



Extension

UNIVERSITY OF WISCONSIN-MADISON
IOWA COUNTY

303 W. Chapel Street
Dodgeville, WI 53533

IMPORTANT:

**Iowa County
Broadband Internet
Survey**

PLEASE! We NEED your HELP!

--- Please fold along this line ---



If you can take this survey online, we encourage you to do so.

Type the URL below in to your browser window.

<https://bit.ly/35GrN1N>

Or **scan the QR Code below** with your smartphone.

If you chose to do your survey online, you save us time and money as we collect the data, analyze it, and use it to create opportunities for broadband improvements in Iowa County. Thanks for your participation!



Extension

UNIVERSITY OF WISCONSIN-MADISON
IOWA COUNTY



Iowa County Broadband Internet Survey

COVID-19 (Coronavirus) has changed the world we live in dramatically. Earlier this year, Safer-at-Home orders forced most of us to think differently, act differently, learn differently, conduct our daily lives differently, and work differently. One resource/service that has been in the spotlight as many have been mostly confined to our homes, is **broadband internet access**.

Whatever your situation is related to broadband internet access, we know there are challenges and opportunities for improvement. Without reliable and affordable broadband internet, our communities will fall behind in attracting and retaining residents and providing quality jobs, and our kids will lack access to opportunities that other school districts are building upon.

Iowa County Government and its many partners have been looking at options and potential solutions to our broadband challenges and are proactively moving forward on many fronts. To understand the needs, **we must have sound data about our situation as it exists now, and where we need improvements**.

The questions we need to address are what really exists in Iowa County for access to broadband internet, and how is the quality of that resource. That information is essential to moving forward with better options and new solutions. This data will be valuable as we apply for **grants**, look for other **partners and financial resources**, and develop plans to **attract existing and new broadband internet service providers**.

Iowa County, with the help of the **University of Wisconsin-Madison, Division of Extension**, is conducting this survey to collect data on the availability, use, and demand for broadband internet services. Results from this survey will help support efforts to expand and improve access and quality of broadband internet services in Iowa County.

To have the most useful information, we are requesting your complete address. We promise we will not share your address publicly but will use it as a way of mapping the internet services for the county. Survey results will be reviewed and reported in a way that **protects your individual anonymity**. If you have questions about the survey, please visit our website at www.iowa.extension.wisc.edu or by phone at 608-930-9850.

The survey will take approximately 10-15 minutes. **Please complete the survey and return it by October 30, 2020**. We appreciate your time and the information you are sharing. **You can help make this change!** If you are able to do the survey online, go to <https://bit.ly/35GrN1N>.

Understanding Broadband Terminology:

Broadband internet service is a form of high-speed internet access. The latest development in broadband internet service is the incorporation of wireless capabilities. Wireless broadband internet service is exactly what the name implies: it is your high-speed internet access without

cables or wires. The versatility of wireless internet has consumers demanding the service at an increasing rate. They want it **in their home**, at their office, even at their local coffee shop.

Wireless Broadband Network: A term you may recognize in association with wireless broadband internet service includes wireless broadband network. A wireless network is a single broadband internet arrangement established for your home or office. It requires several pieces of equipment and requires you to subscribe (pay for) to the broadband services on a continual (usually monthly) basis. You cannot utilize your wireless broadband network and equipment without an ongoing broadband service. Together, the wireless devices and the broadband internet service make up your wireless broadband network.

Wireless Broadband Mobile: Wireless internet connectivity in cell phones is growing in popularity as well. Cell phones, and other devices featuring windows mobile applications, are now all being designed with advanced wireless technology. This allows them the ability to connect to a wireless broadband internet service within a broadband network, or to the internet via their own cellular phone network.

For the purposes of this survey, we want to know about your access/availability to a wired or wireless broadband internet service as part of a broadband network in your home. If you are utilizing a cell phone or other mobile broadband devices (hotspots, etc.), we do NOT consider that to be subscribing (paying for every month) to broadband internet services.

