



## TV WHITE SPACES & SMALL BUSINESS / JOBS

### Better Broadband Means A Stronger Economy In Rural America:

**Lack Of Modern Internet Connection Discourages Online Commerce, Limits Ability To Use New Technology For Agriculture & Makes It Tough To Engage In Any Work Requiring Online Access.** “Counties without modern internet connections can’t attract new firms, and their isolation discourages the enterprises they have: ranchers who want to buy and sell cattle in online auctions or farmers who could use the internet to monitor crops. Reliance on broadband includes any business that uses high-speed data transmission, spanning banks to insurance firms to factories.” (Jennifer Levitz & Valerie Bauerlein, “Rural America Is Stranded In The Dial-Up Age,” [The Wall Street Journal](#), 6/15/17)

**Oklahoma State Professor Brian Whitacre:** “My own research reveals that broadband adoption can help improve the economy in these rural areas (including increasing income, lowering unemployment rates and creating jobs).” (Brian Whitacre, “Broadband’s Contribution To Economic Growth In Rural Areas: Moving Towards A Causal Relationship,” [theconversation.com](#), 6/8/16)

- **Whitacre: “Broadband Adoption Is More Important Than Availability For Economic Growth Measures.”** (Brian Whitacre, Roberto Gallardo & Sharon Strover, “Broadband’s Contribution To Economic Growth In Rural Areas: Moving Towards A Causal Relationship,” [ScienceDirect](#), 12/14)

**“Rural Communities With Broadband Access Generally Had Higher Incomes And Lower Unemployment Rates Than Communities With Less Broadband Deployment.”** “Here in the United States, a 2015 study concluded that rural communities with broadband access generally had higher incomes and lower unemployment rates than communities with less broadband deployment.” (“[A Rural Broadband Strategy](#),” 7/10/17)

- **“Doubling Broadband Speeds Can Add The Equivalent Of \$126 Billion To GDP.”** “Broadband has consistently been associated with economic growth and higher incomes. A study led by technology provider Ericsson found that doubling broadband speeds can add the equivalent of \$126 billion to GDP.” (“[A Rural Broadband Strategy](#),” 7/10/17)

**For Small Businesses, Cloud Computing Can “Lower Barriers To Entry, Increase Productivity, And Significantly Decrease Costs.”** (“[A Rural Broadband Strategy](#),” 7/10/17)

**Internet Access Can Also Provide A New Set Of Potential Customers, As Well As Suppliers, For Small Businesses.** “In addition, the internet provides easy, instantaneous connections to potential customers and diversity of suppliers worldwide. Studies show that businesses in rural areas with access to broadband experience a significant and positive economic impact.” (“[A Rural Broadband Strategy](#),” 7/10/17)

**A 2011 Study Conducted By Ericsson, Arthur D. Little And Chalmers University Of Technology Reveals That Doubling Broadband Speeds Can Increase GDP By \$126 Billion.** “A new report, conducted jointly by Ericsson,



Arthur D. Little and Chalmers University of Technology in 33 OECD countries, quantifies the isolated impact of broadband speed, showing that doubling the broadband speed for an economy increases GDP by 0.3%. A 0.3 percent GDP growth in the OECD region is equivalent to USD 126 billion. This corresponds to more than one seventh of the average annual OECD growth rate in the last decade.” (Press Release, “New Study Quantifies The Impact Of Broadband Speed On GDP,” [Ericsson](#), 9/27/11)

**Due To Increased Availability Of Broadband, An Increased Number Of Iowa Small Business Have Been Able To Sell Their Products Online In Recent Years.** “In Iowa, for example, a growing number of small businesses are finally able to sell their goods and services across the state and around the world because of the availability of broadband.” (“[A Rural Broadband Strategy](#),” 7/10/17)

- **In 2013, Iowa Businesses Reported That Online Orders Accounted For \$20 Billion In Sales Or 12 Percent Of The State’s GDP That Year.** “In 2013, Iowa businesses reported earning \$20 billion in online sales, the equivalent of 12% of the state’s Gross Domestic Product (GDP) for that year.” (“How Broadband Is Helping Iowa Businesses,” [Connect Iowa](#), 04/15)

### Rural America Is Getting Older & Losing Tens Of Thousands Of People Per Year To More Urban Areas:

**Broadband Access Can Help Rural Counties Effectively Attract New Businesses & Combat The “Rural Brain Drain.”** “Counties without modern internet connections can’t attract new firms, and their isolation discourages the enterprises they have.” (Jennifer Levitz & Valerie Bauerlein, “Rural America Is Stranded In The Dial-Up Age,” [The Wall Street Journal](#), 6/15/17)

**Rural Areas Lost An Average Of 33,000 People A Year Between 2010 And 2014.** “Over the past two decades, as cities have become job centers that attract diverse young people, rural America has become older, whiter, and less populated. Between 2010 and 2014, rural areas lost an average of 33,000 people a year. Today, just 19 percent of Americans live in areas the Census department classifies as rural, down from 44 percent in 1930. But roughly one-quarter of seniors live in rural communities, and 21 of the 25 oldest counties in the United States are rural.” (Alana Samuels, “The Graying Of Rural America,” [The Atlantic](#), 6/2/16)

- **“Those Who Live There Tend To Like It, But They’re Aging, And There Aren’t Enough Jobs To Keep Younger People Around.”** (Alana Samuels, “The Graying Of Rural America,” [The Atlantic](#), 6/2/16)

**Young People Are Drawn To Job Opportunities In Cities.** “Population decline in rural America is especially concentrated in the West. There’s a lot of wide-open land there, but most people, and young people especially, live in the cities. Half the jobs in Oregon, for example, are now in three counties in and around Portland, according to a study by Headwaters. Almost two-thirds of Utah’s jobs are along the Wasatch Front, which runs from Salt Lake City to Provo.” (Alana Samuels, “The Graying Of Rural America,” [The Atlantic](#), 6/2/16)



**Migration From Rural Areas Coupled With Deaths Outpacing Births Means Rural Populations Are Declining At An Unprecedented Rate.** “Even with all those caveats, though, it’s apparent that something unprecedented is afoot in rural America. In all, 1,350 nonmetro counties lost population from 2010 through 2016, a new record. Migration to other counties accounted for all of that decrease and then some. But the percentage of residents moving away from rural counties was actually much higher in the 1950s, 1960s and 1980s. What’s changed is that a steady decline through the decades in natural population increase (births minus deaths) in rural America means that the natural increase is no longer big enough to offset the outmigration. In hundreds of rural counties, in fact, deaths are now outpacing births.” (Justin Fox, “Rural America Is Aging And Shrinking,” [Bloomberg](#), 6/20/17)

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