

Rural Broadband Internet Subscriptions

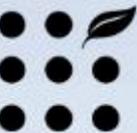
Peter Stenberg
Economic Research Service

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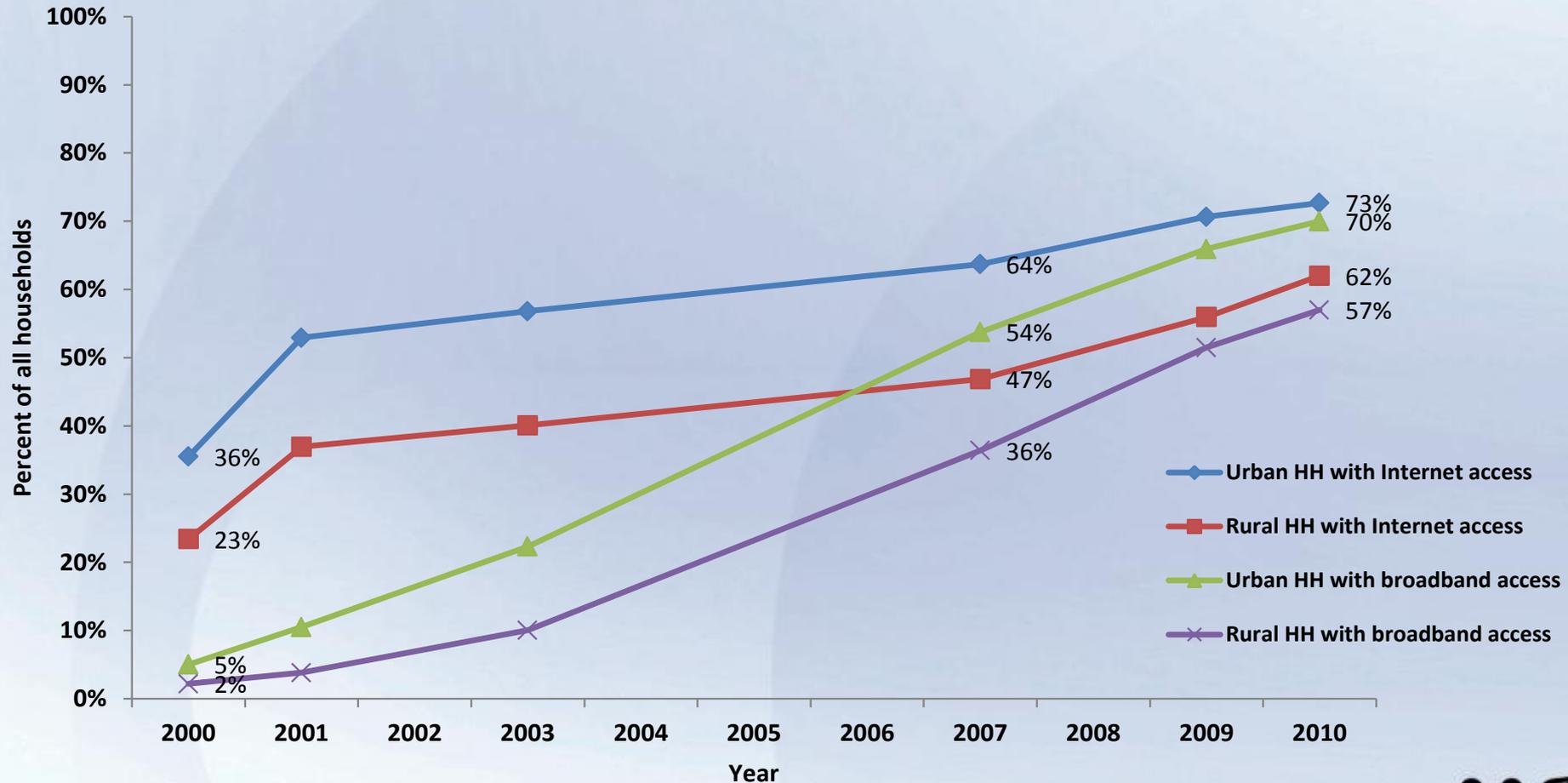
Introduction

- Internet has become widely, but not universally, available
- Not all, voluntarily or involuntarily, choose to use



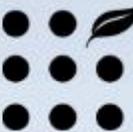
Internet subscriptions, including broadband, increased dramatically

Fig. 1 Households with Internet Subscriptions, 2000-2010



HH means households.

