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Cornhusker Economics

Agricultural Economics Department

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## Internet Connectivity and Use in Nebraska

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# CORNHUSKER ECONOMICS

UNIVERSITY OF  
**Nebraska**  
Lincoln

July 7, 2010

University of Nebraska–Lincoln Extension

Institute of Agriculture & Natural Resources  
Department of Agricultural Economics  
<http://www.agecon.unl.edu/Cornhuskereconomics.html>

## Internet Connectivity and Use in Nebraska

Market Report	Yr Ago	4 Wks Ago	7/2/10
<b><u>Livestock and Products,</u></b>			
<b><u>Weekly Average</u></b>			
Nebraska Slaughter Steers, 35-65% Choice, Live Weight. . . . .	\$82.34	\$94.78	\$91.13
Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb. . . . .	*	125.16	130.60
Nebraska Feeder Steers, Med. & Large Frame 750-800 lb. . . . .	*	113.47	*
Choice Boxed Beef, 600-750 lb. Carcass. . . . .	138.75	162.48	155.32
Western Corn Belt Base Hog Price Carcass, Negotiated. . . . .	58.74	76.19	75.70
Feeder Pigs, National Direct 50 lbs, FOB. . . . .	33.68	*	*
Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean. . . . .	54.36	86.00	82.56
Slaughter Lambs, Ch. & Pr., Heavy, Wooled, South Dakota, Direct. . . . .	100.00	127.00	135.75
National Carcass Lamb Cutout, FOB. . . . .	255.68	316.22	308.54
<b><u>Crops,</u></b>			
<b><u>Daily Spot Prices</u></b>			
Wheat, No. 1, H.W. Imperial, bu. . . . .	4.49	3.30	3.60
Corn, No. 2, Yellow Omaha, bu. . . . .	3.01	3.25	3.48
Soybeans, No. 1, Yellow Omaha, bu. . . . .	10.70	9.49	9.53
Grain Sorghum, No. 2, Yellow Dorchester, cwt. . . . .	4.80	5.12	5.55
Oats, No. 2, Heavy Minneapolis, MN, bu. . . . .	2.16	1.94	2.47
<b><u>Feed</u></b>			
Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton. . . . .	*	150.00	150.00
Alfalfa, Large Rounds, Good Platte Valley, ton. . . . .	*	67.50	75.00
Grass Hay, Large Rounds, Premium Nebraska, ton. . . . .	*	*	*
Dried Distillers Grains, 10% Moisture, Nebraska Average. . . . .	100.50	100.00	88.50
Wet Distillers Grains, 65-70% Moisture, Nebraska Average. . . . .	39.50	36.00	31.00
<b>*No Market</b>			

As discussed in an earlier Cornhusker Economics article (May 26, 2010), the Nebraska Public Service Commission was awarded a grant from the Department of Commerce's National Telecommunications and Information Administration (NTIA) for conducting a study of broadband use and needs in Nebraska. The University of Nebraska-Lincoln conducted the survey for the Commission. In addition, the Nebraska Information Technology Commission (NITC), Community Council and Nebraska Department of Economic Development (DED) collaborated with the Commission on this survey.

Nebraskans were asked about their computer and Internet usage, and their opinions on community technology resources and technology training needs through a mail survey conducted in February and March 2010 by the University of Nebraska-Lincoln Center for Applied Rural Innovation. The 14-page survey was mailed to approximately 6,200 households (6,174 deliverable households out of the 6,600 initial list). A 47 percent response rate was achieved using the total design method.

Households were sampled equally from eight regions across the state, using economic development districts as approximate guides. For this study however, Dakota County is included with the Northeast Nebraska district, and Lancaster County was sampled separately to approximate the Lincoln metropolitan area.

### Internet Service

Approximately four out of every five households (81%) in Nebraska has Internet service. Certain demographic groups however, are less likely to have Internet service in their home: older persons, persons with lower household incomes, persons with lower education less likely than the households in the metropolitan areas to have Internet service. Eighty-seven percent of persons living in both the Lincoln and Omaha metropolitan areas have Internet access at home. In



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comparison, 62 percent of persons living in the Central Nebraska area have Internet access (see Figure 1 for the counties included in each region).

