Broadband Survey Analysis

Executive Summary

November 29, 2021



Town of Lincoln

Broadband Survey Summary

- The Canadian Radio-Television and Telecommunications Commission (CRTC), identified that homes and businesses should have available internet speeds of at least 50-10 Mbps
- Lincoln's broadband survey was created to further identify the need for broadband infrastructure in Lincoln
- The survey had a dedicated page on SpeakUpLincoln.ca to help boost engagement and inform residents about this project
- In total, the SpeakUpLincoln.ca page had 381 unique visits while the survey had a total of 344 respondents

Key Findings – Internet Sufficiency

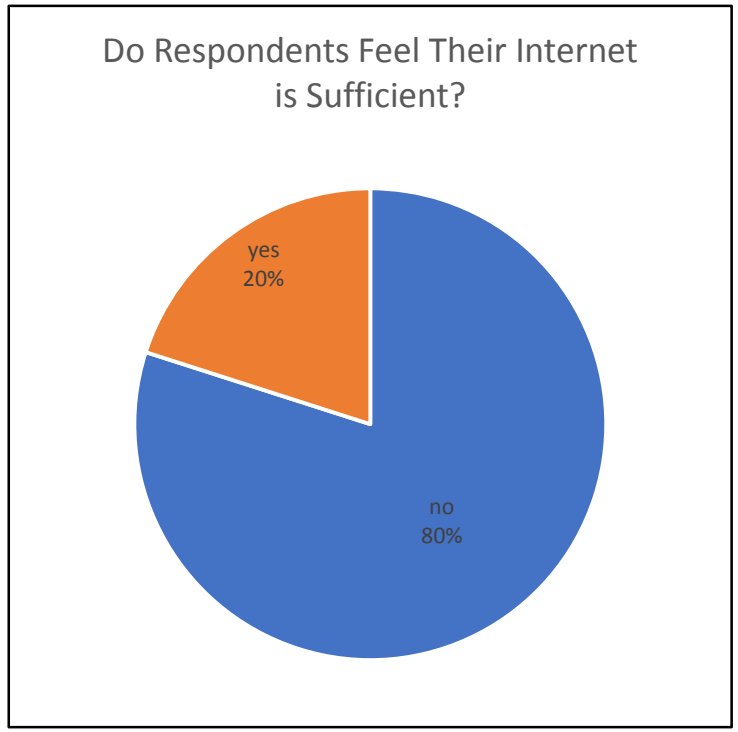


Figure 1: Percentage of survey respondents who feel that their current internet bandwidth is sufficient.

