

that have access to the Internet but can't afford to connect.

How big is the broadband affordability gap in **WISCONSIN?**

HOUSEHOLDS

POPULATION

273,415

WISCONSIN

650,728

NATIONAL

18.1M

47M

49%

The broadband affordability gap makes up

of Wisconsin's digital divide

\$20B

The federal government is investing

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

...but as few as 19%

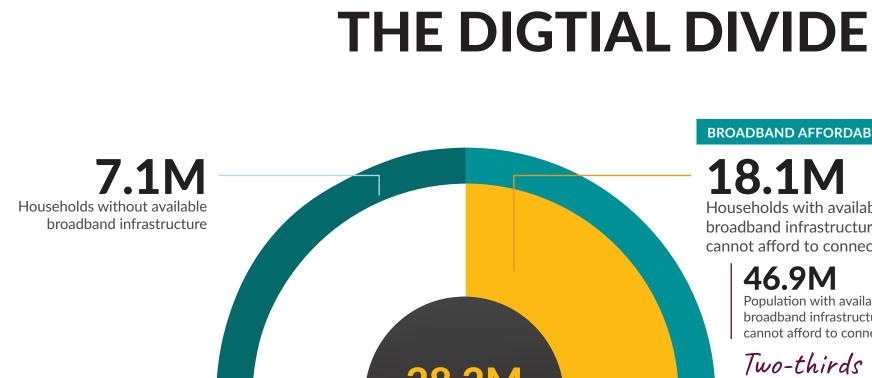
of households in Wisconsin who are eligible for the Emergency Broadband Benefit program have enrolled.

273,415 Wisconsin households have

access to the Internet but can't afford

18.1M Households with available broadband infrastructure that cannot afford to connect

America's unconnected households



to connect.

U.S. households Households with available broadband infrastructure that are unconnected for reasons other than a lack of resources The broadband affordability gap is concentrated in America's most unconnected communities, where 25% or more of the households lack home broadband.

Households with available broadband infrastructure

BROADBAND AFFORDABILITY GAP

46.9M

Population with available broadband infrastructure that cannot afford to connect

Two-thirds

of America's

Digital Divide

Percent of population Below 200% poverty threshold Black or African American Latinx America's most unconnected National America's most unconnected National communities

21.1%

Disproportionately impacts

13.4%

Black and Latinx Americans.

27.6%

18.5%

Percent of unconnected households 27.4% 13.3% High school Less than high school graduate or graduate, some

equivalency

Largest in our

44.9%

communities

Percent of households

poorest communities.

31.3%

Significantly higher for Americans

with less than a high school education.

college or associate's

4.5%

Bachelor's degree

or higher

A historic opportunity to close the

broadband affordability gap. To seize this moment we must:

Leverage data to identify unconnected households Launch adoption programs to help households sign-up for federal broadband

apartment buildings

programs and home broadband service

Deploy free Wi-Fi to low-income

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.