Source: ERS using Census data.



Broadband subscription rates across the country vary greatly across the country

Figure 2: Urban Households with Broadband Internet subscriptions, 2010

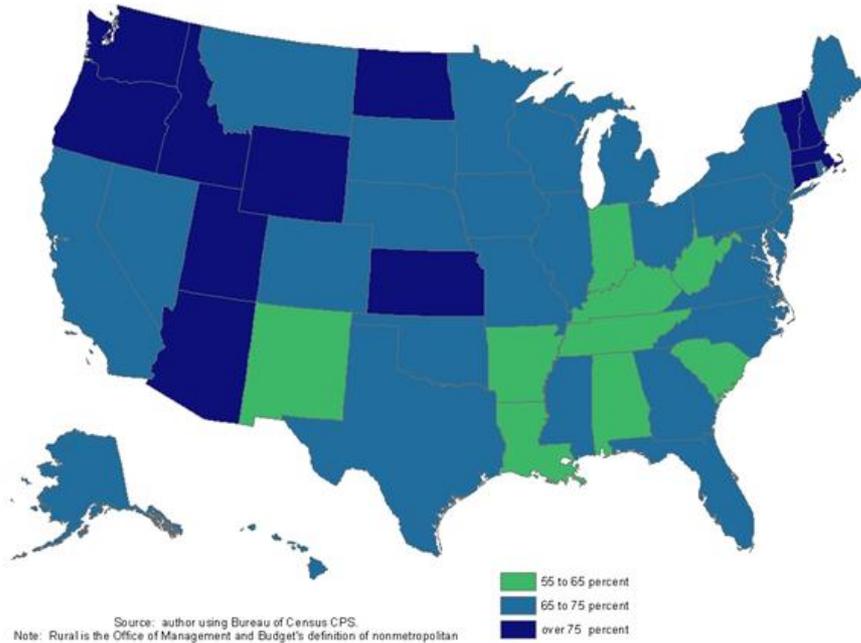
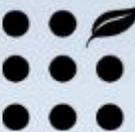
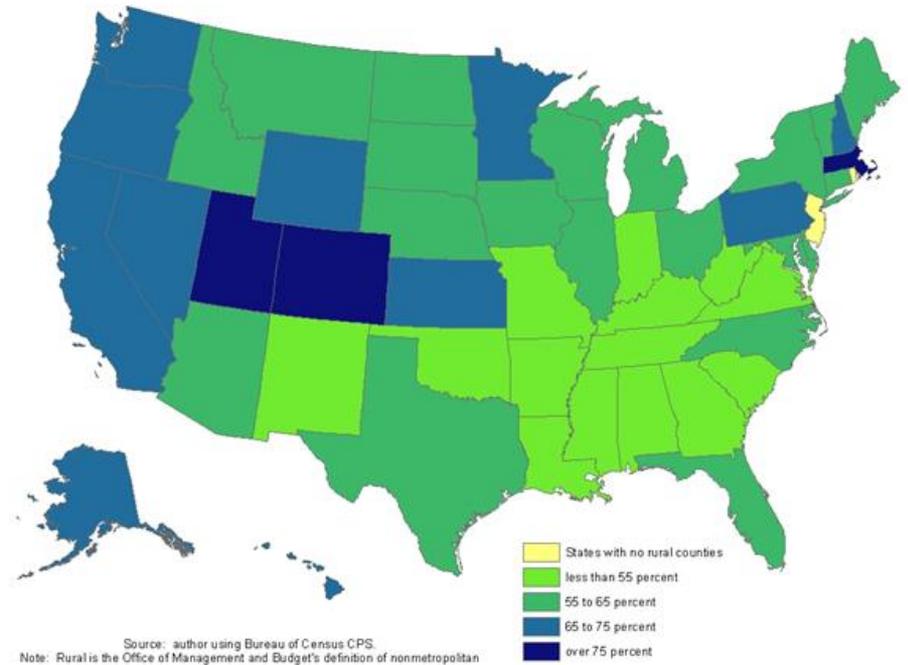
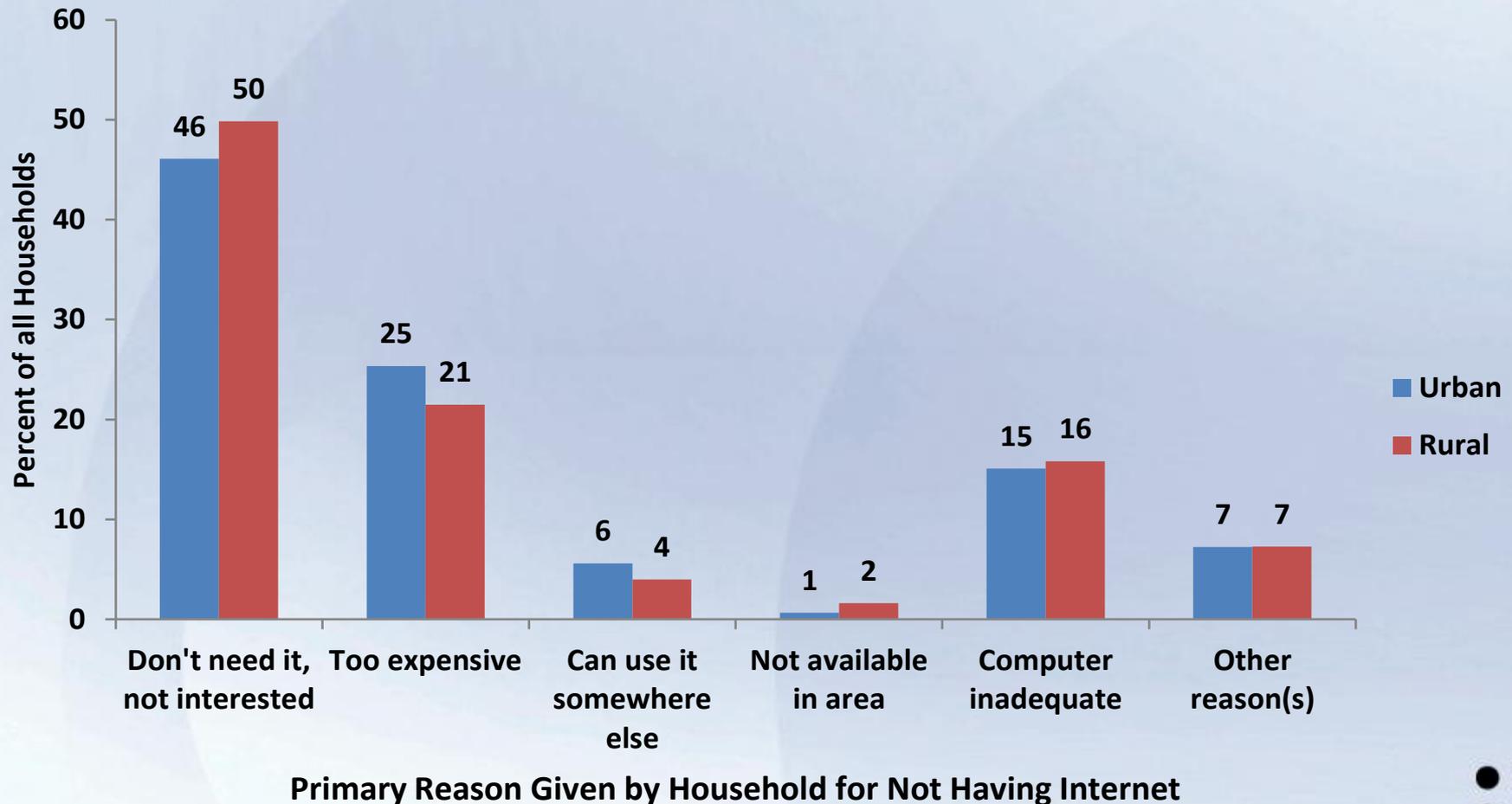


