

Broadband

The New Essential Utility



Connect with us to secure your digital future

www.sngroup.com/helping-communities

Keep and attract residents

25 percent of households would *definitely* relocate to get quality broadband

- 40 percent of residents in the 18 to 34-year age bracket
- 35 percent of households with income over \$100,000
- 30 percent of longstanding residents more than 5 years in the community

The Opportunity Gap

61 percent have less than 10 Mbps download

70 percent are dissatisfied

62 percent have only one broadband provider

High value uses of broadband change peoples' lives

Improving Life-Work Balance



51 percent of households access the **workplace from home** - 24 percent telework one or more days per week.

86 percent of teleworking households earn more than **\$50,000 per year**.



23 percent of households operate a **home-based business** generating additional income.

49 percent would **not have a business without broadband** – 39 percent would need to relocate for broadband.

Health Services at Home



12 percent of households use **telehealth services**, and another 52 percent willing to use telehealth when needed.

60 percent of rural households value telehealth to reduce costs, for speed of response, and quality of health services.

Enhancing Education and Skills



84 percent of households with children use broadband for **educational activities**.

61 percent of households strongly agree that **broadband enables better education opportunities**.

Additional Income



50 percent of households earn income **through broadband** – more than half earn over \$5,000 per year online.

73 percent say that the internet enabled them to **obtain higher-skilled or higher-wage employment**.