



# Ready for anything

Internet Essentials from Comcast has connected more than 2 million U.S. households, serving approximately 8 million people, to the Internet at home. So they're ready for anything.







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I'm ready to code  
my own sports  
game.

Joe G., 9  
Miami, FL

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# Letter from David L. Cohen

The Internet is arguably the most important technological innovation in history. It has had massive impacts on our quality of life; transformed access to health care, government service, education, and our economy; radically changed the way we communicate and conduct business; and has created new industries, while altering existing ones. Comcast has proudly been at the forefront of this remarkable change and we see every day that the ability to access and navigate the Internet is the most fundamental skill for all people to compete in the 21st century economy.

In 2011, we launched Internet Essentials, our signature high-speed Internet adoption program for low-income families to ensure that all households in America had access to the power of an Internet connection, regardless of their income or the zip code in which they live. We are proud that eight years after its launch, it is the nation's largest, most comprehensive, and most successful broadband adoption program and the company's number one community impact initiative. The results of this investment are amazing. As of June 2019, Internet Essentials has connected more than 2 million U.S. households, serving approximately 8 million people, to the Internet at home.

Over the past eight years, we've made more than 40 enhancements to the program, including expanding eligibility to our Internet Essentials community 12 times. These enhancements have brought Internet Essentials to new audiences—including seniors, veterans, residents of public housing, and community college students—improved the quality of our service and the equipment we provide our customers, and offered a steadily increasing array of educational resources through our online Learning Portal and our network of thousands of community partners nationwide.

This year, we are taking perhaps our biggest step in the history of the program by offering the life-changing potential of an Internet connection to ALL low-income people, wherever Comcast offers service. We estimate this expansion, the largest we've ever made, will double the number of Internet Essentials eligible households (from 3.2 million to nearly 7 million), benefitting millions of newly-eligible people around the country.

This expansion is the culmination of an audacious goal we set eight years ago, to meaningfully expand Internet access and significantly close the digital divide for low-income people.



We are thankful for the collaboration and commitment of our tens of thousands of nonprofit, school district, and civic partners. The true power of this program comes from the on-the-ground partnerships between Comcast and the communities we serve. Together, we have made tremendous progress in closing the digital divide, and our resolve strengthens with each passing year. We invite everyone who shares that vision to work with us to create even more opportunities in the years ahead.

Sincerely,

**DAVID L. COHEN**

Senior Executive Vice President & Chief Diversity Officer







Landon S., 10  
Ayden G., 5  
Kaboni W., 10

# Broadband Adoption Across America

We believe deeply in the power of connection. It is unacceptable that we have a digital divide in this country, separating many low-income households from the powerful tools and resources that can level the playing field. That's why we created Internet Essentials, so all low-income people across Comcast's service area have equal access to the transformative power of the Internet in their own home.

## CITY COMPARISON

According to the U.S. Census 2017 American Community Survey, households living in cities—like Trenton, NJ and Flint, MI—with the highest poverty rates are up to 10 times more likely than those in higher-earning cities—like Palo Alto, CA and Bethesda, MD—not to have fixed broadband Internet service at home. This is the stark reality of the digital divide.



**only 6% of households**

DO NOT have a fixed broadband subscription in cities like Palo Alto, CA and Bethesda, MD, where poverty rates are very low.

