



**Extension**

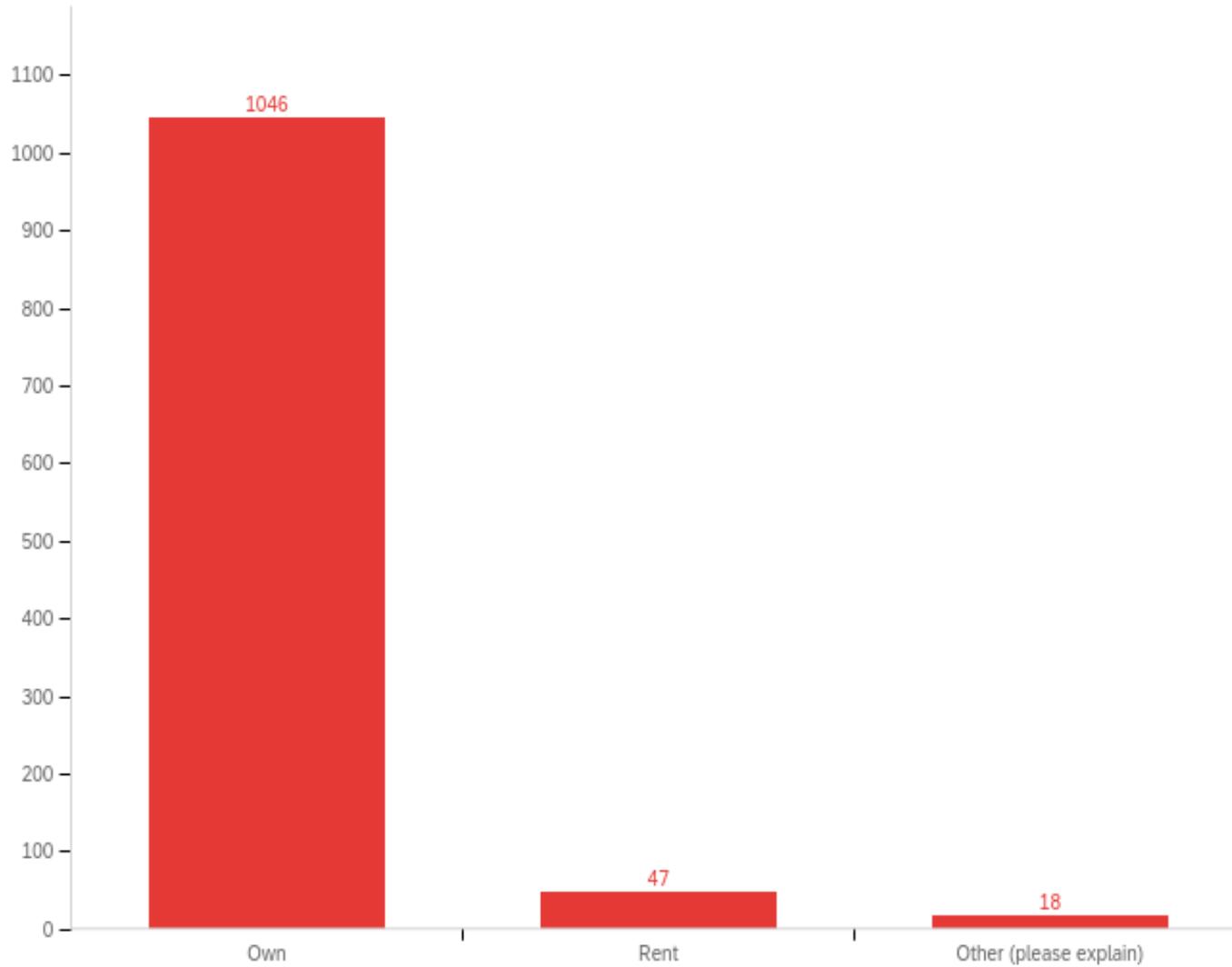
UNIVERSITY OF WISCONSIN-MADISON  
IOWA COUNTY

Iowa County Broadband Survey Results - 2020

March 1, 2021

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Iowa County, Wisconsin

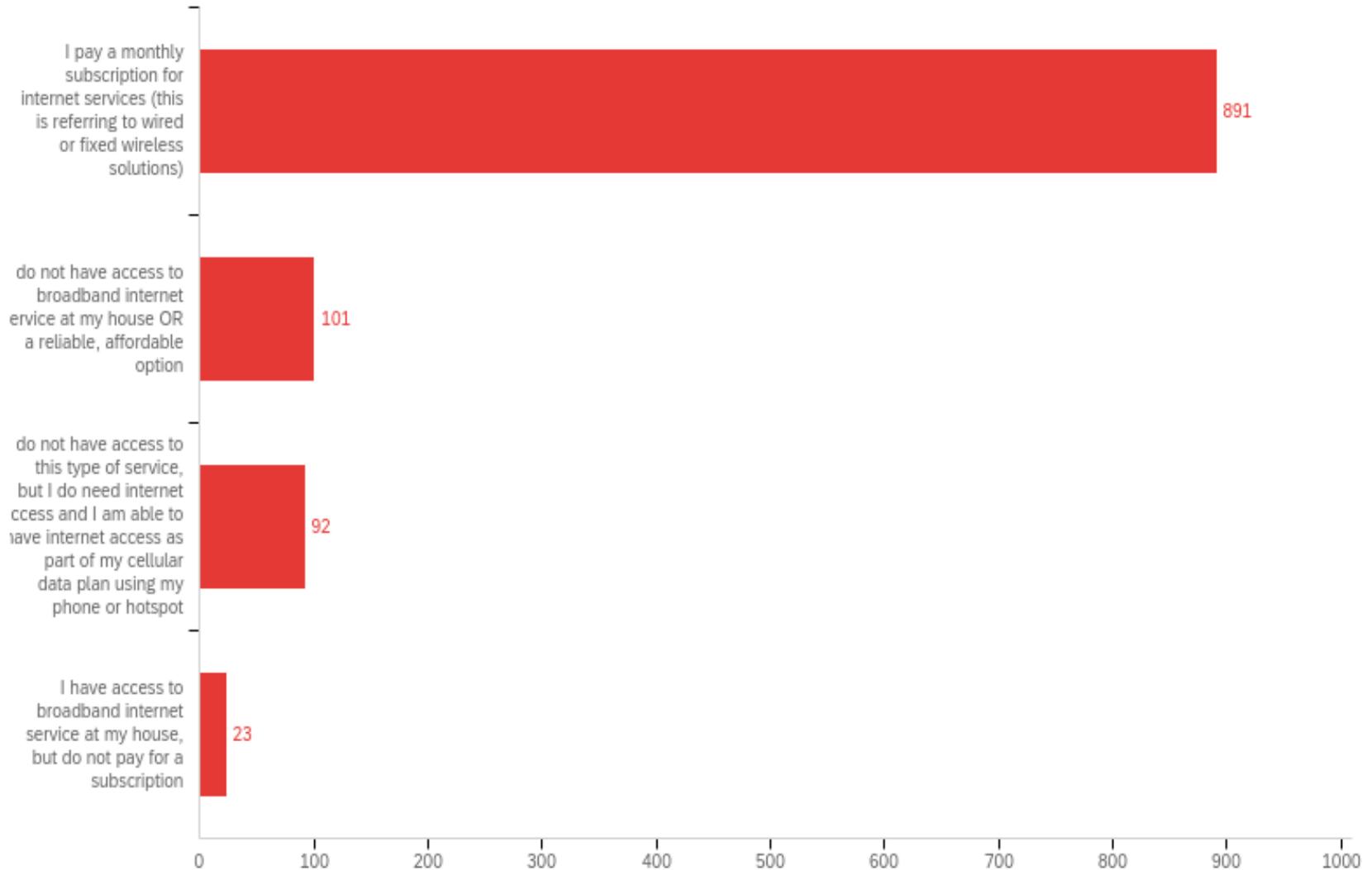
## 4 - Do you own or rent your current place of residence?



## 4 - Do you own or rent your current place of residence?

#	Answer	%	Count
1	Rent	4.23%	47
2	Own	94.15%	1046
3	Other (please explain)	1.62%	18
	Total	100%	1111

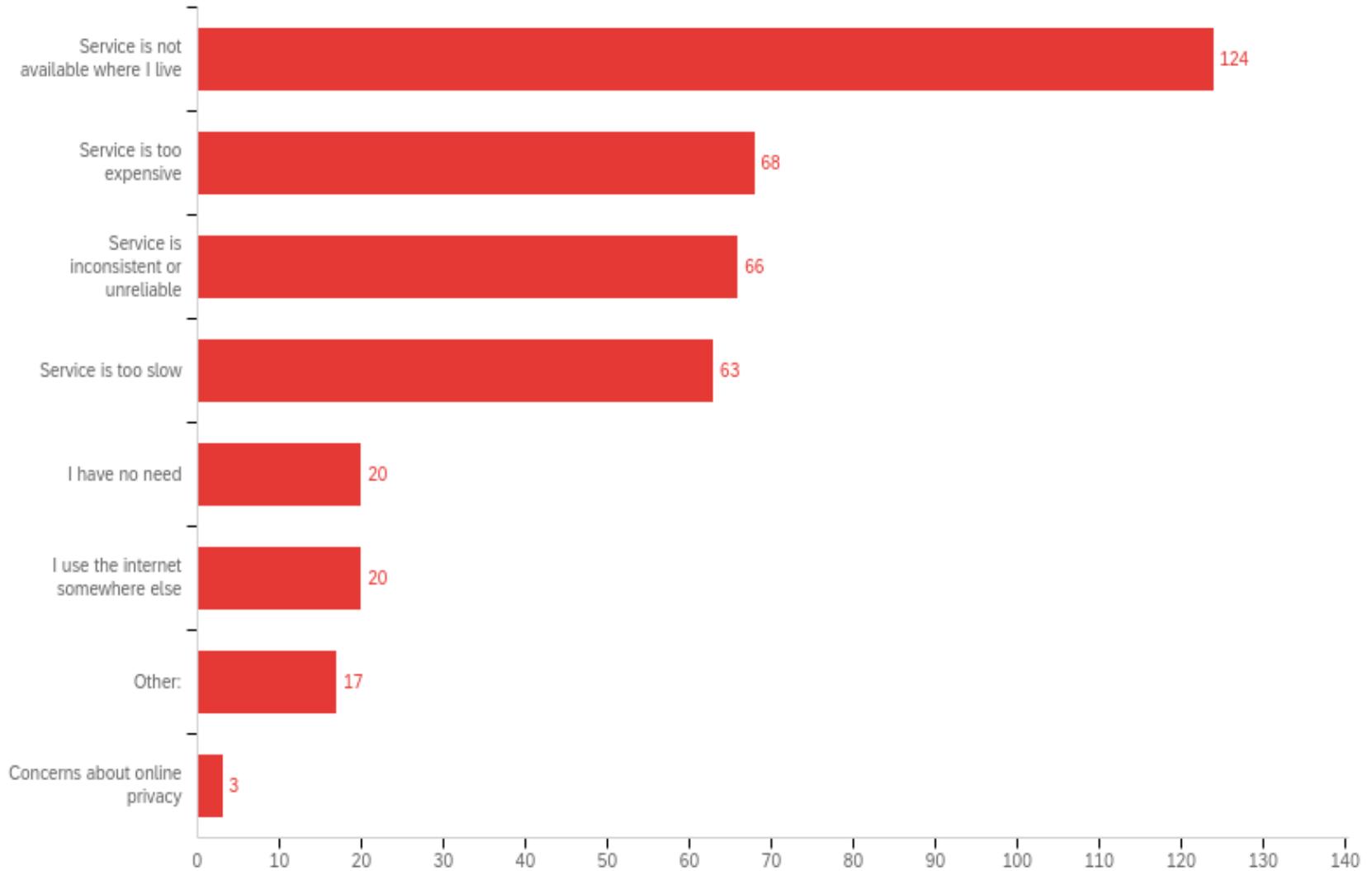
## 5 - Which of these best describes your access to broadband internet services at your home?



## 5 - Which of these bests describes your access to broadband internet services at your home?

#	Answer	%	Count
1	I pay a monthly subscription for internet services (this is referring to wired or fixed wireless solutions)	80.49%	891
2	I do not have access to broadband internet service at my house OR a reliable, affordable option	9.12%	101
3	I have access to broadband internet service at my house, but do not pay for a subscription	2.08%	23
4	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	8.31%	92
	Total	100%	1107

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



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

#	Answer	%	Count
2	I have no need	5.25%	20
3	Service is too expensive	17.85%	68
4	Service is too slow	16.54%	63
5	Service is inconsistent or unreliable	17.32%	66
6	Other:	4.46%	17
7	I use the internet somewhere else	5.25%	20
8	Concerns about online privacy	0.79%	3
10	Service is not available where I live	32.55%	124
	Total	100%	381

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

**Other: - Text**

summer cabin only

No cell phone service either

There are only terrible satellite options that are slow and expensive.

We will likely get SpaceX Starlink. My husbands employer will pay for whatever we need

use my phone as hotspot

just a cabin; not their primary residence; live in Edgerton

Included with phone

Included with phone

Potential access to satellite internet. Is that considered broadband?

Satellite is an option, but expensive and unreliable.

Too expensive and have been told no service

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

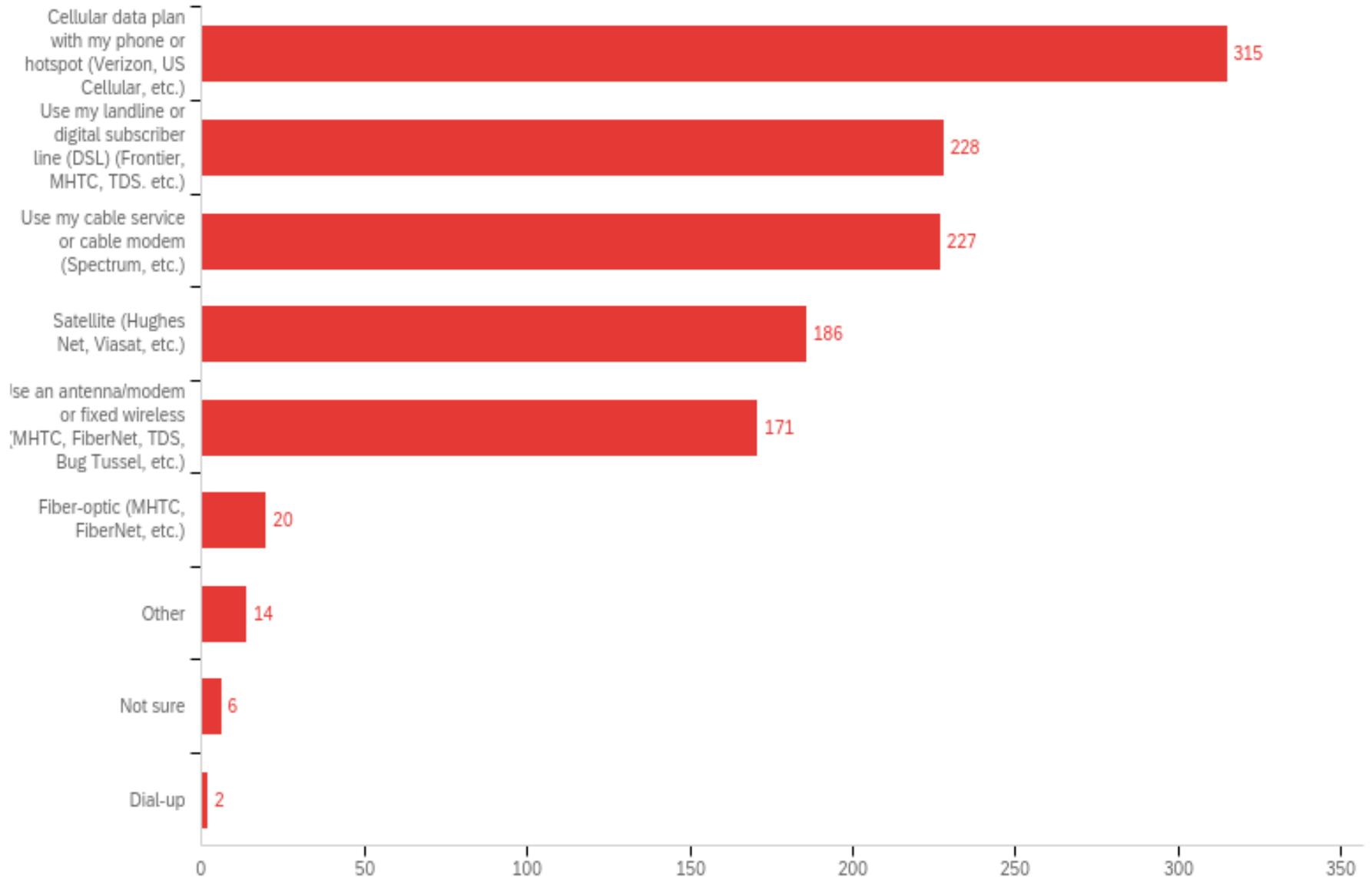
**Other: - Text**

I cannot find a reliable vendor.

