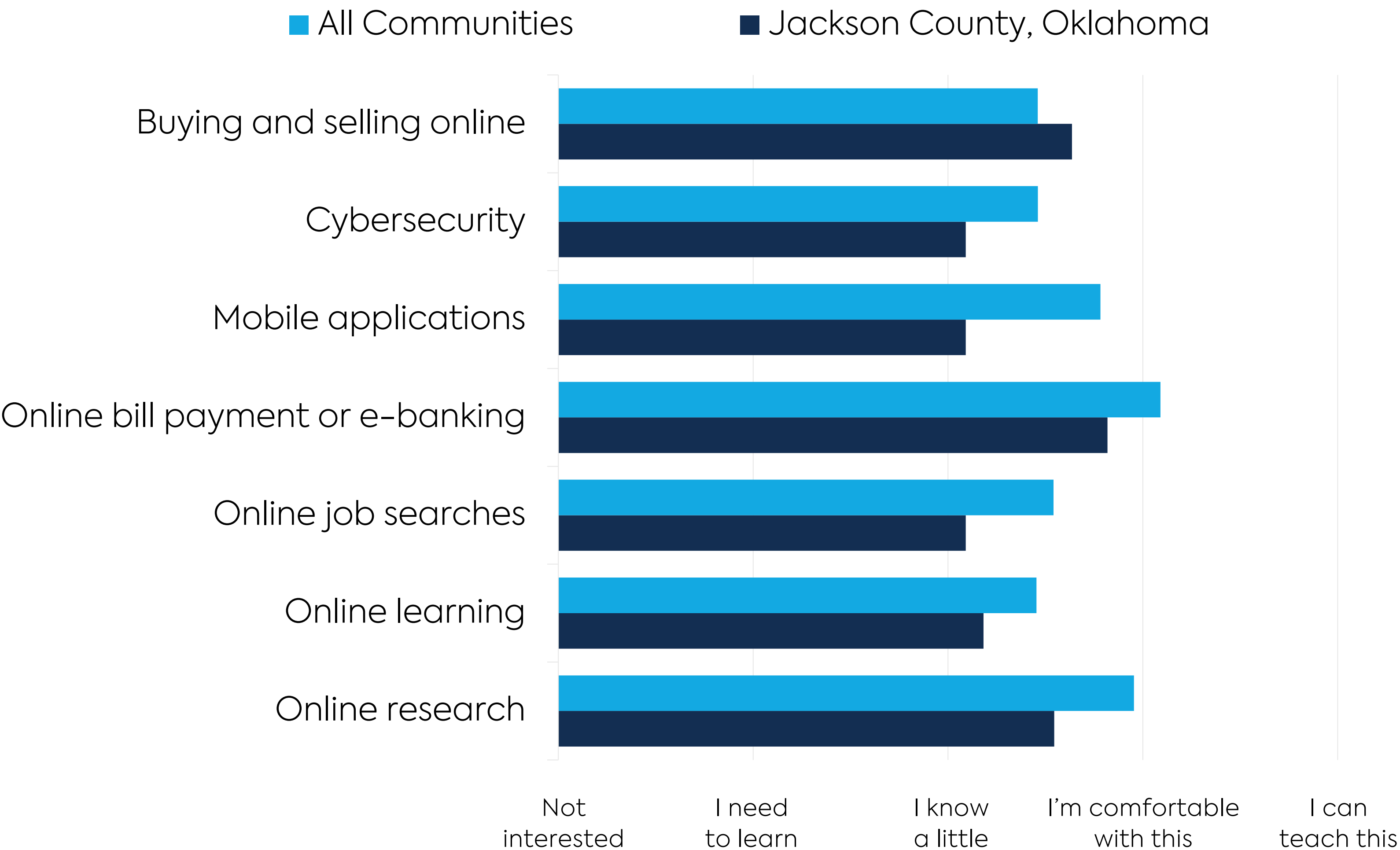
This chart compares the average self-reported digital literacy of residents in the community to those in other Connected communities when it comes to using various communications platforms.



