Washtenaw County Broadband Initiative

Residential Survey Review Meeting

Sylvan Township Hall
March 14, 2014
I. New Introductions
II. Summary of residential survey results
III. Broadband Maps by municipality
IV. Next Steps
Washtenaw County Residential Broadband Survey
Sources of Survey Responses

Ann Arbor
Bridgewater Township
Chelsea
Dexter
Dexter Township
Freedom Township
Grass Lake
Gregory
Lima Township
Lodi Township
Lyndon Township
Manchester
Northfield Township
Pittsfield Township
Saline
Scio Township
Sharon Township
Sylvan Township
Webster Township
Whitmore Lake
York Township

2709 Surveys Completed!
**What type of residence do you have?**

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residence</td>
<td>90.2%</td>
<td>2388</td>
</tr>
<tr>
<td>Residence with an in-home business</td>
<td>8.7%</td>
<td>230</td>
</tr>
<tr>
<td>Business</td>
<td>1.1%</td>
<td>28</td>
</tr>
</tbody>
</table>

*answered question 2646
skipped question 63*
If you DO NOT currently subscribe to an internet service at this address, why not? Check all that apply.

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have no desire or see no value to using the internet</td>
<td>11.1%</td>
<td>49</td>
</tr>
<tr>
<td>Have adequate access to the internet somewhere else</td>
<td>13.4%</td>
<td>59</td>
</tr>
<tr>
<td>Broadband internet service is not available at this address</td>
<td>52.4%</td>
<td>231</td>
</tr>
<tr>
<td>Broadband service at this address is too slow or too fast</td>
<td>36.7%</td>
<td>162</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>110</td>
</tr>
</tbody>
</table>

*answered question* 441

*skipped question* 2268
### What type of broadband service do you have?

If you subscribe to broadband internet service for this address, what type of service is it?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable internet</td>
<td>40.1%</td>
<td>932</td>
</tr>
<tr>
<td>DSL internet</td>
<td>13.7%</td>
<td>319</td>
</tr>
<tr>
<td>Wireless internet (tower connection - not cell phone)</td>
<td>12.5%</td>
<td>290</td>
</tr>
<tr>
<td>Cell phone-based internet (3G/4G mobile service or answered question)</td>
<td>19.2%</td>
<td>446</td>
</tr>
<tr>
<td>Satellite-based internet</td>
<td>11.1%</td>
<td>257</td>
</tr>
<tr>
<td>Dedicated T-1 line</td>
<td>0.9%</td>
<td>22</td>
</tr>
<tr>
<td>Dial-up internet</td>
<td>2.5%</td>
<td>59</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>107</td>
</tr>
</tbody>
</table>

*answered question: 2325
*skipped question: 384*
### Are your broadband needs being met?

If you subscribe to broadband internet service at this address, does that service meet your needs?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>51.8%</td>
<td>1118</td>
</tr>
<tr>
<td>No</td>
<td>48.2%</td>
<td>1042</td>
</tr>
</tbody>
</table>

*answered question: 2160*

*skipped question: 549*

### Are you interested in having alternative choices for internet service for this address (whether or not you currently subscribe to broadband internet)

Are you interested in having alternative choices for internet service for this address?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>92.2%</td>
<td>2358</td>
</tr>
<tr>
<td>No</td>
<td>7.8%</td>
<td>199</td>
</tr>
</tbody>
</table>

*answered question: 2557*

*skipped question: 152*
How much are you willing to pay for broadband?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20-$30</td>
<td>21.4%</td>
<td>522</td>
</tr>
<tr>
<td>$31-$40</td>
<td>18.3%</td>
<td>446</td>
</tr>
<tr>
<td>$41-$50</td>
<td>23.8%</td>
<td>582</td>
</tr>
<tr>
<td>$51-$60</td>
<td>16.5%</td>
<td>402</td>
</tr>
<tr>
<td>$61-$80</td>
<td>11.9%</td>
<td>291</td>
</tr>
<tr>
<td>$81-$100</td>
<td>8.1%</td>
<td>199</td>
</tr>
</tbody>
</table>

answered question 2442

skipped question 267
## Additional Demographic Information

### Do you have students that attend school in your household?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>44.2%</td>
<td>1155</td>
</tr>
<tr>
<td>No</td>
<td>55.8%</td>
<td>1457</td>
</tr>
</tbody>
</table>

*answered question* 2612

*skipped question* 97

### If you DO NOT have high speed internet, where do you go for internet access?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library</td>
<td>90.8%</td>
<td>246</td>
</tr>
<tr>
<td>Coffee Shop</td>
<td>36.9%</td>
<td>100</td>
</tr>
<tr>
<td>Community Center</td>
<td>4.4%</td>
<td>12</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>324</td>
</tr>
</tbody>
</table>

*answered question* 271

*skipped question* 2438
How important is high speed internet to you?

