

# Connected Community Ecosystem



Having broadband provides households with an estimated \$1,850 annual economic benefit.

Thirty percent of tourism transactions in the US are made online.

Small businesses using social media are 3X more likely to have recently hired than those that do not.

It is estimated that one percentage point increase in broadband access could create or save about 12,000 jobs statewide.

Broadband access can increase home values by an average of 3.1%.

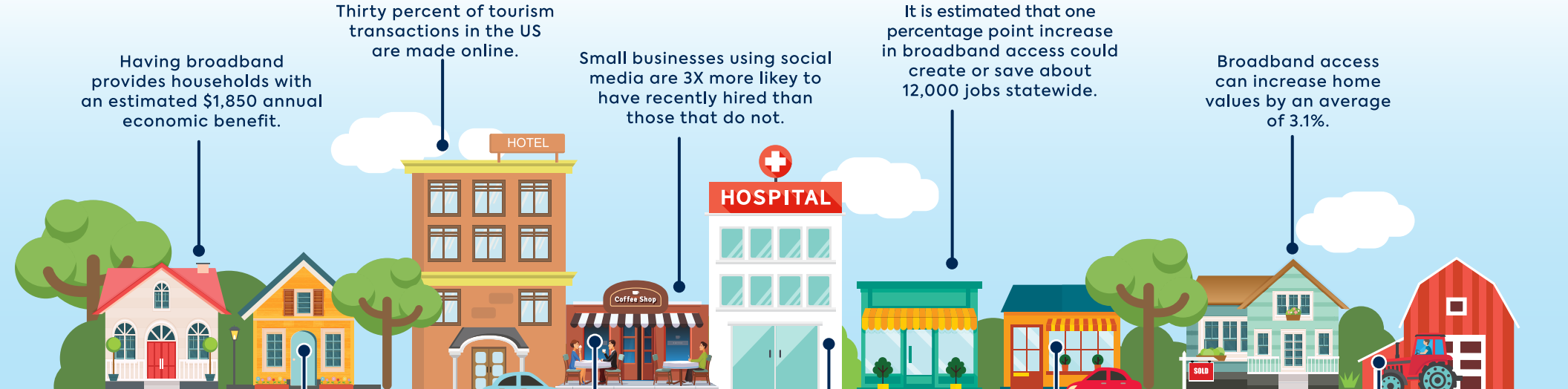
In a community of 20,000, home-based businesses and online sales can account for \$2.4 million, annually.

On average, teleworkers save nearly \$500 annually on car maintenance and fuel.

Telemedicine adds an estimated \$522,000 to rural economies and reduces hospitalizations.

Small businesses with websites have higher annual revenues than those that do not.

On average, farmers getting connected see a 6% increase in revenue.



# What Is Broadband?

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## Mobile Broadband

High-speed internet designed for use on-the-go with seamless connectivity from one location to another.

## Fixed Wireless

Broadband service provided between towers and customers using radio waves. Primarily found in rural areas.

## Satellite

Broadband service provided by satellites orbiting the earth. Satellite service can be impacted by line-of-sight and latency.

## Cable

Internet provided by a cable television company over a mixed coaxial and fiber-optic network.

## Fiber

Fiber-optic service uses transparent glass fibers to carry data across distances. Some customers can receive fiber connections directly to their home, but fiber is also used to transport data from communities to the broader internet.

## DSL

Digital-subscriber line (DSL) is broadband delivered over a mixed network of fiber and traditional copper phone lines.

