



Digital Opportunity Plan Survey Results
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Development
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Project Background and Objectives

DHCD and Guidehouse partnered with SIR to help facilitate community-engaged research across the Commonwealth for Virginia's Digital Opportunity Plan. As such, SIR's research objectives included:

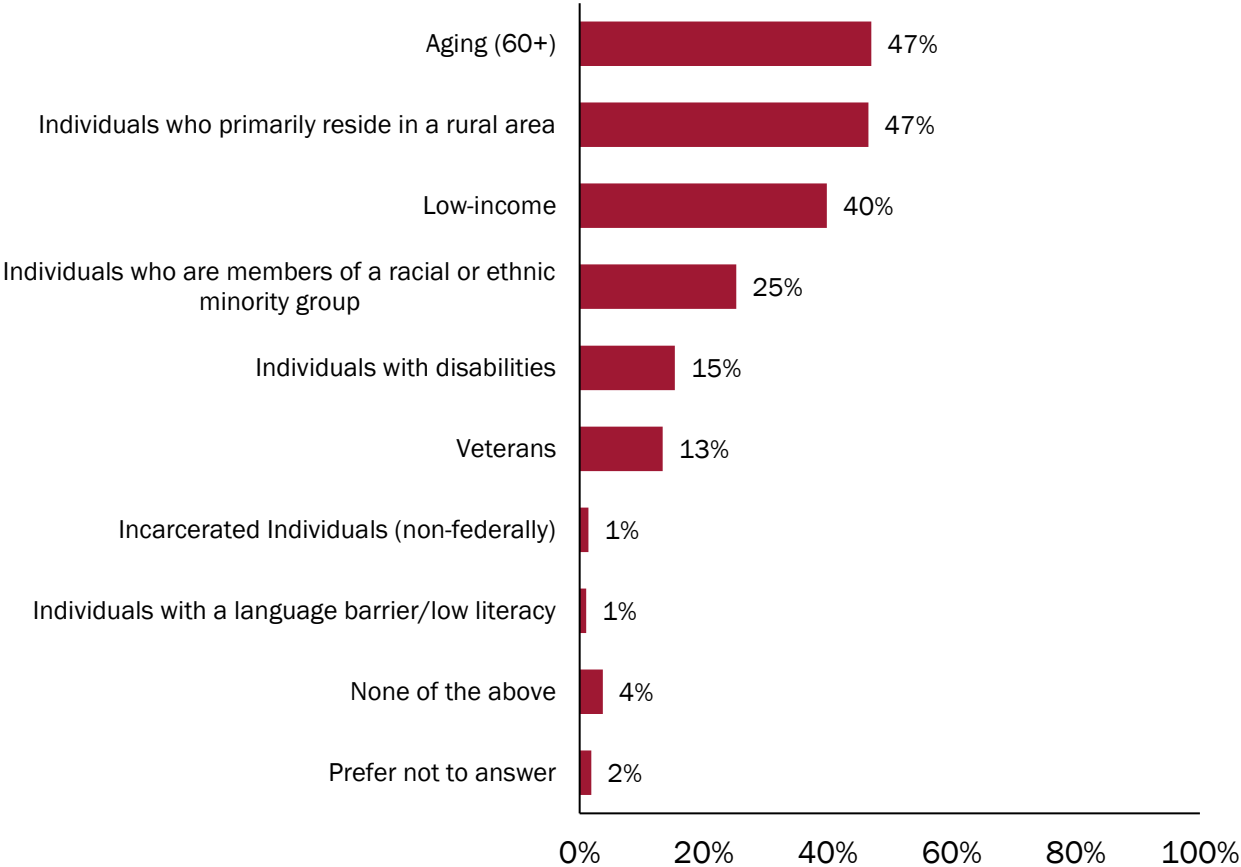
- Conduct authentic, community-driven research, intentionally including input from the community from start to finish.
- Ensure the communities are included throughout the research process.
- Engage the communities in meaningful conversation surrounding their current needs and challenges.
- Identify the challenges, develop hypotheses, conduct research, and listen to potential solutions from community stakeholders.
- Develop an accurate representation of needs that has support and buy-in from the community.
- Recognize the unique perspectives of the audiences surveyed.

Methodology

To help achieve these goals, SIR conducted an online quantitative survey across the Commonwealth. The survey was programmed into multiple languages including English, Spanish, Russian, Ukrainian, and Arabic. The survey was fielded from May 22, 2023-September 12, 2023. SIR relied on support from DHCD and Community Action Agencies across the Commonwealth to widely distribute the survey links as well as paper versions. QR codes were utilized in public spaces to encourage widespread participation. In addition, libraries, senior centers, and other public spaces provided computers on site for people to complete the survey. Paper surveys were distributed at community meetings and events. A total of 7,428 respondents were collected throughout Virginia. Respondents were grouped into eight "covered populations" based on their self-reported survey responses as well as demographic data. Respondents could belong to one covered population, more than one covered population, or no covered populations. For this report, results are segmented by covered population vs. non-covered population such that respondents who belong to at least one covered population are assigned to the covered population group. As each question was voluntary, sample sizes may vary.

Respondent Infographics

Almost half of respondents in the covered population are considered aging (47%) and/or primarily reside in a rural area (47%). The covered population segment has some representation of low-income (40%), racial and ethnic minority groups (25%), individuals with disabilities (15%), and veterans (13%). Incarcerated individuals (1%) and individuals with a language barrier (1%) represent the lowest proportion of the covered population sample.



Q28: Which of the following do you most identify with? (n=5,911)

Access

Non-covered populations (92%) are more likely than covered populations (71%) to have both a home internet subscription and a wireless cellular plan. Covered and non-covered populations are equally likely to access the internet using a cellular data plan, but non-covered populations are more likely to use a cable modem (40% vs. 33% covered) or fiber optic (39% vs. 20% covered). Covered populations are more likely to use satellite (10% vs. 2% non-covered), DSL (9% vs. 4% non-covered), or fixed wireless (5% vs. 2% non-covered) to access the internet.

Affordability

Covered and non-covered populations do not *significantly* differ in their reasoning for not having internet access in their home, although non-covered populations tend to say that it is not available in their area while covered populations say that it is too expensive. Covered populations (11%) are more likely than non-covered populations (5%) to spend less than \$36 on internet service while non-covered populations (32%) are more likely to spend \$76 to \$100 (25% covered populations). Covered populations (25%) are more willing than non-covered populations (17%) to spend more for better internet service.

Reliability

Covered populations (30%) are more likely than non-covered populations (18%) to frequently experience disruptions in internet service. Covered populations are also more likely to experience a subscribed speed not being achievable (22% vs. 16% non-covered), a provider not offering the technology in their location (21% vs. 11% non-covered), a provider denying a request for service (5% vs. 2% non-covered), and/or credit challenges obtaining an internet plan (4% vs. 1% non-covered).

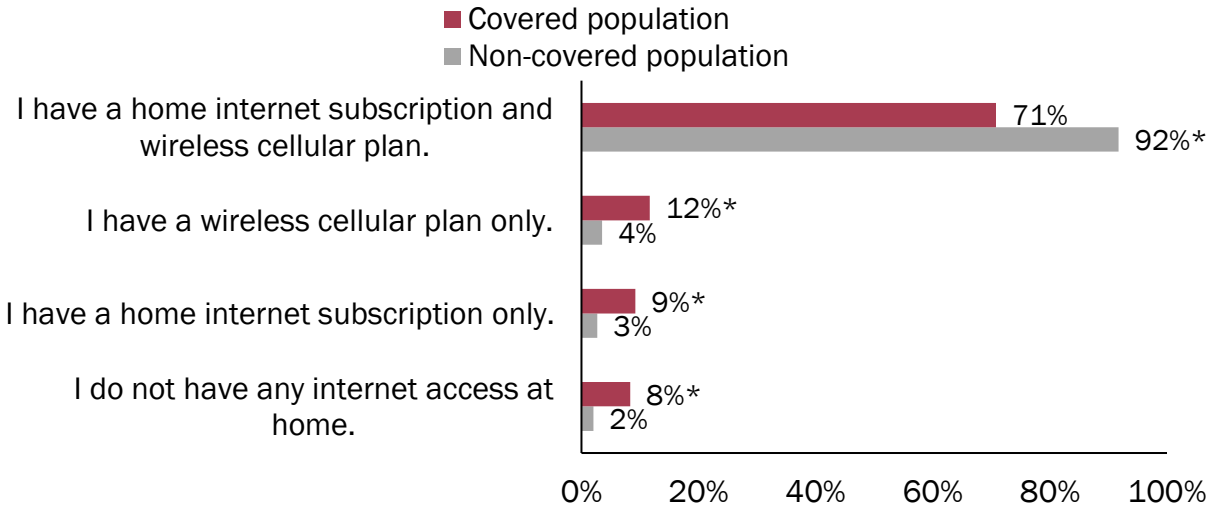
Digital Literacy

More than 99% of all respondents own at least one digital device, although non-covered respondents are more likely to own specific devices (e.g., smart phone) than covered populations. Non-covered populations are generally more comfortable completing tasks online than covered populations. This is especially true for virtual doctors' appointments as only 74% of covered population respondents feel comfortable completing this task compared to 88% of non-covered population respondents.

