



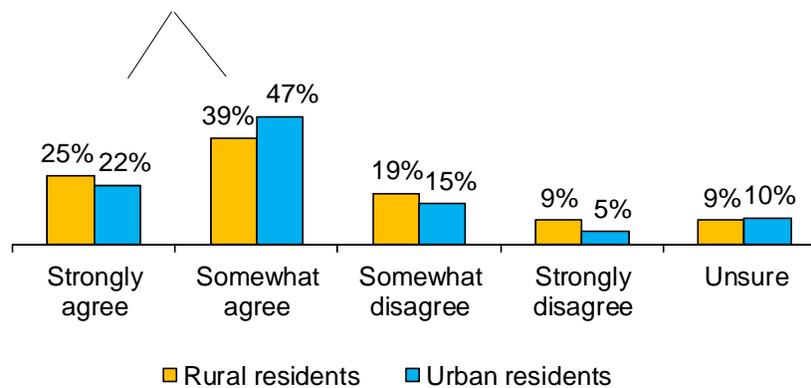
## Rural Pulse™ 2016: Internet Access

### Access to the Internet

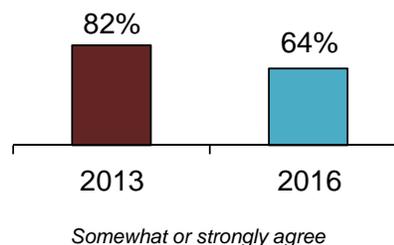
- Nearly two-thirds (64%) of rural Minnesotans feel their community has sufficient access to the internet, while 28 percent disagree.
- This is a significant 18 percent downturn from 2013 findings, although the question wording between the two studies varied slightly (i.e., 2016 used the term internet; 2013 used the term technology that included the internet and cellular/wireless).
- Urban area residents are slightly more likely to feel their community does a good job improving access.

### Community Does a Good Job Improving Access to the Internet

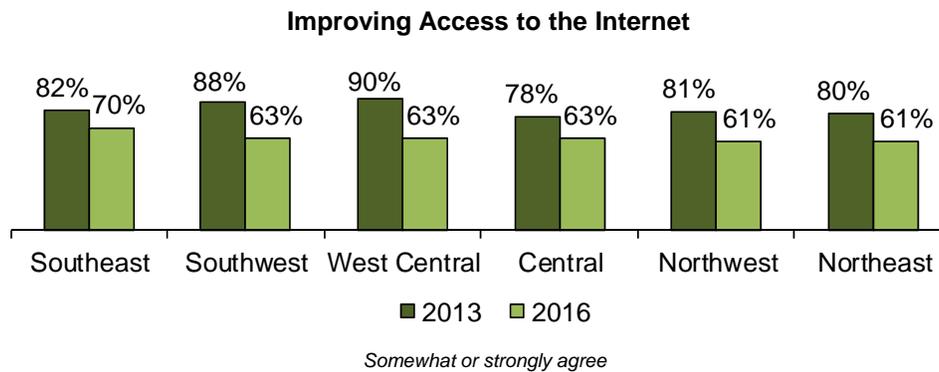
64% Rural vs. 68% Urban



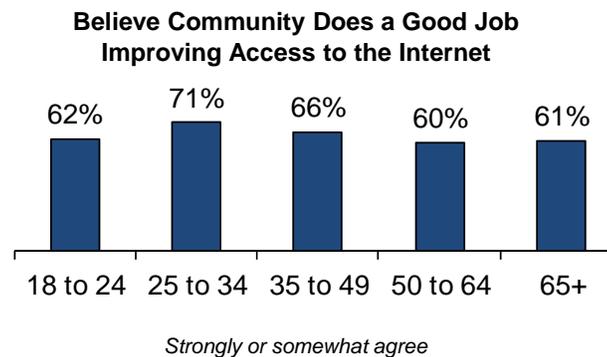
### Rural Minnesotans: Community Does a Good Job Improving Access to the Internet/Technology



- Rural residents show less satisfaction on this issue today than in 2013, with the West Central and Southwest regions displaying the sharpest declines (27% and 25% respectively).
- Those in the Southeast are the most likely region to feel their community does an adequate job improving access to the internet.



- This year's findings varied slightly by age.



### Perceived Correlation Between Internet Access and Economic Vitality

- Three in four (74%) rural Minnesotans – and 79 percent of urban residents – believe that improved internet access could make a positive impact on local economic vitality.

