BROADBAND ADOPTION IN NORTH CAROLINA

Today, the world is at our fingertips. Through the Internet, we buy and sell things, connect with friends and family, earn degrees and certifications, watch movies or stream our favorite show we missed yesterday, catch up on current events from around the world, visit art museums, or run a business or "go to work" all without leaving our home.

But today, many North Carolinians can't access these benefits.

THE PROBLEM

Broadband adoption in NC is lower than it should be given connectivity access across the state. Additionally, while **90% of NC households** have access to higher speeds, only **10% of NC households** have adopted at FCC suggested threshold, 25 MBps/3Mbps. Adoption is particularly low among low-income households. In 2013 only 47% of NC households with annual incomes under $15,000 adopted broadband.

We know there are four main barriers impacting broadband adoption, particularly among low-income households:

Cost of service	**Real or percieved costs of computer, laptop or other devices**
How well they feel they can use a computer and/or the Internet	**The perception of the Internet's relevancy to their daily lives**

NC LITE-UP & MOVING FORWARD

NC LITE-UP (North Carolina Linking the Internet to Economically Underprivileged People) was an 18 month research study done by NC Broadband that was designed to better understand these barriers and how they impact broadband adoption in low-income households.

Using the findings from the study, in part, North Carolina will develop a comprehensive statewide plan that will address broadband issues including adoption.
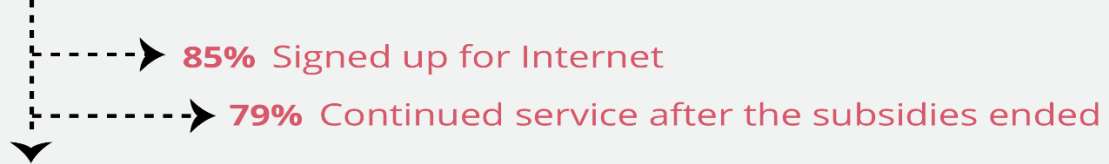
FINDINGS

Home Internet access improves digital literacy and broadband utilization for everyday tasks

Providing computers and aid along with establishing Internet service helped increase broadband adoption among participants

Once established, Internet proves its value:

- **85%** Signed up for Internet
- **79%** Continued service after the subsidies ended

Those who disconnected post-study cited cost as the primary reason for disconnecting

Technical assistance is important for in increasing and maintaining broadband adoption in low-income households

47% of participants utilized the help desk at least once during the study

Partial Internet subsides positively impacted participants nearly as much as full subsidies
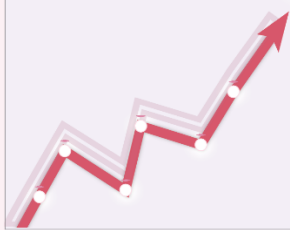
Partnerships & collaboration are essential in increasing broadband adoption among low-income households