



IOWA COUNTY BROADBAND SURVEY

Conducted by the Iowa County Board of Supervisors and UW-Extension

Why Gather Internet Data

According to the website BroadbandNow, 23 percent of Wisconsin residents are underserved when it comes to broadband, and 1.1 million people — 20 percent of the state's population have no competition to choose from when it comes to a wired internet provider. Many residents in Iowa County have been requesting better

internet service for years, whether to help students studying for school projects, or telemedicine, which is a fast growing way to serve those who are sick in the rural areas, applying for a job or telecommuting. Iowa County residents are asking for assistance to secure resources to expand the internet county wide. The Iowa County Board of Supervisors conducted an online survey that was live from January 30 to April 30. An appeal for public participation kicked off prior to the survey with all local units of government and school districts being notified and assisting in the promotion of the survey. There are approximately 9500 households in Iowa County and 1316 took the survey.

We had good representation from all over the county. The municipal areas had the following respondents (note not all respondents filled in their zip code):

Arena 61	Avoca 62	Barneveld 144	Blanchardville 31	Blue Mounds 20
Cobb 35	Dodgeville 339	Highland 73	Hollandale 56	Linden 14
Mineral Point 210	Rewey 16	Ridgeway 70	Spring Green 43	

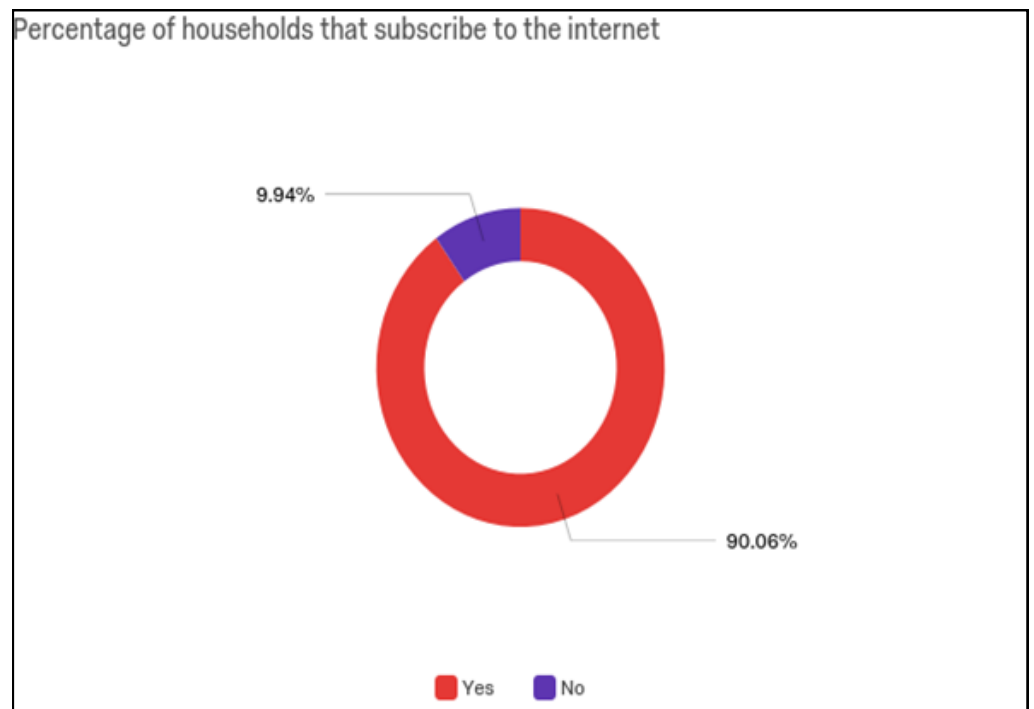
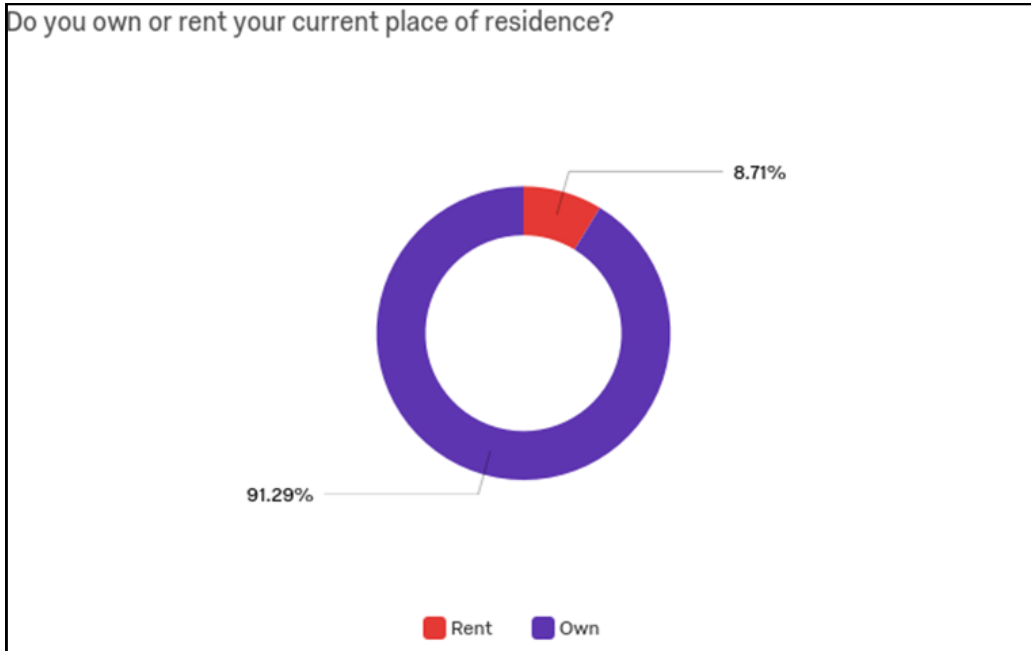
“The internet is now part of the world we live in, we rely on it for a wide variety of services to support our daily lives as well as entertainment and communication. I believe everyone deserves low cost high speed internet. Those of us that live in the rural areas have gone without it far longer than we should have.”



