# Athens-Clarke County Demand Aggregation

The demand aggregation process for the Athens-Clarke County, GA broadband study began on May 20th, 2022 and concluded on October 3rd, 2022. The demand aggregation survey helped to gather feedback from the community about their technology needs, existing or future Internet service cost, satisfaction with services, and service availability. A total of **952** surveys were recorded, with **931** responses being from a unique address. A total of 9 broadband champions, local advocates in the community, offered their support to spread the word about the survey and were sent custom flyers to distribute. In person community engagement sessions about this process were held on September 14th, 2022 at the Athens-Clarke County Library and on September 17th, 2022 at Athens-Clarke County Fire Department Station #7. The demand aggregation survey included up to 25 individual questions relating to broadband, ranging from "Do you have Internet service today?" to "How important is Internet service availability and/or Internet speed when choosing a location to live?". For respondents with a current Internet service, an Internet speed test was recorded at the end of the survey and placed in the following broadband definitions:

Unserved	Underserved	Served
Less than 25 Mbps Download	Greater than or equal to 25 Mbps but less than 100 Mbps Download	Greater than or equal to 100 Mbps Download
Less than 3 Mbps Upload	Greater than or equal to 3 Mbps but less than 20 Mbps Upload	Greater than or equal to 20 Mbps Upload

* Chart figures may not add up due to rounding
* Internet speeds are based on the internet speed test unless noted otherwise.

The map below shows the areas where demand aggregation survey responses were received and their corresponding broadband definition.
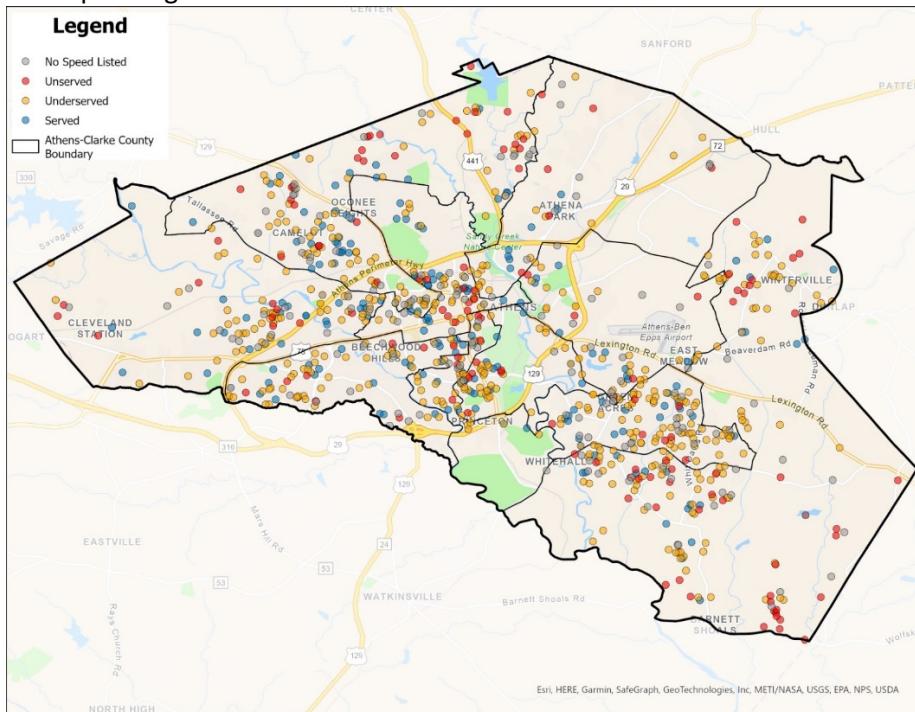
Internet Service

**1. Do you have Internet service today?**

Currently has an Internet service	Respondents	Percentage of Respondents
No	22	2%
Yes	930	98%

Providers

* Cellular providers are excluded from provider table

Internet Service Provider	Respondents	Percentage of Respondents
AT&T	257	31%
Comcast	7	1%
Spectrum	553	67%
Windstream	13	2%

