



Talking Points

About the Digital Divide

Close to 1 in 5 (15%) American adults do not use the Internet, according to [a recent Pew Research Center's Internet & American Life report](#).

The top three reasons people often don't use the internet include they don't believe it's relevant, don't know how to use the technology, or they find it unaffordable.

Low-income and minority Americans disproportionately find themselves on the wrong side of the digital divide.

- The rates are higher among the elderly (44%), those without a high school diploma (41%), members of the Hispanic community (24%), a household income less than \$30,000 a year (24%), and individuals residing in rural areas (20%).

The Importance of Closing the Divide

Using the Internet is becoming a necessity across more and more facets of life. It's used to complete homework, search for and apply for a job, connect with family and friends and access government programs.

Finding a Job

- A [2013 Jobvite survey](#) revealed 94% of recruiters use or plan to use social media to find potential employees.
- Fifty percent of today's jobs require technology skills, and this percentage is expected to grow to 77% in the next decade.

Education

- According to [a study of American middle and secondary school teachers conducted by Pew Research](#), 67% say the internet has a "major impact" on their ability to interact with parents and 57% say it has had such an impact on enabling their interaction with students.
- Teachers of the lowest income students are more than twice as likely as teachers of the highest income students (56% v. 21%) to say that students' lack of access to digital technologies is a "major challenge" to incorporating more digital tools into their teaching.

- The [new GED test is being offered only on a computer](#), demanding all test-takers to have a level of comfort with technology unnecessary before these changes.

Saving Money

- The typical US household saves approximately \$8,000 per year by using the Internet, according to an [Internet Innovation Alliance report](#).

Healthcare

- 21% of uninsured Americans do not use the Internet, making it impossible for them to use the online health exchanges.
- A [Pew Internet Report](#) revealed 59% of caregivers with internet access say that online resources have been helpful to their ability to provide care and support for the person in their care.
- The [New York Times](#) reported Internet access and literacy allows seniors to stay socially connected to friends and family, remain independent and in their own home for a longer period of time, become an informed and active participant in decisions about their health, and enhance their emotional health and longevity.

How EveryoneOn Helps

EveryoneOn aims to eliminate the digital divide by making high-speed, low-cost Internet and computers accessible to unconnected Americans.

To date, EveryoneOn and its platform of Internet service providers connected 161,000 households.

- Mobile Beacon-Mobile Citizen: No cost or \$10 per month wireless Internet with unlimited data.

EveryoneOn does not profit from any of these discounted Internet service or computer offers. We are funded through foundations and individual donations.

Anyone can call 1-855-EVERY1ON, text CONNECT to 30364, or visit everyoneon.org to find free computer and internet training classes in over 8,000 locations across the United States.

Our website features valuable resources for first-time users on how to keep themselves safe online, find a job, communicate with family and friends, save money, educate themselves, or find and access government programs.

In 2013, EveryoneOn launched a three-year bilingual Ad Council campaign designed to show how the internet can greatly improve their quality of life.

- The new PSAs are being distributed to approximately 33,000 media outlets nationwide.
- Per the Ad Council's donated media model, all of the PSAs will air and run in advertising

time and space donated by the media.