

Broadband Connectivity During the Pandemic



A 3-PART STUDY AMONG LOW- AND LOWER-MIDDLE INCOME (<\$50,000 ANNUALLY) HOUSEHOLDS

Accessing the internet is a human right.

Without a high-speed connection, devices, and skills to use both, people cannot fully participate in our world.

EveryoneOn's national study shows how far we must go to get everyone connected, especially those disproportionately affected by the digital divide: Black/African-American, Brown and Indigenous families living in low-income communities.

Report findings provide guidance to federal, state and local leaders on how to use the unprecedented \$65 billion in funds from the Infrastructure Investment and Jobs Act to create fair and inclusive approaches to digital equity. The report also provides relevant data to community stakeholders to help inform local digital inclusion initiatives.

MAJOR FINDINGS ACCORDING TO 3 THEMES INCLUDE:

1 Affordability & the Digital Divide

Understanding affordable internet service and its role in adoption are critical to closing the digital divide.

7 MILLION

households whose annual incomes are \$50,000 or under have home high-speed service due to **free or discount offers**

37%

of disconnected households say they could not afford any more than **\$100 for a computer**

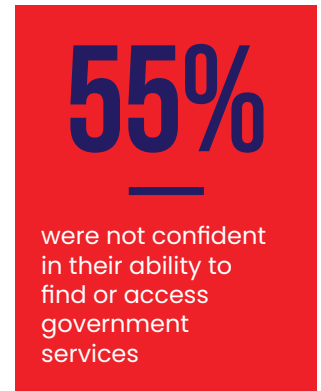
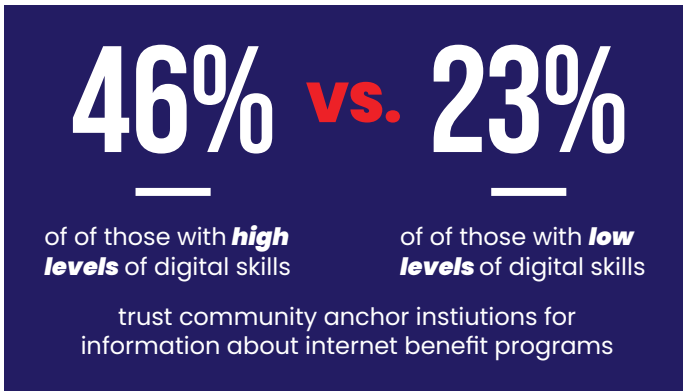
62%

would require **significant cost relief** (relative to market price) to have broadband service at home



2 Digital Skills & Trust

Investments in digital skills and anchor institutions (libraries, schools, nonprofits) help people learn how to use the internet, and empower them to shop for affordable internet plans they find out about mostly through local community organizations that they trust the most.



3 The State of Digital Equity

Barriers to meaningful broadband adoption are interrelated. Increasing access to high-speed internet involves much more than building networks and infrastructure. Following are recommendations for state and local leaders to consider in their digital equity planning.



1. "Equity needs to be at the center." With billions of dollars directed to states and local communities in the coming years, it is imperative to ensure funds reach and benefit all communities.
2. Community-driven messaging is essential. Reaching target populations who need help getting and staying online happens best when community members connect with one another, where trust is strong.
3. Localize and centralize digital resources. The data shows that local nonprofits, public libraries and other community anchor institutions are far more trusted than internet service providers and the government.
4. Prioritize people over networks. Closing the digital divide requires people as much (if not more than) networks. The digital divide is not primarily a technological problem, but a social problem.

The U.S. has the potential to be a model of digital equity, but we can only do this through collaboration. Please contact us to learn more, share ideas and offer support: development@EveryoneOn.org.

Read the full report: [//www.everyoncon.org/2022-national-research](https://www.everyoncon.org/2022-national-research)

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