How big is the broadband affordability gap in IOWA?

Affordability has emerged as the number one challenge to closing the digital divide. We have a historic opportunity to close two-thirds of the digital divide by connecting 18 million American households that have access to the Internet but can’t afford to connect.

198,597 Iowa households have access to the Internet but can’t afford to connect.

The federal government is investing $20B in the nation’s largest-ever broadband affordability program. The broadband affordability gap makes up 59% of Iowa’s digital divide.

<table>
<thead>
<tr>
<th>HOUSEHOLDS</th>
<th>POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>472,662</td>
<td>18.1M</td>
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</tbody>
</table>

BROADBAND AFFORDABILITY GAP

Two-thirds of America’s Digital Divide

<table>
<thead>
<tr>
<th>BROADBAND AFFORDABILITY GAP</th>
<th>NATIONALLY</th>
<th>IOWA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population with available broadband infrastructure</td>
<td>46.9M</td>
<td>18.1M</td>
</tr>
<tr>
<td>Population with available broadband infrastructure that cannot afford to connect</td>
<td>28.2M</td>
<td>7.1M</td>
</tr>
<tr>
<td>All unconnected U.S. households</td>
<td>7.1M</td>
<td>198,597</td>
</tr>
<tr>
<td>Households without available broadband infrastructure</td>
<td>3M</td>
<td>472,662</td>
</tr>
<tr>
<td>Households with available broadband infrastructure that are unconnected for reasons other than a lack of resources</td>
<td>2M</td>
<td>472,662</td>
</tr>
</tbody>
</table>

A Historic opportunity to close the broadband affordability gap. To seize this moment we must:

1. Leverage data to identify unconnected households.
2. Launch adoption programs to help households sign-up for federal broadband programs and home broadband service.
3. Deploy free Wi-Fi in low-income apartment buildings.

www.nohomeleftoffline.org

The broadband affordability gap out rates up to 11%.

America’s unconnected households have access to the Internet but can’t afford to connect.

The broadband affordability gap is concentrated in America’s most unconnected communities, where 25% or more of the households lack home broadband.

EducationSuperHighway is a national nonprofit with the mission to close the digital divide for the 18 million households that have access to the Internet but can’t afford to connect.

Largest in our poor communities

Disproportionately impacts Black and Latinx Americans

44.9% of households in Iowa who are eligible for the Emergency Broadband Benefit program have enrolled.

20% of households in Iowa are below 200% poverty threshold.

Significantly higher for Americans with less than a high school education.

64.9% of households in Iowa are Black or African American.

27.6% of households in Iowa are Latinx.

21.1M Households with available broadband infrastructure

56.9M Population with available broadband infrastructure

21.1M Households with available broadband infrastructure that cannot afford to connect

59% The broadband affordability gap makes up 59% of Iowa’s digital divide

The broadband affordability gap out rates up to 11%.