

# **Rush County Broadband Taskforce Update & Household Survey Results**

**Mark McCorkle, Taskforce Chair**  
**Carole Yeend, Taskforce Co-Chair**  
**Roberto Gallardo, Purdue University**

**July 11<sup>th</sup>, 2019**



# **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**





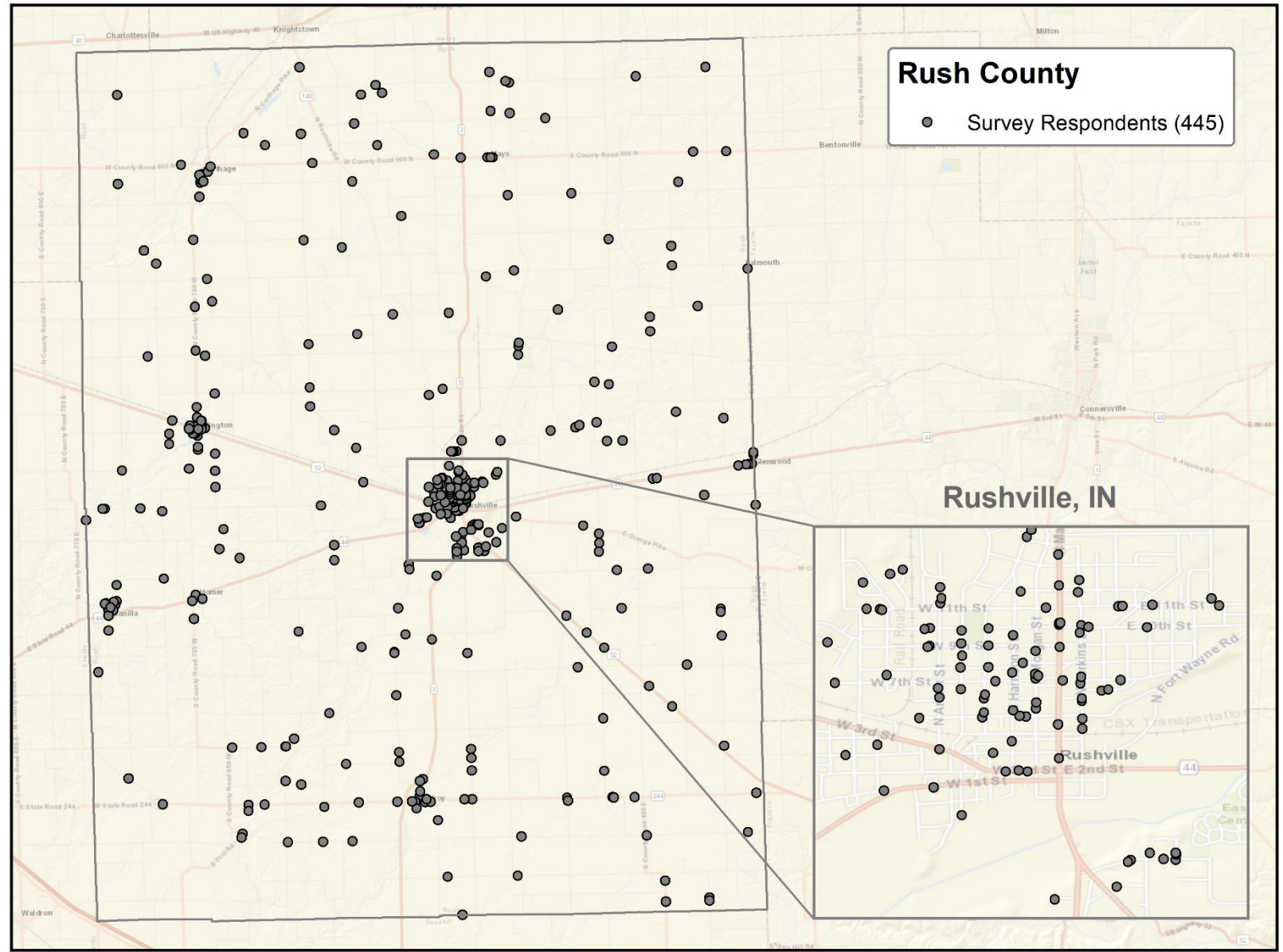
# Results

- **516 surveys received overall (65 paper copies)**
- **512 valid responses**
- **445 mapped (67 did not give permission or did not answer)**