Digital Literacy: Online Activities



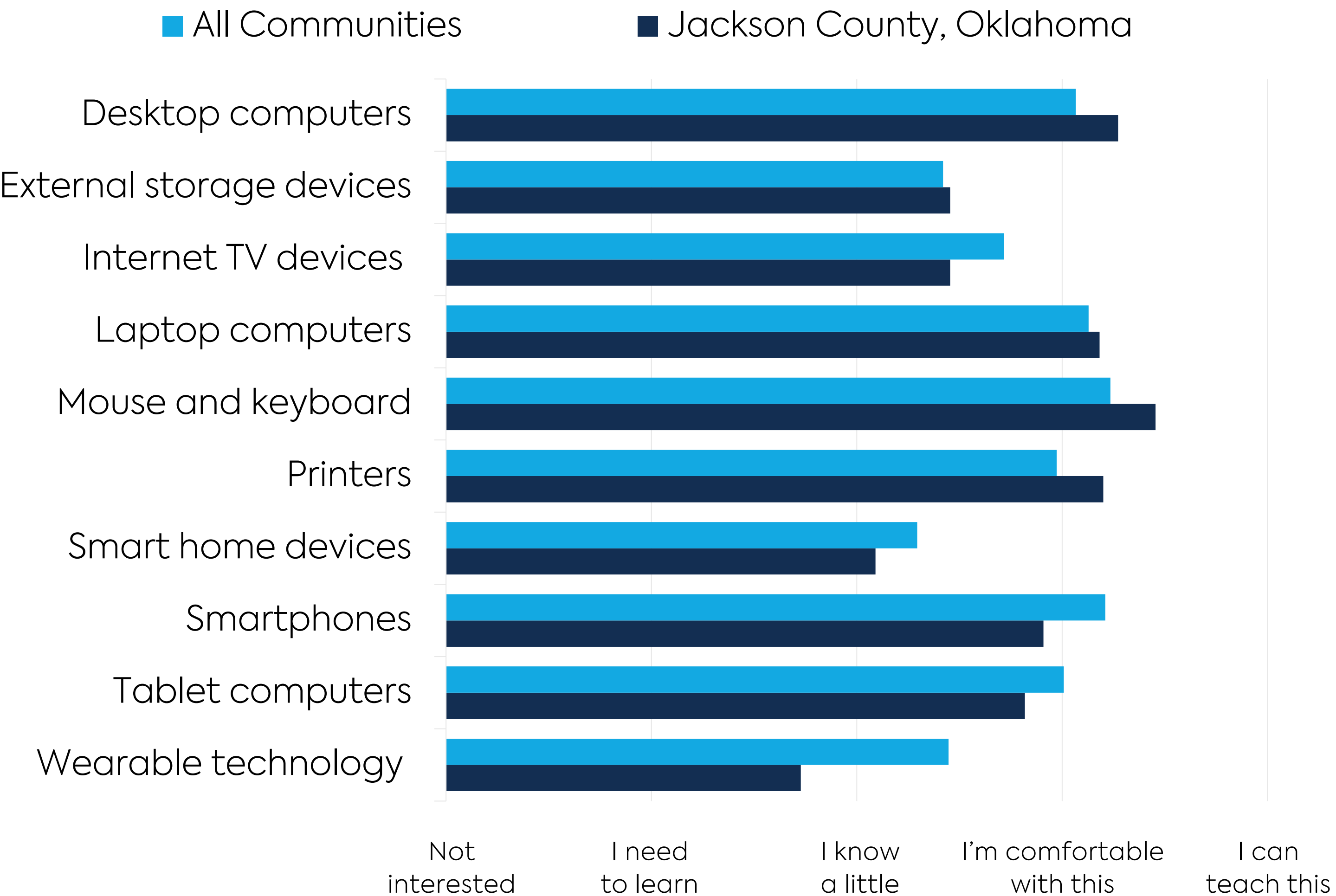
This chart compares the average self-reported digital literacy of residents in the community to households in other communities in terms of their online activities.