Awareness of Programs

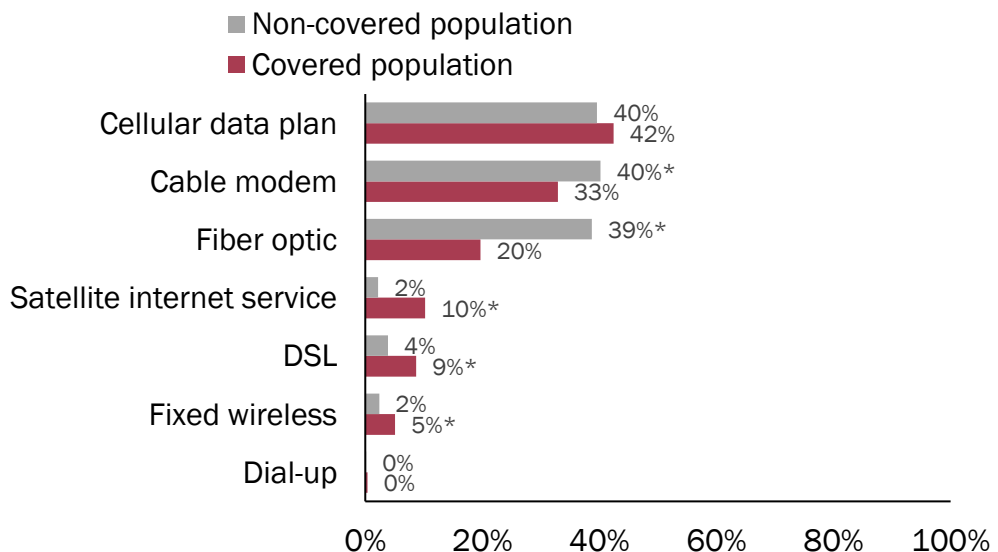
The covered population is more likely to have applied to the FCC Affordable Connectivity Program (10%) and/or the FCC Lifeline Program (4%) than the non-covered population (3% and 1%, respectively). Covered and non-covered populations do not differ in their likelihood of being aware of these programs.

Most respondents have both a home internet subscription and a wireless cellular plan. This is more common among the non-covered population (92%) than the covered population (71%).



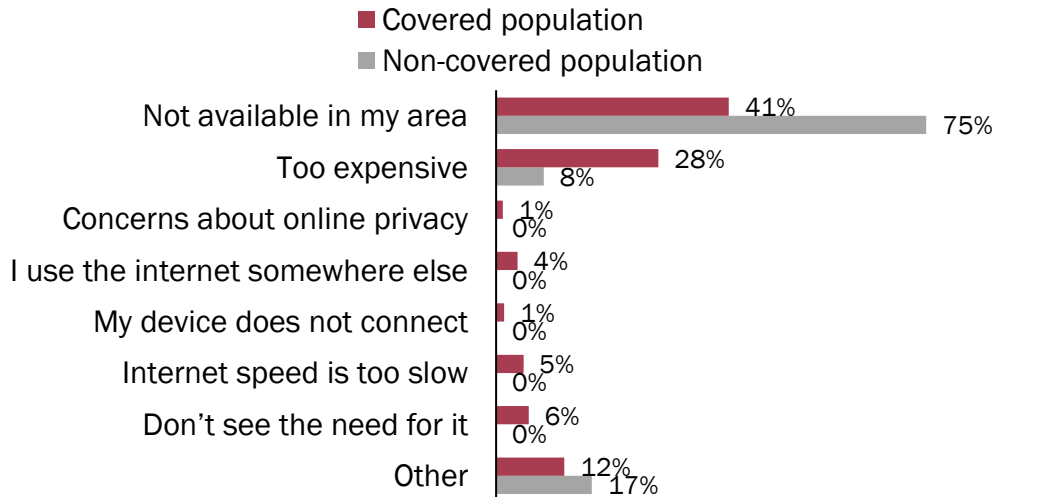
Q4: Do you have internet access (WiFi) at home? Covered population n=5,318; Non-covered population n=593; *p<.05

More than one-third of respondents access the internet using their cellular data plan. The non-covered population is more likely to use a cable modem (40%) or fiber optic (39%) than the covered population (33% and 20%, respectively).



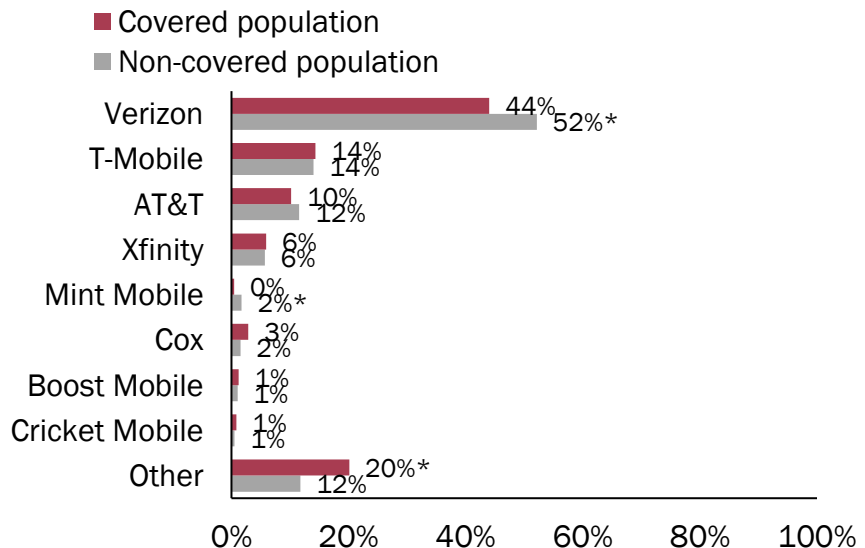
Q5: How do you access the internet access at home? Covered population n=4,880; Non-covered population n=584; *p<.05

The most common reason respondents do not have internet access is because it is not available in their area; This is especially true among the non-covered population (75%). Almost one-third of the covered population (28%) do not have internet access because it is too expensive.



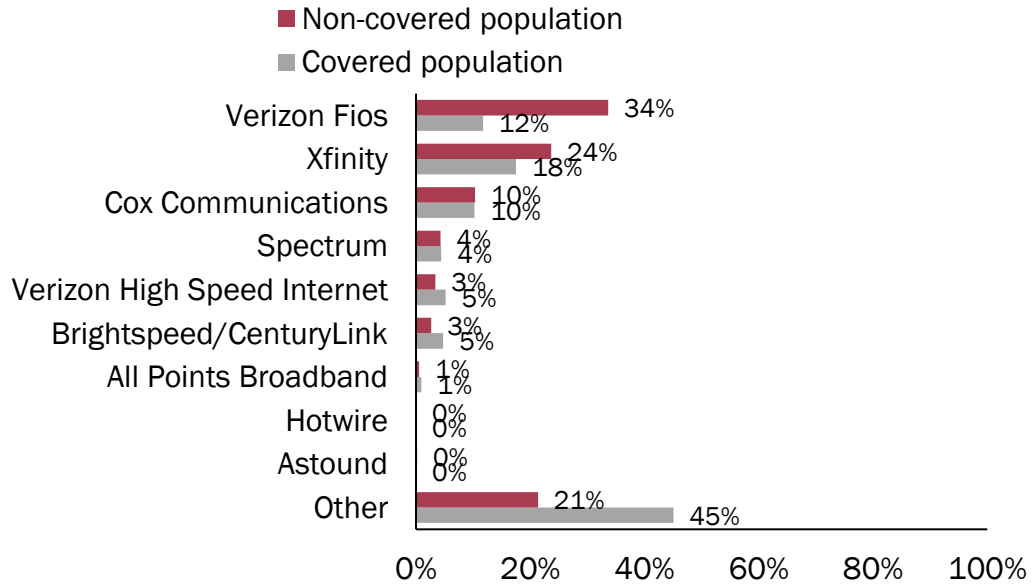
Q6: What is the main reason why you do not have internet access at home?
Covered population n=427; Non-covered population n=12; Sample size too small for significance testing.

