

# BROADBAND GAPS IN EL PASO COUNTY AND ECONOMIC IMPACTS OF CLOSING THEM



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**EL PASO**  
COMMUNITY  
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# Outline

**Why Broadband Matters**

**Survey Findings**

**Economic Impact of Broadband Expansion**

**Recommendations**



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# Why Broadband Matters



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# Broadband Access in El Paso

- **Federal Communications Commission (FCC): 96.8% of El Paso County residents can access broadband internet. \***
- **Hunt Institute survey:**
  - **56.7% of homes can access broadband internet.**
  - **72.7% of businesses can access broadband internet.**



**Note:** The Hunt Institute uses the FCC definition of broadband as 25 Mbps for download speed and 3 Mbps for upload speed. Respondents who have internet but did not match or exceed FCC download and upload speeds were listed as not having broadband. Businesses reported their download and upload speeds by logging into a speed test website and testing their internet connection.  
**Source:** Hunt Institute broadband survey results



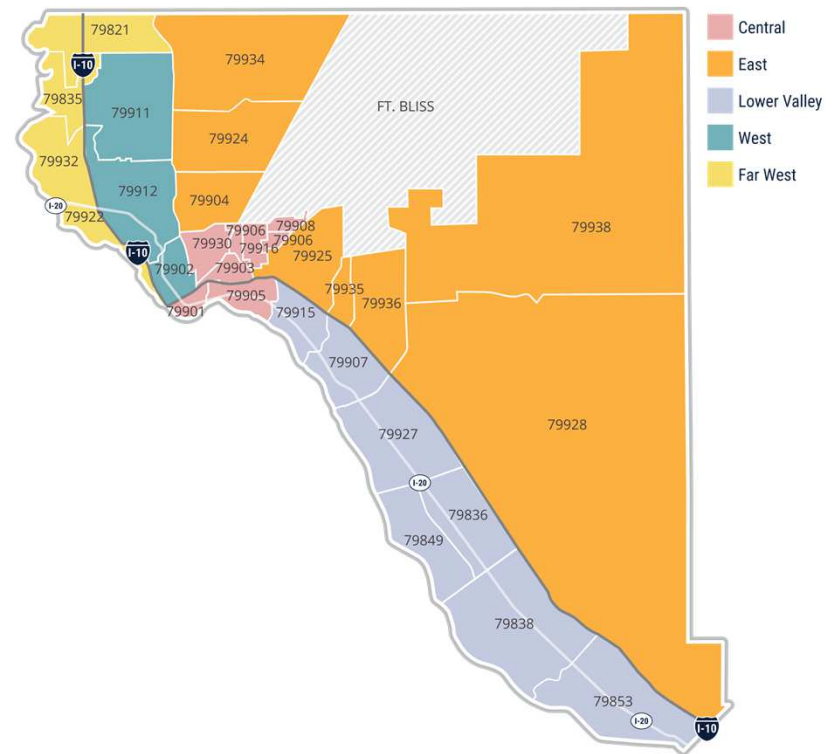
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# Survey Findings



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# Residential Internet Regions and Providers



**Source:** Hunt Institute household broadband survey results. Regions that share the same color code do not necessarily share the same service providers. Spectrum brand is used by its parent company Charter Communications.

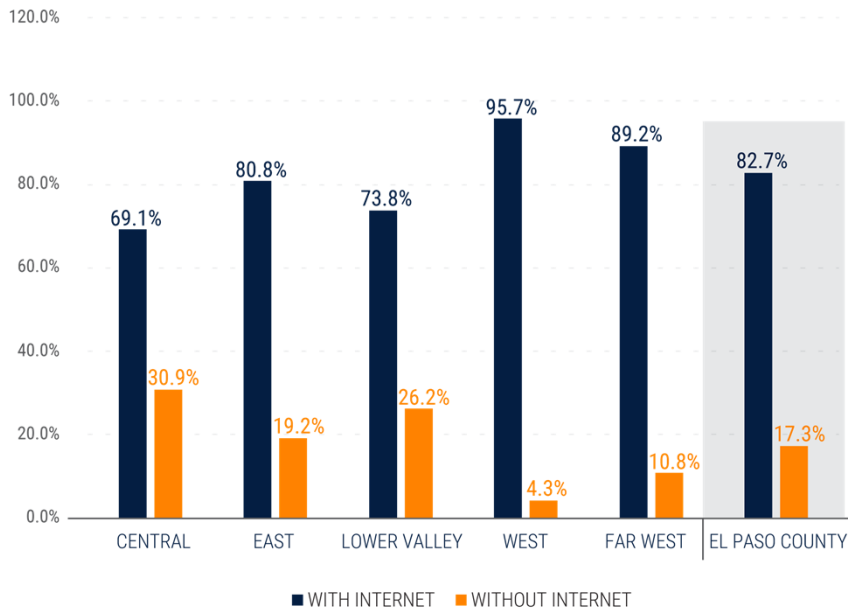
**Note:** Hunt Institute using broadband results and FCC Form 477 Data as of December 31, 2020, the latest data available.



