

# WISCONSIN

## Madison

Cable Taxes	Statutory Rate	Tax Per Subscriber	Effective Rate
<b>Video</b>			
FCC User Fee	\$0.06	\$0.06	0.11%
State sales tax	5.00%	\$2.62	5.00%
County Sales Tax	0.50%	\$0.26	0.50%
Franchise Fee	5.00%	\$3.35	6.40%
PEG	0.98%	\$0.51	0.98%
Subscribers	48,688		
Average Bill	\$52.37		
<i>Subtotal</i>		\$6.81	12.99%
<b>Data</b>			
State Sales Tax	5.00%	\$2.05	5.00%
Subscribers	18,405		
Average Bill	\$41.00		
<i>Subtotal</i>		\$2.05	5.00%
Wireline	Statutory Rate	Tax Per Subscriber	Effective Rate
<b>Voice</b>			
Federal Excise Tax	3.00%	\$1.17	3.00%
Federal USF	1.00%	\$0.49	1.00%
Baseball Stadium Sales Tax	0.05%	\$0.02	0.05%
State Sales Tax	5.00%	\$2.47	5.00%
County Sales Tax	0.50%	\$0.25	0.50%
911 Tax	\$0.15	\$0.15	0.80%
State USF	1.05%	\$0.52	1.05%
PUC Fee	0.11%	\$0.06	0.11%
TRS surcharge	0.14%	\$0.07	0.14%
Subscribers	84,909		
Local Service Average Bill	\$39.12		
Average Bill	\$49.31		
<i>Subtotal</i>		\$5.20	10.55%
<b>Data</b>			
State Sales Tax	5.00%	\$1.60	5.00%
Subscribers	10,569		
Average Bill	\$32.00		
<i>Subtotal</i>		\$1.60	5.00%
Wireless	Statutory Rate	Tax Per Subscriber	Effective Rate
<b>Voice</b>			
Federal USF	2.48%	\$1.24	2.48%
State Sales Tax	5.00%	\$2.50	5.00%
Local Sales Tax	0.55%	\$0.27	0.55%
Wireless 911 tax	0.00%		0.00%
Subscribers	127,004		
Average Bill	\$49.98		
<i>Subtotal</i>		\$4.01	8.02%
Total Taxes	Statutory Rate	Tax Per Subscriber	Effective Rate
Cable Video	na	\$6.81	12.99%
Wireline Voice	na	\$5.20	10.55%
Wireless Voice	na	\$4.01	8.02%
Average Internet	na	\$1.83	5.00%
Total Average Bill	\$188.16		
<b>Total Average Taxes</b>		<b>\$17.85</b>	<b>9.49%</b>