Respondents are most likely to have Verizon as their wireless provider, especially those in the non-covered population (52%). The covered population is more likely to use another cellular plan provider (20%), such as US Cellular (3%) or Straight Talk (3%).



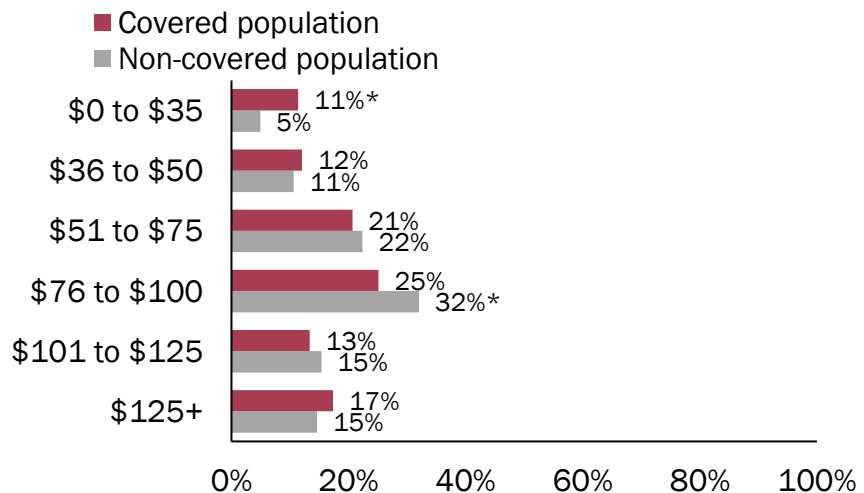
Q7: What is the name of your wireless cellular plan provider/plan?
Covered population n=4,782; Non-covered population n=579; *p<.05

Respondents use a wide variety of providers for home internet. One-third of the non-covered population (34%) uses Verizon Fios while the covered population is more likely to use another provider (45%) such as Firefly (4%) or Shentel (3%).



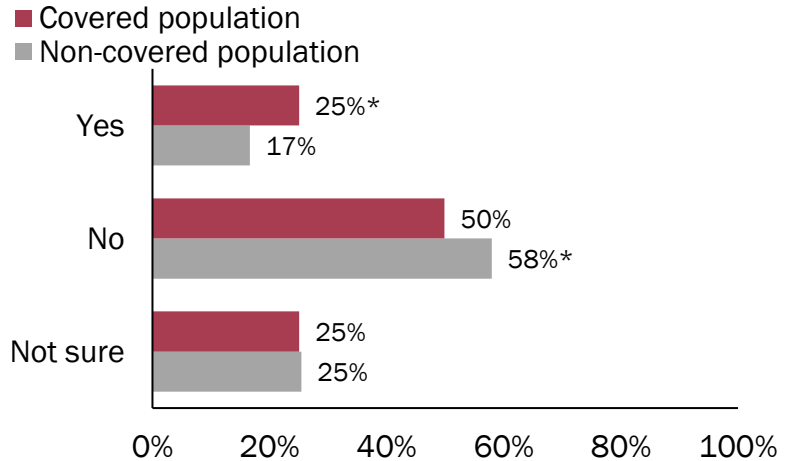
Q8: What is the name of your home's internet provider/plan?
 Covered population n=4,498; Non-covered population n=562; *p<.05

Nearly half of respondents spend between \$50 and \$100 each month on their internet service (not as a part of a cellular plan). The covered population (11%) is more likely than the non-covered population (5%) to spend \$35 or less per month.



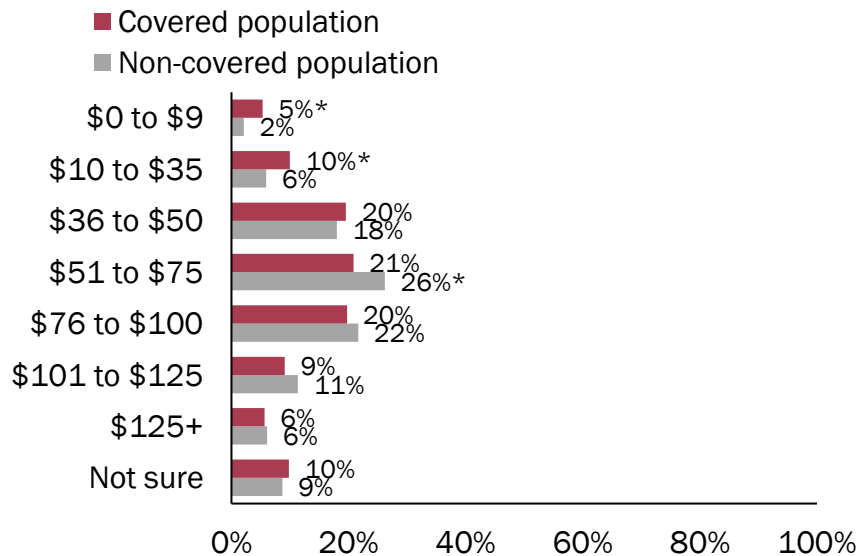
Q9: How much do you pay each month for internet service (NOT as part of a cellular plan)?
 Covered population n=4,365; Non-covered population n=527; * p<.05

Although more than half of respondents are not willing to pay more for better internet service, the covered population (25%) is more willing than the non-covered population (17%).



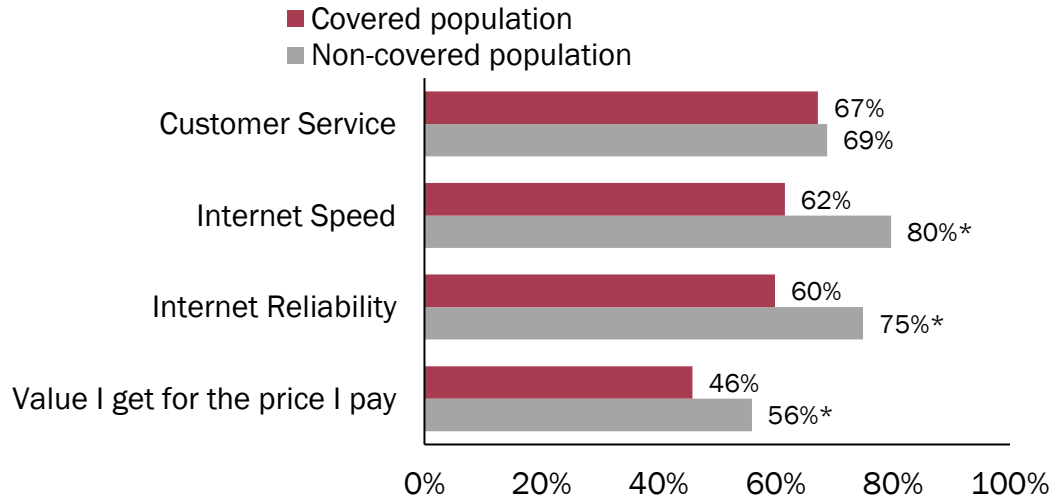
Q10: Would you be willing to pay more for better internet service?
Covered population n=4,791; Non-covered population n=578; *p<.05

Half of respondents are willing to pay between \$50 and \$100 per month for better internet service. The covered population (15%) would prefer to pay \$35 or less per month for better service.



