

# Why is rural broadband important to communities and Nebraska's economy?



Rural broadband availability & adoption are associated with:

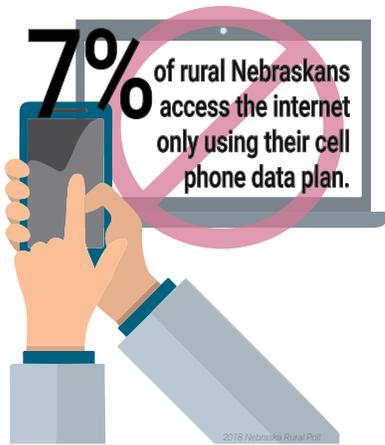
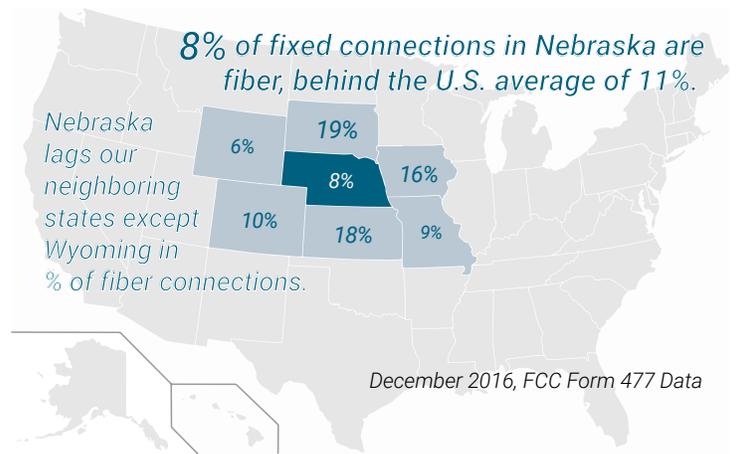
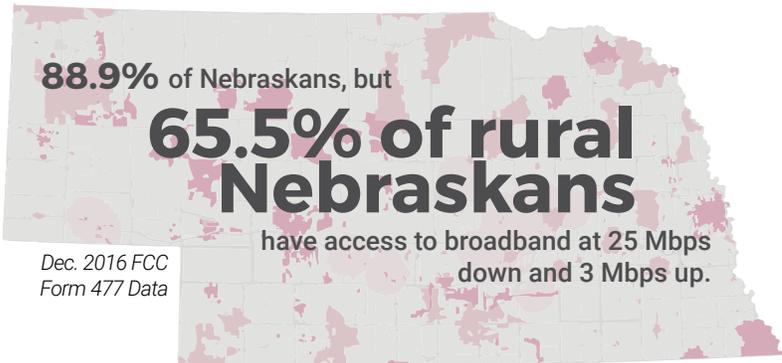
- Attraction and retention of millennials
- Greater economic growth
- Attraction of new firms
- Higher household incomes
- Small business growth

Gallardo, R., Whitacre, B., Grant, A. (January 2018).



Approximately one in ten rural Nebraskans report significant limitations from their internet service.

2018 Nebraska Rural Poll



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68% of Nebraska libraries only have internet service of 12 Mbps down or less.

2018, Nebraska Library Commission

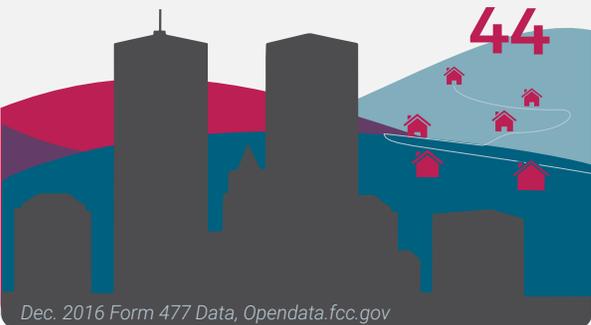
8% of 8th-grade students do not have access to the internet at home.



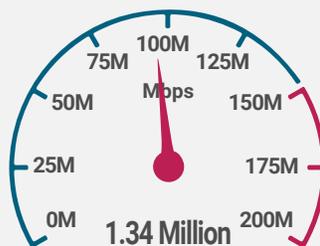
Data from 2015 National Assessment of Educational Progress 2018 U.S. Dept. of Education Report: Student Access to Digital Learning Resources Outside the Classroom.

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Nebraska ranks 4th in the U.S. for business, but 44th for residential broadband download speeds.



Over 70% of Nebraskans have broadband of 100 Mbps available.



