Rush County Broadband Taskforce Update & Household Survey Results

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PURDUE UNIVERSITY | Center for Regional Development | Extension

RUSH COUNTY CONNECT
Broadband Task Force

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

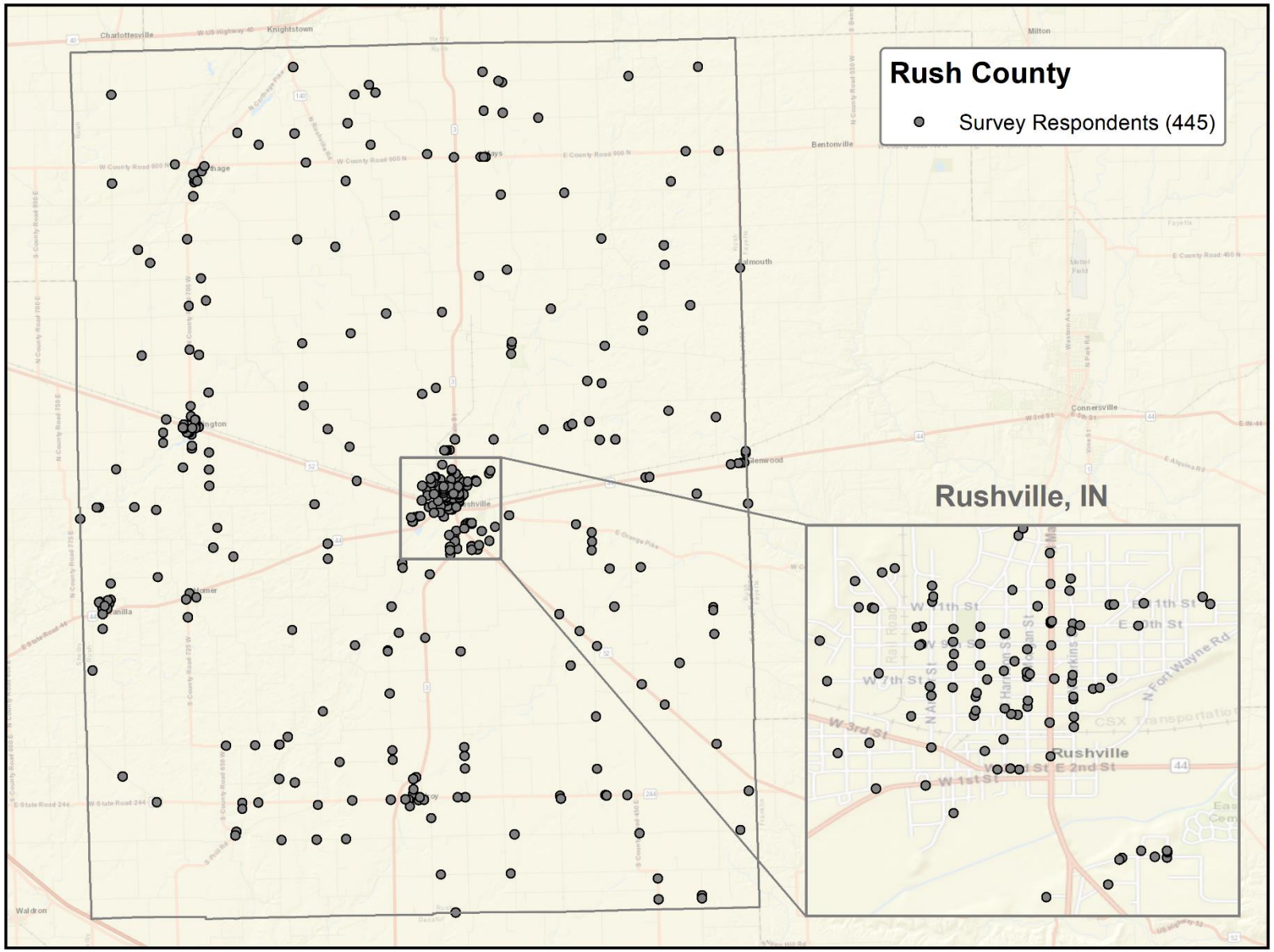
Survey Data Gathering

- 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

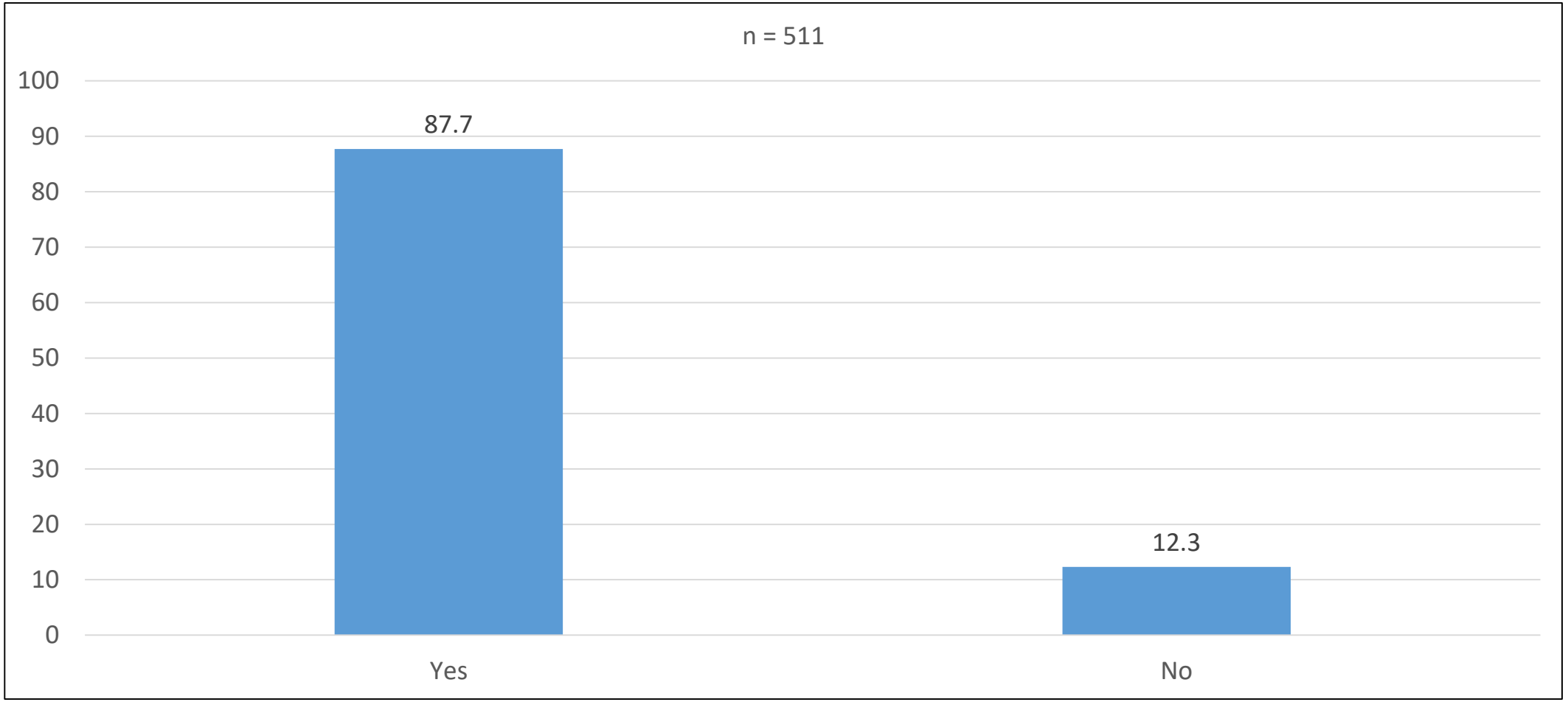
Results

- 516 surveys received overall (65 paper copies)
- 512 valid responses
- 445 mapped (67 did not give permission or did not answer)