This survey is for property you may own in IOWA COUNTY, Wisconsin. If you received more than one survey in the mail, it means you own more than one tax parcel in Iowa County. If this is the case, feel free to fill out the survey for each tax parcel (to the best of your abilities) as it pertains to broadband internet accessibility at that address location.

Demographic Information:

1. Please list your complete street address of **your Iowa County, Wisconsin property (accuracy of this information is important)**

2. Please list your city, township, or village where **your Iowa County, Wisconsin property** is located.

3. Please list your zip code where **your Iowa County, Wisconsin property** is located.

4. Please enter the **4-digit code** listed on front of your survey, just below your address information.

5. Do you own or rent your current place of residence?

- Rent Own Other: _____

6. What is your gender?

- Female Male Other: _____

7. What is your age?

- 18 – 24 35 – 44 55 - 64
 25 – 34 45 – 54 65 and older

Access to Broadband Internet Service

8. Which of these best describes your access to broadband internet services at your home?

- I pay for a monthly subscription for internet services (this is referring to a wired or fixed wireless solution). I have access to broadband internet service at my house but choose to **not** pay for a subscription.

(SKIP to question #11)

(continue with question #9, #10, then #22 and so on...)

- I do not have access to this type of service, but I do need internet access and I am able to have internet access as part of my cellular data plan using my phone or hotspot I do not have access to broadband internet service at my house OR a reliable, affordable option for access.

(continue with question #9, #10, #11... and so on...)

(continue with question #9, #10, then #22 and so on...)

9. If **you do NOT** subscribe (pay for) or have **NO** access to broadband internet service, why not (**select all that apply**)?

- Service is not available where I live Service is too slow Concerns about online privacy
 I have no need Service is inconsistent or unreliable I use the internet somewhere else
 Service is too expensive Other: _____

10. If **you do NOT subscribe** (pay for) to broadband internet service, what would it take for you to subscribe to broadband internet service? (more affordable, faster speeds, etc.)

If you do not subscribe to broadband internet service or choose not to pay for broadband internet service, please skip to Question 22. Thank you.

Type and Cost of Broadband Internet Services

11. How do you access the internet at home (**choose all that apply**)?

- | | | |
|--|--|------------------------------------|
| <input type="radio"/> Cellular data plan using my phone or hotspot (Verizon, US Cellular, etc.) | <input type="radio"/> Fiber-optic (MHTC, FiberNet, etc.) | <input type="radio"/> Dial-up |
| <input type="radio"/> Use my landline or digital subscriber line (DSL) (Frontier, MHTC, TDS, etc.) | <input type="radio"/> Use an antenna/modem or fixed wireless (MHTC, FiberNet, TDS, Bug Tussel, etc.) | <input type="radio"/> Not sure |
| <input type="radio"/> Use my cable service or cable modem (Spectrum, etc.) | <input type="radio"/> Satellite (Hughes Net, Viasat, etc.) | <input type="radio"/> Other: _____ |

12. Who is your current provider for how you receive broadband internet services (**choose all that apply**)?

- | | | |
|----------------------------------|------------------------------------|-----------------------------------|
| <input type="radio"/> MHTC | <input type="radio"/> CenturyLink | <input type="radio"/> US Cellular |
| <input type="radio"/> TDS | <input type="radio"/> AT&T | <input type="radio"/> Spectrum |
| <input type="radio"/> Frontier | <input type="radio"/> Verizon | <input type="radio"/> Bug Tussel |
| <input type="radio"/> Hughes Net | <input type="radio"/> Viasat | <input type="radio"/> WI Connect |
| <input type="radio"/> FiberNet | <input type="radio"/> Other: _____ | |

13. Is your monthly broadband internet service billed as part of a bundle (TV, phone, internet, etc.)?

- | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|
| Yes | No | I do not know | N/A |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

14. What is your monthly cost (**not bundled cost**) for only your broadband internet service?

- | | | |
|--------------------------------------|------------------------------------|------------------------------------|
| <input type="radio"/> Less than \$40 | <input type="radio"/> \$61 - \$80 | <input type="radio"/> Over \$100 |
| <input type="radio"/> \$40 - \$60 | <input type="radio"/> \$81 - \$100 | <input type="radio"/> Other: _____ |

15. It is valuable to know the speed of your broadband services at your home or home-based business. If you are taking this survey on a computer at a location **other than your home, not using your own** broadband services, or completing this survey **on your smartphone, please do NOT answer** this question by running a speed test.

