



Portage County High-Speed Internet Needs Assessment

Area 1: Stevens Point, Park Ridge, Whiting, Plover

(N=322)

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	66%	26%	4%	3%	1%
b) High-speed internet connection rates, like lifeline phone service, should be subsidized for low-income households	28%	23%	18%	22%	9%
c) Those choosing a rural lifestyle shouldn't expect access to high-speed internet in their homes	4%	15%	14%	39%	27%
d) Expanding high-speed internet service in Portage County is key to local economic growth	35%	37%	17%	11%	1%
e) Portage County should use public funds to help expand high-speed internet service	17%	33%	19%	22%	9%

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+
3%	10%	17%	13%	11%	45%

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
40%	60%

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

50%	N/A – we do subscribe to home internet service (Go to Question 5)	24%	f) Connect to internet here using a smartphone or mobile device with a data plan
31%	a) Don't use it/Not interested	5%	g) Service is too slow
24%	b) Use at another location (e.g. work, library, etc.)	10%	h) Service is unreliable
55%	c) Service is too expensive	24%	i) Don't know how to use it
5%	d) Physically unable to use (e.g. poor sight)	14%	j) Other: (specify) See Appendix B
5%	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?

64% Have **both** home and mobile internet connections (subscribe at home **and** have a mobile data plan)

27% Connect **only** via home internet service (cable, fiber optic, DSL, dial-up, satellite, antenna, etc...)

4% Connect **only** through mobile data plan → (Go to Question 10 on next page)

5% **No internet connection** - 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
5%	10%	78%	3%	1%	1%	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+
5%	19%	23%	5%	13%	16%	19%

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
45%	91%	55%	33%	2%

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%	24%	23%	36%

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+
15%	12%	8%	8%	8%	15%	11%	22%

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	0%	Amherst Tel. Co.	0%	Country Wireless	0%	Hughes Net	1%	Wood County Tel (Solarus)
	8%	AT&T U-verse	1%	Dish Network	0%	TDS	2%	Other (specify) _____
	0%	Century Link	0%	Exede	0%	Union Telephone		See Appendix B _____
	90%	Charter Spectrum	0%	Fibernet CC				
mobile	18%	AT&T Mobility	1%	Republic Wireless	31%	U.S. Cellular	17%	Other (specify) _____
	7%	CellCom	12%	Sprint	18%	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	82%	15%	3%	67%	15%	18%
b) Upload speed	75%	19%	6%	62%	17%	21%
c) Reliability	71%	25%	4%	64%	20%	16%
d) Customer service	57%	36%	7%	62%	18%	20%
e) Monthly price	23%	74%	3%	38%	46%	16%
f) Internet service competition in your area	16%	72%	11%	49%	22%	29%
g) Overall satisfaction	60%	32%	7%	64%	19%	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	17%	22%	30%	30%
b) Your family's quality of life	15%	26%	35%	25%
c) The value of your home	30%	23%	29%	18%
d) The likelihood of starting a home-based business	45%	11%	17%	28%
e) Running an existing home-based business	51%	6%	17%	26%
f) Telecommuting/Working from home	37%	7%	18%	39%
g) Completing school work, trainings, and courses	31%	10%	21%	38%
h) Accessing health care services	21%	28%	30%	22%
i) Other (specify) See Appendix B	41%	3%	13%	44%

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
6%	2%	4%	3%	2%	3%	3%	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	7%	6%	47%	41%
b) Participating in Facebook or other social media	23%	3%	28%	47%
c) Reading news articles	11%	3%	40%	46%
d) Accessing information on things you're interested in	6%	2%	34%	58%
e) Streaming movies or TV shows	35%	4%	23%	39%
f) Shopping	17%	3%	38%	42%
g) Booking travel	28%	3%	41%	28%
h) Making appointments	34%	2%	38%	25%
i) On-line banking	25%	1%	27%	47%
j) Telecommuting/Working from home	52%	3%	17%	28%
k) Learning about community activities/events	17%	4%	44%	34%
l) Running a business (including if you run a farm)	77%	1%	12%	10%
m) Accessing health care services	30%	1%	43%	25%
n) Other (specify): See Appendix B	71%	0%	8%	21%

16. Which of the following best describes your household?

	Yes	No	Don't Know
a) Cell phone service/coverage is reliable in my home.	85%	11%	4%
b) I/My family operate(s) a farm business from this house	0%	98%	2%
c) I/My family operate(s) a non-farm home-based business from this house	13%	86%	2%

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
37%	3%	29%	31%

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?	58%		43%		0%		
	18-24	25-34	35-44	45-54	55-64	65+	
20. What is your current age?	1%	14%	13%	15%	28%	30%	
	0	1	2	3	4	5+	
21. Your household includes how many:							
a) Adults (over 18)?		26%	64%	7%	2%	1%	
b) Children?	68%	10%	16%	4%	1%	0%	
	Less than High School	High School	Some College/Tech	2-Year College/Tech Degree	4-Year Degree	Prof/Grad Degree	
22. What is your highest level of education?	1%	17%	19%	14%	31%	18%	
	Prefer not to say	Less than 15,000	15,000 – 24,999	25,000 – 49,999	50,000 – 74,999	75,000 – 99,999	100,000+
23. What is your household's annual income range?	17%	4%	5%	24%	18%	16%	17%

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
83%	17%