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

Somewhat or strongly agree
• 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.