What is the speed of your broadband connection? If possible, we would like you to check your speed. Please go to your internet browser and type in www.speedtest.net. Then click on Begin Test. **Please note the download and upload speeds (the numbers will be followed by Mbps)**. Place the appropriate number in the corresponding boxes below.

Download Speed _____ Mbps
 Upload Speed _____ Mbps

16. If you currently subscribe to broadband internet services, how satisfied are you with the service?

- | | | | | |
|--------------------------------|-------------------------------|---|----------------------------------|-----------------------------------|
| Extremely
satisfied | Somewhat
satisfied | Neither satisfied
nor dissatisfied | Somewhat
dissatisfied | Extremely
dissatisfied |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

17. If you are **NOT satisfied (dissatisfied)** with your broadband internet services, why (**select all that apply**)?

- | | |
|--|---|
| <input type="radio"/> Service is too expensive | <input type="radio"/> Service is inconsistent |
| <input type="radio"/> Service is too slow | <input type="radio"/> Other: _____ |

Use of Broadband Internet Services

18. Including yourself, **how many** people in your home use (or would use if service were available) your home broadband internet services daily?

Children up to 12	_____	Adults – Ages 26-45	_____
Teens – Ages 13-18	_____	Adults – Ages 46-65	_____
Adults – Ages 19-25	_____	Adults – Ages 66 and older	_____

19. Currently, how many **hours per week** do the people in your home use (or would use if service were available) your home broadband internet services? **If more than one individual in any age range, then add their usage together.**

	1-5 hours	6-10 hours	11-15 hours	16-20 hours	> 21 hours	N/A
Children up to 12	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teens – Ages 13-18	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adults – Ages 19-25	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adults – Ages 26-45	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adults – Ages 46-65	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adults – Ages 66 & older	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Please indicate how frequently you use (or would use if service were available) your home broadband internet services to engage in each of the following uses:

	Never	Sometimes	Frequently
Job search / apply for or advertise a job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access resources for the management of my farm / business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay bills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shop (Amazon, Walmart, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking for OR selling a home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access medical information / services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telecommuting (work from home for your employer)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home-based business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaming / video games / streaming online movies and TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School / Education / Homework / Coursework	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Please identify the digital devices that you currently OR would like to access the internet with from your home broadband internet network (or would access if service were available) (**check all that apply**)?

- | | | |
|---|---|--|
| <input type="radio"/> Streaming device
(Chromecast, Apple TV,
Amazon Fire TV, etc.) | <input type="radio"/> Tablet / E-reader (Kindle,
iPad, etc.) | <input type="radio"/> Gaming System (Xbox,
Play Station, Nintendo,
etc.) |
| <input type="radio"/> Desktop computer | <input type="radio"/> Smart TV | <input type="radio"/> Other: _____ |
| <input type="radio"/> Laptop computer | <input type="radio"/> Smartphone | |

Value of Broadband Internet Services

22. How important is high-speed broadband internet service to your home?

- | | | | | |
|--------------------------------|---------------------------|---------------------------------|-------------------------------|---------------------------------|
| Extremely
important | Very
important | Moderately
important | Slightly
important | Not at all
important |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

23. How much per month would you be willing to pay for **more than adequate** broadband internet service? As a point of reference, the Federal minimum speed standards for **adequate broadband internet services** is **25 Mbps download and 3 Mbps upload**. So, what would you pay for service better than the minimum speeds mentioned?

