Broadband READY
Southeastern Region

Digital Inclusion Regional Profile

Prepared by:

Purdue Center for
Regional Development

March 2021

PURDUE
UNIVERSITY®

Center for Regional Development

ILLINOIS
INNOVATION
NETWORK

Illinois
Department of Commerce
& Economic Opportunity

OFFICE OF BROADBAND

JB Pritzker, Governor

Socio-Economic

Socio-economic indicators are an important part of the digital inclusion narrative for two reasons. First, some socio-economic indicators impact technology adoption, meaning people in those groups are more or less likely to use technology. Second, socio-economic indicators can also impact access to online information and services.
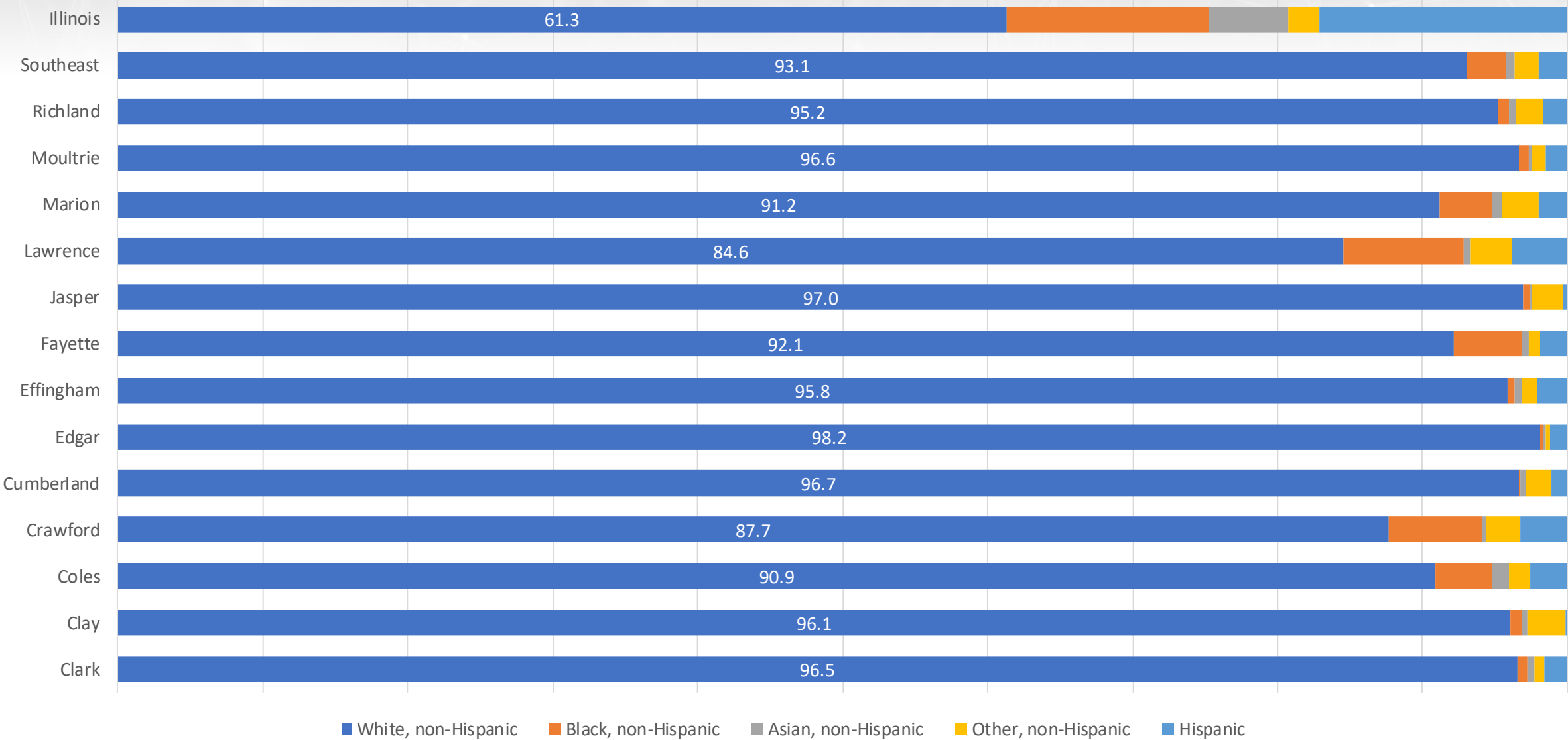
Additional Resources:

US Census Bureau Data Profiles

Illinois Broadband Advisory Council's Affordability Study

- Race/Ethnicity Breakdown

- Age Group Breakdown

- Educational Attainment

- Percent Households with Children

- Individual Poverty Rate
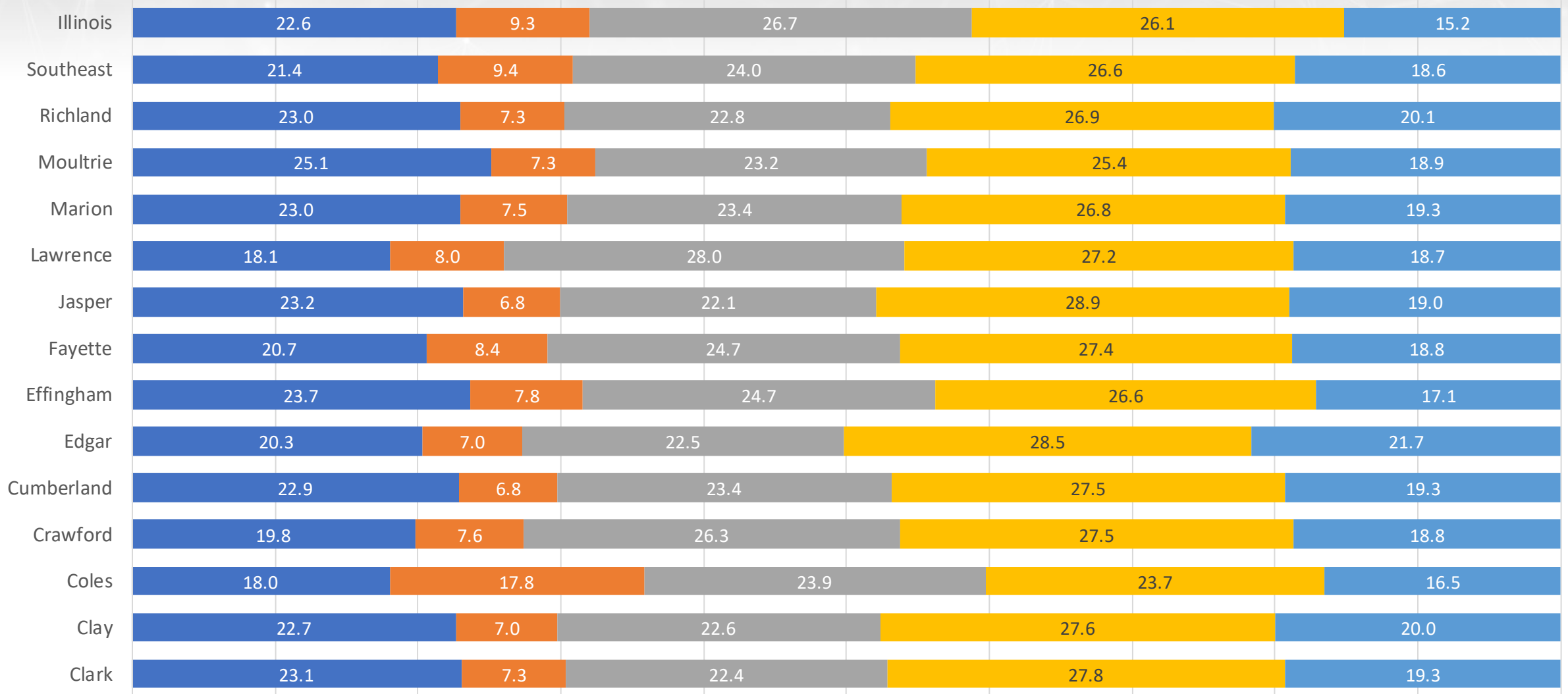
- Limited English Households