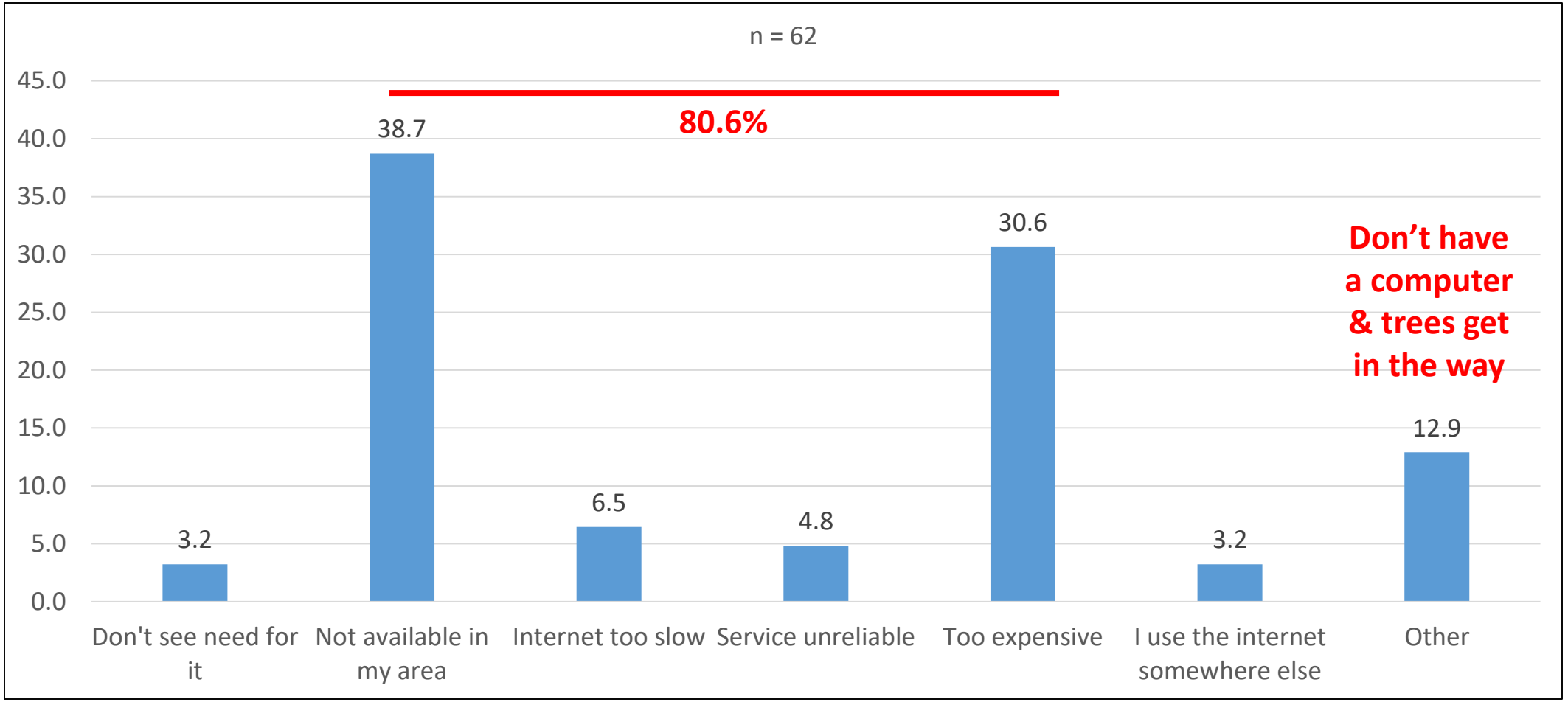
Survey Responses



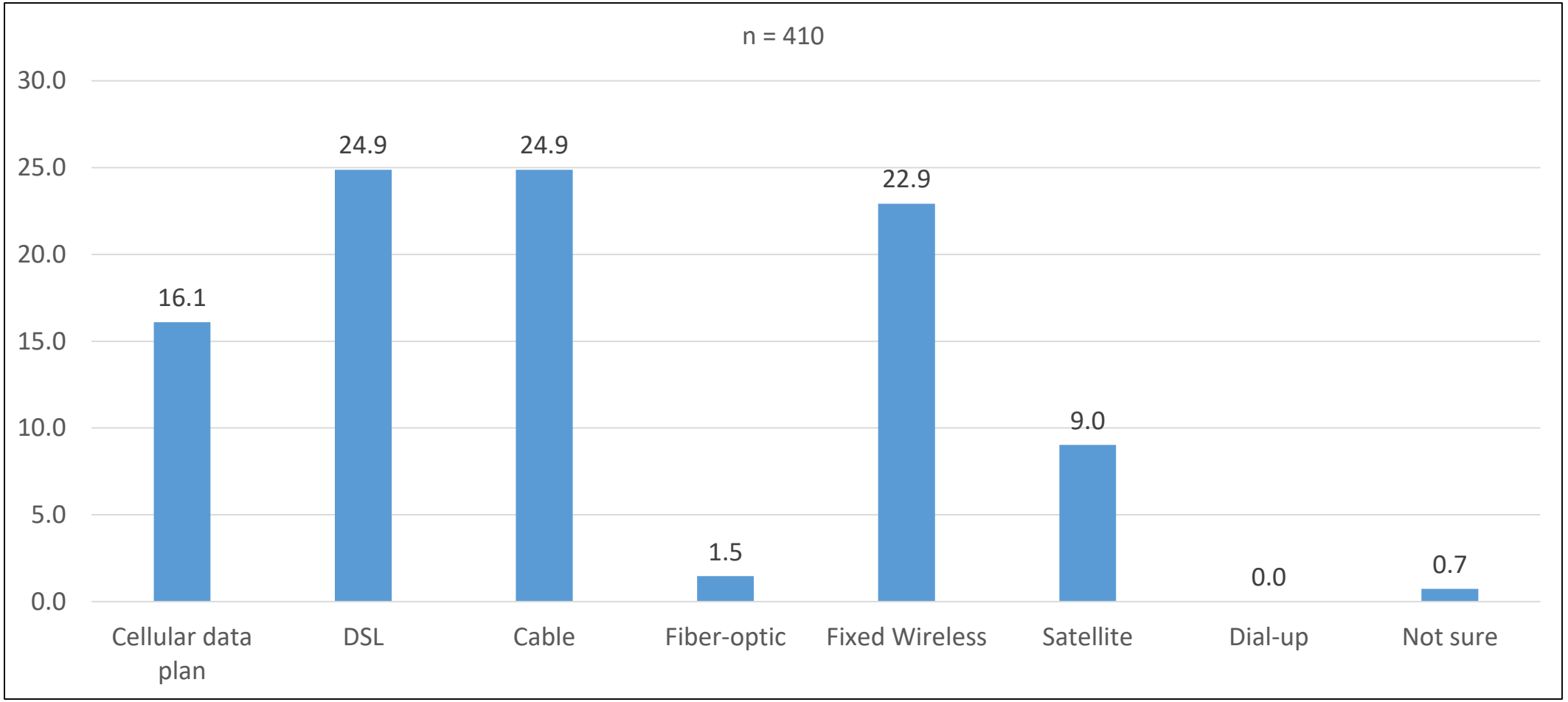
Have internet access at home?



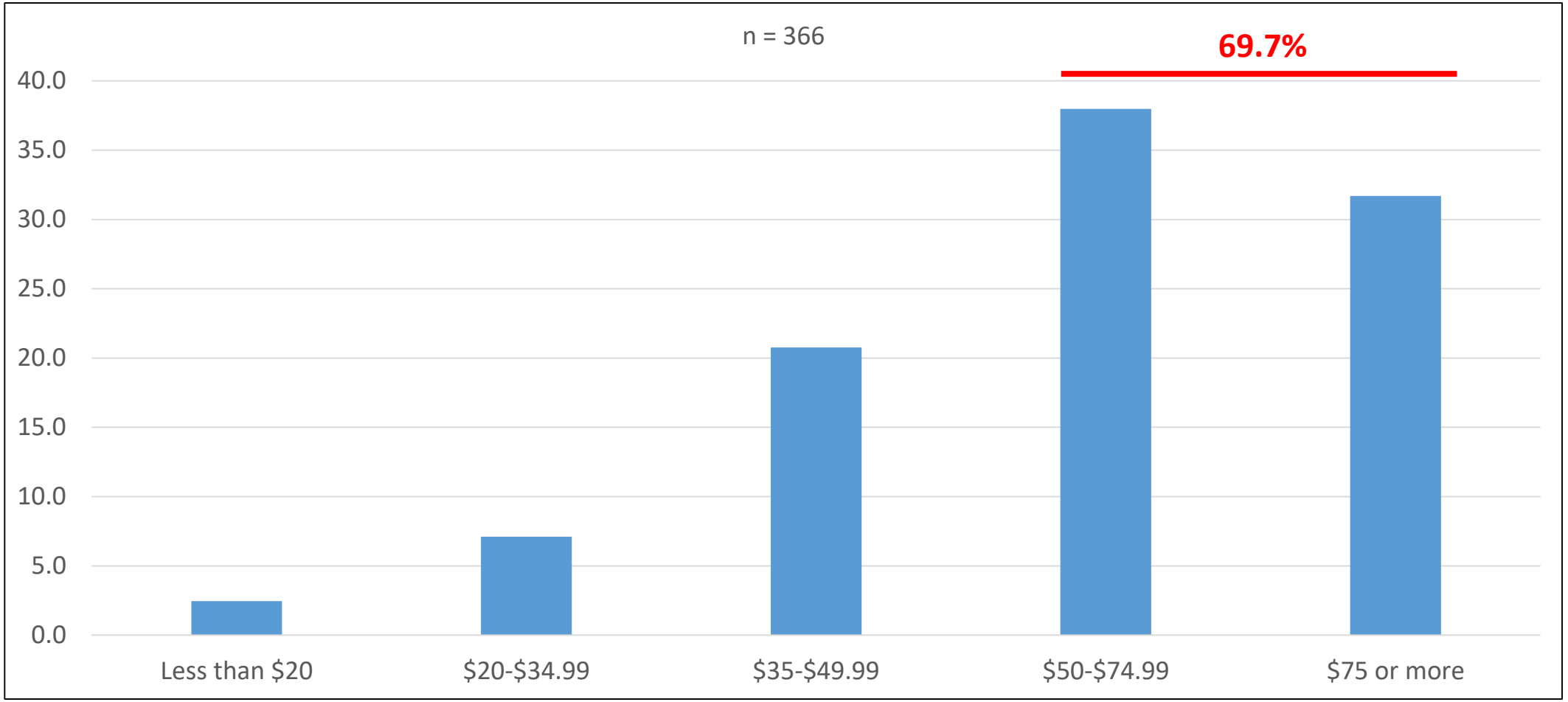
Main reason not using internet



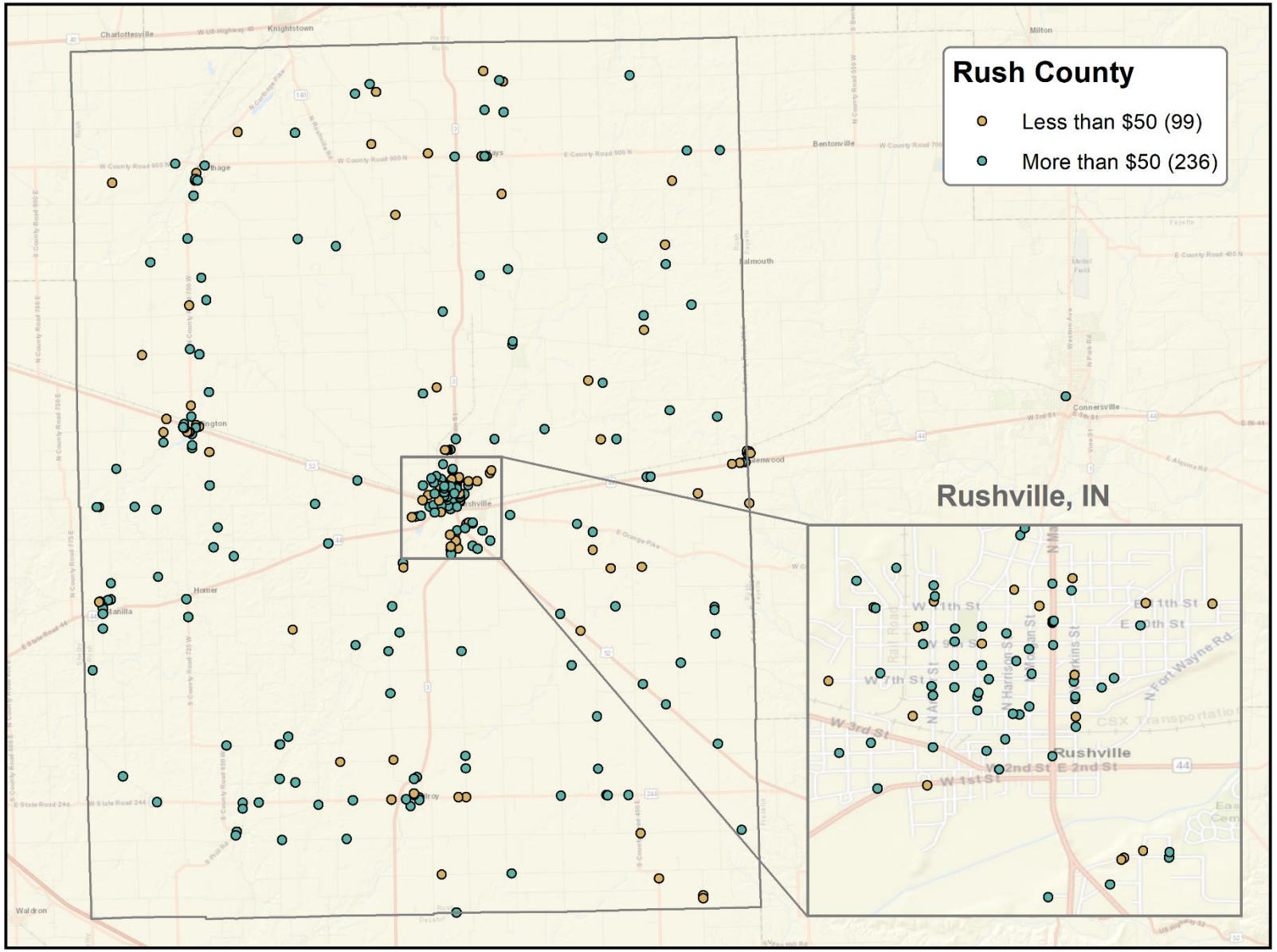
How do you access the internet?



