How big is the broadband affordability gap in NEW JERSEY?

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.

474,710 New Jersey households have access to the Internet but can’t afford to connect.

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.

We focus on America’s most unconnected communities, where more than 25% of people don’t have Internet.

www.nohomeleftoffline.org

The federal government is investing $20B in the nation’s largest-ever broadband affordability program.

...but as few as 8% of households with available broadband infrastructure that cannot afford to connect have enrolled in the Emergency Broadband Benefit program.

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

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

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America’s unconnected household

THE DIGITAL DIVIDE

New Jersey

1.26M

NATIONAL

18.1M

80%

The broadband affordability gap makes up two-thirds of New Jersey’s digital divide

Households

Population

Percent of households

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

America’s most unconnected communities

National

NEW JERSEY

Below 200% poverty threshold

44.9%

31.3%

Percent of households

47M

Population

21.1M

High school graduate, some college or associate’s degree

27.4%

13.3%

Percent of unconnected households

Less than high school graduate or equivalency

Bachelor’s degree or higher

4.5%

46.9M

Population with available broadband infrastructure

28.2M

Households with available broadband infrastructure that cannot afford to connect

3M

Households without available broadband infrastructure

21.1M

Households with available broadband infrastructure that are unconnected for reasons other than a lack of resources

3M

Households with available broadband infrastructure

7.1M

Households in New Jersey who are eligible for the Emergency Broadband Benefit program have enrolled.

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