

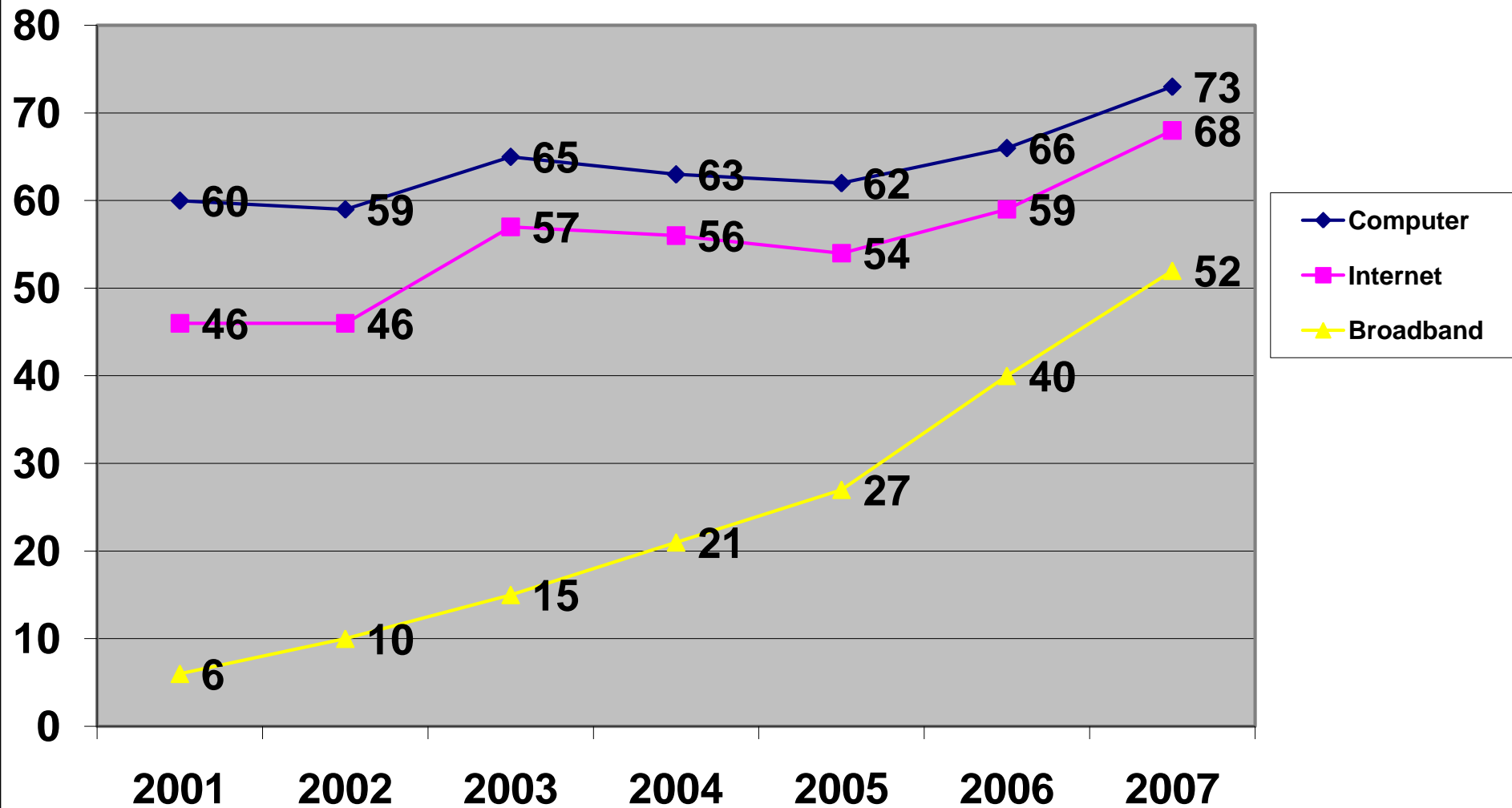
Broadband Enters the Mainstream:

**Jack M. Geller, Ph.D.
University of Minnesota-Crookston**

**Minnesota Hi-Speed Broadband Task Force
November 14, 2008**

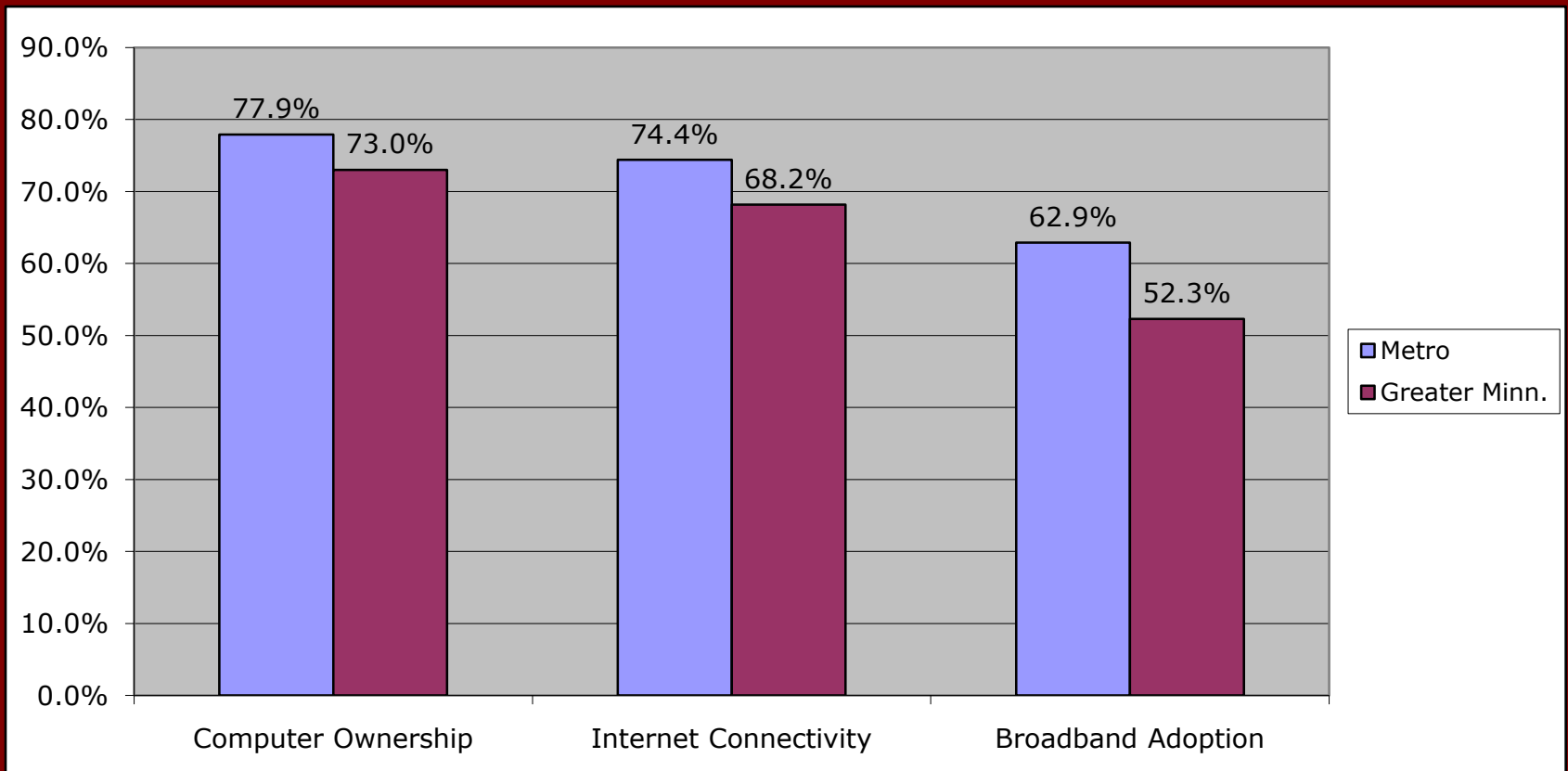
Percent of Households Adopting Digital Technology in Greater Minnesota 2001-2007