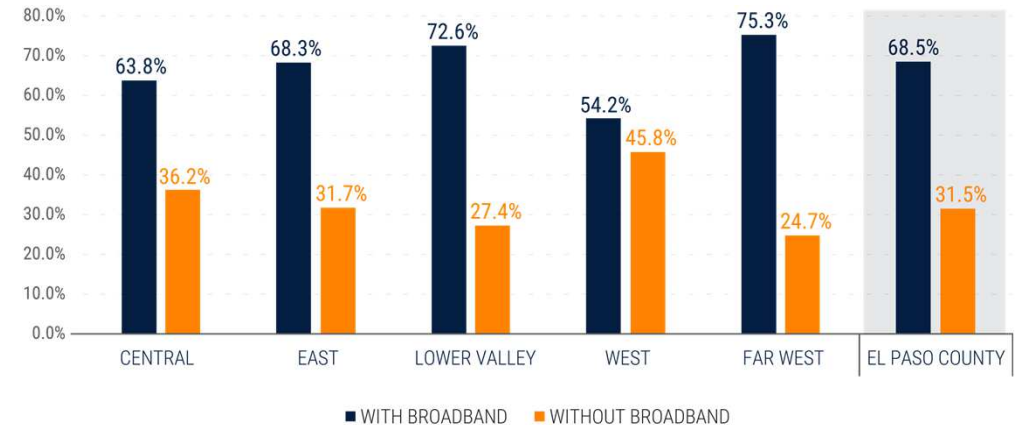
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# Household Internet Access by Region

## Internet Connection



## Broadband Connection



- **Not all households that have an internet connection have broadband. The West and Central region have the greatest shares of residential customers that lack broadband connections.**



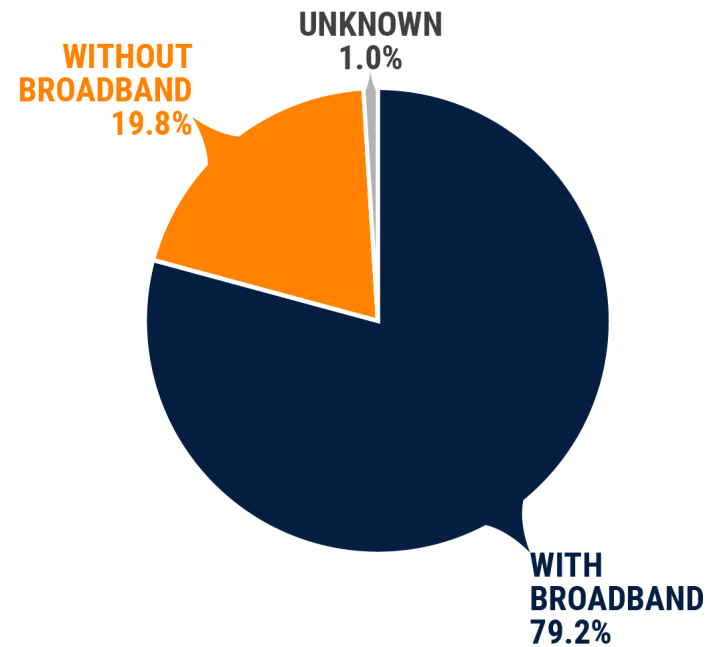
**Note:** The Hunt Institute uses the FCC definition of broadband as 25 Mbps for download speed and 3 Mbps for upload speed. Respondents who have internet but did not match or exceed FCC download and upload speeds were listed as not having broadband. Businesses reported their download and upload speeds by logging into a speed test website and testing their internet connection.  
**Source:** Hunt Institute broadband survey results



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# Businesses with Broadband Access

- Most business internet customers have broadband access.



