

St. Croix County Broadband Survey Phase 1 Summary Report

**James Janke
David Trechter**

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Acknowledgements

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Survey Purpose

This survey was the first phase of a two-phase study to identify areas in St. Croix County with differing levels of broadband coverage.

Survey Methods

On October 27, 2015 the SRC mailed surveys to a random sample of 1,143 residential addresses in St. Croix County. Ninety-three were returned as non-deliverable. The SRC received 289 useable responses which represents a net response rate of 27.5%. Based on the estimated number of households in St. Croix County, 32,583, in the 2014 US Census Bureau American Community Survey, the confidence interval (“margin of error”) for these data is plus/minus 5.8%.

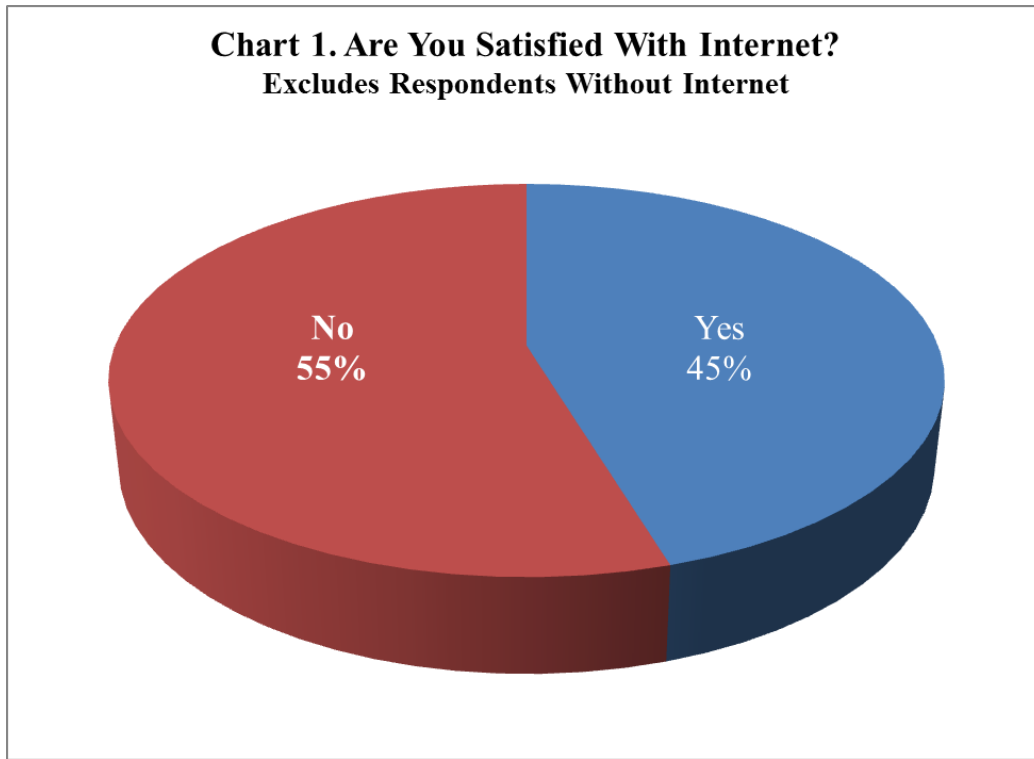
Appendix A contains a copy of the survey questionnaire with quantitative summary of responses by question.

The UW-River Falls Department of Geography and Geographic Information Science geocoded respondents locations and created maps to present the results spatially.

Satisfaction with Internet Service

The first question of the survey asked respondents to indicate whether they are satisfied with their internet service. Answer choices were “Yes,” “No,” and “Don’t Have.”