**VS.**

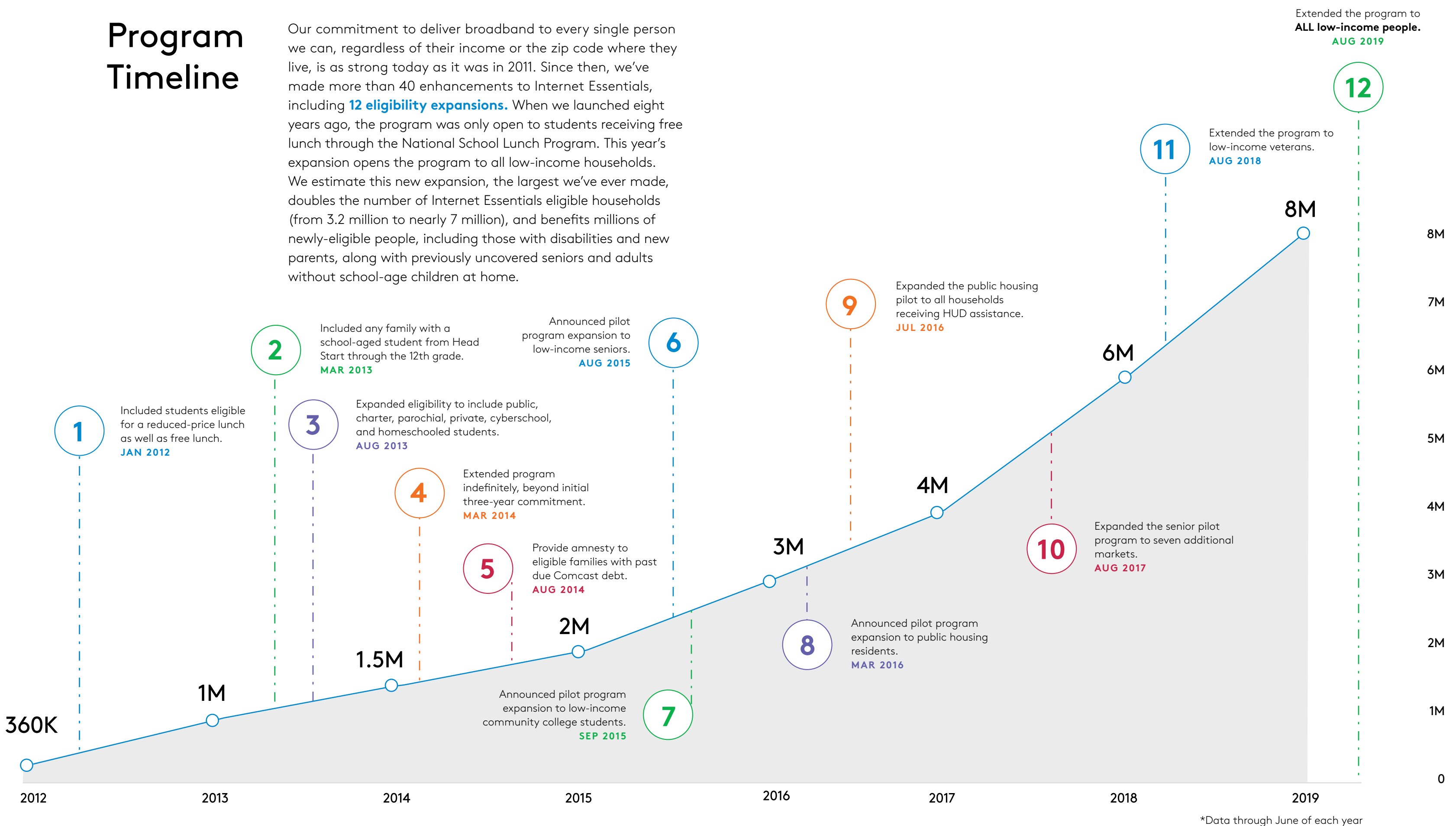


**up to 60% of households**

DO NOT have a fixed broadband subscription in cities like Trenton, NJ and Flint, MI, where poverty rates are above the national average.

# Program Timeline

Our commitment to deliver broadband to every single person we can, regardless of their income or the zip code where they live, is as strong today as it was in 2011. Since then, we've made more than 40 enhancements to Internet Essentials, including **12 eligibility expansions**. When we launched eight years ago, the program was only open to students receiving free lunch through the National School Lunch Program. This year's expansion opens the program to all low-income households. We estimate this new expansion, the largest we've ever made, doubles the number of Internet Essentials eligible households (from 3.2 million to nearly 7 million), and benefits millions of newly-eligible people, including those with disabilities and new parents, along with previously uncovered seniors and adults without school-age children at home.



\*Data through June of each year



# Program Design

## A COMPREHENSIVE APPROACH TO THE DIGITAL DIVIDE

Internet Essentials is about far more than bringing high-speed Internet into a home. The research tells us that there are **three main barriers** to broadband adoption: a lack of perceived need or interest and fear of the Internet, stemming from a lack of digital literacy, a lack of functioning equipment, and the cost of the service. Internet Essentials has been designed to address all of these barriers head-on.

