

Examining Kansas City's Progress in Addressing the Digital Divide: A Comparative Analysis

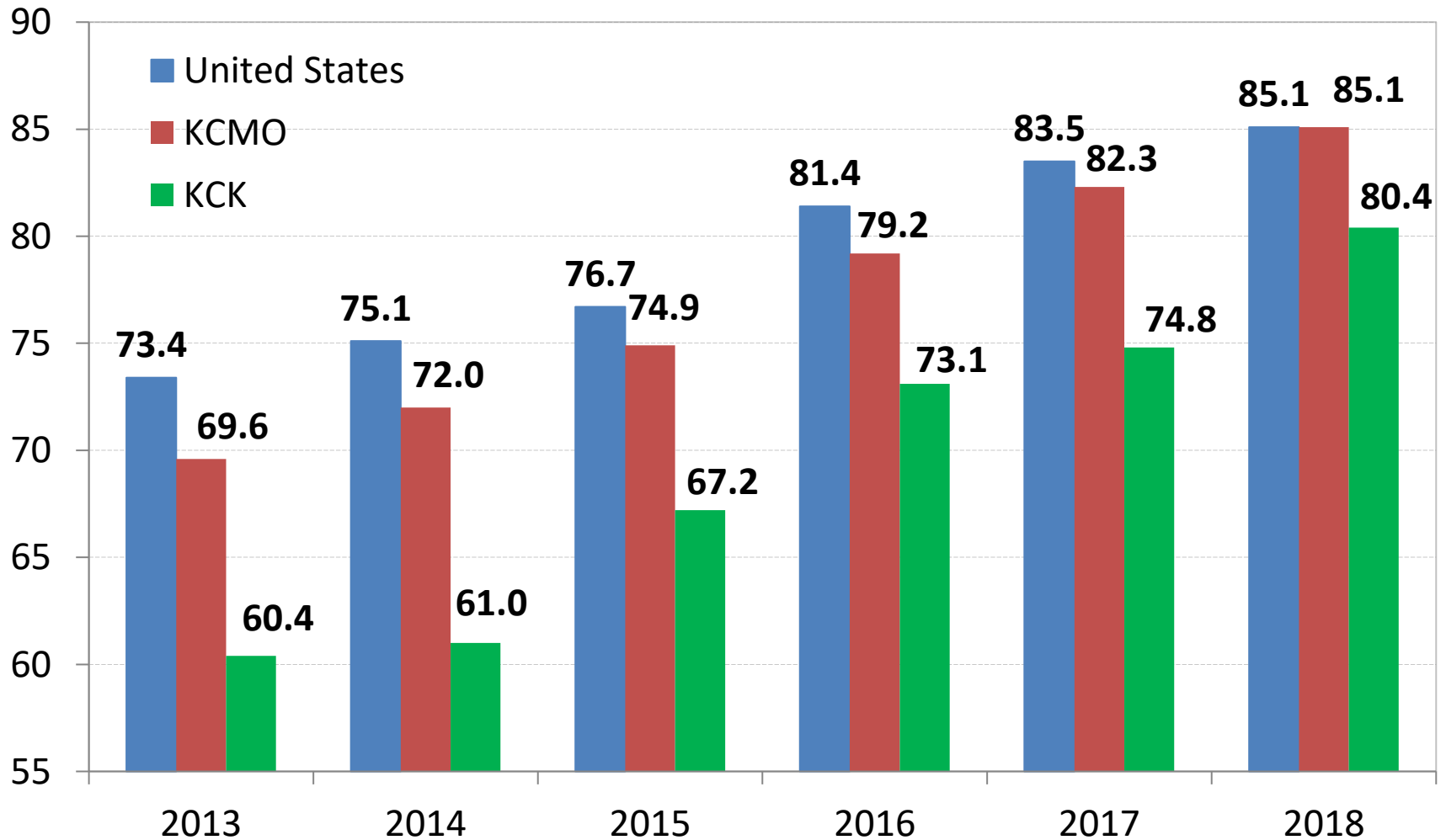
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June 2020**

