CALIFORNIA BROADBAND ADOPTION GROUPS
GOAL 2022: 90% OVERALL ADOPTION

- Latino Households: 34% (2008) -> 18% (2019)
- People with Disabilities: 36% (2008) -> 15% (2019)
- Rural Households: 79% (2008) -> 16% (2019)
- California Overall: 81% (2008) -> 87% (2019)

SMARTPHONE ONLY

CALIFORNIA BROADBAND ADOPTION GROUPS
GOAL 2022: 90% OVERALL ADOPTION

- People with Disabilities: 15% (2008) -> 16% (2019)
- Rural Households: 15% (2008) -> 16% (2019)
- California Overall: 10% (2008) -> 18% (2019)