**Note:** The Hunt Institute uses the FCC definition of broadband as 25 Mbps for download speed and 3 Mbps for upload speed. Respondents who have internet but did not match or exceed FCC download and upload speeds were listed as not having broadband. Businesses reported their download and upload speeds by logging into a speed test website and testing their internet connection.

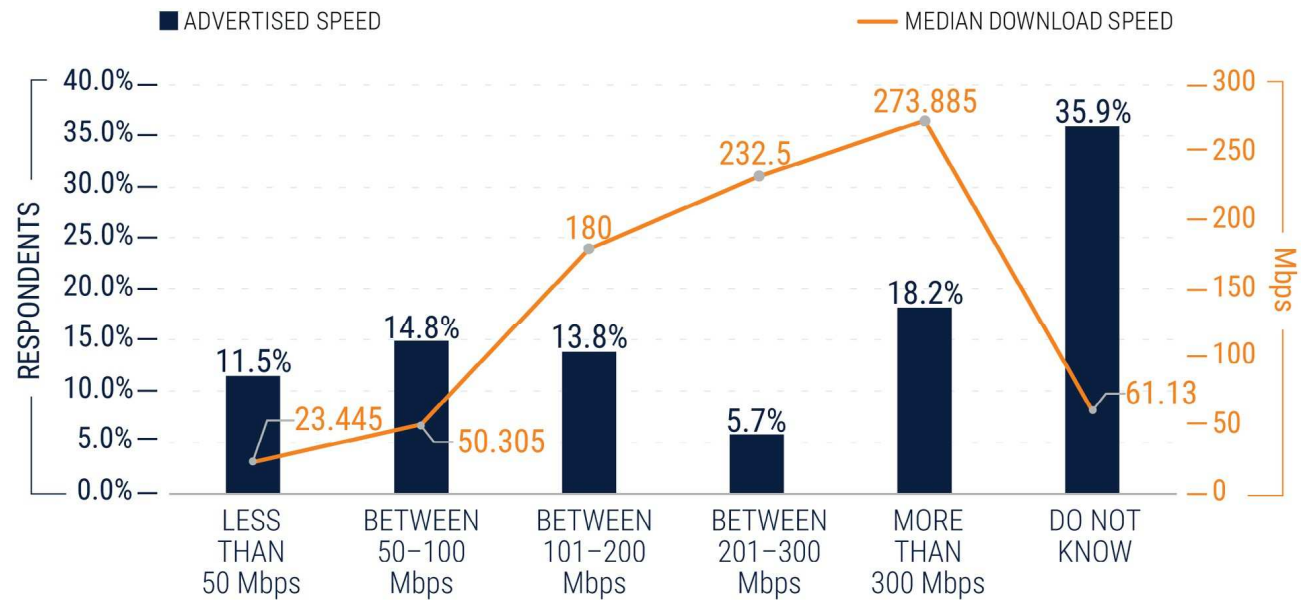
**Source:** Hunt Institute broadband survey results



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# Advertised and Actual Internet Speed

- Internet providers are delivering advertised speeds to residential customers, except at speeds of more than 300 Mbps.



**Note:** Percentages represent the shares of households by the advertised download speed range they are billed for. Median download speeds correspond to the actual download speeds in Mbps reported by the households from each range. Respondents reported their download and upload speeds by logging into a speed test website and testing their internet connection.

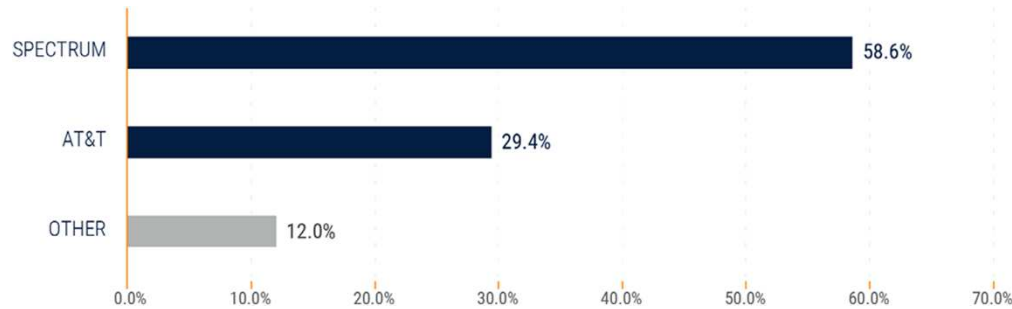
**Source:** Hunt Institute broadband survey results.