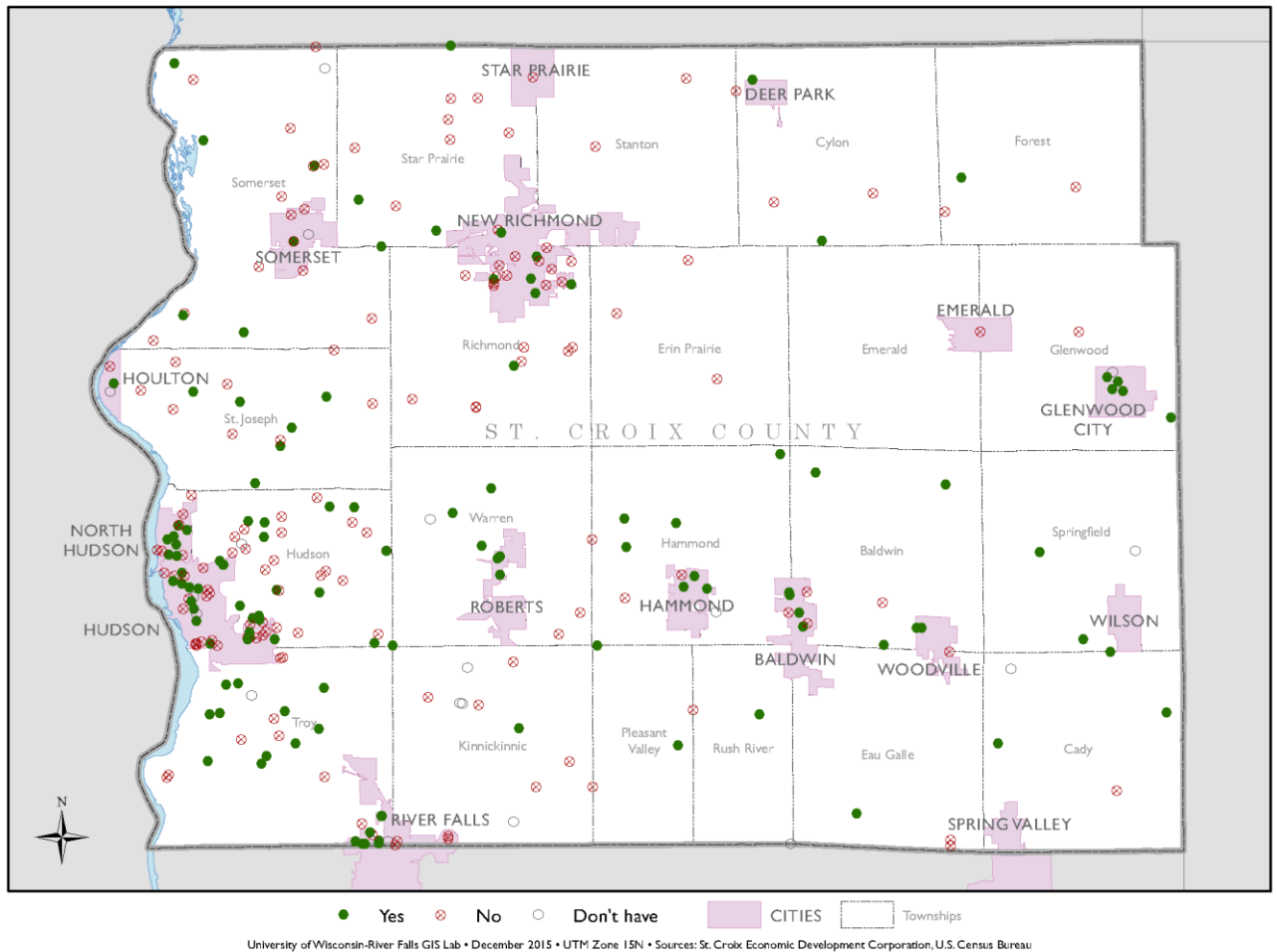
Chart 1 shows the satisfaction results among respondents who have Internet access. Over half of respondents (55%) said they are not satisfied with their Internet service and 45% are satisfied.



The geographic distribution of the responses to Question 1 are shown in Map 1 below.

Map 1.