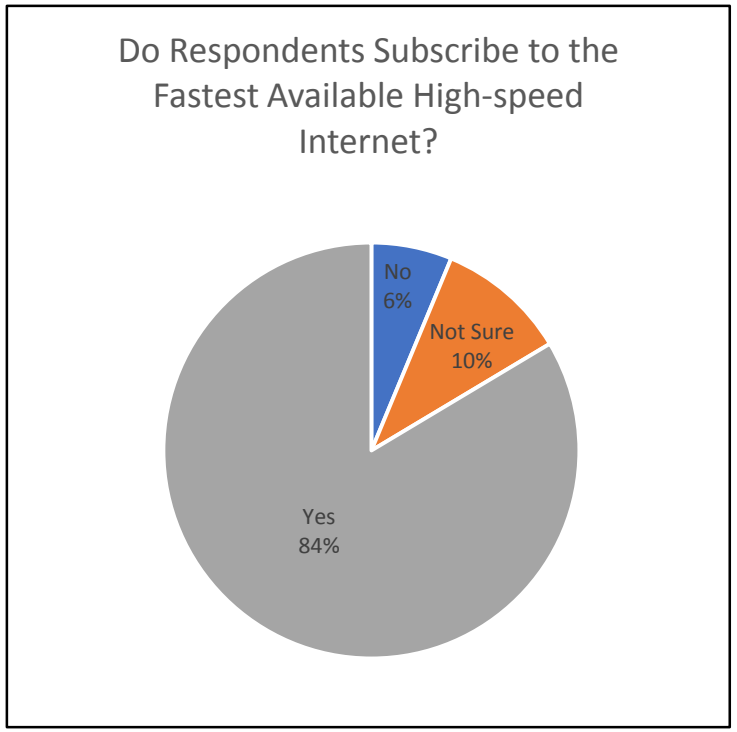
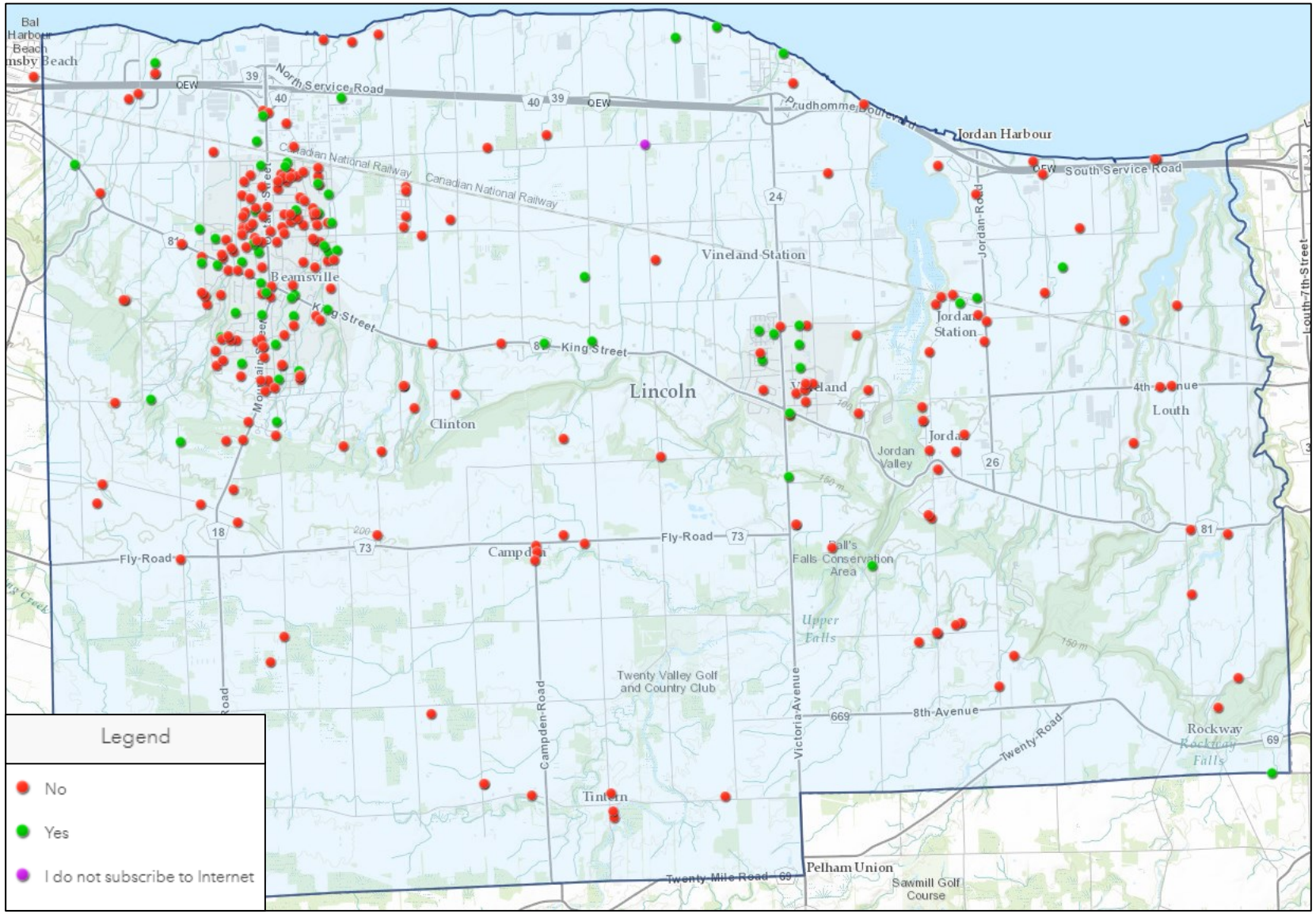


Figure 2: Percentage of survey respondents who currently subscribe to the available high-speed internet.

