

# Pew Broadband Research Initiative

**Presenters: Kathryn de Wit & John Horrigan**

# Overview

- Broadband: what it is and why broadband matters
- Current landscape
- Key issues
- Pew's efforts

# How do we define broadband?

- The Federal Communications Commission (FCC) defines broadband as high-speed, reliable internet with actual download speeds of at least 25 Mbps and actual upload speeds of at least 3 Mbps
- Broadband technology includes fiber, wireless, satellite, digital subscriber line (DSL) and cable

# Why does broadband matter?



Image source: *BroadbandUSA, National Telecommunications & Information Administration (NTIA)*  
[https://broadbandusa.ntia.doc.gov/sites/default/files/resource-files/bbusa\\_connectedcommunity\\_tri\\_final.pdf](https://broadbandusa.ntia.doc.gov/sites/default/files/resource-files/bbusa_connectedcommunity_tri_final.pdf)

# Current state of broadband

- The FCC estimates 24 million Americans lack access to minimum speeds of 25/3 Mbps
- Disproportionately affects rural Americans: just 70% of rural Americans have access, compared to 90% of urban Americans
- 40% of the nation's schools and 60% of non-metropolitan healthcare centers lack access to 25/3 Mbps
- Federal, state, and local leaders are trying to solve the problem, but gaps persist

# Key challenges for policymakers

- Anecdotal evidence is not enough—we need a clearer understanding of available solutions and potential outcomes
- Policymakers need better information on where connectivity is lacking

# Identifying the gap

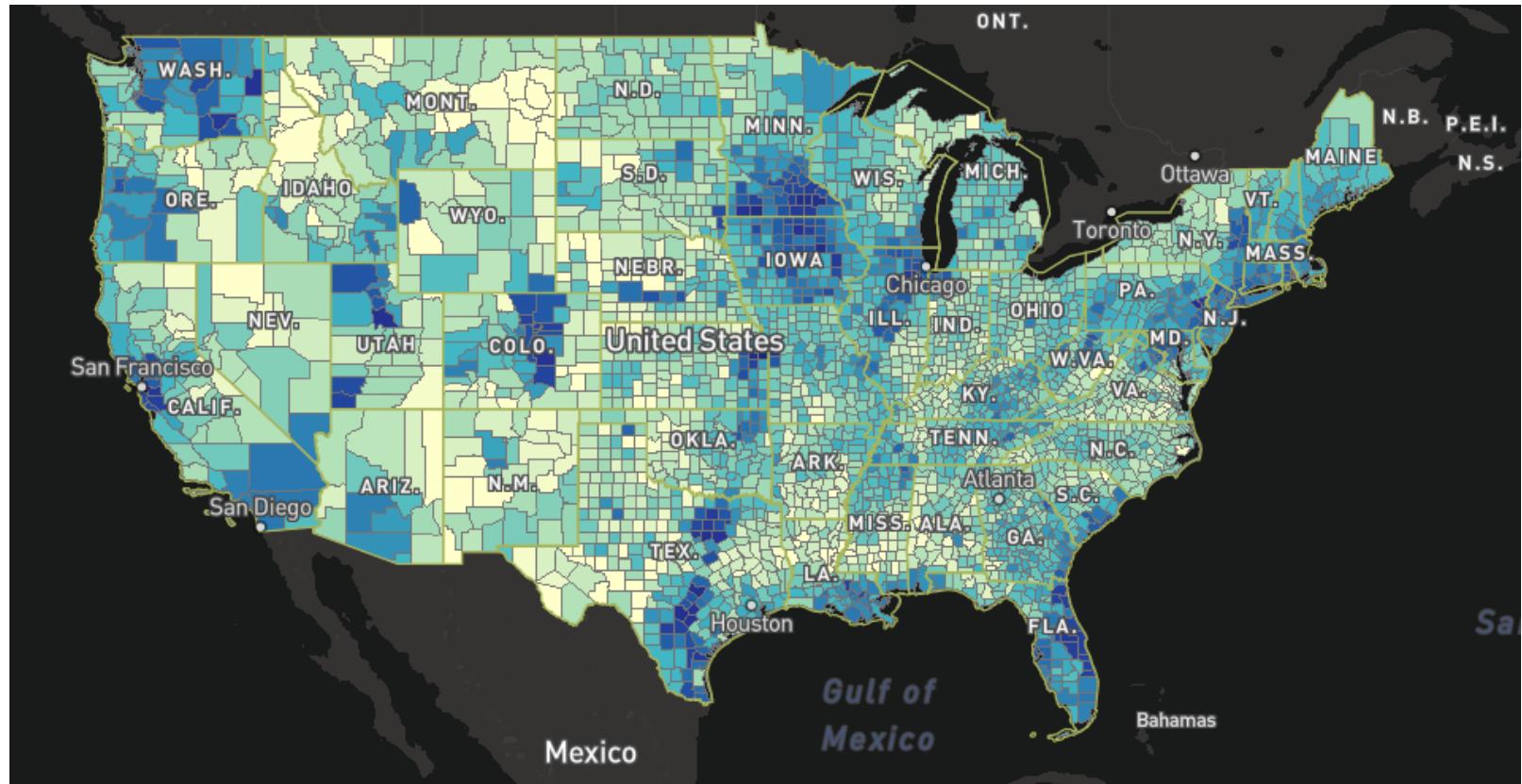


Image source: Federal Communications Commission, [https://broadbandmap.fcc.gov/#/location-summary?tech=acfosw&speed=25\\_3](https://broadbandmap.fcc.gov/#/location-summary?tech=acfosw&speed=25_3)

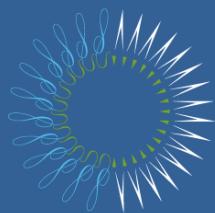
# Clarifying the need for better data

- Why have a National Broadband Map?
  - Consumers
  - Decisionmakers
- How does it fall short?
  - Limitations of the underlying data

# Pew's involvement

Contributing research and data to help inform policymaking discussions

- **State-Based Research:** Identifying and cataloging promising practices states have used to address last mile connectivity, including funding and financing
- **Research:** Completing analyses and research syntheses on topics such as the economic impacts of broadband, and data gathering, verification, and visualization of broadband connectivity
- **Convenings:** Bringing together leaders from all levels of government, research, industry, and stakeholder groups to have meaningful, data-based discussions about how to improve broadband access



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