

## DIGITAL EQUITY SURVEY PROMOTIONAL TOOLKIT

Thank you for helping the N.C. Department of Information Technology's Division of Broadband and Digital Equity collect feedback on individuals' digital equity needs by inviting residents in your community to take the state's first Digital Equity Survey. The survey focuses on the accessibility and affordability of digital devices and the internet as well as digital skills needed to safely access online resources. Responses will help inform the N.C. Digital Equity Plan to better meet the needs of all North Carolinians.

The survey will take approximately 10 minutes to complete. All responses will be automatically captured as participants work through the survey. No data will be released or used that can identify participants. Participation is voluntary; respondents may choose not to answer any or all questions and may stop at any time.

**Who should take the survey?** We want all North Carolinians to take the survey, so please use the following toolkit to promote it far and wide.

### Statement for Newsletters/Emails/Website

**Help the state make plans to address accessibility and affordability of digital devices and the internet as well as digital skills for all North Carolinians.** Please take the state's first Digital Equity Survey to share feedback that will help inform the N.C. Digital Equity Plan and how federal funds will be used for digital equity programs. Start the 10-minute survey now at <https://go.ncsu.edu/DESurvey>.

### Social Media

#### Sample Twitter Posts

Take the @NCDIT Digital Equity Survey to share feedback on the accessibility and affordability of devices and digital skills resources to help inform state plans to close the digital divide and how federal funds will be used. Start the 10-min survey now: <https://go.ncsu.edu/DESurvey>.

Help @NCDIT collect information on the accessibility and affordability of devices and digital skills resources. Your input will help inform state plans to #closethedigitaldivide. Survey: <https://go.ncsu.edu/DESurvey>.

There's still time to take the @NCDIT Digital Equity Survey to share input on the accessibility and affordability of devices and digital skills resources to help inform state plans to close the digital divide and how federal funds will be used. Take the survey: <https://go.ncsu.edu/DESurvey>.

#### Sample Facebook/Nextdoor/LinkedIn Posts

Your input matters in closing the digital divide! Share your feedback on the accessibility

and affordability of devices and digital skills resources with the N.C. Department of Information Technology. Your input will help inform state digital equity plans. Start the 10-min survey now: <https://go.ncsu.edu/DESurvey>.

Tell the N.C. Department of Information Technology about your feedback on the accessibility and affordability of devices and digital skills resources with the N.C. Department of Information Technology. Your input will help inform state digital equity plans. Start the 10-min survey now: <https://go.ncsu.edu/DESurvey>.

There's still time to take the N.C. Department of Information Technology's Digital Equity Survey to share input on the accessibility and affordability of devices and digital skills resources to help inform state plans to close the digital divide and how federal funds will be used. Take the 10-minute survey now: <https://go.ncsu.edu/DESurvey>.

## Links

We encourage all organizations that allow patrons or customers to use the internet at their site to set the survey link as the default home page on all available devices.

- Survey: <https://go.ncsu.edu/DESurvey>
- Details on BEAD and Digital Equity Planning: <https://www.ncbroadband.gov/BEAD>

## Email Signature

We encourage all organizations to share the survey in their email signatures via the sample text options below:

Take the state's first Digital Equity Survey at <https://go.ncsu.edu/DESurvey>.

Help the state make plans to address accessibility and affordability of digital devices and the internet as well as digital skills for all: <https://go.ncsu.edu/DESurvey>.

## Graphics (Shared in Zip File Separately)





## TAKE THE STATE'S FIRST DIGITAL EQUITY SURVEY

Help the state make plans to address accessibility and affordability of digital devices and the internet as well as digital skills for all North Carolinians



Scan the QR code or go to:  
[GO.NCSU.EDU/DESURVEY](https://go.ncsu.edu/desurvey)



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## Printed Materials

### Digital Equity Survey (Hard Copies Coming Soon)

- If you would like paper surveys with self-addressed, stamped envelopes, please send a requested via email to [peer-team-fi@ncsu.edu](mailto:peer-team-fi@ncsu.edu).
- We can also send paper copies of the survey that may be collected, scanned, and emailed back to us.