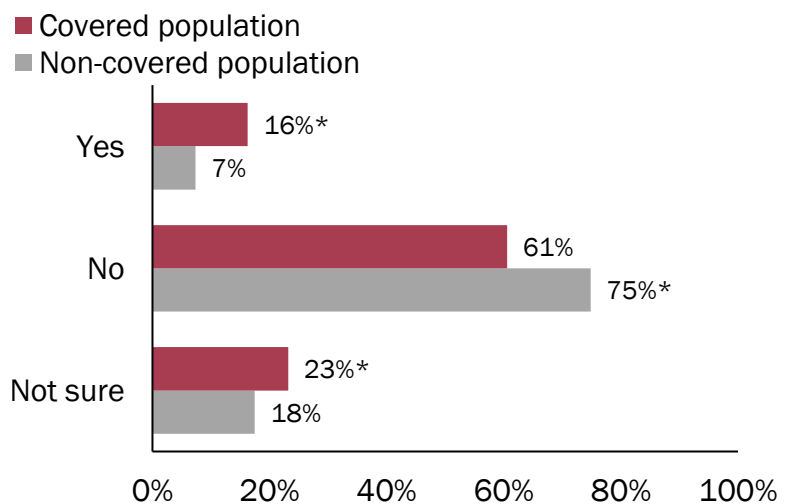
Q11: How much would you be willing to pay for better internet service per month (NOT as part of a cellular plan)?
Covered population n=4,716; Non-covered population n=573; *p<.05

Respondents are generally satisfied with customer service, internet speed, and reliability, but less satisfied with value. The non-covered population is more likely to be satisfied on most of these traits than the covered population.



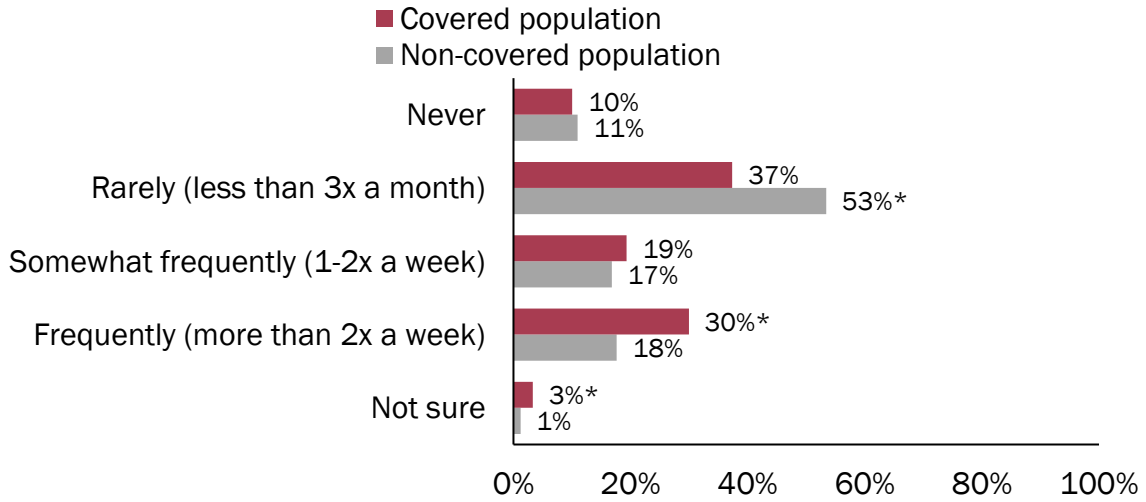
Q12: Please rate your internet service provider(s) on the following:
Covered population n=4,499; Non-covered population n=556; *p<.05

Most respondents do not have a cap on their monthly internet usage, although this is more common in the non-covered population (75%) than the covered population (61%).



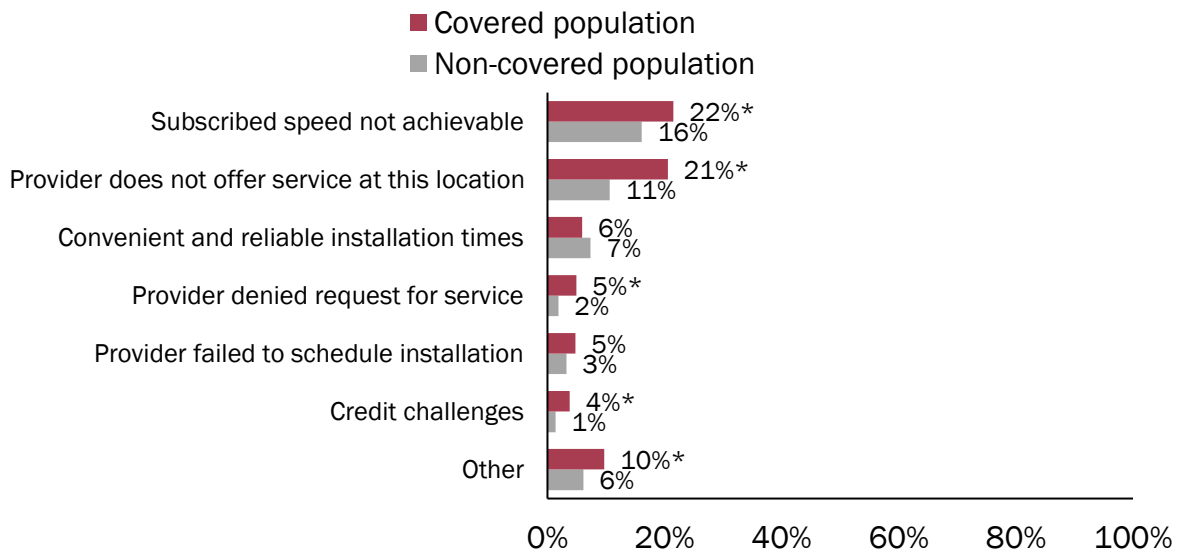
Q13: Do you have a cap on monthly internet usage?
Covered population n=4,880; Non-covered population n=584; *p<.05

Respondents vary in how often they experience disruptions in download or upload speeds. The covered population (30%) is more likely than the non-covered population (18%) to frequently experience disruptions.



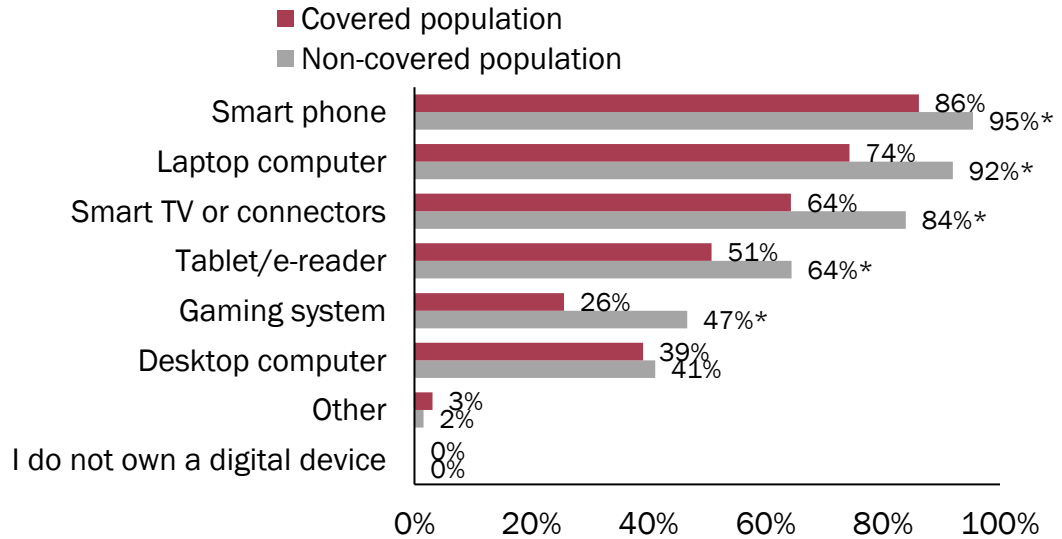
Q14: How often do you experience disruptions or download/upload speeds that are slower than expected?
 Covered population n=4,880; Non-covered population n=584; *p<.05

The most common problems among respondents are their subscribed speeds not being achievable and that the provider does not offer service at their location. This is especially true among the covered population.