Digital Literacy: Hardware



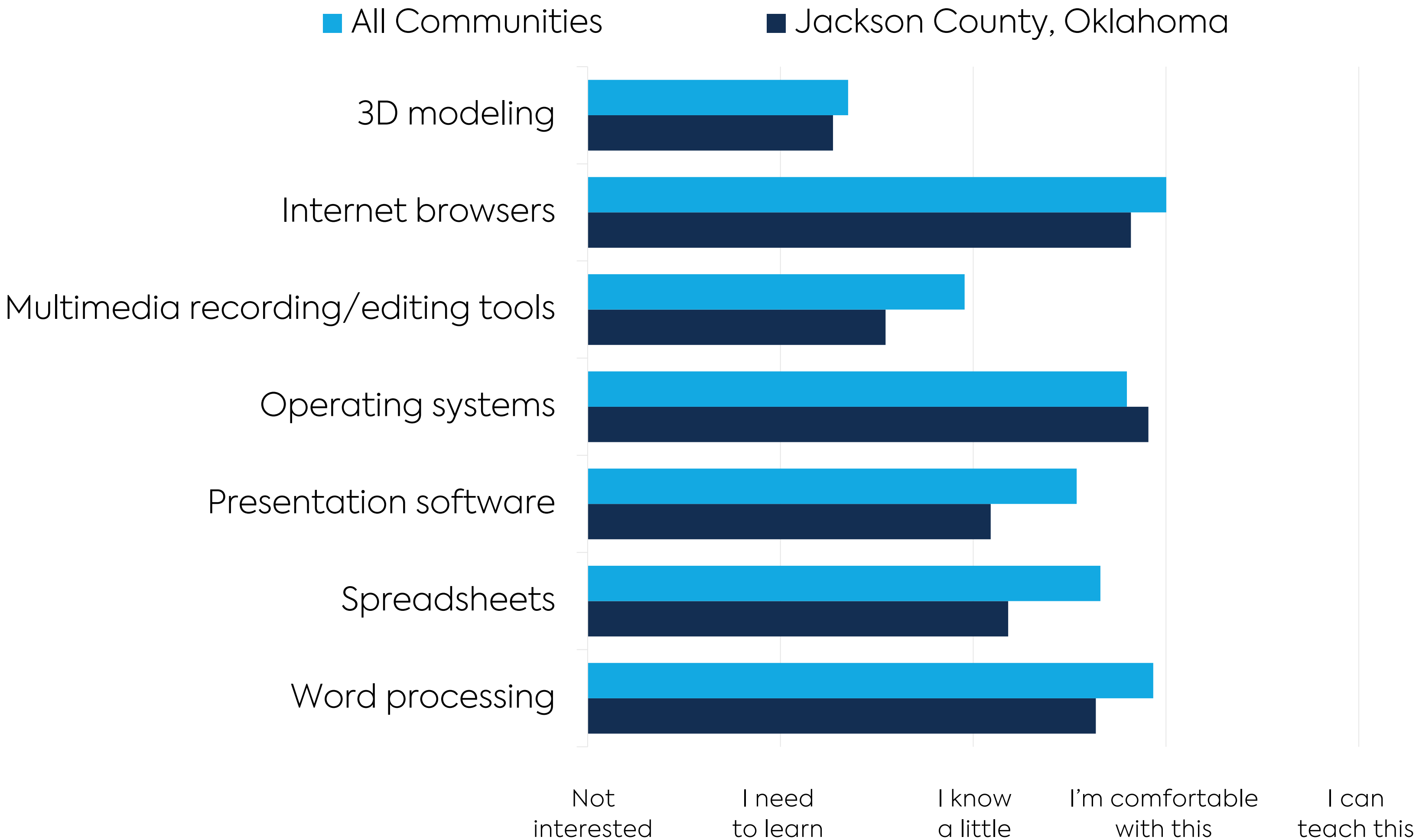
This chart compares the average self-reported digital literacy of residents in the community to households in other communities when using various types of hardware.



Digital Literacy: Software



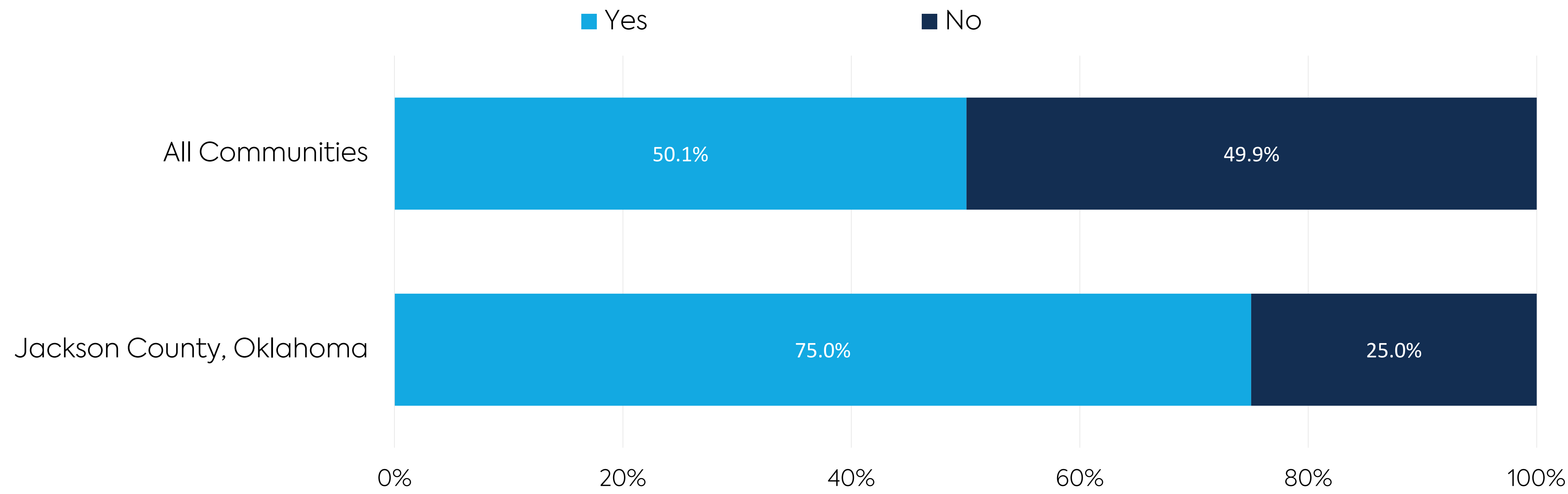
This chart compares the average self-reported digital literacy of residents in the community to households in other communities in terms of using various software applications.