How much do you pay?

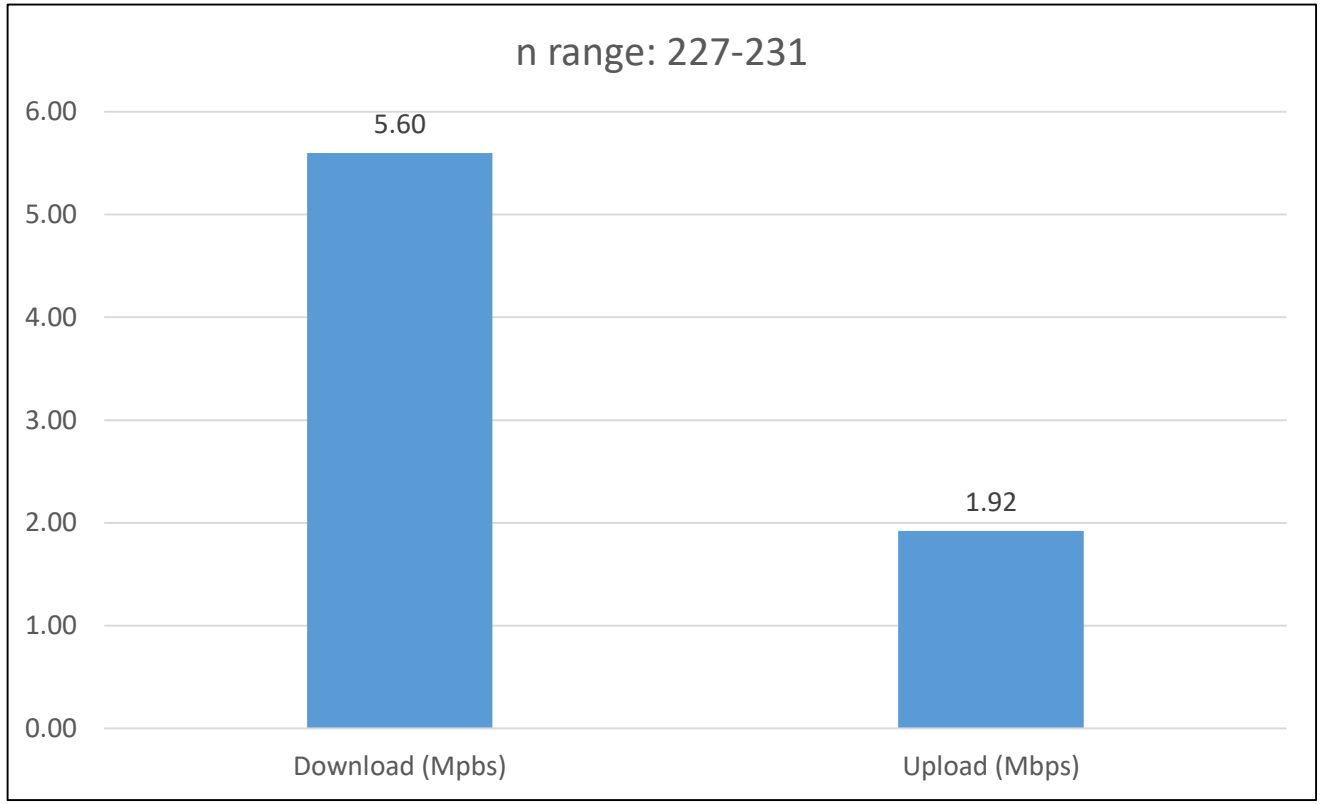


Monthly cost

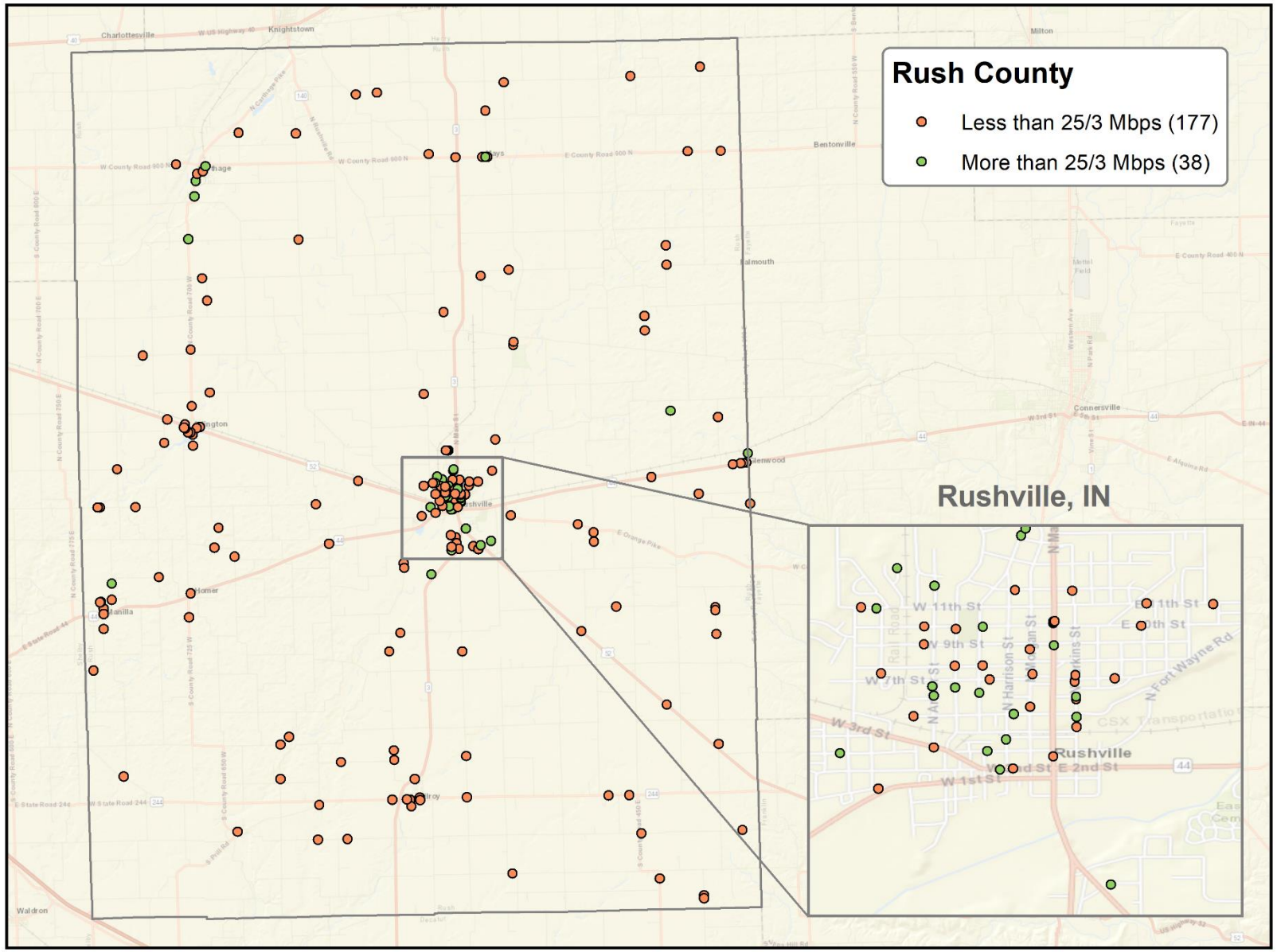


Median Download/Upload Speeds

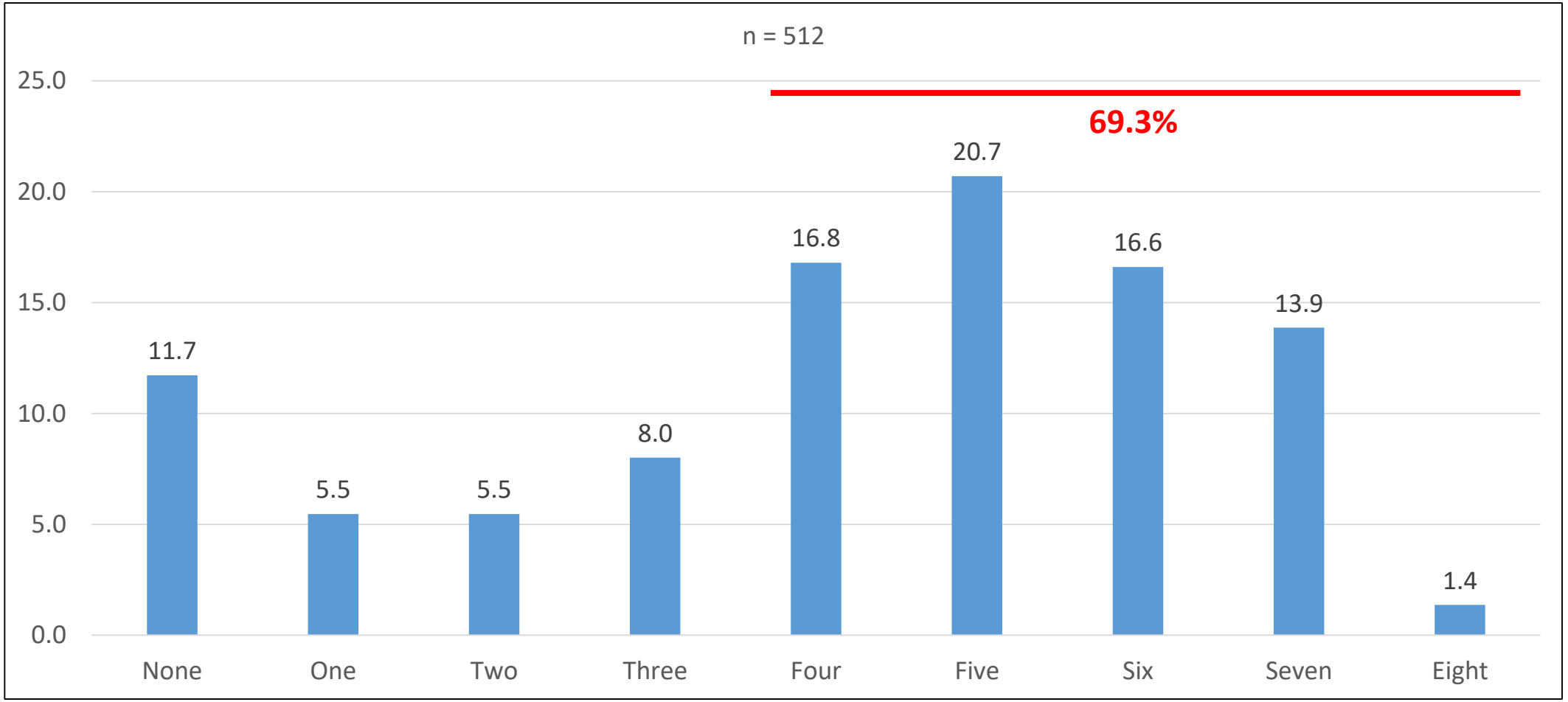
	Download (Mbps)	Upload (Mbps)
Average	19.73	18.08
Median	5.60	1.92
Minimum	0.09	0.01
Maximum	462.40	920.00
n	231	227