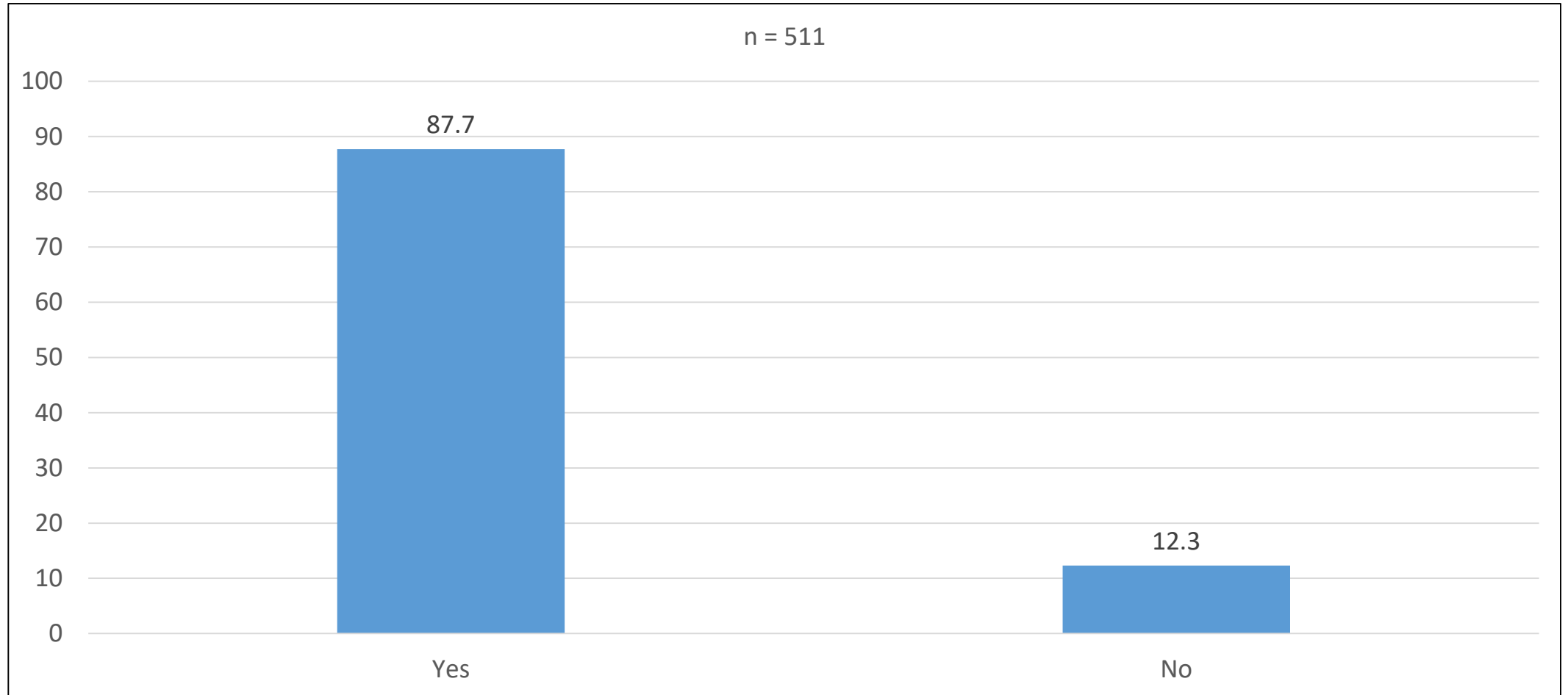


# Survey Responses



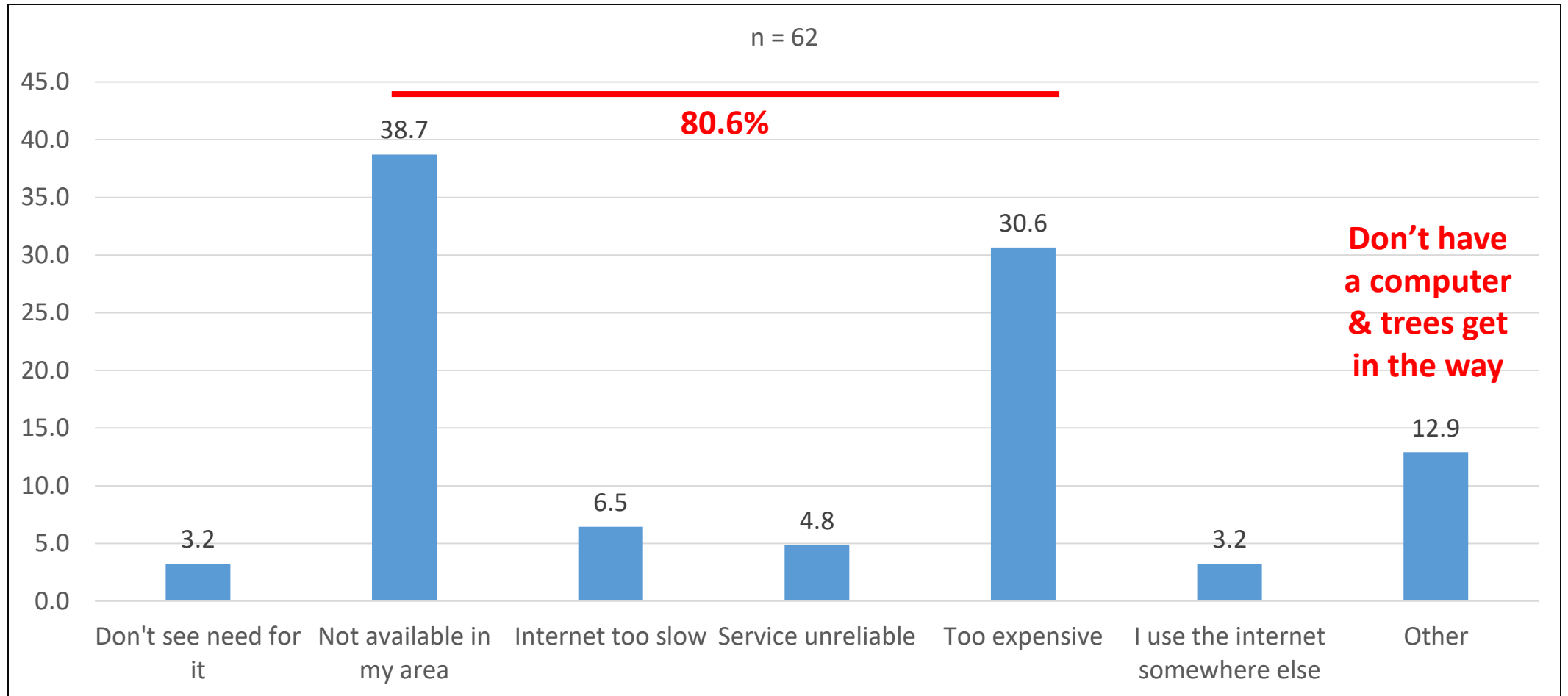


# Have internet access at home?



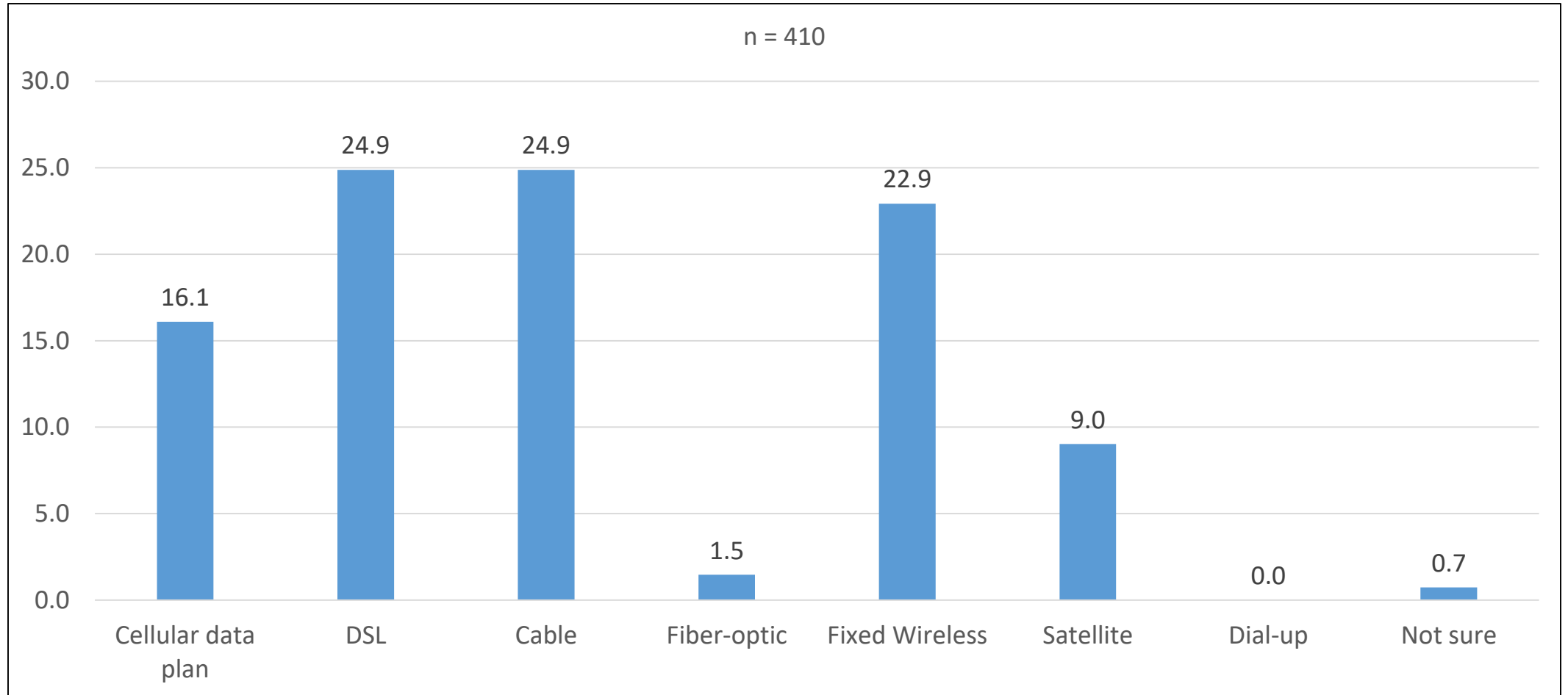


# Main reason not using internet



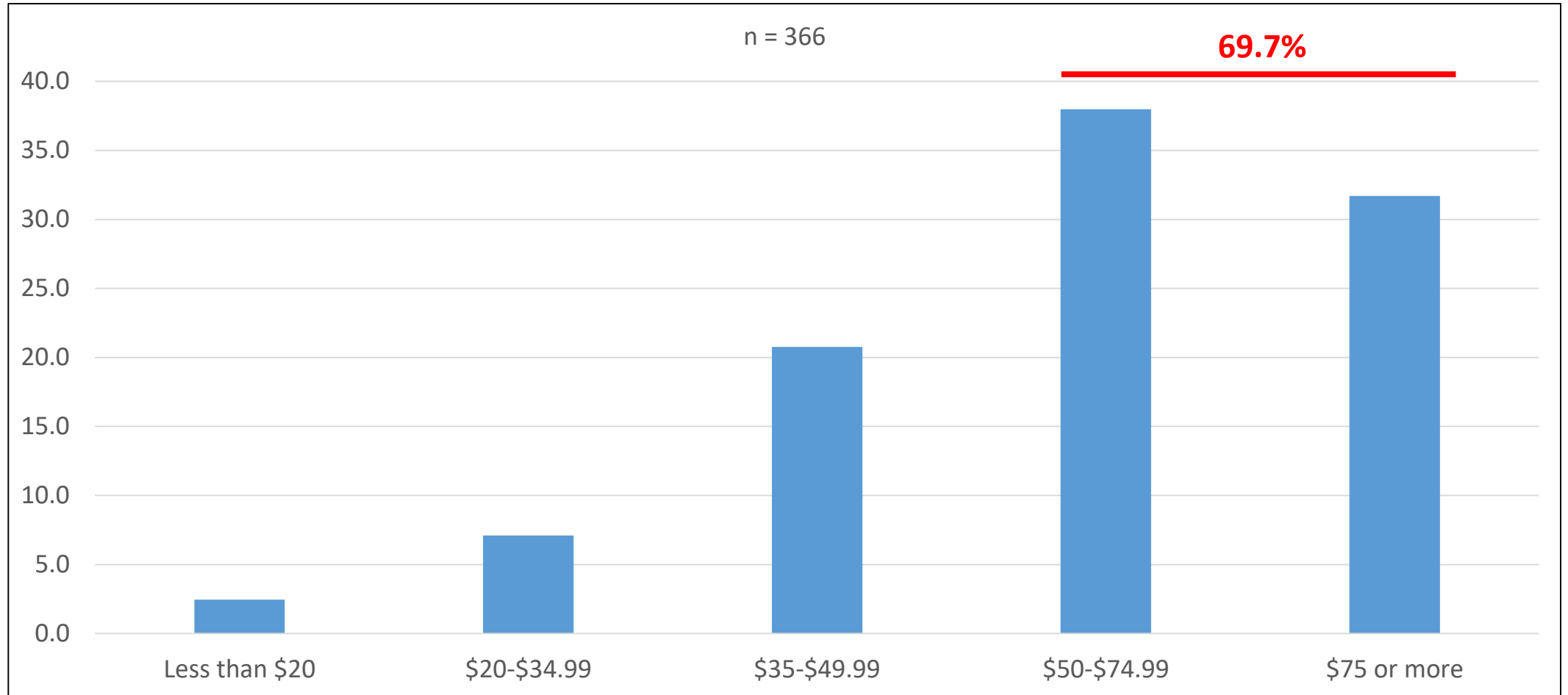


# How do you access the internet?



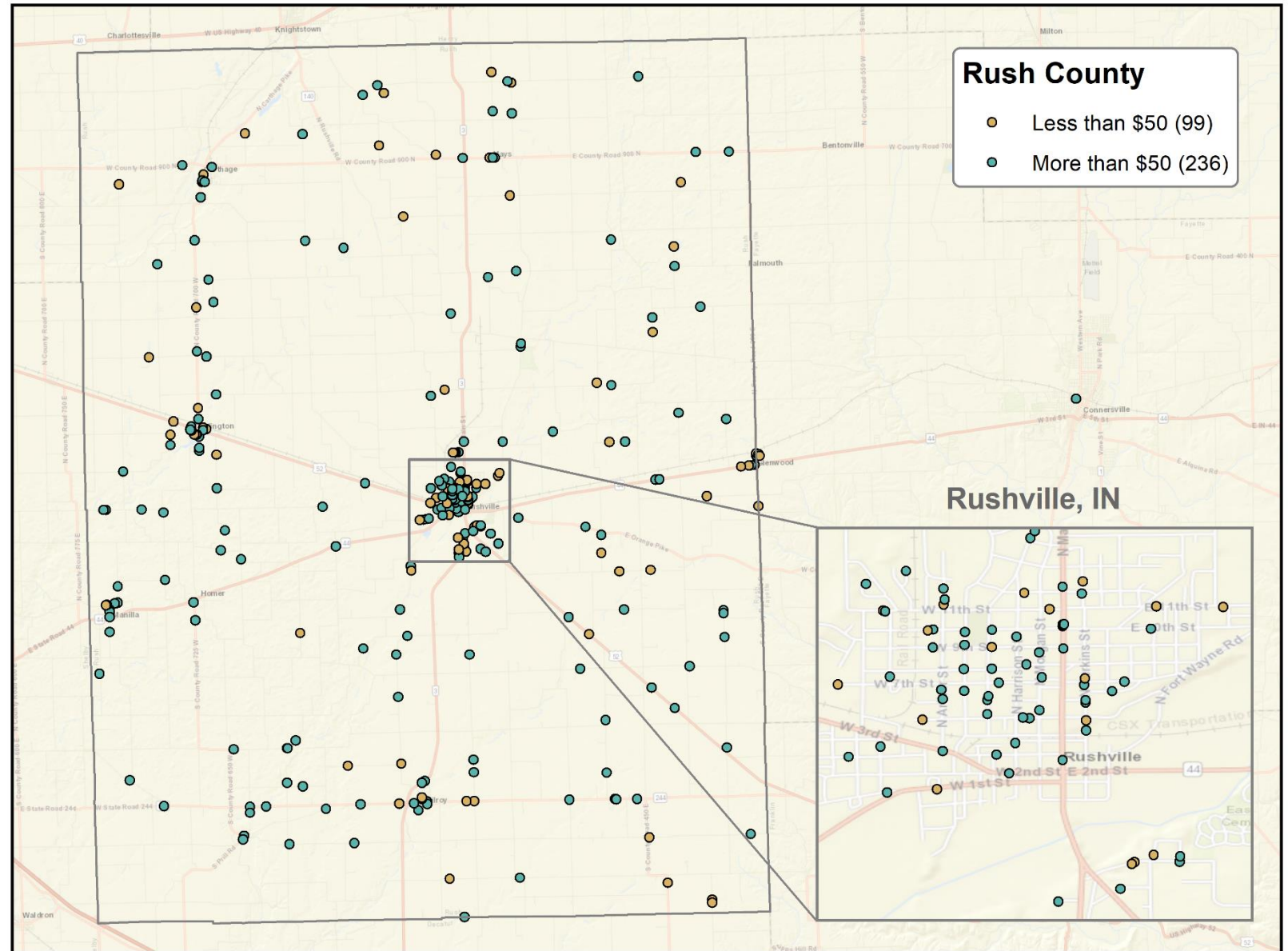