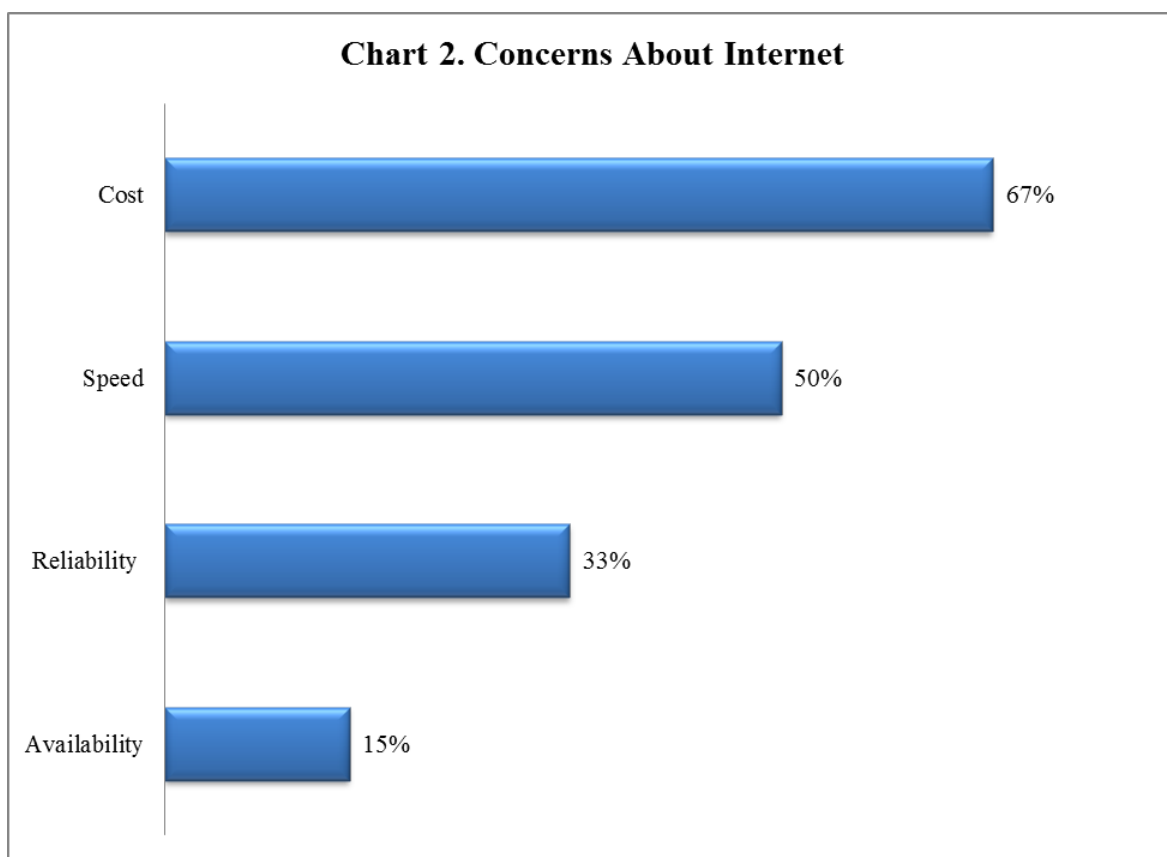
Q1: Are you satisfied with your Internet service?



Concerns About Internet Service

Respondents were next asked about their concerns with their Internet service. Four potential concerns were included in the list, and respondents were asked to indicate which of them were concerns. Respondents could choose all that applied.

