

Appendix B - Broadband KY Digital Economy Analytics Platform (DEAP) Overview

The survey collected data on the utilization of the Internet by businesses, organizations, and households through e-Solutions Benchmarking and Impact Tracking services. Data is collected through an online survey that provides information on Internet utilization and impacts directly from those using the Internet. This approach sources data that provides direct attribution of the benefits and impacts of Internet use from the user perspective, as well as barriers and drivers for using the Internet. The primary goal of this data collection is to inform clients on the level of utilization of broadband and the benefits and impacts that are derived from broadband utilization.

The DEAP has been developed as an online resource that provides clients with access to the data collection results and the ability to customize their analysis based on their own priorities, sector or geographic region. Application of the DEAP for new and deeper data analysis has value to the following groups:

- **Businesses and organizations** seeking to improve their understanding of how to use e- solutions and seeking to optimize the productivity and efficiencies gains from applying e-solutions;
 - **Economic development agencies** seeking to improve the competitiveness and health of local and regional industry sectors.
 - **Industry associations** seeking to improve the competitiveness and health of industry sectors;
 - **Universities and research institutes** using the DEAP as a support for research and analysis.
- Digital Economy Analytics Platform Content

The DEAP is an online capability that provides the power of a Business Intelligence engine to analyze datasets based on specific topics of interest, enabling users to develop insights and statistics in answer to specific questions as needed. The following sections provide an overview of the categories of data available for analysis and how the results are organized and presented within the DEAP.

Digital Economy Database Overview

Data is collected for separate datasets for businesses / organizations and households through two distinct questionnaires. While individual questions are tailored to each of these distinct user segments the data collected in both cases consist of the following categories.

- **Utilization** – How users are currently using or plan to use broadband in their business operations or household. This information informs on current state of utilization for identification of gaps and opportunities for increasing e-solutions adoption.
- **Drivers** – The importance of factors that motivate users to utilize broadband and to implement e-solutions. This information aids in focusing the value of broadband and e-solutions.
- **Barriers** – The importance of factors that inhibit or prevent users from adopting e-solutions. This information can be used to develop strategies and initiatives to overcome barriers leading to increased broadband utilization and e-solutions adoption.
- **Benefits** – The importance of broadband for creating positive impacts realized by users. Understanding of benefits achieved reinforces the value of broadband and e-solutions utilization.
- **Impacts** – The quantification of benefits in terms of employment, organization revenues, and cost efficiencies for businesses/organizations, and online spending by households. Translating the benefits from broadband and e-solutions utilization into tangible numbers that demonstrate value and provide measurement of broadband impact.

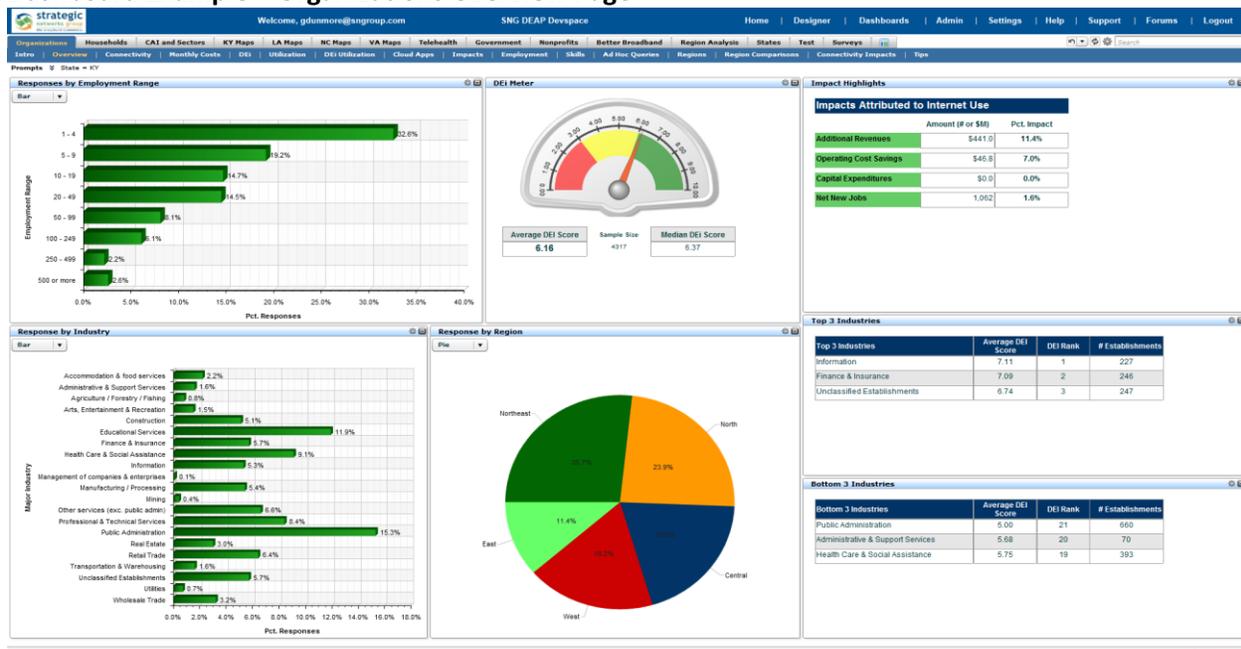
- Profile Data** – Information about user characteristics and their Internet connectivity for analysis by various dimensions. Organizations are characterized by sector, industry, and employment size. Households are characterized by income, employment status, and age groups. Connectivity method, time of broadband use, and Internet costs are also available both as results and dimensions for analysis. All data contains location based information for geographical analysis, including long/lat. coordinates, state/province, county, and region as well as rural and non-rural designations. When combined with the e-solutions datasets this information enables focus on different market segments to increase utilization and benefits from e-solutions.
- Digital Economy index (DEi)** - digital economy participation of individual businesses, organizations, and households is assessed using a Digital Economy index (DEi). The DEi is used to measure how e-solutions are being utilized, the benefits derived, and value that could be realized with further utilization. By providing organizations with benchmarking against other businesses and organizations within their own industry, they see the effect utilization gaps are having on their business. This has a significant impact on driving e-solutions usage.

Within these categories additional data is collected in specific focus areas and user segments. Data subsets may include information specific to organizations in Community Anchor Institution sectors, government, non-profit, and health sectors. Household datasets include information specific to teleworking and home business uses.

Digital Economy Analytics Platform Organization

The DEAP is accessed online by authorized users. Users are presented with **dashboards** for businesses and for households. Each dashboard is organized around a series of **pages** focused on specific topics, e.g. Connectivity, Utilization, DEi, Impacts, etc. Within each page is a set of predefined **reports** that present a chart and/or table of processed results from the datasets. The reports display results based on the full set of data being made available to the user.

Dashboard Example – Organizations Overview Page



See “Digital Economy Analytics Platform Reports” later in this section for details on each of the reports in the above DEAP Overview Dashboard.

Each dashboard page includes a set of prompts used for filtering the reports in various dimensions, used individually or in combination. Prompts allow users to drill into the data results for exploring specific areas of interest, for example seeking results for organizations in specific industries, employment size, and regions. All reports on the selected page are automatically filtered based on applying the prompt settings selected by the user.

Users may examine reports using combinations of various dimensions as per some of the following examples (of many):

- Type of Internet connectivity by establishment employment size
- Digital Economy Index (DEi) by region
- Household utilizations of the Internet by income
- Revenue impacts by DEi
- Employment impacts by establishment size and region

The wide variety of reports and dimensions available for filtering the data provides users with the means to answer virtually any question regarding Internet use and impacts.

