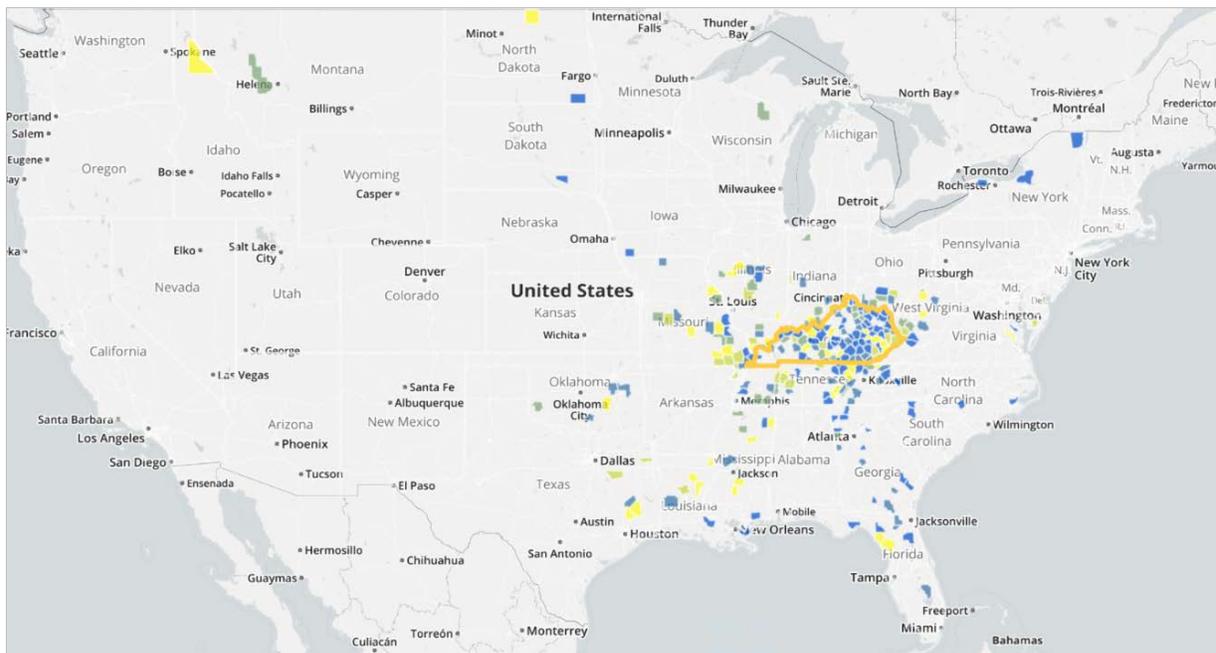


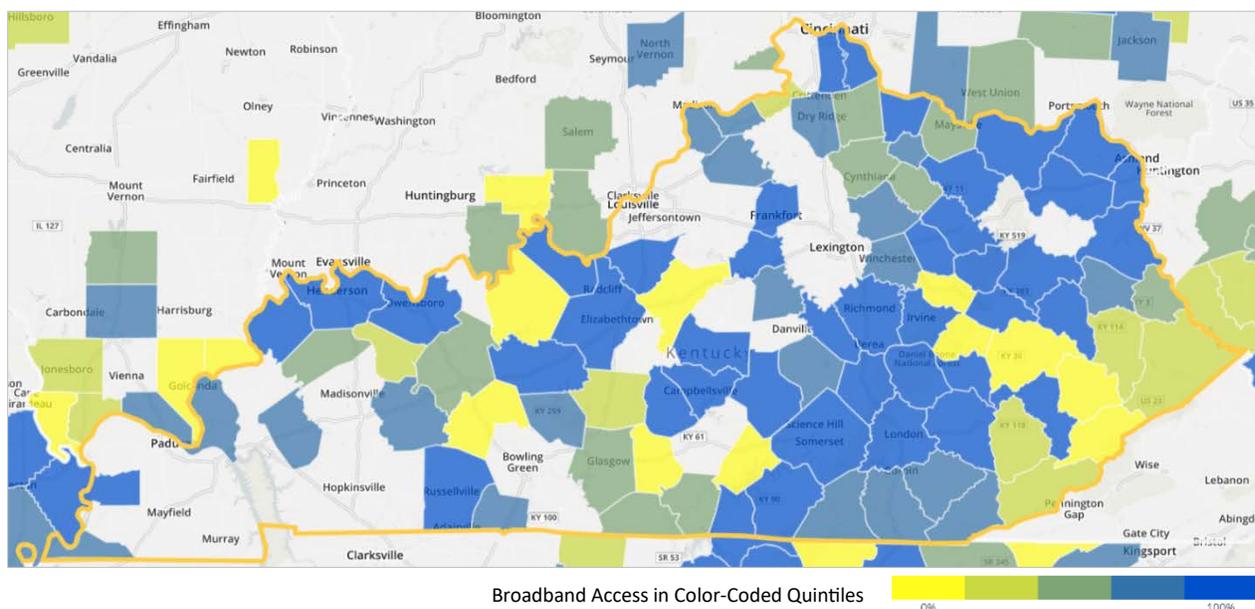
Mapping Broadband Health in America 2017



