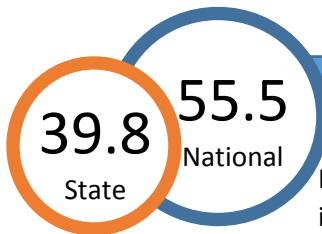


## Ashland County, Wisconsin

The digital divide index score (DDI) ranges between 0 and 100, where a lower score indicates a lower divide. The infrastructure adoption score and the socioeconomic score, both in a 0 to 100 range as well, contribute to the overall DDI. Listed below each score are the factors used. These scores were calculated by looking at the geographic units (Census tracts, counties) and comparing them with their peers. For this reason, scores are not comparable across different geography tiers (Census tract versus counties versus states). For more information about the methodology, visit <https://www.pcrd.purdue.edu/signature-programs/digital-divide-index.php>



### Infrastructure/Adoption Score

If this score is much higher than the socioeconomic score, efforts to upgrade the broadband infrastructure may result in more benefits to the community.



**54.0**

average maximum advertised download speed in Mbps



**37.9**

average maximum advertised upload speed in Mbps



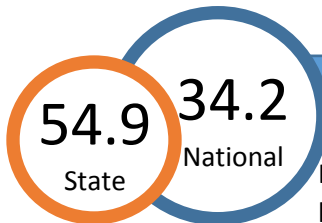
**40.0-59.9%**

percentage of households with a 10/1 Mbps broadband connection



**27.4%**

of population without access of fixed broadband of at least 25 Mbps download and 3 Mbps upload



### Socioeconomic Score

If this score is much higher than the infrastructure/adoption score, efforts focused on digital literacy and highlighting benefits of the technology will likely bring more return.



**17.0%**

population 65 years old or older



**15.7%**

of individuals in poverty



**7.7%**

ages 25 and older with less than a high school degree



**15.1%**

non-institutionalized civilian population with a disability



### \$7.0 million Missed Economic Benefit

estimated over 15 years if 20% of unserved households do not have access and do not subscribe to the service.

For more information, contact the UW-Extension Broadband & E-Commerce Education Center at [wibroadband@uwex.edu](mailto:wibroadband@uwex.edu)

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