

Wisconsin Broadband Access- Serviceable Locations (BSL)

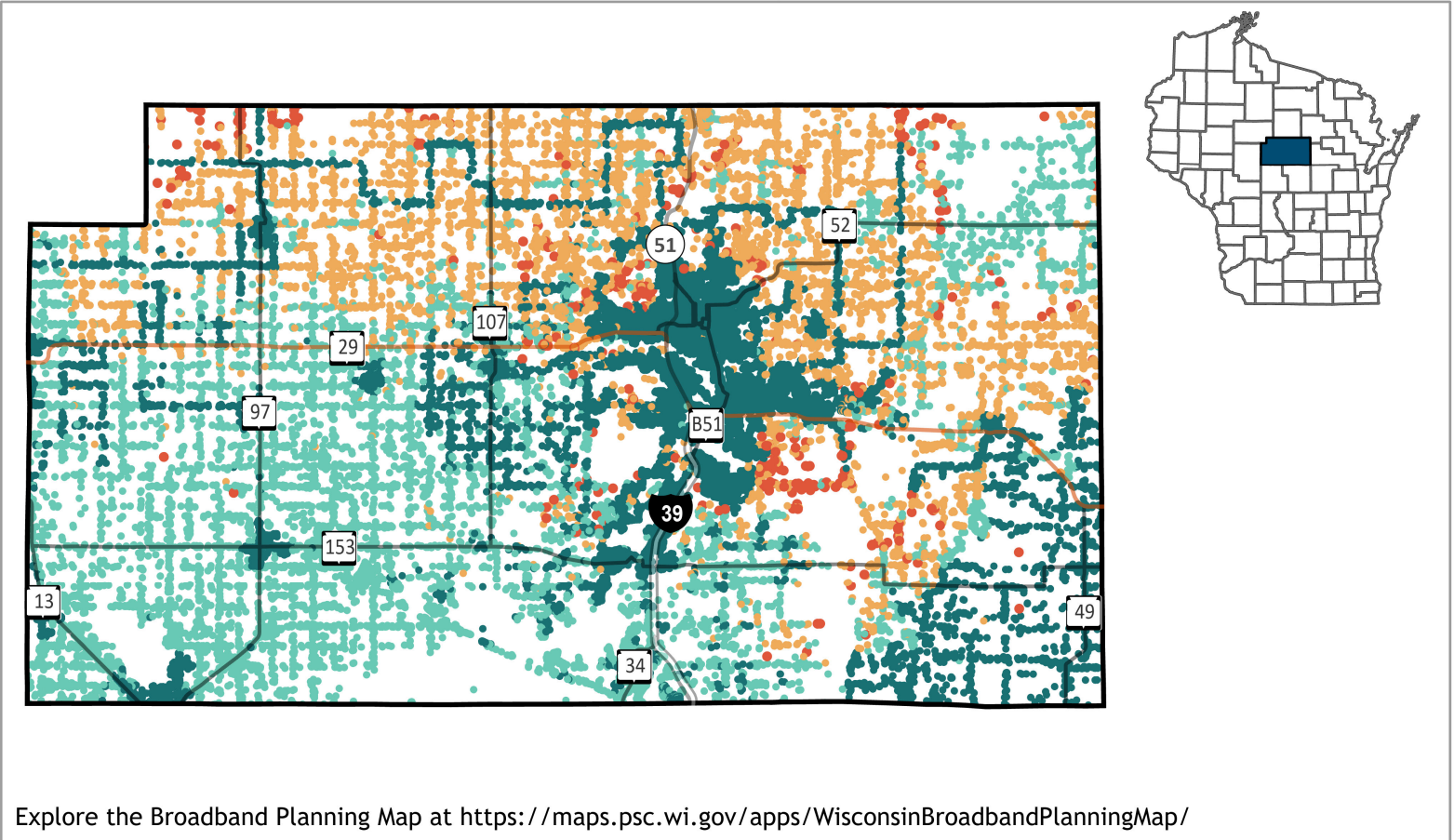
Marathon County



Total BSLs **56,293**

Underserved, Unserviced and No Service Count **14,116**

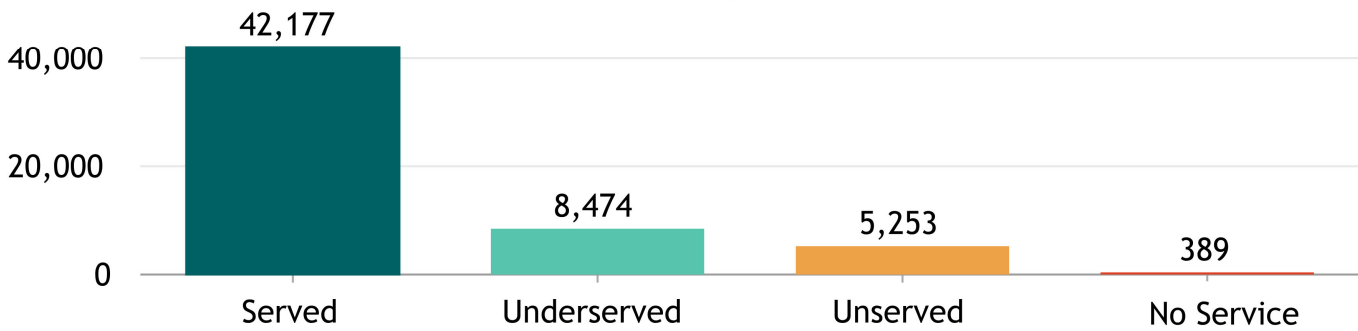
Source: FCC Broadband Data Collection BSL Service Status as of June 30, 2023



Explore the Broadband Planning Map at <https://maps.psc.wi.gov/apps/WisconsinBroadbandPlanningMap/>

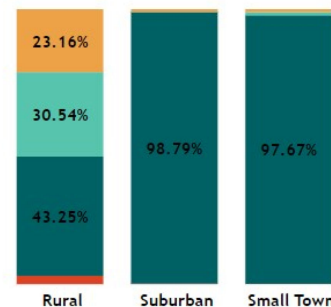
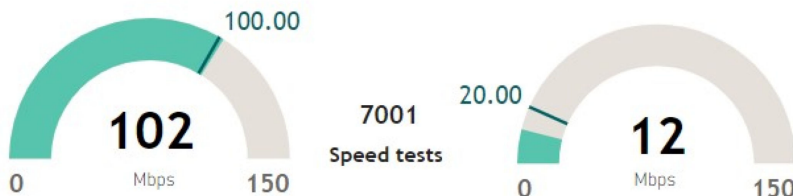
● Served $\geq 100/20$ (Mbps)
 ● Underserved $>25/3$ and $<100/20$ (Mbps)
 ● Unserviced $<25/3$ (Mbps)
 ● No Service

BSL count, by service status



"Broadband service" = an internet service with a minimum speed 100/20 Mbps

