Bringing broadband to rural communities can create and expand telework job opportunities in the community, increasing local wage and tax revenues.

**HOW TELEWORK BENEFITS EMPLOYERS AND EMPLOYEES**

- **Lower Cost-Of-Living Than Large Cities**
- **Increases Job Opportunities**
- **Fuel Cost Savings**

**THE FACTS ON TELEWORK**

IN 2018, 23.7% of the U.S. workforce teleworked some hours from home on an average day.

IN 2020, 40.0% of Americans teleworked.

Rural areas have slightly more teleworkers per capita than urban areas.

Telework is estimated to yield $2,500–$4,000 travel savings per worker per year (based on average miles traveled and fuel costs).

WHEREAS the decline was -0.5% for telework-capable jobs.

Employment declined -2.7% for non-telework-capable jobs.

**CASE STUDY**

**PEOPLES RURAL TELEPHONE COOPERATIVE**

$70 million in economic activity
McKee, KY (pop. 779)

Teleworks USA’s recruitment tool supports job seeker services across 23 counties to bring cutting-edge telework employment opportunities to workers, especially in rural areas and small towns. It has generated more than $70 million in economic activity and connected more than 3,100 employees with their jobs.

**TRI-COUNTY COMMUNICATIONS COOPERATIVE, INC.**

Telework adds jobs
Strum, WI (pop. 1,090)

Large employers in nearby areas lack reasonably priced office space, and residents of the Tri-County service region want the small-town lifestyle. TCC broadband service allows for telework jobs that support local taxes, local businesses, local school enrollment, and increased community involvement. In the first three quarters of 2020, TCC added hundreds of broadband subscriptions.

Smart Rural Community℠ is an initiative of NTCA–The Rural Broadband Association. Smart Rural Community comprises programming to promote the rural broadband networks and broadband-enabled applications that rural communities can leverage to foster innovative economic development, education, health care and other vital services.


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