What did we learn:

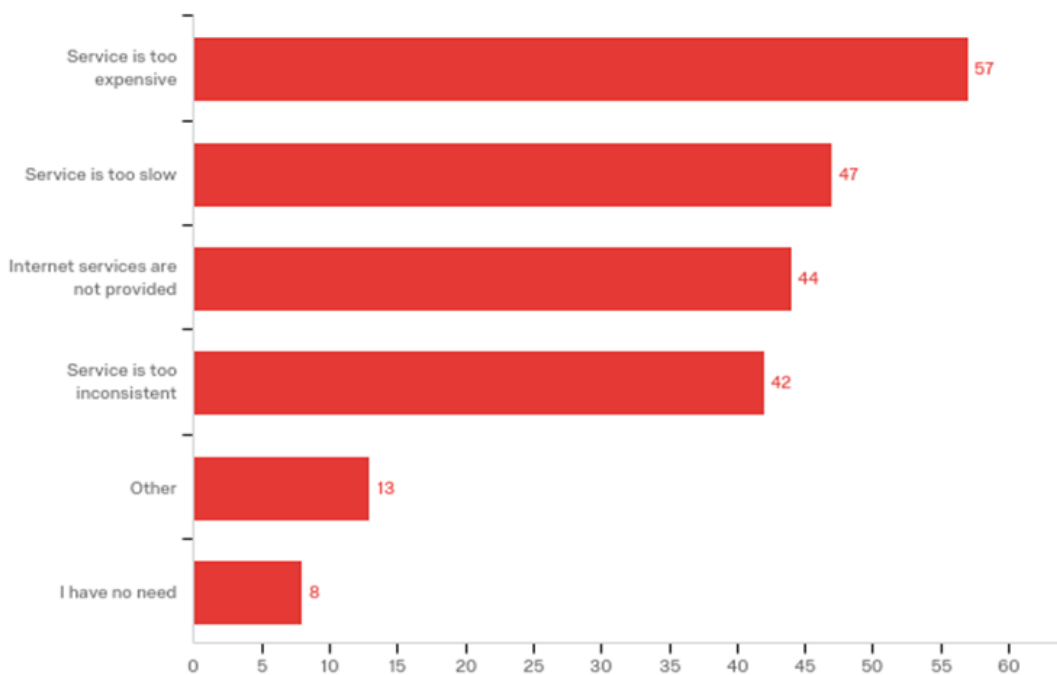
Of the 1316 households that took the survey roughly 10% do not subscribe to the internet. 874 households stated that the internet is extremely important to very important for their home.

We also learned that just over 90% of respondents own their home.