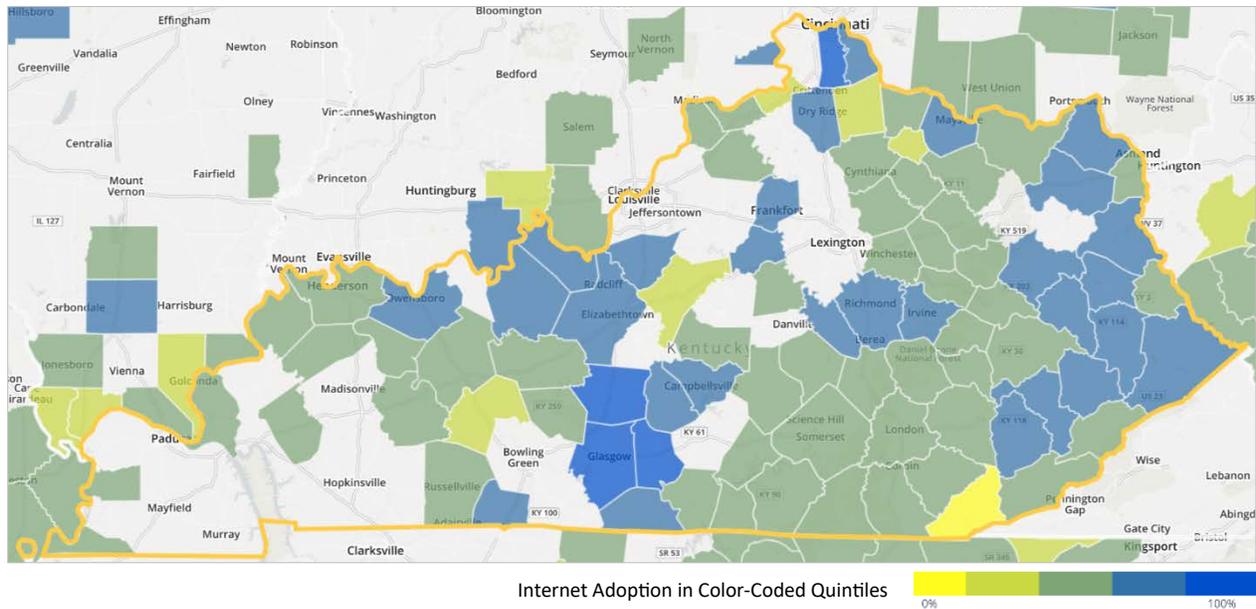
L.A.U.N.C.H. — Broadband and Lung Cancer Sample Maps