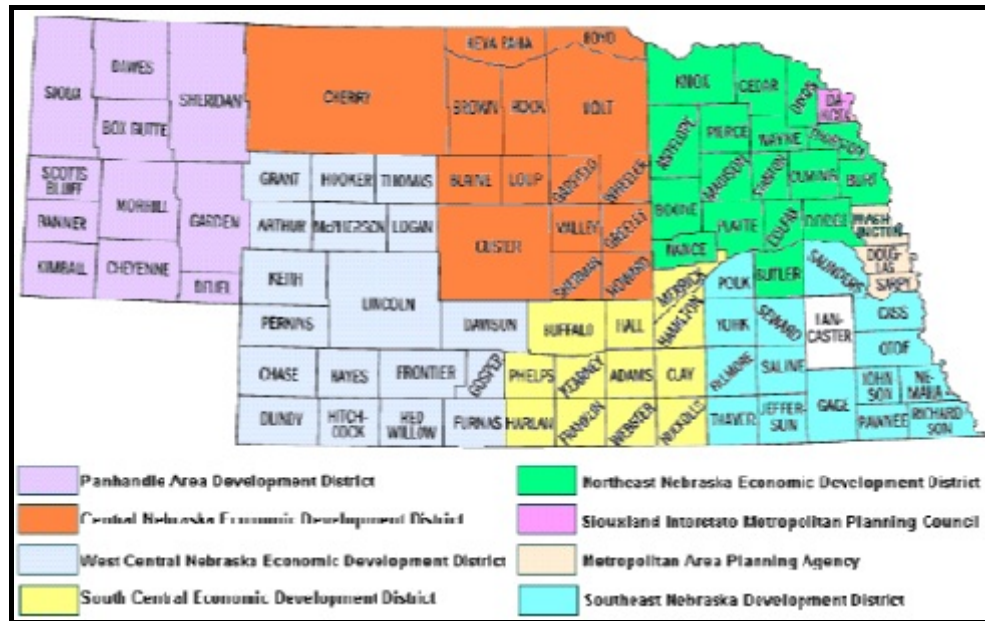


Figure 1. County Regions

## Broadband Service

Overall, 76 percent of Nebraska households have broadband service. Four percent have only dial-up service. Similar to Internet access, the groups less likely to have broadband service include: older persons, persons with lower incomes, persons with lower education levels and households without children. And persons living in metropolitan areas are more likely than persons living in non-metropolitan areas to have broadband service. Eighty-three percent of persons living in the Omaha area and 81 percent of persons living in the Lincoln area have broadband. In comparison, 56 percent of persons living in the Central Nebraska area have broadband service.

Internet users having dial-up service only were asked why they don't currently have a broadband connection. Almost one-half (48%) said it was too expensive, one-quarter (25%) were satisfied with their current connection, one in five (20%) said broadband is not available and 19 percent said they don't know enough about it. The main barriers to broadband subscribership for persons living in the Central Nebraska area include: too expensive (50%), not available (42%), don't know enough about it (29%) and satisfied with current connection (21%).

## Internet Use

Most households (93%), send or receive e-mail at least once a week. Almost three-quarters (74%) use e-mail at least once per day. Other Internet activities done at least weekly include: use an online search engine (80%), check weather

reports and forecasts (77%), get news online (75%), for education or research (71%), use a social networking site (59%) and online banking or bill pay (48%). Broadband users are more likely than dial-up only users to do each of the items listed.

Nebraska households appear to be generally satisfied with their Internet service. Most Internet households are somewhat or very satisfied with the following aspects of their Internet service: reliability (70%), speed (64%) and support (57%). However, they are less satisfied with the price of their Internet service (42%). In fact, 43 percent of Internet households are somewhat or very *dissatisfied* with the price of their service.

Dial-up users are more likely than broadband users to be satisfied with the price of their Internet service (63% compared to 41% of broadband users). However, broad-band users are more likely than dial-up users to be satisfied with the reliability, speed and support of their Internet service.

## Satisfaction with Internet Services in Community

Nebraskans' opinions are somewhat mixed about the types of Internet service available in their community or area. Many households (37%) are somewhat or very satisfied with the types of Internet service available in their community or area. However, just over one-quarter (28%) are somewhat or very dissatisfied with the services in their area.

And while one-half of Nebraska households (50%) believe the Internet services in their community or area are very adequate for their household, fewer respondents think the services are very adequate for businesses (46%), for attracting new residents (31%) and for future generations (30%). Residents in the metropolitan areas are more likely than residents of non-metropolitan areas to say the services are very adequate for each item. Many Omaha area residents think the Internet services available are very adequate for their household (63%), businesses (56%), for attracting new residents (43%) and for future generations (40%). In comparison, residents of the Central Region are less positive about the adequacy of the services for their household (33%), businesses (36%), for attracting new residents (22%) and for future generations (21%).

Persons living outside city limits are more likely than persons living within city limits to say the Internet services available in their area are not adequate for all of the items listed. As an example, just over one-third (34%) of persons

living outside city limits say the Internet services available are not at all adequate for future generations. This opinion is shared by just 17 percent of persons living within city limits.

Focus groups in each region will be held to gain a better understanding about the adequacy of broadband services and broadband usage in the state. The results from these focus groups, along with the results from this survey, will be presented in regional forums and will be used to form regional technology plans as well as a statewide plan to increase broadband adoption and usage in the state. The full report can be accessed online at: <http://www.psc.state.ne.us/>

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