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:** 60% of Fortune 500 companies require online job applications, and 84% of all recent job seekers have submitted an online application.

- **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 friends.

- **Broadband connectivity expands learning opportunities:** 94% of teachers surveyed say their students are “very likely” to use online search engines in a typical research assignment.

- **Broadband improves home value:** Research has indicated that availability of the fastest broadband technologies may increase property value by up to 3%.

---

4. Molnar, Gabor et al., June 2015. “Reevaluating the Broadband Benefits: Evidence From Neighborhood Access to Fiber and United States Housing Prices.” Available at: [https://pdfs.semanticscholar.org/36ff/7b56a0244e81456d3201a9e2b7246f61b0.pdf](https://pdfs.semanticscholar.org/36ff/7b56a0244e81456d3201a9e2b7246f61b0.pdf)