Any report may be expanded to fill the web page view when desired. Individual data point information is presented by moving the cursor over the data point. Chart reports may be switched to table view by the user to view the dataset results upon which the chart is based. In addition, some charts may be switched to a different format, e.g. column, bar, pie, depending on the user preference. All reports may be exported to Excel, PowerPoint, or PDF. Prompt settings may be bookmarked for later use by the user to quickly go back the views of particular interest.

Prompt Set Example – Organization Connectivity Page



Over 60 predefined reports are available for each dashboard (Organizations and Households) focusing on the most meaningful and useful results for providing insights on utilization and impacts and to provide sufficient flexibility for user to query the dataset along the most important dimensions. An

additional page/report is provided in each dashboard called “Ad Hoc Queries” to enable users to view all of the information collected based on category and topic that may not be included in individual reports. For descriptions of the dashboard reports and user prompts currently available in the DEAP please refer to the section below.

Digital Economy Analytics Platform Reports

The following tables provide brief descriptions of each DEAP report contained within the **dashboards** and **pages**. The notes describe the primary purpose of each report and its interpretation. All reports may be filtered using combinations of filter prompts provided on each page. A list of available prompt filters follows the table of reports. Reports are grouped by the dashboard pages.

Organization Dashboard

Dashboard Report	Purpose	Interpretation and Use
Overview		
Responses by Employment Range	Shows the employment size profile of responses for the selected response set. This is useful to understand the employment size base of the response set, e.g. for a selected geography.	May be used for comparison to an employment size profile for the business population if known.
DEi Meter	Provides the DEi score for the selected response set and the number of business responses included (sample size).	Allows for comparison of DEi for different user segments and/or geographies.
Impact Highlights	Provides a quick summary of key impact metrics, such as revenues, cost savings, and employment attributed to Internet use.	Metrics are actual totals for the information reported by the selected response set. Results are not extrapolated to the larger population.
Response by Industry	Shows the industry profile of responses for the selected response set. This is useful to understand the industry base of the response set, e.g. for a selected geography.	May be used for comparison to an industry profile for the business population if known.
Response by region	Provides a breakdown of response by region for a selected response set	Allows quick comparison across regions of the number of respondent that meet the selected criteria.
Top 3 Industries	Shows the top 3 industries based on the industry average DEi scores. This can be useful when drilling down into specific geographic areas.	Filtered response sets that generate very small samples may not produce meaningful results if few industries are represented in the sample.
Bottom 3 Industries	Shows the bottom 3 industries based on the industry average DEi scores. This can be useful when drilling down into specific geographic areas.	Filtered response sets that generate very small samples may not produce meaningful results if few industries are represented in the sample.
Connectivity		
Business Internet Connections	Summary of the number of users of each major type of Internet connection for the selected response set.	Connectivity data is based on the primary type of Internet connection used. Organizations may have multiple types of connection in use. Caution should be used when interpreting the results as the availability or use of technologies in geographies that may have few data points.

Dashboard Report	Purpose	Interpretation and Use
Connectivity by Establishment Size	Compare levels of use of different Internet access technologies by establishments of different employment size	Provides insights into how technology selection varies by establishment size and gives a context for utilization relative to connection type.
Connectivity by Sector	Compare levels of use of different Internet access technologies by different sectors - Commercial, Government, and Nonprofit.	Provides insights into how technology selection varies by sector. Internet technology selection is more likely to be influenced by organization size and budget rather than sectoral influences.
Download Speed Ranges	Shows the distribution of measured download speeds in standard speed ranges.	Data is based on actual measured speeds using a speed test site provided for the research. Measured speeds can be variable based on network and time of day factors.
Upload Speed Ranges	Shows the distribution of measured upload speeds in standard speed ranges.	Data is based on actual measured speeds using a speed test site provided for the research. Measured speeds can be variable based on network and time of day factors.
Average Connection Speeds	Shows the average measured download and upload speeds (mbps) by major connection technology types.	Data is based on actual measured speeds using a speed test site provided for the research. Measured speeds can be variable based on network and time of day factors.
Monthly Costs		
Monthly Internet Costs	Shows the distribution of monthly Internet costs in cost range bands for all connection types. Useful for quickly seeing the cost ranges for selected response sets, e.g. connectivity type, regions, establishment size, etc.	Data is based on actual monthly costs provided by organizations and grouped into cost range bands for reporting. Note - this does not necessarily reflect monthly subscription rates for single connections, especially where additional services and multiple connections may be included in an organization's monthly costs.
Internet Cost by Access Type	Shows the percentage of organizations within each monthly cost band for each type of connection technology.	Indicates the relationship of monthly cost to connectivity type.
Average Internet Cost by Access Type	Shows the average monthly cost of Internet by major connection technology.	Allows for insights into average cost variations for selected response sets, such as geographies.
Satisfaction with Current Connection	Provides a qualitative assessment from the users' perspective on their levels of satisfaction related to their connectivity for: <ul style="list-style-type: none"> - Speed of connection - Reliability of connection - Price/value of connection 	Provides insights into satisfaction levels of the current connections in use. This may be of particular interest when filtered by connection type and geographic area to understand where satisfaction issues may exist.
Internet Cost by Size	Shows the percentage of organizations within each monthly cost band for each range of employment size.	Indicates the relationship of monthly cost to establishment employment size.

Dashboard Report	Purpose	Interpretation and Use
Average Internet Cost by Size	Shows the average monthly cost of Internet by establishment employment size.	Allows for insights into the relationship between Internet cost and establishment size. Larger establishments may have multiple connections and additional services bundled in their monthly costs.
DEi		
DEi Distribution	Provides the distribution of DEi scores within DEi score ranges from 0 to 10. This complements the average DEi score by showing the distribution of lower and higher scores around the average.	Organizations below the average DEi are potential targets for increased utilization initiatives. Viewing DEi distribution for selected response sets (e.g. industry, employment size) can provide insights into which segments to target for increasing utilization levels.
DEi Meter	Provides the DEi score for the selected response set and the number of business responses included (sample size).	Allows for comparison of DEi for different user segments and/or geographies using the prompt filters.
Average DEi by Industry	Provides a summary of the average DEi scores for each industry in the selected response set, sorted from highest to lowest DEi score.	Allows for a quick view of which industries are making the greatest use of the Internet based on DEi score.
Revenue Impact by DEi	Shows the percentage of annual revenue attributed to using the Internet by establishments within each DEi score band from 0 to 10. The number of establishments reporting revenue is also shown for context.	Indicates the relationship between revenue impacts (past 12 months) and Internet utilization as represented by the DEi score. The number of establishments for each DEi range indicates the sample size for consideration in interpreting how representative the results are. Note - Revenue impacts can be greatly influence by larger organizations with high revenues. Careful use of prompt filters is recommended to gain meaningful insights.
Cost Impact by DEi	Shows the percentage of annual cost savings attributed to using the Internet by establishments within each DEi score band from 0 to 10. The number of establishments reporting revenue is also shown for context.	Indicates the relationship between cost savings (past 12 months) and Internet utilization as represented by the DEi score. The number of establishments for each DEi range indicates the sample size for consideration in interpreting how representative the results are. Note - Cost impacts can be greatly influence by larger organizations with high operating costs. Careful use of prompt filters is recommended to gain meaningful insights.
FT Employment Impact by DEi	Shows the percentage of new full-time (FT) jobs and the percentage of new FT attributed to using the Internet for the past 12 months. The number of establishments reporting revenue is also shown for context.	New full-time jobs is used as a metric to indicate the relationship between Internet utilization and job creation. Interpretation should also consider the creation of part-time jobs and that job losses may also exist.