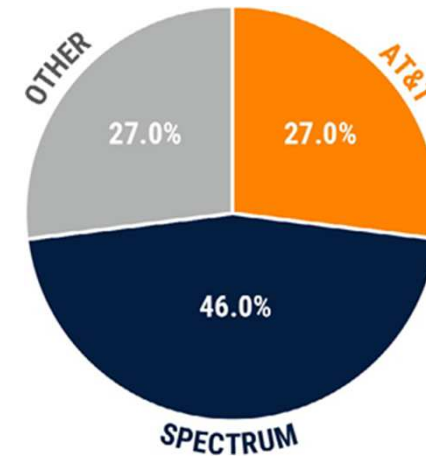
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# Fixed Internet Providers

- **Residential**



- **Commercial**

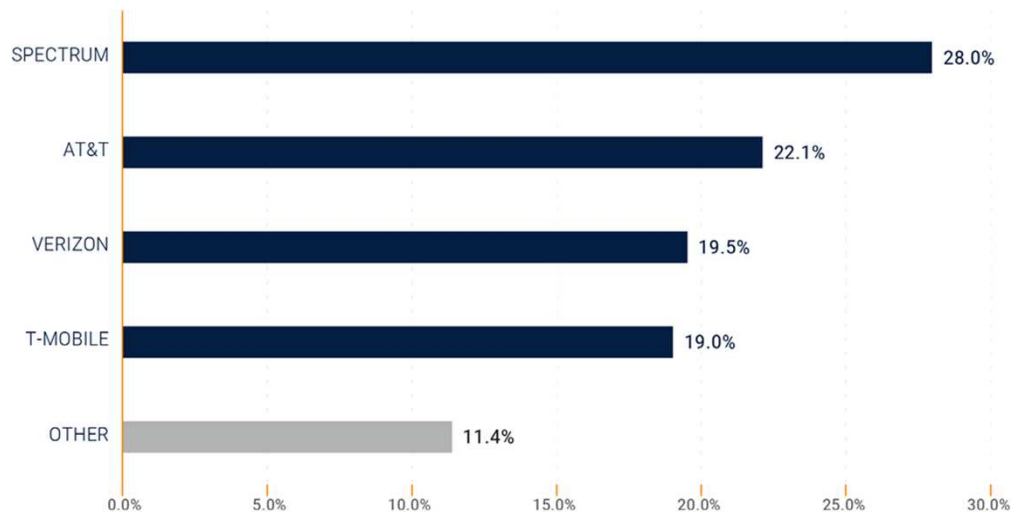


- **A small number of providers supply 90% of internet service to residential customers.**

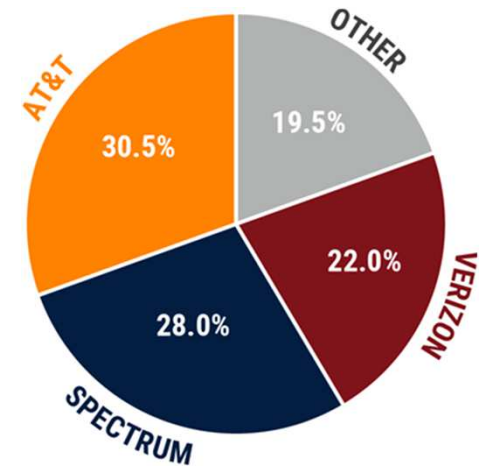
**Note:** Other includes HughesNet, JackRabbit, Metro by T-Mobile, Sprint, T-Mobile, Verizon, Viasat, Vivint, West Central Net, and others not denoted.  
**Source:** Hunt Institute broadband survey results.

# Mobile Internet Providers

## • Residential



## • Commercial



- A handful of providers service nearly 70% of business internet customers.

**Note:** Other includes HughesNet, JackRabbit, Metro by T-Mobile, Sprint, T-Mobile, Verizon, Viasat, Vivint, West Central Net, and others not denoted.  
**Source:** Hunt Institute broadband survey results.