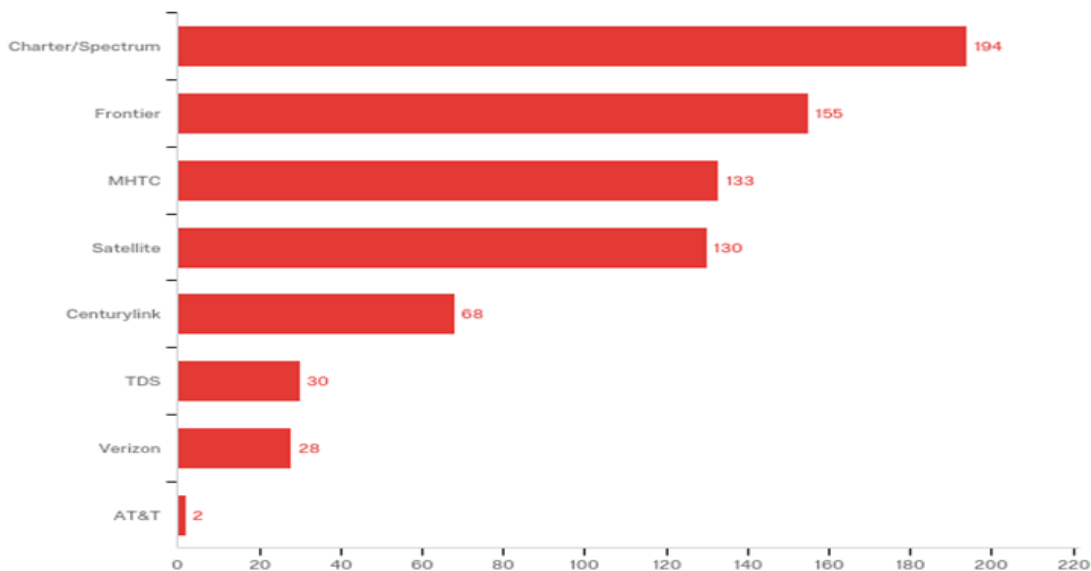
Of the nearly ten percent of respondents that did not subscribe to the internet the following reasons were given in the table below. Please note that 44 households commented that there is *no internet service option*

Reasons why households do not subscribe to the internet



Iowa County has many internet providers. Though in some rural areas the options are often one provider or none at all.

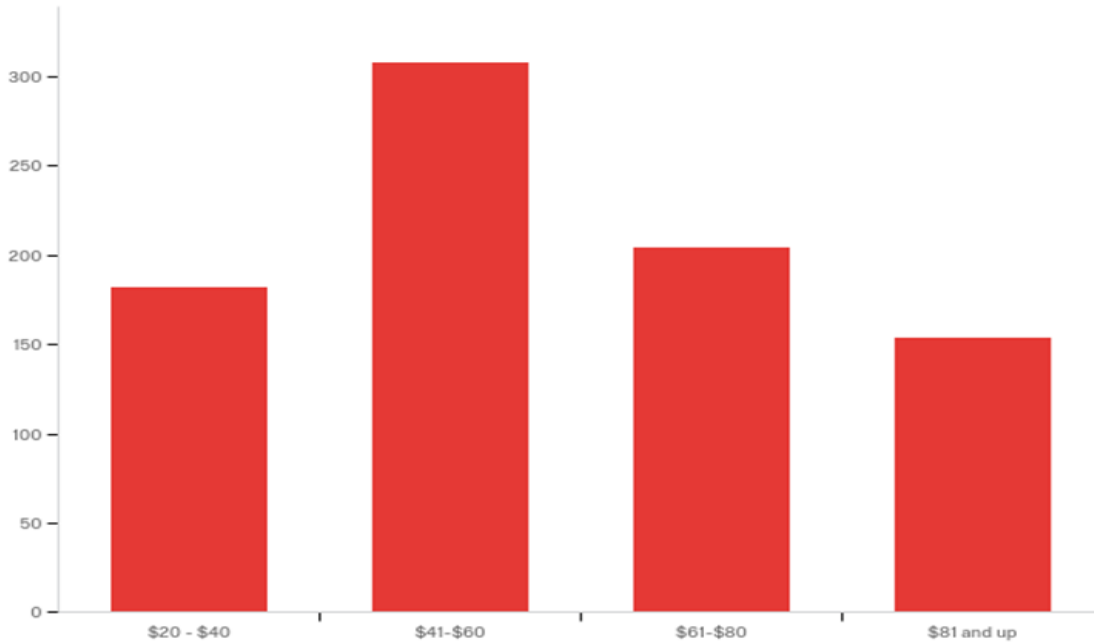
Current providers for households that subscribe to the internet



