



# The Affordable Connectivity Program: What research tells us

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# The story today

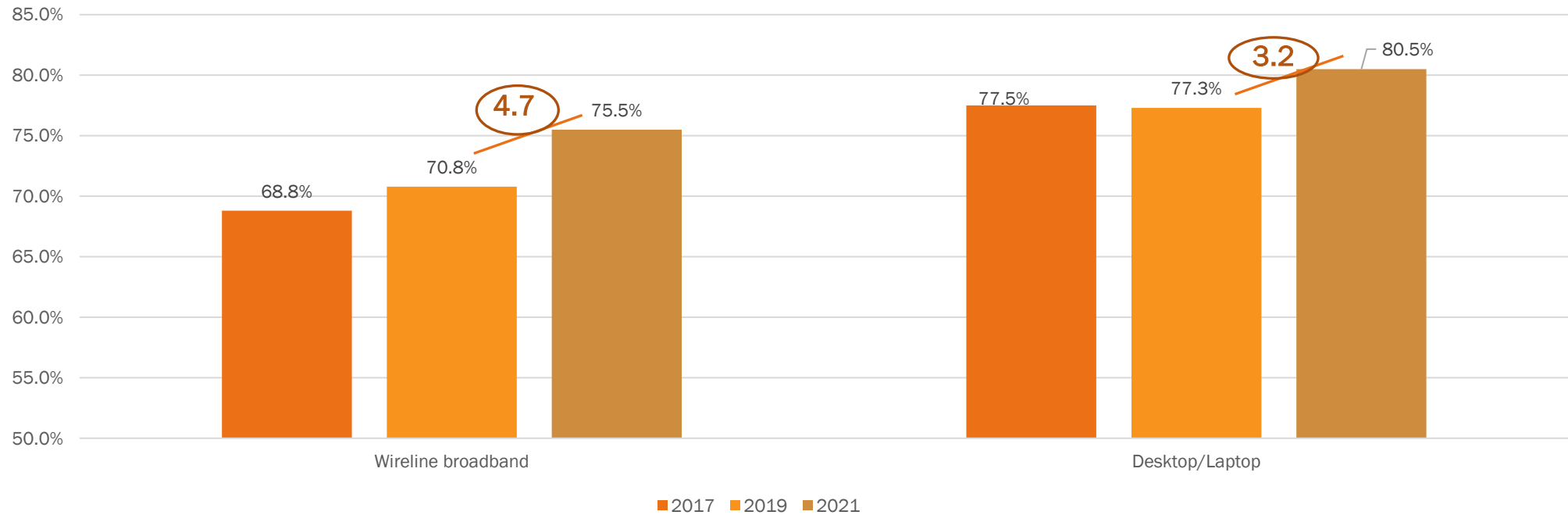
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- Broadband adoption has increased since the pandemic
- Growth in broadband has been in high poverty cities
- Enrollment in ACP has been strongest in high poverty cities
- Risks → If ACP ends, the “subscription vulnerable” will feel it first

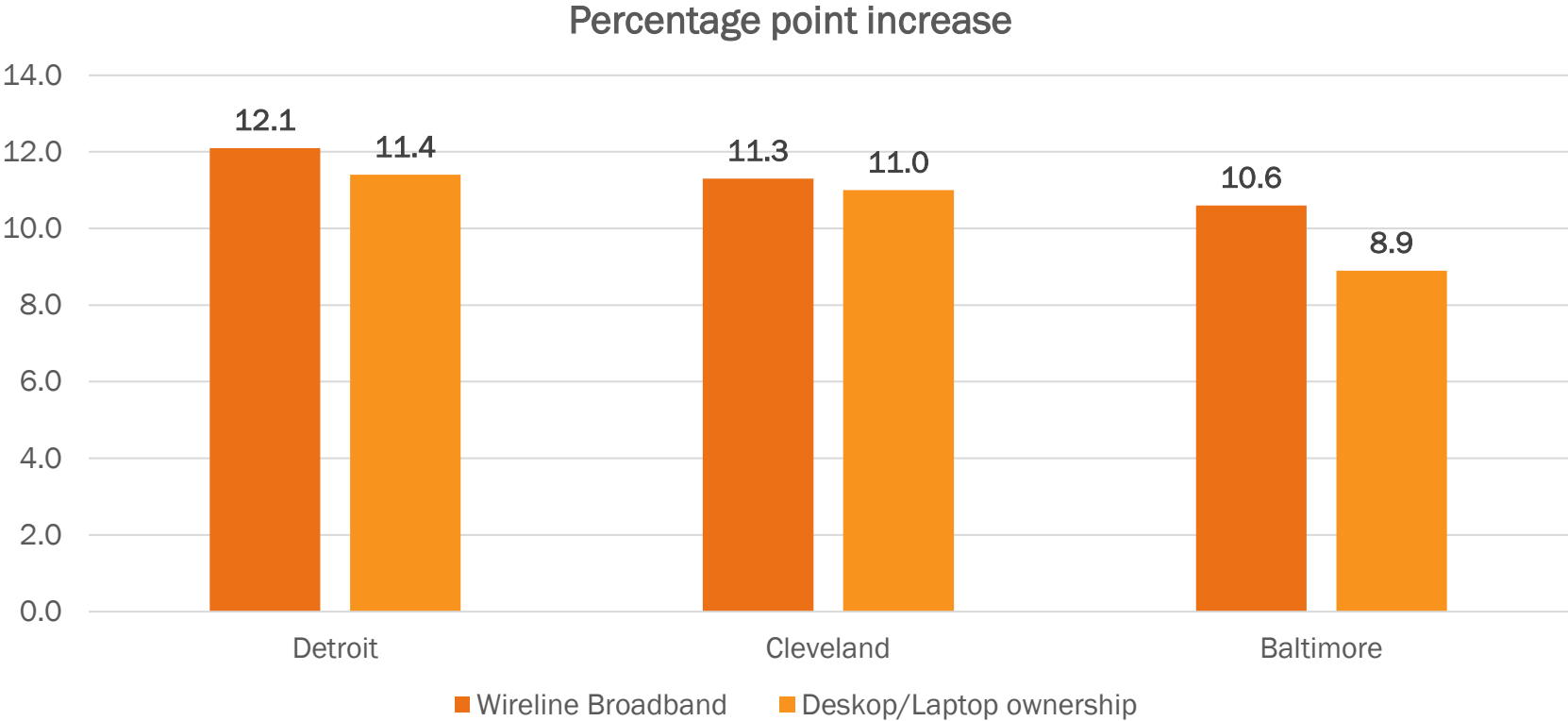
# Changes in adoption of digital tools – 2017 to 2021