According to the U.S. Census Bureau 2017 Current Population Survey, the top three reasons people do not subscribe to Internet at home are:

1

**64%** cite lack of need or interest and fear of the Internet

2

**15%** cite cost of monthly service

3

**15%** cite no computer, inadequate equipment, or cost of a computer

### Low-Cost Service



Comcast provides affordable, high-speed Internet to low-income households across Comcast's service area for less than \$10 per month.

### Awareness & Training



Comcast works with a network of partners to offer free in-person, online, and printed digital literacy training materials and classes.

### Equipment

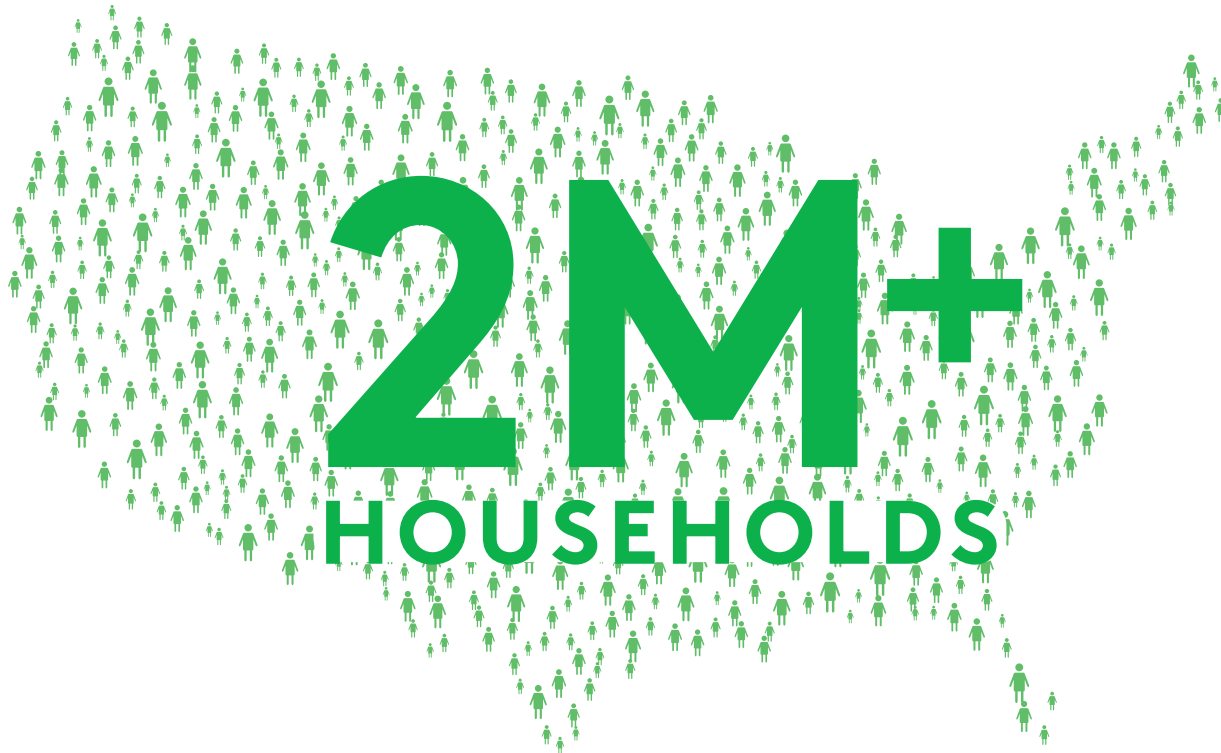


Internet Essentials customers can purchase a subsidized and discounted computer for less than \$150 (includes Norton Security Suite, Microsoft Windows 10 Professional, and Microsoft Office Home & Business 2010).

