

AMERICA'S LEADING TECHNOLOGY COMPANIES BENEFIT RURAL COMMUNITIES

(S. 2992 AND H.R. 3816)

As they consider various anti-tech legislative proposals, our representatives in Congress would do well to remember the benefits that rural communities get from America's leading tech companies:

- **An abundance of affordable goods for rural Americans.** The days of a single, big brick-and-mortar retailer dominating a rural community are over: E-commerce brings convenience, choice, competition, and lower prices to rural consumers. The benefits of online retail—in terms of greater variety of products and travel time saved— are worth more than \$1,100 per American household per year, according to a recent estimate.
- **Important sales channels for rural small businesses.** In many ways, it's easier than ever for a rural entrepreneur to start and grow a small business. Online marketplaces and digital marketing level the playing field between rural and urban businesses, opening access to a global audience of potential customers.
- **Access to information and connecting with loved ones.** Mobile apps and search engines have brought down barriers between people and information, enabling rural Americans to connect with their loved ones and access news, telehealth services, educational resources, and productivity software from their homes.

Representatives of rural areas are aware of the importance of tech to the continued prosperity of their communities, and should not be ignored:

"I come from a very rural area. The closest to what you would consider a 'big box' store is Minneapolis or Denver. So when we're talking about competition and all of this, I also think we've got to remember at no point in time, from my house in Dickinson, North Dakota, have I **had more access to more diverse and cheap consumer products. Things that often would require a plane ticket or a nine-hour car ride to buy can now be brought to our house.** So I think, when we're talking about consumers, we need to remember that side of it too."

Rep. Kelly Armstrong (R-North Dakota)

Tell Congress: Don't jeopardize the tools that rural Americans count on every day. Don't break what works.



Read More:

- Experts highlight tech competition before House Judiciary Committee
- Maine retailers plug into online connections to boost their holiday sales