



Partnership for a Connected Illinois
broadbandillinois.org

2014 Residential Broadband Pricing Study

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Introduction

As part of our ongoing effort to assess the broadband climate in the state of Illinois, Broadband Illinois took another snapshot in time to investigate the pricing for various broadband options and subscriber plans around the state. This report serves as an update to the 2013 Residential Broadband Pricing Study, and utilizes new geographic information and updated pricing data.

This was not a study to find out where the cheapest or best values are in broadband, but rather to look at trends in pricing/speeds as well as the percentages of homes that fall within the various trends. The report is not written in a way to single out which providers might offer the best plans, which technology is used, lowest prices or best value, nor does it attempt to assume any adoption or subscriber rates to the various plans. Subscriber numbers and speeds customers subscribe to are proprietary and protected information and not available outside the respective companies.

It is important to note this report did not include mobile broadband prices nor did we include satellite service pricing. While these are available and important choices for the consumers of the state, our particular focus was on high capacity, multiple device connected fixed broadband services, that would make available all of the types of applications consumers are likely to use, particularly those that need low latency connections without data caps or aggressive speed limiting mechanisms/policies.

There are no simple answers in analyzing pricing data for broadband providers. Many carriers offer different plans at different speeds, and it really depends on what the customer's needs are when selecting a broadband plan. Broadband Illinois chose to collect and organize broadband prices according to the National Telecommunications & Information Administration (NTIA) National Broadband Map speed tiers. By taking this approach, Broadband Illinois was able to study the data more uniformly.

Methodology

Information was gathered from visiting websites of the broadband providers in Illinois. Data variables collected included Technology, Bundle requirement, whether the plan was for a Business or Residential Customer, Download and Upload speeds, Price, and Data Cap Limits. The source URL was also recorded. If no information was available online, the same data variables were collected by placing a phone call to the broadband provider in question. All information was collected during the month of October, 2014.

Once all available data was collected from the providers, Broadband Illinois calculated statistics (maximum, minimum, median) and created the charts and graphs.

Broadband Illinois then used GIS mapping files from the October 1, 2014 National Broadband Map data collection period to create the carrier coverage area (footprint). The Carrier footprint data is current as of June 30, 2014 and is the latest available. The Wireline and Wireless (minus Satellite and Cellular Technologies) then were merged together and dissolved by provider name, dba name, and Maximum Advertised Download Speed Tier. Broadband Illinois joined the plan pricing data collected to the carrier footprint.

Broadband Illinois is assuming that broadband packages are offered completely across a provider's footprint, but with respect to the maximum advertised download speed data from the NTIA. Broadband packages that were extremely outside the NTIA maximum download speed tier were removed. The only exception to that rule is in the case where a provider had not updated its NTIA coverage data. In this case, it was assumed broadband packages are offered completely across a provider's footprint. If a provider's broadband package was within reason, it was kept and considered valid for that area. Once the join was complete and was saved as a GIS mapping file, each individual plan was separated by speed tier and any business plans were removed.

After separating the data, Broadband Illinois used Natural Breaks (Jenks) to classify the broadband plans into 5 price ranges. As many providers overlap with each other, the clip and erase geoprocesses were used to generate map files that eliminate the overlap and show the minimum available price for a given point. Then, Broadband Illinois used census block occupied household data from the 2010 Census to calculate the total number of occupied households, urban occupied households, and rural occupied households within each price range classification. Broadband Illinois specifically used the "have their centroid in the source layer feature" method to select census blocks within each price range class. This process was repeated for each NTIA Speed Tier. Charts and Graphs were then created.

To determine if there were any patterns of deployment or pricing based on economic regions, Broadband Illinois looked at income data from the United States Census Bureau's 2011 American Community Survey at Census Tract levels. Broadband Illinois selected plans using the "intersect the source layer feature" method to select census tracts within each price range. It is also important to note this was done with the unclipped and unleased data. This process was also repeated for each NTIA Speed Tier. Charts and Graphs were then created.

As this report is an update to the 2013 Residential Broadband Price Report, Broadband Illinois examined to see how broadband prices have changed over time. In order to study this, a dissolve by each price was completed for each speed tier in 2013 and 2014. As many overlaps exist, the clip and erase geoprocesses were used to generate map files that eliminate the overlap and show the minimum available price for a given point. This was again done for each speed tier in 2013 and 2014. Once completed, the union geoprocess was ran with like speed tiers from 2013 and 2014. Broadband Illinois was then able to calculate the change in price over time by subtracting the price in 2013 from the price in 2014. This again was done for all speed tiers. With final GIS mapping files produced, Broadband Illinois again used census block occupied household data to calculate the total number of occupied households within each generated polygon. The "have their centroid in the source layer feature" selection method was used to select census blocks within each price difference. This was completed for each speed tier, and charts, graphs, and maps were produced.

Presentation of the Data

Broadband Availability in Illinois

NTIA Speed Tier	Speed Tier Description	% of Occupied Households as of 6/30/14	% of Occupied Households as of 12/31/12	Change Over Time
11	≥ 1 Gbps	13.67%	7.04%	6.63%
10	≥ 100 mbps < 1 Gbps	74.93%	74.20%	0.73%
9	≥ 50 mbps < 100 mbps	4.06%	1.79%	2.28%
8	≥ 25 mbps < 50 mbps	1.93%	9.31%	-7.38%
7	≥ 10 mbps < 25 mbps	3.47%	4.11%	-0.64%
6	≥ 6 mbps < 10 mbps	0.82%	1.56%	-0.74%
5	≥ 3 mbps < 6 mbps	0.70%	1.24%	-0.53%
4	≥ 1.5 mbps < 3 mbps	0.13%	0.35%	-0.22%
3	≥ 768 Kbps < 1.5 mbps	0.04%	0.05%	-0.01%
0	No Broadband Service	0.25%	0.36%	-0.11%

Table 1. Residential Broadband Internet Packages by Speed Tier – Trending shows a growth in higher speed tier packages being offered with corresponding decreases in slower speed offerings.

Speed Tier	2014 Median Broadband Package Price	2013 Median Broadband Package Price	Change Over Time
≥ 768 kbps and < 1.5 Mbps	\$36.95	\$39.95	(\$3.00)
≥ 1.5 Mbps and < 3 Mbps	\$40.00	\$43.95	(\$3.95)
≥ 3 Mbps and < 6 Mbps	\$49.95	\$49.95	\$0.00
≥ 6 Mbps and < 10 Mbps	\$59.95	\$59.70	\$0.25
≥ 10 Mbps and < 25 Mbps	\$60.35	\$59.95	\$0.40
≥ 25 Mbps and < 50 Mbps	\$65.47	\$64.97	\$0.50
≥ 50 Mbps and < 100 Mbps	\$64.95	\$74.97	(\$10.02)
≥ 100 Mbps	\$79.95	\$99.99	(\$20.04)

Table 2. Change Over Time of Median Broadband Package Price (Full Change Over Time table found on Pg.29) – Trending showing decreases on prices for higher speed plans. Median price increases are less than 50 cents.

Broadband Provider Counts in Report

Report Year	Providers	Broadband Packages
2013	117	447
2014	137	583

New Broadband Providers with pricing data for the 2014 report:

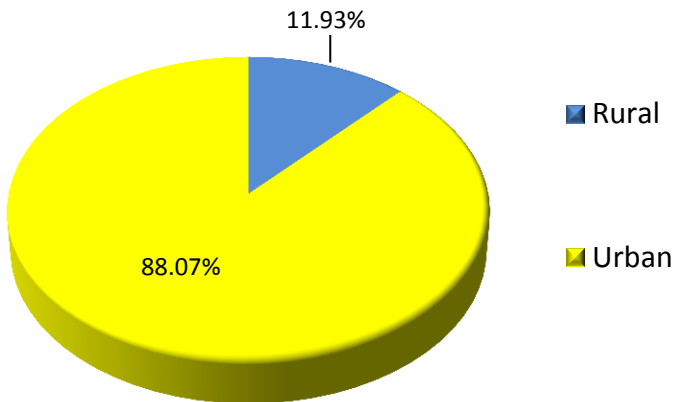
- Air-Wans, Inc
- Airbaud
- BroadTech Inc.
- ClearSKY Systems Inc
- Convergence Technologies, Inc.
- Cox Communications, LLC
- Cumberland Internet, Inc.
- Cyber Broadcasting, LLC
- H.I. Cable LLC
- Hy-Rail Communications
- iTV-3, Inc.
- McHenryCom Co.
- MediaNet Computers, Inc.
- Midwest First, Inc.
- MR Systems Wireless, LLC
- Muscatine Power & Water
- Next-Level Technology Partners
- Node1 Technology
- Noize Communications LLC
- Prairie Wind LLC
- Rocket Communications
- Satnet, Inc.
- theWISP.net ,INC

Illinois Rural vs. Urban Demographics

2010 Census Urban and Rural Classification	Occupied Households	Percent of Occupied Households	Population	Percent of Population
Rural	577,079	11.93%	1,477,079	11.51%
Urban	4,259,893	88.07%	11,353,553	88.49%

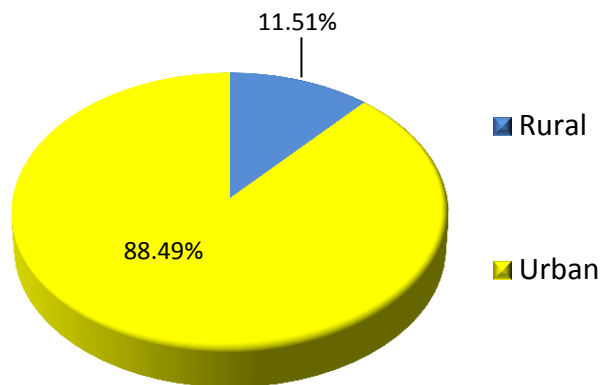
Rural/Urban Occupied Households

2010 Census Urban and Rural Classification



Rural/Urban Population

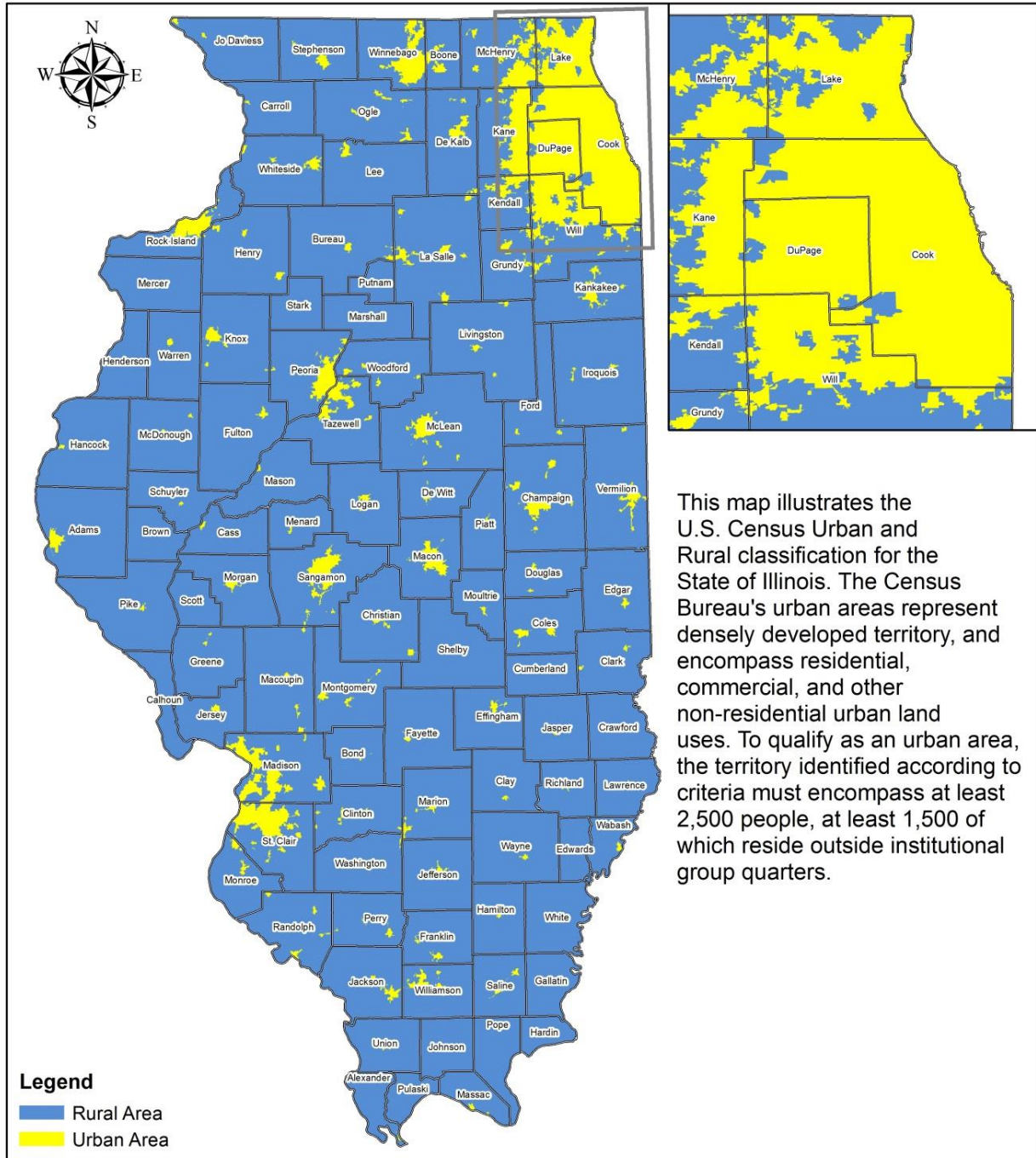
2010 Census Urban and Rural Classification



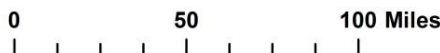


Illinois Urban and Rural Classification

Based on 2010 U.S. Census Definition



Partnership for a Connected Illinois - December 30, 2014



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DISCLAIMER: This map is meant to be used for preliminary review purposes only. The information depicted on this map is based on a limited amount of available data, and thus there are inherent inaccuracies. As more complete data is collected, the map will be updated and will contain more accurate information. This map should not be used to make any decisions regarding the served, underserved, and not served areas. At this time, the NTIA definition of Broadband is greater than or equal to 768 Kbps. (c) 2012 The Partnership for a Connected Illinois and/or the State of Illinois

Number of Residential Broadband Internet Packages Offered by Speed Tier

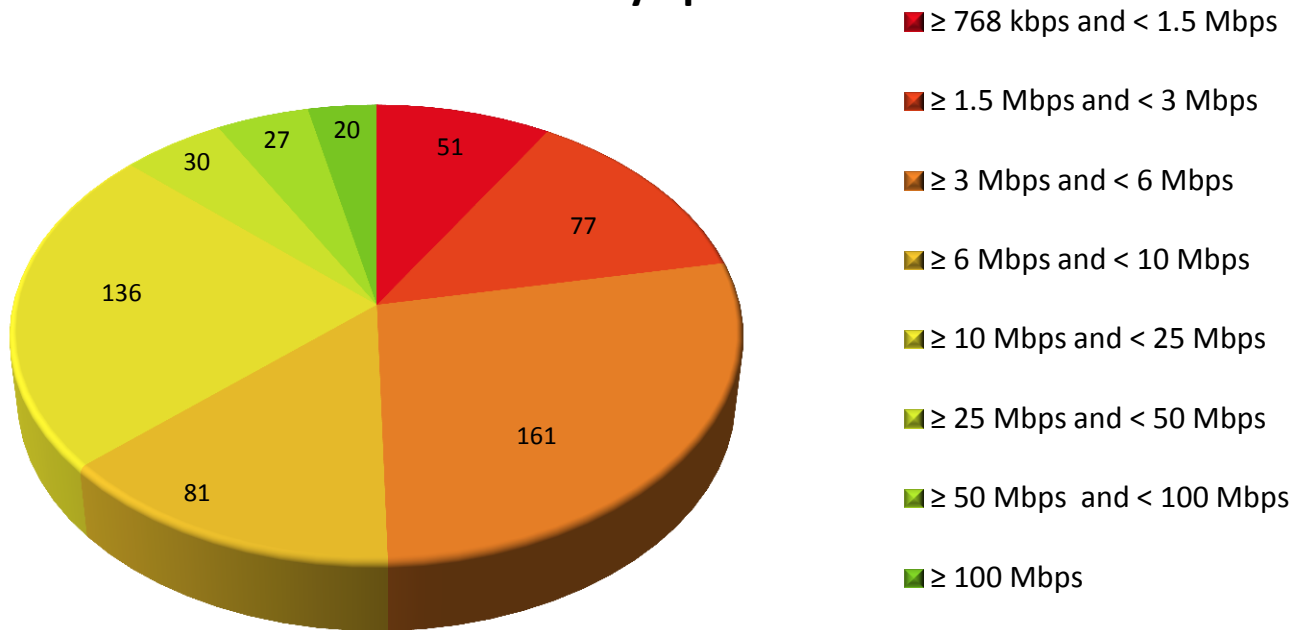


Chart 1. Number of Residential Broadband Internet Packages by Speed Tier

Speed Tier	Median Cost	Max Cost	Min Cost	Number of Plans Offered by Carriers
≥ 768 kbps and < 1.5 Mbps	\$ 36.95	\$ 159.00	\$ 19.99	51
≥ 1.5 Mbps and < 3 Mbps	\$ 40.00	\$ 100.00	\$ 19.95	77
≥ 3 Mbps and < 6 Mbps	\$ 49.95	\$ 129.95	\$ 20.00	161
≥ 6 Mbps and < 10 Mbps	\$ 59.95	\$ 149.95	\$ 34.95	81
≥ 10 Mbps and < 25 Mbps	\$ 60.35	\$ 250.00	\$ 19.95	136
≥ 25 Mbps and < 50 Mbps	\$ 65.47	\$ 250.00	\$ 24.95	30
≥ 50 Mbps and < 100 Mbps	\$ 64.95	\$ 199.95	\$ 34.95	27
≥ 100 Mbps	\$ 79.95	\$ 399.95	\$ 29.95	20

Table 1. Residential Broadband Internet Packages by Speed Tier

Residential Broadband Price per NTIA Speed Tier

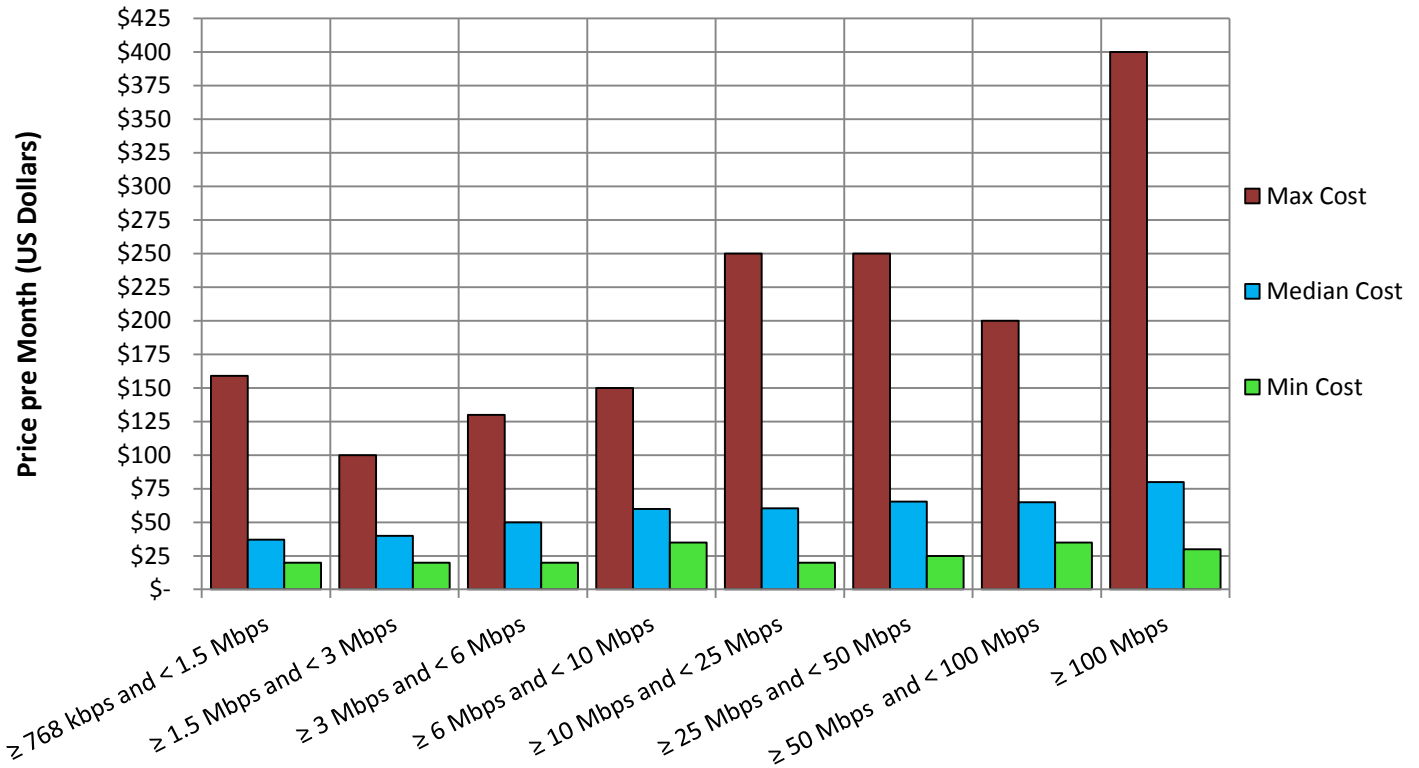


Chart 2. Max, Median, and Minimum of Residential Broadband Internet Packages by Speed Tier

Speed Tier	Most Common Minimum Price Range	Percentage of Occupied Households Passed
$\ge 768 \text{ kbps and } < 1.5 \text{ Mbps}$	\$25.01 - \$39.95	83.47%
$\ge 1.5 \text{ Mbps and } < 3 \text{ Mbps}$	\$30.01 - \$42.00	70.56%
$\ge 3 \text{ Mbps and } < 6 \text{ Mbps}$	\$39.01 - \$52.00	77.11%
$\ge 6 \text{ Mbps and } < 10 \text{ Mbps}$	\$45.01 - \$55.00	86.61%
$\ge 10 \text{ Mbps and } < 25 \text{ Mbps}$	\$42.96 - \$62.95	67.88%
$\ge 25 \text{ Mbps and } < 50 \text{ Mbps}$	\$54.96 - \$85.00	72.82%
$\ge 50 \text{ Mbps and } < 100 \text{ Mbps}$	\$69.96 - \$92.00	58.28%
$\ge 100 \text{ Mbps}$	\$79.96 - \$129.95	70.97%

Table 2. Residential Broadband Internet Price Range with Highest Occupied Households by Speed Tier

Percentage of Occupied Households with Access to Broadband Plans ≥ 768 kbps and < 1.5 Mbps by Price

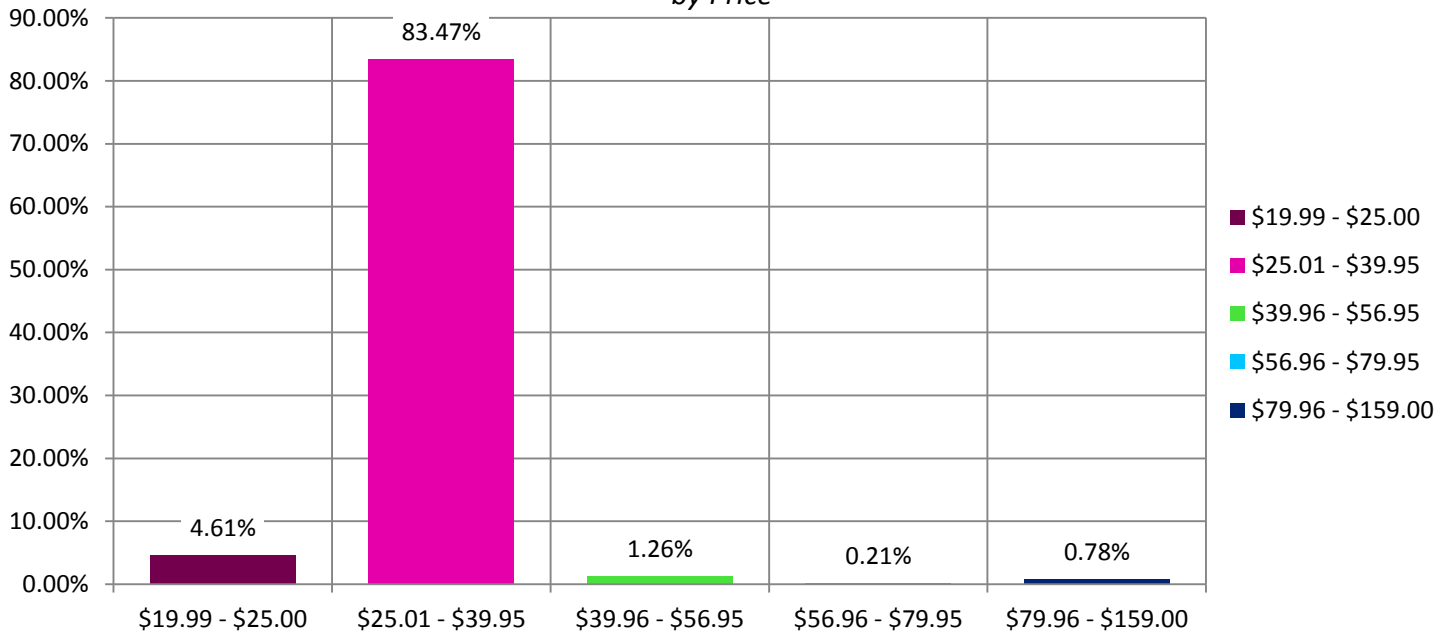


Chart 3. Occupied Households with Access to Broadband Plans ≥ 768 kbps and < 1.5 Mbps

