Barriers to Broadband Adoption

Percent of Iowa residents with no home broadband service*

- I don’t need broadband/the Internet, or don’t know why I don’t subscribe: 45%
- I don’t have a computer: 31%
- Too expensive: 21%
- Broadband is not available where I live: 10%
- I access broadband someplace else: 9%
- Concerns about fraud or identity theft: 5%
- I don’t know enough about broadband: 2%
- Available broadband service is not fast enough: 1%

*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)

 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.

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