

Why Broadband Internet is Vital for Rural Communities

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In brief

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While many areas of the world are able to take advantage of high-speed internet connections, rural areas are less likely to have broadband internet. Even in otherwise technologically-advanced cities like Ontario or Toronto, the rural communities surrounding these centers of commerce might be quite behind. If you live in rural Canada, getting access to a broadband connection can be a game-changing investment. From better ways to grow your business to an increase in educational opportunities, here are just some of the benefits of getting high speed internet in Ontario and other rural areas.

High speed internet can grow your business

Many citizens live in rural Ontario because of their line of work. From farming and agricultural jobs to other small, family-owned businesses, it can be hard to leave the area you've grown up in and worked for decades. At the same time, in an increasingly-globalized world, growing your business and connecting with other markets can be the difference between improving your profits or failing to scale your business. A high-speed internet connection can help facilitate this kind of growth. For example, with broadband internet, you can create and maintain an online web presence, marketplace, and e-commerce solution. Slower internet connections make it tedious and costly to process things like orders or share videos that help market your products and services. However, with high speed internet it's easier than ever to connect with new customers.

High speed internet boosts income

E-commerce opportunities do more than just help business owners in Canada. They can also help residents save money by allowing them to search for and compare prices on common consumer goods that they would otherwise have limited options to shop for. Being able to work remotely also opens up the possibility that Canadians can increase their income by taking on extra freelance gigs online such as freelance writing, or even web design or a virtual consultancy. Even being able to pursue other job opportunities online can be a simple option for growing your family's income and offering you a better standard of living.

High speed internet is a boon for education

Broadband internet plays such an important role in improving rural communities because it spreads information quickly and efficiently. In addition to offering rural residents the ability to access fast, powerful databases of information like Wikipedia, online news sites, and job databases, faster internet helps individuals share information through local social media networks and email. Internet-enabled devices also offer the chance to learn about the weather forecast and other local news that can help inform how you go about your day. A high-speed internet connection is also a requirement to attend online classes, which also opens up new opportunities to rural Canadians. From homeschooling to the opportunity to pursue a career change while still working full-time, high speed internet facilitates a wide range of life-changing educational possibilities.

A reliable broadband internet connection can make a big difference in Canada's rural communities. Many people believe that highspeed internet is pivotal to improving rural Canadians' quality of life, which is why programs like Connect to Innovate have focused so many of their efforts towards bringing better internet to rural communities across the country. By partnering with companies like Wave Direct, it's never been simpler to do so much for Canadians with a few simple changes to their existing infrastructure and technologies. The Information Age is upon us, and it's irresponsible to leave anyone behind in the dust.

References

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