No internet service, why?
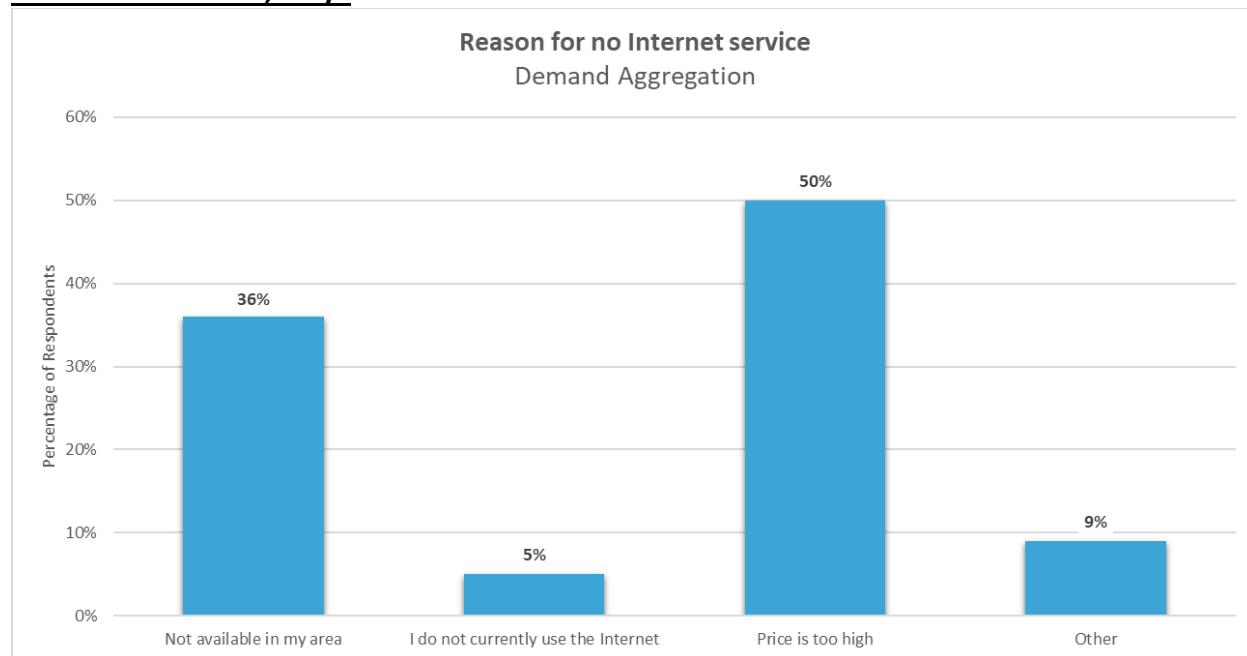
Age Group Breakdown

Age Group	Respondents	Percentage of Respondents
18-24	17	2%
25-34	164	17%
35-44	212	23%
45-54	191	20%
55-64	134	14%
65 or older	221	24%

Federal Government Assistance Programs

2. Are you currently receiving any kind of federal government assistance (SNAP, Medicaid, WIC, etc.)?

Residents Participating in Federal Government Assistance
Demand Aggregation

- 3%
- 11%
- 86%
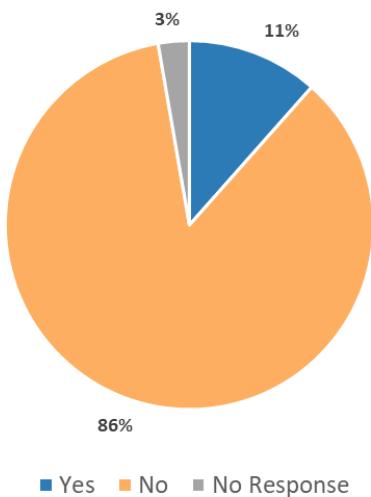
Legend: ■ Yes ■ No ■ No Response

Interest in Service

Preferred Internet Speed by Building Type (Single-Family Home)
Demand Aggregation

- 19%
- 33%
- 48%
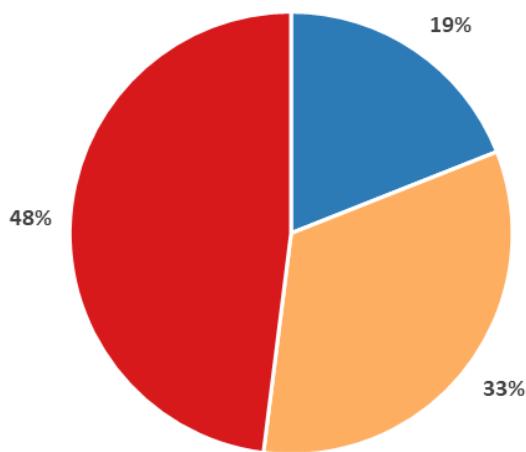
Legend: ■ 250/250 Mbps Residential SFH ■ 500/500 Mbps Residential SFH ■ 1/1 Gbps Residential SFH
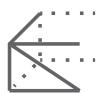
Preferred Internet Speed by Building Type (Multi-Dwelling Unit)
Demand Aggregation

