

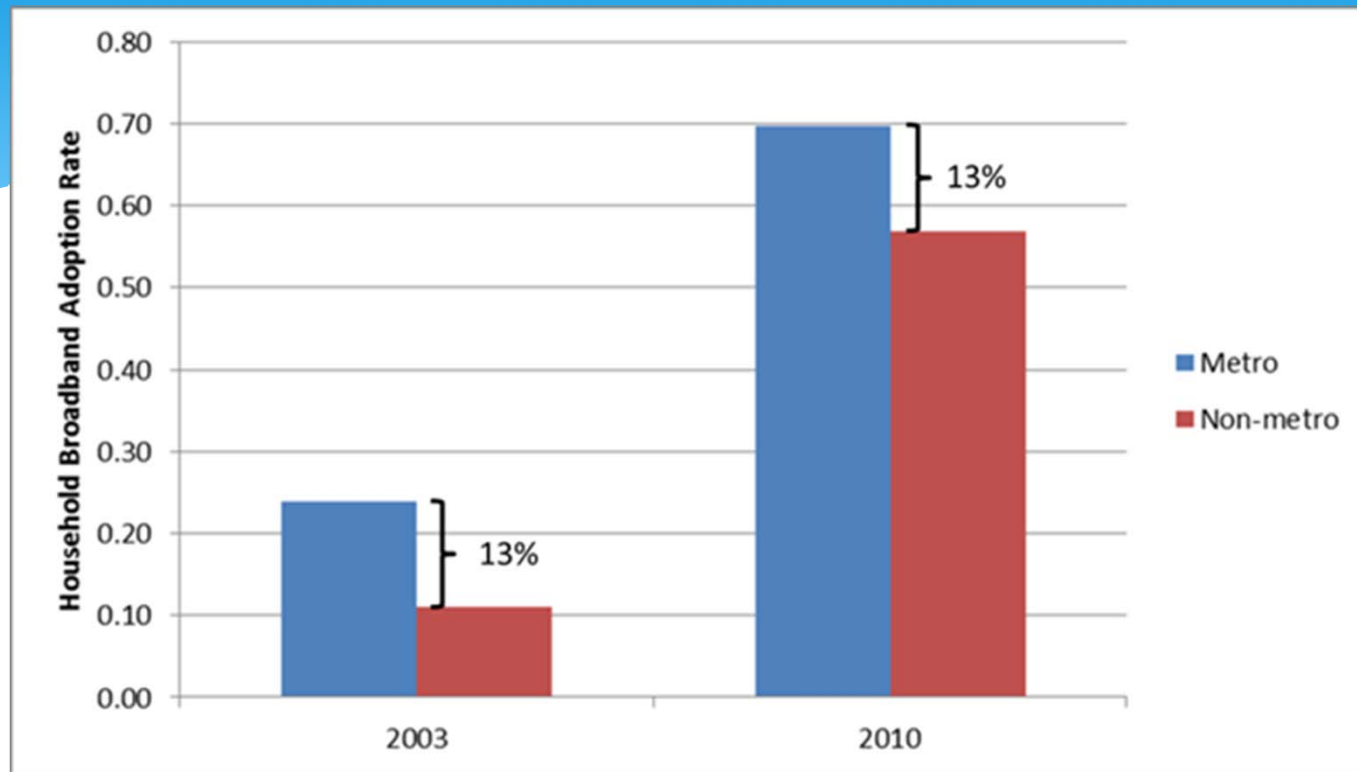
Rural Broadband Availability and Adoption

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- * For more information visit www.nardep.info

Rural – Urban Digital Divide

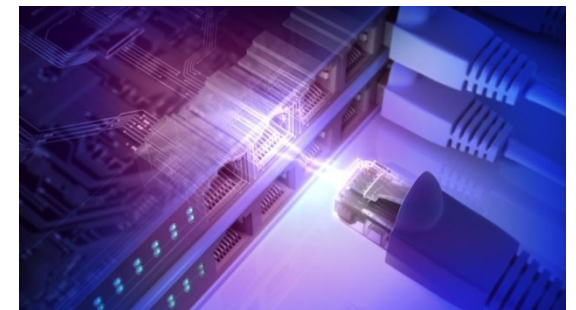


Source: Current Population Survey Internet Use Supplement, 2003 & 2010

- * Persistence of Broadband “Digital Divide”
- * Many studies have documented lower rural BB adoption rates, others have found evidence linking BB infrastructure to improved economic outcomes