# Quality of Internet Services

## • Residential

QUALITY	SPECTRUM	AT&T	OTHER
EXCELLENT	19.1%	18.5%	20.0%
GOOD	41.2%	43.1%	40.0%
AVERAGE	30.4%	30.8%	29.1%
POOR	9.3%	7.7%	10.9%
GRAND TOTAL	100.0%	100.0%	100.0%

- **Roughly 40% of residential customers described their internet connections as “average” or “poor.”**

## • Commercial

QUALITY	SPECTRUM	AT&T	OTHER
EXCELLENT	26.3%	22.2%	6.7%
GOOD	21.1%	44.4%	33.3%
AVERAGE	42.1%	33.3%	20.0%
POOR	10.5%	0.0%	40.0%
GRAND TOTAL	100.0%	100.0%	100.0%

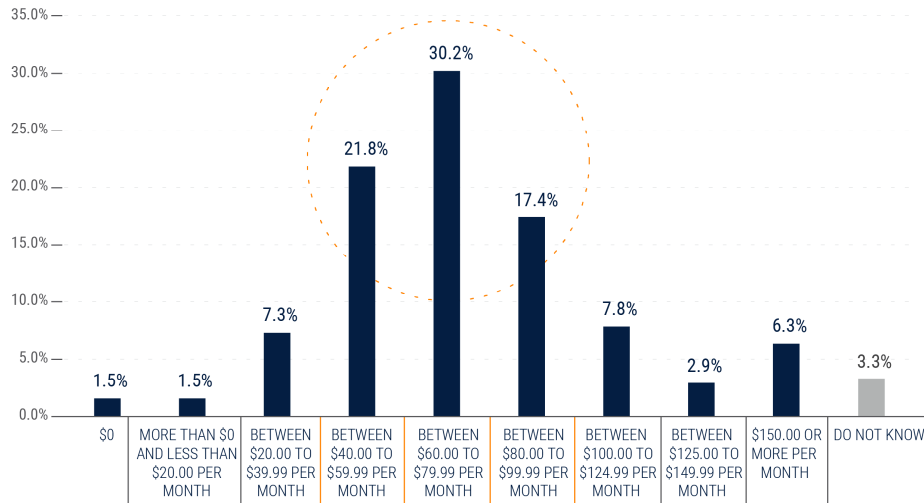
- **While Spectrum and AT&T do not dominate the commercial internet market as they do the residential market, business customers report greater satisfaction with their services than with their competitors.**



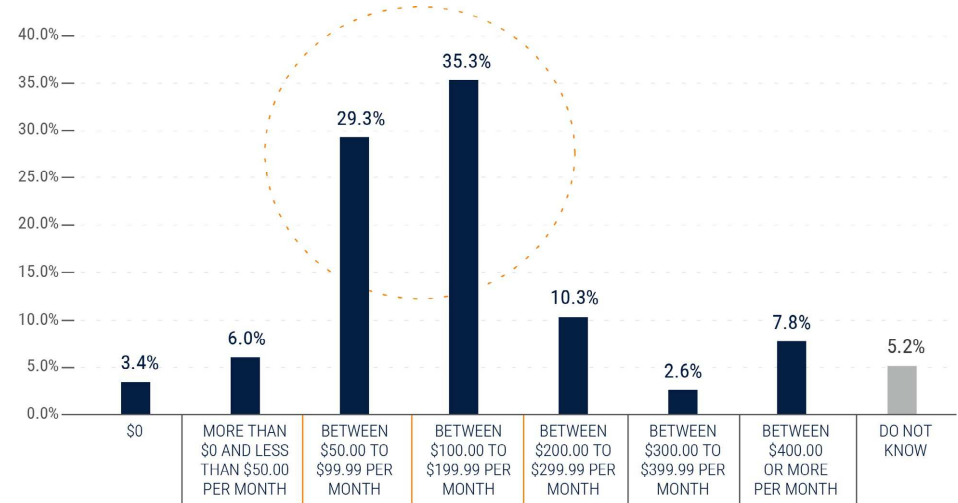
**Note:** Results are based on the opinions of the respondents. Other includes Sprint, T-Mobile, Verizon, Viasat, West Central Net, Vivint, JackRabbit, HughesNet, and others not denoted.  
**Source:** Hunt Institute broadband survey results.

# Internet Cost

## • Residential



## • Commercial



• About half of business respondents report paying between \$50.00 and \$199.99 per month for internet service.