Have called every provider and they do not cover our area even though we receive regular mailings from them

I use a hotspot off my phone

# Q40 - How do you access the internet at home? (choose all that apply)



## Q40 - How do you access the internet at home? (choose all that apply)

#	Answer	%	Count
1	Cellular data plan with my phone or hotspot (Verizon, US Cellular, etc.)	26.95%	315
2	Use my landline or digital subscriber line (DSL) (Frontier, MHTC, TDS. etc.)	19.50%	228
3	Use my cable service or cable modem (Spectrum, etc.)	19.42%	227
4	Fiber-optic (MHTC, FiberNet, etc.)	1.71%	20
5	Use an antenna/modem or fixed wireless (MHTC, FiberNet, TDS, Bug Tussel, etc.)	14.63%	171
6	Satellite (Hughes Net, Viasat, etc.)	15.91%	186
7	Dial-up	0.17%	2
8	Not sure	0.51%	6
9	Other	1.20%	14
	Total	100%	1169

## Q40 - How do you access the internet at home? (choose all that apply)

### Other - Text

page was missing

MHTC Wireless

Priave network

Comelec

Century link dsl no fiber

Disk outside & router inside thru MHTC

have smart phones but LTE is poor, even with booster on the house

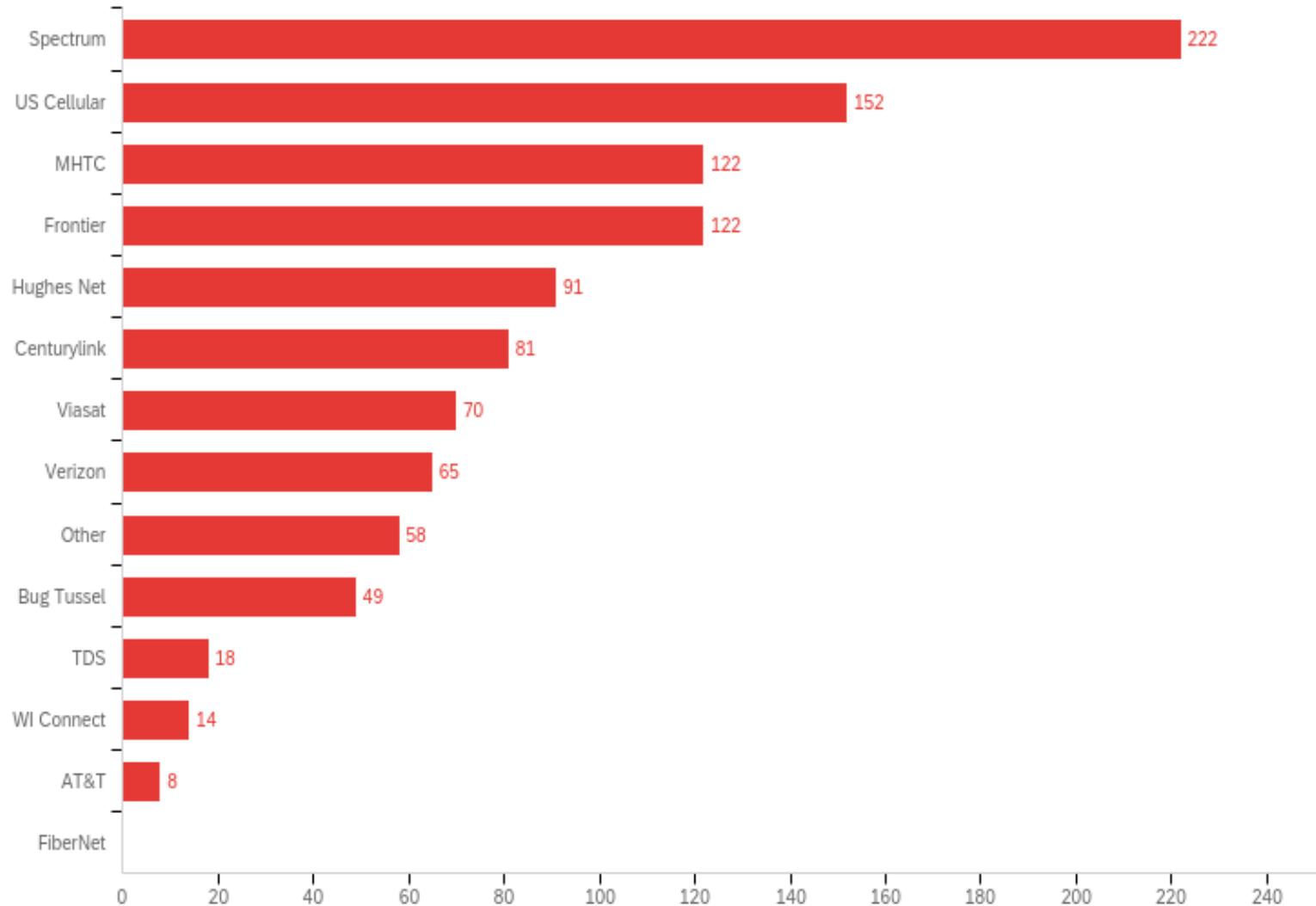
Bug tussel

Router through us cellular

less than 1G avail have to use jetpack and hot spot to do work from home

I think antenna, there's a dome shaped device on the outside of our house that gets the signal.

## 8 - Who is your current provider for how you receive broadband internet services (choose all that apply)?



8 - Who is your current provider for how you receive broadband internet services (choose all that apply)?

#	Answer	%	Count
1	MHTC	11.38%	122
2	TDS	1.68%	18
3	Frontier	11.38%	122
4	Centurylink	7.56%	81
5	AT&T	0.75%	8
6	Verizon	6.06%	65
7	Bug Tussel	4.57%	49
8	Other	5.41%	58
9	US Cellular	14.18%	152
10	Spectrum	20.71%	222
11	Hughes Net	8.49%	91
12	Viasat	6.53%	70
13	WI Connect	1.31%	14
14	FiberNet	0.00%	0
	Total	100%	1072

8 - Who is your current provider for how you receive broadband internet services (choose all that apply)?

**Other - Text**

CenturyTel = 1

Comelec / You Squared = 28

Dish Network = 11

Spectrum = 2

Consumer Cellular = 1

Richland Coopertive= 2

Exede = 3

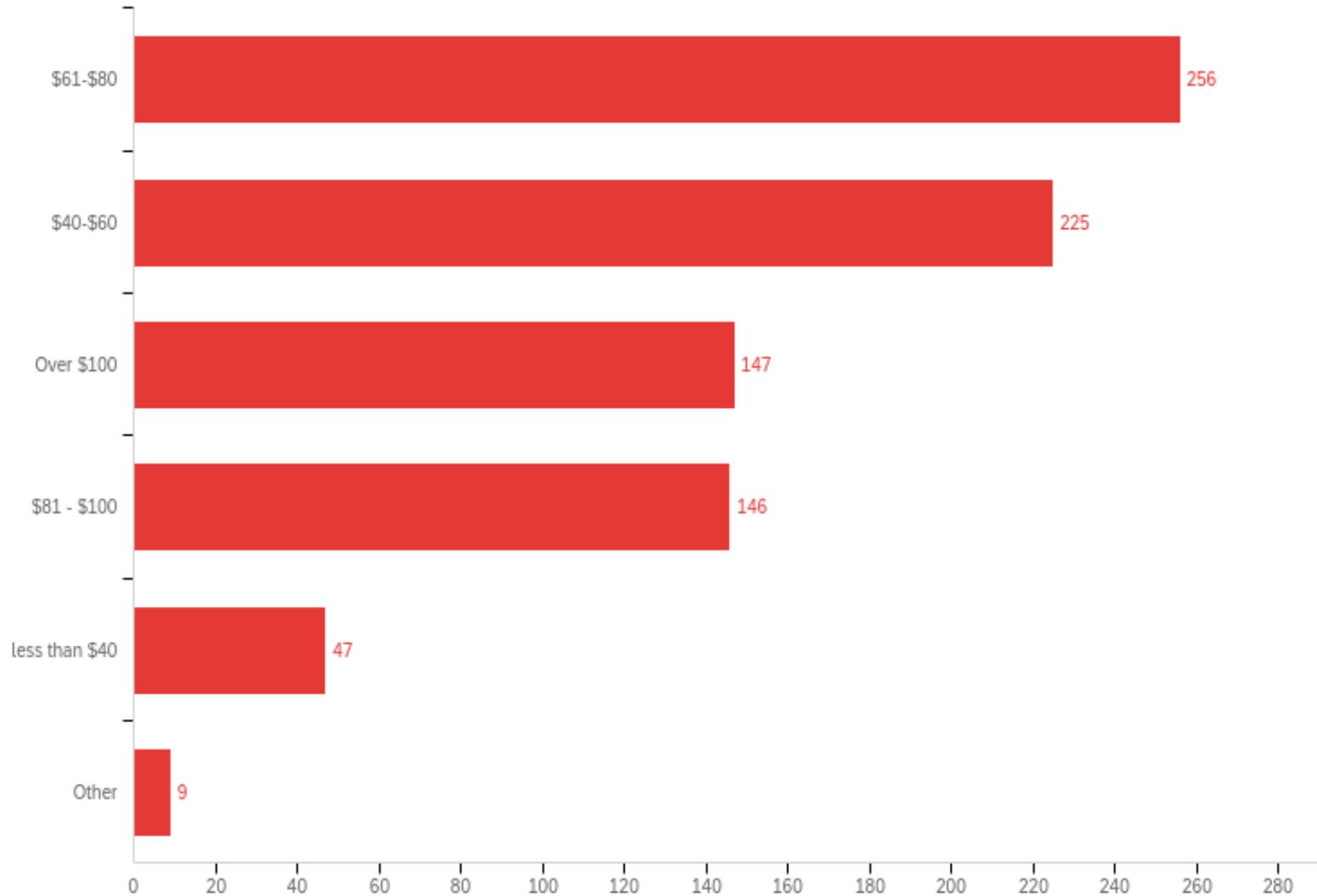
ComCast = 1

T-Mobile = 1

Tracfone = 1

Total Wireless = 1

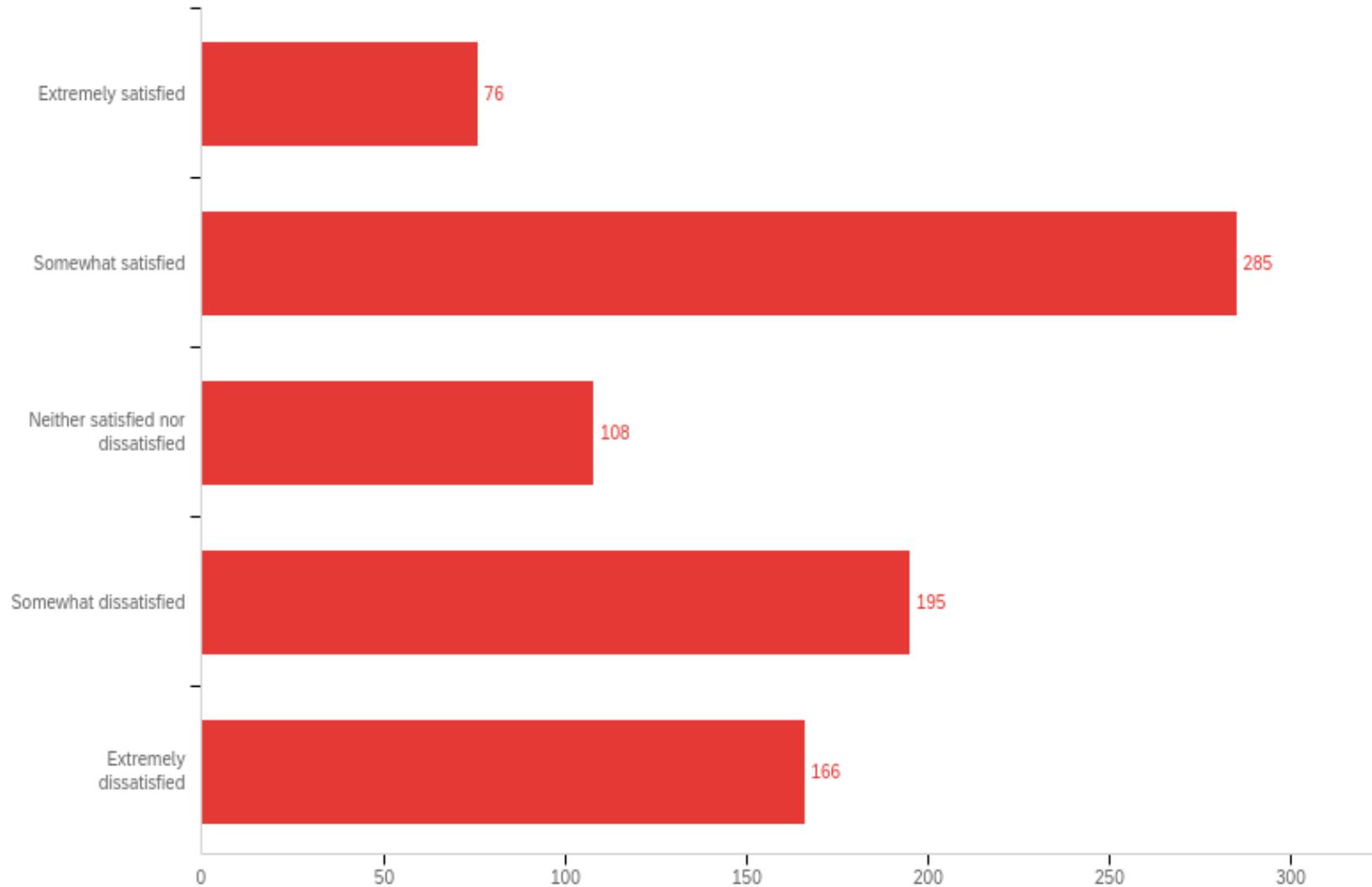
# 9 - What is your monthly cost for broadband internet service at your house?



