

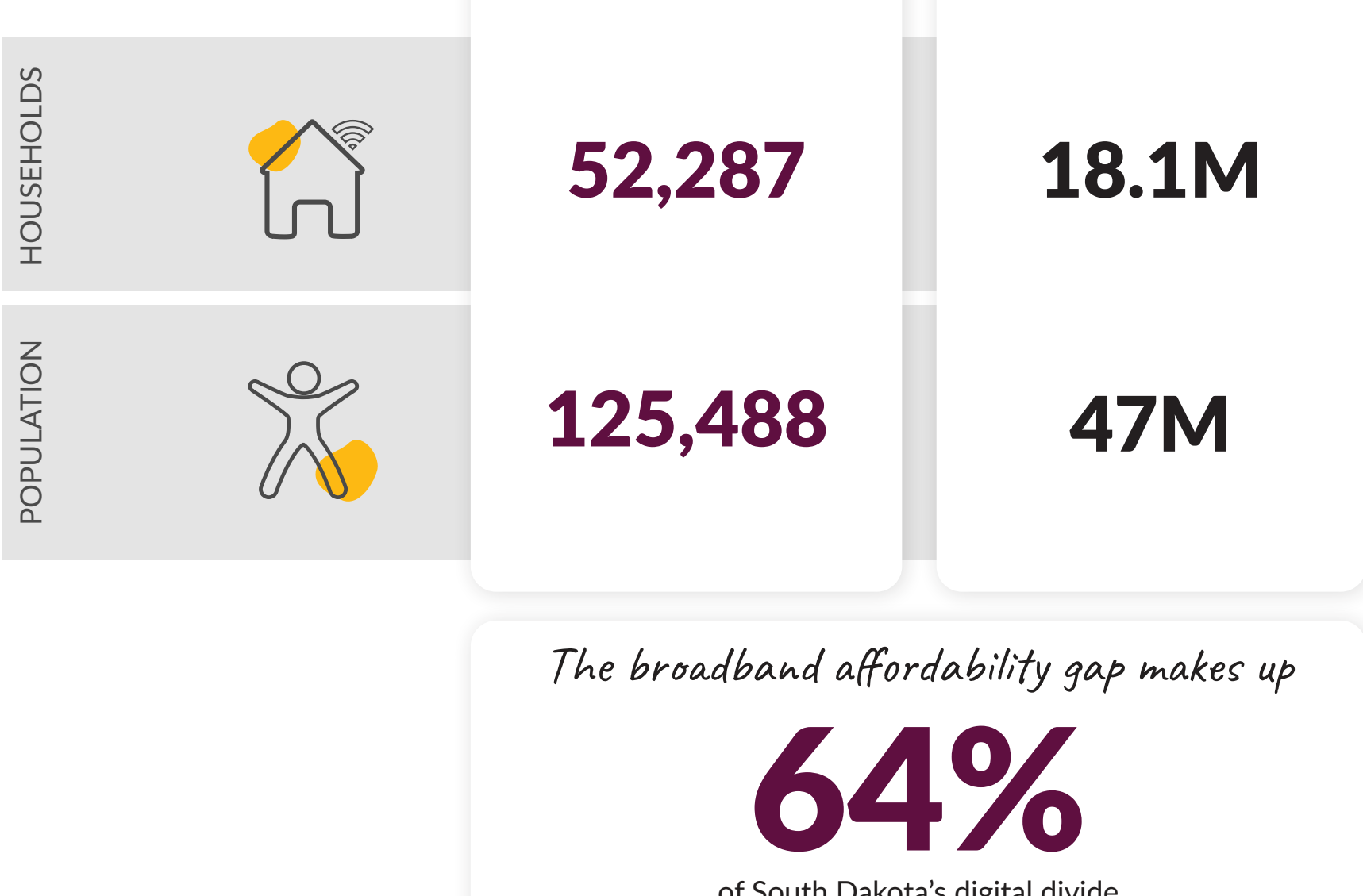
# NO HOME LEFT OFFLINE

SOUTH DAKOTA

# BROADBAND AFFORDABILITY GAP

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.**

## How big is the broadband affordability gap in SOUTH DAKOTA?



The federal government is investing

**\$20B**

in the nation's largest-ever broadband affordability program.

