

# Wireless Broadband Mapping Survey



Produced by:

**GOVERNMENT TECHNOLOGY**  
SOLUTIONS FOR STATE AND LOCAL GOVERNMENT IN THE INFORMATION AGE

In partnership with:

**KEENWIRE**

# Introduction

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Government officials have sent a clear message: broadband mapping is critical to their efforts and it is directly linked to important benefits for their communities. These leaders see broadband as a priority infrastructure to deliver public value in nearly all spheres of government influence — from K-12 education to small business economic growth. Government leaders have strong opinions about how they want mapping to happen, what the goals should be for their efforts, and how the private-sector should be integrated into the process.

This survey could not be more timely. As states submit their final applications to use broadband mapping funding in the American Recovery and Reinvestment Act (ARRA), the attention of policymakers is quickly turning to the construction and dissemination of their broadband maps. Our research shows that government leaders know what they want from their mapping efforts — and that they have placed a clear priority on getting it.

While many of us inside and outside of government have talked about “digital inclusion” and “closing the digital divide” for more than a decade, the moment to realize that goal is fast approaching. \$7.2 billion is allocated to broadband stimulus in the ARRA, and the nation has never had a better chance to make pervasive broadband access a reality.

Will this be the critical moment for national broadband? Our research strongly indicates that it is.

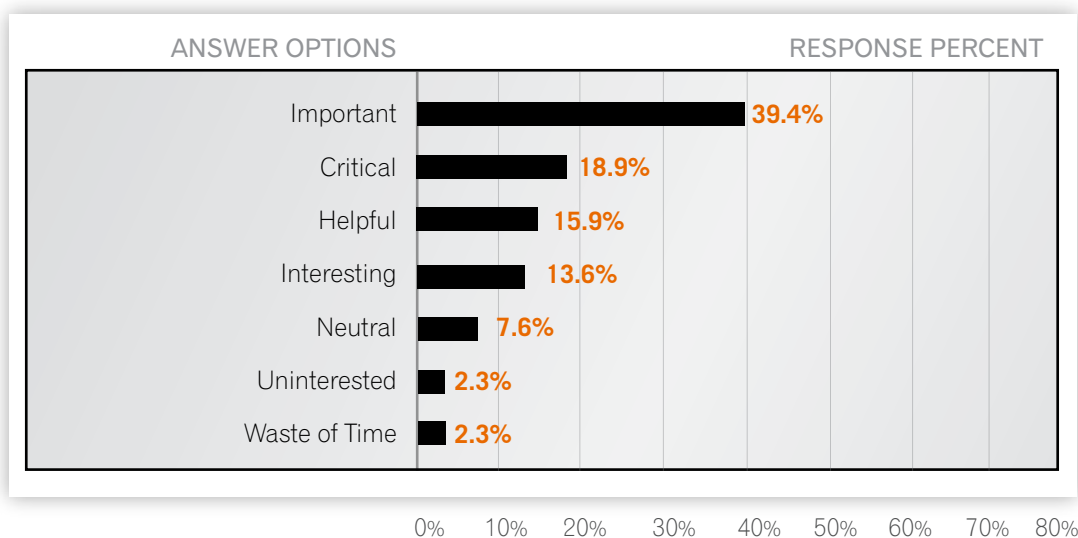
# Survey Methodology and Participants

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This online survey was sent to a random selection of government decision makers in specific, targeted roles. Given the urgency of the issues involved, including looming grant application deadlines, the time allowed to respond to this survey was quite limited. Despite the limited time, 132 policymakers, IT professionals, and agency executives took the time to weigh in on this important issue. The high number of responses in such a short timeframe, coupled with the large proportion of individuals who requested additional information, tells us that broadband mapping is top-of-mind for government leaders today.

