How big is the broadband affordability gap in WISCONSIN?

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.

273,415 Wisconsin households have access to the Internet but can’t afford to connect.

A Historic opportunity to close the broadband affordability gap. To seize this moment we must:

1. Leverage data to identify unconnected households
2. Launch education programs to help households sign-up for federal broadband programs and home broadband service
3. Deploy free Wi-Fi to low-income apartment buildings

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

Largest opportunity to connect

...but as few as

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

Disproportionately impacts Black and Latinx Americans.

America’s most unconnected communities

National

WISCONSIN

Percent of households

High school graduate, some college or associate’s degree

Less than high school graduate or equivalency

Bachelor’s degree or higher

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