## 9 - What is your monthly cost for broadband internet service at your house?

#	Answer	%	Count
2	less than \$40	5.66%	47
3	\$61-\$80	30.84%	256
4	\$81 - \$100	17.59%	146
5	Over \$100	17.71%	147
6	Other	1.08%	9
7	\$40-\$60	27.11%	225
	Total	100%	830

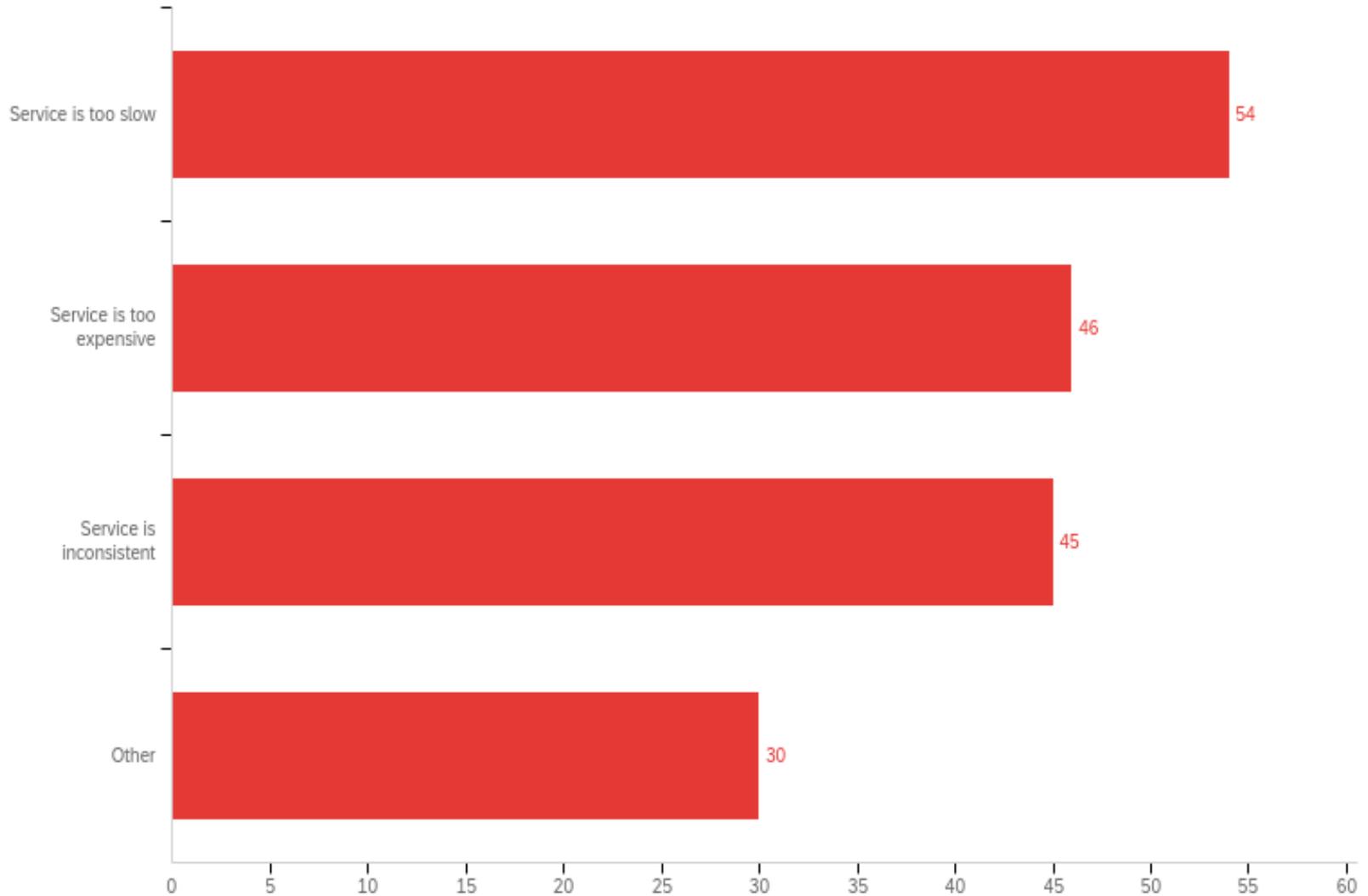
# 11 - If you currently subscribe to broadband internet services, how satisfied are you with the service?



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

#	Answer	%	Count
1	Extremely satisfied	9.16%	76
2	Somewhat satisfied	34.34%	285
3	Neither satisfied nor dissatisfied	13.01%	108
4	Somewhat dissatisfied	23.49%	195
5	Extremely dissatisfied	20.00%	166
	Total	100%	830

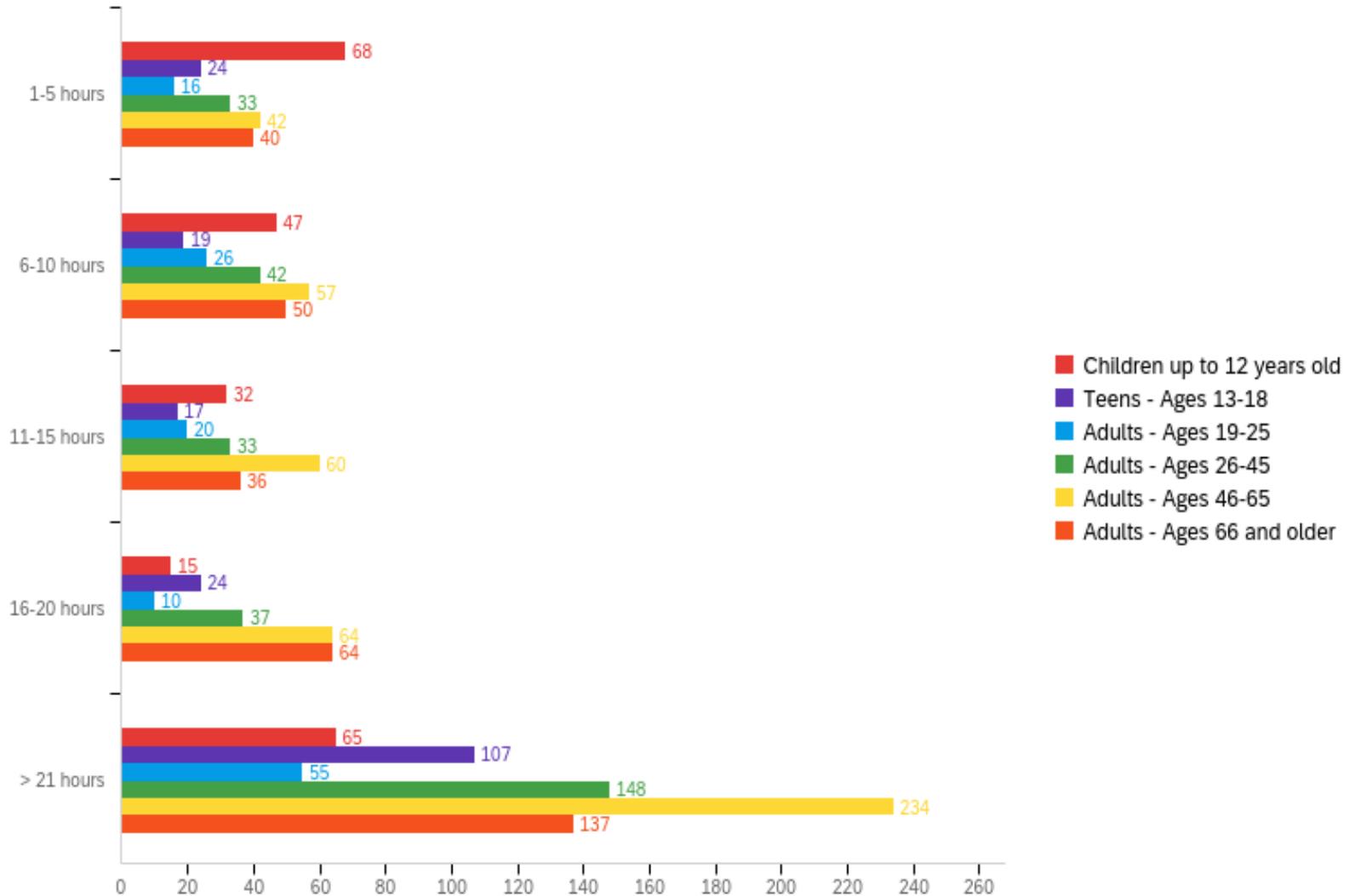
## 12 - If you are not satisfied (dissatisfied) with your broadband internet services, why (select all that apply)?



12 - If you are not satisfied (dissatisfied) with your broadband internet services, why (select all that apply)?

#	Answer	%	Count
1	Service is too expensive	26.29%	46
2	Service is too slow	30.86%	54
3	Service is inconsistent	25.71%	45
4	Other	17.14%	30
	Total	100%	175

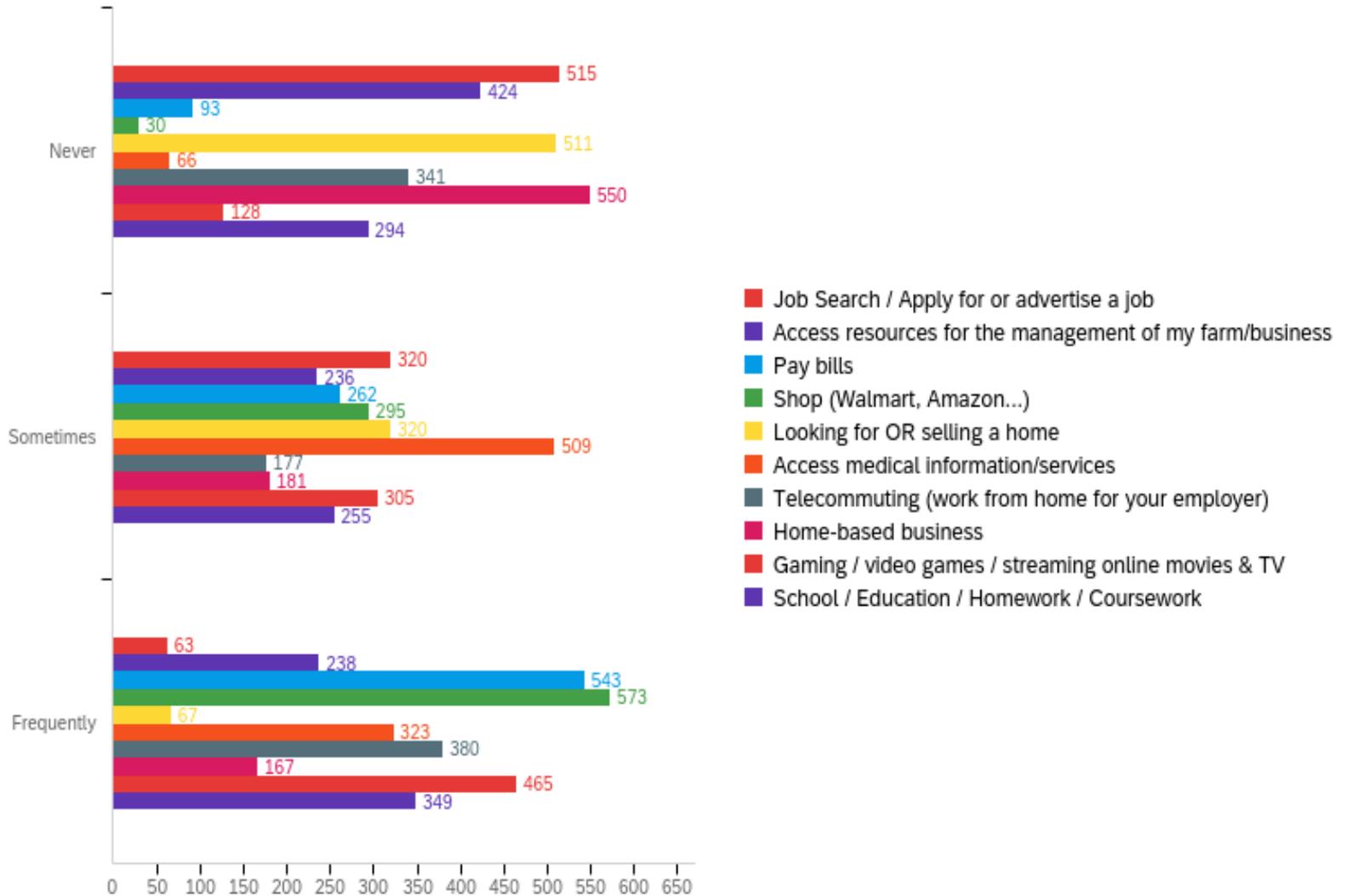
# 14 - How many hours per week do the people in your home use (or would use if service was available) your home broadband internet services?



14 - How many hours per week do the people in your home use (or would use if service was available) your home broadband internet services?

Question	1-5 hrs		6-10 hrs		11-15 hrs		16-20 hrs		> 21 hrs		Total
Children up to 12 years old	29.96%	68	20.70%	47	14.10%	32	6.61%	15	28.63%	65	227
Teens - Ages 13-18	12.57%	24	9.95%	19	8.90%	17	12.57%	24	56.02%	107	191
Adults - Ages 19-25	12.60%	16	20.47%	26	15.75%	20	7.87%	10	43.31%	55	127
Adults - Ages 26-45	11.26%	33	14.33%	42	11.26%	33	12.63%	37	50.51%	148	293
Adults - Ages 46-65	9.19%	42	12.47%	57	13.13%	60	14.00%	64	51.20%	234	457
Adults - Ages 66 and older	12.23%	40	15.29%	50	11.01%	36	19.57%	64	41.90%	137	327