Service Satisfaction



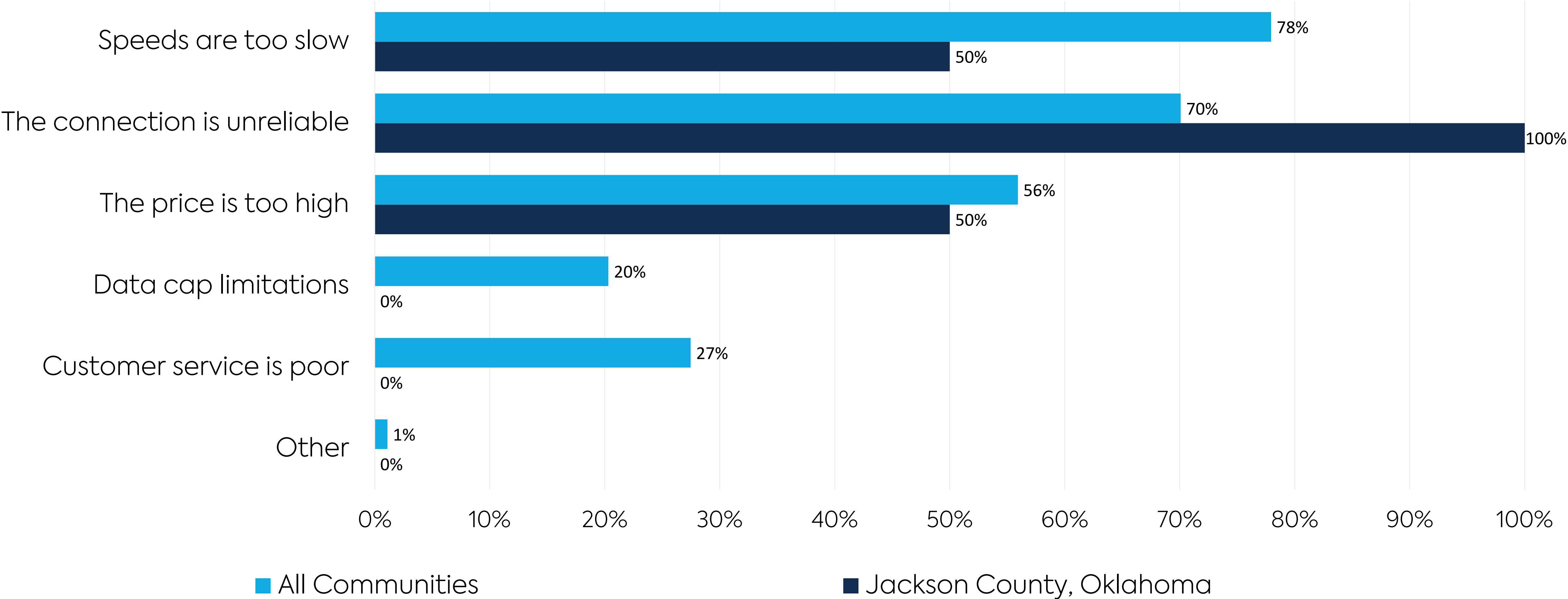
Competition provides residents with choices for service, allowing them the ability to switch providers if their current service does not meet their needs. This chart shows the percentage of households that state their internet service meets or does not meet their needs.



Reasons for Dissatisfaction



This chart shows the various reasons why local households report being dissatisfied with their current internet service.



Interest in Additional Internet Options



This chart shows the percentage of households that would like to have improved or additional options for home internet service.