% of BSLs, by urbanicity type, by service status



Note: For counties having 100% BSL in the same urbanicity type only one bar is displayed.

Wisconsin Broadband- Enforceable Funding Commitment

Marathon County



56,293

Count of Total BSLs

14,116

Count of Underserved, Unserved, and No Service BSLs

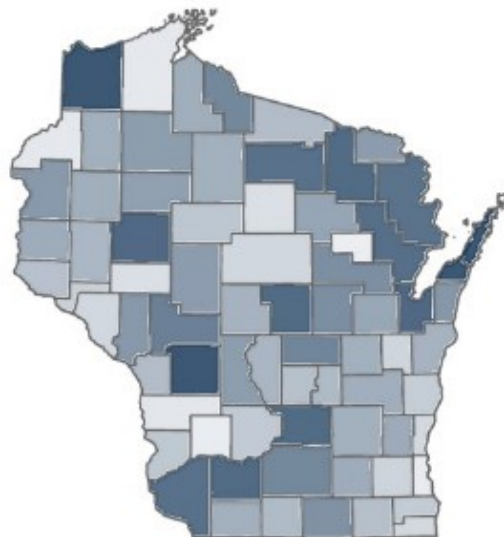
Source: FCC Broadband Data Collection BSL Service Status as of June 30, 2023

"Enforceable Funding Commitment", (EFC) for the purposes of BEAD is any "in progress" award that will build service of at least 100/20 to all locations by either a wireline cable or fiber connection, or a licensed fixed wireless connection. This includes a subset of state awards, all ARPA awards, all USDA Reconnect awards, RDOF, and E-ACAM.

