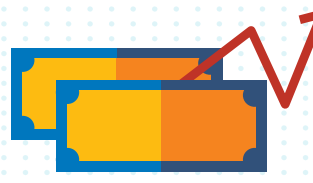


THE INTERNET IS IMPORTANT TO EVERYONE.



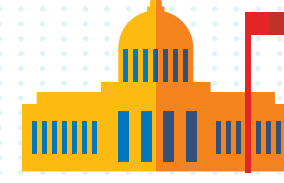
WORK

Using the internet to look for a job reduces the time spent unemployed by 25%.



ECONOMY

Securing 15 million more broadband lines in the U.S. can increase the GDP by \$50 billion.



GOVERNMENT

54% of U.S. adults went online to get information about or to get involved in the 2010 midterm election.



EDUCATION

As of January 2014 the GED test will only be available online.



HEALTH

Broadband enabled remote health care monitoring can save \$197 billion in health care costs over 25 years.

Some people are getting left behind.

CURRENT STATS (AS OF 2011 AND 2013) ON INTERNET USE AND HOME BROADBAND ACCESS AMONG DISADVANTAGED USERS



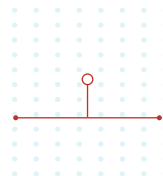
SENIORS

Adults over the age of 65



59%

DON'T USE THE INTERNET
vs. 6% of adults ages 18-29



57%

NO INTERNET AT HOME
vs. 20% of adults ages 18-29



LOWER INCOME

Adults earning less than \$30K/year



38%

DON'T USE THE INTERNET
vs. 3% of adults that make 75K+/year



46%

NO INTERNET AT HOME
vs. 18% of adults that make 75K+/year



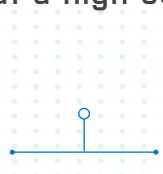
LESS EDUCATED

Adults without a high school diploma



57%

DON'T USE THE INTERNET
vs. 6% of adults with at least a college degree



63%

NO INTERNET AT HOME
vs. 11% of adults with at least a college degree



DISABLED

Adults living with a disability



46%

DON'T USE THE INTERNET
vs. 19% of adults that are not disabled



59%

NO INTERNET AT HOME
vs. 31% of adults that are not disabled

Here's why.



COST

"I can't afford internet service."

36%

find it too costly for the technology and/or internet service.



RELEVANCE

"I don't think the internet is important to my quality of life."

19%

are not aware of the potential uses of the internet and do not see it as relevant to their daily lives.



LACK OF SKILLS

"I don't know how to use a computer."

22%

don't have the digital skills necessary.

We can do better.



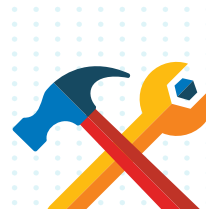
AWARENESS CAMPAIGNS

We can create awareness campaigns that can guide individuals to community internet access points and technology training opportunities.



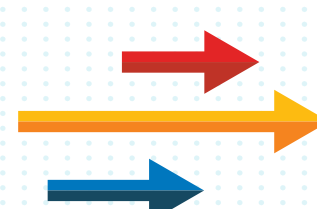
DISCOUNTED ACCESS

We can provide discounted access to home broadband service.



TRAINING PROGRAMS

We can provide technology training to community members that leads to improved health care, higher educational attainment and increased connections with family and friends.



FASTER NETWORKS

We can encourage upgrades and/or creation of broadband networks so that all American households have competitive choices of ultra high speed networks.

Learn how you can increase access and use of information technology in your community.

Visit: oc.lc/digitalinclusion

This project is made possible by a grant from the U.S. Institute of Museum and Library Services.



CC BY-NC-SA Attribution-NonCommercial-ShareAlike 3.0 http://creativecommons.org/licenses/by-nc-sa/3.0/

Sources:

- University of Colorado. [2011]. *Study Shows Using Internet to Find Work Reduces Time Spent Unemployed.*
- LECG. [2008]. *Economic Impact of Broadband: An Empirical Study.*
- Pew Internet & American Life Project [2011]. *The Internet and Campaign 2010.*
- GED Testing Service. [2013] *Adults Score Higher And Finish Faster On The GED Test In 2012* [Press release].
- Litan, Robert E. [2008]. *Vital Signs Via Broadband: Remote Health Monitoring Transmits Savings, Enhances Lives.*
- Pew Internet & American Life Project. [2012]. *Digital Differences.*
- Pew Internet & American Life Project [2013]. *Home Broadband 2013.*
- Horrigan, John. [2010]. *Broadband Adoption and Use in America.*