

Appendix C5 – Quantitative Summary of Responses – Area 4 Rural Unincorporated Portage County High-Speed Internet Needs Assessment

n=364

In this survey we distinguish between “home” internet service using cable, fiber optic, DSL, dial-up, satellite or other service installed at your house, and “mobile” internet service for a cellular data plan for a smartphone/mobile device.

1. A local task force is considering a long-term vision for high-speed internet service in Portage County. Please indicate your opinion about the following statements.

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
a) Every home in Portage County should be able to subscribe to a high-speed internet service	62%	26%	7%	3%	1%
b) High-speed internet connection rates, like lifeline phone service, should be subsidized for low-income households	16%	26%	21%	24%	13%
c) Those choosing a rural lifestyle shouldn’t expect access to high-speed internet in their homes	5%	10%	9%	30%	47%
d) Expanding high-speed internet service in Portage County is key to local economic growth	32%	37%	20%	9%	2%
e) Portage County should use public funds to help expand high-speed internet service	15%	28%	20%	22%	14%

2. How many computers, tablets, phones, or other devices that can connect to the internet are in your home?

0	1	2	3	4	5+
5%	9%	11%	15%	19%	41%

3. Would you be willing to pay \$70/month for installed internet service in your home that is fast enough to view videos, TV shows, etc. on multiple devices at the same time?	Yes	No
	55%	45%

4. If you **do not** currently subscribe to **home** internet service at this address, why not? (● Mark **all** that apply)

48%	N/A – we <u>do</u> subscribe to home internet service (Go to Question 5) Excluded from a to j percentages	31%	f) Connect to internet here using a smartphone or mobile device with a data plan
31%	a) Don’t use it/Not interested	19%	g) Service is too slow
26%	b) Use at another location (e.g. work, library, etc.)	9%	h) Service is unreliable
52%	c) Service is too expensive	17%	i) Don’t know how to use it
6%	d) Physically unable to use (e.g. poor sight)	11%	j) Other: (specify) See Appendix B
15%	e) It’s not available where I live		

5. Which of these best describes your situation regarding any internet connections you have for household use?

59%	Have <u>both</u> home and mobile internet connections (subscribe at home <u>and</u> have a mobile data plan)
28%	Connect <u>only</u> via home internet service (cable, fiber optic, DSL, dial-up, satellite, antenna, etc...)
6%	Connect <u>only</u> through mobile data plan → (Go to Question 10 on next page)
8%	<u>No internet connection</u> - neither home internet service nor a mobile data plan → (Go to Question 13)

6. How is your home internet service delivered to your home?

Don't Know	DSL	Cable	Fiber Optic	Satellite	Dial-up	Fixed Wireless
8%	28%	17%	37%	6%	3%	3%

7. What is your monthly cost, including taxes for all services from the company that provides your home internet service? (Report the total monthly bill if your internet is sold with other services).

Under \$40	\$40 - \$59.99	\$60-\$79.99	\$80-\$99.99	\$100-\$129.99	\$130-\$159.99	\$160+
4%	14%	19%	10%	10%	15%	28%

8. What services are included in the monthly bill for your home internet service? (● Mark all that apply)

Landline phone	Internet	Cable or Satellite TV	Leased Equipment	Other (specify) See Appendix B
68%	92%	56%	26%	3%

9. How long have you been with the current provider of your home internet service?

Under 1 Year	1 – 2 years	2.1 – 5 Years	5.1 – 10 Years	10+ Years
6%	11%	19%	24%	39%

10. What is your household's monthly cost, including taxes, for all smart phones and mobile devices?

N/A	Under \$40	\$40 - \$59.99	\$60-\$79.99	\$80-\$99.99	\$100-\$129.99	\$130-\$159.99	\$160+
Excluded	11%	7%	8%	10%	18%	18%	28%

11. Which companies provide your installed in-home internet service (first group below) and/or mobile data plans for your smartphones or other mobile devices (second group below)? (● Mark all that apply)

in-home	45%	Amherst Tel. Co.	<1%	Country Wireless	2%	Hughes Net	13%	Wood County Tel (Solarus)
	1%	AT&T U-verse	4%	Dish Network	11%	TDS	4%	Other (specify) _____
	0%	Century Link	<1%	Exede	14%	Union Telephone		See Appendix B
	10%	Charter Spectrum	<1%	Fibernet CC				
mobile	21%	AT&T Mobility	1%	Republic Wireless	42%	U.S. Cellular	10%	Other (specify) _____
	15%	CellCom	6%	Sprint	22%	Verizon		See Appendix B