- Only 20% of respondents felt their internet speed was sufficient
- 84% of respondents subscribe to the fastest available internet
- Through a comparison, 64% of respondents that subscribe to the fastest available internet still feel their internet speed is insufficient.

Key Findings – Internet Sufficiency Map



- The following map depicts the location of the survey respondents who either feel their current internet is sufficient or not
- Aside from a few outliers, those who find their internet sufficient are those whose residence or business fall within the urban centres or near a Regional Road

Key Findings – Spending to Speed

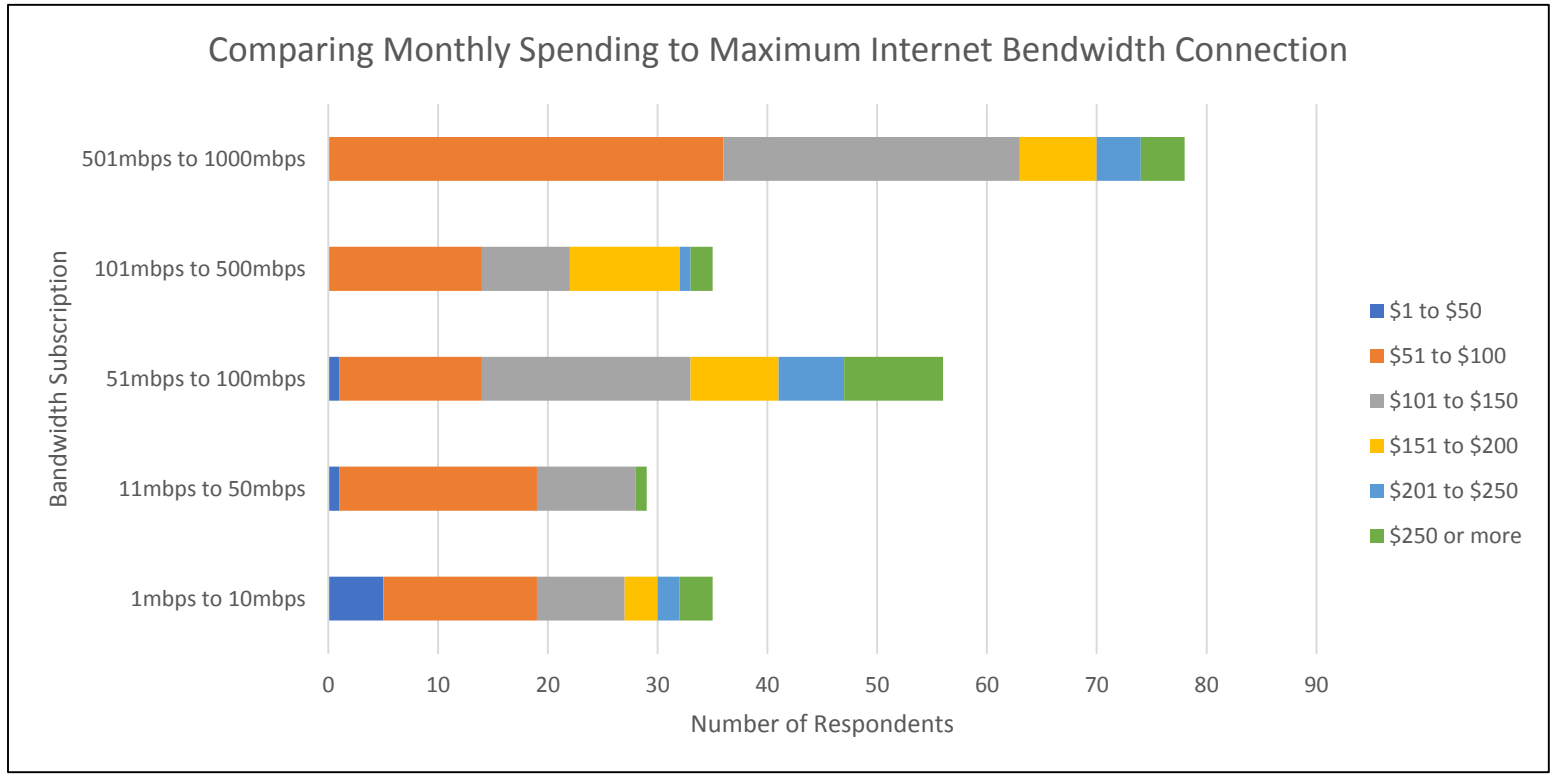
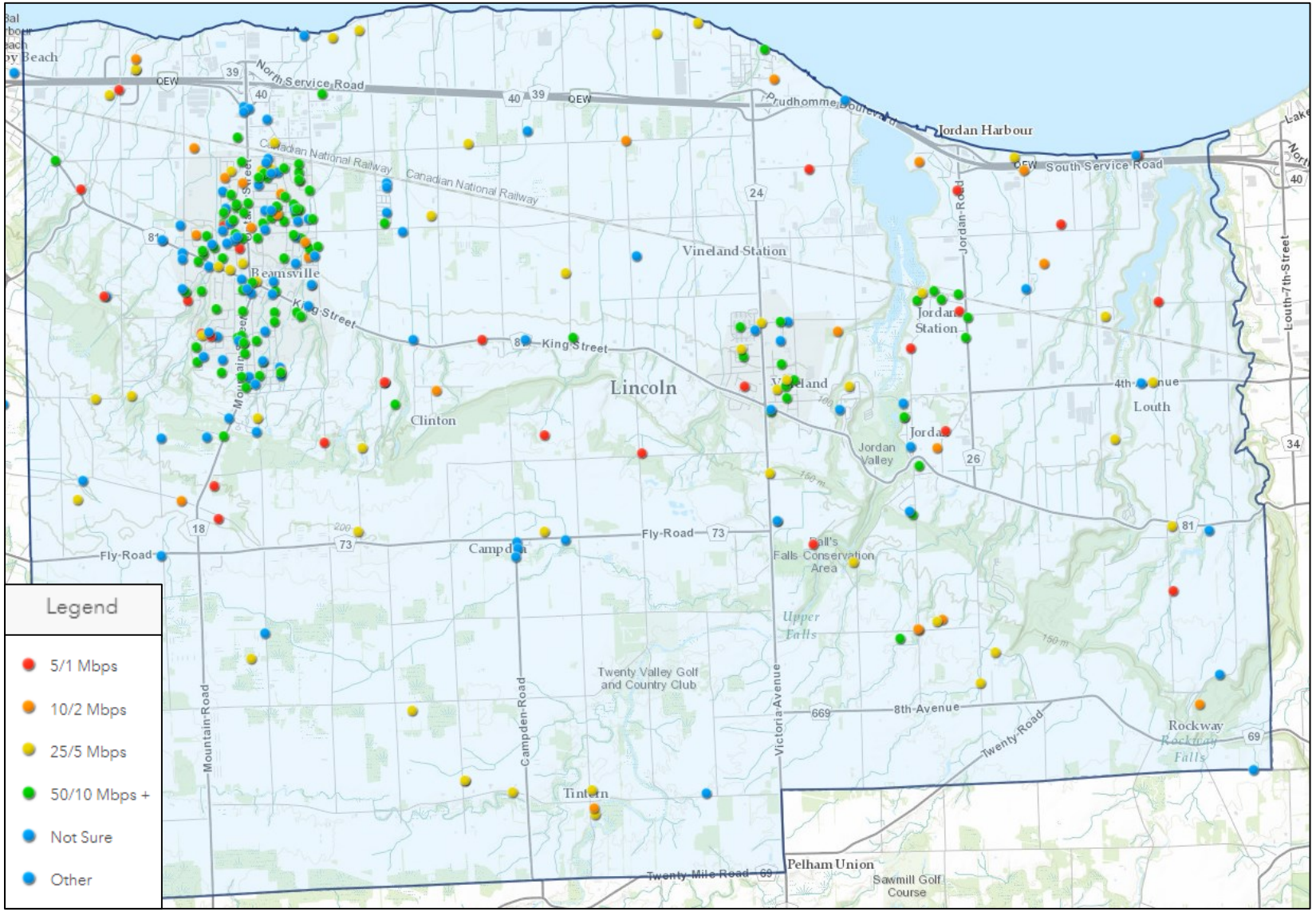


Figure 5: Stacked bar graph comparing survey respondents current monthly spending on internet services with their current maximum internet bandwidth subscription.