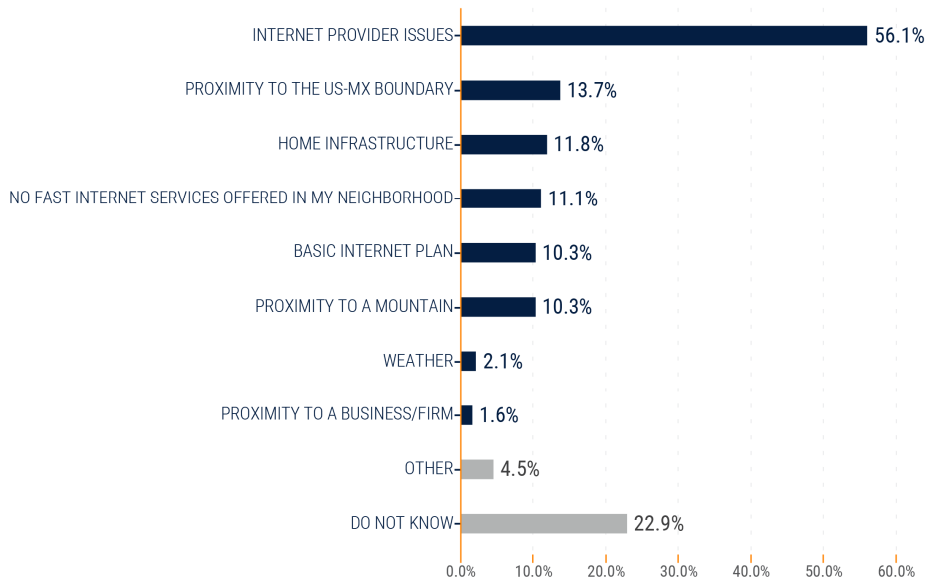
Source: Hunt Institute broadband survey results.



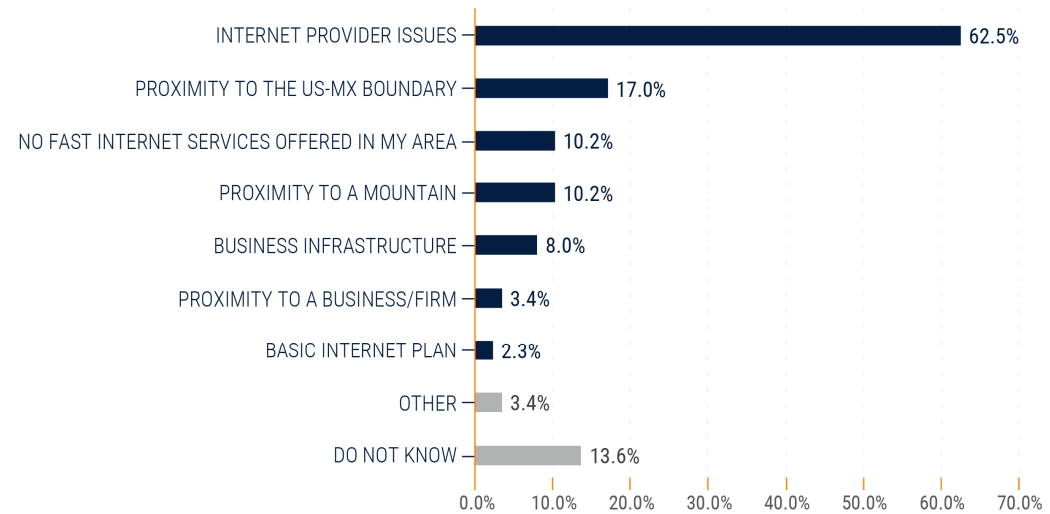
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# Internet Outages

- Residential**



- Commercial**



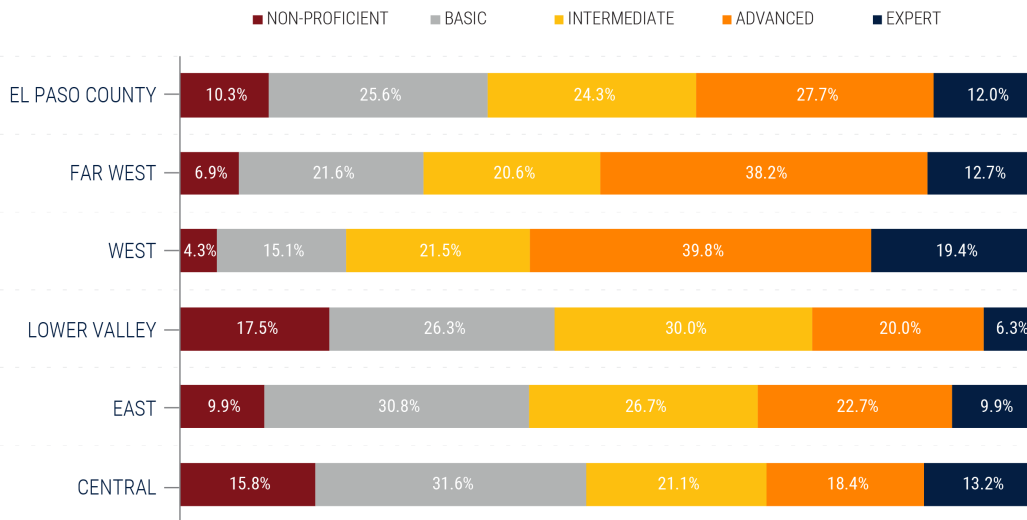
- Residential and business customers report that internet provider issues and their proximity to the US-Mexico border and the Franklin Mountains cause internet outages.**

