

**Broadband in Wisconsin****Week 2:**

Growth in the number of high-speed lines

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Economic Snapshot is a weekly feature provided by the



# Access to broadband improving, but state still falls short

**A** rapidly increasing number of businesses require broadband access to operate effectively and remain competitive. Businesses in areas of the state without adequate access are at a competitive disadvantage. Communities with poor connectivity will find it increasingly difficult to attract and retain businesses and workers.

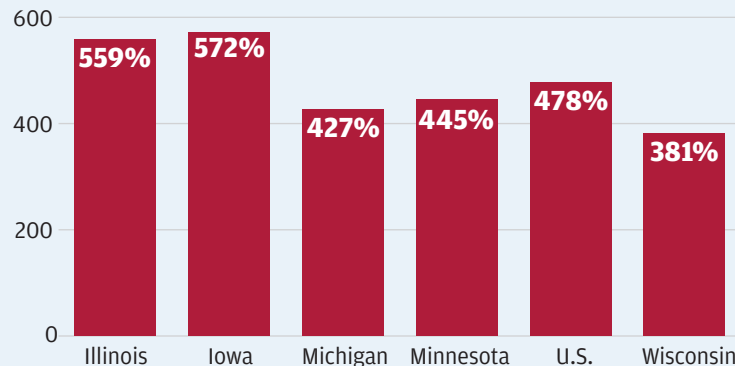
Data is collected by the Federal Communications Commission from Internet providers on broadband connectivity. According to the FCC data, virtually all of the ZIP codes in Wisconsin have broadband access. However, that isn't an accurate represen-

tation. A ZIP code is defined as having broadband if at least one user is connected to broadband. Many rural Wisconsin communities remain off the network.

In addition, the federal government defines broadband as a line providing 200 kbps in at least one direction. However, many applications require much faster speeds.

Broadband connectivity has improved significantly in Wisconsin. Between 2003 and 2008, the number of high-speed lines (business and residential) has increased by 381 percent to 1.9 million. However, we have lagged behind our neighboring states and the nation.

## Percentage increase in the number of high-speed lines by state, 2003-2008



Source: [http://www.fcc.gov/Daily\\_Releases/Daily\\_Business/2009/db0723/DOC-292191A1.pdf](http://www.fcc.gov/Daily_Releases/Daily_Business/2009/db0723/DOC-292191A1.pdf)

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