



Latinx EBB Enrollment Data Project

National Hispanic Media Coalition



Ending Any Unacceptable Exclusion of Latinx Communities

- Goal: To uncover the real impact of the EBB program for eligible Latinx households.
 - Racial disparities exist in most systems, and broadband access is no different.
 - First Analysis with a direct focus on the EBB enrollment success in Latinx communities

Methodology

○ Data Points Needed

- Number of Latinx households that are eligible for EBB
- Number of successfully enrolled eligible Latinx households.

○ Calculation

- Dividing these numbers, we could calculate an enrollment percentage among the eligible Latinx population.

CHALLENGES!

#1: FCC EBB data was available only at the state level and ZIP-3 level.

- No county or city data.

#2: There was no demographic data publicly available for the EBB.

*Note: Since conducting our analysis, the FCC has begun to release data at the ZIP-5 level.

SOLUTION



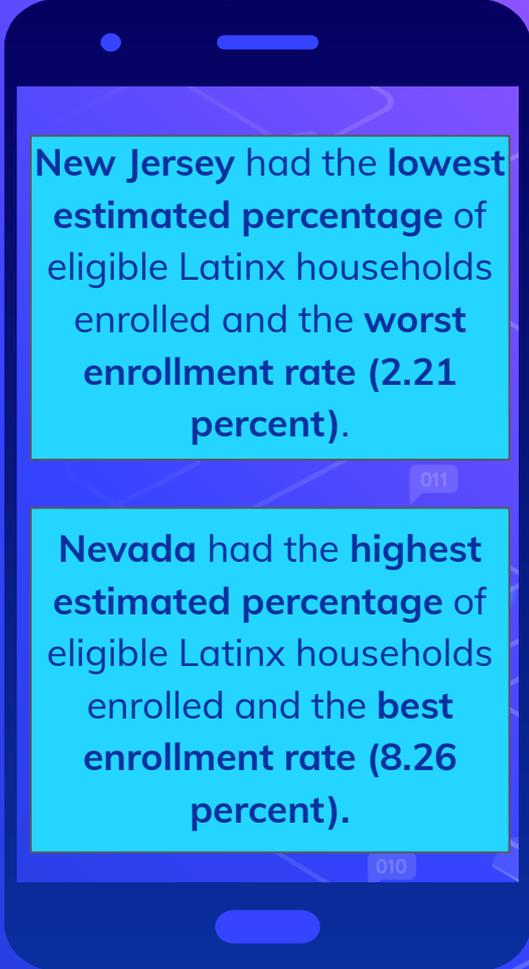
- Using the Latinx population percentage in each state, we estimated how many of the EBB enrolled households were of Latinx origin.
 - $\text{Latinx population \%} \times \text{EBB enrollment numbers} = \text{estimated Latinx households enrolled in the EBB}$
- Using census demographic data on the number of Latinx households that live *135% below the poverty line, we calculated the estimated number of Latinx households that are eligible for the EBB program.

*Our team is aware that the poverty line limitation is only one of multiple EBB qualifications, our team decided that it was one of the most influential and all-encompassing.

FINDINGS

Our team analyzed EBB enrollment data in 11 states, chosen based on their significant Latinx populations:

- Arizona
- California
- Florida
- Illinois
- Maryland
- Nevada
- New Jersey
- New Mexico
- New York
- Pennsylvania
- Texas

A graphic of a smartphone with a black frame and a white screen. The screen displays two text boxes with a light blue background and black text. The top box contains the text: "New Jersey had the lowest estimated percentage of eligible Latinx households enrolled and the worst enrollment rate (2.21 percent)." The bottom box contains the text: "Nevada had the highest estimated percentage of eligible Latinx households enrolled and the best enrollment rate (8.26 percent)." The phone has a notch at the top and a home button at the bottom. There are some faint UI elements like a speech bubble with "001" and a status bar with "010" visible.

New Jersey had the **lowest estimated percentage** of eligible Latinx households enrolled and the **worst enrollment rate (2.21 percent)**.

Nevada had the **highest estimated percentage** of eligible Latinx households enrolled and the **best enrollment rate (8.26 percent)**.