Figure 3: Rural Households with Broadband Internet subscriptions, 2010



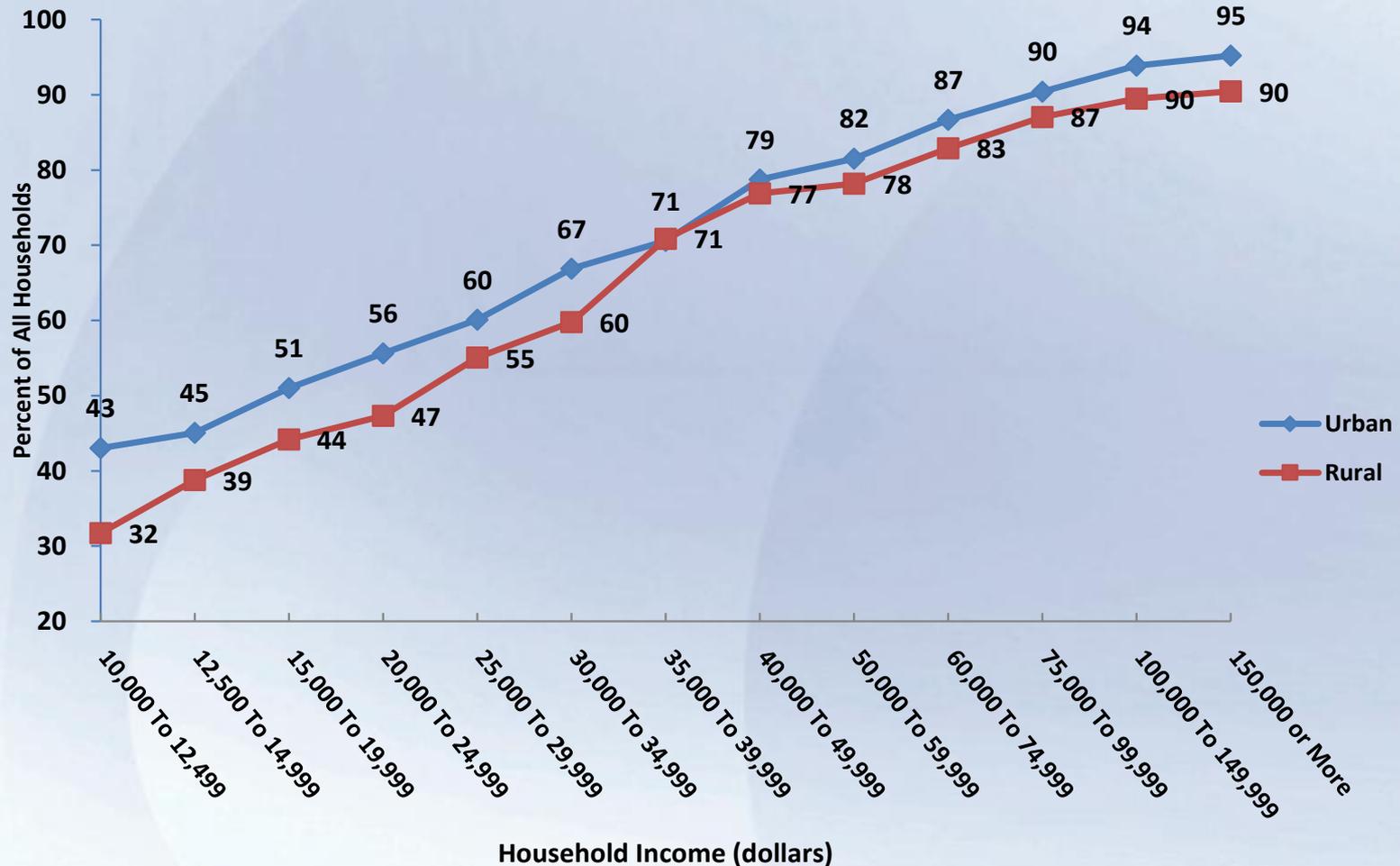
Why households don't subscribe?

Fig. 4 Most Important Reason Households Gave for Not Having Internet Service, 2010

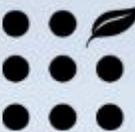


Rural and urban households similar across income levels

Figure 5: Rural and Urban Households with In-home Internet Access Using any Technology, by Income, 2010



Source: ERS using Bureau of the Census CPS.