**Prepared on behalf of the
Schools, Health & Libraries Broadband (SHLB)
Coalition and the Kansas City Public Library**

Adoption Trends

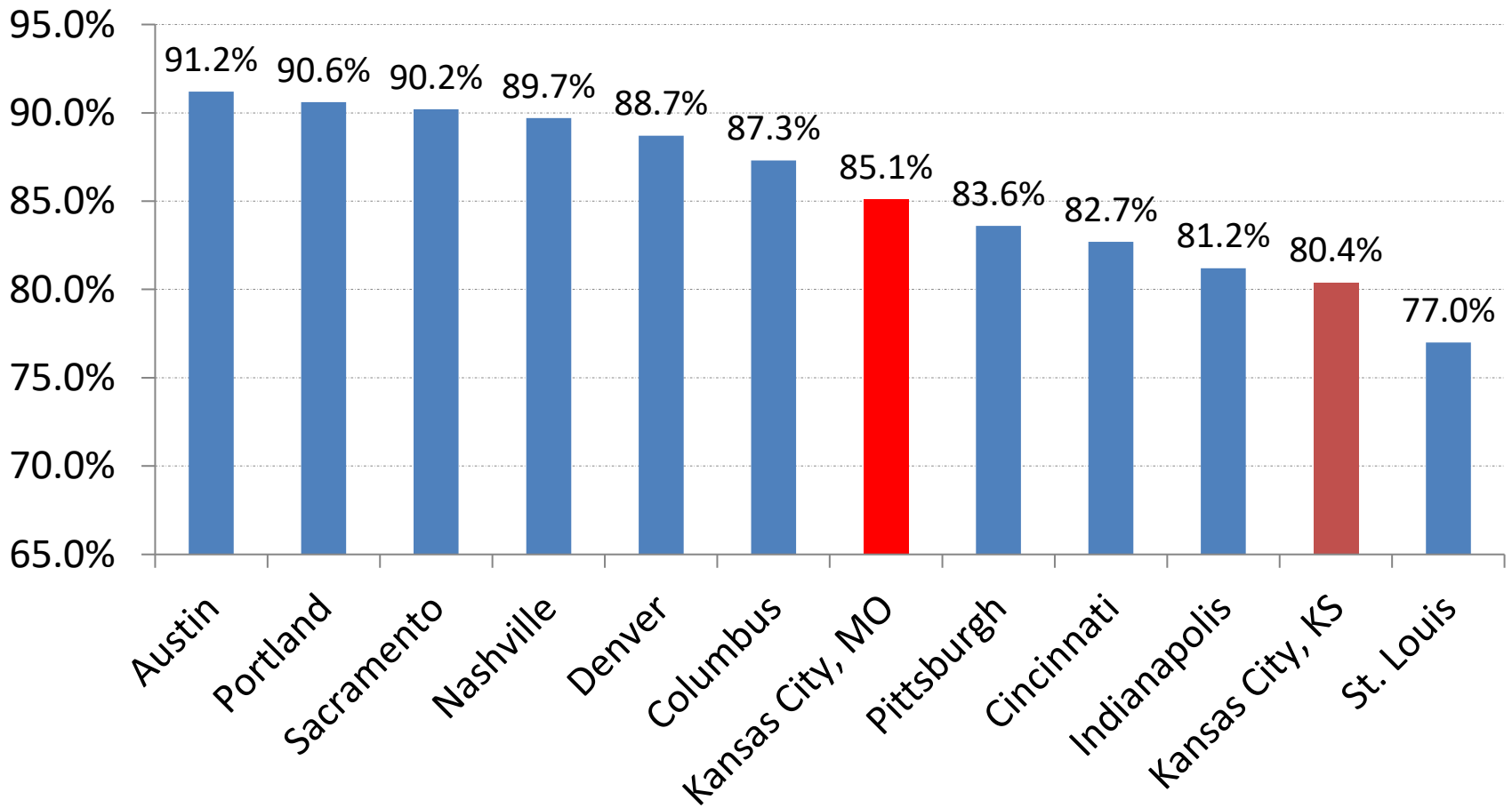
American Community Survey

(% with broadband subscriptions at home)