# How much do you pay?





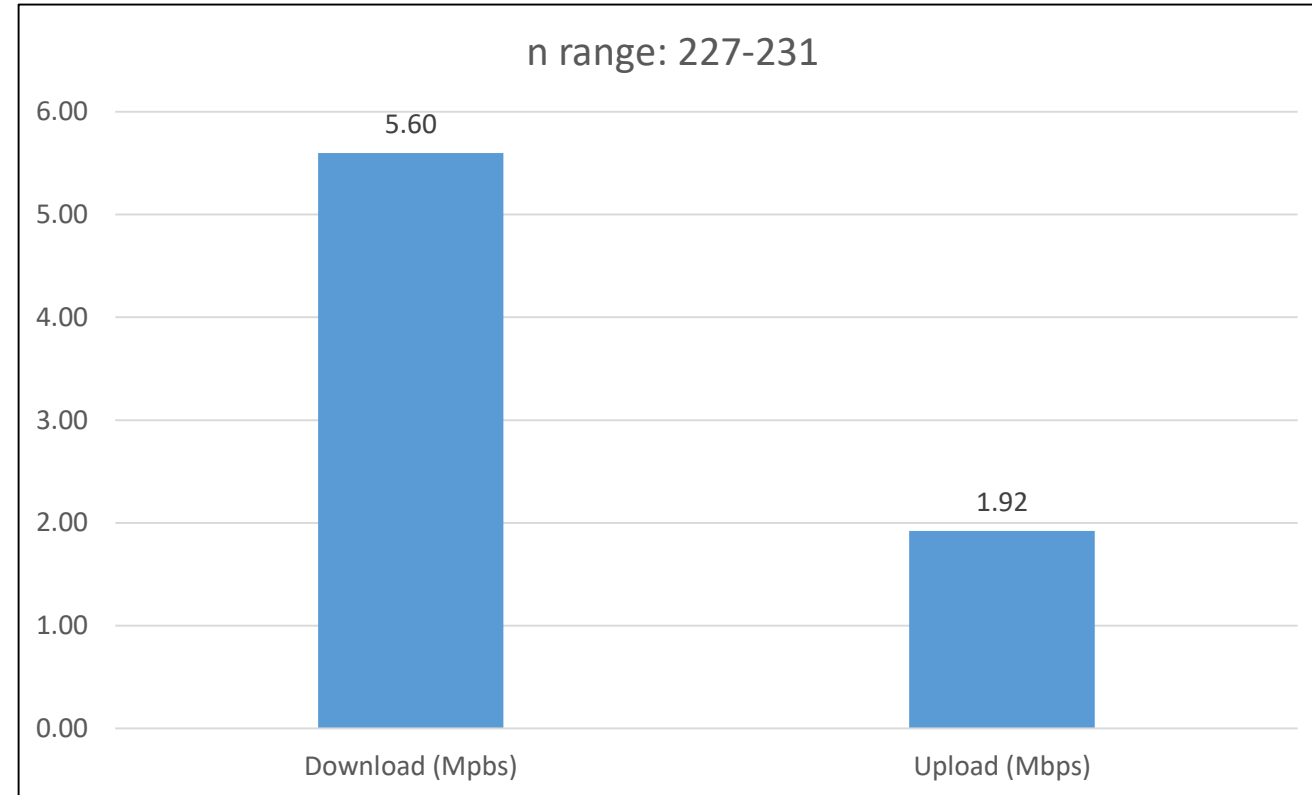
# Monthly cost





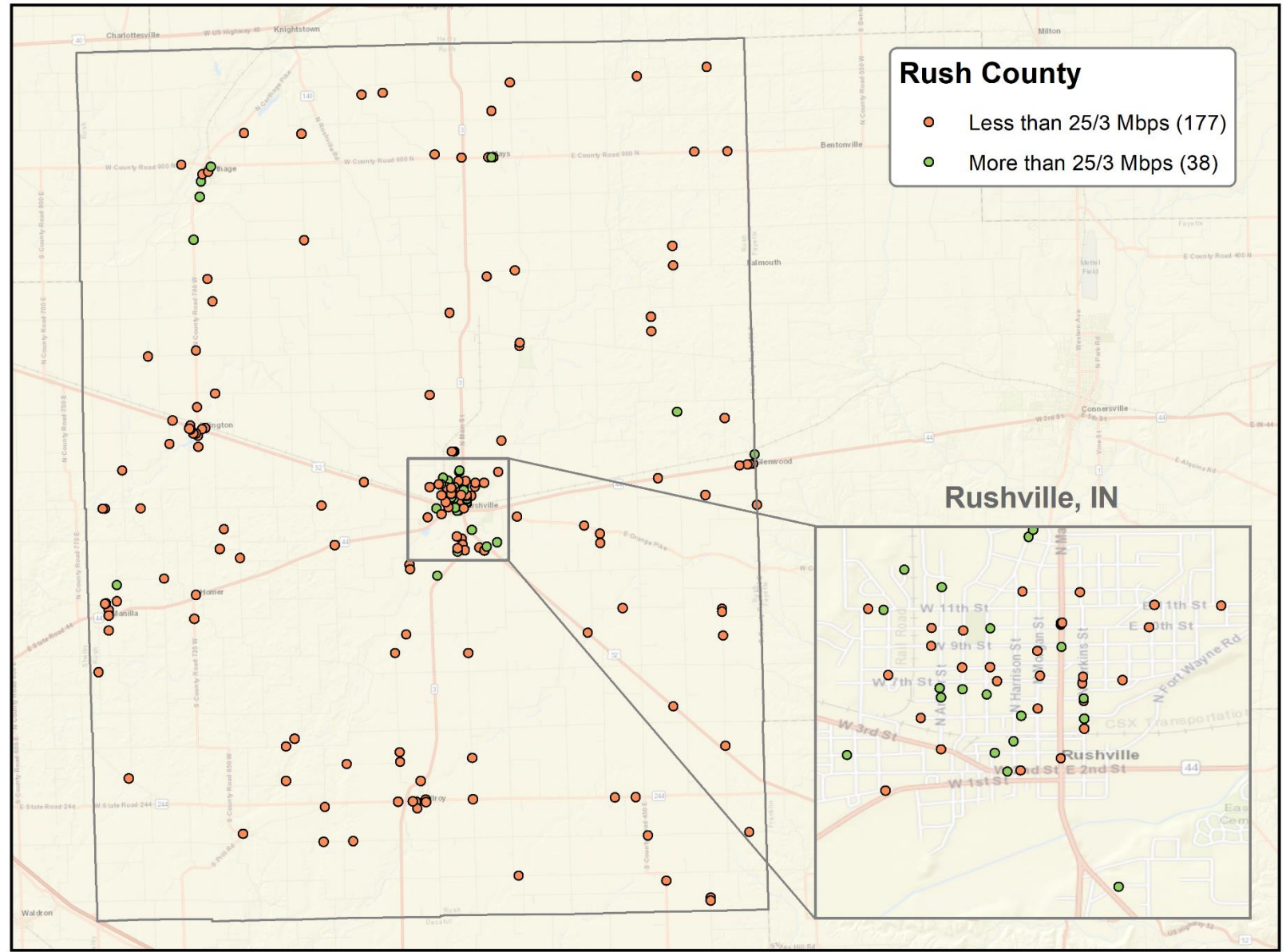
# Median Download/Upload Speeds

	Download (Mbps)	Upload (Mbps)
Average	19.73	18.08
Median	5.60	1.92
Minimum	0.09	0.01
Maximum	462.40	920.00
n	231	227