Broadband Plans ≥ 768 kbps and < 1.5 Mbps						
Minimum Price Range	Occupied Households Passed	Percentage of Occupied Households Passed	Rural Occupied Households Passed	Percentage of Rural Occupied Households Passed	Urban Occupied Households Passed	Percentage of Urban Occupied Households Passed
\$19.99 - \$25.00	223,214	4.61%	31,054	5.38%	192,160	4.51%
\$25.01 - \$39.95	4,037,511	83.47%	308,845	53.52%	3,728,666	87.53%
\$39.96 - \$56.95	60,830	1.26%	30,308	5.25%	30,522	0.72%
\$56.96 - \$79.95	10,371	0.21%	5,951	1.03%	4,420	0.10%
\$79.96 - \$159.00	37,687	0.78%	21,360	3.70%	16,327	0.38%
No Access to Speed Tier 3	467,359	9.66%	179,561	31.12%	287,798	6.76%

Table 3. Occupied Households with Access to Broadband Plans ≥ 768 kbps and < 1.5 Mbps

Average Household Income to Price Range/Speed Tier

Broadband Plans \geq 768 kbps and $<$ 1.5 Mbps

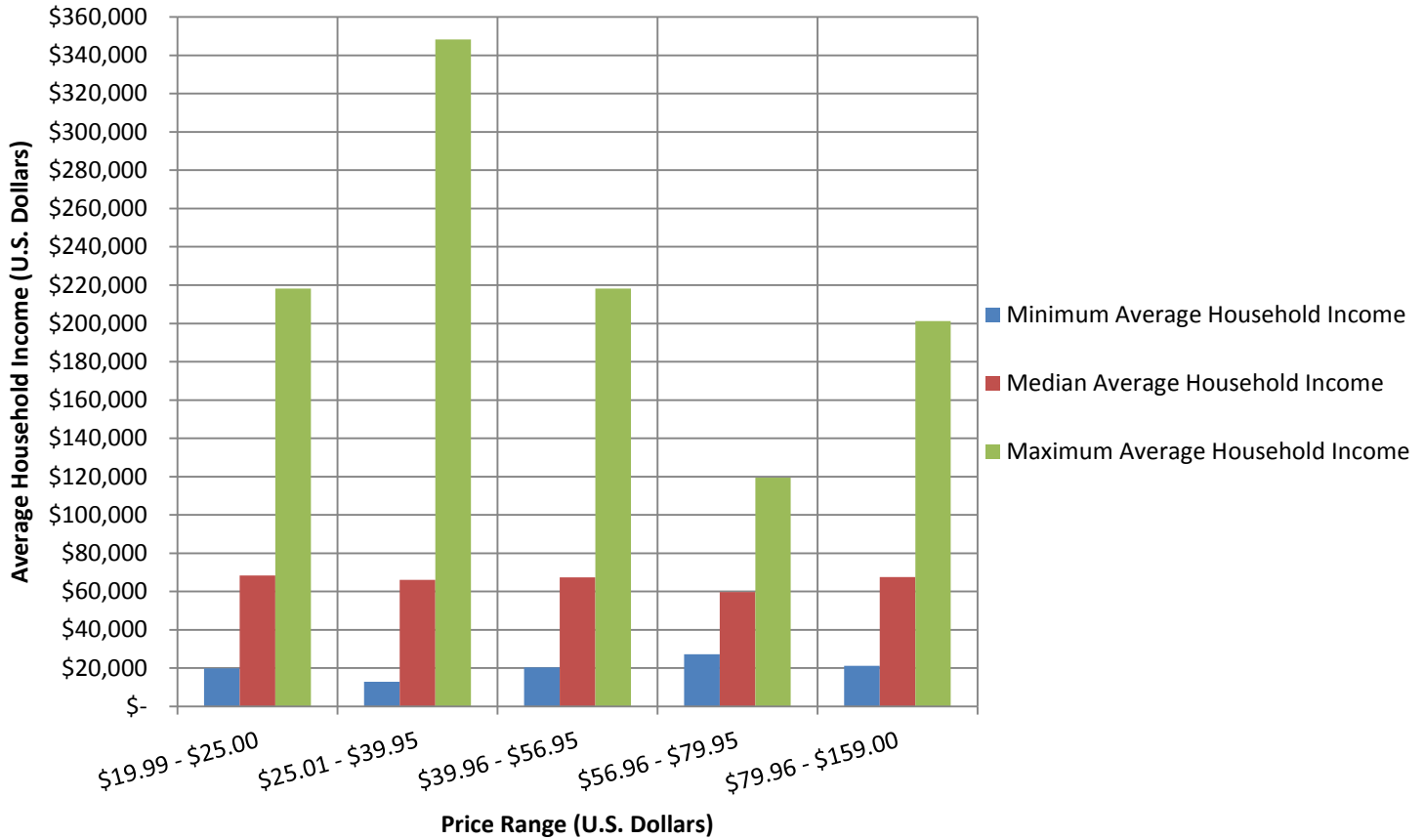


Chart 4. Average Household Income with Access to Broadband Plans \geq 768 kbps and $<$ 1.5 Mbps

Broadband Plans \geq 768 kbps and $<$ 1.5 Mbps						
Price Range	Number of Providers	Occupied Households Passed	Occupied Households Passed	Minimum Average Household Income	Median Average Household Income	Maximum Average Household Income
\$19.99 - \$25.00	6	223,214	4.61%	\$19,858.00	\$68,359.00	\$218,234.00
\$25.01 - \$39.95	28	4,233,345	87.52%	\$12,817.00	\$66,055.00	\$348,355.00
\$39.96 - \$56.95	12	579,313	11.98%	\$20,342.00	\$67,344.00	\$218,234.00
\$56.96 - \$79.95	3	102,705	2.12%	\$27,266.00	\$59,633.50	\$119,360.00
\$79.96 - \$159.00	2	215,336	4.45%	\$21,175.00	\$67,490.00	\$201,192.00

Table 4. Average Household Income with Access to Broadband Plans \geq 768 kbps and $<$ 1.5 Mbps

Percentage of Occupied Households with Access to Broadband Plans ≥ 1.5 Mbps and < 3 Mbps by Price

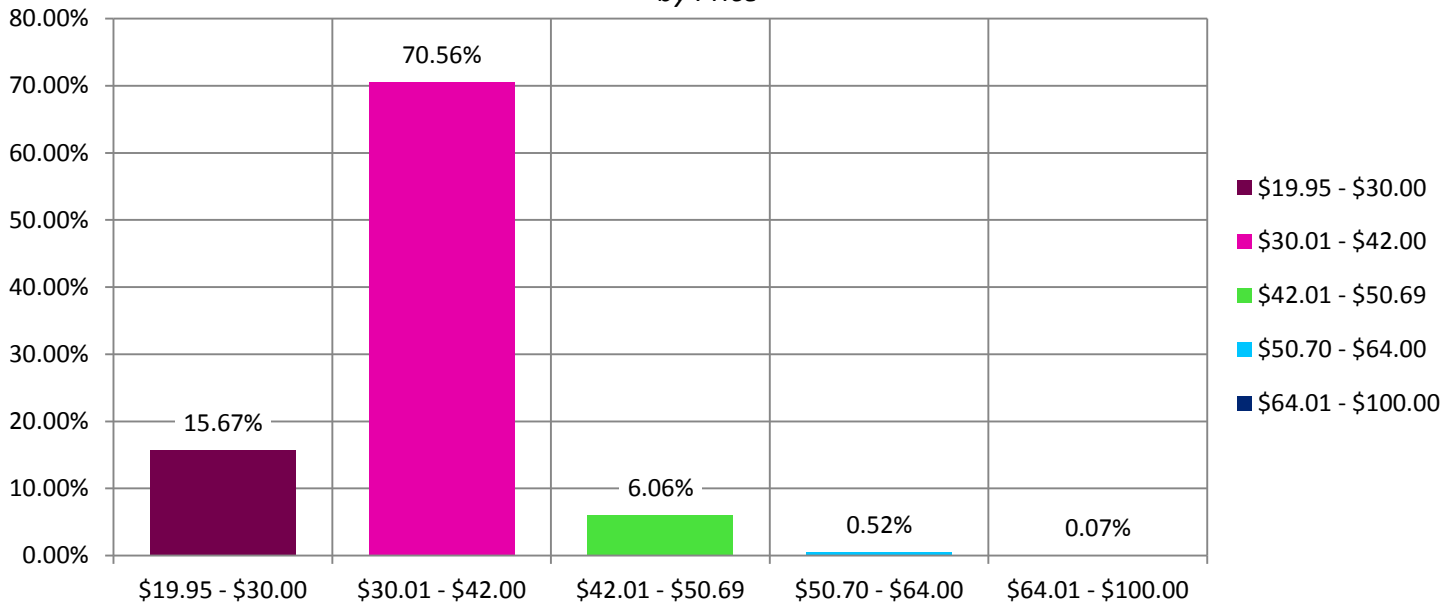


Chart 5. Occupied Households with Access to Broadband Plans ≥ 1.5 Mbps and < 3 Mbps

Broadband Plans ≥ 1.5 Mbps and < 3 Mbps						
Minimum Price Range	Occupied Households Passed	Percentage of Occupied Households Passed	Rural Occupied Households Passed	Percentage of Rural Occupied Households Passed	Urban Occupied Households Passed	Percentage of Urban Occupied Households Passed
\$19.95 - \$30.00	758,098	15.67%	99,148	17.18%	658,950	15.47%
\$30.01 - \$42.00	3,412,776	70.56%	219,682	38.07%	3,193,094	74.96%
\$42.01 - \$50.69	293,128	6.06%	100,146	17.35%	192,982	4.53%
\$50.70 - \$64.00	25,281	0.52%	16,047	2.78%	9,234	0.22%
\$64.01 - \$100.00	3,511	0.07%	1,965	0.34%	1,546	0.04%
No Access to Speed Tier 4	344,178	7.12%	140,091	24.28%	204,087	4.79%

Table 5. Occupied Households with Access to Broadband Plans ≥ 1.5 Mbps and < 3 Mbps

Average Household Income to Price Range/Speed Tier

Broadband Plans \geq 1.5 Mbps and $<$ 3 Mbps

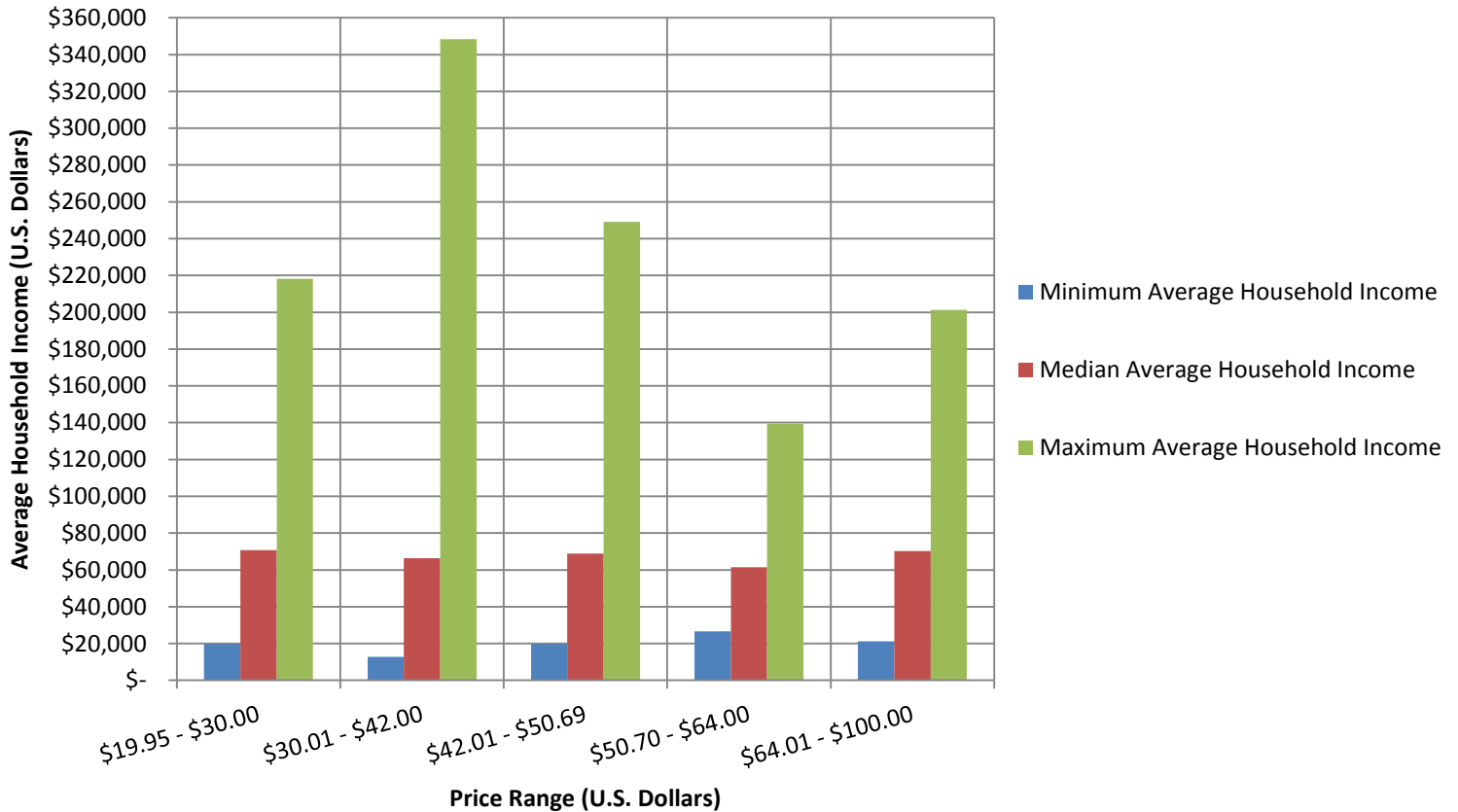


Chart 6. Average Household Income with Access to Broadband Plans \geq 1.5 Mbps and $<$ 3 Mbps

Broadband Plans \geq 1.5 Mbps and $<$ 3 Mbps						
Price Range	Number of Providers	Occupied Households Passed	Occupied Households Passed	Minimum Average Household Income	Median Average Household Income	Maximum Average Household Income
\$19.95 - \$30.00	12	758,098	15.67%	\$19,858.00	\$70,733.00	\$218,234.00
\$30.01 - \$42.00	29	4,019,638	83.10%	\$12,817.00	\$66,421.00	\$348,355.00
\$42.01 - \$50.69	20	1,364,567	28.21%	\$19,858.00	\$68,915.50	\$249,193.00
\$50.70 - \$64.00	9	282,515	5.84%	\$26,639.00	\$61,447.00	\$139,442.00
\$64.01 - \$100.00	7	337,806	6.98%	\$21,175.00	\$70,193.00	\$201,192.00

Table 6. Average Household Income with Access to Broadband Plans \geq 1.5 Mbps and $<$ 3 Mbps

Percentage of Occupied Households with Access to Broadband Plans ≥ 3 Mbps and < 6 Mbps

by Price

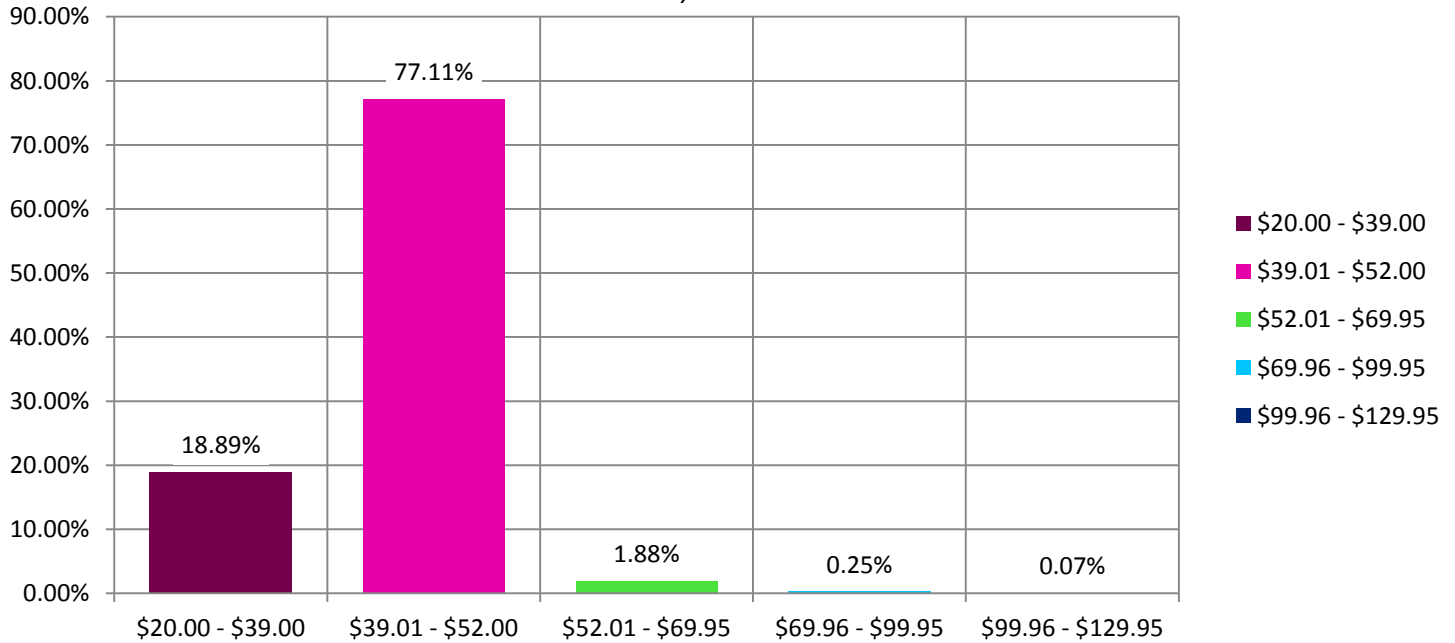


Chart 7. Occupied Households with Access to Broadband Plans ≥ 3 Mbps and < 6 Mbps

Broadband Plans ≥ 3 Mbps and < 6 Mbps						
Minimum Price Range	Occupied Households Passed	Percentage of Occupied Households Passed	Rural Occupied Households Passed	Percentage of Rural Occupied Households Passed	Urban Occupied Households Passed	Percentage of Urban Occupied Households Passed
\$20.00 - \$39.00	913,483	18.89%	191,139	33.12%	722,344	16.96%
\$39.01 - \$52.00	3,729,980	77.11%	273,398	47.38%	3,456,582	81.14%
\$52.01 - \$69.95	91,097	1.88%	47,170	8.17%	43,927	1.03%
\$69.96 - \$99.95	12,143	0.25%	8,945	1.55%	3,198	0.08%
\$99.96 - \$129.95	3,518	0.07%	2,326	0.40%	1,192	0.03%
No Access to Speed Tier 5	86,751	1.79%	54,101	9.37%	32,650	0.77%

Table 7. Occupied Households with Access to Broadband Plans ≥ 3 Mbps and < 6 Mbps

Average Household Income to Price Range/Speed Tier

Broadband Plans \geq 3 Mbps and $<$ 6 Mbps

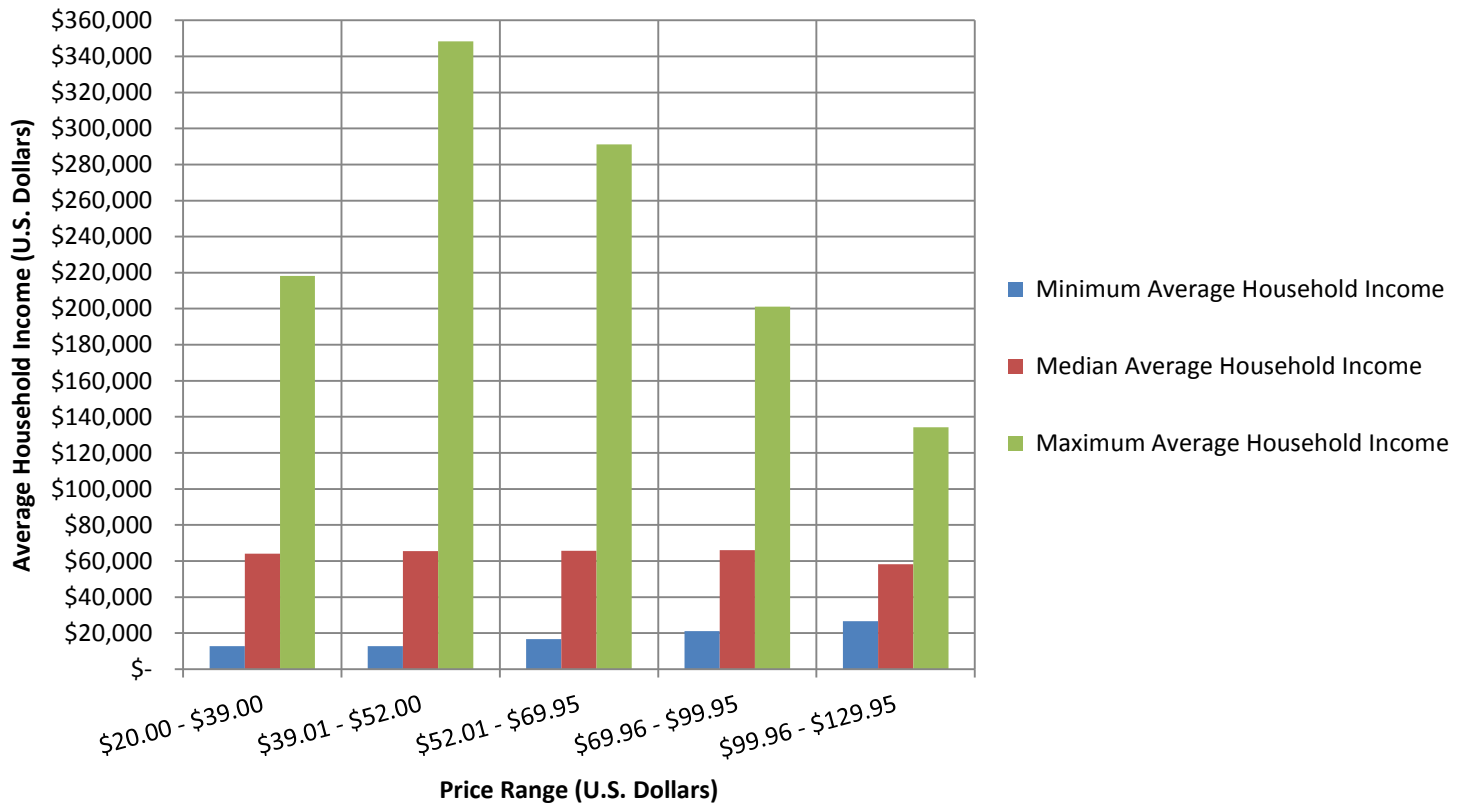


Chart 8. Average Household Income with Access to Broadband Plans \geq 3 Mbps and $<$ 6 Mbps