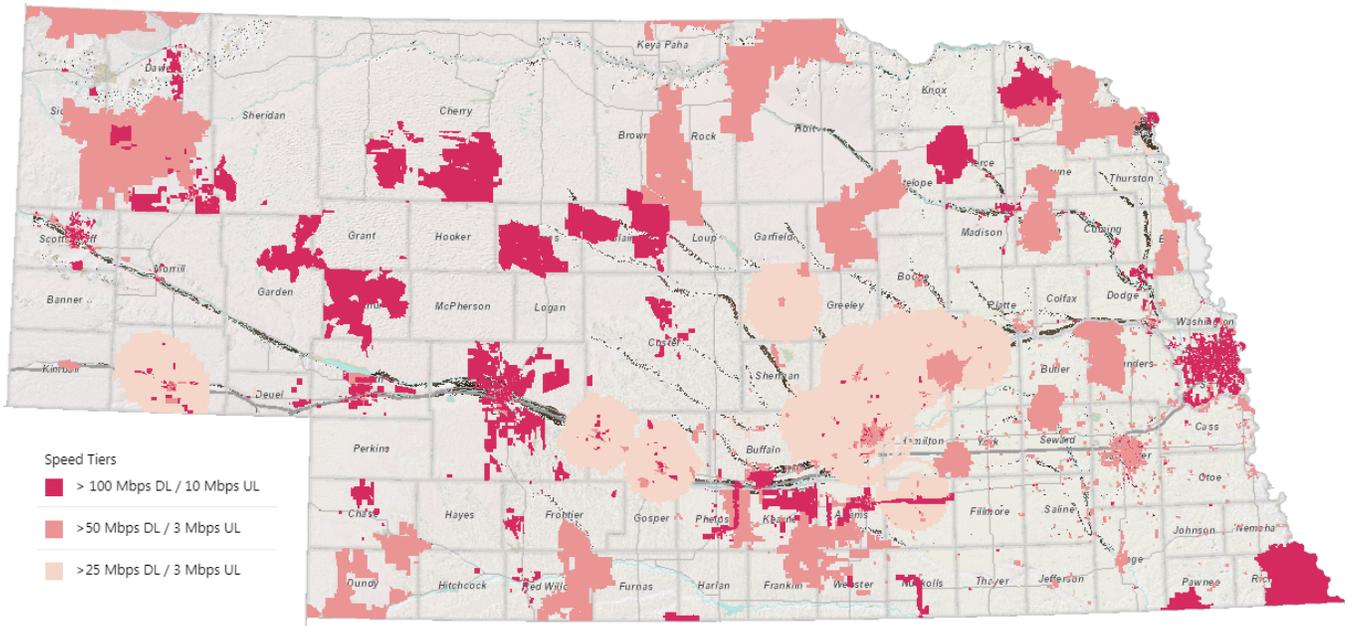
Dec 2016, FCC Broadband Map

Rural counties in Nebraska with the highest broadband availability have a **higher** average broadband subscription rate, per capita income, & % of children under 5.

NITC Research

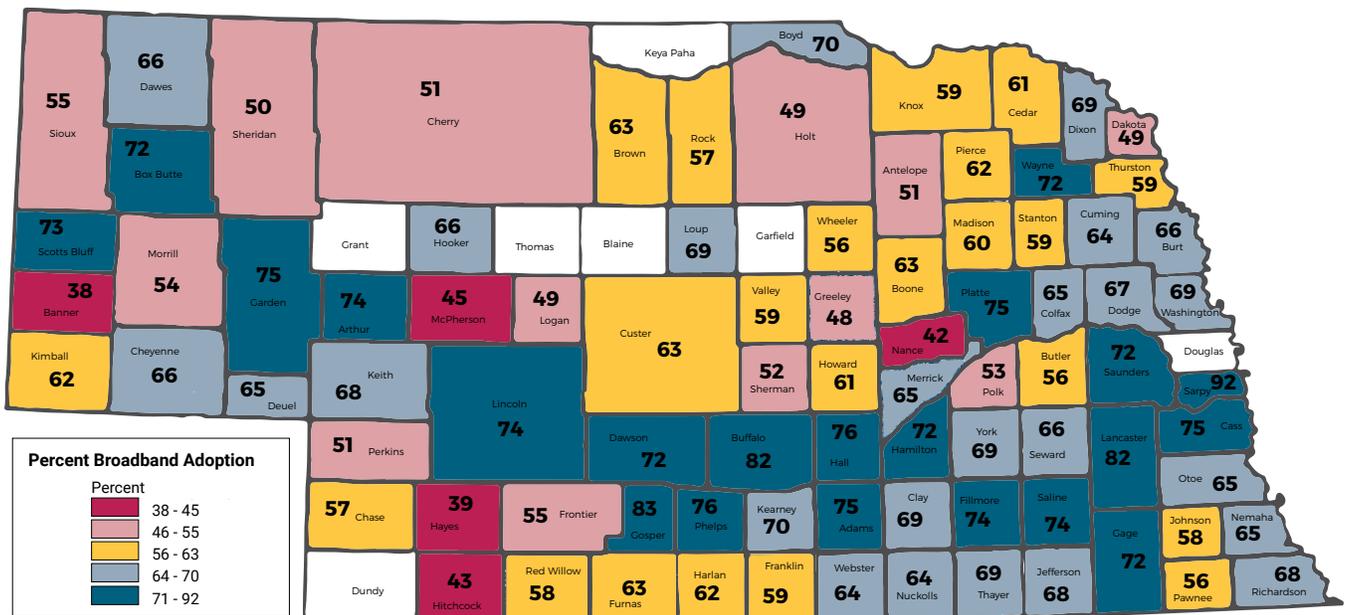
## Broadband Availability in Nebraska • 25 Mbps/3 Mbps

December 2016



broadbandmap.nebraska.gov

## Internet Subscription Rates in Nebraska by County • 2016



NOTE - Counties that are blank have data withheld to maintain firm confidentiality

Data from June 2016 for subscription to internet service at 200 kbps or greater. Nebraska average: 77%

For information about the Rural Broadband Task Force, visit:

[ruralbroadband.nebraska.gov](http://ruralbroadband.nebraska.gov)

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