### Flyer (Electronic or Can Print and Post)

## TAKE THE STATE'S FIRST **DIGITAL EQUITY SURVEY**

- Governor Roy Cooper has developed a comprehensive strategy to build digital equity across North Carolina, and the NCDIT Division of Broadband and Digital Equity is executing that strategy to ensure that all North Carolinians have access to an affordable, high-speed internet connection and have the devices and skills necessary to participate in the modern digital economy.
- The Digital Equity Survey focuses on the accessibility and affordability of digital devices and the internet as well as digital skills needed to safely access online resources. Your response will help ensure that we create an effective and comprehensive state digital equity plan that addresses the digital equity needs of all North Carolinians.
- **The survey will take approximately 10 minutes to complete.** All responses will be automatically captured as you work through the survey. No data will be released or used that can identify participants. Participation is voluntary; you may choose not to answer any or all questions and may stop at any time.

### **TO START THE SURVEY**

Open the camera app on your phone and scan the QR code to the right. Then, click on the link that appears to access the Digital Equity Survey.

or go to **[HTTPS://GO.NCSU.EDU/DESURVEY](https://go.ncsu.edu/desurvey)**



## Bookmarks for Libraries

**NCDIT** NORTH CAROLINA  
DEPARTMENT OF  
INFORMATION  
TECHNOLOGY

Reading is cool.  
So is having a digital device and being able to safely use online resources.

# DIGITAL EQUITY

Take the state's first  
**DIGITAL EQUITY SURVEY**

Your response will help inform the N.C. Digital Equity Plan  
so it meets the needs of all North Carolinians.



[go.ncsu.edu/DESurvey](https://go.ncsu.edu/DESurvey)

## North Carolina Digital Equity Survey

Thank you for your participation. This survey will take approximately ten minutes to complete and focuses on the accessibility and affordability of digital devices and the internet as well as your digital skills. No data will be released or used that can identify you. Your participation in this evaluation is voluntary. You may choose not to answer any or all questions, and you may stop at any time. Your feedback and experience is very important to us and will help shape the development of North Carolina's Digital Equity Plan to better meet the needs of all North Carolinians

In which county do you live?

What is your 5-digit Zip Code?

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How do you and other members of your household **primarily** connect to the internet in your home? (Select all that apply)

- Home internet subscription (Like Spectrum, AT&T, etc.)
- Pick up free Wi-Fi outside
- Mobile data plan (phone, mobile hotspot)
- Prepaid mobile data plan (phone, mobile hotspot)
- Borrow a hot spot
- Go elsewhere for internet access (library, restaurant, etc.)
- Don't use the internet

If you don't have a home internet subscription, what is preventing you from connecting to the internet in your home through a service that isn't mobile? (Select all that apply)

- Internet is too expensive
- Internet is not available
- Internet is available but does not work well enough for my needs
- Don't know how to use the internet
- Don't want internet at my house
- Don't have a digital device to connect to the internet
- Other, please specify: \_\_\_\_\_

How affordable is your monthly internet bill (Answer any that apply)?

	Not affordable	Somewhat affordable	Affordable	Don't have this service
Home Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile (Phone) Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is the **highest price per month** you would consider a subscription for **home** internet to be affordable? (Please enter only numbers) \_\_\_\_\_

What is the **highest price per month** you would consider a subscription for **mobile** internet to be affordable? (Please enter only numbers) \_\_\_\_\_



In the past year, have you used the internet to search for any of the following public resources or services? (Select all that apply)

- Information about government services or resources (i.e., voter registration, DMV, property information/building permits)
- Recreational or tourist information
- Information from public health services
- Applying for or managing government benefits (e.g., SNAP, Work First, Social Security)
- Enrolling in internet subsidy programs (Affordable Connectivity Program)
- Not sure

Did your internet searches for public resources or services meet your needs?

- Yes
- Somewhat
- Not really
- Not at all
- Some needs met, others not

If English is not your primary language, were you able to access these public resources in your language of choice?

- Does not apply – English is my language of choice
- Yes
- Sometimes
- No
- Not sure

How confident are you in your abilities for each of the following tasks or skills?