Broadband Plans \geq 3 Mbps and $<$ 6 Mbps						
Price Range	Number of Providers	Occupied Households Passed	Occupied Households Passed	Minimum Average Household Income	Median Average Household Income	Maximum Average Household Income
\$20.00 - \$39.00	31	913,483	18.89%	\$12,817.00	\$64,088.00	\$218,234.00
\$39.01 - \$52.00	73	4,576,815	94.62%	\$12,817.00	\$65,456.00	\$348,355.00
\$52.01 - \$69.95	37	2,378,405	49.17%	\$16,703.00	\$65,677.00	\$291,158.00
\$69.96 - \$99.95	18	435,031	8.99%	\$21,175.00	\$65,935.00	\$201,192.00
\$99.96 - \$129.95	2	167,653	3.47%	\$26,639.00	\$58,120.00	\$134,179.00

Table 8. Average Household Income with Access to Broadband Plans \geq 3 Mbps and $<$ 6 Mbps

Percentage of Occupied Households with Access to Broadband Plans \geq 6 Mbps and $<$ 10 Mbps

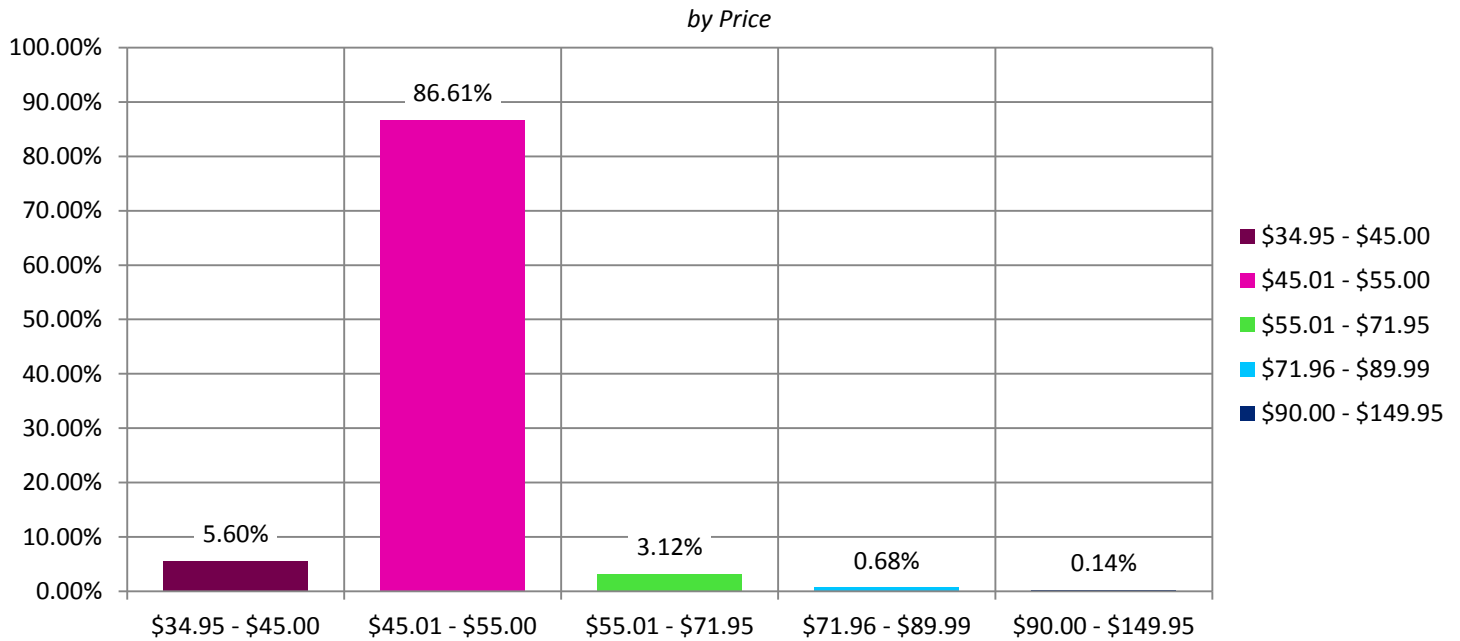


Chart 9. Occupied Households with Access to Broadband Plans \geq 6 Mbps and $<$ 10 Mbps

Broadband Plans \geq 6 Mbps and $<$ 10 Mbps						
Minimum Price Range	Occupied Households Passed	Percentage of Occupied Households Passed	Rural Occupied Households Passed	Percentage of Rural Occupied Households Passed	Urban Occupied Households Passed	Percentage of Urban Occupied Households Passed
\$34.95 - \$45.00	270,813	5.60%	41,239	7.15%	229,574	5.39%
\$45.01 - \$55.00	4,189,385	86.61%	343,639	59.55%	3,845,746	90.28%
\$55.01 - \$71.95	150,675	3.12%	75,641	13.11%	75,034	1.76%
\$71.96 - \$89.99	32,696	0.68%	10,762	1.86%	21,934	0.51%
\$90.00 - \$149.95	6,871	0.14%	6,678	1.16%	193	0.00%
No Access to Speed Tier 6	186,532	3.86%	99,120	17.18%	87,412	2.05%

Table 9. Occupied Households with Access to Broadband Plans \geq 6 Mbps and $<$ 10 Mbps

Average Household Income to Price Range/Speed Tier

Broadband Plans \geq 6 Mbps and $<$ 10 Mbps

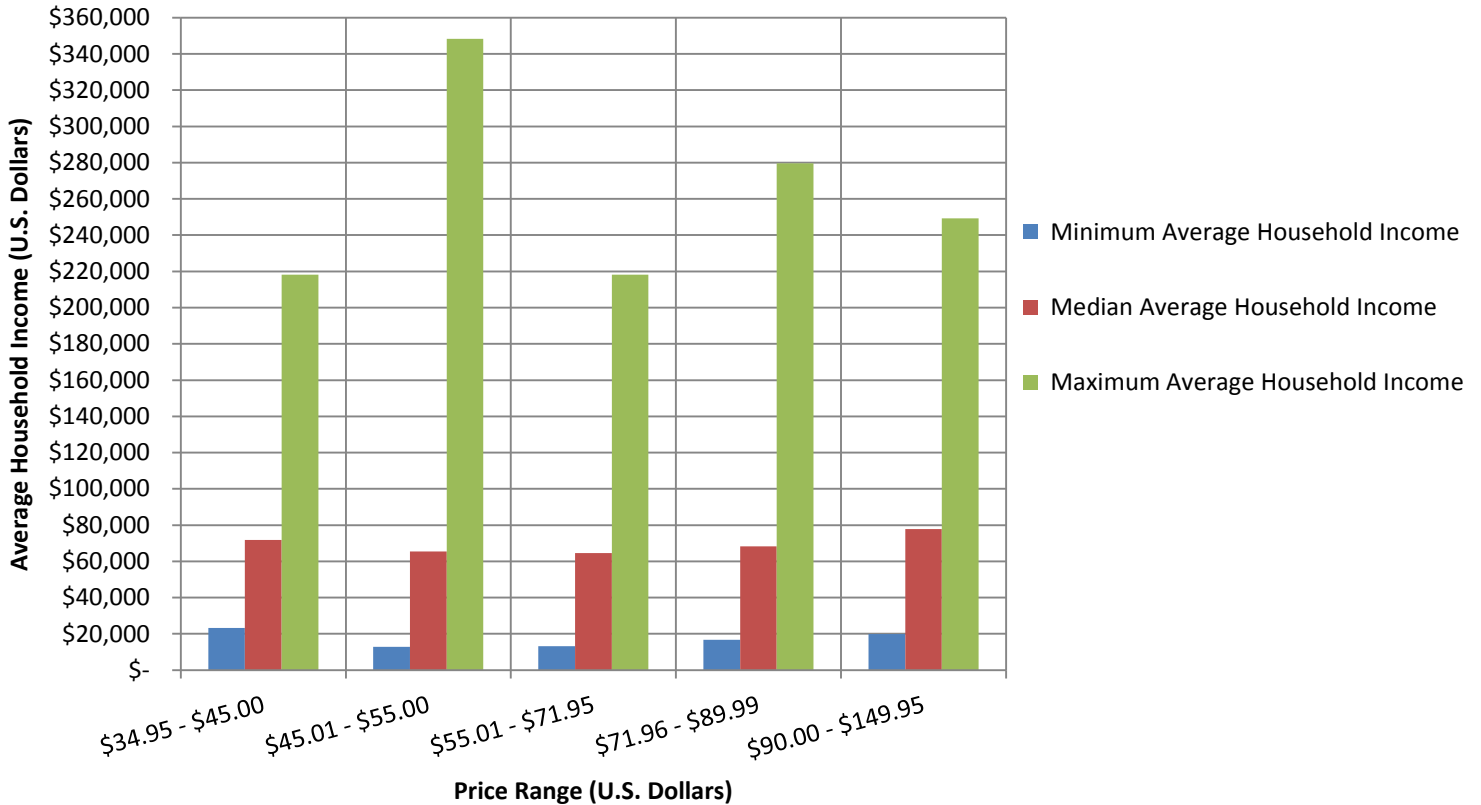


Chart 10. Average Household Income with Access to Broadband Plans \geq 3 Mbps and $<$ 6 Mbps

Broadband Plans \geq 6 Mbps and $<$ 10 Mbps						
Price Range	Number of Providers	Occupied Households Passed	Occupied Households Passed	Minimum Average Household Income	Median Average Household Income	Maximum Average Household Income
\$34.95 - \$45.00	10	270,813	5.60%	\$23,330.00	\$71,781.00	\$218,234.00
\$45.01 - \$55.00	23	4,431,193	91.61%	\$12,817.00	\$65,435.50	\$348,355.00
\$55.01 - \$71.95	29	1,034,361	21.38%	\$13,236.00	\$64,560.00	\$218,234.00
\$71.96 - \$89.99	13	2,052,171	42.43%	\$16,703.00	\$68,283.00	\$279,657.00
\$90.00 - \$149.95	6	899,937	18.61%	\$19,858.00	\$77,824.00	\$249,193.00

Table 10. Average Household Income with Access to Broadband Plans \geq 6 Mbps and $<$ 10 Mbps

Percentage of Occupied Households with Access to Broadband Plans ≥ 10 Mbps and < 25 Mbps by Price

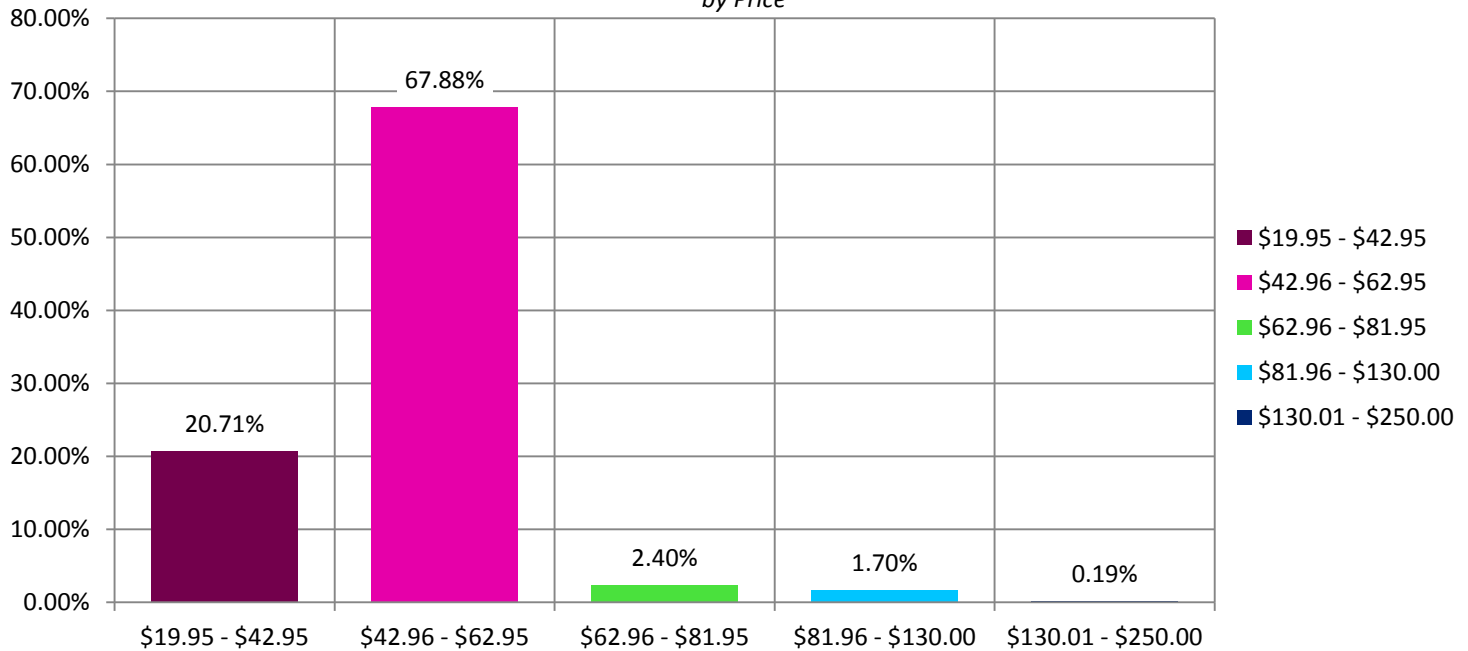


Chart 11. Occupied Households with Access to Broadband Plans ≥ 10 Mbps and < 25 Mbps

Broadband Plans ≥ 10 Mbps and < 25 Mbps						
Minimum Price Range	Occupied Households Passed	Percentage of Occupied Households Passed	Rural Occupied Households Passed	Percentage of Rural Occupied Households Passed	Urban Occupied Households Passed	Percentage of Urban Occupied Households Passed
\$19.95 - \$42.95	1,001,977	20.71%	149,104	25.84%	852,873	20.02%
\$42.96 - \$62.95	3,283,482	67.88%	283,595	49.14%	2,999,887	70.42%
\$62.96 - \$81.95	116,087	2.40%	19,336	3.35%	96,751	2.27%
\$81.96 - \$130.00	82,442	1.70%	26,445	4.58%	55,997	1.31%
\$130.01 - \$250.00	9,388	0.19%	4,278	0.74%	5,110	0.12%
No Access to Speed Tier 7	343,596	7.10%	94,321	16.34%	249,275	5.85%

Table 11. Occupied Households with Access to Broadband Plans ≥ 10 Mbps and < 25 Mbps

Average Household Income to Price Range/Speed Tier

Broadband Plans \geq 10 Mbps and $<$ 25 Mbps

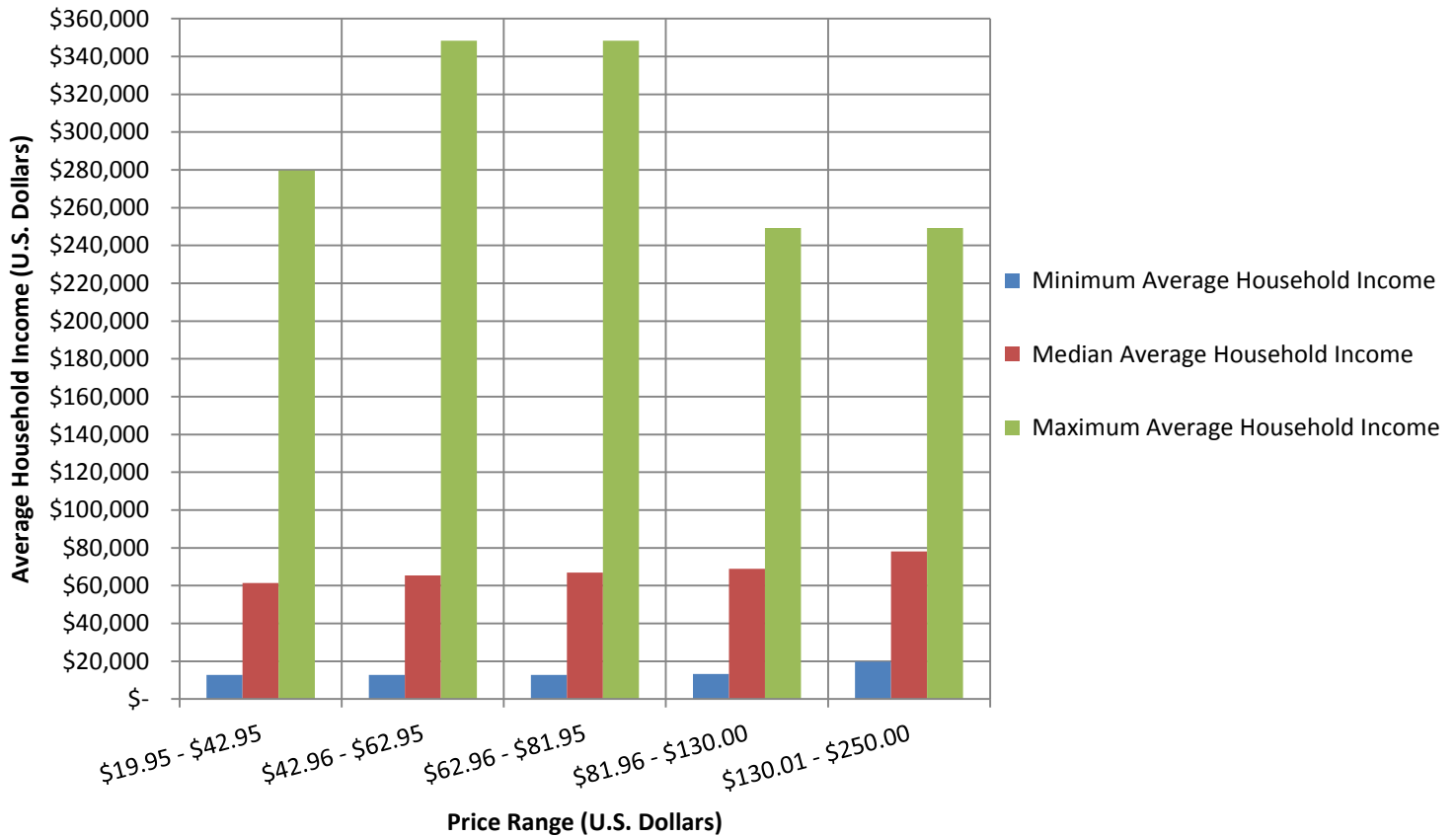


Chart 12. Average Household Income with Access to Broadband Plans \geq 10 Mbps and $<$ 25 Mbps

Broadband Plans \geq 10 Mbps and $<$ 25 Mbps						
Price Range	Number of Providers	Occupied Households Passed	Occupied Households Passed	Minimum Average Household Income	Median Average Household Income	Maximum Average Household Income
\$19.95 - \$42.95	14	1,001,977	20.71%	\$12,817.00	\$61,331.00	\$279,657.00
\$42.96 - \$62.95	58	4,085,853	84.47%	\$12,817.00	\$65,504.00	\$348,355.00
\$62.96 - \$81.95	32	3,399,694	70.29%	\$12,817.00	\$66,867.00	\$348,355.00
\$81.96 - \$130.00	23	1,687,833	34.89%	\$13,236.00	\$68,953.50	\$249,193.00
\$130.01 - \$250.00	9	1,040,870	21.52%	\$19,858.00	\$78,087.00	\$249,193.00

Table 12. Average Household Income with Access to Broadband Plans \geq 10 Mbps and $<$ 25 Mbps

Percentage of Occupied Households with Access to Broadband Plans ≥ 25 Mbps and < 50 Mbps

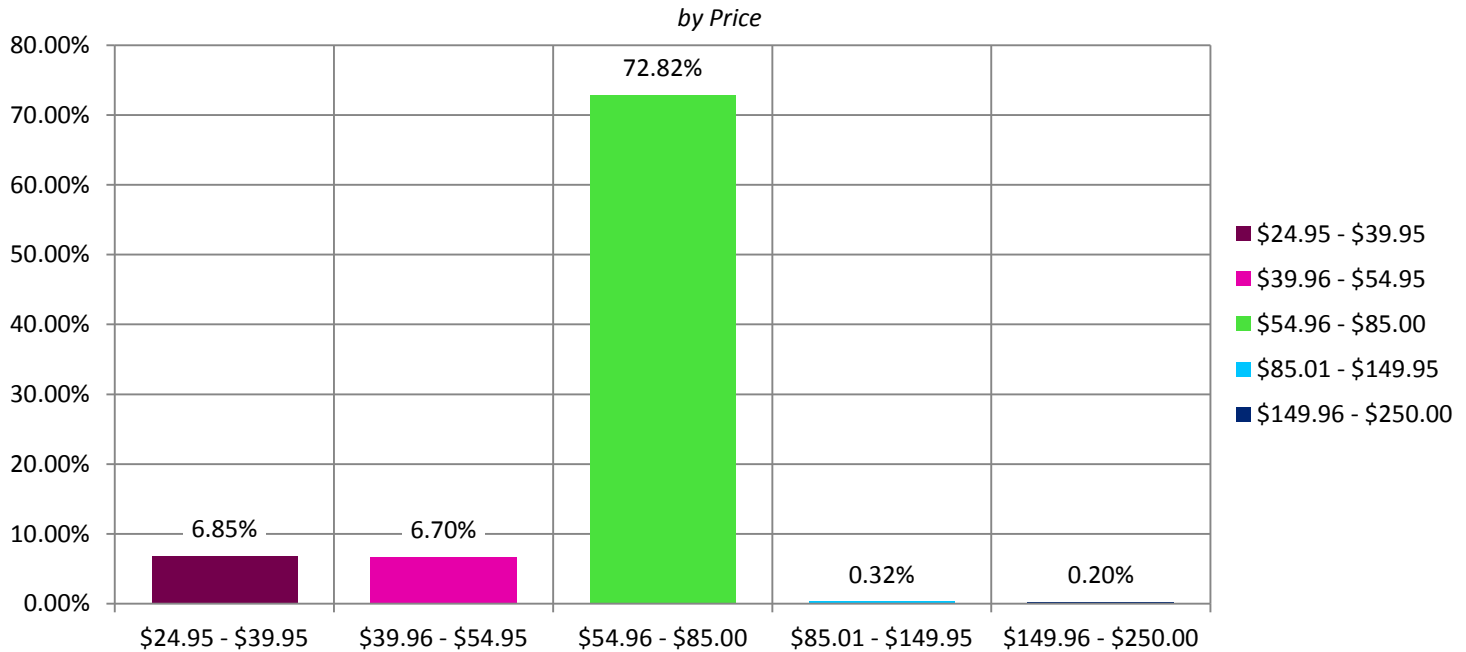


Chart 13. Occupied Households with Access to Broadband Plans ≥ 25 Mbps and < 50 Mbps

Broadband Plans ≥ 25 Mbps and < 50 Mbps						
Minimum Price Range	Occupied Households Passed	Percentage of Occupied Households Passed	Rural Occupied Households Passed	Percentage of Rural Occupied Households Passed	Urban Occupied Households Passed	Percentage of Urban Occupied Households Passed
\$24.95 - \$39.95	331,419	6.85%	67	0.01%	331,352	7.78%
\$39.96 - \$54.95	323,856	6.70%	29,637	5.14%	294,219	6.91%
\$54.96 - \$85.00	3,522,089	72.82%	161,895	28.05%	3,360,194	78.88%
\$85.01 - \$149.95	15,360	0.32%	13,781	2.39%	1,579	0.04%
\$149.96 - \$250.00	9,500	0.20%	8,156	1.41%	1,344	0.03%
No Access to Speed Tier 8	634,748	13.12%	363,543	63.00%	271,205	6.37%

Table 13. Occupied Households with Access to Broadband Plans ≥ 25 Mbps and < 50 Mbps