12. Please indicate if you are satisfied with your home/mobile internet service connection with respect to:

	Home Internet Service			Mobile Internet Service		
	Yes	No	N/A	Yes	No	N/A
a) Download speed	63%	31%	6%	59%	23%	18%
b) Upload speed	63%	30%	7%	58%	24%	17%
c) Reliability	70%	25%	4%	57%	28%	15%
d) Customer service	77%	15%	8%	63%	18%	19%
e) Monthly price	35%	61%	5%	27%	57%	15%
f) Internet service competition in your area	24%	61%	15%	39%	35%	26%
g) Overall satisfaction	64%	29%	8%	59%	24%	17%

13. How important is the quality of an internet connection in terms of:

	Not Important	Somewhat Important	Important	Very Important
a) Where you choose to live	20%	24%	29%	27%
b) Your family's quality of life	17%	28%	32%	23%
c) The value of your home	24%	26%	29%	21%
d) The likelihood of starting a home-based business	44%	12%	18%	27%
e) Running an existing home-based business	49%	10%	15%	26%
f) Telecommuting/Working from home	38%	11%	16%	36%
g) Completing school work, trainings, and courses	30%	14%	22%	34%
h) Accessing health care services	23%	26%	30%	22%
i) Other (specify) See Appendix B	47%	3%	19%	31%

14. Considering all the people in your household, how many days per week does your household use the internet from any location for household purposes?

0	1	2	3	4	5	6	7
7%	3%	3%	3%	3%	1%	4%	77%

15. Over the last 5 years, how has on-line use by you and others in your home changed with respect to:

	NA/Don't Use	Decreased	About the Same	Increased
a) Using email	8%	9%	39%	45%
b) Participating in Facebook or other social media	20%	3%	21%	56%
c) Reading news articles	11%	3%	39%	47%
d) Accessing information on things you're interested in	6%	3%	28%	63%
e) Streaming movies or TV shows	41%	4%	17%	38%
f) Shopping	13%	3%	33%	51%
g) Booking travel	31%	3%	39%	30%
h) Making appointments	39%	3%	35%	23%
i) On-line banking	26%	1%	23%	50%
j) Telecommuting/Working from home	51%	2%	22%	25%
k) Learning about community activities/events	19%	3%	43%	36%
l) Running a business (including if you run a farm)	58%	2%	20%	20%
m) Accessing health care services	29%	2%	40%	29%
n) Other (specify): See Appendix B	71%	2%	10%	17%

16. Which of the following best describes your household?

	Yes	No	Don't Know
a) Cell phone service/coverage is reliable in my home.	62%	36%	2%
b) I/My family operate(s) a farm business from this house	14%	84%	1%
c) I/My family operate(s) a non-farm home-based business from this house	18%	81%	1%

17. Excluding satellite and mobile services, how many companies currently offer high speed home internet services where your home is?

Don't know	0	1	2 or more
34%	6%	42%	18%

18. Do you have anything else to say about internet service in your home?

See Appendix B

Demographic Info

	Male	Female	Transgender/Other				
19. What is your gender?	52%	48%	0%				
20. What is your current age?	18-24 1%	25-34 6%	35-44 13%	45-54 18%	55-64 33%	65+ 28%	
21. Your household includes how many:	0	1	2	3	4	5+	
i) Adults (over 18)?		11%	72%	13%	3%	1%	
j) Children?	64%	12%	15%	5%	3%	2%	
22. What is your highest level of education?	Less than High School 1%	High School 23%	Some College/Tech 25%	2-Year College/Tech Degree 15%	4-Year Degree 23%	Prof/Grad Degree 14%	
23. What is your household's annual income range?	Prefer not to say 15%	Less than 15,000 3%	15,000 – 24,999 3%	25,000 – 49,999 20%	50,000 – 74,999 25%	75,000 – 99,999 15%	100,000+ 19%

Informed Consent

In order to identify areas that are unserved or underserved, we would like to use your address and your responses to create maps. Do we have your permission to use your data in this way?

Yes	No
85%	15%