Rural broadband subscription shortfall at a given income level mostly due to availability

Figure 6: Broadband as a Share of In-home Internet Access by Income, 2010

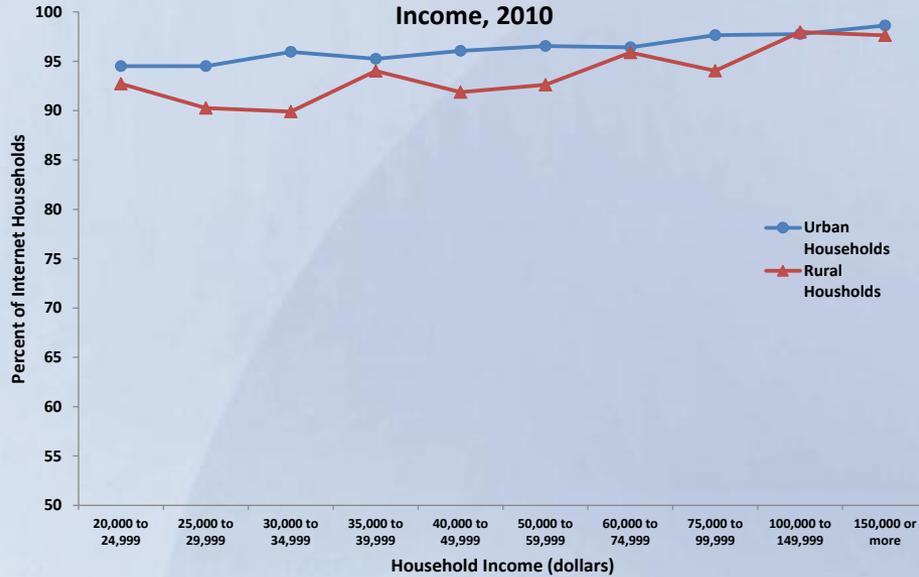
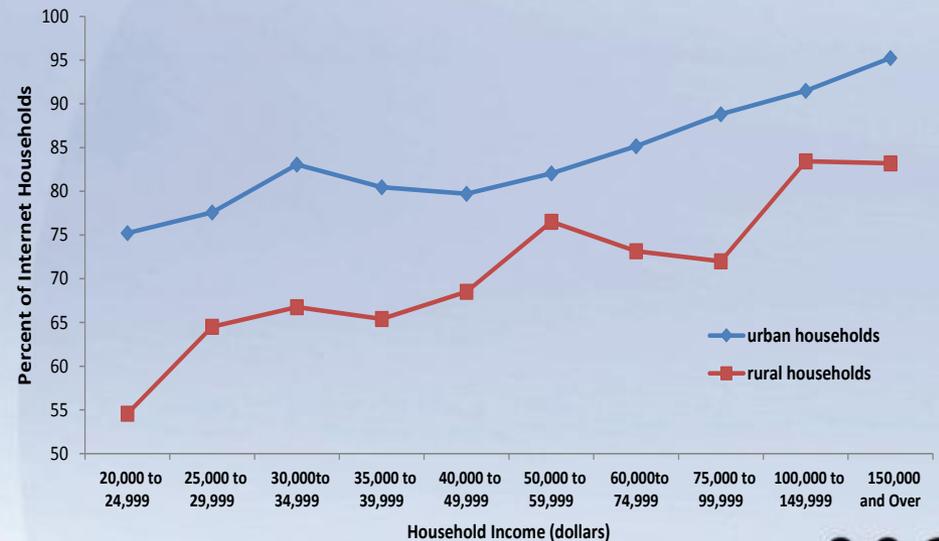
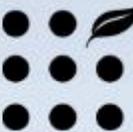


Figure 7: Broadband as a Share of In-home Internet Access by Income, 2007



Source: ERS using Bureau of the Census data



Summary and further findings

- Rapid broadband rollout, but not universal.
- Sharp differences in subscription rates across the country.
- Credence to the common hypothesis that people do choose to use broadband if given the option.
- The preponderance of DSL service for farms indicates both the mostly rural location of most farms as well as Internet users finding satellite a less desirable option.