Average Household Income to Price Range/Speed Tier

Broadband Plans \geq 25 Mbps and $<$ 50 Mbps

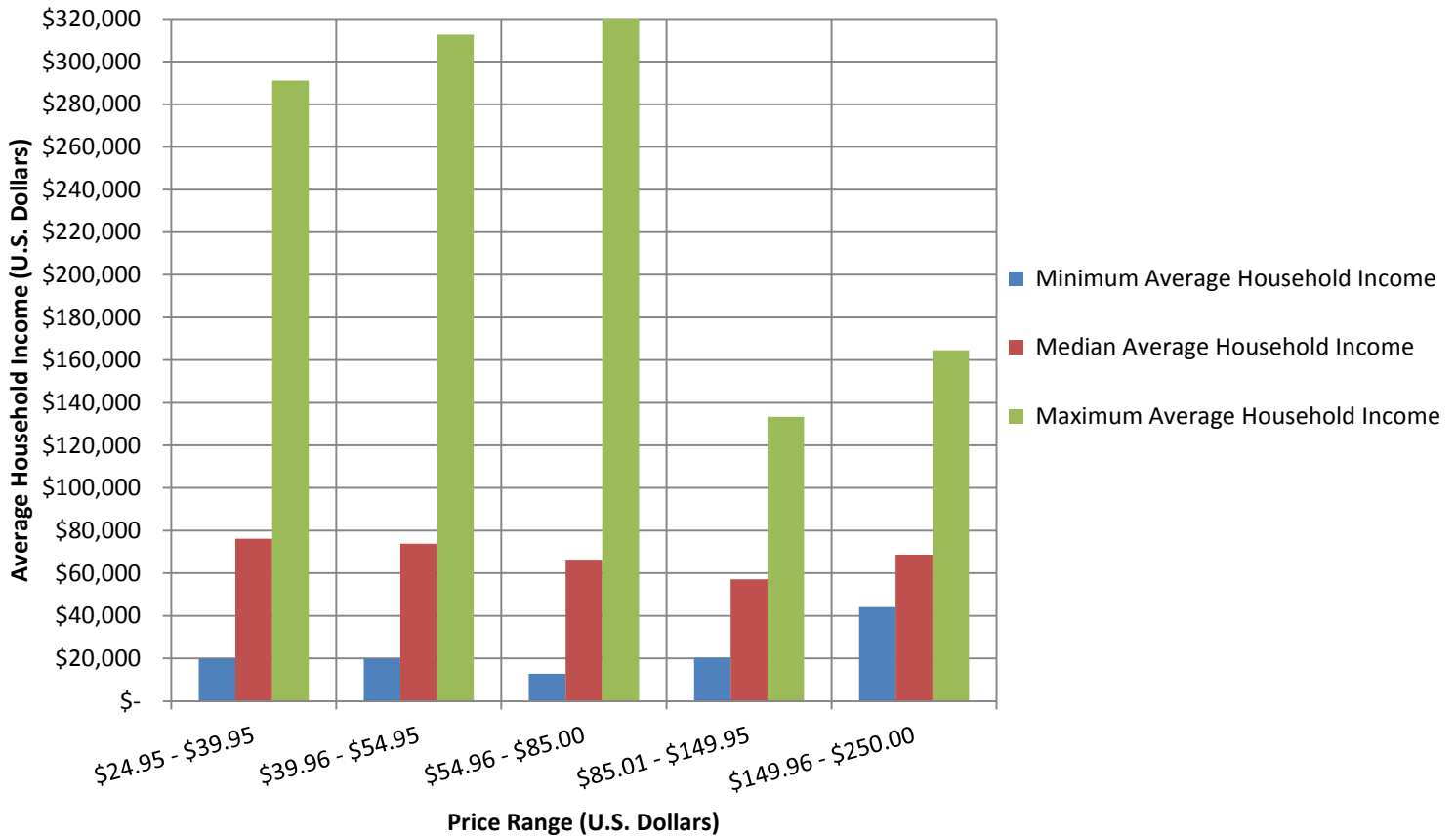


Chart 14. Average Household Income with Access to Broadband Plans \geq 25 Mbps and $<$ 50 Mbps

Broadband Plans \geq 25 Mbps and $<$ 50 Mbps						
Price Range	Number of Providers	Occupied Households Passed	Occupied Households Passed	Minimum Average Household Income	Median Average Household Income	Maximum Average Household Income
\$24.95 - \$39.95	4	331,419	6.85%	\$19,858.00	\$76,151.00	\$291,158.00
\$39.96 - \$54.95	7	327,786	6.78%	\$19,858.00	\$73,839.50	\$312,671.00
\$54.96 - \$85.00	13	3,911,851	80.87%	\$12,817.00	\$66,311.00	\$348,355.00
\$85.01 - \$149.95	5	68,226	1.41%	\$20,342.00	\$57,123.00	\$133,371.00
\$149.96 - \$250.00	1	49,219	1.02%	\$44,088.00	\$68,668.00	\$164,576.00

Table 14. Average Household Income with Access to Broadband Plans \geq 25 Mbps and $<$ 50 Mbps

Percent of Occupied Households with Access to Broadband Plans \geq 50 Mbps and $<$ 100 Mbps
by Price

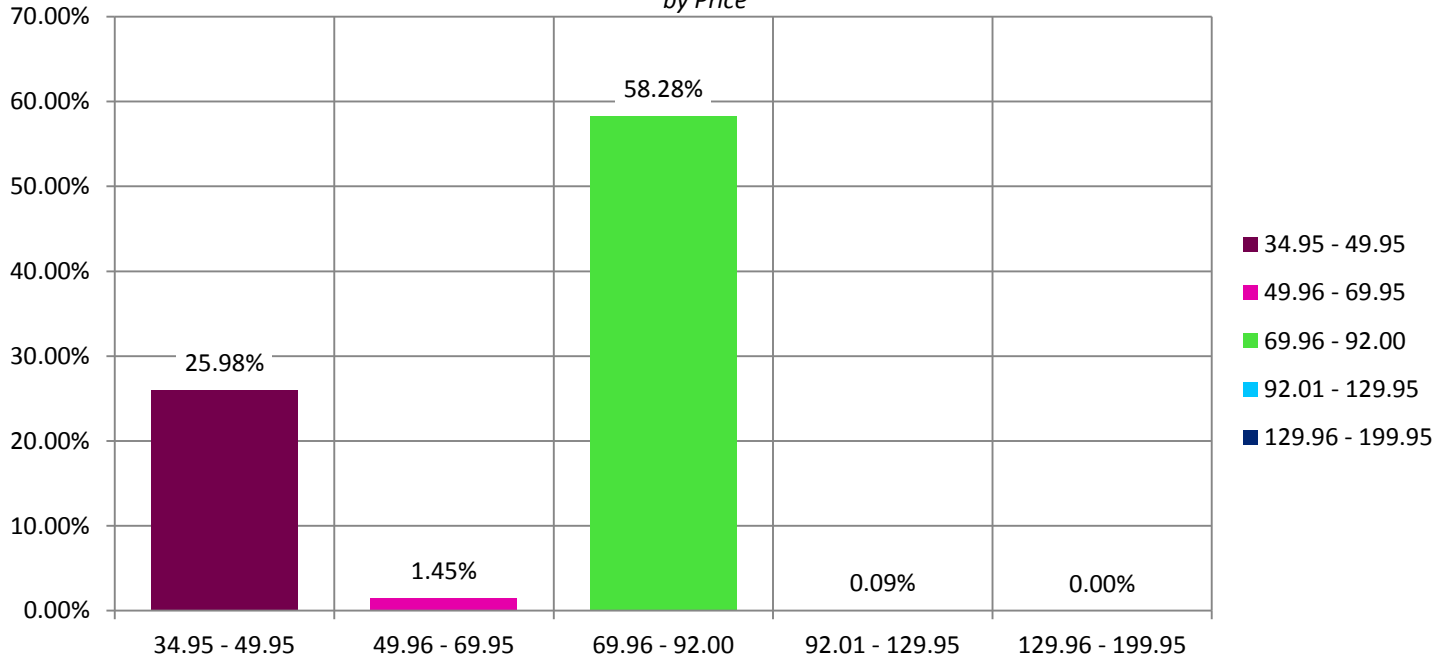


Chart 15. Occupied Households with Access to Broadband Plans \geq 50 Mbps and $<$ 100 Mbps

Broadband Plans \geq 50 Mbps and $<$ 100 Mbps						
Minimum Price Range	Occupied Households Passed	Percentage of Occupied Households Passed	Rural Occupied Households Passed	Percentage of Rural Occupied Households Passed	Urban Occupied Households Passed	Percentage of Urban Occupied Households Passed
34.95 - 49.95	1,256,742	25.98%	137,642	23.85%	1,119,100	26.27%
49.96 - 69.95	70,266	1.45%	7,961	1.38%	62,305	1.46%
69.96 - 92.00	2,818,975	58.28%	86,185	14.93%	2,732,790	64.15%
92.01 - 129.95	4,327	0.09%	3,952	0.68%	375	0.01%
129.96 - 199.95	-	0.00%	-	0.00%	-	0.00%
No Access to Speed Tier 9	686,662	14.20%	341,339	59.15%	345,323	8.11%

Table 15. Occupied Households with Access to Broadband Plans \geq 50 Mbps and $<$ 100 Mbps

Average Household Income to Price Range/Speed Tier

Broadband Plans \geq 50 Mbps and $<$ 100 Mbps

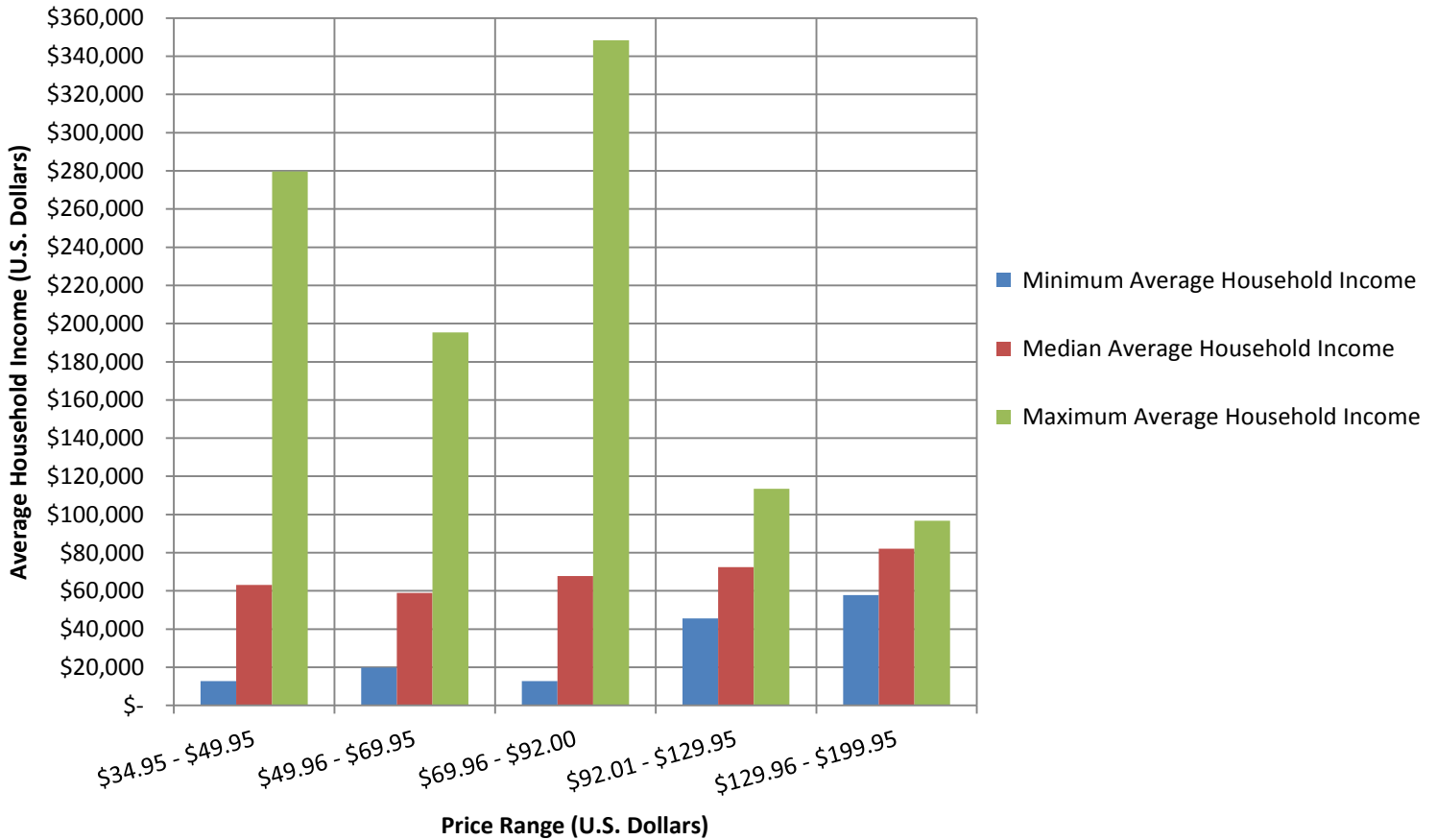


Chart 16. Average Household Income with Access to Broadband Plans \geq 50 Mbps and $<$ 100 Mbps

Broadband Plans \geq 50 Mbps and $<$ 100 Mbps						
Price Range	Number of Providers	Occupied Households Passed	Occupied Households Passed	Minimum Average Household Income	Median Average Household Income	Maximum Average Household Income
\$34.95 - \$49.95	9	1,256,742	25.98%	\$12,817.00	\$63,126.00	\$279,657.00
\$49.96 - \$69.95	6	72,170	1.49%	\$19,858.00	\$58,902.00	\$195,325.00
\$69.96 - \$92.00	8	3,722,345	76.96%	\$12,817.00	\$67,850.00	\$348,355.00
\$92.01 - \$129.95	3	21,395	0.44%	\$45,537.00	\$72,424.00	\$113,528.00
\$129.96 - \$199.95	1	13,782	0.28%	\$57,757.00	\$82,038.00	\$96,747.00

Table 16. Average Household Income with Access to Broadband Plans \geq 50 Mbps and $<$ 100 Mbps

Percentage of Occupied Households with Access to Broadband Plans ≥ 100 Mbps

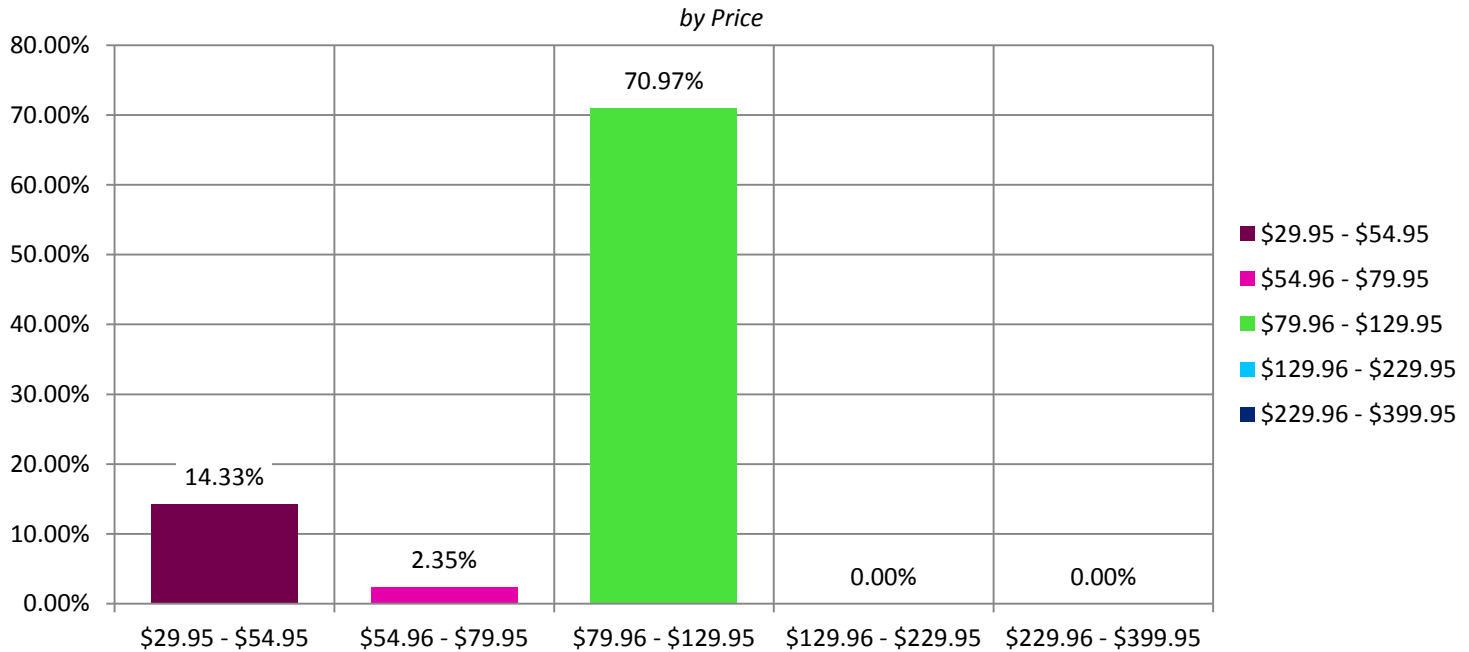


Chart 17. Occupied Households with Access to Broadband Plans ≥ 100 Mbps

Broadband Plans ≥ 100 Mbps						
Minimum Price Range	Occupied Households Passed	Percentage of Occupied Households Passed	Rural Occupied Households Passed	Percentage of Rural Occupied Households Passed	Urban Occupied Households Passed	Percentage of Urban Occupied Households Passed
\$29.95 - \$54.95	693,038	14.33%	118,708	20.57%	574,330	13.48%
\$54.96 - \$79.95	113,481	2.35%	8,107	1.40%	105,374	2.47%
\$79.96 - \$129.95	3,432,718	70.97%	85,111	14.75%	3,347,607	78.58%
\$129.96 - \$229.95	-	0.00%	-	0.00%	-	0.00%
\$229.96 - \$399.95	-	0.00%	-	0.00%	-	0.00%
No Access to Speed Tier 10	597,735	12.36%	365,153	63.28%	232,582	5.46%

Table 17. Occupied Households with Access to Broadband Plans ≥ 100 Mbps

Average Household Income to Price Range/Speed Tier

Broadband Plans ≥ 100 Mbps

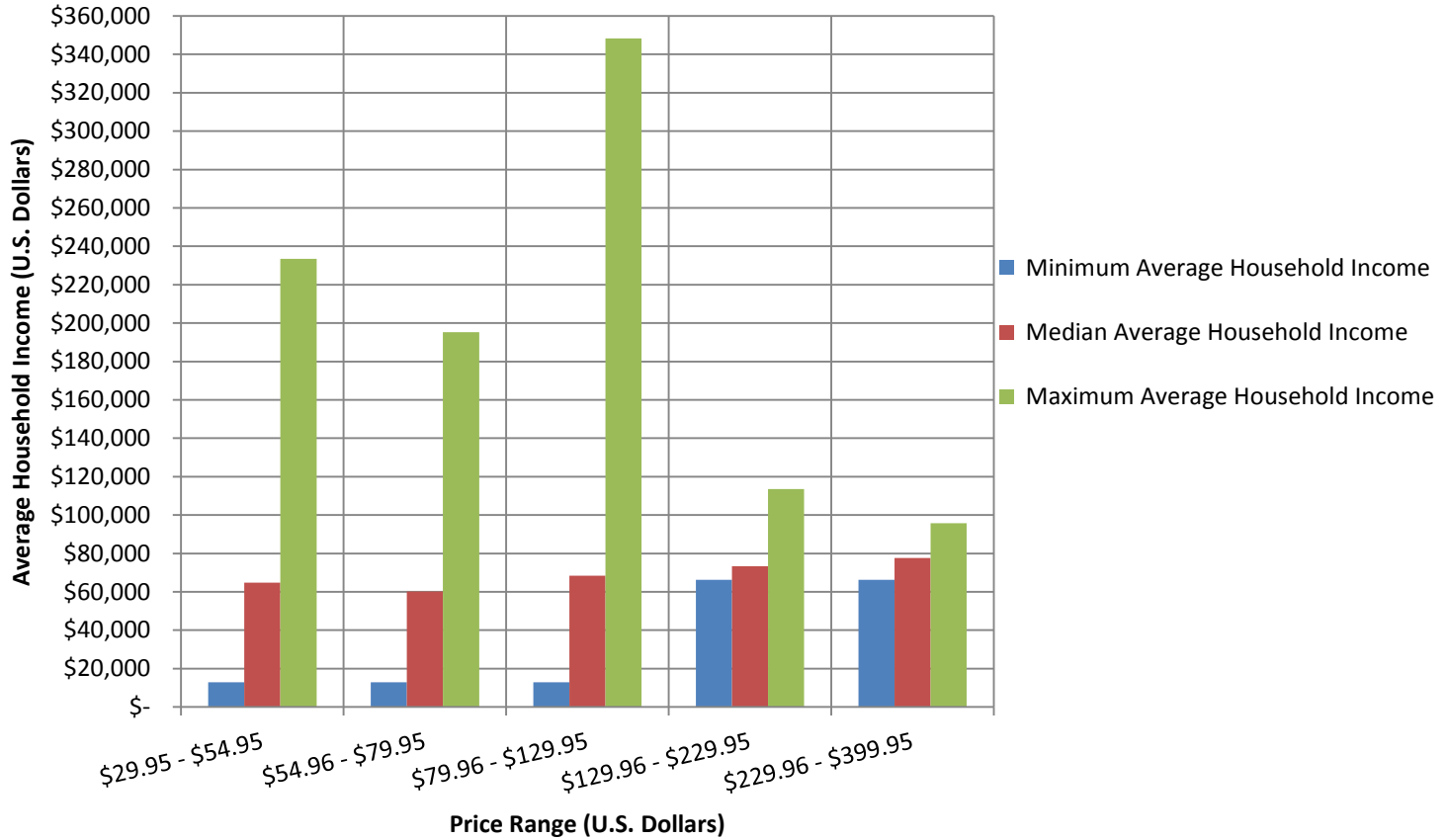


Chart 18. Average Household Income with Access to Broadband Plans ≥ 100 Mbps

Broadband Plans ≥ 100 Mbps						
Price Range	Number of Providers	Occupied Households Passed	Occupied Households Passed	Minimum Average Household Income	Median Average Household Income	Maximum Average Household Income
\$29.95 - \$54.95	4	693,038	14.33%	\$12,817.00	\$64,753.00	\$233,549.00
\$54.96 - \$79.95	7	480,076	9.93%	\$12,817.00	\$60,103.00	\$195,325.00
\$79.96 - \$129.95	5	3,852,163	79.64%	\$12,817.00	\$68,422.50	\$348,355.00
\$129.96 - \$229.95	2	5,898	0.12%	\$66,293.00	\$73,365.00	\$113,528.00
\$229.96 - \$399.95	2	3,930	0.08%	\$66,293.00	\$77,543.00	\$95,745.00

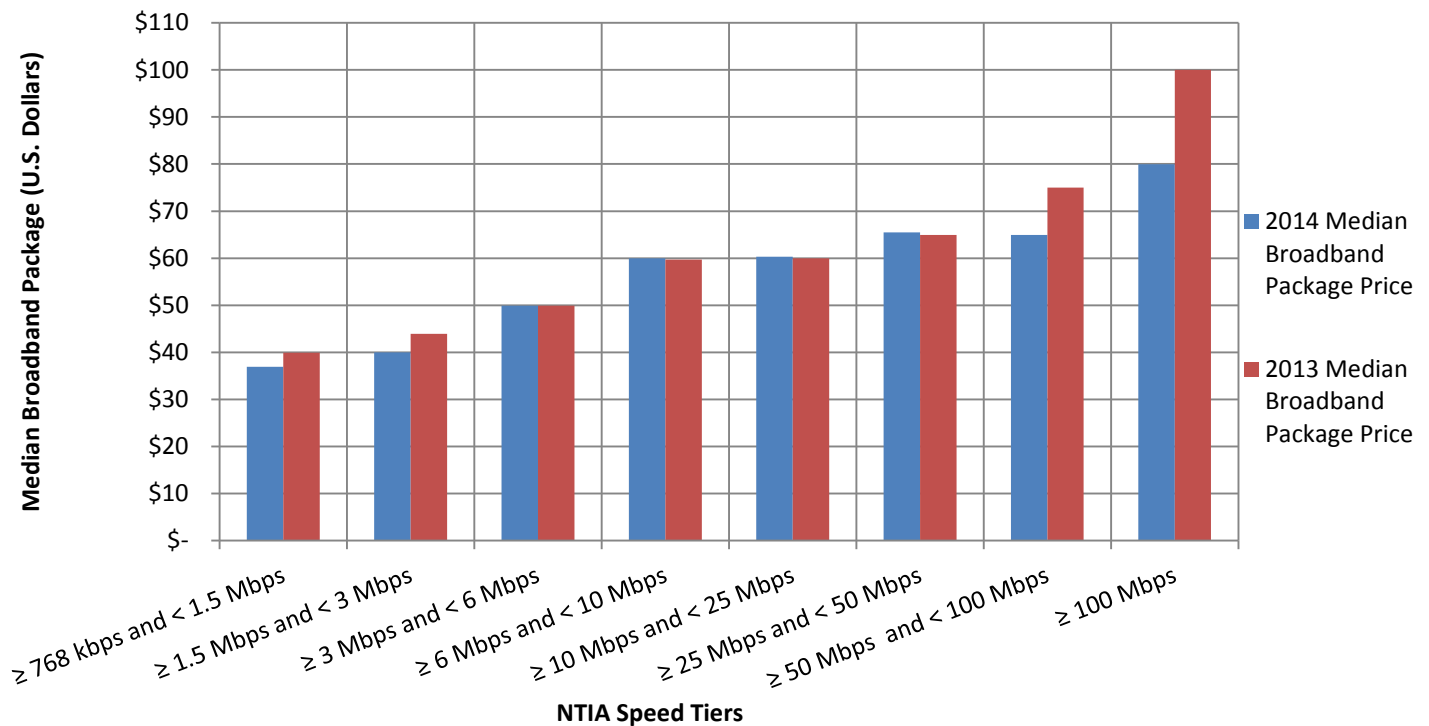
Table 18. Average Household Income with Access to Broadband Plans ≥ 100 Mbps