# Executive Summary Highlights:

## 1. How important is broadband mapping to your goals?



**74%**

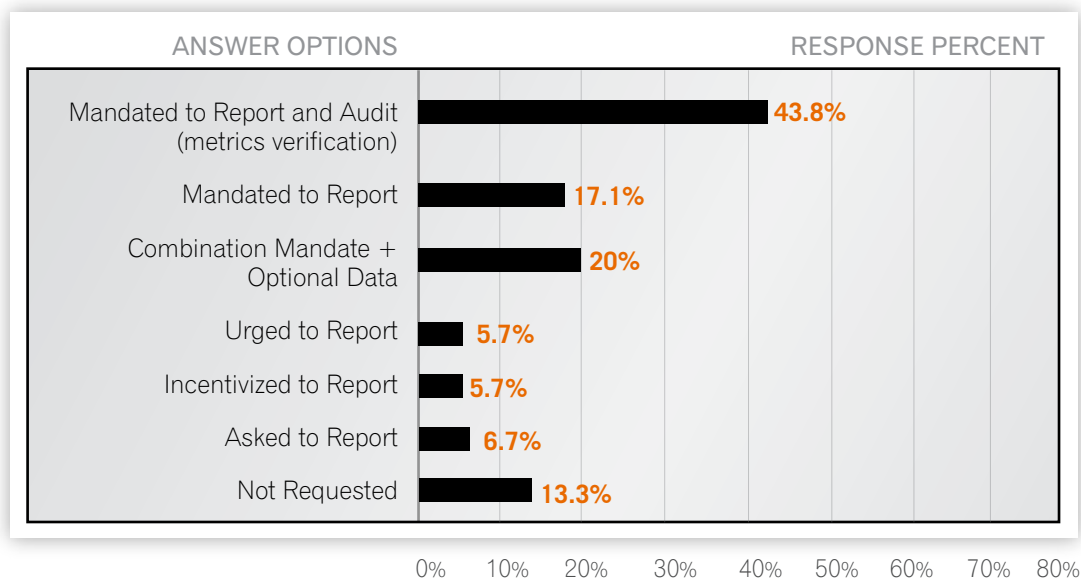
of respondents say that broadband mapping is critical, important, or helpful to meeting their goals.

## 2. What are the most important conclusions from broadband mapping?

ANSWER OPTIONS	IMPORTANT	CRITICAL
Lack of Broadband	52	53
Lack of Competition	65	19
Lack of Speed	47	51
Lack of Value	64	20
Lack of Affordability	55	45
Lack of Adoption	54	23
Barriers to Adoption	43	40
Economic Impact	51	45

Nearly all factors were considered “important” or “critical” by a majority of respondents, but **lack of adequate speed and barriers to adoption** were the highest priority.

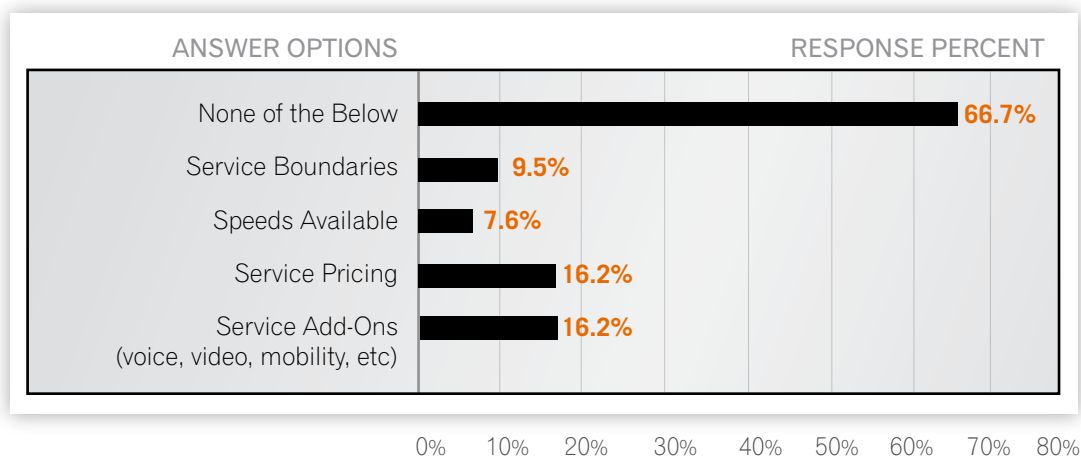
3. Please describe the carriers/service providers role in broadband mapping:



81%

of government officials feel strongly that carriers and service providers must be mandated to comply with broadband information requests. 44% of respondents went further — saying that the data should be audited as well.

