

# Wisconsin Broadband Access- Serviceable Locations (BSL)

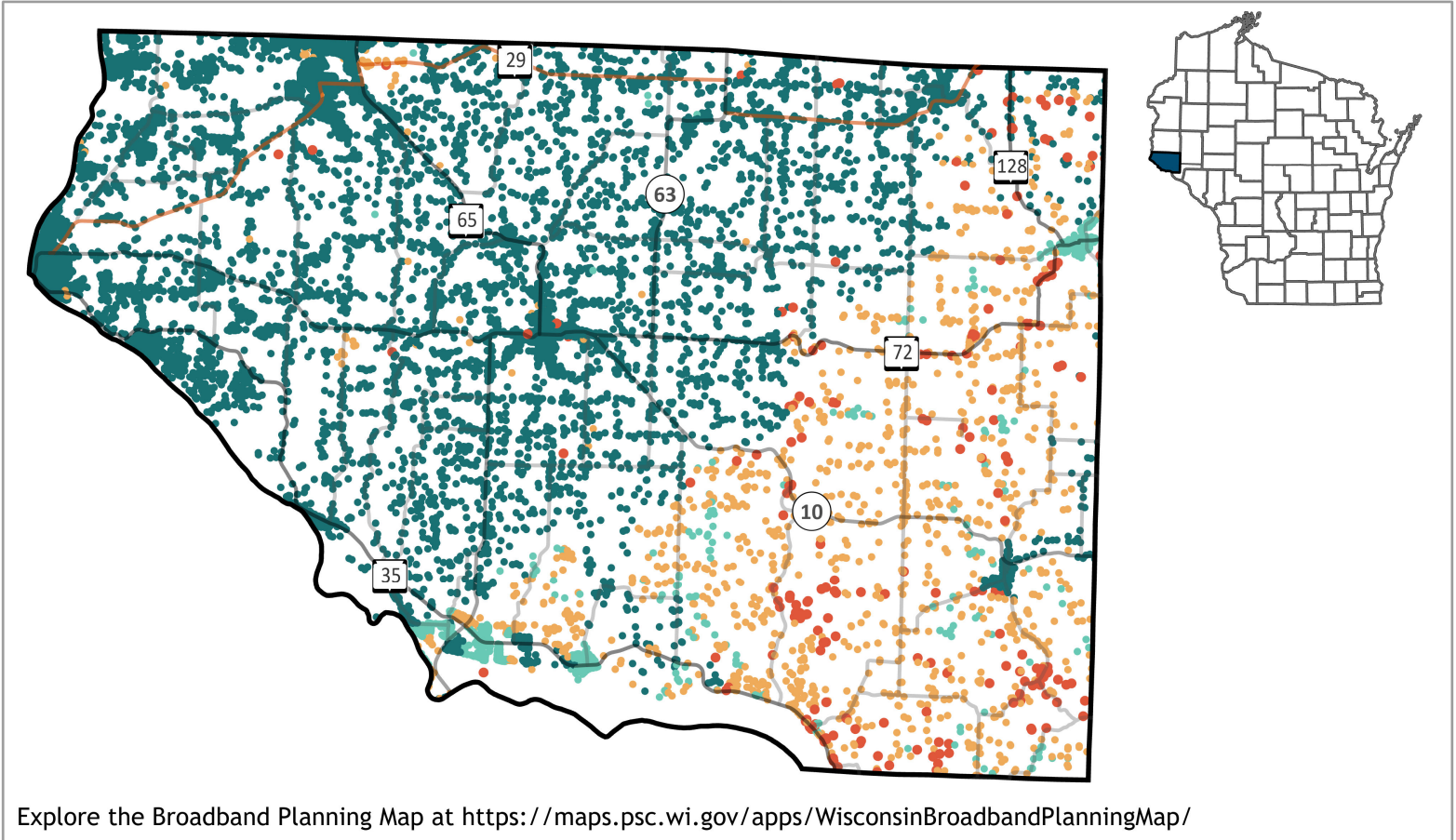
## Pierce County



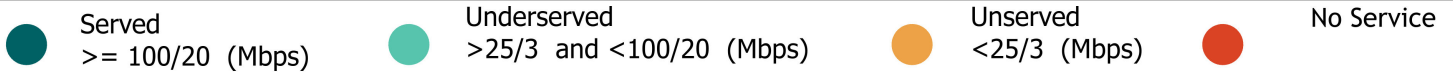
Total BSLs **15,898**

Underserved,  
Unservd and No  
Service Count **2,780**

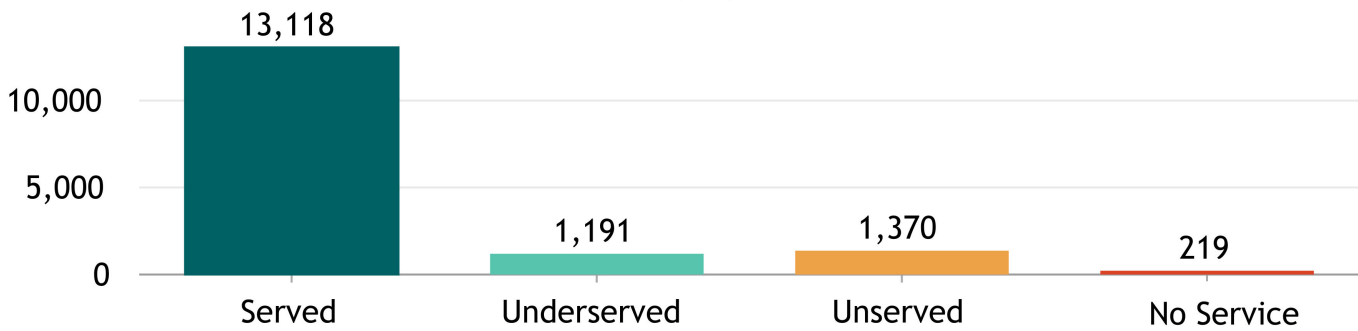
Source: FCC Broadband Data Collection BSL Service Status as of June 30, 2023



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



