



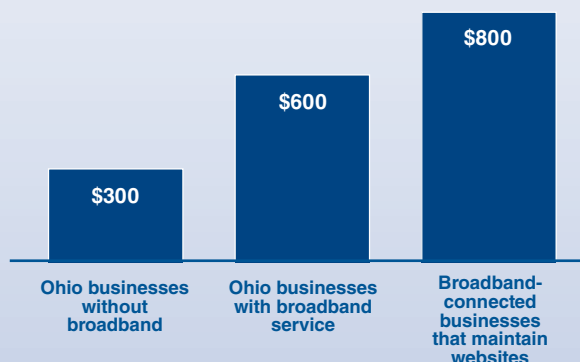
## Technology Trends: 9th Congressional District

Congresswoman Marcy Kaptur

### 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 9th District could result in:

- More jobs: An additional **8,000 jobs** per year created or saved worth about **\$298 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 CO<sub>2</sub> 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 **\$101 million** annually
- Total direct economic impact: **\$423 million** annually by accelerating broadband across Ohio's 9th District

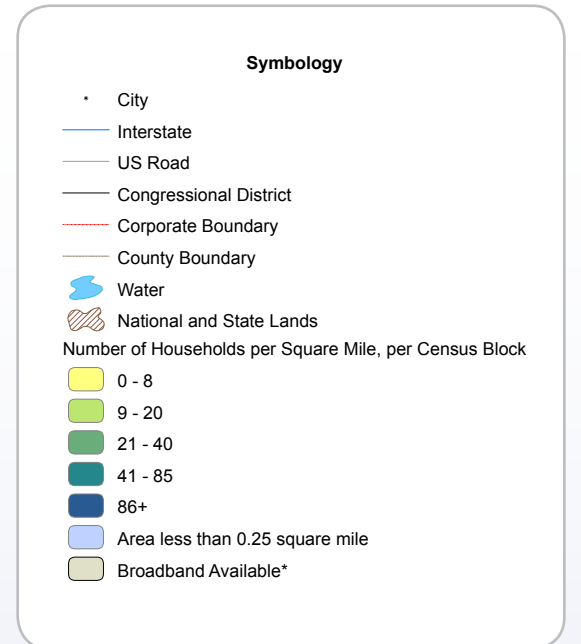
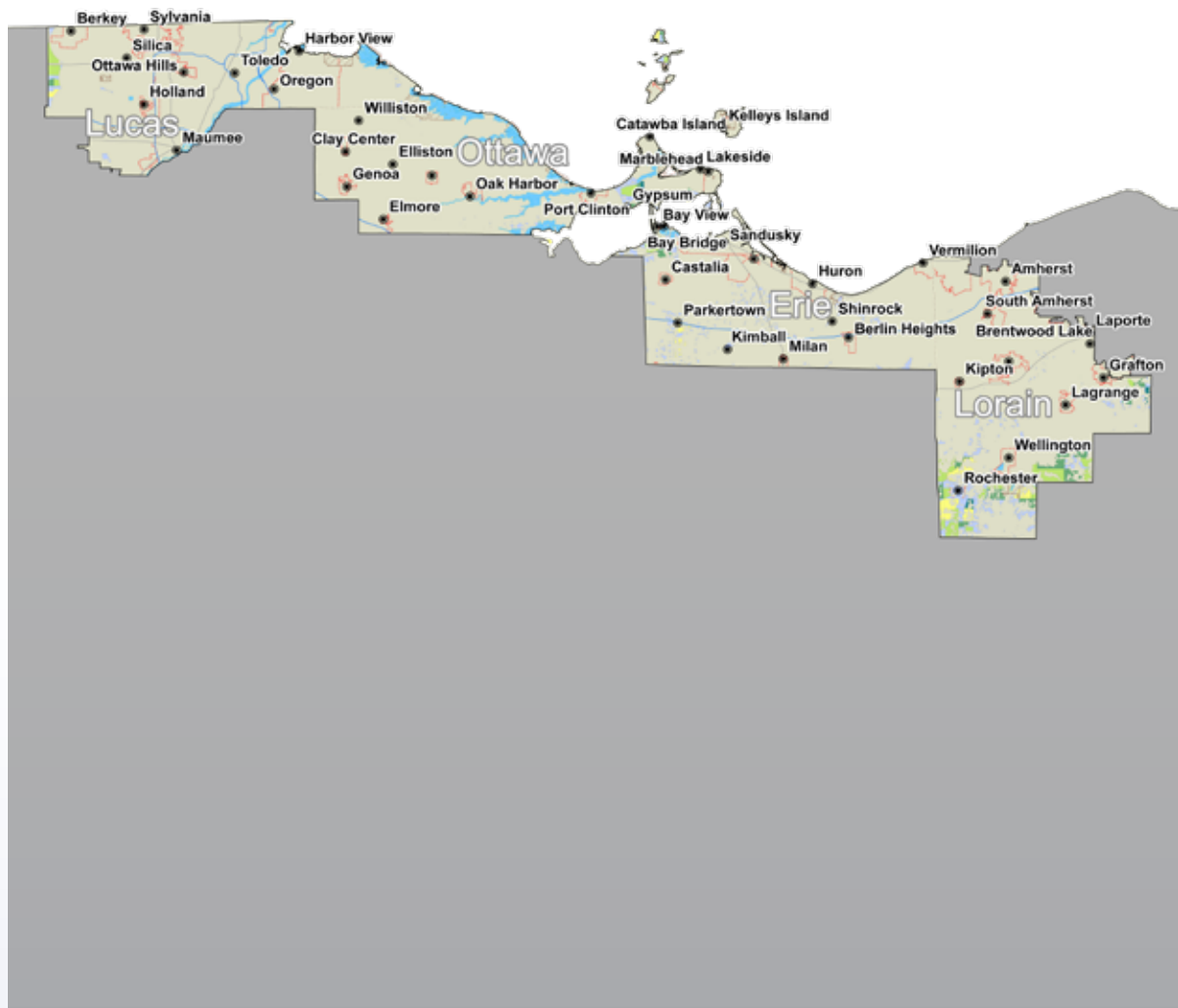
*\*Source: 2008 Connect Ohio Residential and Business Technology Assessments.*

