

Online and In Touch

Broadband makes job hunting easier for all.



CONNECTED
NATIONSM



Once relegated to the Sunday classifieds, job searching has quickly evolved with the emergence of the

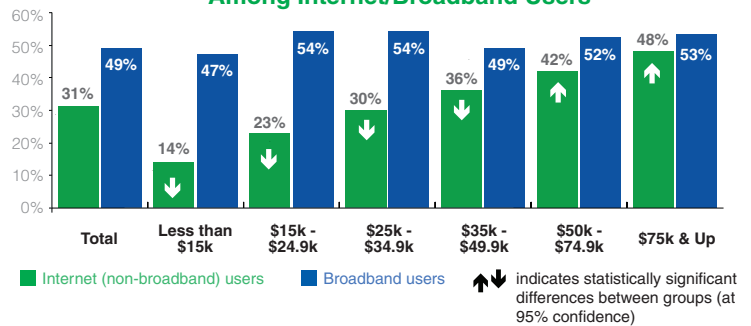
Internet. Broadband has leveled the playing field among socioeconomic populations and helped job hunters from all parts of the state, rural and urban.

In general, online job searching rises directly with increasing household income. But with broadband at home about half (49%) of Kentucky residents in all income categories search for jobs online without any significant differences between income brackets.

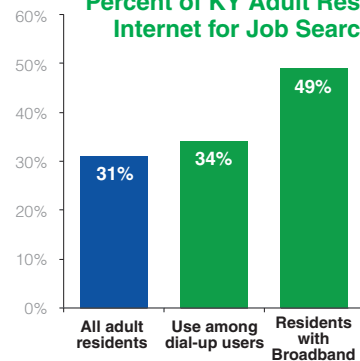
Today, nearly one-third (31%) of all adults in Kentucky access the Internet for job searching. With broadband access at home, almost 20% more Kentuckians (49%) look for employment online. Residents of suburban areas continue to be the most likely to use the Internet to gather information about employment opportunities. And among rural residents with broadband, an additional 18% use the Internet for their job-hunting needs.

To see the full study, visit www.connectkentucky.org.

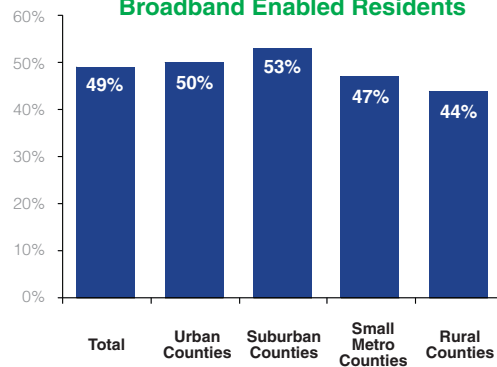
Use of Internet for Job Searching Among Internet/Broadband Users



Percent of KY Adult Residents Using Internet for Job Searching, 2007



Use of Internet for Job Searching Among Broadband Enabled Residents



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