



Survey to identify the digital divide (content for the playbook)

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Survey to identify digital divide - Mollet del Vallès.docx;

Dear Ed and Ian,

Hope you both are doing fine.

Albert has told me that today's meeting went well and asked me to inform you about the developing of Mollet del Vallès pilot actions. This way you can start drafting some of the sections of the playbook 😊

In the city council we used the methodology Ed presented during the session that he conducted in Romania, which was focused on the state-of-the-art in terms of understanding, measuring and tracking digital exclusion at local level.

So we are trying to capture the existing digital divide in our city using available data to map the challenge, targeted approaches through arranging focus groups, running surveys. In this way, we will start providing information about the one related with the survey to identify the digital divide in Mollet del Vallès.

Background:

When we were starting to define the pilot, the idea was to firstly identify previous studies and surveys aimed to measure the digital divide at national, regional or local level. We discovered some interesting surveys made by the city of Barcelona or Fundació Ferrer i Guàrdia. (In addition, Ian used one of these surveys to arrange a dynamic session during TNM in Jelgava with the rest of the PPs).

But sometimes, when analysing the surveys, we realised that documents were focused on measuring the digital divide related with eAdministration, or the questions were outdated because the survey was mainly focused on the access divide and use divide, but not the real usage of itself.

Since our objective was to cover the 3 digital divides, we elaborated a first draft of the survey together with the research group of the Autonomous University of Barcelona, trying to cover all these aspects.

At the same time, we have outsourced the service of the realization of the survey to a private company named Opinòmetre Institute. With their team we refined the final survey consisting of around 35 questions. In the following paragraph you will find the structure of the survey, where we have added new sections to measure topics as the confidence in digital world, digital skills or the own feeling of being digitally excluded.

Structure and sections of the survey:

1. Filters and quotas (to accept or reject the interviewee)
2. Access divide
 - Home: devices, internet connection, and barriers
 - Individual: personal mobile device, connectivity, and barriers
 - Use, frequency, and barriers
3. Use divide and digital skills divide
 - Skills, digital competences, and autonomy and confidence
4. Usability divide

-Internet use and exclusion, subjective perceptions

5. Sociodemographic profile

Statistical sample distribution:

The company will be interviewing a total of 600 citizens, so to reach a full representation, we have classified family income into three levels (low, medium and high) taking into account the city average. Since the population of the levels is quite homogeneous, we have set a sample of 200 surveys for each of the zones, ensuring the same level of error in each of them and without forcing the sampling ratio too much. Level of error per 200 surveys: 6,89% and per 600 surveys: 3,98%

Some comments:

We are well aware that not all digi-inclusion network partners or other medium and small cities will be able to assume the cost of this expertise, and it is not replicable annually. But we are confident that they can adapt the content of this or they will be able to arrange focus groups or mapping the digital divide with their own resources.

Having all this objective data in Mollet, will enable us to know the starting point and to define the personas who are struggling with the digital divide in our city. The survey will allow us to have reliable and objective data to define how is the digital divide in Mollet, and our politicians will have sufficient data to defend the implementation of the Integrated Action Plan.

Feel free to ask us whatever information you may need.

P.d. I know that this is a very long email, but it is aimed to give you as much information as possible and not to forget the journey we did to reach the results.

Best,

Marina