24%

43%

33%

- 250/250 Mbps Residential MDU
- 500/500 Mbps Residential MDU
- 1/1 Gbps Residential MDU
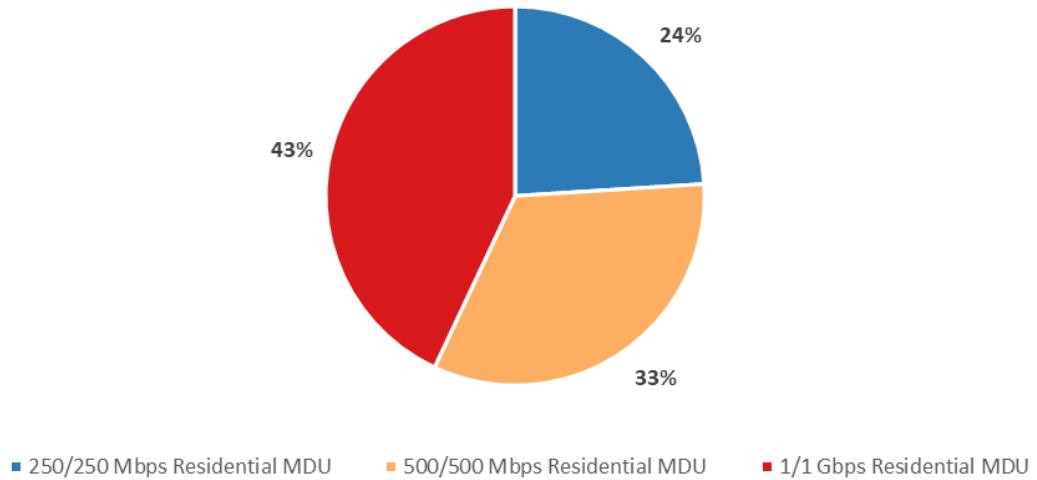
Take Rate Breakdown

- The take rate is a weighted measurement of a resident's consideration for switching to an improved Internet Service. Definitely Not (0.00), Probably Not (0.25), Would Consider It (0.50), Likely Yes (0.75), Yes Definitely (1.00).
- The "Take Rate by Current Internet Speed" compares how likely a respondent would consider an improved Internet service with their current broadband status (Unserved, Underserved, Served).

Take Rate by Current Internet Speed
Demand Aggregation

Category	Definitely Not	Probably Not	Would Consider It	Likely Yes	Yes Definitely
No Internet Speed Listed	7	9	51	31	61
Served Take Rate	6	13	60	50	53
Underserved Take Rate	16	19	153	128	157
Unserved Take Rate	4	7	35	36	56

Overall Take Rate
Demand Aggregation

	Number of Respondents
Definitely Not	33
Probably Not	48
Would Consider It	299
Likely Yes	245
Yes Definitely	327

Smart home devices

Smart Devices Per Household
Demand Aggregation

Number of Smart Devices	Number of Respondents
I do not know	4
0-4	571
5-10	227
11-15	55
16-20	20
21 or more	21
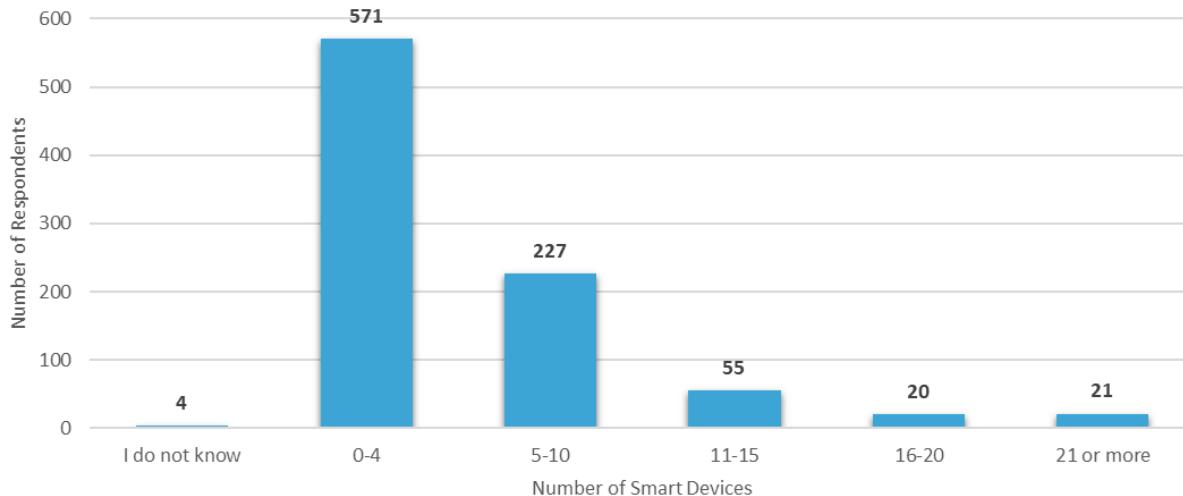
Total number of devices

