
Broadband Use By Rural Small Businesses

Stephen B. Pociask
TeleNomic Research, LLC

February 17, 2006

Figure 1

Benefits for Rural Communities

- Distance Learning
- Telemedicine
- Economic Development
- Productivity
- E-commerce

Figure 2

The IT Economy Linked To Economic Growth and Prosperity

- Output
- Productivity
- Multiplier Effects
- Inflation
- Wages

Figure 3

Broadband's Direct Economic Benefits

- Economic Output
- Jobs
- Multiplier Effects
- Consumer Benefits

Figure 4

Population Density

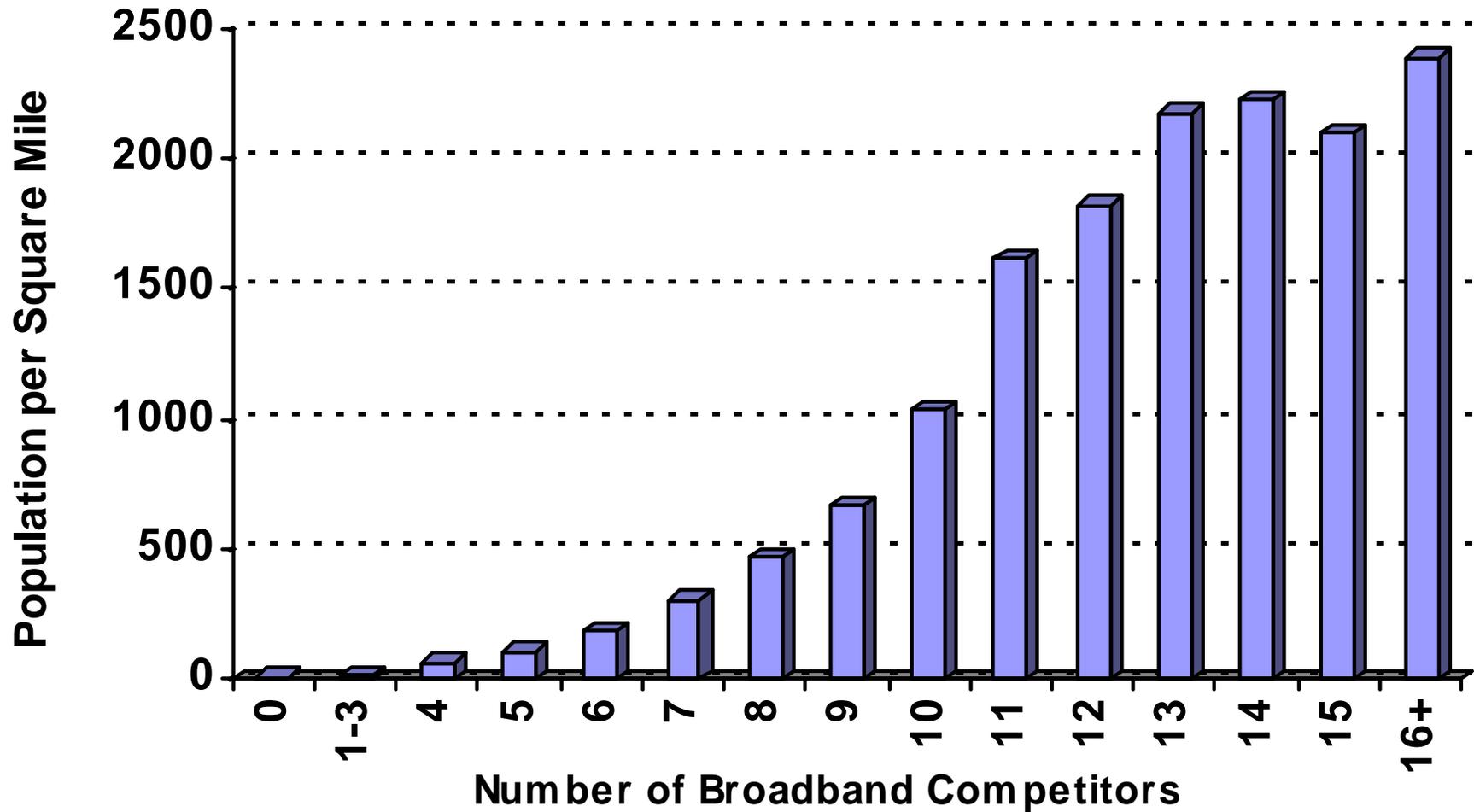
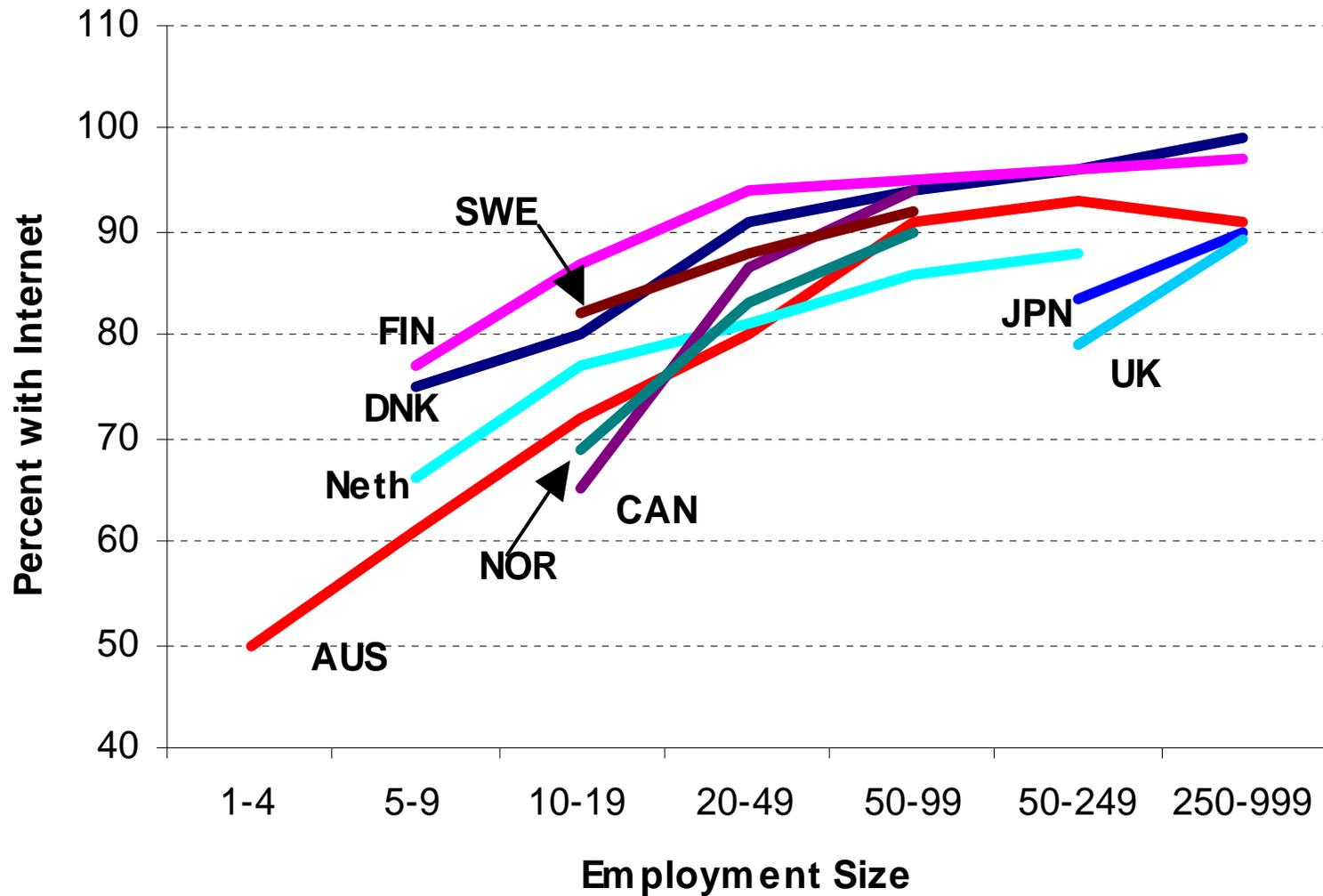


Figure 5

Business Internet Access



Source: OECD, 2001.

Figure 6

Supply and Demand Factors

- Firm Size
- Cost and Price
- Elasticity
- Demographics