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# Empowering Communities by Bridging the Digital Divide

## What are Lift Zones?

As part of our ongoing commitment to help connect underserved families to the Internet so they can fully participate in educational opportunities and the digital economy, in 2020 we created free, WiFi-connected "Lift Zones" in community centers nationwide. Lift Zones, which provide internet access on-the-go, complement our Internet Essentials program that provides in-home broadband connectivity. Lift Zones help students who, for a variety of reasons (including homelessness, or housing insecurity issues), need somewhere to go during the day to participate in distance learning. The Lift Zones program is part of Comcast's Project UP - a comprehensive initiative to advance digital equity and build a future of unlimited possibilities.

## By the Numbers

# 25 Million

WiFi-connected Lift Zones helped students complete 25 million hours of homework when their schools were closed in 2022.

# 1,250+

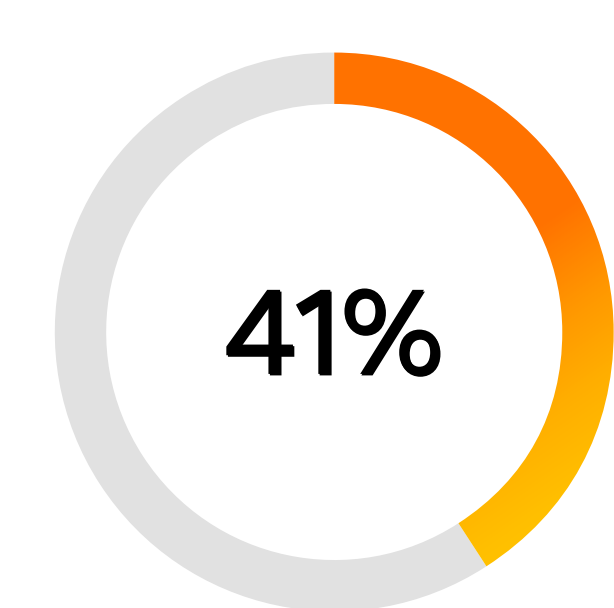
As of October 2022, Comcast has installed more than 1,250 Lift Zones across the country.

# 6 Million

Since launching Lift Zones, an estimated 6 million unique users have logged in to enjoy free WiFi.

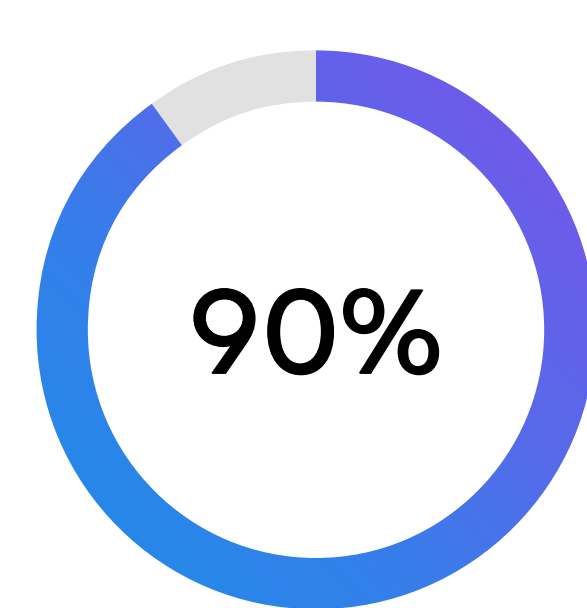
## The Need for Lift Zones

In an effort to deepen our collective understanding about the impact that Lift Zones have had and continue to have on communities, Comcast partnered with Benenson Strategy Group to conduct research on the topic.



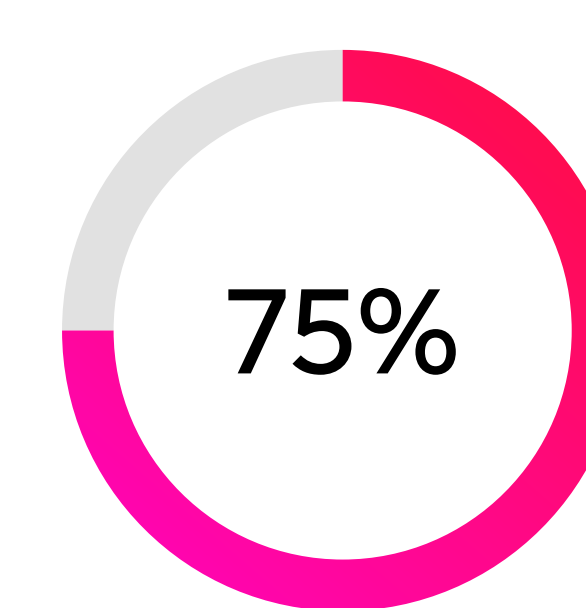
### THE NEED

Only 41% of Lift Zone users reported having fast and reliable Internet at home.



### THE IMPACT

90% of parents who relied on Lift Zones say they have been helpful.



### THE OPPORTUNITY

3 in 4 parents report they are very likely to recommend Lift Zones.

## Why do you Lift?



"Seeing [the Boys and Girls Club] transform into a Lift Zone with strong Internet has meant a lot to everyone because when we talk about school and kids wanting to go to college, having access to the Internet, kids are able to do so much more."

**MALIK MILLER**



"I don't have a computer at home, so having a place where I can use the Internet, focus on school, and make friends has meant the world to me."

**DAMONEE DICKSON**