Race/Ethnicity Breakdown

Region	White, non-Hispanic
Illinois	61.3
Southeast	93.1
Richland	95.2
Moultrie	96.6
Marion	91.2
Lawrence	84.6
Jasper	97.0
Fayette	92.1
Effingham	95.8
Edgar	98.2
Cumberland	96.7
Crawford	87.7
Coles	90.9
Clay	96.1
Clark	96.5

■ White, non-Hispanic ■ Black, non-Hispanic ■ Asian, non-Hispanic ■ Other, non-Hispanic ■ Hispanic

PURDUE UNIVERSITY | Center for Regional Development

Age Groups Breakdown

County	Under 18	18-24	25-44	45-64	65 or older
Illinois	22.6	9.3	26.7	26.1	15.2
Southeast	21.4	9.4	24.0	26.6	18.6
Richland	23.0	7.3	22.8	26.9	20.1
Moultrie	25.1	7.3	23.2	25.4	18.9
Marion	23.0	7.5	23.4	26.8	19.3
Lawrence	18.1	8.0	28.0	27.2	18.7
Jasper	23.2	6.8	22.1	28.9	19.0
Fayette	20.7	8.4	24.7	27.4	18.8
Effingham	23.7	7.8	24.7	26.6	17.1
Edgar	20.3	7.0	22.5	28.5	21.7
Cumberland	22.9	6.8	23.4	27.5	19.3
Crawford	19.8	7.6	26.3	27.5	18.8
Coles	18.0	17.8	23.9	23.7	16.5
Clay	22.7	7.0	22.6	27.6	20.0
Clark	23.1	7.3	22.4	27.8	19.3

Legend: ■ Under 18 ■ 18-24 ■ 25-44 ■ 45-64 ■ 65 or older

PURDUE UNIVERSITY | Center for Regional Development

Educational Attainment: Percent Population 25 or Older

Individual Poverty Rate

The map shows census tracts divided into low, medium, and high based on the individual poverty rate as of 2019. A darker color indicates a higher individual poverty rate. Table shows individual poverty rate per county and the region.

Individual Poverty Rate	Percent
Clark	11.1
Clay	16.5
Coles	20.8
Crawford	11.6
Cumberland	13.9
Edgar	12.0
Effingham	10.6
Fayette	17.2
Jasper	13.7
Lawrence	16.2
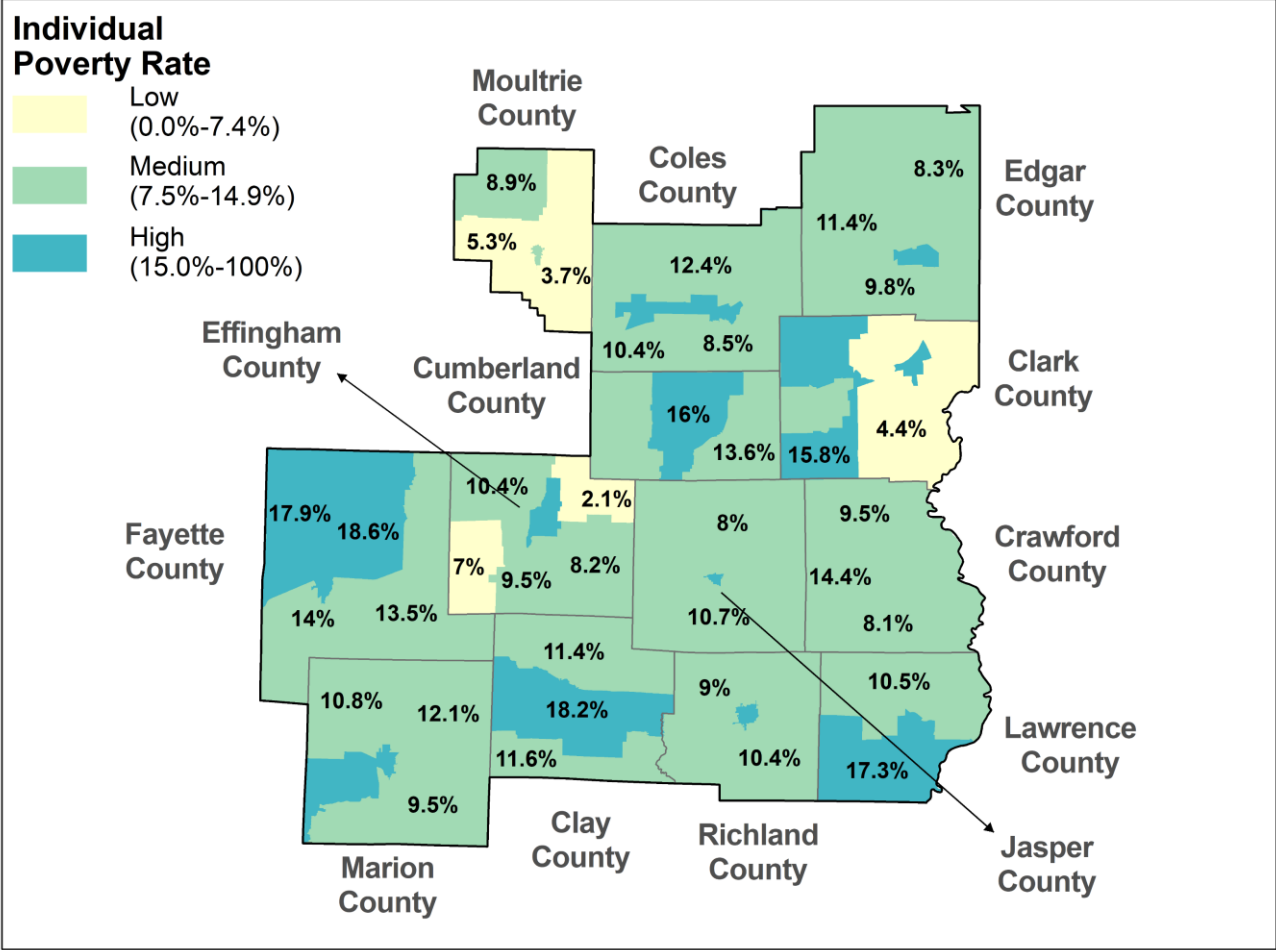
Individual Poverty Rate	Percent
Marion	17.7
Moultrie	7.2
Richland	14.7
Southeast Region	15.0

Individual Poverty Rate
- Low (0.0%-7.4%)
- Medium (7.5%-14.9%)
- High (15.0%-100%)

Limited English Households

The map shows census tracts divided into low, medium, and high based on the percent of limited English households as of 2019. A darker color indicates a higher share of limited English households. Table shows the percent of limited English households per county and the region.

