



Connect Iowa Reveals Current Technology Trends in Rural Iowa

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Technology Adoption Accelerating in Rural Iowa with 57,000 Now Using Internet to Work From Home

Des Moines, IA – Today, Connect Iowa is releasing a new report focusing on the growing importance of technology across rural Iowa. The report, [*Technology Trends in Rural Iowa*](#), reveals that adoption of high-speed Internet among rural residents is up 11% from just two years ago, and 57,000 rural Iowans now use broadband to telecommute, or work from home.

Here are some highlights from the report's findings:

- Home broadband adoption among rural Iowans has increased by 11 percentage points since 2011, compared to only 6 percentage points in urban and suburban portions of the state.
- More than one-third (36%) of rural Iowa Internet users use the Internet to take online classes or conduct research for schoolwork.
- Approximately 57,000 rural Iowans work from home using an Internet connection instead of commuting to their usual workplace.
- Two-thirds of adults in rural Iowa (66%, or approximately 673,000 rural adults) subscribe to broadband service at home.
- Two out of five rural Iowans (40%) subscribe to mobile broadband service through a cell phone or a mobile device, significantly lower than the mobile usage rate for urban or suburban Iowans (53%).
- Nearly one-third (31%) of, or approximately 110,000, rural Iowans without home broadband do not subscribe because they do not feel that home broadband service is relevant or useful to them.

“It is very encouraging to see more rural Iowans understanding how much broadband can enrich their lives and are adopting high-speed Internet service in their homes,” said Connect Iowa Program Manager Amy Kuhlers. “Broadband adoption is now such a fundamental part of our modern economy, education system, healthcare system, and government, it is imperative that all Iowans embrace technology or miss out on opportunities to improve their quality of life. The Technology Trends in Rural Iowa report makes it clear we’re closing that gap of understanding while showing us where there is more work to do in ensuring a level playing field for everyone in our state.”

Anyone with an interest in bringing better broadband to local homes and businesses is encouraged to join in the Connect Iowa community planning effort. For more information on how to get involved, please contact Kuhlers at akuhlers@connectednation.org or (515) 421-2561.

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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.

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