Rush County Broadband Taskforce Update
& Household Survey Results

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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?

- Yes: 87.7%
- No: 12.3%

n = 511
Main reason not using internet

- 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

Don’t have a computer & trees get in the way
How do you access the internet?

![Bar chart showing internet access methods and percentages.]

- 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?

- Less than $20
- $20-$34.99
- $35-$49.99
- $50-$74.99
- $75 or more

n = 366

69.7%
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>

n range: 227-231
Met 25/3 FCC criteria

Rush County

- Less than 25/3 Mbps (177)
- More than 25/3 Mbps (38)
Number of devices at home

<table>
<thead>
<tr>
<th>Number of Devices</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>11.7%</td>
</tr>
<tr>
<td>One</td>
<td>5.5%</td>
</tr>
<tr>
<td>Two</td>
<td>5.5%</td>
</tr>
<tr>
<td>Three</td>
<td>8.0%</td>
</tr>
<tr>
<td>Four</td>
<td>16.8%</td>
</tr>
<tr>
<td>Five</td>
<td>20.7%</td>
</tr>
<tr>
<td>Six</td>
<td>16.6%</td>
</tr>
<tr>
<td>Seven</td>
<td>13.9%</td>
</tr>
<tr>
<td>Eight</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

n = 512

69.3%
Is this a home-based business?

- Yes: 15.2%
- No: 84.8%

n = 508
Work from home if better connected?

62.4

37.6

n = 436
Work from home
Age 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%

**42.2%**

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

46.1%
How satisfied are you with service?

- 53.5% Unsatisfied (27.6% Somewhat unsatisfied, 25.9% Not sure)
- 43.5% Satisfied (29.6% Somewhat satisfied, 13.9% Satisfied)

n = 409
Who is unsatisfied?

Monthly Cost (n=365)

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Satisfied</th>
<th>Unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20 (n=9)</td>
<td>55.5</td>
<td>44.5</td>
</tr>
<tr>
<td>$20-$34.99 (n=25)</td>
<td>36.0</td>
<td>64.0</td>
</tr>
<tr>
<td>$35-$49.99 (n=76)</td>
<td>47.4</td>
<td>52.6</td>
</tr>
<tr>
<td>$50-$74.99 (n=139)</td>
<td>49.6</td>
<td>50.4</td>
</tr>
<tr>
<td>$75 or more (n=116)</td>
<td>35.3</td>
<td>64.7</td>
</tr>
</tbody>
</table>

Less than $20 (n=9) | $20-$34.99 (n=25) | $35-$49.99 (n=76) | $50-$74.99 (n=139) | $75 or more (n=116)
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): 42.3% Satisfied, 57.7% Unsatisfied
- $25-$39.99 (n=47): 34.0% Satisfied, 66.0% Unsatisfied
- $40-$49.99 (n=95): 40.0% Satisfied, 60.0% Unsatisfied
- $50-$59.99 (n=98): 45.9% Satisfied, 54.1% Unsatisfied
- $60-$69.99 (n=55): 50.9% Satisfied, 49.1% Unsatisfied
- $70 or more (n=68): 41.1% Satisfied, 58.9% Unsatisfied

Purdue University Center for Regional Development | Extension
Who is unsatisfied?

Homebased Business (n=407)

Yes (n=64)
Satisfied: 46.9%
Unsatisfied: 54.5%

No (n=343)
Satisfied: 42.8%
Unsatisfied: 57.2%
Who is unsatisfied?

Telework? (n=348)

Yes (n=213) - 36.6% Satisfied, 60.1% Unsatisfied
No (n=135) - 51.1% Satisfied, 46.6% Unsatisfied
Who is unsatisfied?

Number of Devices (n=409)

<table>
<thead>
<tr>
<th>Number of Devices</th>
<th>Satisfied</th>
<th>Unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>None (n=19)</td>
<td>68.4%</td>
<td>31.6%</td>
</tr>
<tr>
<td>One to four (n=144)</td>
<td>42.3%</td>
<td>52.0%</td>
</tr>
<tr>
<td>Five or more (n=246)</td>
<td>39.8%</td>
<td>56.1%</td>
</tr>
</tbody>
</table>
Who is unsatisfied?

Broadband Technology (n=409)

- Satellite (n=37): Satisfied 70.3% / Unsatisfied 27.0%
- Cellular data plan (n=65): Satisfied 70.7% / Unsatisfied 26.2%
- DSL (n=102): Satisfied 74.5% / Unsatisfied 23.6%
- Fixed Wireless (n=94): Satisfied 64.9% / Unsatisfied 35.1%
- Cable (n=102): Satisfied 56.9% / Unsatisfied 43.1%
- Fiber-optic (n=6): Satisfied 100.0% / Unsatisfied 0.0%

Satisfied / 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></td>
<td></td>
</tr>
<tr>
<td>% people using at 25 Mbps</td>
<td>8.3</td>
<td></td>
<td>18.2</td>
</tr>
<tr>
<td>% homes using at 25/3 Mbps</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</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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