



REPORT FACT SHEET:

“Minnesota Broadband Availability and Adoption Statistics: An Initial Working Report on the Current State of Minnesota’s Broadband Landscape”

Framing

- The completed report is a major step forward in increasing Minnesota’s high-speed Internet access and adoption across the state.
- 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 Findings

- 96.59% of households are served by 768 Kbps download speeds and faster.
- 3.41% of households, or approximately 64,000, are unserved across Minnesota.
- 93.76% of Minnesota households are served by download speeds of 3 Mbps and faster.
- While Minnesota broadband inventory is growing at speeds comparable to other states, there remains an availability gap of approximately 64,000 unserved households in Minnesota.
- Whereas 96.59% of households in Minnesota have broadband available, there is a great disparity at the county level. County availability estimates range from 47% in Cook County to nearly 98% in Kittson County.
- There is a big gap between the availability of broadband and the adoption of high-speed Internet service in Minnesota’s households.
- While 96.59% of Minnesota households have broadband available, only 72% are subscribing to the service. By comparison, national surveys show that 67% of American households subscribe to home broadband service.
- 28% of Minnesota households do not use the life-impacting technology in broadband that is available to them.
- Approximately 470,000 households in Minnesota have broadband available, but for various reasons do not subscribe.
 - Of the 28% of Minnesotans without a home broadband connection:
 - 48% - Cite lack of interest
 - 35% - Don’t have a computer

- 31% - Say it's too expensive
 - 16% - Lack broadband availability at their home
- Minnesota population groups most at risk of “digital exclusion:”
 - Older people
 - Ethnic minorities
 - People with disabilities
 - People with low income or low education

According to this report’s findings, **Minnesota does appear to be different from much of the rest of the country in one important way.**

- **Broadband speeds at higher speed tiers are significantly higher than many other states.**
- Minnesota’s availability of broadband at the 50 Mbps and 100 Mbps speed tiers is significantly greater than many other states. Also interesting is the prevalence of fiber-to-the-home broadband. While fiber is only available to 3.98% of households in Minnesota, this FTTH availability is spread across more than 50 of our counties, and not concentrated in just a few areas.
- We intend to explore this phenomenon so **we will better understand what has worked across rural Minnesota and, hopefully, apply those lessons as we continue to build our state’s broadband infrastructure.**

Background

- The report is a product of the partnership between the Minnesota Department of Commerce and the national nonprofit Connected Nation through its subsidiary, Connect Minnesota.
- The U.S. Department of Commerce’s National Telecommunications and Information Administration, or NTIA, awarded Connect Minnesota approximately \$1.7 million for the broadband mapping and planning of the project over a two-year period. In September 2010, an additional \$2.7 million was awarded to extend the broadband mapping and planning activities for the full five-year period in Minnesota, bringing the total grant award to approximately \$4.5 million.