How big is the broadband affordability gap in NORTH CAROLINA?

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.

618,183 North Carolina households have access to the Internet but can’t afford to connect.

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.

America’s unconnected household:

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

Largest in our poorest communities.

Disproportionately impacts Black and Latinx Americans.

America’s most unconnected communities

NATIONAL

66%

NORTH CAROLINA

618,183

18.1M

47M

66%

The broadband affordability gap makes up two-thirds of North Carolina’s digital divide.

Households with available broadband infrastructure that cannot afford to connect

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

...but as few as 21.1M households are eligible for the Emergency Broadband Benefit program.

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

Below 200% poverty threshold

Percent of households

44.9%

31.3%

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

Disproportionately impacts Black and Latinx Americans.

America’s most unconnected communities

NATIONAL

Black or African American

Latinx

21.1%

13.4%

27.6%

18.5%

Disproportionately impacts Black and Latinx Americans.

America’s most unconnected communities

NATIONAL

Percent of population

High school graduate, some college or associate’s degree

Less than high school graduate or equivalency

Bachelor’s degree or higher

27.4%

13.3%

4.5%

Percent of unconnected households

Households with available broadband infrastructure

Households with available broadband infrastructure that cannot afford to connect

28.2M

46.9M

7.1M

21.1M

3M

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$20B

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