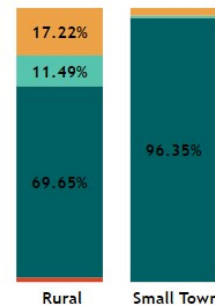
BSL count, by service status



"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

Pierce County



15,898

Count of Total BSLs

2,780

Count of Underserved, Unserved, and No Service BSLs

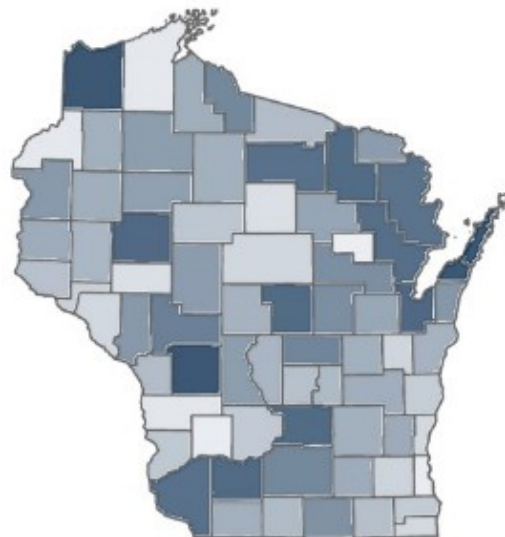
Source: FCC Broadband Data Collection BSL Service Status as of June 30, 2023

"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.