**Note:** Results are based on the opinions of the respondents. Respondents were directed to select all that apply, thus, percentages will not sum up to one hundred.  
**Source:** Hunt Institute broadband survey results.

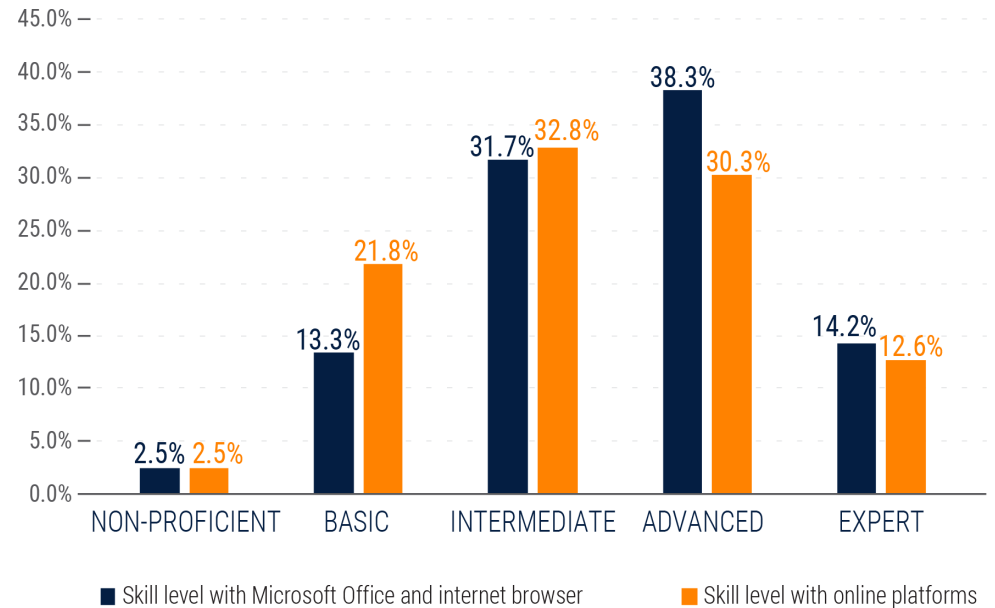


# Digital Literacy

## Residential



## Commercial



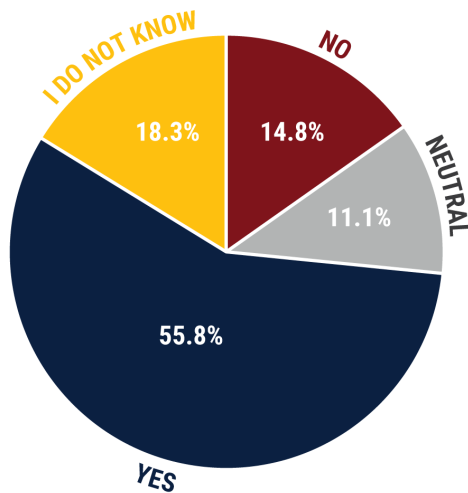
- Residential internet customers in the Central and Lower Valley regions report the largest shares of inexperience with common computer software.

**Note:** Results are based on the opinions of the respondents. See methodology for zip code list by region.  
**Source:** Hunt Institute broadband survey results.