Source: Center for Rural Policy & Development, 2008



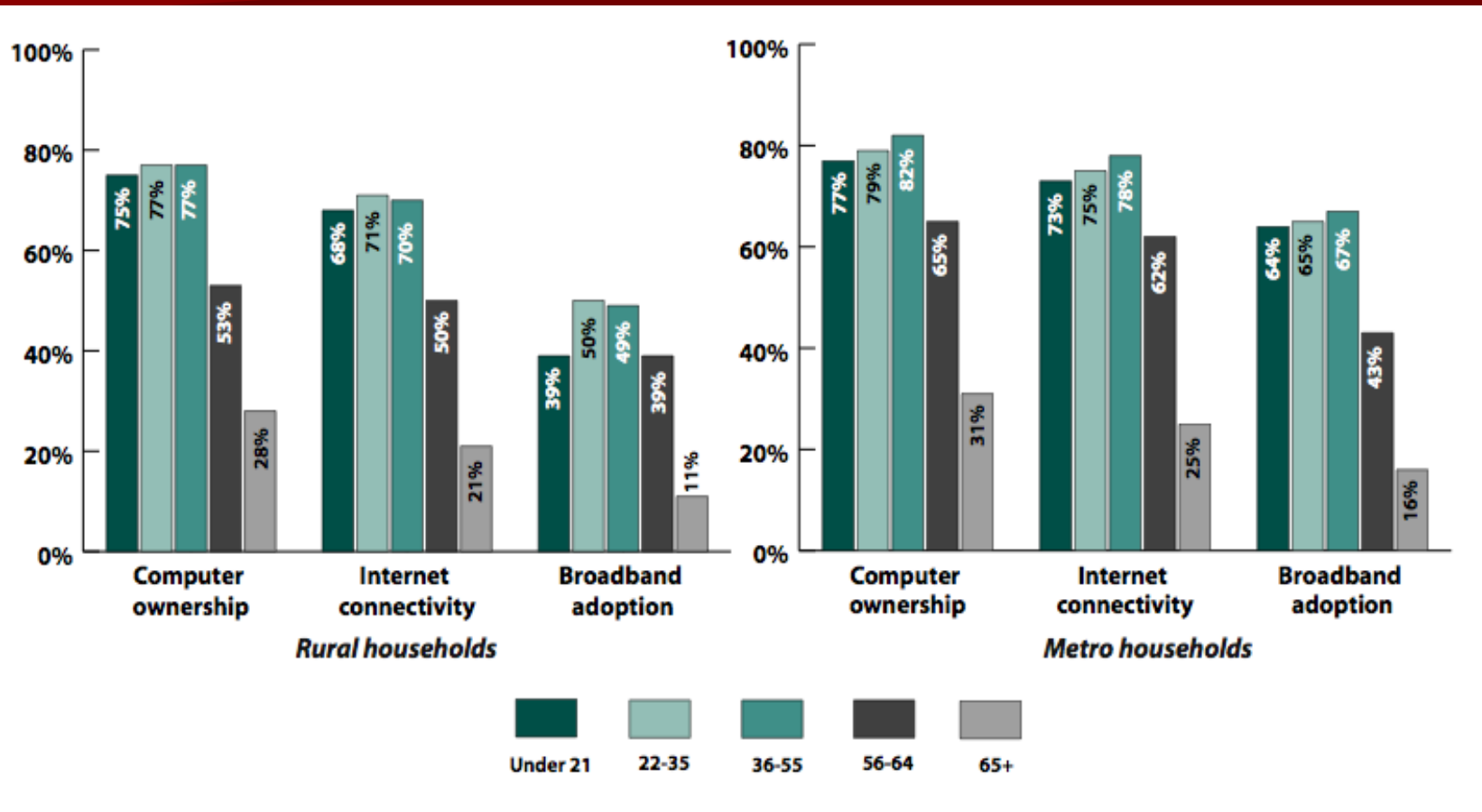
Adoption Rates Rural vs. Metro 2007

Source: CRPD, 2008



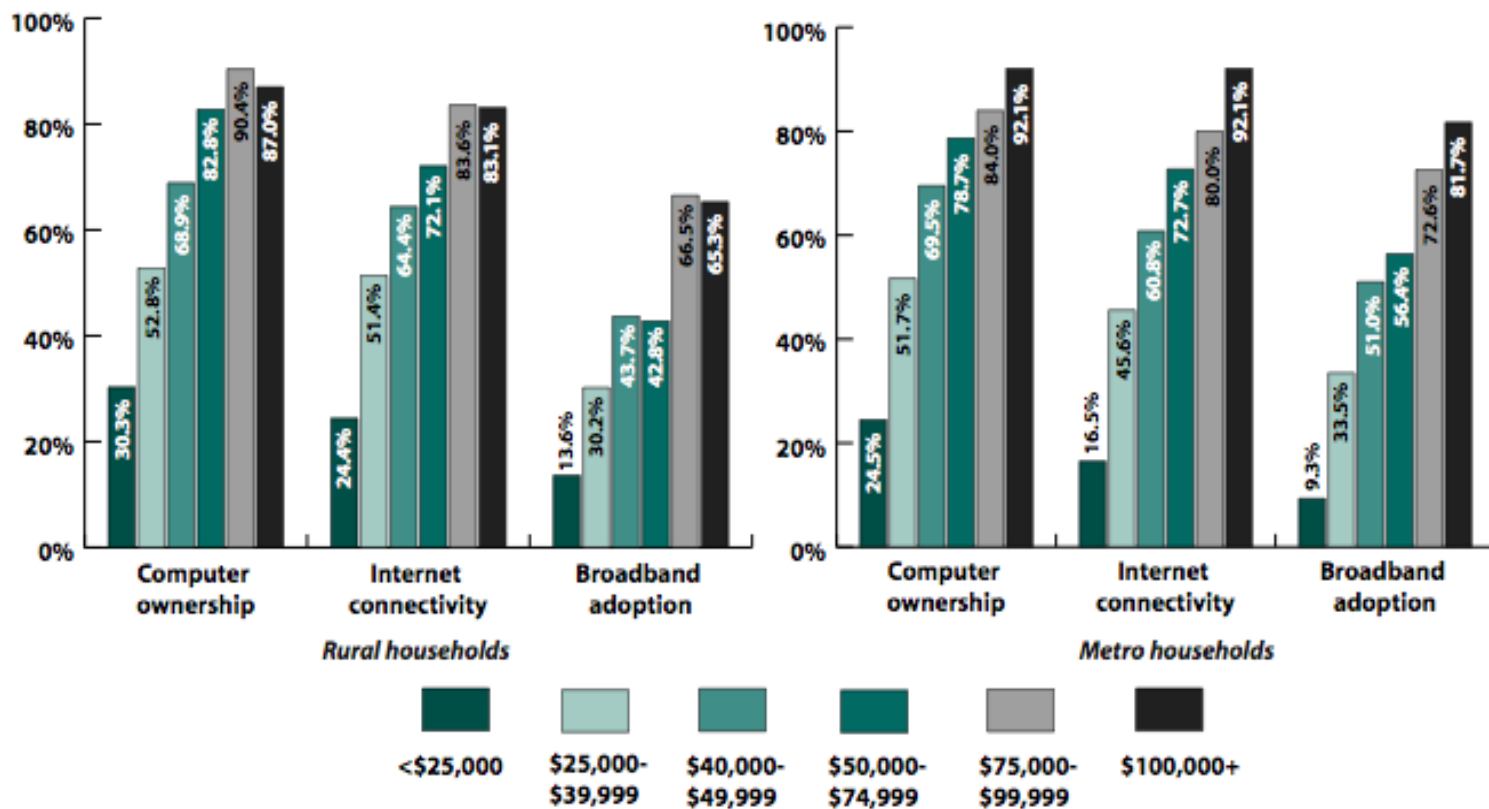
Adoption Rates by Age

Source: CRPD, 2007



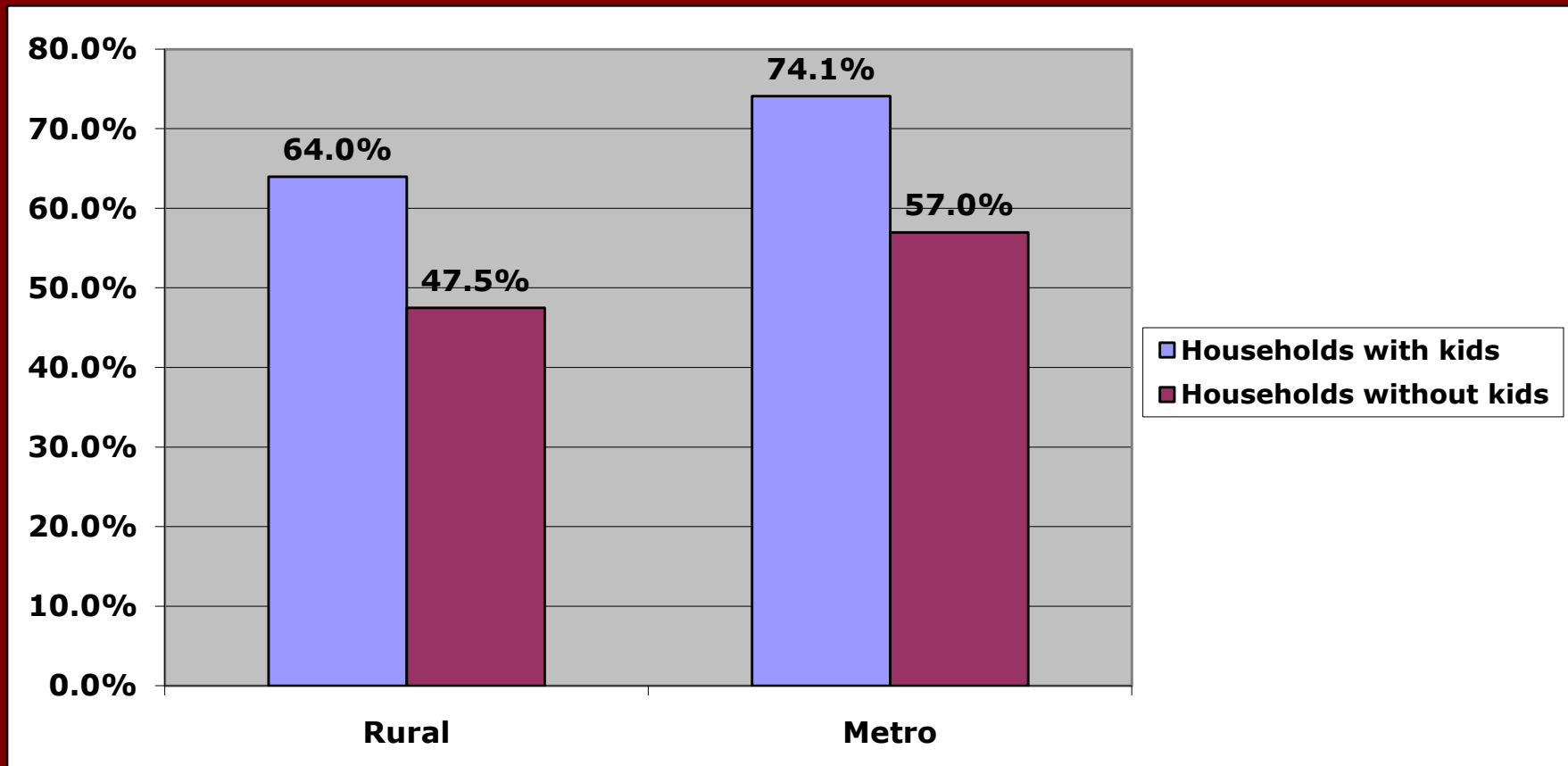
Adoption Rates by Income

Source: CRPD, 2007



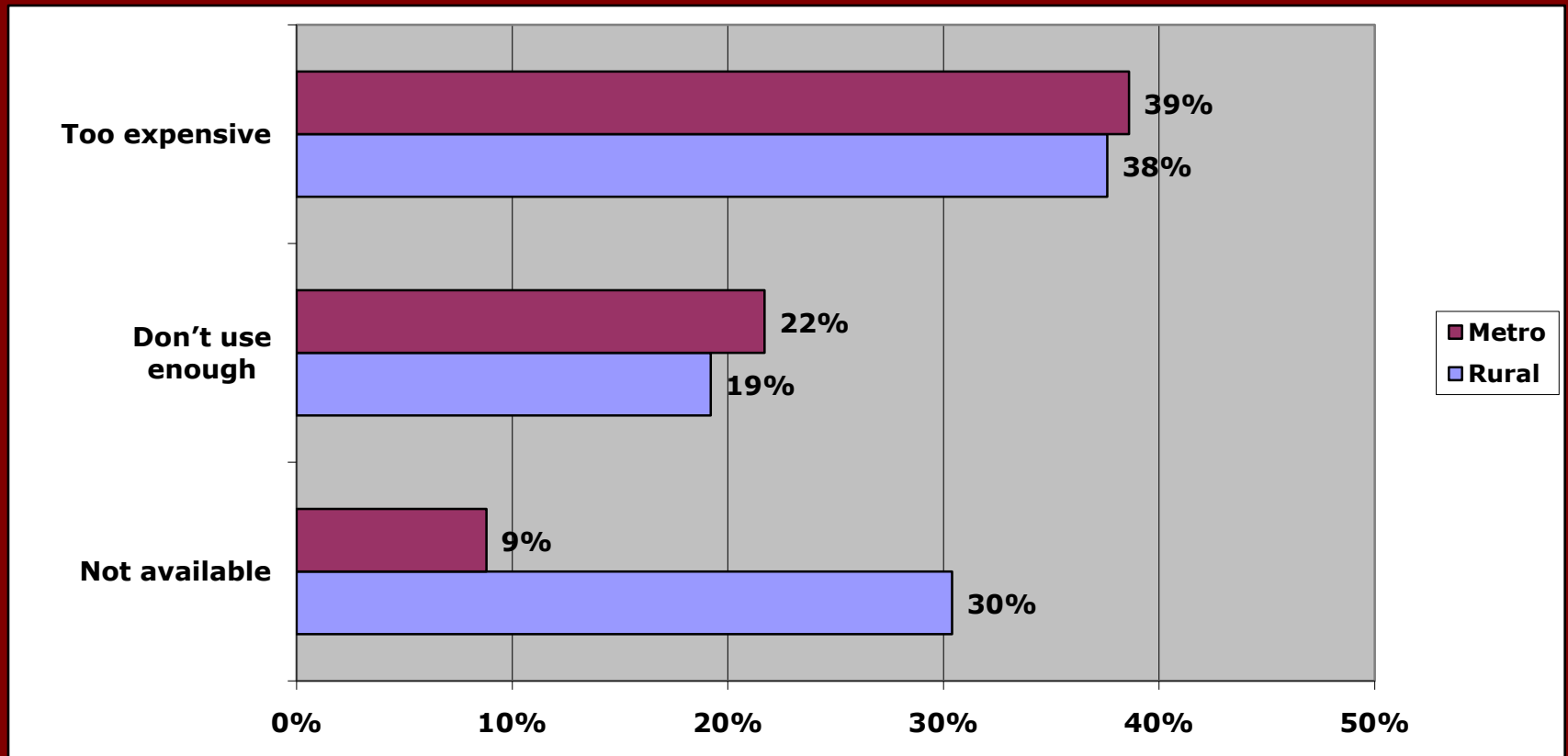
Impact of children in household on broadband adoption 2007

Source: CRPD, 2008



Most Cited Reasons for Not Adopting Broadband 2007

Source: CRPD 2008



Conclusions

- **Broadband adoption has been steadily increasing and now must be considered a mainstream technology.**
- **The slow growth in home computers will likely create a “ceiling” on broadband growth.**
- **Metro areas continue to outpace rural areas in technology adoption, but the gap is closing and much of the difference is due to demographic and socio-economic factors.**
- **The most cited reason why dial-up customers do not adopt broadband services is still price.**

Conclusions

- **While availability is no longer the primary barrier to adoption, it is still a barrier in some parts of rural Minnesota; especially the countryside.**
- **Currently, the consequences of being on the wrong side of the “digital divide” is modest. However, that is rapidly changing.**
- **This will likely force policy makers to reconsider the public services that are provided online, or their orientation toward telecommunications policies.**