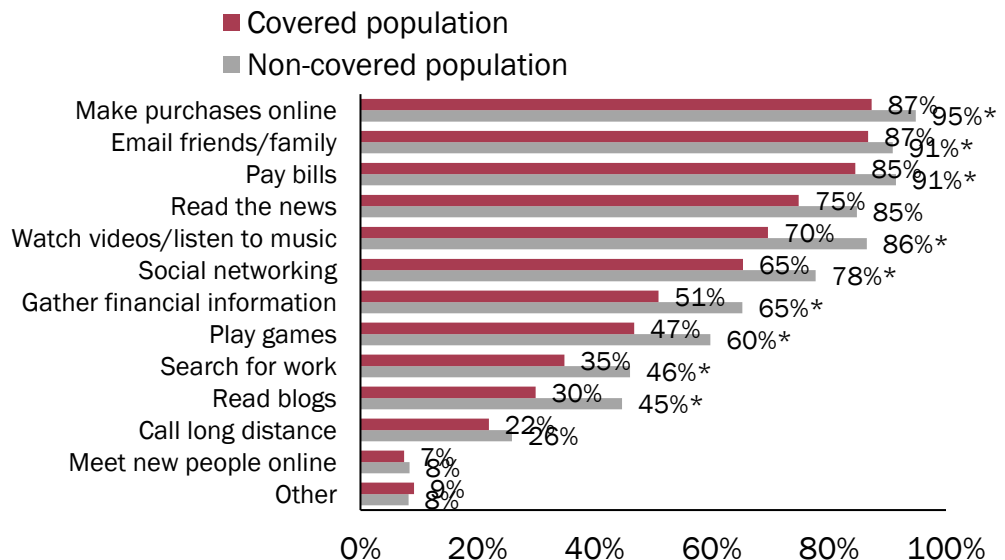
Q15: Have you experienced any of these problems trying to get internet?
 Covered population n=4,880; Non-covered population n=584; *p<.05

Most devices are more commonly used by the non-covered population than the covered population. The most used devices among all respondents are smart phones, laptop computers, and smart TVs.



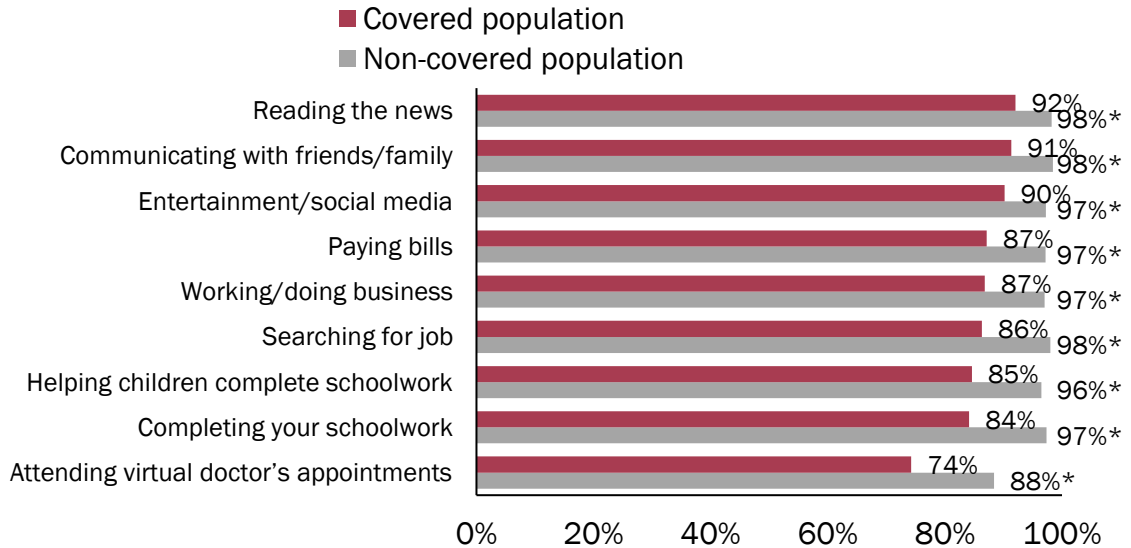
Q16: Which of these do you use to access the internet? Covered population n=4,880; Non-covered population n=584; *p<.05

Respondents are most likely to use the internet to make purchases, e-mail family/friends, and/or pay bills. The non-covered population is more likely to do most activities online than the covered population.



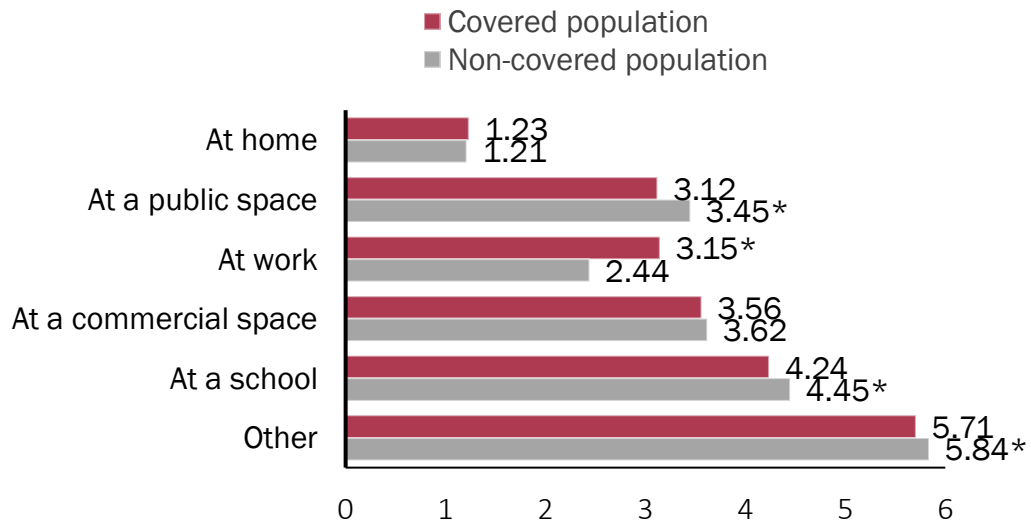
Q17: When you use the Internet, what kind of activities do you do online? Covered population n=4,880; Non-covered population n=584; *p<.05

Respondents are comfortable using their devices to do most tasks, but less so virtual doctor's appointments. The non-covered population is more likely to feel comfortable using digital devices to complete tasks than the covered population.



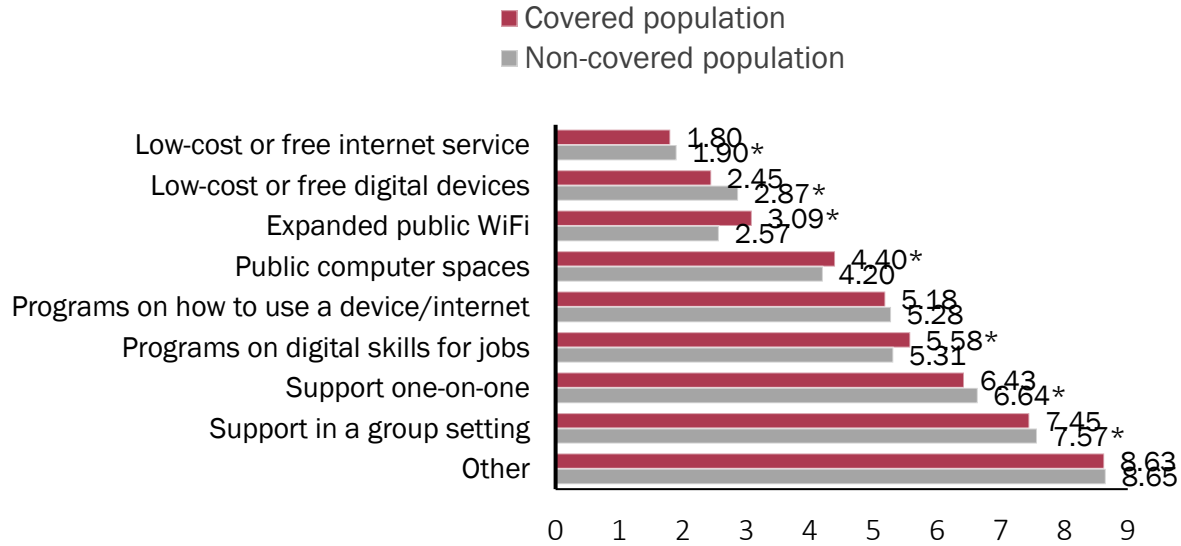
Q18: How comfortable are you using digital devices to do these tasks?
 Covered population n=3,883; Non-covered population n=509; *p<.05

Covered population respondents are more likely to access the internet at work while non-covered respondents are more likely to access the internet in a public space and/or at school.