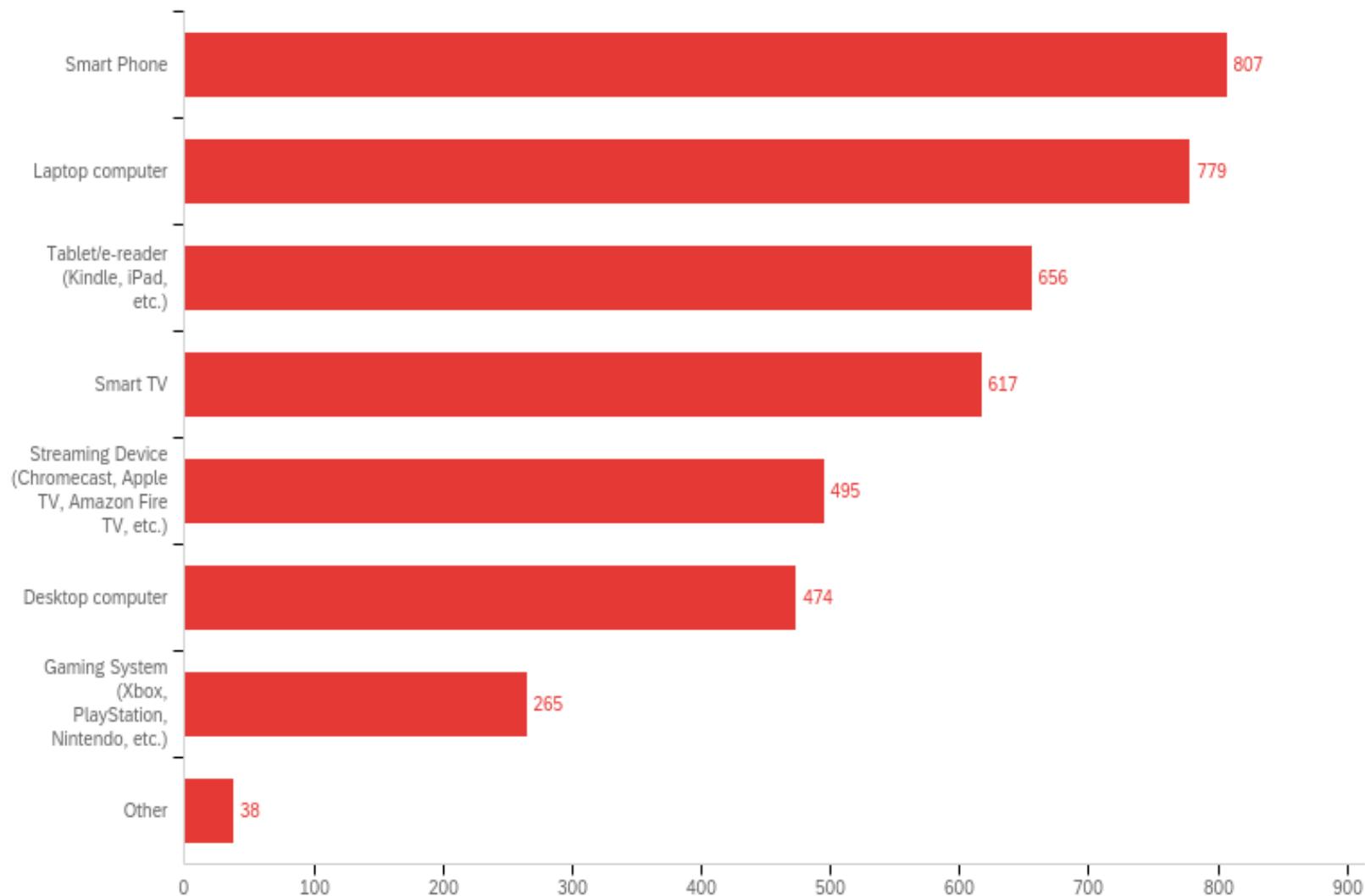
15 - Please indicate how frequently you use (or would use if service was available) your home broadband internet services to engage in each of the following uses:



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

#	Question	Never		Sometimes		Frequently		Total
1	Job Search / Apply for or advertise a job	57.35%	515	35.63%	320	7.02%	63	898
2	Access resources for the management of my farm/business	47.22%	424	26.28%	236	26.50%	238	898
3	Pay bills	10.36%	93	29.18%	262	60.47%	543	898
4	Shop (Walmart, Amazon...)	3.34%	30	32.85%	295	63.81%	573	898
5	Looking for OR selling a home	56.90%	511	35.63%	320	7.46%	67	898
6	Access medical information/services	7.35%	66	56.68%	509	35.97%	323	898
7	Telecommuting (work from home for your employer)	37.97%	341	19.71%	177	42.32%	380	898
8	Home-based business	61.25%	550	20.16%	181	18.60%	167	898
9	Gaming / video games / streaming online movies & TV	14.25%	128	33.96%	305	51.78%	465	898
10	School / Education / Homework / Coursework	32.74%	294	28.40%	255	38.86%	349	898

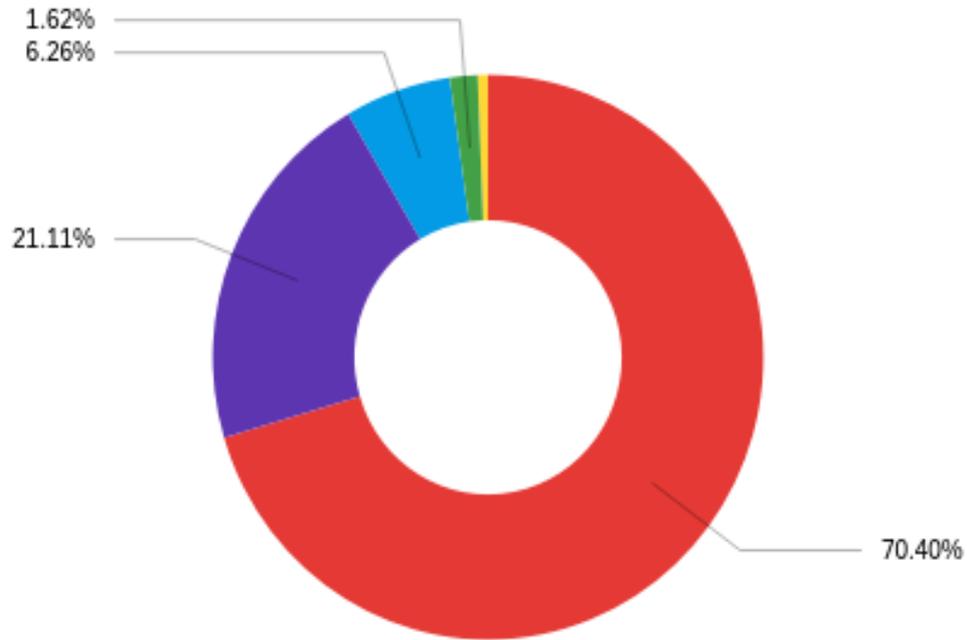
Q42 - Please identify the digital devices that you currently OR would like to access the internet with from your home broadband internet network (or would access with if service was available)?



Q42 - 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 with if service was available) (check all that apply)?

#	Answer	%	Count
1	Smart Phone	19.54%	807
2	Desktop computer	11.47%	474
3	Laptop computer	18.86%	779
4	Tablet/e-reader (Kindle, iPad, etc.)	15.88%	656
5	Smart TV	14.94%	617
6	Streaming Device (Chromecast, Apple TV, Amazon Fire TV, etc.)	11.98%	495
7	Gaming System (Xbox, PlayStation, Nintendo, etc.)	6.41%	265
8	Other	0.92%	38
	Total	100%	4131

# 16 - How important is high-speed broadband internet service to your home?

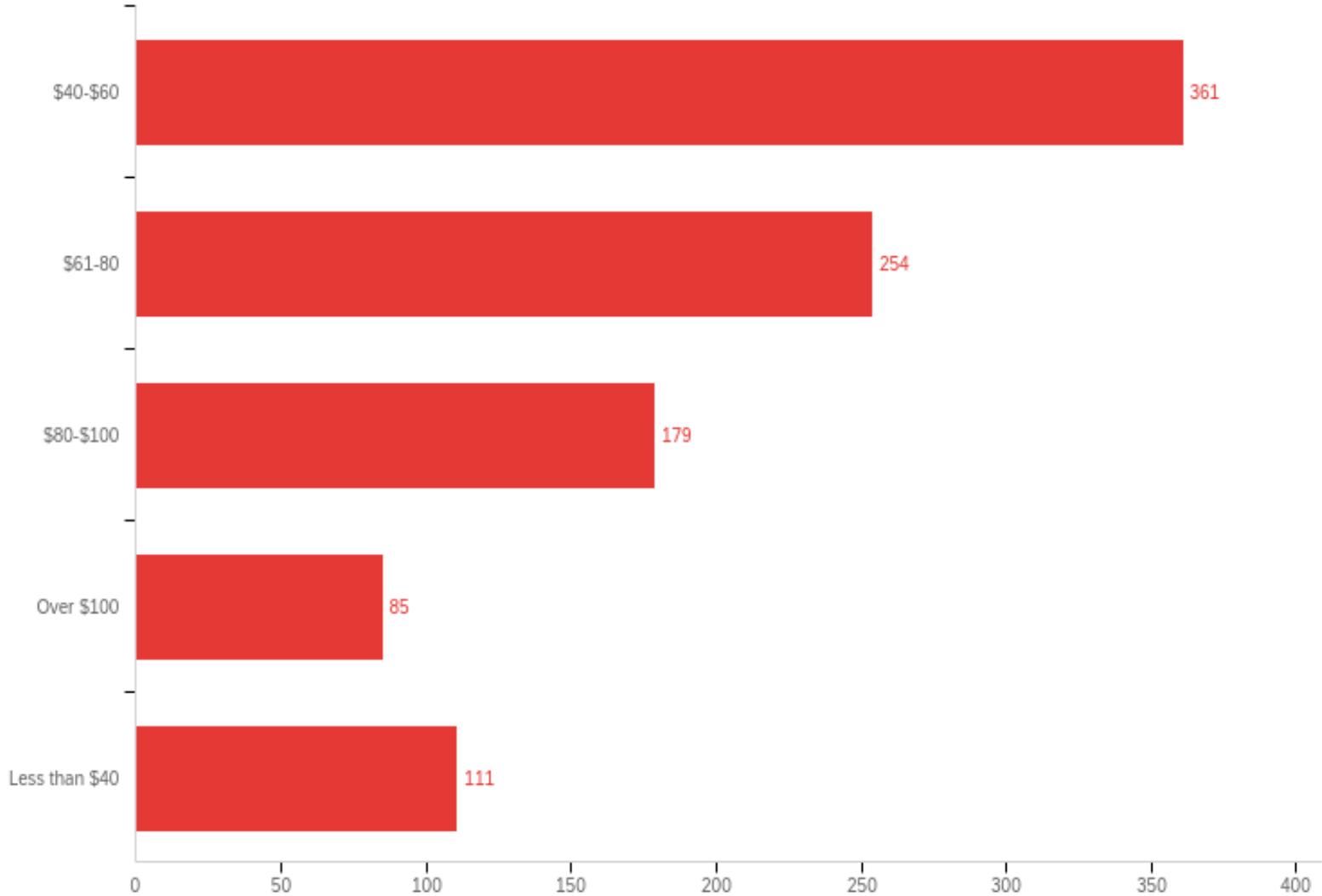


Extremely important    Very important    Moderately important    Slightly important    Not at all important

## 16 - How important is high-speed broadband internet service to your home?

#	Answer	%	Count
1	Extremely important	70.40%	697
2	Very important	21.11%	209
3	Moderately important	6.26%	62
4	Slightly important	1.62%	16
5	Not at all important	0.61%	6
	Total	100%	990

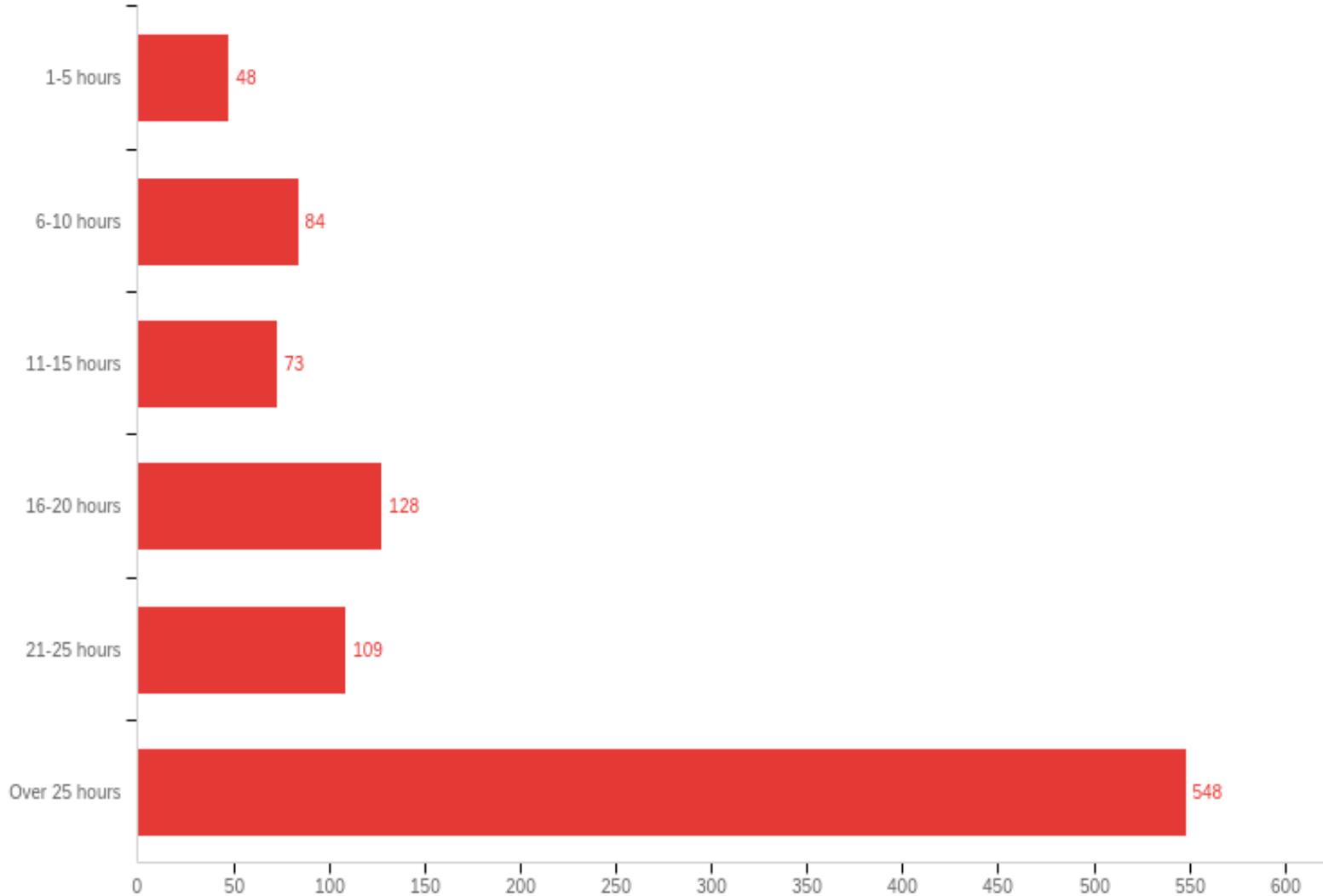
# 17 - How much per month would you be willing to pay for more than adequate broadband internet service?



17 - 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. Therefore, what would you pay for service that exceeds the minimum speeds mentioned? (NOTE: This question does NOT refer to or include cellular or mobile internet services. In other words, this question is asking what you would pay for a fixed (wired or wireless) broadband network subscription service in your home.)