Dashboard Report	Purpose	Interpretation and Use
Average DEi by Employment Size	Provides a summary of the average DEi scores for each employment size range in the selected response set.	Allows for a quick view of how Internet utilization varies by employment size based on DEi score.
Impacts		
Impacts Summary	Summary totals for annual revenue impacts, annual operating cost impacts, and net employment impacts.	Useful for quick view of overall impacts, especially when filtered using prompts to focus on specific segments.
New Jobs from Internet Use	Provides a summary of new jobs created in the past 12 months for full-time, part-time, and full and part-time combined. Provides metrics for job creation.	Pct. New Internet is the ratio of New Jobs Internet to total New Jobs and indicates the percentage of new jobs attributed to the establishment's use of the Internet. New Jobs Internet does not only mean "internet-related jobs", but any new employment driven from using the Internet.
Internet Revenue Impacts	Shows the percentage of annual revenue attributed to using the Internet for each employment size range. The number of establishments reporting revenue is also shown for context.	Revenues attributed to using the Internet include attribution from all sales activities, not exclusively online sales. The number of establishments (sample size) must be considered in the degree of confidence in interpreting the revenue impacts.
Internet Cost Impacts	Shows the percentage of annual cost savings attributed to using the Internet for each employment size range. The number of establishments reporting cost savings is also shown for context.	Cost savings attributed to using the Internet includes attribution from all operational activities, not exclusively from IT savings. The number of establishments (sample size) must be considered in the degree of confidence in interpreting the cost saving impacts.
New Full-time Employment	Shows the percentage of new full-time jobs and the percentage of new full-time jobs attributed to using the Internet for each employment size range. The total number of full-time employees is also shown for context.	Provides an indication of where new full-time employment is created by size of business, and how much of that job creation is attributed to using the Internet.
New Part-time Employment	Shows the percentage of new part-time jobs and the percentage of new part-time jobs attributed to using the Internet for each employment size range. The total number of part-time employees is also shown for context.	Provides an indication of where new part-time employment is created by size of business, and how much of that job creation is attributed to using the Internet.
New Total Employment (FT+PT)	Shows the percentage of new full-time and part-time jobs and the percentage of new full-time and part-time jobs attributed to using the Internet for each employment size range. The total number of full-time and part-time employees is also shown for context.	Provides an indication of where new full-time and part-time employment is created by size of business, and how much of that job creation is attributed to using the Internet.

Dashboard Report	Purpose	Interpretation and Use
Broadband Importance to Location	Shows the importance of broadband for organizations in both selecting and remaining in their location.	This indicates the importance of broadband overall for business location and provides insights into the importance of broadband for both attracting and retaining businesses. It can be useful to filter this report by time in location to see how importance varies for establishments that have made more recent location decisions.
Utilization		
Internet Uses for e-Commerce	Provides the percentage of establishments utilizing each of the 8 Internet utilization categories that form the group of e-Commerce categories. The e-Commerce uses are those that relate most to interacting with external entities for commercial purposes. The utilizations are included in the 17 total categories that comprise the Digital Economy Index (DEi).	Allows for understanding of how the Internet is used to a greater or lesser extent for e-Commerce for the selected response set. This information provides additional detail behind the DEi scores for the selected sample. Low utilization levels provide opportunities to increase utilization and their resulting benefits for organizations.
Internet Uses for e-Commerce	Provides the percentage of establishments utilizing each of the 9 Internet utilization categories that form the group of e-Process categories. The e-Process uses are those that relate most to interacting with internal and external entities for internal business process purposes. The utilizations are included in the 17 total categories that comprise the Digital Economy Index (DEi).	Allows for understanding of how the Internet is used to a greater or lesser extent for e-process for the selected response set. This information provides additional detail behind the DEi scores for the selected sample. Low utilization levels provide opportunities to increase utilization and their resulting benefits for organizations.
Internet Benefits	Provides the percentage of establishments rating the importance levels of benefits received from using the Internet.	Interpreted as "How important is the Internet for delivering the following benefits?" Provides insights into how different segments perceive and receive benefits from Internet use.
Internet Barriers	Provides the percentage of establishments rating the importance levels of barriers that inhibit their effective use of the Internet.	Interpreted as "How important are the barriers in inhibiting the effective use of e-solutions?" Overcoming barriers is an important consideration for increasing utilization.
Use of Web-enabled Devices	Shows how many organizations are using or planning to use different types of web-enabled mobile devices.	Web-enabled mobile devices and increasing in their variety and capabilities and becoming increasingly important for many businesses. Major categories are laptop computers, wen-enabled phones, and other mobile devices.
Applications of Mobile Devices	Shows the percentages of organizations that use web-enabled mobile devices for a variety of purposes.	Provides insights into how and why organizations are using web-enabled mobile devices and how these devices may enhance productivity.

Dashboard Report	Purpose	Interpretation and Use
DEi Utilization		
Current Utilization vs. DeI Range	Affectionately known as "the football chart", this shows the relationships between different utilizations and DEi scores. Specifically, each line plots the percentage of organizations that currently use the type of Internet utilization within each DEi score range.	Looking vertically within each DEi range one can see the relative composition of utilizations within that range, i.e. for each range which utilizations are used most to least. Following the curves of each utilization one can see which are adopted more quickly by users (fast rising curves) and which tend to be adopted more slowly (slow rising curves). Given that lower DEi scores, by definition, mean fewer utilizations, the curves indicate which utilizations are adopted more quickly and easily compared with those that are adopted later and require greater sophistication in use. This provides insights into which utilizations can be a focus for increasing DEi scores.
Internet revenue vs. DEi Range	Shows the percentage of annual revenue attributed to using the Internet by establishments within each DEi score band from 0 to 10. The number of establishments reporting revenue is also shown for context.	Indicates the relationship between revenue impacts (past 12 months) and Internet utilization as represented by the DEi score. The number of establishments for each DEi range indicates the sample size for consideration in interpreting how representative the results are. Note - Revenue impacts can be greatly influence by larger organizations with high revenues. Careful use of prompt filters is recommended to gain meaningful insights.
Cost savings vs. DEi Range	Shows the percentage of annual cost savings attributed to using the Internet by establishments within each DEi score band from 0 to 10. The number of establishments reporting revenue is also shown for context.	Indicates the relationship between cost savings (past 12 months) and Internet utilization as represented by the DEi score. The number of establishments for each DEi range indicates the sample size for consideration in interpreting how representative the results are. Note - Cost impacts can be greatly influence by larger organizations with high operating costs. Careful use of prompt filters is recommended to gain meaningful insights.