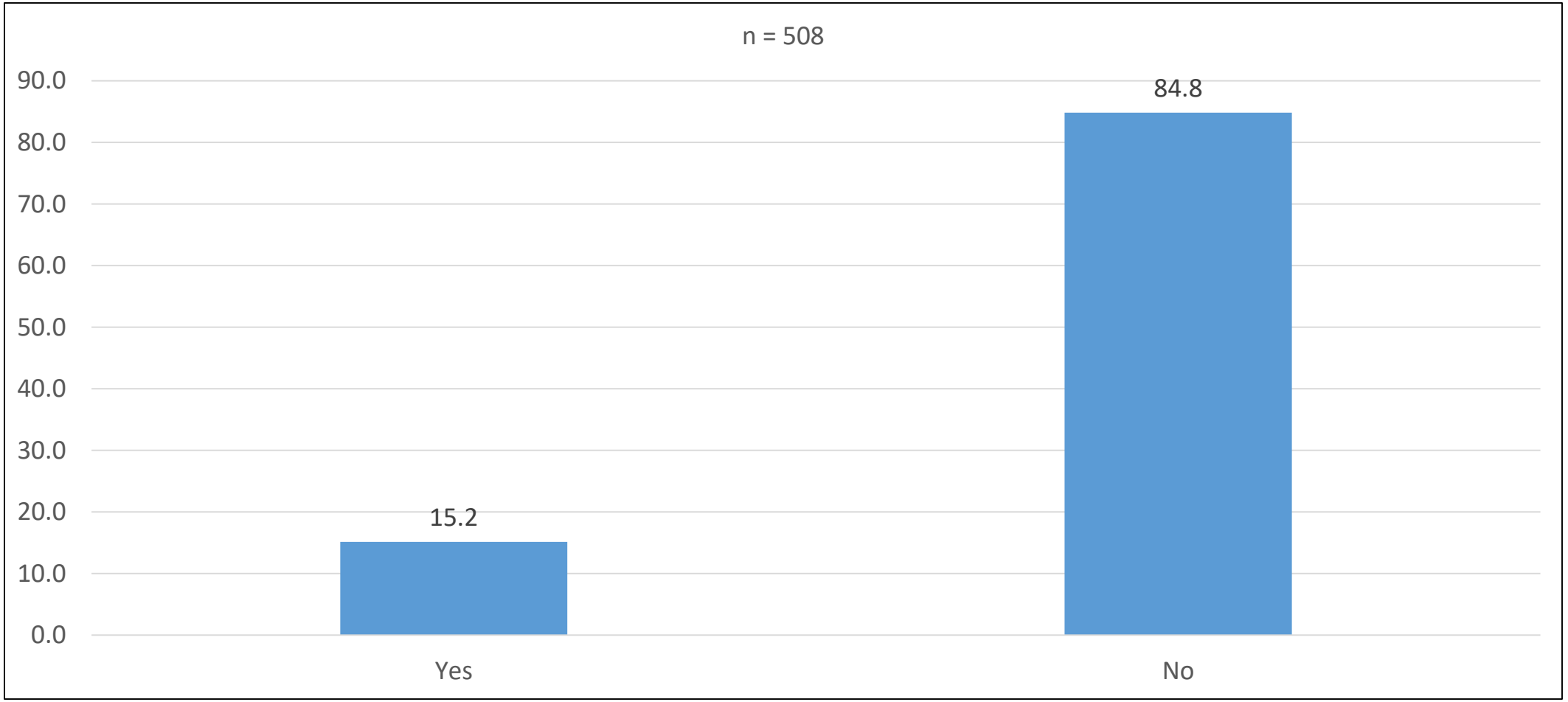
Met 25/3 FCC criteria



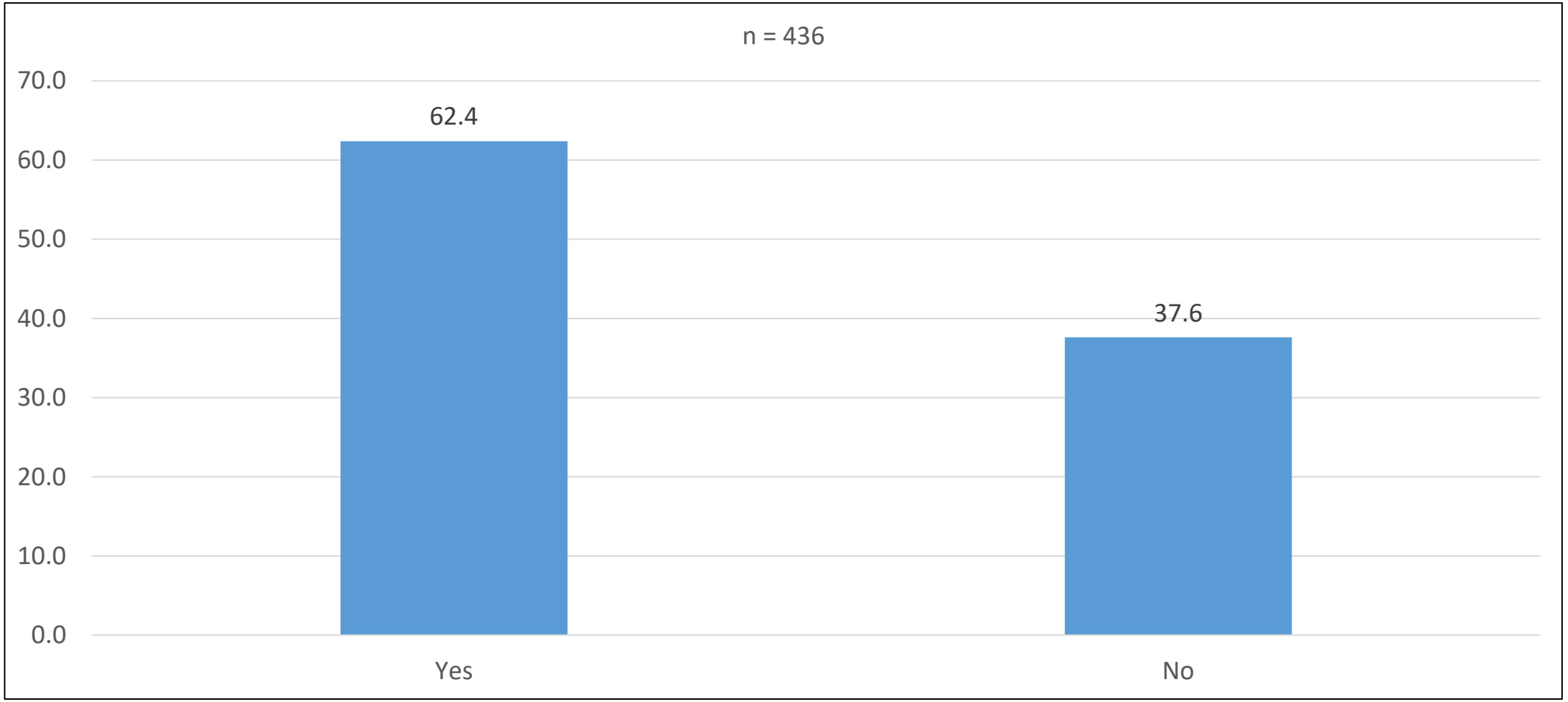
Number of devices at home