#	Answer	%	Count
2	\$40-\$60	36.46%	361
3	\$61-80	25.66%	254
4	\$80-\$100	18.08%	179
5	Over \$100	8.59%	85
6	Less than \$40	11.21%	111
	Total	100%	990

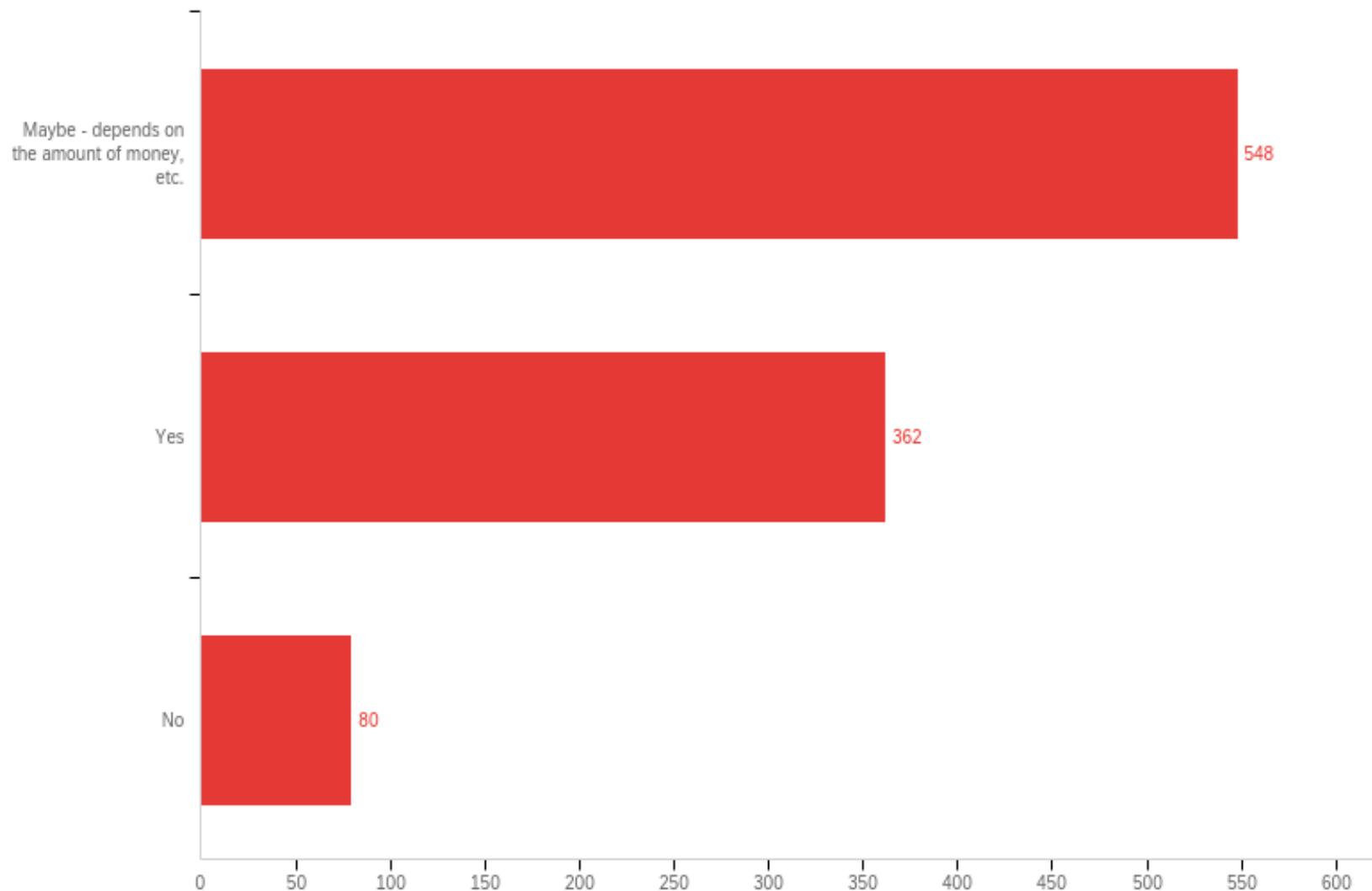
18 - If you had broadband internet service at your home with the speeds you indicated in the last question (need or want), how many hours would your household use your broadband services per week?



18 - 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?

#	Answer	%	Count
1	1-5 hours	4.85%	48
2	6-10 hours	8.48%	84
3	11-15 hours	7.37%	73
4	16-20 hours	12.93%	128
5	21-25 hours	11.01%	109
6	Over 25 hours	55.35%	548
	Total	100%	990

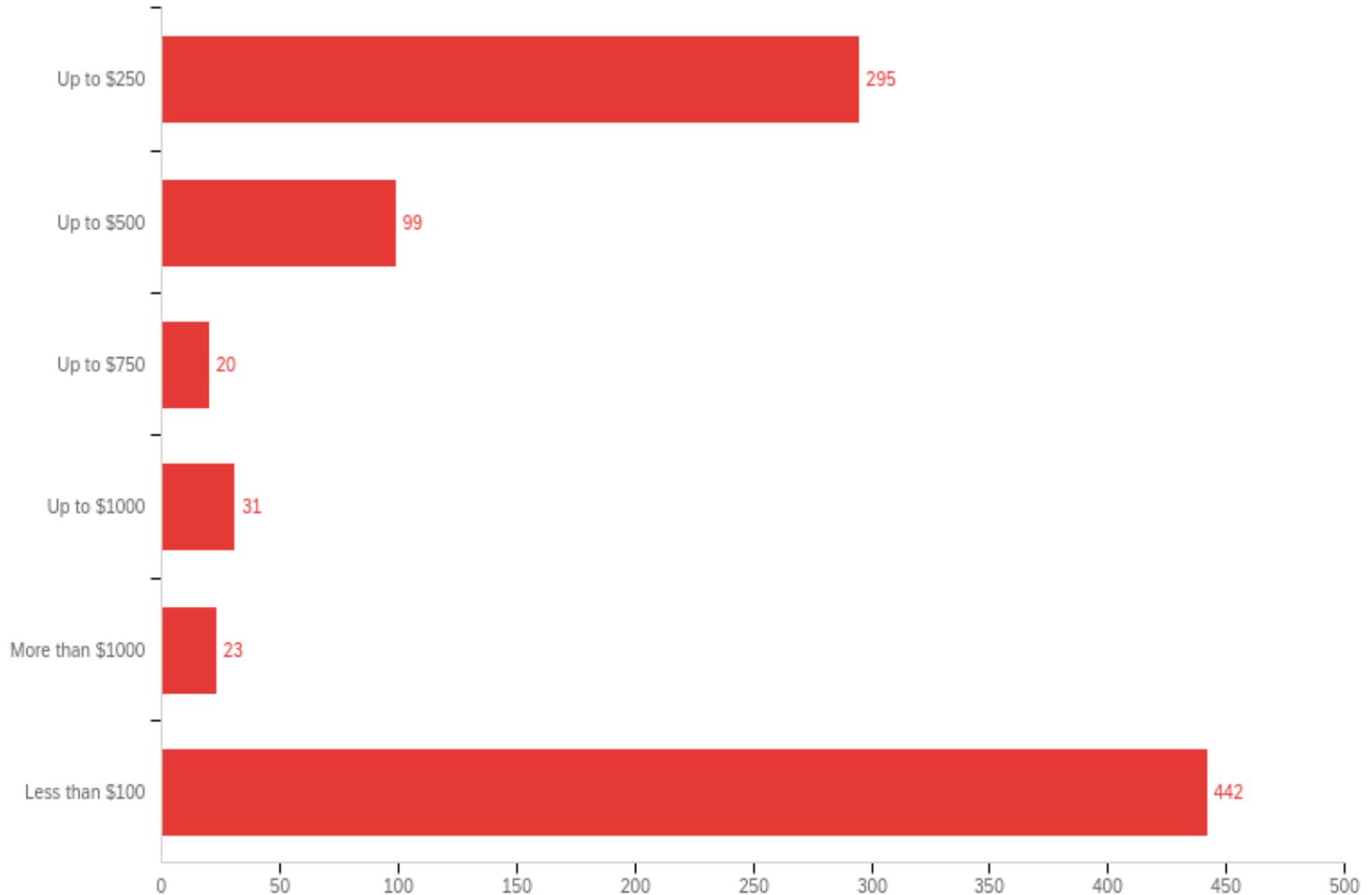
Q36 - Would you be willing to pay an installation fee (one-time) to have high-speed broadband internet services at speeds like how you answered a previous question on what speeds you need and/or want?



Q36 - Would you be willing to pay an installation fee (one-time) to have high-speed broadband internet services at speeds like how you answered a previous question on what speeds you need and/or want? 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.

#	Answer	%	Count
1	Yes	36.57%	362
2	No	8.08%	80
4	Maybe - depends on the amount of money, etc.	55.35%	548
	Total	100%	990

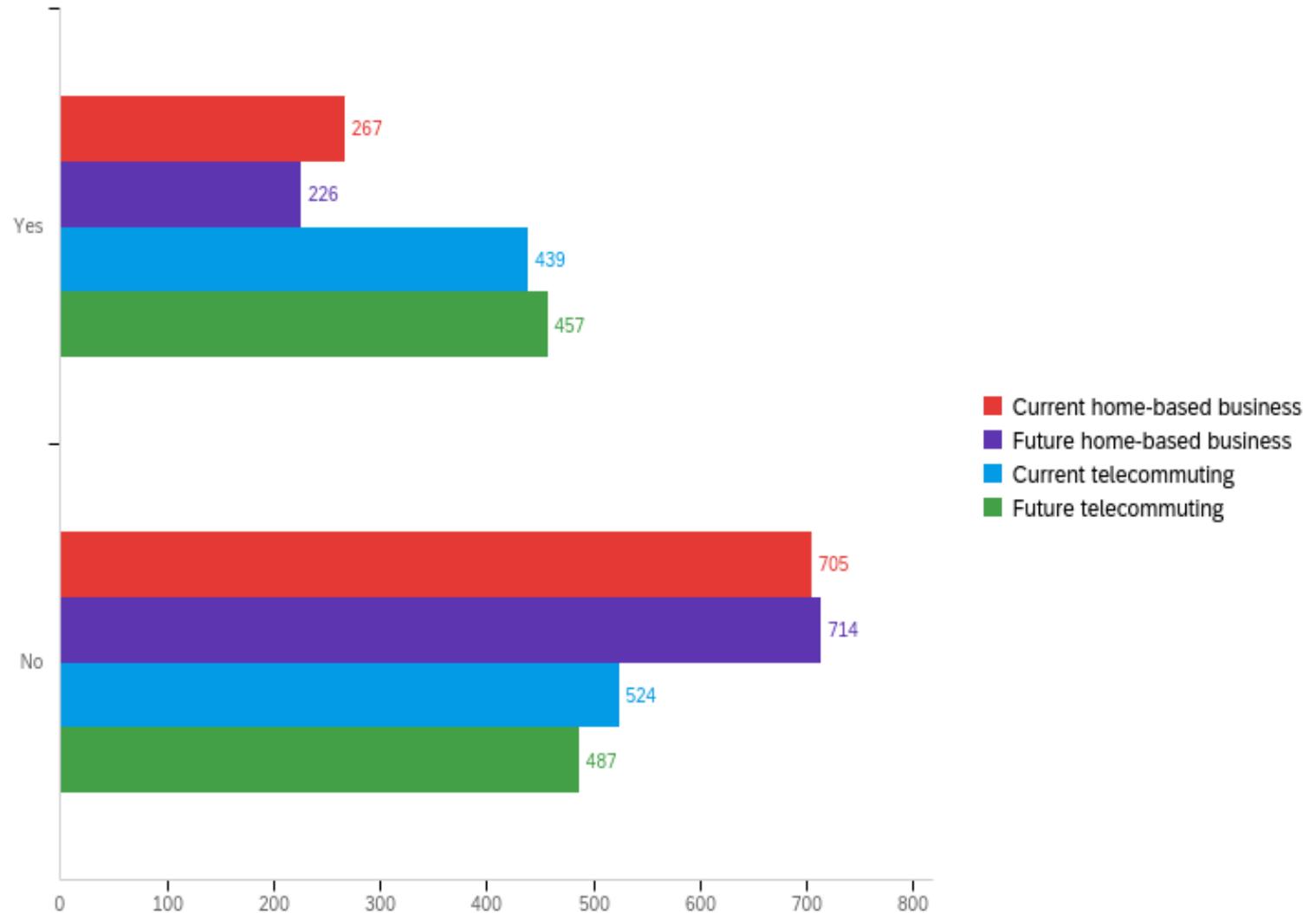
Q37 - How much would you be willing to pay for a one-time installation fee to have high-speed broadband internet services to your home?



Q37 - How much would you be willing to pay for a one-time installation fee to have high-speed broadband internet services to your home?

#	Answer	%	Count
1	Up to \$250	32.42%	295
2	Up to \$500	10.88%	99
3	Up to \$750	2.20%	20
4	Up to \$1000	3.41%	31
5	More than \$1000	2.53%	23
6	Less than \$100	48.57%	442
	Total	100%	910

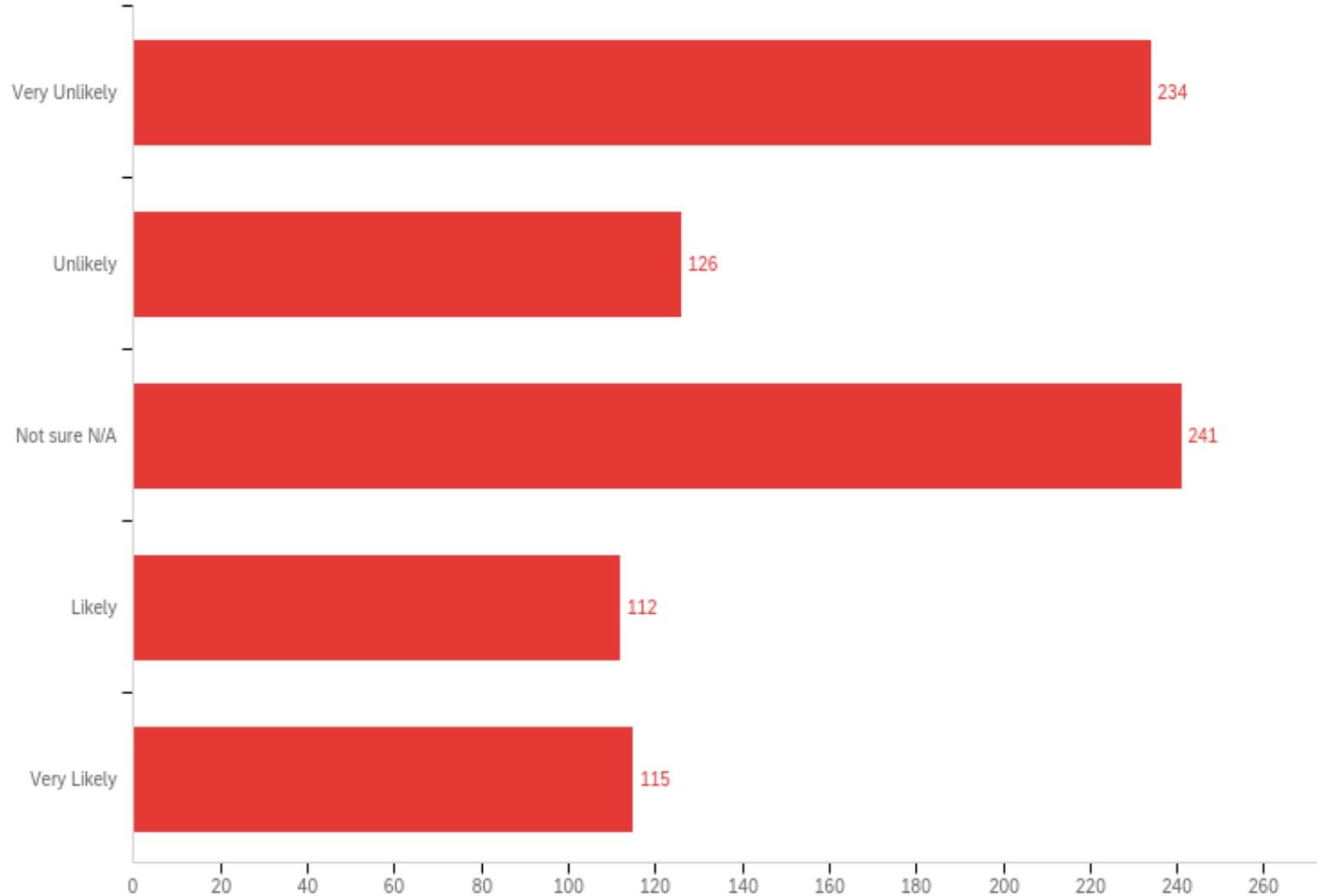
19 - Please indicate if someone in your household telecommutes or has a home-based business:



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

#	Question	Yes		No		Total
1	Current home-based business	27.47%	267	72.53%	705	972
2	Future home-based business	24.04%	226	75.96%	714	940
3	Current telecommuting	45.59%	439	54.41%	524	963
4	Future telecommuting	48.41%	457	51.59%	487	944

