Rush County Broadband Taskforce Update & Household Survey Results

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July 11th, 2019
Rush County Broadband Taskforce

**Vision:** Every home/business in Rush County has affordable, adequate, and reliable internet access.

**Mission:** Work with providers, community leaders, organizations and residents to improve internet access and digital literacy throughout Rush County.
Taskforce progress to date

- Create a communication plan, including Facebook page
- Met with providers one-on-one
- Scheduled and attended a provider’s meeting
- Obtained city and county endorsements through formal resolutions
- Formalized partnership between Extension and Open Book learning center to conduct digital training for businesses
- Conduct household survey
Survey Data Gathering

- Objective of Rush County Connect Broadband Task Force
- Validate broadband access and document demand aggregation
- Data was collected during late April through mid-June 2019
- Survey available online
- Paper copy versions were distributed through
  - Extension, Library, Schools
  - Courthouse, City Hall
  - Hospital, Banks, Foundation
Results

• 516 surveys received overall (65 paper copies)

• 512 valid responses

• 445 mapped (67 did not give permission or did not answer)
Survey Responses
Have internet access at home?

87.7% Yes, 12.3% No. n = 511
Main reason not using internet

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t see need for it</td>
<td>3.2%</td>
</tr>
<tr>
<td>Not available in my area</td>
<td>38.7%</td>
</tr>
<tr>
<td>Internet too slow</td>
<td>6.5%</td>
</tr>
<tr>
<td>Service unreliable</td>
<td>4.8%</td>
</tr>
<tr>
<td>Too expensive</td>
<td>30.6%</td>
</tr>
<tr>
<td>I use the internet somewhere else</td>
<td>3.2%</td>
</tr>
<tr>
<td>Other</td>
<td>12.9%</td>
</tr>
</tbody>
</table>

Don’t see need for it: 3.2%
Not available in my area: 38.7%
Internet too slow: 6.5%
Service unreliable: 4.8%
Too expensive: 30.6%
I use the internet somewhere else: 3.2%
Other: 12.9%

n = 62
How do you access the internet?

- Cellular data plan: 16.1%
- DSL: 24.9%
- Cable: 24.9%
- Fiber-optic: 1.5%
- Fixed Wireless: 22.9%
- Satellite: 9.0%
- Dial-up: 0.0%
- Not sure: 0.7%

n = 410
How much do you pay?

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20</td>
<td>5.0%</td>
</tr>
<tr>
<td>$20-$34.99</td>
<td>10.0%</td>
</tr>
<tr>
<td>$35-$49.99</td>
<td>15.0%</td>
</tr>
<tr>
<td>$50-$74.99</td>
<td>69.7%</td>
</tr>
<tr>
<td>$75 or more</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

n = 366
Monthly cost
### Median Download/Upload Speeds

<table>
<thead>
<tr>
<th></th>
<th>Download (Mbps)</th>
<th>Upload (Mbps)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>19.73</td>
<td>18.08</td>
</tr>
<tr>
<td>Median</td>
<td>5.60</td>
<td>1.92</td>
</tr>
<tr>
<td>Minimum</td>
<td>0.09</td>
<td>0.01</td>
</tr>
<tr>
<td>Maximum</td>
<td>462.40</td>
<td>920.00</td>
</tr>
<tr>
<td>n</td>
<td>231</td>
<td>227</td>
</tr>
</tbody>
</table>

The diagram shows the distribution of download and upload speeds with the median values and the range of n.
Met 25/3
FCC criteria
Number of devices at home

- None: 11.7%
- One: 5.5%
- Two: 5.5%
- Three: 8.0%
- Four: 16.8%
- Five: 20.7%
- Six: 16.6%
- Seven: 13.9%
- Eight: 1.4%

Total number of devices: n = 512

69.3% have Five or more devices at home.
Is this a home-based business?

![Bar chart showing the distribution of home-based businesses.]

- Yes: 15.2%
- No: 84.8%

Total respondents: n = 508
Work from home if better connected?

- Yes: 62.4%
- No: 37.6%

n = 436
Work from home
Age of potential users at home

![Bar chart showing age distribution of potential users at home.

- School age child (K-8th grade): 18.1%
- High School age child (9th-12th grade): 12.1%
- Ages 19-25: 12.0%
- Ages 26-45: 22.8%
- Ages 46-65: 24.1%
- Ages 66 or older: 10.8%

n = 965

42.3% 25 or younger (digital natives)
Maximum willing to pay?