Cost of the Internet

The cost to subscribe varies throughout Iowa County. 695 households pay between \$20-\$80. This is not a bundled package but the internet charge. 18% of the households in Iowa County pay over \$80

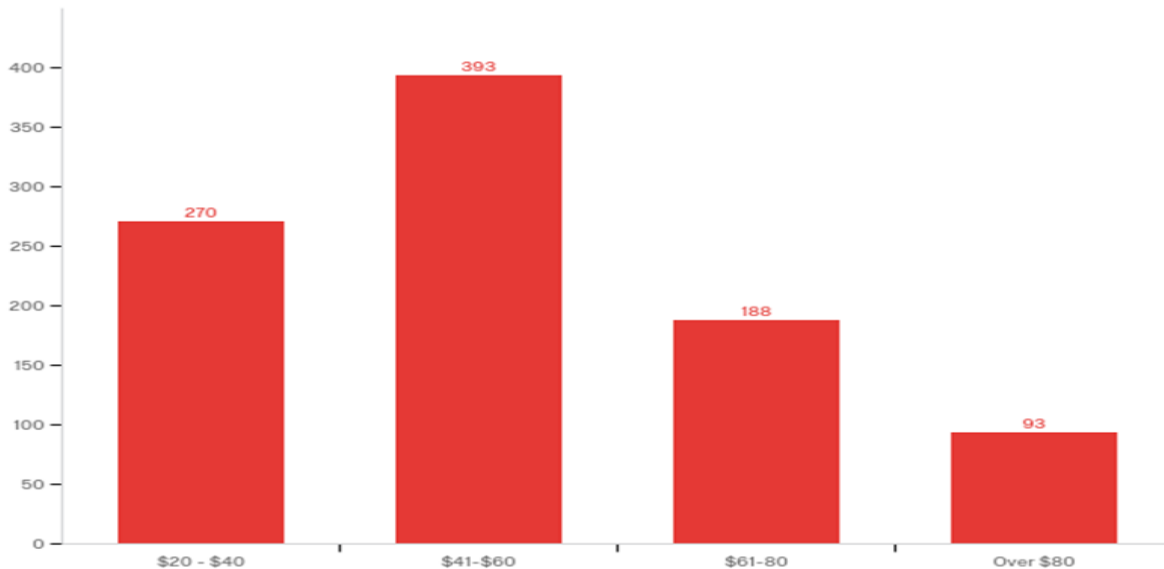
Monthly cost for households that subscribe to the internet



Iowa County Residents are Willing to Pay for Internet

944 households answered this question on the survey. 70% of homes prefer the \$20-\$60 ranges. 20% are willing to pay between \$60 - \$80 and still 10% are willing to pay \$80 and up for adequate internet service.

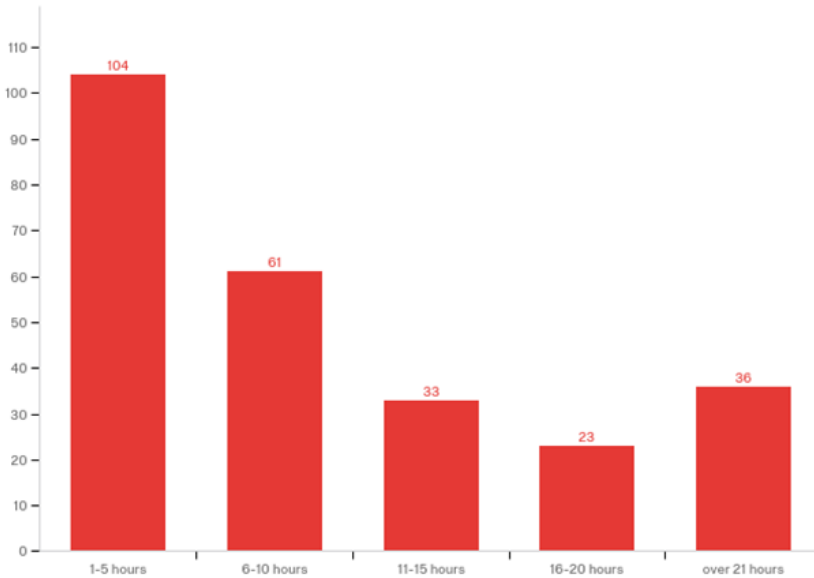
How much households are willing to pay for adequate internet services



How much is the internet used now?