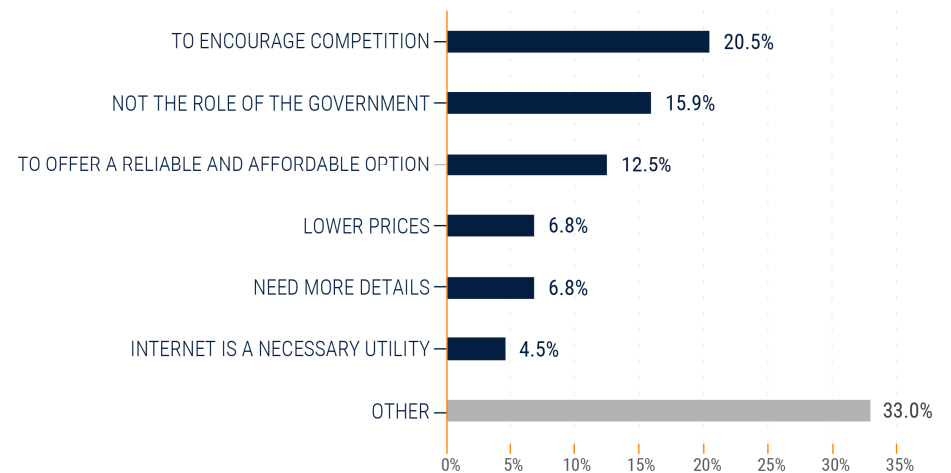
# Support for County Involvement in Internet Market

## • Residential



- **Most residential respondents expressed support for some form of county involvement in the internet market.**

## • Commercial



- **Business respondents largely support some form of county involvement in the internet market.**



**Note:** Results are based on the opinions of the respondents..  
**Source:** Hunt Institute broadband survey results.



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# Economic Impact of Broadband Expansion



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## Aggregate Effect of Proposed Broadband Expansion, 2022-2040

IMPACT TYPE	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
DIRECT EFFECT	231	\$11,152,496	\$20,657,471	\$47,533,537
INDIRECT EFFECT	84	\$3,809,253	\$6,745,808	\$15,862,824
INDUCED EFFECT	77	\$2,974,081	\$5,340,938	\$10,313,301
TOTAL EFFECT	392	\$17,935,830	\$32,744,216	\$73,709,661



Source: IMPLAN and Hunt Institute.



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# Industry Impact

SECTOR	DESCRIPTION	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
52	CONSTRUCTION OF NEW POWER AND COMMUNICATION STRUCTURES	147	\$6,196,591	\$8,752,438	\$17,401,897
433	WIRED TELECOMMUNICATIONS CARRIERS	32	\$2,097,760	\$6,722,516	\$13,434,131
303	OTHER COMMUNICATIONS EQUIPMENT MANUFACTURING	23	\$1,248,922	\$2,667,358	\$9,209,793
302	BROADCAST AND WIRELESS COMMUNICATIONS EQUIPMENT MANUFACTURING	17	\$1,057,346	\$1,991,649	\$6,578,423
53	CONSTRUCTION OF NEW EDUCATIONAL AND VOCATIONAL STRUCTURES	14	\$636,059	\$793,282	\$1,448,406
472	EMPLOYMENT SERVICES	9	\$332,833	\$501,306	#8 \$786,501
509	FULL-SERVICE RESTAURANTS	6	#8 \$129,942	#9 \$182,715	#10 \$363,198
469	MANAGEMENT OF COMPANIES AND ENTERPRISES	6	#7 \$257,754	#7 \$308,173	#7 \$814,120
447	OTHER REAL ESTATE	5	\$118,500	#8 \$264,165	#6 \$913,498
510	LIMITED-SERVICE RESTAURANTS	5	\$97,928	#10 \$150,511	#9 \$374,930

**Note:** Top ten industries most impacted industries ordered from most to least impacted in terms of employment. Rank changes for labor income, value added, and output are listed in orange text. Sector codes come from IMPLAN.

**Source:** IMPLAN and Hunt Institute.



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# Recommendations



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# Recommendations

- Future expansion programs should consider these areas of high need.
- The Lower Valley region is an underserved area to focus efforts to increase accessible and reliable broadband internet speed in El Paso County.
- Future expansion programs should consider targeting areas where AT&T and Spectrum are less present.
- Policymakers should consider programs to raise digital literacy as a complement to potential broadband expansion programs.
- Design infrastructure to respond to specific geographic location impacts service quality.

# Thank You!



## Locate us:

The University of Texas at El Paso  
Hunt Institute for Global Competitiveness University of  
Texas at El Paso (UTEP)  
Kelly Hall Building, Suite 414  
El Paso, Texas 79968-0545



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E: [huntinstitute@utep.edu](mailto:huntinstitute@utep.edu)  
P: (915) 747-6727  
F: (915) 747-7948



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