- 71% of respondents pay a price of $51.00 - $150.00 (grey & orange in Figure 5)
- Figure 5 also showcases that certain respondents receiving speeds of 1-10Mbps and others receiving 501-1000Mbps are paying the same premium for drastically different speeds

Key Findings – Internet Subscription Speeds Map



- The following map depicts the current internet subscription speeds by individual respondents
- Aside from a few outliers, speeds equal to or greater than CRTC standards of 50/10 Mbps lie only within the main urban centres

Key Findings – ISPs

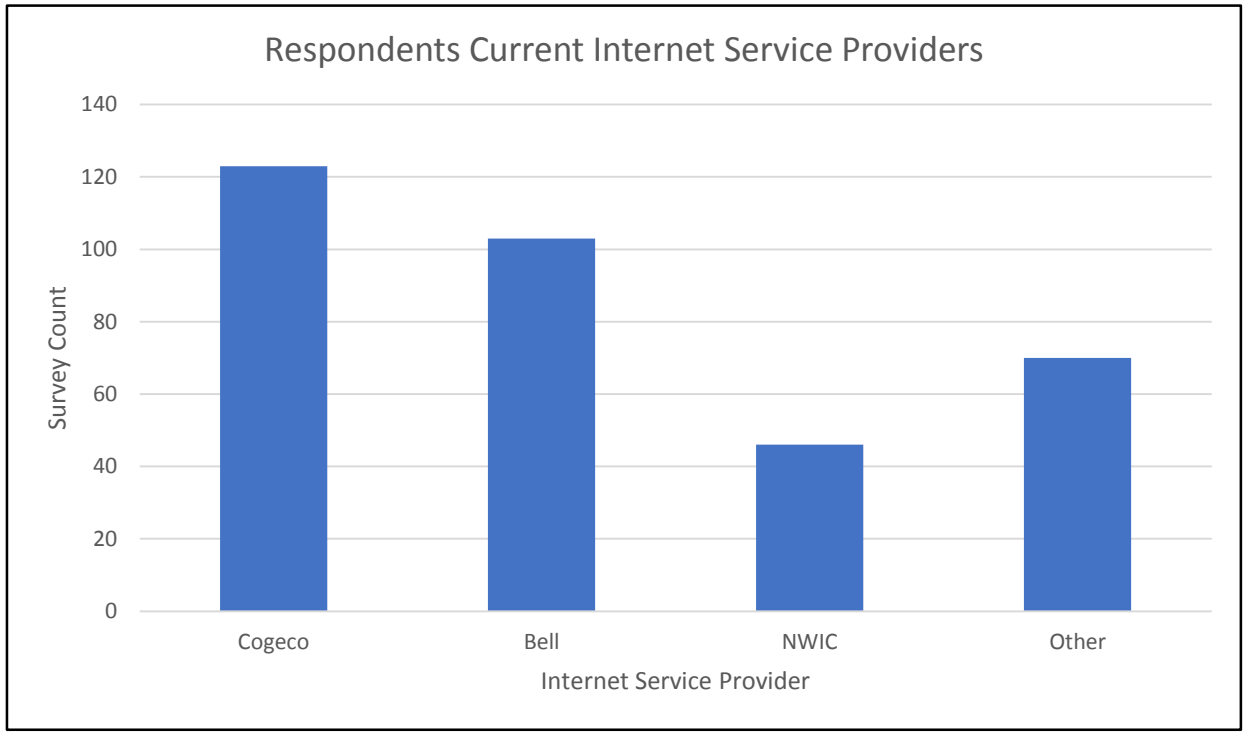


Figure 6: Breakdown of each survey respondents current Internet Service Provider.

- Based on the survey results; Bell, Cogeco and NWIC are the major ISPs in Lincoln
- Other notable ISPs include Start.ca (13), TekSavvy (11), Vaxxine (6), NRBN (5), Primus (5), Xplornet (5) and Rogers (4)

Next Steps

- Provide this report and presentation data to ISPs to showcase the areas in Lincoln that need broadband infrastructure
- Encourage and support additional investment through co-partnerships on broadband grants being issued from the Provincial and Federal Governments
- Arrange conversations with Lincoln and Regional Public Works staff to discuss the laying of broadband infrastructure as a matter of fact when road redevelopment projects are executed

Questions?
Comments?
Clarity?