



## Broadband Adoption Rate Improving, but Many Rural, Low-Income Iowans Remain Behind

**Media Contact:** Jessica Ditto  
[jditto@connectednation.org](mailto:jditto@connectednation.org)  
(202) 251-4749

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Jeremy Thacker  
[jthacker@connectednation.org](mailto:jthacker@connectednation.org)  
(615) 521-5905

**Des Moines** – Connect Iowa today released new data showing that broadband adoption in Iowa is increasing, with 71% of households now subscribing to broadband service, up from 63% in 2011.

The data is available via an [interactive widget](#) on the Connect Iowa website.

Among the key findings of the residential survey are:

- Nearly three out of ten (29%), or approximately 680,000 Iowans, do not subscribe to home broadband service
- Although broadband adoption among rural and low-income Iowans grew faster than the state average during this time, these Iowans are still less likely to subscribe to broadband than the rest of the state
- Nearly one-half of all adults in Iowa now use mobile broadband service. This includes one in fourteen Iowans who rely on mobile broadband *instead* of subscribing to home broadband service.

This survey is conducted in support of Connect Iowa's efforts to close the state's digital gap and explores the barriers to adoption, rates of broadband adoption among various demographics, and the types of activities broadband subscribers

conduct online, among other findings.

“We’re encouraged to see more and more Iowans are understanding and embracing the amazing educational, professional, and quality-of-life benefits that having high-speed Internet provides,” said Connect Iowa Program Manager Amy Kuhlers. “The main concern now with the results of this new study is that there are several key groups in our state who are being left behind the digital divide. We are working to ensure all Iowans have the same opportunities for a bright and prosperous future, regardless of age, income, or where they live in the state.”

While the results show adoption is increasing, there are still 680,000 adults (29%) in Iowa who do not subscribe to the empowering technology of high-speed Internet. To address this digital divide, Connect Iowa is actively working with more than thirty communities across the state involved in the [Connected](#) community engagement program to build a comprehensive action plan for developing technology-ready communities by reviewing the technology landscape, developing regional partnerships, establishing local teams, and conducting thorough community assessments.

For the 2012 Residential Technology Assessment, Connect Iowa surveyed 1,200 adults across the state by telephone in late 2012. Connect Iowa conducted the survey as part of the State Broadband Initiative (SBI) grant program, funded by the U.S. Department of Commerce, National Telecommunications and Information Administration, and by the American Recovery and Reinvestment Act of 2009.

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**About Connect Iowa:** Connect Iowa is a subsidiary of Connected Nation and operates as a nonprofit in the state of Iowa to promote broadband access, adoption, and use. The Iowa Economic Development Authority (IEDA) is leading the initiative to increase broadband Internet access throughout rural Iowa. Connect Iowa was commissioned by the state to work with all broadband providers in Iowa to create detailed maps of broadband coverage and develop a statewide plan for the deployment and adoption of broadband. For more information visit: [www.connectiowa.org](http://www.connectiowa.org).

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