EBB DATA SET

State	135% Poverty Line Total	135% Poverty Line Latinx (estimated EBB eligibility)	Statewide Latinx Population %	EBB Enrollees	Estimated Latinx EBB Enrollees	% of Enrolled EBB Eligible Latinx Households	% of EBB Eligible Latinx Households NOT Enrolled
Arizona	1,365,325	603,352	31.70%	108,560	34,413.52	5.70%	94.30%
California	6,721,853	3,569,502	39.40%	600,453	236,578.48	6.63%	93.37%
Florida	4,029,470	1,365,041	26.40%	318,721	84,142.34	6.16%	93.84%
Illinois	2,042,904	479,085	17.50%	125,704	21,998	4.59%	95.41%
Maryland	775,980	117,731	10.60%	72,597	7,695.28	6.54%	93.46%
Nevada	561,456	217,392	29.20%	61,523	17,965	8.26%	91.74%
New Jersey	1,173,780	426,456	20.90%	45,148	9,435.93	2.21%	97.79%
New Mexico	507,123	291,207	49.30%	45,237	22,301.84	7.66%	92.34%
New York	3,388,436	948,071	19.30%	292,044	56,364.49	5.95%	94.05%
Pennsylvania	2,119,585	349,587	7.80%	170,377	13,289.41	3.80%	96.20%
Texas	5,739,996	3,185,983	39.70%	323,382	128,382.65	4.03%	95.97%

LATINX ENROLLMENT

- A recent analysis conducted by Benton in July 2021 used similar data and found that one in twelve, or eight percent, of all eligible households were enrolled in the EBB program in July 2021.

Why are these numbers important?

- Recently released 2020 Census data revealed a 23 percent increase in the Latinx population and a 9.5 percent increase in Latinx youth over the last decade.
- Low EBB enrollment numbers are concerning, but it is especially worrying that one of the fastest growing demographics in the country still trails behind the general population.

EBB in Comparison to Lifeline

- Our team conducted a similar analysis of the Lifeline program to compare with our EBB analysis.
- Lifeline has provided similar discounts to phone services for low-income consumers for 36 years.
 - Lifeline mirrors the EBB's struggle to achieve acceptable rates of Latinx program participation.
 - While Latinx Lifeline rates may appear to be significantly higher than those of EBB, there is still a major underperformance compared to other populations.
 - The worst performing of the 11 examined states has only a 17.3 percent estimated Latinx participation rate.

LIFELINE DATA SET

State	Statewide Latinx Population %	Total Households Eligible for Lifeline	Total Latinx Households Eligible for LL	LL Enrollees (April 2021)	Estimated LL Latinx Enrollees	% of LL Eligible Latinx Households that are Enrolled	% of LL Eligible Latinx Households that are Not Enrolled
Arizona	31.70%	709,792	225,004.06	195,068.00	61,836.56	27.48%	72.52%
California	39.40%	3,630,292	1,430,335	1,947,594	767,352.04	53.65%	46.35%
Florida	26.40%	2,149,002	567,337	458,484	121,039.78	21.33%	78.67%
Illinois	17.50%	1,230,176	215,281	241,231	42,215.43	19.61%	80.39%
Maryland	10.60%	491,941	52,146	153,668	16,288.81	31.24%	68.76%
Nevada	29.20%	311,571	90,979	90,871	26,534.33	29.17%	70.83%
New Jersey	20.90%	689,548	144,116	144,810	30,265.29	21.00%	79.00%
New Mexico	49.30%	286,525	141,257	87,667	43,219.83	30.60%	69.40%
New York	19.30%	2,264,170	436,985	589,650	113,802.45	26.04%	73.96%
Pennsylvania	7.80%	1,356,096	105,775	365,418	28,502.60	26.95%	73.05%
Texas	39.70%	2,588,885	1,027,787	447,864	177,802.01	17.30%	82.70%

RECOMMENDATIONS

- **NHMC strongly urges the FCC to commit to collecting, analyzing, and releasing more meaningful demographic data, particularly for the EBB program and its future iterations.**
 - Our agencies are ill-positioned to make the necessary equitable decisions about EBB.
 - Over a third of Latinx do not have internet access at home.
 - During the COVID-19 pandemic 55 percent of Latinx households lacked the ability to afford in-home broadband services.
 - Programs like EBB are vital to bridge the digital divide.

Infrastructure Package

- The Infrastructure and Investment Jobs Act that recently passed the Senate contains a more permanent extension of the EBB that would be titled the “Affordable Connectivity Fund.”
- If passed by the House, this new program will have the potential to secure greater and more affordable connectivity for more Latinx families.
- The agencies responsible for overseeing this program must first understand the EBB’s strengths and weaknesses among various communities.
- Detailed demographic data will prove to be invaluable as the program undergoes necessary changes.

BLOG SERIES:

- NHMC has begun a blog series entitled, **“Disregarded and Disconnected.”**
 - Purpose: We believe that there is an important story to tell here about both insufficient data collection practices and broadband access for Latinx communities.
 - FCC data for the EBB has not illustrated the different impact that the EBB has on different demographics.

BLOG SERIES CONTINUED:

- ⬡ Lack of understanding on how a program affects different communities = Flawed perceptions of the success of federal programs
- ⬡ Every community has unique needs.
- ⬡ The only way to determine what those needs are, is by figuring out if barriers to programs like the EBB actually exist.

CALL TO ACTION:

- NHMC encourages groups to distribute this analysis, to bring awareness to these failing data collection practices and the unacceptably low EBB participation rates among communities of color.