



RESEARCH

Literacy

- 36 million adults possess low literacy skills (Source: [National Center for Education Statistics](#))
- Over 8 million of these adults struggle to read even short texts to locate information (Source: [National Center for Education Statistics](#))
- For those working in the service sector, which has been hardest hit by the COVID-19 pandemic:
 - 62% have low literacy
 - 74% have low numeracy

(Source: [National Skills Coalition](#))

Lack of online access

- For adults who earn less than \$30,000 a year:
 - 44% of adults do not have home broadband services
 - 46% do not have a traditional computer
 - 29% do not have smartphones

(Source: [Pew Research](#))

- Since the COVID-19 pandemic began, Cell-Ed has received a 20-fold increase in requests from adult education providers seeking offline remote learning options so they can serve this population (Source: Cell-Ed)