



## New Report Reveals Internet Usage and Barriers Among Iowa Minorities

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**Des Moines, IA** – Today, Connect Iowa is releasing a new report focusing on broadband adoption and utilization among minority Iowans. The report, [Minority Iowans: Adopting and Utilizing Broadband](#), reveals that more minorities in Iowa are adopting home broadband service. Seven out of ten minority Iowans (70%) subscribe to home broadband service, a 16-percentage point increase since 2011. That increase puts the minority broadband adoption rate on par with the statewide average adoption rate of 71%. Almost one-half of minority adults without broadband service at home (44%) cite lack of digital literacy skills as their biggest barrier to subscribe. Three out of ten minority adults (30%) in Iowa still do not subscribe to home broadband service. That translates to nearly 60,000 adults who are without home broadband service.

Here are some highlights of the report:

- Seven out of ten adult minorities (70%) in Iowa subscribe to broadband service at home.
- Minority Iowans use mobile Internet at a rate of 58%, significantly higher than the statewide mobile use of 47%.
- Nearly one-half (45%) of minority Iowans with Internet access go online to search or apply for jobs - significantly higher than the state average.
- One-fifth of minorities go to someone else's home to access the Internet. That is 12 percentage points higher than the state average.
- Almost one-half of minority adults without broadband service at home (44%) cite lack of digital literacy skills as their biggest barrier.

"Iowa's minority population is growing fast and it is imperative to our state's future prosperity that we make sure it's a population that isn't left behind," said Connect Iowa Program Manager Amy Kuhlers. "This study gives us a detailed look at both how minority Iowans are using technology and when and why they're being left behind the curve. It is Connect Iowa's mission to ensure everyone in our state has access to quality broadband, understands the infinite ways

it can improve our lives, and is taught the digital skills they need to successfully use the Internet.”

Anyone with an interest in bringing better broadband to local homes and businesses is encouraged to join in the Connect Iowa community planning effort. For more information on how to get involved, please contact Amy Kuhlert at [akuhlert@connectednation.org](mailto:akuhlert@connectednation.org) or (515) 421-2561.

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**About Connect Iowa:** Connect Iowa is a subsidiary of Connected Nation and operates as a nonprofit in the state of Iowa to promote broadband access, adoption, and use. The Iowa Economic Development Authority (IEDA) is leading the initiative to increase broadband Internet access throughout rural Iowa. Connect Iowa was commissioned by the state to work with all broadband providers in Iowa to create detailed maps of broadband coverage and develop a statewide plan for the deployment and adoption of broadband. For more information visit: [www.connectiowa.org](http://www.connectiowa.org).

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