Total Number of Devices Per Household
Demand Aggregation

Number of Devices (Including Smart Devices)	Number of Respondents
I do not know	3
0-4	381
5-10	350
11-15	106
16-20	31
21 or more	30
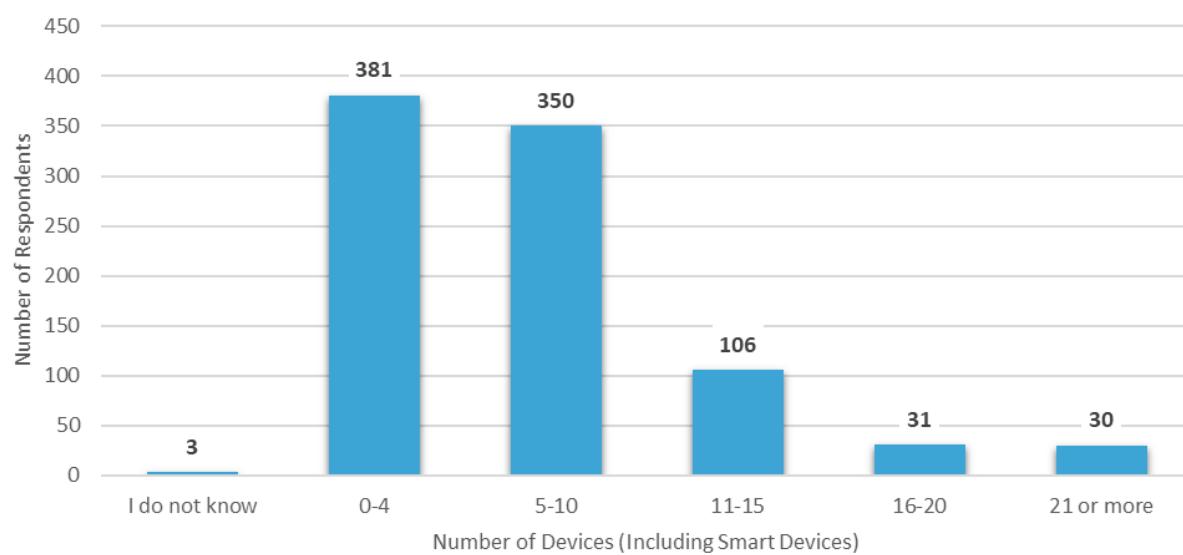
## Satisfaction breakdown

- 56% of respondents indicated they are "Full satisfied" or "Mostly satisfied" with their current Internet reliability.
- 29% of respondents indicated they are "Very dissatisfied" or "Mostly dissatisfied" with their current Internet speed.

Satisfaction Breakdown
Demand Aggregation

Legend: Very dissatisfied · Mostly dissatisfied · Somewhat dissatisfied · Somewhat satisfied · Mostly satisfied · Fully satisfied
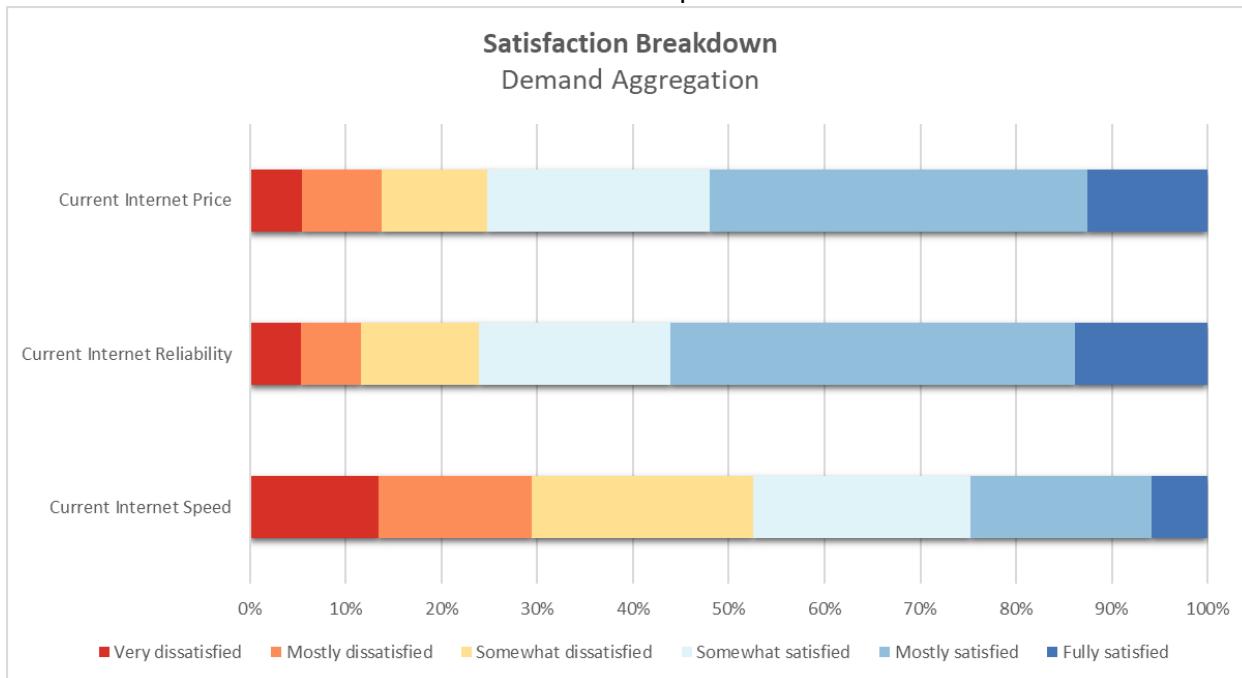
Residents factor service for housing

