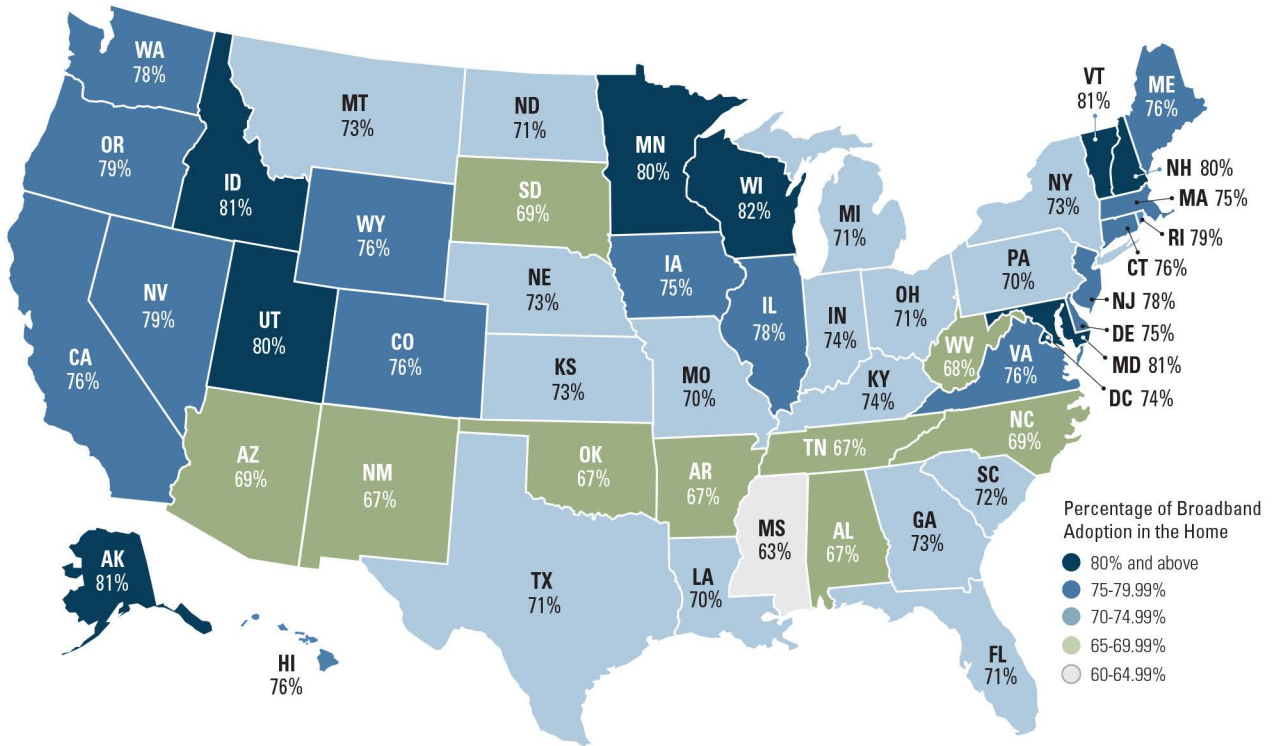




Home Broadband Adoption Rates

Percent of Households, 2015



Source: NTIA and U.S. Census Bureau, Current Population Survey Computer and Internet Use Supplement, available at NTIA Data Central, <https://ntia.doc.gov/data>

Did you know that 33 million American households do not use the Internet at home? That is more than the combined households of New York, California, and Texas—all without connection to a resource so essential that it is referred to as “the electricity of the 21st century.”

Why is broadband connectivity at home important?

- Broadband connectivity at home is essential for hard-working Americans:** 80% of Fortune 500 companies require online job applications, and 84% of all recent job seekers have submitted an online application¹
- Broadband keeps families connected:** 75% of seniors with broadband connectivity at home were motivated to get service because it allows them to keep in touch with family members and friends²
- Broadband connectivity expands learning opportunities:** 94% of teachers surveyed say their students are “very likely” to use online search engines in a typical research assignment³
- Broadband improves home value:** Research has indicated that availability of the fastest broadband technologies may increase property value by up to 3%⁴



Want to bring more households in your community online?

BroadbandUSA has resources to help.

- ✦ **Guide to Federal Funding**
<http://go.usa.gov/x8ymS>
- ✦ **BroadbandUSA: An Introduction to Public Private Partnerships**
<http://go.usa.gov/x5kwM>
- ✦ **BroadbandUSA: Introduction to Stakeholder Outreach**
<http://go.usa.gov/x8Vcc>
- ✦ **Visit Our Website**
<http://go.usa.gov/x8yy3>
- ✦ **Contact Us**
BroadbandUSA@NTIA.doc.gov

1. Pew Research Center. 2015. “Searching for Work in the Digital Era.” Available at: <http://www.pewinternet.org/2015/11/19/1-the-internet-and-job-seeking/>

2. Brookings. 2014. “Why Seniors Use the Internet.” Available at: <https://www.brookings.edu/blog/techtank/2014/04/11/why-senior-citizens-use-the-internet/>

3. Pew Research Center. 2012. “How Teens Do Research in the Digital World.” Available at: <http://www.pewinternet.org/2012/11/01/how-teens-do-research-in-the-digital-world/>

4. Molnar, Gabor et al., June 2015. “Reevaluating the Broadband Bonus: Evidence From Neighborhood Access to Fiber and United States Housing Prices.” Available at: <https://pdfs.semanticscholar.org/36ff/7956a0244097d8e503730b182b6724641fb0.pdf>