



## Press release

# Households in Low-Income States Experience 130% More Daily Internet Disruptions

*Poor Internet quality is a fact of life for many - nearly 1 in 3 (28%) Americans experience disruption more than once a week, with those in low-income states suffering the most.*

**New York, July 16, 2024:** A study conducted on behalf of global Internet Exchange operator, [DE-CIX](#), has revealed that the frequency of Internet disruptions correlates with average state income<sup>1</sup>. The nationally representative study conducted by Censuswide interviewed more than 2,000 U.S. adults and found that those experiencing Internet disruptions on a daily basis are twice as likely to live in the lowest-income states.

If you live in a state where the average yearly income is \$40,000-\$49,000 you are 48% more likely to experience weekly Internet disruptions than someone who lives in a state where the average income is \$60,000-\$69,000 (40% vs 27%). Moreover, you are 130% more likely to experience daily Internet disruptions (11.5% vs 5.0%). For many years, policy makers have sought to address America's digital divide separating urban and rural areas in terms of Internet connectivity access. However, the results of this study show a digital disparity between the richest and the poorest across the nation as well as inconsistencies between young Americans and their older counterparts.

### Internet Unreliability Hits Young People Hardest

The research reveals that unreliable Internet connections are a fact of life for many. On average, Americans report experiencing Internet disruptions 53 times per year where they currently live, with 82% of Americans acknowledging some level of Internet disruption. Over a quarter (28%) of Americans experience Internet disruptions on a weekly basis<sup>2</sup>.

Younger people are facing more frequent interruptions than older age groups, with 50% of people aged 18-24 experiencing Internet disruptions once a week or more, compared to 17% of people aged 55 or older.

"Our study highlights a critical issue for a significant proportion of Americans, particularly among Gen Z. This generation increasingly demands high-quality video streaming and uploading capabilities, which are essential for study, remote work, and personal entertainment. As digital natives, Gen Z's expectations for robust Internet infrastructure are higher, and this trend is set to continue. Strengthening digital infrastructure is not just a priority for meeting the evolving digital needs of younger generations, but also for future workforce strategies," said Ivo Ivanov, CEO of DE-CIX.

The levels of Internet reliability sit in stark contrast to the pivotal role Internet connectivity plays in people's working preferences and migration drivers. For example, the study also showed that working from home was important to over half (51%) of Americans, with nearly 7 in 10 of 18-24-year-olds expressing a desire<sup>3</sup> to relocate and work remotely, compared to just a fifth of those aged 55 and above.

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<sup>1</sup> Based on the current average salary data from The US Bureau of Labor Statistics:

<https://www.bls.gov/oes/current/oesrcst.htm> [view here:

<https://www.marketwatch.com/guides/business/average-salary-by-state/>]

<sup>2</sup> Respondents who experience internet disruption "every day", "4-6 days a week", "2-3 days a week", and "once a week".

<sup>3</sup> Respondents who 'strongly agreed' or 'somewhat agreed' to the statement 'I would consider moving away from my current location if I could work remotely'

Network interconnection pioneer Hunter Newby, owner of Newby Ventures and co-founder of Connected Nation IXP (CNIXP) – a joint venture company established with the goal of bringing carrier-neutral Internet Exchange Points (IXPs) to regional hub communities throughout the United States – commented: “Reliable broadband Internet access should not be a luxury. The social returns on investment in Internet infrastructure are significant – especially when it comes to bridging the digital divide. This survey highlights once again that there is a clear and present need for robust Internet infrastructure investment to foster innovation, shape the modern workplace, and support America’s future workforce to thrive and succeed.”

View the survey findings here: [https://charts.censuswide.com/J13377CWMP/J13377CWMP\\_VIbox.html](https://charts.censuswide.com/J13377CWMP/J13377CWMP_VIbox.html)

#### **About DE-CIX North America**

DE-CIX North America Inc., which began operations in 2014, is a wholly owned subsidiary of DE-CIX International AG, the international arm of DE-CIX, the world’s leading Internet Exchange operator. Together, the DE-CIX Internet Exchanges in New York, Dallas, Chicago, Richmond, and Phoenix, along with the dedicated Cloud Exchange in Seattle, create the largest neutral interconnection ecosystem in North America. DE-CIX provides network and data center-neutral peering and interconnection services in North America. With access to DE-CIX North America’s Internet and Cloud Exchanges, customers gain more control of their networks and access to world-class content and cloud providers, as well as IP transit, Virtual Private Network (VPN), and Blackholing services to mitigate the effects of DDoS attacks.

DE-CIX New York is the 5th largest Internet Exchange in the US. It is carrier and data center-neutral and Open-IX certified. The DE-CIX platform is distributed across major carrier hotels and data centers throughout each metro region it serves. DE-CIX operates more access points than any other Internet Exchange operator in North America. For more information, please visit <https://de-cix.net/north-america>

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#### **About the Research**

The nationally representative research was conducted by Censuswide of 2002 US respondents over the age of 18. Carried out between 12.04.2024 and 16.04.2024. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

#### **Hunter Newby:**

Mr. Newby is an American entrepreneur, investor, conservationist and the owner of Newby Ventures. His primary field of interest has been network infrastructure. He is a recognized authority in the network-neutral interconnection and data center industry. He has served on multiple company boards, is a published author, public speaker and has been quoted in several publications including the Wall Street Journal, New York Times and USA Today. He has also been the recipient of numerous awards including being named to the Global Telecoms Business Top 40 Under 40 in 2010.