Limited English Households	Percent	Limited English Households	Percent
Clark	0.1	Perry	0.3
Clay	0.8	Pope	0.7
Coles	0.7	Pulaski	0.5
Crawford	0.4	Saline	0.5
Cumberland	0.1		
Edgar	0.2		
Effingham	0.7		
Fayette	0.3		
Jasper	0.0		
Lawrence	0.5		
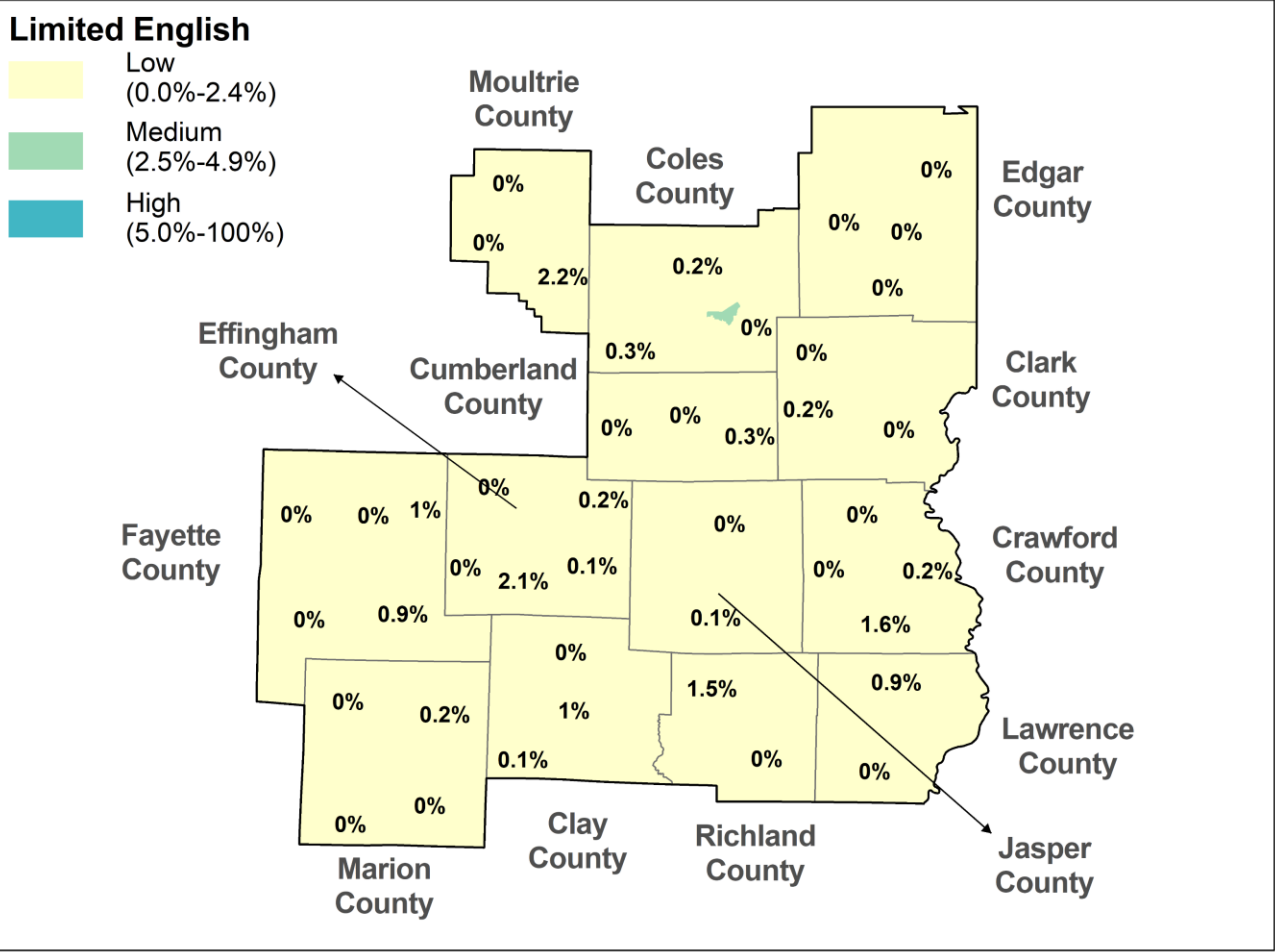
Availability

Broadband availability varies greatly across the US and the standards of service are in fluctuation. The current definition of broadband set by the FCC is 25 Mbps download, 3 Mbps upload (25/3), however 100 Mbps download and 20 Mbps upload (100/20) is believed to be the standard better capable of meeting current work and learn from home needs. As technology advances and needs change, we can anticipate these standards changing as well.
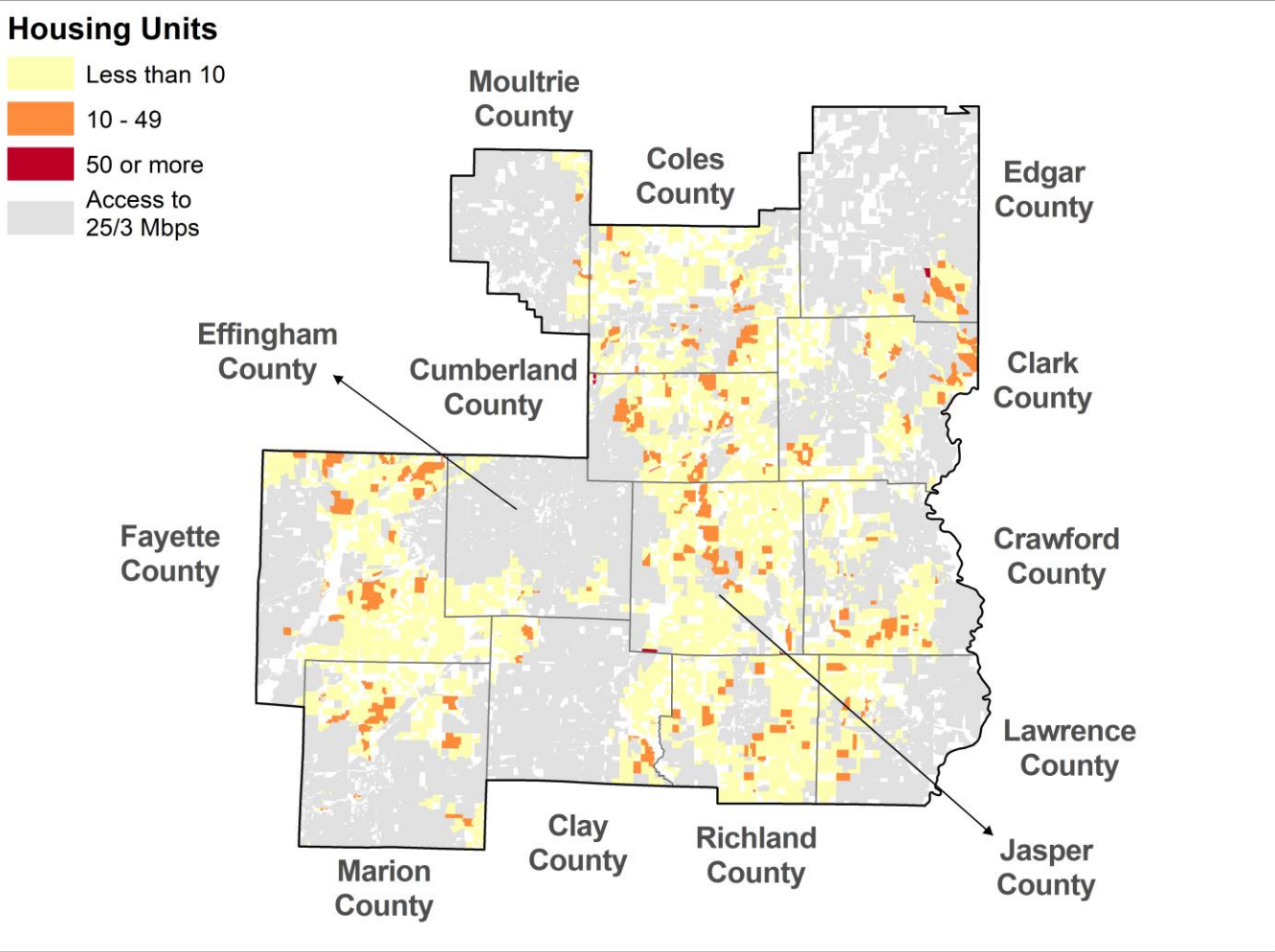
Additional Resources:

Illinois Drive-up Wifi map

Illinois Interactive Broadband Map

- Housing Units Density Outside 25/3 Footprint

- Housing Units Density Outside 100/20 Footprint

- Download/Upload Speed Test Results
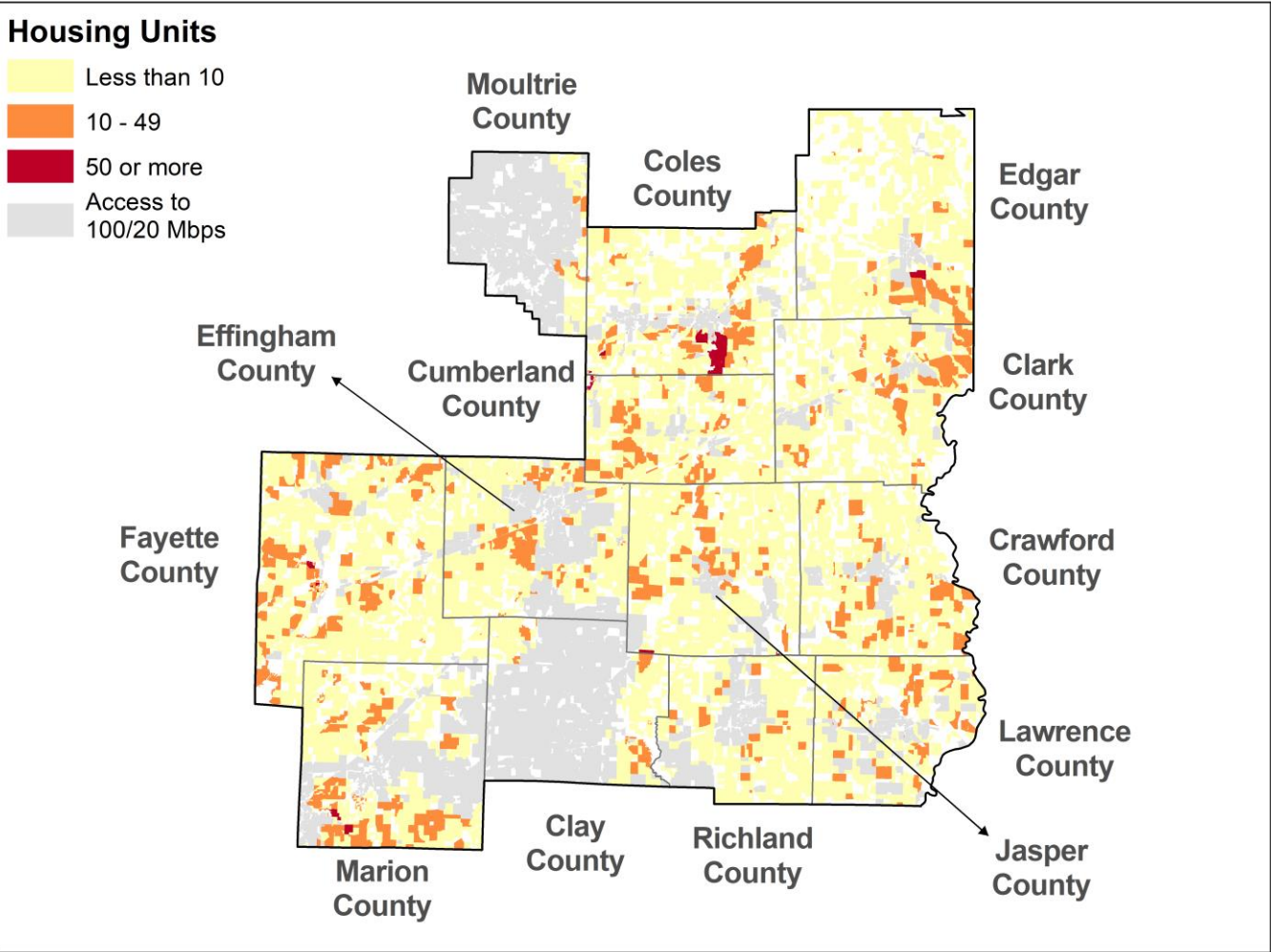
Housing Units Density Outside 25/3 Footprint

Housing Units
- Less than 10
- 10 - 49
- 50 or more
- Access to 25/3 Mbps

Housing Units Outside 25/3 Footprint	Percent
Clark	17.9
Clay	14.5
Coles	9.5
Crawford	19.2
Cumberland	43.8
Edgar	15.3
Effingham	7.7
Fayette	20.0
Jasper	4.7
Lawrence	41.2

Housing Units Outside 25/3 Footprint	Percent
Marion	7.1
Moultrie	23.6
Richland	3.7
Southeast Region	4.8

PURDUE UNIVERSITY | Center for Regional Development

10

Housing Units Density Outside 100/20 Footprint

Housing Units
- Less than 10
- 10 - 49
- 50 or more
- Access to 100/20 Mbps

Housing Units Outside 100/20 Footprint	Percent
Clark	39.4
Clay	17.9
Coles	18.6
Crawford	36.1
Cumberland	57.4
Edgar	29.8
Effingham	36.6
Fayette	22.2
Jasper	23.9
Lawrence	76.6

Housing Units Outside 100/20 Footprint	Percent
Marion	22.9
Moultrie	88.6
Richland	6.6
Southeast Region	27.5

PURDUE UNIVERSITY® | Center for Regional Development

Download Speed Test Results (Mbps)

Median Download

- Low (2.7-9.9)
- Medium (10.0-19.9)
- High (20.0-31.0)

Map Label Legend
Download Mbps
(Download Tests)

Moultrie County

Coles County

Edgar County — 7 (2,049)

7.6 (1,892)

11 (21,925)

Effingham County

Cumberland County

Clark County — 9.2 (1,810)

4.7 (1,496)

Fayette County — 5.3 (2,131)

11.4 (9,183)

5.8 (835)

Crawford County — 7.4 (2,238)

14.6 (3,129)

12.1 (3,773)

5.5 (1,870)

Lawrence County

9.2 (6,726)

Marion County

Clay County

Richland County

Jasper County

PURDUE UNIVERSITY | Center for Regional Development

Upload Speed Test Results (Mbps)

Median Upload

	Low (0.9-4.9)
	Medium (5.0.-7.4)
	High (7.5-17.7)

Map Label Legend
Upload Mbps
(Upload Tests)

Moultrie County

Coles County — 1.5 (21,612)

Edgar County — 2.3 (1,939)

2.7 (1,755)

Effingham County → 6.3 (10,719)

Cumberland County — 1.2 (1,415)

Clark County — 2.9 (2,090)

Fayette County — 1.6 (2,089)

Crawford County

1.3 (905)

1.2 (2,177)

8.1 (2,854)

Marion County — 3.9 (7,129)

Clay County

Richland County — 2.4 (3,944)

1.5 (2,023) → Jasper County

Lawrence County

PURDUE UNIVERSITY® | Center for Regional Development

Adoption

With any technology advancement, there are those quick to adopt and those who lag behind. These individuals can be left out of the information, services, and other benefits that come with the use of broadband, causing inequality and missed opportunities for the overall community.

Additional Resources:

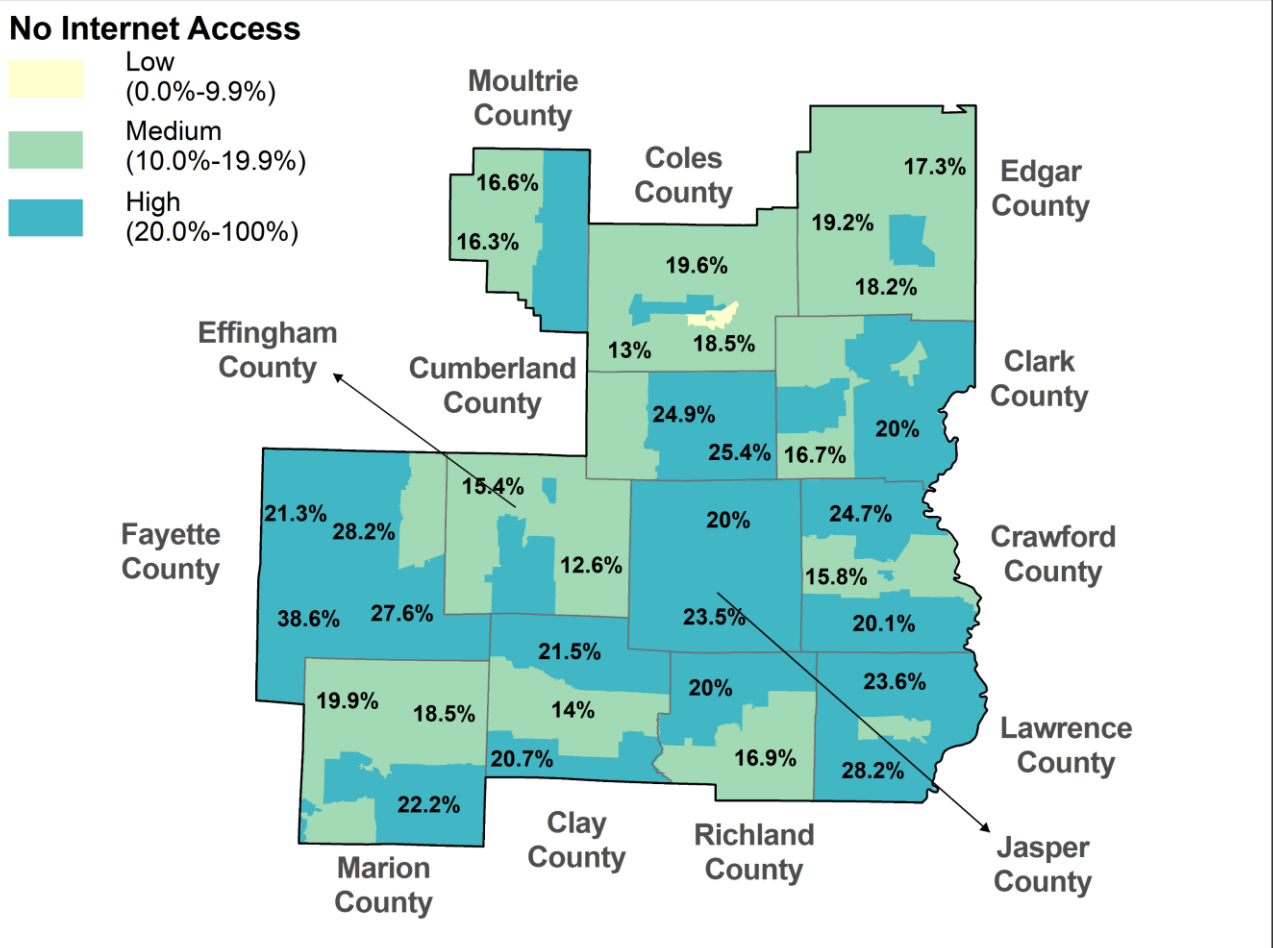[Data Central Blog | National Telecommunications and Information Administration (ntia.gov)](#)