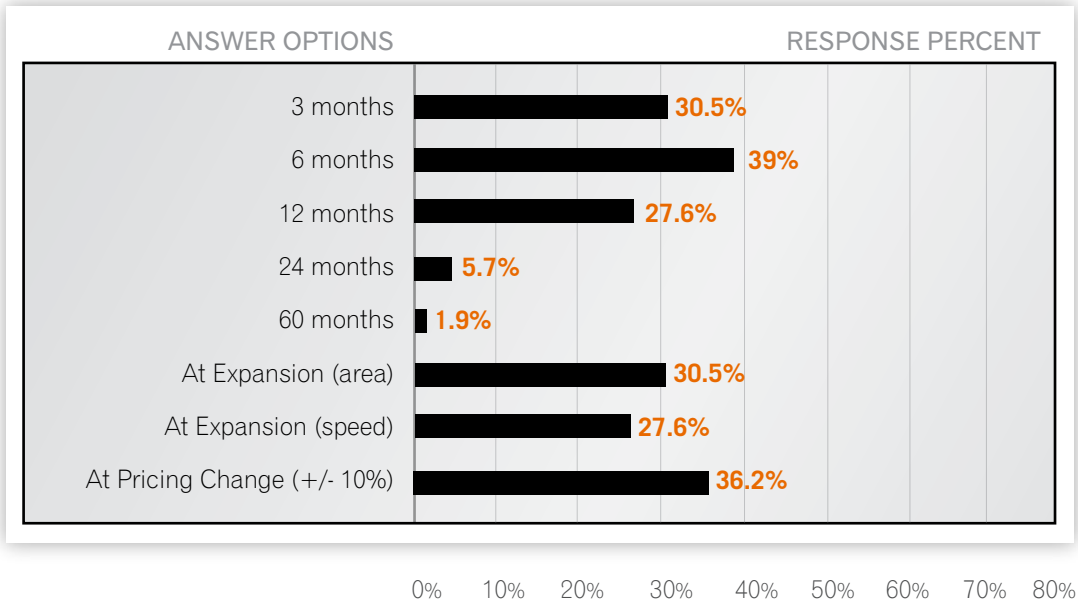
4. What elements should be confidential, if any?



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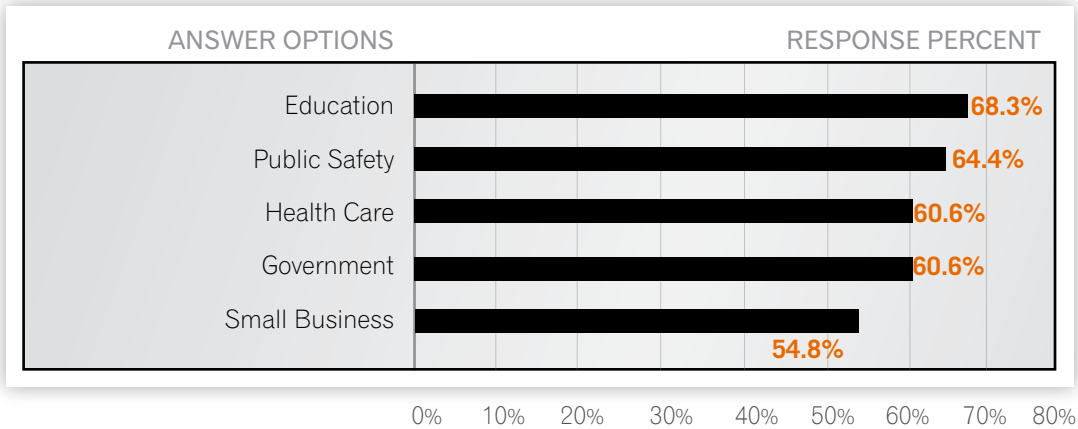
of respondents did not think that **any carrier data at all** should be confidential.

