



Broadband Study: Executive Summary

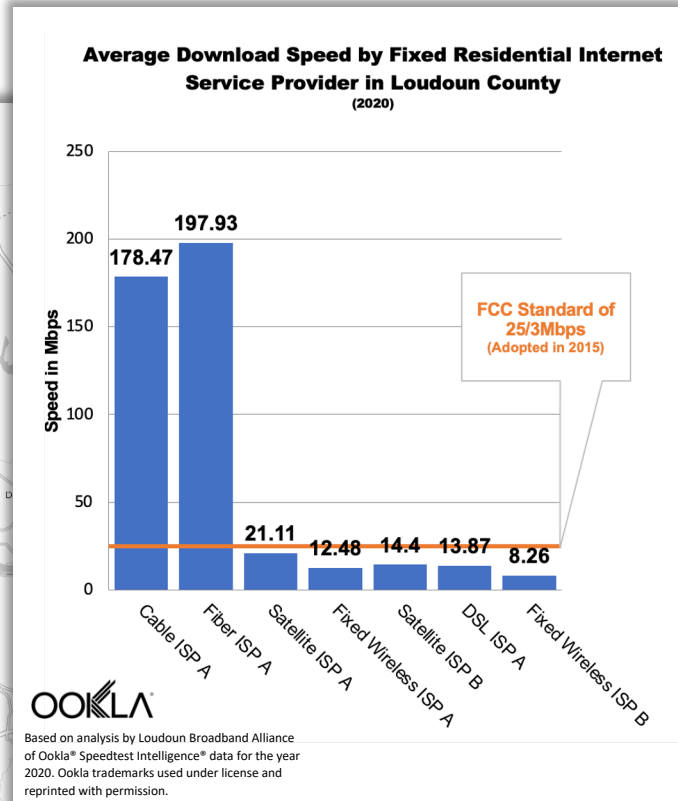
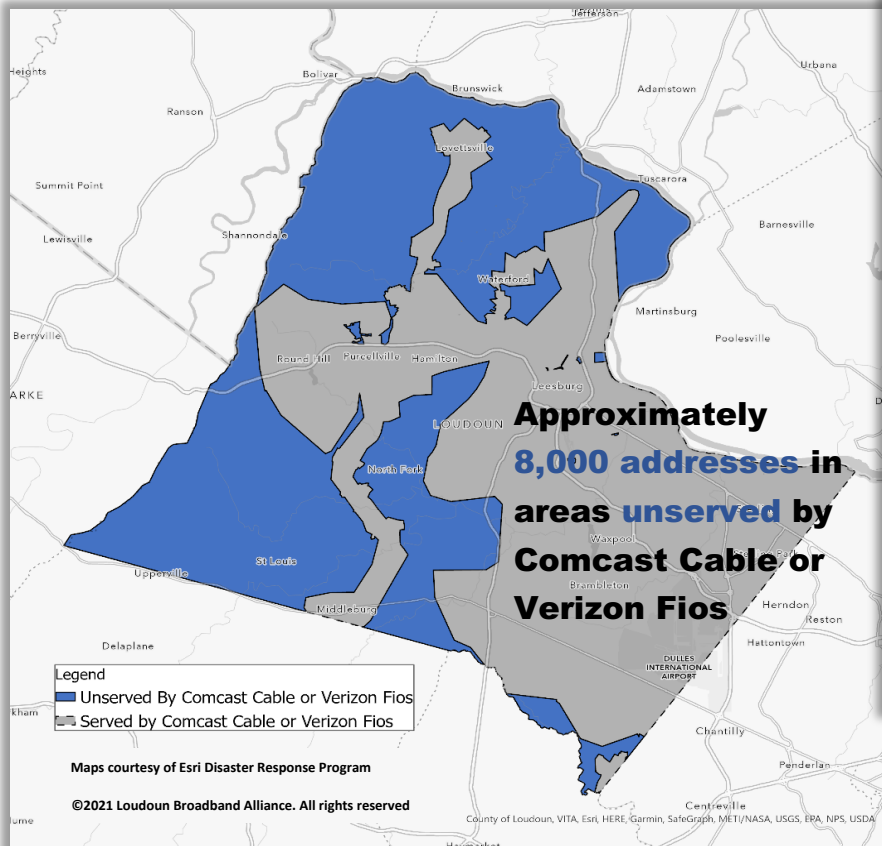
April 2021

Loudoun Broadband Alliance (LBA) recently conducted an internet access survey for residents and businesses in the county. The short survey, which was open for approximately 30 days (between February and March), collected responses to better understand the needs and desires of respondents regarding existing and future Internet services. The goal of this study is to generate updated maps that identify areas in Loudoun County that are unserved by broadband Internet access.

Also used in the study, are the results of hundreds of thousands of user-initiated tests performed across all of Loudoun County during the year 2020. The results of these tests were provided to LBA under a pilot program with Ookla®.