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## CONNECTIONS ACROSS AMERICA

We've made tremendous progress toward closing the digital divide. In eight years, **we've connected more than 2 million U.S. households, serving approximately 8 million people, to the Internet at home**, more than 90 percent of them for the first time in their lives. The program is now available to even more low-income households, beyond those participating in the National School Lunch Program and those receiving housing assistance, including Medicaid, SNAP, SSI, and many more.



Since 2011, we've made more than 15 innovations to the application process, including adding and expanding an expedited application review, and working to make the application and onboarding process easier and more convenient so that our customers have the best possible experience.

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**90% of customers  
are highly satisfied  
with the service they receive**

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### language options

over 240 languages available through our call center, 7 languages available in our online application

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### mobile optimization

mobile and desktop applications available online in addition to our call center

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### expedited review

available for students attending Title I schools, HUD housing residents, and now households living in high-poverty areas



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## AWARENESS & TRAINING

Digital literacy is the most important facilitator of getting people connected. Since 2011, we have made eight enhancements to our digital literacy training portfolio, including developing online safety toolkits, working with partners to design best-in-class curricula to engage the senior population, and launching 16 Internet Essentials Learning Zones to create a continuum of connectivity from the school, to after school, and home. All told, we have invested more than \$650 million toward raising awareness about the importance of Internet at home, teaching digital skills through community outreach and events, printing and distributing free materials, and supporting a network of tens of thousands of partners who share our vision of bringing the Internet to everyone. These investments have reached 9.5 million people.

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**\$650 million invested**  
Comcast has invested \$650 million in digital literacy training since 2011, reaching more than 9.5 million people.



**12.5 million PSAs aired**  
valued at more than \$152 million



**50+ Online Safety toolkits**  
delivered to Attorneys General  
across the country, making the Internet a  
safer place



**More than 62 million  
pieces of collateral**  
have been sent at no cost to partners



**4 million visitors**  
Our online learning center has hosted nearly  
4 million visitors, accessing 200 training  
videos, guides, and reports



Disabled people, low-income  
people, senior citizens—they do  
experience some of the same  
problems when it comes to  
accessing quality resources.  
Now I understand all of the  
things I was missing.

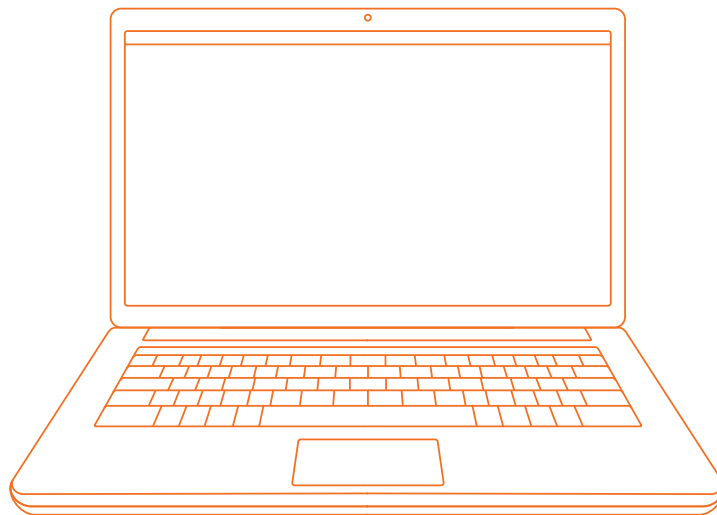
Pam O., senior  
Savannah, GA



## EQUIPMENT

An Internet connection is only as good as the device by which it is accessed. That's why we offer the option to purchase a low-cost computer for less than \$150. Internet Essentials customers can choose between an Internet-ready desktop or laptop computer, pre-loaded with the software needed to get them up and running in a smart and safe way.

We know that innovations in technology happen everyday, and we strive to bring those same innovations to all of our customers. Since 2011, we have made seven enhancements to the value of the service under the Internet Essentials program, including improving the quality and options available through our computer purchase option.



### 100K computers

Comcast has provided 100,000 low-income people with affordable subsidized computers.



### 8.5K

Comcast has donated more than 8,500 Internet-ready computers to households and community-based organizations since 2015.



In sixth grade I had to research my science project using my mom's smartphone, sharing with my three sisters. I'm applying for college now and I'm so happy I have a computer and Internet at home thanks to Internet Essentials. It makes all the difference.

