

# Exploring The Digital Nation Report

NTIA and the Department of Commerce's Economics and Statistics Administration (ESA) released a report, "Exploring the Digital Nation," that analyzes broadband Internet adoption in the United States. The report analyzes data collected through an Internet Use supplement to the Current Population Survey (CPS) of about 54,300 households conducted by the U.S. Census Bureau in October 2010.

Analysis shows that approximately seven out of ten households in the United States subscribe to broadband service. The report also finds a strong correlation between broadband adoption and socio-economic factors, such as income and education, but says these differences do not explain the entire broadband adoption gap that exists along racial, ethnic, and geographic lines. Even after accounting for socio-economic differences, certain minority and rural households still lag in broadband adoption. Households with lower incomes and less education, as well as Blacks, Hispanics, people with disabilities, and rural residents, were less likely to have Internet service at home.

"To get a good job, you often need access to the Internet and online skills. But nearly one in three American households do not subscribe to broadband service," said NTIA Administrator Lawrence E. Strickling. "NTIA's broadband grants program is helping to address this challenge by expanding public computer centers and providing Americans with the training needed to participate in the Internet economy. The lessons learned from these broadband projects and today's report will help the larger community working to close the digital divide, and we encourage researchers to use the survey data for further analysis."

Information in the report may be helpful to BTOP recipients who are working to increase digital literacy and broadband adoption among populations that are not currently utilizing broadband. Please view the full report on our website ( [http://www.ntia.doc.gov/files/ntia/publications/exploring\\_the\\_digital\\_nation\\_computer\\_and\\_internet\\_use\\_at\\_home\\_11092011.pdf](http://www.ntia.doc.gov/files/ntia/publications/exploring_the_digital_nation_computer_and_internet_use_at_home_11092011.pdf) ).