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

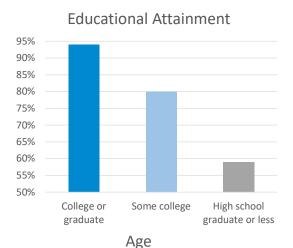


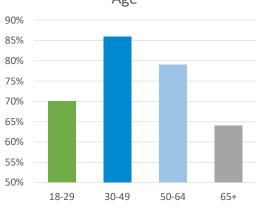
Broadband Adoption

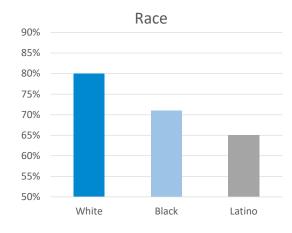
- **77%** of all U.S. households have a home broadband subscription.
- A persistently high share 27% of lowincome households remain smartphone dependent.
- Some 12 million students in the U.S. still lack adequate Internet at home or a functioning device to facilitate distance learning.

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 noncost 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

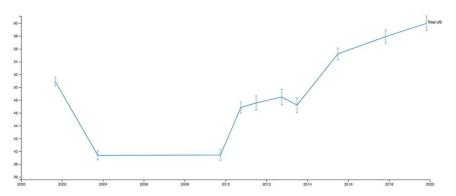


No computer, inadequate equipment

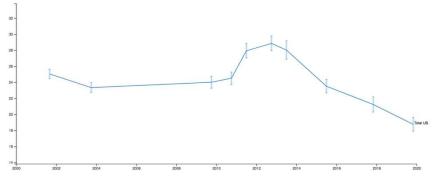


Cost of the monthly service

Percentage of unconnected households citing relevance as a barrier to adoption



Percentage of unconnected households citing cost as a barrier to adoption



internet» essentials

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:

1

low program awareness

- Limited awareness of no-cost Internet offerings
- Limited motivation to apply to programs



2

lack of clarity about the offerings and processes

- Uncertainty about determining eligibility
- Confusion about the application process
- Unease about the installation process



3

lack of trust in the available services

- Biases against free services
- Concerns about future costs
- Skepticism about sharing personal data



4

structural limitations

- Complex housing situation
- Recently moved or planning to move
- Language barrier