Broadband Illinois

Speed Tier	2014 Median Broadband Package Price	2013 Median Broadband Package Price	2014 Maximum Broadband Package Price	2013 Maximum Broadband Package Price	2014 Minimum Broadband Package Price	2013 Minimum Broadband Package Price
≥ 768 kbps and < 1.5 Mbps	\$36.95	\$39.95	\$159.00	\$159.00	\$19.99	\$19.99
≥ 1.5 Mbps and < 3 Mbps	\$40.00	\$43.95	\$100.00	\$100.00	\$19.95	\$19.95
≥ 3 Mbps and < 6 Mbps	\$49.95	\$49.95	\$129.95	\$276.50	\$20.00	\$20.00
≥ 6 Mbps and < 10 Mbps	\$59.95	\$59.70	\$149.95	\$139.95	\$34.95	\$32.00
≥ 10 Mbps and < 25 Mbps	\$60.35	\$59.95	\$250.00	\$199.00	\$19.95	\$29.95
≥ 25 Mbps and < 50 Mbps	\$65.47	\$64.97	\$250.00	\$139.95	\$24.95	\$39.99
≥ 50 Mbps and < 100 Mbps	\$64.95	\$74.97	\$199.95	\$199.95	\$34.95	\$49.95
≥ 100 Mbps	\$79.95	\$99.99	\$399.95	\$114.95	\$29.95	\$69.95

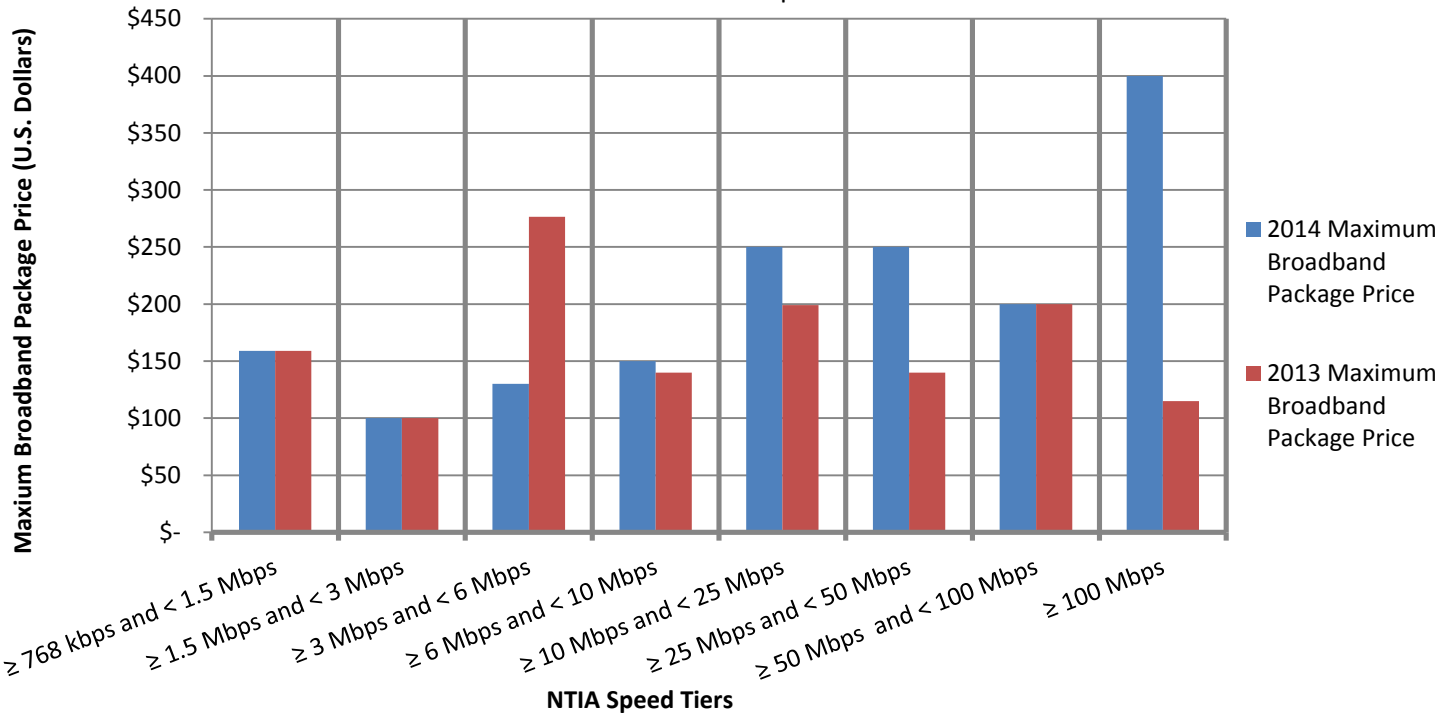
2013 vs. 2014 Median Broadband Package Price

Per NTIA Speed Tier



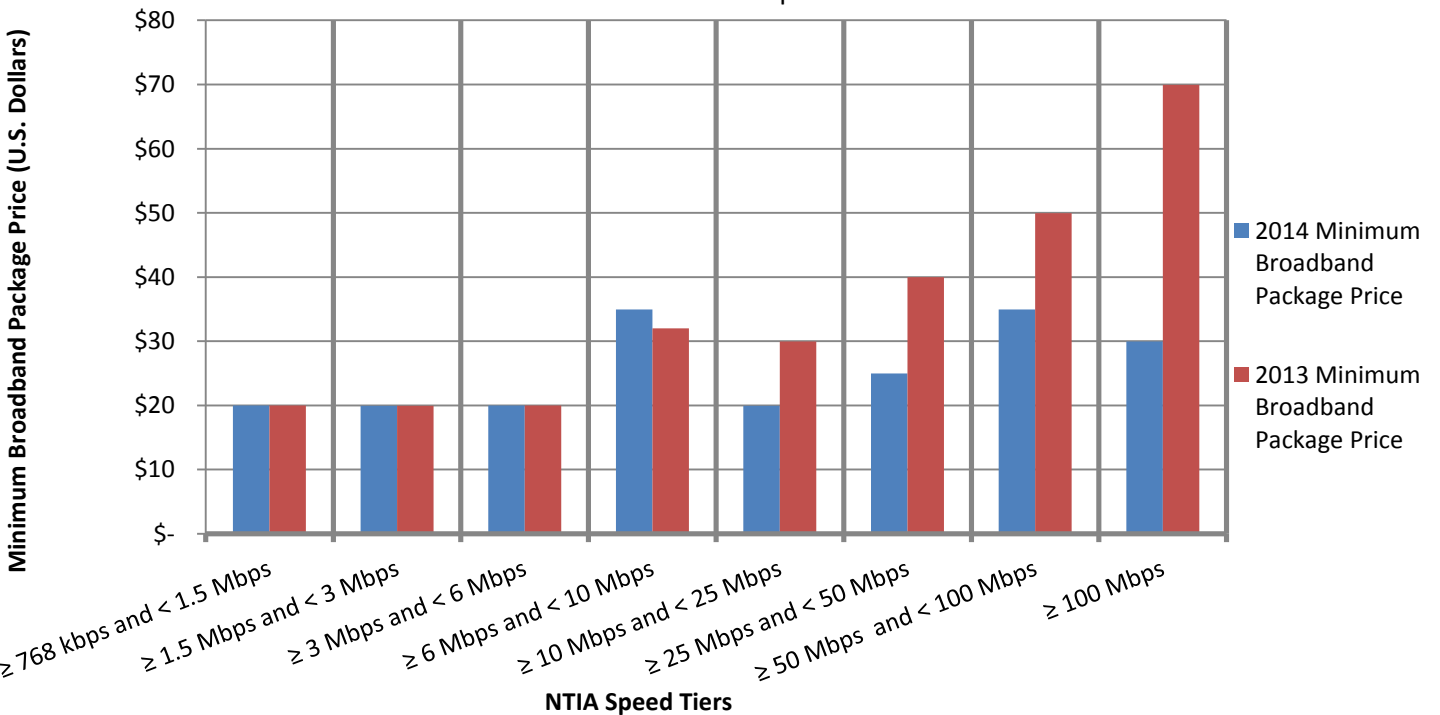
2013 vs. 2014 Maximum Broadband Package Price

Per NTIA Speed Tier



2013 vs. 2014 Minimum Broadband Package Price

Per NTIA Speed Tier



Speed Tier	Percentage of Occupied Households Passed w/ Increase in Monthly Broadband Price	Percentage of Occupied Households Passed w/ Decrease in Monthly Broadband Price
≥ 768 kbps and < 1.5 Mbps	70.75%	5.81%
≥ 1.5 Mbps and < 3 Mbps	63.31%	9.32%
≥ 3 Mbps and < 6 Mbps	82.89%	5.22%
≥ 6 Mbps and < 10 Mbps	70.22%	8.89%
≥ 10 Mbps and < 25 Mbps	66.07%	11.89%
≥ 25 Mbps and < 50 Mbps	2.41%	13.84%
≥ 50 Mbps and < 100 Mbps	57.31%	9.39%
≥ 100 Mbps	0.00%	9.02%

Conclusion

As noted over the lifetime of the mapping project, carriers have responded to consumers increased demand for bandwidth by improving and increasing their speed tier packages. As the speeds have increased, the prices seem to be holding steady or dropping when you compare the cost per megabit of bandwidth.

This study purposely does not go into deep analysis of the data to determine why various speed plans and prices are offered and where or which technologies offer which prices. Additionally, Broadband Illinois has decided not to publish maps of the pricing data in order to protect information that would identify any particular carrier. Our goal was not to single out specific carriers or pricing strategies, but to see the trends on the whole.

About the Authors

- **Brian Webster-** Brian Webster currently serves as the Telecom Data Director for the Partnership for a Connected Illinois, a position he has held since December of 2010. He has been in the wireless and telecommunications industry for over 25 years in various capacities. He is also the Founder, President and CEO for the wireless engineering and telecommunications consulting firm WirelessMapping.com.
- **Steve Dryden-** Steve currently serves as a GIS Database Consultant for the Partnership for a Connected Illinois where he is responsible for managing the semiannual submission of broadband provider data to the NTIA and develops maps for publication examining the state of broadband internet in Illinois. He has a Bachelor of Science in Meteorology from Western Illinois University along with a minor in GIS and Mathematics.



Broadband Illinois
531 East Washington Street, Floor 5
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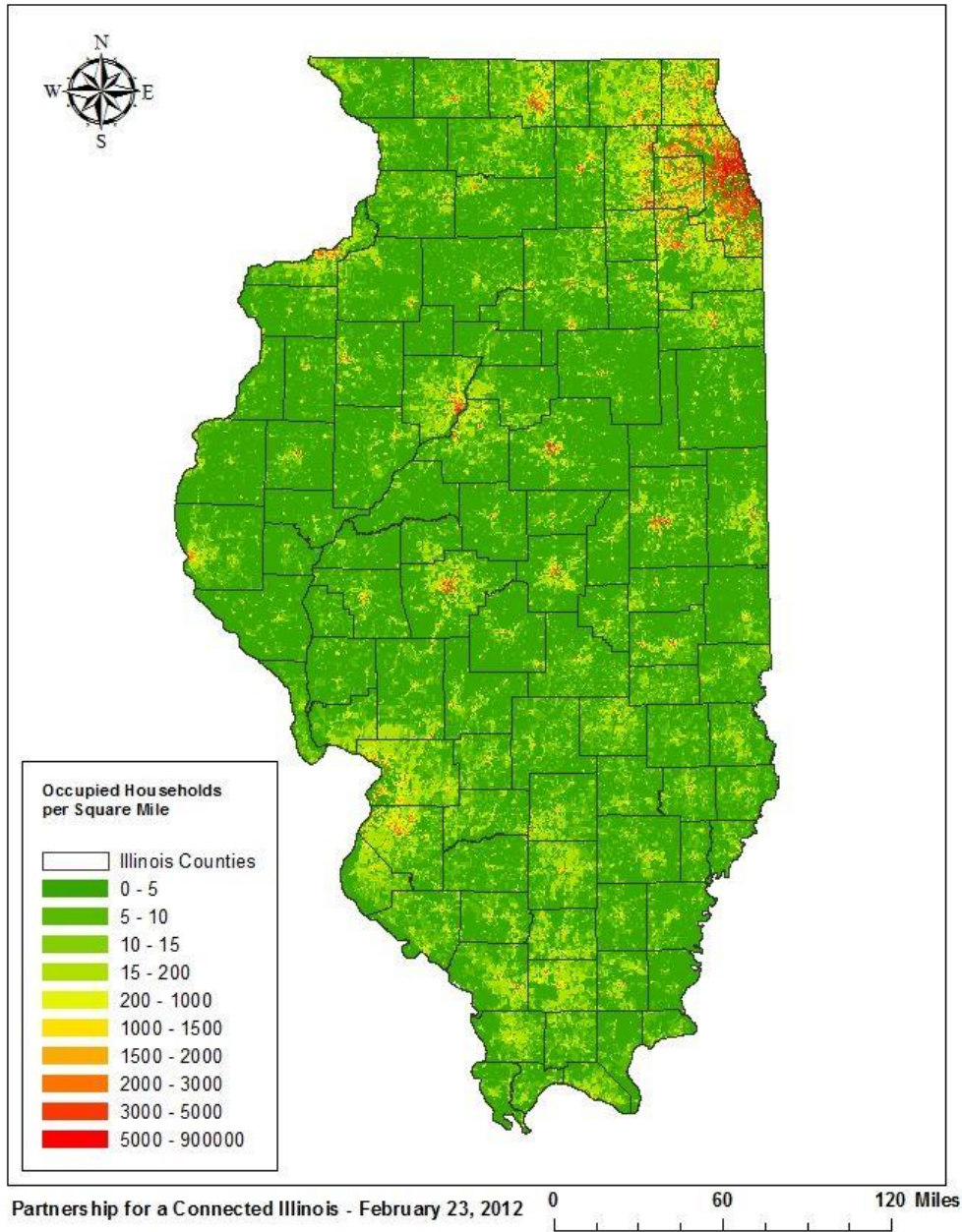
Contact us

Phone: (217) 886-4228
Fax: (217) 718-4546
info@broadbandillinois.org
<http://broadbandillinois.org>

Appendix



ILLINOIS OCCUPIED HOUSEHOLD DENSITY Based on 2010 Census Data



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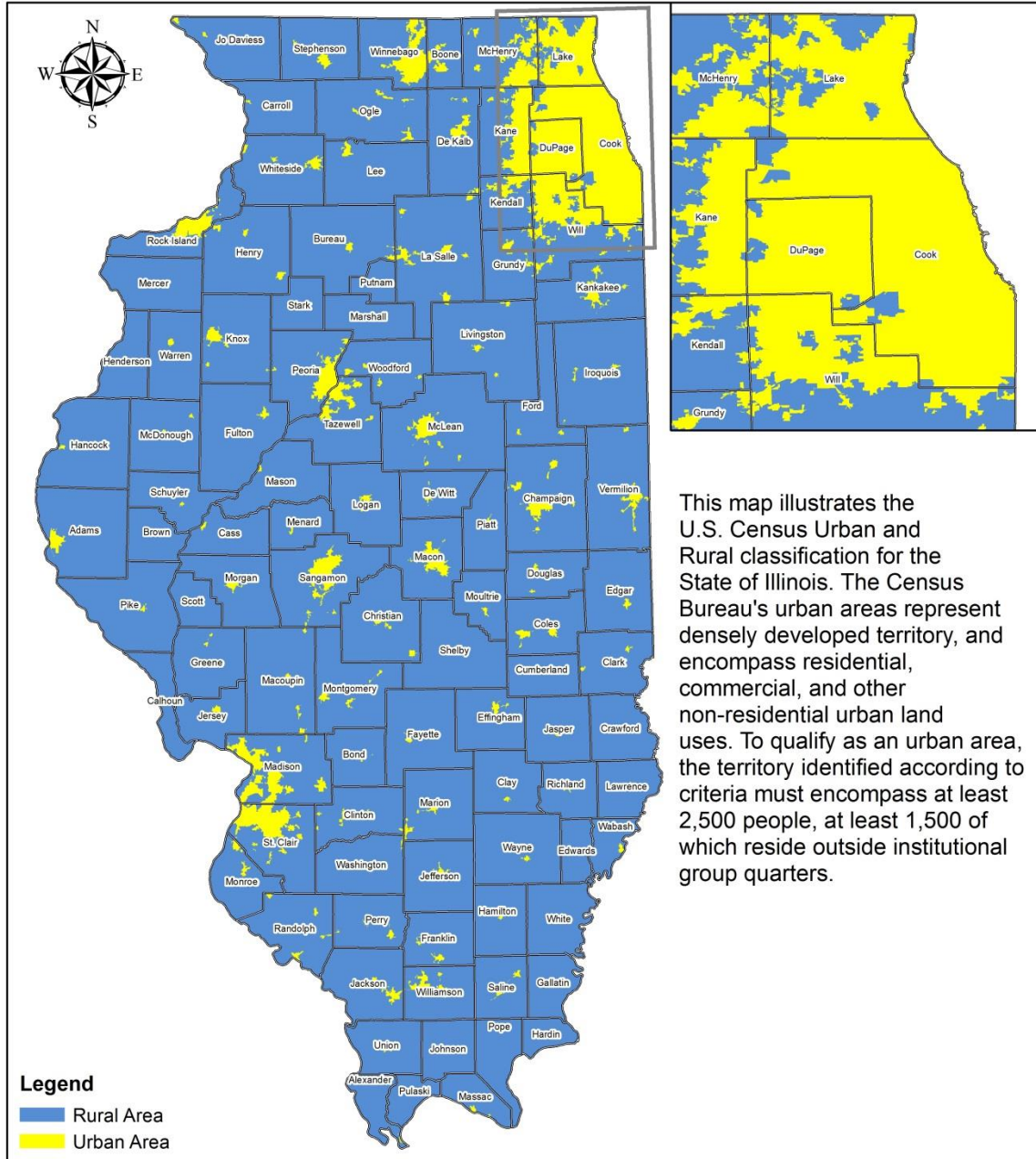
Raw Data-

https://s3.amazonaws.com/PCIFile_Storage/Pricing+Report+2013/HOUSEHOLDS+PER+SQUARE+MILE.pdf



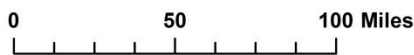
Illinois Urban and Rural Classification

Based on 2010 U.S. Census Definition



This map illustrates the U.S. Census Urban and Rural classification for the State of Illinois. The Census Bureau's urban areas represent densely developed territory, and encompass residential, commercial, and other non-residential urban land uses. To qualify as an urban area, the territory identified according to criteria must encompass at least 2,500 people, at least 1,500 of which reside outside institutional group quarters.

Partnership for a Connected Illinois - December 30, 2014



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Raw Data-

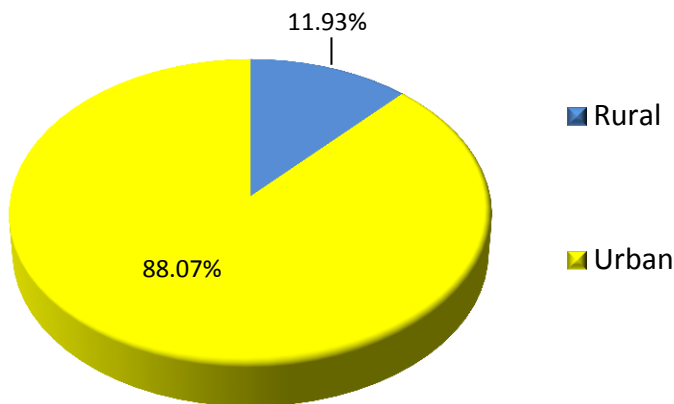
https://s3.amazonaws.com/PCIFile_Storage/Pricing+Report+2013/HOUSEHOLDS+PER+SQUARE+MILE.pdf

Illinois Demographics

2010 Census Urban and Rural Classification	Occupied Households	Percent of Occupied Households	Population	Percent of Population
Rural	577,079	11.93%	1,477,079	11.51%
Urban	4,259,893	88.07%	11,353,553	88.49%

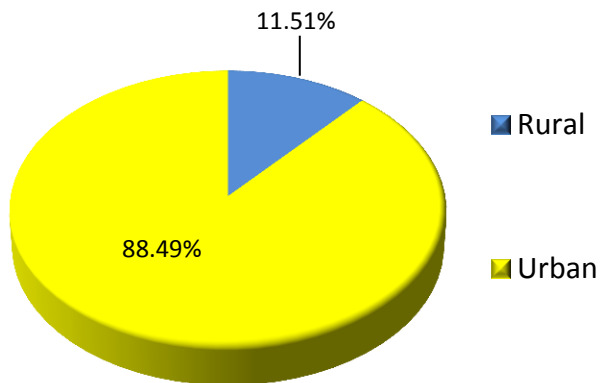
Rural/Urban Occupied Households

2010 Census Urban and Rural Classification



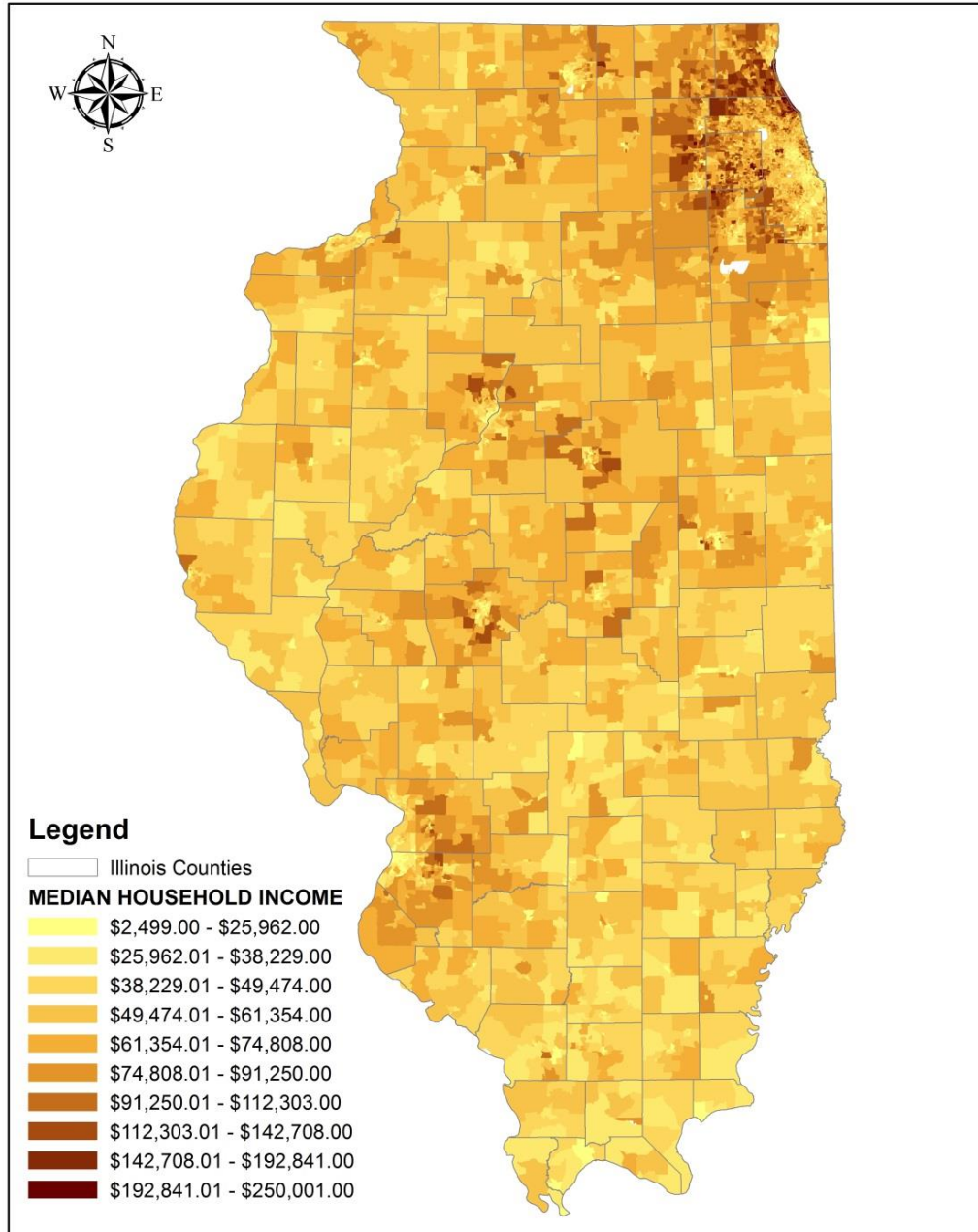
Rural/Urban Population

2010 Census Urban and Rural Classification





ILLINOIS MEDIAN HOUSEHOLD INCOME Based on 2011 American Community Survey Block Group Data