Dashboard Report	Purpose	Interpretation and Use
Cloud Apps		
Cloud Service Use	Shows how many organizations are currently using cloud-based services or are considering their use.	Cloud services is a growing segment that enables cost effective solutions, especially important to smaller enterprises, and drives greater use of and dependency on the Internet connection.
Cloud Service Drivers	Shows the relative importance of various motivating factors in the decisions to adopt cloud-based services.	Understanding business motivations provides insight into opportunities to promote greater utilization.
Cloud-based Applications	Shows the proportion of cloud service users that utilize major categories of common cloud-based applications	Three major categories shown are; basic applications such as spreadsheet and word processing tools, collaborative platforms, and sales and customer relationship management tools.
Collaboration Tool Uses	Provides the percentage of establishments that use collaborative tools for various different collaboration purposes.	Provides for additional insights into what types of collaboration are used by organizations.
Employment		
Net Industry Employment Impacts	Shows the number of net full-time and part-time employees added (lost) in the past 12 months and the number of net employees attributed to using the Internet for each major industry. Refer to the table for the total industry employment for the selected response set.	Net jobs = New Jobs - Lost Jobs over the preceding 12 months for full-time and part-time combined.
Percent Net Industry Employment Impacts	Shows the percentage of net full-time and part-time employment added (lost) in the past 12 months and the percentage of net employees attributed to using the Internet for each major industry. Refer to the table for the total industry employment for the selected response set.	Both percentages are calculated relative to the total full-time and part-time employment. Calculating net Internet jobs as a percentage of net jobs does not make sense where net jobs is negative and net Internet jobs is positive.
Net Employment Impacts by Size	Shows the number of net full-time and part-time employees added (lost) in the past 12 months and the number of net employees attributed to using the Internet for each employment size range. Refer to the table for the total employment for the selected response set.	Net jobs = New Jobs - Lost Jobs over the preceding 12 months for full-time and part-time combined.
Percent Net Employment Impacts by Size	Shows the percentage of net full-time and part-time employment added (lost) in the past 12 months and the percentage of net employees attributed to using the Internet for each employment size range. Refer to the table for the total employment for the selected response set.	Both percentages are calculated relative to the total full-time and part-time employment. Calculating net Internet jobs as a percentage of net jobs does not make sense where net jobs is negative and net Internet jobs is positive.

Dashboard Report	Purpose	Interpretation and Use
Employment Impact Summary	Provides a summary of employment impacts for all organizations reporting either full-time or part-time employment in the previous 12 months. The report shows reported combined full-time and part-time employment for: total employment; new, lost, and net jobs; and new, lost, and net jobs attributed to using the Internet.	The total number of organizations includes those that report full-time and/or part-time employment. This includes those that report full-time only, part-time only, or both. The results show the new and lost jobs as well as the net jobs by size of organization. Percentages show the changes in jobs relative to total employment as well as new or lost jobs attributed to using the Internet as a percentage of total new or lost jobs. Note - The total employment includes both FT and PT employees for establishment that have either or both FT and PT. Other reports may show the number of establishments and employment for subsets of establishments that have either FT or PT.
Skills		
e-Solutions Expertise Issues	Identifies how critical knowledge and expertise issues are for organizations.	Lack of sufficient internal knowledge and expertise can inhibit e-solutions adoption and utilization. Provides insights into which issues needs attention for selected response sets.
Types of Skills Acquired (past 12 months)	Identifies which types of skills organizations have actively acquired through various methods as a result of their Internet uses or in order to support its use.	Provides insights into the past and future potential demands for skills which can become a key factor in the successful adoption and sustainability of new e-solutions.
Preferred Learning Methods	Provides indications of how preferred methods of learning for development of e-solutions skills	Provides insights for targeting skills development and delivery methods.
Skills Acquisition Methods (past 12 months)	Provides indications of how skills are acquired based on methods used in the past 12 months.	provides insights for targeting skills development and acquisition methods, e.g. training and hiring.
Ad Hoc Queries		
Query All Questions	Provides access to query all topics in the data set. Note - Some questions may not provide results if the question was not part of the data collection for the region selected.	Allows for any question to be queried with a chart and table, some of which may not be presented in other dashboard reports.
Regions		
Average DEi	Comparison of average DEi scores for each region. Note - Regions are defined using generally accepted definitions of economic development regions within the larger geographic area (e.g. a State).	Allows for a quick comparison of utilization performance across the selected regions.

Dashboard Report	Purpose	Interpretation and Use
Employment Impacts	Shows the percentage of new full-time and part-time jobs and the percentage of new full-time and part-time jobs attributed to using the Internet for each region. The total number of full-time and part-time employees is also shown for context.	Provides an indication of where new full-time and part-time employment is created by region, and how much of that job creation is attributed to using the Internet. Note- The focus of this report is on job creation for regional comparison. It must be recognized that job losses may also exist, which may be viewed in the Employment reports.
Revenue Impact	Shows the percentage of annual revenue attributed to using the Internet for each region. The number of establishments reporting revenue is also shown for context.	Revenues attributed to using the Internet includes attribution from all sales activities, not exclusively online sales. The number of establishments (sample size) must be considered in the degree of confidence in interpreting the revenue impacts. This report shows how regions compare based on the information reported by organizations (small samples may exist).
Importance of Broadband to Location	Shows the importance of broadband for organizations in both selecting and remaining in their location for each region.	This indicates the importance of broadband overall for business location and provides insights into the importance of broadband for both attracting and retaining businesses. This report allows for comparing location importance results for each region.
Region Comparisons		
Region Comparisons of Selected Topics	Provides access to query all topics in the data set with a breakdown by region.	Provides the ability to compare results between regions. Allows for any question to be queried with a chart and table, some of which may not be presented in other dashboard reports.
Connectivity Impacts		
Utilization and Impact Results by Connectivity Type	Provides access to query selected topics in the data set with a breakdown by type of Internet connection. Reports show the percentage of establishments for each response category.	Provides the ability to compare results across the different types of Internet technologies to uncover potential relationships between the results and connectivity type. Allows for any question to be queried with a chart and table.
Utilization and Impact Results by Download Speed	Provides access to query selected topics in the data set with a breakdown by download speed ranges. Reports show the percentage of establishments for each response category.	Provides the ability to compare results based on download speeds to uncover potential relationships between the results and connection speed. Allows for any question to be queried with a chart and table.
DEi vs. Connectivity	Shows the average DEi scores for each major type of connectivity. The number of reporting establishments is show for reference.	Provides insights into relative utilization, based on DEi scores, of each type of connectivity.

Dashboard Report	Purpose	Interpretation and Use
DEi vs. Connectivity	Shows the average DEi scores for each download speed range. The number of reporting establishments is show for reference.	Provides insights into utilization, based on DEi scores, relative to connection speeds.

Organization Dashboard Prompts

Prompts	Purpose	Interpretation and Use
Geography		
Year	Selection of year data was collected	
State	Selection of State for data source	
Region	Selection of regions for the State	
County Name	Selection of counties for the state or region	If region(s) selected, only those counties are presented for selection
RUCA	Selection of rural/urban groupings based on RUCA codes	Rural-Urban Commuting Areas (defined by USDA) are grouped into four categories and specified at the Zip Code level.
Characteristics		
Major Industry	Selection of major industries as defined by the North American Industry Classification System (NAICS)	
Sector	Selection of sectors of interest - Commercial, Government, Nonprofit	
CAI Type	Selection of major categories of Community Anchor Institutions	
Gov Level	Selection of County and/or Municipal level	Available for selected dashboard pages
Health Orgs	Allows for selection of organizations that provide health services	
Health Type	Selection of type of health organization	Available for selected dashboard pages
NFP Type	Selection of type of nonprofit organization	Available for selected dashboard pages
Employment	Selection of response based on organization employment size ranges	Standard industry employment size ranges are used.
Ethnicity		
Ethnic Group	Ethnicity of business ownership	Available for selected dashboard pages
Hispanic	Selection of Hispanic-owned businesses	Available for selected dashboard pages
Gender	Selection of woman-owned businesses	Available for selected dashboard pages