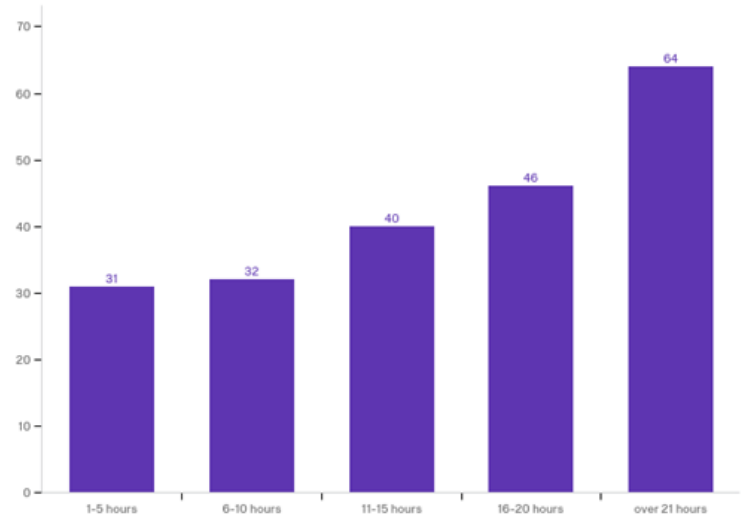
The following three graphs show the usage per age group per household.

Number of hours per week of internet usage for children up to 12



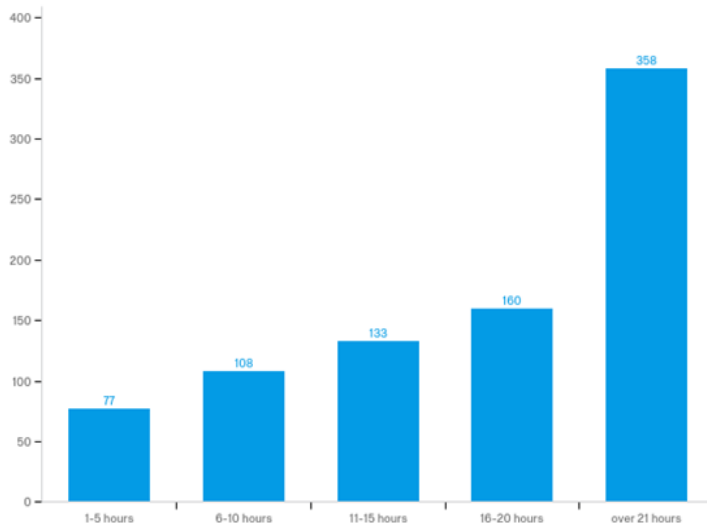
THANK YOU for pursuing this effort. My children have been at a disadvantage all through school because of the inability to reliably access teacher websites, upload homework, complete online classroom-required documents, collaborate on group projects, and websites, submit college applications, apply for scholarships (the list goes on and on)."

Number of hours per week of internet usage for teens (13-18 years old)



"We also have a significant family agricultural operation that is the primary income source for our household. There isn't a vendor, customer or government entity that doesn't require internet-related reporting. It's NECESSARY to have electronic submission"

Number of hours per week of internet usage for adults (19 years old and over)



"This is an incredibly important issue to me personally, I love living in the country and in Dodgeville, but am severely frustrated with my access to using data and internet services for my work, my personal life, and starting a business. The current expense is so unaffordable and the data caps off every month within one to two weeks of my monthly cycle".

What do Iowa County Households use the Internet for?

	Sometimes	Frequently
Social media (like Facebook)	160	600
Shop	287	526
Pay bills	234	499
Entertainment (i.e. Netflix)	237	387
Do homework	196	222
Access Health Records	468	197
Job Search and Apply	313	35

