Aspen Latinos Latino-ACP Data Tool
Methodology Overview

The Latino-ACP Need Index is a measure of the need for outreach in Latino communities to increase awareness of the Affordable Connectivity Program* (ACP). The Index currently shows data for seven metro areas around the country with large Latino populations: Miami, Philadelphia, Chicago, San Antonio, El Paso, Phoenix, and San Bernardino. It combines zip code-level data on Latino poverty with ACP enrollment data to create a unified measure of socioeconomic need and ACP program performance in Latino communities. Latino poverty is calculated as the total number of Latino households under 100% of the federal poverty line in a specific zip code. ACP performance is calculated as the percentage of eligible households that are yet to enroll in the program. The Latino-ACP Index uses American Community Survey 2021 5-year data and the Federal Communication Commission's June 2021 ACP enrollment data. Enrollment eligibility estimates are drawn from the Benton Institute's ACP Enrollment Performance Tool.

This tool is intended to be used by Latino-serving community organizations interested in directing resources towards ACP enrollment of the eligible households in their immediate geographical areas. Visualizing a combined poverty and enrollment performance index will allow users to make informed decisions on where to spend community outreach resources efficiently and effectively to drive ACP enrollment.

*The Affordable Connectivity Program is an FCC benefit program that helps ensure that households can afford the broadband they need for work, school, healthcare and more. The benefit provides a discount of up to $30 per month toward internet service for eligible households and up to $75 per month for households on qualifying Tribal lands. Eligible households can also receive a one-time discount of up to $100 to purchase a laptop, desktop computer, or tablet from participating providers if they contribute more than $10 and less than $50 toward the purchase price. The Affordable Connectivity Program is limited to one monthly service discount and one device discount per household.