

## Our Impact Over a Decade

# 10M

10 million low-income Americans connected to Internet Essentials cumulatively since the launch of the program in 2011

# 80%

80% of Internet Essentials customers did not have broadband Internet prior to signing up for the program



# 41%



41% of Internet Essentials customers say that without Internet Essentials they would only have an Internet connection over their mobile phone and...

# 23%



23% say they wouldn't have Internet at all

# 200k

devices subsidized or donated since 2011, including...

# 35k

laptops donated

during the pandemic alone

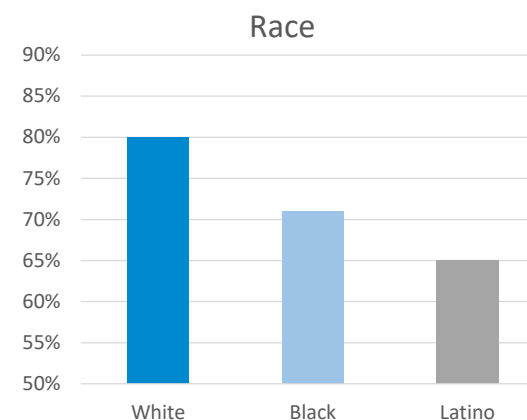
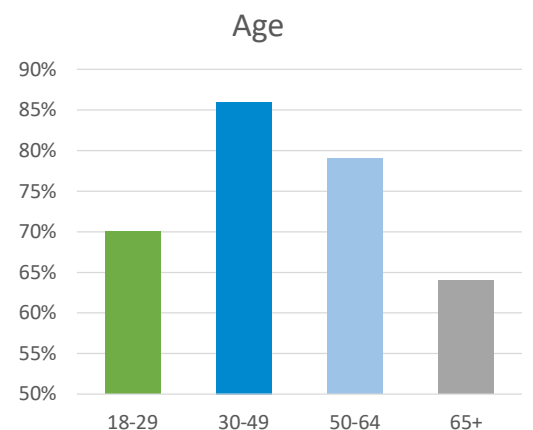
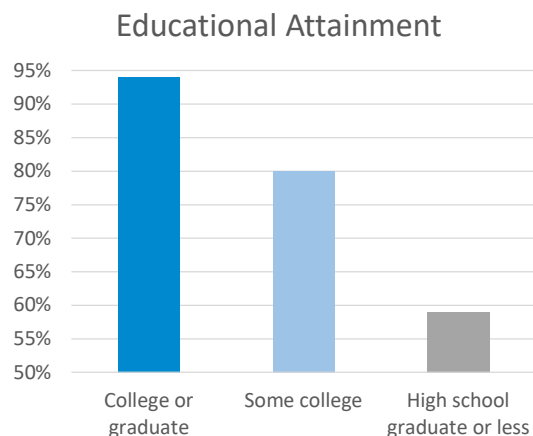


# Broadband Adoption

- **77%** of all U.S. households have a home broadband subscription.
- A persistently high share – **27%** – of low-income households remain smartphone dependent.
- Some **12 million students** in the U.S. still lack adequate Internet at home or a functioning device to facilitate distance learning.

Sources: Pew Research Center April. 2021, Common Sense Media & BCG, June 2020, NTIA Digital Nation, June 2020.

U.S. Adult Broadband Adoption by . . .



*“Given the evidence of the importance of non-cost factors responsible for the digital divide and the ACP taking affordability off the table as a cause, **our focus needs to pivot away from affordability to studying other key underlying causes of the digital divide.**”*

*Scott Wallsten, TPI, Feb. 2022*

## We know barriers to adoption are real, yet hard to measure and unpack.

According to a 2021 U.S. Census Bureau and National Telecommunications and Information Administration Internet Use Survey, **among the top reasons people do not subscribe to Internet at home are:**