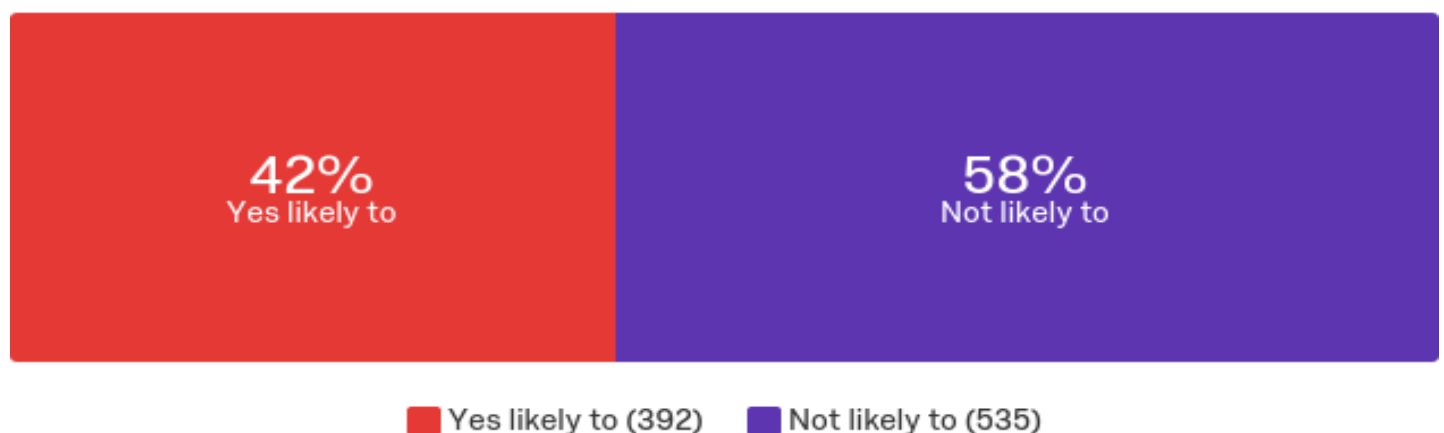
Economic Development with the Internet

More and more we are learning that home based businesses need the internet for billing, filling orders, and advertising. We asked households their interest in telecommuting, starting a business and moving to the rural area to start a new entrepreneurial effort.

- 350 Households reported that they telecommute and get paid for working at home with internet service.
- 296 Households have some sort of homebased business and use the internet for this.
- 205 households would like to start a home based business in the future
- 302 households would like to telecommute in the future

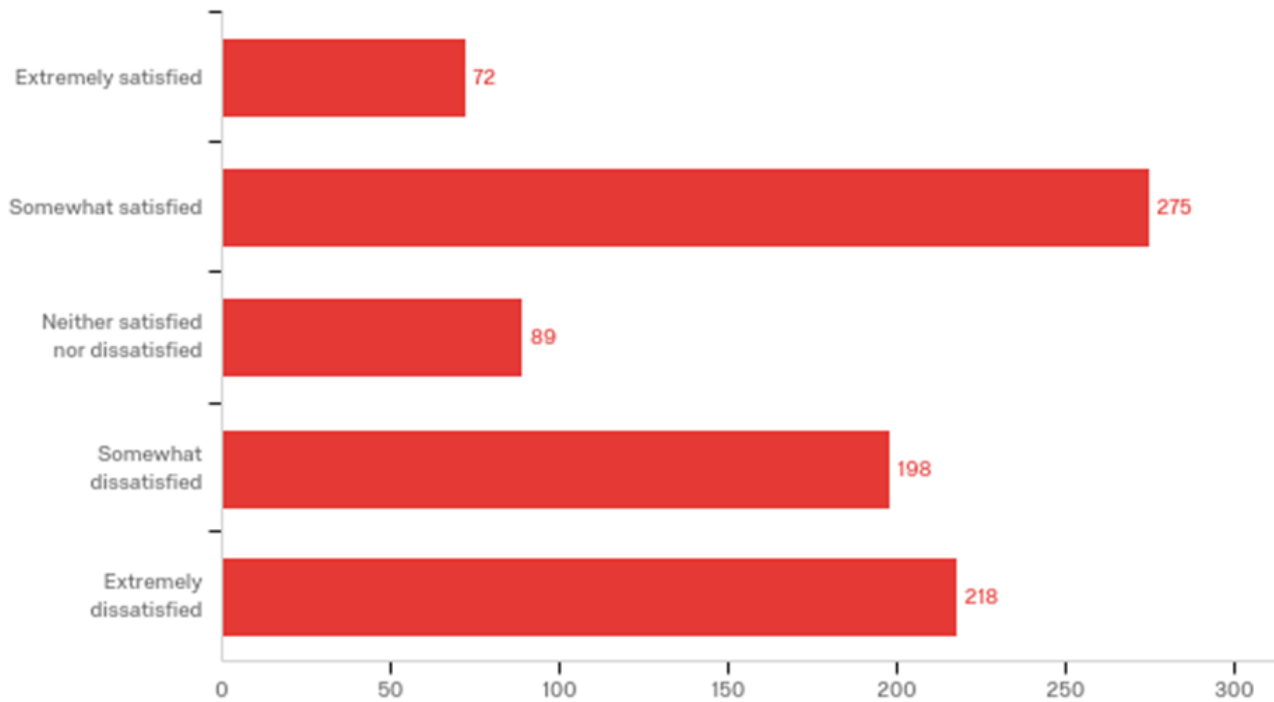
“I have the option to telecommute with in my non-agriculture professional position in Dodgeville, but it is an opportunity I can't take advantage-of due to the lack of reliable internet where our residence is located.”