Prompts	Purpose	Interpretation and Use
Connectivity		
Access Group	Broadband or Dial-up	Allows for quick filtering when interested in users of broadband only or dial-up only
Access Type	Selection of major Internet access technologies	
Upload Speeds	Selection of upload speed ranges based on NTIA ranges	Selects data where speed test results are available
Download Speeds	Selection of download speed ranges based on NTIA ranges	Selects data where speed test results are available
Broadband Time	Length of time using broadband in yearly ranges	
Monthly Internet Cost	Selection of monthly Internet cost ranges	Available for selected dashboard pages
Results		
Category	Category of interest - Utilization, Impacts, Skills	Available for selected dashboard pages
Question	Question topic of interest based on category	Available for selected dashboard pages
Response Element	Selection of response element of the selected question	Available for selected dashboard pages
Response Data	Selection of responses for selected response elements	Available for selected dashboard pages

Household Dashboard

Dashboard Report	Purpose	Interpretation and Use
Overview		
Household DEi	Provides the DEi score for the selected response set and the number of business responses included (sample size).	Allows for comparison of DEi for different user segments and/or geographies.
Home Businesses	Percentage of households that operate a home business meeting the home business definition	The home business definition is "A home-based business may be part-time or full-time activity by one or more household members that operate their business exclusively from home."
Teleworking Households	Percentage of households who have one or more teleworkers meeting the telework definition	Teleworking is defined as "working from home during normal working hours as part of an ongoing arrangement with your employer. Tele-working may be part of the time (one or more days per week) or all of the time. "
Household Respondent Age	Percentage of household respondents in different age ranges.	Provides context for the age profile of the selected response set.
Household Income	Percentage of household respondents in different ranges of household income.	Provides context for the household income profile of the selected response set.
Responses by Region	Provides a breakdown of response by region for a selected response set	Allows quick comparison across regions of the number of respondent that meet the selected criteria.

Dashboard Report	Purpose	Interpretation and Use
Education Attainment	Percentage of household respondents at various levels of current education attainment.	Provides context for the household education profile of the selected response set.
Employments Status	Percentage of household respondents by employment status.	Provides context for the employment profile of the selected response set.
Computer and Internet Skill by Age	Level of computer skill by respondent age range.	Provide context for computer skill level variations which may influence Internet utilization.
Connectivity		
Household Connection Types	Summary of the number of users of each major type of Internet connection for the selected response set.	Caution should be used when interpreting the results as the availability or use of technologies in geographies that may have few data points.
Connectivity by Income	Compare levels of use of different Internet access technologies by household income	Provides insights into how technology selection varies by household income and gives a context for utilization relative to connection type.
Connectivity by Skill Level	Compare connectivity selection based on user computer skill level.	Provides insights into how technology selection varies by computer skill level.
Download Speeds	Shows the distribution of measured download speeds in standard speed ranges.	Data is based on actual measured speeds using a speed test site provided for the research. Measured speeds can be variable based on network and time of day factors.
Upload Speeds	Shows the distribution of measured upload speeds in standard speed ranges.	Data is based on actual measured speeds using a speed test site provided for the research. Measured speeds can be variable based on network and time of day factors.
Average Connection Speeds	Shows the average measured download and upload speeds by major connection technology types.	Data is based on actual measured speeds using a speed test site provided for the research. Measured speeds can be variable based on network and time of day factors.
Internet Costs		
Monthly Internet Costs	Shows the distribution of monthly Internet costs in cost range bands for all connection types. Useful for quickly seeing the cost ranges for selected response sets, e.g. connectivity type, regions, household characteristics, etc.	Data is based on monthly costs ranges selected by households.
Broadband Cost by Download Speed Range	Shows the relationship of monthly Internet cost to measured download speeds.	Provides insights into the relationship between cost and speeds especially when selecting response sets for geographies and access types.

Dashboard Report	Purpose	Interpretation and Use
Satisfaction with Current Connection	Provides a qualitative assessment from the users' perspective on their levels of satisfaction related to their connectivity for: <ul style="list-style-type: none"> - Speed of connection - Reliability of connection - Price/value of connection 	Provides insights into satisfaction levels of the current connections in use. This may be of particular interest when filtered by connection type and geographic area to understand where satisfaction issues may exist.
Monthly Internet Costs by Access Type	Shows the percentage of households within each monthly cost band for each type of connection technology.	Indicates the relationship of monthly cost to connectivity type.
Average Speed by Monthly Cost Range (under \$150 per month)	Shows the average upload and download speeds by monthly cost ranges under \$150 per month, for all connectivity types.	Provides insights into the relationship between cost and speeds especially when selecting response sets for geographies and access types.
Monthly Internet Costs by Rurality	Shows the percentage of households within each monthly cost band by RUCA categories	Provides insights into variations in monthly Internet cost for rural households and non-rural households. Rural-Urban Commuting Areas (defined by USDA) are defined at the Zip Code level.
DEi		
DEi Distribution by Access Group	Provides the distribution of DEi scores within DEi score ranges from 0 to 10. This complements the average DEi score by showing the distribution of lower and higher scores around the average. The distribution for dial-up households and broadband households are shown for comparison.	Households below the average DEi are potential targets for increased utilization initiatives. Viewing DEi distribution for selected response sets (e.g. income, ethnicity) can provide insights into which segments to target.
Household DEi	Provides the DEi score for the selected response set and the number of household responses included (sample size).	Allows for comparison of DEi for different user segments and/or geographies.
DEi by Rurality	Provides a summary of the average DEi scores by RUCA category.	Allows for a quick view of how Internet utilization varies by RUCA categories based on DEi score.
DEi by Household Income	Provides a summary of the average DEi scores for each household income range in the selected response set. The number of household in each range is provided for reference.	Allows for a quick view of how Internet utilization varies by household income based on DEi score. The number of households (sample size) should be considered when interpreting the results.
DEi by Connection Type	Provides a summary of the average DEi scores for each connection type in the selected response set. The number of household in each range is provided for reference.	Allows for a quick view of how Internet utilization varies by connection type based on DEi score. The number of households (sample size) should be considered when interpreting the results.

Dashboard Report	Purpose	Interpretation and Use
DEi by Respondent Age	Provides a summary of the average DEi scores for each respondent age range in the selected response set. The number of household in each range is provided for reference.	Allows for a quick view of how Internet utilization varies by respondent age based on DEi score. The number of households (sample size) should be considered when interpreting the results.
DEi by Region	Provides a summary of the average DEi scores for each region in the selected response set. The number of household in each region is provided for reference.	Allows for a quick view of how Internet utilization varies by region based on DEi score. The number of households (sample size) should be considered when interpreting the results.
Region Comparisons		
Monthly Broadband Costs by Region	Shows the distribution of monthly Internet costs in cost range bands for broadband connection types. Useful for quickly seeing the cost ranges for selected response sets to compare by region.	Data is based on monthly costs ranges selected by households. Only broadband connection types are included for purposes of comparing broadband costs by region.
Household DEi	Provides the DEi score for the selected response set and the number of household responses included (sample size).	Allows for comparison of DEi for different user segments and/or geographies.
DEi by Region	Provides a summary of the average and median DEi scores for each region.	Allows for a quick view of how Internet utilization varies by region based on DEi score.
Connectivity Used by Region	Summary of the number of users of each major type of Internet connection for each region in the state.	Allows comparisons of uses of different technologies across regions. Caution should be used when interpreting the results as the availability or use of technologies in geographies that may have few data points.
Likelihood of Relocation for Broadband by Region	Shows the likelihood of relocating to a community that has broadband services by percentage of households for the selected response set, broken down by regions designated for the state.	Data is for all households including those currently using broadband. Interpretation is that if the household did not currently have broadband how likely is it that they would relocate to get broadband. Provides insights into the importance of broadband for attracting and retaining households in a community and how this may vary by region.
Utilization		
Household Productivity	Provides the percentage of households utilizing each of the productivity utilization categories that form a component of the DEi scores.	Allows for understanding of how the Internet is used to a greater or lesser extent for household productivity across the selected response set.
Household Research	Provides the percentage of households utilizing each of the productivity information research categories that form a component of the DEi scores.	Allows for understanding of how the Internet is used to a greater or lesser extent for household research across the selected response set.