How Residents Prioritize Broadband When Deciding Where to Live
Demand Aggregation

Number of Respondents

- Not important at all: 23
- Somewhat important: 143
- Very important: 535
- Most important: 225
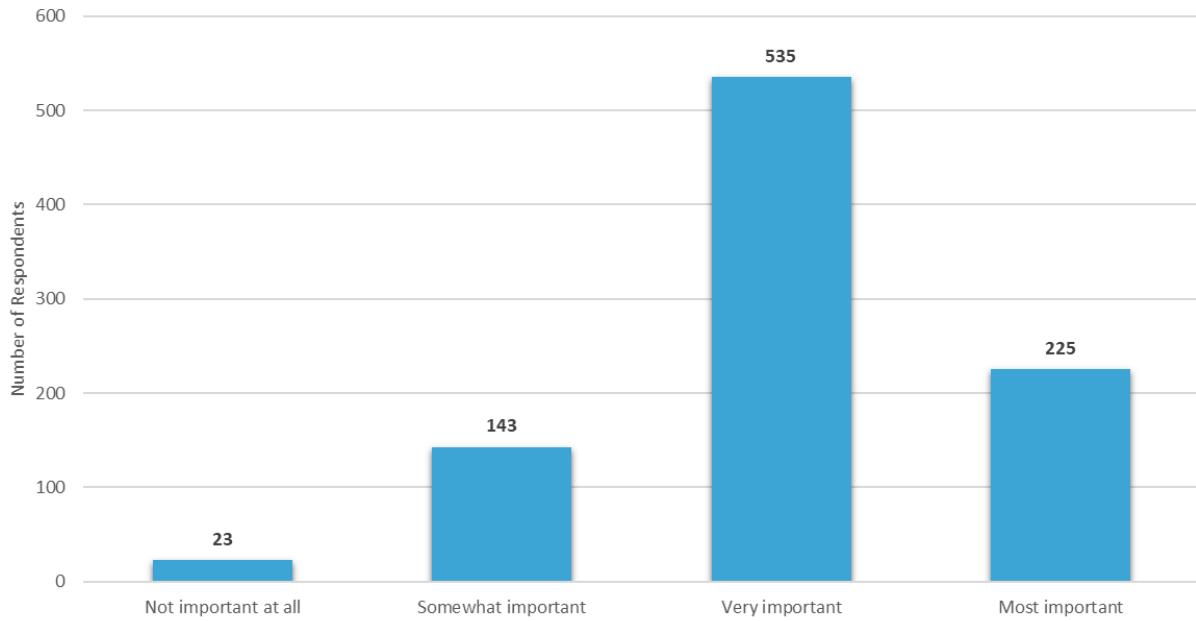
Current internet cost

Current Internet Service Cost
Demand Aggregation

Percentage of Respodents

- I don't know: 5%
- $0-19: 1%
- $20-39: 3%
- $40-59: 18%
- $60-79: 42%
- $80-100: 21%
- More than $100: 10%

Monthly Cost
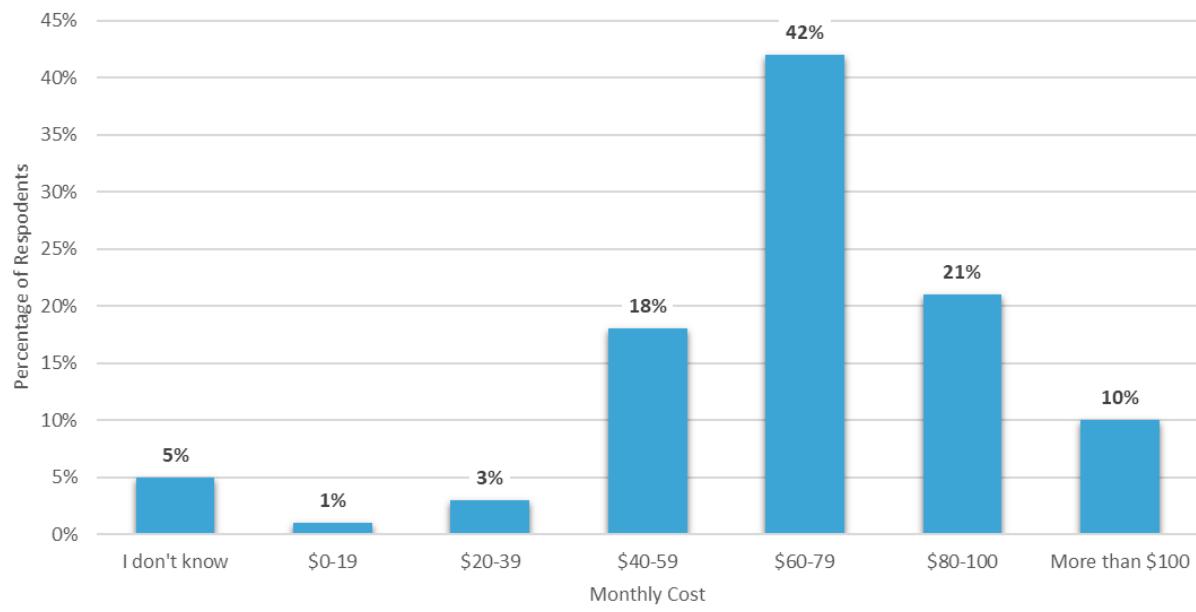
Preferred internet cost – Statistics and Graph (maybe this and current can be in the same graph?)