Number of households likely to start, move, or grow a business if they had adequate internet services



Another question asked was “How satisfied are you with your internet service?” and the responses varied greatly. It was not a surprise that those households in the Village and City limits responded with a more positive response in regards to service. Households in rural areas had a more negative reply to their service. 416 households said they were somewhat to extremely dissatisfied. 347 homes stated they were somewhat to extremely satisfied.

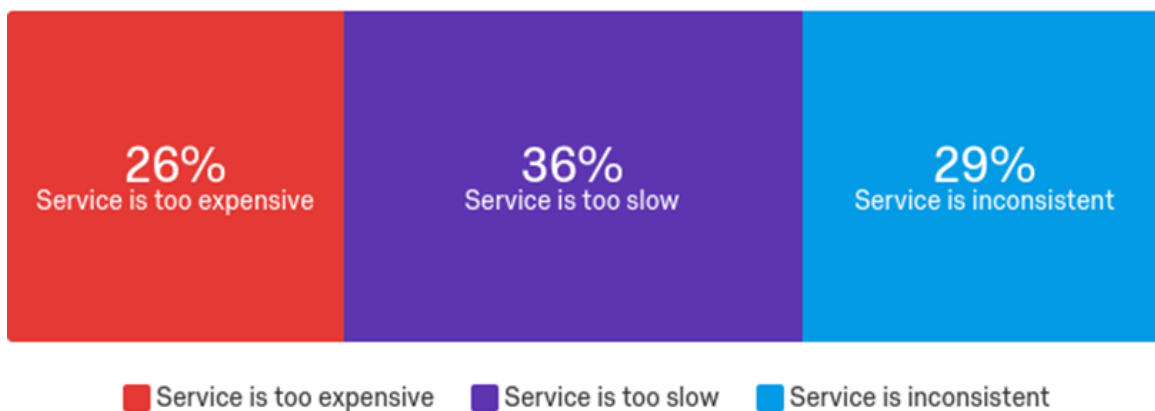
Level of satisfaction with internet services



Of the homes that were dissatisfied there are three main reasons:

Too Slow, Inconsistent, Expensive

Reason why households are dissatisfied with internet service

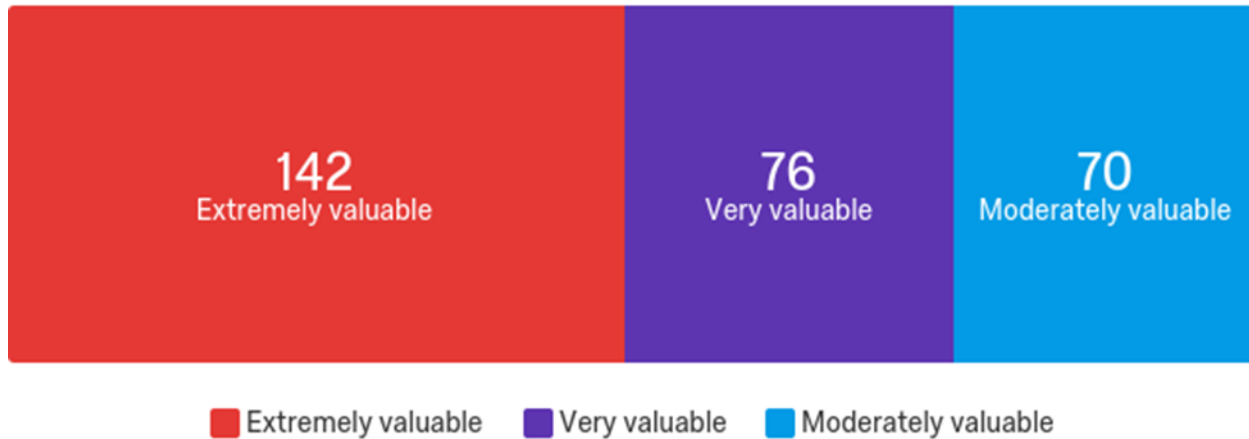


“The internet shuts down with multiple users when you have guests, streaming capabilities are extremely limited and downloading anything significant is impossible. These things are crucial to the amount of time we are able to spend at our home. If we could effectively work from home and our kids could effectively do their homework and be entertained we could and would spend significantly more time there.”

