Kansas City area households without a broadband subscription
Discussion questions

• What do you notice about the map?
What are your observations?

• What surprises you?

• What additional information would help you better understand the issue?
Research shows three main reasons people don’t subscribe

1. Broadband speed internet may not exist in some lower-income neighborhoods.

2. Some can’t afford a monthly subscription and/or computer.

3. Some lack skills needed to use the internet.
Discussion questions

- Are any reasons missing?

- How do these reasons affect your neighborhood?
  Which one seems to have the biggest impact?
Retail costs for internet services in 64108 – a sampling

**Most ISPs offer two pricing levels:**

1. **Retail**
   - no discount. Different cost for different speeds.

2. **Discounted**
   - for lower income residents.
   - About $30 a month.

Also, the Affordable Connectivity Program (ACP) is a federal program that provides a temporary subsidy of $30 a month. A household with a discounted internet plan that enrolls in the ACP can get their monthly bill almost completely covered.
<table>
<thead>
<tr>
<th>Speed</th>
<th>$ per month</th>
<th>Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 1 Gbps</td>
<td>$90</td>
<td>Spectrum</td>
</tr>
<tr>
<td>Up to 300 Mbps</td>
<td>$50</td>
<td>Google Fiber</td>
</tr>
<tr>
<td>Up to 1 Gbps</td>
<td>$70</td>
<td></td>
</tr>
<tr>
<td>Up to 300 Mbps</td>
<td>$80</td>
<td></td>
</tr>
<tr>
<td>$55</td>
<td></td>
<td>AT&amp;T</td>
</tr>
</tbody>
</table>

Retail plans for internet services in 64108 — A sampling.
Discussion questions

- What do you notice about this information? What are your observations?

- What surprises you?

- What else would you need to know about these plans to make them more enticing for you?
Comparative analysis – Wendell Phillips neighborhood and other neighborhoods

### Household Income
- **Wendell Phillips**: 5% <$40,000, 72% $40,000-$74,999, 23% $75,000 or more
- **Crossroads**: 13% <$40,000, 23% $40,000-$74,999, 33% $75,000 or more
- **Union Hill**: 42% <$40,000, 13% $40,000-$74,999, 45% $75,000 or more

### Unemployment
- **Wendell Phillips**: 16%
- **Crossroads**: 1%
- **Union Hill**: 2%

### Education Attainment
- **Wendell Phillips**: 14% Bachelor's or more, 46% Associates or some college, 40% High school or less
- **Crossroads**: 14% Bachelor's or more, 46% Associates or some college, 40% High school or less
- **Union Hill**: 13% Bachelor's or more, 47% Associates or some college, 40% High school or less

### Internet Connectivity
- **Wendell Phillips**: 20% Wired or satellite broadband, 25% Has broadband only through cellphone, 55% Does not have a broadband subscription
- **Crossroads**: 11% Wired or satellite broadband, 14% Has broadband only through cellphone, 75% Does not have a broadband subscription
- **Union Hill**: 8% Wired or satellite broadband, 16% Has broadband only through cellphone, 76% Does not have a broadband subscription

Discussion questions

- What do you notice about the map? What are your observations?
- What surprises or stands out to you?
- What might be some reasons for lower uptake in one neighborhood than the other?
People said these were the most urgent needs driving them to adopt broadband

- **Employment**
  
  Apply for a job or learn about job openings online, etc.

- **Education**
  
  Attend online classes or provide fast internet for schoolchildren, etc.

- **Government**
  
  Apply for unemployment, housing, or childcare benefits, etc.
Discussion questions

• What do you notice about these reasons? What are your observations?

• Which of these reasons do you respond to the most? Why?

• Are there other reasons that people would need broadband at home?