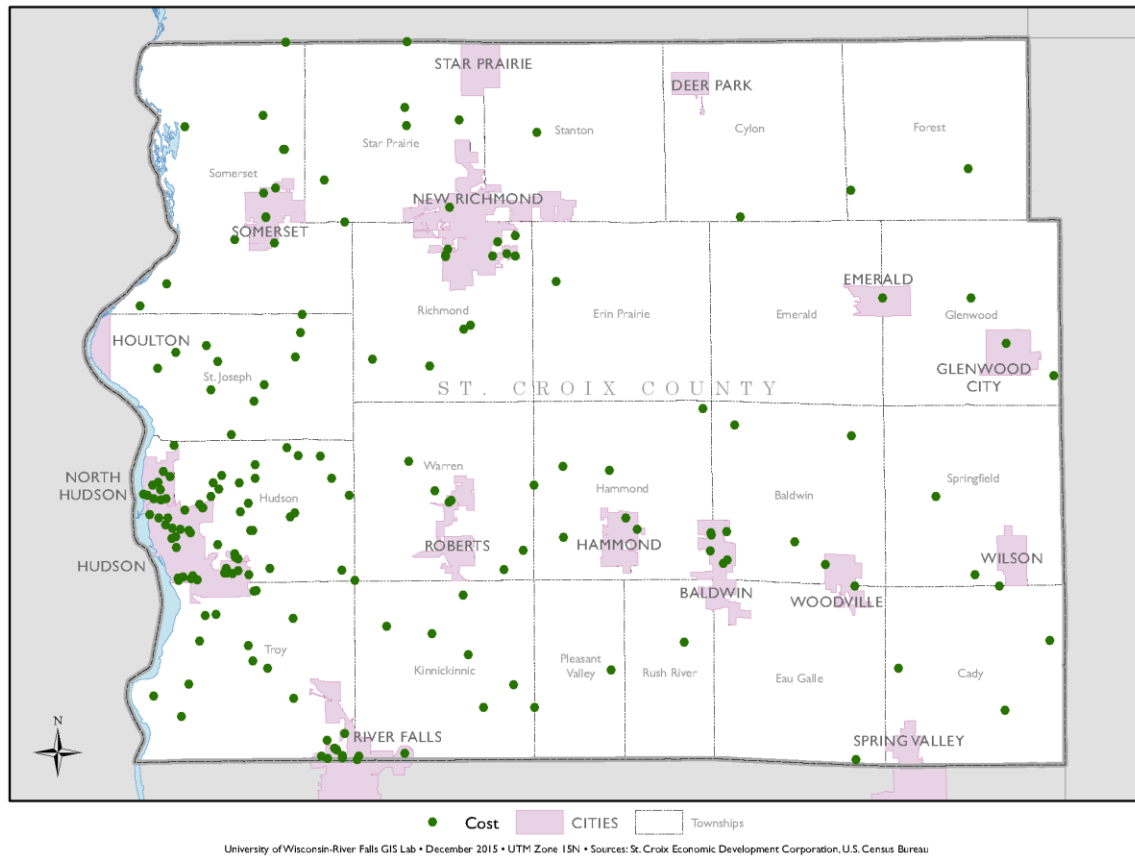
The results are shown in Chart 2. The cost of Internet service was at the top, with 67% of respondents indicating this is a concern. Half of respondents said the speed of their Internet connection is a concern, and a third of respondents said reliability was a concern. Availability was a concern for 15% of respondents.



The geographic distributions of responses for each of the potential concerns are shown below in Map 2 (cost), Map 3 (speed), Map 4 (reliability) and Map 5 (availability).

