

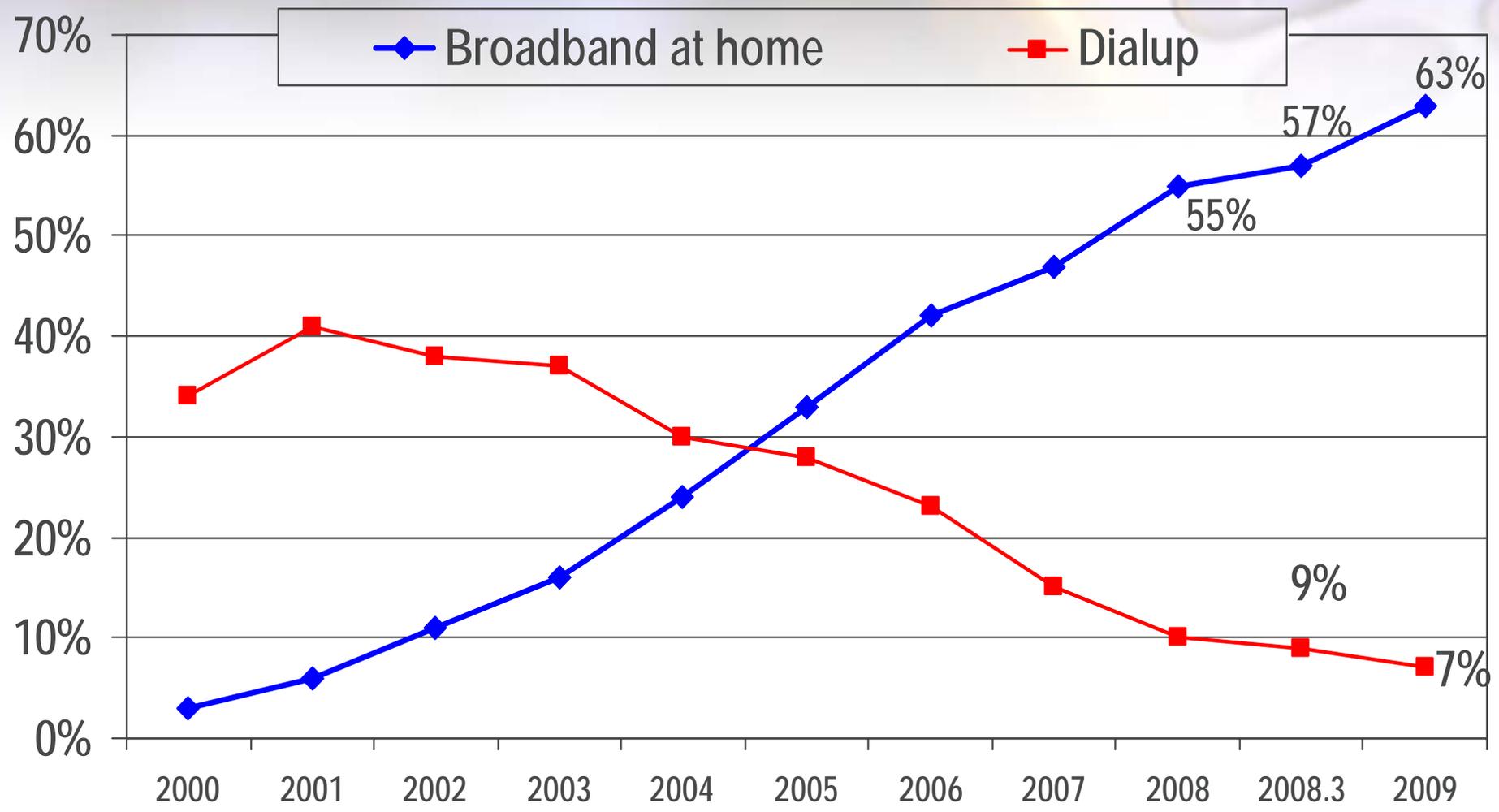
# Broadband's Impact on Citizen Engagement

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FCC: The State of Broadband  
Adoption and Utilization

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# Trends in broadband adoption at home



# Broadband in the community: How important is high-speed for ...

Asked of home broadband users	Very Important	Somewhat important	Not too important	Not important at all
Communicating with health care or medical providers	34%	31%	14%	19%
Finding out what is going on in your community	31	37	15	16
Contributing to economic growth	26	36	17	18
Communicating with government officials	26	31	17	23
Sharing your views with others about key issues	23	35	20	22

**55% of broadband users cite at least one as “very important”**

## Summary of reasons dial-up and non-internet users cite for not having broadband at home

	% of dial-up + non-online users	% of all adults
<b><u>Relevance</u></b> (not interested in getting online + nothing could get me to switch + too busy + other unspecified reasons)	50%	13%
<b><u>Price</u></b> (price must fall + too expensive + no computer)	19%	5%
<b><u>Availability</u></b>	17%	4%
<b><u>Usability</u></b> (difficult + waste of time + too old + physically unable)	13%	3%

# Conclusion

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- Broadband adoption is up, especially for **older Americans, lower income** groups, and in **rural** areas.
- Broadband users value their increased access to **health** and medical information, **civic** life, and **economic** opportunities.
- Non-users most often cite factors relating to **relevance of the internet to their lives** as reasons for non-adoption.
- **Price** and **availability** are lesser issues when it comes to broadband adoption.