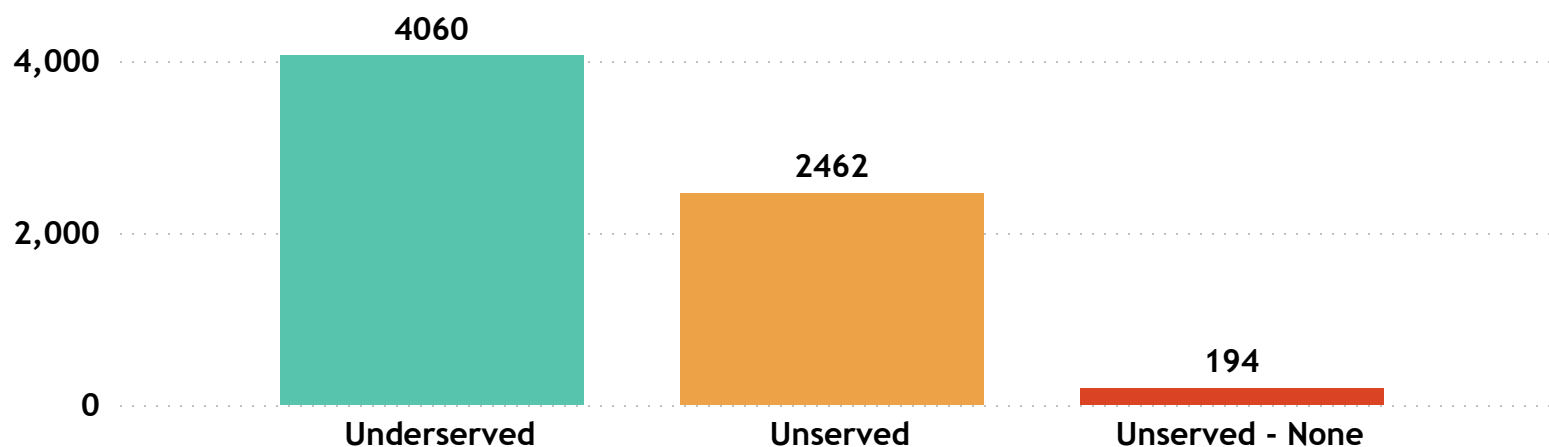
Estimated Underserved, Unserved and No Service Locations without Enforceable Funding Commitment

6,716

Estimated Underserved, Unserved and No Service Locations without EFC (count of locations **min** to **max**)



Estimated Underserved, Unserved, and No Service locations without EFC



Marathon County

FCC service as of December 31, 2022

20

ISP

AirNet

AirRunner Networks LLC

Amherst Telephone Company

AT&T Inc

Bertram Internet

Bug Tussel Wireless LLC

Charter Communications Inc

Cirrinity

Cirrinity - Wittenberg Cable TV Company Inc.

Cirrinity - Wittenberg Telephone Company

Consolidated Communications, Fidium

Country Wireless

Frontier

King Street Wireless, L.P.

Nsight Telservices

Solarus

TDS Telecom

T-Mobile US

United States Cellular Corporation

Verizon

Wisconsin Broadband Affordability- Plan Cost

'Broadband service' = an internet service with a minimum speed 100/20 Mbps

ISPs in Wisconsin: 126

ISPs in Marathon County : 20

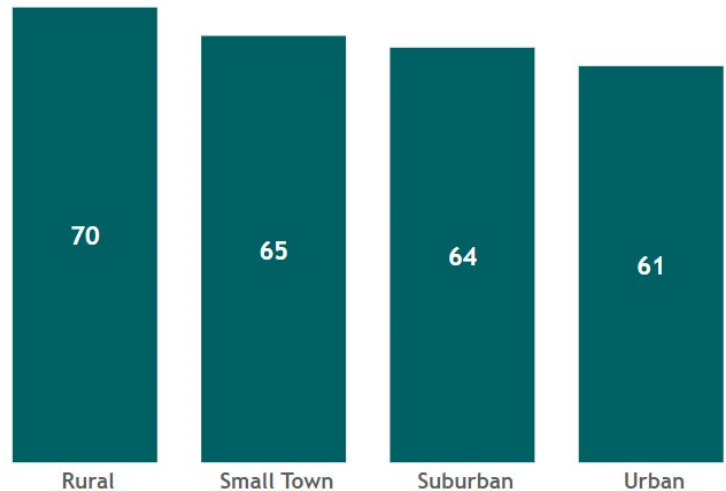
State Minimum Broadband Monthly Price Range
\$ 49.95 - \$ 156.50

State Average of Minimum Broadband Price/ Month
\$64.85

WI Household (HH) Median Income
\$67,080

AFFORDABILITY CRITERIA:
1.17% of Household Income

WI Average Minimum Broadband Price/ Month (in \$) by Urbanicity



Source: Service offerings from ISPs representing 2,200 price offerings across all counties.

HH annual income-range (\$)	Broadband Plan* monthly cost
less than \$15K	less than \$15
\$15K - \$24K	\$15 - \$24
\$25K - \$39K	\$25 - \$38
\$40K - \$54K	\$39 - \$52
\$55K - \$69K	\$53 - \$67
\$70K - \$84K	\$68 - \$81
\$85K - \$99K	\$82 - \$96
\$100K - \$150K	\$97 - \$146
\$150K+	\$147+

* Broadband plan: is a plan providing internet service of a minimum speed of 100/20Mbps

The commonly accepted Broadband cost-burden threshold's income (see worldwide affordability target by 2025)

Marathon County

Average of Minimum Broadband Price/ Month

\$ 65.09

Marathon County

Household (HH) Median Income

\$ 63,029

Wisconsin HHs: 2,401,818

Marathon County HHs: 55,998

Source: ACS 5y 2017-2021