Preferred Internet Service Cost
Demand Aggregation

Monthly Cost	Percentage
I do not know	9%
$0.00 - $29.00	8%
$30.00 - $49.00	17%
$50.00 - $69.00	31%
$70.00 - $89.00	29%
$90.00 or more	4%
I would not switch from my current provider	2%

Internet most used for

What Residents Use the Internet For the Most
Demand Aggregation

Category	Percentage
Livestreaming	2%
Other	2%
Personal Use (E-mail, shopping, bills)	23%
School	3%
Social Media (Facebook, Twitter, Reddit, Instagram)	5%
Streaming services (Netflix, Hulu, Disney+, YouTube Tv, Spotify, Apple Music)	33%
Video conferencing services	2%
Work	30%

Internet for work/business

- 76% of respondents use their Internet service to work from home.

Households that use Internet service for Work/Business
Demand Aggregation

24%

76%

■ Yes ■ No
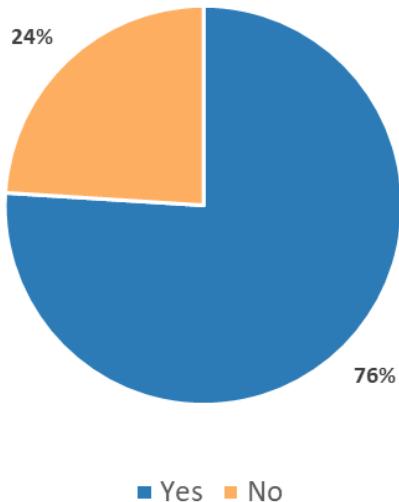
Number of Household members for work/business

Number of Household Members - Work/Business
Demand Aggregation

321	327	22	8	5

1 household member | 2 household members | 3 household members | 4 household members | 5 or more household members

Number of Respondents
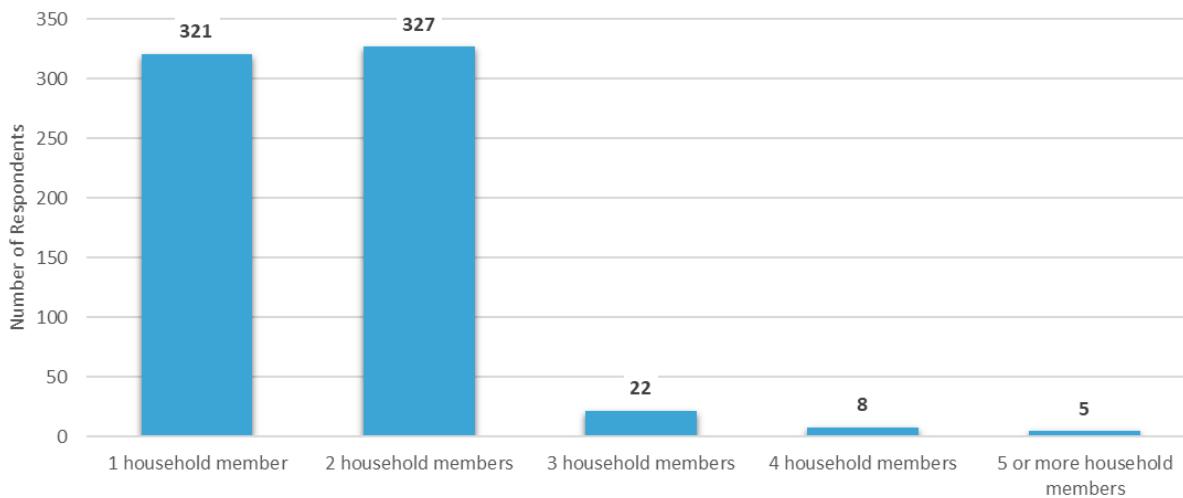
**Work/business days per week – Statistics and Graph**