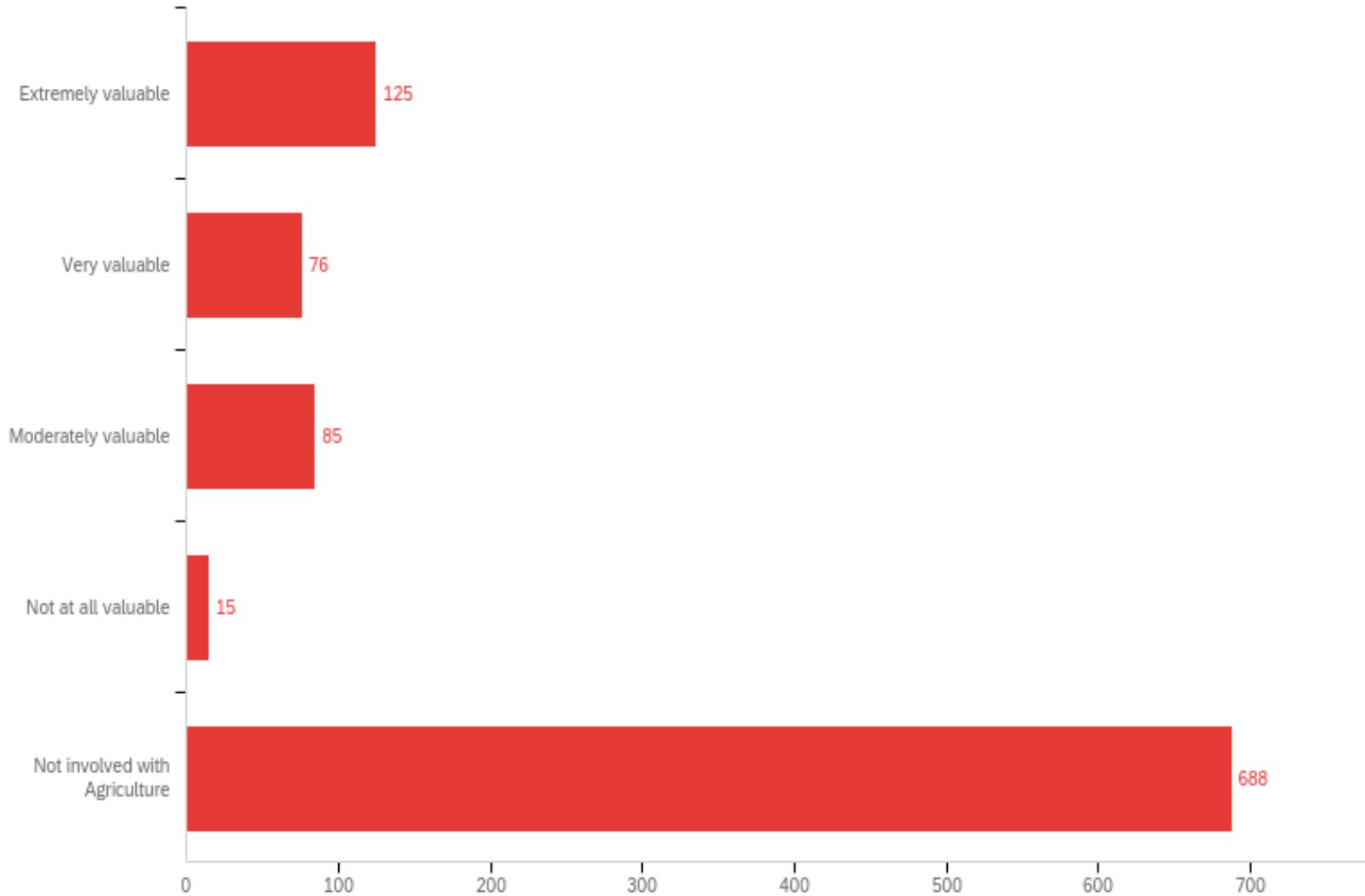
# 20 - Would you be likely to start, move, or grow a business (including a home-based business) in Iowa County if you had access to adequate and affordable broadband internet services?



20 - 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 and affordable broadband internet services?

#	Answer	%	Count
1	Very Unlikely	28.26%	234
2	Unlikely	15.22%	126
3	Not sure N/A	29.11%	241
4	Likely	13.53%	112
5	Very Likely	13.89%	115
	Total	100%	828

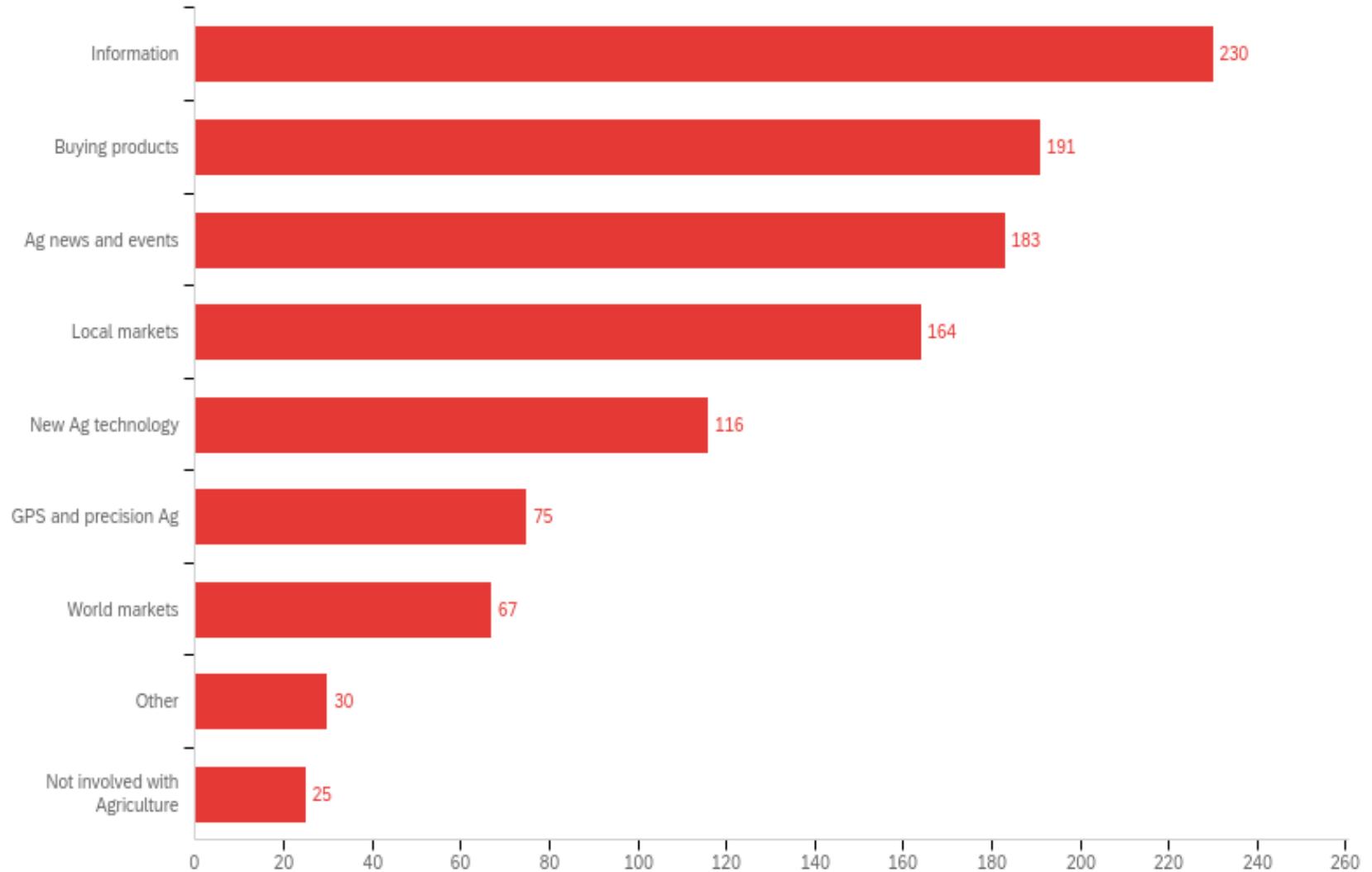
## 21 - If you are involved in Agriculture, how valuable is having broadband internet services for your agriculture business?



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

#	Answer	%	Count
1	Extremely valuable	12.64%	125
2	Very valuable	7.68%	76
3	Moderately valuable	8.59%	85
4	Not at all valuable	1.52%	15
5	Not involved with Agriculture	69.57%	688
	Total	100%	989

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



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

#	Answer	%	Count
1	Local markets	15.17%	164
2	World markets	6.20%	67
3	Buying products	17.67%	191
4	Information	21.28%	230
5	Ag news and events	16.93%	183
6	New Ag technology	10.73%	116
7	GPS and precision Ag	6.94%	75
8	Other	2.78%	30
9	Not involved with Agriculture	2.31%	25
	Total	100%	1081

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

**Other - Text**

nothing selected

bookwork

weather

nothing selected

Managed Forest

Security cameras

sales on website

Remote accounting access

program management

data processing

work for an ag based business

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

### Other - Text

website support

Ag licenses and permits

Communicating with business partners

animal prod. & marketing

Registration services for purebred animals

Sharing information with company database.

do not have broadband service

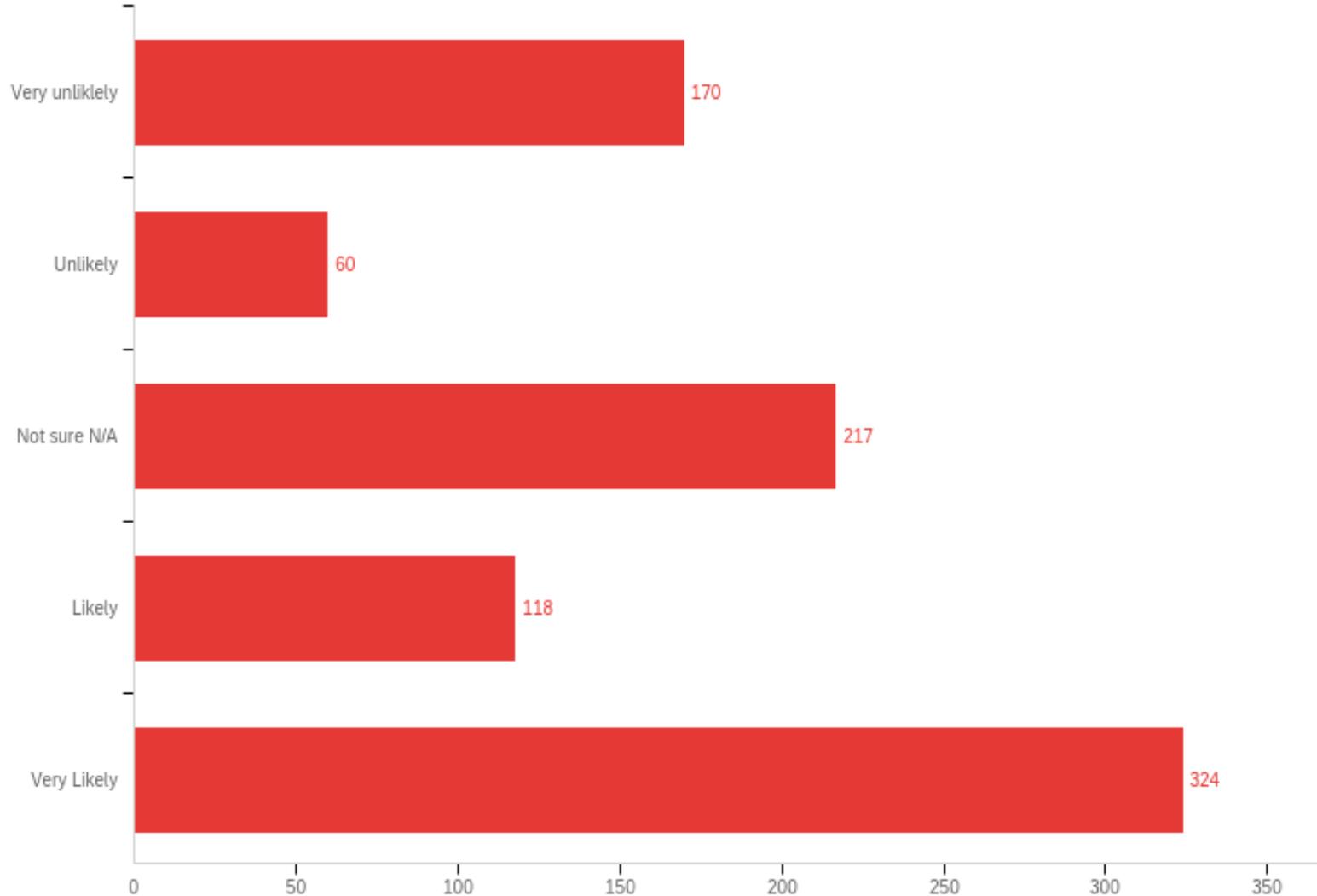
Talking with customers, down and up loading project plans, etc

Selling products

own farms and use to communicate with those renting land to farm

Sales

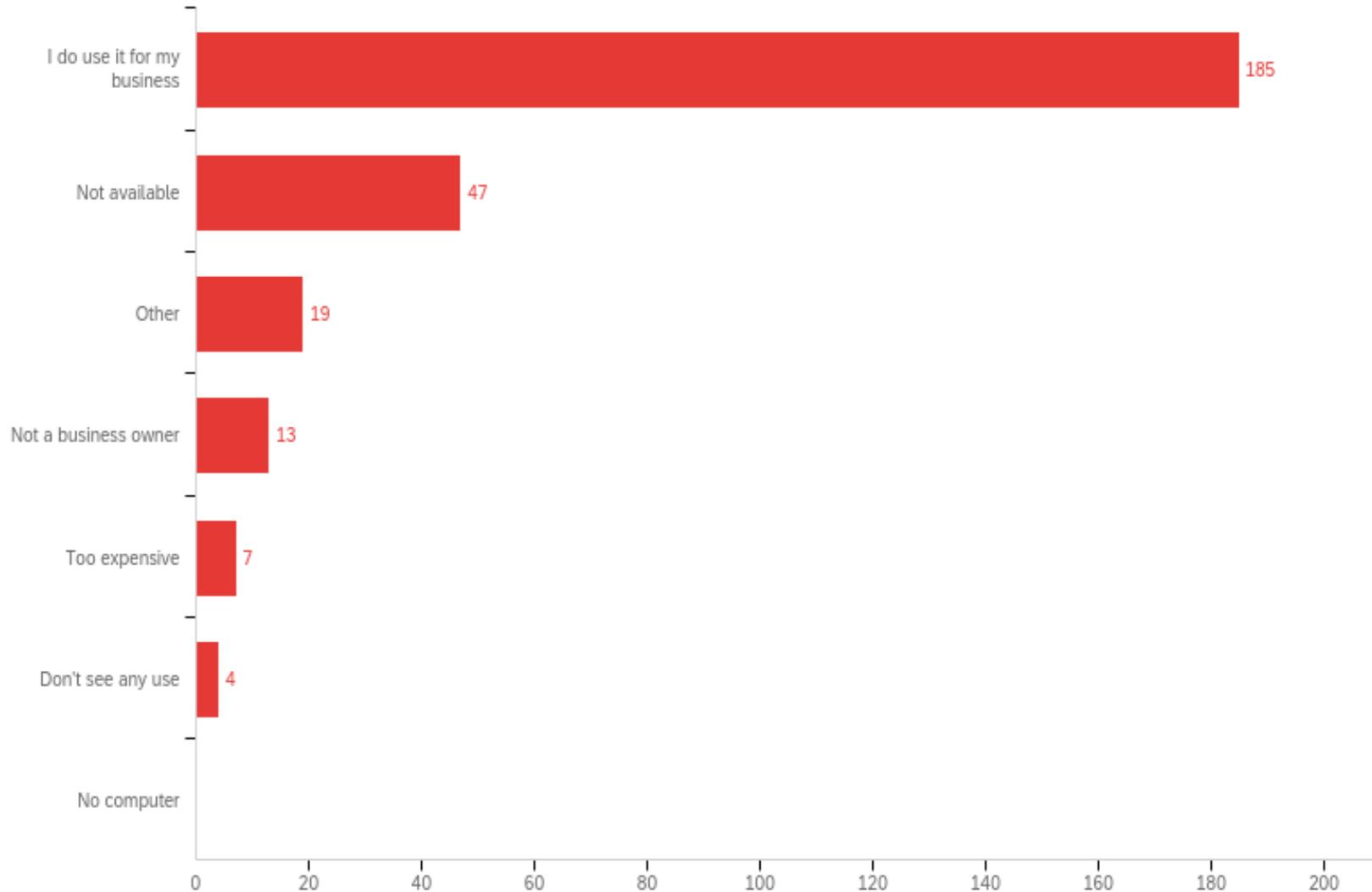
23 - How likely would you be to telecommute from your Iowa County address (if supported by your employer) if you had access to adequate, reliable, and affordable broadband internet services?



