Why is rural broadband important to communities and Nebraska’s?

Rural broadband availability & adoption are associated with:
• Attraction and retention of millennials
• Greater economic growth
• Attraction of new firms
• Higher household incomes
• Small business growth

Gallardo, R., Whitacre, B., Grant, A. (January 2018).

89% of Nebraskans, but only
63% of rural Nebraskans have access to broadband at 25 Mbps down and 3 Mbps up.

June 2018 FCC Form 477 Data

7% of rural Nebraskans access the internet only using their cell phone data plan.

65% of Nebraska libraries only have internet service of 25 Mbps down or less.

2018, Nebraska Library Commission

12% of Nebraskans under 18 do not have internet access at home.

US Census Bureau 2017 American Community Survey five-year estimates.

Nebraska ranks 4th in the U.S. for business, but 44th for residential broadband download speeds.

Dec 2016 Form 477 Data, Opendata.fcc.gov

Over 70% of Nebraskans have broadband of 100 Mbps available.

Dec 2016, FCC Broadband Map

Rural counties in Nebraska with the highest broadband availability have a higher average broadband subscription rate, per capita income, & % of children under 5.

NITC Research
Broadband Availability in Nebraska • 25 Mbps/3
December 2017

Speed Tiers
- > 100 Mbps DL / 10 Mbps UL
- > 50 Mbps DL / 3 Mbps UL
- > 25 Mbps DL / 3 Mbps UL

Internet Subscription Rates in Nebraska by County • 2016
Data from June 2016 for subscription to internet service at 200 kbps or greater. Nebraska average: 77%

Percent Broadband Adoption
- 38 - 45
- 46 - 55
- 56 - 63
- 64 - 70
- 71 - 92

NOTE - Counties that are blank have data withheld to maintain firm confidentiality

For information about the Rural Broadband Task Force, visit: ruralbroadband.nebraska.gov

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