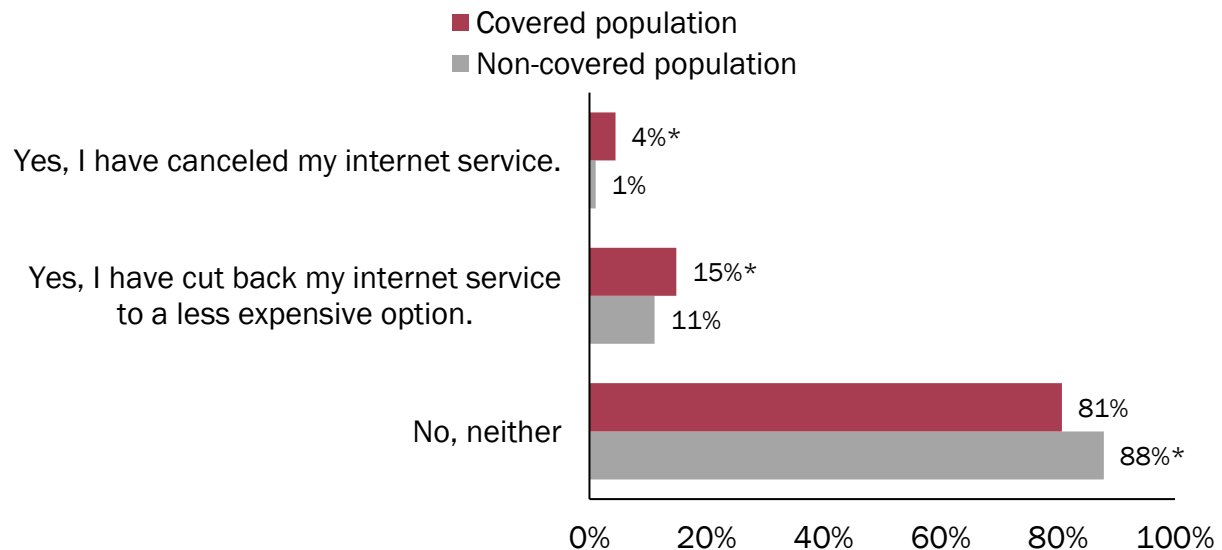
Q19: Where do you frequently access the internet?
 Covered population n=4,113; Non-covered population n=538; *p<.05

Respondents are most likely to want low-cost or free internet service and digital devices. The covered population is more likely than the non-covered population to want expanded public WiFi, public computer spaces, and/or programs on digital skills for jobs.



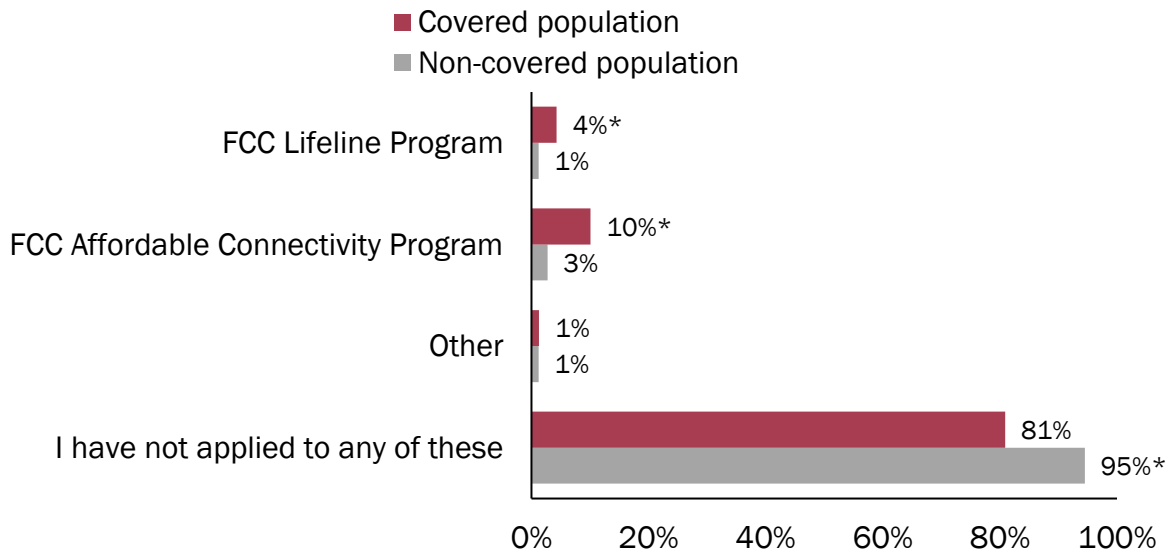
Q20: What options would you like to have available?
 Covered population n=4,328; Non-covered population n=518; *p<.05

Most respondents have not cancelled or cut back on their internet service. The covered population (19%) is more likely to have cancelled or cut back their internet service to a less expensive option than the non-covered population (12%).



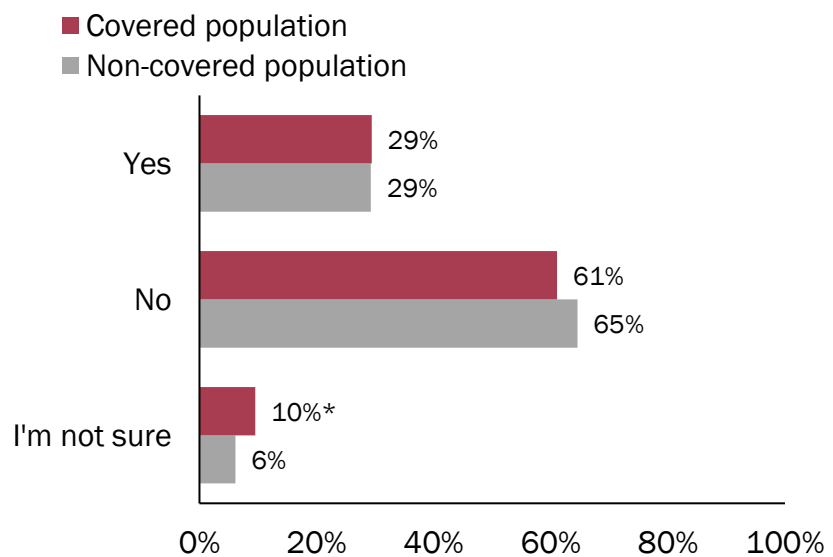
Q22: Have you canceled your internet service or cut back your internet to a less expensive service plan, within the past 12 months?
 Covered population n=4,753; Non-covered population n=576; *p<.05

The covered population (14%) is more likely than the non-covered population (4%) to have applied to the FCC Lifeline Program and/or the FCC Affordable Connectivity Program, although most respondents have not applied to either.



Q23: Have you ever applied for any of the following programs?
 Covered population n=4,880; Non-covered population n=584; *p<.05

Only one-third of respondents are aware of these programs. Awareness does not differ by covered vs. non-covered population.



Q24: Are you aware of these programs?
 Covered population n=4,880; Non-covered population n=584; *p<.05

Access

Similar to other non-covered populations, **higher-income respondents (81%) are more likely to have both a home internet subscription and wireless cellular plan than low-income respondents (59%)**. Higher- and low-income respondents generally access the internet in their homes using the same methods (e.g., a cellular data plan, cable modem), **although higher-income respondents (25%) are more likely than low-income respondents (15%) to access the internet using fiber optic**.

Affordability

Low-income respondents (39%) tend to not have internet access at home because it is too expensive, while higher-income respondents (66%) say that it is not available in their area. **Low-income respondents (33%) generally spend less than \$50 a month for internet** while higher-income respondents (62%) may spend upwards of \$76 to \$125. Higher-income respondents (27%) are also willing to pay more for better internet service while **low-income respondents (54%) would not**.

Reliability

Unlike other covered populations, low-income respondents do not experience disruptions in internet services more frequently than higher-income respondents. In fact, higher-income respondents are more likely to experience their subscribed speed not being achievable (22%) or their provider not offering service in their location (21%) than low-income respondents (18% and 17%, respectively). **Low-income respondents (8%) are, however, more likely than higher-income respondents (1%) to experience credit challenges with obtaining an internet plan**.

Digital Literacy

While low-income respondents are more likely *not* to own any digital devices than higher-income respondents, more than 99% of all respondents own at least one digital device. **Like other covered populations, low-income respondents are less likely than higher-income respondents to feel comfortable completing most tasks online. This is especially true for virtual doctors' appointments as only 66% of low-income respondents feel comfortable completing this task compared to 81% of higher-income respondents**.