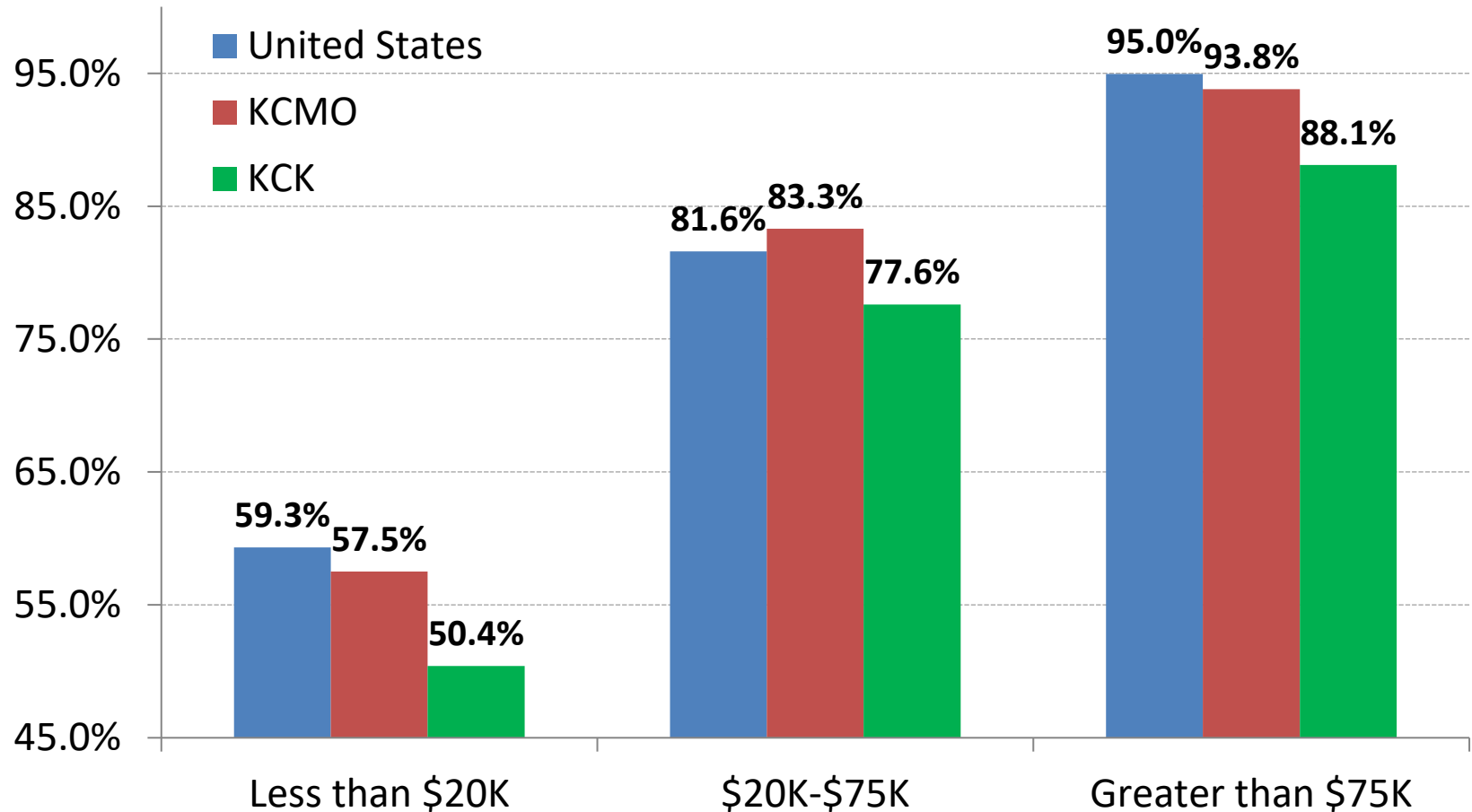


Kansas City compared to other cities

(ACS 2018, home broadband adoption)



Adoption by income: Kansas City vs United States (2017)