- Households with No Internet Access

- Homework Gap

- Senior Gap

- Digital Distress

- Venture and Highly Active Ventures

Households with No Internet Access

The map shows census tracts divided into low, medium, and high based on the percent of households with no internet access as of 2019. A darker color indicates a higher share of households without internet access. Table shows the percent of household with no internet access per county and the region.

Households with No Internet Access	Percent
Clark	18.3
Clay	17.9
Coles	16.2
Crawford	19.6
Cumberland	21.4
Edgar	19.2
Effingham	15.5
Fayette	25.6
Jasper	22.2
Lawrence	22.1

Households with No Internet Access	Percent
Marion	18.2
Moultrie	21.0
Richland	17.9
Southeast Region	18.7

Homework Gap

The map shows census tracts divided into low, medium, and high based on the percent of children with a computer but no internet as of 2019. A darker color indicates a higher share. Table shows the percent of children with a computer but no internet per county and the region.

Children with Computer, no Internet	Percent
Clark	11.9
Clay	9.4
Coles	6.0
Crawford	3.5
Cumberland	8.2
Edgar	6.6
Effingham	4.8
Fayette	7.9
Jasper	4.9
Lawrence	7.8
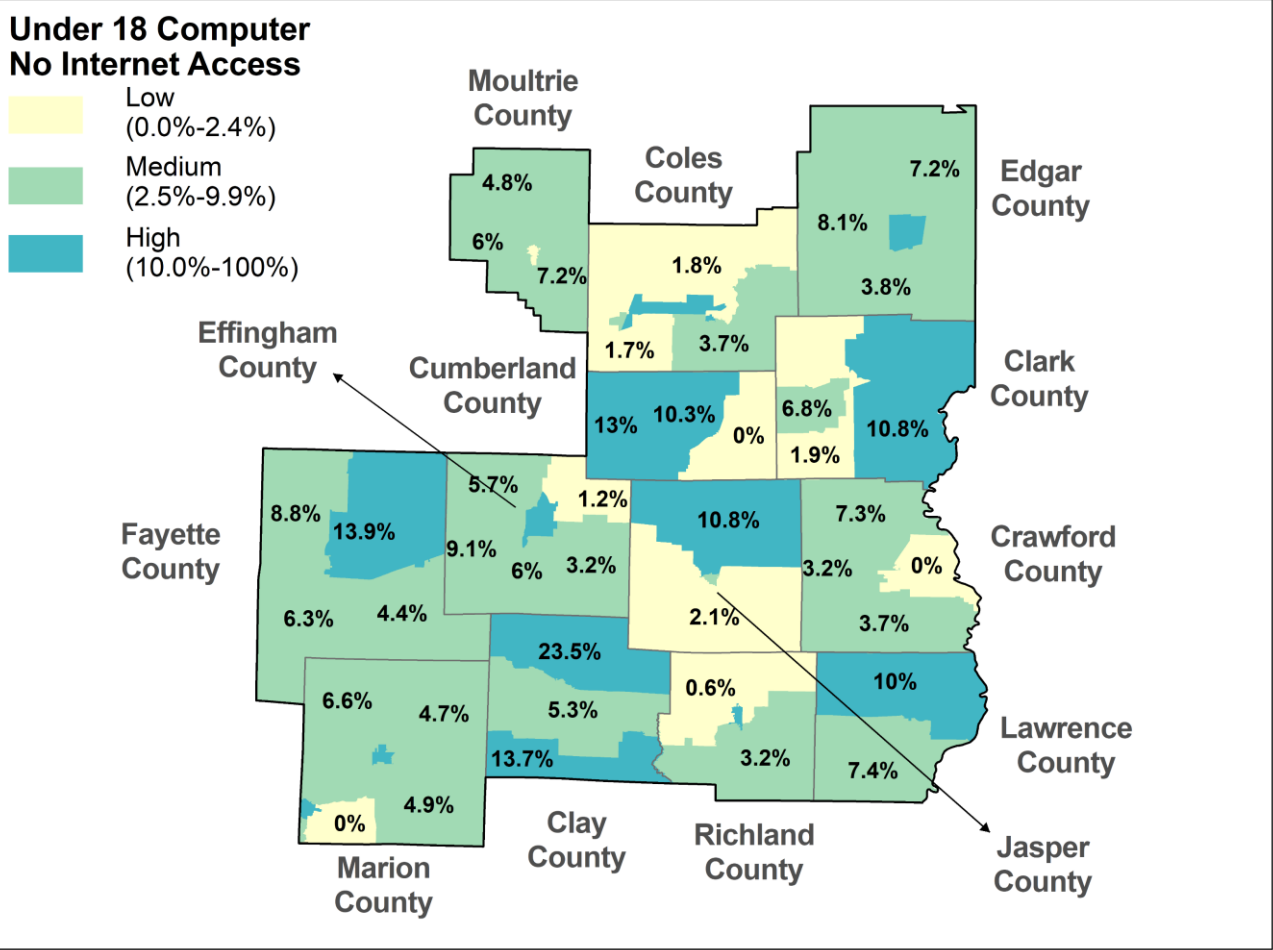
Children with Computer, no Internet	Percent
Marion	7.8
Moultrie	5.1
Richland	2.7
Southeast Region	6.5

Under 18 Computer No Internet Access

- Low (0.0%-2.4%)
- Medium (2.5%-9.9%)
- High (10.0%-100%)

Senior Gap

The map shows census tracts divided into low, medium, and high based on the percent of those ages 65 or older with a computer but no internet as of 2019. A darker color indicates a higher share. Table shows the percent of those ages 65 or older with a computer but no internet per county and the region.