Awareness of Programs

Similar to other covered populations, **low-income respondents are more likely to have applied to the FCC Affordable Connectivity Program (22%) and/or the FCC Lifeline Program (10%) than higher-income respondents (3% and 1%, respectively)**. **Low-income respondents (37%) are also more likely to be aware of these programs than higher-income respondents (26%)**.

Access

Similar to other non-covered populations, non-minority respondents (74%) are more likely to have both a home internet subscription and wireless cellular plan than minority respondents (71%). **However, minority respondents are more likely to access the internet at home using a cellular data plan (46% compared to 41% non-minority) or a cable modem (44% compared to 31% non-minority),** while non-minority respondents are more likely to access the internet using fiber optic (24% compared to 15% minority), satellite (10% compared to 7% minority), DSL (9% compared to 5% minority), or fixed wireless (5% compared to 4% minority).

Affordability

Minority respondents (36%) tend to not have internet access at home because it is too expensive, while non-minority respondents (49%) say that it is not available in their area. Minority and non-minority respondents do not differ in the amount they spend on the internet each month or their willingness to pay more for internet service.

Reliability

Unlike other covered populations, minority respondents (13%) are more likely to never experience disruptions in service than non-minority populations (9%). **However, minority respondents are more likely to say that providers do not offer convenient and reliable installation times (9% compared to 5% non-minority) and/or experience credit challenges with obtaining an internet plan (6% compared to 3% non-minority).** Non-minority respondents (20%) are more likely to say that providers do not offer the technology or service type at their location than minority respondents (17%).

Digital Literacy

While minority respondents are more likely *not* to own any digital devices than non-minority respondents, more than 99% of all respondents own at least one digital device. **Minority respondents are less comfortable than non-minority respondents completing some tasks online such as paying bills (14% uncomfortable minority vs. 11% uncomfortable non-minority), communicating with friends/family (10% uncomfortable minority vs. 7% uncomfortable non-minority), and reading the news (9% uncomfortable minority vs. 7% uncomfortable non-minority) but just as comfortable** doing some tasks as non-minority respondents such helping children complete schoolwork, working or doing business, or attending virtual doctor's appointments.

Awareness of Programs

Similar to other covered populations, **low-income respondents are more likely to have applied to the FCC Affordable Connectivity Program (14%) and/or the FCC Lifeline Program (6%)** than higher-income respondents (8% and 3%, respectively). Minority respondents are not more likely than non-minority respondents to be aware of these programs.

Access

Unlike other non-covered populations, older respondents are not more likely than younger respondents to have both a home internet subscription and a wireless cellular plan. **Older respondents are more likely to have just a home internet subscription (10% vs. 7% younger) while younger respondents are more likely to have just a cellular plan (12% vs. 9% older).** Older respondents are more likely to access the internet using fiber optic (25% vs. 20% younger), DSL (9% vs. 8% younger), or dial-up (1% vs. 0% younger), while younger respondents are more likely to access the internet at home using a cellular data plan (46% vs. 36% older).

Affordability

Older respondents (12%) tend to not have internet access at home because they don't see a need for it, while younger respondents (46%) say that it is not available in their area. Respondents widely vary on how much they pay for internet with older respondents paying either \$36 to \$50 (14%) or more than \$125 (21%) and younger respondents paying either \$0 to \$35 (13%) or \$76 to \$100 (27%). Younger respondents (26%) are also willing to pay more for better internet service while **older respondents (53%) would not.**

Reliability

Unlike other covered populations, older respondents do not experience disruptions in internet services more frequently than younger respondents. Younger respondents, however, are more likely to experience provider not offering technology in their location (23% vs. 15% older), subscribed speed not being achievable (22% vs. 19% older), lack of convenient installation times (8% vs. 4% older), provider denying a request for service (6% vs. 3% older), provider failing to schedule an installation (6% vs. 4% older), and credit challenges obtaining a plan (5% vs. 2% older),

Digital Literacy

While younger respondents are more comfortable using most devices than older respondents, **older respondents (46%) are more likely to be comfortable using a desktop computer than younger respondents (34%).** Like other covered populations, older respondents are less likely than younger respondents to feel comfortable completing most tasks online. This is especially true for virtual doctors' appointments as only 71% of older respondents feel comfortable completing this task compared to 79% of younger respondents.

Awareness of Programs

Unlike other covered populations, **younger respondents are more likely to have applied to the FCC Affordable Connectivity Program (12%) and/or the FCC Lifeline Program (5%) than older respondents (6% and 2%, respectively).** Younger respondents (33%) are also more likely to be aware of these programs than older respondents (25%).

Access

Similar to other non-covered populations, **non-incarcerated respondents (73%) are more likely to have both a home internet subscription and wireless cellular plan than incarcerated respondents (41%)**. Incarcerated and non-incarcerated respondents generally access the internet in their homes using the same methods, **although incarcerated respondents (63%) are more likely than non-incarcerated respondents (42%) to access the internet at home using a cellular data plan**.

Affordability

Incarcerated respondents tend to not have internet access at home because they use the internet somewhere else (18%) or their device does not connect (9%), while non-incarcerated respondents (44%) say that it is not available in their area. **Incarcerated respondents (36%) generally spend less than \$36 a month for internet** while non-incarcerated respondents (31%) may spend upwards of \$101 to \$125+. Incarcerated and non-incarcerated respondents do not differ in their willingness to pay more for better internet service.

Reliability

Unlike other covered populations, **incarcerated respondents (20%) are more likely to never experience disruptions in service than non-incarcerated populations (10%)**. Incarcerated individuals (11%) are, however, more likely than non-incarcerated individuals (4%) to have credit challenges obtaining an internet plan.

Digital Literacy

While incarcerated respondents are more likely *not* to own any digital devices than non-incarcerated respondents, at least 98% of all respondents own at least one digital device. **Like other covered populations, incarcerated respondents are less likely than non-incarcerated respondents to feel comfortable completing most tasks online. This is especially true for virtual doctors' appointments as only 59% of incarcerated respondents feel comfortable completing this task compared to 76% of non-incarcerated respondents**.

Awareness of Programs

Similar to other covered populations, **incarcerated respondents are more likely to have applied to the FCC Lifeline Program (24%) and/or the FCC Affordable Connectivity Program (19%)** than non-incarcerated respondents (4% and 9%, respectively). Incarcerated respondents are equally as likely as non-incarcerated respondents to be aware of these programs.

Access

Unlike other non-covered populations, **veterans (77%) are more likely to have both a home internet subscription and wireless cellular plan than non-veterans (72%)**. Veterans and non-veterans generally access the internet in their homes using the same methods (e.g., a cellular data plan, cable modem), **although veterans (13%) are more likely than non-veterans (9%) to access the internet using satellite**.

Affordability

Veterans tend to not have internet access at home because it is not available in their area (57%) or they have concerns about online privacy and security (4%), while non-veterans (30%) say that it is too expensive. Non-veterans (45%) generally spend less than \$75 a month for internet while **veterans (40%) may spend upwards of \$101 to \$125+**. **Veterans (29%) are also willing to pay more for better internet service while non-veterans (52%) would not**.

Reliability

Unlike other covered populations, veteran respondents do not experience disruptions in internet services more frequently than non-veteran respondents. **Veteran respondents (25%) are, however, more likely than non-veteran respondents (20%) to say that their subscribed speed is not achievable**.

Digital Literacy

Veterans are more likely to access the internet using a desktop computer (52% vs. 38% non-veteran) or tablet (58% vs. 51% non-veteran) while non-veterans are more likely to use a smart phone (88% vs. 85% veteran) or a gaming system (29% vs. 23% veteran). Veterans do not differ from non-veterans in their comfortability of completing online tasks.

Awareness of Programs

Unlike other covered populations, **veterans are less likely to have applied to the FCC Affordable Connectivity Program (5%) and/or the FCC Lifeline Program (2%) than non-veterans (10% and 4%, respectively)**. **Two-thirds of veterans (66%) are not aware of these programs compared to 61% of non-veterans**.

Access

Similar to other non-covered populations, **respondents without disabilities (74%) are more likely to have both a home internet subscription and wireless cellular plan than respondents with disabilities (67%)**. Respondents with and without disabilities do not differ in the devices that they use to access the internet at home.

