

# Internet Essentials from Comcast

Internet Essentials is the nation’s largest, most comprehensive, and most successful high-speed Internet adoption program for low-income households. Since launching in 2011, we’ve made dozens of improvements to the program, including 12 eligibility expansions—bringing Internet Essentials to new audiences such as public housing residents, low-income veterans, seniors, community college students, and new this year, to all qualified low-income households living in Comcast’s service area. We estimate this expansion, the largest we’ve ever made, doubles the number of Internet Essentials eligible households and **benefits millions of newly-eligible people, including those with disabilities** and new parents, along with even more seniors and adults without children at home.

**12** expansions to program eligibility criteria (now available to all eligible low-income households)

**7** improvements to the value of the service (including speed, in- and out-of-home WiFi, computer options)

**15** innovations to the application process (including improving our streamlined application process)

**8** innovations in digital literacy (including \$650 million in investments)

## OUR APPROACH

Internet Essentials is uniquely designed to address the three major barriers to broadband adoption—digital literacy and relevance, computer equipment, and cost—and relies on a network of tens of thousands of partners to help communities cross the digital divide.

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**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).





## OUR INVESTMENT



**2 million+ low-income households connected**

Since 2011, the program has connected 8 million low-income people, in more than 2 million households, to the power of the Internet—substantially more than all other similar programs combined.

**\$650 million in digital literacy**

Comcast has invested cash and in-kind support to fund digital literacy initiatives, equipping 9.5 million people with the skills they need to compete in the 21<sup>st</sup> century economy.

**100,000 computers**

Internet Essentials customers have purchased low-cost computers, allowing them to connect to a world of opportunity at their fingertips.

Interested customers can call Internet Essentials dedicated in-language (English and Spanish) call centers and can request language services in more than 240 languages. Households can also apply online in English, Spanish, Arabic, Cantonese, Mandarin, Russian, and Somali at [InternetEssentials.com](https://InternetEssentials.com). **Materials for Internet Essentials are available in 16 languages.**

## OUR IMPACT

Our Internet Essentials customers are getting the most out of their service.



**90%**

are highly satisfied with the program



**92%**

would recommend the program and

**84%**

already have



**98%**

use the service for schoolwork



**93%**

have seen a positive impact on their child's grades



**62%**

feel their service helped someone in the household find or obtain employment



## 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.)

## PROGRAM ELIGIBILITY

Now available to low-income households eligible for public assistance programs such as Medicaid, the National School Lunch Program, SNAP, HUD Housing Assistance, and others. Additionally, households must live in Comcast's service area, not have subscribed to Comcast Internet within the last 90 days, and not have outstanding debt to Comcast that is less than one year old.\*

*\*Households with outstanding debt may still be eligible if approved by 12/31/20.*