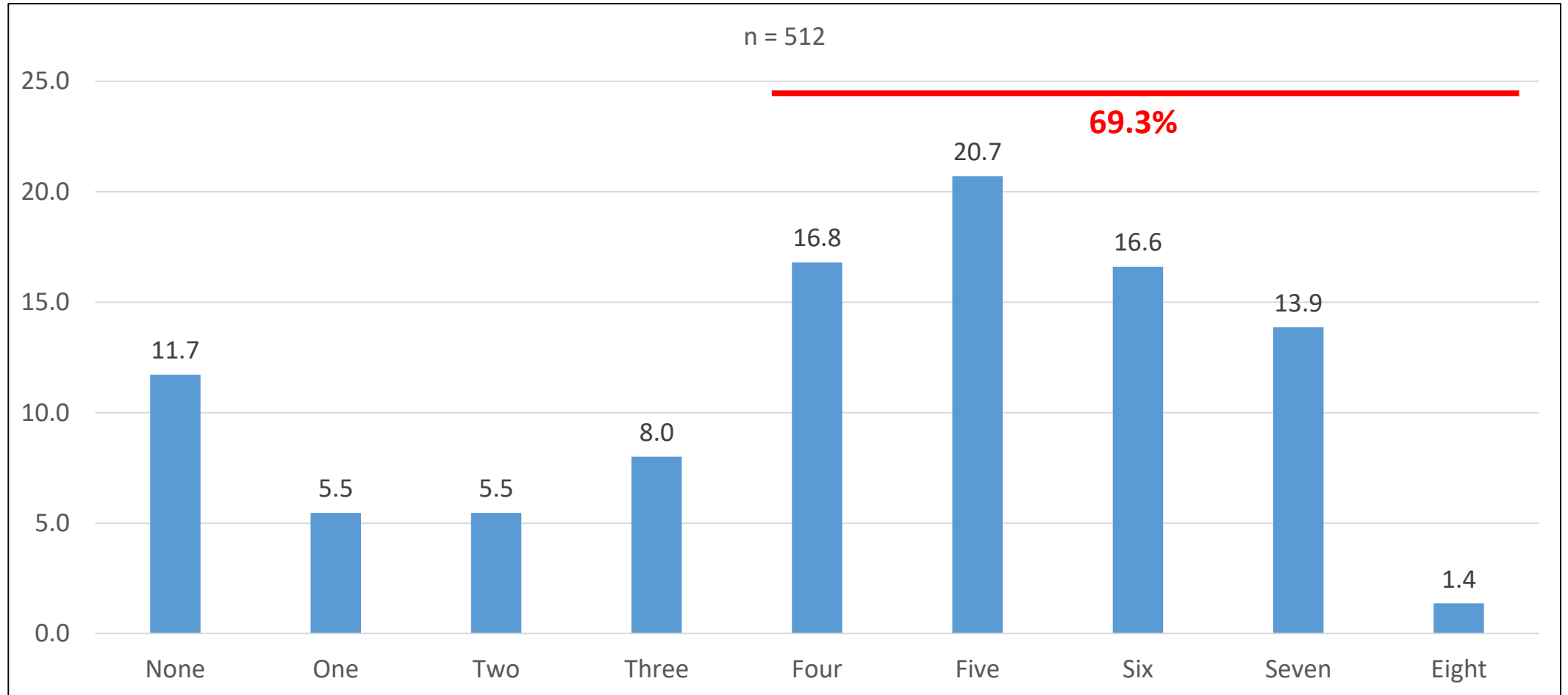


# Met 25/3 FCC criteria



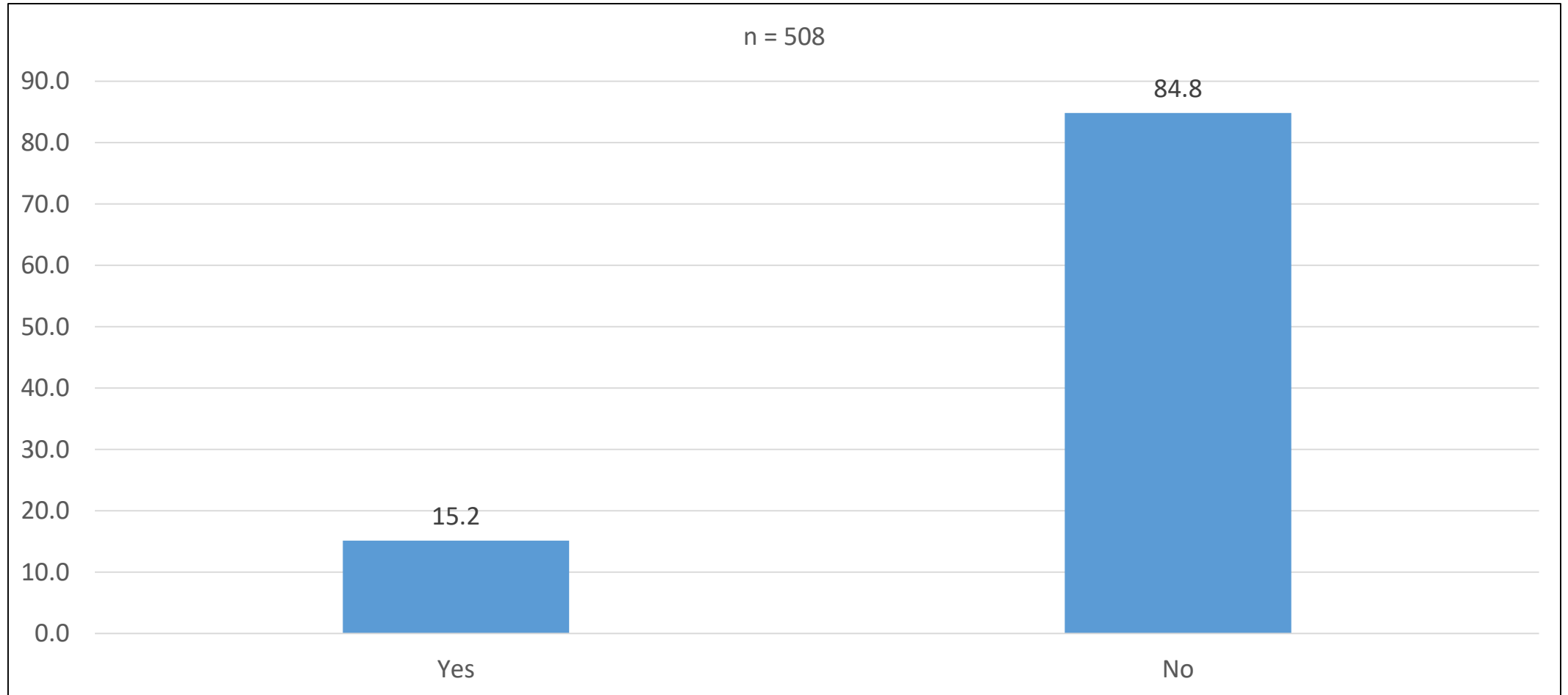


# Number of devices at home



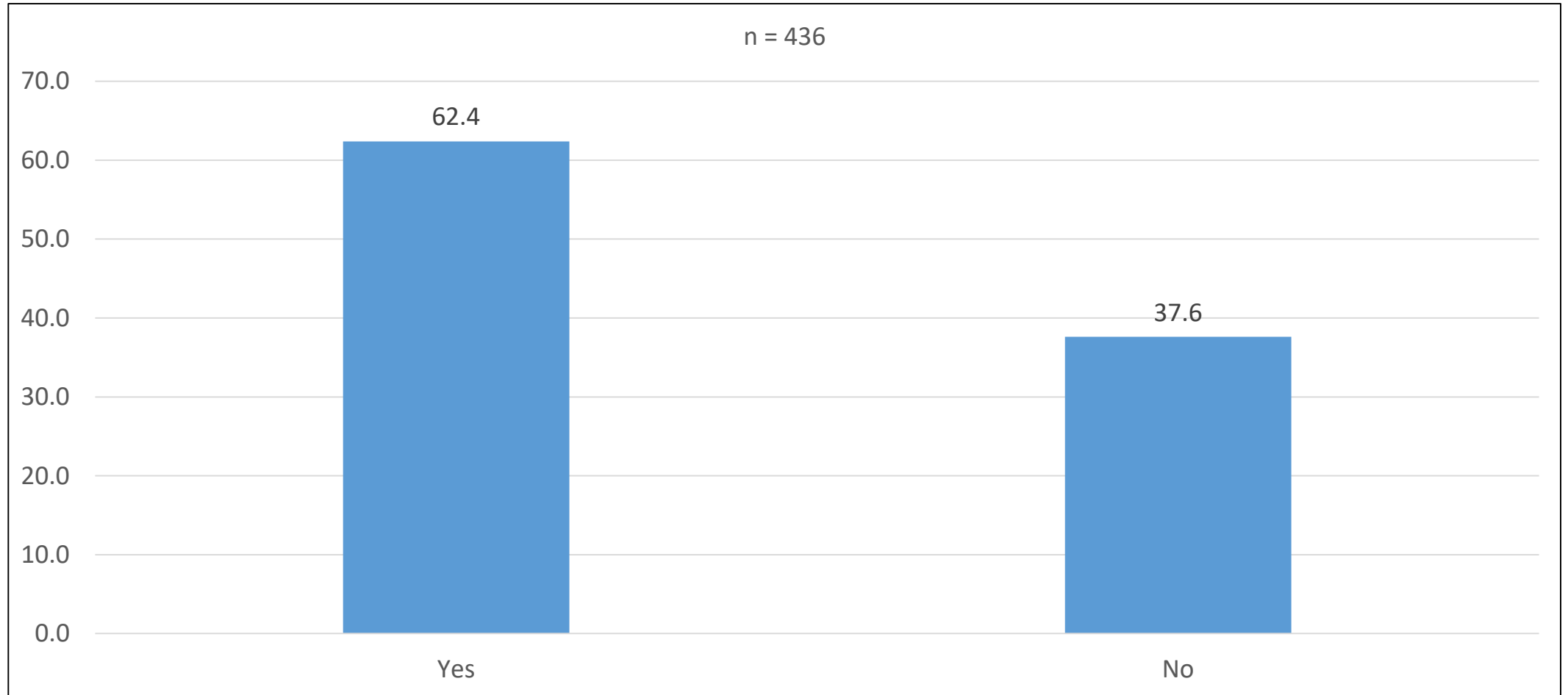


# Is this a home-based business?