Ages 65 or Older with Computer, no Internet	Percent
Clark	8.4
Clay	10.2
Coles	6.6
Crawford	11.0
Cumberland	11.6
Edgar	8.8
Effingham	5.2
Fayette	4.9
Jasper	10.8
Lawrence	11.5
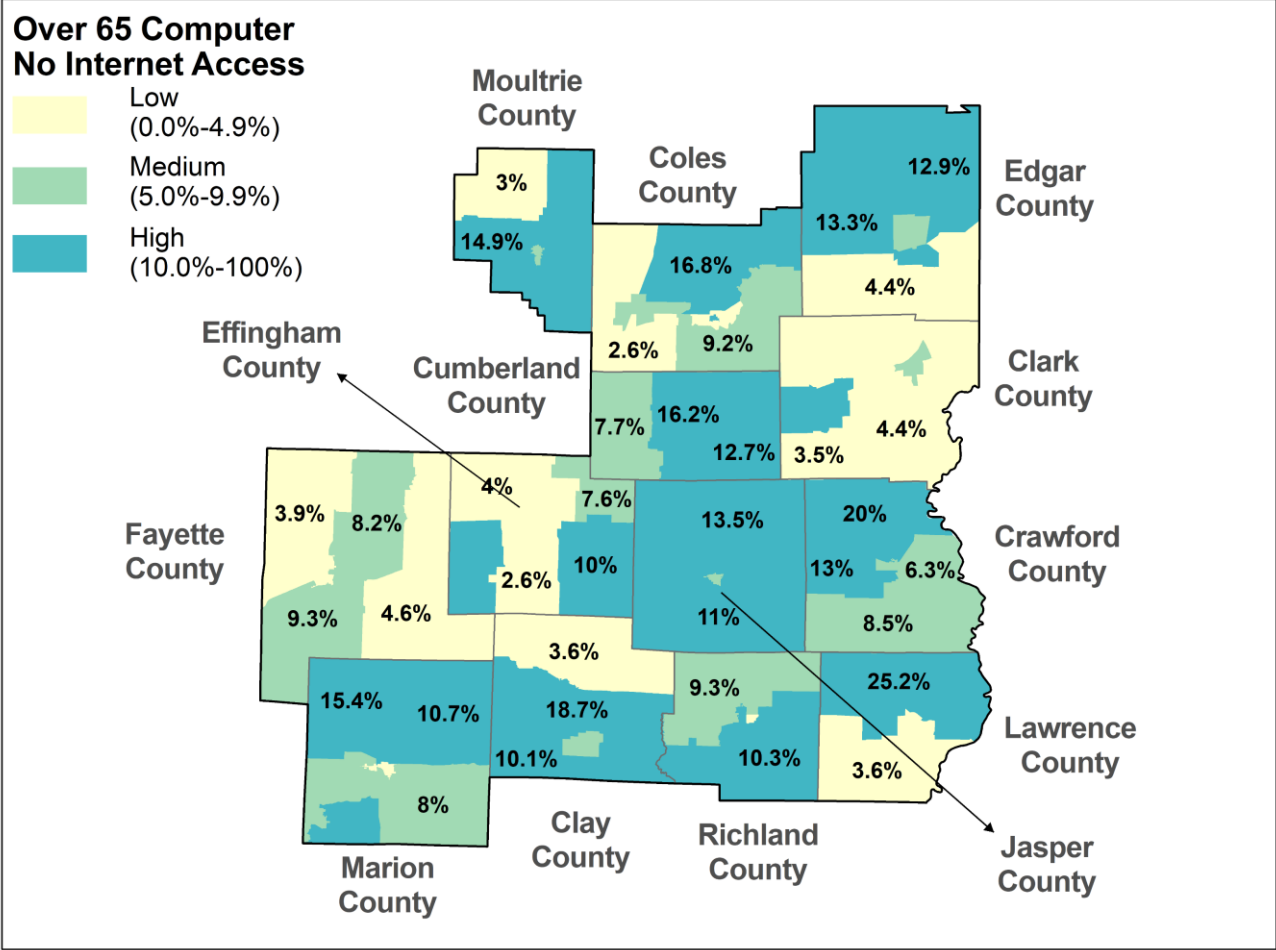
Ages 65 or Older with Computer, no Internet	Percent
Marion	8.7
Moultrie	10.1
Richland	11.7
Southeast Region	8.5

Over 65 Computer No Internet Access

- Low (0.0%-4.9%)
- Medium (5.0%-9.9%)
- High (10.0%-100%)

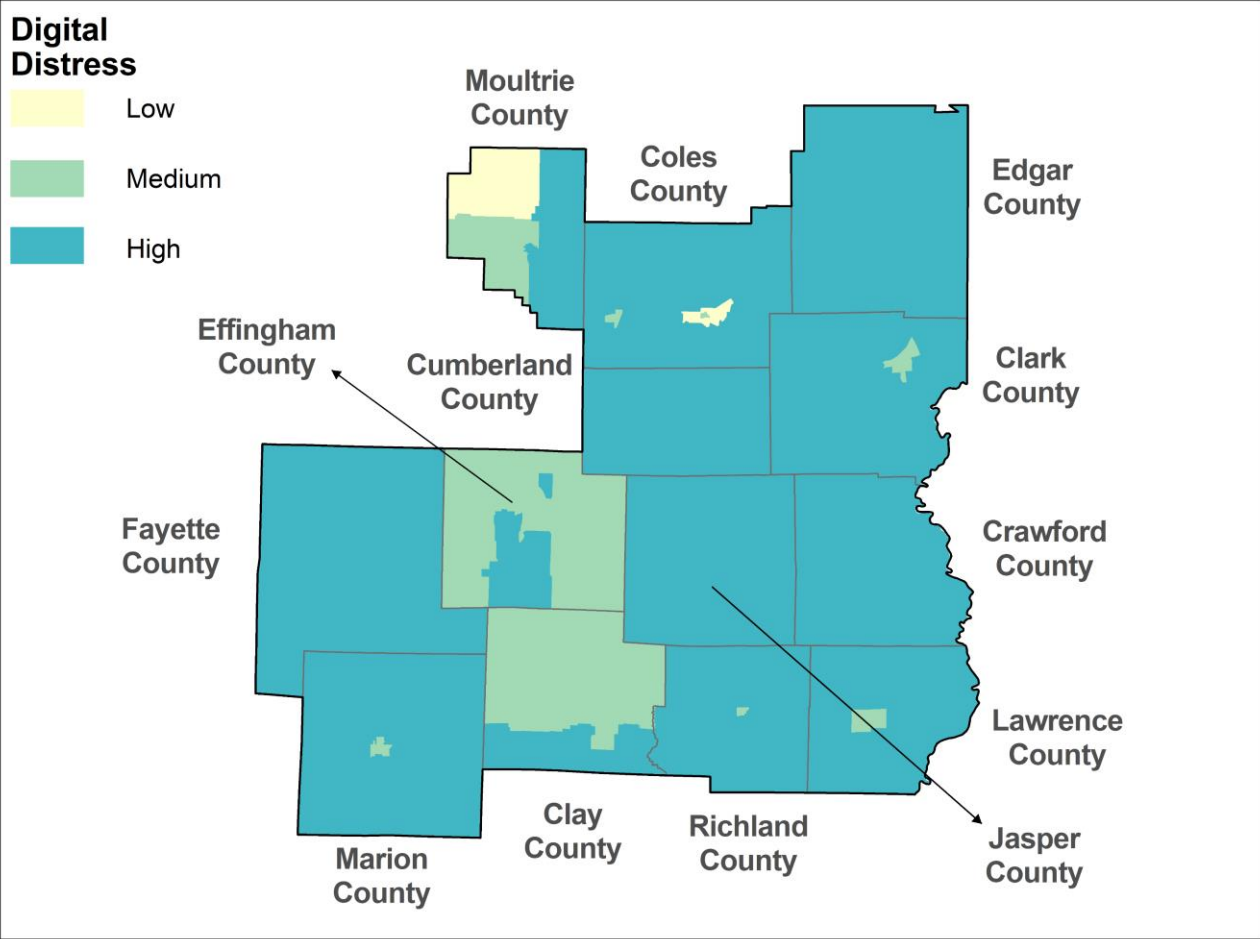# Digital Distress

The map shows census tracts divided into low, medium, and high based on their level of digital distress (higher share of households with cellular data only or no internet as well as mobile only or no computing devices) as of 2019. A darker color indicates a higher digital distress.

Households in High Digital Distress Areas	Percent	Households in High Digital Distress Areas	Percent
Clark	34.8	Marion	54.2
Clay	55.5	Moultrie	29.6
Coles	6.2	Richland	36.3
Crawford	68.3	Southeast Region	35.2
Cumberland	31.8		
Edgar	11.0		
Effingham	10.1		
Fayette	66.1		
Jasper	100.0		
Lawrence	40.4		