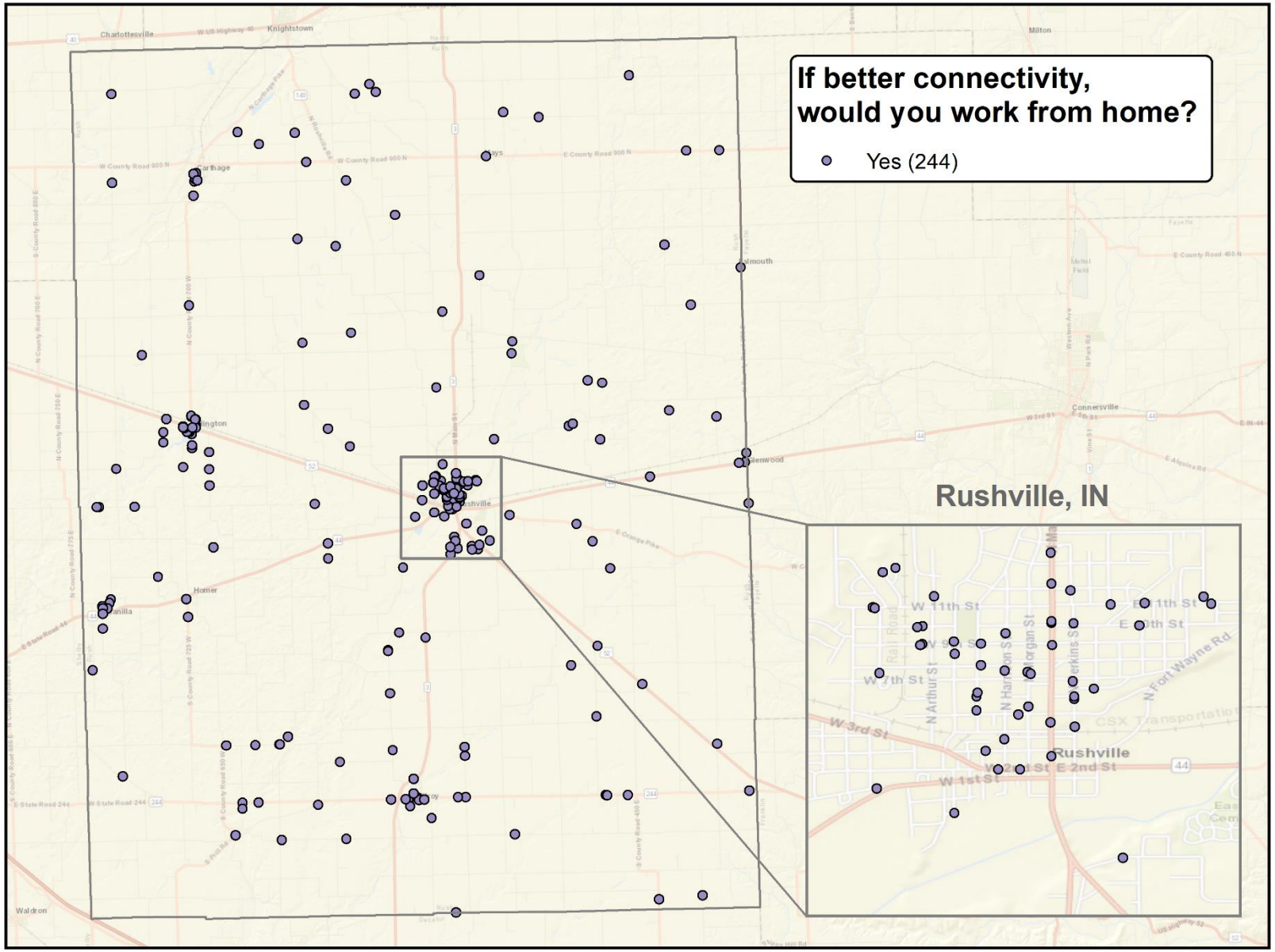
Is this a home-based business?



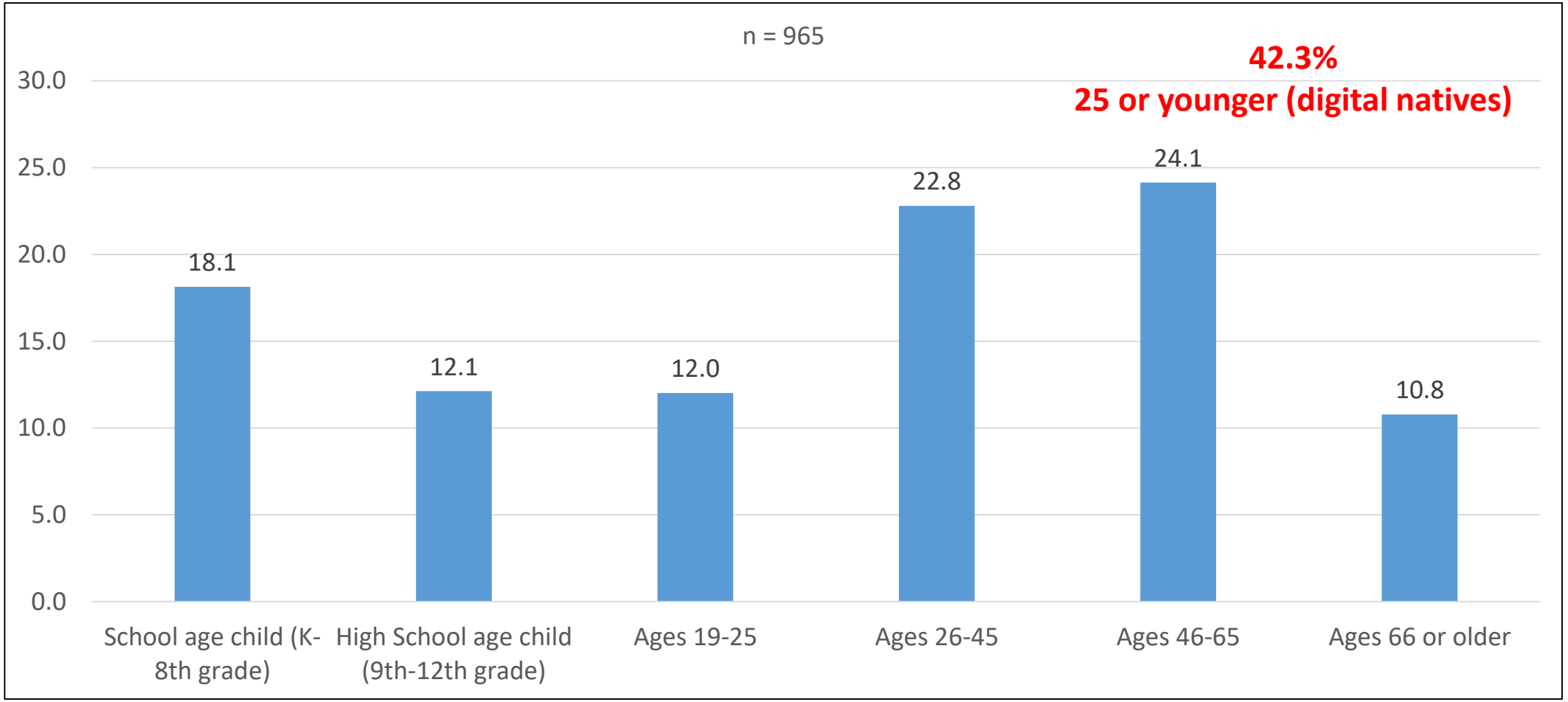
Work from home if better connected?