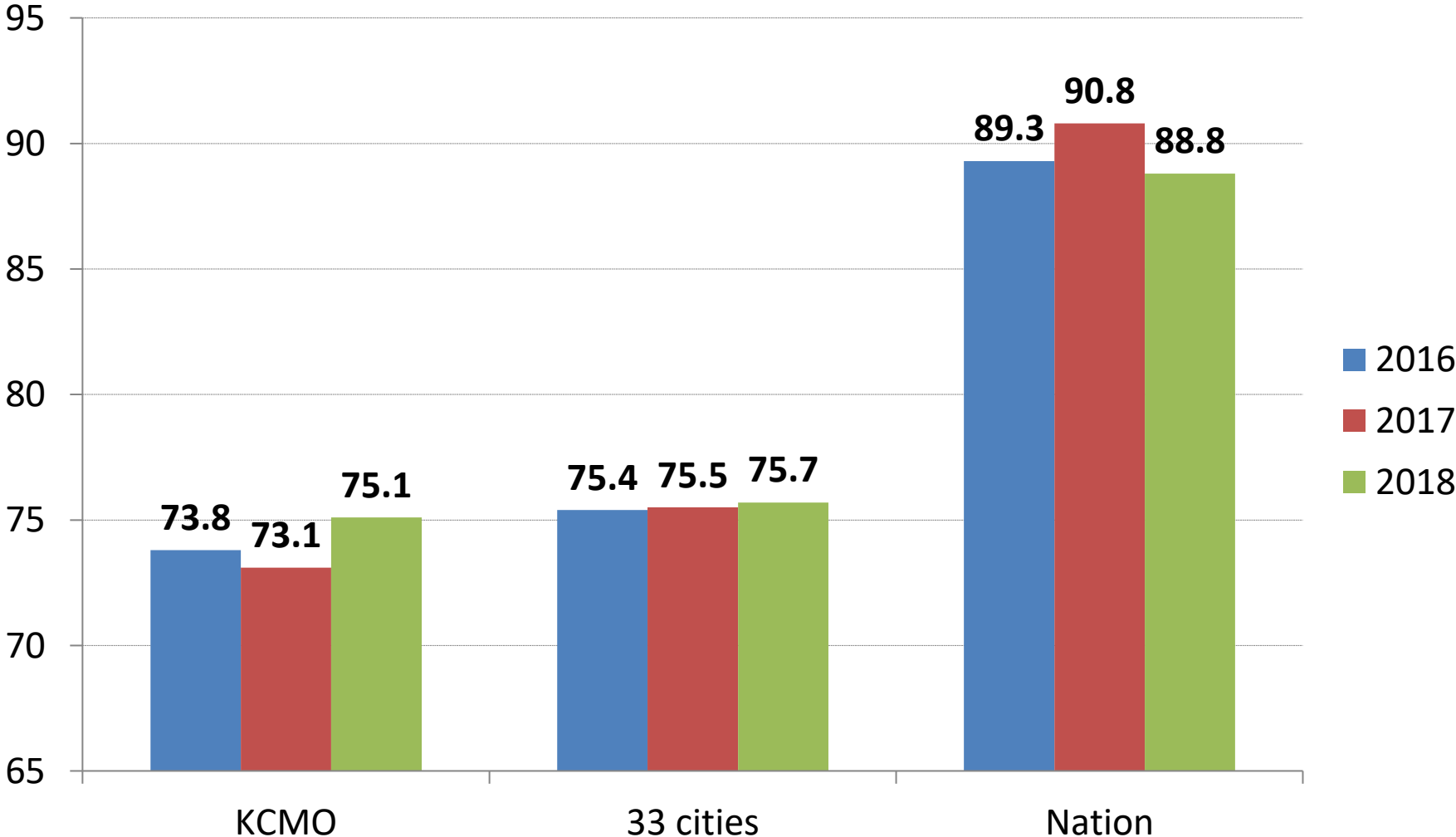
Looking at other metrics

- Wireline broadband adoption
- Computers in the household
- Why?
 - These are the tools necessary for using the internet for education and job search
- Wireless access alone (i.e., smartphone or hotspots) aren't enough

How does KCMO stack up? (Wireline Broadband at Home)



How does KCMO stack up? (Computers at Home)



Kansas City's "Homework Gap"

- About 1/3 of households with children under the age of 17 do not have wireline broadband.
 - That's about 14,000 households
- About 1/4 KCMO households with children under the age of 17 do not have a computer.
 - That's about 12,000 households
- For poorest households, 2/3 KCMO households do not have wireline broadband.

Interventions that move the dial

- Discount internet offerings for low-income households:
 - Research shows that places where ISPs offer low-income discounts have higher adoption rates than similar places without such offers.
- Digital skills training:
 - Low-income households who are recent broadband subscribers show much higher rates of using the internet for workforce development or lifelong learning than those without digital skills training.

Takeaways

- Community-driven partnerships are mechanism to give life to programs to close adoption gaps
 - Investments in digital skills training at community anchor institutions can increase adoption & accelerate network effects.
- Community partners can also help increase awareness of the availability of discount internet service plans