Dashboard Report	Purpose	Interpretation and Use
Household Communication	Provides the percentage of households utilizing each of the Internet communication categories that form a component of the DEi scores.	Allows for understanding of how the Internet is used to a greater or lesser extent for household communication across the selected response set.
Household Recreation	Provides the percentage of households utilizing each of the entertainment and recreation categories that form a component of the DEi scores.	Allows for understanding of how the Internet is used to a greater or lesser extent for household recreation across the selected response set.
Household Transactions	Provides the percentage of households utilizing each of the Internet transaction categories that form a component of the DEi scores.	Allows for understanding of how the Internet is used to a greater or lesser extent for household transactions across the selected response set.
Web Presence Uses	Provides the percentage of households utilizing web presence, e.g. a personal website or other hosted service, for different purposes; personal relationships, professional networks, and generating income.	Allows for understanding of how individuals use their web presence. Individuals may use web presence for one or more of the categories.
Dei Utilization		
Current Utilization by DEi Range	Shows the percentage of households using each of the 30 utilization categories for each range of DEi score. The percentages are based on the number of households that fall within each DEi range.	This report, nicknamed the "football", shows the adoption trends by DEi range for each type of utilization. Given that lower DEi scores, by definition, mean fewer utilizations, the curves indicate which utilizations are adopted more quickly and easily compared with those that are adopted later and require greater sophistication in use.
DEi Distribution by Access Group	Provides the distribution of DEi scores within DEi score ranges from 0 to 10. This complements the average DEi score by showing the distribution of lower and higher scores around the average. The distribution for dial-up households and broadband households are shown for comparison.	Households below the average DEi are potential targets for increased utilization initiatives. Viewing DEi distribution for selected response sets (e.g. income, ethnicity) can provide insights into which segments to target. Note - This report is repeated from the DEi page to provide additional context when using filters on the utilization vs. DEi report.
Current Utilization vs. Average DEi	Shows the percentage of households using each utilization category and the average DEi for households using each utilization category.	Indicates the relationship household utilization level for each category and the average DEi for those households. The results provide an indication of which utilizations are associated with higher or lower DEi scores.
Impacts		
Household Benefits	Shows the level of agreement by households with a series of statement related to the benefits of using the Internet for the household.	Provides insights into how households perceive the benefits of Internet use.

Dashboard Report	Purpose	Interpretation and Use
Likelihood of relocating for Broadband	Shows the likelihood of relocating to a community that has broadband services by percentage of households for the selected response set.	Data is for all households including those currently using broadband. Interpretation is that if the household did not currently have broadband how likely is it that they would relocate to get broadband. Provides insights into the importance of broadband for attracting and retaining households in a community.
Lifestyle benefits	Shows the importance of the Internet for achieving household lifestyle benefits (e.g. improved life-work balance)	Provides insights into how households perceive the benefits of Internet use.
Annual Online Orders	Summary of annual online transactions with the percentage of households within each range of annual transactions.	Provides insights into how frequently households use the internet for online transactions on an annual basis. Greater use of online transactions indicates greater engagement with the digital economy.
Annual Online Spending	Summary of annual online household spending through online transactions with the percentage of households within each range of annual spending	Provides insights into how much households spend online on an annual basis. Greater online spending indicates greater engagement with the digital economy.
Preference for Future Internet Use	Shows preferences for individuals to use the Internet more effectively, the same amount, or use it less.	Provides insights into future demand for Internet use.
Barriers to Increasing use of Internet	Shows the importance of different factors that may inhibit individuals from being able to increase their effective use of the Internet.	Provides insights into barriers that may need to be overcome to increase Internet use.
Online Purchases from Mobile Devices	Shows the extent to which mobile devices are used for online purchases as a percentage of total online purchases.	Provides insights into how mobile devices are used for Internet activities based on purchase transactions.
Ad Hoc Queries		
HH All Questions	Provides access to query all topics in the data set	Allows for any question to be queried with a chart and table, some of which may not be presented in other dashboard reports.
Telework		
Teleworker Industries	Percentage of teleworkers by major industry.	Provides insights into which industries are employing teleworkers. This is particularly useful for assessing how teleworking augments existing industry employment within a region and increasing industry diversity.
Teleworking Households by Region	Shows the percentage of teleworking households by region.	Allows regional comparison of teleworking penetration by region.
Importance of Teleworking	Shows the level of agreement by teleworking households with key benefits of teleworking, such as the ability to achieve career goals, avoid relocation, etc.	Provides additional insights into the importance of teleworking in achieving household benefits.

Dashboard Report	Purpose	Interpretation and Use
Average teleworking Days per Week	Shows the average teleworking days per week by percentage of households.	Useful for assessing the extent to which teleworking is used all the time vs. part of the time with implications for other teleworking benefits, such as employer cost savings and environmental benefits.
Distance to Telework Employer	Shows the average distance to teleworker employer locations by percentage of households.	Useful for assessing the potential environmental benefits of and household time and cost benefits of reduced commuting.
Reasons for Teleworking	Shows the percentage of teleworking households rating the importance of different motivations for teleworking.	Provides insights into motivations and expected benefits of teleworking.
Teleworking by Rurality	Compares the percentage of teleworking households by RUCA categories.	Provides insights into differences between areas of different ruralities. Rural-Urban Commuting Areas (defined by USDA) are defined at the Zip Code level.
Home Business		
Home Business Industries	Percentage of home businesses by major industry.	Provides insights into which industries home businesses are engaged. This is particularly useful for assessing how home businesses augment existing industries within a region and increasing industry diversity.
Home Business Households by Region	Shows the percentage of home businesses by region.	Allows regional comparison of home business penetration by region.
Importance of Broadband for Home Business	Shows the level of agreement by home business households on the importance of broadband for the success of their business, e.g. broadband is essential for the business, would need to relocate to get broadband, etc.	Provides additional insights into the importance of broadband to the success of home businesses.
Home Business Uses of Internet	Shows how home businesses are currently using the Internet for business purposes.	Similar to business utilizations, this information provides insights into the additional uses of the Internet for home business households.
Importance of Internet for Home Business Benefits	Shows the importance of the Internet for achieving business benefits (e.g. reaching new customers)	Interpreted as "How important is the Internet for delivering the following benefits?" Provides insights into how home businesses perceive and receive benefits from Internet use.
Home Businesses by Rurality	Compares the percentage of home business households by RUCA categories	Provides insights into differences between areas of different ruralities. Rural-Urban Commuting Areas (defined by USDA) are defined at the Zip Code level.
Region Utilizations		
Region Comparisons of Internet utilizations	Provides access to query all Internet utilization topics in the data set with a breakdown by region.	Provides the ability to compare results between regions. Allows for any question in the Utilization category to be queried with a chart and table, some of which may not be presented in other dashboard reports.