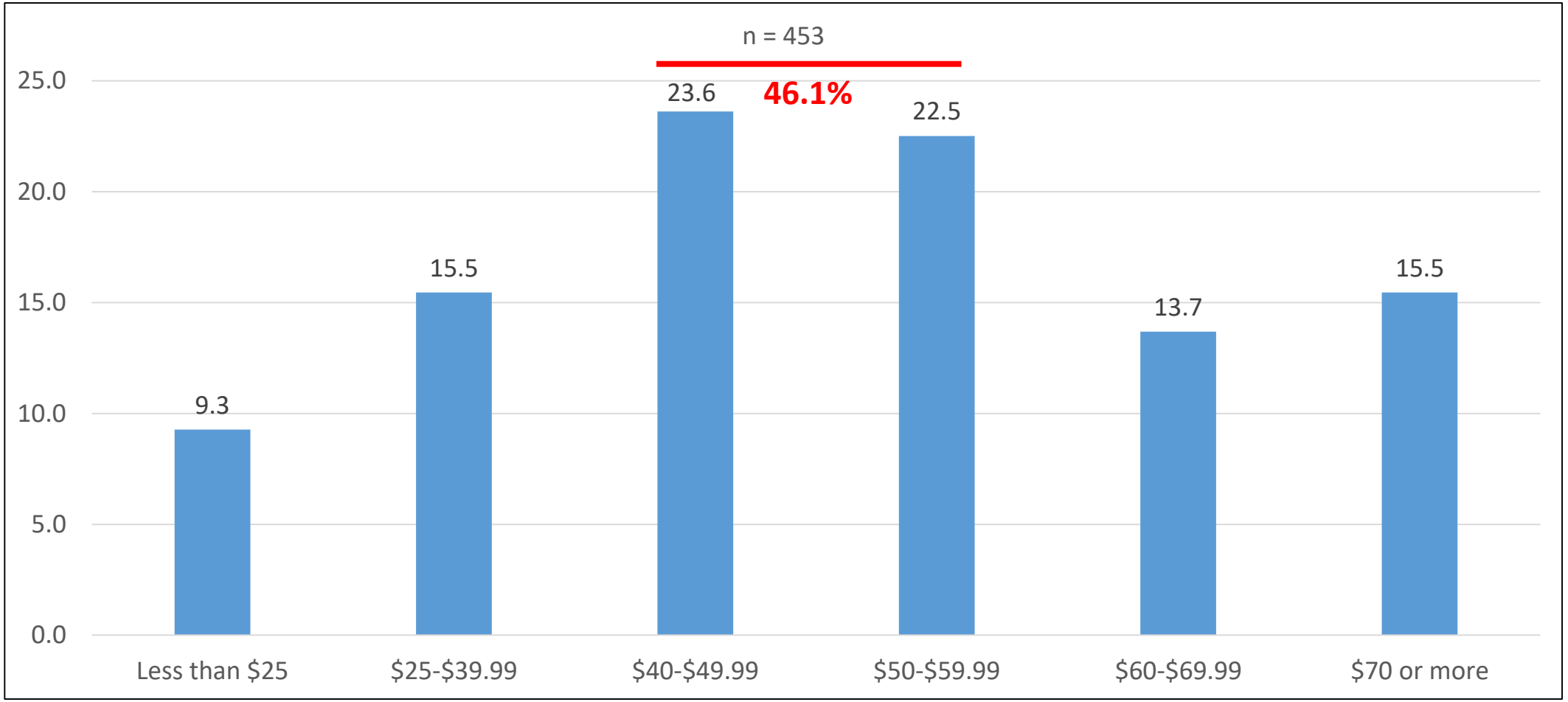
Work from home



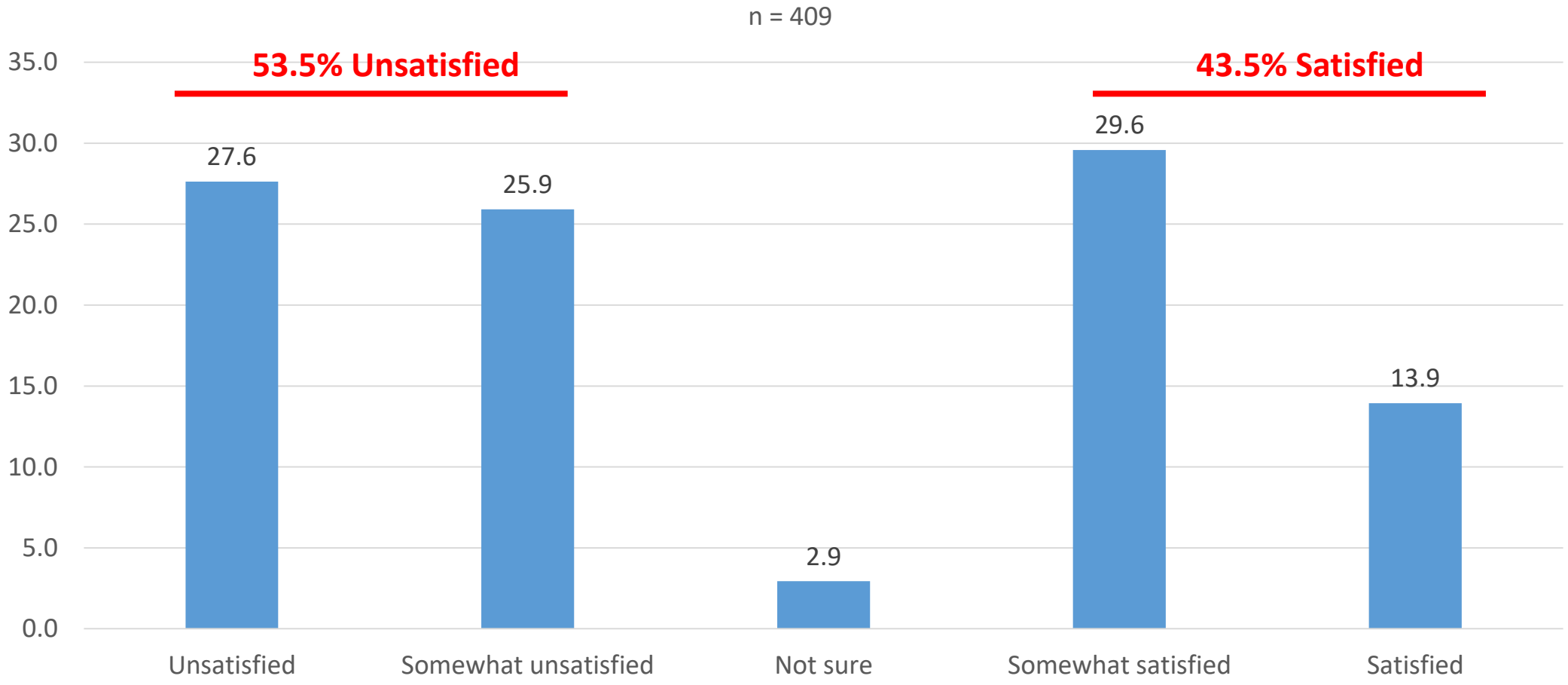
Age of potential users at home



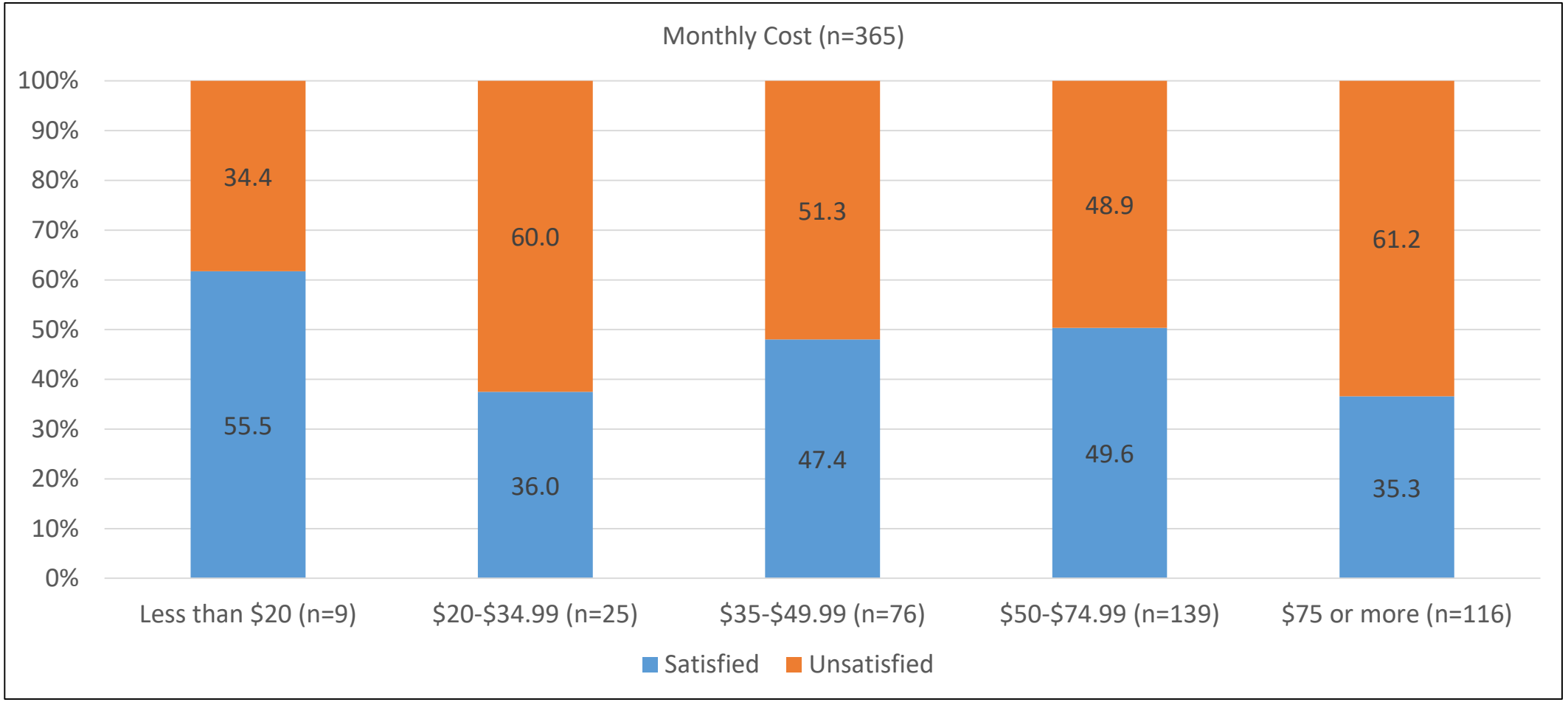
Maximum willing to pay?



How satisfied are you with service?



Who is unsatisfied?



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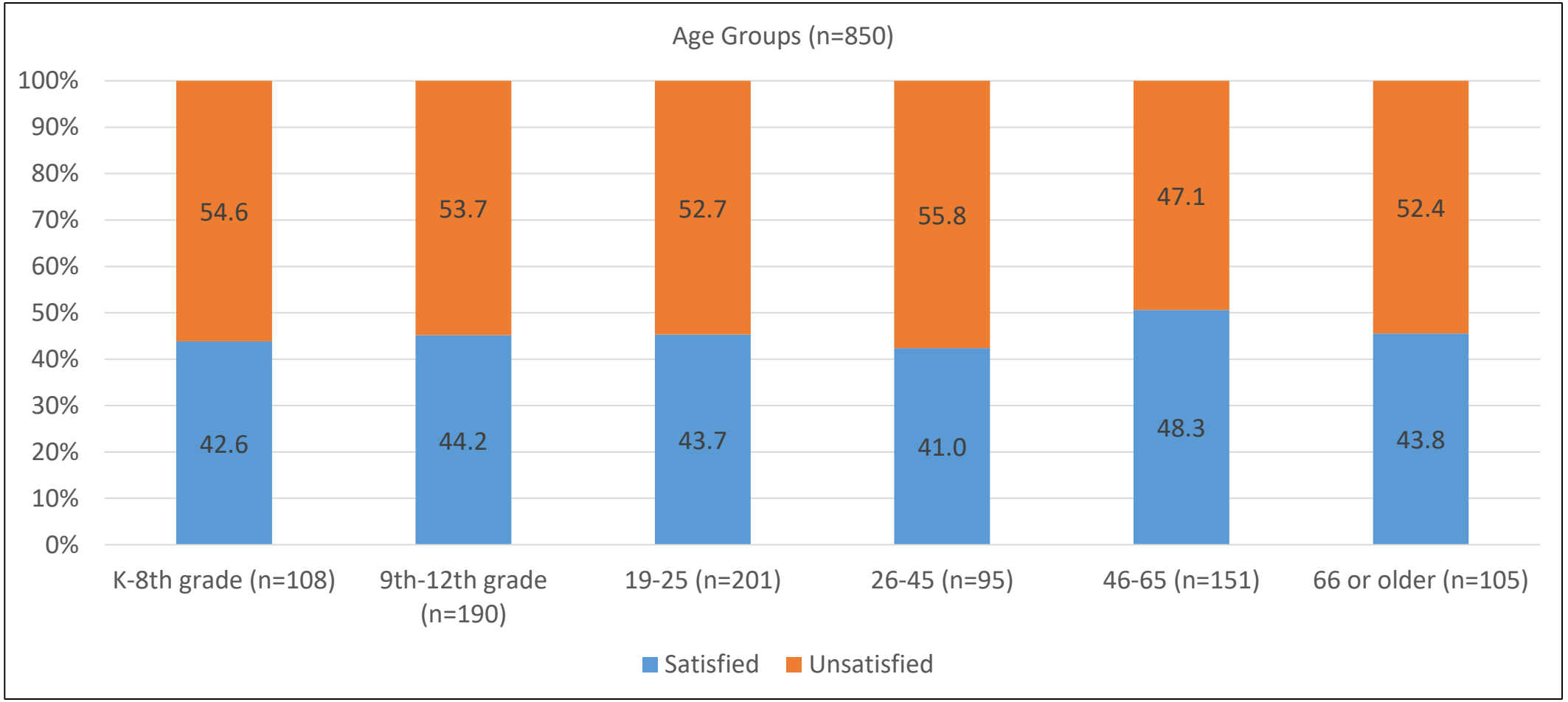

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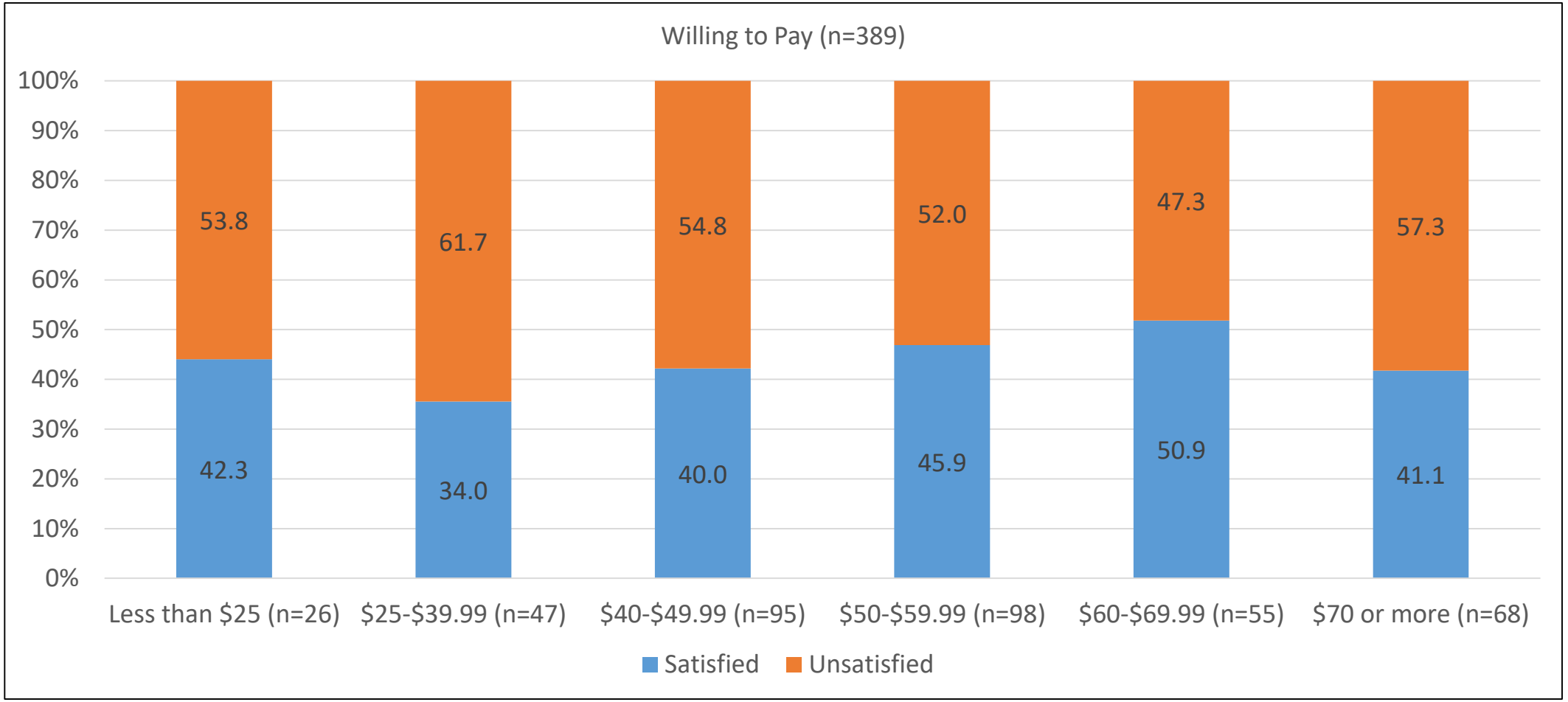

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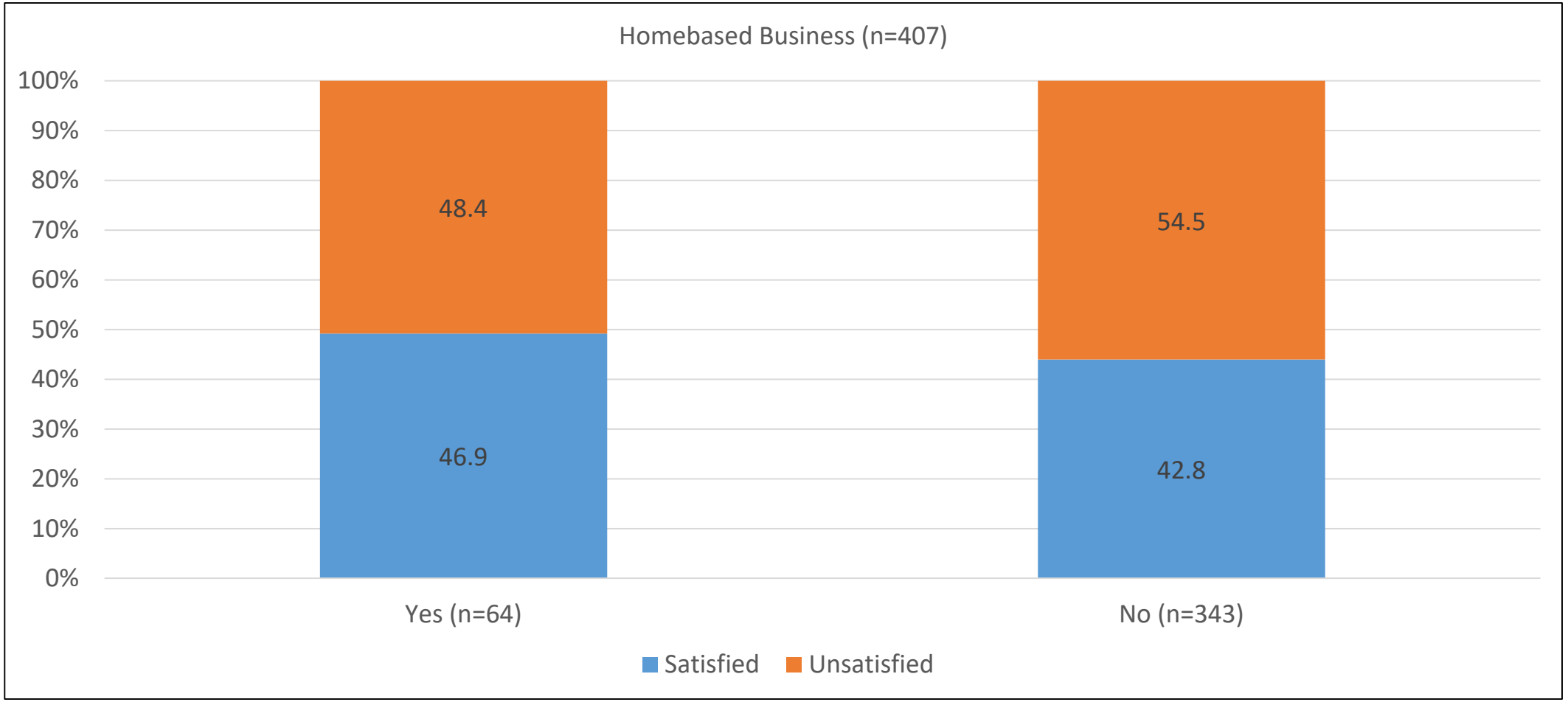

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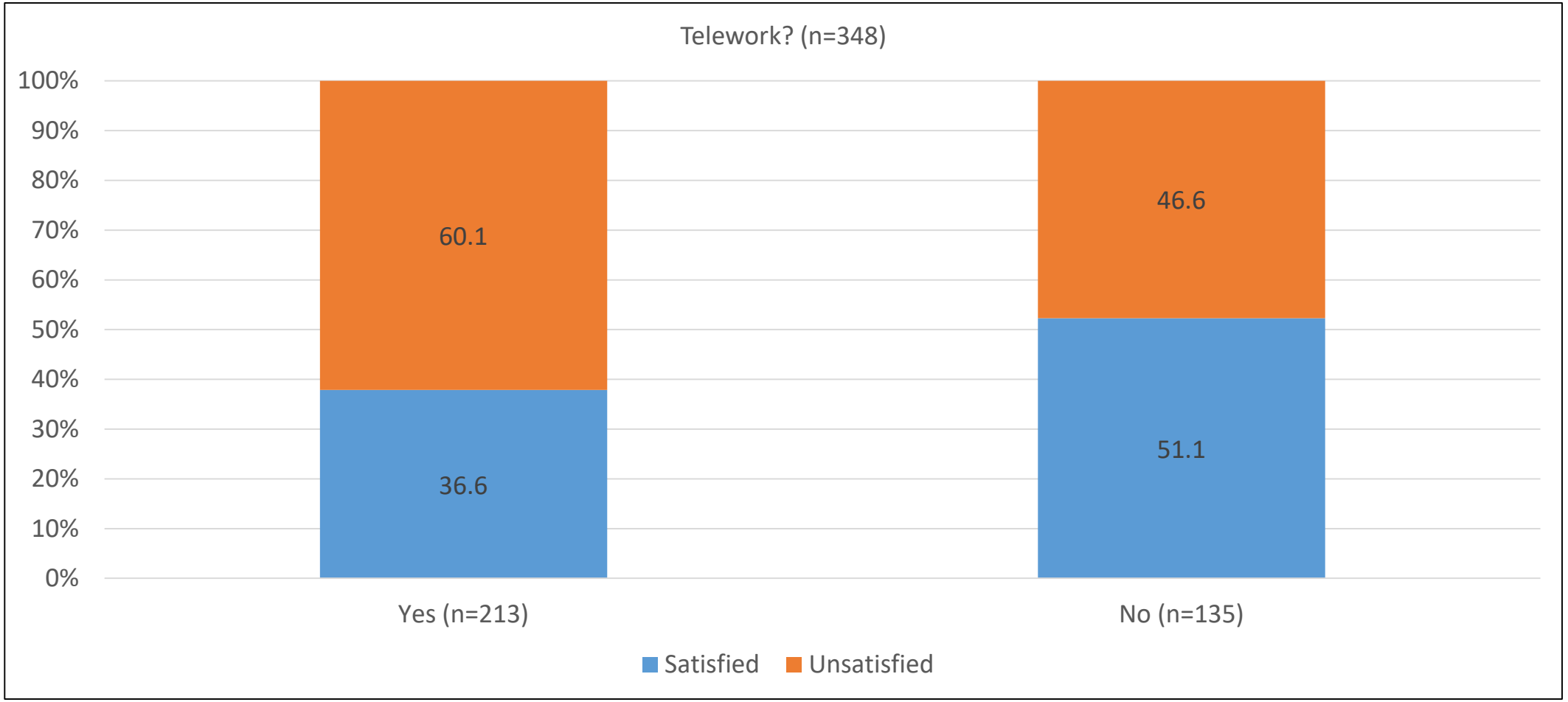

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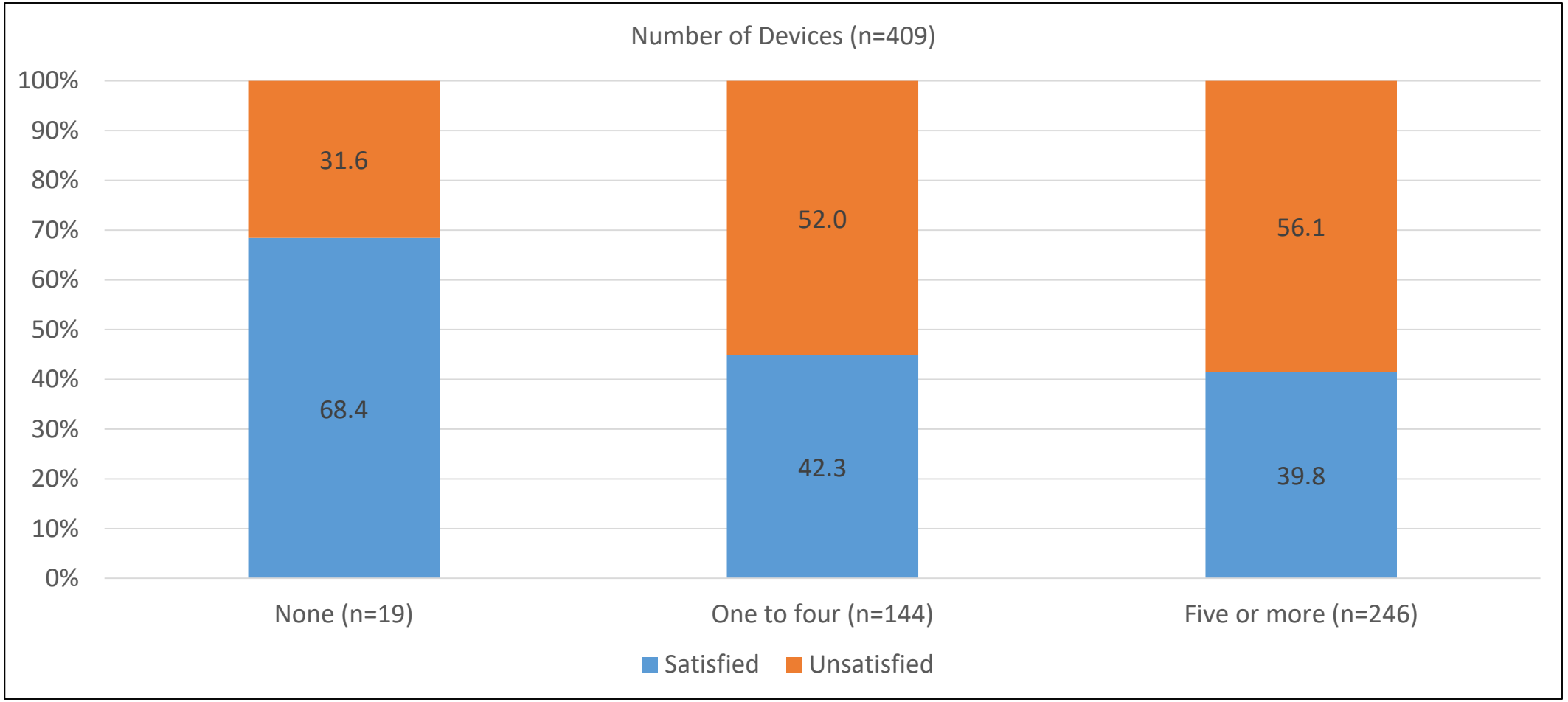

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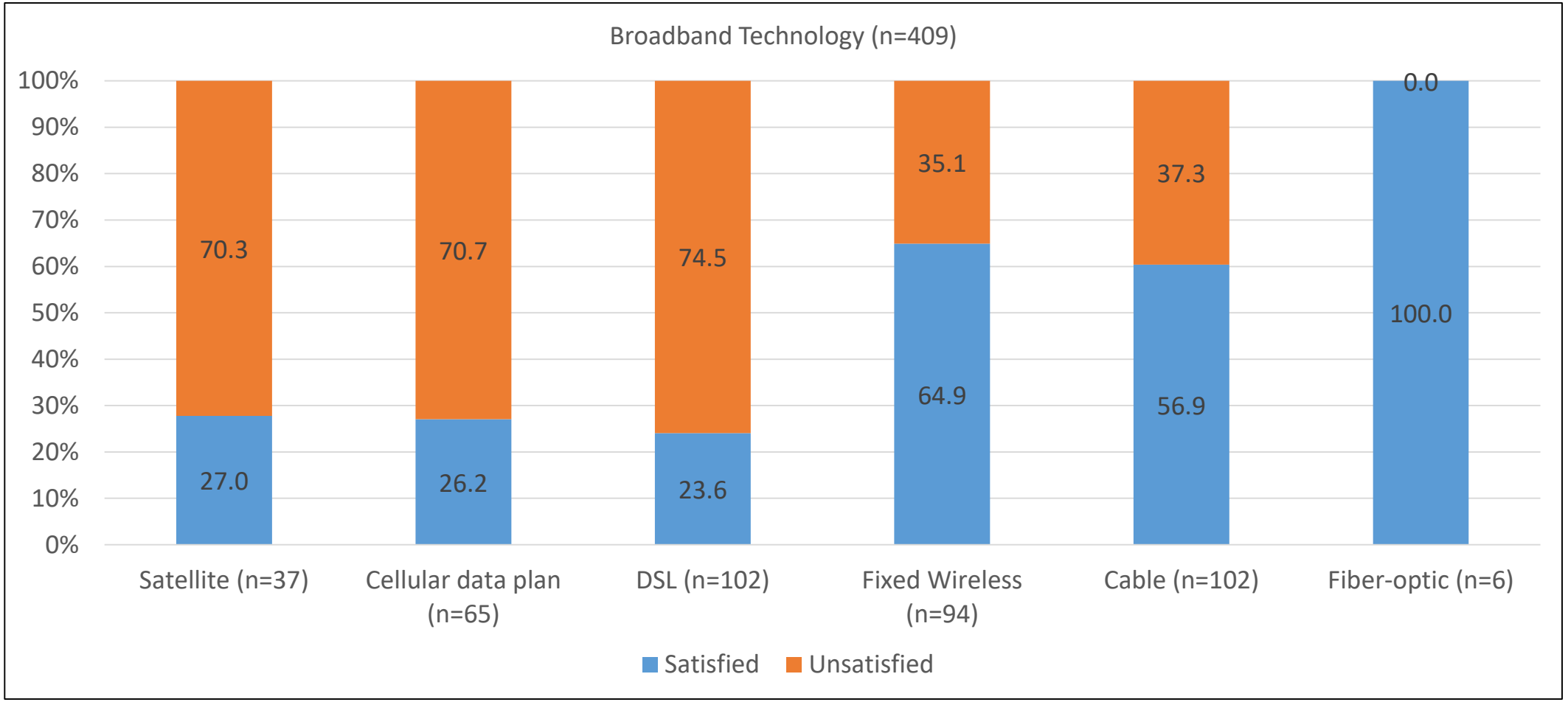
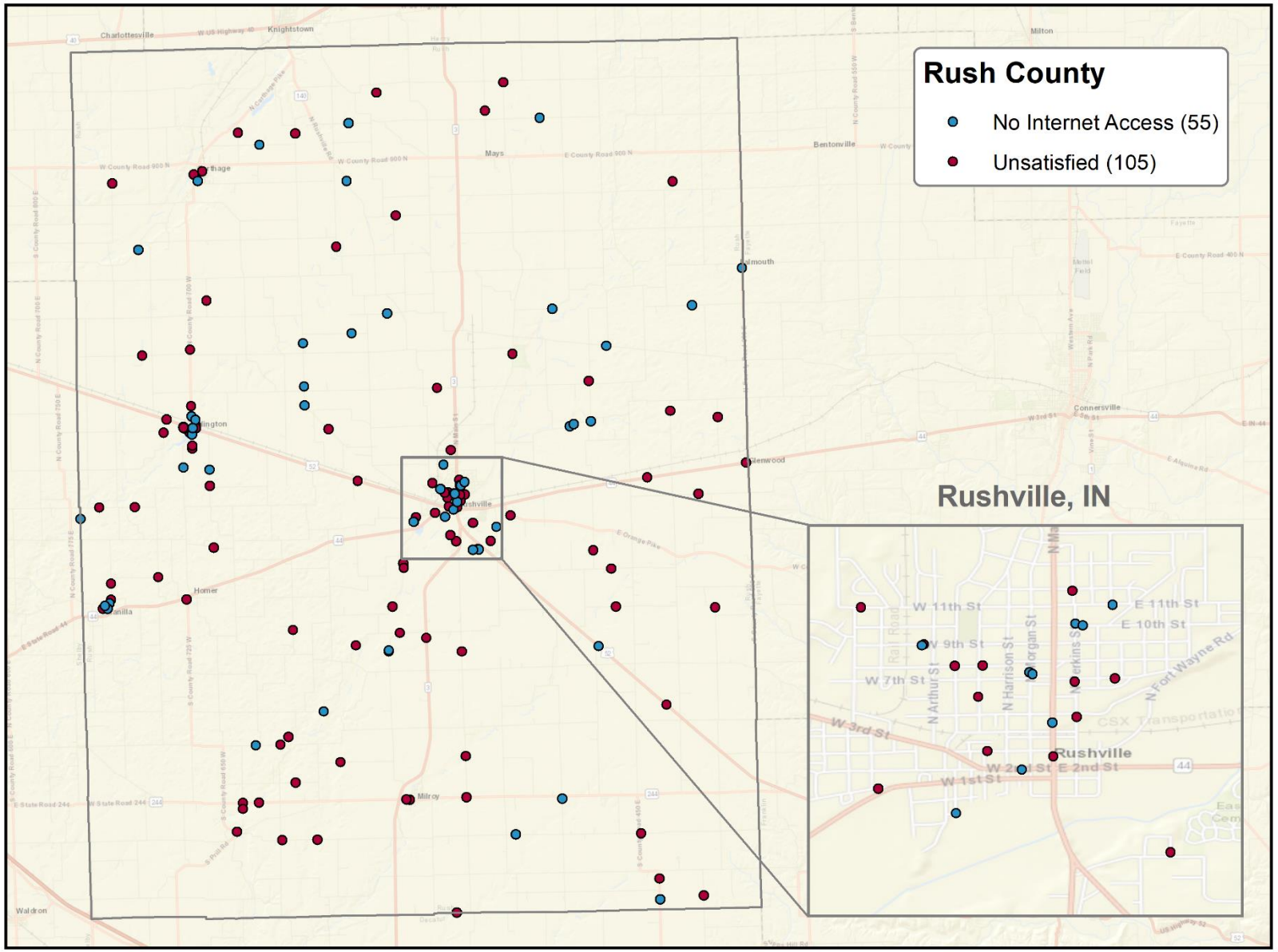


No access + unsatisfied



Data Validation

FCC

% homes with access to 25/3 Mbps

56.3

Microsoft

% people using at 25 Mbps

8.3

Rush County Survey

% homes using at 25/3 Mbps

18.2

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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