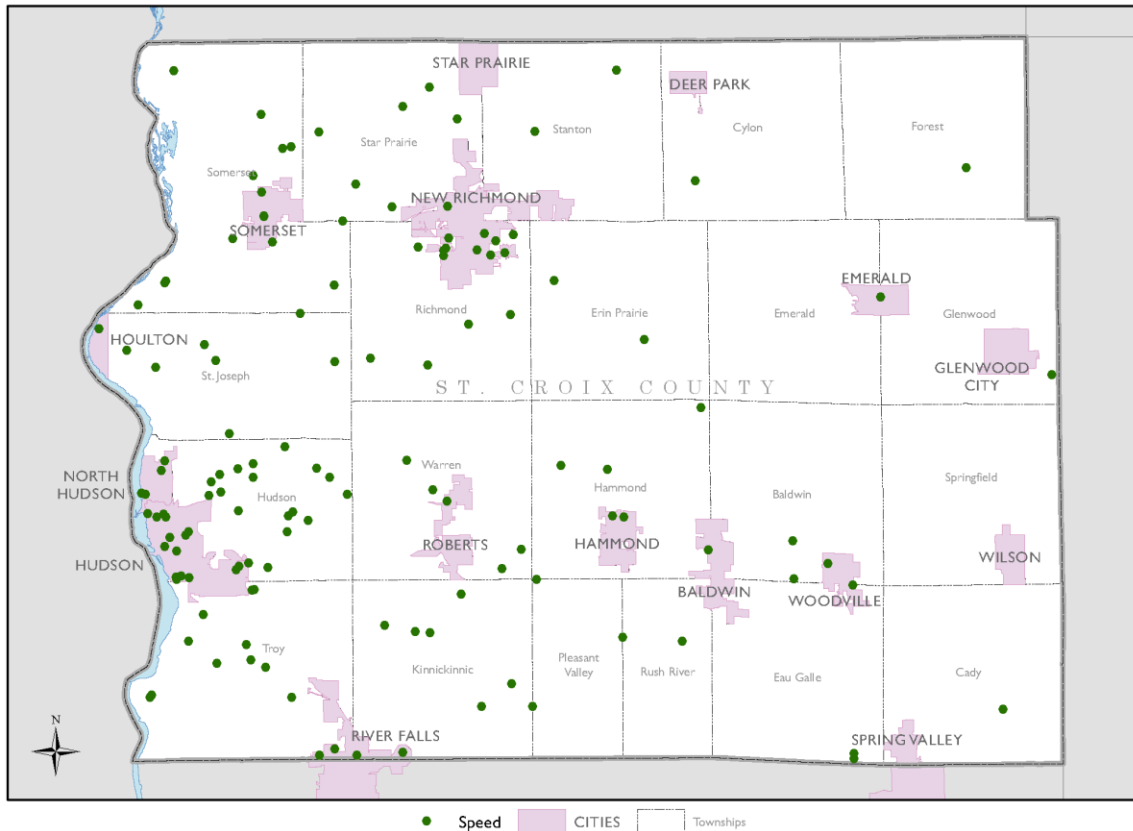
Map 2

Q2:What concerns do you have with your Internet Service? • Cost



Map 3.

