SECTION 06

Who Gets Left Behind

06

Home broadband adoption in America varies by income, race, community type and age. The divide is a mirror of the deepest inequities in the country.

Dr. Troy Nash Founder and CEO, AGI Affinity

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The income gap in home broadband.

SECTION 06 / WHO GETS LEFT BEHIND

The divide has a demographic profile.

Share of US adults with home broadband, Pew Research Center, June 2025.

BY INCOME / AND BY COMMUNITY

94%	adults with household income of $75,000 or more
54%	adults with household income under $30,000
84%	suburban
71%	rural

BY RACE / NATIONAL, NOT RURAL

81%	White adults
71%	Black adults
68%	Hispanic adults
86%	Asian adults (English speakers only, per Pew)

A correction worth making. Earlier versions of this brief showed 77 percent and 62 percent as rural White and rural Black broadband rates. Those figures do not appear in McKinsey's January 2023 analysis, which reports about 40 percent of Black and 28 percent of White households without high-speed fixed broadband, and Pew does not publish a rural by race crosstab. The figures above are national by race and separately by community type.

Pew Research Center, Internet, Broadband Fact Sheet, November 20, 2025; home broadband survey of June 18, 2025. OECD Broadband Portal table 1.10, percentage of fibre subscriptions in total fixed broadband, December 2024.

POLICY RECOMMENDATIONS

Building an equitable digital future

01 **Target investment with equity metrics** that prioritize the communities with the lowest adoption, deepest poverty and widest racial gaps.

02 **Require digital access impact assessments** on federally funded broadband projects, so deployment closes demographic gaps instead of tracking existing ones.

03 **Fund community anchor institutions**, libraries, schools, HBCUs and community health centers, as access hubs for the people furthest from connectivity.

04 **Fund health outcomes research** linking broadband access to telehealth use, chronic disease management and cost.

05 **Establish a federal Office of Digital Access** with permanent staff and the authority to coordinate across agencies.

How AGI Affinity can help

The TSDOH Assessment Matrix maps where broadband access intersects with the social determinants of health, income, race and geography. We help communities find their most vulnerable populations, design interventions, and measure what changed. On fibre, the United States ranked 33rd of 38 OECD countries at 26.5 percent in December 2024 (OECD preliminary estimate).

We check every figure in this brief against its source. If you find an error, email info@agiaffinity.com and we will correct it within 5 to 7 business days. Policy: agiaffinity.com/sourcing-and-corrections

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