5. When should the carriers/service providers report? (Please select all that apply.)



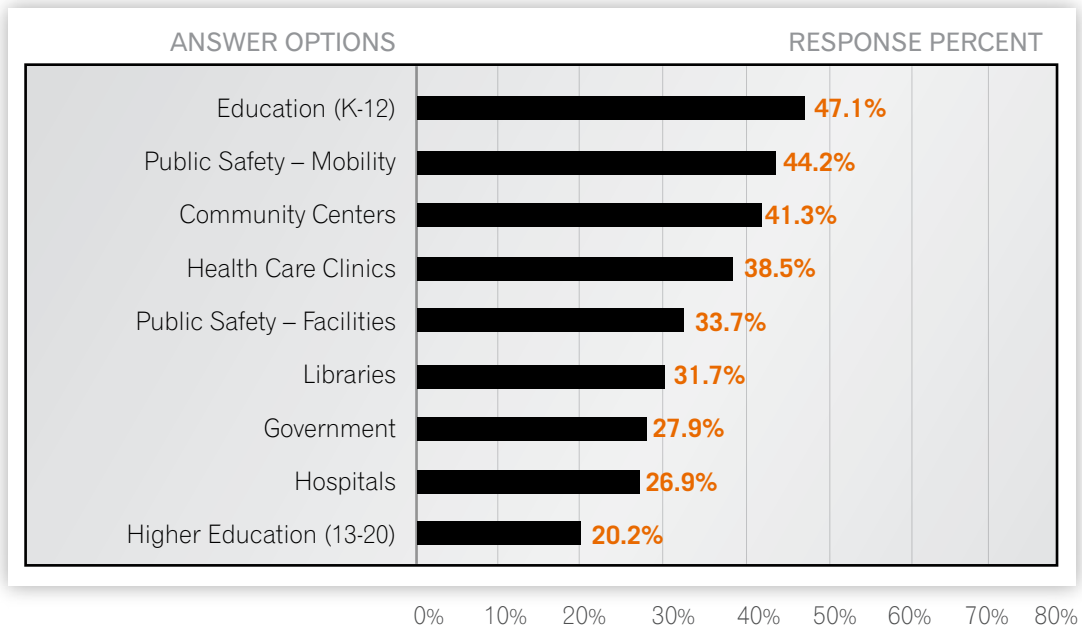
**70%**  
 Most government officials — almost 70% of those surveyed — want data provided *within six months or less.*

6. What three sectors can benefit the most from broadband availability?



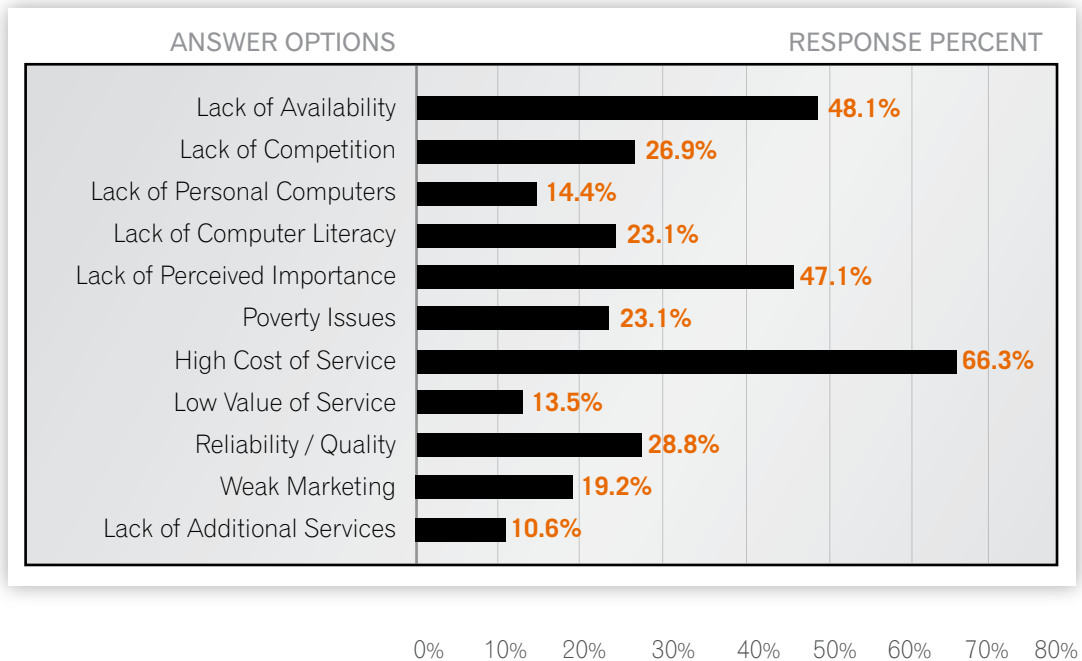
Government leaders saw broadband as beneficial **across the board** — in education, health care, general government, public safety, and in small business economic development.