## Household adoption of digital tools

Source: American Community Survey, all U.S. households

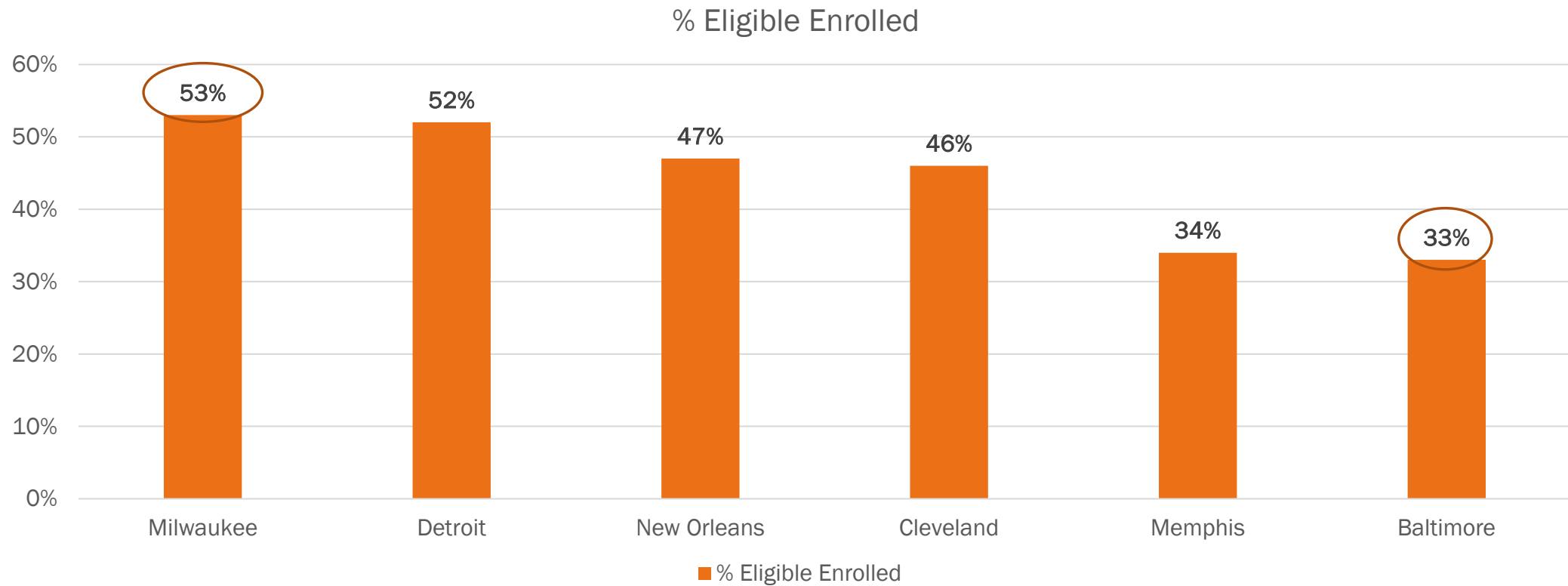


# Changes greatest in high poverty cities



# ACP enrollment in high poverty cities

(% eligible enrolled, through Dec. '22)



# Steep climb, hard fall

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- ❖ Data suggests ACP is helping with both *net additions* in subscribers and *sustaining service* for low-income households
- ❖ If program ends, the “net addition” households likely to feel it first
  - ❖ The “subscription vulnerable” – nearly half of low-income household fall into this category, meaning they have difficulty paying for service (2021 EveryoneOn survey) and lost service during pandemic.