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Connect South Carolina Releases 2011 Residential Broadband Adoption Survey Results

43% of South Carolina residents still do not adopt broadband at home

Columbia, South Carolina – Today, Connect South Carolina released new residential broadband adoption survey results revealing the top trends in technology use among key demographics in South Carolina. The preliminary indicators from the survey are available [online](#), which gives a comprehensive view of the challenges and opportunities for expanding broadband in targeted sectors. Approximately 43% of South Carolina residents are not subscribing to broadband at home. Most notably, the majority of low-income, rural, senior, disabled adult, Hispanic, and African-American households are without broadband at home, leaving them facing an uphill battle in keeping up with essential online resources, job and educational opportunities, and social services.

This survey is conducted in support of Connect South Carolina's efforts to close South Carolina's digital gap. The survey explores the main barriers to adoption – cost, digital skills, and relevance – and also provides unique insights into the national broadband landscape.

“The broadband adoption gap affects us all – it affects the economic future of our communities, it affects the education of our children, and it affects the economy's potential for job growth,” said Tom Koutsky, chief policy counsel for Connected Nation, Connect South Carolina's parent organization. “But there are no simple solutions to what is a multifaceted problem. Our South Carolina-based research into the demographic, economic, and digital skill barriers to adoption is a crucial first step that will help communities and policymakers tailor and target effective broadband adoption solutions.”

This survey reveals that:

- **53% percent of people living in rural areas do not subscribe** to broadband service at home.
- When comparing to the **57% of all households that do subscribe**, there remain large gaps among key demographics:
 - 74% of low-income households;
 - 51% of Hispanic households; and
 - 69% of seniors are **without broadband**.
- **Approximately 170,000** children in low-income households are without access to this essential tool at home.
- **252,000 South Carolina adults say a lack of digital skills** and knowledge of how to use a computer and broadband is the main reason they don't have broadband at home.
- The biggest gap is among low-income seniors. Only **9% of low-income seniors subscribe to broadband** and only 24% have a computer at home.

These results and comparisons to many others are available on Connect South Carolina's new consumer trends widget. This interactive tool gives people the ability to view, share, and download the results. Connect South Carolina will use these survey results to target solutions in communities based on the demographic and economic barriers that the surveys indicate are most relevant to those communities.

This release comes on the heels of the FCC's newly released plans to launch a comprehensive public-private initiative called Connect to Compete, aimed at extending digital literacy training and providing employment assistance to communities. Connect South Carolina's parent organization, Connected Nation, is one of the top strategic advisors in the national initiative.

Connect South Carolina's 2011 residential survey was conducted in the summer of 2011 and includes responses from 3,601 residents. The survey was conducted as part of the South Carolina Broadband Initiative (SBI) grant program, funded by the U.S. Department of Commerce, National Telecommunications and Information Administration, and funded by the American Recovery and Reinvestment of 2009.

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About Connect South Carolina: As South Carolina's State Broadband Initiative program, Connect South Carolina is leading the effort to increase high-speed Internet access, adoption, and usage to ensure the Palmetto State's competitiveness in the connected global economy of the twenty-first century. Connect South Carolina, an independent non-profit organization, was designated by the state to work with all broadband providers to create South Carolina's first interactive map of broadband coverage. This work serves as a foundation for addressing remaining service gaps while also engaging state, regional, and local leaders in workforce development efforts designed to bridge South Carolina's digital divide. For [detailed maps](#), research, and more information please visit: www.ConnectSC.org. Please [contact us](#) with any questions you might have regarding the Connect South Carolina initiative.

About Connected Nation: The mission of Connected Nation centers on connecting people with technology to make life better. The parent organization of Connect South Carolina, Connected Nation is a national non-profit 501(c)(3) organization that expands access to and use of broadband Internet and the related technologies that are enabled when individuals and communities have the opportunity and desire to connect. Connected Nation works with community stakeholders, states, and technology providers to develop and implement technology expansion programs with core competencies centered around a mission to improve digital inclusion for people and places previously underserved or overlooked. For more information about Connected Nation or other state programs please visit: [Connected Nation](#).

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