

Cox Communications Digital Equity Research: Powering Positive Outcomes with Affordable Internet



To understand personal outcomes as a result of access to affordable internet, Cox Communications **surveyed over 2,000 customers** using the Affordable Connectivity Program (ACP) benefit and/or the Connect2Compete (C2C) service.

Effective Equity Advocacy

With **96% of households** saying Cox internet access has had a **positive impact on their overall household**, Cox serves as an effective facilitator of digital equity.



Cox internet access has had a positive impact on their overall household

Nearly half (48%) of surveyed customers **obtained internet access for the first time** through Cox's ACP and/or C2C offerings.



In addition to general positivity around receiving internet access for the first time, several respondents said they feel incredibly **relieved, grateful and/or glad to finally afford it** and **blessed**.



It's affordable and helps me as a single mother provide more educational opportunities for my kids who are online students."

- Cox ACP Customer

Impacting Young Minds

In today's digital-first environment, it's critical for households with students to have internet access so they can participate in online learning and complete homework. **Ninety percent of households** say Cox internet access has had a **positive impact on their children's education**.

Reasoning for this includes:



Ability to complete homework



Access to attend school virtually



Ability to access learning resources/ educational apps/get help with assignments



Access to information/ research for assignments



Helpful during the pandemic



I could not afford internet prior to this opportunity, which meant my daughter couldn't do her homework at home. She had to complete her homework in class or submit paper copies when possible."

- Cox C2C Customer

Driving Job Advancement

As a result of having Cox internet access:



71%

can work remotely



70%

found a job/better job



69%

can perform at a higher level at work



49%

received a promotion or increase in pay

Overall, Cox internet has had a **positive impact on the careers of eight out of 10 ACP and C2C customers.**

Enabling Continued Education

Two-thirds of affordability customers indicate their Cox internet has had a **positive impact on their continued education.**

Half of respondents said they **have gotten certified in a specific skill** or trade, and **one-third** reported they **are a first-generation** college graduate in their family as a result of home internet.



2/3

Customers indicate Cox Internet has had a positive impact on their continued education



I plan to start as a full-time online student in the spring, so working from home and completing online classes is not a worry for me with internet access."

- Cox ACP Customer

A World Within Reach

Connection isn't just about connectivity. It's a link to the world and people that shape us.

At Cox, we're in the business of enabling better connection – internet, personal and professional – to households of all socioeconomic statuses. To learn more about our commitment to digital equity, visit <http://www.cox.com/digitalequity>.