Data Sources

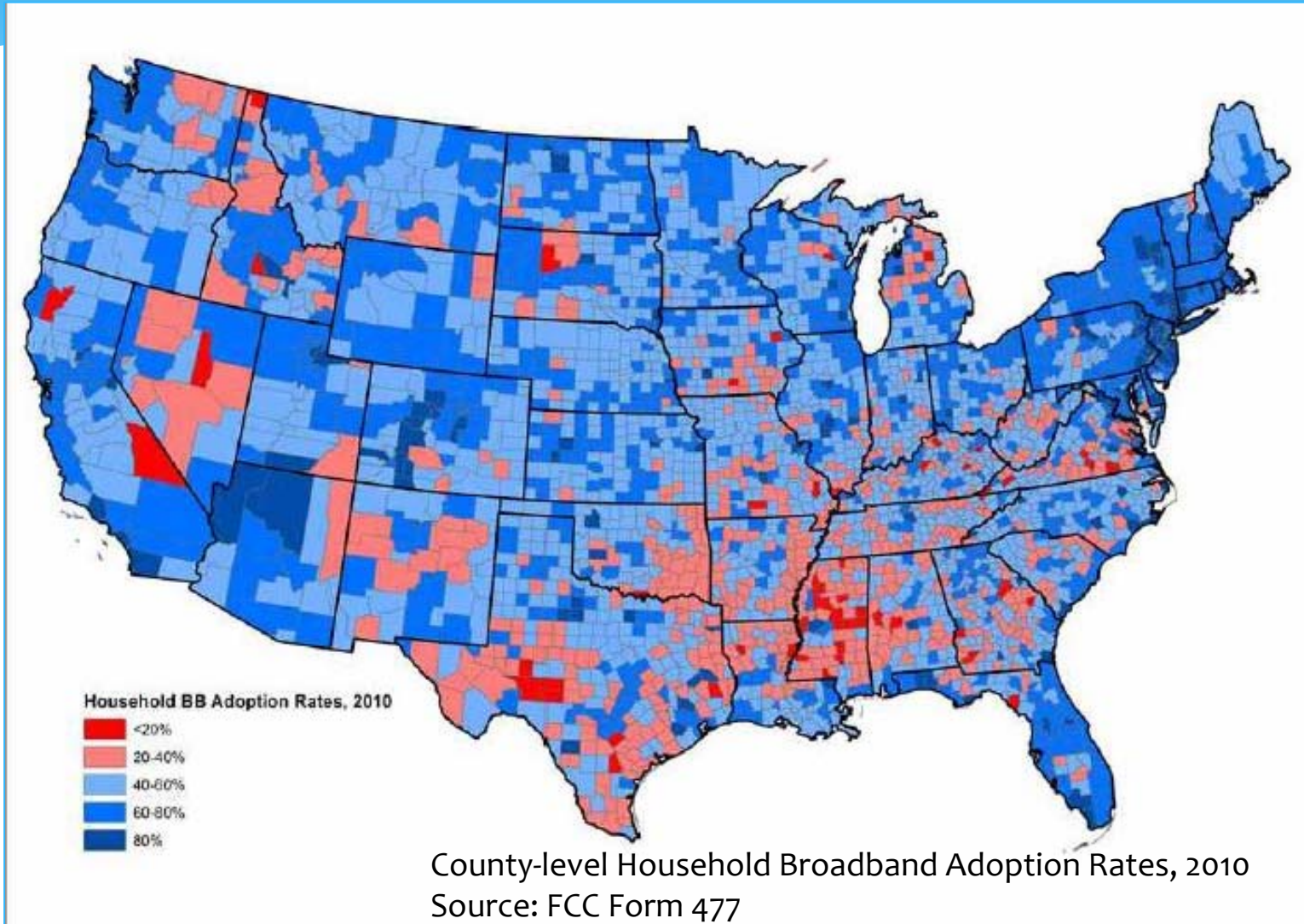
- * Current population survey (2003, 2010)
- * Federal Communications Commission Form 477 (2008, 2010, 2011)
- * National Broadband Map (2010, 2011)
 - * Aggregated to county-level
- * Used availability **AND** adoption data