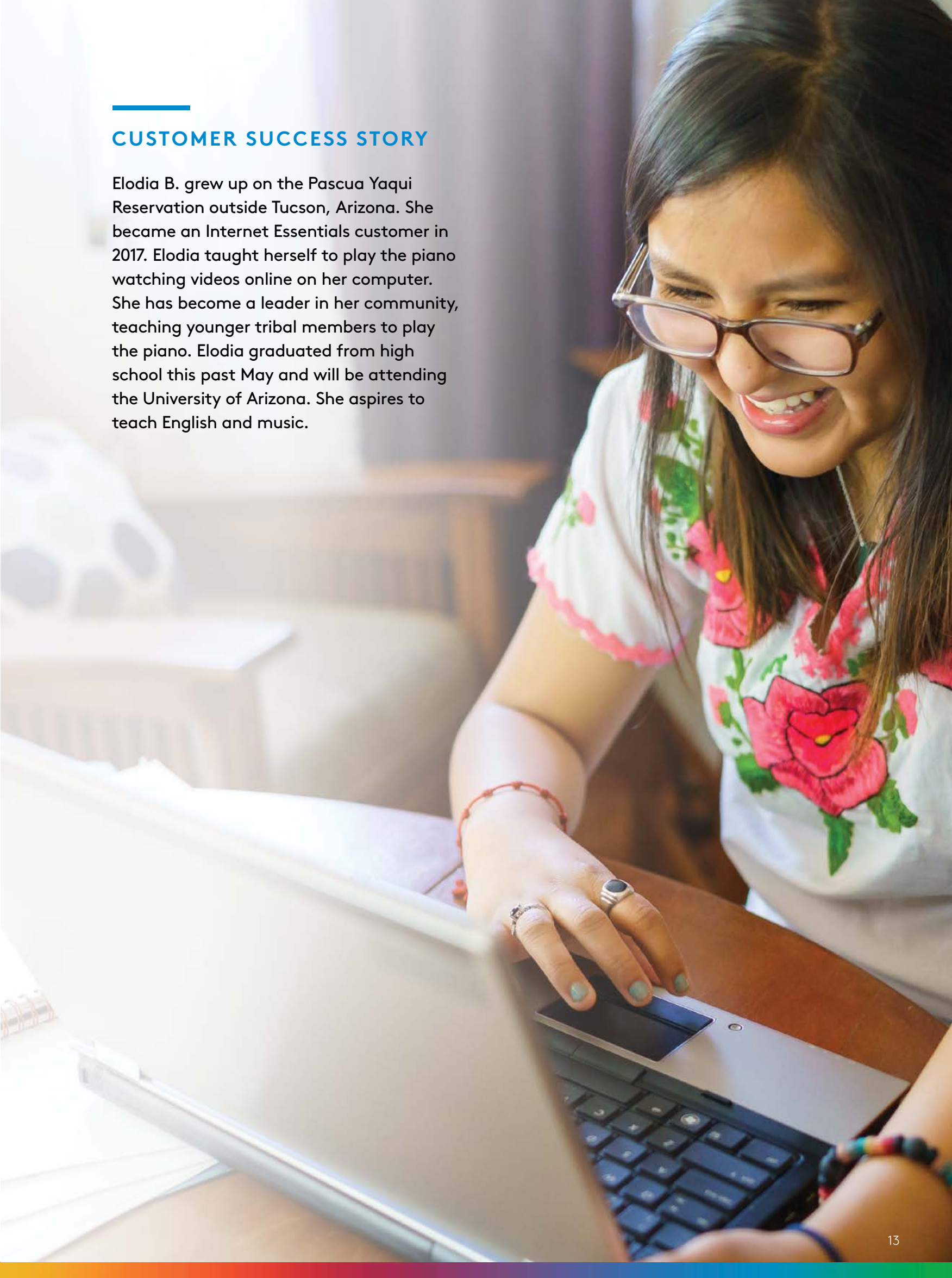


Maurice B., 17  
Miami, FL

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## CUSTOMER SUCCESS STORY

Elodia B. grew up on the Pascua Yaqui Reservation outside Tucson, Arizona. She became an Internet Essentials customer in 2017. Elodia taught herself to play the piano watching videos online on her computer. She has become a leader in her community, teaching younger tribal members to play the piano. Elodia graduated from high school this past May and will be attending the University of Arizona. She aspires to teach English and music.