- | | |
|-----------------------------------|------------------------------------|
| <input type="radio"/> \$40 - \$60 | <input type="radio"/> \$81 - \$100 |
| <input type="radio"/> \$61 - \$80 | <input type="radio"/> Over \$100 |

24. Is there a speed for downloads and uploads that you need or would want (**check all that apply**)?

NOTE: For any live TV streaming services like YouTube TV, Sling TV, Hulu, etc., a minimum of 10-25 Mbps download would be needed depending on how many devices are accessing high-definition content. If you were using multiple devices, 25-50 Mbps downloads or more would be potentially necessary. For streaming video services from Amazon Prime Video, Netflix, Disney +, etc., similar speeds would be necessary, and more if you want multiple devices using this same network for those services or others. It is important as well to consider the number of people in your household and all the devices which may be used in the house simultaneously.

	Need	Want
15 Mbps download / 3 Mbps upload	<input type="radio"/>	<input type="radio"/>
25 Mbps download / 5 Mbps upload	<input type="radio"/>	<input type="radio"/>
50 Mbps download / 10 Mbps upload	<input type="radio"/>	<input type="radio"/>
75 Mbps download / 15 Mbps upload	<input type="radio"/>	<input type="radio"/>
100 Mbps (symmetrical - download/upload)	<input type="radio"/>	<input type="radio"/>
250 Mbps (symmetrical - download/upload)	<input type="radio"/>	<input type="radio"/>
500 Mbps (symmetrical - download/upload)	<input type="radio"/>	<input type="radio"/>
>1,000 Mbps (symmetrical - download/upload)	<input type="radio"/>	<input type="radio"/>

25. If you had broadband internet service at your home **with the speeds you indicated in the last question (need or want)**, how many hours would your household use your broadband services per week?

- | | |
|-----------------------------------|-------------------------------------|
| <input type="radio"/> 1-5 hours | <input type="radio"/> 16-20 hours |
| <input type="radio"/> 6-10 hours | <input type="radio"/> 21-25 hours |
| <input type="radio"/> 11-15 hours | <input type="radio"/> Over 25 hours |

26. Would you be willing to pay an installation fee (one-time) to have high-speed broadband internet services at speeds like how you answered question #24 regarding your needs and/or wants?

A **one-time installation fee**, for example, could pay for the cost to run a fiber optic line (high speed data transmission line) to your home from the street. Or, it could pay to install a utility pole with broadband internet equipment which would provide wireless high-speed broadband internet services to your rural location.

- Yes No Maybe – depends on the amount of money, etc.

27. How much would you be willing to pay for a one-time installation fee to have high-speed broadband internet services to your home?

- | | |
|---------------------------------------|---|
| <input type="radio"/> Less than \$100 | <input type="radio"/> Up to \$750 |
| <input type="radio"/> Up to \$250 | <input type="radio"/> Up to \$1000 |
| <input type="radio"/> Up to \$500 | <input type="radio"/> More than \$1,000 |

Business and Telecommuting Use of Broadband Internet Services

28. Please indicate if someone in your household telecommutes or has a home-based business:

	Yes	No
Current home-based business	<input type="radio"/>	<input type="radio"/>
Future home-based business	<input type="radio"/>	<input type="radio"/>
Current telecommuting	<input type="radio"/>	<input type="radio"/>
Future telecommuting	<input type="radio"/>	<input type="radio"/>

29. Would you be likely to start, move, or grow a business (including a home-based business) in Iowa County if you had access to adequate, reliable and affordable broadband internet services?

Very Unlikely	Unlikely	Not sure N/A	Likely	Very Likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. If you are involved in Agriculture, how valuable is having broadband internet services for your agriculture business?

Extremely valuable	Very Valuable	Moderately valuable	Not at all valuable	Not involved with Agriculture
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. If you are involved with Agriculture, please **check all the boxes below** that best describe how you use broadband internet services:

<input type="radio"/> Local markets	<input type="radio"/> Information	<input type="radio"/> GPS and precision Ag
<input type="radio"/> World markets	<input type="radio"/> Ag news and events	<input type="radio"/> Other: _____
<input type="radio"/> Buying products	<input type="radio"/> New Ag technology	<input type="radio"/> Not involved with Agriculture

32. How likely would you be to telecommute from your Iowa County address (if supported by your employer) if you had access to adequate, reliable, and affordable broadband internet services?