Partnership for a Connected Illinois - July 1, 2012

0 50 100 Miles

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Raw Data-

https://s3.amazonaws.com/PCIFile_Storage/Pricing+Rep_ort+2013/Median+Income.pdf

Broadband Illinois found pricing data for the following Broadband Providers:

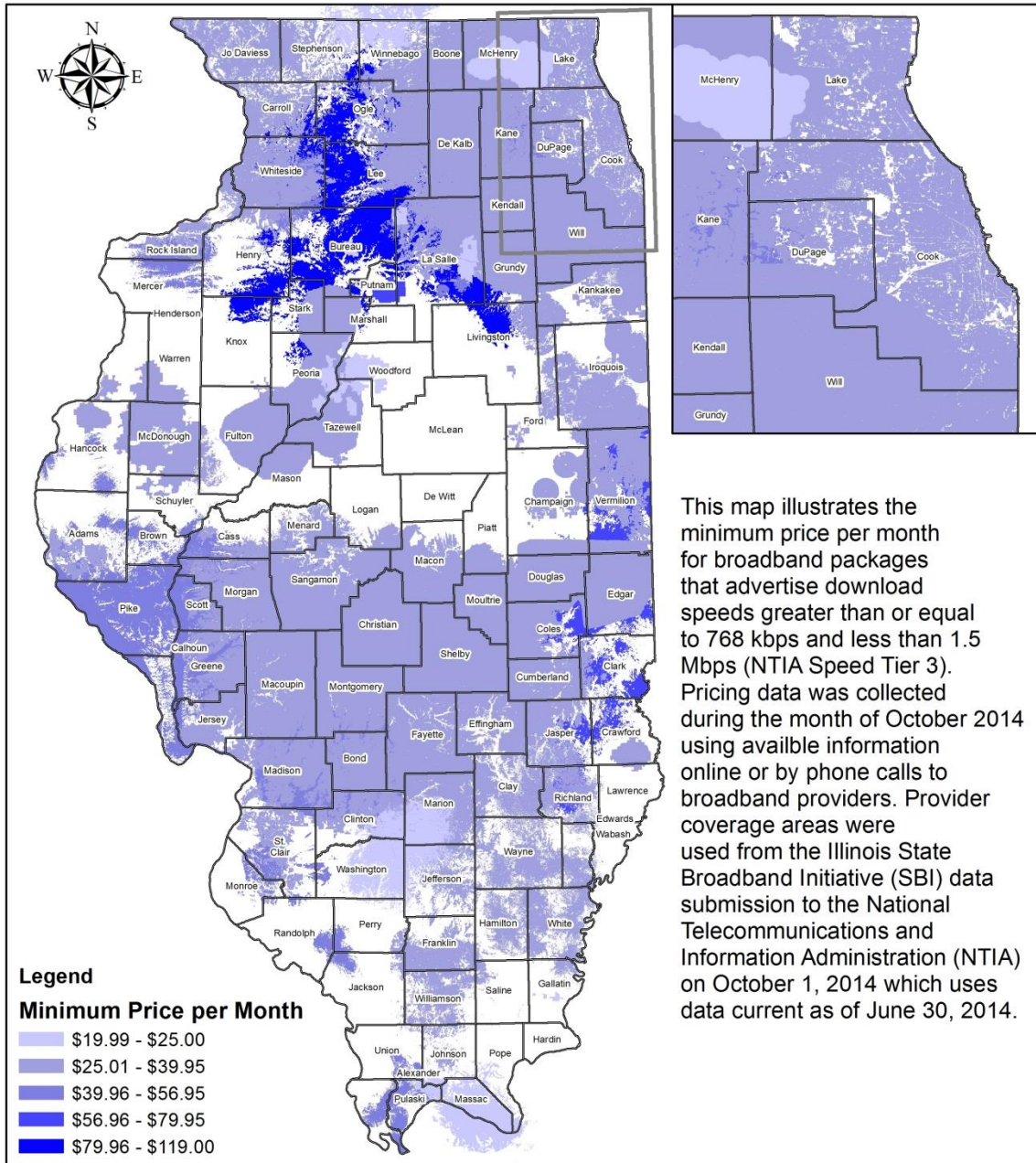
- 4SIWI, LLC
- A-G Long Distance, Inc.
- Adams Networks, Inc.
- Ag Prospects, LLC
- Air-Wans, Inc
- Airbaud
- Banicon Inc.
- Bergen Telephone Company
- BLIP Networks, LLC
- BroadTech Inc.
- Bspeedy Wireless Inc
- CASSCOMM
- CCAonline, Inc.
- Cellular Properties, Inc.
- CenturyLink, Inc.
- CHARTER COMMUNICATIONS INC.
- City of Rochelle
- ClearSKY Systems Inc
- Comcast Cable Communications, LLC.
- Computer Dynamics
- Computer Techniques, Inc.
- Convergence Technologies, Inc.
- Cox Communications, LLC
- Crossville Telephone Company, Inc.
- Cumberland Internet, Inc.
- Cyber Broadcasting, LLC
- Data Moving Company, Inc.
- Delta Communications
- DerbyNet, LLC
- DJK Link, Inc.
- DLS Internet Services
- E-Vergent.com, LLC
- Egyptian Internet Service
- Ekco Wireless
- EOS Inc.
- Essex Telcom Inc
- Express Dial Internet, Inc.
- FairPoint Communications
- Flat Rock Telephone Co-Op, Inc.
- Fox Valley Internet, Inc.
- Frontier Communications of Illinois
- Full Choice Communications, Inc
- Gargoyle Technologies, Inc.
- Geneseo Communications Services, Inc.
- Genisys-NotWires Internet
- Glasford Telephone Company
- Gridley Telephone Co.
- Grafton Technologies, Inc
- H.I. Cable LLC
- Hamilton County Telephone Coop
- Harrisonville Telephone Company
- Heartland Cable Broadband
- Heartland Cable, Inc.
- Highland Communication Services-HCS
- Hofnet Communications, Inc.
- Home Telephone Co.
- HTC Technologies Co.
- Hy-Rail Communications
- Illinois Bell Telephone Company/AT&T
- Illinois Consolidated Telephone Company, Inc.
- Illinois Rural Electric Co Op
- IndianValley.com LLC
- Intelligent Computing Solutions
- iTV-3, Inc.
- IVNet, LLP
- Jakmart.com, Inc.
- Jo-Carroll Energy, Inc. (NFP)
- Joink LLC
- Kraus Electronics
- LaHarpe Telephone Co., Inc.
- Lazernet, Inc
- Leaf River Telephone Company/ LR Communications
- Leonore Mutual Telephone Company
- LiteWire Internet Services, Inc.
- Logonix Corporation
- Madison Communications Company, Inc./Madison Telephone Company, Inc.
- Maxwire Inc.
- McDonough Telephone Cooperative
- McHenryCom Co.
- McNabb Telephone Company
- Mediacom Illinois LLC
- MediaNet Computers, Inc.
- Metro Service Center
- Mid Century Telephone Cooperative
- Midwest First, Inc.
- Montrose Mutual Telephone Company
- Moultrie Independent Telephone Company
- MR Systems Wireless, LLC
- MTCO Communications
- Muscatine Power & Water
- NetOption Inc.
- Netwitz Internet Services, Inc.
- Network Business Systems, Inc.
- New Wave Net Corp
- New Windsor Cable TV, Inc./New Windsor Telephone Company
- NewarkNet
- Next-Level Technology Partners
- Node1 Technology
- Noize Communications LLC
- Norcom 2000, Inc
- Nova Cablevision Inc.
- NOW Wireless, LLC
- One-Eleven Internet Services, Inc.
- Oneida Telephone Exchange
- Open Air Wireless
- Park TV & Electronics, Inc.
- Peoples State Bank
- Prairie Wind LLC
- RCN Telecom Services of Illinois, Inc.
- Reynolds Cable, Inc./Reynolds Telephone Company
- Rocket Communications
- Royell Communications, Inc.
- RURAL ENTERPRISES INC.
- S&B TECHNOLOGY CONSULTANTS
- Satnet, Inc.
- Sharon Telephone Company
- Shawnee Telephone Company
- Shelby Electric Cooperative
- Sonic Spectrum, Inc
- Tel-Star Cablevision, Inc.
- Telecommunications Management, LLC
- theWISP.net ,INC
- Time Warner Cable Inc.
- Tincans Wireless Internet
- Tri-Lutions Computer and Internet Center
- Urban Communications, Inc.
- US SONET LLC
- Viola Communications, Inc./ Viola Home Telephone Co.
- Wabash Telephone Cooperative, Inc.
- WideOpenWest
- Wireless Data Net, LLC
- Wisper ISP, Inc.
- Wonderwave.net Internet, Inc.
- Woodhull Telephone Company
- WOWaccess, Inc
- XL Internet
- Zito Midwest, LLC



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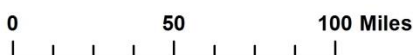
Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 768 kbps and less than 1.5 Mbps - NTIA Speed Tier 3



This map illustrates the minimum price per month for broadband packages that advertise download speeds greater than or equal to 768 kbps and less than 1.5 Mbps (NTIA Speed Tier 3). Pricing data was collected during the month of October 2014 using available information online or by phone calls to broadband providers. Provider coverage areas were used from the Illinois State Broadband Initiative (SBI) data submission to the National Telecommunications and Information Administration (NTIA) on October 1, 2014 which uses data current as of June 30, 2014.

Partnership for a Connected Illinois - December 26, 2014



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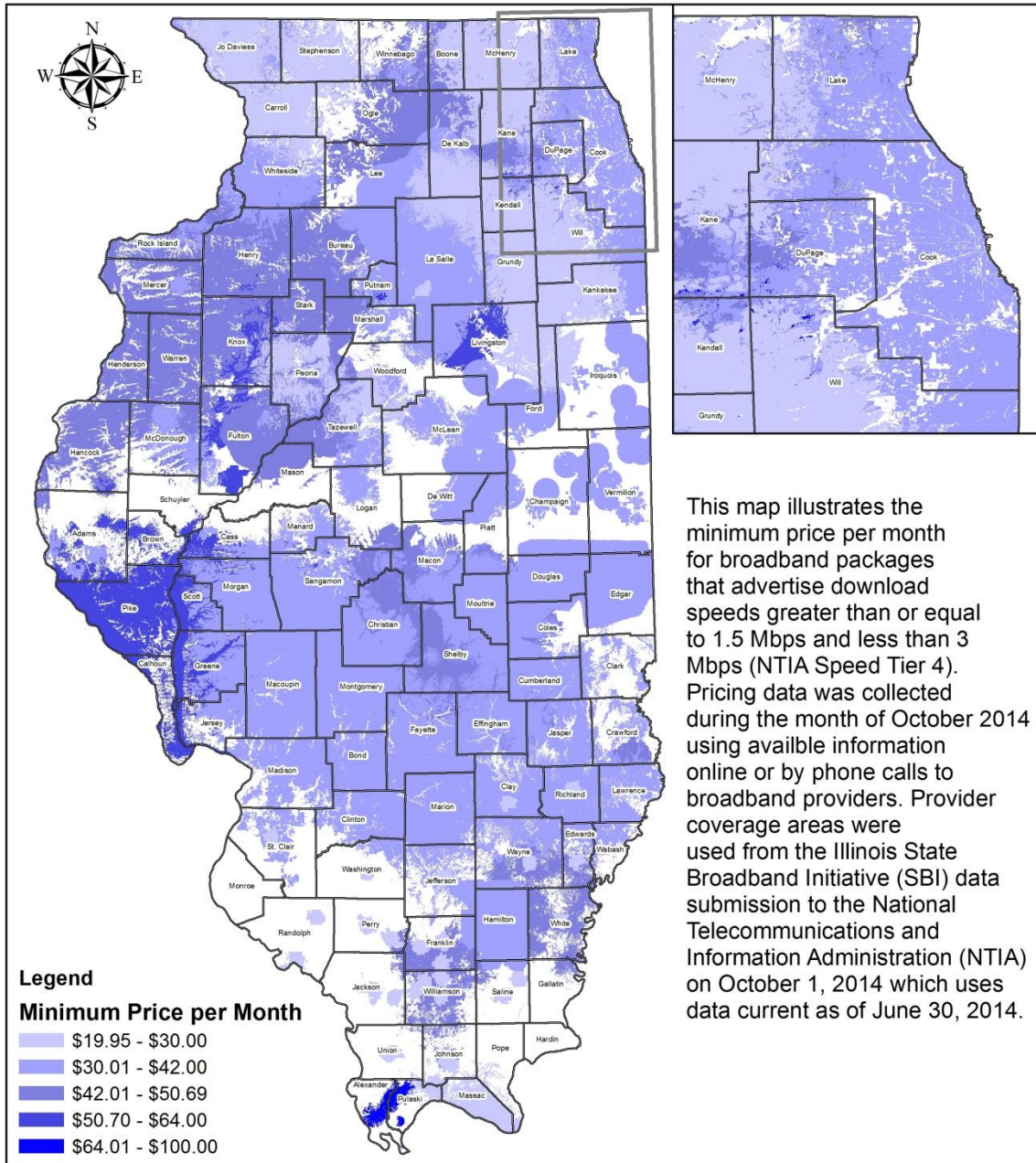
Raw Data -

https://s3.amazonaws.com/PCIFile_Storage/Pricing+Report+2013/Min+Speed+Tier+3.pdf



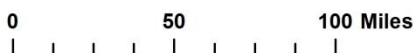
Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 1.5 Mbps and less than 3 Mbps - NTIA Speed Tier 4



This map illustrates the minimum price per month for broadband packages that advertise download speeds greater than or equal to 1.5 Mbps and less than 3 Mbps (NTIA Speed Tier 4). Pricing data was collected during the month of October 2014 using available information online or by phone calls to broadband providers. Provider coverage areas were used from the Illinois State Broadband Initiative (SBI) data submission to the National Telecommunications and Information Administration (NTIA) on October 1, 2014 which uses data current as of June 30, 2014.

Partnership for a Connected Illinois - December 26, 2014



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Raw Data-

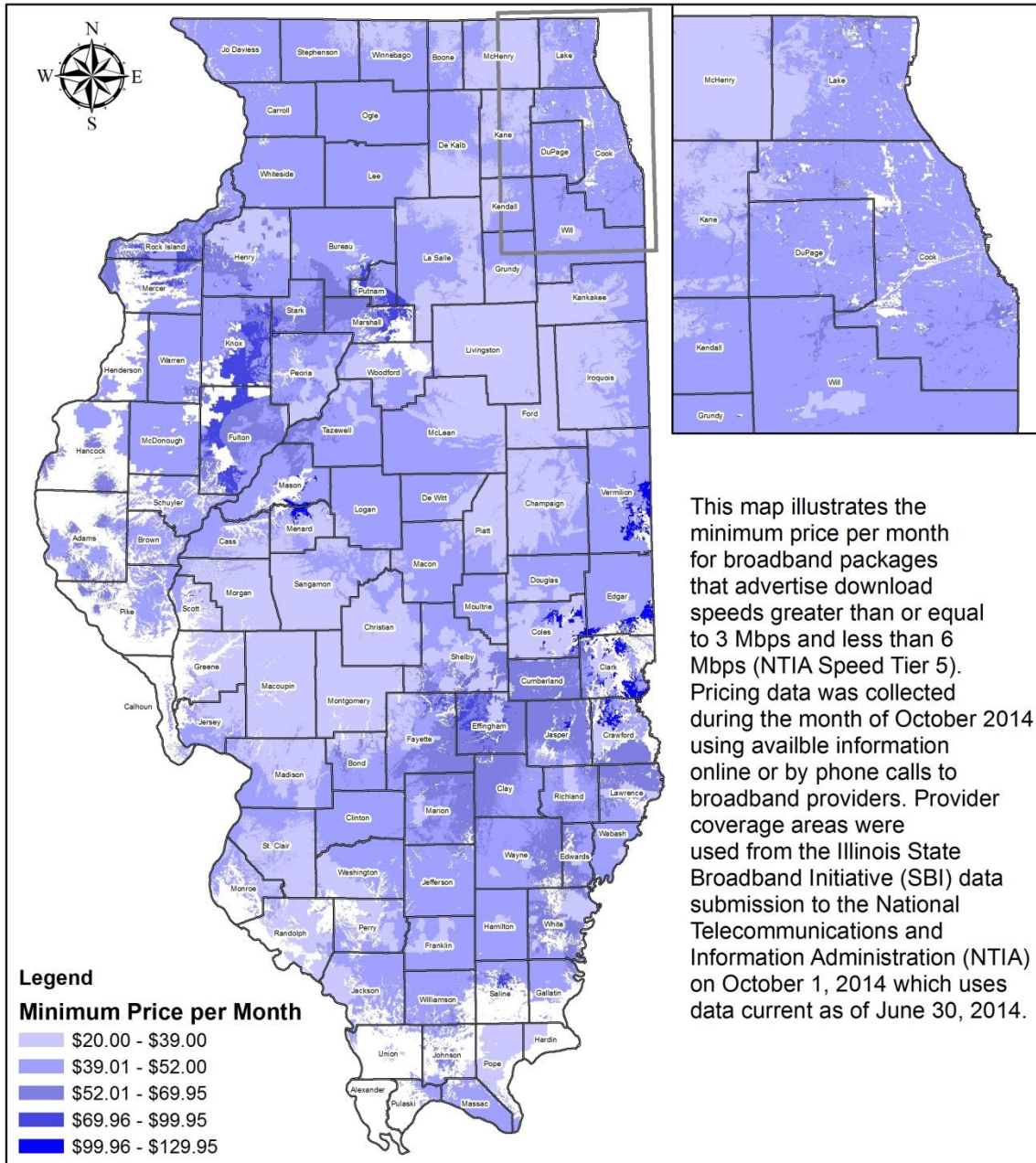
https://s3.amazonaws.com/PCIFile_Storage/Pricing+Report+2013/Min+Speed+Tier+4.pdf



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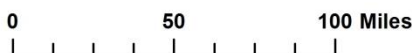
Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 3 Mbps and less than 6 Mbps - NTIA Speed Tier 5



This map illustrates the minimum price per month for broadband packages that advertise download speeds greater than or equal to 3 Mbps and less than 6 Mbps (NTIA Speed Tier 5). Pricing data was collected during the month of October 2014 using available information online or by phone calls to broadband providers. Provider coverage areas were used from the Illinois State Broadband Initiative (SBI) data submission to the National Telecommunications and Information Administration (NTIA) on October 1, 2014 which uses data current as of June 30, 2014.

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Raw Data-

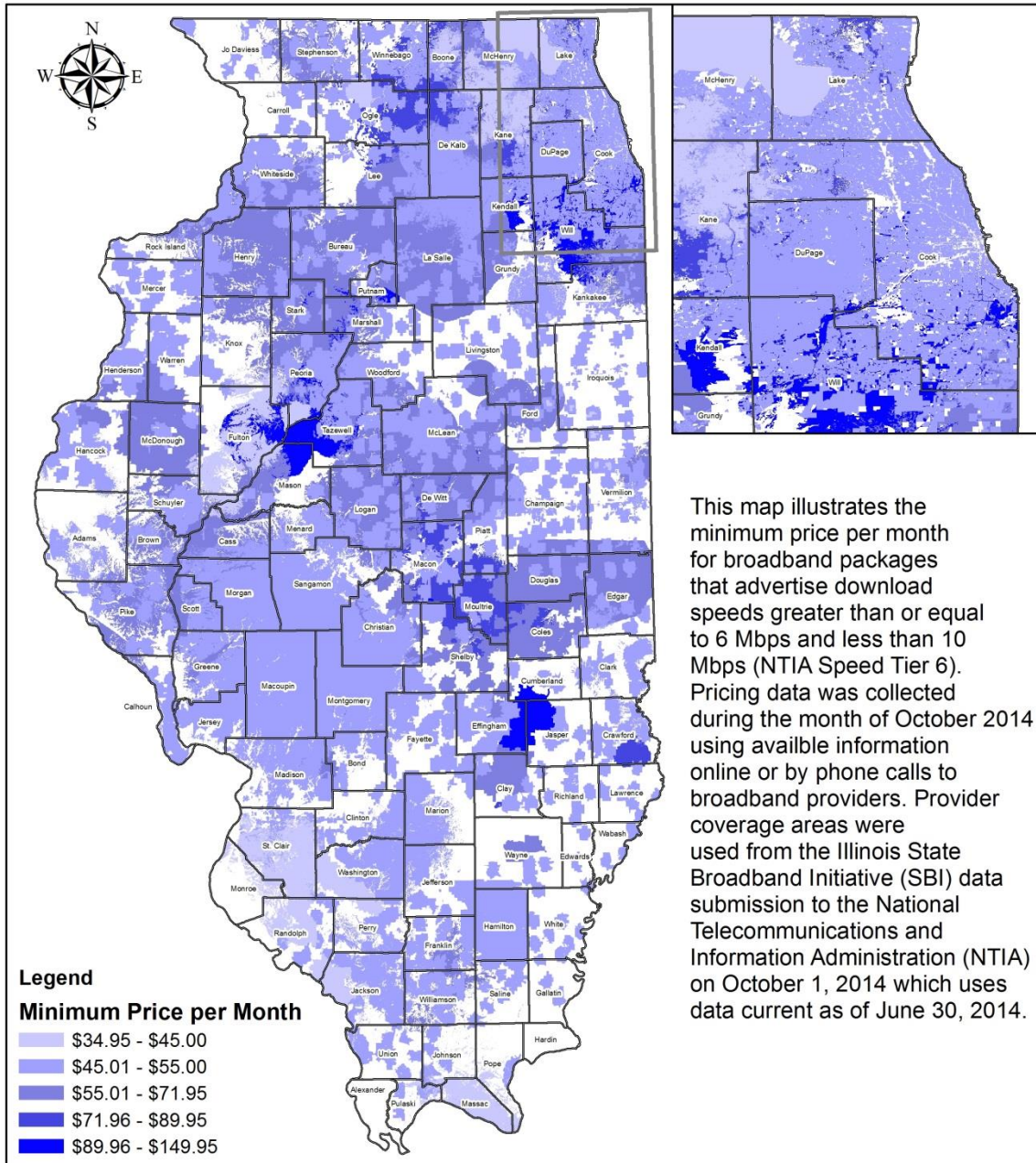
https://s3.amazonaws.com/PCIFile_Storage/Pricing+Report+2013/Min+Speed+Tier+5.pdf



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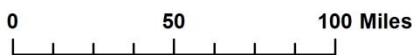
Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 6 Mbps and less than 10 Mbps - NTIA Speed Tier 6



This map illustrates the minimum price per month for broadband packages that advertise download speeds greater than or equal to 6 Mbps and less than 10 Mbps (NTIA Speed Tier 6). Pricing data was collected during the month of October 2014 using available information online or by phone calls to broadband providers. Provider coverage areas were used from the Illinois State Broadband Initiative (SBI) data submission to the National Telecommunications and Information Administration (NTIA) on October 1, 2014 which uses data current as of June 30, 2014.