# Broadband Coverage

With household density of unserved areas  
Ohio's 9th Congressional District

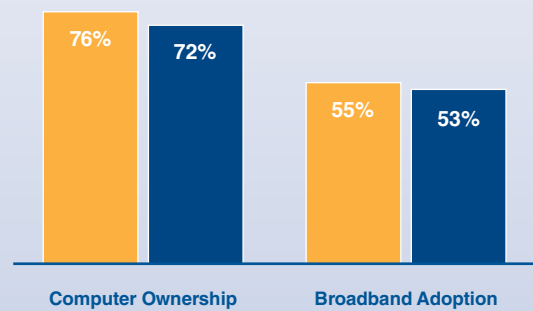


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## Barriers to adoption

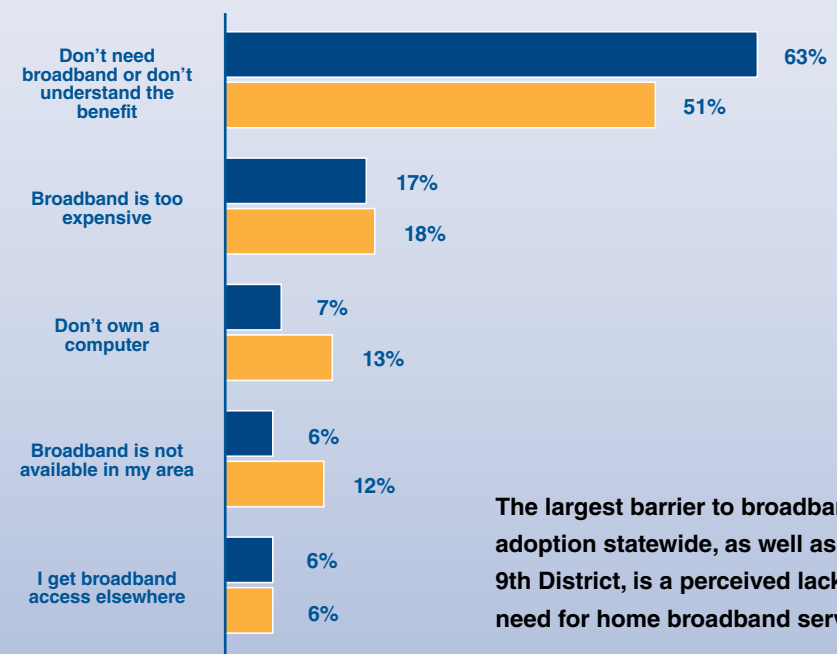
Percent of Technology Adoption Among Ohio Residents



Computer ownership and broadband adoption are both slightly lower than the state average in the 9th District.

State average 9th District

Barriers to Broadband Adoption



The largest barrier to broadband adoption statewide, as well as in the 9th 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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