Lack of need for, interest in, fear of the Internet; privacy/security concerns

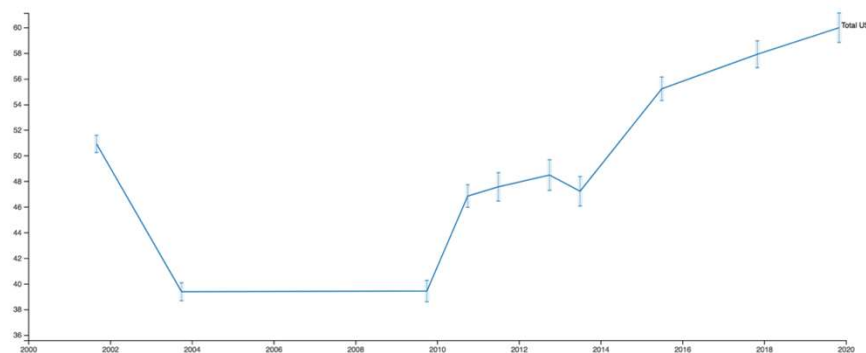


No computer, inadequate equipment

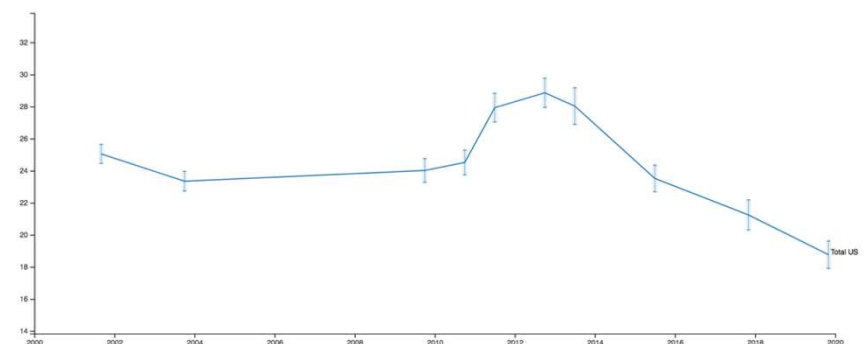


Cost of the monthly service

Percentage of unconnected households citing **relevance** as a barrier to adoption

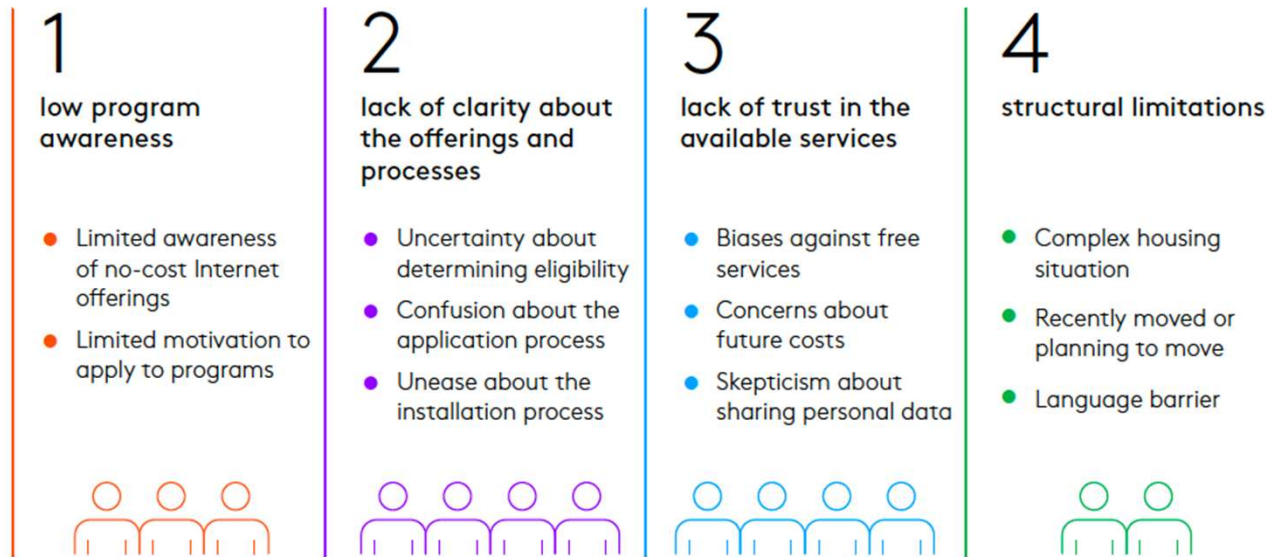



Percentage of unconnected households citing **cost** as a barrier to adoption



## Key Barriers to Broadband Adoption (When Cost is Eliminated)

In 2021, we partnered with the Boston Consulting Group to better understand the barriers to broadband adoption, especially when the service was offered for free. Our research found four factors that hinder enrollment in sponsored-service programs:



 Eligible households affected (%)