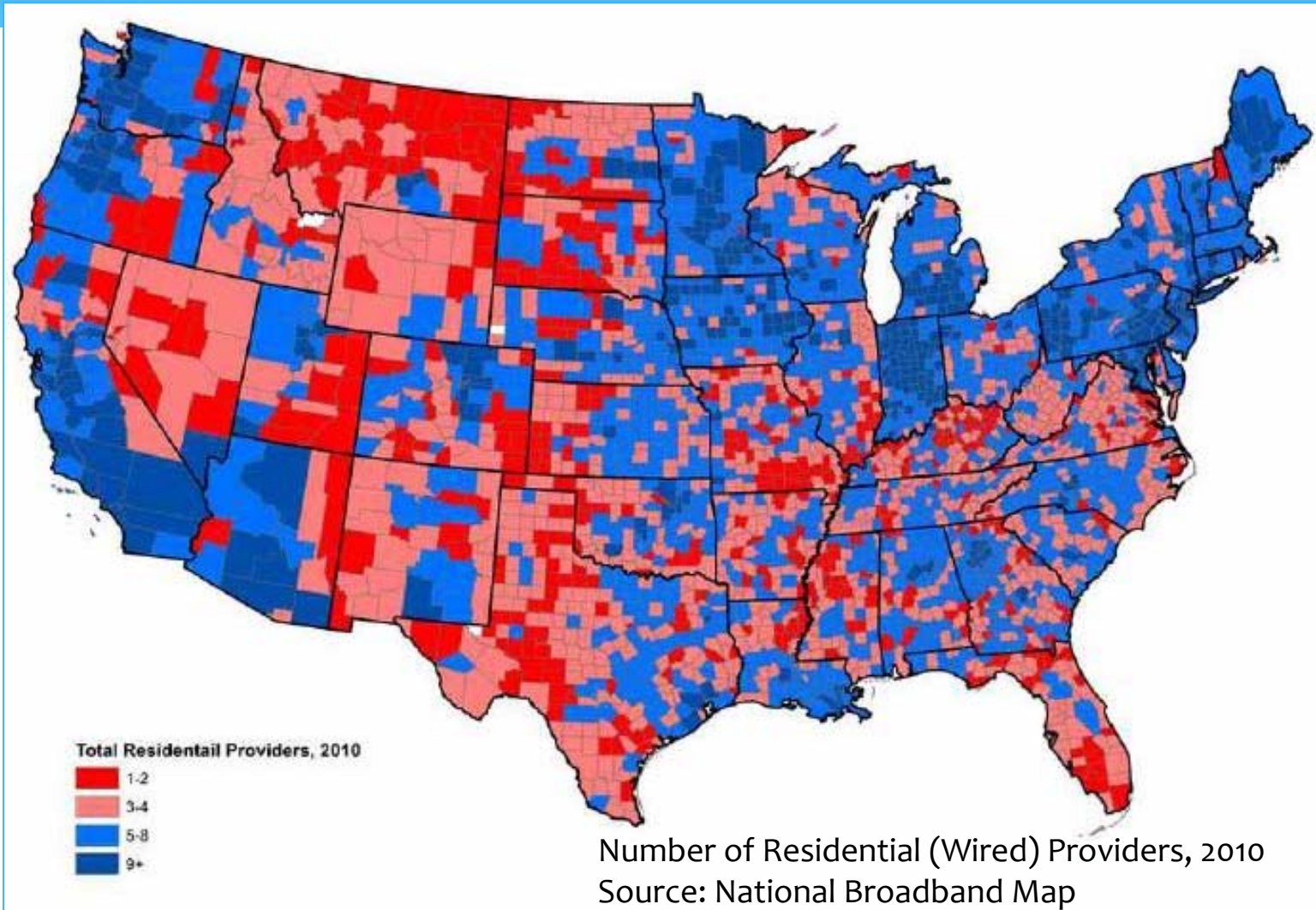
Definitions

- * Metro/Micro/Noncore Counties
 - * Metropolitan: Urban core of 50,000 or more (or 25% of workforce commutes to an urban core)
 - * Micropolitan: Urban core of 10,000 up to 49,999 (or 25% of workforce commutes to micropolitan urban core)
 - * Noncore: No urban core of at least 10,000
- * Broadband: 4 mbps Down, 1 mbps up; or 200 kbps in at least one direction