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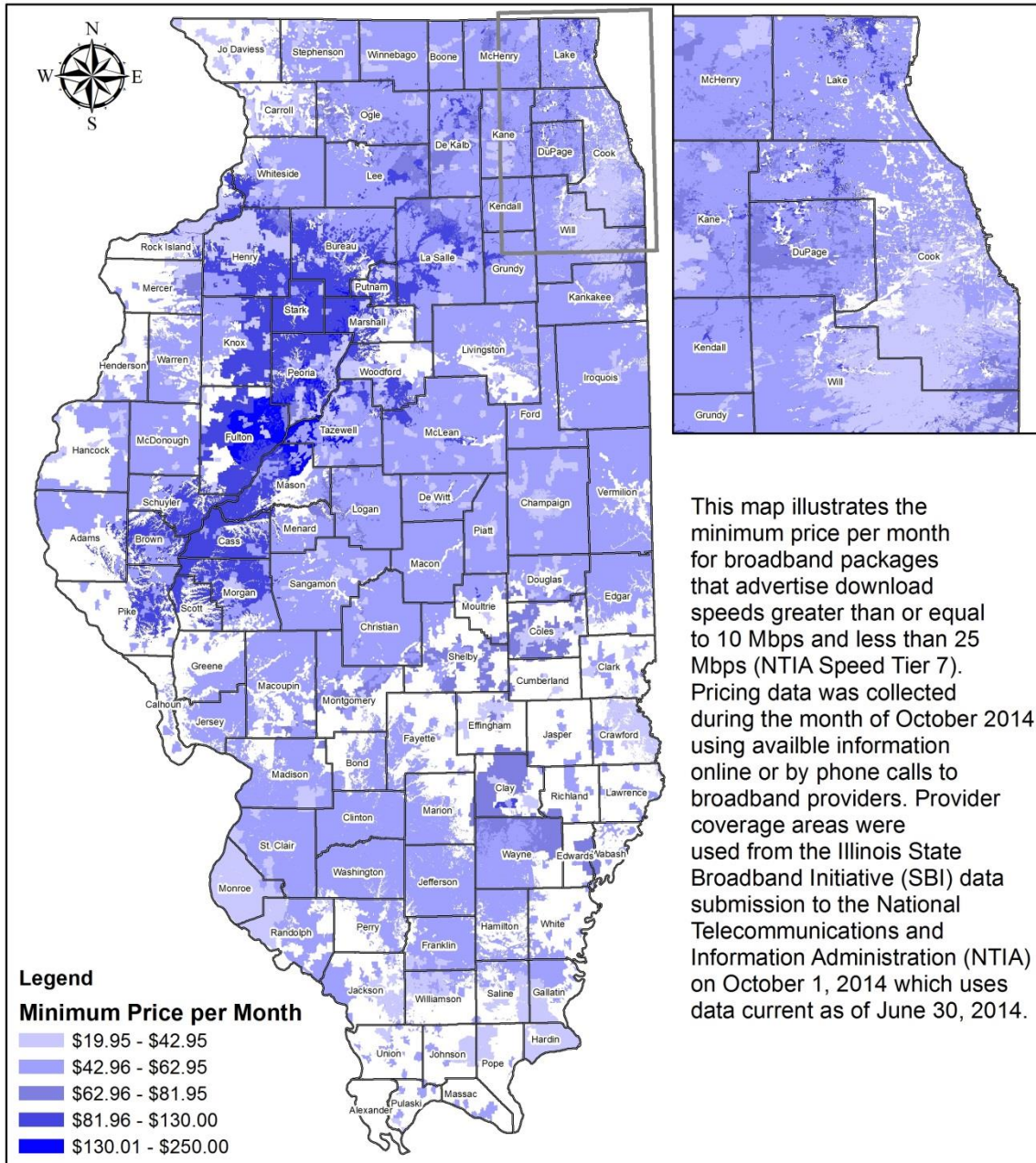
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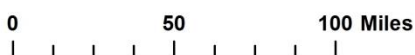
Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 10 Mbps and less than 25 Mbps - NTIA Speed Tier 7



This map illustrates the minimum price per month for broadband packages that advertise download speeds greater than or equal to 10 Mbps and less than 25 Mbps (NTIA Speed Tier 7). Pricing data was collected during the month of October 2014 using available information online or by phone calls to broadband providers. Provider coverage areas were used from the Illinois State Broadband Initiative (SBI) data submission to the National Telecommunications and Information Administration (NTIA) on October 1, 2014 which uses data current as of June 30, 2014.

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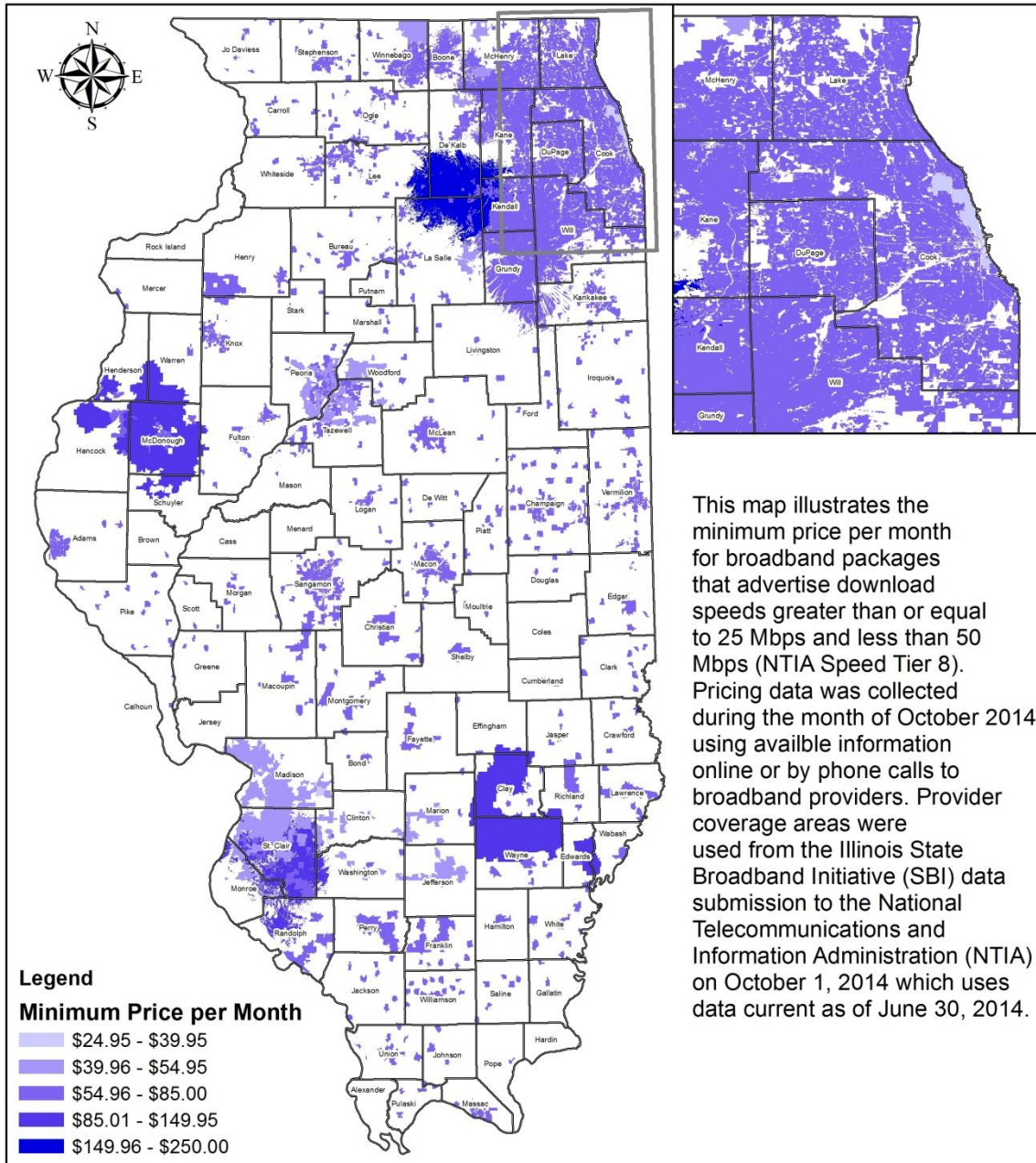
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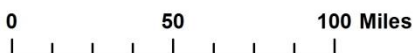
Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 25 Mbps and less than 50 Mbps - NTIA Speed Tier 8



This map illustrates the minimum price per month for broadband packages that advertise download speeds greater than or equal to 25 Mbps and less than 50 Mbps (NTIA Speed Tier 8). Pricing data was collected during the month of October 2014 using available information online or by phone calls to broadband providers. Provider coverage areas were used from the Illinois State Broadband Initiative (SBI) data submission to the National Telecommunications and Information Administration (NTIA) on October 1, 2014 which uses data current as of June 30, 2014.

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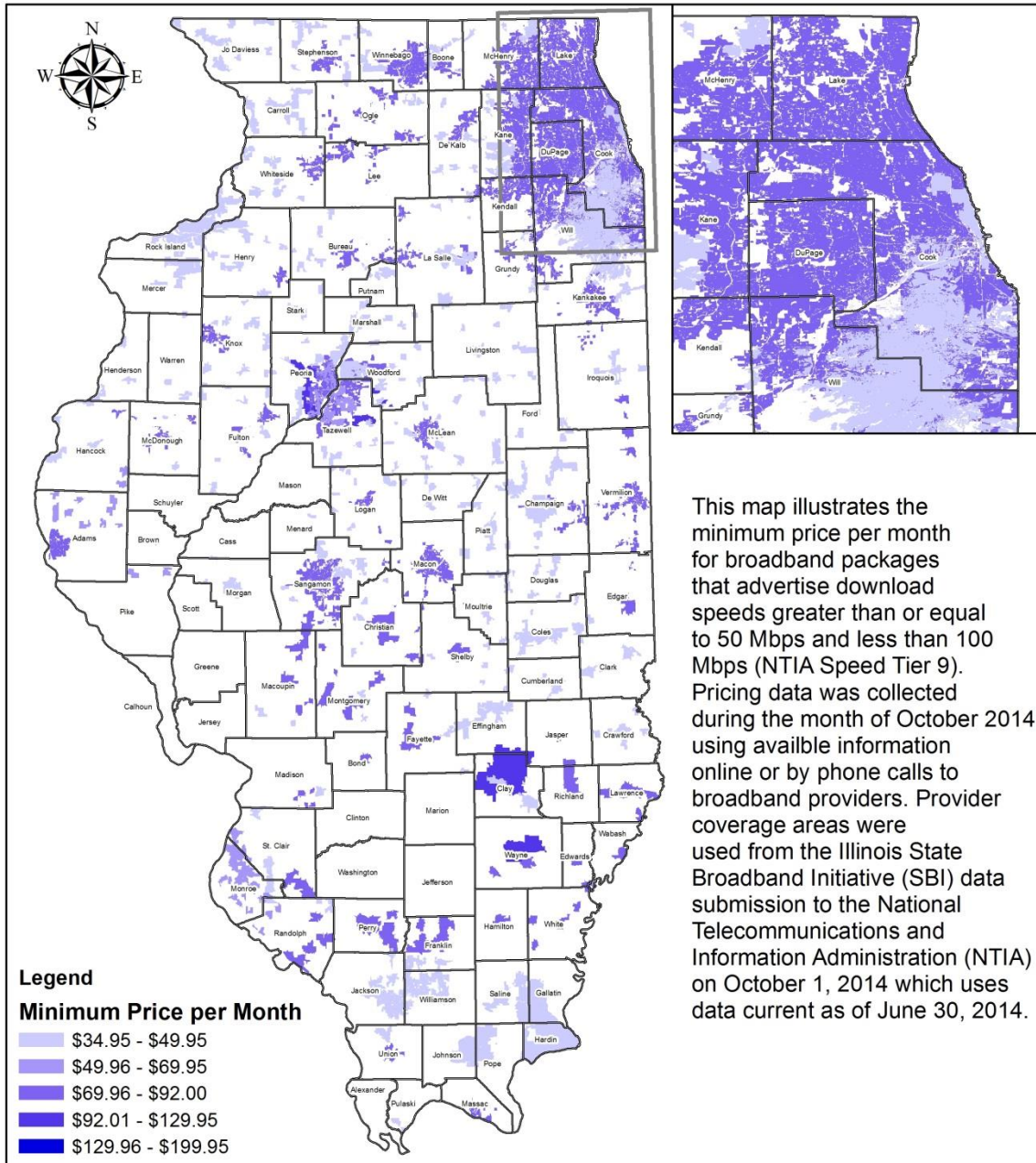
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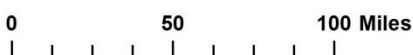
Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 50 Mbps and less than 100 Mbps - NTIA Speed Tier 9



This map illustrates the minimum price per month for broadband packages that advertise download speeds greater than or equal to 50 Mbps and less than 100 Mbps (NTIA Speed Tier 9). Pricing data was collected during the month of October 2014 using available information online or by phone calls to broadband providers. Provider coverage areas were used from the Illinois State Broadband Initiative (SBI) data submission to the National Telecommunications and Information Administration (NTIA) on October 1, 2014 which uses data current as of June 30, 2014.

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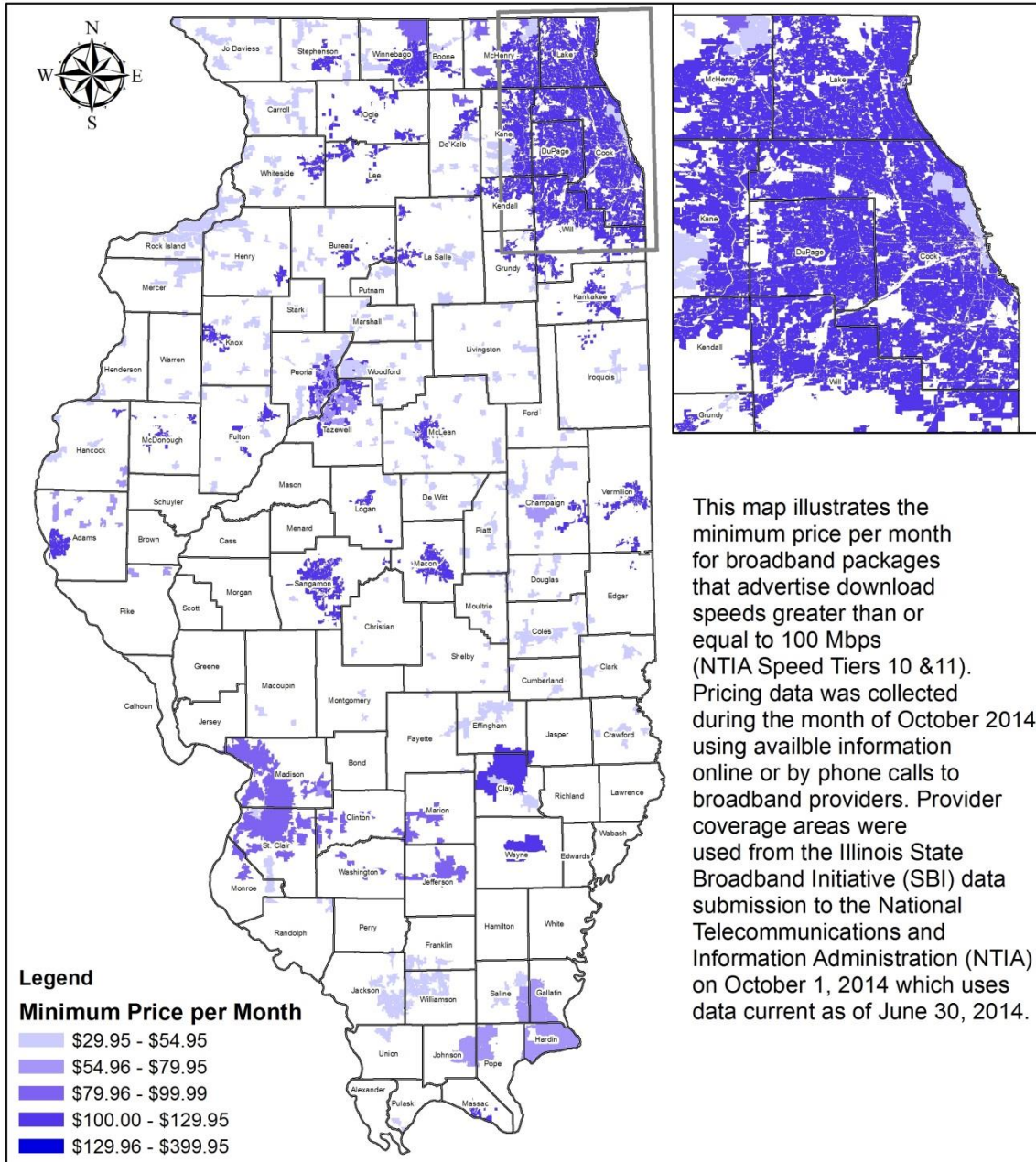
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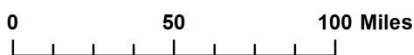
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Minimum Price per Month for Residential Broadband Packages
 Advertised Download Speeds Greater than or Equal to 100 Mbps - NTIA Speed Tier 10 & 11



This map illustrates the minimum price per month for broadband packages that advertise download speeds greater than or equal to 100 Mbps (NTIA Speed Tiers 10 & 11). Pricing data was collected during the month of October 2014 using available information online or by phone calls to broadband providers. Provider coverage areas were used from the Illinois State Broadband Initiative (SBI) data submission to the National Telecommunications and Information Administration (NTIA) on October 1, 2014 which uses data current as of June 30, 2014.

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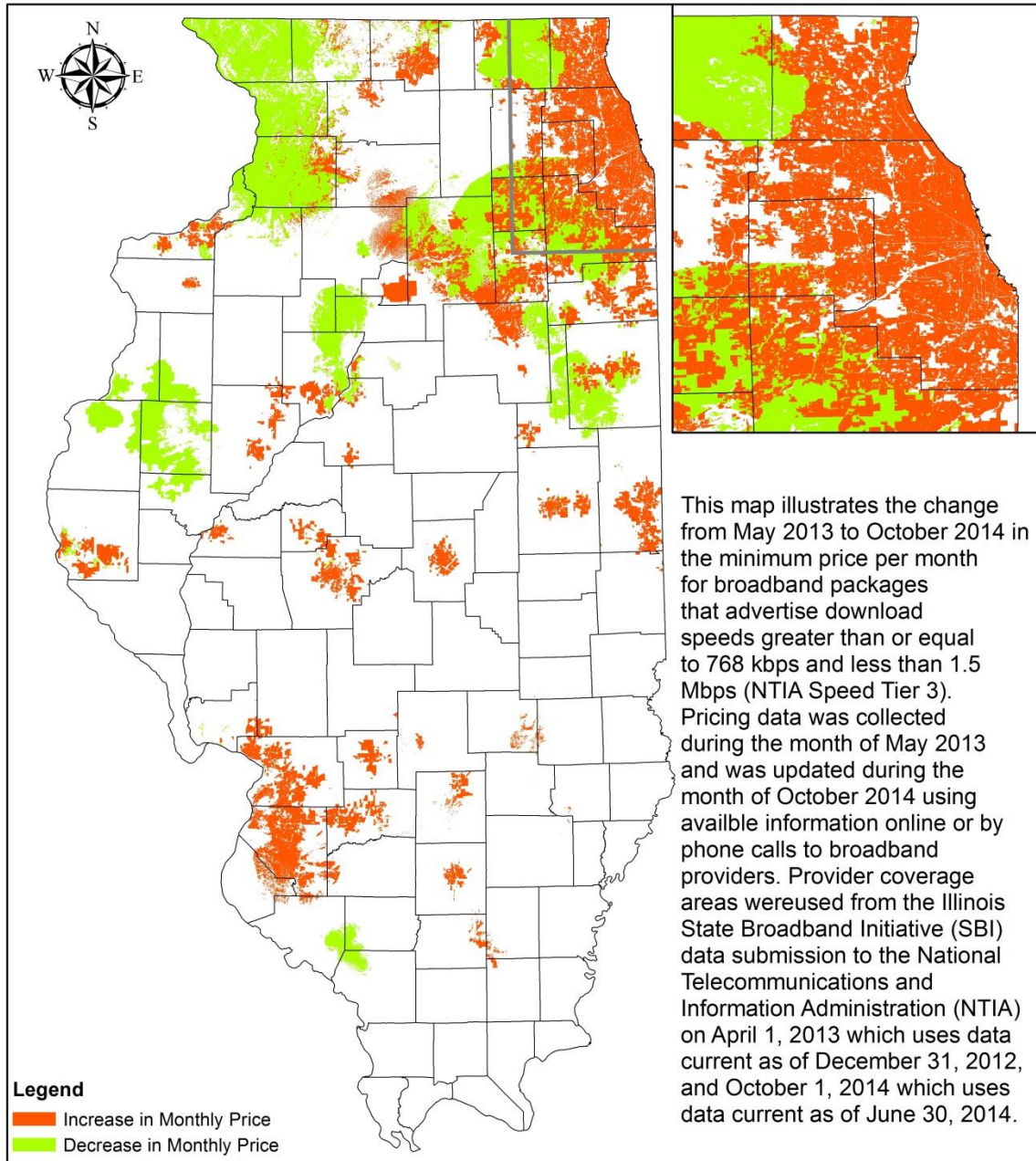
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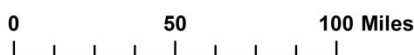


Change Over Time of Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 768 kbps and less than 1.5 Mbps - NTIA Speed Tier 3



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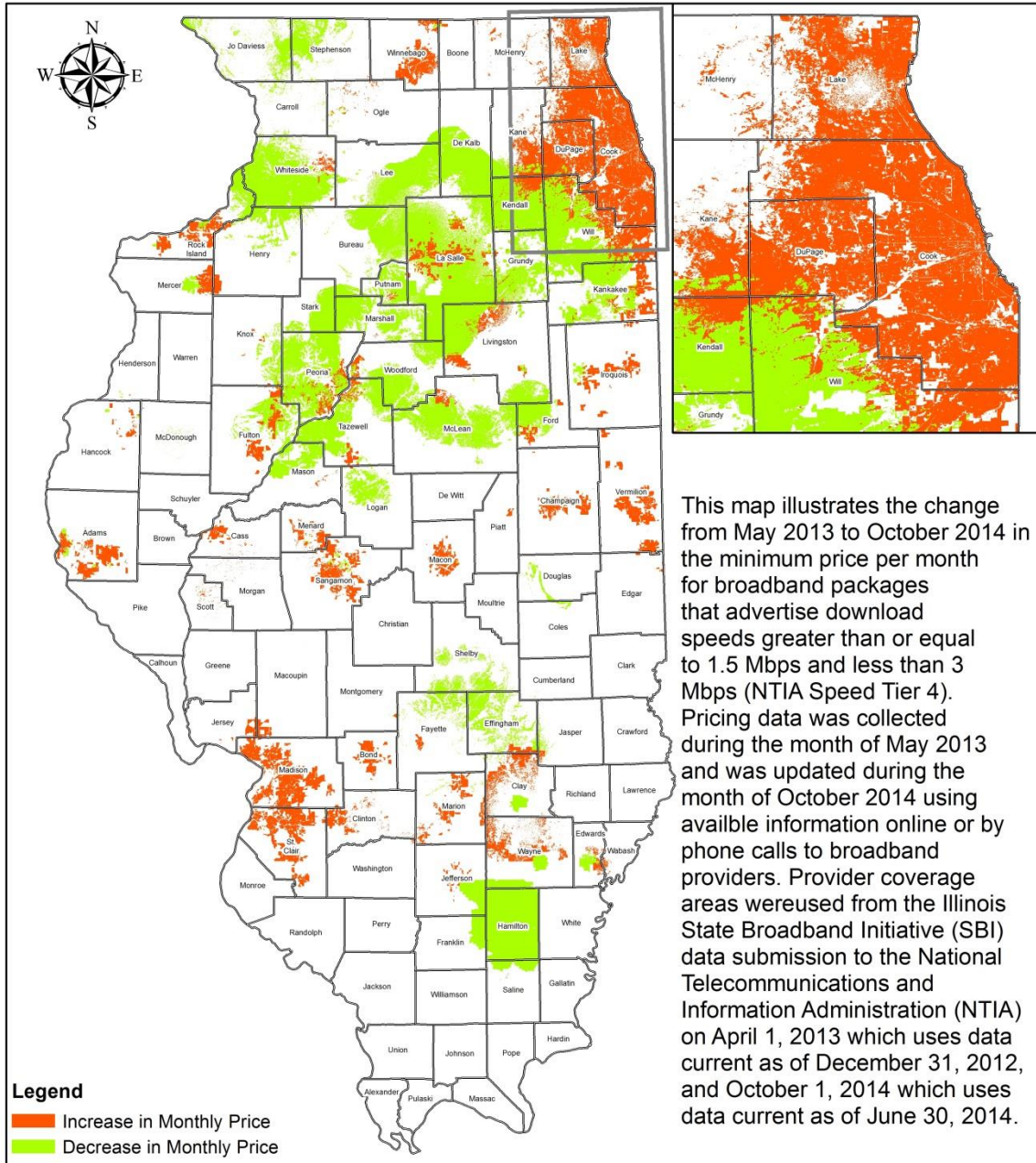
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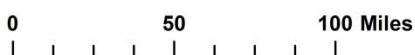