Dashboard Report	Purpose	Interpretation and Use
Region Impacts		
Region Comparisons of Impacts and Skills	Provides access to query all Internet impacts and skills topics in the data set with a breakdown by region.	Provides the ability to compare results between regions. Allows for any question in the Impacts and Skills categories to be queried with a chart and table, some of which may not be presented in other dashboard reports.
Skills		
Preference of Learning Methods	Provides indications of how preferred methods of learning for development of e-solutions skills	Provides insights for targeting skills development and delivery methods
Availability of Learning Methods	Shows the availability of different learning methods.	Provides insights into the extent of availability of learning methods that may influence the development and delivery of training programs.
Learning Preference by Age Group	Provides a comparative breakdown of learning methods preferences by age group.	Provides insights for targeting skills development and delivery methods based on age group segments.
Learning Preference by Income	Provides a comparative breakdown of learning methods preferences by income group.	Provides insights for targeting skills development and delivery methods based on income group segments.
Availability of Local Learning Resources	Identifies if resources are available in the community for learning how to get the most from the Internet	Provides insights into where learning resources may be lacking and where awareness of available resources may be weak.
Learning Resource Availability by Region	Shows the availability of different learning methods by region.	Provides insights into the extent of availability of learning resources, which may influence the development and delivery of training programs.

Household Dashboard Prompts

Prompts	Purpose	Interpretation and Use
Geography		
Year	Selection of year data was collected	
State	Selection of State for data source	
Region	Selection of regions for the State	
County Name	Selection of counties for the state or region	If region(s) selected, only those counties are presented for selection
Rural	Selection of rural vs. non-rural counties	Rural and non-rural designations are at the county level (whole counties)

Prompts	Purpose	Interpretation and Use
RUCA	Selection of rural/urban groupings based on RUCA codes	Rural-Urban Commuting Areas (defined by USDA) are grouped into four categories and specified at the Zip Code level.
Characteristics		
Household Income	Selection of household income ranges	
Respondent Age	Selection of respondent age groups	
Education	Selection of respondent education attainment level	
Computer Skill	Selection of respondent computer skill level	
Employment Status	Selection of respondent employment status	
Ethnicity	Selection of household ethnicity (if single group) or mixed	Available for selected dashboard pages
Minorities	Allows selection of households with at least one minority ethnic group	Available for selected dashboard pages
Telework	Allows selection of teleworking households	Available for selected dashboard pages
Home Business	Allows selection of home business households	Available for selected dashboard pages
School Age	Allows selection of households with school age children (5-17 years)	Available for selected dashboard pages
Seniors	Allows selection of households with seniors (65 years or more)	Available for selected dashboard pages
Connectivity		
Access Group	Broadband or Dial-up	Allows for quick filtering when interested in users of broadband only or dial-up only
Access Type	Selection of major Internet access technologies	
Upload Speeds	Selection of upload speed ranges based on NTIA ranges	Selects data where speed test results are available
Download Speeds	Selection of download speed ranges based on NTIA ranges	Selects data where speed test results are available
Internet Time	Length of time using Internet of any type in yearly ranges	
Broadband Time	Length of time using broadband in yearly ranges	

CAI and Sectors Dashboard

Dashboard Report	Purpose	Interpretation and Use
Farms		
Farm DEi-F Distribution	Provides the distribution of DEi-F scores within DEi-F score ranges from 0 to 10. This complements the average DEi-F score by showing the distribution of lower and higher scores around the average. The DEi-F score is based on the farm-specific uses of the Internet, over and above the core Internet uses that are the basis for the DEi.	Farms below the average DEi-F are potential targets for increased utilization initiatives. Viewing DEi-F distribution for selected response sets filters can provide insights into which segments to target for increasing utilization levels.
Farm Average DEi-F and DEi	Provides the average DEi-F and DEi scores for the selected response set and the number of farm responses included (sample size).	Allows for comparison of DEi-F and DEi for farms for different user segments and/or geographies.
Farm Types	Shows the number and percentage of farms by farm type based on standard agriculture industry categories.	Provides information for reference on the farm type composition of the farm data set. Also available as a prompt filter for this page.
Farm-specific Uses of the Internet	Shows the current and planned use of farm-specific utilizations of the Internet. These uses are more detailed and relevant to farm operations than the core set of utilization categories.	Aids in understanding how farms use the Internet for applications specific to their industry and forms the basis for the DEi-F score. Note that certain utilization categories may not be applicable to certain farm types, e.g. herd management may not be applicable to crop farms.
Farm Benefits of using the Internet	identifies the importance of the Internet for achieving the listed benefits specific to farm operations.	Provides insight into how important the Internet is to farms in specific benefits categories. Higher importance implies greater dependency on the Internet.
Public Access		
CAI Responses by Category	Provides the percentage and number of Community Anchor Institutions (CAI) in the selected response set by standard CAI categories. Certain categories have dedicated pages and reports in this dashboard.	Provided for reference on the breakdown of the CAI sector and the available sample sizes for analysis.
Public Access Facilities Available	Identifies if CAI provide access to computer terminals and the Internet to the public.	Provides insights into the extent to which CAI enable public access to the Internet, particularly useful when filtered by CAI type.
Public Services Offered	Identifies what additional Internet-related services are offered to the public, such as equipment loan services, training, and public WiFi access.	Provides insights into the extent that additional support service are provided to enable public use of the Internet.

Dashboard Report	Purpose	Interpretation and Use
Availability of Public Access Facilities	Identifies the percentage of CAI providing public access that make their facilities available at different time periods - weekdays (daytime), evenings, and weekends.	One or more time periods may be applicable to any CAI offering public access facilities.
Public Access Terminals Capacity	Shows the percentage of public access CAI in ranges of public access terminal capacity.	Provides insights on the available capacity of public access CAI to meet public demand.
Public Access Occupancy Levels	Identifies the occupancy level of current public access facilities by time period, showing percentages of when facilities are at full occupancy or have spare capacity.	Aids in identifying when and where public access capacity may be stressed or unused.
Plans for Public Access Capacity	Identifies plans for changing the capacity of public access facilities	Aids in understanding potential trends in increasing or decreasing public access to the Internet.
Education		
K12 DEi-K Distribution	Provides the distribution of DEi-K scores within DEi-K score ranges from 0 to 10. This complements the average DEi-K score by showing the distribution of lower and higher scores around the average. The DEi-K score is based on the school-specific uses of the Internet, over and above the core Internet uses that are the basis for the DEi.	Schools below the average DEi-K are potential targets for increased utilization initiatives. Viewing DEi-K distribution for selected response sets filters can provide insights into which segments to target for increasing utilization levels.
K12 Average DEi-K and DEi	Provides the average DEi-K and DEi scores for the selected response set and the number of school responses included (sample size).	Allows for comparison of DEi-K and DEi for schools for different user segments and/or geographies.
K12 Status	Shows the proportion of K-12 schools that are public vs. private in the sample.	Allows for segmentation by school status.
K12 School Internet Utilization	Shows the current and planned use of school-specific utilizations of the Internet. These uses are more detailed and relevant to school operations than the core set of utilization categories.	Aids in understanding how schools use the Internet for applications specific to their sector and forms the basis for the DEi-K score.
College Internet Utilization	Shows the current and planned use of college-specific utilizations of the Internet. These uses are more detailed and relevant to college operations than the core set of utilization categories.	Aids in understanding how colleges use the Internet for applications specific to their sector.

