

Why Does It Matter?

Despite the growing dependence on and desire for technology, the United States Census reports that 27% of Americans do not have a high-speed connection at home. Connected Nation's studies also indicate that 19.1 million children do not have broadband at home, and 6.1 million of those children live in low-income households.

Connected Nation estimates that at least 1.5 million businesses (20%) in the United States do not have broadband technology today. It matters because everyone belongs in a Connected Nation.



Between 2001 and 2010, income grew faster and unemployment grew slower in rural counties with home internet adoption rates higher than 60%.



During the same period, rural counties with home internet adoption rates lower than 40% lost more businesses and more jobs than counties with higher rates of adoption.



Small businesses (less than 20 employees) that have websites have higher annual revenues and are more likely to have recently hired than businesses without websites.



Employees who do not telework in any capacity tend to have incomes that are 75% of that of their teleworking neighbors.



As overall digital literacy increases, so too does the digital interaction between residents and local businesses, local government, and other organizations.



A study in Ohio found that having a broadband connection gave households an estimated economic benefit of \$1,850 per year.



More than 86,000 hours of Netflix were watched and Amazon made approximately \$220,000 for every minute of 2016.



Rural counties with at least two broadband technologies available have experienced significant in-migration compared to rural counties without broadband.



By adopting web-enabled technology, local government can become more responsive, transparent, and cost-effective.



One study found that 50% of K-12 students surveyed said they couldn't complete their homework due to the lack of an internet connection, and 42% received a lower grade.



Telemedicine applications are estimated to add \$522,000 to rural economies and reduce hospitalizations of nursing home patients and generate savings for Medicare.



Two-thirds of new jobs created between 2010 and 2016 required medium to high digital skills, and 1.1 billion jobs, globally, are automatable today.



Small businesses with faster internet connections tend to have a higher proportion of employees with advanced technology skills compared to those with slower speeds.