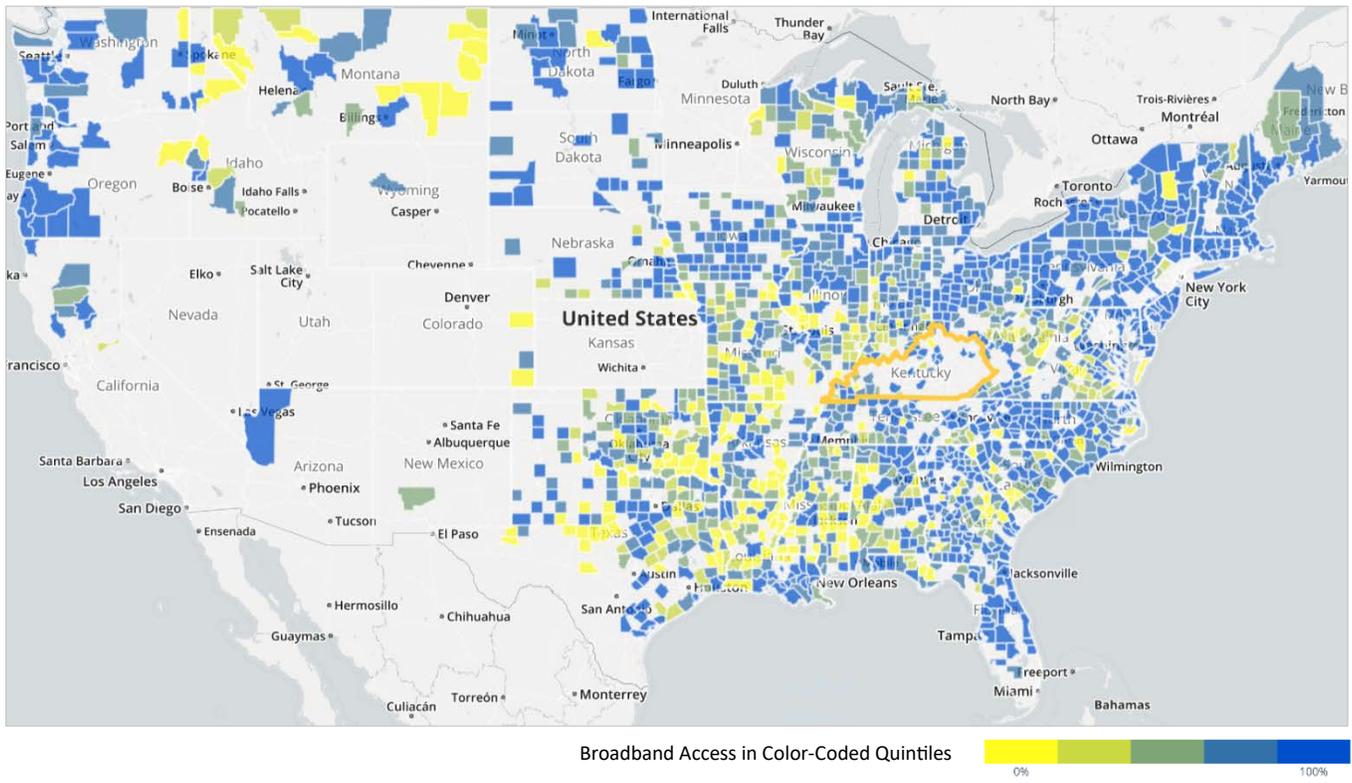
Why L.A.U.N.C.H. in Kentucky? Across the U.S., the incidence of lung and bronchus cancer (“lung cancer”) is 58 cases per 100,000 persons. By contrast, lung cancer incidence in Kentucky is nearly double that number at 89.6 cases per 100,000 persons. This overview map illustrates this reality, showing only those counties across the country with lung cancer incidence at or above this elevated level. The vast majority of these high lung cancer incidence counties are in Kentucky. (The Commonwealth of Kentucky is outlined above.) *All references to lung cancer incidence rates are age-adjusted; fixed broadband data is as of December 2015.



Broadband Access and Lung Cancer in Kentucky. This county-level map of Kentucky visualizes fixed broadband access in those counties where the lung cancer incidence is *greater* than the Kentucky average (i.e., more than 89.6 cases per 100,000 persons). It then identifies connectivity gaps—the lighter the color, the lower the percentage of households with broadband access, as shown in the legend which divides access into five color-coded quintiles. The large cluster of counties in the Eastern Kentucky region is the broad target area for the L.A.U.N.C.H. initiative – where we see some of the highest lung cancer incidence and low broadband access (i.e., in the 0-20% or 20-40% ranges).



Internet Adoption and Lung Cancer in Kentucky. This county-level map of Kentucky intersects data on lung cancer incidence and Internet adoption in Kentucky. This map identifies those counties that have a lung cancer incidence greater than the Kentucky average and then visualizes the proportion of people in each county who have a home Internet connection of at least 200 kbps or higher. The colors correspond to quintiles of Internet adoption – the lighter the color, the lower the percentage of households that subscribe to the Internet at home.



The Future of L.A.U.N.C.H. This sample map shows the communities nationwide where the lessons learned from the L.A.U.N.C.H. initiative would be most immediately applicable. These communities have varied levels of broadband access and lung cancer incidence above the national average (of 58 cases per 100,000 persons), but below the Kentucky average (of 89.6 cases per 100,000 persons).