Very Unlikely	Unlikely	Not sure N/A	Likely	Very Likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. If you do not use broadband internet services for your home/farm business operation, why not (**check all that apply**)?

<input type="radio"/> Do not see any use for it	<input type="radio"/> Too expensive
<input type="radio"/> Service not available	<input type="radio"/> No Computer
<input type="radio"/> Not a business owner	<input type="radio"/> Other: _____
<input type="radio"/> I do use it for my business	

Additional Information

As we look to find unique solutions to our broadband challenges in the rural landscape, we are looking at all the possibilities. If you live within the city or village limits of a municipality, this may not be applicable. However, we do not know that for sure. So please take a few moments to answer these questions.

Grain silos located on rural properties are being used to expand broadband access to users where high speed data lines are not buried in the ground, etc. The next 3 questions will help us explore these options for providing you and others better broadband internet access.

34. If you were to step outside and look in all directions, can you see a grain silo of your neighbors?

Yes No Not sure N/A

35. Do you have a grain silo on your property that can most likely be seen by any of your neighbors?

Yes No N/A

36. If you indicated you have a grain silo on your property, would you be willing to allow broadband technologies to be installed on your grain silo and in return, get discounted (or minimal cost to you) broadband internet services?

Yes No Maybe

37. Other options for providing broadband services to more areas include the use of utility (electrical) poles to install wireless broadband equipment. Would you allow a utility pole to be installed on your property (at minimal or no cost) to help yourself and others get better broadband services?

Yes No Maybe

38. Would you be interested in helping Iowa County enhance broadband internet services in Iowa County? We feel that participation from everyone to find solutions to address these challenges is important. Your involvement (to be determined) would be greatly appreciated.

Yes No

39. If you answered YES to question #38, please provide your name and details on the best way to contact you. Please circle your preferred contact method (email or phone).

Name: _____
Email: _____
Phone: _____

40. In order to identify areas that are unserved and underserved, we would like to use your address and your response to create broadband demand maps. Do we have your permission to use your data in this way? **NOTE: Only the address point will be used. No personal identification will be represented on the map. There will be no information on the map that connects the address to the individuals living there.**

Yes

No

41. In what ways has the recent “safer-at-home” orders due to COVID-19 (Coronavirus), impacted the lives of the people living in your household (choose all that apply)?

Individual(s) lost their job (if so, how many lost their jobs in your house)

Individual(s) lost work hours/pay from layoffs, cutbacks, and/or furloughs

Individual(s) lost their business

Children home schooling with successful online learning

Adult(s) telecommuting (work from home) successfully with online access

Financially unable to pay all bills (rent, mortgage, groceries, car payment, etc.)

Children struggled with home schooling due to poor or no access to broadband internet services

Individual(s) unable to telecommute (work from home) due to poor or no access to broadband internet services

No impact on my life or that of my family

42. Any additional comments?

Thank you for taking the time to take the survey. Your information will be extremely helpful in making a difference in the lives of those living in Iowa County.

Please remember to fold your survey in half (the opposite of how you received it) so that the return address section is facing out. Then tape together, add one first class stamp, and put it in the mail. Thanks!



Extension

UNIVERSITY OF WISCONSIN-MADISON
IOWA COUNTY

303 W. Chapel Street
Dodgeville, WI 53533

Please place
one (1) first
class stamp
here (\$0.55)

University of Wisconsin-Madison
Division of Extension
303 W. Chapel Street
Dodgeville, WI 53533

--- Please fold along this line ---

Thank you for taking the time to take the survey. Your information will be extremely helpful in making a difference for those living in Iowa County.

If you have questions regarding the survey, or would like further information, please contact University of Wisconsin-Madison, Division of Extension in Iowa County, Wisconsin.

University of Wisconsin-Madison
Division of Extension
303 W. Chapel Street
Dodgeville, WI 53533
608-930-9850



Extension

UNIVERSITY OF WISCONSIN-MADISON
IOWA COUNTY

www.iowa.extension.wisc.edu