

RURAL WISCONSIN RESIDENTS WANT ACCESS TO INTERNET NOW.

Wisconsinites were surveyed in July 2023*, and it is clear that rural residents want broadband access sooner rather than later regardless as to how (fiber, fixed wireless or cable) or what provider.

More than half of rural Wisconsin residents said they wish fast internet would come to their communities quicker. 70% of rural residents have no preference on the type of internet — fiber, wireless or cable — as long as it is fast and reliable.



*Between July 5 and July 10, 2023, a total of 300 online interviews were conducted among a mix of urban, suburban, and rural residents within the state of Wisconsin by UScellular Consumer Insights, in partnership with PureSpectrum. Results from the full survey have a margin of error of +/- 6 percentage points.

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