

# High-Speed Internet Enriches Lives of Rural Americans



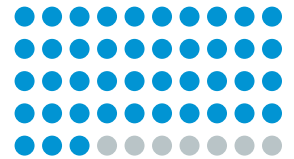
Cox continues its digital equity commitment by connecting underserved communities

Americans have traditionally been high-speed internet haves or have-nots. Those with high-speed internet can't imagine life without it. Those without this service are mostly people in rural areas and unserved regions, who feel the digital disparity.<sup>1</sup>

In fact, according to the Pew Research Center, one-fourth of the rural U.S. population does not have access to a broadband connection.<sup>2</sup>

Without reliable high-speed internet access, rural regions are hindered in their economic growth and face challenges in obtaining crucial services such as education and healthcare.

However, as high-speed internet becomes more widely available, we're bringing the world within greater reach: elevating the lives and livelihoods of those whose needs were previously unmet.



# 86%

of consumers with recently available high-speed internet say it has improved their lives.

## High-Speed Internet Brings Economic Optimism

Further, according to respondents, high-speed internet will improve:



Three-quarters of **millennials and Gen Z** feel optimistic about their economic and employment future compared to half of **Gen X and baby boomers**.

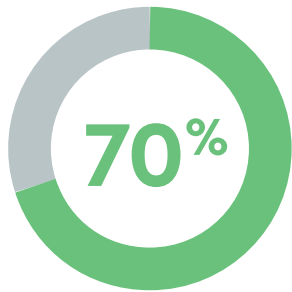
Our workforce and economic activities will grow significantly. We believe our people will have easier access to education, be healthier as they can now engage in telehealth, and have faster and easier access to apply for jobs and benefits."

- County Director of Digital Initiatives

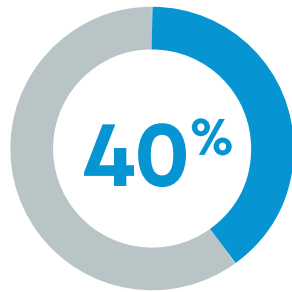
## Bridging the Digital Divide Through Better Connectivity, Better Education

High-speed internet is **2X more likely** to greatly improve the education of children in lower-income families (<\$50K/year) than higher-income families (>\$50K/year).

### Test Scores

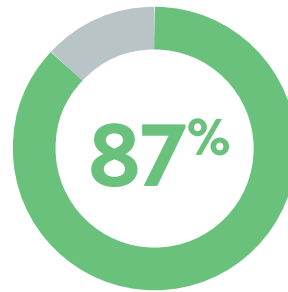


will improve test scores of children from **lower-income** families

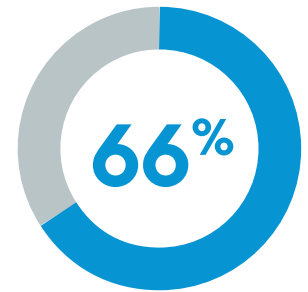


will improve test scores of children from **higher-income** families

### Higher Education



will improve **lower-income** households' ability to apply to colleges/vocational schools



will improve **higher-income** households' ability to apply to colleges/vocational schools



I believe the addition of high-speed internet is going to help us attract and retain the younger generation if we can market it, and people know that it's available here."

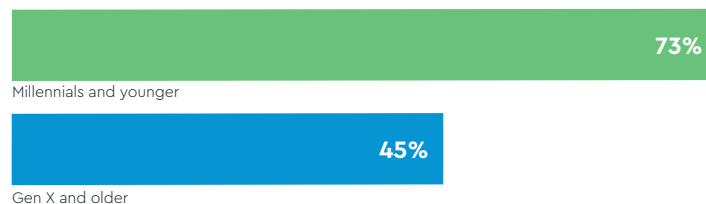
– Mayor in Underserved Community

## Reversing the Urban Migration

According to NPR<sup>3</sup>, the nation's rural population is shrinking as young adults leave for more populated, highly urbanized areas for jobs or college.

**70%** of respondents 30 or younger indicate that they are more likely to stay in their community if it has high-speed internet.

High-speed internet has greatly improved the lives of younger generations more than older generations.



## About the survey

Data cited in this publication came from the 2023 Cox Expansion Impact Survey conducted by Cox in December 2023. Approximately 6,000 of Cox's U.S. customers with a service time of at least one month in previously unserved and underserved areas in AZ, KS, NE, VA, FL, or OK were polled. With 551 respondents, the margin of error for 2023 Cox Expansion Impact survey is +/-4%.

## Want to know more?

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1 "Unserved" locations are defined as having broadband speeds below 25 Mbps download and 3 Mbps upload and "underserved" is defined as having below 100 Mbps download and 20 Mbps upload. Section 60102(a)(1), Infrastructure Investment and Jobs Act. Nov. 2021.  
2 Pew Research Center. Feb. 2021  
3 NPR Fighting population loss in the shrinking rural US. July 2023