How big is the broadband affordability gap in Massachusetts?

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.

380,233 Massachusetts households have access to the Internet but can’t afford to connect.

America’s unconnected households

How 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

Massachusetts broadband affordability gap makes up 81% of the state’s digital divide. The federal government is investing in the nation’s largest-ever broadband affordability program. But as few as 9% of Massachusetts households with available broadband infrastructure that cannot afford to connect have enrolled.

The broadband affordability gap in Massachusetts:

- Massachusetts: 380,233
- Nation: 954,385
- Households with available broadband infrastructure: 18.1M
- Households with available broadband infrastructure that cannot afford to connect: 46.9M
- Households without available broadband infrastructure: 7.1M
- Households with available broadband infrastructure that are unconnected for reasons other than a lack of resources: 3M

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

America’s most unconnected communities are:

- Less than high school graduate or equivalency: 44.9%
- Bachelor’s degree or higher: 4.5%

Disproportionately impacts Black and Latinx Americans.

The broadband affordability gap makes up 81% of Massachusetts’ digital divide.