Number of Days Per Week - Work/Business
Demand Aggregation
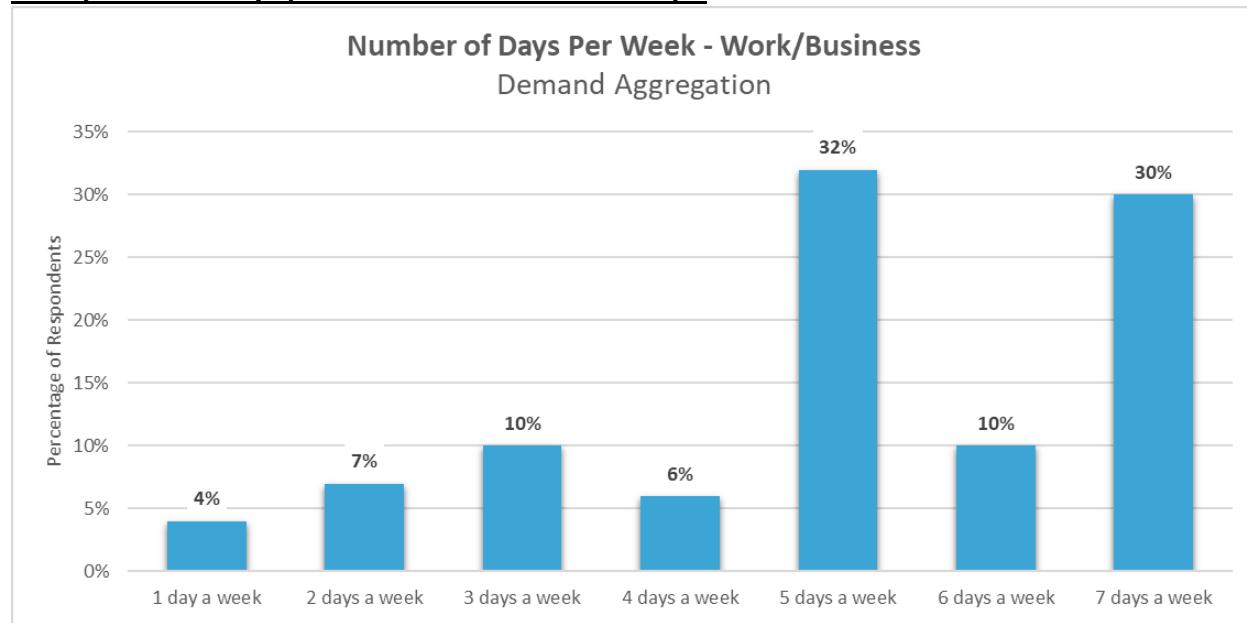
**Internet for school – Statistics and Graph**

- 37% of respondents use their Internet service for remote learning.

Households that use Internet service for School
Demand Aggregation
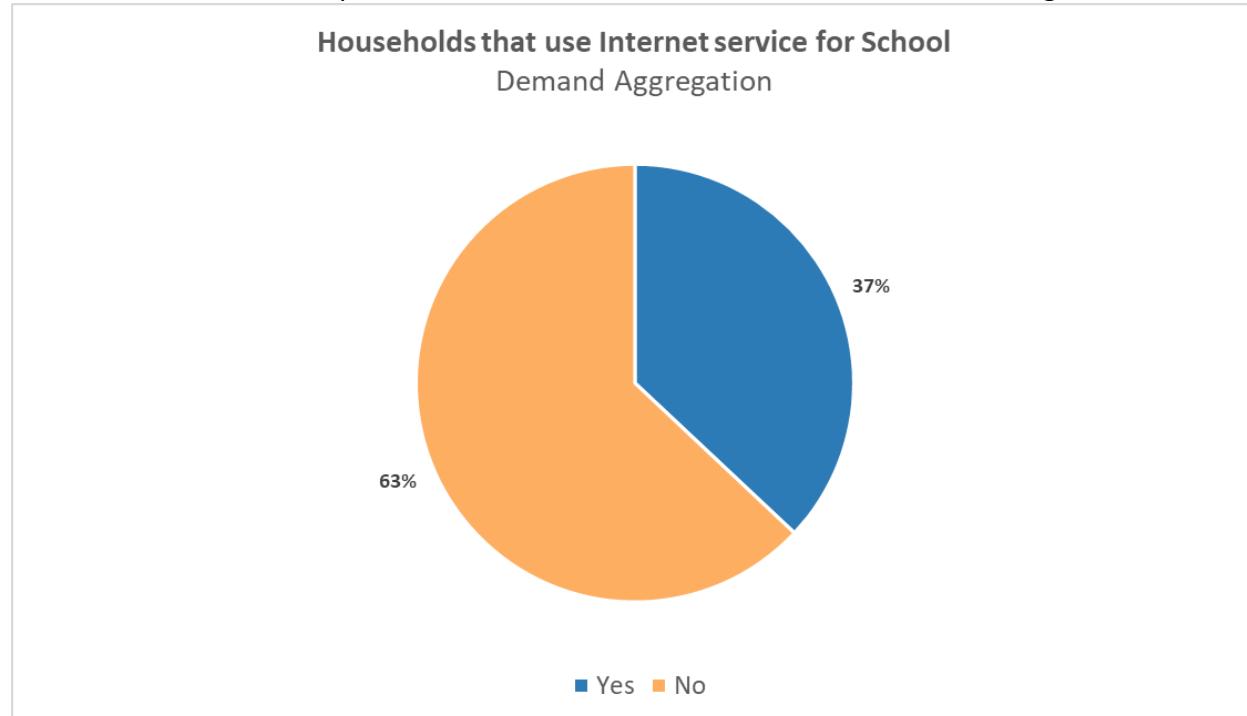
Number of Household members for school – Statistics and Graph