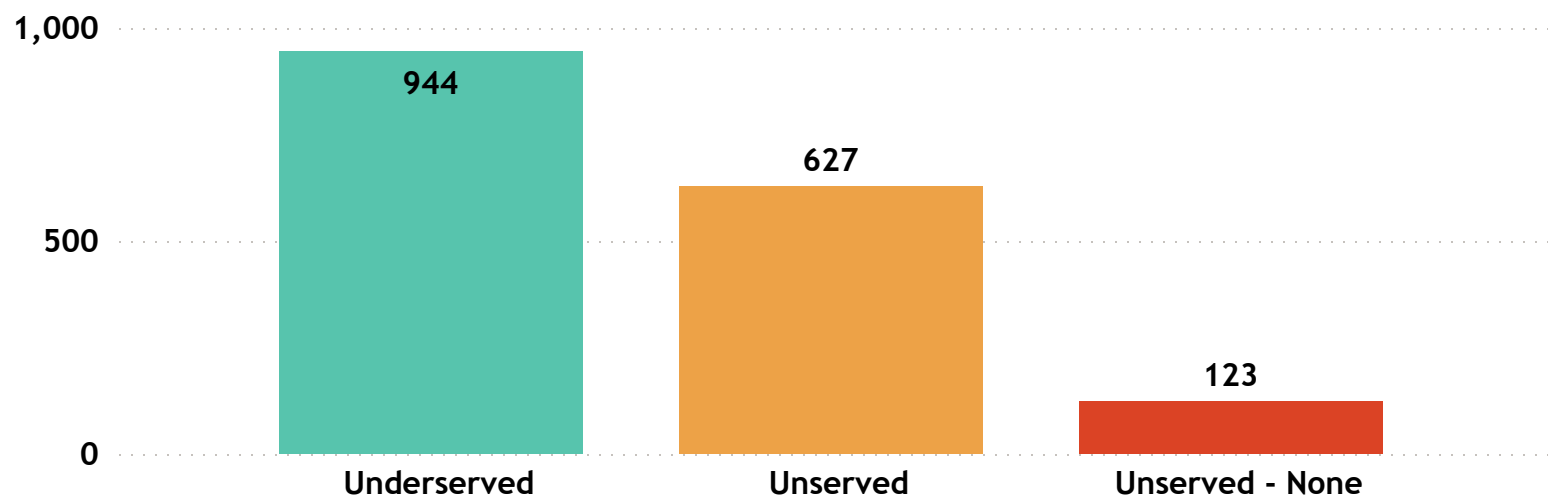
**Estimated Underserved, Unserved and No Service Locations without Enforceable Funding Commitment**

**1,694**

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



Estimated Underserved, Unserved, and No Service locations without EFC



## Pierce County

FCC service as of December 31, 2022

20

ISP  
▲

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AT&T Inc  
Baldwin Broadband  
Baldwin Telecom Inc.  
Bevcomm  
Bug Tussel Wireless LLC  
Celect Communications  
CenturyLink (owned by Lumen)  
Consolidated Communications, Fidium  
Hiawatha Broadband Communications, Inc.  
LTD Broadband  
Midco  
Nextera  
Ntec  
Southeast MN Wifi LLC  
Spring Valley Telephone Company  
Swiftcurrent Connect  
T-Mobile US  
Verizon  
West Wisconsin Telcom Cooperative, Inc.  
Xfinity

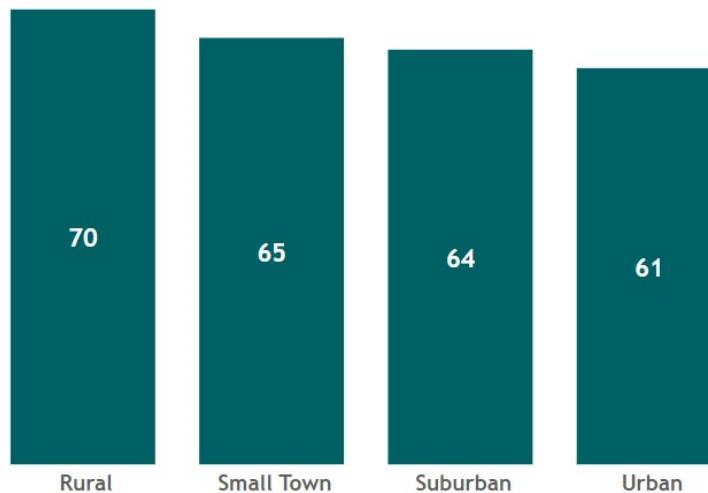
# Wisconsin Broadband Affordability- Plan Cost

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

ISPs in Wisconsin: 126

ISPs in Pierce County: 20

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



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

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

**AFFORDABILITY CRITERIA:**  
**1.17% of Household Income**

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
<b>\$70K - \$84K</b>	<b>\$68 - \$81</b>
\$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)

## Pierce County

Average of Minimum Broadband Price/ Month

**\$ 63.59**

## Pierce County

Household (HH) Median Income

**\$ 73,873**

Wisconsin HHs: 2,401,818

Pierce County HHs: 15,856

Source: ACS 5y 2017-2021