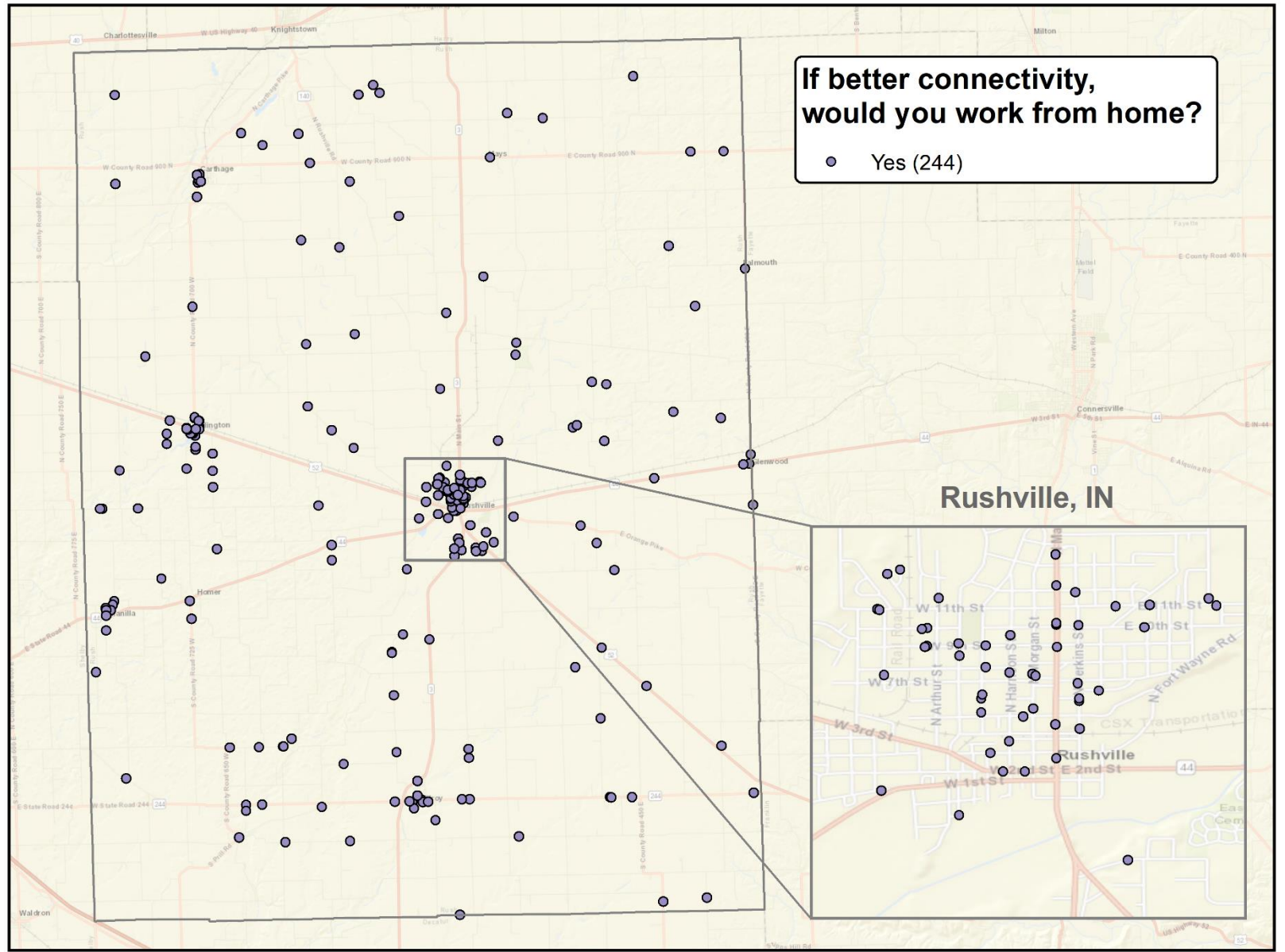


# Work from home if better connected?



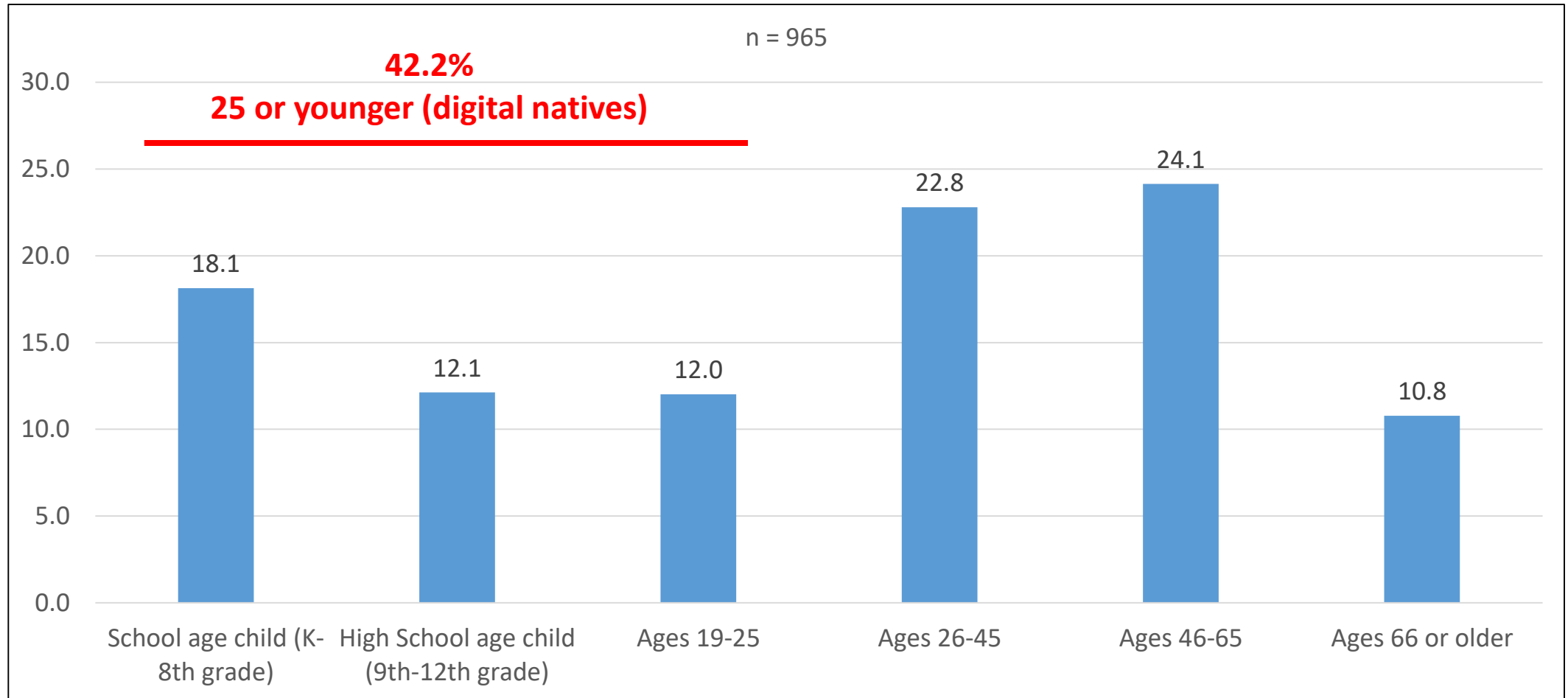


# Work from home



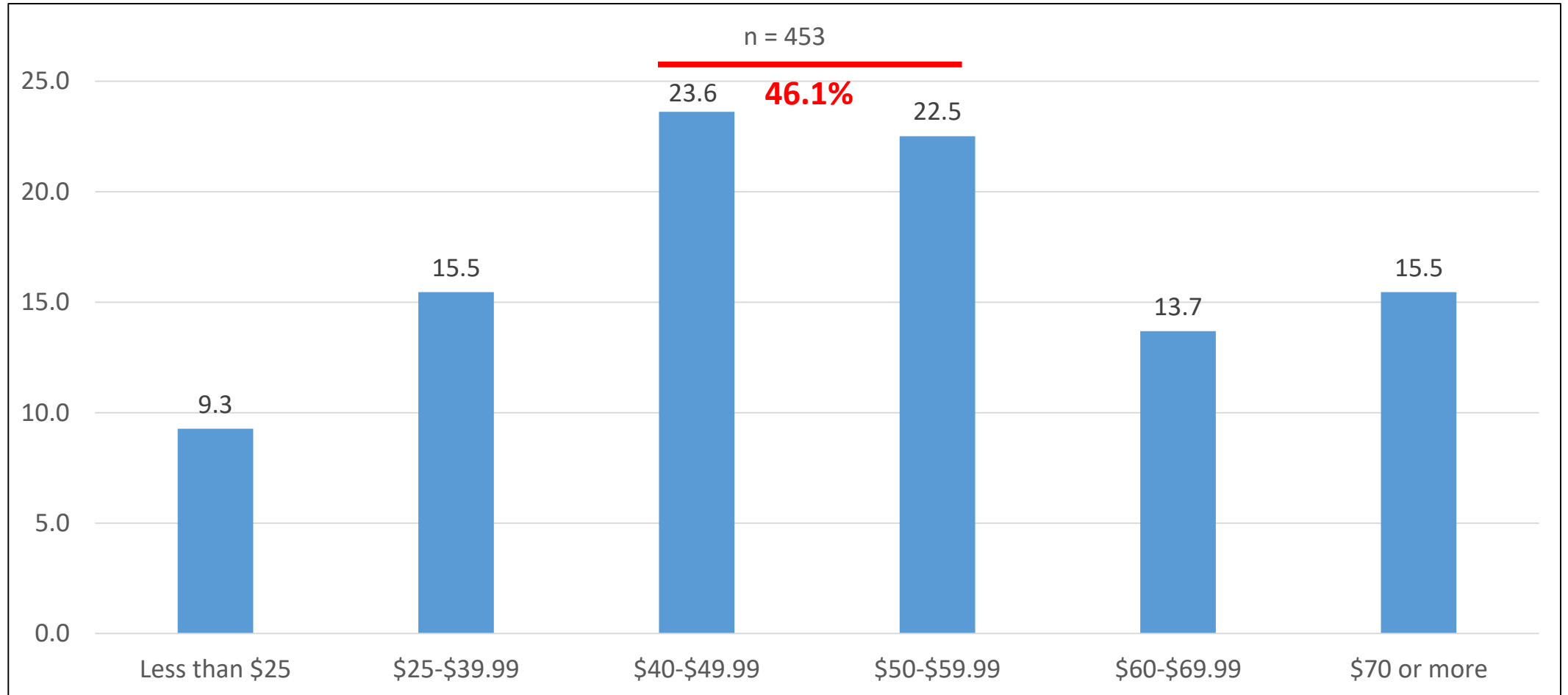


# Age of potential users at home