Number of Household Members - School
Demand Aggregation

- 1 household member: 182
- 2 household members: 95
- 3 household members: 32
- 4 household members: 12
- 5 or more household members: 6

Percentage of Respondents
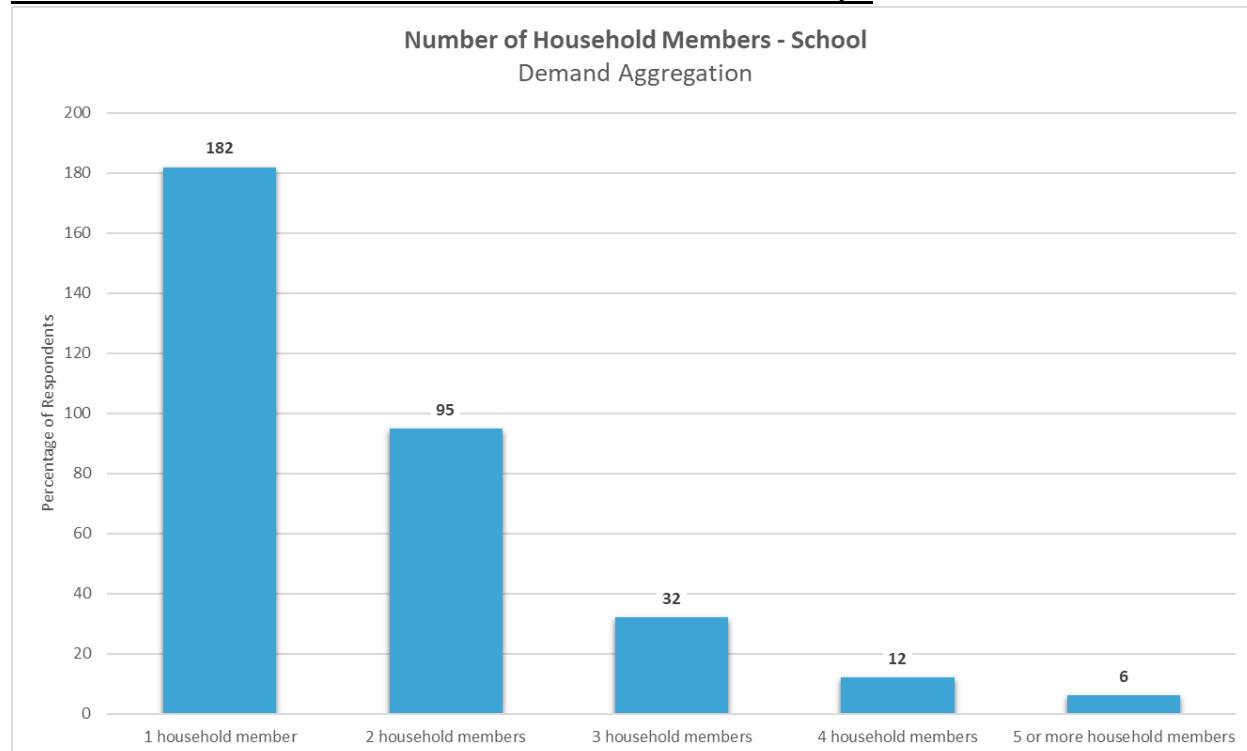
School days per week – Statistics and Graph

Number of Days Per Week - School
Demand Aggregation

- 1 day a week: 3%
- 2 days a week: 6%
- 3 days a week: 14%
- 4 days a week: 8%
- 5 days a week: 32%
- 6 days a week: 9%
- 7 days a week: 29%

Percentage of Respondents