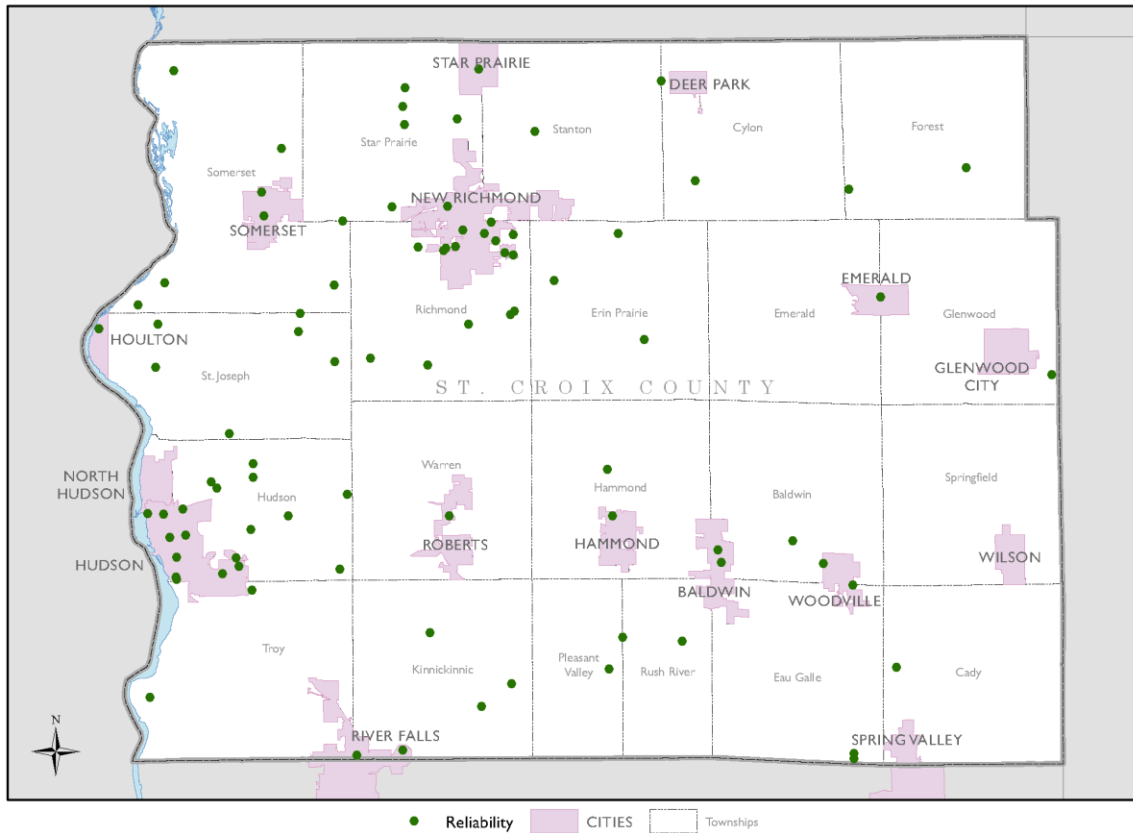
Q2:What concerns do you have with your Internet Service? • Speed



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Map 4

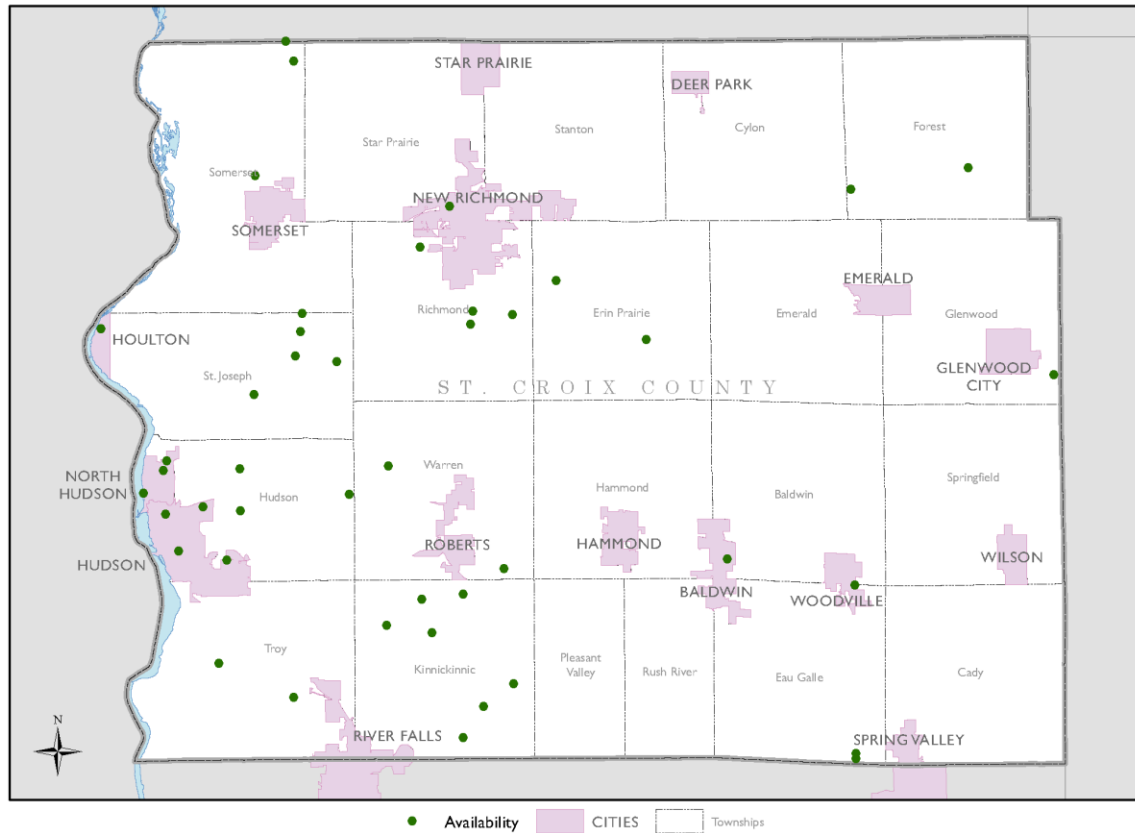
Q2:What concerns do you have with your Internet Service? • Reliability