...but as few as

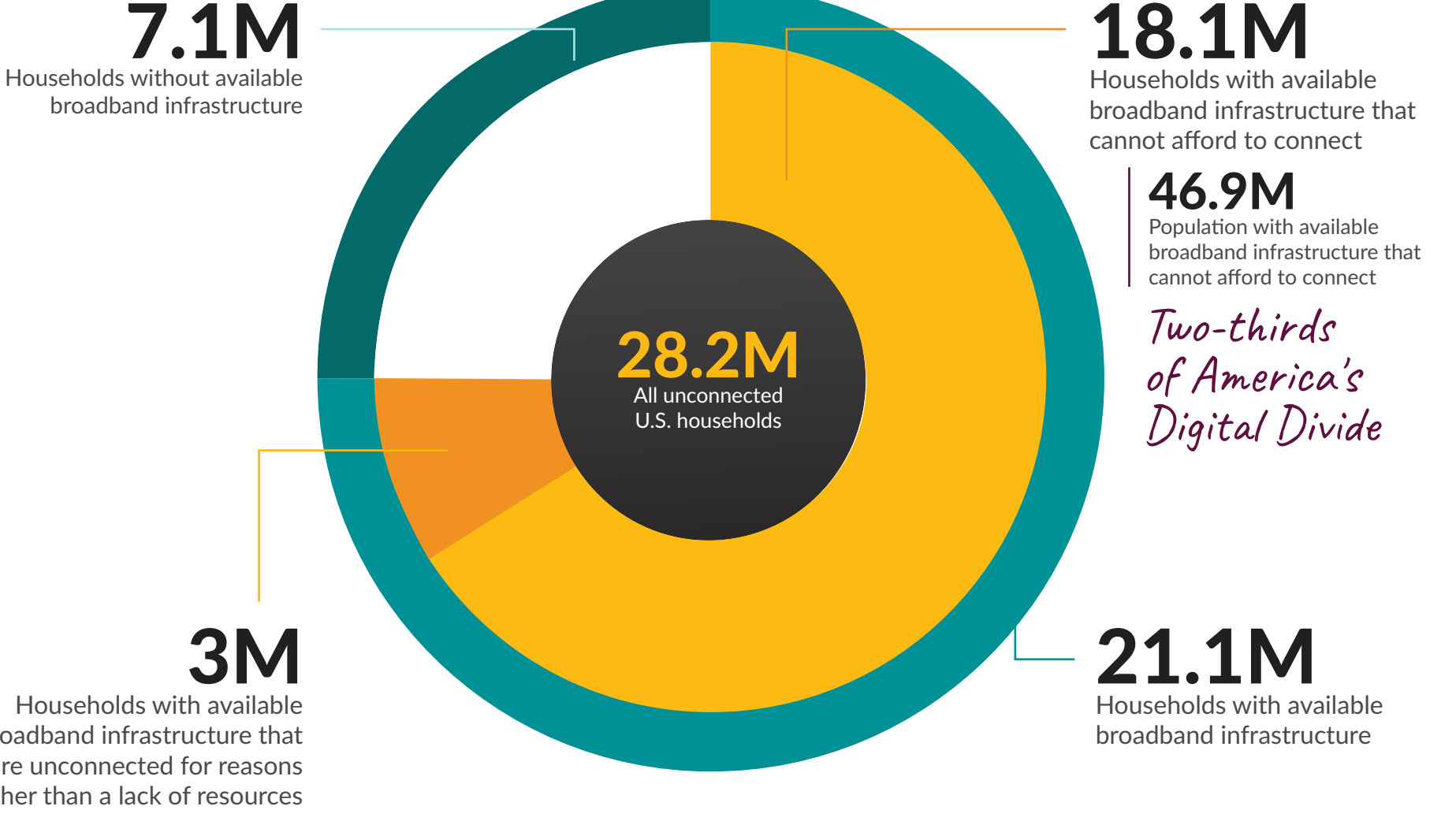
**3%**

of households in South Dakota who are eligible for the Emergency Broadband Benefit program have enrolled.