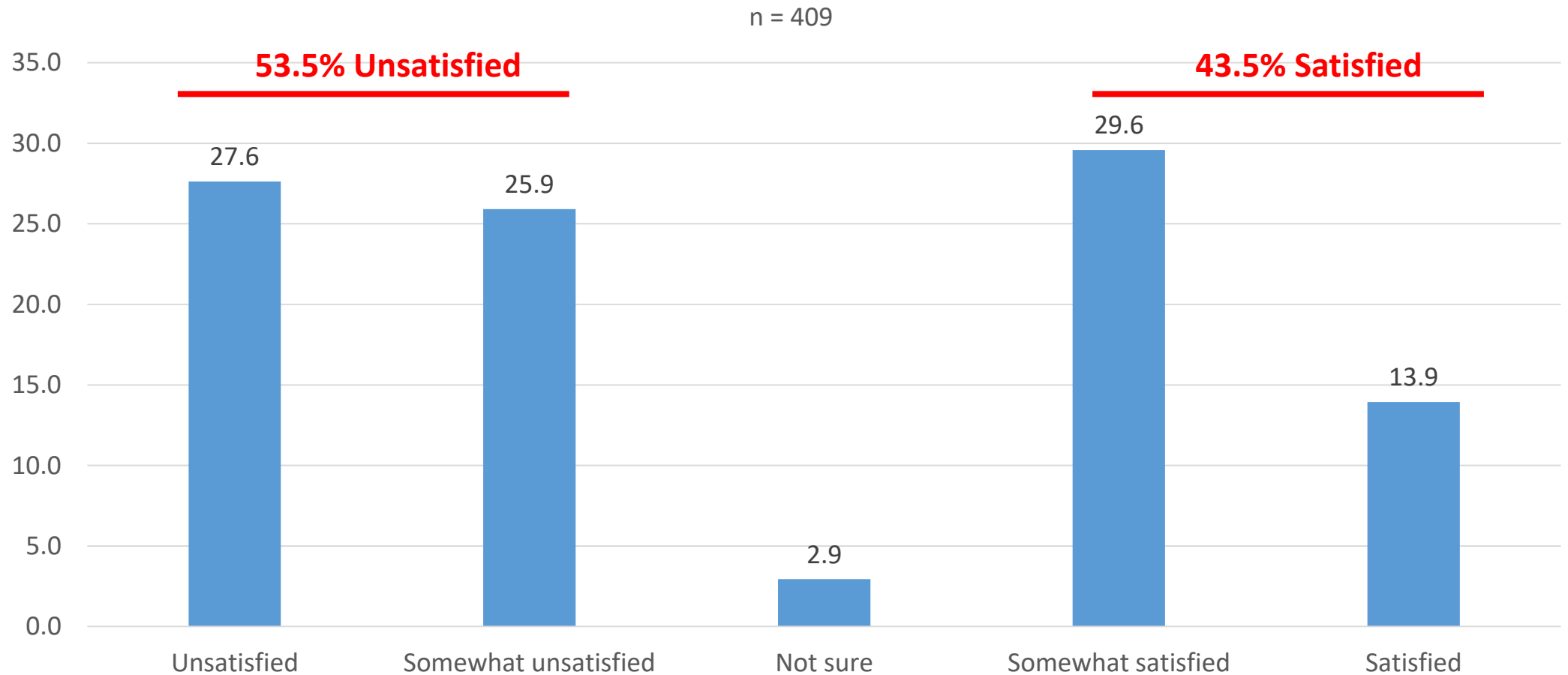


# Maximum willing to pay?



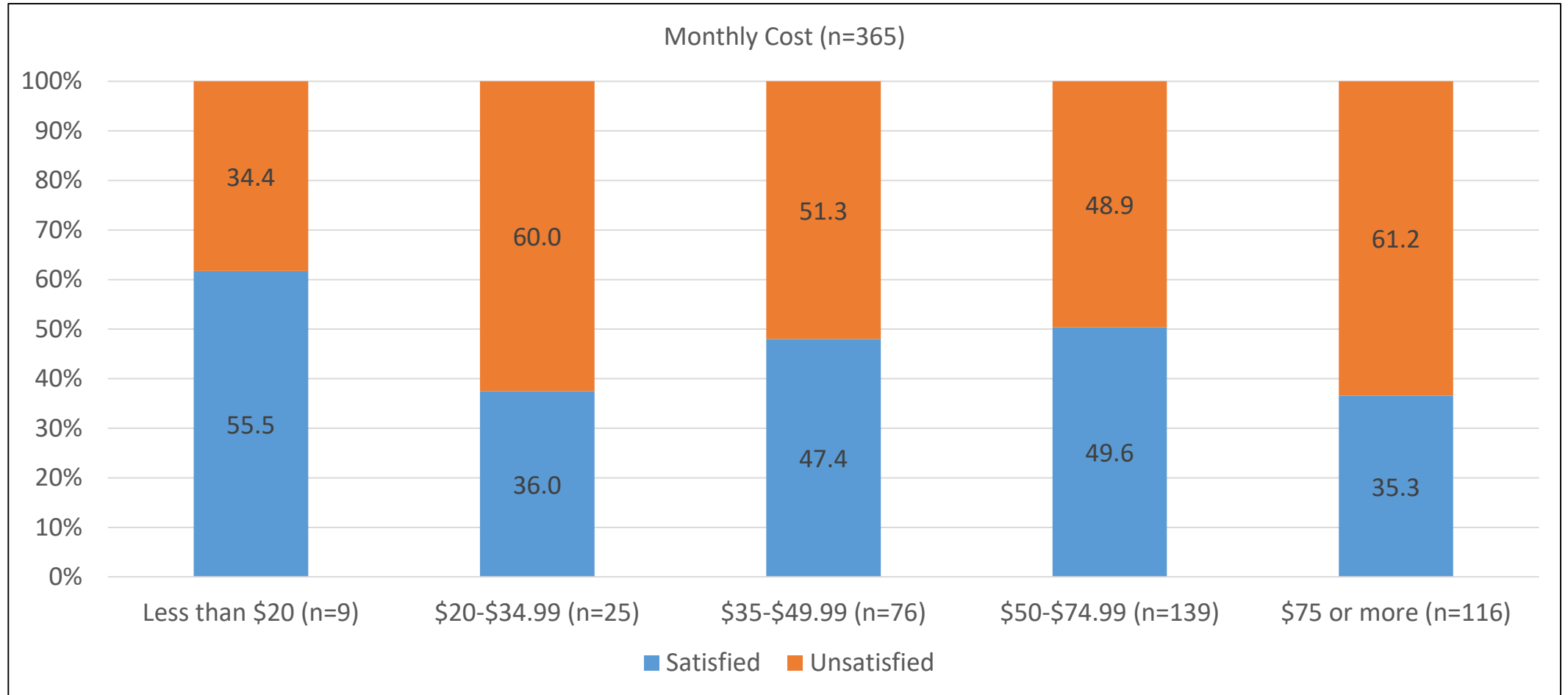


# How satisfied are you with service?



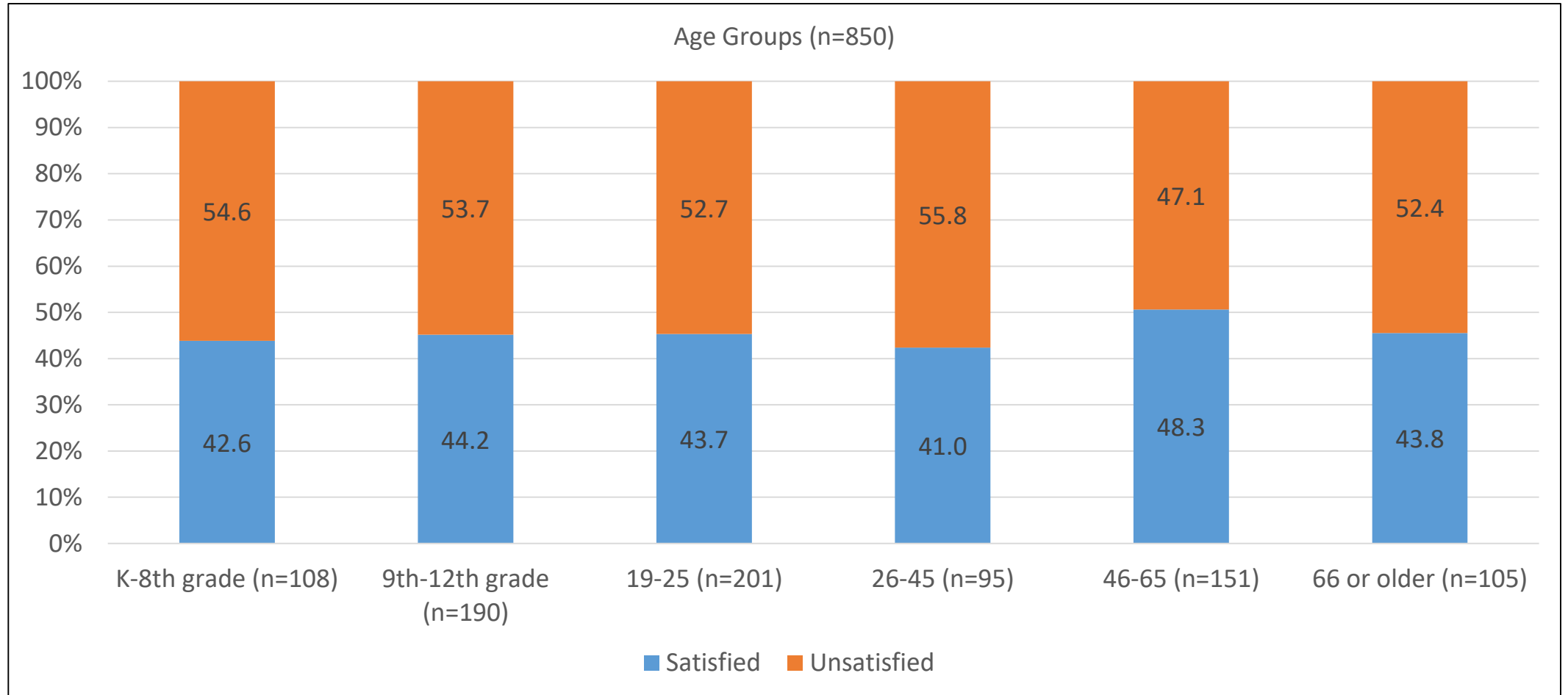