- Less than $25: 9.3%
- $25-$39.99: 15.5%
- $40-$49.99: 23.6%
- $50-$59.99: 22.5%
- $60-$69.99: 13.7%
- $70 or more: 15.5%

n = 453

Maximum willing to pay is 46.1%
How satisfied are you with service?

- Unsatisfied: 53.5% (27.6%)
- Somewhat unsatisfied: 25.9%
- Not sure: 2.9%
- Somewhat satisfied: 29.6%
- Satisfied: 13.9%

n = 409
Who is unsatisfied?

![Bar chart showing the percentage of satisfied and unsatisfied individuals across different monthly cost categories.](chart.png)
Who is unsatisfied?

Age Groups (n=850)

K-8th grade (n=108): 54.6% Satisfied, 42.6% Unsatisfied
9th-12th grade (n=190): 53.7% Satisfied, 44.2% Unsatisfied
19-25 (n=201): 52.7% Satisfied, 43.7% Unsatisfied
26-45 (n=95): 55.8% Satisfied, 41.0% Unsatisfied
46-65 (n=151): 47.1% Satisfied, 48.3% Unsatisfied
66 or older (n=105): 52.4% Satisfied, 43.8% Unsatisfied

Satisfied  Unsatisfied
Who is unsatisfied?

Willing to Pay (n=389)

- Less than $25 (n=26): 53.8% Satisfied, 42.3% Unsatisfied
- $25-$39.99 (n=47): 61.7% Satisfied, 34.0% Unsatisfied
- $40-$49.99 (n=95): 54.8% Satisfied, 40.0% Unsatisfied
- $50-$59.99 (n=98): 52.0% Satisfied, 45.9% Unsatisfied
- $60-$69.99 (n=55): 47.3% Satisfied, 50.9% Unsatisfied
- $70 or more (n=68): 57.3% Satisfied, 41.1% Unsatisfied
Who is unsatisfied?

Homebased Business (n=407)

- Yes (n=64): 46.9% Satisfied, 54.5% Unsatisfied
- No (n=343): 42.8% Satisfied, 57.2% Unsatisfied
Who is unsatisfied?

<table>
<thead>
<tr>
<th>Telework? (n=348)</th>
<th>Yes (n=213)</th>
<th>No (n=135)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied</td>
<td>36.6%</td>
<td>51.1%</td>
</tr>
<tr>
<td>Unsatisfied</td>
<td>60.1%</td>
<td>46.6%</td>
</tr>
</tbody>
</table>
Who is unsatisfied?

Number of Devices (n=409)

- None (n=19): 31.6% Unsatisfied, 68.4% Satisfied
- One to four (n=144): 42.3% Unsatisfied, 52.0% Satisfied
- Five or more (n=246): 39.8% Unsatisfied, 56.1% Satisfied
Who is unsatisfied?

![Bar chart showing the percentage of satisfied and unsatisfied users for different broadband technologies.](chart.png)

- **Satellite (n=37)**: 70.3% satisfied, 27.0% unsatisfied
- **Cellular data plan (n=65)**: 70.7% satisfied, 26.2% unsatisfied
- **DSL (n=102)**: 74.5% satisfied, 23.6% unsatisfied
- **Fixed Wireless (n=94)**: 35.1% satisfied, 64.9% unsatisfied
- **Cable (n=102)**: 37.3% satisfied, 56.9% unsatisfied
- **Fiber-optic (n=6)**: 100.0% satisfied, 0.0% unsatisfied
No access + unsatisfied
### Data Validation

<table>
<thead>
<tr>
<th></th>
<th>FCC</th>
<th>Microsoft</th>
<th>Rush County Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>% homes with access to 25/3 Mbps</td>
<td>56.3</td>
<td>8.3</td>
<td>18.2</td>
</tr>
<tr>
<td>% people using at 25 Mbps</td>
<td></td>
<td></td>
<td></td>
</tr>
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</table>
Main takeaways ...

• Households aware of importance of internet
• Majority of homes surveyed had access
• Quality of service issue
• Current users: more than half unsatisfied
• Non adopters: unavailable, unreliable or expensive
• Demand potential exists (home businesses, work from home, age & number of devices)
• Sweet spot is between $40 and $59.99 per month
Contact Information

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