Dashboard Report	Purpose	Interpretation and Use
Local Government		
Local Government DEi-G Distribution	Provides the distribution of DEi-G scores within DEi-G score ranges from 0 to 10. This complements the average DEi-G score by showing the distribution of lower and higher scores around the average. The DEi-G score is based on the local government-specific uses of the Internet, over and above the core Internet uses that are the basis for the DEi.	Local governments below the average DEi-G are potential targets for increased utilization initiatives. Viewing DEi-G distribution for selected response sets filters can provide insights into which segments to target for increasing utilization levels.
Average DEi-G and DEi	Provides the average DEi-G and DEi scores for the selected response set and the number of local government responses included (sample size).	Allows for comparison of DEi-G and DEi for local governments for different user segments and/or geographies.
Local Government Utilizations	Shows the current and planned use of local government-specific utilizations of the Internet. These uses are more detailed and relevant to local government operations than the core set of utilization categories.	Aids in understanding how local governments use the Internet for applications specific to their sector and forms the basis for the DEi-G score.
Local Government Motivations for e-Solutions	Shows the importance of different factors that motivate local governments to adopt e-solutions, i.e. internet-enabled applications.	Aids in understanding the drivers for adoption of Internet solutions and factors that influence increased adoption.
Local Government Collaboration on Shared Services	Shows the proportions of local governments who are participating in collaboration with other jurisdictions on the development or delivery of online services, i.e. shared services.	Collaboration with other jurisdictions on the development of shared services provides an opportunity for local governments to increase the range of online services offered and benefit from reduced costs of development and delivery.
Local Government Motivations for Collaboration	Shows the importance of different factors that motivate local governments to collaborate on shared service.	Aids in understanding the drivers for collaboration on shared services and factors that influence decisions.
Public Safety		
Public Safety Organizations by Role	Shows the proportion of responses by public safety role within the sample.	Provided for reference on the breakdown of the Public Safety sector and the available sample sizes for analysis.
Sufficiency of Connections for Emergency Services Systems	Provides the public safety organizations' views on how sufficient their existing broadband connections for achieving a high level of emergency service system interoperability.	Provides insights into the extent to which broadband connections meet the needs and expectations of public safety organizations for emergency services systems.
Emergency service system compatibility - within jurisdiction	Provides the public safety organizations' views on the current levels of compatibility of emergency services systems within their jurisdiction.	Provides insights into the current levels of interoperability that may impact the effective delivery of emergency services.
Emergency service system compatibility - outside jurisdiction	Provides the public safety organizations' views on the current levels of compatibility of emergency services systems with other emergency services outside their jurisdiction.	Provides insights into the current levels of interoperability with emergency services in other jurisdiction that may impact the effective delivery of emergency services.

Dashboard Report	Purpose	Interpretation and Use
EcDev		
Businesses asking about broadband services	Identifies the frequency with which economic development organizations are asked by prospective businesses about the availability and affordability of broadband services in their community.	The scale of frequency is qualitative in the context of each responding economic development organization, i.e. frequently, occasionally, rarely, never. This indicates the relative importance of the quality and availability of local broadband services to local businesses.
Businesses not locating due to broadband services	Identifies the frequency with which businesses have chosen not to locate in the community because of the broadband services available.	The scale of frequency is qualitative in the context of each responding economic development organization, i.e. frequently, occasionally, rarely, never. This indicates the relative importance of the quality and availability of local broadband services decisions of businesses to locate within the jurisdiction, i.e. impact on attracting businesses.
Businesses leaving due to broadband services	Identifies the frequency with which businesses have relocated away from the jurisdiction due to the type of broadband services available.	The scale of frequency is qualitative in the context of each responding economic development organization, i.e. frequently, occasionally, rarely, never. This indicates the relative importance of the quality and availability of local broadband services decisions of businesses to remain within the jurisdiction, i.e. impact on retaining businesses.
Business assistance services offered	Shows the proportion of economic development organizations that offer business assessment assistance or training to businesses on the use of the Internet.	In the context of the importance of broadband services to businesses, this provides insights into the availability of services to support businesses in the adoption and use of broadband services.
Demand for broadband training or assistance for businesses	Shows the level of interest or demand seen by economic development organizations for assessments, training or support services for small businesses in relation to better utilization of the Internet for their business.	Provides the perspective of economic development organizations on demand for support and assistance services that can be compared to statistics from businesses on expertise issues and need for skills and training.
Use of Internet to promote community	Shows the proportion of economic development organizations that use the Internet to promote their community or region to attract households or businesses from outside to their area.	Provides insights into the level of use of the Internet to promote local economic development through attracting populations.

CAI and Sectors Dashboard – Additional Prompts

Prompts	Purpose	Interpretation and Use
Characteristics		
CAI Type	Selection of major categories of Community Anchor Institutions	
Farm Type	Selection of type of farm operation based on standard industry classifications.	Available for Farms dashboard page
Elementary	Selection of schools that have elementary level education	Available for Education dashboard page
Middle School	Selection of schools that have middle school level education	Available for Education dashboard page
High School	Selection of schools that have high school level education	Available for Education dashboard page
K12 Status	Selection of K-12 schools based on public/private status	Available for Education dashboard page
Gov Level	Selection of County and/or Municipal level	Available for selected dashboard pages
Public Safety Org	Selection of type of public safety organization	Available for Public Safety dashboard page

Telehealth Dashboard

Dashboard Report	Purpose	Interpretation and Use
Health		
Health DEi-H Distribution	Provides the distribution of DEi-H scores within DEi-H score ranges from 0 to 10. This complements the average DEi-H score by showing the distribution of lower and higher scores around the average. The DEi-H score is based on the health provider-specific uses of the Internet, over and above the core Internet uses that are the basis for the DEi.	health providers below the average DEi-H are potential targets for increased utilization initiatives. Viewing DEi-H distribution for selected response sets filters can provide insights into which segments to target for increasing utilization levels.
Health DEi-H and DEi	Provides the average DEi-H and DEi scores for the selected response set and the number of health provider responses included (sample size).	Allows for comparison of DEi-H and DEi for health providers for different user segments and/or geographies.
Health Application Use	Shows current utilizations of health-related applications (e.g. Electronic Health Records) for organizations that provide health products and services.	Data based on responses from organizations that provide health services only. Useful for examining the use of health applications by different types of health providers.
Health-specific Drivers	Shows the importance of different motivations for providing Internet-enable health applications.	Data based on responses from organizations that provide health services only. Useful for examining the importance of drivers for delivery of health services for different types of health providers.

Dashboard Report	Purpose	Interpretation and Use
Health-specific Barriers	Shows the importance of different barriers to providing Internet-enable health applications.	Data based on responses from organizations that provide health services only. Useful for examining the importance of barriers to the delivery of health services for different types of health providers.
Telehealth		
Telehealth Utilization	Shows the use of different categories of telehealth services by households.	Since the use of health services in general, including telehealth services, impacts only a portion of the population, the levels of current and planned use tend to be low. This report also includes statistic on households "willing to explore" the use of telehealth services, which is an indicator of acceptance and potential future use.
Telehealth satisfaction	Shows the satisfaction levels from those households currently using telehealth services.	Provides insights into the levels of satisfaction with telehealth services currently being used. Be aware that sample sizes may be small for those currently using telehealth services.
Motivations to use Telehealth services	Shows the importance of different factors on household decisions to use telehealth services.	Provides insights into what will motivate households to use telehealth services, information that can influence service delivery by health providers.
Barriers to using Telehealth services	Shows the importance of different factors that inhibit household decisions to use telehealth services.	Provides insights into what may inhibit households from using telehealth services, information that can influence service delivery by health providers.

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