# Who is unsatisfied?



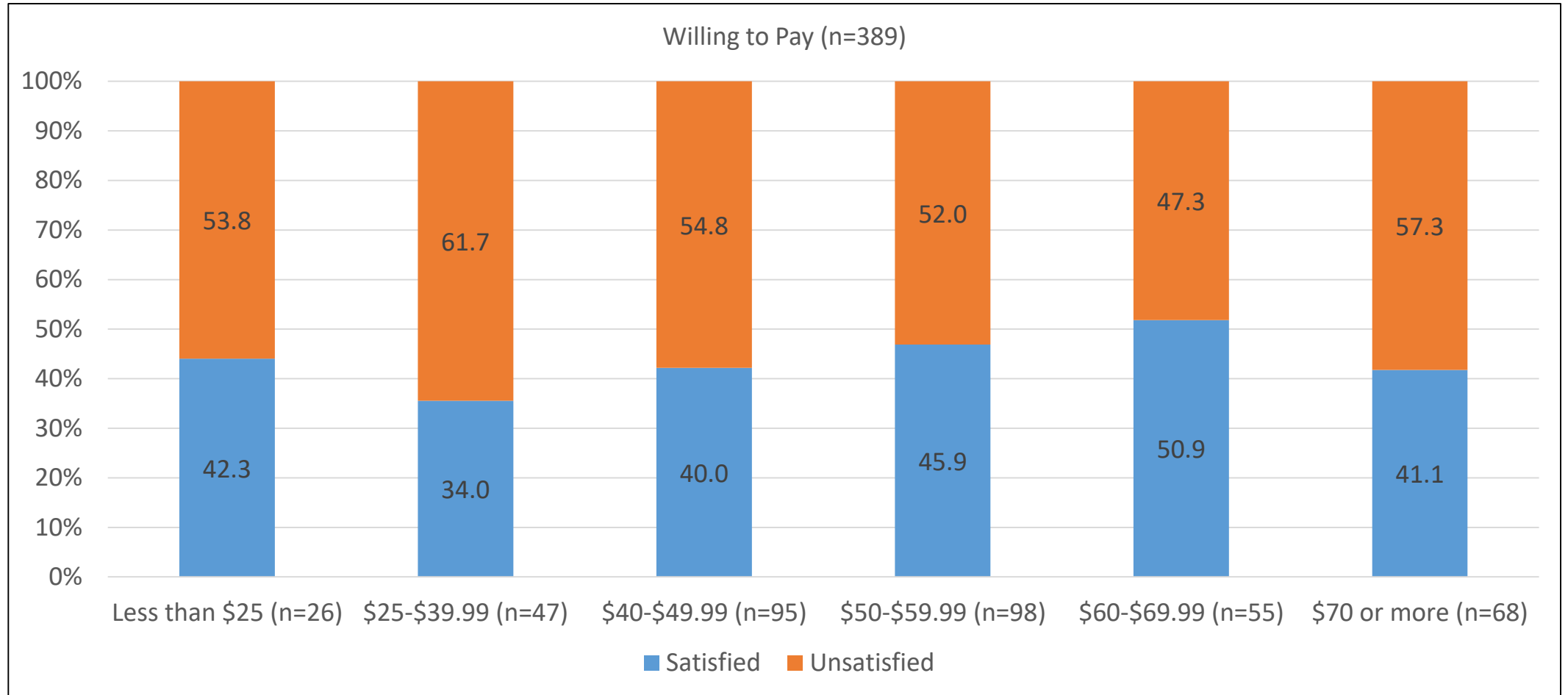


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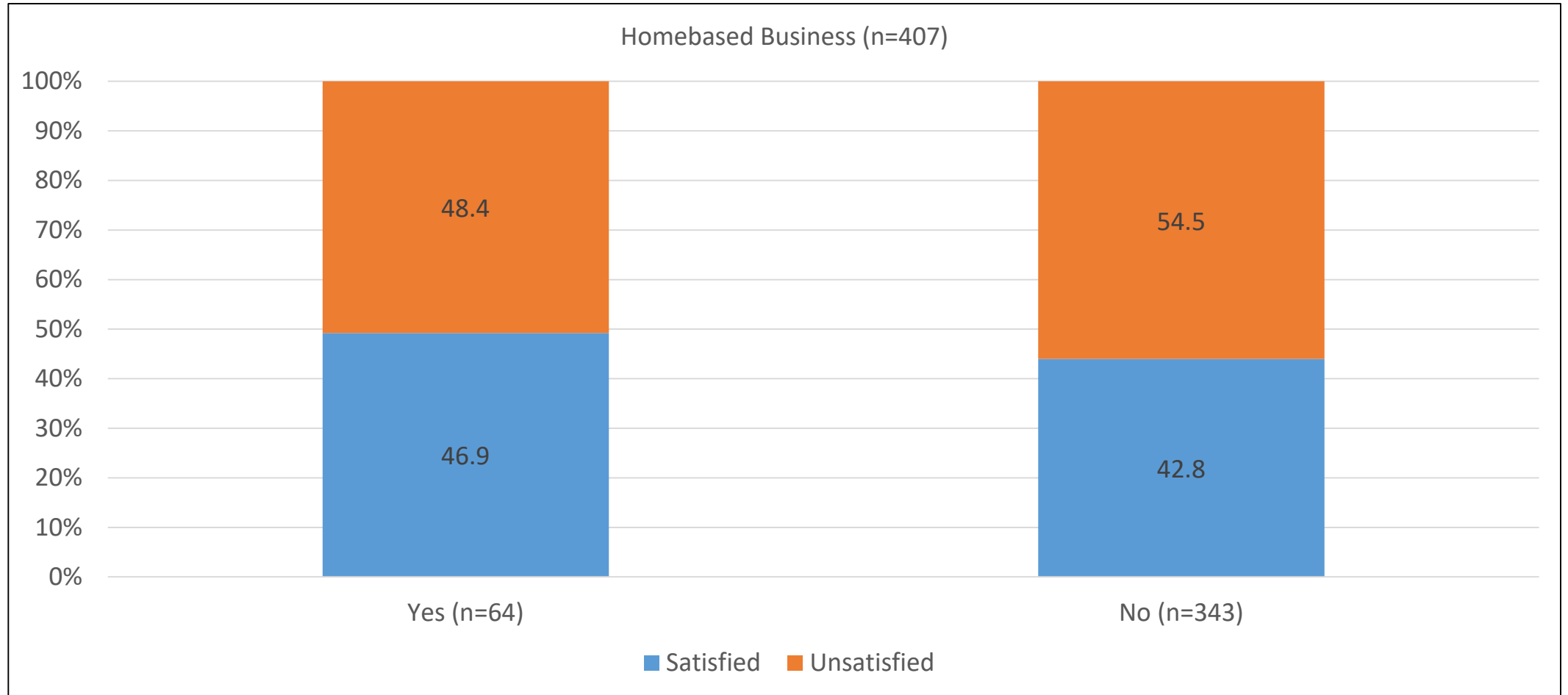


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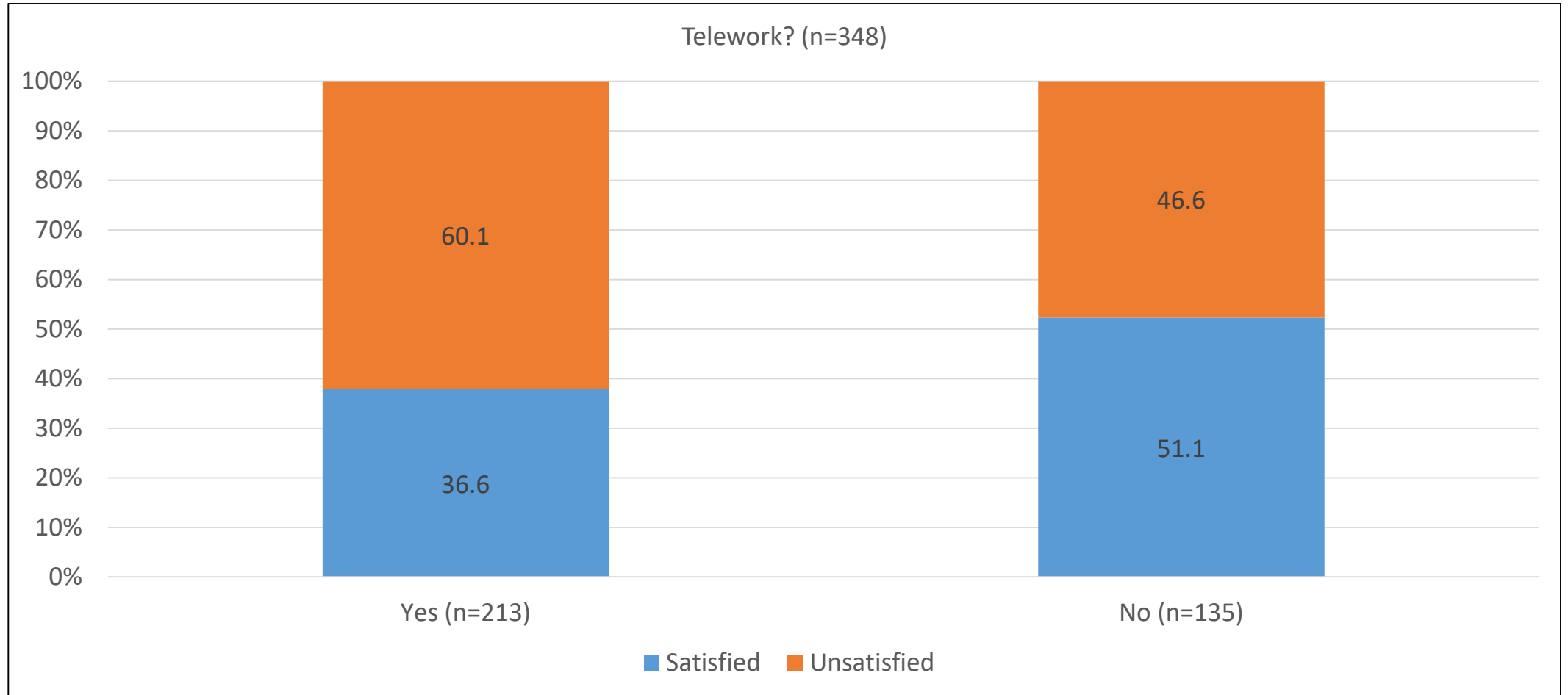