Digital Distress
- Low
- Medium
- High

Ventures (Websites per 100 residents) and Highly Active Ventures

Source: Go Daddy

19
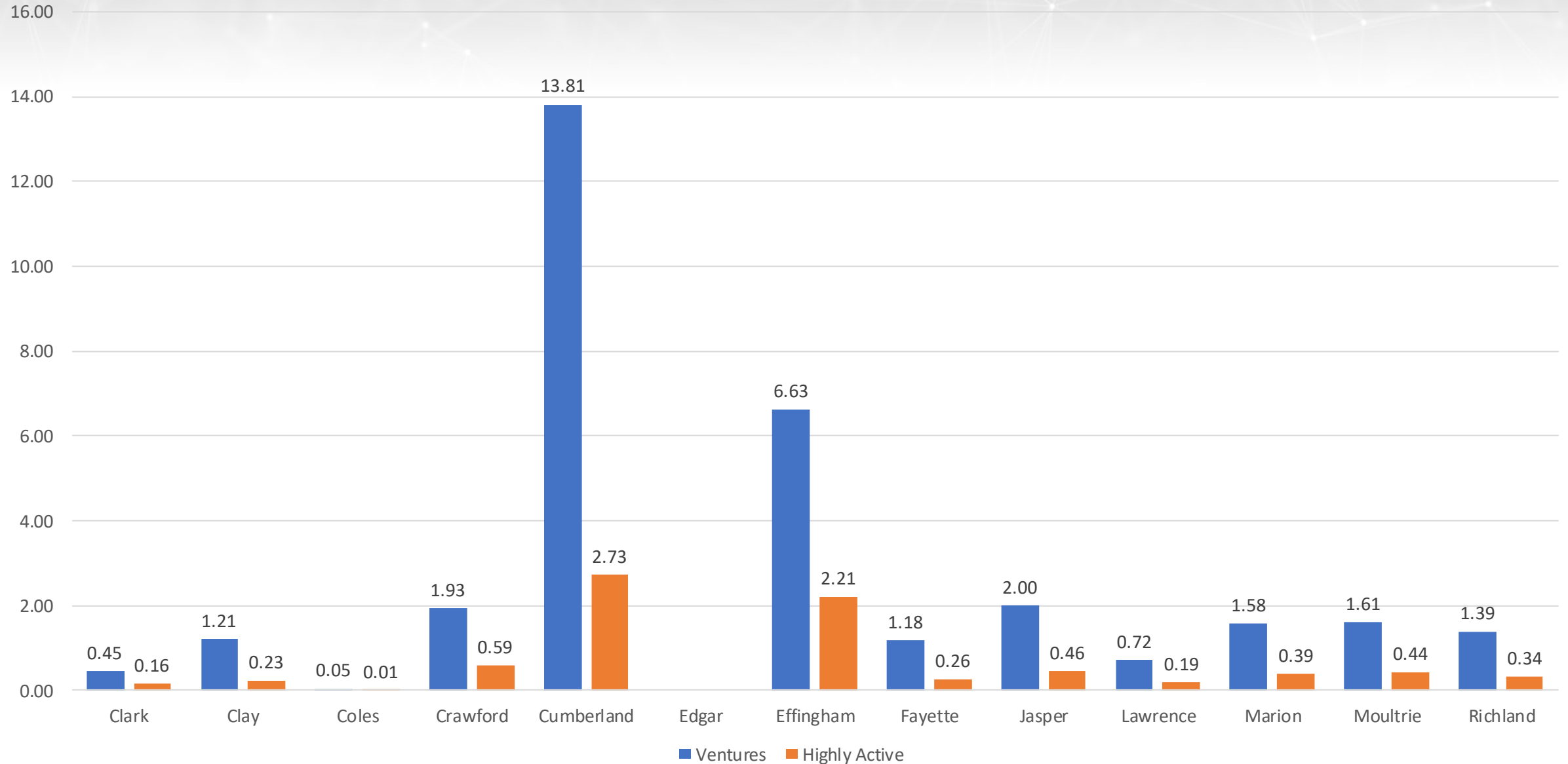
Trends and Data Combinations for Further Analysis

Issues related to socio-economics, availability, and adoption are not stand alone, but in many cases compound on one another. Tools such as the Digital Divide Index can help us better understand their relationship. These issues will impact current and emerging trends such eLearning, remote work, and changes in jobs to require digital skills. It's important to understand the current situation to better prepare for future changes.

**Additional Resources:**

PCRD's Digital Divide Index

- Remote Work & e-Learning Vulnerability (ReV)

- Digital Divide Index

- Percent Digital Economy Jobs

- Share of Occupations by Digital Skills Level

Remote Work & e-Learning Vulnerability (ReV)

The map shows census tracts divided into low, medium, and high based on their ReV (areas vulnerable to not remote work or e-learn) due to poor connectivity, homework gap, and occupations not conducive to remote work as of 2019. A darker color indicates more vulnerable areas.

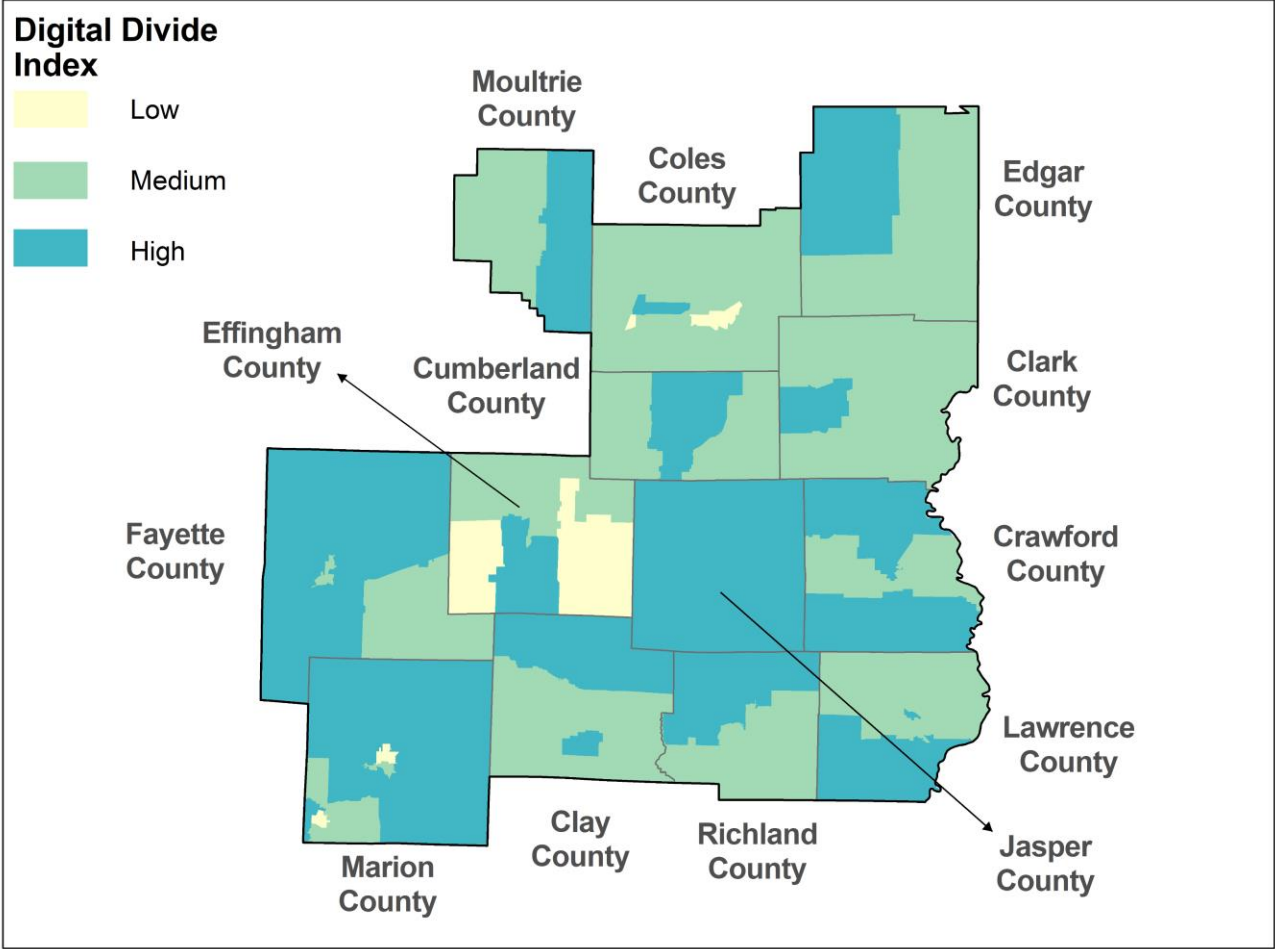| Households in a High ReV Area	Percent	Households in a High ReV Area	Percent
Clark	100.0	Marion	77.7
Clay	100.0	Moultrie	78.4
Coles	46.9	Richland	73.4
Crawford	80.3	Southeast Region	76.6
Cumberland	100.0		
Edgar	100.0		
Effingham	48.3		
Fayette	100.0		
Jasper	100.0		
Lawrence	100.0		