23 - 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?

#	Answer	%	Count
1	Very unlikely	19.12%	170
2	Unlikely	6.75%	60
3	Not sure N/A	24.41%	217
4	Likely	13.27%	118
5	Very Likely	36.45%	324
	Total	100%	889

## 22-1 - If you do not use broadband internet services for your home/farm business operation, why not (check all that apply)?



22-1 - If you do not use broadband internet services for your home/farm business operation, why not (check all that apply)?

#	Answer	%	Count
1	Don't see any use	1.45%	4
2	No computer	0.00%	0
3	Too expensive	2.55%	7
4	Not available	17.09%	47
5	Other	6.91%	19
6	Not a business owner	4.73%	13
7	I do use it for my business	67.27%	185
	Total	100%	275

22-1 - If you do not use broadband internet services for your home/farm business operation, why not (check all that apply)?

**Other - Text**

too poor and slow

I have to go to our library sometimes because internet is too slow

use for real estate, not AG

N/a

O

Have Broadband at my retail location

limited access on property

poor connectivity

To slow

I do not have a farm business

NA

22-1 - If you do not use broadband internet services for your home/farm business operation, why not (check all that apply)?

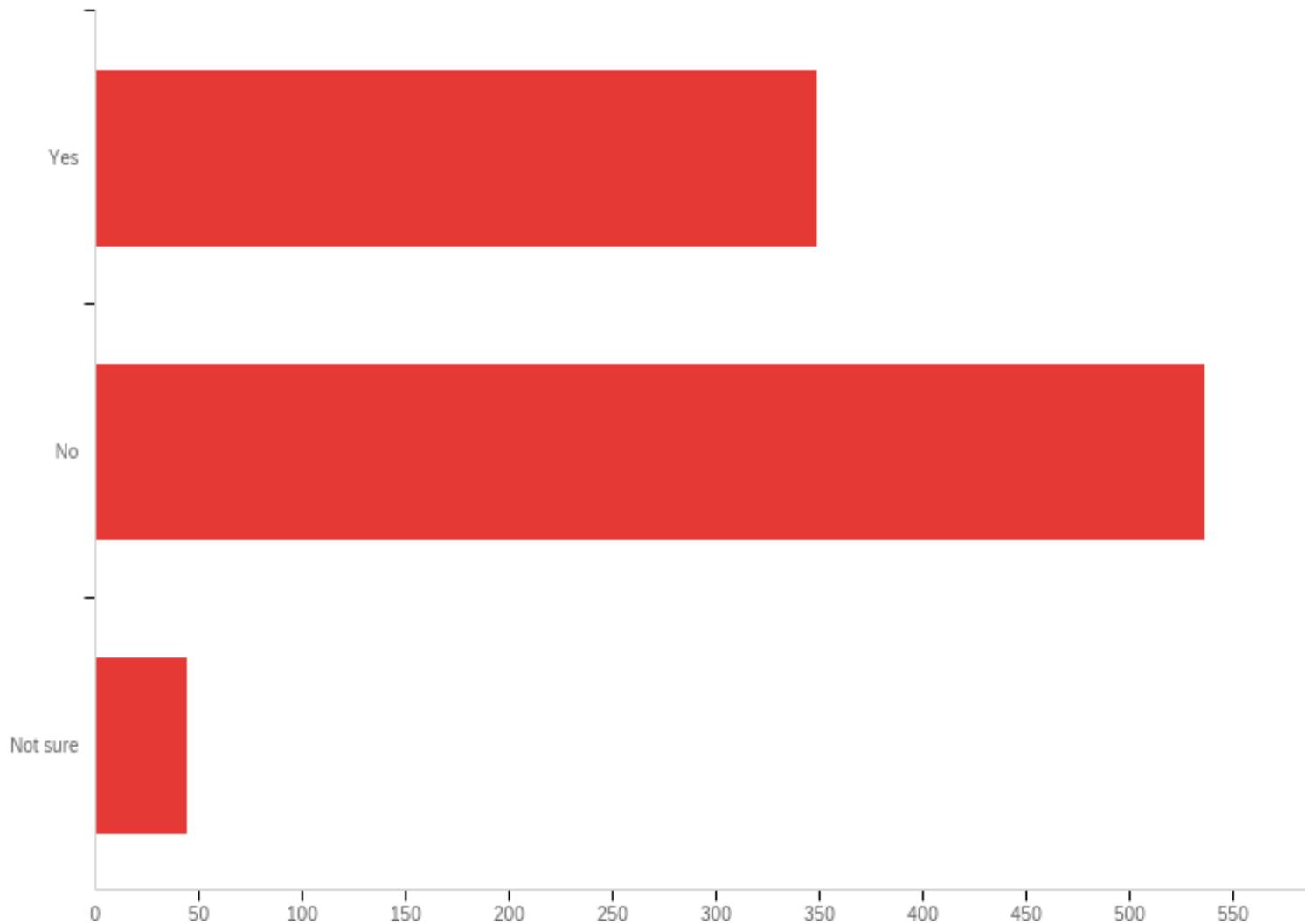
**Other - Text**

We use it as it is available but find ourselves off line often or with a connection to slow to do the job we need done

Husband not tech savvy

Already have broadband

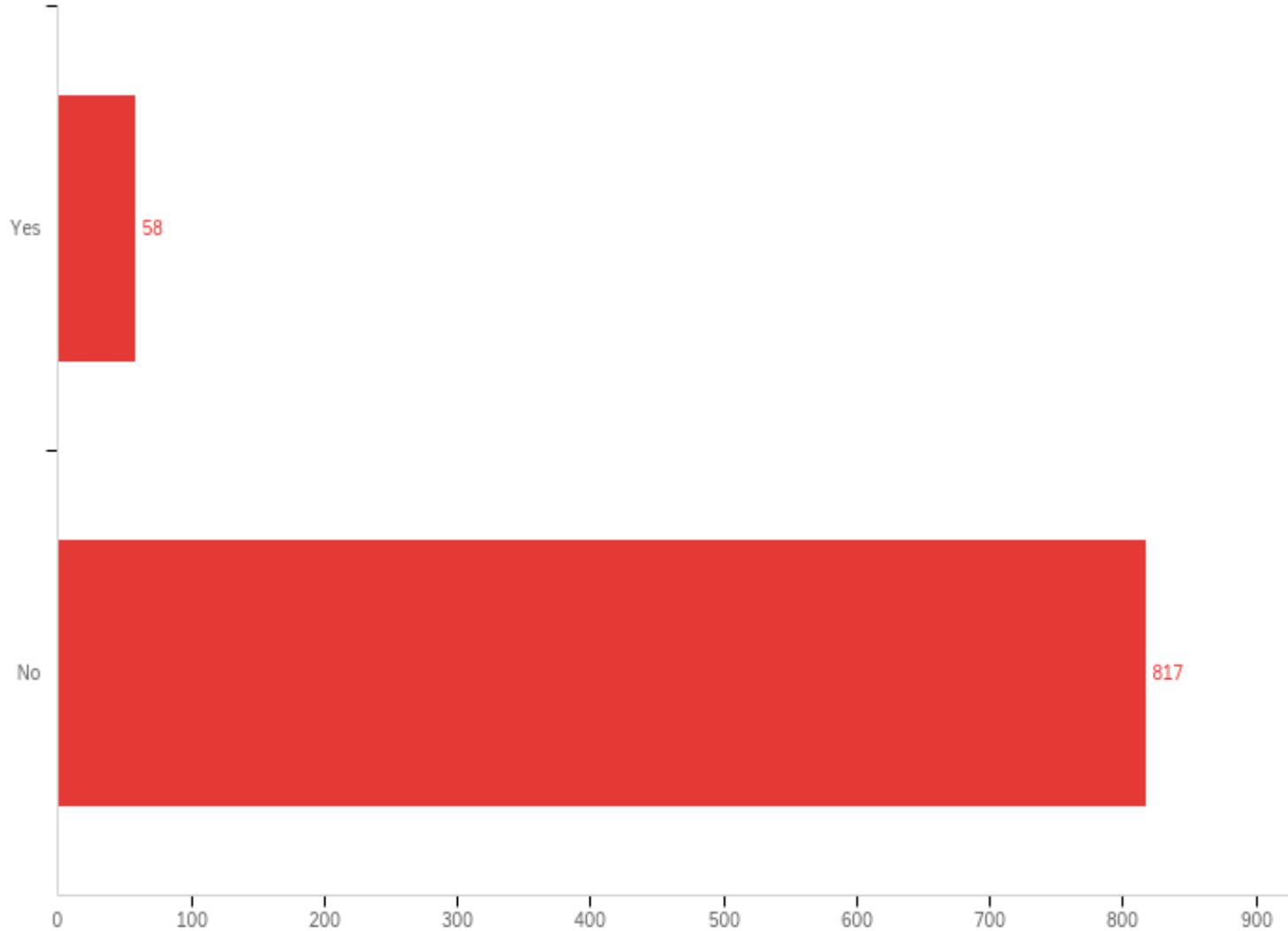
Q45 - If you were to step outside and look in all directions, can you see a grain silo of your neighbors?



Q45 - If you were to step outside and look in all directions, can you see a grain silo of your neighbors?

#	Answer	%	Count
1	Yes	37.57%	349
2	No	57.70%	536
3	Not sure	4.74%	44
	Total	100%	929

Q46 - Do you have a grain silo on your property that can most likely be seen by any of your neighbors?

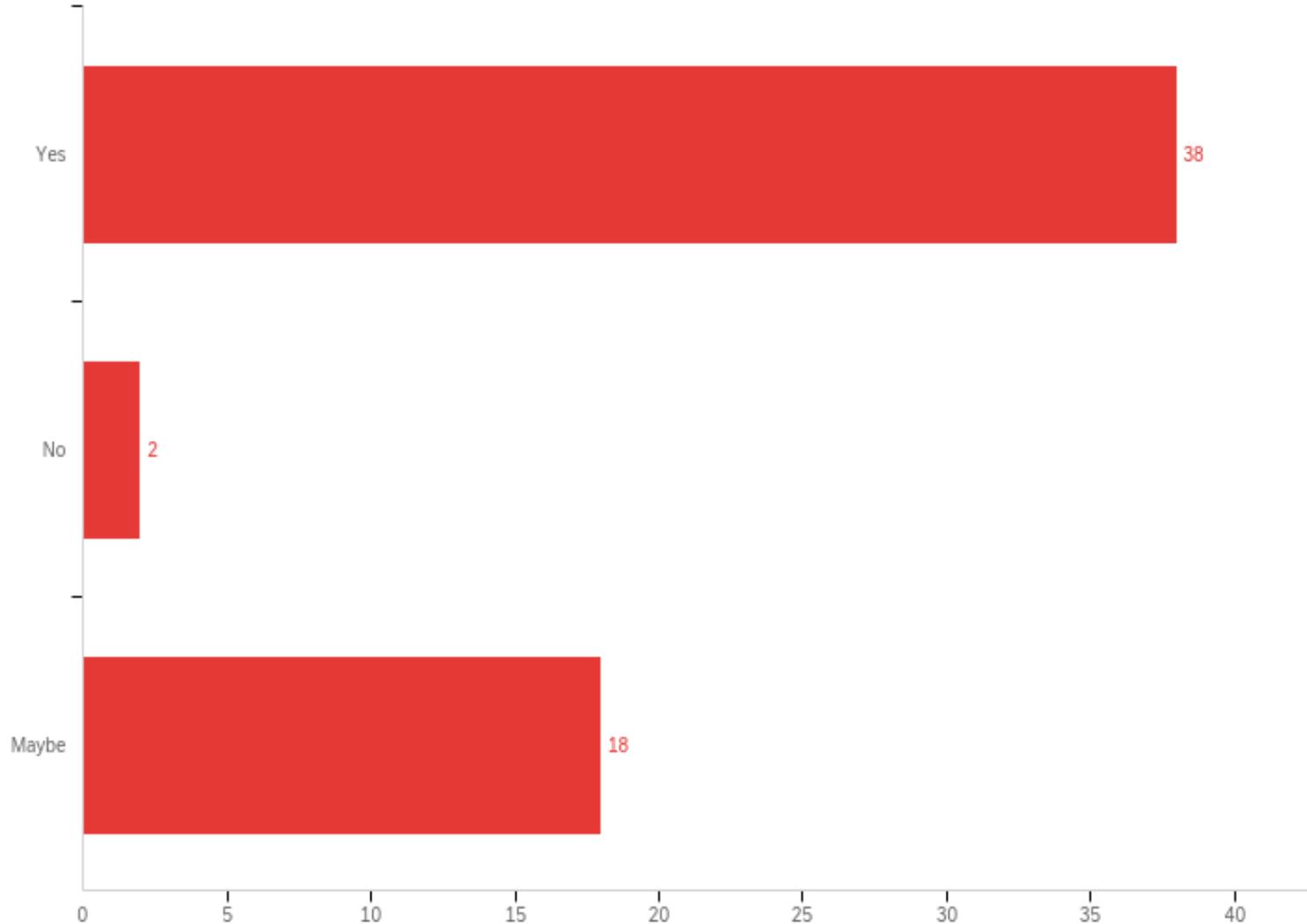


Q46 - Do you have a grain silo on your property that can most likely be seen by any of your neighbors?