# Program Success

Comcast is focused on shaping the future by driving innovation through technology—and staying connected to the communities we serve. These principles are core to our company and form the driving ethos of our community impact philosophy, which was first established by our founder, Ralph Roberts: when the communities we serve thrive, the company thrives as well.

## INGRAINED IN OUR ORGANIZATIONAL DNA

Internet Essentials is not only Comcast's signature community impact initiative, but it is also a core part of our business. Serving communities is a central part of Comcast's DNA, and connecting people to the moments that matter most is our mission. Internet Essentials allows us to cast the widest net possible to connect as many people as possible to the power of an Internet connection. Pairing Internet service with equipment and digital skills training ensures that more people can access vital resources.



**Connectivity has become a central part of life for consumers and we're proud that programs like Internet Essentials extend Internet access to even more people across the country.**



Dana Strong  
President, Consumer Services  
Comcast Cable



**3,000 volunteer**  
Ambassadors



**2,400 events**  
reaching 1.7 million  
people in 2019

## INGRAINED WITH OUR EMPLOYEES

Our employees not only embody the company's long-held spirit of giving back to the community, but they also amplify our corporate values. Our local Internet Essentials partnerships are supported by the more than 3,000 volunteer employee Ambassadors who give their most valuable resource, time, to engage with their communities about the importance of being connected to the Internet at home. In 2019, Ambassadors supported nearly 2,400 events, reaching 1.7 million people.



Jamaine Cash, Richard Cruz, Rosalee Wesner, and Shakira Isom are recognized by Comcast and David L. Cohen in 2018, for their commitment as volunteer Internet Essentials Ambassadors.

## INGRAINED IN THE COMMUNITY (PARTNERS)

The tremendous success of Internet Essentials is due to our consistent and integrated approach of working with government and elected officials, school districts, libraries, nonprofits, community-based organizations, and other partners to address the digital divide. Our community partners range from large national nonprofits like the Boys and Girls Clubs of America, the YMCA, the Urban League, and Unidos US, to the hundreds of local nonprofits who help not only to promote the program, but also form the bedrock of our digital literacy training.



### The Boys & Girls Clubs

The Boys & Girls Club of Salt Lake City has partnered with Internet Essentials since 2012. The organization has distributed materials, hosted events, and served as subject matter experts in improving the design of the program.



Amanda Hughes  
Boys & Girls Club partner

# Program Impact

The rise of the Internet has fundamentally changed the way people live, work, and communicate. Our company has made massive investments in the infrastructure that supports our digital economy, but we all need to do more to bring everyone along on that journey.

## WORKFORCE

Closing the digital divide is often thought of as a social justice issue. It is—but it's also critical to workforce development, improving the labor pool, and economic development. Today, more than half of all job postings are for middle-skill jobs,\* which require education and training beyond a high school degree but less than a four-year college degree. The vast majority of middle-skill jobs (82 percent) require some level of digital skills.\*\* These digital middle-skill jobs generally pay nearly 20 percent higher wages than non-digital middle-skill jobs.\*\* Yet nearly half of Americans who fit the middle-skill worker demographic do not have the digital skills required\*\* for this higher-paying and faster-growing section of the job market.



**62% of customers**  
feel their service has already  
helped someone in the household  
locate or obtain employment

### Customer Profile

Olivia uses her home connection from Internet Essentials to run her catering business. She takes orders and payments, finds commercial kitchen spaces, and researches new recipes and ingredients all from her own home.



Olivia G., Philadelphia  
Customer

\* "United States' Forgotten Middle." [nationalskillscoalition.org](http://nationalskillscoalition.org), 2017.

\*\* Burning Glass Technologies. "The Digital Edge: Middle-Skill Workers and Careers." 2017, page 3.