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Map 5

Q2:What concerns do you have with your Internet Service? • Availability

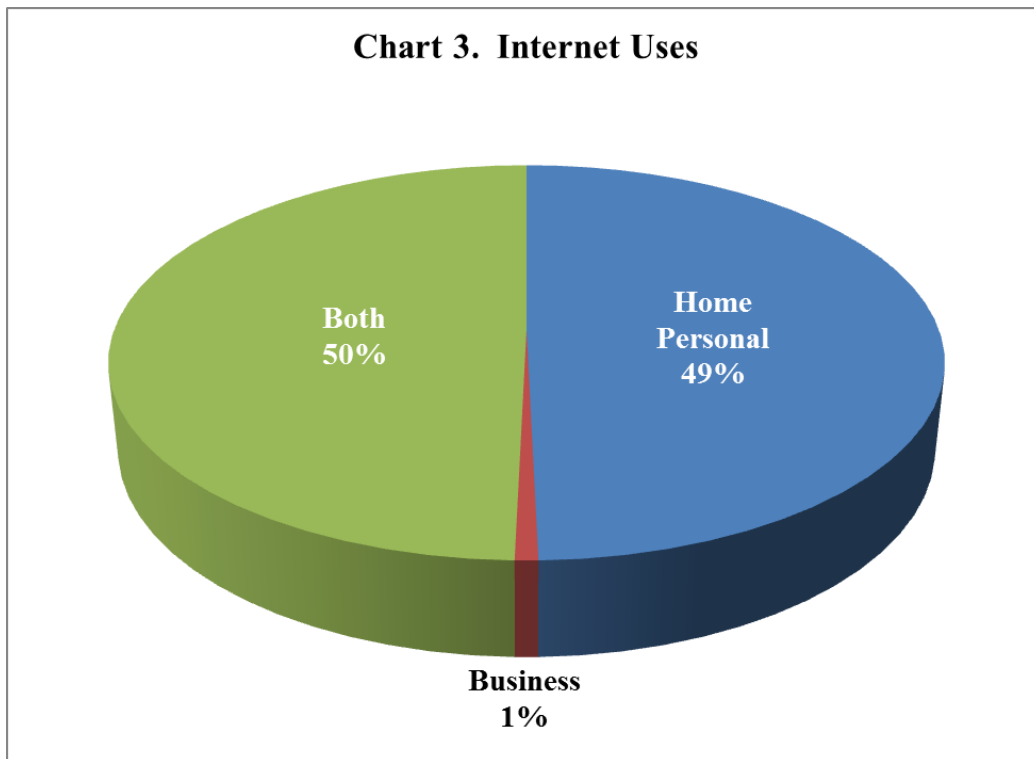


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Use of Internet Connection

The last question on the survey asked respondents how they use their Internet connection. Answer choices were “home/personal,” “business,” and “both.”