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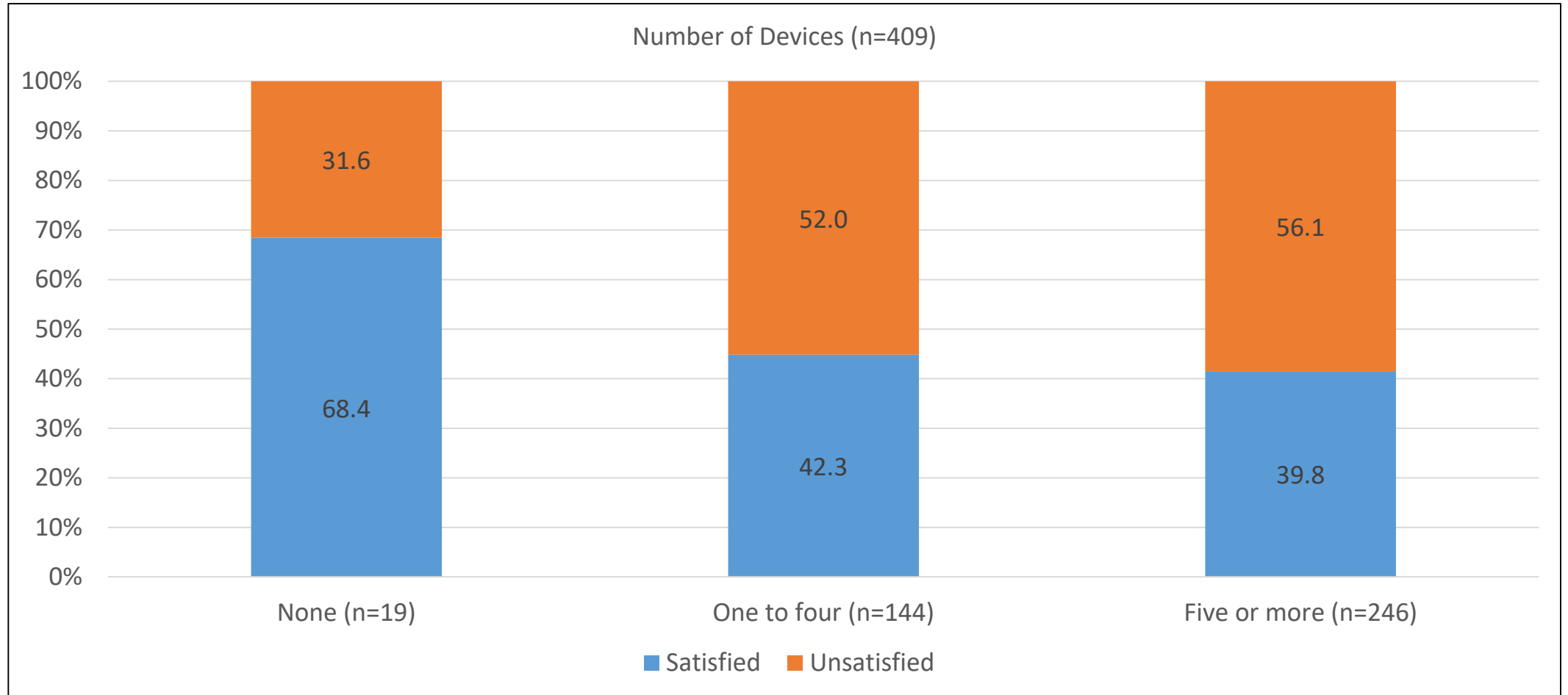


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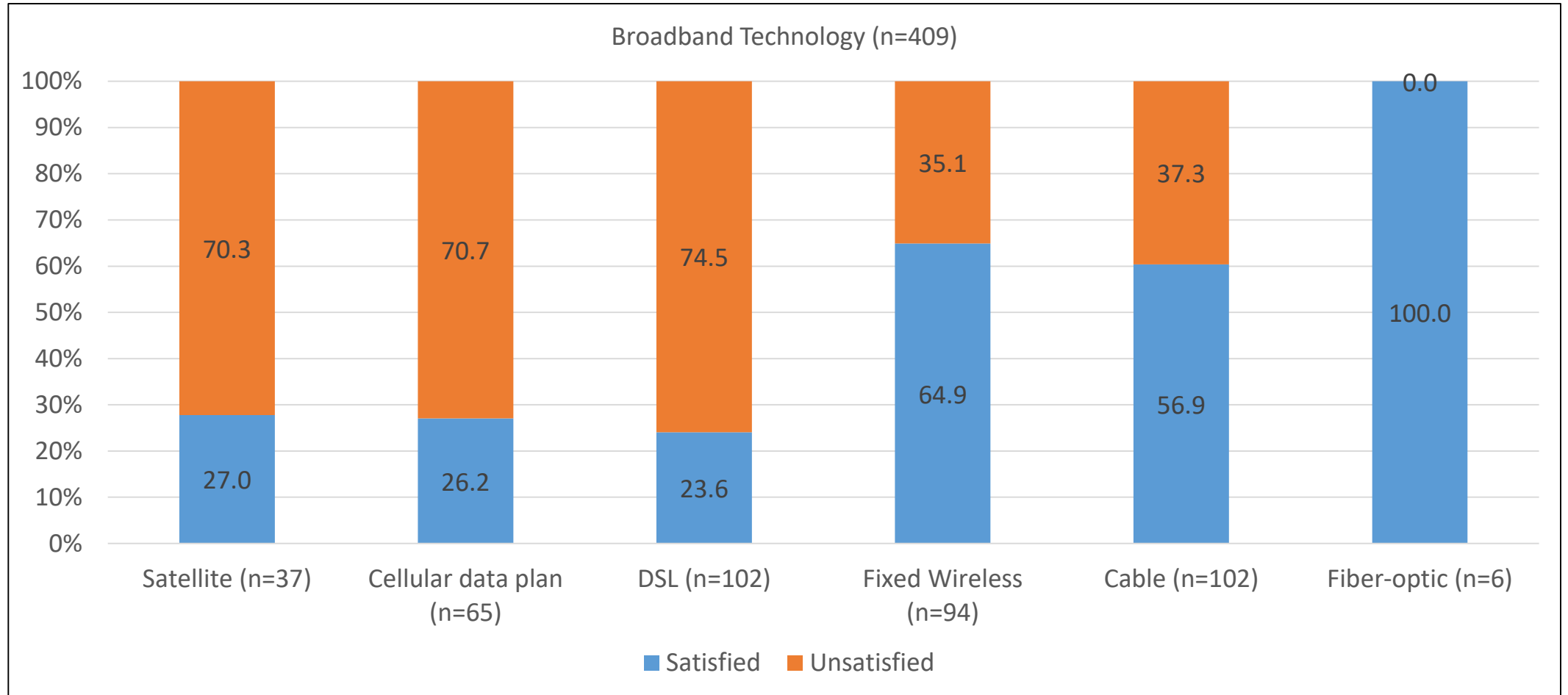


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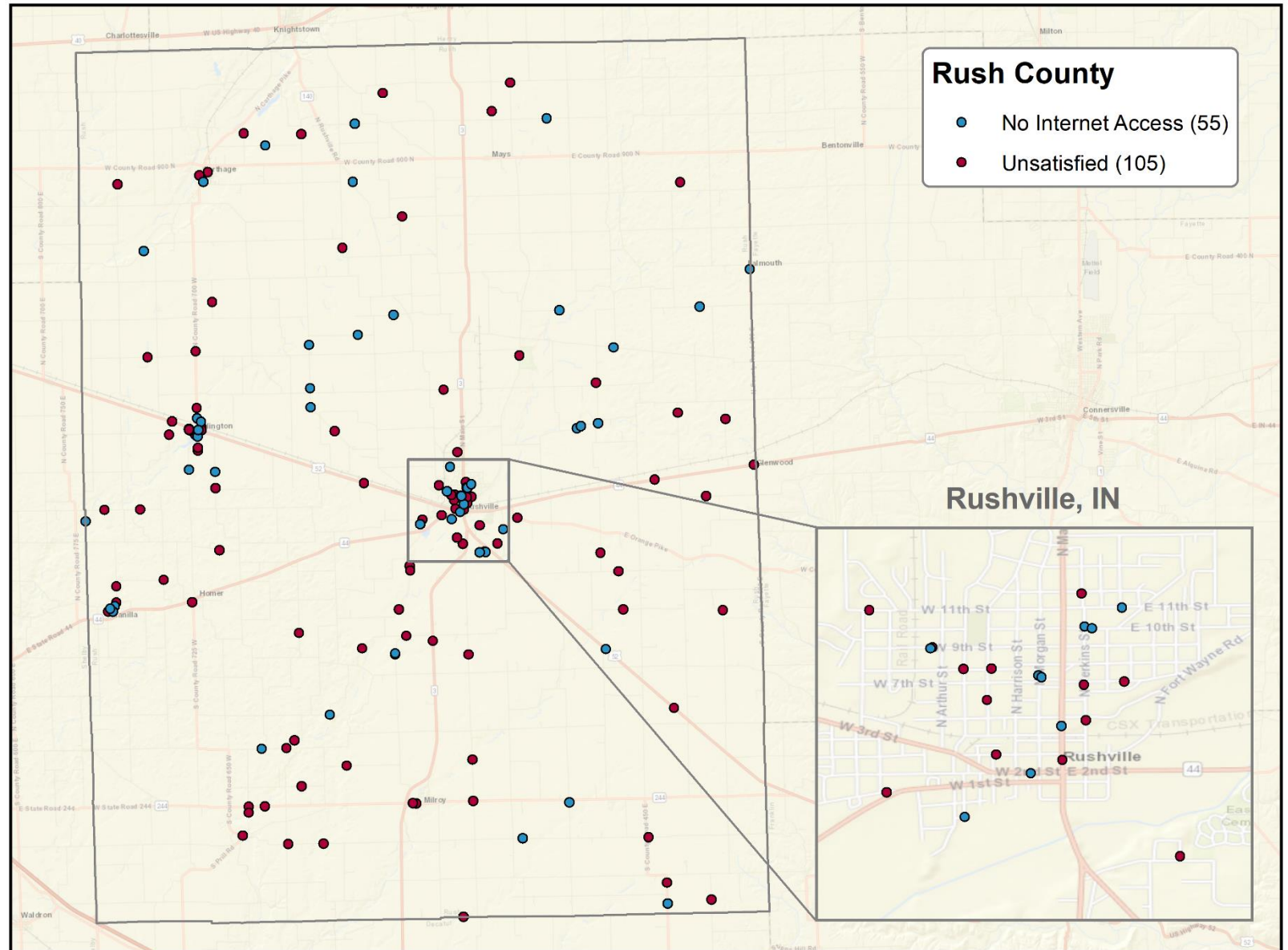


# Who is unsatisfied?





**No access +  
unsatisfied**





# Data Validation



## FCC

% homes with  
access to 25/3 Mbps

**56.3**

## Microsoft

% people using  
at 25 Mbps

**8.3**

## Rush County Survey

% homes using  
at 25/3 Mbps

**18.2**



# 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

**Purdue Center for Regional Development / Extension**

**Roberto Gallardo, Ph.D.**

**Email: [robertog@purdue.edu](mailto:robertog@purdue.edu)**

**Twitter: @robertoge; @pcrd**

**Phone: 765-494-3525**

