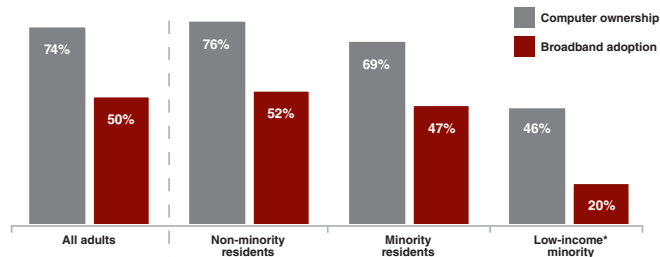


The Call to Connect Minority Americans: A Connected Nation Policy Brief

Recent studies show that American minorities continue to be among the nation's digitally disconnected. In surveys conducted across three states, computer ownership and broadband adoption among minority residents lag behind non-minorities.

- Only 69% of minorities own computers, compared to 76% of non-minorities. Among low-income minorities, computer ownership falls significantly lower at 46%.
- Only 47% of minorities subscribe to broadband at home, compared to 52% of non-minority residents. Home broadband adoption among low-income minorities falls to a staggering 20%.

Technology Adoption Among Minorities

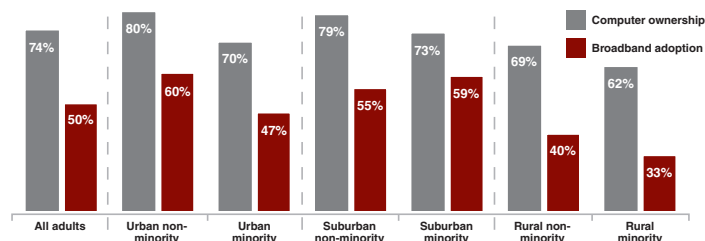


Q: Does your household have a computer? And
 Q: Which of the following describe the type of Internet service you have at home?
 n=3,005 TN, KY, and OH residents
 *Annual household income less than \$25,000
 Source: 2007-2008 Residential Technology Assessments of Tennessee, Kentucky, and Ohio

The technology gap for minorities is evident in both urban and rural areas. It is only in suburban areas that minorities maintain computer ownership and broadband adoption rates that are equal or better than average.

- In urban areas, where broadband is nearly ubiquitous, broadband adoption among minorities remains low at only 47%. By contrast, 60% of non-minorities subscribe to broadband in urban areas.
- In rural areas, broadband adoption among minorities still falls well below non-minorities. Only 33% of minorities subscribe to broadband compared to 40% of non-minorities.

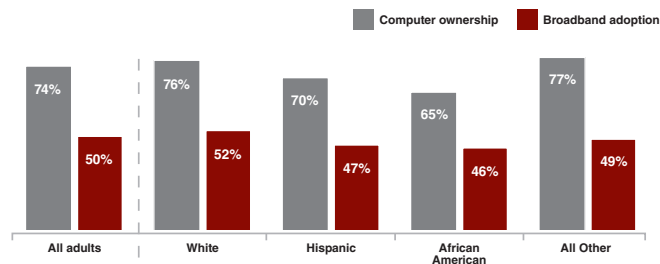
Technology Adoption Among Minorities in Urban and Rural Areas



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The racial breakdown illustrates lower broadband adoption rates among all minorities, with Hispanics and African Americans posting significantly lower computer ownership rates.

Technology Adoption by Race



Q: Does your household have a computer? And
 Q: Which of the following describe the type of Internet service you have at home?
 n=3,005 TN, KY, and OH residents
 Source: 2007-2008 Residential Technology Assessments of Tennessee, Kentucky, and Ohio

Statewide Public-Private Partnerships for Digital Inclusion

Among the broadband stimulus funds in the American Recovery and Reinvestment Act of 2009, Congress and the Obama administration have empowered states and communities to address the digital divide through funding the Broadband Data Improvement Act of 2008. This funding is available to states to develop and implement public-private partnerships for grassroots-driven expansion of broadband and computer use, particularly among low-adoption and underserved populations.

The Broadband Data Improvement Act (as funded in the stimulus act) provides states with a prime opportunity to address the connectivity challenges among minorities. The BDIA grant program provides funds to:

1. Develop street-level broadband availability maps,
2. Conduct detailed market research on the barriers to broadband adoption among various demographics,
3. Establish local technology planning teams in every county for increased broadband use,
4. Facilitate collaboration among the public and private sectors, and
5. Establish computer and Internet connectivity programs, particularly among low adopters and disenfranchised groups.

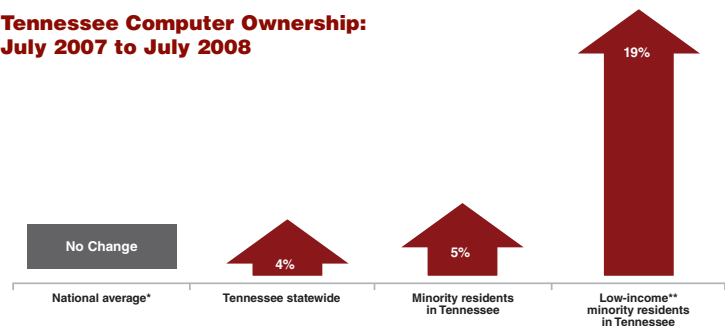
In order to be eligible for funding, states should designate an eligible entity to apply for the grant and operate the statewide program in each community across the state. This eligible entity may be a non-profit organization such as Connected Nation.

In states such as Kentucky, Ohio, and Tennessee, public-private partnerships are connecting the disconnected. Minorities are among those seeing the greatest impact.

After just one year of the Connected Tennessee program, statewide computer ownership increased by 4% compared to stagnant national growth. The increase in computer ownership among minorities was even higher at 5% (again, compared to 0% growth in the rest of the nation). Among low-income minorities, computer ownership increased by 19% in just one year.

Meanwhile, home broadband adoption in Tennessee has realized significant growth, particularly among minorities. Within the one year period, Tennessee's statewide broadband adoption grew two percentage points faster than the nation as a whole, with 18% broadband growth among minorities, and 90% broadband growth among low-income minorities.

Tennessee Computer Ownership: July 2007 to July 2008



Q: Does your household have a computer?

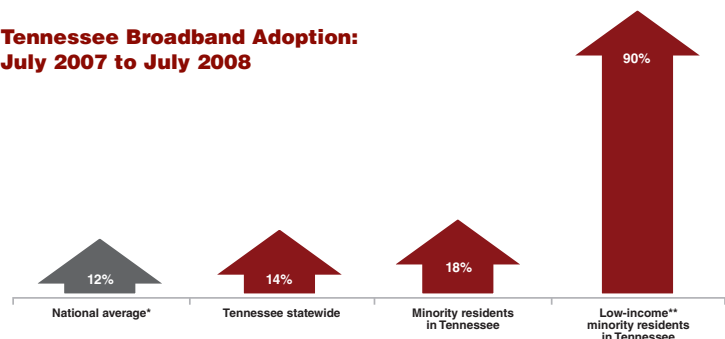
n=1,200 Tennessee residents

*National growth estimated using figures from the Pew Internet and American Life Project

**Annual household income less than \$25,000

Source: 2007-2008 Residential Technology Assessments of Tennessee, Kentucky, and Ohio

Tennessee Broadband Adoption: July 2007 to July 2008



Q: Does your household have a computer?

n=1,200 Tennessee residents

*National growth estimated using figures from the Pew Internet and American Life Project

**Annual household income less than \$25,000

Source: 2007-2008 Residential Technology Assessments of Tennessee, Kentucky, and Ohio