	Not at all confident	Not too confident	Somewhat confident	Very confident
Turning on a digital device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installing apps on a device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sending an email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word processing, such as Google Docs or Microsoft Word	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Searching for / applying for jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessing online banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessing or applying for government services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding educational content such as taking a course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using video applications, such as Zoom or FaceTime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing how to keep yourself safe online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the privacy of your personal data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Does your household have enough working digital devices (computers, smart phones, tablets) available to meet the needs of everyone living in this home?

- Yes
- No
- Not sure

In the past 6 months, if one of your digital devices failed to function, broke, or stopped working properly how did you deal with the problem you encountered? (Select all that apply)

- Haven't had any problems with any devices
- Contacted customer support for help
- Fixed the problem myself
- Fixed the problem with help from friends or family
- Found help online
- Went to a local computer store
- Went to a community institution, such as a school, library, or church
- Unable to fix one or more of the devices

How would you rate the affordability of the services you received?

- Services were provided for free
- Very affordable
- Somewhat affordable
- Not very affordable
- Not affordable at all

In thinking about purchasing a computer or tablet that meets your needs, what is the highest price you would consider to be affordable? (Please enter only numbers)

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If there is anything else you would like to tell us about how you access and use the internet and digital devices, please enter it here. Please *do not provide any personal information* such as health conditions, address, or phone number.

What is your age? (Please enter only numbers)

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How many people currently live in your household, including yourself?

- Adults \_\_\_\_\_
- Children under the age of 18 \_\_\_\_\_

What is the highest level of school you have completed?

- Less than high school (Grades 1-8 or no formal schooling)
- High school incomplete (Grades 9-11 or Grade 12 with no diploma)
- High school graduate (Grade 12 with diploma or GED certificate)
- Some college, no degree (includes community college)
- College degree or higher
- Prefer not to answer

Which of the following best describes your race/ethnicity? (Select all that apply)

- Asian or Asian-American
- Black or African-American
- Native American, American Indian, or Alaska Native
- Pacific Islander or Native Hawaiian
- White or Caucasian
- Hispanic/Latino
- Some other race (please specify): \_\_\_\_\_
- Prefer not to answer

What is your total annual household income from all sources, and before taxes?

- Less than \$15,000
- \$15,000 to less than \$20,000
- \$20,000 to less than \$25,000
- \$25,000 to less than \$30,000
- \$30,000 to less than \$40,000
- \$40,000 to less than \$50,000
- \$50,000 to less than \$75,000
- \$75,000 to less than \$100,000
- \$100,000 or more
- Prefer not to answer



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\*NCDES\*

What language(s) do you speak at home? (Select all that apply)

- English
- Spanish
- Chinese (Mandarin, Cantonese)
- Vietnamese
- Arabic
- French (including Cajun)
- Korean
- Other please specify \_\_\_\_\_
- Prefer not to answer

Do you identify as a member of the LGBTQIA+ community?

- Yes
- No
- Not sure
- Prefer not to answer

If yes, which of the following do you identify as? (Select all that apply)

- Lesbian
- Gay
- Bisexual
- Transgender
- Queer
- Intersex
- Other \_\_\_\_\_
- Prefer not to answer

Do you have difficulty in any of the following areas? (Select all that apply)

- Seeing even if wearing glasses
- Hearing even if using a hearing aid
- Walking or climbing steps
- Remembering or concentrating
- Self-care such as washing all over or dressing
- Communicating verbally, for example understanding or being understood
- Communicating through written language, for example reading or writing
- Prefer not to answer



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\*NCDES\*

Are you a veteran of the US Armed Forces, Reserves or National Guard?

- Yes
- No
- Prefer not to answer

Have you been or are you currently incarcerated in a correctional facility?

- No, I have never been incarcerated in a correctional facility
- Yes, I am currently incarcerated in a non-Federal correctional facility
- Yes, I have previously been incarcerated in a non-Federal correctional facility
- Yes, I am currently incarcerated in a Federal correctional facility
- Yes, I have previously been incarcerated in a Federal correctional facility
- Prefer not to answer

