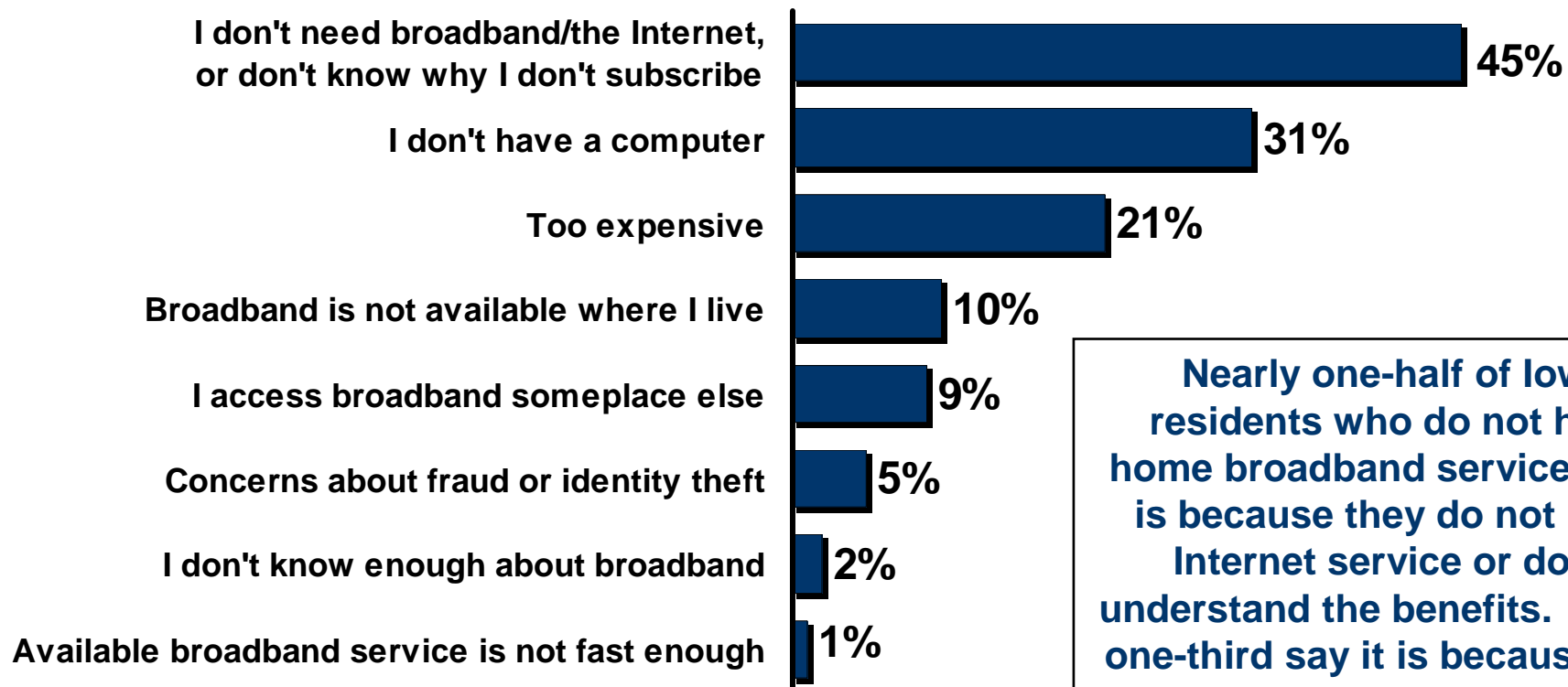




Barriers to Broadband Adoption

Percent of Iowa residents with no home broadband service*



Nearly one-half of Iowa residents who do not have home broadband service say it is because they do not need Internet service or don't understand the benefits. Nearly one-third say it is because they do not own a computer.

*Percentages do not add up to 100% because individuals could give multiple responses.

Q: Why don't you subscribe to broadband at home?
(n=424 IA residents who do not have home broadband service)

Source: 2010 Connect Iowa Residential Technology Assessment
www.connectiowa.org