

The new digital divide is not between online and offline but between observer and participant.

To understand this divide, the Alliance for Affordable Internet (A4AI) conducted a mobile phone survey in nine low and middle income countries to estimate the state of connectivity in each of these countries and understand more about meaningful connectivity.

Meaningful connectivity is a framework and policy target to increase internet access within a country. It measures four key pillars of access: 4G-like speeds, smartphone ownership, an unlimited access point at home, work, or place of study, and daily use.



4G-LIKE INTERNET SPEEDS



SMARTPHONE OWNERSHIP



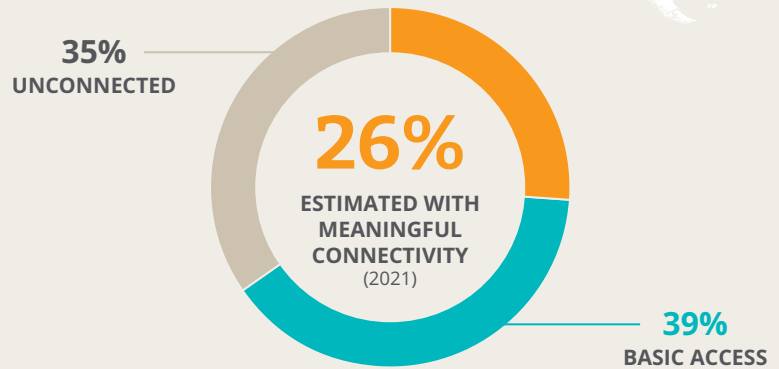
UNLIMITED ACCESS POINT



DAILY USE

Colombia

MEANINGFUL CONNECTIVITY FACT SHEET



50% NATIONAL ASSESSMENT FOR MEANINGFUL CONNECTIVITY (2021, BASED ON PILLARS' AVERAGE)



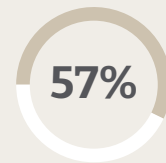
ESTIMATED TO HAVE 4G SPEEDS



ESTIMATED TO OWN A SMARTPHONE



ESTIMATED WITH UNLIMITED ACCESS



ESTIMATED TO HAVE DAILY INTERNET USE

Setting the policy agenda for the new digital divide with meaningful connectivity

- 1 Include meaningful connectivity measures within key ICT statistical data collection exercises.
- 2 Embed meaningful connectivity and its four pillars within the country's national broadband plan, universal access policy, and other key ICT regulations.

Who in Colombia has meaningful connectivity?



Estimated Number of People with Meaningful Connectivity:

13.4m

| | NATIONAL | MEN | WOMEN | URBAN | RURAL |
|--------------------------------|--------------|--------------|--------------|--------------|-------------|
| % with Meaningful Connectivity | 26.2% | 33.8% | 19.2% | 30.5% | 7.6% |

Due to incomparability and variance between available data sources of internet use by gender and geography, some percentages may contain a margin of error and cannot be used to make projections on demographic estimates of population size.

Our access profiles are built on assumptions within the then latest available data for estimating internet access in Colombia and using our survey data to estimate the kinds of access among Colombia's internet users. This means the following table relies on [DANE's 2019 data](#) on ICT indicators, along with [ITU's WTID](#) and the [Inclusive Internet Index](#).

What happens when Colombians have meaningful connectivity?

To understand the impacts of meaningful connectivity, we asked survey participants how confident they felt about finding pieces of information and if they had used the internet to do a range of activities in the past three months.

These are the results:

| | NATIONAL | | MEN | | WOMEN | | URBAN | | RURAL | |
|--|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | MC | Basic | MC | Basic | MC | Basic | MC | Basic | MC | Basic |
| From finding information online... | | | | | | | | | | |
| How to book a medical appointment online | 91.0% | 77.1% | 90.5% | 78.2% | 92.0% | 76.3% | 91.6% | 79.1% | 82.6% | 65.5% |
| How to open a mobile money or bank account | 85.3% | 68.4% | 88.1% | 66.9% | 80.7% | 69.4% | 85.5% | 69.9% | 82.6% | 59.8% |
| How to report a crime | 89.6% | 72.1% | 89.3% | 73.4% | 90.0% | 71.1% | 89.4% | 73.8% | 91.3% | 62.1% |
| When the next election is | 89.1% | 77.1% | 89.7% | 77.4% | 88.0% | 76.9% | 88.9% | 78.7% | 91.3% | 67.8% |
| Where to find someone for a professional service | 90.3% | 73.4% | 91.3% | 72.6% | 88.7% | 74.0% | 90.2% | 74.0% | 91.3% | 70.1% |
| ...to taking action online. | | | | | | | | | | |
| Accessed healthcare | 62.4% | 47.2% | 59.5% | 41.5% | 67.3% | 51.1% | 63.3% | 48.1% | 47.8% | 41.4% |
| Bought something | 57.7% | 30.4% | 60.3% | 27.8% | 53.3% | 32.3% | 57.8% | 30.3% | 56.5% | 31.0% |
| Looked for job | 49.8% | 41.8% | 48.0% | 35.1% | 52.7% | 46.6% | 50.1% | 42.9% | 43.5% | 35.6% |
| Made a payment | 64.2% | 38.6% | 65.9% | 41.1% | 61.3% | 36.9% | 63.3% | 39.1% | 78.3% | 35.6% |
| Sold something | 32.3% | 17.4% | 32.1% | 17.7% | 32.7% | 17.1% | 33.5% | 17.4% | 13.0% | 17.2% |
| Looked up government services | 49.8% | 33.3% | 50.4% | 33.5% | 48.7% | 33.1% | 49.9% | 32.5% | 47.8% | 37.9% |
| Took a class | 51.7% | 37.8% | 50.4% | 31.5% | 54.0% | 42.3% | 50.1% | 38.4% | 78.3% | 34.5% |