The Economic Impact of Rural Broadband
The Transition to Broadband

Digital Data Transfer

Gigabyte

2002 2014
Economic Impact

• Rural telecom providers employ thousands of employees and contribute billions of dollars to the national economy.
  • Wages
  • Telecom equipment
  • “Normal” equipment and supplies
  • Advertising
  • Professional services
  • Taxes

• What does this mean for the U.S. and for Minnesota?
Economic Impact

Economic Impact (in billions)

$0.00 $2.00 $4.00 $6.00 $8.00 $10.00 $12.00 $14.00 $16.00 $18.00 $20.00

Direct Indirect Transformational

69,595 employees
Minnesota Impact

Economic Impact (in millions)

- Direct: $659.4
- Indirect: $251.8

2,527 employees
Minnesota Impact

![Graph showing economic impact and jobs](image)
Rural vs. Urban

Economic Impact (in billions)

- $15.9 (66%)
- $8.2 (34%)

Rural Benefit
Urban Benefit
Minnesota Rural vs. Urban

Economic Impact
(in billions)

$632.2
69%

$279.1
31%

Rural Benefit
Urban Benefit
Other Benefits (not included in analysis)

- Telemedicine
- Precision Farming
- Communication
- Manufacturing Processes
- Telecommute
- E-Commerce

Manufacturing Sales

- 57.1% Traditional
- 43.9% E-Commerce
Summary

• Broadband is transforming our world. This study accounts for almost none of that value.
• Even measuring the economic impact in a very narrow, conservative way illustrates the incredible economic impact to Minnesota, though.
  • $911.3 million
  • $632.2 million to urban Minnesota
  • 2,527 jobs
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