On a scale of 1 to 5 (1 being the least and 5 being the most) how important is high speed internet to you?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>99</td>
</tr>
<tr>
<td>2</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>147</td>
</tr>
<tr>
<td>4</td>
<td>500</td>
</tr>
<tr>
<td>5</td>
<td>1852</td>
</tr>
</tbody>
</table>

Rating Average: 4.51
Response Count: 2626
Some Sample Comments

• I would love to be able to work from home, but am unable.
• We would certainly appreciate having high speed internet. Life is quite difficult without and I feel it lowers property value as a result!
• It is extremely stressful to not have high speed internet at your house. Trying to do homework for school or downloading something and your internet not working is stressful. It has been incredibly hard to do anything internet related for the past 11 years. Please Help us!
• I considered not purchasing my home due to the lack of sufficient internet service. I can't stress enough how much improved internet is desired in this area.
• Please bring faster internet to Washtenaw. We need more choices as well! The US is falling very far behind and innovation will suffer without widespread, fast, and affordable internet.
Some Sample Comments

• I would like to have a choice of providers
• I cannot effectively run a business from my house. Others in the area have internet service. We need central internet service for everyone.
• Children are disadvantaged because many school assignments are now internet based
• Had I known how bad internet was here, I may not have purchased this home. I need internet for work and have to go to the Library.
• I am so happy to hear this is actually a concern for others! I am self employed and could do so much more with a high speed option. We could actually save money...thank you
• This is very important to me. Without high speed internet it lowers my personality
Washtenaw County Broadband Survey
“Need for Service” and Current Use Maps

• The following maps developed for municipalities with significant survey responses
• Each municipality should review neighboring community maps for broader perspective
• Two maps for each municipality
  – Broadband Unavailable or Too Slow/Too Expensive
  – Technology used by current adopters
• All maps can be accessed online via link
  – Ability to zoom in and out
  – Hover or click on marker to display address
Sylvan Township – Need for Service

http://mapalist.com/Public/pm.aspx?mapid=429407
Chelsea Area

http://mapalist.com/Public/pm.aspx?mapid=429339
Chelsea Area

Chelsea survey results 3/14/2014 6:07:14 AM

http://mapalist.com/Public/pm.aspx?mapid=429416
Webster Township

http://mapalist.com/Public/pm.aspx?mapid=429249
Webster Township

http://mapalist.com/Public/pm.aspx?mapid=429410
Ann Arbor Township

62 records

http://mapalist.com/Public/pm.aspx?mapid=429413
Bridgewater Township

Bridgewater Township survey results 3/13/2014 7:05:55 PM

Icon Key
- Broadband Unavailable
- Too slow / Too expensive

http://mapalist.com/Public/pm.aspx?mapid=429260
Clinton Township

http://mapalist.com/Public/pm.aspx?mapid=429346
Freedom Township

Freedom Township survey results 3/14/2014 2:17:36 AM

Icon Key
- Broadband Unavailable
- Too slow / Too expensive

http://mapalist.com/Public/pm.aspx?mapid=429369
Grass Lake Area

http://mapalist.com/Public/pm.aspx?mapid=429375
Grass Lake Area

Grass Lake survey results 3/14/2014 2:51:57 AM

Icon Key
- Cable
- Cellphone
- DSL
- Satellite
- Wireless

http://mapalist.com/Public/pm.aspx?mapid=429376
Gregory – Lyndon Township area

http://mapalist.com/Public/pm.aspx?mapid=429379
Gregory – Lyndon Township area

http://mapalist.com/Public/pm.aspx?mapid=429380
Lima Township

Lima Township survey results 3/13/2014 6:02:25 PM

Icon Key
- Red: Broadband Unavailable
- Yellow: Too slow / Too expensive

http://mapalist.com/Public/pm.aspx?mapid=429241
Lima Township

http://mapalist.com/Public/pm.aspx?mapid=429409
Lodi Township

http://mapalist.com/Public/pm.aspx?mapid=429383
Lodi Township

http://mapalist.com/Public/pm.aspx?mapid=429384
Lyndon Township

http://mapalist.com/Public/pm.aspx?mapid=429386
Manchester

Manchester survey results 3/14/2014 3:57:42 AM

Icon Key
- Broadband Unavailable
- Too slow / Too expensive

http://mapalist.com/Public/pm.aspx?mapid=429388
Manchester survey results 3/14/2014 4:03:45 AM

http://mapalist.com/Public/pm.aspx?mapid=429389
Northfield Township

http://mapalist.com/Public/pm.aspx?mapid=429394
Saline survey results 3/14/2014 4:36:02 AM

Icon Key
- Broadband Unavailable
- Too slow / Too expensive

http://mapalist.com/Public/pm.aspx?mapid=429400
Saline

Saline survey results 3/14/2014 4:41:16 AM

http://mapalist.com/Public/pm.aspx?mapid=429402
Scio Township

http://mapalist.com/Public/pm.aspx?mapid=429403
Sharon Township

http://mapalist.com/Public/pm.aspx?mapid=429405
Washtenaw County
Next Steps

✓ Collect all hardcopy survey responses in each participating township/village/library/school - Done

✓ Transfer survey responses to spreadsheet for summarizing and analysis – need to identify a resource to do this - Done

✓ Develop survey summaries and “need for service” maps for distribution to broadband providers to solicit service - Done

✓ Package and deliver survey information and expression of local needs to broadband providers

✓ Update Connect Michigan maps with local survey data (Dan)

✓ Communicate survey results and action plan to local residents

✓ Additional actions / ideas?

✓ Set next meeting date