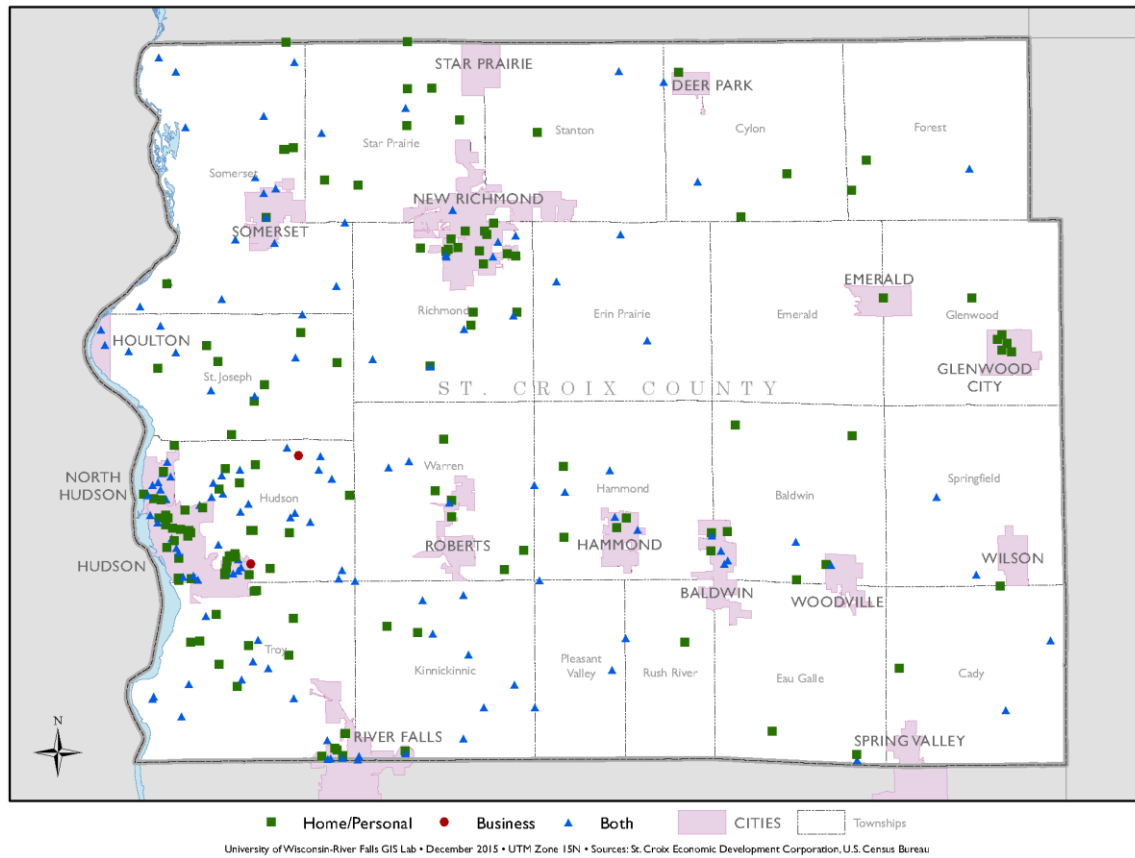
As shown in Chart 3, half of respondents use their Internet connection exclusively for home/personal activities. About half use their connection both for business and for home/personal activities. Less than one percent of respondents use their Internet connection exclusively for business purposes.



Map 6 shows the geographic distribution of the answers.

Map 6.

Q3:What do you use your Internet connection for?



Appendix A - Quantitative Summary of Responses by Question

Please return the survey by: November 12, 2015

Please fill the circles that apply to you in pencil or blue/black ink.

Like this: ☒ Not like this: ☒ ☐ ☐

1. Are you satisfied with your Internet service?	Yes			No	Don't Have
	42%			51%	6%
2. What concerns do you have with your Internet service?	Speed	Cost	Reliability	Availability	None
	50%	67%	33%	15%	12%
3. What do you use your Internet connection for?	Home/Personal		Business		Both
	50%		1%		50%

