CALIFORNIA BROADBAND ADOPTION
Priority Populations

2024 State Goal: 90% Low-Income Adoption

USC Annenberg
California Emerging Technology Fund

2008 2017 2023
SMARTPHONE ONLY

Low-Income Households
Latino Households
People with Disabilities
Rural Households
California Overall

2008:
- Low-Income Households: 33%
- Latino Households: 34%
- People with Disabilities: 36%
- Rural Households: 75%
- California Overall: 81%

2017:
- Low-Income Households: 33%
- Latino Households: 28%
- People with Disabilities: 4%
- Rural Households: 15%
- California Overall: 6%

2023:
- Low-Income Households: 25%
- Latino Households: 28%
- People with Disabilities: 16%
- Rural Households: 16%
- California Overall: 18%

2024 State Goal: 90% Low-Income Adoption

California Overall

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