Amber Q., 27  
Philadelphia, PA



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## EDUCATION

The Internet is not only important for participating in the digital economy, but students also need the Internet to compete on a level playing field with their peers from higher-earning families. Nearly 70 percent of U.S. teachers assign homework that requires an Internet connection to complete.\* In neighborhoods where many families do not have a home Internet connection, students face the predicament of completing assignments without the same tools as their peers.



**98% of families**

with children are using their service for schoolwork



**93% of families**

feel their service had a positive impact on their child's grades

\* Krueger, Keith. "Scoping the Digital Equity Problem (or the Homework Gap.)" Consortium for School Networking (COSN), 2015.

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## CUSTOMER SUCCESS STORY

Tommy C. and his family were one of the first households to sign up for Internet Essentials through our public housing expansion in 2016. Tommy is the first in his family to attend a four-year college. He just completed his first year at Florida State University on a full scholarship. His academic achievements earned him a spot on the President's List (awarded to students with a 4.0 GPA).

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## QUALITY OF LIFE

For most people, it's impossible to imagine a world without a connection to the Internet. It's how our kids do research for a school project, how we keep up with the latest news, and how we stay connected to friends and family around the world. These aren't luxuries—they're necessities—and those who are still unconnected are missing out on a world of opportunity and access.



### Nearly 80% of customers

say Internet Essentials makes their life easier, and 74% say the service helps them or their family compete in the current technology environment.



### More than 76% of customers

are using their service to pay bills online, saving them valuable time.



### Nearly three-quarters of customers

say their Internet Essentials WiFi service helped them save money on their wireless bill, a savings of \$30 per month on average.





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## CUSTOMER SUCCESS STORY

Josh D. recently graduated from Fresno State University with a degree in Electrical Engineering. Having Internet Essentials at home allowed Josh to complete assignments without having to travel to a computer lab. As a full-time student and a parent, having Internet at home made his studies easier and provided an opportunity for him to spend more time with his daughters, helping them do their homework and building a better future for them. Josh's story has reached countless veterans and his advocacy for Internet at home has benefited his fellow students. In 2018, Comcast donated 50 computers to a mobile computer lab at Fresno State, benefiting low-income veteran students.





# The Future

...now extended to all  
low-income households

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## INNOVATING TO CHANGE THE FUTURE

As the Internet becomes more embedded in our everyday lives, it has become vital to accessing real-time news, staying connected to the communities and causes we care about, and fully participating in our educational, economic, and political systems. At Comcast, we are bringing the very best tool in our arsenal to tackle the challenge head on: **the power of connection.**

Our goal has always been to connect the greatest number of low-income people to the Internet at home so that everyone can take advantage of the opportunities that come with being online. Expanding eligibility for the Internet Essentials program to all low-income people is the culmination of 11 prior eligibility expansions, and opens the door to the transformative power of the Internet to reach millions more people.

This doesn't mean our work is done. This program has grown out of a local grassroots effort, driven by thousands of partners on the ground. And now, we will continue our work by forming new partnerships with organizations that reach populations we've never before served. We invite partners at every level—government, nonprofit, academic institutions, as well as the private sector—to use their unique capabilities to help close the digital divide.

## CUSTOMER SUCCESS STORY

Ummi G. is not only a Junior Olympian in fencing, but he's also a community college student with dreams to become an architect. Ummi first started going to community college at 12 years old, and has since learned skills to code and animate video games. Having the Internet at home through Internet Essentials helps him complete his homework, keep up with the demands of being an athlete and a college student, and learn new computer and fencing skills. As a minority who is underrepresented in the sport of fencing, Ummi says "I feel like I'm paving the way for other African-Americans to do what I'm doing, and hopefully do it better."





Eight years ago, we launched Internet Essentials in an unprecedented effort to connect more people to an essential part of everyday life—the Internet. Internet Essentials is now the largest, most comprehensive, and most successful broadband adoption program for low-income people in the country. As we look ahead, our goal is to connect the unconnected and provide them with the tools and training they need to be ready for anything.

1-855-8-INTERNET (1-855-846-8376)

1-855-SOLO-995 (1-855-765-6995)

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COMCAST