LBA analyzed survey responses and Ookla® Speedtest® data to compare performance of Internet services in different areas of the county. LBA overlaid these data with currently available provider maps. Associating the providers and technologies available in each part of the county and comparing the speeds available in each, LBA observed that **the areas not served by fiber or cable fell below the FCC's standard** of broadband (25Mbps download/3Mbps upload) and, **therefore, are identified as unserved.**

LBA believes this map to be the most accurate representation, as of the date of this report, of the need for broadband in Loudoun County and acknowledges that this map can and must be refined through additional study and analysis. LBA, in alignment with its mission, will continue its research and hopes to provide more accurate mapping and information in the near future.



Fixed Residential Internet Service Providers and their technology in Loudoun County

Comcast Xfinity	Cable
Verizon Fios	Fiber
Viasat	Satellite
Hughesnet	Satellite
All Points Broadband	Fixed Wireless
Wave2Net	Fixed Wireless
Waterford Telephone Company	DSL

Map Sources:
 Comcast Service Map (PDF) 4/10/17 (www.loudoun.gov/broadband)
 Verizon Fios Service Map (PDF) 12/13/16 (www.loudoun.gov/broadband)



Broadband Study: Survey Results

April 2021

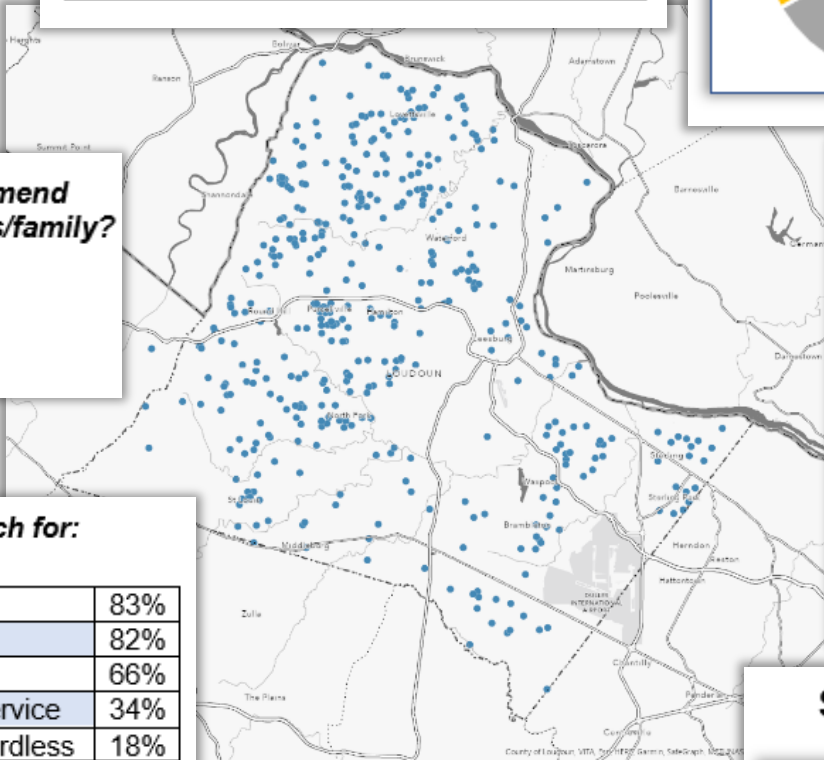
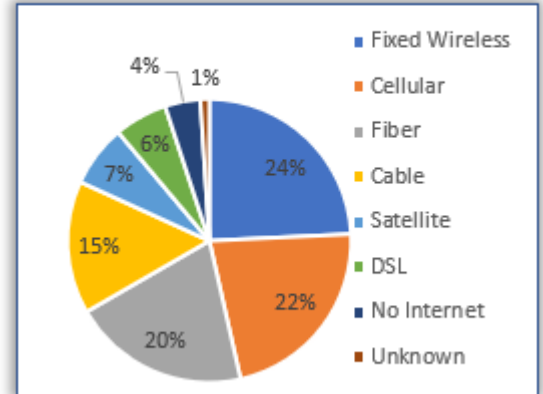
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Responses

Demographics:

Eastern Loudoun	15%
Central Loudoun / Leesburg	11%
Western Loudoun	75%

Residential	73%
Business	1%
Farm	2%
Residential w/ Business or Farm	24%
Other	1%

Current Technologies:



Would you recommend your ISP to friends/family?

Yes 57%
No 43%

What People Are Paying For Unbundled Internet:

Avg. \$123.65/month

< \$50	4%
\$50-74	7%
\$75-99	28%
\$100-124	16%
\$125-149	15%
>\$150	29%
Overall	100%

% Would switch for:

Better Speed	83%
Better Price	82%
More Reliability	66%
Better Customer Service	34%
Would Switch Regardless	18%
Would Never Switch	2%

96% Would support their town/county participating in broadband development.

-and-

95% Would support a private, non-profit entity participating in broadband development.

Services Needed:

