



# Osceola County Broadband Survey Results

A project of the Osceola County Broadband Expansion Team

August 15, 2013

# *Background*

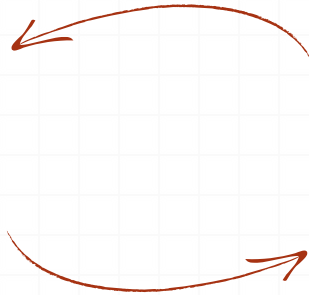
From May-July 2013 the Osceola County Broadband Expansion Team conducted a survey among residents and businesses in Osceola County. A total of 272 surveys were received; however, due to incomplete data only 240 surveys were used when compiling the results. By identifying the need and continuing to work with broadband providers it is hoped that faster more reliable and affordable Internet service will be made available in all areas of Osceola County.



# *“Need for Service” Mapping*

## Question #1

The address of the property  
which I’m answering this  
survey for is located at:  
(street, city, zip)



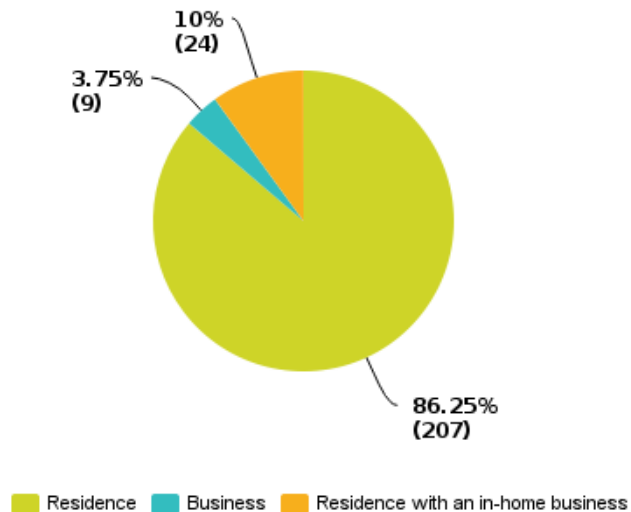
- o This question allowed for mapping which was made available to broadband providers.
- o Mapping is a tool broadband providers can refer to when considering the investment that is necessary to provide broadband to new areas.
- o Respondents expressing no desire or no need for service were not mapped.

# Primarily Residential Responses

## Question #2

Q2 The address listed in question #1 is a :

Answered: 240 Skipped: 0



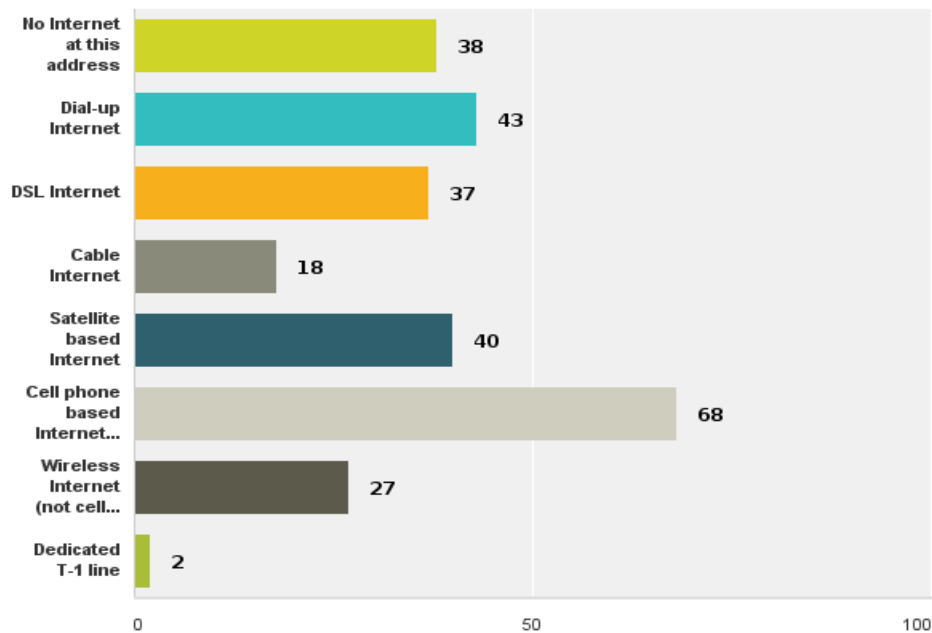
- o Residence – 86.25% 207
  - o Business – 3.75% 9
  - o Residence w/ in-home business – 10% 24
  - o **Total Responses 240**
- o Several businesses/in-home businesses stated the lack of high-speed Internet has resulted in an inability to expand, limited business exposure, and increased costs.

# Current Internet Connections

## Question #3

**Q3 Please describe the type of Internet service at this address. Check all that apply.**

Answered: 240 Skipped: 0



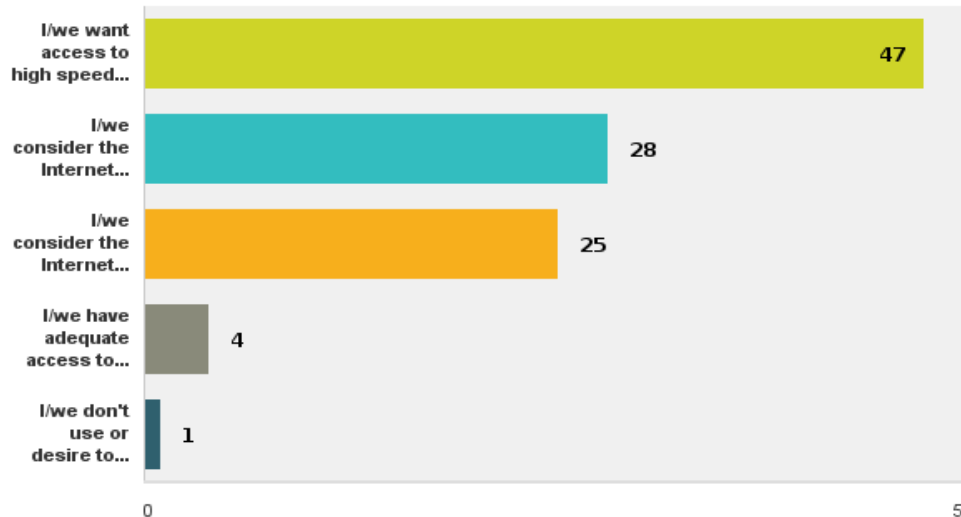
<input type="checkbox"/> No Internet - 15.83%	38
<input type="checkbox"/> Dial-up - 17.92%	43
<input type="checkbox"/> DSL - 15.42%	37
<input type="checkbox"/> Cable - 7.50%	18
<input type="checkbox"/> Satellite Based - 16.67%	40
<input type="checkbox"/> Cell Phone Based - 28.33%	68
<input type="checkbox"/> Wireless (not cell phone) - 11.25%	27
<input type="checkbox"/> Dedicated T-1 Line - 0.83%	2
<input type="checkbox"/> <b>Total Responses</b>	<b>273</b>

# Primarily 3 Reasons for Not Subscribing to Internet Service

## Question #4

**Q4 If you DO NOT currently subscribe to an Internet service at this address, why not? Check all that apply. (if you do subscribe go to Question #5)**

Answered: 66 Skipped: 174



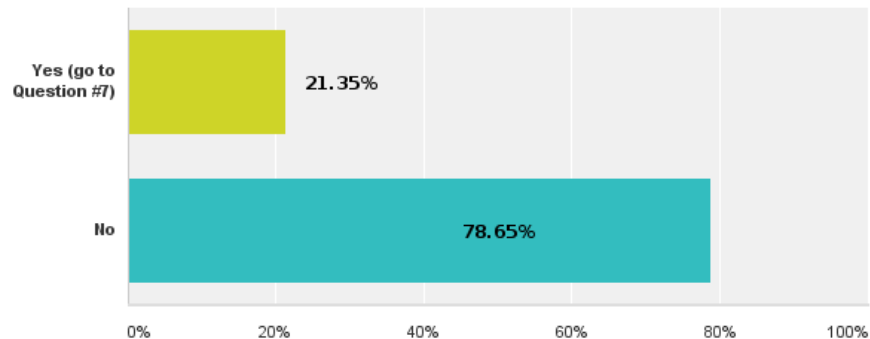
- o Want access to high-speed, but not available at this address – 71.21% 47
- o Consider Internet at this address too expensive – 42.42% 28
- o Consider Internet at this address too slow – 37.88% 25
- o Have access somewhere else – 6.06% 4
- o Don't use/don't desire Internet access – 1.52% 1
- o **Total Responses 105**

# Existing Service Not Meeting Needs

## Question #5

**Q5 If you DO subscribe to an Internet service at this address, does that service meet your needs? (if you do not subscribe go to Question #7)**

Answered: 192 Skipped: 48



- o Yes – 21.35% 41
- o No – 78.65% 151
- o **Total Responses 192**

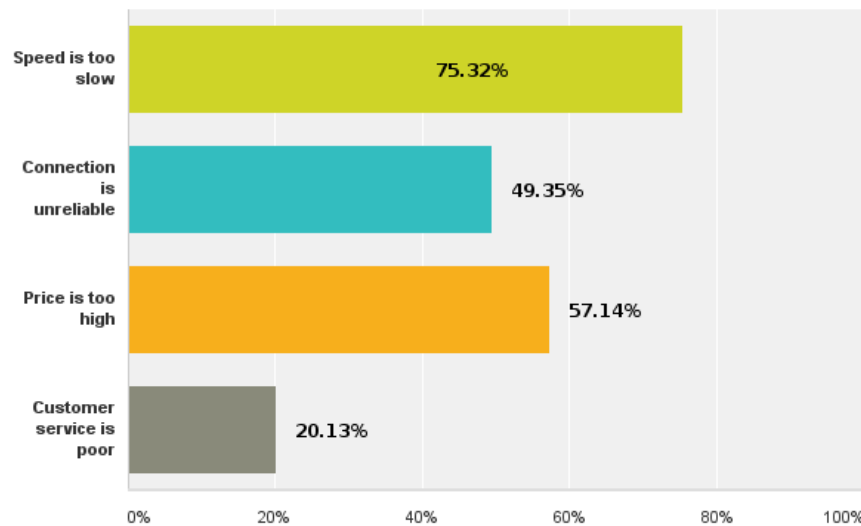
o Approximately four-fifths of respondents do not feel their Internet service is meeting their needs.

# People are Tired of Waiting

## Question #6

**Q6** If you currently subscribe to an Internet service, but it is not meeting your needs please describe why. Check all that apply.

Answered: 154 Skipped: 86



Although individuals provided feedback on connection reliability and price the number one issue is speed:

- Speed too slow – 75.32% 116
  - Connection unreliable – 49.35% 76
  - Price too high – 57.14% 88
  - Poor customer service – 20.13% 31
- Total Responses 311**

Overlooked as a choice when developing the survey, many individuals cited data caps and overage charges.

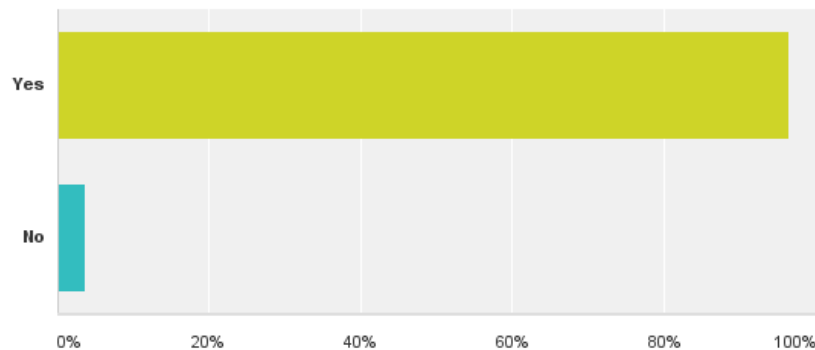


# People Want Choices

## Question #7

**Q7 Are you interested in having alternative choices for Internet service for this address (whether or not you currently subscribe to an Internet service at this address)?**

Answered: 240 Skipped: 0



Yes – 96.25%	231
No – 3.75%	9
<b>Total Responses</b>	<b>240</b>

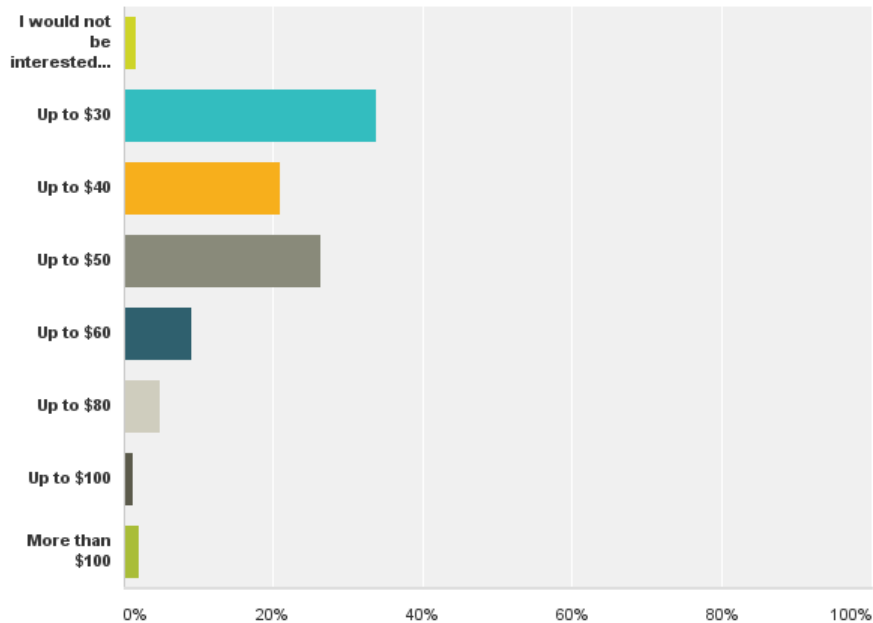
- Approximately one-fifth of the individuals (question #5) stated their Internet service meets their needs; however, almost every individual is looking for choices.

# What is Affordable

## Question #8

**Q8 What is the most you are willing to pay per month for high speed Internet service at this address?**

Answered: 240 Skipped: 0



Not interested at any cost – 1.67%	4
Up to \$30 – 33.75%	81
Up to \$40 – 20.83%	50
Up to \$50 – 26.25%	63
Up to \$60 – 9.17%	22
Up to \$80 – 5.0%	12
Up to \$100 – 1.25%	3
More than \$100 – 2.08%	5
<b>Total Responses</b>	<b>240</b>

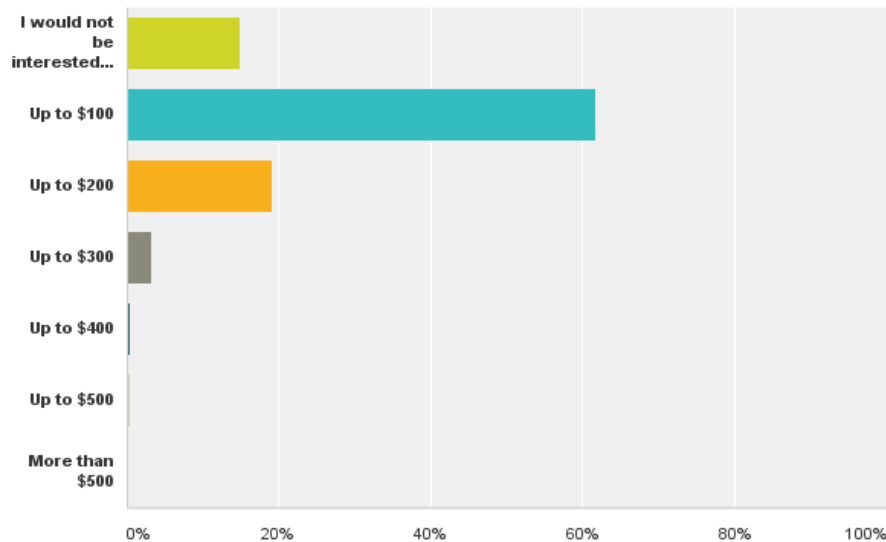
- o On average potential subscribers are willing to pay \$44 per month for high-speed Internet.
- o Businesses and residences with an in-home business are willing to pay more.

# Installation at an Affordable Price

## Question #9

**Q9** If the high speed Internet service required an initial (one time) equipment installation fee, how much would you be willing to pay?

Answered: 240 Skipped: 0



Not interested at any cost - 15.0%	36
Up to \$100 - 61.67%	148
Up to \$200 - 19.17%	46
Up to \$300 - 3.33%	8
Up to \$400 - 0.42%	1
Up to \$500 - 0.42%	1
More than \$500 - 0.0%	0

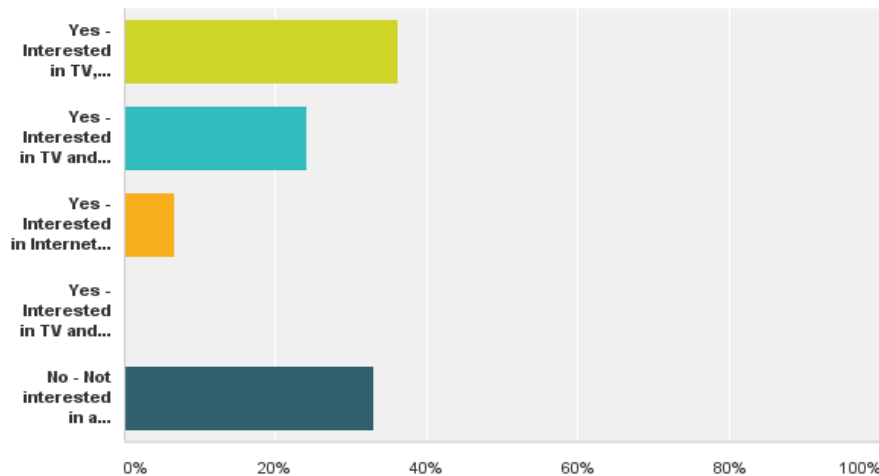
o On average potential subscribers are willing to pay an initial, one-time equipment installation fee of \$114.

# Bundled Service

## Question #10

Q10 Are you interested in subscribing to a "bundled" group of services such as TV, Internet, and telephone?

Answered: 240 Skipped: 0



- o No: Not Interested – 32.92% 79
- o Yes: TV, Internet, and Telephone – 36.25% 87
- o Yes: TV and Internet only – 24.17% 58
- o Yes: Internet and Telephone only – 6.67% 16
- o Yes: TV and Telephone only - 0.0% 0

**Total Responses 240**

## *More Information*

For more information on this survey, the Osceola County Broadband Expansion Team, or Community & Economic Development in Osceola County please contact Dan Massy, Community Development Coordinator.

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