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Mountain Plains Business Conference

Oct 14th, 9:15 AM - 10:30 AM

Rural Broadband Usage: Analyzing Satisfaction and Internet Speed within the Rural Digital Divide

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Hollman, Angela; Obermier, Tim; and Andrews, Jesse, "Rural Broadband Usage: Analyzing Satisfaction and Internet Speed within the Rural Digital Divide" (2022). *Mountain Plains Business Conference*. 2.
<https://openspaces.unk.edu/mpbc/2022/cybersystems/2>

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Rural access to information communications technology (ICT) lags behind urban areas. Rural ICT availability at the household level remains understudied due to the lack of detailed data sources. Thus, this study collects unique dataset through two methods—household internet speed collection and surveys. This allows examination of rural households' usage at temporal scales, heretofore unavailable. New models are developed to illustrate how much internet throughput satisfies a rural household. Strong links between throughput speeds, reliability, and satisfaction further validate methods used. This lends a new perspective to rural broadband usage, and the objective criteria used to set internet speed standards.