Ag and the internet

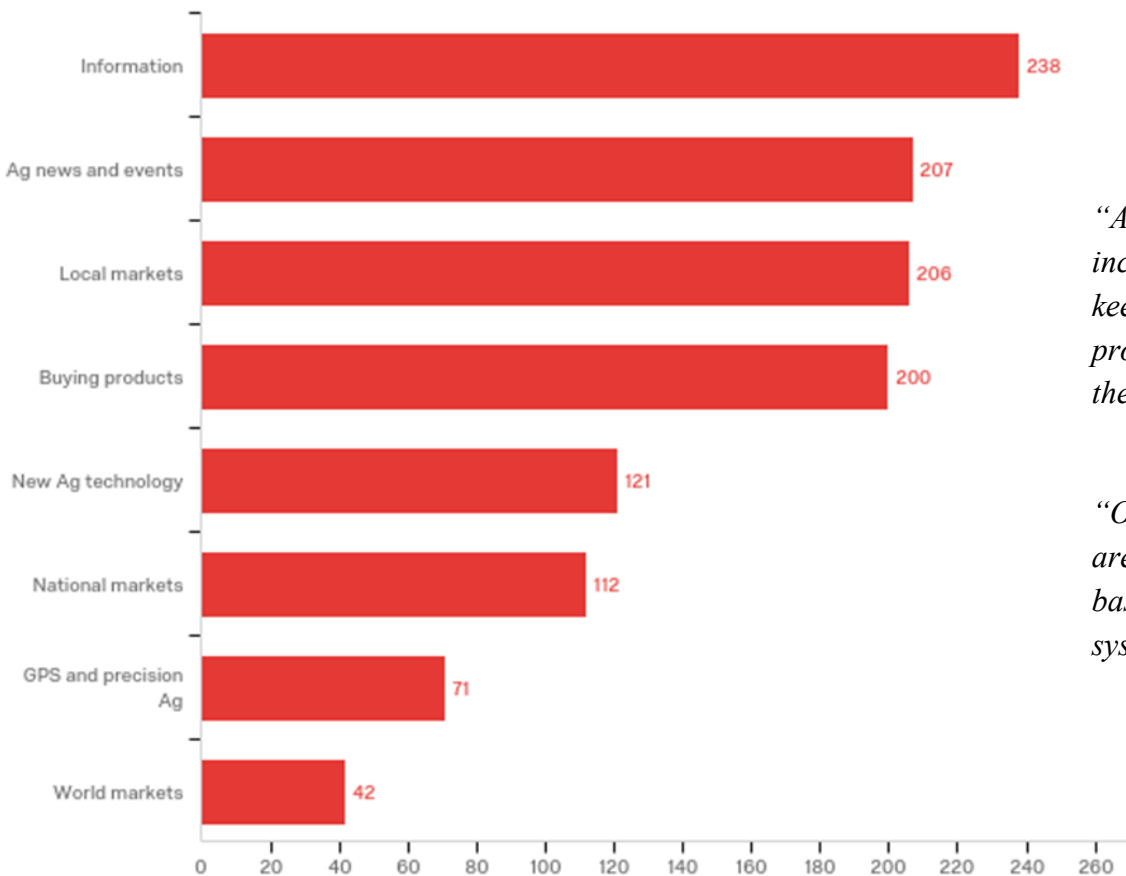
The agriculture community, one of the largest contributing factors to in the Iowa County Community, are using the internet more and more. That is if they can get adequate access. We asked farmers how valuable the internet was to their ag business. 276 farming households answered the survey. 218 households stated the internet was extremely to very valuable. Only 8 ag households said the internet was not valuable.

The value of the internet to agricultural businesses



Our herd data requires monthly upload to main office with return data needing to be downloaded on return”

How agricultural businesses use the internet



“All of our records including booking keeping, sales and production are on the cloud”

“Our cattle records are filed on a web based system”