How big is the broadband affordability gap in MARYLAND?

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.

306,973 Maryland households have access to the Internet but can’t afford to connect.

America’s unconnected households

The federal government is investing in the nation’s largest-ever broadband affordability program. However, as few as 21.1 million households in the country are eligible for the Emergency Broadband Benefit program to help them sign up for federal broadband programs and home broadband service.

The broadband affordability gap makes up 74% of Maryland’s digital divide.

Households

Population

<table>
<thead>
<tr>
<th>Household Type</th>
<th>Maryland</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school graduate, some college or associate’s degree</td>
<td>7.1M</td>
<td>18.1M</td>
</tr>
<tr>
<td>Less than high school graduate or equivalency</td>
<td>28.2M</td>
<td>54.9M</td>
</tr>
<tr>
<td>Bachelor’s degree or higher</td>
<td>21.1M</td>
<td>22.2M</td>
</tr>
</tbody>
</table>

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

Education and poverty are key factors that contribute to the digital divide. More than 25% of unconnected households lack a high school education.

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

Disproportionately impacts Black and Latinx Americans.

America’s most unconnected communities

<table>
<thead>
<tr>
<th>Household Type</th>
<th>Maryland</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black or African American</td>
<td>21.1%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Latinx</td>
<td>27.6%</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

Disproportionately impacts Black and Latinx Americans.

Openly taken from the American Community Survey and low income household calculations.

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 to low-income apartment buildings

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

www.nohomeleftoffline.org

$20B

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