Change Over Time of Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 1.5 Mbps and less than 3 Mbps - NTIA Speed Tier 4



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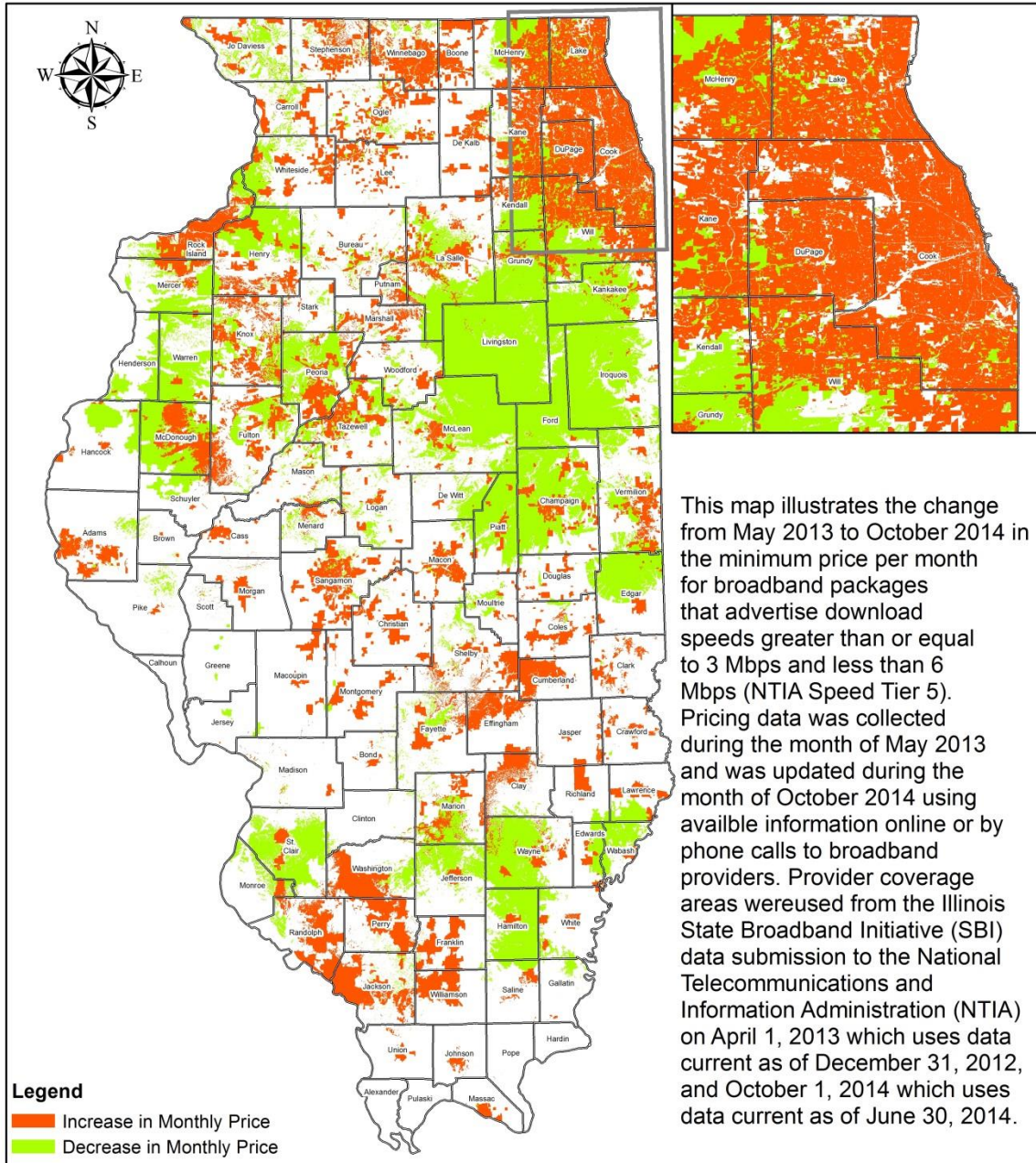
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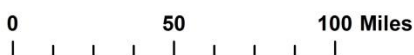


Change Over Time of Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 3 Mbps and less than 6 Mbps - NTIA Speed Tier 5



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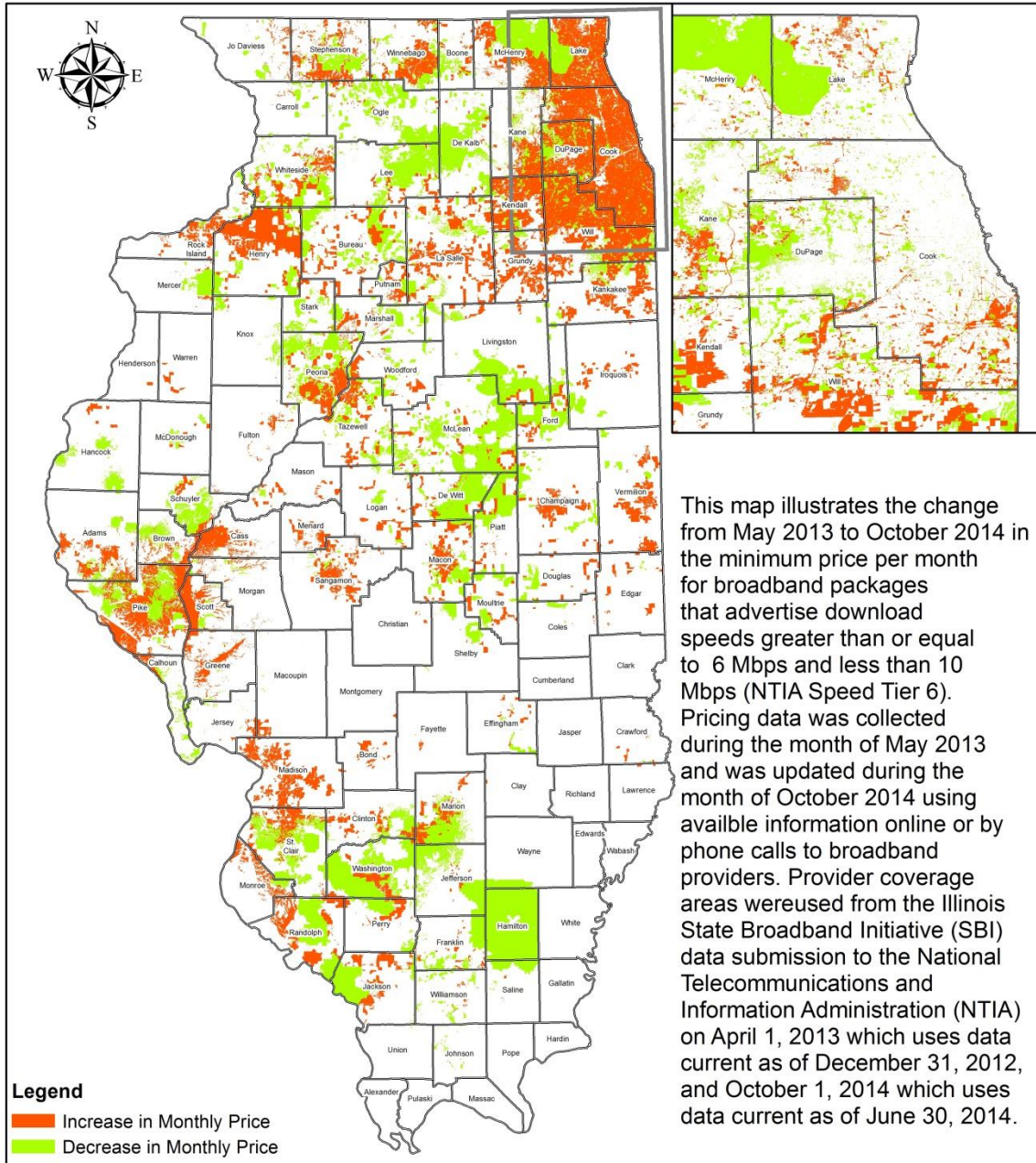
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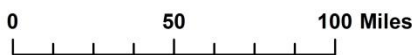


Change Over Time of Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 6 Mbps and less than 10 Mbps - NTIA Speed Tier 6



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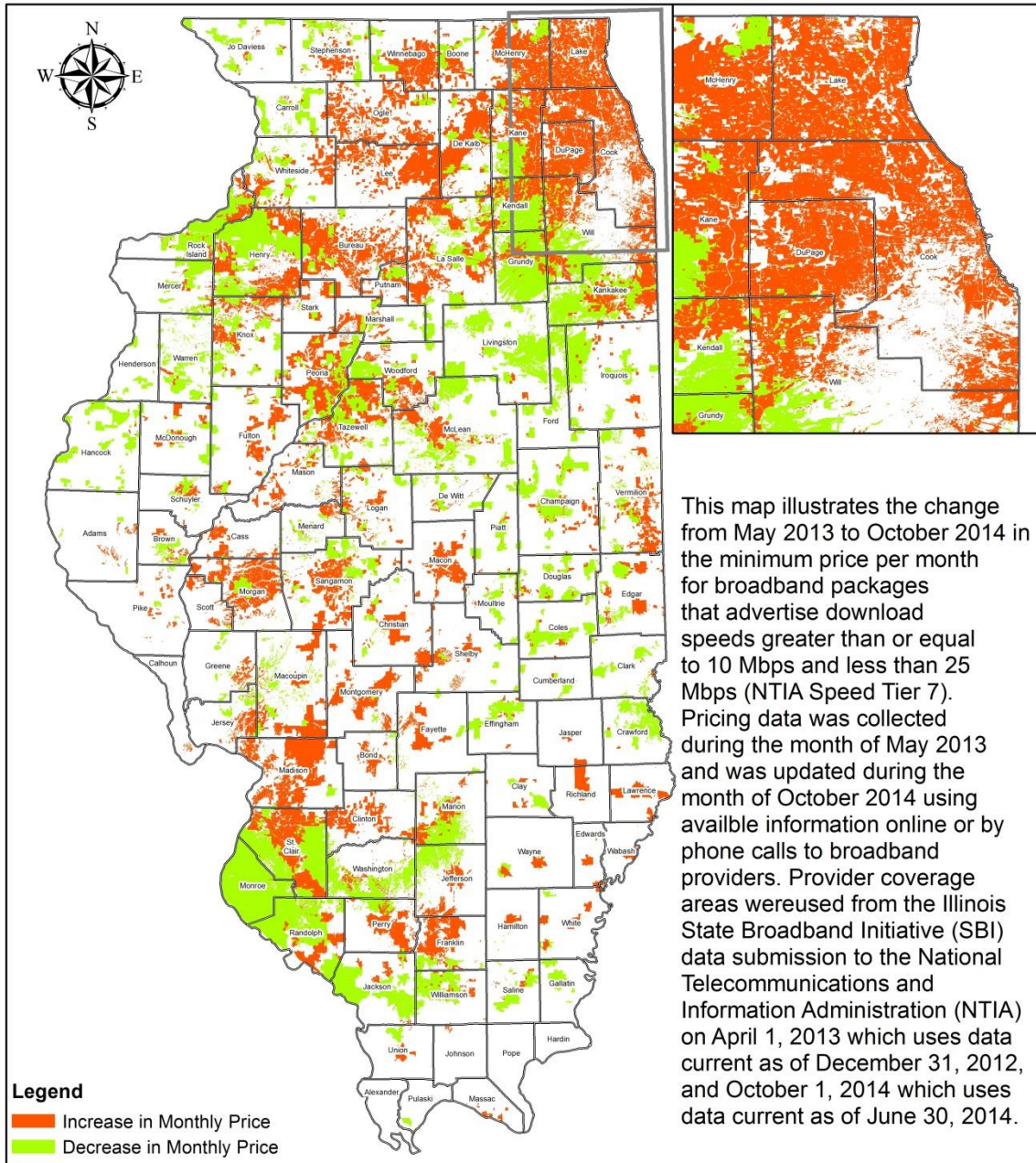
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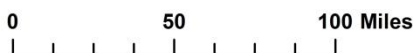


Change Over Time of Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 10 Mbps and less than 25 Mbps - NTIA Speed Tier 7



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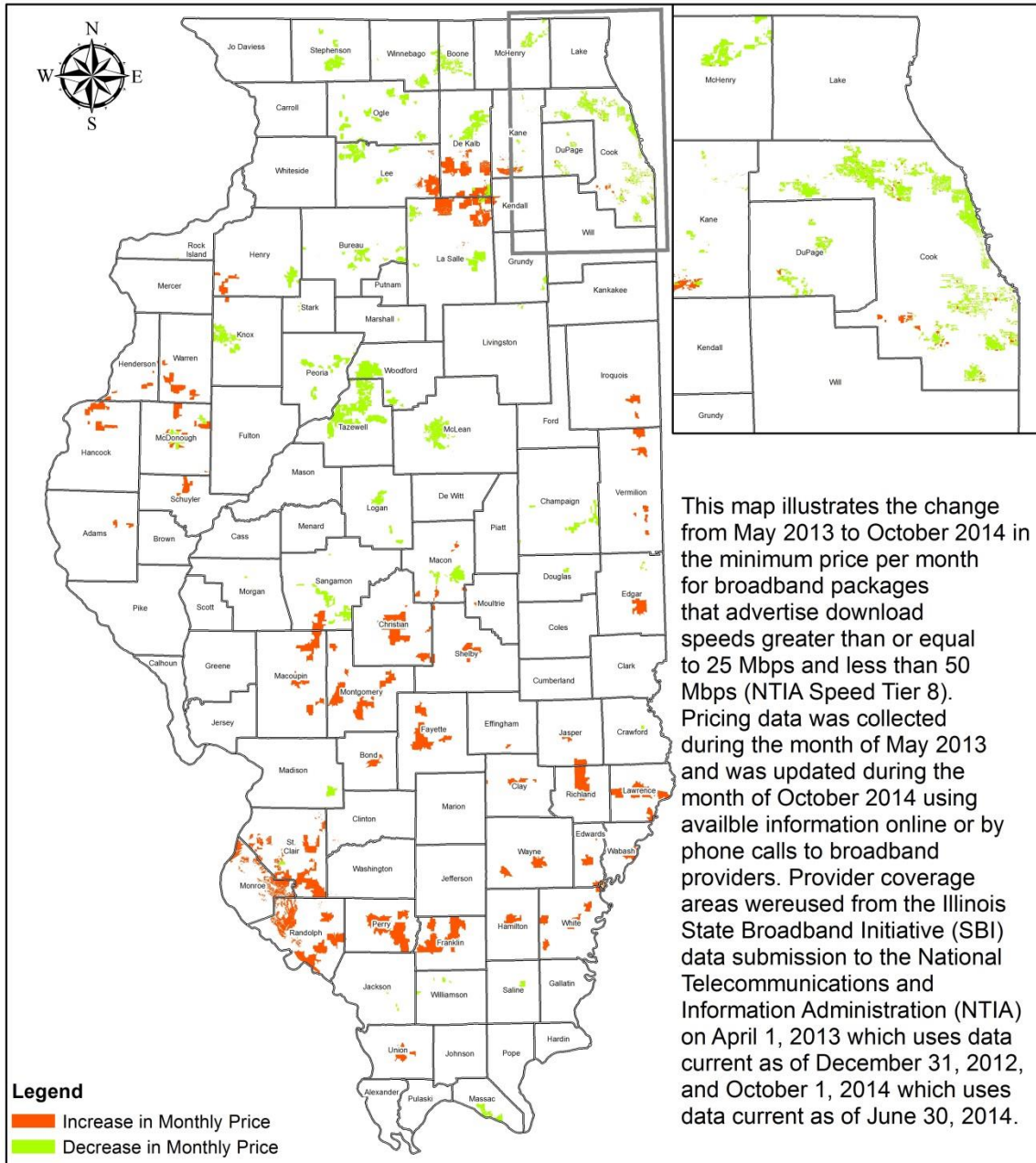
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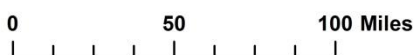


Change Over Time of Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 25 Mbps and less than 50 Mbps - NTIA Speed Tier 8



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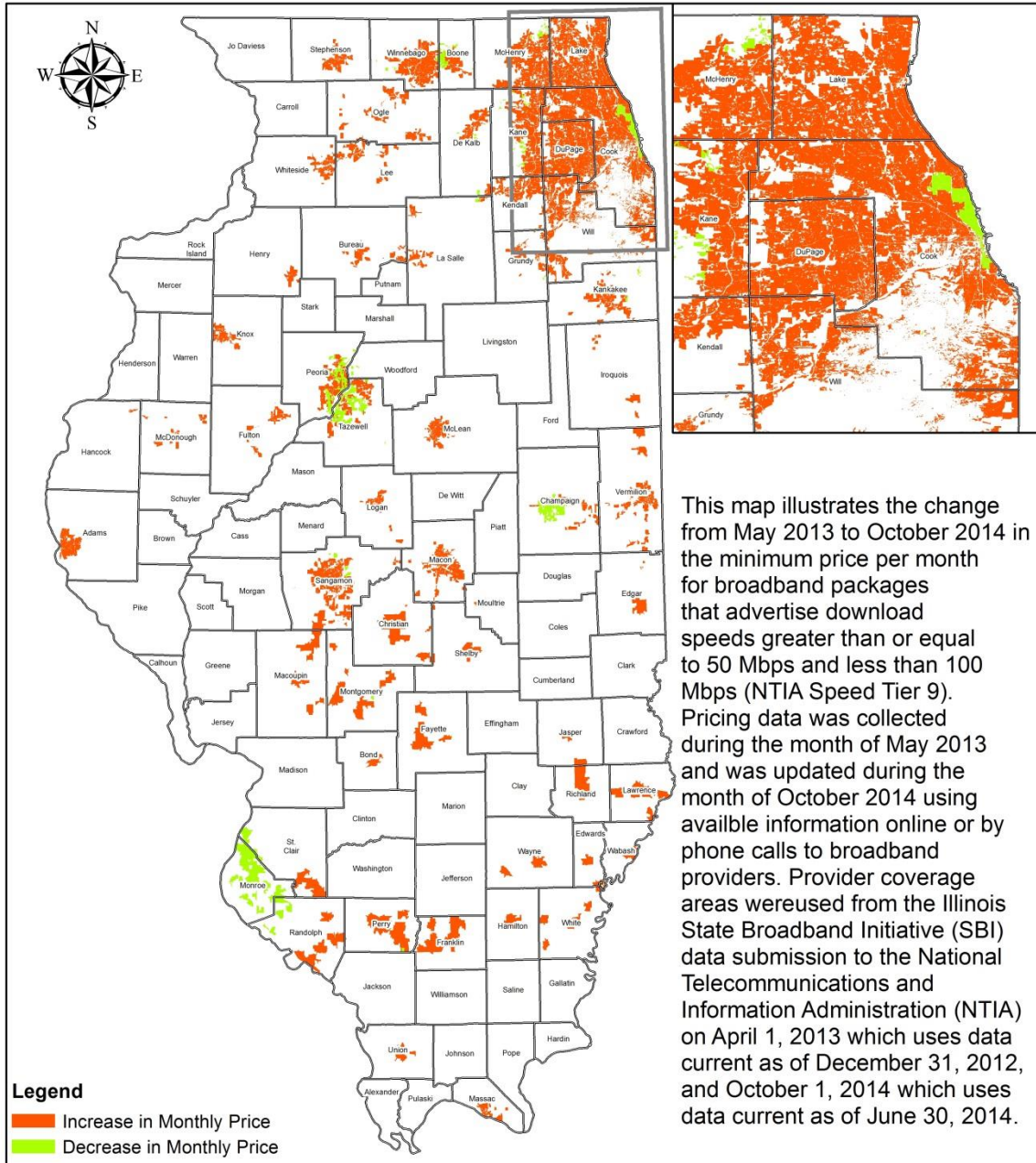
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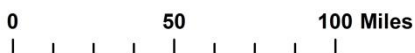


Change Over Time of Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 50 Mbps and less than 100 Mbps - NTIA Speed Tier 9



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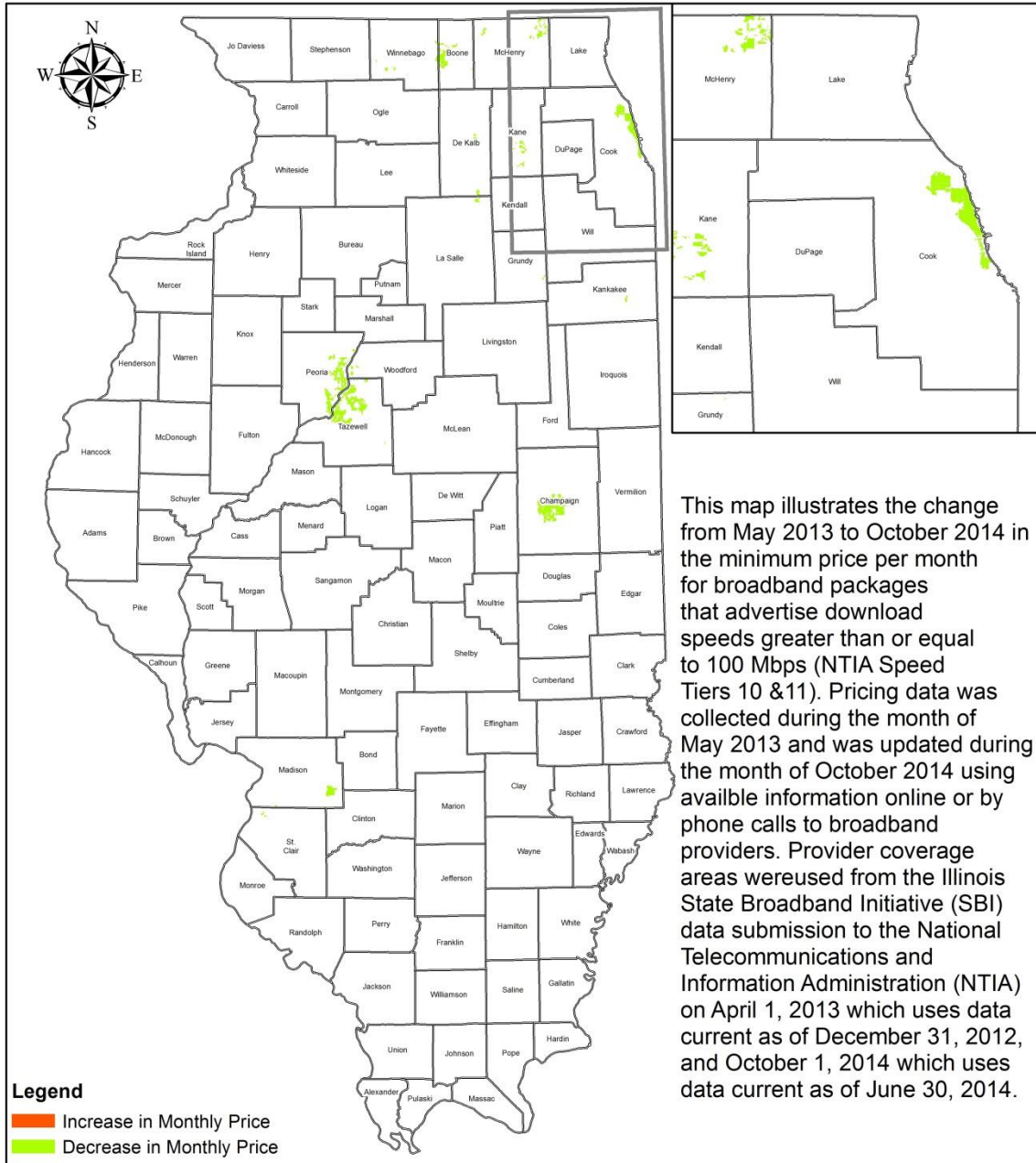
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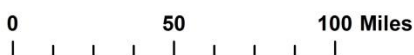


Change Over Time of Minimum Price per Month for Residential Broadband Packages

Advertised Download Speeds Greater than or Equal to 100 Mbps - NTIA Speed Tier 10 & 11



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