



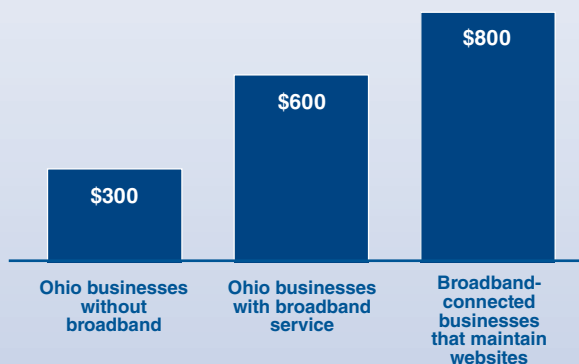
Technology Trends: 18th Congressional District

Congressman Zack Space

Connect Ohio:

- Conducts extensive research and provides mapping and other tools to better understand and bridge the digital divide
- Builds public-private partnerships to ensure that every Ohio citizen and business has affordable access to broadband technology and its benefits
- Forms local leadership teams and leads a formal assessment and project management process
- Develops innovative programs to increase adoption of broadband technology

Broadband enables Ohio businesses to grow
Median Annual Company Revenue (\$000)



Broadband is creating a competitive edge for Ohio businesses. Broadband-connected businesses averaged annual revenues of \$600,000 and among those that also maintain websites revenues averaged \$800,000. This compares with average revenues of businesses without broadband of only \$300,000.

Economic IMPACT

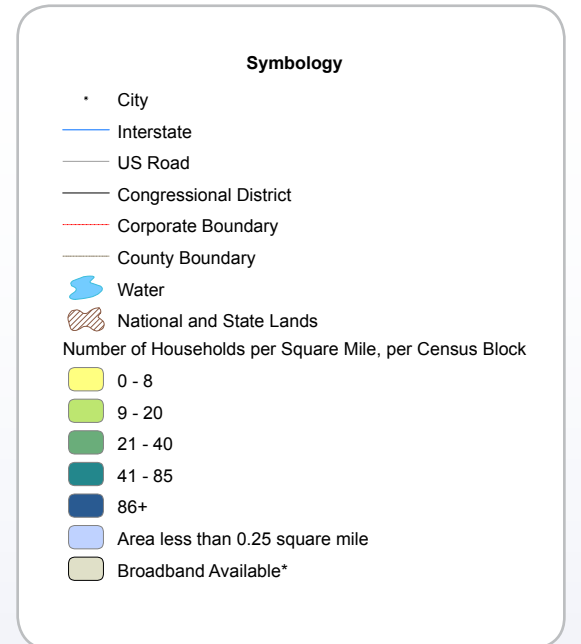
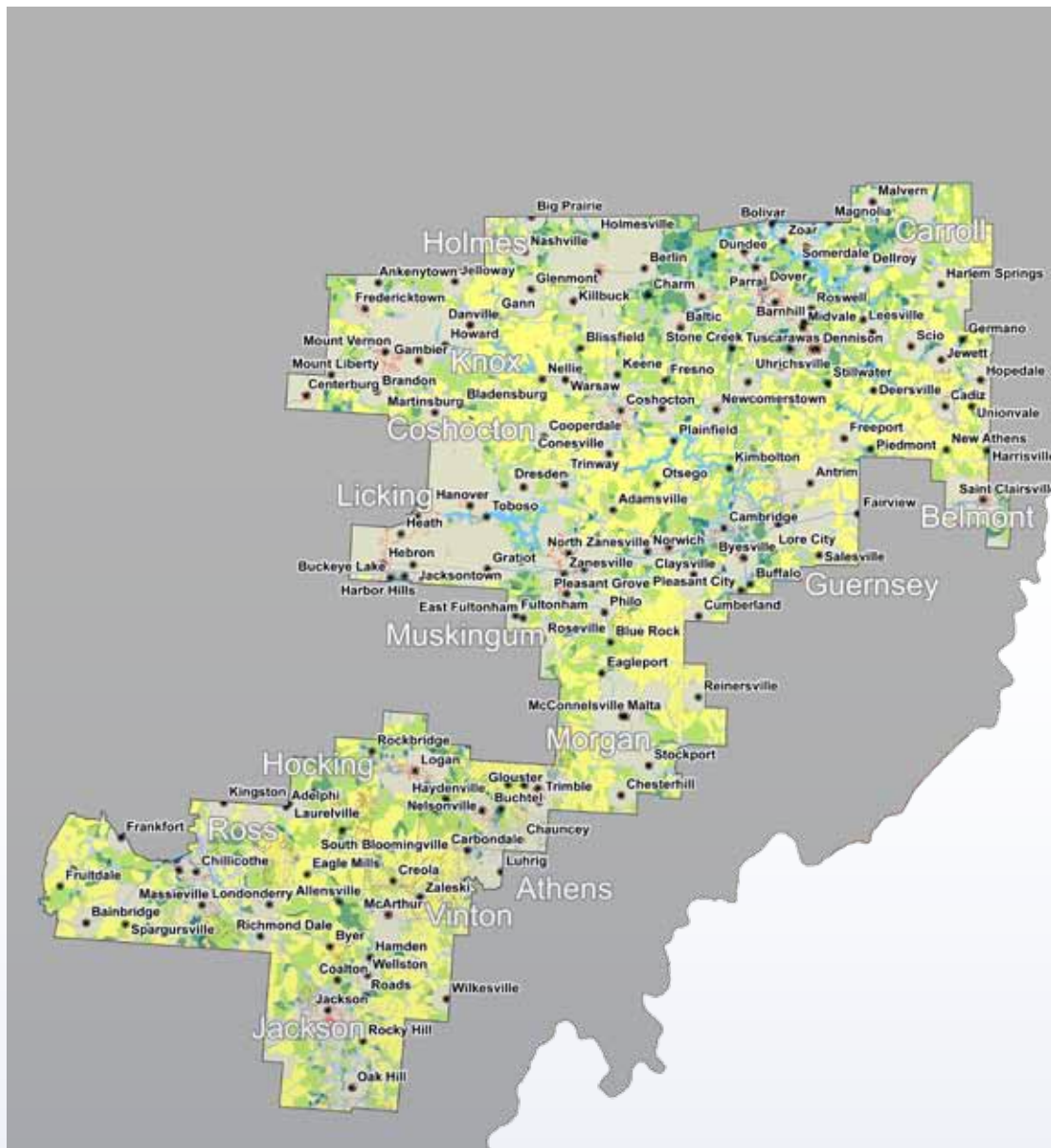
Just a seven percent point increase in broadband adoption across Ohio's 18th District could result in:

- More jobs: An additional **6,000 jobs** per year created or saved worth about **\$210 million**
- Reduced health care costs: About **\$1.9 million** saved annually
- Fewer miles driven by Ohioans: Savings of **\$22 million** a year
- Cleaner air: About **9 million** fewer lbs. of CO₂ emissions annually across the district
- Better access to goods and services: A savings of **11 million hours** a year from accessing broadband at home, worth nearly **\$89 million** annually
- Total direct economic impact: **\$323 million** annually by accelerating broadband across Ohio's 18th District

**Source: 2008 Connect Ohio Residential and Business Technology Assessments.*

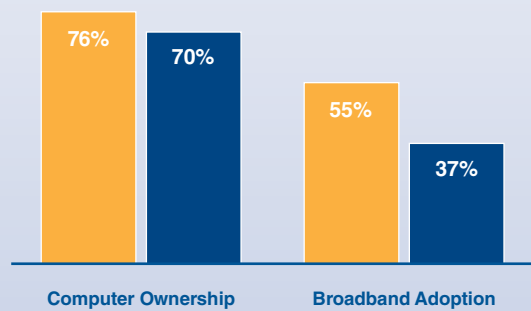
Broadband Coverage

With household density of unserved areas
Ohio's 18th Congressional District



Barriers to adoption

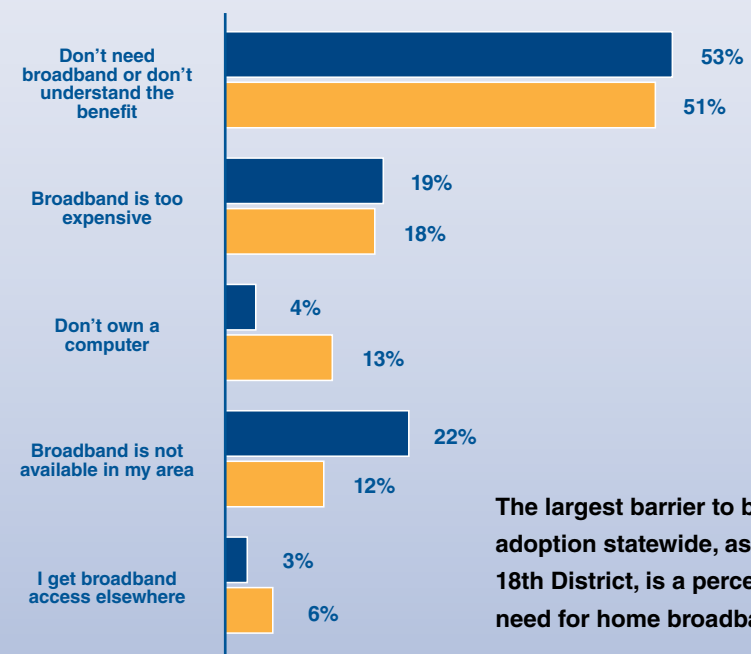
Percent of Technology Adoption Among Ohio Residents



Computer ownership and broadband adoption are both slightly lower than the state average in the 18th District.

State average 18th District

Barriers to Broadband Adoption



The largest barrier to broadband adoption statewide, as well as in the 18th District, is a perceived lack of need for home broadband service.

Connect Ohio has worked with broadband providers throughout the State to identify the gaps in broadband service - the first step in a statewide effort to "fill the gaps" for 100% broadband availability.

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