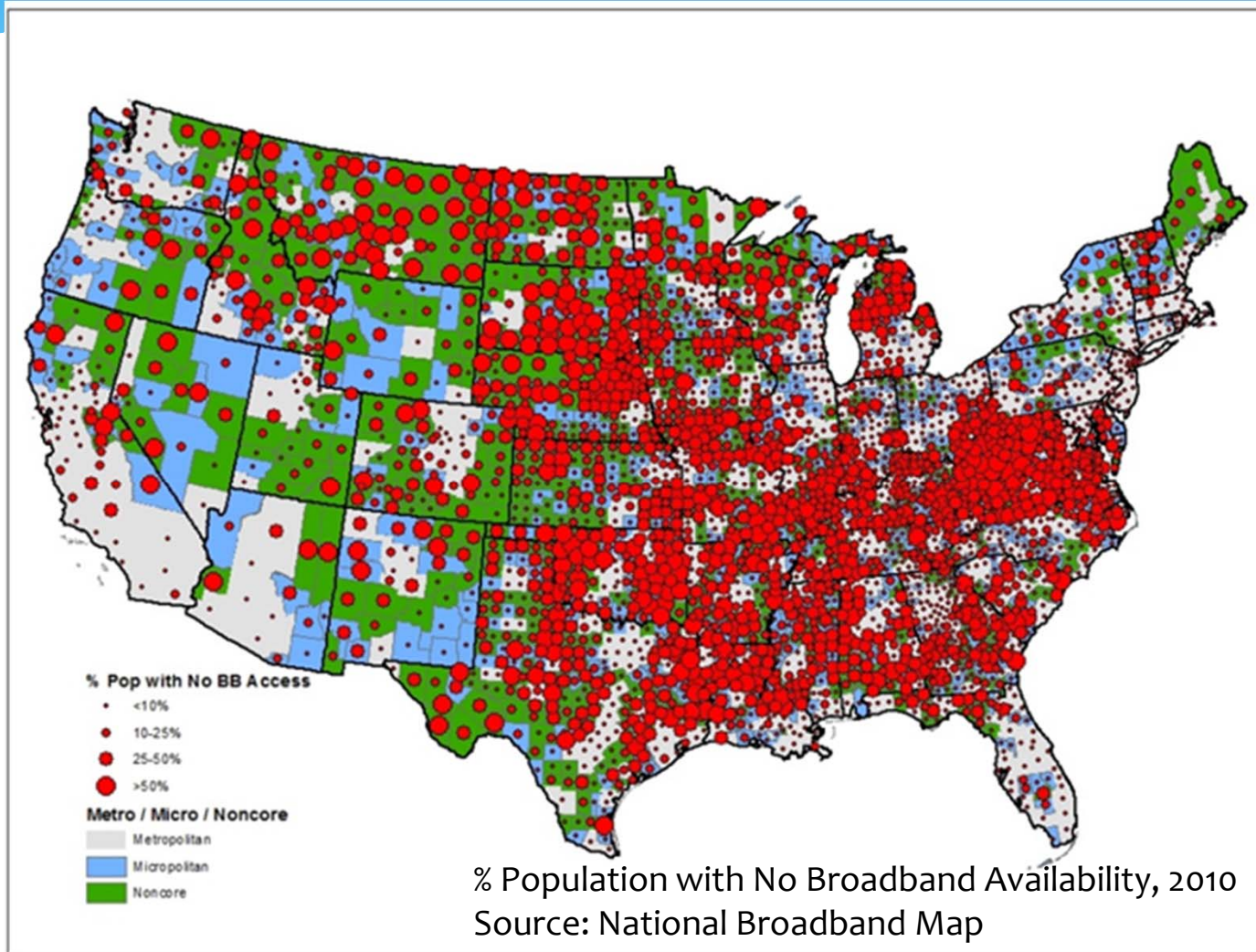
Results



Results



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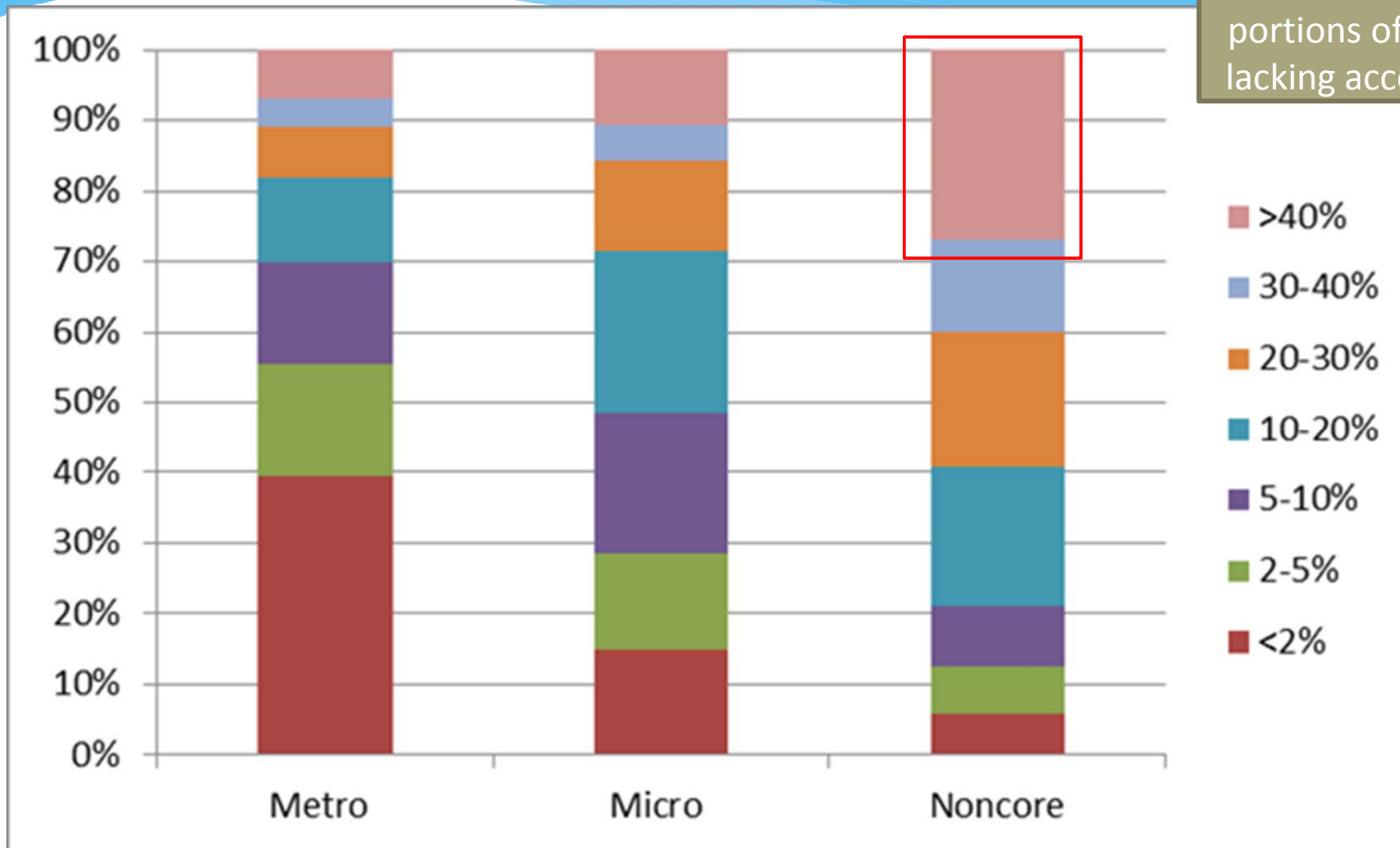
Results Summary

- * Goal: Over time comparisons; economic influence; # providers; speed
- * Broadband adoption gap between metro and non-metro remained at 13 percentage points between 2003 and 2010; gap **increased** among low income, educated, and elderly
- * Rural counties experienced a **significant improvement** in broadband adoption between 2008 and 2011
- * Traditional factors (income, education, etc.) played a role in adopting broadband between 2003 and 2010

Metro Vs. Non-Metro Broadband Divide

No Broadband Availability, by Metropolitan Status (2010)

Many noncore counties with SIGNIFICANT (>40%) portions of their population lacking access to broadband



Source: National Broadband Map Data (aggregated to County level)

Results Summary

- * Employment levels in specific industries as well as broadband speed affect adoption rates
- * Increases in broadband adoption between 2008 and 2010 resulted in **higher median household income and total employment**
- * Broadband **adoption thresholds have more impact than broadband availability** on economic health indicators between 2001 and 2010

Policy Options

- * Draw broadband infrastructure to less economically robust regions (take advantage of FCC programs currently in place to do so)
- * Demand side – adoption – must receive attention as well; focus adoption programs on populations with lower levels of income and education
- * Place-based differences have become less important over time; utilize community anchor sites

Policy Options

- * Build on diffusion factors such as trialability, observability, compatibility to expose non-adopters to technology
- * Wireless helps, but many productivity gains and economic advantages of wireless broadband are limited
- * Support data gathering related to price / affordability and service quality (speed)