#	Answer	%	Count
1	Yes	6.63%	58
2	No	93.37%	817
	Total	100%	875

Q48 - 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)

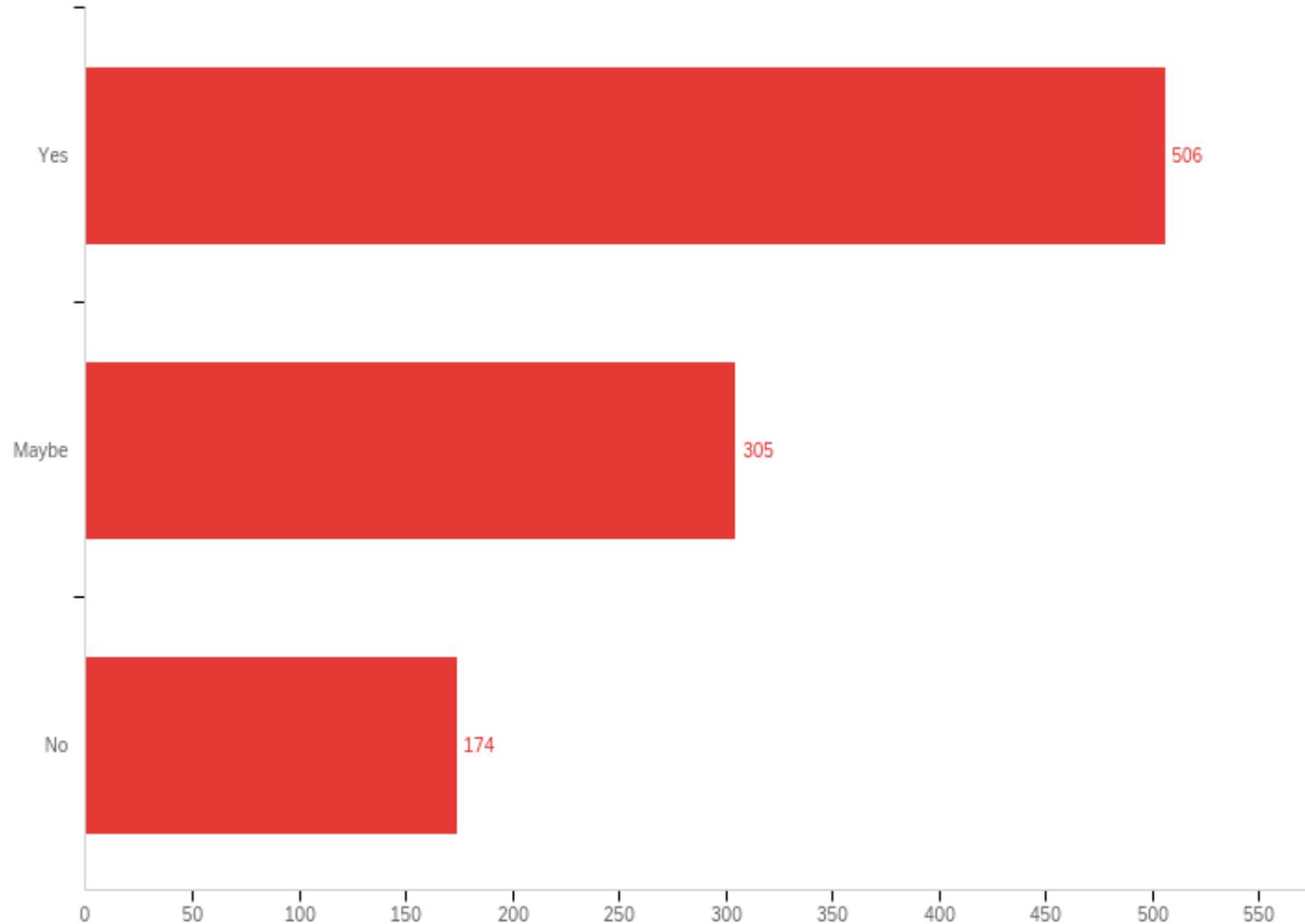
bro



Q48 - 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?

#	Answer	%	Count
1	Yes	65.52%	38
2	No	3.45%	2
3	Maybe	31.03%	18
	Total	100%	58

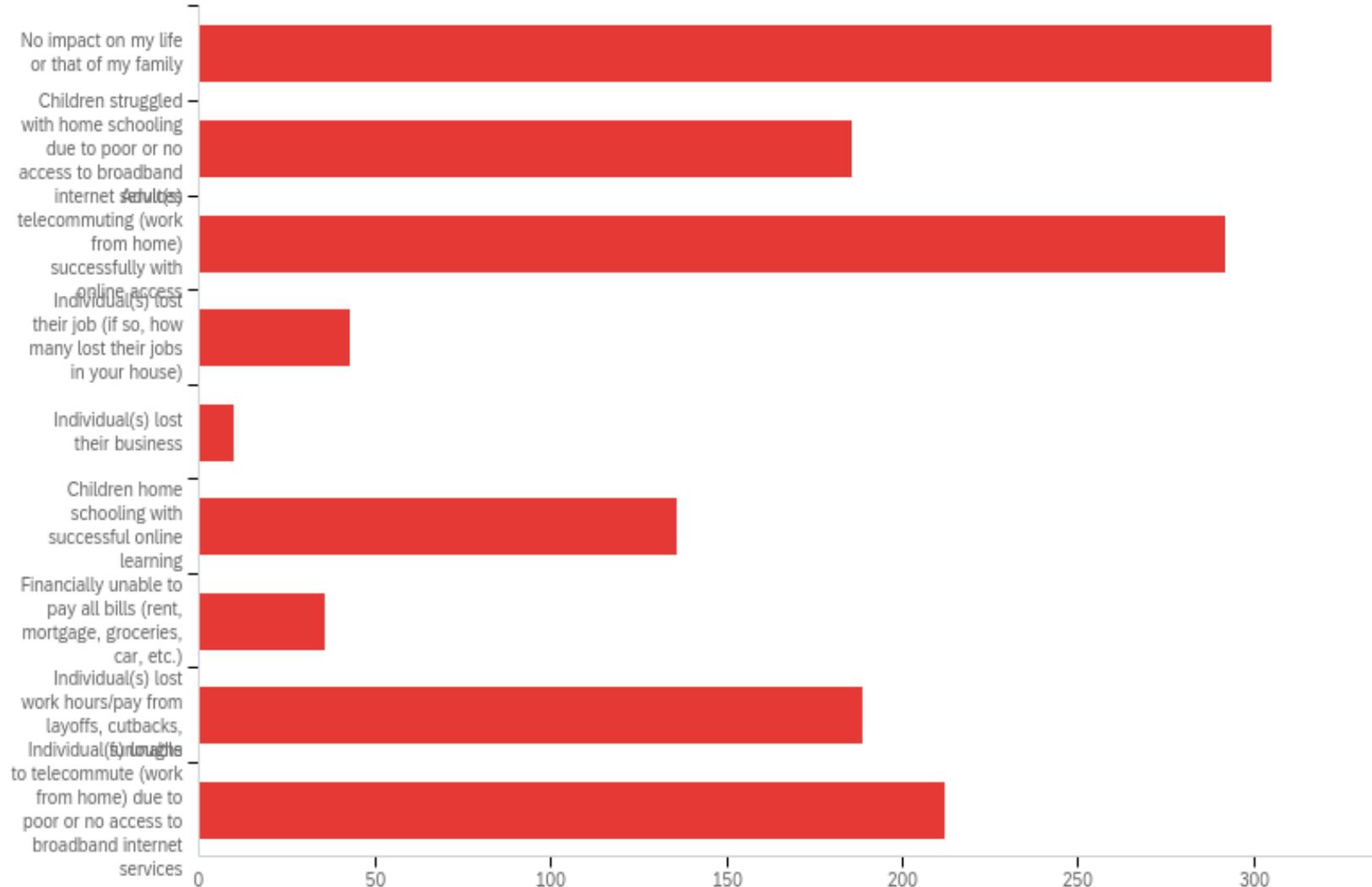
Q49 - Would you allow a utility pole to be installed on your property (at minimal or no cost) to help yourself and others get better broadband services?



Q49 - 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?

#	Answer	%	Count
1	Yes	51.37%	506
2	No	17.66%	174
3	Maybe	30.96%	305
	Total	100%	985

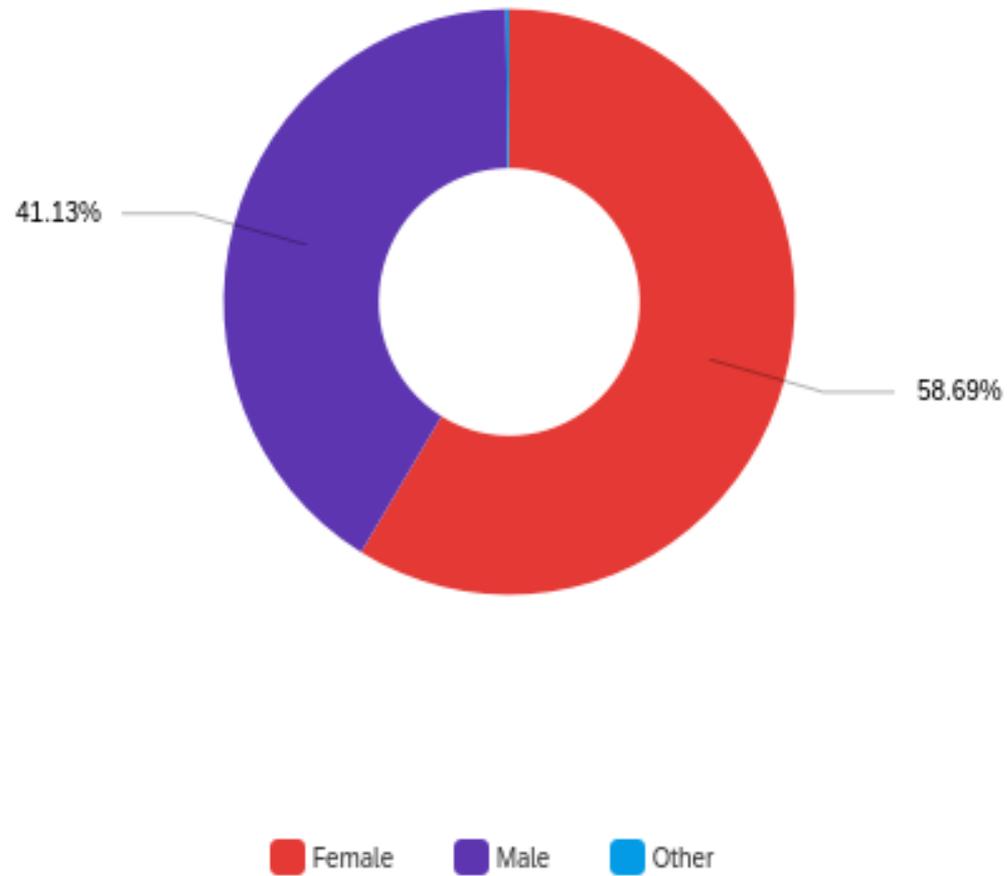
# Q44 - In what ways has the recent "safer-at-home" orders due to COVID-19 (Coronavirus), impacted the lives of the people living in your household? (choose all that apply)



Q44 - 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)

#	Answer	%	Count
1	No impact on my life or that of my family	21.65%	305
2	Children struggled with home schooling due to poor or no access to broadband internet services	13.20%	186
3	Adult(s) telecommuting (work from home) successfully with online access	20.72%	292
4	Individual(s) lost their job (if so, how many lost their jobs in your house)	3.05%	43
5	Individual(s) lost their business	0.71%	10
6	Children home schooling with successful online learning	9.65%	136
8	Financially unable to pay all bills (rent, mortgage, groceries, car, etc.)	2.56%	36
9	Individual(s) lost work hours/pay from layoffs, cutbacks, furloughs	13.41%	189
11	Individual(s) unable to telecommute (work from home) due to poor or no access to broadband internet services	15.05%	212
Total		100%	1409

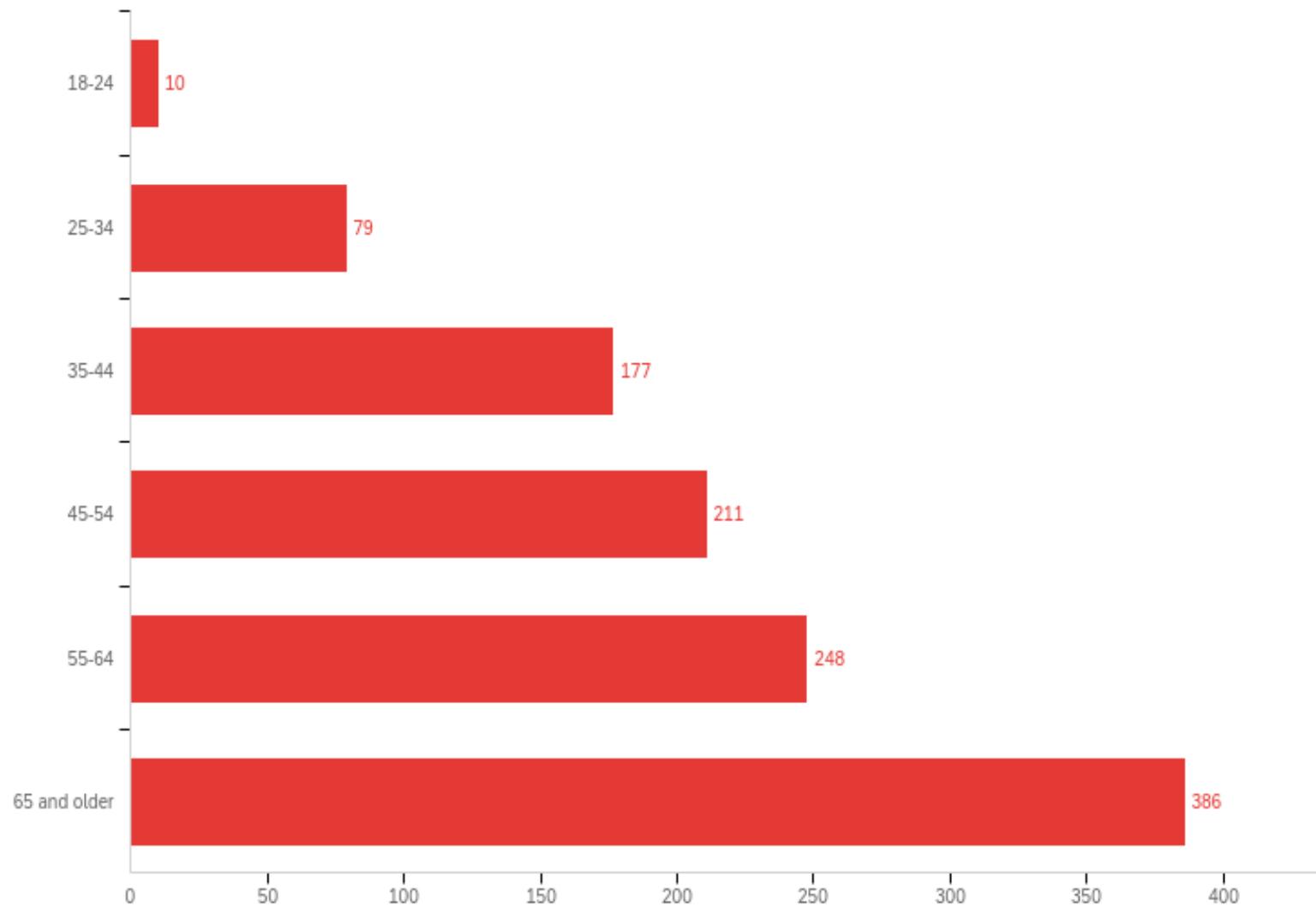
## Q51 - What is your gender?



## Q51 - What is your gender?

#	Answer	%	Count
1	Female	58.69%	652
2	Male	41.13%	457
4	Other	0.18%	2
	Total	100%	1111

## Q52 - What is your age?



## Q52 - What is your age?

#	Answer	%	Count
1	18-24	0.90%	10
2	25-34	7.11%	79
3	35-44	15.93%	177
4	45-54	18.99%	211
5	55-64	22.32%	248
6	65 and older	34.74%	386
	Total	100%	1111