



REPORT FACT SHEET:

“Nevada Broadband: Preliminary Overview of Broadband Infrastructure & Adoption in Nevada”

Framing:

- This report is an invaluable tool as the Nevada Broadband Task Force, Connect Nevada, and stakeholders across the state set out together to make high-speed Internet service a fundamental household service.
- Using the broadband inventory map and in-depth residential survey research, this Connect Nevada study analyzes the current state of the broadband market in Nevada.
- It also proposes policy options based on data and the recommendations of the FCC’s National Broadband Plan.
- It is critical to understand why people who have broadband service available to them are not using it. The “adoption gap” is a primary focus of the report.

Key Numbers:

- 97.85% of households are served by 768 Kbps download speeds and above.
- 2.15%, or approximately 16,164 households, are unserved across Nevada.
- 96.09% of Nevada households are served by download speeds of 3 Mbps and above.
- 3.91%, or approximately 29,336 households, are unserved or underserved.
- While Nevada broadband inventory is growing at speeds comparable to other states – there remains an availability gap of approximately 2.15% of unserved households in the state.
- 97.85% of households across the state have broadband available - county availability estimates range from 23.57% in Eureka County to 99.94% in the Consolidated Municipality of Carson City.
- While nearly 98% of Nevada households have broadband available, only 78% are subscribing to the service. That gap of nearly 20% is actually better than the national adoption average which is 67% compared to Nevada’s 78%.
- 22% (more than one-fifth) of Nevada households do not use the life-impacting technology that is available to them.

Key Findings:

- Approximately 22%, or one-fifth of households, in Nevada have broadband available, but for various reasons do not subscribe.
Of the 22% of Nevadans without a home broadband connection:

- 51% report a lack of interest in broadband
 - 29% say not having a computer is the primary barrier to broadband
 - 28% say high-speed Internet service is too expensive
 - And 6% say they lack broadband availability at their home
 - The remaining 10% have safety concerns, say they don't know enough about broadband, or complain the service isn't fast enough to subscribe.
- Broadband adoption among rural residents is significantly lower than their urban or suburban counterparts. While rural Internet users are less likely than the state average to communicate with government offices or healthcare providers, they are more likely to conduct research for school and take classes online.
 - The reach of broadband across Nevada is extensive, with 97.85% of households able to connect at download speeds of at least 768 Kbps. Yet, the data reveals that there is still a gap to fill in order to reach the goals set in the National Broadband Plan.
 - Nevada's availability estimates are actually slightly higher than those in other states. The broadband inventory map is identifying the unserved households. Closing this gap is one of the most important challenges for Nevada.
 - The county information within the report showcases the importance of granular information at the local level. There are important lessons to be learned from different regions across the state.
 - Broadband availability in Nevada is subject to significant county variation – from 23% to nearly every household covered.
 - 86% of the state's population resides in two counties: Clark County which includes Las Vegas and Washoe County which includes Reno.
 - Large, sparsely populated areas dominate the Nevada landscape, and any efforts to provide high-speed broadband services will require a robust partnership between the public and private sectors.
 - 14%, or approximately 106,000 households, are scattered across the rest of the state, making the delivery of household broadband a great challenge.
 - These are the kinds of geographical and infrastructure planning challenges carefully considered within the report.
 - Nevada Population Groups at risk of "digital exclusion:"
 - Older people
 - Ethnic minorities
 - People with disabilities
 - People with low income or low education

Background:

- This report is the result of the partnership between the Nevada Broadband Task Force and the Connect Nevada Initiative.
- The State of Nevada first enlisted the national nonprofit Connected Nation, through its subsidiary Connect Nevada, to gather data and make a comprehensive broadband map for the state.
- The U.S. Department of Commerce's National Telecommunications and Information Administration, or NTIA, has awarded Connect Nevada approximately \$3.9 million for the project over a five-year period. Today's in-depth report is helping Nevada lead the way in the NTIA's mandate to all states to make quality broadband service available across the country.