PURDUE UNIVERSITY | Center for Regional Development
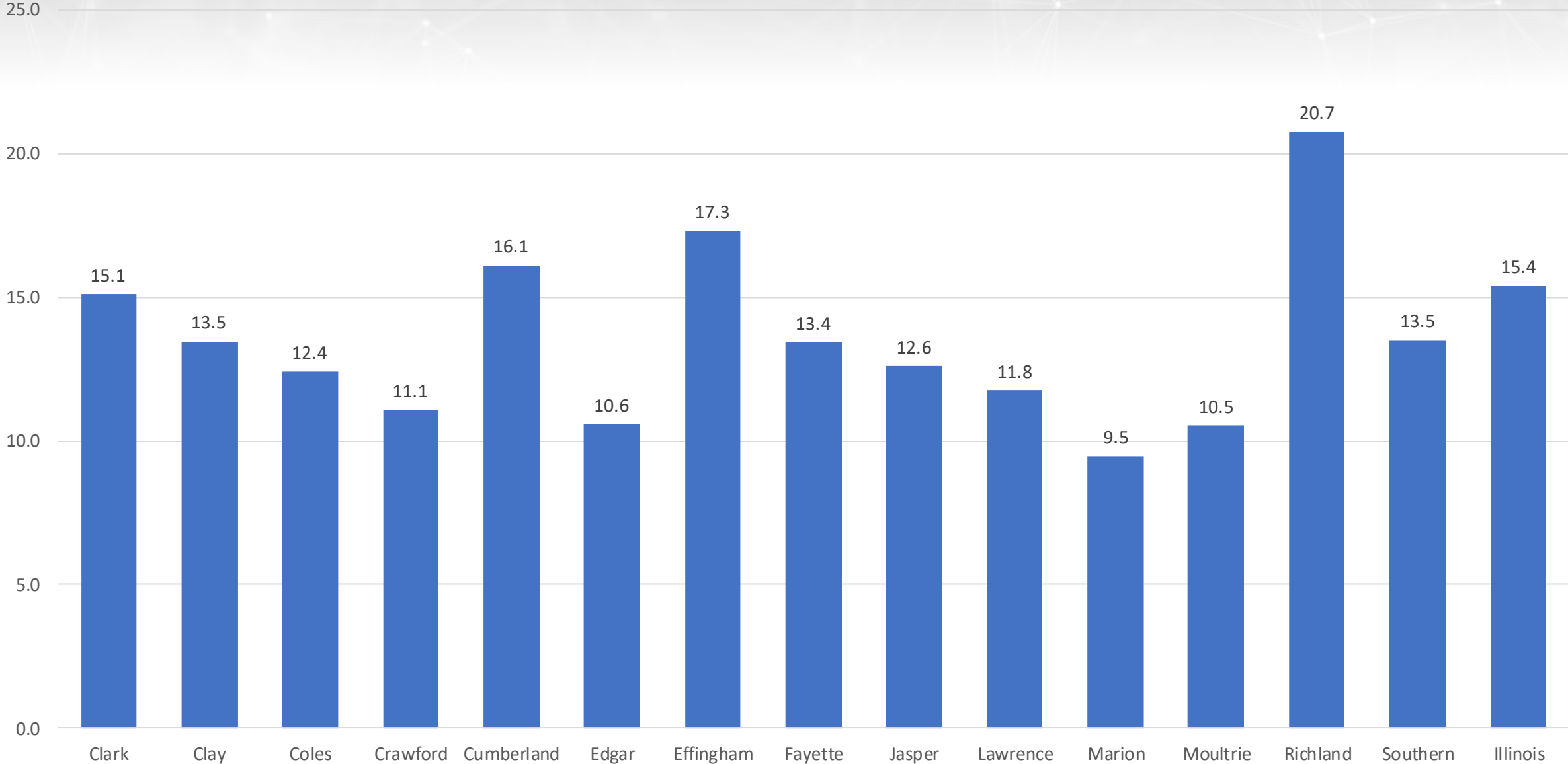
Digital Divide Index
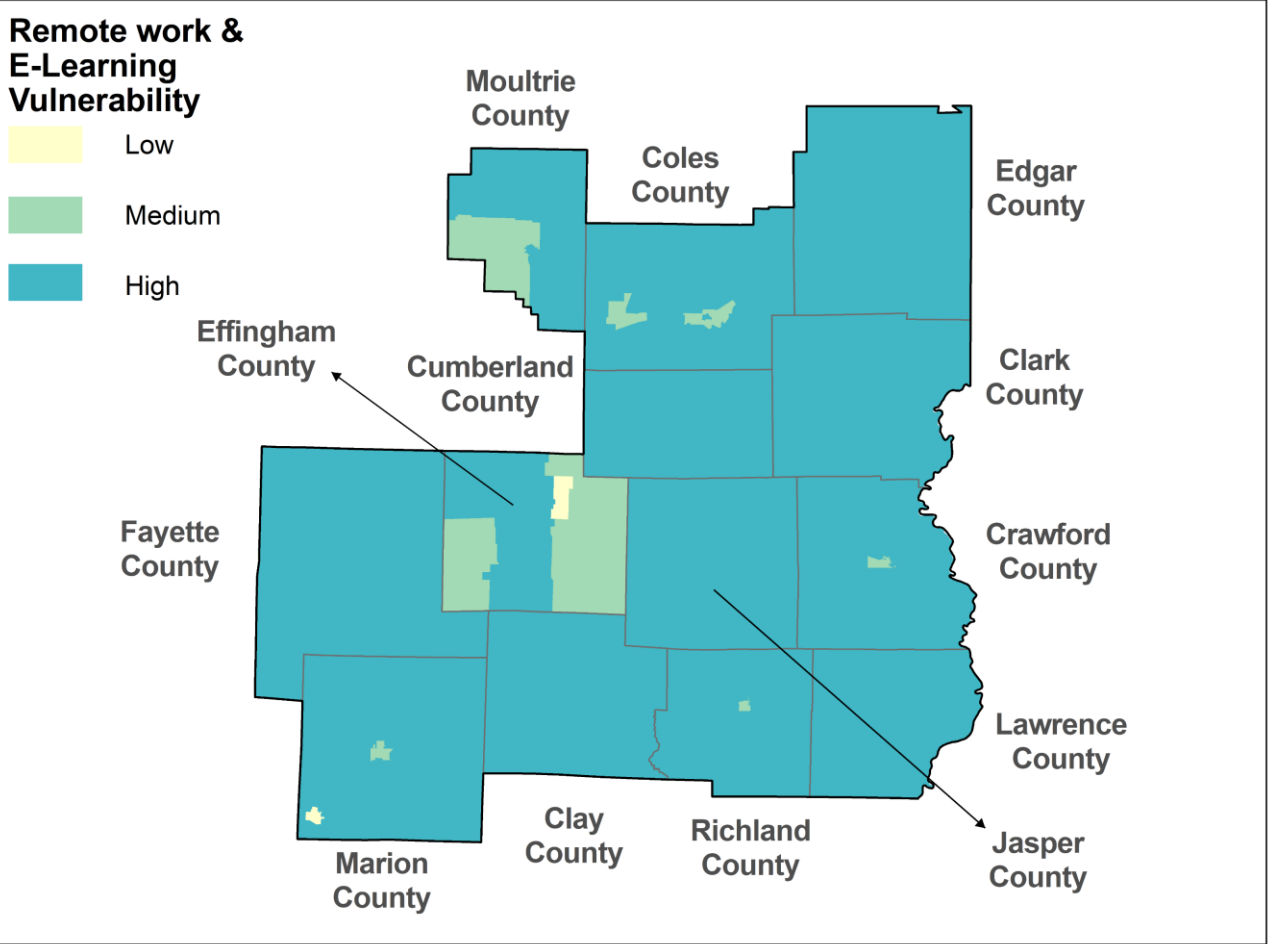
The map shows census tracts divided into low, medium, and high based on their digital divide index score (includes infrastructure/adoption and socioeconomic scores) as of 2019. A darker color indicates a higher digital divide.

Households in High Digital Divide Areas	Percent
Clark	74.9
Clay	62.1
Coles	67.3
Crawford	100.0
Cumberland	100.0
Edgar	100.0
Effingham	21.0
Fayette	100.0
Jasper	100.0
Lawrence	82.8

Household in High Digital Divide Areas	Percent
Marion	88.8
Moultrie	60.4
Richland	83.1
Southeast Region	75.2

Share of Occupations by Digital Skills Level

Source: EMSI; Brookings; PCRD