7. In your area, which critical facilities lack adequate connectivity? (Please select all that apply.)



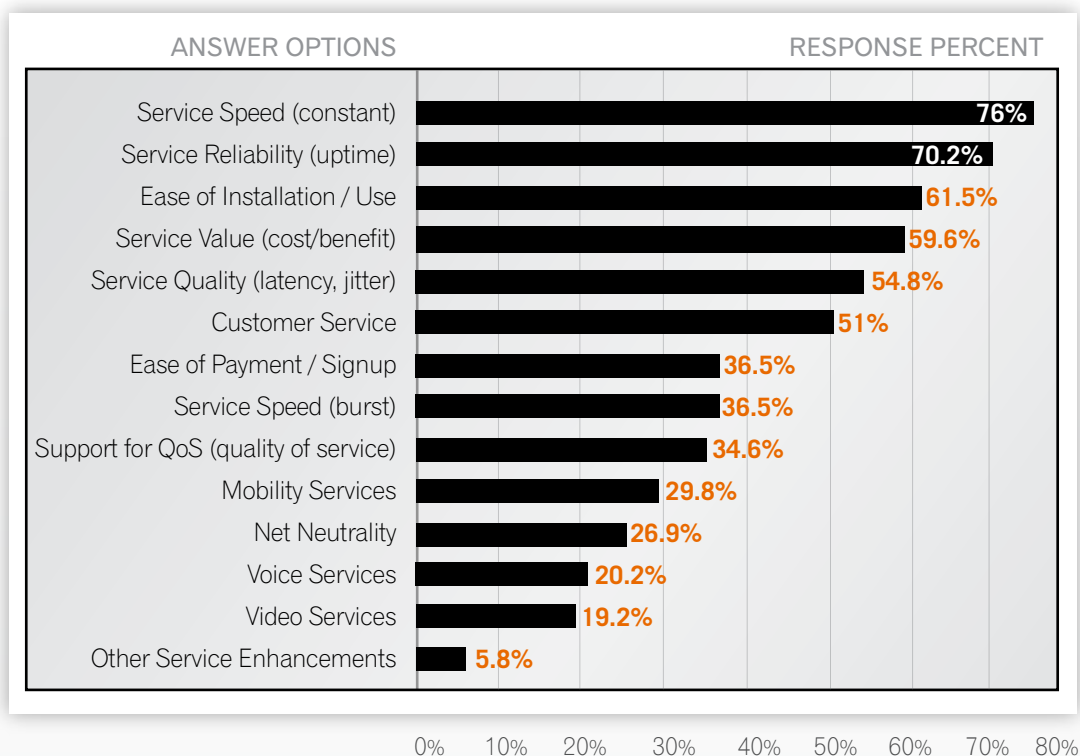
**47%**  
 While many critical facilities lack broadband, the most underserved were **K-12 education (47%)** and **public safety – mobility (44%)**

8. In your area, what are the barriers to broadband adoption?



**66%**  
 By a wide margin, government told us that the **high cost of service** was the biggest barrier to broadband in their communities (66%).

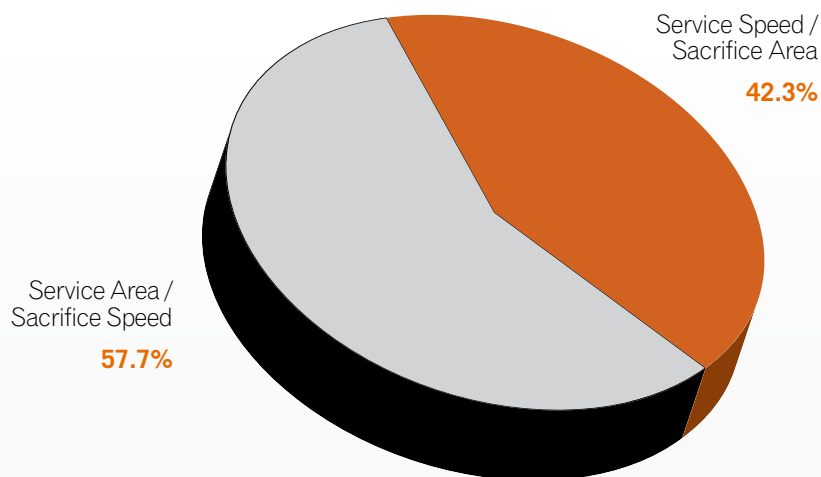
9. What do you believe are important elements of broadband service? (Please select all that apply.)



**76%**

Government respondents considered **broadband service speed (76%)** and **service reliability (70%)** to be the most important characteristics of broadband service.

10. In buildout of broadband infrastructure, I prefer:



**58%**

Despite the importance of service speed, a slim majority of respondents said they would sacrifice **speed** for a greater **area of coverage**.

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