Affordability

Respondents with and without disabilities do not differ in why they do not have internet access at home. **Respondents with disabilities (16%) do, however, generally spend less than \$36 a month for internet** while respondents without disabilities (26%) are more likely to spend between \$76 to \$100. Respondents with and without disabilities also do not differ in their willingness to pay more for better internet.

Reliability

Like other covered populations, **respondents with disabilities (35%) are more likely to experience disruptions in internet service frequently compared to respondents without disabilities (28%)**. Respondents with disabilities are also more likely to experience their subscribed speed not being achievable (25%), a provider who does not provide convenient installation times (8%), a provider who denied a request for service (6%), or credit challenges obtaining an internet plan (6%) than respondents without disabilities (20%, 6%, 4%, and 3%, respectively).

Digital Literacy

Respondents without disabilities are more likely to access the internet using a smart phone (88%), laptop (77%), or smart TV (67%) than respondents with disabilities (84%, 68%, and 62%, respectively). **Like other covered populations, respondents with disabilities are less likely than respondents without disabilities to feel comfortable completing most tasks online. This is especially true for virtual doctors' appointments as only 72% of respondents with disabilities feel comfortable completing this task compared to 77% of respondents without disabilities.**

Awareness of Programs

Similar to other covered populations, **respondents with disabilities are more likely to have applied to the FCC Affordable Connectivity Program (25%) and/or the FCC Lifeline Program (11%) than higher-income respondents (7% and 3%, respectively)**. **Respondents with disabilities (41%) are also more likely to be aware of these programs than respondents without disabilities (28%)**.

Access

Unlike other non-covered populations, individuals with and without a language barrier do not differ on if they have internet access at home. They also do not differ on the devices they use to access the internet.

Affordability

Individuals with and without a language barrier do not differ on their reason for not having internet access at home. They also do not differ in how much they spend on internet access or their willingness to pay more for better internet.

Reliability

Individuals with a language barrier (33%) are more likely to somewhat frequently experience disruptions in internet service compared to individuals without a language barrier (19%), otherwise there are no differences in this frequency. **However, individuals with a language barrier are more likely to experience a provider denying a request for service (11%) or credit challenges obtaining an internet plan (11%) than individuals without a language barrier (5%, and 4%, respectively).**

Digital Literacy

Individuals with and without a language barrier are similar in the devices that they use to access the internet, although individuals without a language barrier are more likely to use a laptop (76%) or desktop (39%) computer than individuals with a language barrier (64% and 26%, respectively). **Like other covered populations, respondents with a language barrier are less likely than respondents without a language barrier to feel comfortable completing most tasks online. This is especially true for virtual doctors' appointments as only 60% of respondents with a language barrier feel comfortable completing this task compared to 76% of respondents without a language barrier.**

Awareness of Programs

Respondents without a language barrier (83%) are more likely than respondents with a language barrier (67%) to have never applied for the FCC Affordable Connectivity Program and/or the FCC Lifeline Program. Respondents with and without a language barrier are equally as likely to be aware of these programs.

Access

Similar to other non-covered populations, non-rural respondents (76%) are more likely to have both a home internet subscription and wireless cellular plan than rural respondents (69%). Rural and non-rural respondents access the internet using different methods. **Rural respondents are more likely to use a cellular data plan (46% vs. 39% non-rural), satellite (16% vs. 4% non-rural), DSL (13% vs. 5% non-rural), or fixed wireless (7% vs. 3% non-rural).** Non-rural respondents are more likely to use a cable modem (42% vs. 22% rural) or fiber optic (26% vs. 15% rural).

Affordability

Rural respondents (64%) are more likely than non-rural respondents (25%) to not have home internet access because it is not available in their area. Rural and non-rural respondents do not differ on the amount they spend for internet access, **but rural respondents (34%) are more willing to pay more for better internet service than non-rural respondents (17%).**

Reliability

Like other covered populations, **rural respondents (43%) frequently experience disruptions in internet services more than non-rural respondents (18%).** Rural respondents are also more likely to experience a provider not offering the technology in their location (32% vs. 11% non-rural), a subscribed speed not being achievable (29% vs. 15% non-rural), a provider denying a request for service (7% vs. 3% non-rural), and/or a provider failing to schedule a service installation within 10 days (6% vs. 4% non-rural).

Digital Literacy

Although non-rural respondents are more likely *not* to own any digital devices than rural respondents, more than 99% of all respondents own at least one digital device. **Rural respondents are more likely to access the internet using a smart phone (89%) or a laptop computer (78%) compared to non-rural respondents (86% and 75%, respectively).** Unlike other covered populations, rural respondents are more comfortable reading the news (94% vs. 92% non-rural), communicating with family/friends (93% vs. 91% non-rural) searching for a job (89% vs. 87% non-rural), and/or completing schoolwork (87% vs. 85% non-rural). Rural and non-rural respondents are equally comfortable attending virtual doctor's appointments.

Awareness of Programs

Unlike other covered populations, **non-rural respondents are more likely to have applied to the FCC Lifeline Program (5%) than rural respondents (3%),** but not the FCC Affordable Connectivity Program. Rural and non-rural respondents do not differ in their awareness of these programs.

Demographics – Covered Population

Gender	
Female	65%
Male	31%
Other/Non-binary	1%
Prefer not to answer	3%
Hispanic	
No	91%
Yes, Mexican, Mexican American, Chicano	1%
Yes, Puerto Rican	1%
Yes, Cuban	0%
Yes, another Hispanic, Latino, or Spanish origin	2%
Prefer not to answer	5%
Race	
White	74%
Black or African American	17%
American Indian or Alaska Native	2%
Asian	2%
Native Hawaiian or Pacific Islander	0%
Other	3%
Prefer not to answer	6%
Age	
18 to 24	3%
25 to 34	10%
35 to 44	14%
45 to 54	15%
55 to 64	22%
65 or over	34%
Prefer not to answer	2%

Demographics – Covered Population

Employment	
Employed, working 40 or more hours per week	45%
Employed, working 1-39 hours per week	11%
Not employed, looking for work	4%
Not employed, not looking for work	2%
Student	1%
Retired	28%
Disabled, not able to work	7%
Prefer not to answer	2%
Individuals in Household (Average)	
Under Age 18	1
Age 18 to 65	2
Over Age 65	1
Income	
Less than \$25,000	15%
\$25,000 to \$49,999	18%
\$50,000 to \$99,999	25%
\$100,000 to \$149,999	14%
\$150,000 or more	12%
Prefer not to answer	17%
Education	
Less than high school	3%
High school diploma (or GED)	15%
Some college	20%
Associate's degree	10%
Bachelor's degree	25%
Master's degree	18%
Professional degree beyond a master's degree	6%
Prefer not to answer	3%

Demographics – Non-covered Population

Gender	
Female	61%
Male	34%
Other/Non-binary	1%
Prefer not to answer	4%
Hispanic	
No	95%
Yes, Mexican, Mexican American, Chicano	0%
Yes, Puerto Rican	0%
Yes, Cuban	0%
Yes, another Hispanic, Latino, or Spanish origin	0%
Prefer not to answer	5%
Race	
White	93%
Black or African American	0%
American Indian or Alaska Native	0%
Asian	0%
Native Hawaiian or Pacific Islander	0%
Other	1%
Prefer not to answer	6%
Age	
18 to 24	2%
25 to 34	13%
35 to 44	30%
45 to 54	37%
55 to 64	16%
65 or over	0%
Prefer not to answer	3%

Demographics – Non-covered Population

Employment	
Employed, working 40 or more hours per week	84%
Employed, working 1-39 hours per week	7%
Not employed, looking for work	1%
Not employed, not looking for work	3%
Student	1%
Retired	2%
Disabled, not able to work	0%
Prefer not to answer	2%
Individuals in Household (Average)	
Under Age 18	1
Age 18 to 65	2
Over Age 65	0
Income	
Less than \$25,000	0%
\$25,000 to \$49,999	0%
\$50,000 to \$99,999	24%
\$100,000 to \$149,999	26%
\$150,000 or more	35%
Prefer not to answer	14%
Education	
Less than high school	0%
High school diploma (or GED)	6%
Some college	11%
Associate's degree	6%
Bachelor's degree	34%
Master's degree	31%
Professional degree beyond a master's degree	10%
Prefer not to answer	2%