



CALHOUN COUNTY BROADBAND SURVEY DATA

Overview of the Merit Data

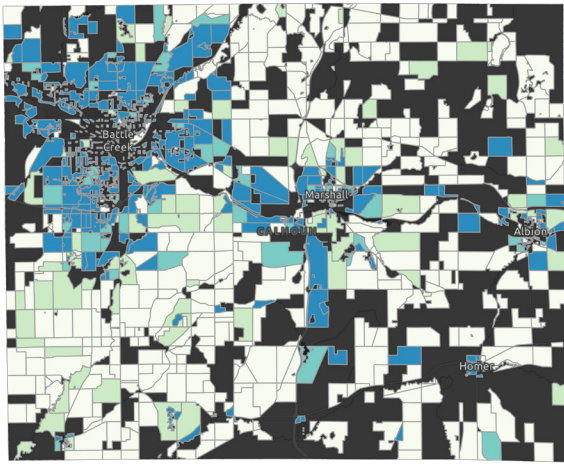
Data gathered:

- 2,240 surveys were eligible
- 1,287 indicated they had some service
- 953 said they had no internet at home
- 697 households completed a speed test + 805 from Ookla, totaling 1,502 speed tests

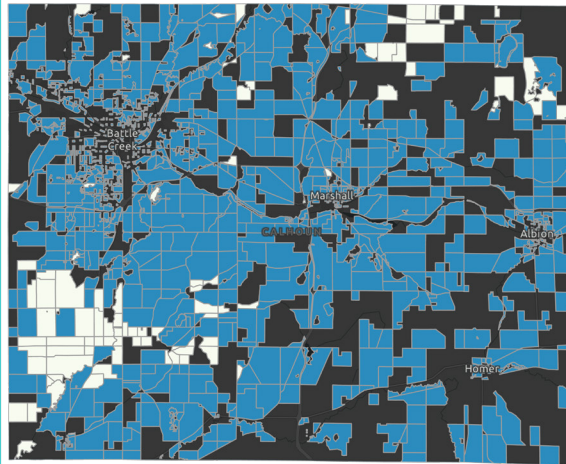
Results:

- Highest density of broadband is in Battle Creek.
- All communities within Calhoun County contain areas that lack access.
- Majority do not have service because they do not have availability at their address.
- 23% of unserved households say cost of service is prohibitively expensive.
- 37% of residents are satisfied with their service options.
- 24% are neutral
- 40% are dissatisfied

BASED ON SURVEY RESPONSES



FCC BREAKDOWN



The reason the comparison with FCC is critical because FCC data is what state/federal governments and Internet Service Providers make decisions based off of. The need is more urgent than federal data suggests.

Province of Ontario, Esri Canada, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS

PER CENSUS BLOCK

- 0 - 10% has broadband
- 11 - 25% has broadband
- 51 - 75% has broadband
- 75 - 100% has broadband

FCC BREAKDOWN

- Served
- Unserved

FCC Differences:

- FCC says "served" with broadband speed is a minimum of 25 Mbps download/3 Mbps upload.
- How many in Calhoun have access at these broadband speeds? 24% without children, 22% with children
- 55% of households do not have access to broadband at those speeds

Industry experts and members of Congress say broadband should be at 100 Mbps download/20 Mbps upload.

- FCC says 68% have access at that speed
- Merit: Only 9% of households have access at that speed

Major talking points:

- FCC says 4% of communities in Calhoun do not have access.
- Merit data says that 39% of households have no access.

The difference in FCC data and what we found is huge:

- 42% fewer homes than indicated by Federal sources have access to broadband Internet speeds
- 35% more homes than indicated by Federal sources have no Internet connectivity whatsoever

Community Value of Broadband

- Associated with improving property values.
- Increased agricultural yields.
- Students have more digital skills, higher grades, and perform better on standardized tests.
- Students without broadband rely on cell phones and do worse in school and are less likely to attend college.
- There's a correlation between connectivity and public and personal health.
- Connectivity and job growth are related.