**52,287 South Dakota households** have access to the Internet but can't afford to connect.

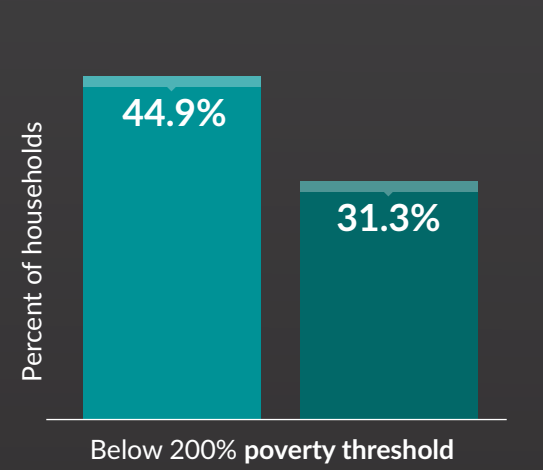


## America's unconnected households THE DIGITAL DIVIDE

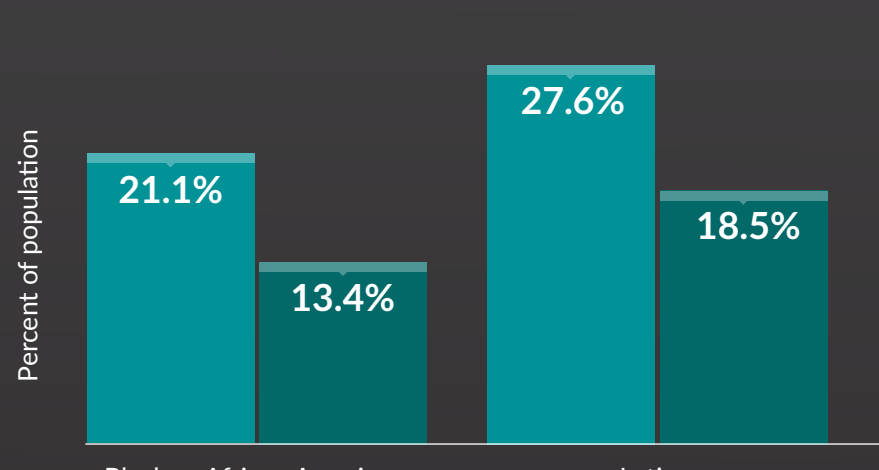


The broadband affordability gap is concentrated in **America's most unconnected communities**, where 25% or more of the households lack home broadband.

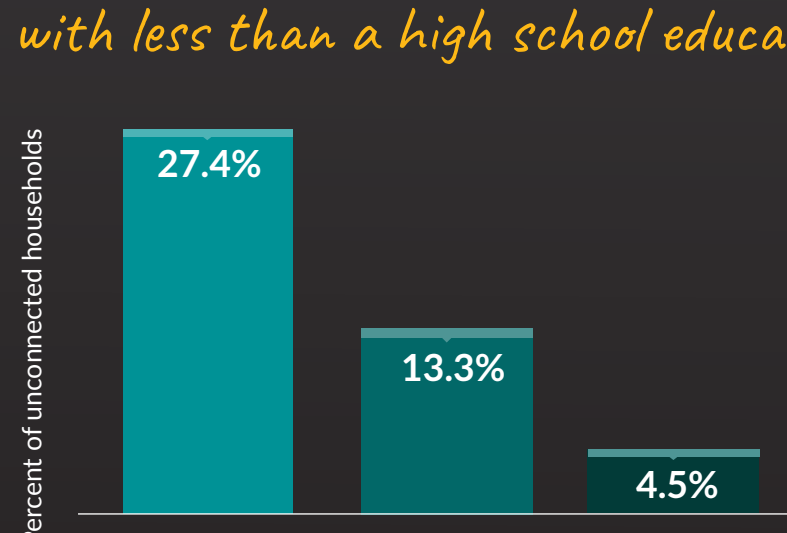
*Largest in our poorest communities.*



*Disproportionately impacts Black and Latinx Americans.*



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



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 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](http://www.nohomeleftoffline.org)

